

VISIT MENDOCINO COUNTY/MEDIA IMPACT REPORT 2020/2021

MEDIA	DATE	TITLE	OUTLET	AUDIENCE	AD VALUE	LINK
COASTAL						
Print	11/01/20	Sonoma Coast road trip	Via Magazine	2,600,000	n/a	http://calstate.aaa.com/via/road-trips/sonoma-coast-road-trip
Print	11/01/20	Mendocino County	Hotbook/Mexico	125,000	n/a	pdf on file
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	NorthJersey.com	695,728	\$ 88,642.00	http://www.northjersey.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	These unique lodging spots offer COVID-weary travelers social-distanced splendor	TC Palm.com	213,422	\$ 31,335.00	http://www.tcpalm.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Observer & Eccentric Newspapers	18,020	\$ 510.00	http://www.hometownlife.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Louisville Courier-Journal	766,577	\$ 92,401.00	http://www.courier-journal.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Unique hotel rooms from coast to coast	Arizona Republic	2,156,818	\$ 228,144.00	http://rssfeeds.azcentral.com/~637881558/0/phoenix/nation~These-unique-lodging-spots-offer-COVIDweary-travelers-socialdistanced-splendor/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Poughkeepsie Journal	106,565	\$ 24,752.00	http://www.poughkeepsiejournal.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Fort Myers News-Press	257,279	\$ 26,698.00	http://www.news-press.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/

Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Coloradoan	207,412	\$ 43,322.00	http://www.coloradoan.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Delmarva Now	89,290	\$ 16,266.00	http://www.delmarvanow.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	These unique lodging spots offer COVID-weary travelers social-distanced splendor	Marco Eagle	21,500	\$ 1,307.00	http://www.marconews.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Wilmington News Journal	217,268	\$ 71,967.00	http://www.delawareonline.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Silver City Sun News	1,290	\$ 47.00	http://www.scsun-news.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Milwaukee Journal Sentinel	876,411	\$ 154,895.00	http://www.jsonline.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	LOHUD-Journal News (The)	408,647	\$ 35,830.00	http://www.lohud.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	USA Today	18,247,347	\$ 3,885,740.00	http://www.usatoday.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/

Internet	11/02/20	Experience socially-distanced splendor at these unique hotels	MSN News	38,372,998	\$ 5,716,822.00	http://www.msn.com/en-us/travel/tripideas/experience-socially-distanced-splendor-at-these-unique-hotels/ss-BB1avKub
Internet	11/02/20	These unique lodging spots offer COVID-weary travelers social-distanced splendor	Palladium-Item	4,472	\$ 1,109.00	http://www.pal-item.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Florida Times-Union	312,230	\$ 24,499.00	http://www.jacksonville.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Pensacola News Journal.com	177,564	\$ 35,174.00	http://www.pnj.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Green Bay Press-Gazette	167,930	\$ 38,604.00	http://www.greenbaypressgazette.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Spectrum	47,114	\$ 3,633.00	http://www.thespectrum.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	These unique lodging spots offer COVID-weary travelers social-distanced splendor	St. Cloud Times	105,891	\$ 9,882.00	http://www.sctimes.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	Social distancing splendor: Unique hotel rooms from coast to coast	Ithaca Journal	10,612	\$ 839.00	http://www.ithacajournal.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/02/20	These unique lodging spots offer COVID-weary travelers social-distanced splendor	Great Falls Tribune	57,337	\$ 12,499.00	http://www.greatfallstribune.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/

