

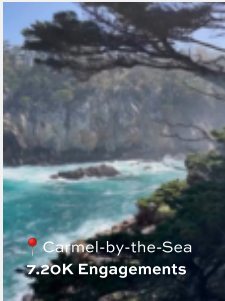
Q3 HIGHLIGHTS

- Rolled out three new spring campaigns, including the signature ‘Find Your Way Here’ leisure initiative, along with targeted co-ops with Visit Carmel targeting fly markets and the Los Angeles luxury market.
- Launched a global leveraged media co-op in partnership with Brand USA & Visit California targeting the U.K., Mexico and Canada.
- Introduced See Monterey’s first photography co-op mini sessions, providing members with high-quality marketing imagery of their business at a significantly reduced cost.
- Distributed three press releases: a What's New in 2025 roundup release via PR Newswire (613 pickups) and a personnel announcement on the hiring of Katie Soltas, the new PR director for local media awareness.
- Media coverage focused on destination spotlights, roundups and feature stories in a variety of domestic and international outlets including Sunset Magazine, the Wall Street Journal, Lonely Planet, USA Today 10Best, POSH Italian Magazine, Diablo, Meetings Today, The Points Guy, Northstar Meetings Group, Convention Southwest Magazine, 5280, Meetings Magazine and News Nation.
- Hosted 17 journalists from domestic and international markets, such as Canada, the UK, and the Nordics. Also hosted four influencers with a combined 1.4 million followers across platforms.

SOCIAL ENGAGEMENTS

1.2M

TOTAL Q3 SOCIAL ENGAGEMENTS*



Top Engagement Social Post

YTD TOTAL ENGAGEMENTS

2.2M

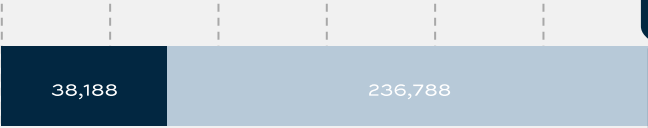


YTD (100%)

WEBSITE

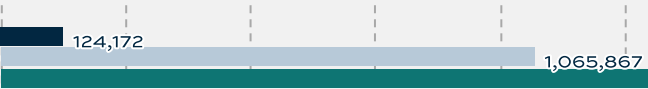
Q3 Engaged Web Sessions

MeetinMonterey.com SeeMonterey.com



YTD Web Sessions

MeetinMonterey.com SeeMonterey.com Goal



Q3 PARTNER SITE CONVERSIONS
30,626

Q3 TOP LEVEL GROUP CONVERSIONS
79

YTD PARTNER SITE CONVERSIONS



YTD (68.7%) Goal (200K) (31.3%)

YTD WEB SESSIONS



YTD (64.6%) Goal (1.65M) (35.4%)

YTD TOP LEVEL GROUP CONVERSIONS



YTD (65.33%) Goal (450) (34.67%)

EARNED MEDIA

Top 125 Outlets YTD
38



YTD (67.86%) Goal (55) (32.14%)

Impressions YTD
2,806,603,938



YTD (100%)

Average Media Quality Score YTD
15/20



YTD Goal: 13/20

TOP HITS:



Sardines, Steinbeck and sea otters: TPG's guide to exploring Monterey, CA



Why Monterey and Santa Cruz are Meetings Destinations of Abundance

5280

It's Not Too Late to Book the Perfect Spring Break Trip for You

80 Media Placements YTD: 162

17 Media Hosted YTD: 28

13 Destinations Highlighted

