

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

## Marketing Communications

March 2020

In response to the COVID-19 pandemic, MCCVB worked strategically to develop new content and shift its messaging. MCCVB saw its most highly-engaged post to-date on its @SeeMonterey Instagram account with over 9,388 engagements.

### SOCIAL



Followers

March  
25

YTD  
21,302

+1% YTD STLY\*\*



Fans

March  
420

YTD  
130,856

+2% YTD STLY\*\*



Followers

March  
1,576

YTD  
45,158

+35% YTD STLY\*\*



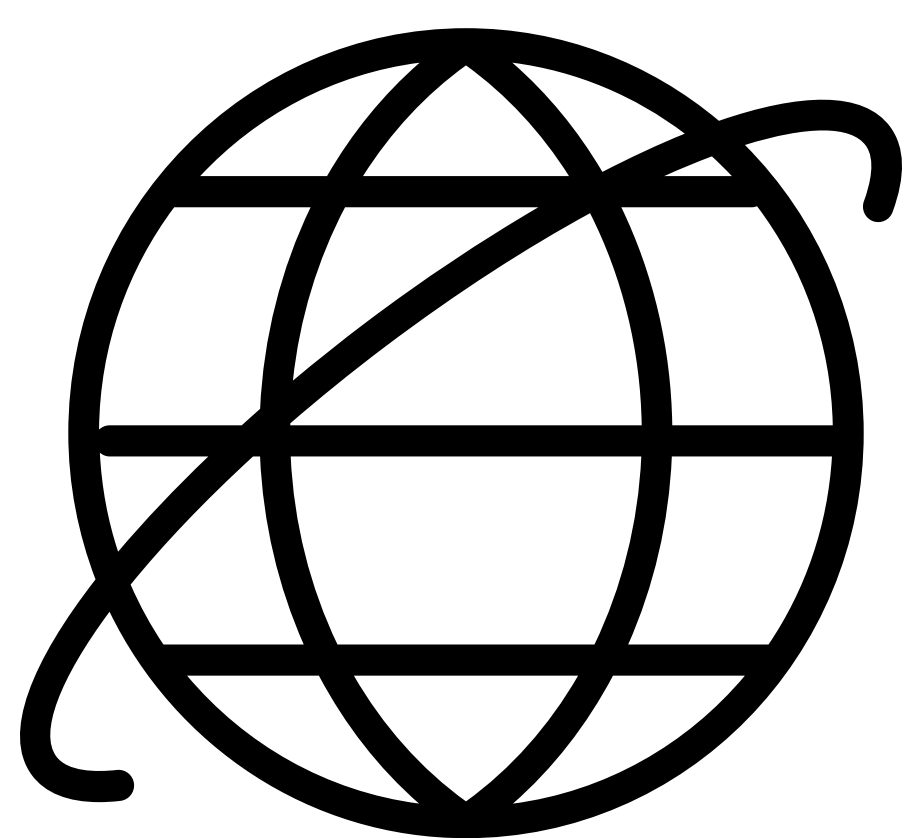
Engagements

March  
186,293

YTD  
1,714,375

+81% YTD STLY\*\*

### WEBSITE



**March**

**YTD**

4,285 referrals to members

187,929

74,400 unique visits to SeeMonterey.com

1,148,446

31 room nights booked on web

901

3,757 unique visits to MeetInMonterey.com

83,949

### EARNED MEDIA

**March**

**YTD\***

Overall Earned  
Media: \$471,485

\$38,744,451

Earned Impressions  
(domestic): 41,820,253

1,302,384,076

MCCVB worked to secure Monterey County placements in articles in the following targeted publication categories:

International 1  
National (Long Haul): 10  
Short Haul (Direct Fly): 0  
Regional (Drive): 5  
Local: 19  
Group/Industry: 6

**TOTAL PLACEMENTS: 41**  
**YTD: 2,085**

\*YTD includes additional placements, earned impressions and value previously unaccounted for.  
\*\* YTD STLY is an acronym that stands for: year-to-date same time last year.