



# MCCVB Quarterly Forum

## Review of Third Quarter FY 2015-2016

April 27, 2016

# NEW MEMBERS

## 16 new members joined the MCCVB in Q3

- Lalla Grill (Monterey)
- Lallapalooza (Monterey)
- Lalla Oceanside (Monterey)
- Lalla catering (Monterey)
- Allen Berg Racing School (Monterey)
- Seaside Business & Resident Association (Seaside)
- Bargetto Wines (Monterey)
- Dametra Café (Carmel)
- Dametra Fresh Mediterranean (Monterey)
- Mediterranean Restaurant (Carmel)
- Portabella (Carmel)
- Crab House (Monterey)
- NOVA Staffing (Monterey)
- Marina Club Casino (Marina)
- The Brittle Lady (Carmel)
- The Humidor Cigar Shop (Monterey)



# MEMBER ENGAGEMENT

## Member Activities since Q2

### FAMs

- Scales (Monterey)
- Bernardus Tasting Room (Carmel Valley)
- Twisted Roots Tasting Room (Carmel Valley)
- Lalla Oceanside Grill (Monterey)
- Portabella Bistro (Carmel)
- MY Museum (Monterey)
- Crab House (Monterey)
- Salinas FAM 13 locations

### Meet a Member Mondays

- Michelle Magdalena Photography
- Bargetto Wine Tasting
- Seaside Business & Residents Association
- Downtown Dining Group – Tarpy's, Rio Grill and Montrio Bistro
- Embassy Suites Hotel

**Q3 Member Orientation** had 21 Members participating

A group of five people (three women and two men) are walking and laughing on a boardwalk at night. They are wearing jackets and casual attire. The background is a vibrant boardwalk scene with neon signs, including one for 'GRAND HOTEL' and another for 'SEAFOOD'. A semi-transparent white overlay covers the middle of the image, containing the text 'Visitor Services' in a bold, blue font, underlined with a blue brushstroke.

# Visitor Services

**MONTEREY**  
Grab life by the moments:

## KEEPING SCORE - GOALS



**61% (2016) vs. 55% (2015)**  
Visitors Influenced to stay longer

↑ 6%

## METRICS HIGHLIGHTS



**64,375**

Room Nights Influenced YTD



**\$20,857,500**

Economic Impact of  
Influenced Room Nights YTD

# REACHING OUR VISITORS

## Satellite Visitor Centers

### January:

- **January 19 & 20** – CA District Attorneys Convention

### February:

- **February 13** – SF Giants Fan Fest Day
- **February 19 & 20** – Eckanar Statewide Seminar
- **February 29 / March 1** – 2016 FLEX (Flex Tech Alliance)

### March:

- **March 13 & 14** – Academic Resource Conference



# SF GIANTS FANFEST



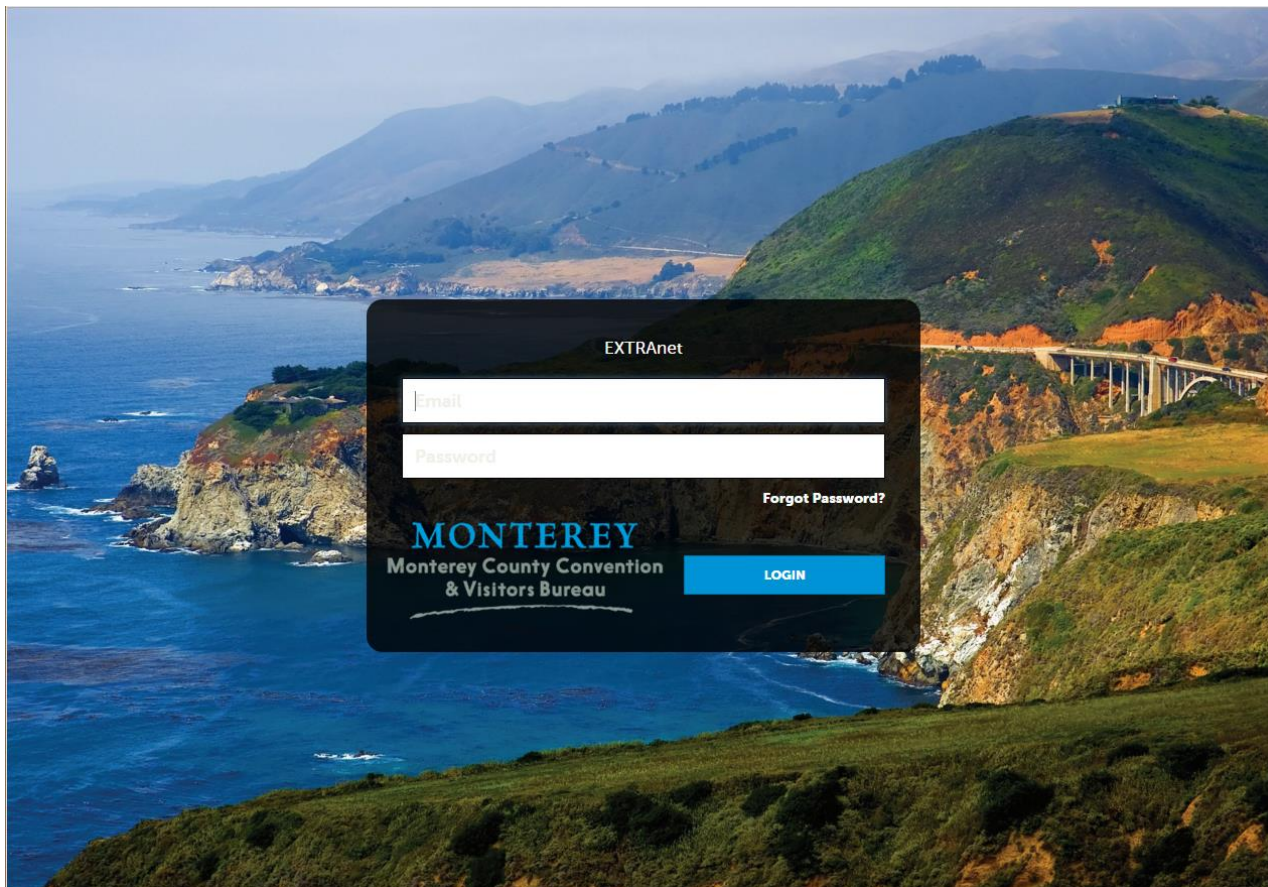
## Overview:

