

Marketing Communications

February 2019

The 2018-19 winter campaign and sweepstakes officially wrapped with a 21% increase in landing page views over last year's campaign. In conjunction with Tour & Travel, the Bonotel Exclusive Travel international campaign resulted in a 29% open rate on newsletters (the industry rate is 13.9%) and a 35% growth in room nights booked over last year. Monterey also ranked in several categories of California Meetings + Events' "Best of 2019" awards.

SOCIAL ENGAGEMENTS:

The MCCVB earned 803,240 social engagements YTD 94% of annual goal



Feb 59
 YTD 21,028
 Followers
 +3% YTD STLY



Feb 466
 YTD 127,308
 Fans
 +8% YTD STLY



Feb 983
 YTD 32,678
 Followers
 +52% YTD STLY



Feb 153,227
 YTD 803,240
 Engagements
 +39% YTD STLY**

WEBSITE PERFORMANCE

168,357 unique visits
 February

1,331,233 unique visits YTD
 78% of annual goal

	February	YTD
contacts in database	630	61,043
referrals to members	27,773	247,955
page views	406,315	3,113,726
room nights booked on web	100	861

EARNED MEDIA

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

- 2 International
- 10 National Lifestyle
- 1 Monterey County
- 1 California
- 1 Group/Industry

TOTAL PLACEMENTS
 February 15
 YTD 340

Overall Earned Media
 February \$1,023,990
 YTD \$8,648,222

Earned Impressions (domestic)
 February 35,937,807
 YTD* 1,489,712,348
 50% 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.