MENDOCINO COUNTY TOURISM COMM.

2020-2021 Projections

MONTH		HITS	AD. EQUIV	IMPRESSIONS	RELEASES	FAM VISITS	MEDIA MISSIONS	TRADE SHOWS	NOTES/MISC.
July		321	$138,088,177.00	489,715,291	1	2			
Aug		81	$120,647,635.00	311,672,062		1			
September		36	$83,495,209.00	150,929,587	1	0			
October		56	$83,165,836.00	380,015,169	1	3		Visit Cal/LA	Travis
November								Visit Cal/Bootcamp	Koli
December									
January									
February							Phoenix		Koli
March									
April									
May									
June								IPW	Travis
TOTAL		494	$425,396,857.00	1,332,332,109	3	6			
GOAL		500	$10 Million	250 Million	11	20	1	2	
Key Performance Indicators									