

MONTEREY

Grab life by the moments:

Marketing Communications

September 2017

The MCCVB's Fall campaign, Fall Speed Ahead!, already has more than 40,000 sweepstake entries, 2,500 travel personality quiz entries and 37,000 unique page views on the campaign landing page. Overall it already has seen a participation increase of 716% from last year's Fall campaign!

Forbes.com dispatched a travel journalist to Monterey County focusing on luxury travel. Resulting coverage from that familiarization tour garnered \$1,053,333 in earned media and received 15,617,161 impressions.

SOCIAL ENGAGEMENT



The MCCVB earned 152,940 social engagements 21% of annual goal

Sep 212 YTD 19,632
Followers

Sep 1,056 YTD 112,980
Fans

Sep 378 YTD 18,047
Followers

Sep 53,527 YTD 152,940
Engagements

+16% YTD STLY

+18% YTD STLY

+58% YTD STLY

+35% YTD STLY

WEBSITE PERFORMANCE

139,292 unique visits
September

487,179 unique visits YTD

28% of annual goal

	Sep	YTD
contacts in database	(153)	52,205
referrals to members	34,740	158,484
pageviews	371,409	1,520,943
room nights booked on web	88	436

EARNED MEDIA

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

- 151 National Lifestyle
- 101 Top states driving domestic visitation
- 57 California
- 22 International
- 22 Monterey County
- 17 Group/Industry

TOTAL PLACEMENTS

September 179 YTD 370

Overall Earned Media

September \$6,849,769

YTD \$9,600,079



Earned Impressions (domestic)

September 148,563,097

YTD 286,753,826
9.7% of annual goal

Social Influencer Highlights

The MCCVB encourages and engages individuals to come to Monterey and create content about our destination for their social following.



have passport, will travel

Audience Size

total # of content impressions

Sep	YTD
3,075,928	11,736,370

Social Engagements

interactions with the content e.g. like or share

Sep	YTD
19,361	33,052

Engagement Rate

Social Engagements / Audience Size

Sep	YTD
0.6%	0.3%

- Samantha Brown ●
- Travlingirl.com ●
- Herdes
- Postcards to Seattle ●
- Charu Suri ●
- Zanna Van Dijk

Social Influencer Engagements



Sep	YTD
433	618



Sep	YTD
2,146	2,479



Sep	YTD
16,782	29,955
