



## **PR/Marketing Report (Becca) –Feb 2018**

### **Recent Media Publications:**

- Orbitz Travel, The 6 Best Wineries to visit in Oregon, Jeanette Zinno, also picked up by MSN Canada
- GEO Magazine (France, web), Beatrice Leproux (National Geographic in France)
- Northwest Foods, Tracy Beard

### **PR Deskside trips:**

- San Francisco Deskside, March 5-8th. Becca and Stephen.
- Seattle Deskside March 19-23<sup>rd</sup>.

### **FAM Trips**

- Feb 7-9<sup>th</sup> Long Haul Trekkers visited Yamhill Valley, Corvallis, Albany and Salem. Blog coming soon.
- April 10-13 RDMO Tour
- April 13-16 Kim Cooper-Findling (Family friendly opportunities in wine country)
- Potential IFWTWA FAM, date and details TBD

### **E-newsletter:**

- No E-News out in Feb. Spring edition will be out in late March.

### **Website performance: SEO Results for February 2018:**

Overall we were down a little due to focus on new website and the shorter month.

- Unique Visitors: 8,526
- Organic Page Views: 10,231
- Pages/Sessions: 2.42
- Bounce Rate: 42.19%
- Avg. Session Duration 02:45
- Please note: Our website is NOT currently being updated with fresh content or events listings since we are in the middle of switching over to a new platform.

### **Social Media performance:**

- Facebook: **Fans:** 48,311
- Twitter: **Followers:** 7,200
- Instagram: **Followers:** 4,441

### **Web Reskin update:**

New WVVA website went out to board for review on Feb 21. Launch will be during the first week of March. Details and stats will be skewed for the first few weeks after launch.