

Q1 HIGHLIGHTS

- Planned and organized the See Monterey Annual Meeting, which drew nearly 300 attendees
- Led paid media partnerships, including campaigns with the Monterey Bay Aquarium for the Phoenix market, Visit Carmel for the Minneapolis-MRY flight and Atlas Obscura to showcase the County's history.
- See Monterey's summer campaigns promoted responsible travel through billboards and MST bus ads, while fall launched the 'Find Your Way Here' leisure campaign
- Planned and prepared for the 'Inspiration Meets Here' group and meetings campaign launch
- The website redesign progressed with the approval of top-level navigation wireframes and the selection of AI integration partner, MindTrip
- Hosted Car Week media roundtable for local media to speak with event representatives, garnering 143,854 impressions
- Welcomed The Points Guy editorial team for annual retreat for a meetings-focused campaign
- California Wine Month pitching and sending 14 media mailers to Robb Report, Bon Appetit and AFAR Magazine
- Media coverage focused on destination spotlights with features in Food & Wine, National Geographic Traveler, 303 Magazine and The Telegraph
- Distributed a Monterey County Tourism 2030 Roadmap press release, garnering coverage in Monterey Herald and Monterey Weekly

SOCIAL ENGAGEMENTS

524K

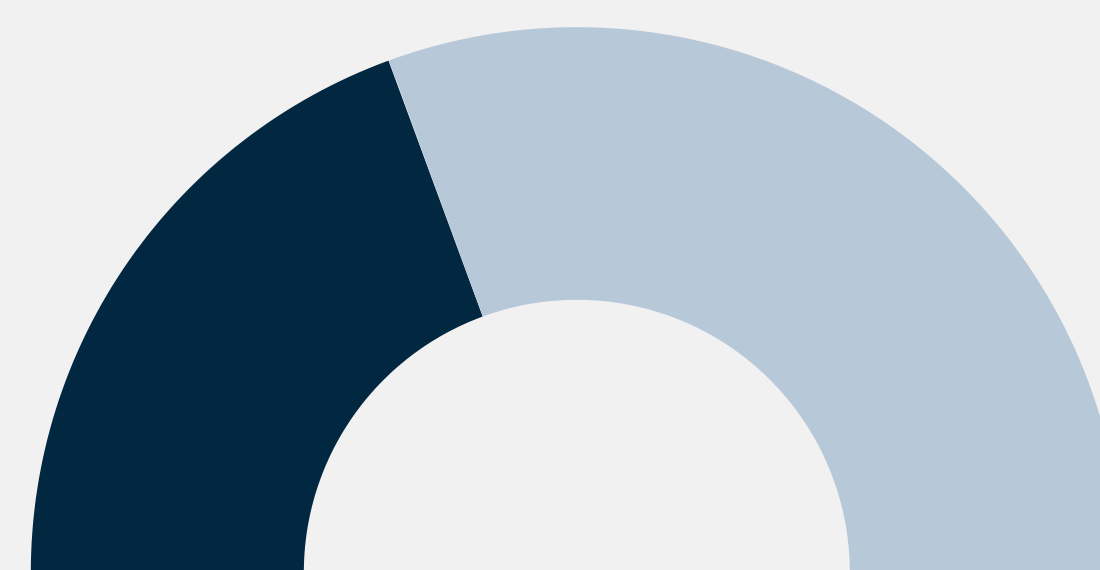
TOTAL Q1 SOCIAL ENGAGEMENTS*



Top Engagement Social Post

YTD TOTAL ENGAGEMENTS

524K

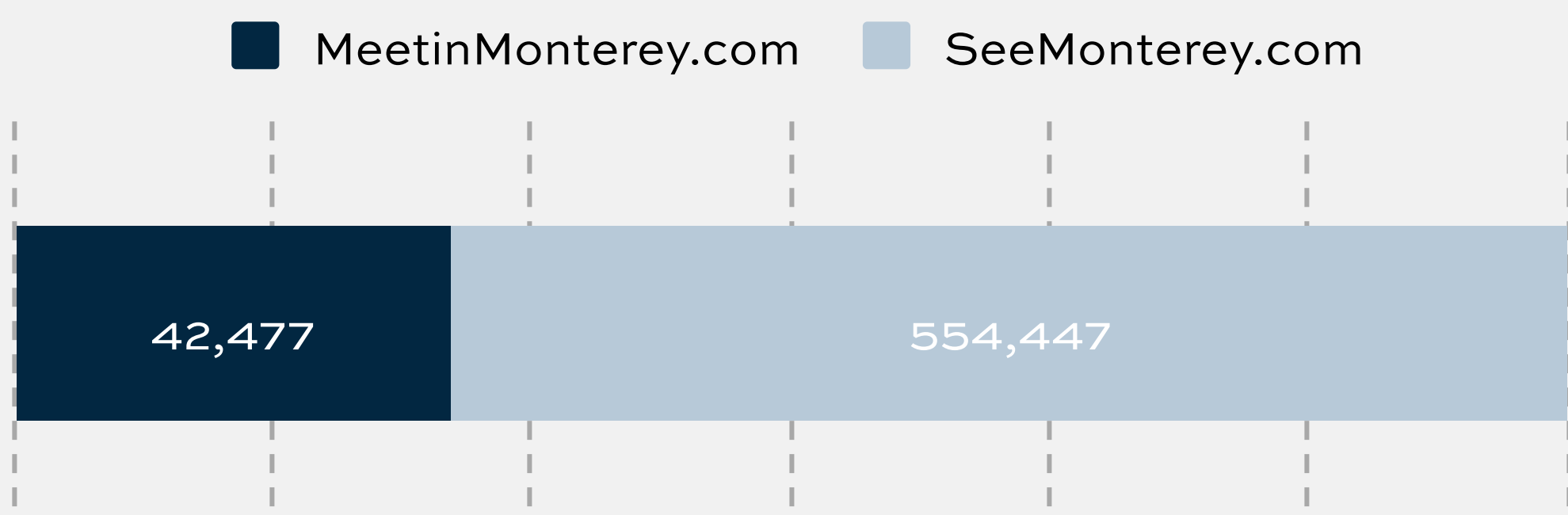


YTD (38.81%) Goal (61.19%)

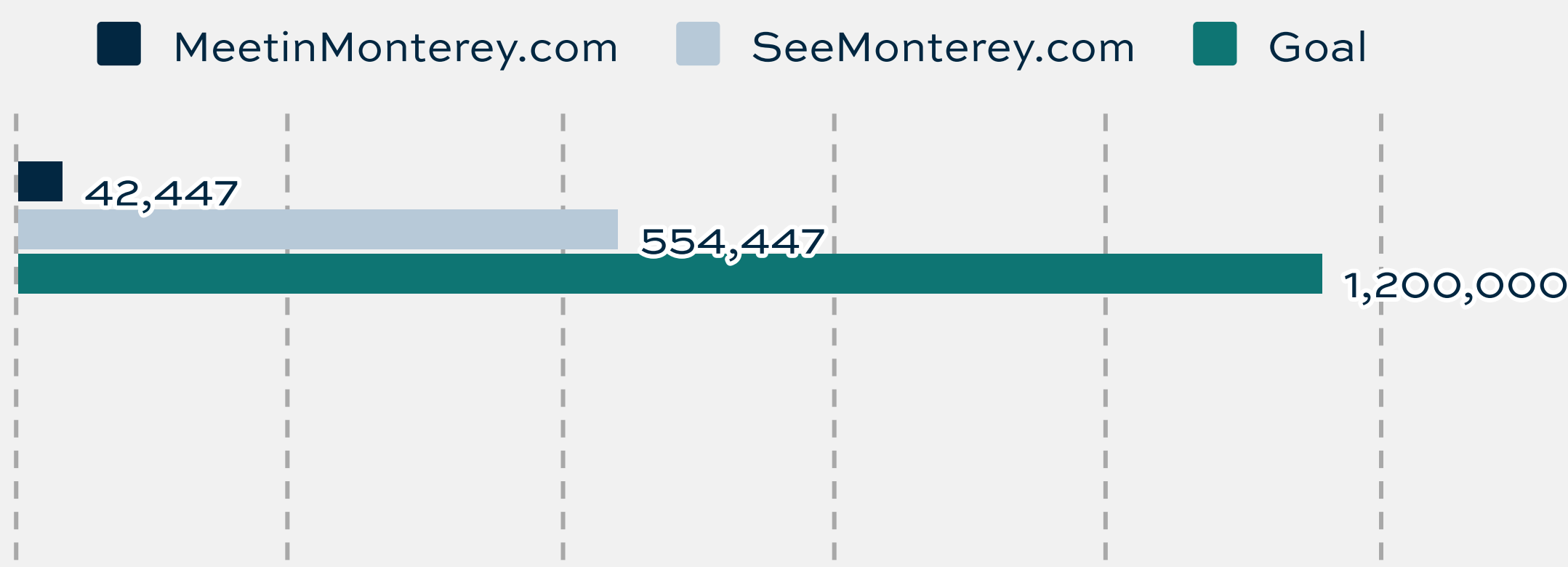
* Now counting Instagram story engagements

