

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Marketing Communications

February 2020

MCCVB partnered with local sustainable meeting venues to create a Digital Sustainable Meetings Guide for Corporate Meeting Planners. The guide positions Monterey County as the premier West Coast meetings destination for sustainable and responsible meetings and will continue to be expanded upon.

SOCIAL



Followers

February
20

YTD
21,277

+1% YTD STLY**



Fans

February
242

YTD
130,436

+2% YTD STLY**



Followers

February
1,804

YTD
43,591

+23% YTD STLY**



Engagements

February
283,943

YTD
1,528,082

+38% YTD STLY**

WEBSITE



February

YTD

Referrals to members

223,914

135,801 unique visits to SeeMonterey.com

1,074,046

134 room nights booked on web

937

8,549 unique visits to MeetInMonterey.com

80,192

EARNED MEDIA

February

YTD*

Overall Earned
Media: \$2,486,587

\$38,272,967

34,265,997 Earned
Impressions (domestic)

1,260,563,823

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

- 2 International
- 11 National (Long Haul)
- 2 Short Haul (Direct Fly)
- 4 Regional (Drive)
- 1 Local
- 0 Group/Industry

TOTAL PLACEMENTS: 20
YTD: 2,044

*YTD includes additional placements, earned impressions and value previously unaccounted for.
** YTD STLY is an acronym that stands for: year-to-date same time last year.