

MENDOCINO COUNTY TOURISM COMM.

2019-2020 Projections

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								
September						Vancouver		Spring 2020
October							SATW/El Paso	Koli
November							Visit Cal/Atlanta	TBD
December								
January								
February								
March							Visit Cal/France	tbd
April							Visit Cal/LA	koli
May							IPW/Las Vegas	koli
June								
TOTAL	44	\$11,259,602.00	101,717,546	0	5		2	
GOAL	300	\$6.6 Million	150 Million	11	18	0	2	

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