

MENDOCINO COUNTY TOURISM COMM.

2018-2019 PROJECTIONS

MONTH	HITS	AD. EQUIV	IMPRESSIONS	RELEASES	FAM VISITS	MEDIA MISSIONS	TRADE SHOWS	NOTES/MISC.
July	69	\$11,488,099.40	125,983,687	1	3			
Aug	320	\$9,426,467.08	283,173,825	3	1			
September	48	\$3,434,070.24	55,456,923	2	9			
October	50	\$6,664,980.11	493,139,627	0	1		Visit Cal/SFO	
November	40	\$2,668,294.55	44,028,890	2	3			
December	29	\$484,476.72	17,694,454	1	1			
January	54	\$1,978,988.23	112,189,665	1	4			
February								
March								
April							Visit Cal/Bootcamp	SFO/Taste
May						W. Canada		IPW/Anaheim
June								
TOTAL	610	\$36,145,376.33	1,131,667,071	10	22		0	
GOAL	300	\$6.6 Million	150 Million	11	18	0	2	

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