- February 13, 2016 at AT&T Park
- 40,000+ attendance

## Promotion included:

- Full-color ad in program
- 10' x 10' booth on the field
- Handed out Monterey County maps and bags
- Encourage new and repeat visits

# *COMING UP* **EXTRANET 4.0 LAUNCHES MAY 2ND**





# Group Sales

**MONTEREY**  
Grab life by the moments:

201  
MAIN STREET

# GROUP SALES STORY

## Segmentation & Booking Analysis:

(Data is through March 31, 2015)

Segment	LEADS			BOOKINGS			UN-BOOKED VARIANCE		
	# Groups	# Rms.		# Groups	# Rms.		# Groups	# Rms.	% Booked
Corporate	235	78,794		51	6,970		(184)	(71,824)	21.70%
Entertainment	0	0		0	0		0	0	0
Gov't	24	7,966		10	1,572		(14)	(6,394)	41.67%
Incentive	9	1,595		1	19		(8)	(1,576)	11.11%
Int'l Assoc.	31	26,622		5	2,573		(26)	(24,049)	16.13%
Nat'l Assoc.	105	55,186		21	9,481		(84)	(45,705)	20.00%
Reg'l Assoc.	20	5,218		6	374		(14)	(4,844)	30.00%
SMERF	92	28,437		30	3,231		(62)	(25,206)	32.61%
Sports	0	0		0	0		0	0	0
St. Assoc	106	45,860		39	10,297		(67)	(35,563)	36.79%
T&T	16	931		8	364		(8)	(567)	50.00%
<b>Total</b>	<b>638</b>	<b>250,609</b>		<b>171</b>	<b>34,881</b>		<b>(467)</b>	<b>(215,728)</b>	<b>26.80%</b>

(Data is through March 31, 2016)

Segment	LEADS			BOOKINGS			UN-BOOKED VARIANCE		
	# Groups	# Rms.		# Groups	# Rms.		# Groups	# Rms.	% Booked
Corporate	300	116,814		109	24,832		(191)	(91,982)	36.33%
Entertainment	0	0		0	0		0	0	0
Gov't	29	10,651		7	1,246		(22)	(9,405)	24.14%
Incentive	16	1,557		13	966		(3)	(591)	81.25%
Int'l Assoc.	29	22,576		9	2,977		(20)	(19,599)	31.03%
Nat'l Assoc.	96	65,150		33	10,696		(63)	(54,454)	34.38%
Reg'l Assoc.	26	9,748		6	1,025		(20)	(8,723)	23.08%
SMERF	81	24,327		29	3,381		(52)	(20,946)	35.80%
Sports	0	0		0	0		0	0	0
St. Assoc	91	31,805		55	23,476		(36)	(8,329)	60.44%
T&T	23	1,711		11	311		(12)	(1,400)	47.83%
<b>Total</b>	<b>691</b>	<b>284,339</b>		<b>272</b>	<b>68,910</b>		<b>(359)</b>	<b>(215,429)</b>	<b>39.36%</b>

