

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	\$ 25,000.00	\$ -	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	California, short haul, long haul, national
August 30, 2018 - June 30, 2019	Group "In The Moment" Campaign	\$ 83,000.00	TBD			Video views: 7,500 Unique landing page visit: 1,500 Overall Impressions: 25M			Video views: Over 5,200 Unique landing page visits: 3,670 Overall impressions: 3,396,527 (as of 9/30/18)	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.	Meetings and National Media.
Sept. 5 - Nov 14, 2018	Fall Campaign and Sweepstakes: Fall to the Fullest	\$ 160,000.00	TBD	1M		New eNews signups: 1,500 Sweepstakes entries: 100,000 Overall impressions: 25M Unique landing page visits: 175,000 Owned Social Engagements: 10,000			*Results as of November 10, 2018 New eNews signups: TBD Sweepstakes entries: Over 65,000 Overall impressions: 2,303,806 (as of 9/30/18) Unique landing page visits: 115,700 Owned Social Engagements: 6,000	Full media campaign including a sweepstakes and paid media content. Campaign ends 11/14/18.	California, short haul, long haul, national
September 17 - November 16, 2018	Denver Flight Promotion	\$50,000.00	\$49998.34 (Paid Media, excudes production, media FAM and press release fees)			Sweepstakes entries: 2,000 Unique landing page visits: 3,000			*Results as of November 10, 2018 Sweepstakes entries: Over 2,500 Unique landing page visits: 4,000	Full media campaign including a sweepstakes, print ads, radio spots and digital programmatic banners.	Greater Denver area
December 6, 2018	Winter SMT	\$ 15,000.00	TBD	N/A	500,000,000	N/A	N/A	TBD	N/A	Planning for Winter SMT underway.	National
November 28, 2018 - February 28, 2019	Winter Campaign and Sweepstakes	\$ 205,000.00	TBD	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	TBD	Full media campaign including a sweepstakes and paid influencer content.	California, short haul, long haul, national
January -February 2019	Brand USA UK Multi-Channel Campaign	\$ 25,600.00	TBD	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.	International - UK Market
January-February 2019 & May-June 2019	Brand USA Western Canada Multi-Channel Campaign	\$ 16,800.00	TBD	N/A	N/A	Clicks/impressions: 35,000/5,500,000. Post-view hotel bookings: \$100,000 Gross bookings during the campaign period: \$150,000	N/A	N/A	TBD	Expected results are based on last year's performance.	International -Canadian Market
2018-19 FY	Luxury Campaign	\$ 367,000.00	TBD			TBD				Campaign still in development.	Ultra high net worth individuals, high net worth individuals and super affluent individuals
April 2019	Spring SMT	\$ 15,000.00	TBD	N/A	700,000,000	N/A	N/A	TBD	N/A		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.