

Second Quarter Report

October - December 2014

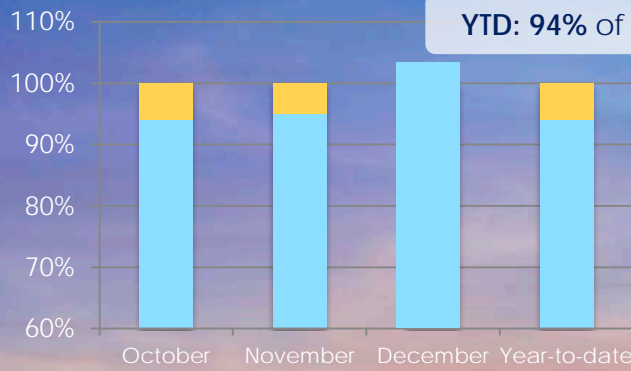
MONTEREY
Monterey County Convention
& Visitors Bureau

Sales & Group Services

New Group Business Leads



Group Room Night Index



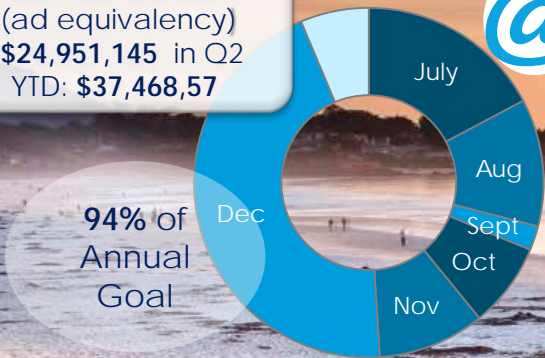
Conversion Rate

Month	Conversion Rate
Oct	27.27%
Nov	25%
Dec	26%
YTD AVG	26%

Goal: 35%
74% of goal

Marketing & Communications

Earned Media
(ad equivalency)
\$24,951,145 in Q2
YTD: \$37,468,57



64% of Annual Goal

366,368 visitors to SeeMonterey.com in Q2
YTD: 766,109

12,247 New Facebook Fans in Q2
YTD: 67,500

Communication Effectiveness
YTD: 4.1

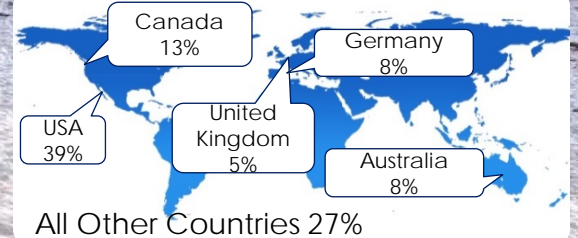
Booking.com	2014-15 Q2	2014-15 YTD	% Inc YOY
Total Reservations	258	840	272%
Total Booked Room Nights	465	1,376	273%
Total Revenue	\$64,400	\$200,143	83%

Visitor Services

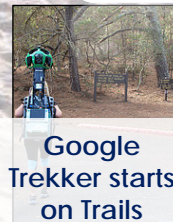
19,828 Incremental room nights influenced by the Visitor Center in Q2
YTD: 53,246
59% of Annual Goal

21,983 total visitor inquiries in Q2
YTD: 62,759
51% of Annual Goal

Where Do Our Visitors Come From?



Visit California Marketing Planning Workshop & Fall Meeting



October 1-2 9 14-16 15 15-17 21-23

visit California
Visit California Korea-Cecilia Media FAM
20-21



Golf Digest China Media FAM
12-14

M&C Interact Trade Show Portland, OR
9-11

December 2



Q3 Member Orientation
9



Tour Operator Reception with SF Travel

CalSAE Seasonal Spectacular San Diego, CA

SITE SoCal Holiday Luncheon

Coastal Commission Presentation

LA Asian Tour Operator Luncheon