# GROUP PACE REPORT

	2016*						2017						2018					
	Room Nights						Room Nights						Room Nights					
	Demand	%	Bookings*	STLY	Var	In the Month	Demand	%	Bookings	STLY	Var	In the Month	Demand	%	Bookings	STLY	Var	In the Month
Jan	24,084	7.89%	3,491	2,518	973	0	24,654	11.45%	2,757	2,487	270	0	14,771	10.24%	1,645	1,685	(40)	0
Feb	19,947	6.53%	4,512	5,035	(523)	0	21,104	9.80%	1,879	1,492	387	0	13,518	9.37%	2,621	783	1,838	0
Mar	27,240	8.92%	3,617	3,931	(314)	0	14,651	6.80%	3,266	215	3,051	325	9,748	6.76%	1,224	0	1,224	339
Apr	46,732	15.30%	4,696	5,074	(378)	0	29,581	13.73%	2,296	1,602	694	108	24,387	16.90%	1,977	94	1,883	0
May	25,722	8.42%	3,798	3,310	488	431	21,474	9.97%	2,416	1,769	647	480	4,264	2.96%	0	0	0	0
Jun	27,235	8.92%	6,676	2,928	3,748	0	15,358	7.13%	2,068	2,740	(672)	130	6,286	4.36%	0	912	(912)	0
Jul	18,412	6.03%	2,951	5,633	(2,682)	60	7,995	3.71%	0	690	(690)	0	9,966	6.91%	605	0	605	0
Aug	13,332	4.37%	5,649	3,542	2,107	65	10,314	4.79%	0	3,782	(3,782)	0	4,702	3.26%	0	0	0	0
Sep	31,764	10.40%	5,751	2,905	2,846	405	19,199	8.91%	2,086	3,014	(928)	160	10,870	7.53%	766	678	88	0
Oct	42,744	14.00%	6,366	5,117	1,249	431	33,578	15.59%	3,386	1,951	1,435	178	19,383	13.43%	1,725	0	1,725	0
Nov	22,774	7.46%	234	1,428	(1,194)	130	15,935	7.40%	1,132	0	1,132	780	26,394	18.29%	117	0	117	0
Dec	5,397	1.77%	1,850	1,347	503	20	1,535	0.71%	233	0	233	0	0	0.00%	0	0	0	0
<b>Total</b>	<b>305,383</b>	<b>100.00%</b>	<b>49,591</b>	<b>42,768</b>	<b>6,823</b>	<b>1,542</b>	<b>215,378</b>	<b>100.00%</b>	<b>21,519</b>	<b>19,742</b>	<b>1,777</b>	<b>2,161</b>	<b>144,289</b>	<b>100.00%</b>	<b>10,680</b>	<b>4,152</b>	<b>6,528</b>	<b>339</b>
	<b>Last Year Actual</b>		48,171				<b>Last YTD</b>		49,591				<b>Last YTD</b>		21,519			
	<b>Variance</b>		(5,403)				<b>Variance</b>		(29,849)				<b>Variance</b>		(17,367)			

# HOTEL SCORECARD

## **Response Rate to Leads (Either a yes or a no answer qualifies)**

March 2015 - 67.68%

March 2016 - 84.90%

## **Rate of a 'No' response (the hotel does not want to pursue the lead or work with the client for future leads)**

March 2015 - 55.7%

March 2016 - 30.18%

## **Result from a higher hotel response rate and more client engagement (less 'No's')**

34,029 more booked group rooms

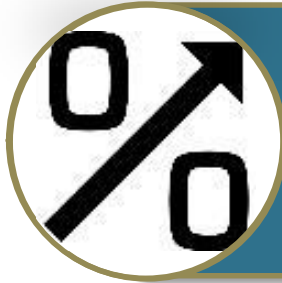
## **Response Time that meeting planners request for a lead:**

- 48 Hours for a Corporate Group
- 4 Days for a State Association Group
- 6 Days for a National Association Group

