

## MENDOCINO COUNTY TOURISM COMM.

### 2018-2019 PROJECTIONS

MONTH	HITS	AD. EQUIV	IMPRESSIONS	RELEASES	FAM VISITS	MEDIA MISSIONS	TRADE SHOWS	NOTES/MISC.
July	69	\$11,488,099.40	125,983,687	1	3			
Aug	320	\$9,426,467.08	283,173,825	3	1			
September	48	\$3,434,070.24	55,456,923	2	9			
October	50	\$6,664,980.11	493,139,627	0	1		Visit Cal/SFO	
November	40	\$2,668,294.55	44,028,890	2	3			
December	29	\$484,476.72	17,694,454	1	1			
January	54	\$1,978,988.23	112,189,665	1	4			
February	32	\$11,071,731.00	63,748,065	1	4			
March	83	\$3,937,477.70	67,558,336	0	1			
April	62	\$12,282,062.00	153,210,872	1	7		SATW/Tucson	
May				1	2			IPW/Anaheim
June				1	16	W. Canada		
<b>TOTAL</b>	<b>787</b>	<b>\$63,436,647.03</b>	<b>1,416,184,344</b>	<b>14</b>	<b>52</b>		<b>2</b>	
<b>GOAL</b>	<b>300</b>	<b>\$6.6 Million</b>	<b>150 Million</b>	<b>11</b>	<b>18</b>	<b>0</b>	<b>2</b>	

Note: Goal increase in 2017/18; see PR Workplan.