# MONTEREY

# FIND YOUR WAY HERE MARKETING COMMUNICATIONS

## **Q4 HIGHLIGHT**

- 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\*** 

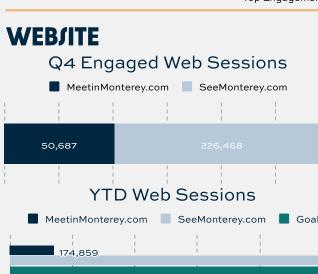


Top Engagement Social Post

YTD TOTAL ENGAGEMENTS



YTD (100%)



Q4 PARTNER SITE CONVERSIONS 26,255 Q4

TOP LEVEL **GROUP** CONVERSIONS 36

YTD WEB SESSIONS



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

YTD TOP LEVEL GROUP CONVERSIONS



EARNED MEDIA

Top 125 Outlets YTD 45



YTD (81.82%)

<u>Impressions YTD</u> 2,021,920,320

YTD (100%)

Goal (55) (18.18%) <u>Average Media</u> **Quality Score YTD** 



13/20

**TOP HITS:** 

## EBON Y

5 Destinations Where Black Travelers Are Truly **Welcomed & Celebrated** 

<u> EISURE</u> 8 Small Towns in California That Feel Just Like <u>Europe</u>

## 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