WEBSITE

Q1 Web Sessions



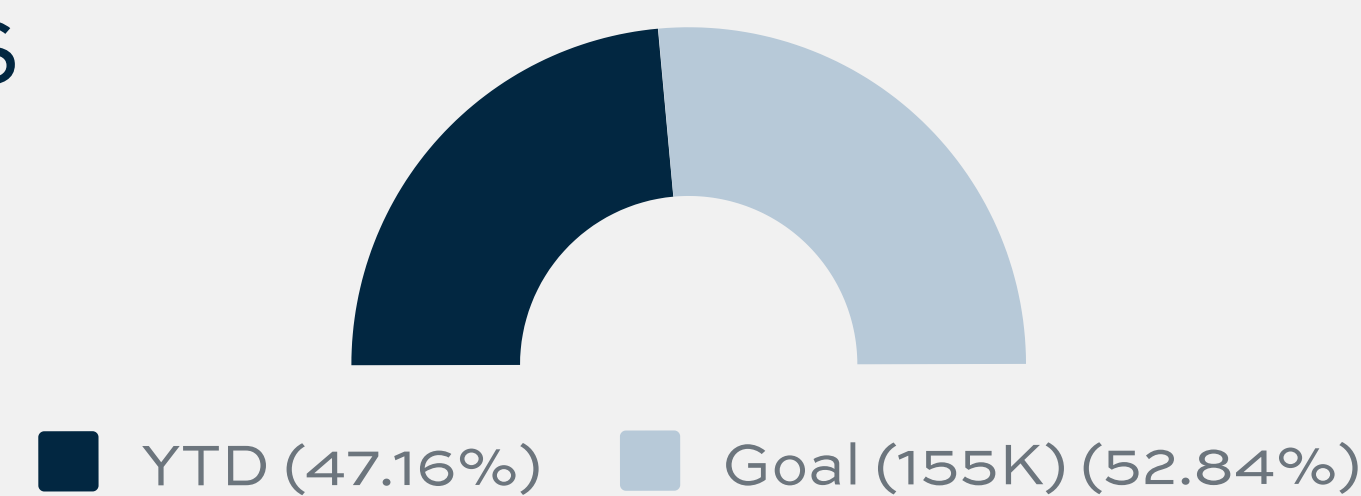
YTD Web Sessions



Q1 PARTNER SITE CONVERSIONS

73,098

YTD PARTNER SITE CONVERSIONS

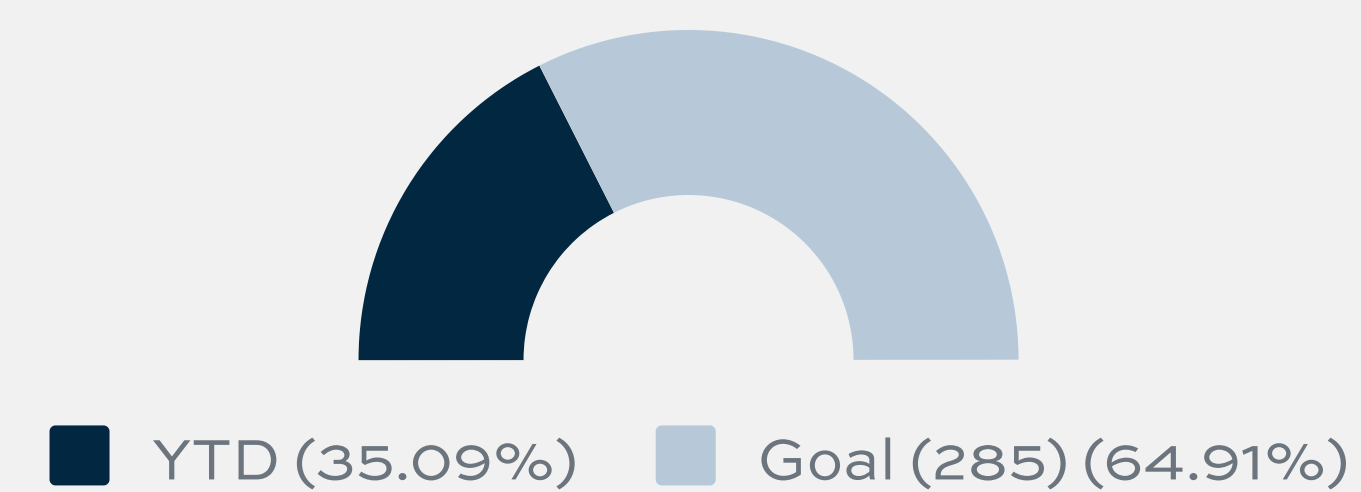


YTD (47.16%) Goal (155K) (52.84%)

Q1 TOP LEVEL GROUP CONVERSIONS

100

YTD TOP LEVEL GROUP CONVERSIONS

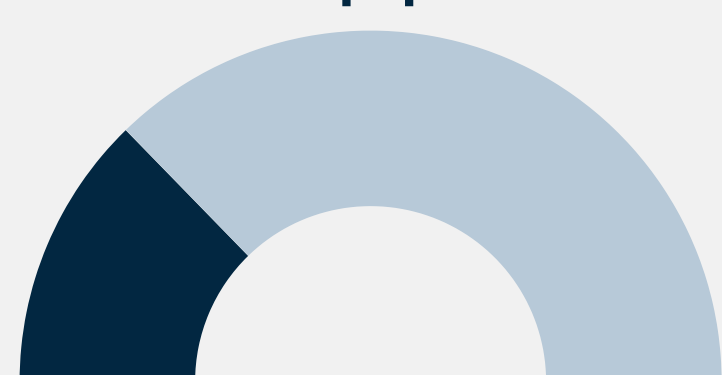