Internet	11/02/20	These unique lodging spots offer COVID-weary travelers social-distanced splendor	Muncie Star Press	26,126	\$ 7,419.00	http://www.thestarpress.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Internet	11/03/20	A Noyo River kayak tour plus dinner with a view	Hi Travel Tales	64,283	n/a	https://hitraveltales.com/a-noyo-river-kayak-tour-plus-dinner-with-a-view/
Internet	11/03/20	A Noyo River kayak tour plus dinner with a view	Hi Travel Tales	10,200	n/a	https://www.instagram.com/hitraveltales/
Internet	11/04/20	Are these the last unspoiled places in America?	MSN News	38,372,998	\$ 15,925,432.00	http://www.msn.com/en-us/travel/tripideas/are-these-the-last-unspoiled-places-in-america/ss-BB1aFhEa
Print	11/04/20	Michelin introduces a Green star	Napa Valley Register	8,724	\$ 349.00	https://pdfs.s3.amazonaws.com/live/pdf/20201104/2030993809305121911_20342.pdf
Internet	11/04/20	Soak In Views Of Surf And Sand On This Guided Horseback Ride On Manchester Beach In Northern California	OnlyInYourState	2,114,640	\$ 46,235.00	http://www.onlyinyourstate.com/northern-california/horseback-ride-beach-norcal/
Internet	11/05/20	California Inspiration	Coveteur (The)	11,929	\$ 505.00	http://coveteur.com/2020/11/04/california-getaways-itinerary/
Print	11/08/20	Lost Coast	San Francisco Chronicle	198,933	\$ 55,200.00	https://pdfs.s3.amazonaws.com/live/pdf/20201108/2031361208133521511_20342.pdf
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Wilmington News Journal	217,268	\$ 60,150.00	http://www.delawareonline.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Daily Journal	13,372	\$ 1,337.00	http://www.thedailyjournal.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Coloradoan	207,412	\$ 36,265.00	http://www.coloradoan.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	LOHUD-Journal News (The)	408,647	\$ 58,968.00	http://www.lohud.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/

Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	USA Today	18,247,347	\$ 3,199,405.00	http://www.usatoday.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Ithaca Journal	10,612	\$ 826.00	http://www.ithacajournal.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Battered by COVID-19, hotels pitch themselves as remote workspaces	Marco Eagle	21,500	\$ 1,087.00	http://www.marconews.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Naples Daily News	194,025	\$ 45,288.00	http://www.naplesnews.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Battered by COVID-19, hotels pitch themselves as remote workspaces	Muncie Star Press	26,126	\$ 6,150.00	http://www.thestarpress.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Glamping California Style: 8 Sites You Can't Miss	Departures	15,248	\$ 133.00	http://www.departures.com/travel/best-glamping-destinations-california
Internet	11/11/20	Battered by COVID-19, hotels pitch themselves as remote workspaces	TC Palm.com	213,422	\$ 26,242.00	http://www.tcpalm.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Arizona Republic	2,156,818	\$ 265,108.00	http://www.azcentral.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Milwaukee Journal Sentinel	876,411	\$ 129,551.00	http://www.jsonline.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	NorthJersey.com	695,728	\$ 74,015.00	http://www.northjersey.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Rochester Democrat & Chronicle	550,397	\$ 134,948.00	http://www.democratandchronicle.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Louisville Courier-Journal	766,577	\$ 76,599.00	http://www.courier-journal.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/

Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Daily News Journal	16,941	\$ 914.00	http://www.dnj.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Mendocino Theatre Company Presents THE LONG INTERMISSION	Broadway World	589,909	\$ 15,287.00	http://www.broadwayworld.com/san-francisco/article/Mendocino-Theatre-Company-Presents-THE-LONG-INTERMISSION-20201030
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	Green Bay Press-Gazette	167,930	\$ 32,354.00	http://www.greenbaypressgazette.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Hotels try to fill rooms by pitching themselves as remote workspaces	MyCentralJersey.com	148,931	\$ 10,885.00	http://www.mycentraljersey.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Check out California's best-kept travel secrets	MSN News	38,372,998	\$ 11,070,670.00	http://www.msn.com/en-us/travel/tripideas/check-out-californias-best-kept-travel-secrets/ss-BB1aIMFx
Internet	11/11/20	Battered by COVID-19, hotels pitch themselves as remote workspaces	Great Falls Tribune	57,337	\$ 10,350.00	http://www.greatfallstribune.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Battered by COVID-19, hotels pitch themselves as remote workspaces	Palladium-Item	4,472	\$ 939.00	http://www.pal-item.com/story/travel/2020/11/08/hotels-pitch-themselves-as-remote-workspaces/6166048002/
Internet	11/11/20	Social distancing splendor: Unique hotel rooms from coast to coast	Rochester Democrat & Chronicle	550,397	\$ 161,164.00	http://www.democratandchronicle.com/story/travel/hotels/2020/10/29/social-distancing-friendly-unique-hotel-rooms/3717975001/
Print	11/15/20	Native Son	San Francisco Chronicle	198,933	\$ 15,600.00	https://pdfs.s3.amazonaws.com/live/pdf/20201115/2032061207283921411_20342.pdf
Internet	11/17/20	Enjoy Endless Views At Pacific Star Winery, The Only Winery On The Mendocino Coast In Northern California	OnlyInYourState	2,114,640	\$ 47,959.00	http://www.onlyinyourstate.com/northern-california/oceanfront-winery-norcal/
Internet	11/17/20	A Magical Holiday Season on California's Mendocino Coast	Luxury Travel Magazine	12,000	\$ 54.00	http://www.luxurytravelmagazine.com/news-articles/a-magical-holiday-season-on-californias-mendocino-coast

Internet	11/17/20	You won't believe these incredible places are in the USA	Best Travel Tale	11,353	\$ 4,629.00	http://besttraveltale.com/travel/you-wont-believe-these-incredible-places-are-in-the-usa/
Internet	11/18/20	The Best Things To Do In Mendocino, CA	Travel Awaits	44,796	\$ 1,585.00	http://www.travelawaits.com/2558386/best-things-to-do-in-mendocino-ca/
Internet	11/18/20	10+ Christmas Train Rides Across the Country to Get You in the Holly Jolly Spirit	Yahoo!	108,315,734	\$ 40,909,860.00	http://www.yahoo.com/lifestyle/10-christmas-train-rides-across-185900540.html
Print	11/20/20	Michelin introduces a Green Star	Weekly Calistogan	4,500	\$ 332.00	https://pdfs.s3.amazonaws.com/live/pdf/20201120/2032594208442420911_20342.pdf
Print	11/21/20	Artist's 'crown jewel'	Sunday Press Democrat	52,064	\$ 18,789.00	https://pdfs.s3.amazonaws.com/live/pdf/20201121/2032693807582820811_20342.pdf
Internet	11/24/20	Are these America's last unspoiled places?	MSN News	35,080,625	\$ 16,846,175.00	http://www.msn.com/en-us/travel/tripideas/are-these-americas-last-unspoiled-places/ss-BB1bfbU0?li=BBnb7Kz
Internet	11/24/20	Sonoma, Napa, Mendocino Hotels Offer 'Schoolcations' As Remote Learning Continues	Sonoma Magazine	9,334	\$ 253.00	http://www.sonomamag.com/sonoma-napa-mendocino-hotels-offer-schoolcations-as-remote-learning-continues/
Internet	11/24/20	15 Top Romantic Getaways in California	MSN News	35,080,625	\$ 29,756,776.00	http://www.msn.com/en-us/travel/tripideas/15-top-romantic-getaways-in-california/ar-BB1b8z5O
Internet	11/24/20	Walking The Rows: Savoy Vineyard In California's Anderson Valley	Forbes	16,700,896	\$ 479,972.00	http://www.forbes.com/sites/jillbarth/2020/11/23/walking-the-rows-
INLAND						
Internet	11/12/20	The Mystique of Anderson Valley (Part 1) - Good Vitis	Wine Business.com	22,123	\$ 2,506.00	http://www.winebusiness.com/?go=getBlogEntry&dataId=238343
Print	11/24/20	Mendocino's winter specials	Napa Valley Register	8,724	\$ 1,843.00	https://pdfs.s3.amazonaws.com/live/pdf/20201124/2032989907590920111_20342.pdf
Internet	11/30/20	Anderson Valley & The Mendocino Coast Are The New California Dream	Forbes	16,700,896	\$ 1,224,301.00	http://www.forbes.com/sites/kimwesterman/2020/11/28/anderson-valley--the-mendocino-coast-are-the-new-california-dream/
TOURISM						

