

Marketing Communications Report

Public Relations Executive Summary Q1

July-September 2020

EARNED MEDIA OVERVIEW

The new fiscal year's earned media began strong initially following Monterey County's reopening in June including:

- National press inclusion about California's reopening in *CNN Travel* and the *Associated Press*
- Stories centered on road trips
- Stories focused on outdoor-focused activities
- Stories promoting ways to experience events that were canceled

In early July, the County took a step back to exclude indoor activities resulting in:

- Shifted strategy to promote outdoor experiences only
- Extended proactive outreach to target regional/drive market media only

On August 18, the County began to report wildfires resulting in:

- Postponed planned hosted media experiences
- Halted short-term proactive PR to move into crisis communications

MCCVB continues to face challenges of fewer publications writing about travel due to:

- COVID-19 impact globally
- CA's stricter restrictions
- Wildfires
- Reduced travel story content, staff cuts and publication closures

In mid-September, we were able to resume proactive outreach and rescheduling hosting media experiences for Q2.

RESULTS

Even given the destinations continued challenges, MCCVB secured **170 stories** with **more than 700 million impressions** worth **more than \$9.8 million in ad equivalency** in Q1.

TOP HITS

LEISURE:

- *Associated Press* – [California woos in-state travelers with safety campaigns](#)
 - Circulation: 37,200,000; Ad Value: \$46,722
- *CNN Travel* – [Want to travel to California? Not so fast](#)
 - Circulation: 36,550,379; Ad Value: \$1,755,837

- **Business Insider** – [These 5 eco-friendly resorts around the world have survived the pandemic without guests by focusing on sustainability, caring for their orchards and farms, and delivering fresh food to locals](#)
 - Circulation: 35,370,424; Ad Value: \$43,059
- **USA Today** – [Shop and dine while maintaining social distance in these picturesque places](#)
 - Circulation: 20,613,846; Ad Value: \$1,155,680
- **Reader's Digest** – [12 Things You Shouldn't Do in Reopened National Parks](#)
 - Circulation: 2,734,204; Ad Value: \$607,266
- **The Points Guy** – [6 great road trips from San Francisco](#)
 - Circulation: 2,402,960; Ad Value: \$3,705
- **Travel + Leisure** – [Best Places to Travel in August](#)
 - Circulation: 2,395,366; Ad Value: \$51,074
- **7x7** – [Monterey Peninsula is primed for socially distanced, outdoor getaways](#)
 - Circulation: 99,392; Ad Value: \$796
- **Family Vacationist** – [10 Best Things to Do in Monterey, CA with Kids](#)
 - Circulation: 85,000; Ad Value: \$637
- **Organic Authority** – [A \(Safe\) Wine & Wellness Road Trip Escape Up California's Central Coast](#)
 - Circulation: 101,517; Ad Value: \$152

GROUP:

- **Smart Meetings** – [Out of Crisis, New Jobs are Born](#)
 - Circulation: 18,318; Ad Value: \$1,373
- **Group Travel Leader** – [California's West Coast Swing](#)
 - Circulation: 30,007; Ad Value: \$13,743
- **Byways Magazine** – [California Firsts, Monterey at 250 Years Old](#)
 - Circulation: 10,000; Ad Value: \$7,990