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					1	2			
December						1			
January								IMM Virtual	koli
February						1			
March							Denver		Koli
April									
May									
June									
TOTAL		181	$216,229,802.00	829,913,257	4	13			
GOAL		500	$10 Million	250 Million	11	20	1	2	
Key Performance Indicators									