



# EXPAND THE BRAND

**General Manager's Meeting**

**November 18, 2014**

**MONTEREY**  
Monterey County Convention  
& Visitors Bureau

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# Marketing & Communications

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*Leisure*



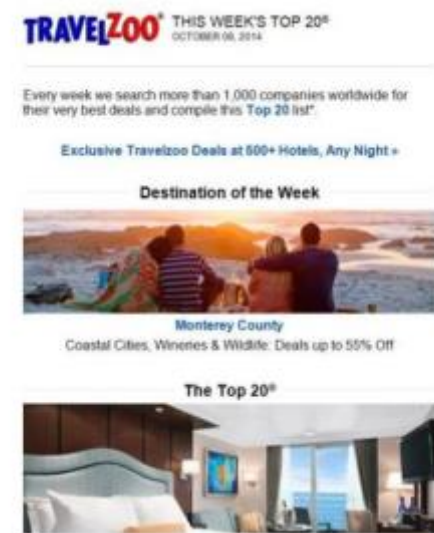
# Fall Promotion

- San Francisco Chronicle
- LA Times
- Sacramento Magazine
- San Francisco Magazine
- 49er's Game Day Program
- TripAdvisor
- LATimes.com
- SF Magazine's Website
- SanFrancisco.travel.com
- Weekend Sherpa
- SAVOR Central Coast



Sunset Savor the Central Coast about an hour ago

Headed to #SunsetSAVOR this weekend? Be sure to stop by Monterey County's booth to sip on award-winning Monterey Wines and entice chance to See Monterey!



Results to date:

Over 65,000 visits to Fall page

**MONTEREY**  
Monterey County Convention  
& Visitors Bureau

# #GRABYOURMOMENT

SHARE YOUR FALL MOMENTS IN MONTEREY FOR A CHANCE TO WIN A TRIP BACK.

Monterey Hotels, Restaurants and Things to Do | Monterey County CVB

Monterey Hotels, Restaurants a... | www.seemonterey.com/fall

MEETING PLANNERS | TOUR & TRAVEL | MEMBERS | MEDIA | VIEW CURRENT WEATHER | f | fr | S | Search the site... GO

**MONTEREY**  
Grab life by the moments: LODGING THINGS TO DO EVENTS FOOD & WINE RESOURCES DESTINATIONS

THE PRETTIEST FALL COLOR JUST MIGHT BE  
**PINOT NOIR.**

#GRABYOURMOMENT  
Browse our fall gallery below for inspiration and a chance to win a trip to Monterey.  
[VIEW GALLERY](#)

ALL EVENTS | SWEEPSTAKES | SPECIAL OFFERS

## SPICE UP THE SEASON

Monterey is the perfect place to spice up your fall. Our calendar is jam-packed with exciting events like the Big Sur Food & Wine Festival, Carmel International Film Festival, SCAA National Championships Run-Off, Callaway Golf Invitational, and much more. Top off your visit with miles of scenic coastline and pristine beaches, hikes among the soaring redwoods, and endless activities to invigorate and inspire.

# Holiday Campaign

## *The Holidays Monterey Style*



- Amplifying local events
- Print advertising
- Social blitz
- Holiday recipe e-book
- Holiday Press Release
- Satellite Media Tour (SMT)
- Sweepstakes



# Spring Campaign

## ***Brand Promotion***

***Promote late spring and “pre-sell” summer***

March 1 – April 30, 2015

- Amplifying/Promoting local events
- Print & Digital advertising
- Hispanic targeting component
- Social blitz
- Sweepstake
- Experiential “pop-ups” in NorCal



# Driving Bookings



Yeah!  
Booking.com



	FY 14-15	FY 13-14	% Increase YOY
Total Reservations	669	188	255%
Total Booked Room Nights	1,206	310	289%
Total Revenue	\$155,210	\$50,318	208%
Average Length of Stay (Nights)	1.8	1.6	12%