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	A.M. Best Company	119,096	n/a	http://markets.financialcontent.com/ambest?Page=MEDIAVIEWER&GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Asian Food Tourist	10,000	n/a	http://asianfoodtourist.com/businesswire/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Ask.com	4,942,506	n/a	http://markets.ask.com/ask/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Benton Courier	159,789	n/a	http://markets.financialcontent.com/bentoncourier/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Big Spring Herald	10,000	n/a	http://markets.financialcontent.com/bigspringherald/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Borger News Herald	10,000	n/a	http://markets.financialcontent.com/borgernews herald/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	BPAS	10,000	n/a	http://markets.financialcontent.com/bpas/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Buffalonews.com	3,962	n/a	http://markets.financialcontent.com/buffnews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Business Wire	534,206	\$ 14,454.00	http://www.businesswire.com/news/home/20201123005251/en/New-Tourism-Trend-of-Micro-trips-Drives-Uptick-in-Occupancy-in-Mendocino-County-During-Critical-Season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Businessdiary Ph	10,000	n/a	http://businessdiary.com.ph/16944/businesswire/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	BusinessWire.com	1,863,962	n/a	http://www.businesswire.com/news/home/20201123005251/en

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	CablingInstall	114,051	n/a	http://markets.financialcontent.com/cablinginstall/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Central NewsChannelNebraska.c	10,000	n/a	https://central.newschannelnebraska.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Crescent-News	18,832	n/a	http://studio-5.financialcontent.com/dixcom.crescentnews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Daily Breeze	188,788	n/a	http://studio-5.financialcontent.com/mng-lang.dailybreeze/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Daily Penny Alerts	10,000	n/a	http://markets.financialcontent.com/dailypennyalerts/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Daily Times Leader	10,000	n/a	http://markets.financialcontent.com/starkvilledailynews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	DailyBulletin.com	132,411	n/a	http://studio-5.financialcontent.com/mng-lang.dailybulletin/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Daily-Record.com	39,314	n/a	http://studio-5.financialcontent.com/dixcom.dailyrecord/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Decatur Daily Democrat	34,933	n/a	http://markets.financialcontent.com/decaturdailydemocrat/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Deer Park Tribune	10,000	n/a	http://markets.financialcontent.com/dptribune/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Devzum	10,000	n/a	http://devzum.com/news/?BusinessWireRelease=20201123005251-en

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Digital Journal	310,556		n/a	http://www.digitaljournal.com/pr/4888807
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	DMN Newswire	4,919	\$	36.00	http://dmnnewswire.digitalmedianet.com/2020/11/23/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season/
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Dow Theory Letters	10,000		n/a	http://markets.financialcontent.com/dowtheoryletters/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Entertainment City PH	10,000		n/a	http://entertainmentcityph.com/businesswire/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Fat Pitch Financials	474		n/a	http://markets.financialcontent.com/fatpitchfinancials/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	FayObserver	358,611		n/a	http://markets.financialcontent.com/fayobserver/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Financial Sense	48,960		n/a	http://markets.financialcontent.com/financialsense/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	FOX 21 Delmarva	10,000		n/a	http://www.fox21delmarva.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	FOX 40 WICZ TV	10,000		n/a	http://www.wicz.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Franklin Credit Management Co	10,000		n/a	http://markets.financialcontent.com/franklincredit/news/read?GUID=40672201

