



# TOURISM MATTERS TO MENDOCINO COUNTY

Tourism is a key contribution to the health of the economy of Mendocino County. When visitors stay, eat, play and travel in the county, their expenditures directly impact county residents by creating employment opportunities and providing tax relief for every household.

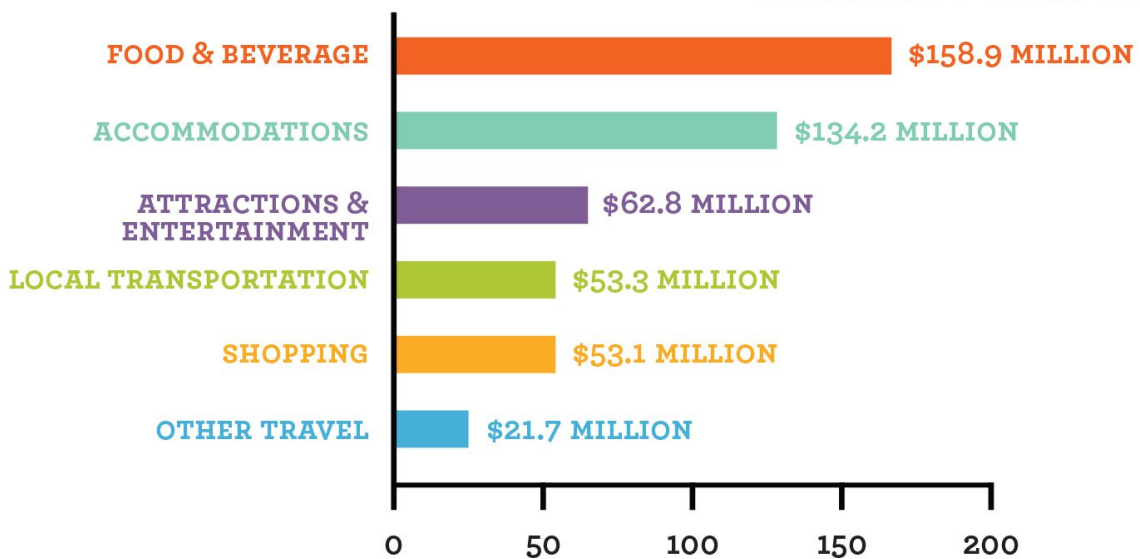
Visitors are drawn to this region to experience the beaches and ocean, giant redwood trees, rivers and lakes, extraordinary attractions, and incomparable food and world class wine, beer and spirits.

In 2019, the economic impact of travel to Mendocino County grew for the tenth consecutive year.

## TOURISM BENEFITS MENDOCINO COUNTY

**\$484**  
MILLION in travel-related  
spending in 2019

**UP 7.15%**  
INCREASE OVER 2018



### TOURISM EMPLOYS MENDOCINO COUNTY RESIDENTS

**6,400** travel-related jobs



# TOURISM AFFECTS YOU!



**\$46.2** in state and local revenue  
MILLION

**5.7%**  
INCREASE OVER 2018

**\$1,300** in taxes saved by each Mendocino County household in 2019



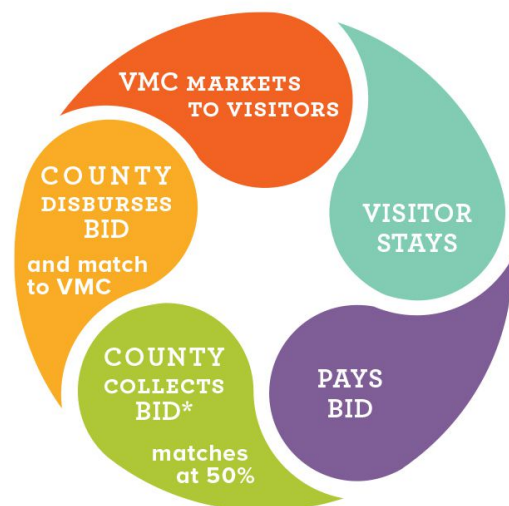
Source: California Travel Impacts 2010–2019p; pub. Dean Runyan Associates (May 2020)

## ABOUT VISIT MENDOCINO COUNTY

Visit Mendocino County is the tourism marketing arm of Mendocino County. Its mission is to steward and amplify the total Mendocino County experience.

- VMC brands Mendocino County as a destination and promotes and markets Mendocino County to potential visitors
- We get the word out via robust marketing, public relations and media visits
- VMC partners with trade organizations to build strength in numbers

\* Funds collected pursuant to Mendocino County Code, Section 5.140.240(B) for the purpose of countywide promotion.



## BE OUR PARTNER

- Keep your business listing up to date on VisitMendocino.com
- Take part in our annual festivals
- Join us at trade and consumer shows to meet potential visitors and partners
- Participate in one of our workshops
- Let us know about your events
- Follow our Opportunities page at mendocinotourism.org
- Link to us on social media channels