# MCCVB Research

Event Impact

Lodging / VPS





# Car Week



## Economic Impact Estimates

Total unique event attendees -----	85,000
Influenced attendees* -----	39,176
Influenced visitor days in Monterey County -----	172,373
<b>Total influenced trip spending -----</b>	<b>\$53,584,192</b>
Influenced visitors in Monterey County hotels -----	17,978
Influenced room nights sold in Monterey County hotels -----	36,214
Tax revenues generated by Car Week ** -----	\$4.8 million
Transient Occupancy Tax generated by Car Week-----	\$1.4 million
Sales tax revenues generated by Car Week-----	\$3.4 million

*\*An influenced attendee is defined as residing outside Monterey County and visiting the County specifically for Car Week*

*\*\*Includes transient occupancy and sales taxes generated for governmental entities in the county*



# Other Events

Jazz Festival

Big Sur Food & Wine

AT&T ProAm

Sea Otter Classic

Big Sur Marathon

Mazda Raceway events

*Plus others to be confirmed*

# Lodging Survey



## How to Participate

Hand out a printed, postage-paid survey to your guests during four, two-week periods throughout the year.

Survey may also be completed online – hotels would send to guests post-stay

## Simple sign up

[www.Destinationanalysts.com/montereycounty.htm](http://www.Destinationanalysts.com/montereycounty.htm)

# Lodging Survey



## Summary of Info

- Place of Origin (targeting info)
- Areas/Cities visited
- Attractions & Activities (spending info)
- Overall Spending (broken out)
- First time vs Returning Visitor
- Primary reason for visit
- Transportation
- Size/composition of travel party
- Travel planning resources used
- Most liked aspects of Monterey County
- Likelihood to Return / Recommend

*And More...*

# Branding the Experience

**DO NOT DISTURB**

...WE ARE GRABBING LIFE BY THE MOMENTS!

For more ways to grab life  
[SeeMonterey.com](http://SeeMonterey.com)

**MONTEREY**  
Grab life by the moments.

**TOP 3 WAYS TO GRAB LIFE BY THE MOMENTS**

- 1 Hike to the top of Garrapata State Park, it's quite a view!
- 2 Say hello to our sea otters, they may wave back.
- 3 Challenge yourself to find the best clam chowder, we dare you!

For more ways to grab life  
[SeeMonterey.com](http://SeeMonterey.com)





# Marketing & Communications

*Group*

# New Group Ads

SUCCESS IN THE OFFICE STARTS WITH  
**MEETINGS FAR FROM IT.**

Incredible meetings start with incredible locations. Monterey's unparalleled natural beauty and recreational meeting venues provide the perfect backdrop for an inspirational event. Our team of destination experts provides the resources and assistance to ensure your event is a success. Monterey is the perfect place to inspire new ways of thinking and gear up for the next challenge.

**MONTEREY**  
Inspired moments in meetings.™

For more information or to submit an RFP, please contact us at 800-555-6250 or [Sales@Monterey.com](mailto:Sales@Monterey.com)

[MeetInMonterey.com](http://MeetInMonterey.com)

WE ARE CURRENTLY OPENING UP NEW MEETING VENUES AND LOCATIONS THROUGHOUT THE COUNTY. PLEASE CONTACT US AT 800-555-6250 OR [Sales@Monterey.com](mailto:Sales@Monterey.com) FOR MORE INFORMATION.

INSPIRATION WITH EVERY  
**CRASHING WAVE.**

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IF YOU'RE LUCKY, THE MEETING WILL  
**LAST ALL AFTERNOON.**

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## Previous ads

NO TECHNICAL GLITCHES. CRITTERS RUINED IT.  
**LOCATION STOLE THE SHOW.**

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TRAVELING IN THE CREATIVES. HANGING WITH STRANGERS.  
**SIGHTSEEING ON EVERY CORNER.**

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INCENTIVE FOR TODAY'S GOALS.  
**INSPIRATION FOR TOMORROW'S.**

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INSPIRED BY THE BEACHES. IMPRESSED WITH THE SCENERY.  
**AWESTRUCK BY THE SURROUNDINGS.**

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# Dallas Meets Monterey



**ExxonMobil.**

**ERICSSON** 

**Chefs from Jeninni Kitchen + Wine Bar and Big Sur Roadhouse, sommelier from Aubergine – created amazing evening of Monterey inspiration for top meeting planners**



