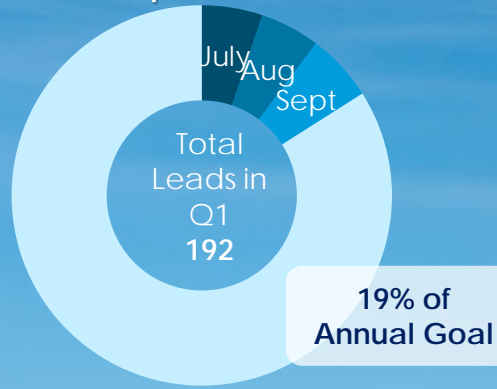


# First Quarter Report

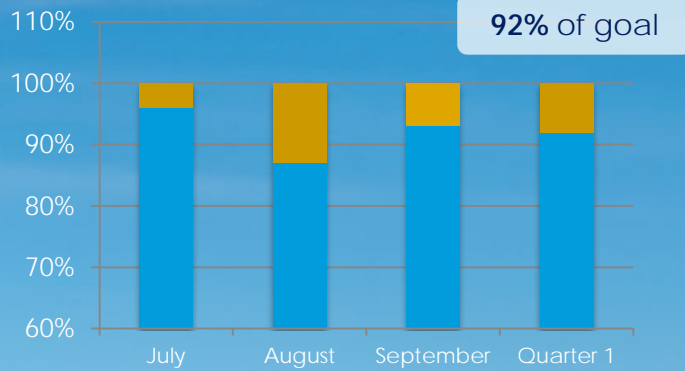
July – September 2014

## Sales & Group Services

### New Group Business Leads



### Group Room Night Index



### Conversion Rate

July	Aug	Sept	YTD AVG
29.03%	21%	26.09%	25%

Goal: 35%  
72.5% of goal

## Marketing & Communications

Earned Media  
(ad equivalency)  
\$12,517,012 in Q1



33% of Annual Goal

399,741 visitors to  
SeeMonterey.com  
in Q1

3,283 New  
Facebook Fans  
in Q1

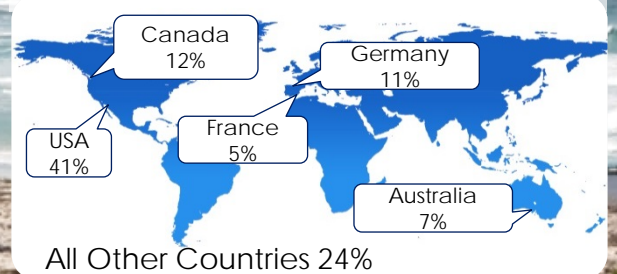
Booking.com	FY 14-15	FY 13-14	% Increase
Total Reservations	563	171	229%
Total Booked Room Nights	1,009	283	256%
Total Revenue	\$143,576	\$46,502	209%
Average length of stay (nights)	1.79	1.6	12%

## Visitor Services

33,418 Incremental room nights  
influenced by the Visitor Center  
in Q1  
37% of Annual Goal

40,776 total visitor inquiries  
in Q1  
33% of Annual Goal

### Where Do Our Visitors Come From?



ASAE Annual Meeting  
Nashville, TN



CESSE  
Spokane, WA



MeetingQuest  
Mesa, AZ



DMAI Annual Convention

Travel Channel  
China Media  
FAM

JULY

9-12

14-17

17

21-23

29-30

AUGUST

Winners!

Plan your meetings  
HELPING YOU PLAN BETTER MEETINGS AND EVENTS

PYM  
Dallas

MCHA Golf  
Tournament

25

MCCVB  
Annual Luncheon  
& Forum

21

Zagat  
Media  
FAM

15-17

SeeMonterey.Com  
switched to a fully  
responsive  
website

15

Luxury  
Meeting  
Summit  
San Diego, CA

12

visit  
California

3

Wharf  
Assoc  
Presentation

Rural  
Regional  
&  
Marketing  
Advisory  
Workshop

10



City of Marina  
FAM

12

ARTS COUNCIL  
MONTEREY COUNTY  
Monterey  
Arts Council  
Presentation

Q1  
Member  
Orientation

16

17



UK SuperFAM:  
Luxury and  
Indulgence

27-29

Seaside  
Business  
Development  
meeting

29



Dallas  
Pop-Up  
Event

30