

Marketing Communications

November 2019

MCCVB produced 3 videos highlighting Monterey County districts 1, 2 and 3 that will be distributed on paid and owned channels. We hosted three meetings publication journalists to forge relationships and showcase what's new, renovated and unique to meetings in Monterey County. In addition, MCCVB also hosted millennial-focused BuzzFeed to showcase 5 reasons to visit Monterey on their BringMe Instagram channel, resulting in \$71,500 in positive publicity. In addition, Instagram followers surpassed the 40K mark, reflecting an 8% growth since July.

SOCIAL PERFORMANCE

MCCVB earned
629,147 social
engagements



November (3) YTD 21,277
Followers

November 233 YTD 129,800
Fans

November 727 YTD 40,290
Followers

November 174,303 YTD 629,147
Engagements

+2% YTD STLY

+3% YTD STLY

+35% YTD STLY

+72% YTD STLY**

WEBSITE PERFORMANCE

7,944 unique visits to MeetInMonterey.com in November

16,056 unique visits to MeetInMonterey.com YTD

	November	YTD
referrals to members	26,884	138,835
page views	261,176	1,466,202
room nights booked on web	30	282

EARNED MEDIA

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

- 8 International
- 193 National (Long Haul)
- 10 Short Haul (Direct Fly)
- 4 Regional (Drive)
- 4 Local
- 3 Group/Industry

TOTAL PLACEMENTS*

November YTD
222 1834

Overall Earned Media

November
\$10,442,965
YTD*
\$27,845,423

Earned Impressions (domestic)

November
151,060,329
YTD*
1,121,280,605

*YTD includes additional placements, earned impressions and value previously unaccounted for.
 ** YTD STLY is an acronym that stands for: year-to-date same time last year.