

Marketing Communications

June 2019

Luxury campaign performance drove over 94,325 unique visitors to the microsite. In addition, the MCCVB hosted the second media FAM in support of the Dallas flight and welcomed 12 international media and 14 tour operators on a Visit California Post-IPW FAM.

SOCIAL PERFORMANCE



June YTD
 43 21,207
 Followers

+1% YTD STLY



June YTD
 475 128,822
 Fans

+5% YTD STLY



June YTD
 626 36,673
 Followers

+46% YTD STLY



June YTD
 76,543 1,206,927
 Engagements

+42% YTD STLY**

MCCVB earned 1,206,927 social engagements 142% of annual goal

WEBSITE PERFORMANCE

252,311 unique visits
 June

2,109,868 unique visits YTD
 123% of annual goal

	June	YTD
contacts in database	302	59,946
referrals to members	35,271	374,232
page views	499,960	4,778,860
room nights booked on web	136	1,279

EARNED MEDIA

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

- 8 International
- 53 National Lifestyle
- 5 Monterey County
- 1 California
- 1 Group/Industry

TOTAL PLACEMENTS

June YTD
 68 466

Overall Earned Media

June
 \$15,930,548
 YTD*
 \$48,357,787

Earned Impressions (domestic)

June
 340,201,063
 YTD*
 3,207,677,293
 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.