

## MENDOCINO COUNTY TOURISM COMM.

### 2019-2020 Actuals

MONTH	HITS	AD. EQUIV	IMPRESSIONS	RELEASES	FAM VISITS	MEDIA MISSIONS	TRADE SHOWS	NOTES/MISC.
July	44	\$11,259,602.00	101,717,546	0	5			
Aug	46	\$49,753,433.00	224,672,826	1	1			
September	37	\$16,614,838.00	74,268,572	1	6			
October	200	\$1,638,210.00	68,952,217	2	7		SATW/El Paso	Koli
November	34	\$600,423.00	22,337,905	2	2			
December	54	\$914,861.25	30,139,447	0	1			
January	63	\$34,184,426.00	120,291,986	1	4			
February	66	\$64,640,864.00	181,928,176	2	3			
March	21	\$85,626,606.00	149,404,321	2	1			
April	22	\$253,525.00	54,882,680	1	0		Visit Cal/LA	Koli
May	51	\$4,743,132.00	62,513,958	1	0		IPW/Las Vegas	Koli
June	40	\$34,674,734.00	151,712,206	2	0			
<b>TOTAL</b>	<b>678</b>	<b>\$304,904,654.25</b>	<b>1,242,821,840</b>	<b>15</b>	<b>30</b>		<b>1</b>	
<b>GOAL</b>	<b>300</b>	<b>\$6.6 Million</b>	<b>150 Million</b>	<b>11</b>	<b>18</b>	<b>0</b>	<b>2</b>	