

Ad & Communications Research

FY19-20 Midyear Research

January 2019

 **insights**
Strategic Marketing and Research

MONTEREY
Grab life by the moments.™

Key Metrics – CY2019

	Regional	National
Ad impact on Monterey County visit interest (goal: 44%)	48%	35%
Unaided brand awareness (goal: 83%)	83%	60%
Brand goal measure (goal: 4.1)	4.2	4.0
Communication effectiveness (attribute ratings above 3.8):		
These ads and articles show that there is a wide variety of sights & activities in Monterey County	3.9	3.8
These ads and articles portray Monterey County as a desirable destination	4.0	3.8
Desirability index – Vacation/Getaway	100	100
Desirability index – Trip with Kids	86	100
Influenced room nights	204,264	*

* Influenced room nights and associated ROI figures are not calculated for the national audience in the current research due to small sample size.

Insights + Recommendations

- Compared to last midyear, the Monterey County Convention & Visitors Bureau (MCCVB) spent 40% less regionally and 11% more nationally. This continues an overall shift of resources toward the national markets.
- Regionally, lower spending and new creative resulted in a decline in midyear recall. The introduction of new creative tends to result in lower recall. Recall of the ads builds as the ads continue to run, and that is what we would expect to see here as well. The campaign remains highly efficient and, as indicated by unaided brand awareness meeting the goal level in these markets, this level of spending is sufficient to keep Monterey County top of mind for regional travelers. Monterey also holds a higher level of intent share among these travelers (relative to other destinations), outpacing Lake Tahoe for the first time. However, a leveling off of visitation from these markets is a precaution that continued reductions in spending could lead to declines.
- Visit spending increased somewhat, and length of stay remained steady. So the decline in influenced room nights among regional travelers is mainly due to lower awareness. The campaign generated 7% of occupied room nights in the midyear period.
- Nationally, awareness of the highly efficient campaign continues to climb, reaching 33% with this measure. Compared to other destinations in the competitive set, the ads boost Monterey County from last place to second for being a place for a vacation/getaway, and from last place to first for being a place to visit with kids.
- A significant reason for the success of the campaign at reaching travelers is the strength of the creative. The ads are among the highest-rated SMARInsights has seen for communicating key messaging, particularly that Monterey County is a desirable destination with lots to see and do. Ratings on these attributes are higher than for MCCVB's prior creative.

Background + Objectives

- The Monterey County Convention & Visitors Bureau and Strategic Marketing & Research Insights (SMARInsights) have partnered to measure the Grab Life by the Moments campaign since its rollout in fall 2013.
- Through 2018, SMARInsights conducted two advertising effectiveness measures each fiscal year: one at mid-fiscal year (December) and one at fiscal year-end (June). The methodology, which has remained substantially the same, was designed to measure recall and impact of MCCVB paid advertising and public relations campaigns in drive and direct flight (regional) markets, as well as nationally. MCCVB recently shifted to a single ROI effort at midyear to measure marketing recall, creative evaluation, impact of the advertising on perceptions, impact on visitation, economic impact, and ROI. This ROI report measures effectiveness of midyear (July-December) 2019 advertising.
- The June wave of Communications Effectiveness research has been replaced by a brief snapshot to provide continuity, compare to other destinations, and allow MCCVB and its agency to gauge anticipated travel.

Advertising Campaign

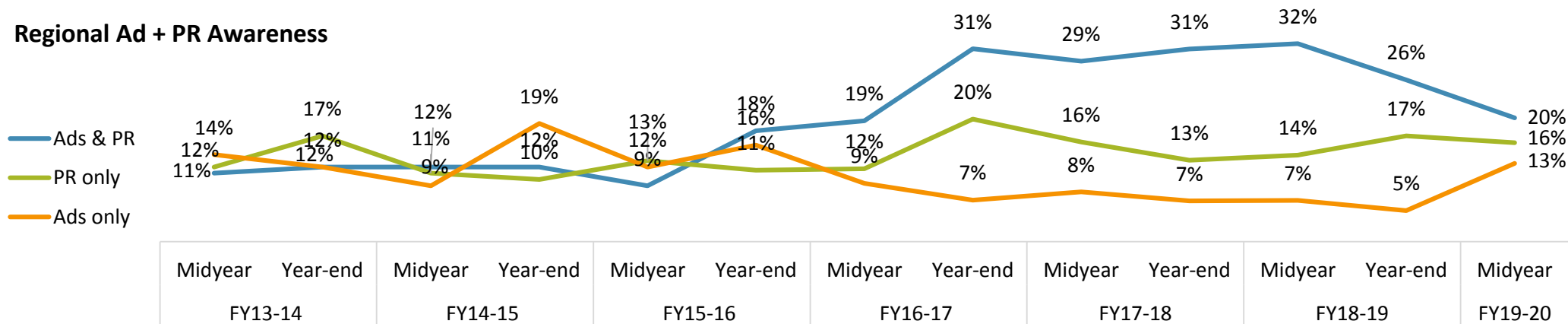
- For a number of years, MCCVB used the Grab Life by the Moments campaign, with similar layouts and images, to build awareness and interest in the destination among regional markets. As of calendar year 2018, however, the look of the ads began to change, and that continued through 2019. This was on the heels of the CVB's focus on public relations and social communications efforts that delivered destination messaging to more distant national markets.
- While MCCVB's tagline is the same, the updated content represents a visual change from prior ads, and there is a strong social presence with two new videos and a print ad. The new content features the leisure product with dramatic images of the coastline and terrain, as well as outdoor activities.
- Midyear ad investment is lower than last year, with a continued shift away from regional and into national markets.



July-December spending	FY17-18	FY18-19	FY19-20
Regional	\$102,629	\$126,591	\$75,743
National	\$150,186	\$203,939	\$226,110
Total	\$252,815	\$330,530	\$301,853

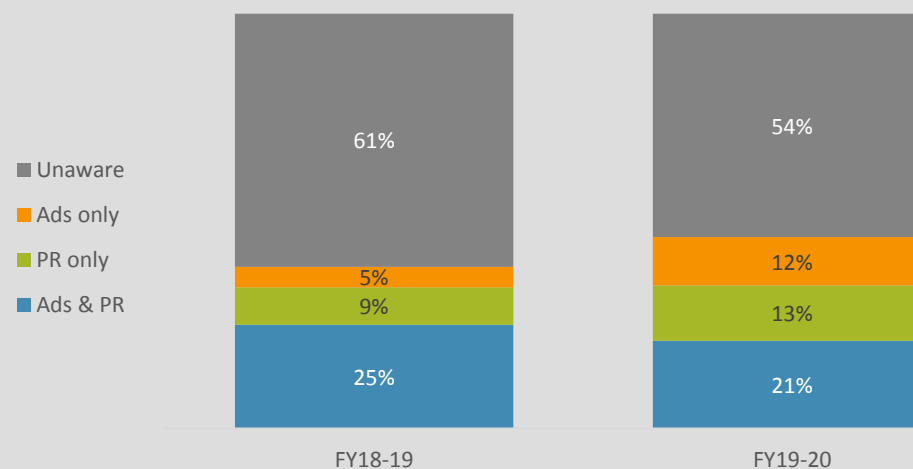
Higher spending nationally is generating higher awareness. Regionally, ads are playing a larger role.

