

## 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

778K

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

50,687 226,468

YTD Web Sessions

MeetinMonterey.com SeeMonterey.com Goal

174,859 1,292,335

Q4  
PARTNER  
SITE CONVERSIONS  
26,255

Q4  
TOP LEVEL  
GROUP  
CONVERSIONS  
36

YTD PARTNER  
SITE CONVERSIONS



YTD (81.84%) Goal (200K) (18.16%)

YTD WEB SESSIONS



YTD (78.32%) Goal (1.65M) (21.68%)

YTD TOP LEVEL  
GROUP CONVERSIONS



YTD (73.33%) Goal (450) (26.67%)

## EARNED MEDIA

Top 125 Outlets YTD  
45



YTD (81.82%)  
Goal (55) (18.18%)

Impressions YTD  
2,021,920,320



YTD (100%)

Average Media  
Quality Score YTD



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.

33 Media  
Placements  
YTD: 234

13 Media Hosted  
YTD: 66

12 Destinations  
Highlighted

