

SEE
MONTEREY



**County of Monterey
DSA & Economic Development Committee**

A scenic view of a vineyard with a building and mountains in the background. The building is a light-colored structure with a dark roof and two bell towers. The vineyard is in the foreground, and the mountains are in the background. The text is overlaid on the image.

**See Monterey Q1 Report
July 1 – September 30, 2023**

DESTINATION VISION

Economic vitality and quality of life for communities and residents

SEE MONTEREY MISSION

Generate community prosperity by responsibly driving demand for overnight visitation

A scenic view of a vineyard with a building and mountains in the background. The building is a light-colored structure with a dark roof and two bell towers. The foreground is filled with tall grasses and a pond with lily pads. The background shows rolling hills and mountains under a clear blue sky.

Marketing Communications

Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

Q1 METRICS

- Total Website Visitation: **320,000** Users*
- Partner Site Conversions: **31,200** clicks to business sites from SeeMonterey.com to businesses in the County
- Organic Social Engagements: **56,500** likes, comments, shares and link clicks
- Total Virtual Visitor Center & See Monterey App Usage: **1,700** downloads*
- Earned Media Coverage: **42** placements
- Earned Media Impressions: **265,048,958** impressions
- Average Media Quality Score: **16/20**

U.S. WOMEN'S OPEN EVENT RECAP

July 5-9, 2023
Pebble Beach Resorts



MONTEREY
MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

45K
TICKETS
SOLD OVER 5 DAYS
THE MOST SINCE 2015

\$4.5M
ECONOMIC IMPACT

SPENT ON:
Accommodations
Dining • Activities

NBC VIEWS
354K
IMPRESSIONS

30K
ADVERTISING VALUE

374K
TOTAL IMPRESSIONS

9K
TOTAL ENGAGEMENT

5.7M
TOTAL IMPRESSIONS

\$10,713K
ADVERTISING VALUE

BIZ DEV ACTIVATIONS

\$178K
TOTAL INVESTMENT

CLIENT IN ATTENDANCE

- 15 Business Dev Clients
- 7 Tour & Travel Clients
- 15 Board Members

PARTNER ENGAGEMENT

- 4 Partners utilized for Destination Immersion
- 13 Destination site tours
- Increased event bookings

HOSTED HOSPITALITY
SUITE AT
THE TOURNAMENT

CONTENT ACTIVATIONS

Monterey Pro v Pro Content Series, pairs a professional golfer with a Monterey pro
[Learn more: SeeMonterey.com/provpro](https://www.seemonterey.com/provpro)



1.7K VIEWS

Displayed on SeeMonterey.com

9K ENGAGEMENT

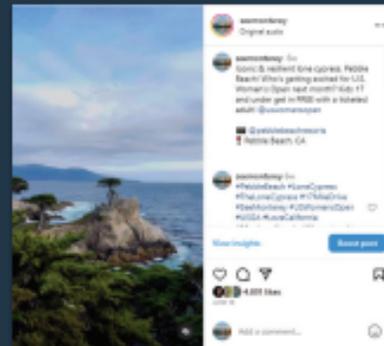
Joint Social Media Posts with
U.S. Women's Open

Played on tournament
transportation shuttles

Aired live on NBC during the U.S.
Women's Open broadcast

SOCIAL MEDIA ACTIVATIONS

- 21 Posts across Facebook
Instagram, Twitter, Pinterest
- 8 Stories
- 3 Reels



MOST ENGAGED POST

5K Total Engagement
4,891 Likes, 314 Shares

PR ACTIVATIONS

- 5 media FAMs hosted
- 4 Confirmed Press
Placements
- 26 partners gained exposure
- 14 Media from National, Regional
and Local publications
- Influencer partnership with
[@alexandra.olaughlin](https://www.instagram.com/alexandra.olaughlin)
- 36 Posts
- 766,728 Total Impressions
- 736,414 Total Reach

