

**See Monterey FY2024-25
Year-End Investment Report
County of Monterey**

FY2024-25 Summary by the Numbers

Leveraging the County of Monterey's YTD investment of **\$1,913,494** with the combined jurisdiction and hotel investments yielded a tremendous ROI for our entire community. See Monterey's marketing communications efforts contributed to reaching over **9 million** travel-ready households and more than **547,749** ad-influenced trips to Monterey County.

County of Monterey Business Development ROI

- **Economic impact: \$2,370,238**
- Leads: 315
 - Potential room nights: 56,332
 - Potential new business:
 - 293 Leads, 53,745 Total Room Nights
- Booked groups: 22
- Booked room nights: 3,222
- Annual full-time jobs supported: 25

County of Monterey Marketing Communications ROI

- Partner Site Conversions: **20,229 clicks** from SeeMonterey.com to a local business
- Social Engagements: **313,741** likes, comments, shares, link clicks, and video views
- Earned media impressions: **3.37B**
- PR ad equivalency: **\$2,505,400**

County of Monterey Business Membership

- New members: **42** new business members
- Total members: **268** members in unincorporated county
- Events promoted: **71** events published and promoted

See Monterey Website & Visitor App Results

- Total web sessions: **114,449 sessions**
- New downloads of app: **2,346 downloads**
- Total App users: **12,744 Monthly Average Users**

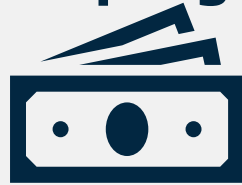
FY24-25 Countywide Impacts

See Monterey's Marketing and Sales programs generate measurable results and strong ROI that add to the County's economic prosperity and resident quality of life.

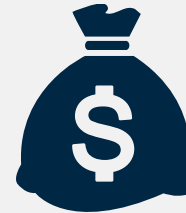
Marketing Communications programs...



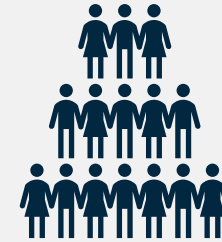
Influenced
547K
Overnight Visitor
Trips



Generated
\$1.1B
Influenced Visitor
Spending



Resulted in
\$448
Visitor Spending for
Every Ad Dollar



Reached
9M
Traveling Households

Business Development programs...



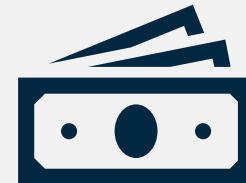
Generated
775
Leads



Accounted for
203
Groups Booked



Accounted for
83.1K
Room Nights
Booked



Booked
\$86M
In Economic Impact

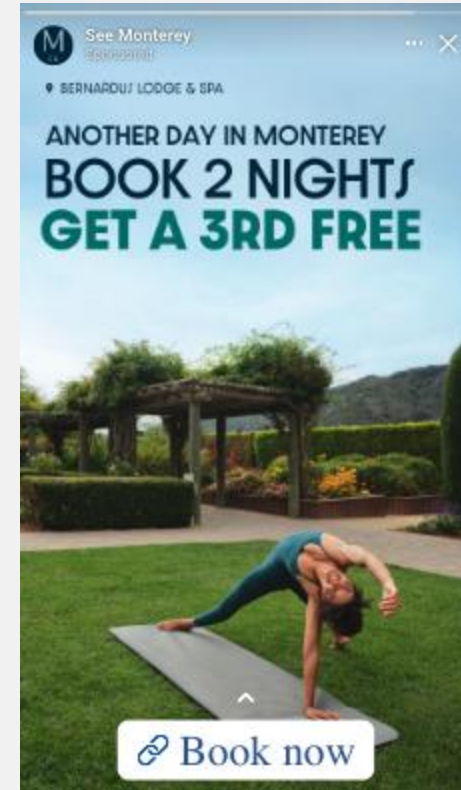
Advertising

Find Your Way Here Leisure Campaign

- **103 million** Impressions
- **754,530** Website View

County inclusions in Paid Campaigns:

- *Find Your Way Here* Leisure Campaign
- *The Right Path* Responsible Travel Campaign
- *Seek + Find* Luxury Campaign
- *Inspiration Meets Here* Meetings Campaign
- *Another Day in Monterey* Campaign
- *HOW 2 HWY 1* Campaign



Owned Social Content Featuring County

Big Sur

- 119 Total Posts
- 164,432 Total Engagement

Carmel Valley

- 57 Total Posts
- 49,141 Total Engagement

Salinas Valley

- 29 Total Posts
- 11,738 Total Engagement



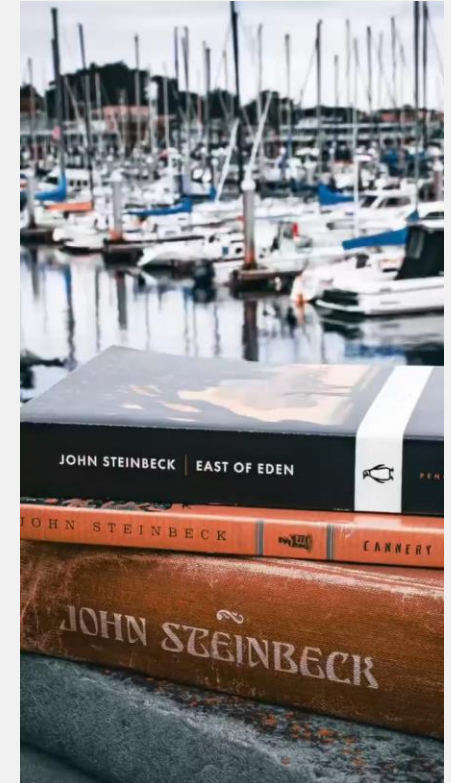
Henry Miller Library – Big Sur

Total Engagements: 55,806



Tatum's Treehouse – Carmel Valley

Total Engagements: 7,339



Steinbeck Birthday – Salinas Valley

Total Engagements: 2,055

Owned Social Content Featuring County

Moss Landing

- 29 Total Posts
- 28,302 Total Engagement

Pebble Beach

- 74 Total Posts
- 54,730 Total Engagement

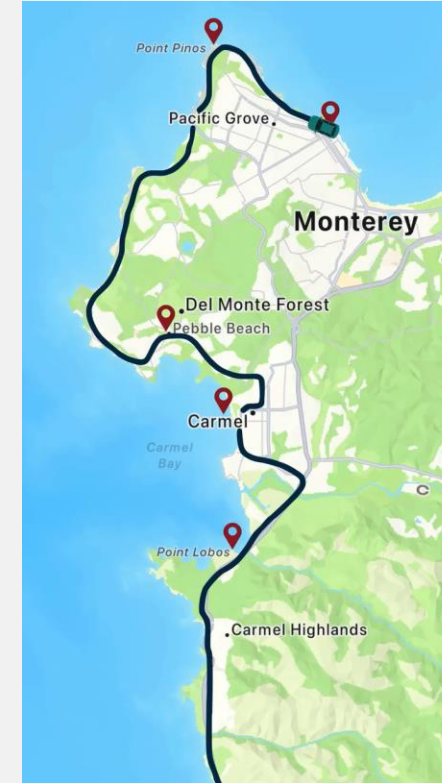
Castroville

- 9 Total Posts
- 5,398 Total Engagement



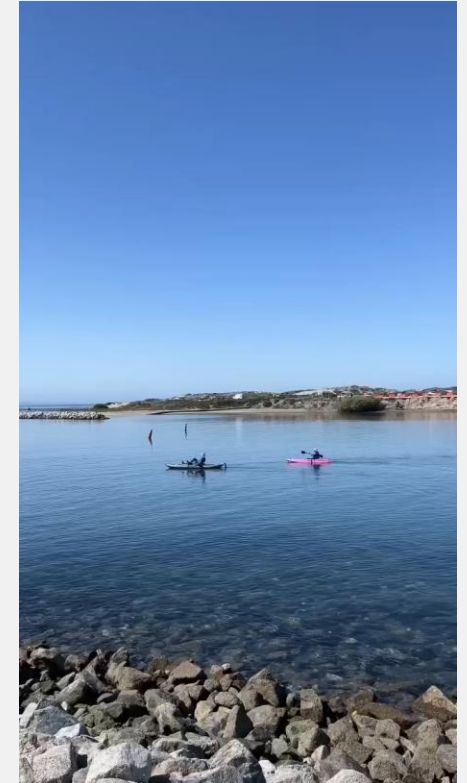
Kayaking – Moss Landing

Total Engagements: 9,381



17-Mile Dr, The Inn at Spanish Bay & The Hay – Pebble Beach

Total Engagements: 8,253



Phil's Fish Market & Giant Artichoke Restaurant – Castroville

Total Engagements: 1,433



 Garraapata State Park / Big Sur

Top Places to View Wildflowers

See Monterey in full bloom! Spring brings warmer temperatures, longer days and wildflowers painting the coastline, fields and hillsides of Monterey County—which means extra time to soak in the beauty.

If you're planning to explore the region's wildflower wonders, adore responsibly by staying on marked trails and off of the flowers.

Where to See Wildflowers 



 Earthbound Farm Stand / Carmel Valley