YTD (35.09%) Goal (285) (64.91%)

EARNED MEDIA

Top 125 Outlets YTD

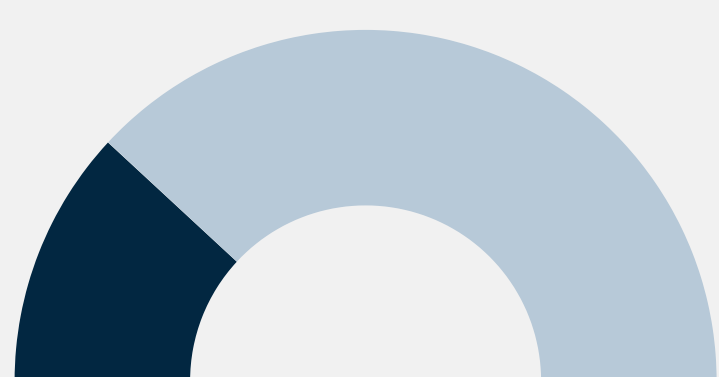
14



YTD (25.45%) Goal (55) (74.55%)

Impressions YTD

475,889,198



YTD (23.79%) Goal (2 billion) (76.21%)

Average Media Quality Score YTD

15/20



YTD Goal: 13/20

TOP HITS:



Looking to hit the road this summer? Here are some road trip ideas!