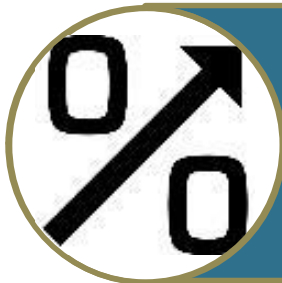
## KEEPING SCORE



**39% (2016) vs. 28% (2015)**  
YTD Booking Conversion Rate  
↑ 11%



**691 (2016) vs. 638 (2015)**  
YTD Leads Sent  
↑ 8.3%



**99 % (2016) vs. 95% (2015)**  
YTD Room Night Index Score  
↑ 4%

## METRICS HIGHLIGHTS



**68,910 (2016) vs. 34,881 (2015)**

**Booked Room Nights**

**↑ 19.7%**



**7.3% (2016) vs. 0.9% (2015)**

**Group RevPar YOY % Change**

**↑ 6.4%**

# TRADESHOWS



Destination Showcase



PCMA NCC



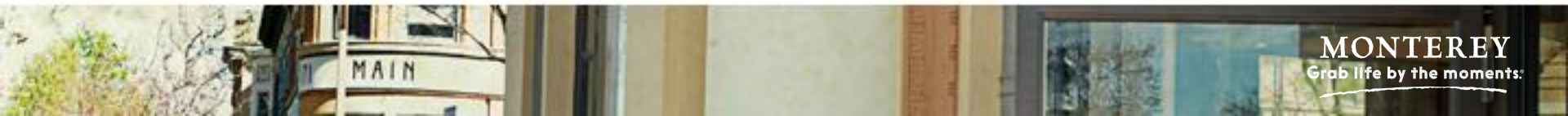
MPI RMC Industry Council



PCMA Convening Leaders



MPI NCC ACE



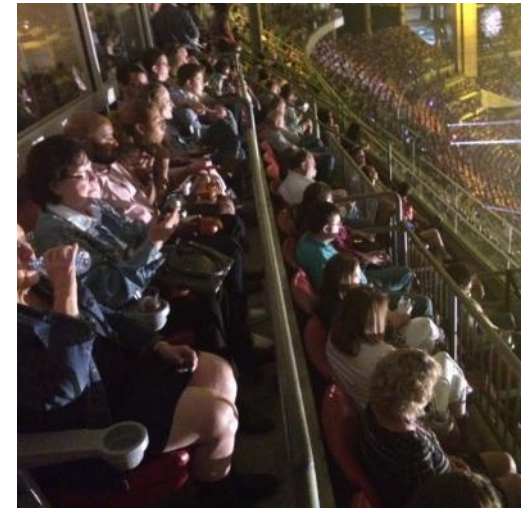
# CLIENT EVENTS



Blackhawks Client Event



NHS Wine Client Event



Houston Rodeo Client Event



Paint & Sip Client Event



ABA Wine Client Event



PBFW Client FAM





# CA CUP

40 Senior level decision makers from wholesale tour operators, receptive tour operators, and airlines.

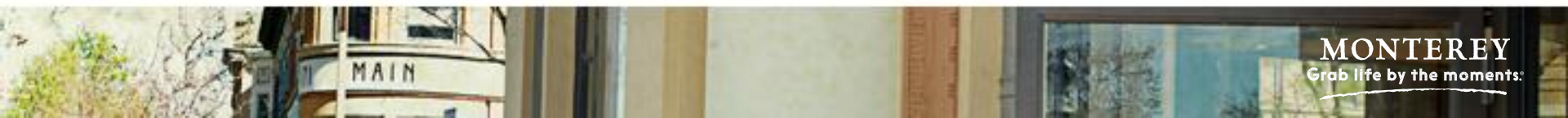


Countries represented:

- Australia - Germany
- Canada - France
- China - Japan
- Korea - Denmark
- Mexico
- UK

They played on golf courses in:

- Monterey
- Pebble Beach
- Seaside
- Carmel Valley



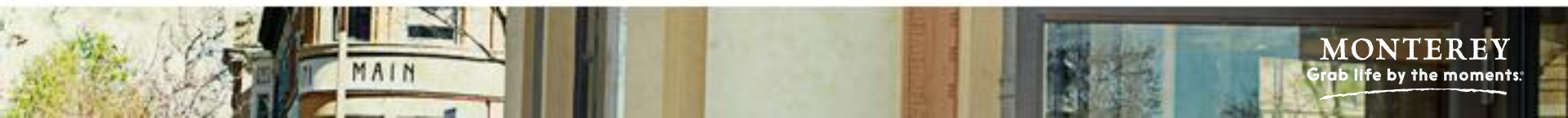
# COMING UP

## Trade Shows:

- Successful Meetings Destination CA
- MPI WEC – Atlantic City, NJ
- AIBTM America's – East Coast
- IPW – New Orleans
- IAGTO North America Convention
- Helms Briscoe Annual Conf. - Phoenix

## Client Events:

- Sacramento Client Event
- AMPS Golf Tournament
- San Francisco Client Event – ATT park
- San Diego Client Event
- MN Sales Calls & Summer Event
- MPI Golf Outing with SF Travel
- MPISCC Wine Sponsor – June Gala



