

MONTEREY

Grab life by the moments:

Group Sales & Services Report

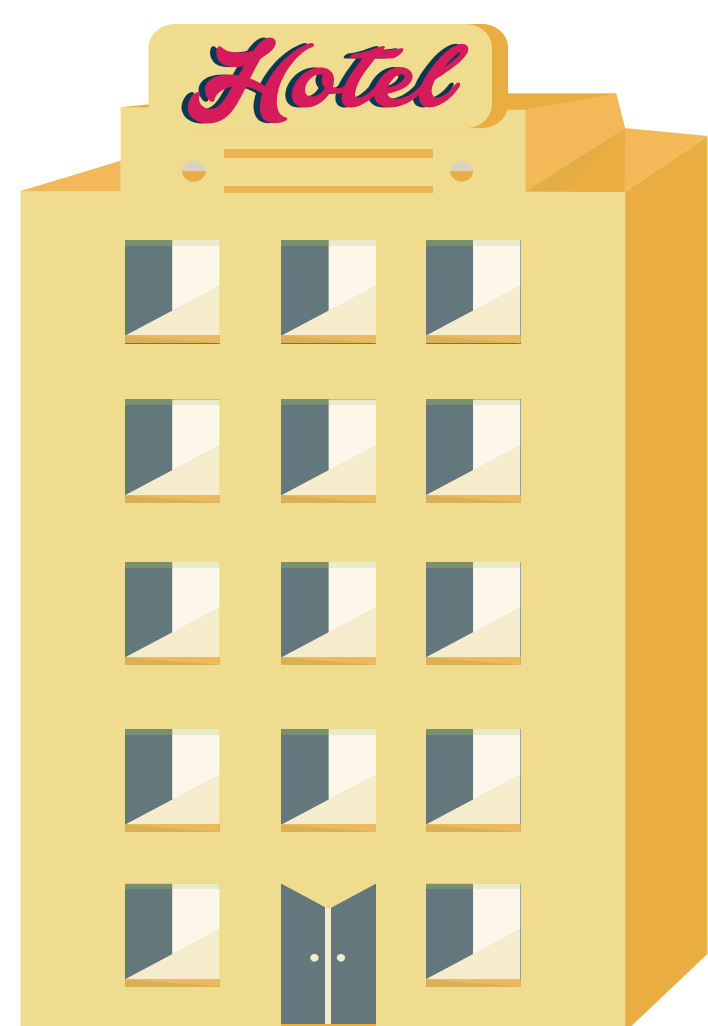
September 2017

Joe Marcy hosted a successful Los Angeles client event at the Dodger's Stadium that has already generated 6 leads and 1,608 lead room nights.

David Cater hosted 27 receptive operators from 14 companies for a luncheon in Los Angeles resulting in new and updated FIT contracts.

Please welcome Brandi Hardy who joined the Sales team as Regional Sales Executive covering the Bay Area / Silicon Valley market.

Room Nights Booked	New Business	18+ months out	Peak 300+
5,417 September	2,184 September	2,376 September	3,699 September
17,241 YTD	8,723 YTD	6,321 YTD	7,734 YTD
27% of Goal	18% of Goal	17% of Goal	15% of Goal



Hotel Lead Response Rate:

72%
YTD

5 Year Pace Report

September 2016 (17-21) Pace 62,563 room nights

September 2017 (17-21) Pace 124,539 room nights

Growth of 61,976 room nights year over year

YTD New Bookings Pace Placement

2017 - 2,545	2018 - 6,962
2019 - 3,897	2020 - 551
2021 - 910	2022 - 1,188
2023 - 1,188	

Group RevPAR

*RevPAR is Revenue Per Available Room Night

	Sept	FYTD
★ MONTEREY	+8.9%	+0.9%
South Lake Tahoe	-9.8%	-19.4%
Santa Barbara	-1.0%	-12.7%
San Jose	+18.4%	+4.1%
Napa Valley	-14.3%	-2.9%

	Sept	FYTD
Palm Springs	-10.6%	-7.4%
San Diego	-5.2%	+0.3%
San Francisco	-20.4%	-4.5%
Newport Beach	-0.8%	+2.6%
Sonoma County	+1.9%	-3.7%