# New 10' x 20' versatile tradeshow booth



# New Group Collateral



**61,000** square feet of meeting space at and connected to the Monterey Conference Center

**500+** direct and 1-stop flights into Monterey Regional Airport

**12,000** rooms countryside

**99** miles of spectacular California coastline

**250** lodging properties can house groups of nearly any budget

**65** degrees average temperatures and mild weather year-round

**40,000** acres of vineyards producing 42 different grape varieties

**3,000** guests can be accommodated at a single event at the Monterey Bay Aquarium

**28** world renowned golf courses

## Inspired by the keynote speaker, impressed with the service, AWESTRUCK BY THE SURROUNDINGS

Imagine a destination that inspires your attendees inside and outside of the meeting space – a location that is unmatched in terms of nature's design with a vast array of unique places and extraordinary spaces to create life and business enriching moments.

With natural beauty in every corner around the world, Monterey is an ever bucket-list destination that builds event attendance every time. It is a natural stimulus for a heightened level of thinking, feeling and doing – and Monterey County Convention & Visitors Bureau team is here to open doors for you to connect to this next level experience.



The Monterey Conference Center, along with its adjacent offices 61,000 square feet of flexible meeting space, 19,600 square exhibition space, 700 hotel rooms, catering services and much more, is situated in a spectacular and historical waterfront setting on Custom House Pier from Old Fisherman's Wharf.

## Getting Here

Monterey is easier to get to than you think with 500+ direct and 1-stop flights from most major US and many international cities.



**MONTEREY**  
 Inspired moments in meetings:  
 MeetInMonterey.com

Marina | Monterey  
 Salinas Valley | Sand City | Seaside

**No technical glitches, caterer rocked it everyone. LOCATION STOLE THE SHOW**

Monterey County has an extraordinary moment for everyone. For meeting planners, Monterey provides a relaxing, un-hurried ambience in which your group can feel special with a wide range of price options.

While the area is known for golf and wine, it offers access to a diverse and appealing set of other activities. It is the quintessential Central Coast of California experience – multidimensional and not solely focused on one destination asset.

**Top Reasons To Meet in Monterey**

- 1) Ideas are fueled by inspiration, and inspiration is everywhere in Monterey County
- 2) "If I can book Monterey, I can book anywhere."
- 3) The land is marked with the Pinnacles National Park 100 and service levels
- 4) You will find a wonderful view and service levels
- 5) Your attendees can visit world-class museums and aquariums
- 6) Fresh, sustainable and award-winning options available for all palates
- 7) Whatever your need or desire, you can create your most inspiring event
- 8) With consistently mild weather with confidence that the heavens are on your side
- 9) We take personal responsibility for your group to help as well as we can
- 10) It is the perfect location for your loved ones

**10 BEST**  
 Complimentary Client Services

**MONTEREY**  
 Inspired moments in meetings:  
 Inspired by the keynote speaker, impressed with the service, AWESTRUCK BY THE SURROUNDINGS.

Monterey County and the MCCVB take personal responsibility to protect the destination's incredible natural assets and pristine landscape, recognizing the importance of sustainability and giving back to the community. This mindset extends to how we conduct our events and conferences.

There are a number of green event services we are happy to connect you with, including:

- Zero Waste Event Services
- Carbon Offset Programs
- Swag, tchotchke & signage repurposing
- Local and sustainable F&B sourcing
- Environmental & Social Volunteer Group Projects
- LEED and certified green businesses

831.657.6466 | sales@meetinmonterey.com



### Environmental Certifications & Awards

Our hotels partner with and have been awarded designations from LEED, ISO, ASTM, GMIC, EPA, TripAdvisor Green Leader, California Green Lodging, CalRecycle, Monterey Bay Green Business Partnership and others.

### Waste Management

Through recycling, composting, reuse and repurposing, many of our hotels have more than 60% diversion rates and they partner with the Monterey Regional Waste Management District and Compost Coalition program.

