

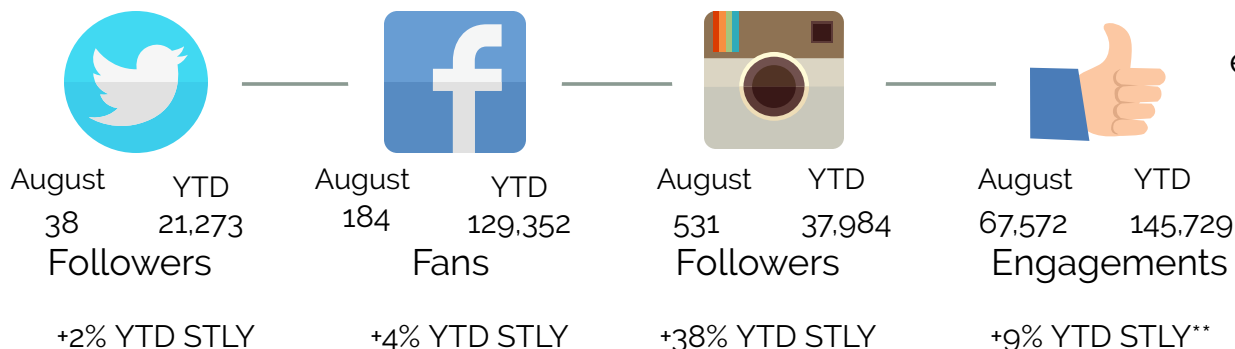
Marketing Communications

August 2019

MCCVB partnered with the Monterey Jazz Festival to build anticipation for 2019's event with a trip giveaway. The giveaway was hosted on Instagram and received 215 entries and 1,100 likes. The team also assisted more than 75 journalists to secure current and future domestic and international press coverage.

SOCIAL PERFORMANCE

MCCVB earned
145,729 social
engagements



WEBSITE PERFORMANCE

1,626 unique visits to
MeetInMonterey.com in
August

3,170 unique visits to
MeetInMonterey.com YTD

	August	YTD
referrals to members	33,822	66,868
page views	326,091	692,142
room nights booked on web	85	170

EARNED MEDIA

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

- 1 International
- 25 National Lifestyle
- 15 Monterey County
- 4 Group/Industry

TOTAL PLACEMENTS

August	YTD
45	86

Overall Earned Media

August
\$379,887
YTD*
\$1,453,238

Earned Impressions (domestic)

August
36,073,369
YTD*
122,012,331

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