

# MONTEREY

Grab life by the moments:

## Marketing Communications

February 2017

Social engagements continue to skyrocket with an increase in followers of +20% across all channels YOY. Similarly, website traffic continues to climb. All of this can be attributed to our continued content marketing programs. The communications team has 1,230 media placements- including the New York Times, MSN Australia, Smart Meetings and the LA Times- and hit over 4 million impressions this month alone.

4.1

### Communication Effectiveness

Mid Year 2016-2017 Score

### SOCIAL ENGAGEMENT YTD



18,157 Followers

+24% YOY



103,411 Fans

+24% YOY



13,935 Followers

+112% YOY



408,735 Engagements

+27% YOY

The MCCVB earned 50,465 social engagements in February and reached 76% of the annual goal YTD

### WEBSITE PERFORMANCE

1,136,297 unique visitors

+10% YOY

66% of Goal



- 52,575 contacts in database
- 198,659 referrals to partners YTD
- 2,731,262 page views YTD
- 832 room nights booked on web

### ADVERTISING EQUIVALENCY

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

- 215 Group/Industry
- 190 California
- 237 International
- 40 Monterey County
- 113 National Lifestyle
- 435 Top states driving domestic visitation

1230 TOTAL PLACEMENTS

\$22,185,635 overall earned media



38% of Annual Goal

\$16,952,035 in targeted earned media YTD

4,281,928,593 in PR impressions