

MENDOCINO RAILWAY



THE SITUATION

Mendocino Railway operates three distinct train experiences across California, each with its own audience, geography, and competitive landscape.

The brands are geographically spread out — from Northern California to Ventura County — and face different market dynamics. One brand, the Skunk Train, benefits from strong historical recognition, while others operate in more competitive environments and require ongoing visibility to stay top of mind.

The marketing team was already using FareHarbor and sending email newsletters, but email marketing was limited in scope and difficult to manage with their existing platform.

A major turning point came when a social media campaign caused rapid growth for the Skunk Train, exposing gaps in how customers were being communicated with and nurtured — especially before booking.

THE CHALLENGE

As interest increased, several opportunities became more visible:

- Guests visited the website and browsed tours without booking, with no way to follow up
- Limited insight into what email marketing was working
- There was no pre-booking nurture in place
- The existing email platform was not user-friendly
- Managing communication across three brands added complexity

The team wanted to keep customers engaged, stay on their radar, and improve follow-up — without creating more manual work or requiring deep technical expertise to manage it.

THEY NEEDED A NEW APPROACH

TourAdvantage entered the picture as part of a broader goal to:

- Leverage browse abandonment and follow-up
- Better nurture customers over time
- Connect email marketing more closely to booking behavior

One capability stood out immediately: the direct connection to FareHarbor, paired with the ability to introduce upsells outside of the booking page.