Total Demand

26,123 Lead Room Nights September

86,550 Lead Room Nights YTD

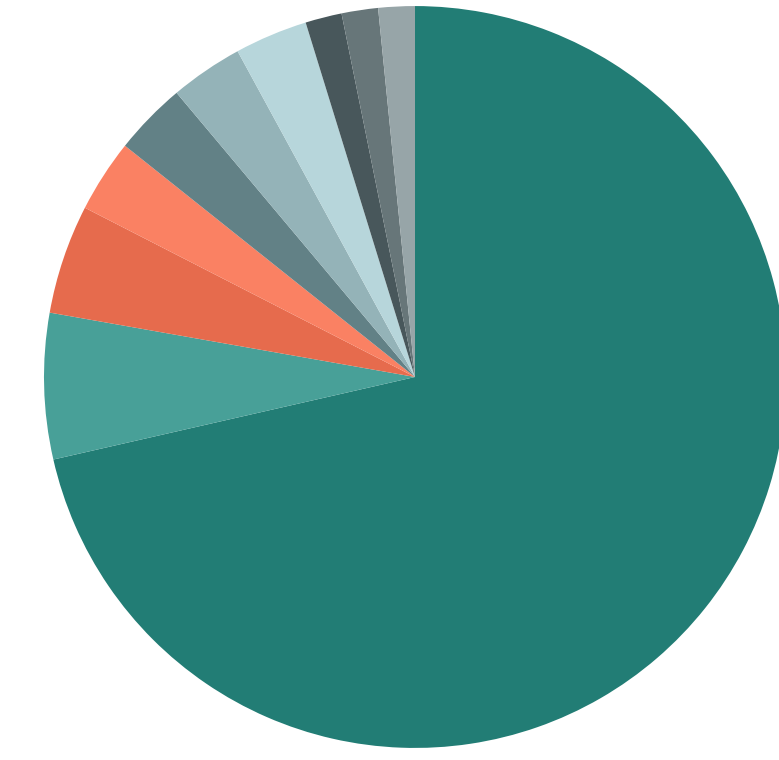
