

# Marketing Communications

April 2019

Produced a social influencer campaign with The Outbound Collective, which included an outdoor adventure video and a series of destination articles promoted to 760k+ followers on The Outbound Collective's social channels. In addition, the team wrapped a lifestyle group meetings photoshoot featuring the Monterey Conference Center and the surrounding area. The images will be used in various placements including paid media, social and printed collateral.

## SOCIAL PERFORMANCE

The MCCVB earned 1,034,507 social engagements YTD 122% of annual goal



April YTD  
 84 21,163  
 Followers

+2% YTD STLY



April YTD  
 338 127,961  
 Fans

+7% YTD STLY



April YTD  
 1374 34,859  
 Followers

+47% YTD STLY



April YTD  
 87,250 1,034,507  
 Engagements

+37% YTD STLY\*\*

## WEBSITE PERFORMANCE

202,009 unique visits  
 April

1,685,870 unique visits YTD  
 98% of annual goal

	April	YTD
contacts in database	(443)	59,904
referrals to members	27,529	303,829
page views	459,081	3,915,218
room nights booked on web	84	1,042

## EARNED MEDIA

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

- 2 International
- 9 National Lifestyle
- 3 Monterey County
- 0 California
- 3 Group/Industry

### TOTAL PLACEMENTS

April YTD  
 17 378

### Overall Earned Media

April  
 \$83,206  
 YTD  
 \$9,985,359

### Earned Impressions (domestic)

April  
 114,854,402  
 YTD\*  
 2,673,957,733  
 90% of annual goal

\*YTD includes additional earned impressions after previous month's report publication.  
 \*\* YTD STLY is an acronym that stands for: year-to-date same time last year.