

MONTEREY
FIND YOUR WAY HERE™
MARKETING COMMUNICATIONS
July 2025 - December 2025

Q2 HIGHLIGHTS

- 'Inspiration Meets Here' fall campaign launched at IMEX in Las Vegas.
- 'Seek & Find' Luxury campaign launched in December with placements in Luxury Link and AFAR.
- **Targeting FIFA & International** - Launched international campaigns targeting UK + Canada, as well as focusing on FIFA with digital ads that target travel intenders planning to attend games in LA & SF
- **Media Missions** – Attended Visit California's India Media Mission and San Francisco Media Reception to promote Monterey County with top travel media and influencers in both markets.
- **UK Activation** – Hosted nine journalists for a See Monterey Reading Retreat, exploring two novels set in Monterey County - 'East of Eden' and 'Whalefall'. The retreat was designed to capitalize on current core trends spanning travel, wellness and popular culture.
- **Wife'd Up, Mic'd Up Partnership** – Hosted celebrated SF 49ers' wives, Claire Kittle and Kristin Juszczyk, for an episode of their video series, Wife'd Up, Mic'd Up, to promote the destination and encourage their sizable audience to attend the Pebble Beach Pro-Am happening after Super Bowl LX at Levi's Stadium.

SOCIAL ENGAGEMENTS

807K

TOTAL Q2 SOCIAL ENGAGEMENTS

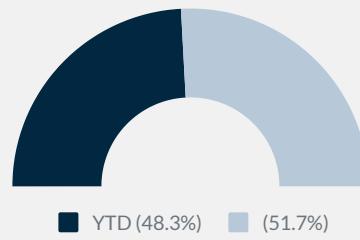


4.7K

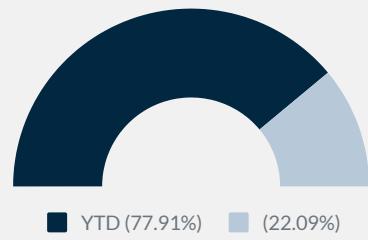
TOTAL Q2 SOCIAL FOLLOWERS GAINED



YTD TOTAL FOLLOWERS GAINED



YTD TOTAL ENGAGEMENTS



WEBSITE

PARTNER SITE CONVERSIONS YTD

155,143



TOP LEVEL GROUP CONVERSIONS YTD

325



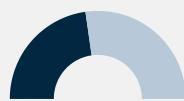
ENGAGED WEBSITE SESSIONS YTD

791,081



MIM ENGAGED WEBSITE SESSIONS YTD

79,642



WEBSITE IMPRESSIONS YTD

28.8 M



EARNED MEDIA

Top 125 Outlets YTD
40



Referral Traffic from Earned Media YTD

848



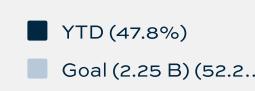
Impressions YTD
1,075,441,268



Average Media Quality Score YTD

16/20

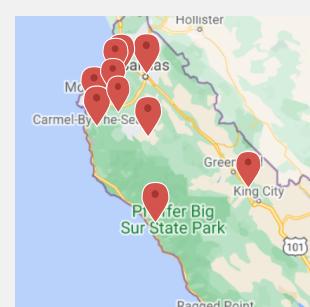
YTD Goal:
14/20



179 Media Placements YTD: 179

32 Media Hosted YTD: 32

13 Destinations Highlighted



TOP HITS:



More Americans choosing nature, immersive experiences when they travel

AFAR

How Ancient Food Traditions Shape California Cuisine Today

San Francisco Chronicle

Steinbeck's Monterey ready for the spotlight