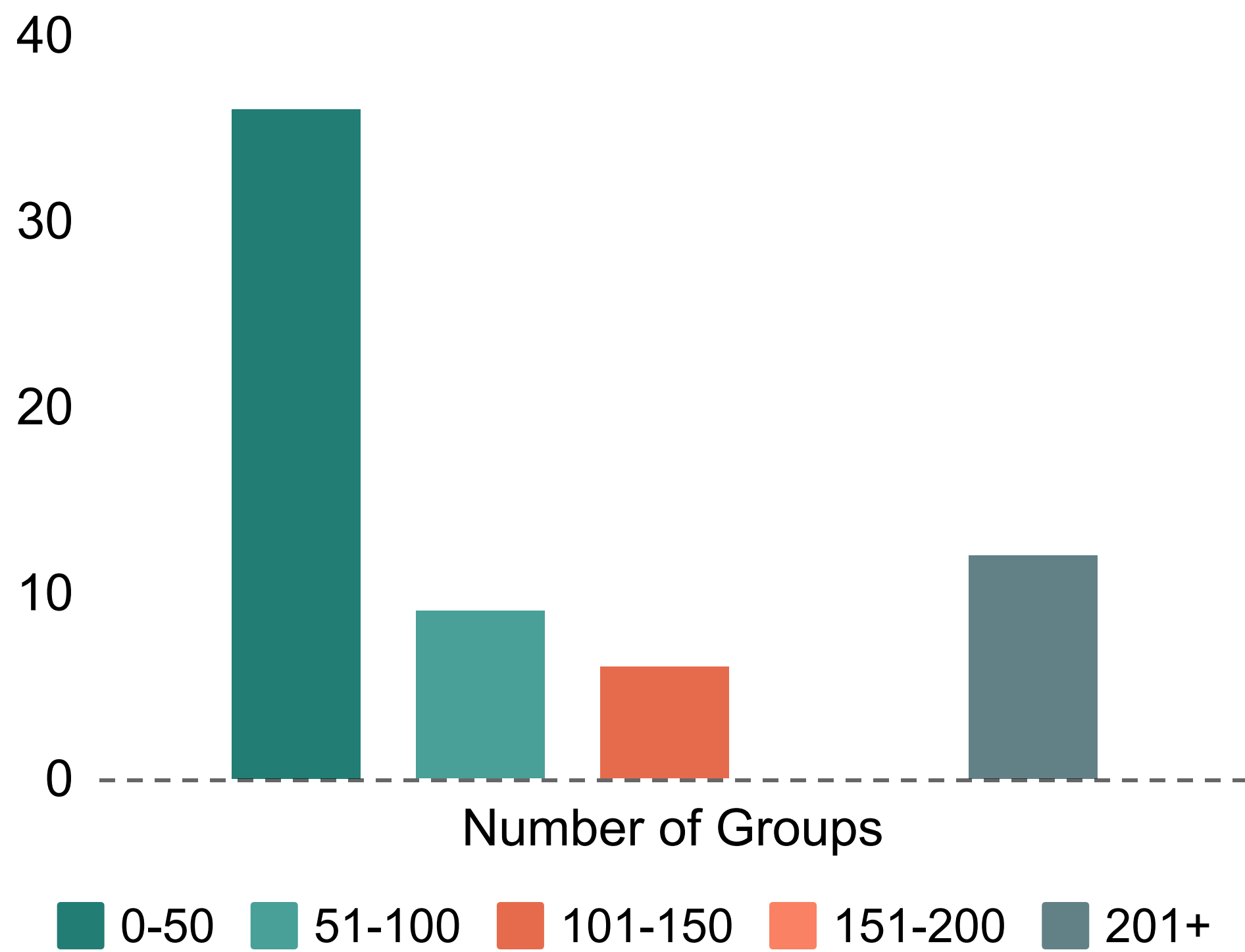
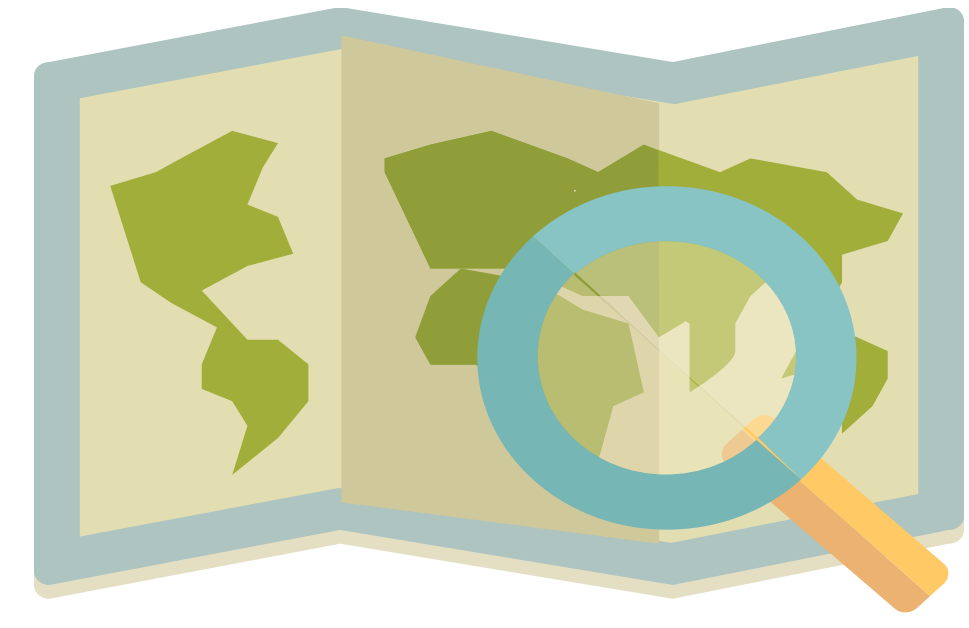
New Business Bookings

