

Tourism is a key contribution to the economic health and vitality of Mendocino County. When visitors stay, eat, play and travel in the county, their expenditures directly impact county residents by creating employment opportunities and providing tax relief for every household.

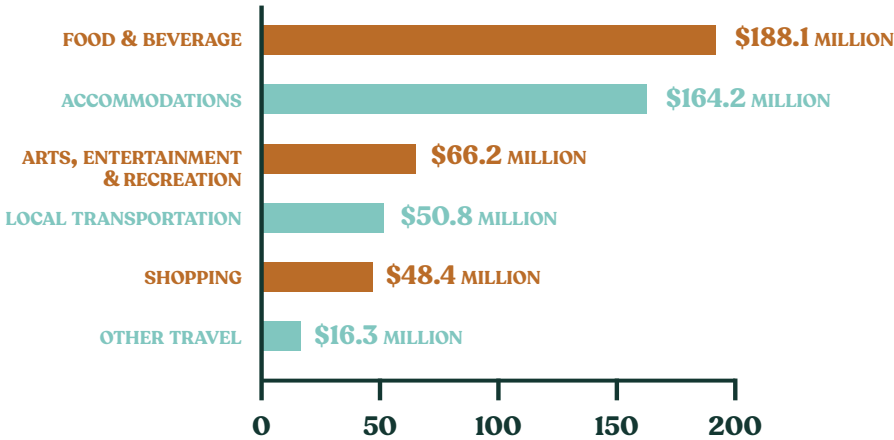
Visitors are drawn to this region to experience our natural assets—forests, coastline, rolling hills, rivers and lakes. They love our world-class wineries, breweries, distilleries, cideries, and craft cannabis offerings. Our incredible attractions, including the arts and food scene, plus annual events, paired with our unique lodging properties, entice visitors to Mendocino County year after year.

In 2024, the economic impact of travel to Mendocino County increased over 2023 and prior years, including pre-pandemic years.

TOURISM BENEFITS  
MENDOCINO COUNTY

**\$534.1**  
MILLION *in travel-related  
spending in 2024*

**UP 1.6%**  
INCREASE OVER 2023



TOURISM EMPLOYS  
MENDOCINO COUNTY RESIDENTS

**5.9K** *travel-related jobs*



# TOURISM AFFECTS YOU!

**\$48.5** *in state and local revenue*  
MILLION

**1.6%**  
INCREASE OVER 2023

**\$1,404** *in taxes saved by each California resident household.*

The travel industry in CA supported approximately 1.2 million jobs in 2024, which was a 2.1% increase from the prior year. Mendocino County travel related jobs decreased by 0.8% in 2024 compared to 2023.

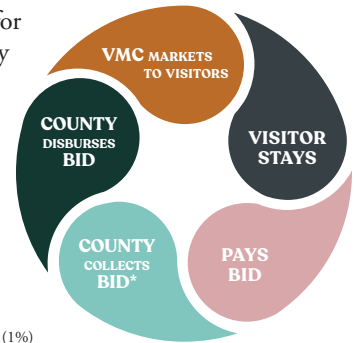


Source: California Travel Impacts 2014 - 2024; pub. Dean Runyan Associates (May 2025)

## ABOUT VISIT MENDOCINO COUNTY

Visit Mendocino County is a nonprofit agency with a mission to *steward and amplify* the total *Mendocino County experience*. We enrich experiences for our visitors, enhance the lifestyles of our residents, and provide stability for the county's economy by encouraging people to stay and play.

- VMC brands Mendocino County as a destination and promotes and markets Mendocino County to potential visitors
- We get the word out via robust marketing, public relations and media visits
- VMC partners with trade organizations to build strength in numbers



\* VMC is funded via a single revenue stream: the Business Improvement District (BID) assessment of one percent (1%) of gross rent on short-term rentals under 30 days. This assessment is used for promotion of Mendocino County.

## BE OUR PARTNER

- Host visiting media and influencers so they can experience Mendocino County first-hand
- Take part in our annual festivals
- Join us at trade and consumer shows to meet potential visitors and partners
- Post our bi-monthly calendar of events for your guests
- Add your events and deals & specials to our website
- Let us know about any changes in your business
- Review your business listings to ensure information and photos are accurate
- Link to us on social media channels