

# MENDOCINO COUNTY TOURISM COMM.

## 2022-2023 Projections

MONTH	HITS	AD. EQUIV	IMPRESSIONS	RELEASES	FAM VISITS	MEDIA MISSIONS	TRADE SHOWS	NOTES/MISC.	RELEASES
July	98	\$86,779,175.00	388,992,427	1	0				Luxury Cannabis
Aug	144	\$67,741,153.00	331,544,912	2	2				Tourism/Hot Sheet
September	156	\$134,885,335.00	772,086,381	1	3		San Francisco	Visit Cal	Sleeping with Giants
October	71	\$25,052,244.00	209,979,119	1	2				Fall Fungi
November	56	\$24,728,190.00	208,326,696	1	6		Pacific Northwest	Visit Cal	CORO
December	70	\$12,235,435.00	47,856,748	2	0				Wellness/Sips
January	80	\$54,521,431.00	125,594,558	1	0				Love Shacks
February	52	\$29,680,166.00	110,998,490	1	2				Toting Tykes
March	34	\$1,156,600.00	19,642,424	0	5				
April				1	1		Los Angeles	Visit Cal	Gearhead Getaway
May				2			IPW	Texas	Cannabis/Uni
June				0					
<b>TOTAL</b>	<b>761</b>	<b>\$382,258,298.00</b>	<b>2,215,021,755</b>	<b>13</b>	<b>21</b>	<b>0</b>	<b>4</b>		
<b>GOAL</b>	<b>500</b>	<b>\$10 Million</b>	<b>250 Million</b>	<b>11</b>	<b>18</b>	<b>1</b>	<b>2</b>		