### Energy

Energy conservation upgrades have been made at each hotel based on Monterey County standards, including Energy Star appliances, occupancy sensors, efficient lighting, and other features. Electric vehicle charging stations are also available at many hotels and throughout the destination.

### Water

In California, nothing takes precedence like water conservation. Drinking water is supplied upon request; low-flow and water saving appliances are installed; guests can opt out of linen replacements, xeriscaping is implemented; ozone and grey water systems are in place at some facilities; and water conservation education and signage abounds.

### Purchasing

Purchasing policies among our hotels and restaurants ensure that their variety of products each meet standards accordingly whenever possible, including being biodegradable, non-toxic, locally-sourced, packaged in bulk, organic, made of recycled materials, and certified as sustainable.

### Measuring

Monthly tracking of these initiatives is standard for our hotel partners and in many cases a post-event sustainability report can be provided upon request to event and meeting planners.

[www.MeetInMonterey.com](http://www.MeetInMonterey.com)

# New Group Quarterly E-Newsletter

**MONTEREY**  
Monterey County Convention  
& Visitors Bureau



InspireWire | Fall 2014



## Quarterly Inspiration for Meeting Planners

As one of the world's most inspirational meetings destinations, there is no shortage of news and updates on how you can make your next meeting a phenomenal success. So we've created *InspireWire*, a quarterly e-newsletter designed to provide you the latest on our iconic destination. We know your time is precious so we've kept it condensed and focused on you and how to create uniquely inspired experiences for your delegates.

**Subscribe!**

*InspireWire* will arrive in your email in-box four times a year and whenever major breaking news happens with the option to unsubscribe anytime. We hope you choose to receive your Monterey moments of news and inspiration every quarter and even ask to see more!

Sincerely,

Scott Wilson  
VP of Sales

**MONTEREY**  
Monterey County Convention  
& Visitors Bureau

# Monterey Conference Center

Monterey Conference Center Renovation

Monterey Hires World-renowned Architecture Firm

The Monterey Conference Center is a premier destination for business and community events. Merrill LLP (SOM), an influential architectural firm managed by a team with extensive experience building world-class facilities.

The Monterey Conference Center is a premier destination for business and community events with advanced technology and modern amenities. Media »  
Next Step

Now that the project management firm and the architect have been selected for the renovation of the Monterey Conference Center.



Center SOM is one of the largest and most respected consulting firms in the world. The project will be managed by a highly respected consulting firm.

the County's project and the County's project. The Center will be LEED-certified and will provide a variety of meeting spaces.

will develop the timeline and budget for the project.

# Monterey Stories of Inspirational Meetings

**TED** Ideas worth spreading

The annual TED conference began in 1990, in Monterey and stayed for 19 years. TED's early emphasis was technology and design, consistent with its origins in the Silicon Valley. Today, TED events happen internationally and TED Talks have been watched over one billion times worldwide.



# Inspired Moments in Meetings™

SUCCESS IN THE OFFICE STARTS WITH  
**MEETINGS  
FAR FROM**

Incredible meetings start with incredible great natural beauty and memorable meeting venues. For an inspirational event, our team of destination specialists will assist you in finding the perfect place to inspire new ways of thinking and

**MONTEREY**  
Inspired moments in meetings™



For more information on the current and future events, please contact us at 800-880-6200 or [Sales@Monterey.com](mailto:Sales@Monterey.com).

NO SURFING AT THE BEACH. SPECIAL EVENTS ARE NOT HELD. PLEASE DO NOT DRINK AND DRIVE. ALWAYS WEAR YOUR SEATBELT.