Regional Ad + PR Awareness



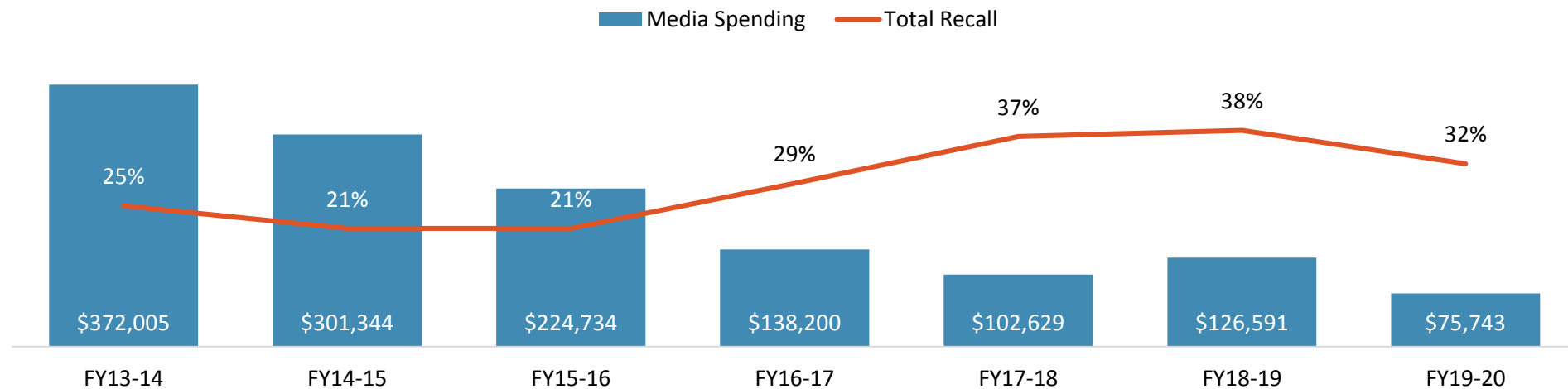
- PR awareness in the regional markets is holding steady, while recall of ads alone (without PR) has increased. New creative means lower awareness until the ads wear in with consumers.
- Nationally, awareness of MCCVB marketing continues to grow.
- There is still considerable overlap, although it is declining. We typically see greater impacts with overlapping exposures to marketing messaging.
 - Advertising awareness = aided recall of, video, print, social
 - PR awareness = unaided recall of news stories, articles, feature stories about Monterey County destinations + aided recall of earned social and articles

Awareness in National markets



With lower spending, MCCVB has leveraged a robust social presence to maintain awareness with very little drop-off from last year. The regional campaign remains highly efficient.

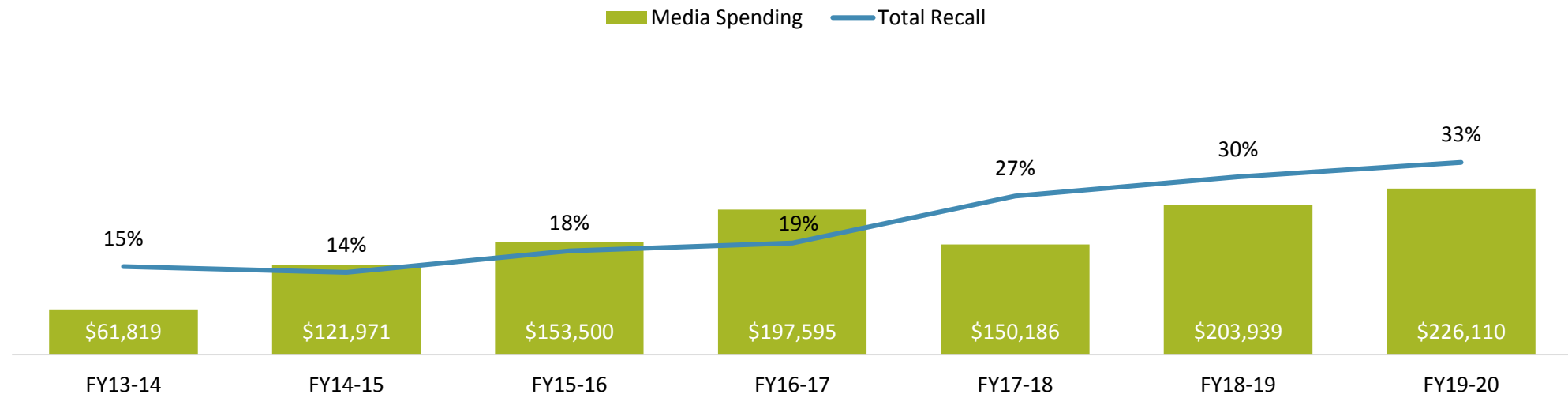
Regional MIDYEAR Paid Advertising Awareness & Spending



Aware HH	3.5M	3.0M	3.0M	4.1M	4.6M	4.8M	4.0M
Cost per aware HH	\$0.11	\$0.10	\$0.07	\$0.03	\$0.02	\$0.03	\$0.02

The national campaign is even more efficient than the regional and has remained so alongside growth in both spending and awareness.

