

# MENDOCINO COUNTY TOURISM COMM.

## 2020-2021 Projections

MONTH	HITS	AD. EQUIV	IMPRESSIONS	RELEASES	FAM VISITS	MEDIA MISSIONS	TRADE SHOWS	NOTES/MISC.
July	44	\$141,389,022.00	426,420,157	1	1			
Aug	42	\$39,439,132.00	217,818,238	1	1			
September	62	\$34,967,135.00	175,423,423	1	2			
October	33	\$434,513.00	10,251,439	0	5			
November	183	\$131,347,605.00	416,396,969	1	2			
December				0	1			
January				1	2		IMM Virtual	koli
February								
March								
April						Denver		
May								
June								
TOTAL	364	\$347,577,407.00	1,246,310,226	5	14			
GOAL	500	\$10 Million	250 Million	11	20	1	2	