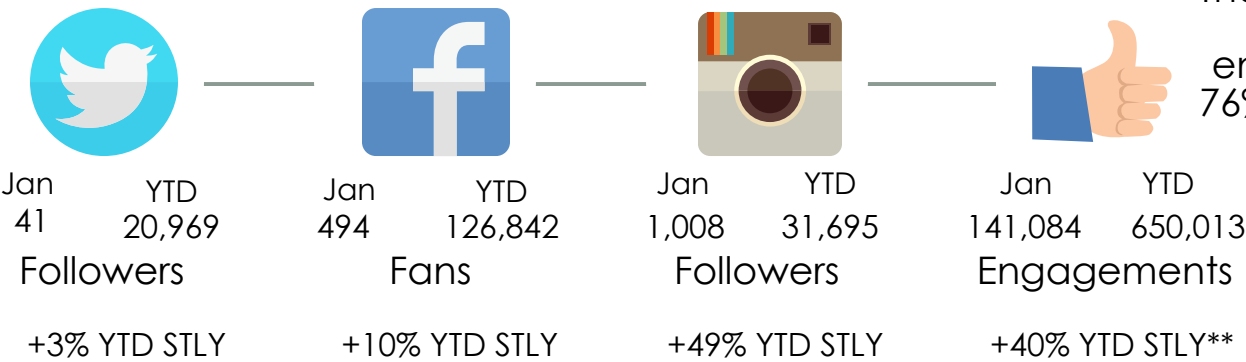


Marketing Communications

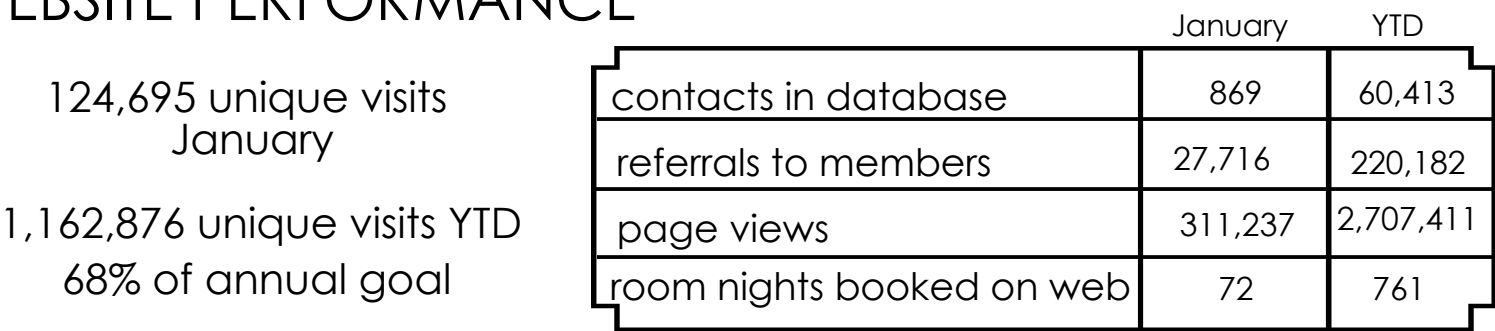
January 2019

Entering phase two of the off-season winter campaign, sweepstakes entries reached over 40,000 by the end of the month. The team also worked with vendor partners to produce two new videos, expected to reach an audience of over 17 million—one focused on lesser-known activities and the other on outdoor adventures in Monterey County. After a three-month search that included a taskforce comprised of staff and member experts, MCCVB's Marketing team onboarded a new ad agency, Struck. The team will work with Struck on strategic media plans and creative development in the coming months. As part of the group campaign, the team partnered with Northstar Media on a video projected to receive 2.7 million impressions on sites such as Successful Meetings and Meetings and Conventions. To continue to stay top of mind with top-tier media outlets, the team hosted three FAMs including Fodor's Guide (three million unique monthly visitors, plus printed guides), the UK Jewish Chronicle (100,000+ engaged readers) and a group of Chinese journalists and influencers (combined reach of over 12,000,000).

SOCIAL ENGAGEMENTS:



WEBSITE PERFORMANCE



EARNED MEDIA

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

- 3 International
- 18 National Lifestyle
- 4 Monterey County
- 8 California
- 5 Group/Industry

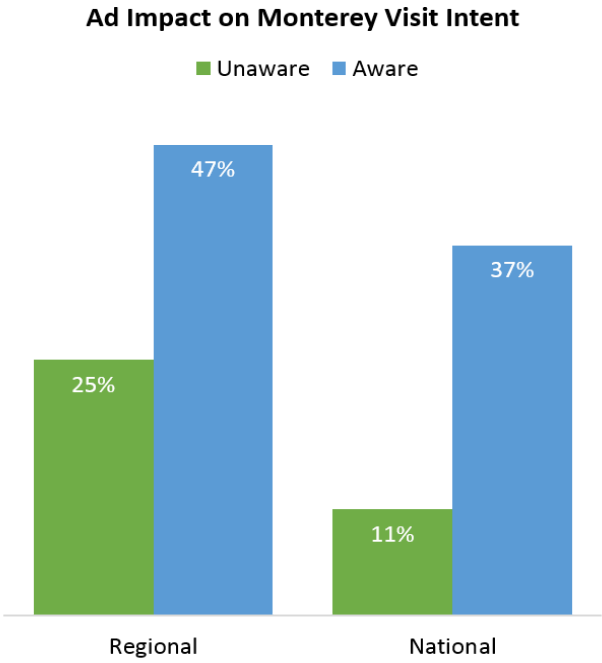
TOTAL PLACEMENTS	
January	YTD
38	325

Overall Earned Media	Earned Impressions (domestic)
January	January
\$835,699	113,259,471
YTD	YTD*
\$7,340,070	1,361,132,040
	46% 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.

SMARI Communication Effectiveness Study

MCCVB's marketing campaign boosted likelihood to travel among both regional and national groups. Regional intent is at its highest level ever.



REGIONAL Midyear Metrics	FY16-17	FY17-18	FY18-19	Year-over-year change
Aware HHs	4,160,944	4,572,515	4,775,219	4%
Incremental travel %	4.80%	5.50%	3.3%	-39%
Incremental traveling HHs	201,500	252,020	159,174	-37%
% overnight	77%	77%	100%	30%
% paid accommodations	79%	60%	70%	17%
Total incremental overnights	122,572	116,317	111,422	-4%
Average trip spending	\$1,028	\$973	\$1,083	11%
Economic impact	\$126,004,479	\$113,146,253	\$120,648,436	7%

Despite fewer trips than last midyear, more were overnights and used paid accommodations, plus visitor spending is up. The result is nearly as many incremental overnights and a higher economic impact.