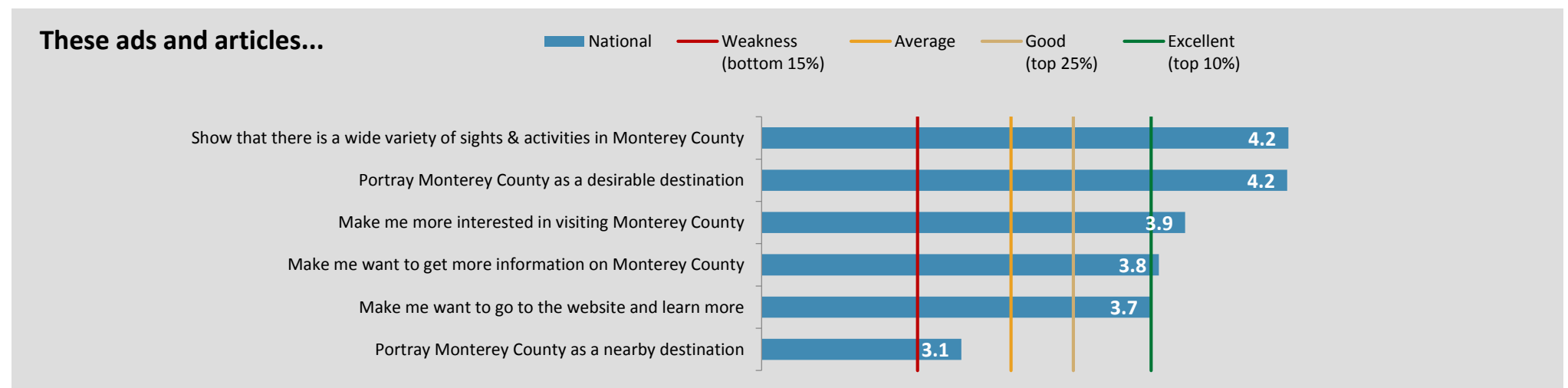
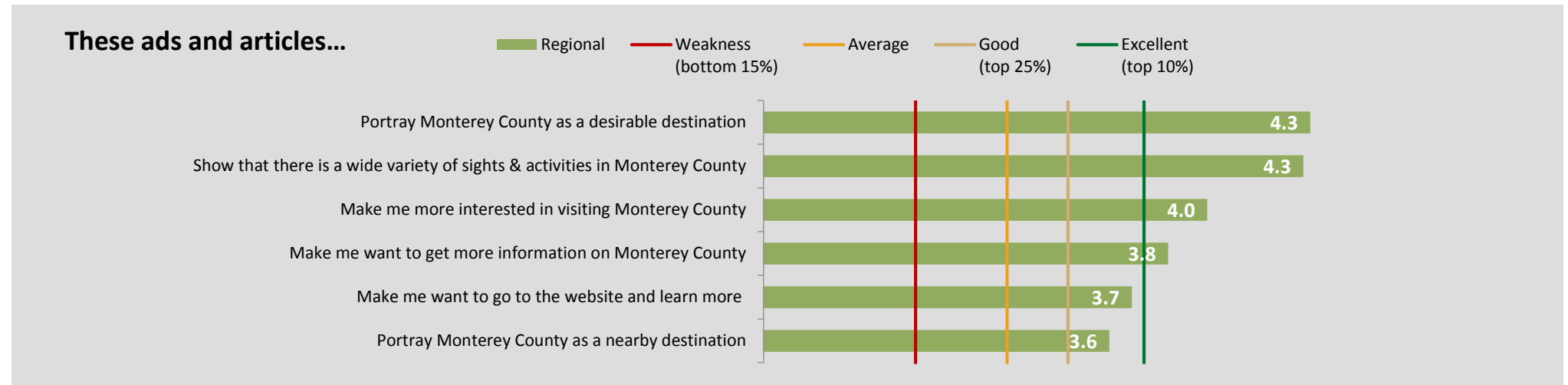
National MIDYEAR Paid Advertising Awareness & Spending



Aware HH	3.5M	3.0M	3.0M	4.1M	4.6M	4.8M	4.3M
Cost per aware HH	\$0.11	\$0.10	\$0.07	\$0.03	\$0.02	\$0.03	\$0.02

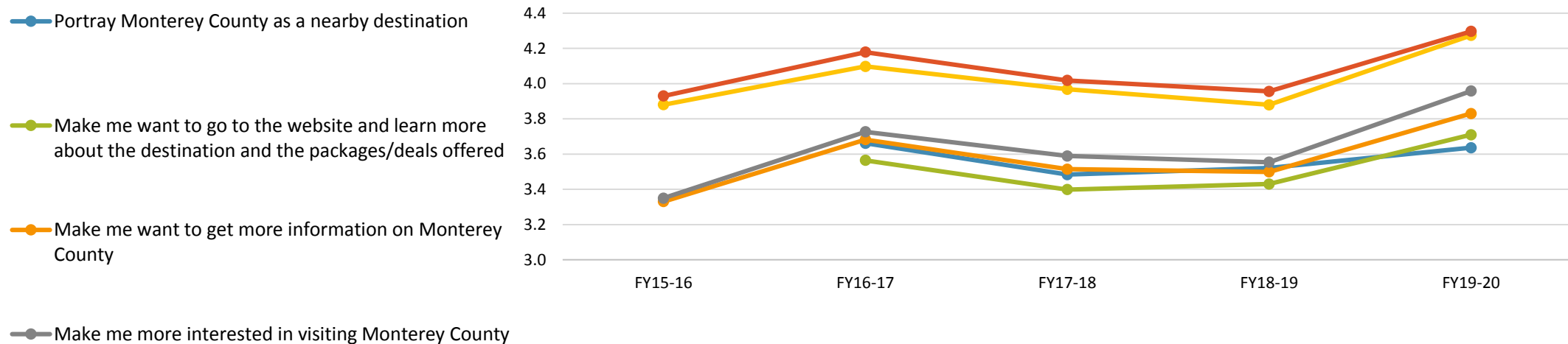
- Awareness is a critical metric, but advertising impact also hinges on the strength of the ads at communicating key messages and motivating visit interest. We will look at that next.

The ads are extremely strong at showing Monterey County as a desirable destination with a variety of sights and activities.

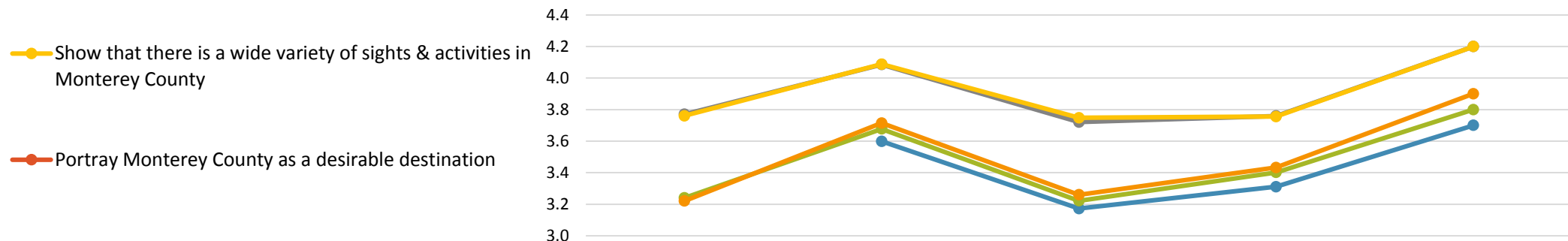


The new creative is much stronger than prior executions on all measures in both market groups.

