

Second Quarter Report

October – December 2013

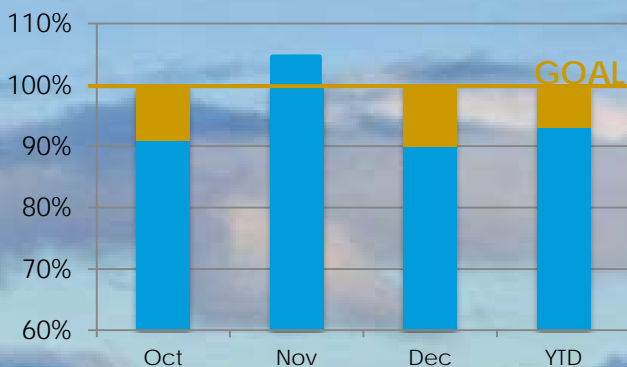
MONTEREY
Monterey County Convention
& Visitors Bureau

Sales & Group Services

New Group Business Leads



Group Room Night Index



RevPAR* Ranking

Rank	YTD	vs. 2012
1. Napa	\$177.63	12.1%
2. Monterey	\$112.23	7.0%
3. Santa Barbara	\$110.59	8.0%
4. Sonoma	\$91.45	14.6%
5. Palm Springs	\$77.42	5.5%
6. Lake Tahoe	\$56.82	8.2%

Source: January – December 2013 Report, Smith Travel Research, Inc.
*Revenue Per Available Room

Annual Goal:
Ranked third in comp. set

Marketing & Communications

10,310
Twitter followers
(1,307 new in Q2)
105% of Annual Goal

22,393 total entries in database (502 in Q2)
55% of Annual Goal

45,830
Facebook fans
(6,066 new in Q2)
105% of Annual Goal

60% of Annual Goal
307,977 unique visitors to SeeMonterey.com in Q2

Earned Media
(ad equivalency)
Q2 \$12,765,336
YTD \$22,383,386
65%

374 journalists assisted in Q2
Total number of impressions in Q2:
830.2 Million +

Membership

802
total members

15
new members in Q2

The Member Orientation was very informative & I wish I had attended sooner! Understanding everyone's role is very helpful in making our partnership successful. I look forward to working with you all! - Taina Perry, Asilomar Conference Grounds

Visitor Services

70,085 visitor inquiries YTD
57% of Annual Goal

21,921 inquiries in Q2

51,211 Incremental room nights influenced YTD

Visitors Center Survey says:

Our visitors are from* ...

USA	49%
Canada	9%
Germany	8%
France	5%
Australia	4%
All others	23%

*These demographics are only for visitors who opted to take our English language survey

Q1 ← **OCTOBER**

- 15-17: **ijimex america**
- 18: GM Round Table
- 23: Board Strategic Quarterly Review
- 28: Michael Alliman, New Controller

NOVEMBER

- 6: Donnavventura Media FAM
- 9-11: Brand USA Media FAM
- 11-17: Trekaroo Media FAM
- 20-22: Customer Advisory Board
- Mo. Co. Visitor Centers Summit

DECEMBER

- 7-9: South County Tourism Summit
- 9: Member Orientation (24 attended)
- 11: CalSAE Seasonal Spectacular
- 15-18: Holiday Showcase (with client dinner in Chicago)
- 22: Wedding Illustrated Media FAM

2014 →

PINNACLES National Park