



# Monterey County Convention & Visitors Bureau 2017-18 Third Quarterly Forum

**MONTEREY**  
Grab life by the moments.®

# TODAY'S SCHEDULE

- Key Areas of Focus
- Department Updates
- Sustainable Moments Panel
- Networking Reception



The background image shows two people paddleboarding on the ocean. In the foreground, a woman in a teal wetsuit is on a blue paddleboard. Behind her, a man in a dark wetsuit is on a red paddleboard. In the background, a wooden pier with buildings is visible under a clear blue sky. The text 'Key Areas of Focus' is overlaid in a blue, sans-serif font, underlined with a thick blue brushstroke.

# Key Areas of Focus

Monterey Conference Center

Big Sur Recovery

Sustainable Moments

International

# MONTEREY CONFERENCE CENTER

## Q3 and YTD Results

- 45 MCC leads for 49,039 potential group room nights in Q3
  - 116 MCC leads for 121,399 potential group room nights YTD
- 10 bookings for 6,165 definite group room nights in Q3
  - 35 bookings for 21,671 definite group room nights YTD



# MONTEREY CONFERENCE CENTER

## Marketing

### Refreshed Sequential MCC Digital Banner Ads

Monterey County Convention & Visitors Bureau  
1,854 followers  
1w

A destination world-renowned for inspiration now has an equally inspired venue to match! Book now and elevate your next meeting. <http://bit.ly/2oMB2aw>

Reintroducing the New Monterey Conference Center: Now Booking  
see monterey.com

Let Monterey County's breathtaking natural beauty inspire you inside and outside the boardroom from Big Sur to Salinas Valley's vineyards and beyond.  
<http://bit.ly/2oMB2aw>

Monterey County: Think Outside the Boardroom  
see monterey.com

### Lead Generating LinkedIn Ads

BE AMONG THE FIRST

TO GET INSPIRED HERE

WHERE INSPIRATION AND INNOVATION MEET

NOW OPEN:  
THE NEWLY RENOVATED  
MONTEREY  
CONFERENCE  
CENTER

MONTEREY CONFERENCE CENTER

BOOK NOW

MONTEREY CONFERENCE CENTER

MONTEREY CONFERENCE CENTER

BOOK NOW

# MONTEREY CONFERENCE CENTER

## Earned Coverage Highlights

- California Meetings + Events: Big Happenings In Monterey - Whales and the Grand Opening of the Conference Center
- Smart Meetings: The Most Instagrammable Places in California
- Silicon Valley Business Journal: 40 Years After Opening, Monterey Conference Center Gets Revamp

### Monterey Conference Center



Improvements were in the areas your guests will see, such as big windows to let in the light, and areas they won't see, but will appreciate, including improved loading docks to make getting in and out easy and measures to be even gentler on the environment. #LEEDcertified #nowopen #originalTEDtalk

**RENOVATION**  
**40 YEARS AFTER OPENING, MONTEREY CONFERENCE CENTER GETS REVAMP**


Monterey County celebrated the newly renovated Monterey Conference Center with a grand reopening on Jan. 31.

The \$60 million project, located in historic downtown Monterey, was funded by Monterey hotels and motels through Conference Center Facilities District bonds.

The center is now a modern, LEED-certified meeting facility with more than 40,000 square feet of flexible meeting space and a capacity of 3,200 people. The facility is adjacent to the newly renovated Portola Hotel & Spa and connected to the Monterey Marriott. Altogether, these properties will offer 85,000 square feet of flexible meeting space, 19,150 square feet of exhibition space and 700 hotel rooms. The Conference Center is expected to draw new group business.

"The renovation and grand reopening of this modern, state-of-the-art building will be an important contribution to the continued economic revitalization of Monterey and the Monterey Peninsula," said Mike McCarthy, former city manager of Monterey.

The Monterey Conference Center opened its doors on April 30, 1977.




COURTESY OF THE CITY OF MONTEREY

Ribbon cutting with Doug Phillips, general manager of the Monterey Conference Center, along with city of Monterey and Monterey Conference Center staff.