2,184 Room Nights September

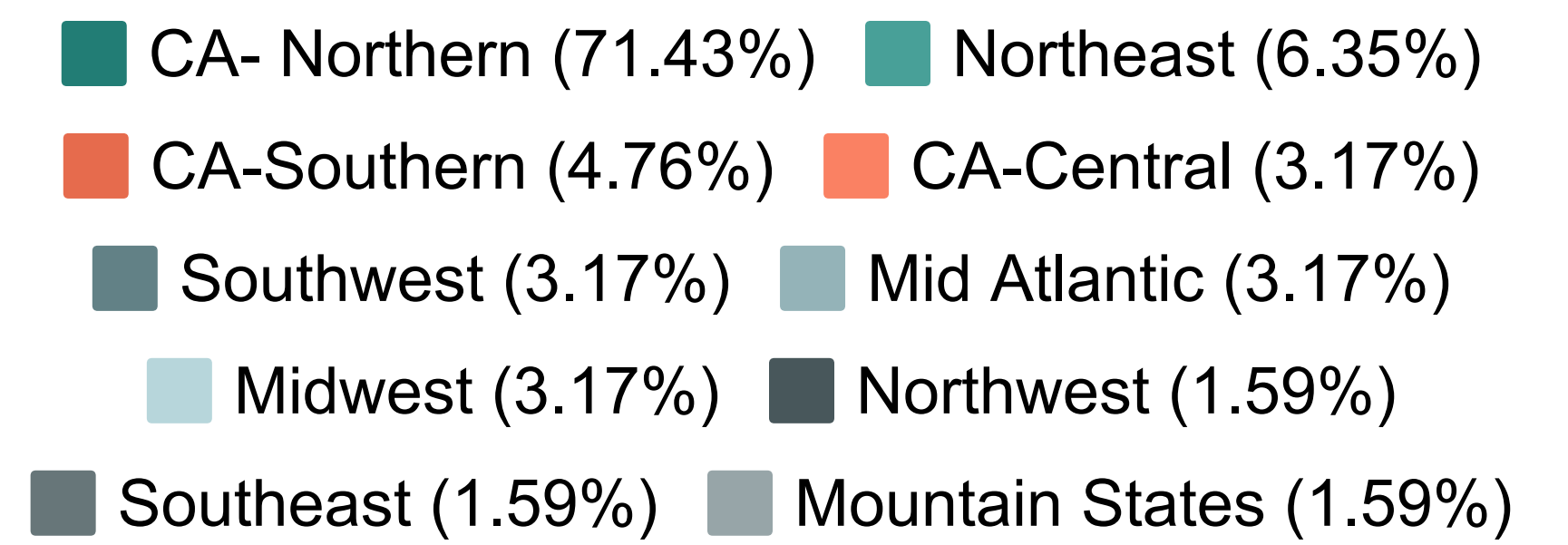
8,723 Room Nights YTD



Peak Room Nights

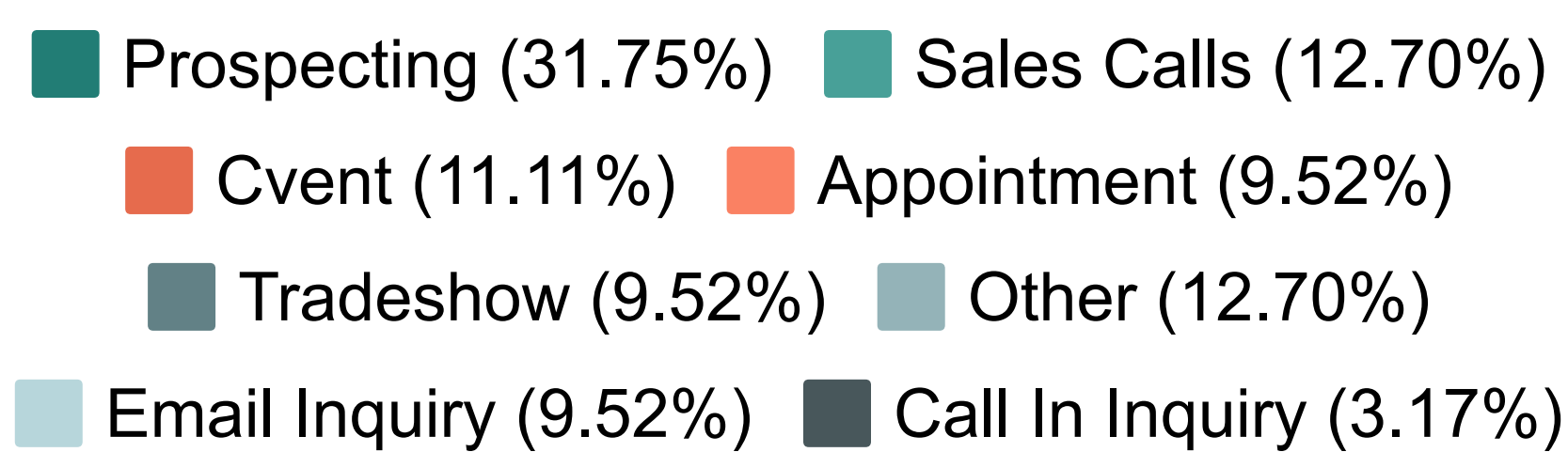


Booking Region

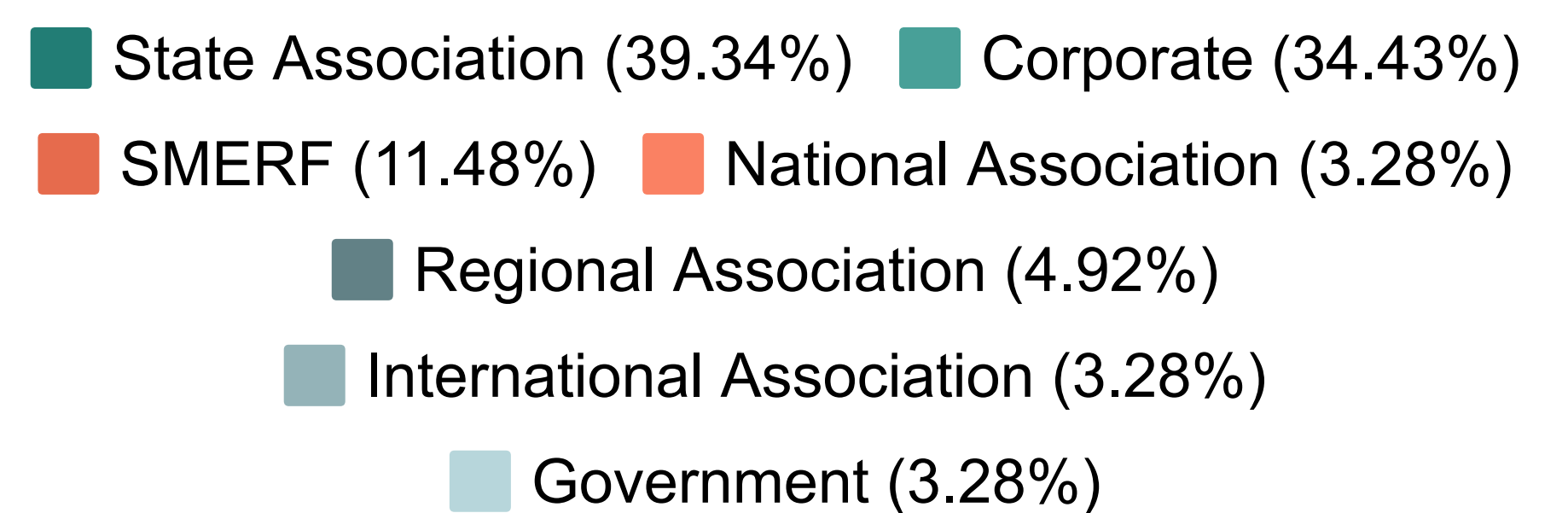
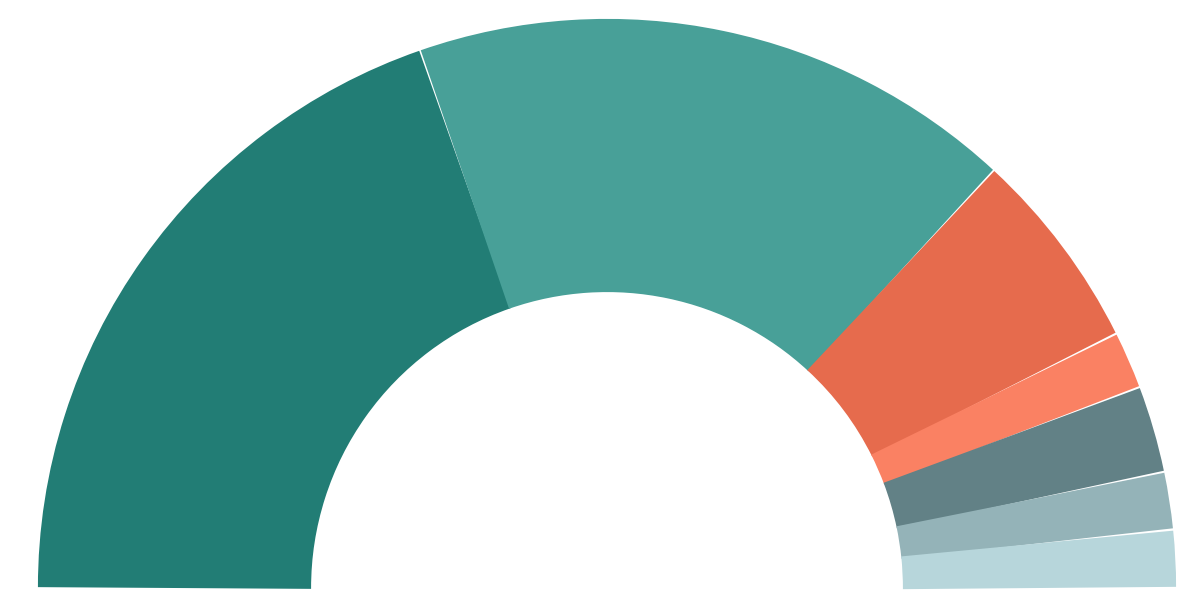


Peak Room Nights 300+ Booked: 6,321

Top Prospect Sources



Top 5 Market Segments



Upcoming Events

October 10-12: IMEX Las Vegas
 November 1-3: Arizona Sales Mission
 November 14-16: Sacramento Sales Mission
 November 30: SITE So Cal Holiday Event



Strategic Business Development
 In September our new business development strategic specialist generated 99 prospects, 95 of them new business for the destination.