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Great American Advisors	10,000	n/a	http://markets.financialcontent.com/gafri/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	HeraldOnline.com	154,807	n/a	http://studio-5.financialcontent.com/mi.heraldonline/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Hotelier Indonesia	10,000	n/a	https://hotelier-indonesia.com/businesswire/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Hydro Review	8,350	n/a	http://markets.financialcontent.com/hydroworld/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	InvestorPlace	1,181,037	n/a	http://markets.financialcontent.com/investplace/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Inyo Register	62,105	n/a	http://markets.financialcontent.com/inyoregister/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Kane Republican	10,000	n/a	http://markets.financialcontent.com/kanerepublican/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	KARN News Radio	351	n/a	http://studio-5.financialcontent.com/citcomm.citcommstations/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Kelowna Daily Courier	10,000	n/a	http://markets.financialcontent.com/kelownadailycourier/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	KFOL	10,000	n/a	https://www.hvtv10.tv/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	KMLK	10,000	n/a	https://lifestyle.mykmlk.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	KSAN Concho Valley	12,374	n/a	http://studio-5.financialcontent.com/nexstar.conchovalley/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	KTVN Channel 2 News	124,442	n/a	http://ktvn.comstory/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Long Beach Press-Telegram	133,798	n/a	http://studio-5.financialcontent.com/mng-lang.presstelegram/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Magic 106.5	10,000	n/a	https://www.magic1065.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Malvern Daily Record	59,996	n/a	http://markets.financialcontent.com/malvern-online/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Mammoth News	10,000	n/a	http://markets.financialcontent.com/mammothnews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	MarketWatch	9,299,332	n/a	https://www.marketwatch.com/press-release/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season-2020-11-23
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Metro NewsChannelNebraska.com	10,000	n/a	https://metro.newschannelnebraska.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	MidPlains NewsChannelNebraska.com	10,000	n/a	https://midplains.newschannelnebraska.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Milwaukee Wisconsin Journal Sentinel	10,000	n/a	http://markets.financialcontent.com/jsonline/news/read?GUID=40672201

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Minster Community Post	18,446	n/a	http://markets.financialcontent.com/minstercommunitypost/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	My Motherlode	44,676	n/a	http://studio-5.financialcontent.com/clarkebroadcasting.mymotherlode/news/read?GUID=40672201
Internet	11/23/20	Mendocino's winter specials	Napa Valley Register	148,470	\$ 23,789.00	http://napavalleyregister.com/travel/mendocinos-winter-specials/article_b0242f6b-be10-54c8-ab83-408d145ef195.html
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	News Tribune	460,427	n/a	http://studio-5.financialcontent.com/mi.newstribune/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Newsday	1,700,744	n/a	http://studio-5.financialcontent.com/newsday/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	NewsOK.com	773,884	n/a	http://studio-5.financialcontent.com/newsok/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Northeast NewsChannelNebraska	10,000	n/a	https://northeast.newschannelnebraska.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Observer News Enterprise	51,158	n/a	http://markets.financialcontent.com/observernewsenterprise/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Oil And Gas Journal	66,967	n/a	http://markets.financialcontent.com/pennwell.ogj/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Panhandle NewsChannelNebraska	10,000	n/a	https://panhandle.newschannelnebraska.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Penticton Herald	10,000	n/a	http://markets.financialcontent.com/pentictonherald/news/read?GUID=40672201

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Pittsburgh Post-Gazette	1,198,092	n/a	http://markets.post-gazette.com/postgazette/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	PlatteValley NewsChannelNebraska	10,000	n/a	https://plattevalley.newschannelnebraska.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Poteau Daily News	6,892	n/a	http://markets.financialcontent.com/poteaudailynews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Primal.asia	10,000	n/a	http://www.primal.asia/businesswire?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Retail Technology Innovation Hub	10,000	n/a	https://retailtechinnovationhub.com/business-wire-news-feed/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	RFDTV	10,000	n/a	https://www.rfdtv.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	RI-BIO	10,000	n/a	http://ri-bio.org/biotech-industry-news/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	RiverCountry NewsChannelNebraska	10,000	n/a	https://rivercountry.newschannelnebraska.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Rockford Register Star	137,693	n/a	http://studio-5.financialcontent.com/gatehouse.rrstar/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Rolf Suey	10,000	n/a	http://www.rolfsuey.com/p/business-wire.html?m=1&BusinessWireRelease=20201123005251-en

