

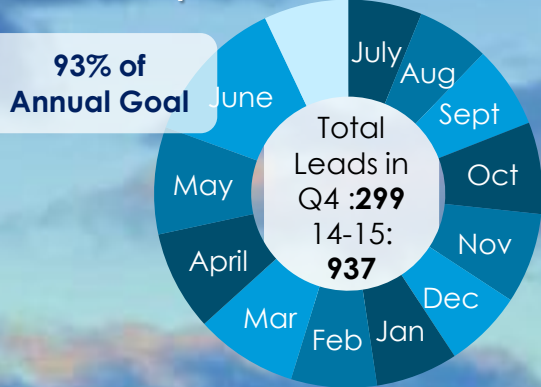
Fourth Quarter Report

April – June 2015

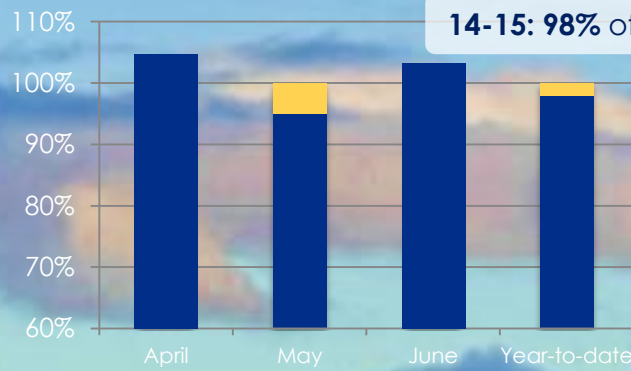
MONTEREY
Monterey County Convention
& Visitors Bureau

Sales & Group Services

New Group Business Leads



Group Room Night Index



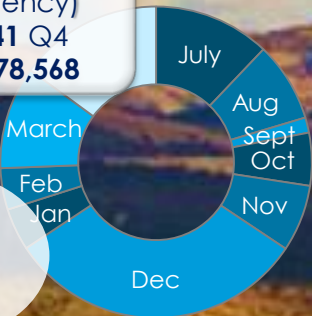
Conversion Rate

Month	April	May	June	YTD AVG
Conversion Rate	39%	26%	26%	27%

Goal: 35%
76% of goal

Marketing & Communications

Earned Media
(ad equivalency)
\$11,363,641 Q4
14-15: **\$59,878,568**



137% of Annual Goal

476,609 visitors to
SeeMonterey.com
in Q4
14-15: **1,638,914**

Communication
Effectiveness
14-15 Result: 4.03
Goal: 4.1

"14 Reasons Monterey will Ruin you for Life" BuzzFeed social promotion has received over **127,000 views**, **39,000 Facebook Likes**, and **6,900 shares** – the most successful social promotion to date!

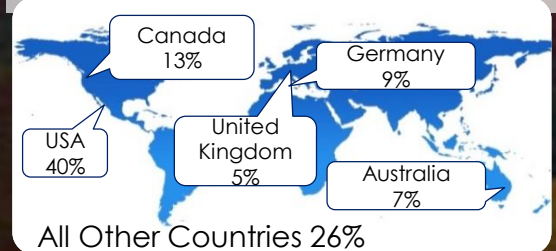
	2014-15 Q4	2014-15 Year End	% Inc YOY
Booking.com			
Total Reservations	344	1,276	187%
Total Booked Room Nights	634	2,652	459%
Total Revenue	\$116,486	\$329,866	687%

Visitor Services

27,523 incremental room nights influenced by the Visitor Center in Q4
14-15: **94,246**
105% of Annual Goal

32,365 total visitor inquiries in Q4
14-15: **113,076**
92% of Annual Goal

Where Do Our Visitors Come From?



MCVGA
Wine tasting event to promote local wineries



April

6

8-11

9-12

22

27-29

27-29

May

4-6



28



14



11-12



11



4-6

June

1

California Cup

1-4

Luxury Meeting Summit



9-11

AIBTM Americas Chicago



10

IAGTO North America Convention

14-17



17-19

CalTravel Summit hosted in Monterey