Regional



National

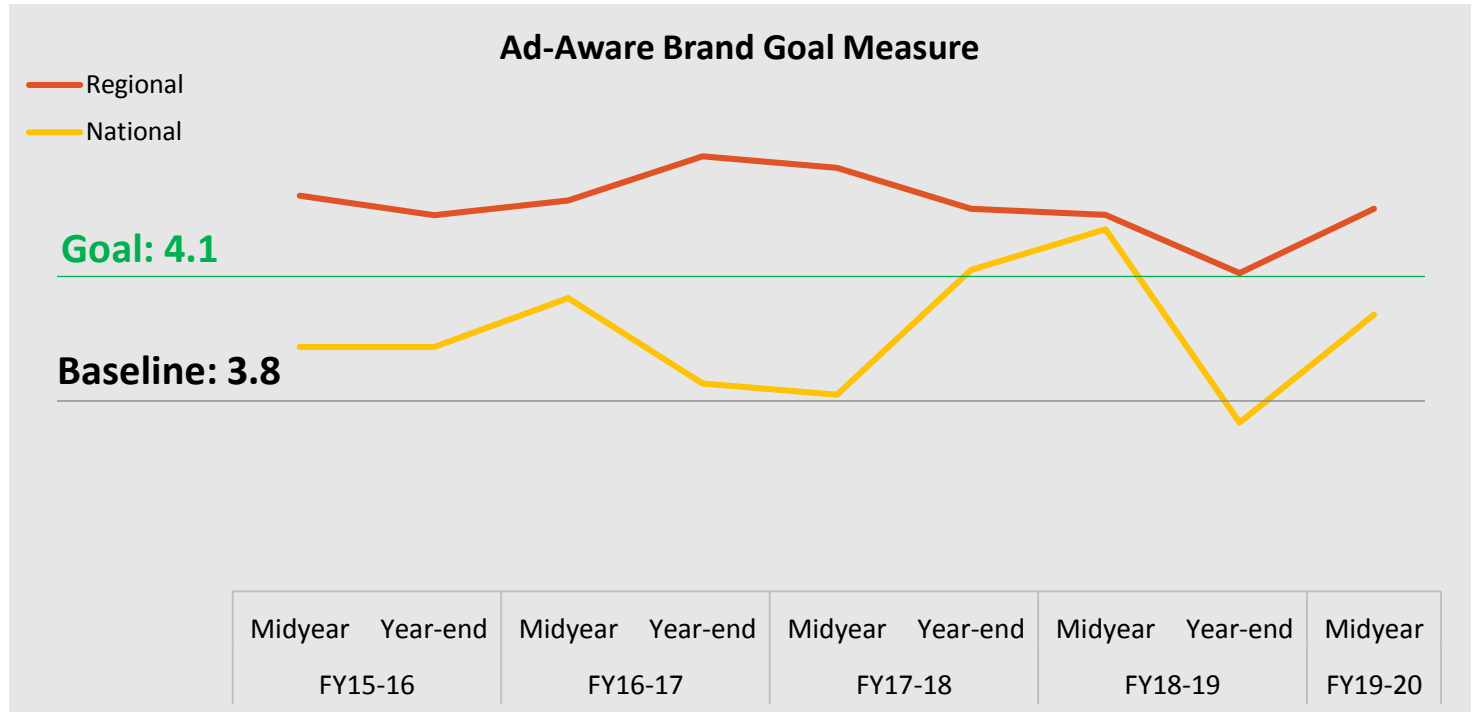
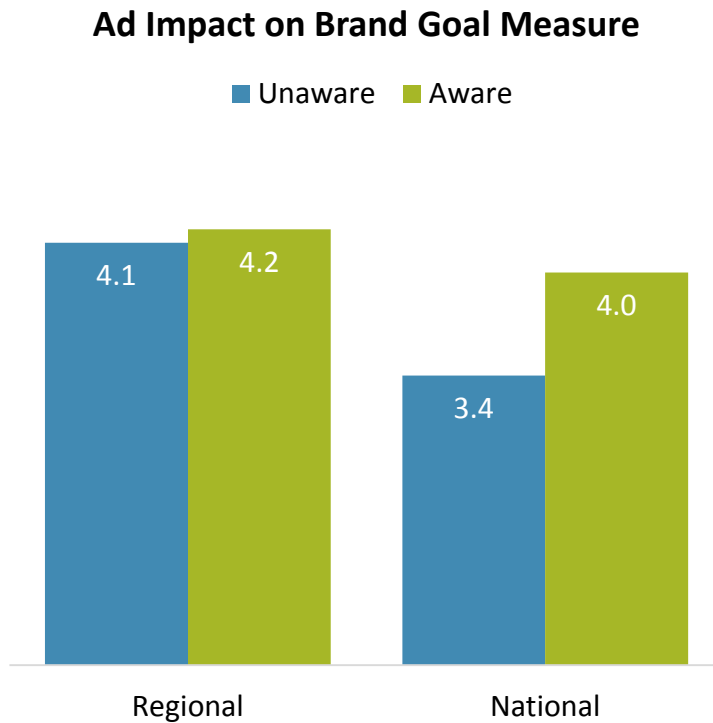




Impact of the Advertising

MCCVB Ad & Communications Research — FY19-20 Midyear

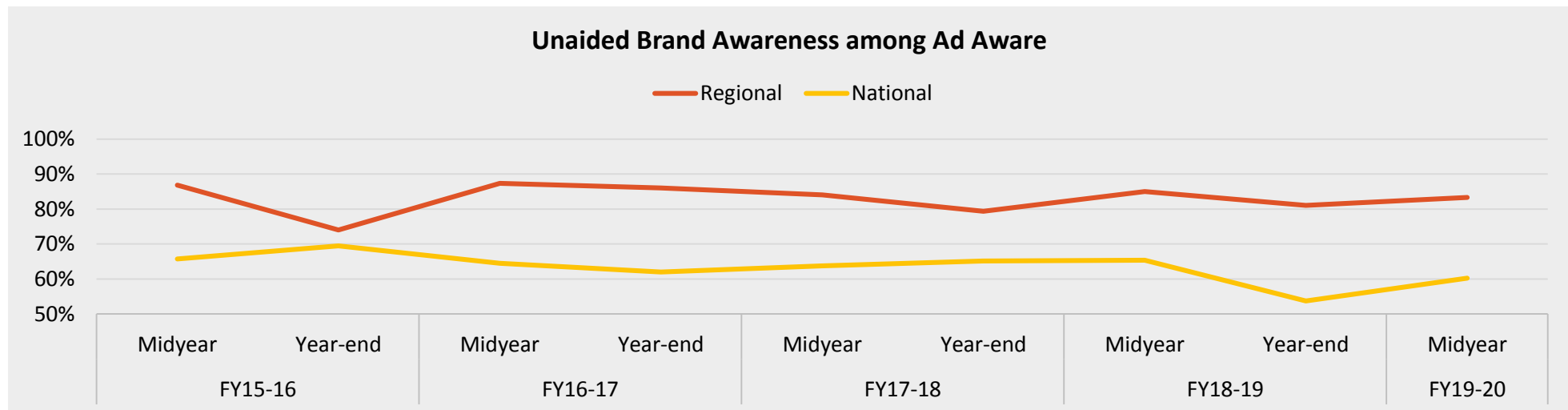
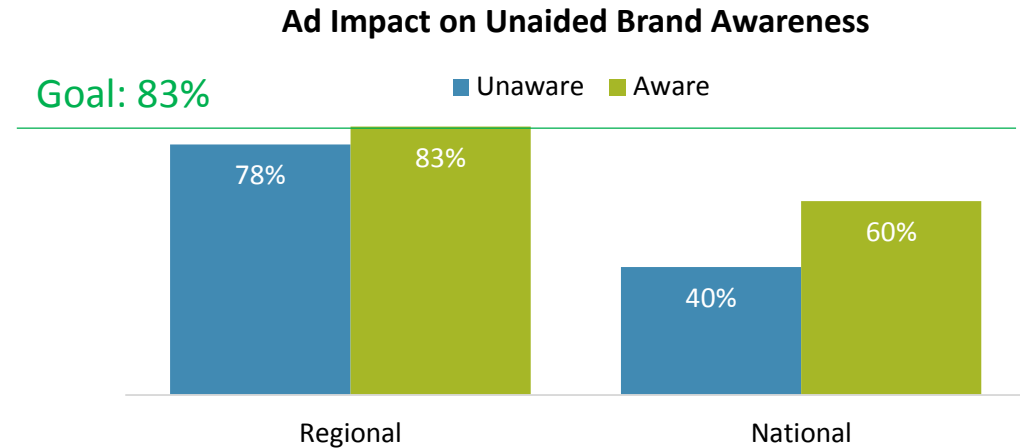
The ads bring ratings on MCCVB's brand goal measure above the goal in the regional markets and improves the measure in more distant markets.



