

MONTEREY
Monterey County Convention
& Visitors Bureau

MCCVB Marketing Communications ROI FY2018-19

Date(s) of Event	Description	Budget	Actual Cost	Expected results			Actual Results			Notes/Recommendation	Target audience
				Social Impressions	Earned Media Impressions*	Other	Social Impressions	Earned Media Impressions*	Other		
Aug-18	Hwy 1 Reopening Promotion	\$ 25,000		100,000		Overall impressions= 2M Unique landing page visits = 25K Owned Social Engagements - 3,000				California, short haul, long haul, national	
Aug 30, 2018 - June 2019	Group "In The Moment" Campaign	\$ 83,000								Meetings and National Media.	
Sept. 1 - Nov 30, 2018	Fall Campaign and Sweepstakes	\$ 160,000		1M		New eNews Signups = 1,500 Sweepstakes entries = 100k Overall impressions= 25M Unique landing page visits = 175K Owned Social Engagements - 10,000				Full media campaign including a sweepstakes and paid influencer content	
Sept. 1 - Nov 30, 2018	Wine Harvest Activation	\$ 27,000									
December 2018	Winter SMT	\$ 15,000			500,000,000					National	
December-March	ATI Landing Page and Digital Banners	\$ 10,000				20 increase YOY room night growth					
December - March	Winter campaign and sweepstakes	\$ 205,000		1.30 M		Landing page visits = 141,424 Newsletter Signups = 2,500 Sweepstakes entries = 101,300 Social impressions= 1,391,007 Social engagements= 17,291				Full media campaign including a sweepstakes and paid influencer content	
January -February 2019	Brand USA UK Multi-Channel Campaign	\$ 25,600				Clicks/ Impressions: 24,000/3,000,000. Post-View Hotel Bookings = \$350,000 Gross Bookings During the Campaign Period = \$400,000				expected results are based on last year's performance	
January-February 2019 & May-June 2019	Brand USA Western Canada Multi-Channel Campaign	\$ 16,800				Clicks/Impressions: 35,000/5,500,000. Post-View Hotel Bookings = \$100,00 Gross Bookings During the Campaign Period* = \$150,000				expected results are based on last year's performance	
2018-19 FY	Luxury Campaign	\$ 367,000				TBD				Ultra high net worth individuals, high net worth individuals and super affluent individuals	
April 2019	Spring SMT	\$ 15,000			700,000,000					National	

*Social impressions= The number of people who could have seen the content (reach) + the number of times (frequency) the content was shown. *Social engagements= The number of likes, comments and shares the content received. Earned Media Impressions = Impressions.