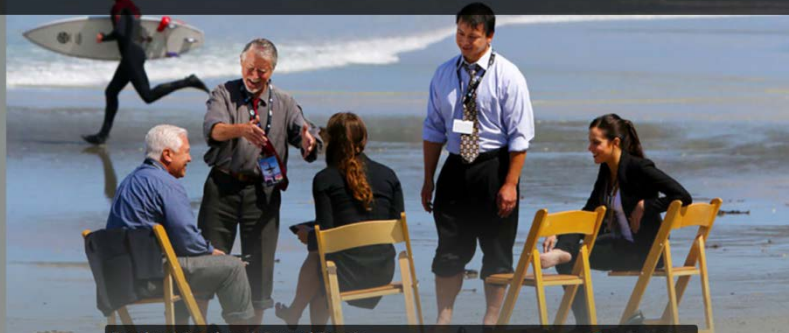
NO TECHNICAL GLITCHES. CATERER ROCKED IT.  
LOCATION STOLE THE SHOW



**MONTEREY**  
Inspired moments in meetings™

**MONTEREY**  
Inspired moments in meetings™

WHY MONTEREY PLAN FACILITIES CONTACT US SUBMIT AN RFP PROMOTE




Breakout Session at Carmel Beach

**INSPIRED MOMENTS IN MEETINGS**

**Plan Your Next Meeting in Monterey County**

Imagine a destination that invigorates and inspires your attendees inside and outside of the meeting space - a location that is unmatched in terms of nature's design with a vast array of unique places and extraordinary spaces to create life and business enriching moments. It is a natural stimulus for a heightened level of thinking, feeling and doing. The



# Inspired Moments in Meetings™



HSMMAI  
ADRIAN  
AWARDS  
HONORING EXCELLENCE IN TRAVEL MARKETING



# Group Sales



# October Pace Report



## Bookings Arrival Year Forecast Report For A Calendar Year

\*Calendar Year Number = Combination of Current Fiscal Year Production + Past Fiscal Years Production

Arrival Year	2013		2014	2015	2016	2017	2018	2019	2020	Totals	
<b>Total Groups</b>	<b>179</b>	<b>%</b>	<b>173</b>	<b>85</b>	<b>17</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>281</b>	<b>%</b>
Corporate	60	34%	47	15	0	0	0	0	0	62	22.06%
Association	69	39%	83	54	16	5	0	1	0	159	56.58%
Government	5	3%	6	2	0	0	0	0	0	8	2.85%
T&T	6	3%	4	4	0	0	0	0	0	8	2.85%
Other*	37	21%	33	10	1	0	0	0	0	44	15.66%
<b>Total Rooms</b>	<b>44,611</b>	<b>%</b>	<b>61,004</b>	<b>40,945</b>	<b>18,255</b>	<b>4,218</b>	<b>0</b>	<b>2,386</b>	<b>0</b>	<b>126,808</b>	<b>%</b>
Corporate	15,638	35%	20,223	8,493	0	0	0	0	0	28,716	22.65%
Association	21,703	49%	31,149	28,963	18,114	4,218	0	2,386	0	84,830	66.90%
Government	270	1%	477	917	0	0	0	0	0	1,394	1.10%
T&T	332	1%	313	283	0	0	0	0	0	596	0.47%
Other*	5,823	13%	8,842	2,289	141	0	0	0	0	11,272	8.89%

\*Other = Incentive, Sports, SMERF

\*\* Bookings as of October 31, 2014

## Year over year comparison: Bookings arrival forecast report as of October 31, 2013

	2013		2014	2015	2016	2017	2018	2019	2020	Totals	
<b>Total Groups</b>	<b>175</b>		<b>77</b>	<b>30</b>	<b>7</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>118</b>	
<b>Total Rooms</b>	<b>43,637</b>		<b>48,683</b>	<b>21,968</b>	<b>10,585</b>	<b>3,212</b>	<b>0</b>	<b>2,386</b>	<b>0</b>	<b>86,834</b>	