- The brand measure is derived from travelers' ratings of Monterey County's amazing scenery and its image as a charming place and a good weekend getaway destination.

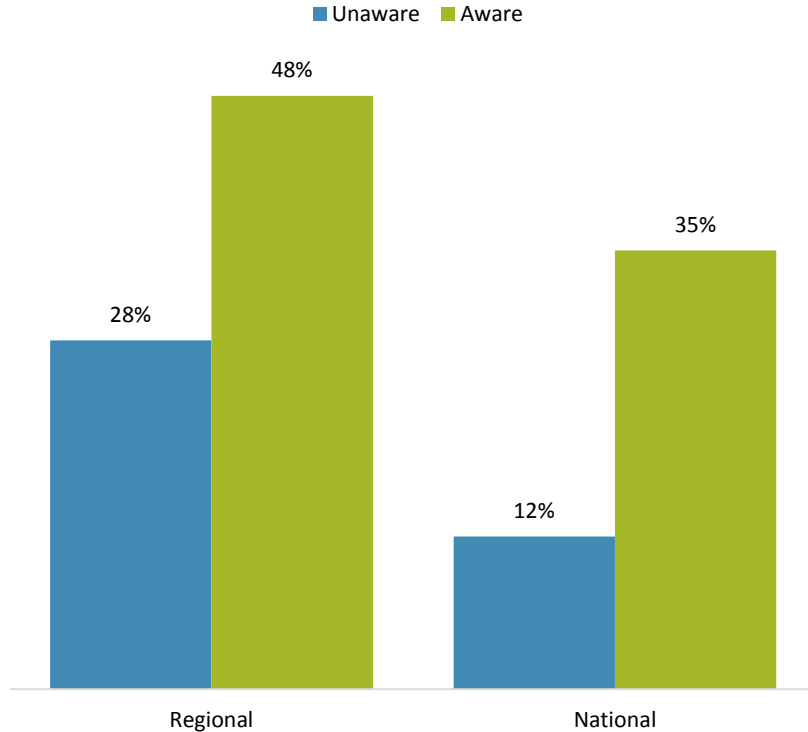
The ads lift brand awareness in the more distant market groups where there is opportunity for growth.

- Unaided brand awareness is the share of consumers who say they are very or somewhat familiar with Monterey County, which includes a number of towns: Big Sur, Carmel, Monterey and Pebble Beach among others.
- Lower spending in regional markets has been able to maintain brand awareness. Higher spending nationally is beginning to boost familiarity.



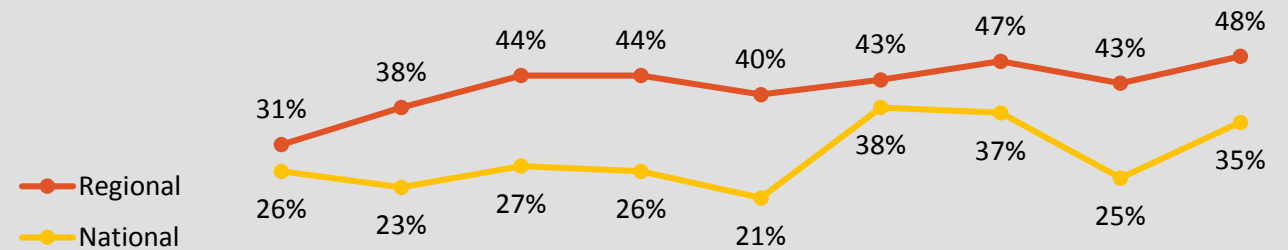
The campaign boosts likelihood to travel among all market groups. Regional intent is at its highest level ever.

