

# Marketing Communications

July 2022

## HIGHLIGHTS

- Continued in-market Responsible Travel and See Monterey App install campaign to reach visitors in high traffic areas
- Launched additional promotions for the See Monterey App, including new signage at the Portola Hotel & Spa and all new refreshed graphics throughout MRY
- Hosted the annual Car Week media roundtable at WeatherTech Raceway Laguna Seca to provide local media an opportunity to speak with event representatives, garnering more than 194 million impressions
- Received results of the end-of-year Marketing Impact study, meeting the Intent to Visit goal of 4.3 among other strong ROI figures
- Launched new "Inside Monterey" content series, featuring monthly interviews with "insiders" throughout the County
- Rolled out new metrics for FY2022-23 including the new Media Quality Score for earned media coverage and Top Level Group Conversions to measure group and meetings marketing efforts

## SOCIAL

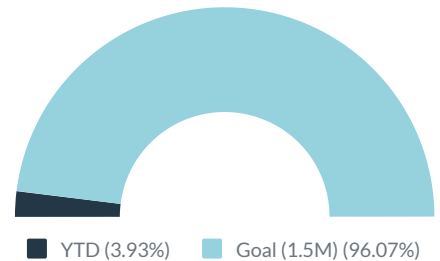
**68K**  
TOTAL JULY ENGAGEMENTS

Top Engagement Social Post



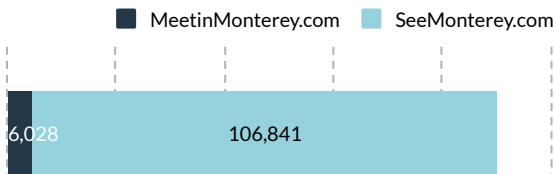
4.80K Engagements  
Pacific Grove

## YTD ENGAGEMENTS

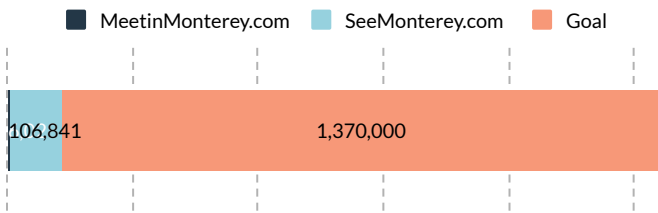


## WEBSITE

### July Web Visitation



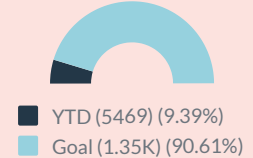
### YTD Web Visitation



### JULY PARTNER SITE CONVERSIONS

**12,683K**

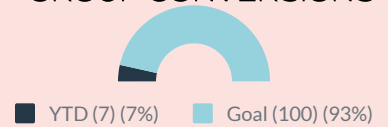
### YTD PARTNER SITE CONVERSIONS



### JULY TOP LEVEL GROUP CONVERSIONS

**7**

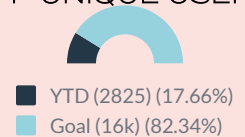
### YTD TOP LEVEL GROUP CONVERSIONS



### JULY VIRTUAL VISITOR CENTER & SEE MONTEREY APP USERS

**2,825**

### YTD VIRTUAL VISITOR CENTER & SEE MONTEREY APP UNIQUE USERS



## EARNED MEDIA

### Top 100 Outlets YTD

**4**



### Impressions YTD

**906,226,922**



### Average Media Quality Score YTD

**15/20**

**YTD Goal: 13/20**

### TOP HITS:

**AFAR**

[How Horses Can Help Travelers Heal](#)

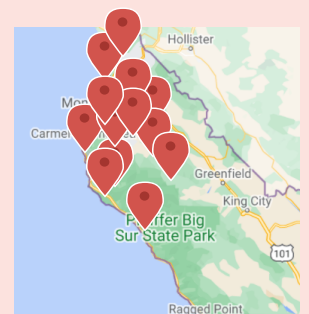


[Summer Exploration: Monterey and Carmel](#)