Bonus flower fun—Visit [Earthbound Farm Stand](#) on [You-Pick Tulip](#) days to wander the tulip fields and pick some favorites to take with you (based on availability and weather).

You-Pick Tulips 

Website & E-mail Content

Inclusion in:

- **23** Leisure-focused E-Newsletters
- **32** New blog posts



AI Trip Planner

Salinas, California, has the perfect blend of agriculture and literary history. It is the hometown of Nobel-Prize-winning author John Steinbeck. The [National Steinbeck Center](#) features many exhibits, artifacts and film clips looking back into Steinbeck's life. In addition, only two blocks away is [The Steinbeck House](#), where John Steinbeck was born. It is now a restaurant and gift shop that visitors can enjoy. Beyond its literary legacy, Salinas is nestled in the heart of the [Salinas Valley](#), known as the "Salad Bowl of the World" for its rich agricultural production. The valley's fertile soil produces a significant portion of the nation's fruits and vegetables.



 Captain's Inn / Moss Landing

Make it Official - Book Your Stay

Monterey County's stunning coastal views, charming towns and unforgettable experiences await you! Make your stay official by booking directly with hotels for the best rate, warm hospitality and added flexibility. Find more current [deals](#) & [specials](#) to sweeten the deal.

Explore Places to Stay 



 Pebble Beach Golf Links / Pebble Beach

Seasonal Summer Flights to Monterey from Burbank, Carlsbad & Orange County

It's even easier to find your way to Monterey County this summer! Exclusively available for the summer months, award-winning air carrier JSX is offering nonstop service to Monterey (MRY) from Burbank (BUR), Carlsbad (CLD) and Orange County (SNA).