TRAVEL+ LEISURE COSMOPOLITAN

InsideHook departures USA TODAY

INSIDER HAUTE LIVING

edible The Carmel Pine Cone
MONTEREY BAY

MONTEREY HERALD WEEKLY

Q1 BUSINESS PLAN UPDATE

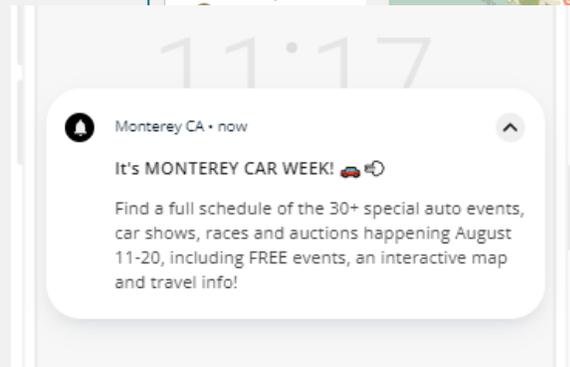
MARKETING COMMUNICATIONS

MONTEREY CAR WEEK

Social: **13** Posts + **19** Stories

Social Engagements: **8,820**

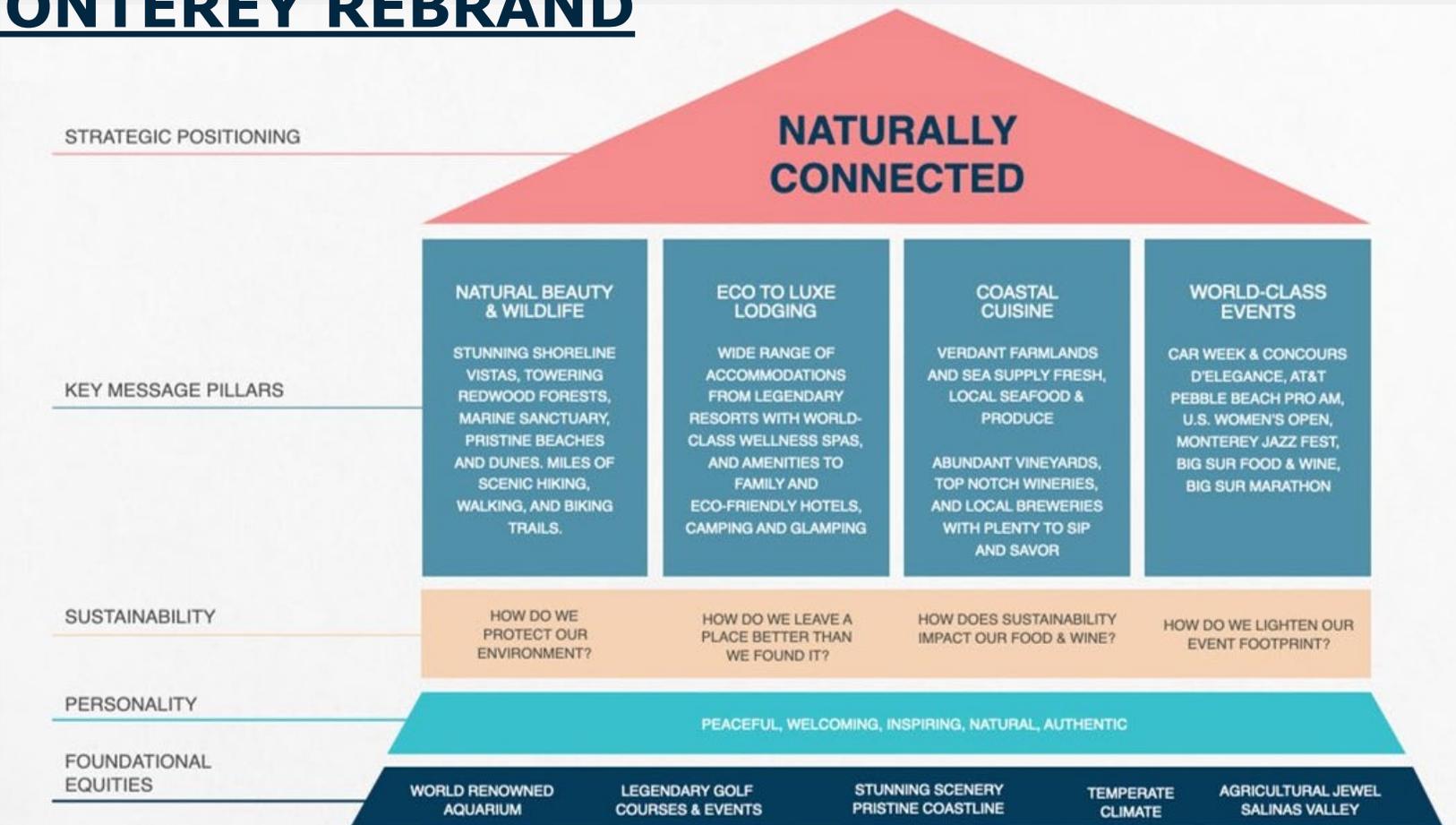
Car Week Web Page Sessions: **34,717**



Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

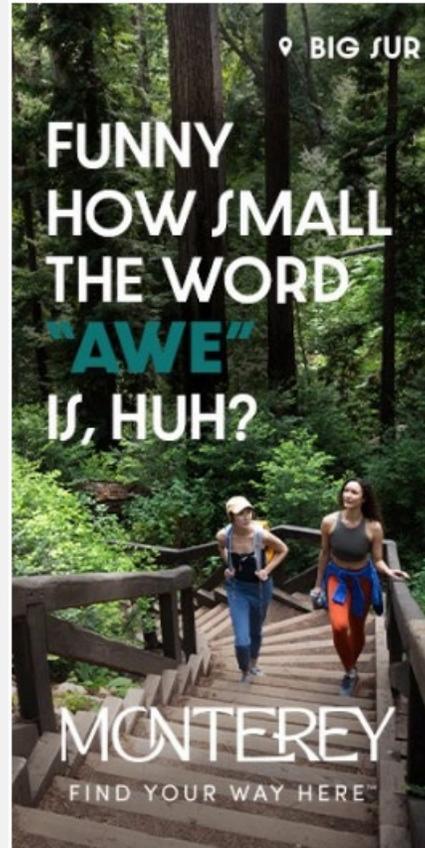
SEE MONTEREY REBRAND



Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

SEE MONTEREY REBRAND



Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

OWNED MEDIA UPDATE

Social Media