Sunset

The Ultimate Carmel, California Itinerary

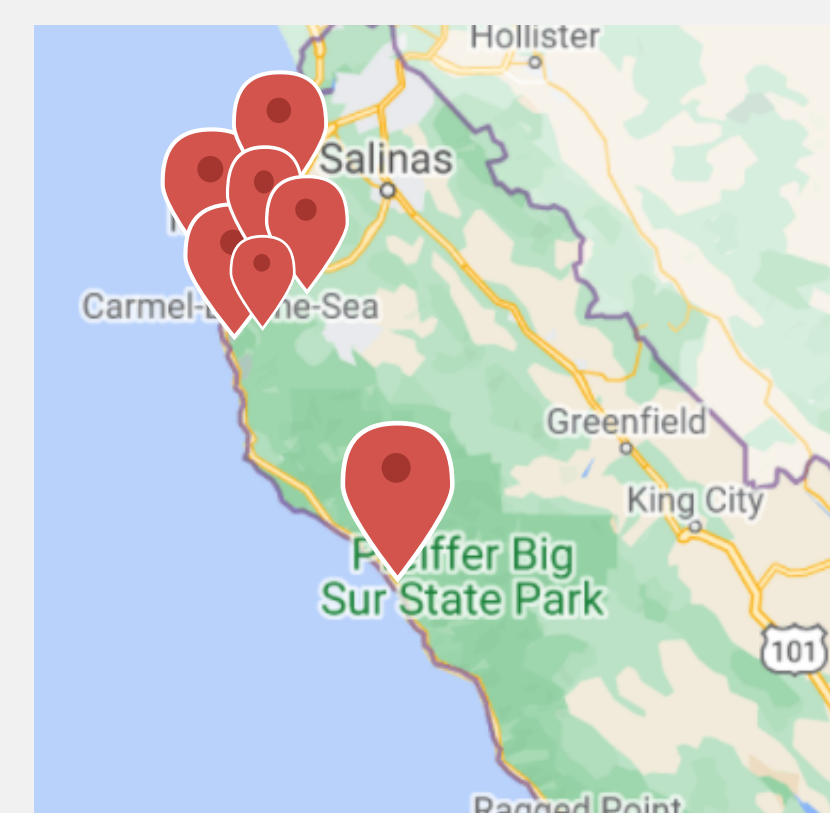
The Telegraph

America's greatest road trips — and how to do them

48 Media Placements YTD: 48

7 Media Hosted YTD: 7

8 Destinations Highlighted



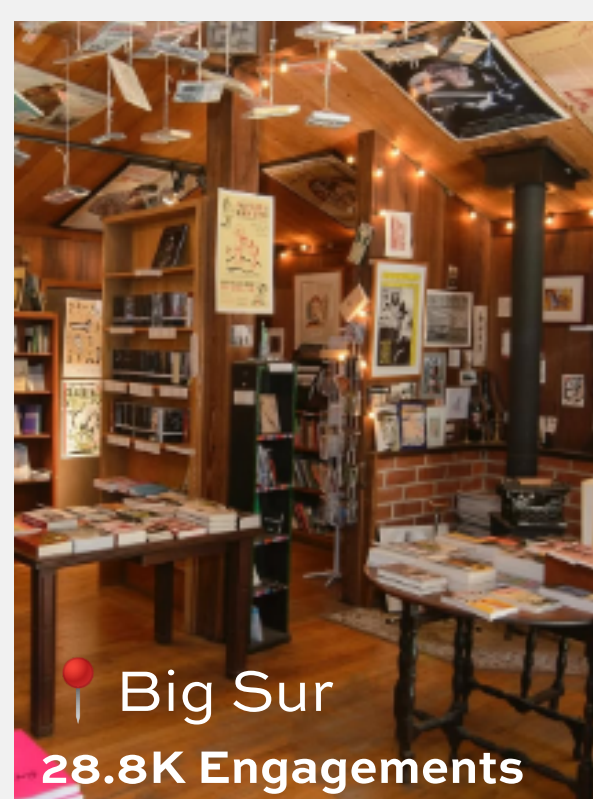
Q2 HIGHLIGHTS

- Launched the new SeeMonterey.com, which embodies the 'Find Your Way Here' brand while incorporating new AI technology and other digital innovations.
- Launched the 'Inspiration Meets Here' group and meetings brand platform and campaign at IMEX in Las Vegas.
- Launched the 'Seek & Find' Luxury campaign with all new images and video targeting super-affluent travelers through a strategic mix of paid media in outlets like The Los Angeles Times and Luxury Link.
- Distributed three press releases: A wellness-focused release via PR Newswire (567 placements), a MICE-focused meeting announcement (5 placements) and the launch of our AI-integrated website to trade and local media (11 placements).
- Media coverage focused on destination spotlights, "Best Of" lists and wellness and culinary features on local, regional, national and international media in the UK and Japan including Sunset Magazine, Chicago Tribune, Vogue, Conde Nast Traveler, Wine Enthusiast, The Times UK and more.
- Hosted three journalists from Chicago Tribune, Forbes and Thrillist, and hosted two influencers with a combined 2 million followers.