Ad Impact on Intent to Visit Monterey County



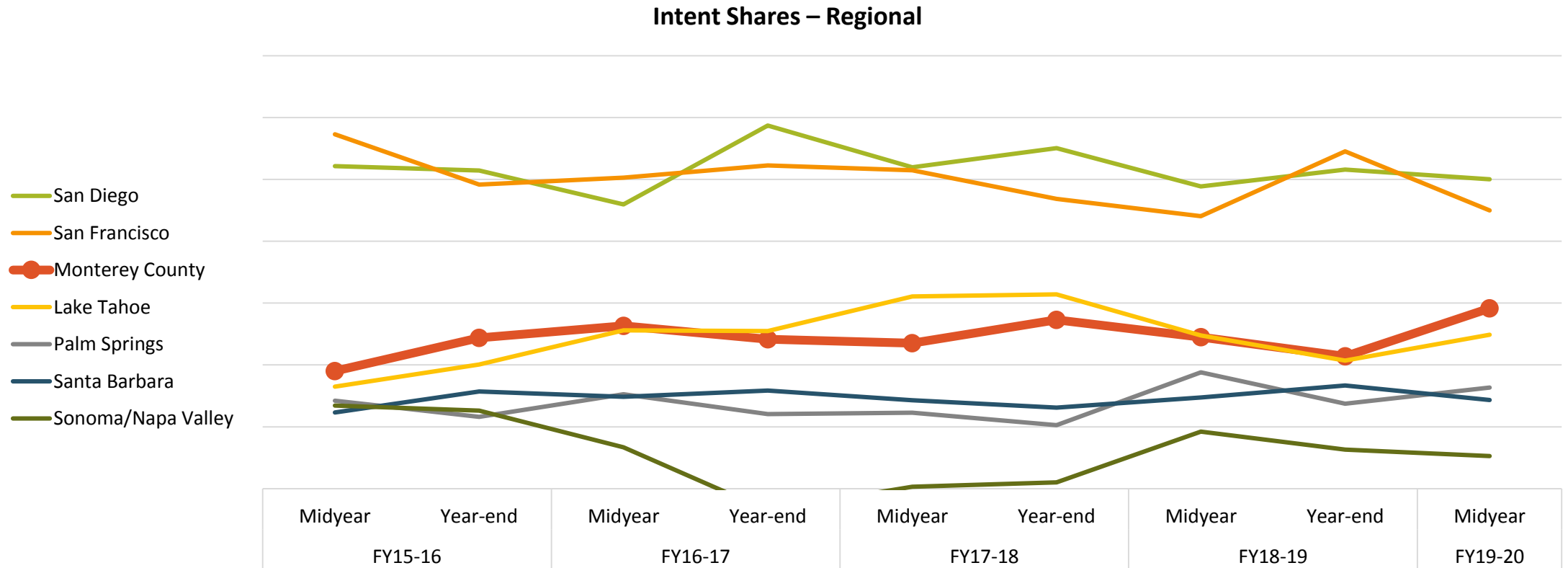
- The new ads boost regional visit intent, which was also high last year at midyear. This makes sense given that travelers are looking ahead to summer visits.
- Nationally, there is more fluctuation in ad-influenced visit intent. Roughly a third of ad-aware travelers have some likelihood to visit Monterey County. Distance and lower familiarity are reasons for the lower intent compared to regional travelers.

Ad-Aware Intent to Visit Monterey County

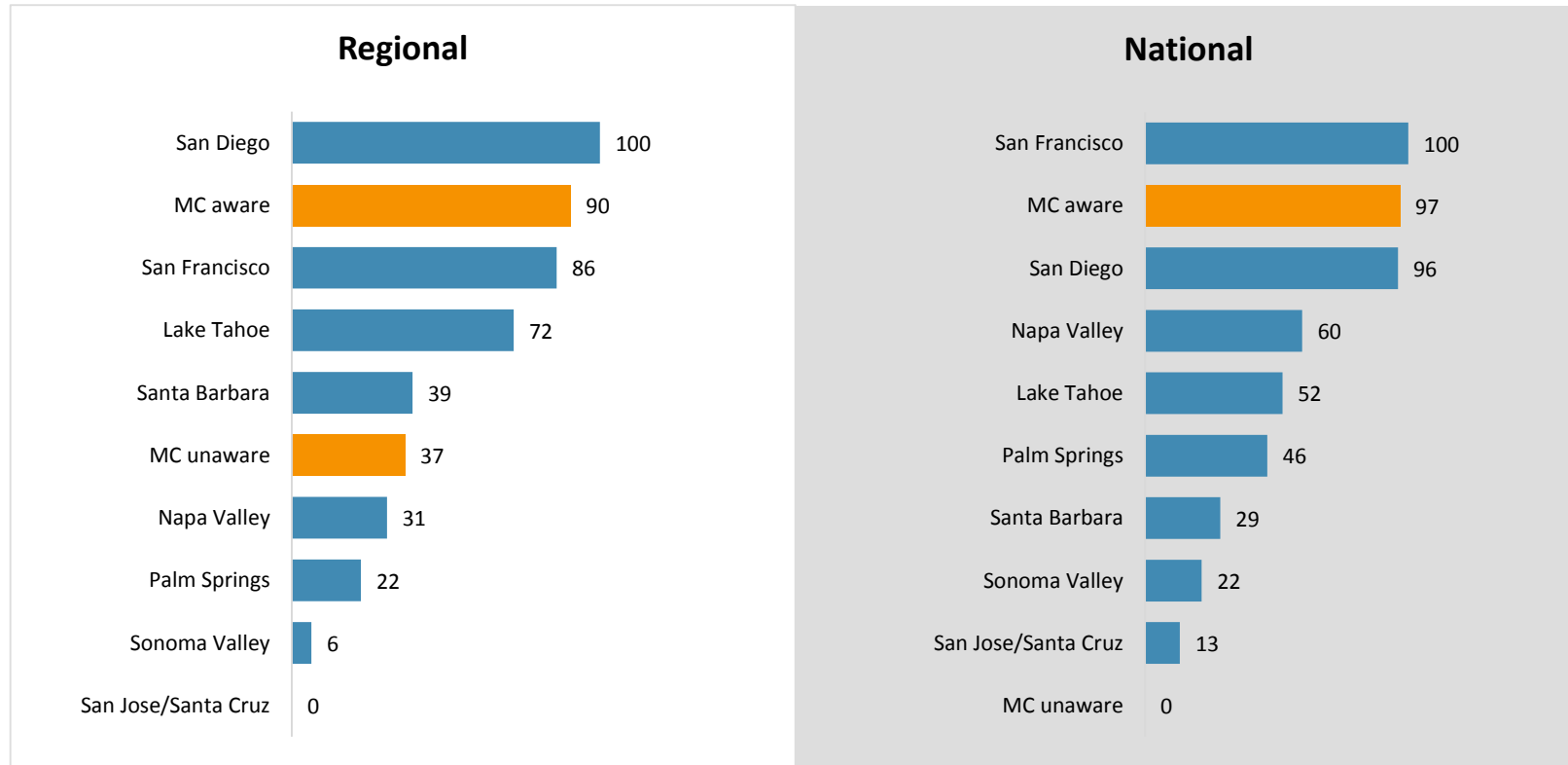


Midyear	Year-end	Midyear	Year-end	Midyear	Year-end	Midyear	Year-end	Midyear
FY15-16		FY16-17		FY17-18		FY18-19		FY19-20

Monterey's share of total visit intent within the competitive set is at its highest level to date and is solidly above Tahoe.