Find Flights to Monterey 

Public Relations

Article Inclusions

166

Press Releases

5

Average Media
Quality Score

14/20

Impressions

3.37B

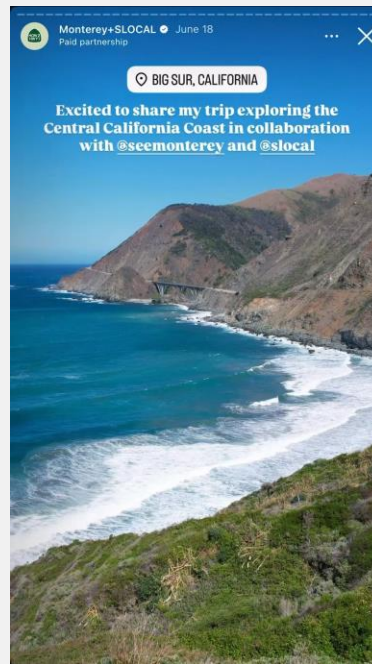
Advertising Value

Equivalent

\$2,505,400

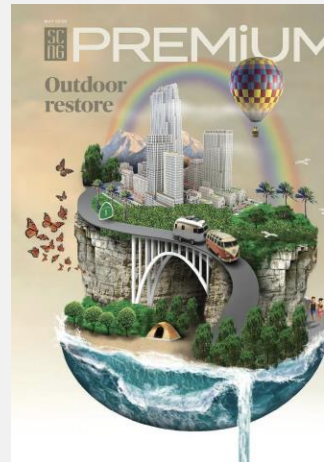
Media Hosted

51



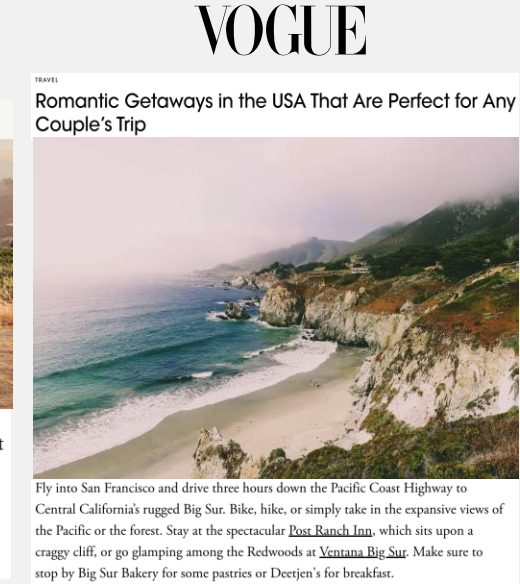
The Best Carmel Valley Wineries (and More) to Visit Right Now

The once—well, maybe still—sleepy village at the heart of Carmel Valley is now the epicenter of wine tasting in Monterey County, one of the largest and most important viticultural regions in all of California. About 20 tasting rooms now huddle beneath stately oaks in the middle of town, with numerous eateries and lodging options just steps, or a few minutes' drive, away.

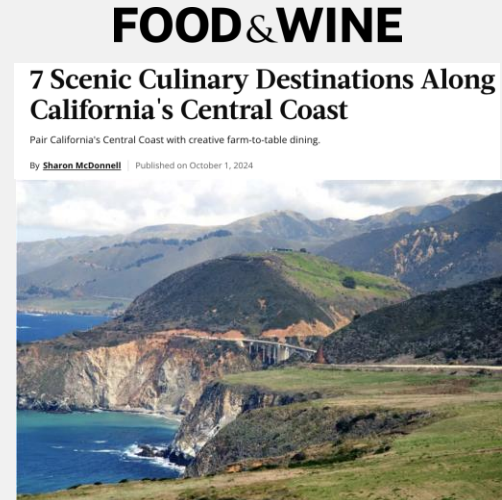


Monterey au naturel

This central coast county offers treasures by land, sea and sky



Fly into San Francisco and drive three hours down the Pacific Coast Highway to Central California's rugged Big Sur. Bike, hike, or simply take in the expansive views of the Pacific or the forest. Stay at the spectacular Post Ranch Inn, which sits upon a craggy cliff, or go glamping among the Redwoods at Ventana Big Sur. Make sure to stop by Big Sur Bakery for some pastries or Deetjen's for breakfast.



