

**MONTEREY**  
 Monterey County Convention  
 & Visitors Bureau

**MCCVB Marketing Communications ROI FY2018-19**

Description Date(s) of Event Budget Actual Spend Target Audience	Expected results			Actual Results			Notes/Recommendation
	Social Impressions	Earned Media Impressions*	Other	Social Impressions	Earned Media Impressions*	Other	
Hwy 1 Reopening Promotion August 2018 Budget \$25,000 Actual \$25,000 California, short haul, long haul, national	100,000		Overall impressions: 2M Unique landing page visits: 25K Owned social engagements: 3,000		Earned Media Impressions YTD: 234M through 141 publications YTD		MCCVB also participated at no cost in Visit California's Dream Drive event on August 9, 2018 that celebrated the full reopening of HWY 1. Grand Touring Event "Dream Drive" is held at California's Highway 1 Line
Group "In The Moment" Campaign August 30, 2018 - June 30, 2019 Budget \$83,000 Actual \$83,000 Meetings and National Media			Video views: 7,500 Unique landing page visit: 1,500 Overall Impressions: 25M	TBD		As of 1/16/19: Video views: Over 12,300 Unique landing page visits: 6,050 Overall impressions: 17,390,215	The "In the Moment" campaign includes digital assets, a new video and a partnership with Skift, the largest industry intelligence platform providing media, insights and marketing services to the travel industry.
Fall Campaign and Sweepstakes: Fall to the Fullest Sept. 5 - Nov 14, 2018 Budget \$160,000 Actual \$209,068 California, short haul, long haul, national	1M		New eNews signups: 1,500 Sweepstakes entries: 100,000 Overall impressions: 25M Unique landing page visits: 175,000 Owned Social Engagements: 10,000	TBD		Updated 1/16/2019: New eNews signups: 2,326 Sweepstakes entries: 69,260 Overall impressions: 18,251,120 Unique landing page visits: 120,370 Owned Social Engagements: 6,000	Full media campaign including a sweepstakes and paid media content. Campaign ended 11/14/18. Results expected by 12/31/18.
Denver Flight Promotion September 17 - October 16, 2018 Budget \$50,000 Actual \$49,998 Greater Denver area			Sweepstakes entries: 2,000 Unique landing page visits: 3,000	60,000	82,009,501	Sweepstakes entries: Over 2,730 Unique landing page visits: 4,170	Full media campaign including a sweepstakes, print ads, radio spots and digital programmatic banners.
Winter SMT December 6, 2018 Budget \$15,000 Actual \$15,000 National	N/A	500,000,000	N/A	N/A	853,014,340	Total airings: 1,215	Final results.
Winter Campaign and Sweepstakes November 28, 2018 - February 28, 2019 Budget \$205,000 Actual \$232,920 California, short haul, long haul, national	1,391,000	20 M	Landing page visits: 141,400 Newsletter Signups: 2,500 Sweepstakes entries: 101,300 Social impressions: 1,390,000 Social engagements: 17,300	TBD	TBD	As of 1/16/2019: Overall Impressions: 7,322,976 Landing page visits: 92,200 Newsletter Signups: TBD Sweepstakes entries: 22,500 Social impressions: TBD	Full media campaign including a sweepstakes and paid influencer content. Runs through end of February 2019.
Brand USA UK Multi-Channel Campaign January -February 2019 Budget \$25,600 Actual \$25,600 International - UK Market	N/A	N/A	Clicks/ impressions: 24,000/3,000,000. Post-view hotel bookings: \$350,000 Gross bookings during the campaign period = \$400,000	N/A	N/A	TBD	Expected results are based on last year's performance.
January-February 2019 & May-June 2019 Budget \$16,800 Actual \$16,800 International -Canadian Market	N/A	N/A	Clicks/impressions: 35,000/5,500,000. Post-view hotel bookings: \$100,00 Gross bookings during the campaign period: \$150,000	N/A	N/A	TBD	Expected results are based on last year's performance.
Luxury Campaign 2018-19 FY Budget \$367,000 Actual TBD Ultra high net worth individuals, high net worth individuals and super affluent individuals		TBD	TBD				Campaign still in development.
Spring SMT April 2019 Budget \$15,000 Actual TBD National	N/A	700,000,000	N/A	N/A	TBD	N/A	
Dallas Flight Promotion November 2018 - April 2019 Budget \$110,000 Actual \$0 Greater Dallas area	400,000	TBD			84,234,485		Press release issued in November. Paid Media campaign to follow in 2019