

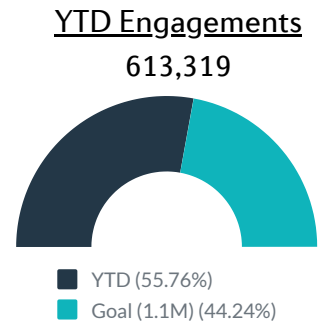
# Marketing Communications

January 2022

## HIGHLIGHTS

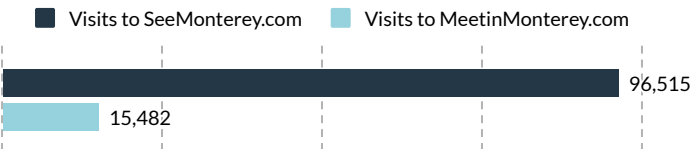
- Launched Conversion Rate Optimization testing road map for SeeMonterey.com to improve usability and performance of the site
- Finalized advertising campaign and press release for the "You're In" luxury marketing campaign launching in February
- Completed build out and testing of new Virtual Visitor Center for desktop, mobile and new branded app, launching February 1
- Responded to Colorado Fire in Big Sur, activating MCCVB's wildfire crisis communications plan including updates to SeeMonterey.com, social channels and local media outreach on hotel offers
- Met with 13 journalists/influencers from International Media Marketplace appointments to discuss story ideas and possible hosted visits
- Implemented testing and benchmarking for new earned media measurement program ahead of FY22-23 implementation
- Hosted @PracticalWanderlust, a San Francisco-based influencer to showcase winter activities in Monterey County

## SOCIAL

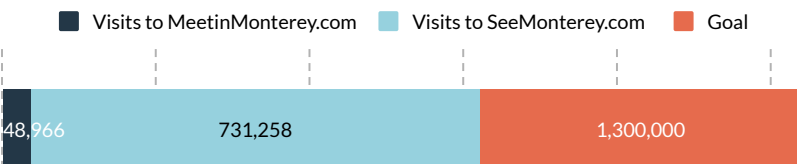


## WEBSITE

### January Web Traffic



### YTD Web Traffic



SeeMonterey.com MeetinMonterey.com

**9K**  
JANUARY PARTNER HANDOFFS

**1**  
JANUARY GROUP RFP SUBMISSIONS

**76.43K**  
YTD PARTNER HANDOFFS\*

**21**  
YTD GROUP RFP SUBMISSIONS

YTD Goal: 215,000

YTD Goal: 150

\*An error in reporting methods was discovered, making previously reported numbers look greater than actuals. This has been corrected.

## EARNED MEDIA

Top 100 Outlets  
YTD  
18 out of 40



Impressions YTD  
1,246,424,884



Ad Value Equivalency YTD  
\$2.3 M



TOP HITS:

**meetings**  
PEOPLE + PLACES TODAY

[Inspiring Outdoor Venues in Monterey and Santa Cruz](#)

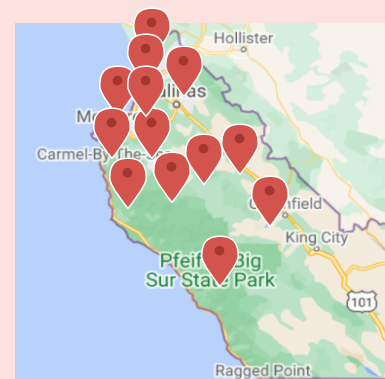
**TRAVEL+LEISURE**

[20 'Secret' Spots Along California's Pacific Coast Highway](#)

49 Media Placements  
YTD: 772

1 Media Hosted  
YTD: 20

13 Destinations Highlighted



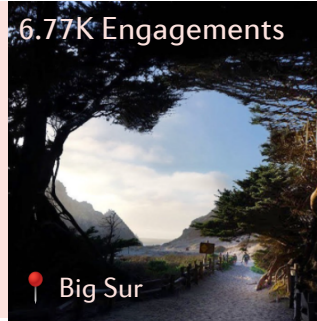
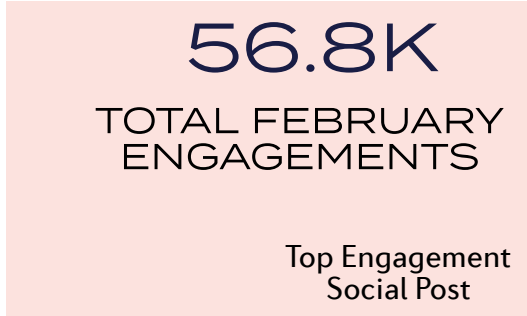
# Marketing Communications

February 2022

## HIGHLIGHTS

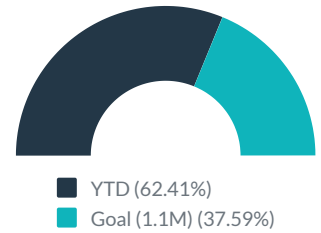
- Launched online virtual visitor services tool for desktop and mobile on SeeMonterey.com and new branded See Monterey App
- Attended Visit California Outlook Forum, where MCCVB was a finalist for the Best Recovery Campaign Award for "Now Is The Moment"
- Continued work on the Conversion Rate Optimization testing road map on SeeMonterey.com to improve usability & performance of the site
- Finalized Monterey Paid Search Co-Op participation and begin work on the Co-Op landing page
- Launched "You're In" luxury marketing campaign including a luxury wellness press release distributed nationally
- Attended the International Media Marketplace Virtual Event with 26 media appointments