Rugged coastal landscapes and farm-to-table food define California's Monterey Peninsula, and each town has a distinct personality. Carmel-by-the-Sea is an upscale village of manicured beauty, fairytale cottages, more than 60 restaurants (the peninsula's only two with Michelin stars included), and 80 galleries, a throwback to its bohemian art and writer colony origin. Big Sur is famous for hairpin curves on Highway 1, the dramatic Bixby Bridge, and counterculture history, while Pacific Grove is where thousands of Monarch butterflies start to descend in October (plus Victorian inns). Monterey's long-lost sardine-canning industry and working-class history was immortalized in John Steinbeck's Cannery Row.





HOW 2 HWY 1

Goal:

Support a long-term shift in messaging that communicates the ease and options of a Big Sur Road Trip regardless of highway conditions or closures

Launch Results:

Landing Page Visits: **1.6K**

Social Engagements: **7K+**

Media Placements: **1,374**

Audience: **175 million**

Ad Value: **\$528,000**

[Watch Satellite Media Tour Highlights Here](#)



Business Development

Travelers attending meetings and conferences rank among the most valuable to a destination.



Promoted the jurisdiction at 75+ industry events across the nation

Presented 15 Co-Op Opportunities in 2025 for County Partners.

Events took place in key states: California, Arizona, Colorado, Texas, Illinois

In-Market Events and FAMS:

HB Conclave, Maritz, Pebble Beach Food & Wine, Northstar Leadership Forum

Exposure at Major Industry Events:

15,500 attendees at IMEX America

5,500 American Society of Association Executives

4,500 Professional Convention Management Association (PCMA) Convening Leaders

2,200 Meeting Professionals at MPIWEC

Community Relations

Business Support & Partnership

Business Support

- **1,200+** hospitality business members across Monterey County
- Hosted **three free workshops** led by our team and industry experts:
 - social media
 - responsible travel
 - international market & travel trade

WAYFINDING



Community Collaboration

- JIC Participation: Highway 1 slip out, Vistra Fire
- Bixby Bridge Task Force
- BSBO administrative support and participation
- Highway 1 local and regional collaboration
- Car Week information hub for visitors and residents
- Collaboration with regional visitor centers and DSA partners

Community Connectivity

Representation & Collaboration

County representation on See Monterey Board of Directors:

- Supervisor Daniels, Director
- MCAC, MCFC, MCFB, Big Sur, Pebble Beach, WeatherTech Raceway Laguna Seca, South County

Monterey County Tourism 2030

In collaboration with and input from community stakeholders, See Monterey published **MCT 2030**.

A guide for sustainable tourism growth that supports economic vitality while protecting the region's natural beauty, cultural heritage, and quality of life for residents.

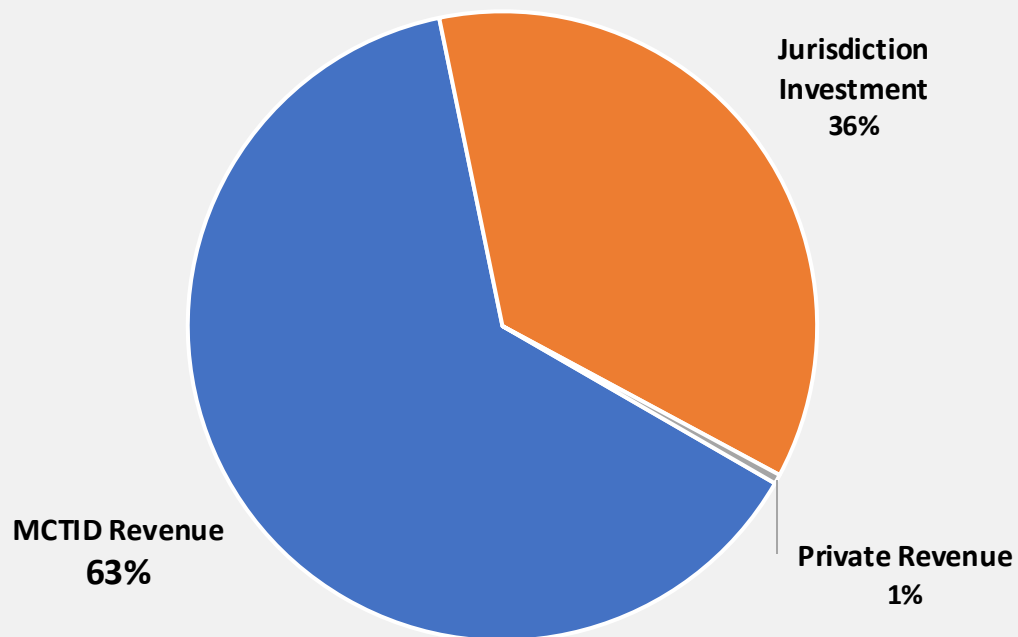
Regular collaboration with countywide partners:

- Monterey County Hospitality Association
- Monterey County Vintners & Growers Association
- Monterey County Farm Bureau
- Monterey County Business Council
- Monterey Bay Economic Partnership
- Regional Chambers
- Cal State Monterey Bay
- And more...

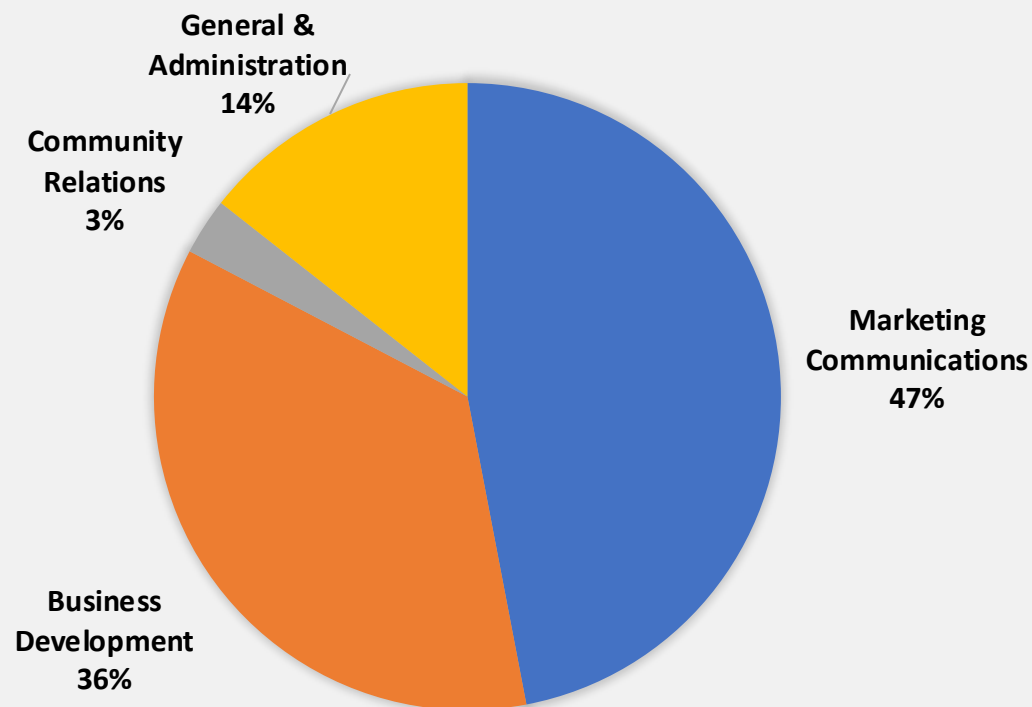
FY2024-25

REVENUE AND EXPENSE BREAKDOWN

FY2024-25 REVENUE



FY2024-25 EXPENSE



See Monterey ranks 6th out of 8 in budget firepower—yet consistently delivers outsized results compared to better-funded competitors. The County's investment ensures Monterey County remains competitive.

Thank you for your continued partnership.

If you have questions or would like to request a meeting or presentation, please contact:

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Alyssa@SeeMonterey.com**