- **68** Cross-channel Posts

Top Pages

- [Monterey Car Week 2023 & Pebble Beach Concours D'Elegance](#)
- [Camping in Monterey County](#)
- [Farmers Markets in Monterey County](#)

Blog Features

- [Must-See Haunted Places in Monterey County](#)
- [Family-Friendly Pumpkin Patches and Fall Festivals](#)

FAMILY-FRIENDLY PUMPKIN PATCHES AND FALL FESTIVALS

Posted on: Friday, September 29, 2023 6:00 AM by Marciana Yeater



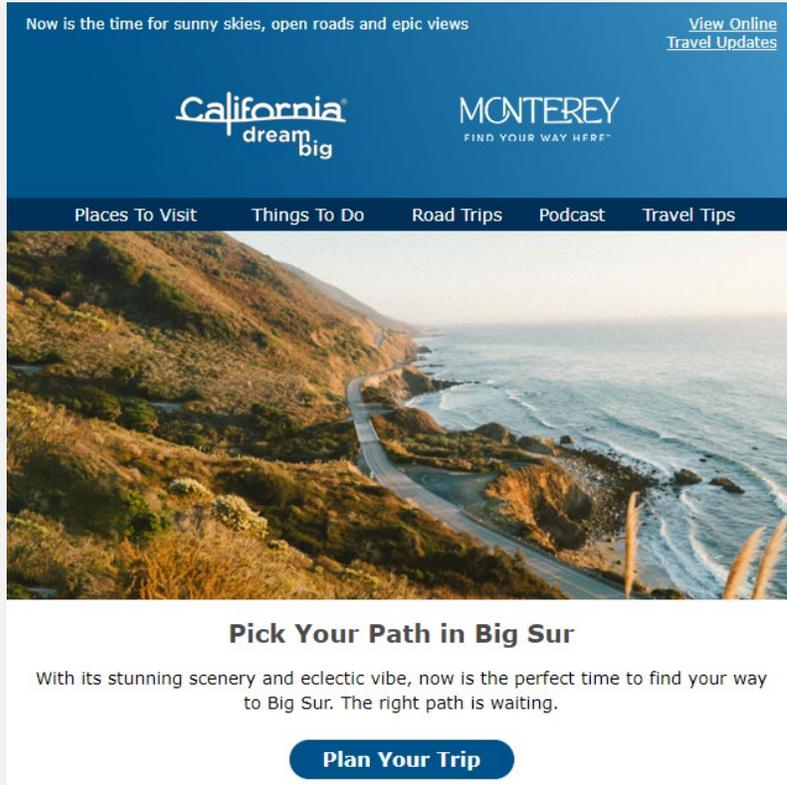
Celebrate fall in Monterey County this October with fun festivals around the destination. From haunted houses, contests there is something for everyone to enjoy this time of year. Spice craving at one of the coffee shops around the Coast.



Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

BIG SUR IS OPEN FOR BUSINESS



Now is the time for sunny skies, open roads and epic views [View Online Travel Updates](#)

California dream big MONTEREY FIND YOUR WAY HERE™

Places To Visit Things To Do Road Trips Podcast Travel Tips

Pick Your Path in Big Sur

With its stunning scenery and eclectic vibe, now is the perfect time to find your way to Big Sur. The right path is waiting.

[Plan Your Trip](#)

Visit California Dedicated Newsletter

Launched 9/5
Total Number
Delivered: **241,083**
Open Rate: **55%**
Clicks: **3,790**

COSMOPOLITAN

We've planned the Big Sur road trip of your dreams

InsideHook

InsideHook: Exactly How to Spend a Perfect Weekend in Big Sur

**MATADOR
network**

Matador Network: These Big Sur Hotels Come With Easy Access To the Beach and Mountains

7x7

7x7: In Big Sur, Top Notch Nature + Hospitality, Natural Disasters Be Damned

BON TRAVELER
TRAVEL WELL. TRAVEL OFTEN.

Bon Traveler: 15 Can't-Miss Things to Do in Big Sur

Q1 BUSINESS PLAN UPDATE

MARKETING COMMUNICATIONS

EARNED MEDIA UPDATE

FINANCIAL TIMES

Four new California hotels to book now

FINANCIAL TIMES
how to
spend it

Great late-summer getaways in the US

AFAR

10 Easy Weekend Getaways in California

InsideHook

The Great California National Park Road Trip

AARP®

9 Great Par-3 Golf Courses to Play in the U.S.

HAUTE LIVING

Monterey In Motion

The Great California National Park Road Trip

Hit all nine of them on this roughly 30-day itinerary

With unique geological formations and **great natural wonders** that span granite monoliths to ancient groves of giant sequoia trees, it's easy to see the appeal of California's diverse landscapes. According to National Park Service numbers, two of the country's 15 most-visited parks last year were here in the Golden State: Yosemite racked up 3.6 million visitors, while Joshua Tree counted 3 million. But have you ever dreamed of visiting all the national parks across the Great State of California in one epic, almost month-long adventure that only requires around 30 hours of total drive time while camping or glamping along the way?



Pinnacles National Park

Michael Troutman/DMT Imaging/SeeMonterey.com

Pinnacles National Park

Iconic sight: Encompassing 26,000 acres of spectacular rock formations and remnants of an extinct, 23-million-year-old volcano, Pinnacles is a popular destination for climbers and hikers. It's also a release site for captive-bred California condors — look for the majestic birds soaring overhead at the scenic **Condor Gulch Overlook**, reached by hiking the Condor Gulch Trail.

Best trail: The 8.4-mile **High Peaks and Balconies Cave Loop Trail** is challenging, but if you start counterclockwise, you'll scramble up steep carved steps near the peak first before being rewarded with cooler temperatures inside the talus caves (bring a flashlight) towards the end.

Best campsite/lodging: Located on the park's east side, **Pinnacles Campground** has 134 sites, a handful of cabins (with and without electric hookups), and lots of nice extras, including hot showers, a swimming pool, a general store and wifi. Pets are allowed on a leash.

