

# Marketing Communications

## December 2019

### SOCIAL PERFORMANCE



**+2% YTD STLY\*\* FOLLOWERS**

December (20)  
Year to date 21,257



**+32% YTD STLY\*\* FOLLOWERS**

December 323  
Year to date 40,613



**+3% YTD STLY\*\* FANS**

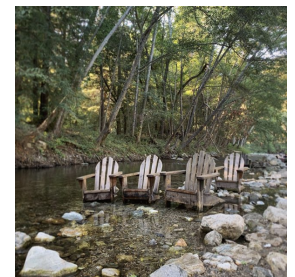
December 157  
Year to date 129,957



**+104% YTD STLY\*\* ENGAGEMENTS**

December 411,186  
Year to date 1,040,333

TOP POST IN DECEMBER



2,592 ORGANIC  
ENGAGEMENT TOTAL

### WEBSITE PERFORMANCE

59,404 unique visits to  
MeetInMonterey.com YTD

43,348 unique visits to  
MeetInMonterey.com in  
December

referrals to members

page views

room nights booked on web

December	YTD
22,401	161,236
247,481	1,713,683
30	282

### EARNED MEDIA

#### TOTAL PLACEMENTS

December	YTD*
17	1,851

#### Overall Earned Media

December
\$4,162,897
YTD*
\$32,008,320

#### Earned Impressions (domestic)

December
13,649,300
YTD*
1,134,929,905

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