

Marketing Communications

March 2019

Spring promotions kicked off with a Satellite Media Tour (SMT), focused on springtime activities and outdoor adventure in Monterey County. The segment ran in top media markets and to date, has received 862,824,817 impressions and 1,192 airings. The SMT also aired live on Dallas radio KKVI-FM, further promoting Monterey County to the Dallas market. Also in March, an array of marketing programs launched to promote new, daily air service between Dallas Forth-Worth and Monterey. This promotion includes a custom landing page and sweepstakes, digital, print and social advertising and earned media opportunities.

SOCIAL PERFORMANCE



March YTD
 51 21,079
 Followers

+2% YTD STLY



March YTD
 315 127,623
 Fans

+8% YTD STLY



March YTD
 807 33,485
 Followers

+46% YTD STLY



March YTD
 144,017 947,257
 Engagements

+42% YTD STLY**

The MCCVB earned
 947,257 social
 engagements YTD
 111% of annual
 goal

WEBSITE PERFORMANCE

152,628 unique visits
 March

1,483,861 unique visits YTD
 86% of annual goal

	March	YTD
contacts in database	(696)	60,347
referrals to members	28,345	276,300
page views	342,411	3,456,137
room nights booked on web	97	958

EARNED MEDIA

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

- 1 International
- 11 National Lifestyle
- 3 Monterey County
- 5 California
- 1 Group/Industry

TOTAL PLACEMENTS
 March YTD
 21 361

Overall Earned Media
 March
 \$39,816
 YTD
 \$9,854,168

Earned Impressions (domestic)
 March
 1,027,827,031
 YTD*
 2,558,616,728
 86% 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.