22 Media Placements  
YTD: 22

3 Media Hosted  
YTD: 3

13 Destinations Highlighted



# Marketing Communications

August 2022

## HIGHLIGHTS

- Developed "The Moment" campaign, a reimagined Now is the Moment leisure-focused campaign, to launch in fall
- Planned out stand out bussiness development inititaves, including an IMEX activation a direct mail strategy
- Media outreach and coverage centered on Monterey Car Week, Monterey Jazz Festival, fall escapes, scenic road trips, Monterey Regional Airport's new outdoor courtyard, unique culinary experiences and more
- Supported local, regional and national media attention for the return of Monterey Car Week
- Prepped and planned for MCCVB's Annual Meeting

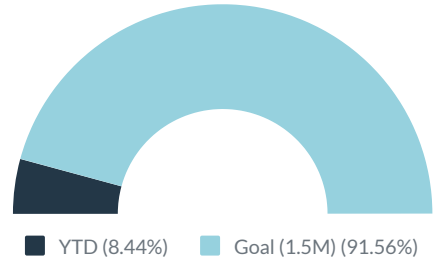
## SOCIAL

**58.7K**  
TOTAL AUGUST  
ENGAGEMENTS

Top Engagement  
Social Post

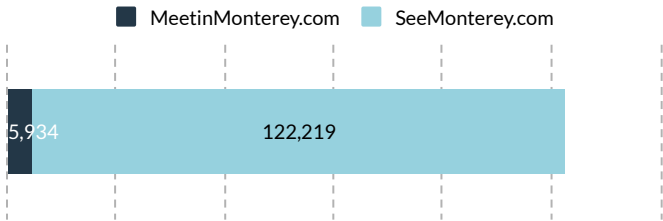


## YTD ENGAGEMENTS

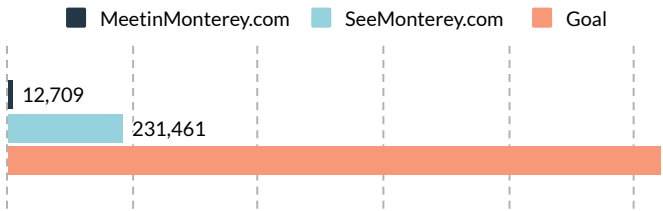


## WEBSITE

### August Web Visitation



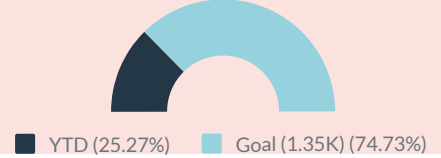
### YTD Web Visitation



### AUGUST PARTNER SITE CONVERSIONS

**21,437K**

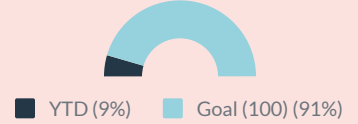
### YTD PARTNER SITE CONVERSIONS



### AUGUST TOP LEVEL GROUP CONVERSIONS

**2**

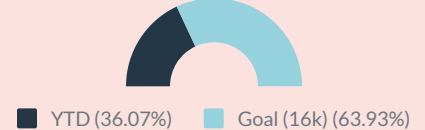
### YTD TOP LEVEL GROUP CONVERSIONS



### AUGUST VIRTUAL VISITOR CENTER & SEE MONTEREY APP USERS

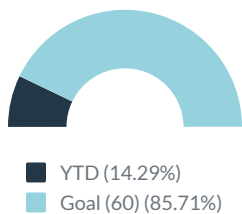
**2946**

### YTD VIRTUAL VISITOR CENTER & SEE MONTEREY APP UNIQUE USERS

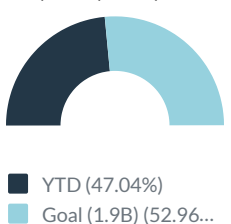


## EARNED MEDIA

### Top 100 Outlets YTD



### Impressions YTD



### Average Media Quality Score YTD



### TOP HITS:



[One Fine Weekend in Moss Landing](#)

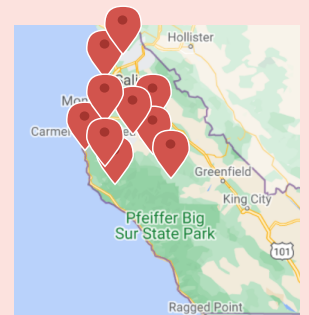
**Fodor's Travel**

[12 Best U.S. Seaside Cities for a Summer Escape](#)