## SOCIAL



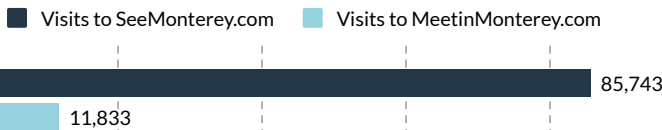
### YTD Engagements

686,544

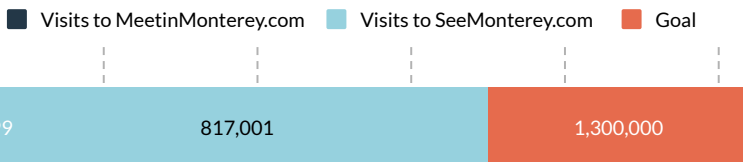


## WEBSITE

### February Web Traffic



### YTD Web Traffic



### SeeMonterey.com

**9.5K**  
FEBRUARY PARTNER HANDOFFS

**86K**  
YTD PARTNER HANDOFFS\*  
YTD Goal: 215,000

### MeetinMonterey.com

**5**  
FEBRUARY GROUP RFP SUBMISSIONS

**26**  
YTD GROUP RFP SUBMISSIONS  
YTD Goal: 150

## EARNED MEDIA

Top 100 Outlets  
YTD  
19 out of 40



Impressions YTD  
1,756,164,161



Ad Value  
Equivalency YTD  
\$3.2 M



TOP HIT:

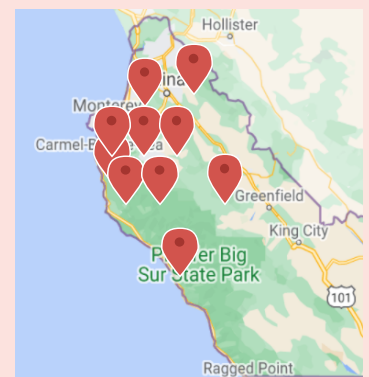
**AARP**

[Vacation Ideas for 2022: Save or Splurge](#)

350 Media Placements  
YTD: 1,122

5 Media Hosted  
YTD: 25

10 Destinations Highlighted



# Marketing Communications

March 2022

## HIGHLIGHTS

- MCCVB launched the spring "Now is the Moment" campaign along with the spring getaways press release, distributed nationally
- All stages of the marketing funnel were impacted by the launch of our Spring campaign, resulting in significant increases in landing page visits (38%) as well as an increase in engagements and conversions
- Finalized Monterey Paid Search Co-Op landing page and prepared for April 1st launch
- MCCVB conducted an agency planning retreat for partner agencies and MCCVB team to brainstorm on FY22/23 strategy and planning
- MCCVB began planning and outreach for its spring photoshoot which will feature 15+ locations around the county
- Eight destinations were featured in a dedicated spring travel news story picked up by 912 publications with more than 175 million impressions

## SOCIAL



### YTD Engagements

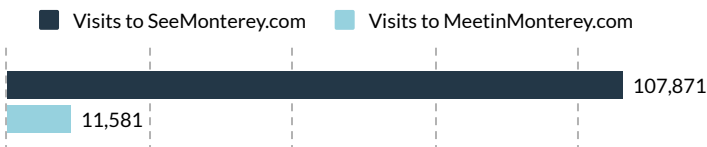
780,317



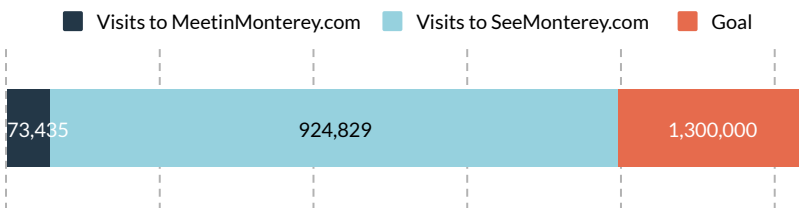
■ YTD (70.92%)  
■ Goal (1.1M) (29.08%)

## WEBSITE

### March Web Traffic



### YTD Web Traffic



## SeeMonterey.com MeetinMonterey.com

**11K**  
MARCH PARTNER HANDOFFS

**10**  
MARCH GROUP RFP SUBMISSIONS

**97K**  
YTD PARTNER HANDOFFS

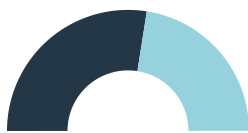
**36**  
YTD GROUP RFP SUBMISSIONS

YTD Goal: 215,000

YTD Goal: 150

## EARNED MEDIA

Top 100 Outlets YTD  
22 out of 40



■ YTD (55%)  
■ Goal (40) (45%)

Impressions YTD  
2,252,360,808



■ YTD (77.67%)  
■ Goal (2.9B) (22.33%)

Ad Value Equivalency YTD  
\$4.5 M



■ YTD (34.35%)  
■ Goal (\$13M) (65.65%)

### TOP HITS:

prevue  
meetings + incentives

[California: Dramatic and Diverse](#)

AFAR

[10 Best Places to Travel in May](#)

965 Media Placements  
YTD: 2,087

1 Media Hosted  
YTD: 26

15 Destinations Highlighted

