

Group Sales & Services Report

October 2018

This month the MCCVB sales team and industry partners traveled to Las Vegas, Nevada for the IMEX tradeshow. Over 200 meeting and event planners stopped by the Monterey County booth during IMEX. The show has already garnered leads totaling 419 potential room nights. Joe Marcy welcomed Mexico MICE (Meetings, Incentives, Conferences, and Exhibitions) planners to Monterey for a FAM. In partnership with Visit CA, Monterey hosted 8 travel buyers/consultants from the United Kingdom for a Super FAM.

Total Room Nights Booked

2,504

October

18,197

YTD

26% of Goal

New Business Room Nights Booked

2,334

October

12,905

YTD

23% of Goal

300+ Peak Room Nights Booked

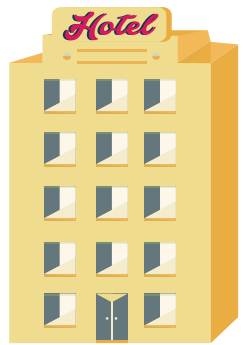
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October

8,134

YTD

20% of Goal



Oct Hotel Lead Response Rate: **68%**

Pace Report

Oct. 2017 (2018-2022) Pace 79,382 room nights

Oct. 2018 (2018-2022) Pace 146,656 room nights

Growth of 85,274 room nights year over year

YTD New Bookings Pace Placement

2018 - 2,421	2019 - 7,282
2020 - 3,470	2021 - 4,114
2023 - 910	

Group RevPAR

*RevPAR is Revenue Per Available Room

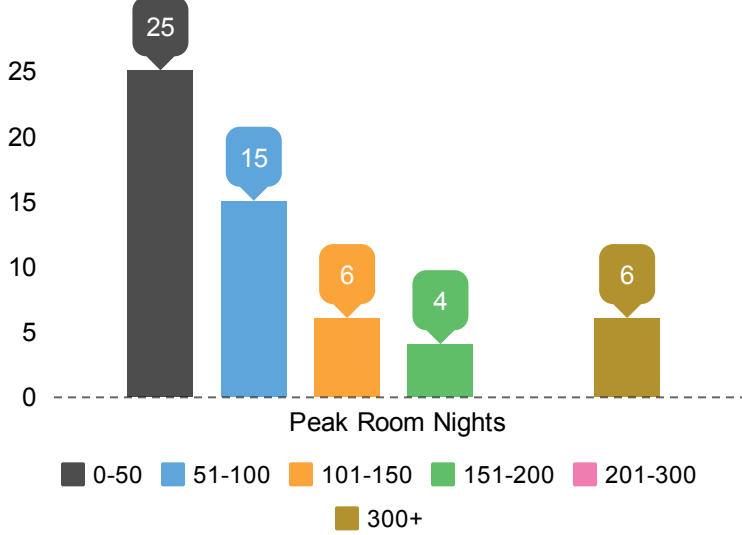
	Oct	FYTD
MONTEREY	+15.5%	+15.1%
South Lake Tahoe	-1.6%	+10.3%
Santa Barbara	+2.1%	-6.2%
San Jose	+16.0%	+10.5%
Napa Valley	+78.2%	+21.5%

	Oct	FYTD
Palm Springs	+9.1%	+11.2%
San Diego	+7.2%	+6.1%
San Francisco	+14.5%	+13.2%
Newport Beach	+6.9%	+6.2%
Sonoma County	+24.6%	+12.6%

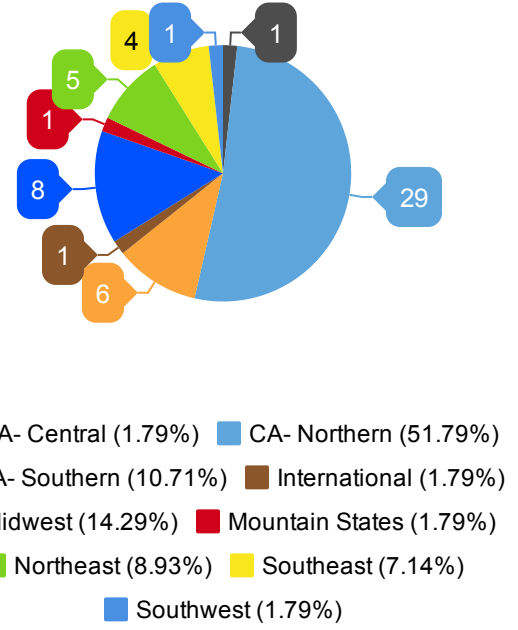
Upcoming Events

December 9-11: SITE Holiday Luncheon + Event, Coronado, CA
 December 12-13: CalSAE Seasonal Spectacular, Sacramento, CA
 December 12-15: Association Forum Holiday Showcase, Chicago, IL

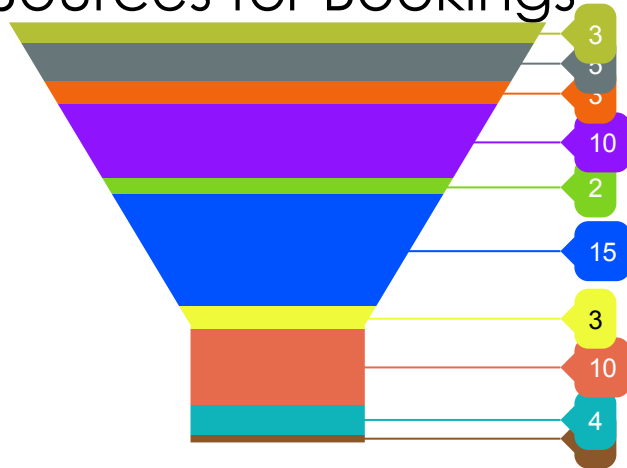
FYTD Peak Room Night Bookings



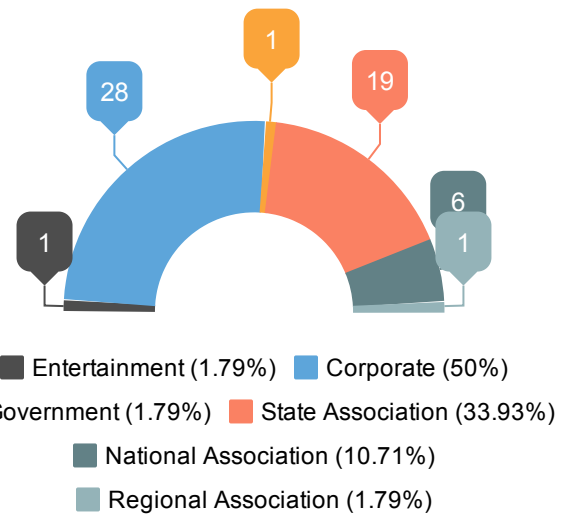
FYTD Bookings by Region



FYTD Top Prospect Sources for Bookings



FYTD Top 5 Market Segments for Bookings



Tour & Travel

This month Tour and Travel engaged 450 travel trade professionals through 2 international sales missions and 6 FAMs. The FAMs brought 35 buyers from China, UK, Mexico and Germany to experience Monterey County generating 4 new leads for 76 rooms.



Strategic Business Development

This month our Business Development Specialist generated 2 leads totaling 148 potential room nights. YTD efforts garnered 11 leads totaling 7,373 room nights, and increased client engagement.