

# MENDOCINO COUNTY TOURISM COMM.

## 2019-2020 Projections

MONTH	HITS	AD. EQUIV	IMPRESSIONS	RELEASES	FAM VISITS	MEDIA MISSIONS	TRADE SHOWS	NOTES/MISC.
July	44	\$11,259,602.00	101,717,546	0	5			
Aug	46	\$49,753,433.00	224,672,826	1	0			
September	37	\$16,614,838.00	74,268,572	1	6			
October	201	\$1,638,210.00	68,952,217	1	6		SATW/El Paso	Koli
November								
December								
January								
February								
March							Visit Cal/France	tbd
April							Visit Cal/LA	koli
May							IPW/Las Vegas	koli
June						Vancouver		
<b>TOTAL</b>	<b>127</b>	<b>\$77,627,873.00</b>	<b>400,658,944</b>	<b>3</b>	<b>17</b>			<b>0</b>
<b>GOAL</b>	<b>300</b>	<b>\$6.6 Million</b>	<b>150 Million</b>	<b>11</b>	<b>18</b>	<b>0</b>		<b>2</b>

Note: Goal increase in 2017/18; see PR Workplan.