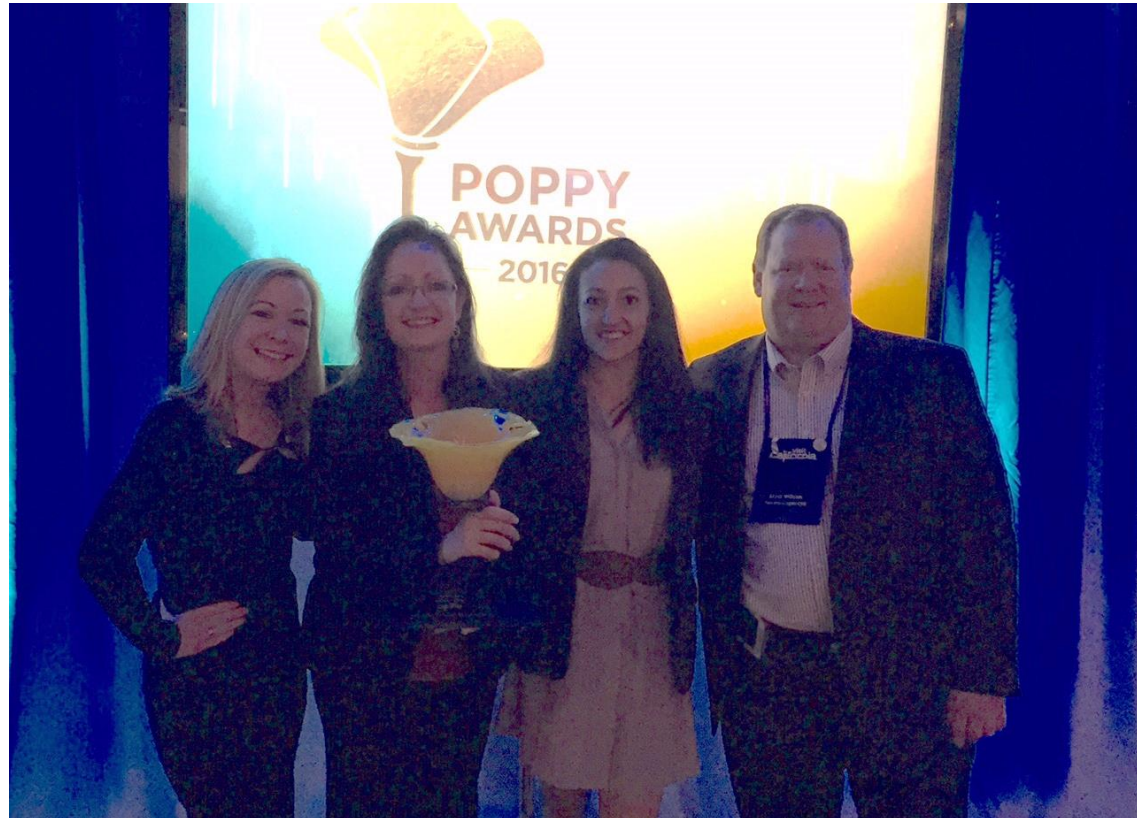
# Marketing & Communications



**MONTEREY**  
Grab life by the moments.

# AWARDS

Visit California's Poppy Award  
"Best Digital Campaign"





# AWARDS

**Allyson Ryan, Content Marketing Manager  
Recognized by CalTravel Association  
“30 & Under Award”**





# AWARDS

**Tammy Blount, President & CEO  
Recognized by Acquisition International as the  
CEO of the Year**



# KEEPING SCORE - COMMUNICATIONS



## Journalists Assisted:

663 Total FYTD

72 Media FAMs FYTD



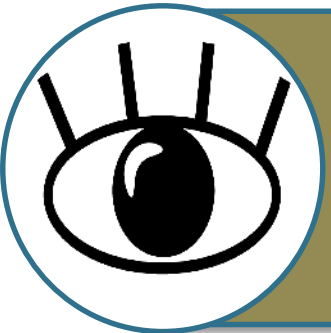
## Targeted Earned Media:

\$40,288,423

## Total Earned Media:

\$45,541,823

# METRICS HIGHLIGHTS - COMMUNICATIONS



## PR Impressions:

41,079,527,648 Total

↑ 4222% YoY

## PR TARGETED EARNED MEDIA

	PR Advertising Equivalency	METRIC	FYTD Placements	FYTD Segmented Impressions
<b>Group Media</b>	\$1,141,791.74	2 placements per month	76	4,194,108,828
<b>California markets</b>	\$7,676,709.99	1 Placement in 2 regions	187	548,982,112
<b>Direct flights into MRY</b>		1 placement in 2 cities	92	-
<b>Top CA Domestic drivers</b>	\$1,545,065.92	1 placement in 2 states	53	213,516,560
<b>Lifestyle Publications/media</b>	\$22,654,260.85	1 placement per quarter	108	568,005,010
<b>International</b>	\$7,192,651.15	1 placement per quarter	499	35,297,935,882
<b>Monterey county</b>	\$77,943.88	1 placement every 2 months	44	8,654,358
<b>TOTAL:</b>	<b>\$40,288,423</b>		<b>967</b>	<b>4,086,165,895</b>



# PR HIGHLIGHT

## China Media Group FAM



In mid-March the MCCVB, in conjunction with East West Marketing and Delta Airlines, brought out six highly influential Chinese journalists. Coverage is expected to hit from Spring to Fall of 2016.



- Tourism Geography
- Robb Report
- Elong
- Top Travel
- Can Kao Xiao Xi
- National Geographic Traveler

## KEEPING SCORE - MARKETING



**Web Visits:**  
1,189,257 Total  
↑ 5.5%



**Social Engagements:**  
383,500 Total



**Brand Communication Effectiveness:**  
4.1

## METRICS HIGHLIGHTS- MARKETING



### Instagram Fans:

7,490 Total

↑ 551%



### Facebook Fans:

86,964 Total

↑ 29%

## “96 HOURS IN MONTEREY”

**Who was Involved:** Monterey County Arts Association, American Forests & the artist in residence, Chuck Fazio

**Overview:** Fazio was tasked with covering Monterey County via video and still photography, with local students, in only 96 hours. His progress was covered on social media and culminated in an art show at Wave Street Studios which was open to the public.

### Results:

- PR Media Value: \$10,311
- PR Impressions: 1,274,855
- Social Media Engagements: 2,362
- Twitter Followers: 1,538



# WEBSITE LAUNCH



Launched March 10<sup>th</sup>

## NEW Features:

- Mobile first design
- Interactive Map
- Jurisdiction mini-sites
- Interactive Trip Builder
- Homepage video

Updates, new additions and feedback from jurisdictions will be implemented in the coming months

# SPRING CAMPAIGN

## “Miles of Moments”



Monterey County is a big place, 3,771 square miles to be exact. With this thought, we are focusing on the most popular things to do, while promoting other memorable experiences found throughout the county.



