

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Marketing Communications

January 2020

Promoting Monterey County to top-tier journalists both domestically and internationally, MCCVB executed a New York Media Mission. The team connected with over 30 journalists through individual deskside visits and appointments at TravMedia's International Media Marketplace (IMM).

SCORECARD RESULTS: INTENT TO VISIT

Annual Goal is 44%

January
48%

YTD
48%

SOCIAL



Followers

January
24

YTD
21,281

+2% YTD STLY**



Fans

January
256

YTD
130,194

+3% YTD STLY**



Followers

January
1,174

YTD
41,787

+24% YTD STLY**



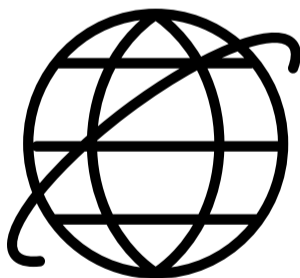
Engagements

January
67,308

YTD
1,058,285

+39% YTD STLY**

WEBSITE



January

YTD

22,401 referrals to members

183,637

267,801 page views

1,981,484

64 room nights booked on web

867

13,080 unique visits to MeetInMonterey.com

71,584

EARNED MEDIA

January

YTD*

Overall Earned
Media: \$3,778,060

\$35,786,380

91,138,478 Earned
Impressions (domestic)

1,226,297,826

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

- 5 International
- 161 National (Long Haul)
- 2 Short Haul (Direct Fly)
- 1 Regional (Drive)
- 2 Local
- 2 Group/Industry

TOTAL PLACEMENTS: 173
YTD: 2,007

*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.