

MONTEREY

Grab life by the moments.

WHAT THE MCCVB CAN DO FOR YOU!

Benefits of Membership

LEISURE TRAVEL

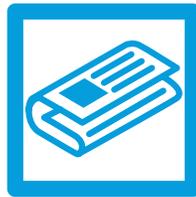
How can the MCCVB help drive visitors to your business?



Inclusion on SeeMonterey.com and blog, 1.7M+ visits annually



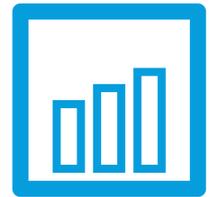
Get featured on social media channels, 160K+ audience



Participate in national and regional ads such as LA Times and SF Chronicle at cost savings



Your marketing materials displayed at the Monterey Visitors Center, nearly 100K visitors annually



Access to industry trends and research

How does the MCCVB spread the word about Monterey County as a premier travel destination?



Custom content is created and tailored towards our target audiences through web, social, paid ads and influencers



Dedicated Travel Trade Executive promoting the destination in key international markets including China, Canada, Mexico, and the United Kingdom



Partnerships with travel organizations including Brand USA, Visit California, SF Travel and more

Six ways to maximize your membership:

- 1. Write a guest blog:** Create relevant and engaging content that will inspire travel to Monterey County while promoting your business
- 2. Participate in digital advertising Co-Ops:** Options range from paid Facebook posts, digital banner ads to targeted eblasts
- 3. Host journalists and influencers:** Participate in hosted media and social influencer familiarization trips to gain exposure to new audiences
- 4. Use SeeMonterey.com as a content warehouse:** Share content straight from our Facebook page or link to one of our blogs or webpages
- 5. Align with MCCVB's Content Calendar:** Create content based on specified monthly themes and topics and to be shared on MCCVB social channels
- 6. Meet our team and other tourism professionals at our events:** Events include Meet-a-Member Mondays, Quarterly Member Orientations, Quarterly Forums and our Annual Luncheon

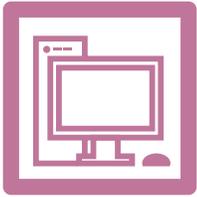
MONTEREY

Inspired moments in meetings.®

WHAT THE MCCVB CAN DO FOR YOU!

Benefits of Membership GROUP/MEETINGS MARKET

How can the MCCVB help drive groups and attendees to your business?



Inclusion on MeetInMonterey.com and blog



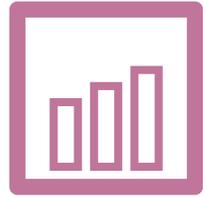
Get featured on group targeted social media channels (LinkedIn & Twitter)



Participate in meetings focused national and regional ads



Join us at sales tradeshows/client events and receive leads from potential and definite groups

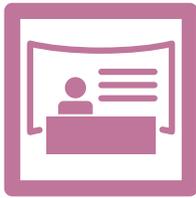


Access industry stats, trends and research

How does the MCCVB spread the word about Monterey County as a premier meetings destination?



Custom content is created and tailored towards our target audiences through web, social, paid ads and influencers



Attendance and participation at meeting industry associations, organizations, tradeshows, and conferences



Dedicated Regional Sales Executives representing Monterey County across the country

Six ways to maximize your membership:

- 1. Write a guest blog:** Create relevant and engaging content that will inspire group business to Monterey County
- 2. Participate in Sales and Marketing Co-Ops:** Options range from tradeshows and client events to paid LinkedIn posts and in targeted eblasts
- 3. Host incoming group familiarization trips:** Participate in hosted familiarization and client site trips to gain exposure to new clients
- 4. Use MeetInMonterey.com as a content warehouse:** Share content straight from our LinkedIn page or link to one of our blogs or webpages
- 5. Align with MCCVB's Content Calendar:** Create content based on specified monthly themes and topics to be shared on MCCVB social channels
- 6. Meet our team and other meeting professionals at our events:** Events include Meet-a-Member Mondays, Quarterly Member Orientations, Quarterly Forums and our Annual Luncheon