29 Media Placements  
YTD: 51

1 Media Hosted  
YTD: 4

10 Destinations Highlighted



# Marketing Communications

September 2022

## HIGHLIGHTS

- Finalized "The Moment" leisure campaign to launch in October in key drive and fly markets
- Worked with 62ABOVE to develop plan for destination rebrand
- Supported Business Development in creation of materials and assets for IMEX, including large-scale video wall
- Executed South County photoshoot in King City and Salinas Valley as part of the ARPA program
- Promoted California Wine Month through owned and earned channels, including custom media mailers to targeted outlets
- Hosted Visit California's Global Influencer Advisory Board meeting, including 8 influencers from 4 countries
- Media outreach and coverage centered on the Monterey Jazz Festival, fall escapes, outdoor adventures, one-of-a-kind lodging experiences and the release of the CVB's Strategic Roadmap

## SOCIAL

**76K**  
TOTAL SEPTEMBER ENGAGEMENTS

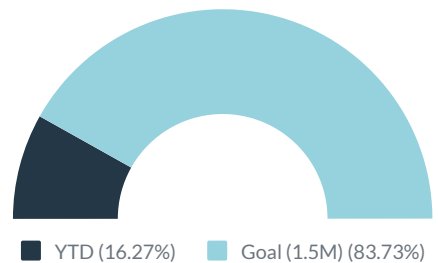
3.3K Engagements

Local Hidden Gems in Monterey County

Top Engagement Social Post

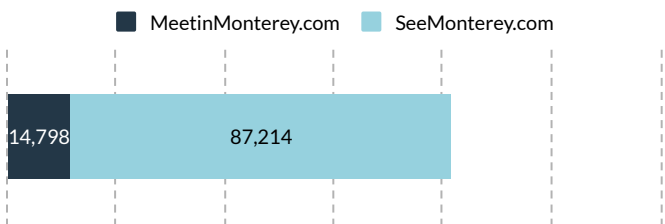
Castroville

## YTD ENGAGEMENTS

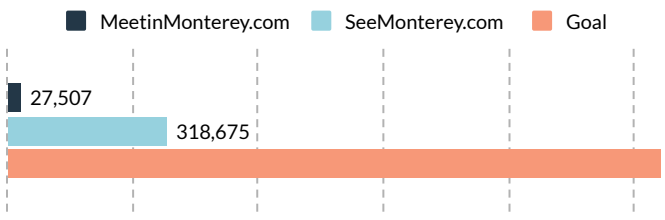


## WEBSITE

### September Web Visitation



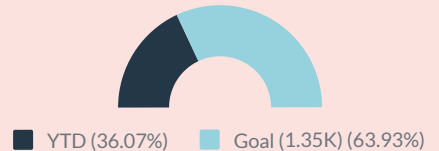
### YTD Web Visitation



### SEPTEMBER PARTNER SITE CONVERSIONS

14,580

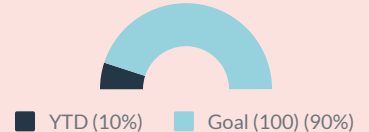
### YTD PARTNER SITE CONVERSIONS



### SEPTEMBER TOP LEVEL GROUP CONVERSIONS

1

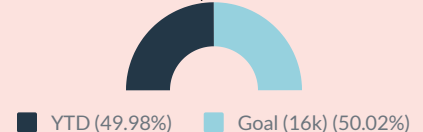
### YTD TOP LEVEL GROUP CONVERSIONS



### SEPTEMBER VIRTUAL VISITOR CENTER & SEE MONTEREY APP USERS

2225

### YTD VIRTUAL VISITOR CENTER & SEE MONTEREY APP UNIQUE USERS



## EARNED MEDIA

### Top 100 Outlets YTD

15



### Impressions YTD

1,726,550,731



### Average Media Quality Score YTD

14/20

YTD Goal: 13/20

### TOP HITS:

**thrillist**

[Bust Out the Binoculars for This Wildlife-Fueled California Adventure](#)

**TZR**

[The Most Jaw-dropping Eco Lodges Around the World](#)

18 Media Placements  
YTD: 69

11 Media Hosted  
YTD: 15

4 Destinations Highlighted

