

## Q4 HIGHLIGHTS

- Ran "Another Day in Monterey" Campaign starting in April, offering a 3rd night free at partner hotels to encourage longer stays. The campaign has already driven nearly 12K partner referrals and counting.
- Launched new "The Right Path" creative to replace "Sustainable Moments," encouraging responsible travel. The campaign includes updated visuals, a refreshed landing page, and placements across MST buses, Salinas and Bay Area billboards, in-market social, and print ads.
- Hosted Culinary Road Trip Event in NYC with the James Beard Foundation, featuring 5 Monterey County chefs, a sommelier, head bartender, and 4 hotel partners. The event will generate PR coverage and future press trips.
- Launched How 2 HWY 1 Campaign at IPW, focusing on how to explore Highway 1, no matter if the road is open or closed. Promotion includes a landing page, press release, and info flier shared at IPW and to be circulated with local hotels.
- Hosted a satellite media tour (SMT) live from Big Sur to 20+ broadcast stations in our drive and direct flight markets in conjunction with the launch of HOW 2 HWY 1.
- Hosted media from Fodor's, Irish Independent, Sunday Times, Le Figaro, among other domestic and international titles.

## SOCIAL ENGAGEMENTS

840K

TOTAL Q4 SOCIAL ENGAGEMENTS\*



Top Engagement Social Post

Monterey County  
12.1K Engagements

YTD TOTAL ENGAGEMENTS

3.0M



YTD (100%)

## WEBSITE

Q4 Engaged Web Sessions

MeetinMonterey.com SeeMonterey.com



YTD Web Sessions

MeetinMonterey.com SeeMonterey.com Goal



Q4 PARTNER SITE CONVERSIONS  
46,644

Q4 TOP LEVEL GROUP CONVERSIONS  
49

YTD PARTNER SITE CONVERSIONS



YTD (92.03%) Goal (200K) (7.97%)

YTD WEB SESSIONS



YTD (85.61%) Goal (1.65M) (14.39%)

YTD TOP LEVEL GROUP CONVERSIONS



YTD (76.22%) Goal (450) (23.78%)

## EARNED MEDIA

Top 125 Outlets YTD  
47



YTD (82.46%) Goal (55) (17.54%)

Impressions YTD  
2,194,728,976



YTD (100%)

Average Media Quality Score YTD  
15/20



YTD Goal: 13/20

TOP HITS:

**EBONY**

5 Destinations Where Black Travelers Are Truly Welcomed & Celebrated

**TRAVEL+ LEISURE**

8 Small Towns in California That Feel Just Like Europe

**COSMOPOLITAN**

The 16 Most Underrated Summer Travel Destinations in the U.S.

100 Media Placements  
YTD: 291

13 Media Hosted  
YTD: 66

12 Destinations Highlighted