► HOW TO SUBMIT

**BIG HAPPENINGS IN MONTEREY: WHALES AND THE GRAND OPENING OF THE CONFERENCE CENTER**

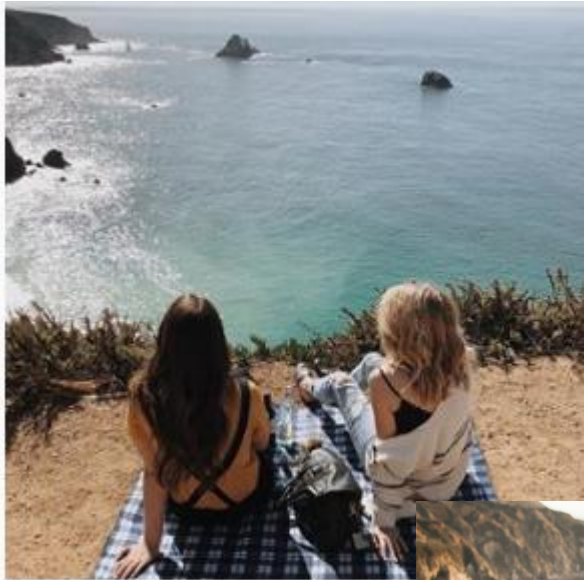
BY SHELLEY LEVITT    POSTED JANUARY 16, 2018



# BIG SUR RECOVERY

## Paid Social Influencers

@Truelane



@Traveling\_Newlyweds



# BIG SUR RECOVERY

Places to Love on PBS



- 2,824,000+ earned social impressions





# SUSTAINABLE MOMENTS

SeeMonterey.com: Sustainable Showcase

## SUSTAINABLE PRACTICES IN MONTEREY COUNTY

3/21/2018

### PLAN YOUR NEXT SUSTAINABLE EVENT

Monterey is home to over 30 diverse and beautiful parks and beaches, many of which are open to the public to host barbeques, events, parties and more....

3/19/2018

### SUSTAINABLE RESOURCES

Do you want to be a more eco-friendly traveler? There is key information right at your fingertips. The Monterey County Convention and Visitors Bureau...

3/15/2018

### AVOID A #TRAVELFAIL

Enjoy our natural beauty and endless activities and be safe. Here's your handy cheat sheet to help avoid a #TravelFail on your next adventure....

Online hub showcasing  
sustainable initiatives from our  
members and community.



**SUBMIT YOUR  
SUSTAINABLE PRACTICE!**

# SUSTAINABLE MOMENTS

## Regional Advertising & Collateral

SIP AND SAVOR

# SUSTAINABLE MOMENTS

In Monterey County farm-to-table isn't just a concept, it's a way of life. Dive into our inspiring natural beauty, savor mouthwatering cuisine and make the most of every moment. And throughout your stay, please travel responsibly and treat our destination with care. Together we can preserve our resources and surroundings for generations to come. For helpful tips and more about our Sustainable Moments program: [SeeMonterey.com/Sustainable](http://SeeMonterey.com/Sustainable)



**MONTEREY**  
Grab life by the moments:

 **SUSTAINABLE MOMENTS**

BIG SUR | CARMEL-BY-THE-SEA | CARMEL VALLEY | DEL REY OAKS | MARINA | MONTEREY | MOSS LANDING  
PACIFIC GROVE | PEBBLE BEACH | SALINAS | SALINAS VALLEY | SAND CITY | SEASIDE

# TAKE IT ALL IN.



**LEAVE NOTHING BEHIND.**

**MONTEREY**  
Grab life by the moments:

[SeeMonterey.com/Sustainable](http://SeeMonterey.com/Sustainable)



**MONTEREY**  
Grab life by the moments:

# INTERNATIONAL

## Visit California STAR Program



可持续发展

负责任旅行是体验蒙特雷县 (Monterey County) 的重要特点。蒙特雷县 (Monterey County) 深知，对于旅行者而言，无论其目的是戒除网瘾亲近自然、深度沉浸人文历史、放松身心恢复活力，抑或是回归社区健康生活，要度过一个完美的假期，负责任的旅行都具有十分重要的意义。为创造可持续发展程度最高的社区，蒙特雷县不遗余力倡导健康生活方式，积极创造就业机会，为其居民维护生机勃勃的生活环境。



- Translated into 7 languages
- Available in 17 countries
- 106 travel agents from 13 countries have completed the training



# INTERNATIONAL

## On The Road Q3



NAJ Active  
America China,  
Atlanta, GA



Visit California  
Mexico Sales  
Mission



NAJ RTO  
Summit West  
Marina Del Rey, CA

The background image shows two people paddleboarding on a body of water. In the foreground, a woman in a light blue long-sleeved shirt and shorts is standing on a white paddleboard, holding a paddle. In the background, a man in a dark long-sleeved shirt and shorts is standing on a red paddleboard, also holding a paddle. The water is calm and blue. In the distance, a pier with several buildings is visible under a clear blue sky. One of the buildings has a sign that says "Fish Market".