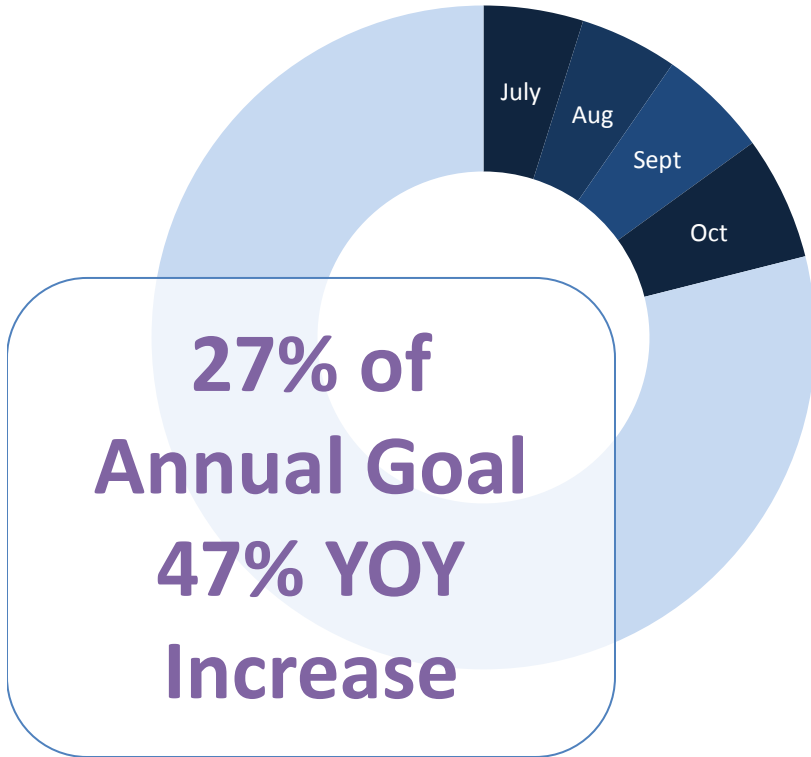
# Room Night Index

Fiscal Year 2014 – 2015

	Total Available Rooms	Group Room Night Goal	% of goal	Actual Group RNs		Actual Group Revenue		Actual Group ADR	Actual Group Occupancy
				Total	Average	Total	Average	Average	Average
July	96,658	26,814	96%	25,742	1,980	\$4,985,683	\$383,514	\$194	27%
August	96,085	28,712	87%	24,983	1,922	\$6,119,425	\$470,725	\$245	26%
September	91,765	30,981	93%	28,919	2,225	\$5,562,512	\$427,886	\$192	32%
October	95,998	33,118	94%	30,975	2,383	\$5,910,501	\$454,654	\$191	32%
November	93,900	24,170							
December	97,030	12,055							
January	97,030								
February	87,640								
March	97,030								
April	93,900								
May	97,030								
June	93,900								
<b>Total</b>	<b>1,137,966</b>	<b>155,850</b>	<b>92%</b>	<b>110,619</b>	<b>27,655</b>	<b>\$22,578,121</b>	<b>\$5,644,530</b>	<b>\$204</b>	<b>29%</b>

