VISIT MENDOCINO
MAGIC IS REAL

Monthly PR Comparison YOY

July	2025	Topic	2024	Topic
-Hits	75	Hidden Gems	64	Dark Skies
-Ad Equivalency	$13,519,371.51		$12,287,435.00	
-Impressions	548,274,953		500,446,069	
-FAM Visits	2		0	
August				
-Hits	68	Top Shelf Tastings	142	Sleepcations
-Ad Equivalency	$16,693,919.47		$12,115,059.71	
-Impressions	667,776,775		527,335,813	
-FAM Visits	1		3	
September				
-Hits	92	Hot Sheet / SATW	137	Three Perfect Drives
-Ad Equivalency	$12,872,454.46		$11,374,103.00	
-Impressions	559,484,916		483,163,418	
-FAM Visits	3		1	
October				
-Hits	99	Harvest Mendocino	54	Harvest / Hot Sheet
-Ad Equivalency	$11,856,058.68		$3,277,232.22	
-Impressions	475,736,143		132,393,287	
-FAM Visits	2		12* (VCA – 8 guests)	

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November				
-Hits	144	Silent Travel / Quietcations	182	Hot Sheet / SATW
-Ad Equivalency	$6,279,740.05		$27,858,840	
-Impressions	251,320,589		1,117,642,376	
-FAM Visits	3		2	
December				
-Hits		Seafood & Sips	136	Seafood & Sips
-Ad Equivalency			$18,057,998.48	
-Impressions			722,258,180	
-FAM Visits			2	