

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		Final results. 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		N/A	Video views: 7,500 Unique landing page visit: 1,500 Overall Impressions: 25M	TBD	N/A	Video views: Over 12,300 Unique landing page visits: 11,210 Overall impressions: 17.4M Paid media impressions: 9,371,372 Results as of 6/30/2019	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	N/A	New eNews signups: 1,500 Sweepstakes entries: 100,000 Overall impressions: 25M Unique landing page visits: 175,000 Owned Social Engagements: 10,000	TBD	N/A	New eNews signups: 2,326 Sweepstakes entries: 69,260 Overall impressions: 18.3M Unique landing page visits: 120,370 Owned social engagements: 6,000 Paid social engagements: 63,448	Final results. Full media campaign including a sweepstakes and paid media content. Campaign ended 11/14/18.
Denver Flight Promotion September 17 - October 16, 2018 Budget \$50,000 Actual \$49,998 Greater Denver area	75,000		Sweepstakes entries: 2,000 Unique landing page visits: 3,000	60,000	Media FAM impressions as of 4/5/19: 625,881 Press release impressions: 82,009,501 Total: 82,635,382	Sweepstakes entries: Over 2,730 Unique landing page visits: 4,170	Final results. Full media campaign including a sweepstakes, print ads, radio spots and digital programmatic banners. <i>Additional media coverage expected.</i>
Winter SMT December 6, 2018 Budget \$15,000 Actual \$15,000 National	N/A	500M	N/A	N/A	853,014,340 impressions	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	1.4M	20 M	Landing page visits: 141,400 Newsletter Signups: 2,500 Sweepstakes entries: 101,300 Social engagements: 17,300	MMGY: 1,390,000 Simpleview: 1,155,055 Total: 2,545,055	Also see Winter SMT Results above.	Landing page visits: 170,913 Newsletter Signups: 2,373 Sweepstakes entries: 60,666 Social impressions: 1,390,000 Social engagements: 7,351 Paid media impressions: 26,041,123	Final results. 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: 24,000/3M Post-view hotel bookings: \$350,000 Gross bookings during the campaign period = \$400,000	N/A	N/A	Total Digital Ad Impressions: 3,163,413 Facebook (Carousel): Impressions: 1,904,643 CTR: 0.6% Google Display Network: Impressions: 431,188 CTR: 1.14% Expedia Media Impressions: 527,582 Total booked hotel revenue: \$308,260 & 1,225 hotel room nights Final Results as of 5/9/2019	Final reporting expected in May. Expected results are based on last year's performance.
Brand USA Western Canada Multi-Channel Campaign January-February 2019 & May-June 2019 Budget \$16,800 Actual \$16,800 International -Canadian Market	N/A	N/A	Clicks/impressions: 35,000/5.5M Post-view hotel bookings: \$100,00 Gross bookings during the campaign period: \$150,000	N/A	N/A	Google Impressions: 652,795 Google CTR: 0.66% Facebook (Carousel): Impressions: 1,503,031 Engagements: 16,755 CTR: 1.03% Results as of 6/12/2019	Final reporting expected in May. 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			Digital Spend: \$16,364.92 Impressions: 9,274,387 Clicks: 76,518 CTR: 0.83% Sessions: 38,012 CPS: \$0.43 Unique landing page visits: 97,297	Campaign still in development.
Spring SMT March 8, 2019 Budget \$15,000 Actual \$12,325 National	N/A	700M	N/A	N/A	863,311,420 impressions	Total airings: 1,212	Final results.
Dallas Flight Promotion March 2019 - June 2019 Budget \$130,000 Actual \$129,999.35 Greater Dallas area	75,000	50M	Overall impressions: 12M Unique landing page visits: 10,000 Newsletter Signups: 150 Sweepstakes entries: 4,500 Social engagements: 1,500	83,423	Press Release Impressions: 84,234,485	Overall impressions: 15.4M Unique landing page visits: 20,993 Newsletter Signups: 490 Sweepstakes entries: 3,854 Social engagements: 702	