### Key goals:

- 1) Drive incremental 'last minute' getaways (“let’s take a trip this weekend!”)
- 2) ‘Seed’ traveler mindset with ideas for summer travel & early summer bookings.



# SPRING SWEEPSTAKES

INSPIRATION AROUND EVERY CORNER.  
**TAKE A FEW TURNS.**



Remember your sense of adventure? Well, it's time to dust it off and head for Monterey County, where there's an amazing moment to grab everywhere you turn. From kayaking Monterey Bay to wine tasting in the Salinas Valley, there are miles of moments begging to be explored. It's spring. Get out here. To find out more and to enter our sweepstakes, visit [SeeMonterey.com/Moments](http://SeeMonterey.com/Moments).

World-famous Monterey Bay Aquarium  
Farm-to-table experiences | Kayaking with sea otters



**MONTEREY**  
Grab life by the moments:

[SeeMonterey.com/Moments](http://SeeMonterey.com/Moments)

BIG SUR | CARMEL-BY-THE-SEA | CARMEL VALLEY | DEL REY ORKS  
MARINA | MONTEREY | MOSS LANDING | PACIFIC GROVE  
PEBBLE BEACH | SALINAS | SALINAS VALLEY | SAND CITY | SEASIDE

*Getting to Monterey has never been easier with new direct flights from LAX to MRY via Alaska Airlines.*



**SWEEPSTAKES**  
Enter for a chance to win a trip to Monterey.

NO PURCHASE NECESSARY  
Ends 5/1/16. To enter and for Official Rules, visit [SeeMonterey.com/Moments](http://SeeMonterey.com/Moments).



**ENTER NOW**

**MONTEREY**  
Grab life by the moments:

[SeeMonterey.com/Moments](http://SeeMonterey.com/Moments)

- Duration: March 25 - May 1, 2016
- 20,000+ entries as of 4/13

**THREE-NIGHT STAY AT THE RENOWNED [LA PLAYA HOTEL](#) IN CARMEL-BY-THE-SEA, INCLUDING BREAKFASTS  
\$500 VISA GIFT CARD**

## DAY 1

- [Earthbound Farms](#): Organic lunch and farm tour for two
- [Jarmin Wines](#): Jarmin Grand Cru Experience for two
- [Cantinetta Luca](#): Dinner and wine for two

## DAY 2

- [Ghirardelli Ice Cream and Chocolate Shop](#): Two free sundaes at Ghirardelli Chocolates
- [Chris' Fishing and Whale Watching](#): Admission for two
- [Monterey Bay Aquarium](#): Admission for two
- [Crema](#): Lunch for two
- [Esteban](#): Dinner for two

## DAY 3

- [National Steinbeck Center](#): Admission for two
- [The Steinbeck House](#): Lunch for two
- [Hahn Family Wines](#): Wine tasting for two



Enter for a chance to win a trip to Monterey.

NO PURCHASE NECESSARY. Ends 5/1/16. To enter and for Official Rules, visit [SeeMonterey.com/moments](http://SeeMonterey.com/moments).



**ENTER NOW**

**MONTEREY**  
Grab life by the moments:

[SeeMonterey.com/Moments](http://SeeMonterey.com/Moments)

# INTERNATIONAL MARKETING HIGHLIGHTS

- Mexico + Western Canada Brand USA co-op campaigns
- Trip Advisor Canada digital campaign
- Where Next advertorial



CONDADO DE MONTEREY  
La gema de la costa central de California.

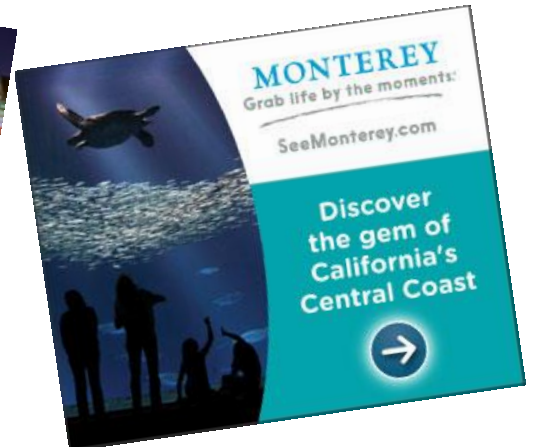
Conduce por la Highway One que cruza el icónico borde costero conocido como Big Sur, con sus curvas e imponentes vistas del Océano Pacífico, y te harás una idea de por qué este destino de lujo es tan reconocido. Detente para disfrutar de restaurantes de alta cocina, complejos turísticos lujosos y spas relajantes. Pasea por el centenario Carmel-by-the-Sea, un encantador pueblo costero con galerías, estudios de artistas y boutiques. Prueba cosechas

de 80 viticultores y productores en un recorrido de cata de vinos por el Carmel Valley. Disfruta de las alcachofas, los champiñones y otros productos locales traídos directamente desde la granja en Salinas Valley. También puedes probar pescados y mariscos frescos de la localidad en los restaurantes del área. Los golfistas pueden jugar una ronda en el reconocido Pebble Beach Golf Links, o en cualquiera de los 20 campos públicos y privados de la región. La bahía de Monterey, que

alberga el santuario marino nacional más grande de EE. UU., también es famosa por ser un lugar para observar ballenas, surfear y pasear en kayak durante todo el año. Para vivir experiencias únicas en un contexto costero inolvidable, quizás no exista un lugar mejor que Monterey.

