



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	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	
January 2026			January 2025	
-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	
February 2026			February 2025	
-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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March 2026			March 2025	
-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	
April 2026			April 2025	
-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	
May 2026			May 2025	
-Hits	82	No Release	119	Urchin Fest
-Ad Equivalency	\$8,215,101.72		\$15,265,956.67	
-Impressions	423,125,485		611,948,262	
-FAM Visits	7 (group FAM+)		7	
June 2026			June 2025	
-Hits	59	Top Notch Turndown	95	No Release
-Ad Equivalency	\$5,441,965.61		\$10,548,514.87	
-Impressions	217,678,620		424,858,032	
-FAM Visits	1		1	



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YEAR END 2026			YEAR END 2025	
-Hits	1,007	Top Notch Turndown	1,526	<i>No Release</i>
-Ad Equivalency	\$121,172,051.46		\$174,257,363.37	
-Impressions	5,043,316,105		7,412,095,083	
-FAM Visits	27		36	

*Press release went out mid-month