



### Monthly PR Comparison YOY

<b>July</b>	<b>2025</b>	<b>Topic</b>	<b>2024</b>	<b>Topic</b>
-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	
<b>August</b>				
-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	
<b>September</b>				
-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	
<b>October</b>				
-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)	

VISIT  
**MENDOCINO**  
MAGIC IS REAL

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<b>November</b>				
-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	
<b>December</b>				
-Hits	87	Seafood & Sips	136	Seafood & Sips
-Ad Equivalency	\$3,902,426.89		\$18,057,998.48	
-Impressions	157,488,400		722,258,180	
-FAM Visits	0		2	
<b>January 2026</b>			<b>January 2025</b>	
-Hits	65	Table for Two	61	Kudos
-Ad Equivalency	\$7,237,689.06		\$5,595,359.18	
-Impressions	290,592,557		470,434,031	
-FAM Visits	3		3	
<b>February 2026</b>			<b>February 2025</b>	
-Hits	70	Spring / Whale Fests	344	Solo Travel
-Ad Equivalency	\$7,748,934.36		\$17,193,774.29	
-Impressions	314,363,261		695,620,589	
-FAM Visits	3		1	



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<b>March 2026</b>			<b>March 2025</b>	
-Hits	107	Spring / Whale Fests*	85	None
-Ad Equivalency	\$17,900,907.29		\$17,801,286.08	
-Impressions	757,240,118		811,453,801	
-FAM Visits	0		3	
<b>April 2026</b>			<b>April 2025</b>	
-Hits	57	Town sizing* + VCA One Sheet	107	Farm Tours
-Ad Equivalency	\$7,024,479.96		\$22,881,803.87	
-Impressions	281,074,194		914,541,225	
-FAM Visits	3		1	

\*Press release went out mid-month