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Business Development Meetings & Groups

FY 2023-24 Q1 BUSINESS PLAN UPDATE

GROUP BUSINESS DEVELOPMENT

Economic Impact from Group Bookings

- County of Monterey: **\$967,366**
- All Jurisdictions: **\$18,760,662**

Leads

154 leads / FY22-23: 202 leads

52,736 room nights / 58,067 rooms nights

134 leads are new business (87%)

Full Year Goal: 700 leads

Bookings

45 bookings / FY22-23: 36 bookings

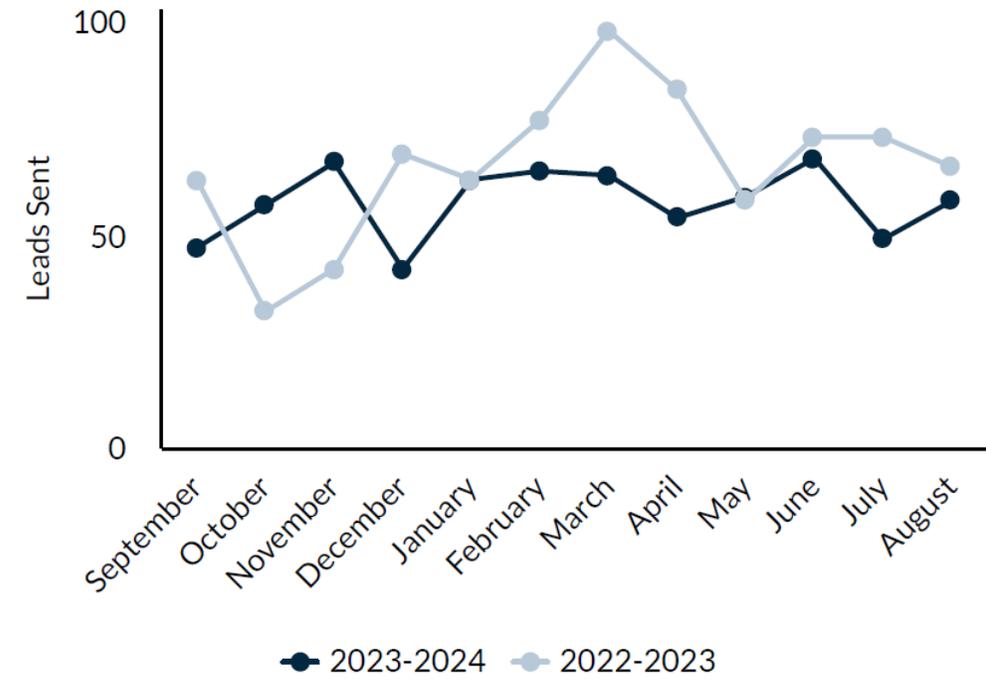
16,963 room nights / 7,725 room nights

34 new business (76%) / 6,085

Conversion: 29%

Goal: 23%

Lead Generation (Sept. 2022-Sep. 2023)



Q1 BUSINESS PLAN UPDATE

GROUP BUSINESS DEVELOPMENT

CalTravel Annual Summit

- **470** attendees – biggest ever
- Economic Impact: **\$1 million**
- Held in City of Monterey, with elements throughout the County:
 - Fundraising dinner at Folktale Winery in Carmel Valley
 - Monterey Touring Vehicles Cruise through Pebble Beach
 - “Bounty of the County” breakfast featuring Salinas Valley produce and local seafood
 - Live mural painting depicting scenic features of the County
 - Welcome speeches from Assemblymember Dawn Addis and Supervisor Wendy Root Askew





Community Relations

Q1 BUSINESS PLAN UPDATE

COMMUNITY RELATIONS

See Monterey Annual Meeting

- 200 attendees
- 20 elected officials, state and federal representatives
- Presented Annual Report, Business Plan and rebrand to stakeholders

See Monterey Representation

- Big Sur Byways Organization
- Big Sur Multi Agency Advisory Council
- Bixby Bridge Task Force

Monterey Bay National Marine Sanctuary

Presented responsible travel initiatives and awarded a Letter of Support



NATIONAL MARINE
SANCTUARIES

Q1 BUSINESS PLAN UPDATE

CAR WEEK

Before

- Provide accurate information to visitors and residents
- Media Roundtable at WeatherTech Laguna Seca

During

- Promote and responsible/safe travel messaging
- Participate in County of Monterey JIC

Community
Benefit

- Nearly \$3M in charitable donations
- Over 100 local charities benefited



Q1 BUSINESS PLAN UPDATE

MEMBER RELATIONS

New Members: **18** businesses

Virtual Meet-a-Members: **6** members participated

WAY FINDING

NEW Destination Education Program

Workshops in member orientation, public relations, social media, sales, and more.

See Monterey Team FAM

- Carmel Valley
- 15+ businesses engaged
- 2 new members

