

# Marketing Communications

July 2019

In preparation for Car Week, the team released its annual guide including a comprehensive microsite full of event details, road closures, an interactive map, shuttle schedules and more. Local media were invited to attend a Car Week roundtable to connect directly with event representatives and organizers to share information with the community and visitors.

## SOCIAL PERFORMANCE



July 28  
 Followers

+2% YTD STLY



July 346  
 Fans

+5% YTD STLY



July 780  
 Followers

+43% YTD STLY



July 78,157  
 Engagements

+18% YTD STLY\*\*

MCCVB earned 1,206,927 social engagements 5% of annual goal

## WEBSITE PERFORMANCE

1,544 unique visits to MeetInMonterey.com pages July

1,544 unique visits to MeetInMonterey.com YTD

2% of annual goal

	July	YTD
contacts in database	(185)	59,761
referrals to members	40,184	40,184
page views	366,051	366,051
room nights booked on web	85	85

## EARNED MEDIA

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

- 7 International
- 20 National Lifestyle
- 1 Monterey County
- 10 California
- 3 Group/Industry

### TOTAL PLACEMENTS

July 41  
 YTD 41

### Overall Earned Media

July \$1,073,350  
 YTD\* \$1,073,350

### Earned Impressions (domestic)

July 85,938,962  
 YTD\* 85,938,962

108% of annual goal

\*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.