



Client: Morro Bay Tourism Public Relations
What: Q1-3 Report
When: July 1, 2015 – March 31, 2016
Prepared: April 6, 2016

Overview

Public relations campaign effects, including social media influence and organic search traffic hits as a result of those campaigns, create earned media, generating a cost effective approach to grow top of mind brand awareness resulting in higher ADR, RevPar and TOT. Mental worked closely with Executive Director Brent Haugen to execute a number of approved PR programs from July 2016 – March 2016 that created great results.

Programs

Mental executed a mix of five different PR programs that cover a wide range of outreach techniques to reach different media audiences, which garnered earned media stories, organic website traffic, and social media publicity about the Morro Bay Tourism brand.

1. Monthly Press Releases

Monthly press releases are distributed to Mental's proprietary list of over 5,000 travel writers, as well as over PR newswire. This outreach alone landed a travel feature in the **LA Times Travel** section for a National Oyster Day feature, **805 Living** story on the Morro Bay Adventure Pass, and a **SocialThrills.com** article about escaping to Morro Bay, among others.

- **July:** Morro Bay Celebrates National Oyster Day all Year Long
- **August:** Top 7 Ways to "Wine Down" in Morro Bay
- **September:** Sustainable Fishing, Harbor Fest, Seafood Month
- **October:** What's New This Fall - Culinary and Hospitality news
- **November:** Rock the Holidays with Tall Ships, Free Gift Fridays
- **December:** Burn Away Holiday Calories Rain or Shine
- **January:** Season of Love and Romance
- **February:** Party with Nature in Morro Bay this Spring Break, Rain or Shine
- **March:** Calling all BFFs to Morro Bay!

2. Guest Blogger Program

Some of the top travel bloggers are not only editorially based, but also offer advertorial opportunities for destinations to garner custom third party media attention at affordable prices, usually around \$500. These bloggers usually bring a huge social following with them resulting in great earned social media exposure and generally target the millennial media audience. Mental secured a visit from travel blogger Robert Schrader, **LeaveYourDailyHell.com**, who did a lifestyle photo-travel story on Morro Bay garnering 81,000 UVPs, 311 social media shares, and a social media reach of 44,000. This opportunity also produced a lifestyle story about Morro Bay Oyster Company that ran on **About.com**, garnering 142 million UVPs, 32,000 social media reach and \$2,698,000 in ad value. Second guest blogger is booked for spring.

3. Visiting Journalist Program

The focus of the visiting journalist program is to host travel and lifestyle media in Morro Bay in exchange for earned media coverage. Morro Bay hosted 17 press visits from various publications from July 2015 – March 2016, with an additional 5 media visits booked through June. Morro Bay has already met nearly the set annual goal to host 18 journalists this fiscal year, twice as many as the prior fiscal year, and it on track to exceed our goal by 22%. These press visits resulted in XX travel features to date, with many more pending.

4. Fall Niche Media Pitch: Baby Boomer

Mental focused on showcasing Morro Bay as an active boomer and snowbird destination. To date we've pitched over 100 boomer media outlets, garnering much interest and securing a media visits and coverage from Liz Dahl, editor and founder of www.boomertravelpatrol.com, Ronnie Greenberg from LA based Senior Reporter and the National Jewish News, and Lisa Carpenter, boomer writer for four publications including www.GrandmasBriefs.com and Huffington Post is booked for a May visit.

Winter Niche Media Pitch: Tour and Travel

This pitch was put on hold while the new website was launched and vetted. The window for pitching this group is best in fall/winter, so this pitch has been moved to Fall of 2016.

Spring Niche Media Pitch: Top Tier National Print Publications

This pitch is underway and focuses on pitching Morro Bay travel and destination ideas to editors of national print publications based on their editorial calendar. Mental is pulling together media lists and working with the tourism bureau on the best publications to fit our destination.

5. Reactive Public Relations Program

Several reactive pitches were made on behalf of Morro Bay during Q1-2 in response to queries:

- **Sunset Editorial Staff Round Table Pitch:** Morro Bay Leading the Way in Sustainable Small Fleet Fishing Practices; followed up with info on MB fisheries and the CC Women for Fisheries. Follow up with editorial staff indicates a Highway 1 story slated for June in Coastal Living
- **Visit CA Pitches:**
 - What's New story ideas for Fall and Winter 2015
 - Fresh Take on Highway 1: Adventure Pass, Mural Mile Tour
 - Scenic Drives off the Beaten Path