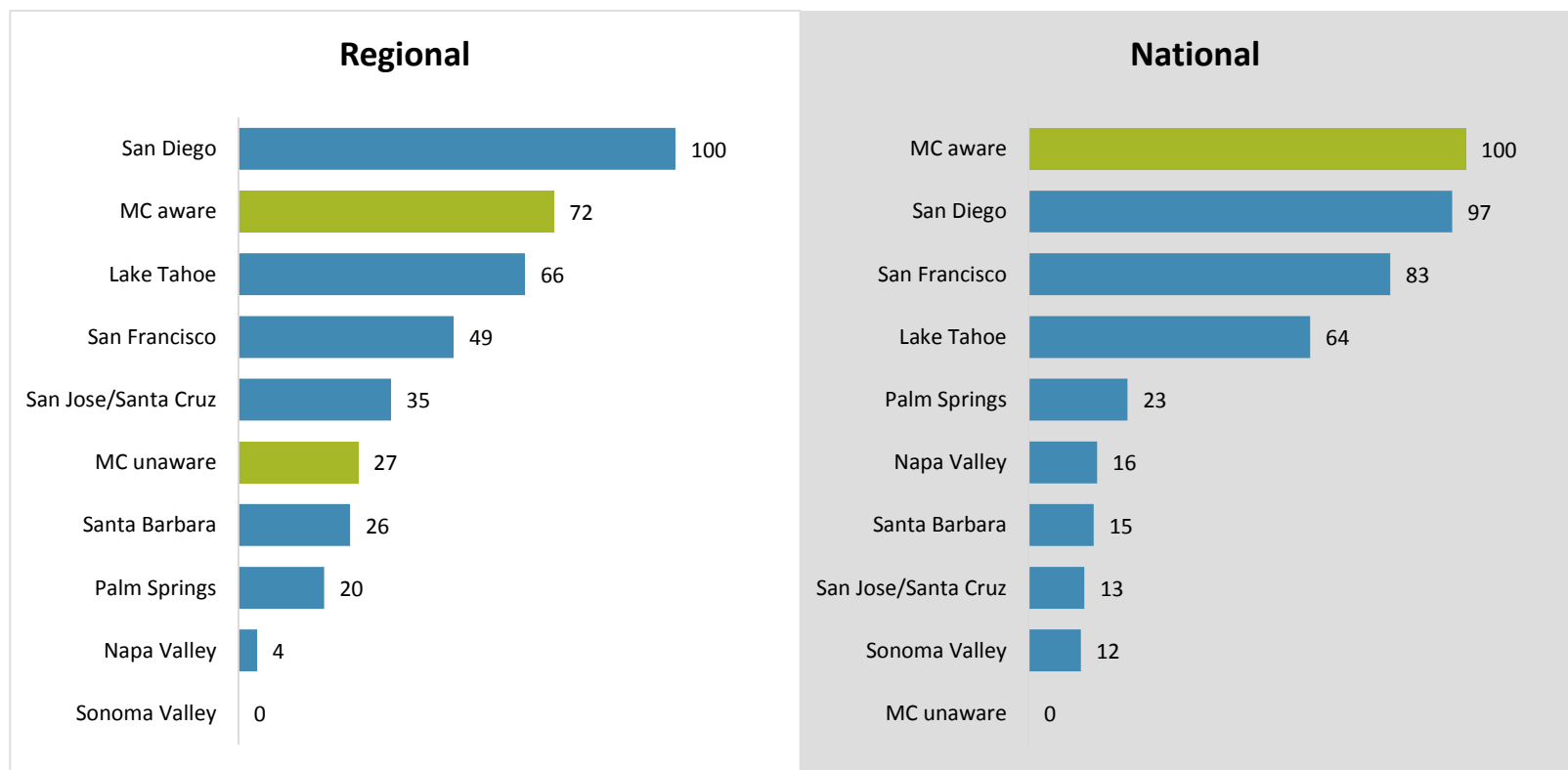


The ads boost Monterey County among the competitive set as a place for a vacation/getaway.



- The desirability index, which is analogous to a Net Promoter Score (NPS), is a way to compare traveler perceptions of Monterey County as a leisure destination to other destinations in the competitive set. The overall scores themselves are useful only as a measure of relative desirability and should not be interpreted as positive or negative in their own right.

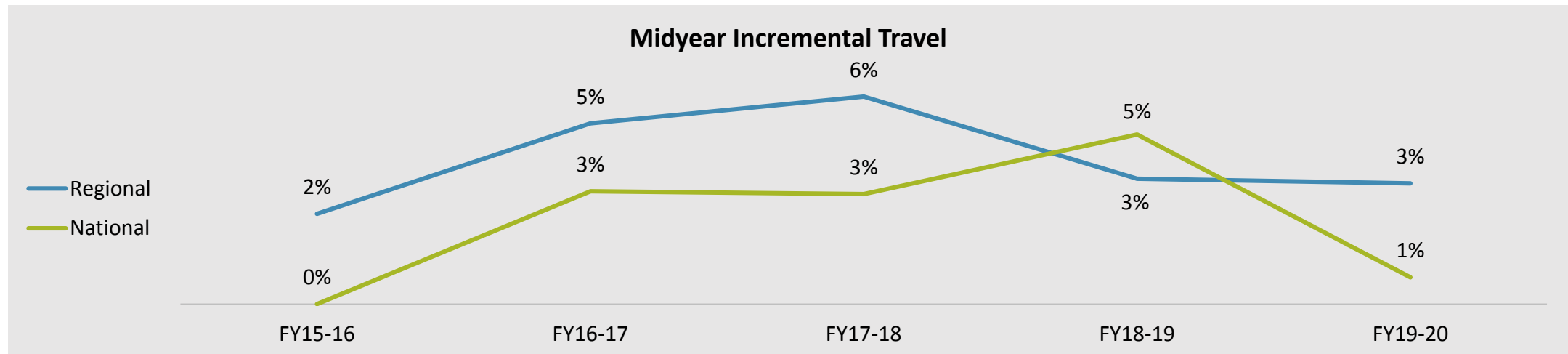
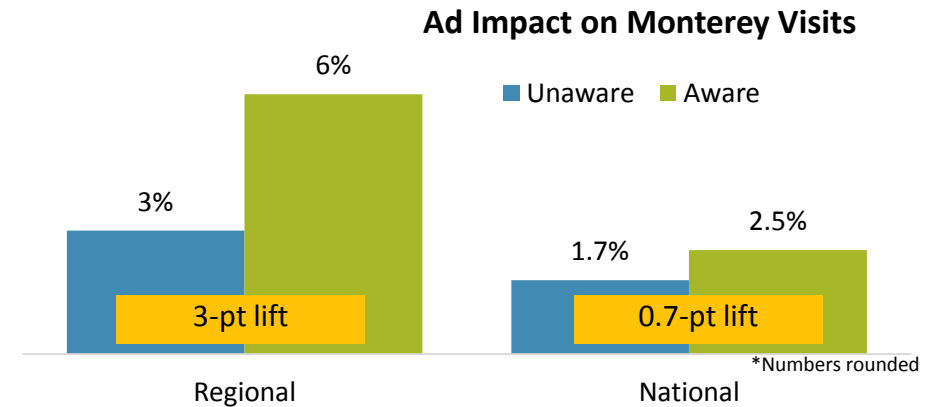
The ads move Monterey County from last to first among national travelers as a place to visit with kids. Regionally, San Diego is first.



