

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Marketing Communications September 2020

MCCVB launched its fall campaign, Monterey Field Trips, inviting regional travelers to write their own permission slip to live and learn remotely while exploring Monterey County. Despite continued wildfire challenges, ad engagement increased .50% and SeeMonterey web visits gained traction, just 2% behind STLY* (industry average remains around -25% from 2019).

SOCIAL



Fans



Followers



Engagements

September
355

YTD**
132,294

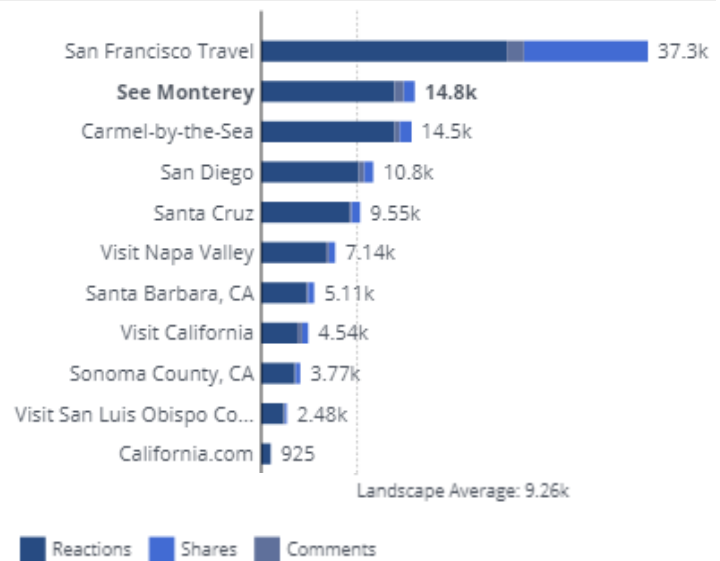
September
582

YTD**
49,716

September
55,800

YTD**
330,352

Competitive Landscape Facebook Engagements



WEB PERFORMANCE



September

YTD**

113,957 unique visits to SeeMonterey.com

466,260

19,601 direct member referrals

71,800

1,808 unique visits to MeetInMonterey.com

5,528

EARNED MEDIA

September

YTD**

Earned Media:
\$4,086,886

\$9,839,855

Impressions:
57,125,564

700,605,390

Travel stories continue to focus on safety and socially-distanced experiences, including the following notable result:

"Shop and Dine While Maintaining Social Distance in These Picturesque Places" - *USA Today*
20,613,846 circulation
with \$1.2 million ad value

Media Placements: 43
YTD:** 169

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