### MONTEREY

## MARKETING (OMMUNICATION) July 2025 - September 2025

#### Q1 HIGHLIGHT

- Annual Meeting Planned and executed See Monterey's Annual Meeting at the Sunset Center, drawing nearly 300 attendees.
- Summer Campaigns Promoted 'How 2 Hwy 1' to encourage Highway 1 road trips regardless of conditions, paired with responsible travel messaging on Bay Area billboards and MST buses.
- Fall Leisure Campaign Launched 'Find Your Way Here' in early September with expanded reach into Austin and Chicago markets.
- Paid Media Partnership Developed and launched a paid media collaboration with Monterey Bay Aquarium, focused on driving awareness in
- Car Week Promoted Monterey Car Week through paid advertising and a new content portal to support trip planning. Public relations initiatives included a local media roundtable with event representatives and a PR Newswire press release, which collectively earned over 226 million
- 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.

#### SOCIAL ENGAGEMENTS

1.6M

TOTAL Q1 SOCIAL **ENGAGEMENTS** 

5.8K

TOTAL Q1 SOCIAL FOLLOWERS GAINED

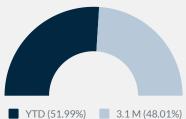


# **FOLLOWERS GAINED**

YTD TOTAL

YTD (26.63%) (73.37%)





#### WEBJITE

<u>PARTNER</u> SITE CONVERSIONS YTD

175,957



Goal Reached (165K) (100%)

TOP LEVEL GROUP **CONVERSIONS YTD** 

101



TTD (54.01%) Goal (305) (45.99%)

**ENGAGED WEBSITE SESSIONS YTD** 

521,198



TTD (52.12%) Goal (1 M) (47.88%)

MIM ENGAGED WEBSITE SESSIONS YTD 34,349



TTD (19.63%) Goal (175,000) (80.37%)

WEBSITE IMPRESSIONS YTD

17 M





#### EARNED MEDIA

Top 125 Outlets YTD 25



YTD (45.45%)

Goal (55) (54.55%)

<u>Impressions YTD</u> 901,639,525



Referral Traffic from Earned Media YTD 592



Quality Score YID 15/20

14/20



Goal (1,800) (67.11%) <u>Average Media </u>



TOP HITS:



See The Fall Migration: 10 bird-watching destinations in the US

TRAVEL+ LEISURE

I Live in California and This Is the Most Underrated Part of the State—With a Stunning Stretch of Highway

The idyllic US beach sanctuary perfect for naturelovers and relaxation

> 105 Media **Placements** YTD: 105

7 Media Hosted YTD: 7

7 Destinations Highlighted