- The desirability index, which is analogous to a Net Promoter Score (NPS), is a way to compare traveler perceptions of Monterey County as a leisure destination to other destinations in the competitive set. The overall scores themselves are useful only as a measure of relative desirability and should not be interpreted as positive or negative in their own right.

Regional midyear incremental travel remains level at 3%.
National is lower than in recent midyear measures.

- Visit = overnight stay in paid lodging
- Stronger ads have helped shore up visitation in the regional markets despite lower ad spending.
- Nationally, there is more fluctuation. Travelers take longer to plan trips to more distant places, so the midyear ads may be boosting later travel.



Trip spending is up 7% regionally, consistent with MCCVB's strategy of targeting high-end travelers. More distant visitors spend more.

Midyear Trip Spending	Regional		National	
	FY18-19	FY19-20	FY18-19	FY19-20
Lodging/accommodations	\$406	\$328	\$579	\$495
Meals/food/groceries	\$227	\$275	\$298	\$350
Attractions	\$136	\$161	\$144	\$240
Shopping	\$128	\$208	\$162	\$191
Entertainment	\$41	\$50	\$63	\$82
Transportation	\$119	\$111	\$179	\$129
Other	\$27	\$23	\$37	\$12
Total	\$1,083	\$1,154	\$1,462	\$1,499

The GLBM campaign brought \$81M in visitor spending from regional travelers. A 12-pt. lift in ROI is due to low ad spending.

REGIONAL Midyear Metrics	FY17-18	FY18-19	FY19-20	Year-to-year change
Aware HHs	4,572,515	4,775,219	4,034,237	-16%
Incremental travel %	5.5%	3.3%	3.2%	-3%
Incremental traveling HHs	252,020	159,174	129,492	-19%
% overnight	77%	100%	79%	-21%
% paid accommodations	60%	70%	68%	-2%
Total incremental overnights	116,317	111,422	70,269	-37%
Average trip spending	\$973	\$1,083	\$1,154	+7%
Economic impact	\$113,146,253	\$120,648,436	\$81,105,405	-33%
Media spending	\$102,629	\$126,591	\$75,743	-40%
Traditional ROI calculation	\$1,102	\$953	\$1,071	+12%

The calculation relies only on paid advertising awareness, to ensure the most conservative ROI calculation possible.

- With 40% less invested in regional markets, MCCVB was able to generate a higher ROI. This is due to:
 - Strong advertising creative
 - A strategic media mix leveraging targeted digital and social executions
- Some level of visit interest may be due to prior campaigns that planted seeds in travelers' minds. So continued low spending in these markets could see continued declines in recall and incremental travel.

Trip length remains at just under 3 nights. The ads generated 7% of occupied rooms during the midyear period.

REGIONAL Midyear Measures	FY17-18	FY18-19	FY19-20
Incremental trips staying in paid accommodations	116,317	111,422	70,269
Avg. # nights on trip	2.9	2.8	2.9
Ad-influenced room nights	338,209	309,456	204,264

- Length of stay from regional visitors to MCCVB is holding steady, but ad-influenced room nights are down from last year.
- This is reinforced by STR hotel data, showing a decline in demand.
- Ad-influenced trips account for 7% of the room nights used during the July-December 2019 period.

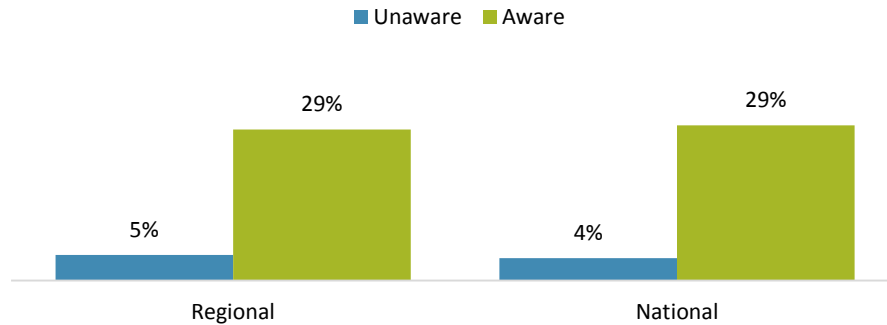


Appendix

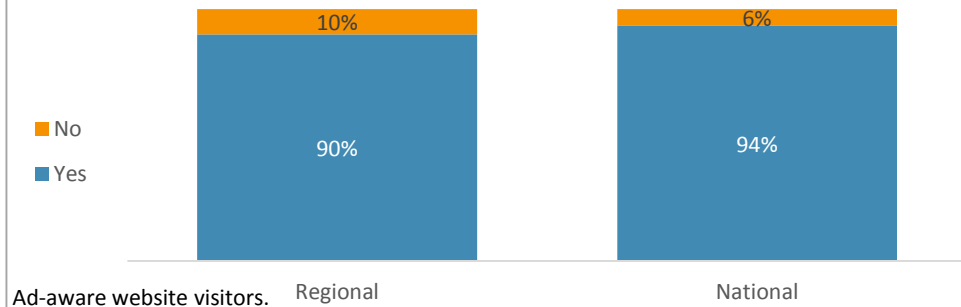
MCCVB Ad & Communications Research — FY19-20 Midyear

The ads generate engagement with MCCVB's website and social properties. Nine in 10 ad-aware visitors to the website have already decided to visit the destination.

Ad Impact on Website Visitation



Had you already decided to visit Monterey when you went to the website?



Have you visited MCCVB's sites on...?	Regional		National	
	Unaware	Aware	Unaware	Aware
YouTube	6%	31%	5%	24%
Facebook	5%	35%	5%	39%
Instagram	3%	27%	4%	32%
Google+	3%	20%	4%	15%
Pinterest	2%	10%	2%	18%
Twitter	1%	20%	2%	23%
Snapchat	0%	12%	2%	13%
Blog Monterey	0%	12%	1%	12%
Flickr	0%	8%	1%	5%

Methodology

- To measure the success of the seasonal efforts, MCCVB partnered with Strategic Marketing & Research Insights (SMARInsights) to conduct a baseline measure in April 2013, with subsequent measures every six months. As of this calendar year, a visit intent measure is conducted in June, with a communications effectiveness and ROI measure conducted in December.
- Advertising/communication impact is assessed by measuring the differences in perceptions and behaviors between those who recall having been exposed to the various marketing channels and those who have no recall.
- Data are collected via an online survey so that respondents can see and hear the marketing materials, resulting in a representative awareness assessment.
- This current research wave's data were collected in January 2020.
- A total of 1,340 interviews were completed in the geographies shown at right.
- Upon completion of data collection, a dataset was compiled, cleaned and coded for analysis. Data were weighted to be representative of the household populations in the geographic markets.

Market	Completed Surveys
San Francisco	254
Sacramento	259
Los Angeles	141
San Diego	128
Remaining CA	129
Phoenix/Vegas	145
Remaining National	284
Total	1,340