

North of Ordinary California (aka North Coast Tourism Council)

We exist because of Visit California (VCA)



Collectively, we market based on an approved annual marketing plan by our board and Visit California. Our goal is to reach new visitor audiences throughout the West and promote **LODGING** in all campaign landing pages, paid social content, and promotions that also result in website traffic and lead generation for each county. We also get special **VCA funded rural marketing programs** included that are only available to our organization.

We are asking for the Humboldt Lodging Association to join us as the official DMO representing all of Humboldt County.

The marketing investment for FY25/26 owed will be the remaining \$6,500 (due Jan. 1, 2026).

We need a commitment of \$13K annually to be one of the 4 funding partners in FY26/27* and beyond.

***We have a commitment with Visit California to get matching grant funds through FY27/28**

Organization:

North Coast Tourism Council
DBA North of Ordinary California
501(c)6
EIN: 26-4251589

Website: <https://northofordinaryca.com/>

The North Coast Tourism Council (NCTC) has been incorporated in California since 2009 for the sole purpose of increasing tourism awareness of our designated rural region in partnership with Visit California. Partner counties include: Visit Del Norte County, Visit Humboldt County, Visit Lake County and Visit Mendocino County.

We meet quarterly, four times per year, via Zoom.

Each DMO Must Represent the Entire County
(per Visit California)

Humboldt County can have up to two seats on our board

Each DMO gives \$13K Per Year
(\$11K funds all marketing efforts & \$2K funds admin and accounting fees for the organization, a)

Visit California Matches Our Marketing Dollars
(up to \$60K per year)

North of Ordinary California's Campaigns Promote Lodging in Humboldt County

Stay Awhile: Every marketing initiative steers travelers to curated "Where to Stay" recommendations, county by county. Check out our current Fall campaign [contest landing page](#) with Humboldt County lodging featured and one of many [itineraries](#) with a featured lodging recommendation.

Humboldt's Hot Streak: Humboldt County's travel spending surged +3.4% in 2024, outpacing Visit California's +3% avg increase.

Visitor Spending By Lodging: Accommodations in Humboldt saw visitor spending jump +3.6%, outperforming Visit California's accommodation average of +3.4%

North of Ordinary on the Rise: Website traffic increased +61% YOY in FY24/25 with 127K new website visitors. The region experienced an overall travel spending boost of +2.8% and +2.7% increase in accommodations spending, according to Visit California's report.

(Source: Dean Runyan Report for Visit California, pages 129 & 65)