seemonterey.com

MONTEREY  
Grab life by the moments:  
SeeMonterey.com





# SEATTLE MEDIA POP UP

Seattle was the first of three stops on our Spring Pop-up Tour

**Details:** Dinner for Seattle Media VIPS on April 7<sup>th</sup> at Manolin. Presenters were Justin Cogley (Aubergine) & Jason Franey (Restaurant 1833) J. Lohr Vineyards & Monterey County Vintners and Growers Association

**Attendees:** Writers and journalists from publications such as Zagat Seattle, Eater Seattle, The Seattle Times, AAA Journey Magazine, Alaska Airlines, USA Today



# Marketing & Communications

## Looking Ahead

**MONTEREY**  
Grab life by the moments:

# SPRING TOUR CONTINUES...

## Bringing the flavors of Monterey County to Dallas and Phoenix



### **Dallas, TX 4/29-30:**

Exclusive media dinner at renowned Chef, Kent Rathbun's residence

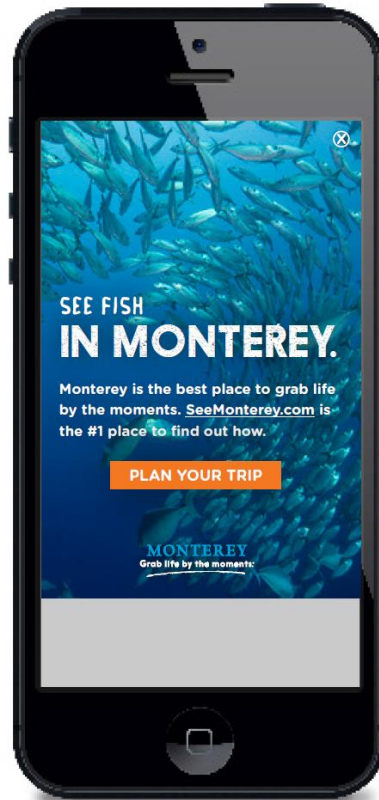
Consumer activation: Wine sampling and cooking demos at Dallas Farmers' Market

### **Phoenix, AZ 6/13-15:**

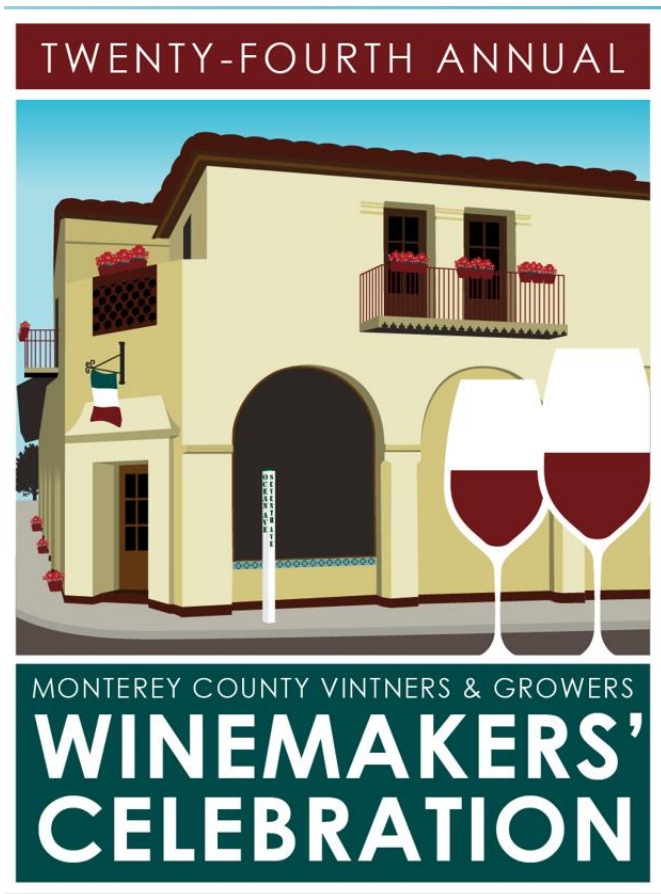
Venue TBD, details to follow.

