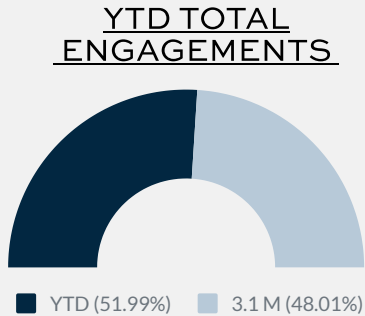
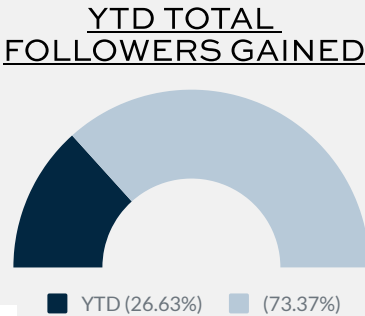
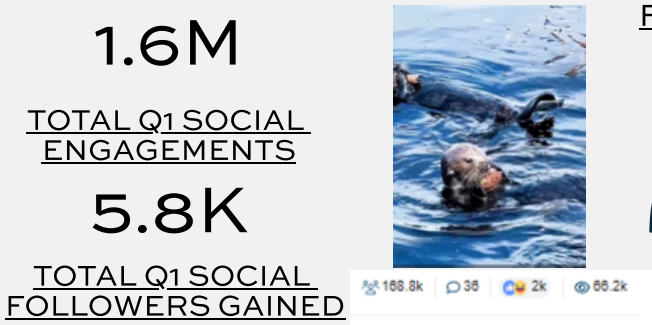


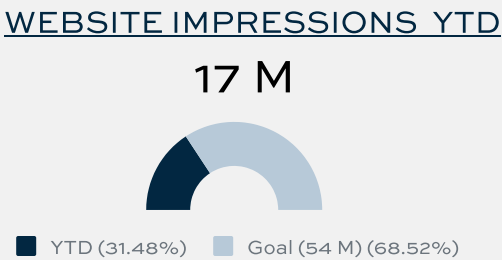
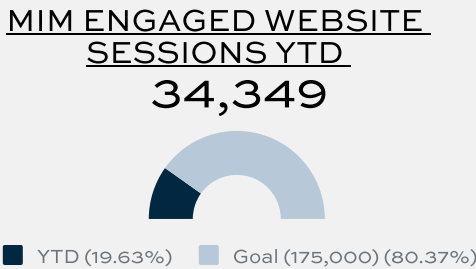
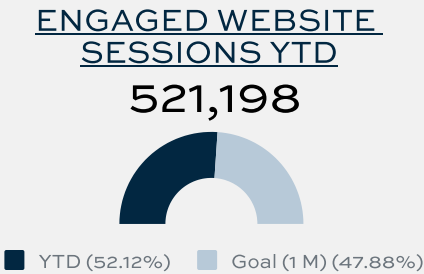
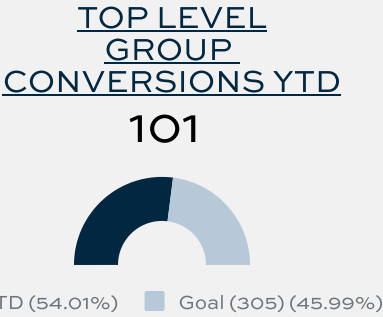
Q1 HIGHLIGHTS

- 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 Chicago.
- 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 impressions.
- 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.

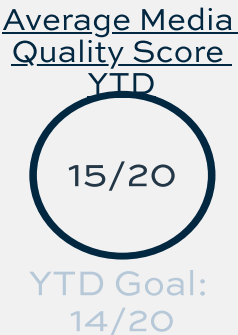
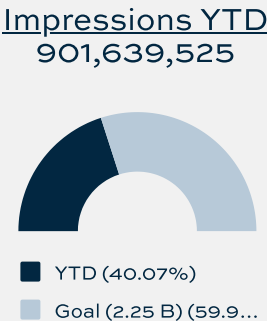
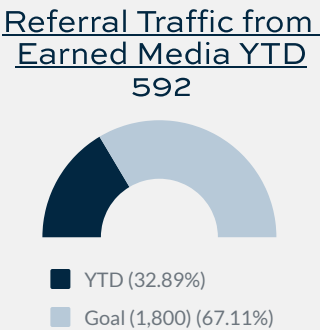
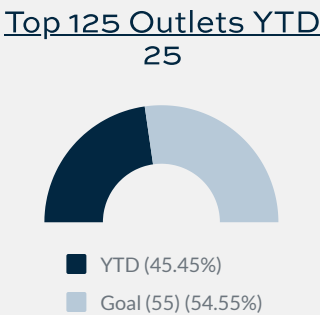
SOCIAL ENGAGEMENTS



WEBSITE



EARNED MEDIA



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 nature-lovers and relaxation

- 105 Media Placements YTD: 105
- 7 Media Hosted YTD: 7
- 7 Destinations Highlighted

