

MONTEREY

Grab life by the moments:

Marketing Communications

May 2017

This month, in an effort to promote the accessible areas of Big Sur to current and prospective visitors, the Marketing Communications team focused on Big Sur recovery efforts using targeted promotional marketing, travel updates and informative Menu and Check-In Packet inserts for members. The Communications team worked to create and distribute a Satellite Media Tour (SMT) to promote lodging and attractions open in Big Sur which resulted in ad value of more than \$11 million. In preparation for the upcoming Monterey Pop Festival, the MCCVB hosted a sweepstakes on its website and promoted it through visitor emails and social channels which resulted in 6K+ entries. Another area of major focus in May was the spring content activations, including the Family Fun Social Influencer Campaign. For this activation we worked with a variety of social influencers and bloggers to create unique content about Monterey County from a family's perspective.

4.1

Communication Effectiveness

Mid Year 2016-2017
Score

The MCCVB earned 58,415 social engagements in May and reached 108% of the annual goal FYTD

SOCIAL ENGAGEMENT YTD



18,990
Followers

+23% YOY



108,394
Fans

+21% YOY



16,616
Followers

+86% YOY



583,822
Engagements

+26% YOY

WEBSITE PERFORMANCE

1,583,212 unique visitors

+1% YOY

92% of Goal



- 52,466 contacts in database
- 308,780 referrals to partners FYTD
- 3,733,924 page views FYTD
- 1,257 room nights booked on web

ADVERTISING EQUIVALENCY

The MCCVB worked to secure Monterey County in articles in the following targeted publication categories:

- 228 Group/Industry
- 223 California
- 421 International
- 58 Monterey County
- 165 National Lifestyle
- 482 Top states driving domestic visitation

1,577 TOTAL
PLACEMENTS

\$30,626,441
overall
earned
media FYTD



\$24,857,812
in targeted
earned
media FYTD

5,382,199,217 in PR impressions FYTD