

# Fourth Quarter Report

April - June 2014

## Sales & Group Services

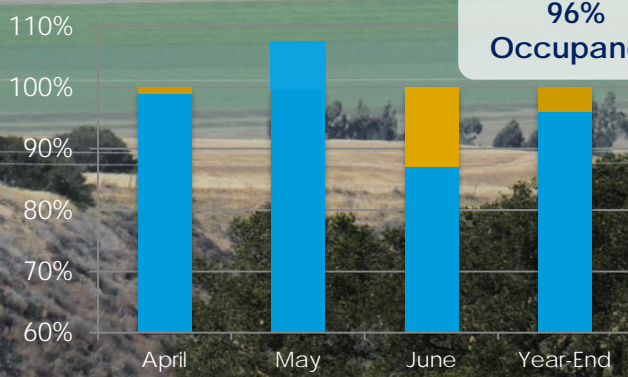
**MONTEREY**  
Monterey County Convention  
& Visitors Bureau

### New Group Business Leads



**101% of annual goal**

### Group Room Night Index



### RevPAR\* Ranking

Rank	YTD	vs. 2013
1. Napa	\$186.38	11.30%
2. <b>Monterey County</b>	<b>\$117.10</b>	<b>8.50%</b>
3. Santa Barbara	\$116.36	10.70%
4. Sonoma	\$99.34	15.30%
5. Palm Springs	\$81.22	6.20%
6. South Lake Tahoe	\$56.54	1.80%

Source: June 2014 Report, Smith Travel Research, Inc. Rankings show fiscal year to date (July - June). \*Revenue Per Available Room

## Marketing & Communications



**11,248 Total Followers**  
**743 New Twitter followers in Q4**  
**115% of Annual Goal**



**51,970 Total 'Likes'**  
**2,650 New fans in Q4**  
**119% of Annual Goal**



**Earned Media**  
(ad equivalency)  
**Annual Total: \$37,041,458**  
**Q4 \$5,525,805**  
**107% of Annual Goal**



**128% of Annual Goal**

**1,430,833 total unique visitors to SeeMonterey.com**  
**410,952 unique visitors in Q4**



**40,021 total entries in database**  
**13,651 in Q4**

**96% of Annual Goal**

### Membership

**64**

New Members

**14**

new members in Q4

### Visitor Services

**123,967 total visitor inquiries**  
**101% of Annual Goal**

**34,448 inquiries in Q4**

**106,496 Incremental room nights influenced by the Visitor Center**

#### Visitor Center Inquiries:

Our visitors are from...

- USA 47%
- Canada 10%
- Germany 7%
- France 5%
- Australia 5%
- All others 26%



IPW - Pow Wow Chicago



Grab Life by the Tentacles Blogger FAM



Smart Mart Northwest - Seattle

DMAI CEO Forum

AMPS Golf Tournament

National Travel & Tourism Week



**APRIL 5-9**

**9-13**

**17**

**27-29**

**30**

**3-11 MAY**

LA Pop-Up Dinner & Farm Stand

**27-28**

Third Quarterly Forum

**22**

Scott Wilson hired as VP of Sales

**12**

Air France FAM

Chicago Pop-Up dinner



Medical Meetings Workshop

**30**

**JUNE 4**

PCMA Boston

**27**

**27-30**

New Sales Team Training