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	SNN	10,000	n/a	https://www.snntv.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	SouthEast NewsChannelNebraska	10,000	n/a	https://southeast.newschannelnebraska.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Spoke.com	133,020	n/a	http://markets.financialcontent.com/spoke/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Starkville Daily News	10,000	n/a	http://markets.financialcontent.com/starkvilledailynews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Streetwise Reports	26,054	n/a	http://streetwisereport.com/businesswire/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Sweetwater Reporter	10,000	n/a	http://markets.financialcontent.com/sweetwaterreporter/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Tamar Securities	10,000	n/a	http://markets.financialcontent.com/tamarsecurities/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Antlers American	5,789	n/a	http://markets.financialcontent.com/theantlersamerican/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Chronicle Journal	10,000	n/a	http://markets.financialcontent.com/chroniclejournal/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Daily Press	103,497	n/a	http://markets.financialcontent.com/smdailypress/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Evening Leader	55,253	n/a	http://markets.financialcontent.com/theeveningleader/news/read?GUID=40672201

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Manchester Times	10,000	n/a	https://www.manchestertimes.com/news/business/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical/article_1c258e09-9989-5ac2-b726-d7b4c2a5b3bc.html
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Morning News	80,624	n/a	http://markets.financialcontent.com/am-news/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Pilot News	10,000	n/a	http://markets.financialcontent.com/thepilotnews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Post and Mail	66,599	n/a	http://markets.financialcontent.com/thepostandmail/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Punxsutawney Spirit	10,000	n/a	http://markets.financialcontent.com/punxsutawneyspirit/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Tech Tribune	10,000	n/a	http://thetechtribune.com/press-releases/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	The Tullahoma News	10,000	n/a	https://www.tullahomanews.com/news/business/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical/article_b9f49d52-66f5-59a6-9dec-a41928bb572c.html
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Townhall Finance	3,147,679	n/a	http://markets.financialcontent.com/townhall/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Trade Travel Journal	10,000	n/a	http://tradetraveljournal.com/businesswire/?BusinessWireRelease=20201123005251-en
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Travel Daily Media	10,000	n/a	http://www.traveldailymedia.com/businesswire/?BusinessWireRelease=20201123005251-en

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Valdosta Daily Times	10,000	n/a	https://www.valdostadailytimes.com/news/business/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical/article_95a8c160-0002-5ade-b643-ccb57e5dbb96.html
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Valley City Times-Record	33,096	n/a	http://markets.financialcontent.com/times-online/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Value Investing News	2,189	n/a	http://studio-5.financialcontent.com/fatpitch.valueinvestingnews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	Wapakoneta Daily News	10,126	n/a	http://markets.financialcontent.com/wapakdailynews/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WBOC-TV 16	111,184	n/a	http://www.wboc.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WDFX	10,000	n/a	https://www.wdfxfox34.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WFMJ	10,000	n/a	http://www.wfmj.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WFXG	10,000	n/a	https://www.wfxg.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WorkBoat	12,539	n/a	http://studio-5.financialcontent.com/workboat/news/read?GUID=40672201

Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WPGX	10,000	n/a	https://www.wpgxfox28.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WRAL	1,560,286	n/a	http://studio-5.financialcontent.com/wral/news/read?GUID=40672201
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	wrde.com	10,000	n/a	https://www.wrde.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WTNZ	10,000	n/a	https://www.wtnzfox43.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
Internet	11/23/20	New Tourism Trend of Micro-trips Drives Uptick in Occupancy in Mendocino County During Critical Season	WWZW	10,000	n/a	https://lifestyle.3wzfm.com/story/42950574/new-tourism-trend-of-micro-trips-drives-uptick-in-occupancy-in-mendocino-county-during-critical-season
TOTALS				416,396,969	\$ 131,347,605.00	