SOCIAL ENGAGEMENTS

615K

TOTAL Q2 SOCIAL ENGAGEMENTS*



Top Engagement Social Post

YTD TOTAL ENGAGEMENTS

1.13M



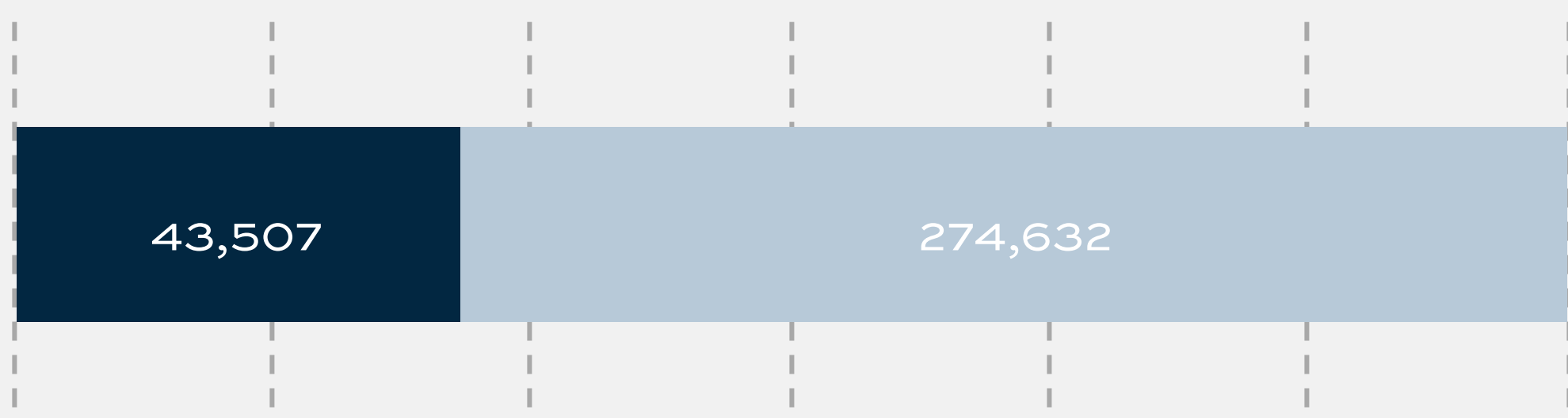
■ YTD (84.38%) ■ Goal (1.4M) (15.62%)

