



HSMAI Honors Monterey County Convention & Visitors Bureau with an Adrian Award for Outstanding Travel Marketing
MCCVB will be celebrated at the Los Angeles event this week

Monterey, Calif., February 21, 2023 – Monterey County Convention & Visitors Bureau (MCCVB) will be honored for travel marketing excellence by the Hospitality Sales & Marketing Association International ([HSMAI](#)) at the annual Adrian Awards Celebration at the JW Marriott LA Live on Thursday, February 23, 2023. The Adrian Awards, now in their 66th year, are the largest and most prestigious competition in global travel marketing.

MCCVB will receive a Silver Adrian Award for its winning entry in the Advertising category for its “All In” group and meetings campaign.

Launched in November 2021, MCCVB’s “All In” group and meetings campaign targeted corporate and association planners nationwide. Anchored in the “All Inspired” tagline, a nod to Monterey County’s legacy of inspiration and innovation, the campaign increased awareness of the destination as a meeting destination, increased RFP submissions and requests to the destination, and promoted the safe, sustainable and diverse nature of the destination.

“Our ‘All In’ campaign was a record-setting hit for Monterey County, placing Monterey County at the forefront of California destinations welcoming groups back and resonating exceptionally well with planners throughout the country,” said Rob O’Keefe, president and CEO of MCCVB. “The multi-faceted campaign incorporated earned, owned and paid media, and had an ROI of 680%.”

The 2022 Adrian Awards Competition adopted “The Next Great Chapter” as its theme to highlight the travel industry’s emergence from the COVID pandemic and encourage participants to consider the opportunities and challenges that lie ahead. Winning entries will be viewable in the winners’ gallery on the Adrian Awards website following the February 23 Celebration.

To further maximize on meeting and convention opportunities in the region, MCCVB is also pleased to announce an addition to the sales team. Kayce Boettcher will be leading the CVB’s efforts to promote Monterey County as a premier meeting destination to the Dallas and Phoenix markets, as well as the southern states across to Florida. In her new role as Regional Sales Executive, Boettcher’s approach will focus on soliciting group business from companies that have relocated from the Bay Area to Texas and amplifying incentive and corporate business from the Texas market. MCCVB was instrumental in the establishment of non-stop American Airlines flight service from Dallas to Monterey, and Boettcher’s role

will build on the great success and growth potential that the region is already seeing through increased capacity from the southeastern states.

Having previously served as Regional Sales Executive at both Monterey County and Napa County CVBs, and with hotel sales experiences in Dallas, Boettcher's hiring is the next step in the MCCVB's strategic plan to bring group sales back to pre-pandemic numbers.

"I am very excited for the opportunity to be back with the incredibly talented team at Monterey County CVB, which promotes an extraordinary destination that has so much to offer," said Boettcher. "I look forward to building on the momentum that Monterey County has seen thus far, by growing and developing the region as a competitive, must-visit destination for meetings and conventions that continues to prove its leadership in the tourism industry."

"Kayce is an incredibly accomplished tourism sales professional and brings back a wealth of industry experience and knowledge to the CVB," said O'Keefe. "At this pivotal time for the meetings industry, Kayce's knowledge base of Monterey County, deep insights into our competitive set and an already established client base in the Dallas area, make her the perfect person to help us achieve our goal of growing the Texas and southern US market."

Learn more about planning a sustainable meeting in Monterey County at www.MeetInMonterey.com.

For downloadable images, please see our [media gallery here](#), or reach out to Media@SeeMonterey.com for additional images.

###

ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU

The Monterey County Convention & Visitors Bureau (Monterey County CVB) is a 501c6 non-profit organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The MCCVB is a partnership of the hospitality community and local governments that aims to generate community prosperity for Monterey County through responsible promotion and growth of the tourism economy. Travel spending in Monterey County was \$2.5 billion in 2021, supporting 21,600 jobs and generating \$264 million in state and local tax revenue that directly benefited the community. For more information, visit <http://www.seemonterey.com/> and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

ABOUT HSMAI

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights and expertise to fuel sales, inspire marketing and optimize revenue through programs such as the Marketing

Strategy Conference, Adrian Awards and HSMAI ROC. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at [hsm.ai.org](https://hsm.ai), [HSMAI Facebook](#), [HSMAI Instagram](#), [HSMAI Twitter](#) and [HSMAI YouTube](#).

MEDIA CONTACT

Emily Evans

Emily@SeeMonterey.com

831-657-6434