# Sales Leads

## New Group Business Leads



## Conversion Rate

July	Aug	Sept	Oct
29%	21%	26%	27%

**YTD: 26%**  
**Goal: 35%**  
**19% YOY Increase**

# Tab 7 - Segmentation Multi-Segment

Currency: USD - US Dollar

Monterey Co. CVB

For the Month of September 2014

Segment	September 2014												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Monterey County, CA+	47.0	25.0	0.6	72.7	206.98	174.32	72.58	194.56	97.33	43.57	0.46	141.36	3.6	-13.8	-22.3	-3.4	4.9	2.2	0.3	4.8	8.7	-11.9	-22.1	1.2
Napa County, CA	51.9	26.1	0.0	78.1	342.68	301.68	242.56	328.92	177.94	78.71	0.10	256.74	-5.0	1.6	-11.4	-2.9	2.1	8.8	7.7	3.8	-3.0	10.6	-4.5	0.8
San Diego, CA	45.4	24.8	2.0	72.2	132.52	145.46	76.92	135.42	60.14	36.12	1.55	97.80	-2.8	15.6	-2.2	2.8	6.3	-0.1	2.4	4.5	3.3	15.5	0.1	7.4
Santa Barbara/Santa Maria, CA	54.3	19.7	2.2	76.2	180.17	151.79	77.80	169.92	97.79	29.97	1.67	129.43	1.7	8.3	-11.9	2.9	6.4	-8.6	10.0	2.8	8.2	-1.1	-3.0	5.8
San Francisco/San Mateo, CA	58.0	26.6	5.2	89.8	247.67	238.48	135.86	238.43	143.59	63.48	7.12	214.20	-5.2	14.9	4.7	0.5	11.3	6.5	15.1	9.8	5.5	22.4	20.6	10.5
Sonoma County, CA	55.7	27.6	0.9	84.2	162.65	158.10	51.85	159.98	90.65	43.56	0.46	134.68	-6.9	17.6	0.0	1.1	11.3	-4.1	0.0	5.7	3.7	12.8	0.0	6.8
South Lake Tahoe, CA	37.2	21.8	0.0	58.9	95.52	109.57	0.00	100.71	35.49	23.85	0.00	59.33	0.6	-1.8	-100.0	-0.4	13.8	-15.2	-100.0	-0.2	14.4	-16.8	-100.0	-0.6
Laguna Beach, CA+	44.5	32.7	2.6	79.8	298.06	238.97	269.85	272.94	132.70	78.10	6.95	217.75	-1.5	15.3	2.1	4.9	8.4	7.3	2.4	7.0	6.8	23.8	4.6	12.3
Newport Beach/Dana Point, CA	46.5	26.8	1.9	75.2	195.35	193.40	88.71	192.03	90.89	51.88	1.64	144.42	4.5	13.1	29.5	8.0	3.1	7.4	-19.5	4.0	7.8	21.5	4.3	12.3
Palm Springs, CA	24.4	18.3	1.3	43.9	109.71	115.73	57.02	110.72	26.74	21.20	0.71	48.65	-8.6	-1.4	19.5	-5.1	2.2	10.4	11.4	5.4	-6.6	8.8	33.2	0.0
San Jose-Santa Cruz, CA	58.3	20.1	2.1	80.4	166.29	160.01	96.43	162.87	96.87	32.09	2.06	131.02	-1.1	17.7	35.4	3.8	16.1	11.3	33.6	14.8	14.8	31.0	81.0	19.1

Segment	Fiscal Year To Date - July 2014 thru September 2014												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Monterey County, CA+	55.9	24.0	0.6	80.5	223.70	191.13	68.80	212.76	124.99	45.85	0.44	171.28	1.8	-2.6	-22.0	0.2	7.2	0.2	-13.7	5.4	9.1	-2.4	-32.7	5.6
Napa County, CA	54.9	22.6	0.0	77.5	333.64	278.16	242.56	317.47	183.19	62.74	0.03	245.96	1.4	-13.5	-61.0	-3.5	3.4	8.3	-20.7	5.4	4.9	-6.3	-69.1	1.8
San Diego, CA	55.5	24.1	2.2	81.7	165.87	156.72	86.06	161.06	92.02	37.74	1.86	131.62	-1.6	10.2	3.9	1.7	8.4	-1.9	12.6	5.4	6.7	8.1	17.0	7.2
Santa Barbara/Santa Maria, CA	64.8	14.7	2.6	82.1	209.26	166.39	82.21	197.59	135.55	24.51	2.11	162.17	0.2	11.7	1.6	2.2	9.1	-6.9	12.9	6.3	9.4	4.0	14.8	8.6
San Francisco/San Mateo, CA	63.8	22.0	5.4	91.2	237.86	217.05	137.80	226.92	151.75	47.82	7.43	207.00	-2.9	11.7	6.9	0.8	12.3	7.8	15.7	11.1	9.0	20.4	23.7	11.9
Sonoma County, CA	60.6	23.2	1.0	84.8	158.83	163.67	50.55	158.85	96.28	37.90	0.52	134.69	-3.5	6.2	0.0	0.2	8.5	2.2	0.0	5.9	4.7	8.5	0.0	6.1
South Lake Tahoe, CA	42.8	23.4	0.0	66.3	119.74	120.79	47.29	120.06	51.28	28.28	0.02	79.58	-0.1	5.5	-46.8	1.8	15.5	-6.1	-54.6	7.0	15.4	-1.0	-75.9	8.9
Laguna Beach, CA+	60.7	20.2	2.6	83.5	420.90	263.59	258.08	377.80	255.54	53.22	6.71	315.47	-2.7	14.2	2.6	1.1	14.3	10.5	1.8	12.1	11.2	26.1	4.5	13.3
Newport Beach/Dana Point, CA	57.8	22.1	1.9	81.7	247.80	204.49	88.57	232.44	143.12	45.15	1.66	189.94	1.1	5.7	26.4	2.8	6.3	14.1	-16.5	7.3	7.5	20.7	5.5	10.3
Palm Springs, CA	32.4	13.9	1.2	47.4	113.07	100.10	57.76	107.91	36.62	13.88	0.68	51.18	-0.5	3.5	6.5	0.8	6.9	7.2	18.3	6.9	6.4	11.0	26.0	7.8
San Jose-Santa Cruz, CA	59.6	21.2	2.2	83.0	166.30	145.84	97.61	159.23	99.14	30.92	2.17	132.24	-0.9	15.1	22.6	3.3	14.1	12.5	26.7	13.3	13.1	29.5	55.4	17.0

