

MONTEREY

Grab life by the moments:

Marketing Communications

August 2017

A content-driven event amplification program highlighting Monterey Car Week landing page on SeeMonterey.com was #1 in page views for the month, an increase of 73% from the previous year, and media coverage reached 602,623 impressions!

A Sustainable Moments-themed press release focusing on information and education was created; the release was picked up by 209 media outlets and received nearly 106 million impressions.

SOCIAL ENGAGEMENT



Aug 214 YTD 19,420
Followers

+18% YTD STLY



Aug 178 YTD 111,924
Fans

+20% YTD STLY



Aug 223 YTD 17,669
Followers

+60% YTD STLY



Aug 50,304 YTD 99,413
Engagements

+46% YTD STLY

The MCCVB earned 99,413 social engagements 13% of annual goal

WEBSITE PERFORMANCE

168,703 unique visits August
347,887 unique visits YTD
20% of annual goal

	Aug	YTD
contacts in database	(136)	52,358
referrals to members	44,929	89,004
pageviews	378,287	778,125
room nights booked on web	116	260

EARNED MEDIA

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

- 71 National Lifestyle
- 39 Top states driving domestic visitation
- 28 California
- 20 International
- 19 Monterey County
- 14 Group/Industry

TOTAL PLACEMENTS
August 116 YTD 191

Overall Earned Media

August \$2,367,127

YTD \$2,750,310

Earned Impressions (domestic)

August 129,334,282

YTD 138,190,729
4.7% of annual goal



Social Influencer Highlights

LIPGLOSS AND
CRAYONS

Little Miss Notting Hill

Audience Size
7,337,424

Social Engagements
905

Engagement Rate
0.01%

Social Influencer Engagements

