

# Marketing Communications

October 2019

To shine a spotlight on Harvest season, MCCVB hosted five journalists and featured partners from Salinas Valley, Monterey, Carmel Valley and Carmel-by-the-Sea. MCCVB also partnered with Brand USA to film a destination video series, which will be targeted to prospective Canadian travelers. Additionally, we launched our "Discover The Undiscovered" campaign, showcasing County districts 1, 2 and 3 with a successful Satellite Media Tour that resulted in 762,963,342 consumer impressions

## SOCIAL PERFORMANCE

MCCVB earned  
304,688 social  
engagements



October 2 YTD 21,280  
Followers

October 118 YTD 129,567  
Fans

October 794 YTD 39,563  
Followers

October 87,814 YTD 1,694,422  
Engagements

+2% YTD STLY

+3% YTD STLY

+36% YTD STLY

+11% YTD STLY\*\*

## WEBSITE PERFORMANCE

3,257 unique visits to MeetInMonterey.com in October

8,112 unique visits to MeetInMonterey.com YTD

	October	YTD
referrals to members	21,424	111,951
page views	271,110	1,205,026
room nights booked on web	36	252

## EARNED MEDIA

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

- 1 International
- 7 National (Long Haul)
- 4 Short Haul (Direct Fly)
- 0 Regional (Drive)
- 0 Local
- 9 Group/Industry

### TOTAL PLACEMENTS

October 21 YTD 347

Overall Earned Media

October \$3,818,745

YTD\* \$7,965,838

Earned Impressions (domestic)

October 29,121,107

YTD\* 207,256,934

\*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.