# WEB CAMPAIGN

Digital Campaign targeting mobile users to drive traffic to SeeMonterey.com



# MCCVB WINEMAKERS' CELEBRATION



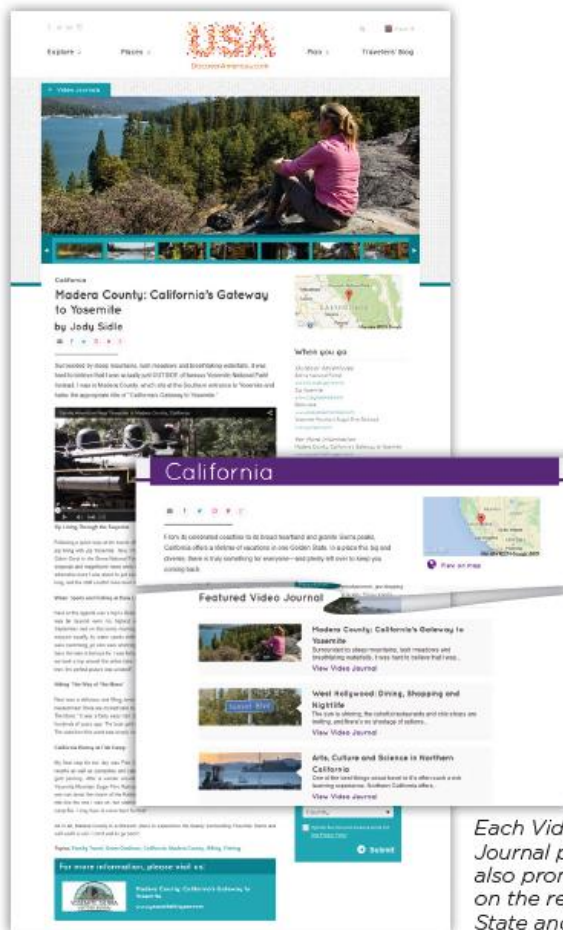
The MCCVB will be the Official Travel Partner of the Winemakers' Celebration and will be included in event promotional tools and activities.

## Event Activation:

- MCCVB staff on-site at VIP area to distribute the following:
  - 100 branded selfie sticks with #Monterey for VIPs
  - 250 branded bags
  - 250 visitor guides
  - 1 Instagram photo frame prop

# BRAND USA/MILES MEDIA In-language video co-op (MX) with Monterey Bay Aquarium

All In-Language Content receives a dedicated Video Journal page found through the "Explore" tab



Each Video Journal page is also promoted on the relevant State and City pages

## Top Program Benefits

- Partners receive rights to a multi-media package of in-language content – all at a great value
- Tell your destination's story through video – a preferred format of international travelers
- Native speakers introduce international visitors to your destination's top experiences and activities
- Leverage Brand USA's reach with the included promotion through its owned channels
- Your content will come with in-language metadata, allowing you to optimize for international search engines
- Leverage cross-program promotion opportunities through digital campaigns for other Brand USA-owned programs

## Distribution Through Brand USA

All partners are able to distribute their In-Language Content through their own marketing channels. Additionally, Brand USA distributes the content in these ways:

- On a dedicated Video Journal page for your destination's content. Content will appear on the language-appropriate Discover America or Go USA website
- Through a featured tile on the language-appropriate City, State and Region page (as applicable)
- On Brand USA's YouTube and other owned social channels, as determined by Brand USA

# SUSTAINABLE MOMENTS: NEXT STEPS



Upcoming:

- Video
- Additional community partnerships



**Conservation:** “green” practices, water/energy saving tips, recycling



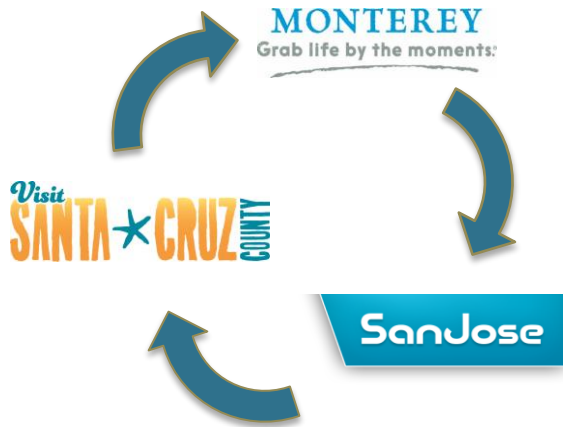
**Environmental:** protect & preserve land, sea, & wildlife



**Safety:** don't park on Highway 1, obey traffic laws, water safety, etc.

# REGIONAL STRATEGIC PARTNERSHIP

## “San Jose to Monterey”



Continuing to evolve the partnership and leverage airlift coming into San Jose in marketing Monterey County as a premier destination on the Central Coast.

**Who is Involved:** Monterey County, Santa Cruz & San Jose CVB

**Joint Initiatives in Development:**

- Expedia digital campaign
- British Airways digital campaign
- Partnership Logo and campaign creative





# CALIFORNIA STATE FAIR 2016

## “California Delivers”

The MCCVB has been tasked with the design and installation of the Monterey County booth at the California State Fair in Sacramento. The theme this year is “California Delivers” and the booth will reflect the idea that “California Delivers Monterey Moments” through showcasing a variety of moments for visitors enjoy throughout the county.





**Thank you!**

**Annual Meeting:  
August 25, 2016**

**MONTEREY**  
Grab life by the moments.