



Travel & Adventure Show, San Diego – January 17-19, 2020

Total Trip Expense: \$9057.06

- Booth Fee: \$3,300.00
- Lodging: \$1,704.98 (\$284.16 x 2 rooms) for 3 nights
- Flights: \$463.92 (\$231.96 x 2 flights)
- Freight Cost: \$2,357.44
- Food: \$615.21
- Car Rental: \$378.51
- Parking: \$165 (\$55/night x 3)
- Airport Parking: \$72

Brochures

- 2019-20 Calendar of Events, Pet Friendly Travel Guide, Happyland Players Guide, North Coast Travel Guide: Redwood Highway Map, Mendo County Wine Map, Skunk Train flyer, Mendocino Coast Botanical Garden flyer

Emails

- Email Signups: 136

Giveaways

- 500 bags handed out stuffed with flyers.

What we learned

- A giveaway is necessary to attract attendees