- Epic Hikes
- Unique Multigenerational Family-Owned Businesses in Morro Bay, CA
- Holiday Theme: Valentine's Day- Engage the Rock in Morro Bay
- What's New in Morro Bay this Spring
- Top Events and Festivals in Morro Bay, CA
- Trails to Ride and Bike in and around Morro Bay
- Only In CA Outdoor Adventures
- Morro Bay VisitCA On the B Side Story Ideas
- Morro Bay VisitCA Holiday Themed Story Ideas
- What's New for Winter 2016
- Summit to Sea Adventure Pass
- New Website
- Pet Friendly Trail Map
- Spring Lodging Specials
- Get Festival Ready
- **Visit Australia Pitches**
 - **Culinary Pitches:**
 - Introducing Neal Maloney from the Morro Bay Oyster Company
 - Chef Steve Smeets Takes the Helm at 60 State Park Restaurant and Lounge
 - Meet Mark Tognazzini, Local Morro Bay Fisherman and Restaurant Owner
- **Central Coast Tourism Council Pitches:**
 - **Hidden Gems:**
 - Morro Bay National Estuary
 - Morro Bay Heron and Cormorant Rookery
 - Morro Bay Natural History Museum
 - Morro Bay Sand Spit - Montana de Oro State Park
 - Surfing the South Jetty
- **Media Trade Shows**
 - **Visit CA Canada Event May**
 - MB Adventure Pass
 - New website
 - Pet Friendly Trail Map

Public Relations ROI July – December 2015

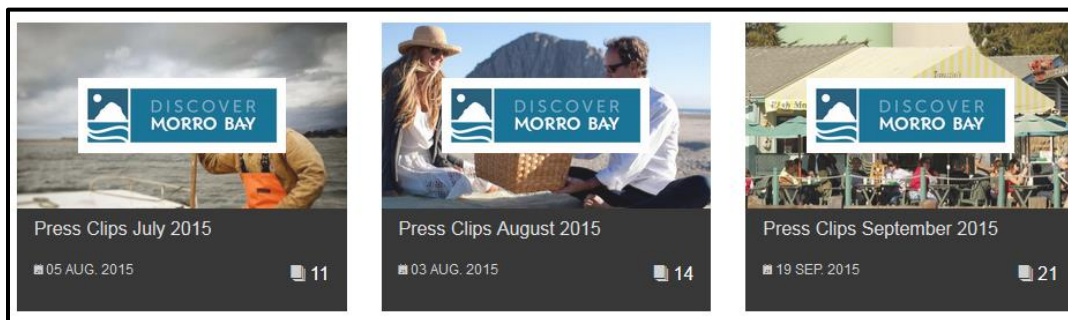
In addition to the traditional ROI stats for number of earned media placements, impressions, ad equivalency and publicity value, Mental established methods to additionally track these metrics:

- Earned media coverage views – the estimated number of *actual views* based on the impressions of that media article
- Earned social media reach and syndicated shares each public relations article received
- Earned media calculated as organic search engine traffic hits
- Organic links back to client site from press coverage

Public Relations ROI July 2015 – March 2016	
Tracked Editorial Placements	142
Total Press Release Postings on Regional and National PR Newswire Network Websites	1,845
Earned Media Impressions for Tracked Placements	9.2 B
Earned Media Coverage Views	2.24 M
Links back to Morrobay.org	459
Organic Search Engine Traffic Hits from Releases	60,539
Total Ad Equivalency	\$5,764,284
Total Publicity Value	\$17,292,852
Social Media Impressions from Press	2.9 M
Social Media Shares – Syndication of Articles	4954

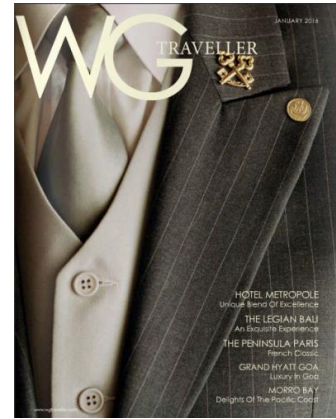
Press Clips: Travel Features and High Profile Pick Ups

Mental Marketing is always looking for better ways to expand business and grow awareness for our client’s brands, as well as to determine new ways of tracking their public relation programs ROI and metrics. July 2015 Mental launched a new press clips book approach that displays the monthly press release concept, the article clips for the month showing impressions, estimated views, links to website, social media syndication of the article and hyperlinks to each article.



Mental Marketing secured 65 travel features focusing on the Morro Bay CA lifestyle in regional and national print, broadcast online media outlets. Also, Mental tracked coverage from 77 major national and international news organizations and small travel blogs through our press release distribution.

- July Press Clips: http://bit.ly/MB_July2015PressClips
- August Press Clips: http://bit.ly/MB_August2015PressClips
- September Press clips: http://bit.ly/MB_Sept2015PressClips
- October Press Clips: http://bit.ly/MB_Oct2015PressClips
- November Press Clips: http://bit.ly/MB_Nov2015PressClips
- December Press Clips: http://bit.ly/MB_Dec2015PressClips
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