

## **See Plymouth Publicity Results for September 2020**

In addition to advertising, See Plymouth pitches stories that appear in multiple places. Our powerful software distributes our destination stories all over the country. For example, an AP story about COVID and the Mayflower anniversary appeared in 614 places across the country. Stories done by reporters are called 'earned media'. They hold more value than advertising because they are considered more credible.

The 'See Plymouth' category shows how many stories we were directly involved in that appeared in news across the country. Our See Plymouth category includes a number of subjects including hotels, P400, etc. The other categories have search terms for tourism related subjects that others doing publicity have pitched. Take a look at the last 30 days.

### **See Plymouth – 953**

#### **Value - \$570,200**

Brief – 427

Feature – 371

Mention - 151

### **Attractions – 625**

#### **Value - \$318,600**

Brief - 316

Feature - 276

Mention - 30

### **Boats, Water Ferries, Transportation – 2**

#### **Value - \$480.77**

Brief - 0

Feature - 1

Mention - 1

### **Cranberry Harvest – 2**

#### **Value - \$3500**

Brief - 1

Feature - 0

Mention - 1

### **Restaurants – 11**

#### **Value - \$17,500**

Brief - 6

Feature - 2

Mention - 3

### **Shopping – 103**

#### **Value - \$55,100**

Brief – 68

Feature – 27

Mention – 8

## **Plymouth Stories across America in September 2020**

### **Total – 1696**

#### **Value - \$967,076.77**

See Plymouth is doing everything possible to promote our destination during COVID. If you have been interviewed or your business is in the news, See Plymouth can run a report and let you know how many times it appeared, where, in what places, etc. Contact Lea at [lea.filson@seeplymouth.com](mailto:lea.filson@seeplymouth.com). We are here for you!