

Pebble Beach Resorts Marketing Communications Overview

Across all Pebble Beach Resorts properties, restaurants, businesses and 17 Mile Drive, April 2021 – present...

- 5,372 clicks from SeeMonterey.com to Pebble Beach sites
- 48,587 pageviews on SeeMonterey.com of Pebble Beach related content
- 80+ cross-channel social posts and blog inclusions on SeeMonterey channels with consistently high impressions and engagement
- 1,207 pieces of earned media coverage that includes Pebble Beach Resorts – notable examples:
 - [AARP – Vacation Ideas for 2022: Save or Splurge](#)
 - [Thrillist – How to Feel Like You're on a European Vacation in the Bay Area](#)
 - [Men's Journal – These Epic Guys' Trips Will Send Your Boys Packing](#)
 - [Hemispheres – Pacific Coast Pilgrimage: The Ultimate Road Trip Through Monterey and Big Sur](#)
 - [UPROXX – The Ultimate Off-Season California Road Trip, From LA To SF](#)
- Earned Media relative to Pebble Beach – source Cision (www. <https://www.cision.com/>)
 - 978,276,070 Impressions
 - \$1.6 million Ad Value
- 8 media and influencer visits
- Pebble Beach Resorts Images and content included in major campaigns including: “Now is the Moment” leisure recovery campaign, “All In” Meetings/Conferences campaign, “You're In” Luxury campaign