

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Marketing Communications

April 2020

MCCVB continued to create inspirational virtual content to share across its owned and earned channels in response to COVID-19 stay at home orders. @SeeMonterey maintained top ranking among our destination competitor set on Instagram with a 4% engagement rate (industry average is 1%-3.5%)

SOCIAL



Followers

April
24

YTD
21,326

+0.77% YTD STLY**

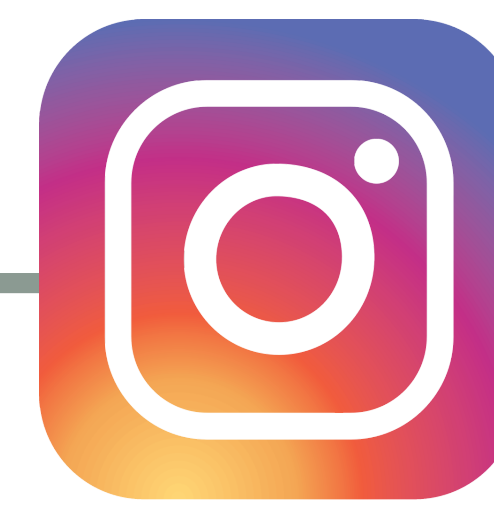


Fans

April
360

YTD
131,216

+2.5% YTD STLY**



Followers

April
483

YTD
45,641

+30% YTD STLY**



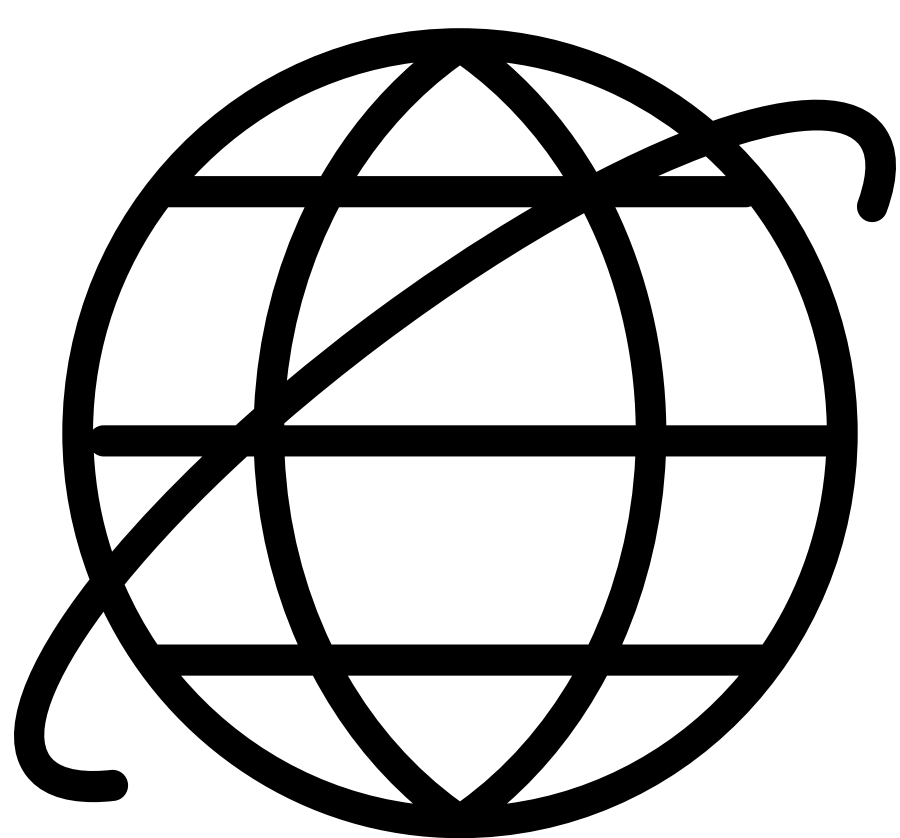
Engagements

April
55,050

YTD
1,769,425

+71% YTD STLY**

WEBSITE



April

YTD

2,092 referrals to members

190,021

83,400 unique visits to SeeMonterey.com

1,190,719

1,416 unique visits to MeetInMonterey.com

85,365

EARNED MEDIA

April

YTD*

Overall Earned
Media: \$336,272

\$39,080,723

Earned Impressions
(domestic): 25,852,882

1,328,236,958

MCCVB worked to secure placements domestically to keep Monterey County top of mind for when travel returns.

TOP HIT:

Forbes.com

Travel Through Tunes: Energize Your Work-From-Home Routine With These Travel-Inspired Playlists

15,306,540 impressions
\$87,735 ad value

TOTAL PLACEMENTS: 39
YTD: 2,124

*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.