\* This Year equates to: July 2014 thru September 2014

\* Last Year equates to: July 2013 thru September 2013

# Group RevPar % Change

## Fiscal YTD September 2014 Rev Par % Change

### Ranking

1	San Jose/Santa Cruz, CA	29.5
2	Laguna Beach, CA+	26.1
3	Newport Beach/Dana Point, CA	20.7
4	San Francisco/San Mateo, CA	20.4
5	Palm Springs, CA	11.0
6	Sonoma County, CA	8.5
7	San Diego, CA	8.1
8	Santa Barbara/Santa Maria, CA	4.0
9	South Lake Tahoe, CA	-1.0
10	Napa Valley, CA	-6.3

**Competitive Set Average RevPar % Change                      12.1**

**Monterey County RevPar % Change                                      -2.4**

**Variance    (14.5)**

## Report: Hotel Response Summary

Lead Status Date Range: 07/01/2014 11/03/2014

Lead ID	Lead Name	Hotel Response Date	Current Lead Status	Send-To Properties	Yes	No	No Response	% Responded
3581	<a href="#">FM Global Senior Management Meeting - January 2015</a>	09/25/2014	Lead	6	0	2	4	33%
3673	<a href="#">Versatile Agricultural Equipment Annual Conference 2016</a>	11/14/2014	Lead	6	1	2	3	50%
3650	<a href="#">PIA 15 Dec Color Management</a>	10/24/2014	Lead	5	1	1	3	40%
3481	<a href="#">California Institute of Behavioral Health Solutions</a>	08/12/2014	Definite	30	8	5	17	43%
3527	<a href="#">NVDA EDay Sep2014 - Overflow Rooms</a>	08/28/2014	Lost Business	9	3	5	1	89%
3573	<a href="#">Applied Psychophysiology &amp; Biofeedback 2016 Annual</a>	12/31/2014	Lead	3	0	2	1	67%
3470	<a href="#">JBEI Spring Retreat</a>	08/01/2014	Lost Business	7	1	2	4	43%
3478	<a href="#">Dealer Meeting 2015</a>	08/08/2014	Lead	5	2	5	-2	140%
3504	<a href="#">2016 Objectivist Conference</a>	08/26/2014	Lead	4	1	4	-1	125%
3447	<a href="#">2017 The Little Gym Reunion</a>	07/28/2014	Lead	5	1	1	3	40%
3676	<a href="#">2015 Couples Retreat</a>	11/05/2014	Lead	7	0	4	3	57%
3624	<a href="#">COE Fall Commission Meeting 2016</a>	11/28/2014	Lead	11	4	3	4	64%
3467	<a href="#">Leadership Conference</a>	08/04/2014	Lead	9	3	2	4	56%
3593	<a href="#">California Small Farm Conference 2016</a>	09/30/2014	Lead	7	1	1	5	29%

Totals:

1,966 490 465

1,011

49%

# Visitor Services



# Discussion & Takeaway

- Analyze/Strategize Lead Reports with Sales
- Participation in Lodging Survey
- Ideas/Opportunities for Inspiration  
Testimonials
- VIC availability



Thank You