* Now counting Instagram story engagements

WEBSITE

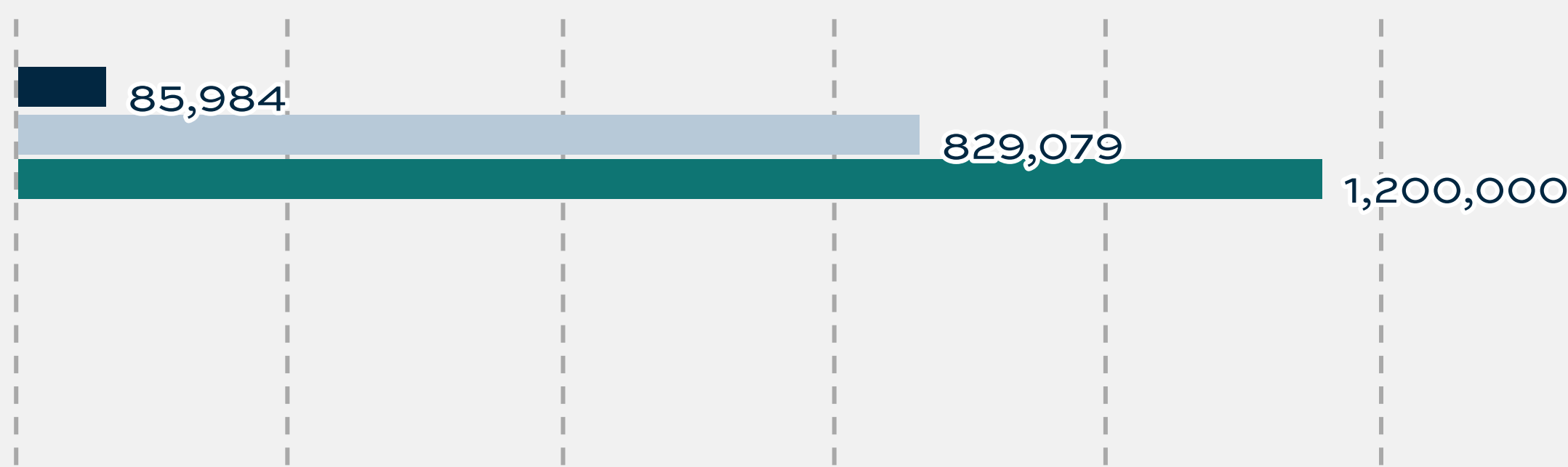
Q2 Engaged Web Sessions

■ MeetinMonterey.com ■ SeeMonterey.com



YTD Web Sessions

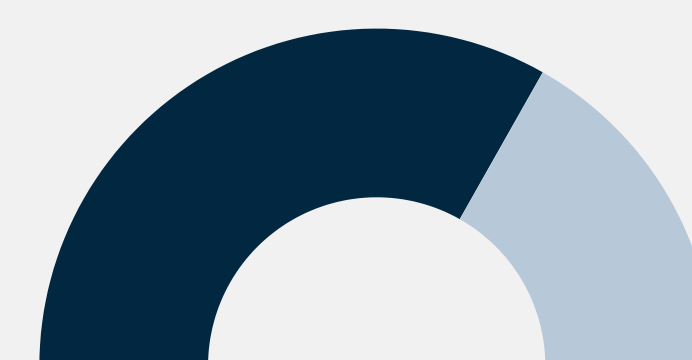
■ MeetinMonterey.com ■ SeeMonterey.com ■ Goal



Q2 PARTNER SITE CONVERSIONS

31,627

YTD PARTNER SITE CONVERSIONS



■ YTD (66.46%) ■ Goal (155K) (33.54%)

Q2 TOP LEVEL GROUP CONVERSIONS

115

YTD TOP LEVEL GROUP CONVERSIONS

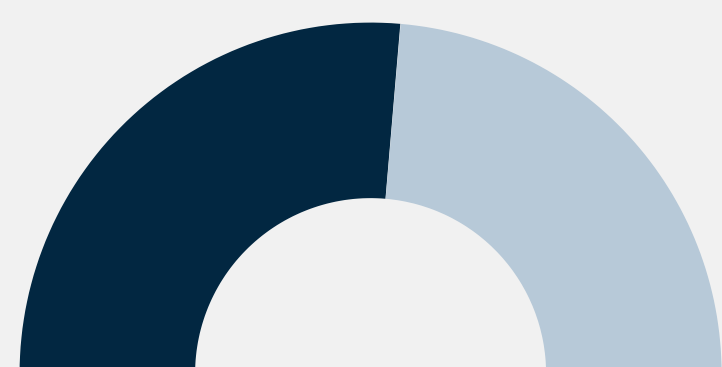


■ YTD (75.44%) ■ Goal (285) (24.56%)

EARNED MEDIA

Top 125 Outlets YTD

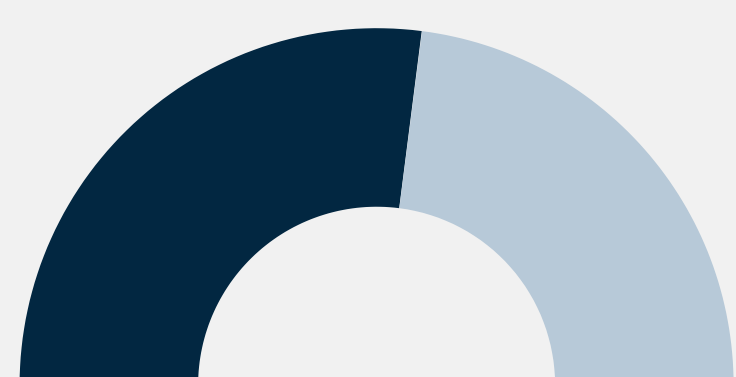
29



■ YTD (52.73%) ■ Goal (55) (47.27%)

Impressions YTD

1,081,272,373



■ YTD (54.06%) ■ Goal (2 billion) (45.94%)

Average Media Quality Score YTD



YTD Goal: 13/20

TOP HITS:

TRAVEL+ LEISURE

15 Best Places to Travel in January

Chicago Tribune

From Big Sur to Carmel, a culinary and wellness adventure along the California coast

WINEENTHUSIAST

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

79 Media Placements YTD: 131

5 Media Hosted YTD: 12

11 Destinations Highlighted

