

# Marketing Communications

May 2019

Spring promotions continued with programs highlighting activities and events including the premiere of HBO's Big Little Lies season two, the U.S. Open in Pebble Beach and wine tasting. A press release, series of blogs and digital ads targeted audiences interested in Big Little Lies and touted reasons to visit Monterey County. A paid partnership with Wine Enthusiast featured "3 Perfect Days in Monterey County Wine Country." Meanwhile, a series of native and social ads targeting highly affluent travelers launched as part of the luxury initiative. Rounding out the month were a variety of media FAMs including the first of two groups of Dallas journalists to support awareness of the new Dallas to Monterey flight that launched this spring.

## SOCIAL PERFORMANCE

The MCCVB earned 1,130,384 social engagements YTD 133% of annual goal



May YTD  
 1 21,164  
 Followers

May YTD  
 386 128,347  
 Fans

May YTD  
 1,188 36,047  
 Followers

May YTD  
 95,877 1,130,384  
 Engagements

+1% YTD STLY

+6% YTD STLY

+46% YTD STLY

+34% YTD STLY\*\*

## WEBSITE PERFORMANCE

171,687 unique visits  
 May

1,857,557 unique visits YTD  
 108% of annual goal

	May	YTD
contacts in database	(260)	59,644
referrals to members	35,132	338,961
page views	363,682	4,278,900
room nights booked on web	101	1,143

## EARNED MEDIA

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

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

### TOTAL PLACEMENTS

May YTD  
 20 398

### Overall Earned Media

May  
 \$ 289,049  
 YTD  
 \$10,309,813

### Earned Impressions (domestic)

May  
 156,869,905  
 YTD\*  
 2,834,655,242  
 96% 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.