# Department Updates

## Group Sales & Services

**MONTEREY**  
Grab life by the moments:

# GROUP SALES & SERVICES

## Initiatives and Results

- 17,297 total group room nights booked in Q3
  - 51,956 total group room nights booked YTD
- 15,868 new group room nights booked in Q3
  - 36,970 new group room nights booked YTD
- 225 group leads distributed for 95,863 potential group room nights in Q3
  - 607 group leads distributed for 249,702 potential group room nights YTD



# GROUP SALES & SERVICES

## Client Advisory Board (CAB) January Meeting



# GROUP SALES & SERVICES

## CAB Meeting – Key Takeaways



- Inspiration WORKS – but bring it to life
- Unified messaging is key
- Traditional advertising doesn't work – content that 'helps us do our jobs better' does
- MCC Renovation is awesome – evens playing field
- Monterey County's sustainability and intellectual property are important differentiating factors
- Familiarity is *the* challenge



# GROUP SALES & SERVICES

## MCCVB on the Road



MPINCC ACE



Silicon Valley Client Event



PCMANCC Education Luncheon



Philadelphia Client Event

# GROUP SALES & SERVICES

## Plans for Q4



AllThingsMeetings



HB

HELMSBRISCOE



### April

- Pebble Beach Food & Wine FAM
- Washington DC Sales Mission
- All Things Meetings Silicon Valley
- MPISSN Tradeshow
- San Francisco Sales Mission
- HelmsBriscoe - Annual Business Meeting

### May

- IMEX - Global 2018

### June

- Boston Sales Mission
- Monterey Mind & Body FAM
- MPI - World Education Congress

A background image showing two people paddleboarding on the water. In the foreground, a woman in a teal wetsuit is on a white paddleboard. In the background, a man is on a red paddleboard. They are near a pier with buildings, including one with a 'Fish Market' sign. The sky is blue and the water is calm.

# Department Updates

## Marketing Communications

**MONTEREY**  
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# MARKETING COMMUNICATIONS

## Q3 Earned Results and Highlights

Los Angeles Times

SFGATE

TOWN&COUNTRY

CONDÉ NAST

Traveler

VOGUE

msn lifestyle

Lonely Planet  
@lonelyplanet Follow

Artists and writers, adventure-seekers and soul-searchers have looked to Big Sur for inspiration: [lptravel.to/nXOo3q](https://lptravel.to/nXOo3q) #travel #USA @stockingsgo

NBC BAY AREA Home News Weather Investigative Unit Sports

OUR DAILY LOOK AT DEALS AND GETAWAYS  
'Peak' Whaleness Happening Now, in Monterey

The grey whale migration is in full and fluke-tastic force off the coast.  
By Alysia Gray Painter  
Published at 10:48 AM PST on Jan 15, 2018 | Updated at 2:40 PM PST on Jan 16, 2018



Mega mammals on migration: Spy these wondrous beings just off the Monterey coast, either by land or from a boat.



TR  
1



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Grab life by the moments.

# MARKETING COMMUNICATIONS

## Spring Promotions



- Spring media FAMs
- SMT
- Hiking-focused content activation
- Spring “Always On” media: sequential messaging



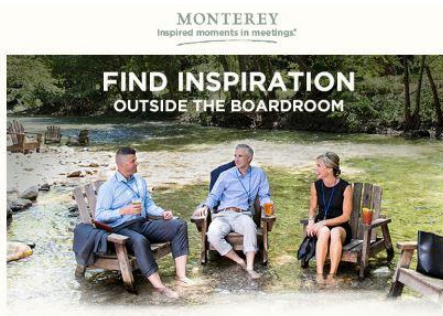
# MARKETING COMMUNICATIONS

## Group Marketing

- Meetings Today eBlast
- Lead Generating LinkedIn Ads

Monterey Meetings Blog:

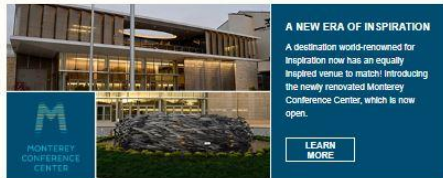
- Infuse Mind Blowing Inspiration Into Your Next Monterey Meeting
- Sustainability In The Hospitality Industry
- Select The Best Catering Options For Your Event
- 5 Things You Can Do At A Monterey Conference You Can't Do Anywhere Else



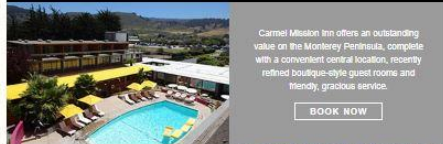
Monterey County knows a thing or two when it comes to inspiration. We always have, whether it's hosting the first-ever TED conference or the grand opening of our newly renovated 40,000-square-foot Monterey Conference Center. But it's the breathtaking scenery beyond the boardroom where Monterey County really shines. From Big Sur and the scenic 17-Mile Drive to Carmel Valley vineyards and the rolling fields of Salinas, it's easy to see how Monterey County will send your attendees home feeling invigorated, enlightened and ready to grab life by the moments.

Ready to get inspired? See why Monterey County is right for your next meeting.

PLAN YOUR MEETING



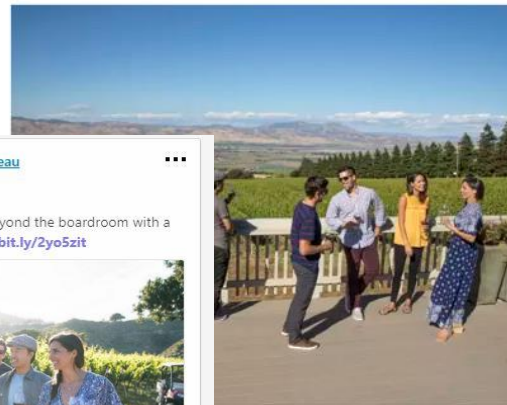
### PLACES TO STAY



BIG SUR • CARMEL • THE BEACH • CARMEL VALLEY • DEL REY OAKS • MARINA • MONTEREY • MOSS LANDING  
PACIFIC GROVE • PEBBLE BEACH • SALINAS • SALINAS VALLEY • SAND CITY • SEABICE

### INFUSE MIND BLOWING INSPIRATION INTO YOUR NEXT MONTEREY MEETING

Thursday, March 22, 2018 7:00 AM by Allyson Ryan



Monterey County Convention & Visitors Bureau  
1,885 followers  
23h

In Monterey County inspiration comes in waves. Go beyond the boardroom with a renovated conference center and epic scenery. <http://bit.ly/2yo5zit>

Inspired Moments in Meetings: Plan Your Next Meeting in Monterey  
seemonterey.com

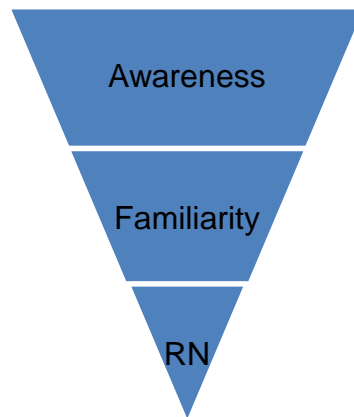
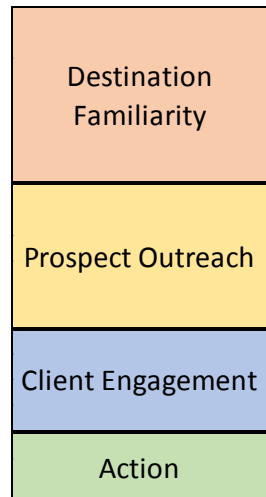
Like Comment Share Top Comments

# MARKETING COMMUNICATIONS

## Group Brand Refresh

Research has concluded and our clients have told us again and again – *Inspiration is our key competitive differentiator.*

**MONTEREY**  
Inspired moments in meetings.®



**BRAND PROMISE:** The MCCVB is committed to working with stakeholders and clients to deliver *Inspired Moments* into each and every meeting and conference we attract to Monterey County.





# MAJOR CHANGES IN SOCIAL MEASUREMENT

## POLICY CHANGES



- 
- Limitations on our Custom Audiences from our Segments
  - Unable to track earned influencers who we attract into the destination

# Department Updates

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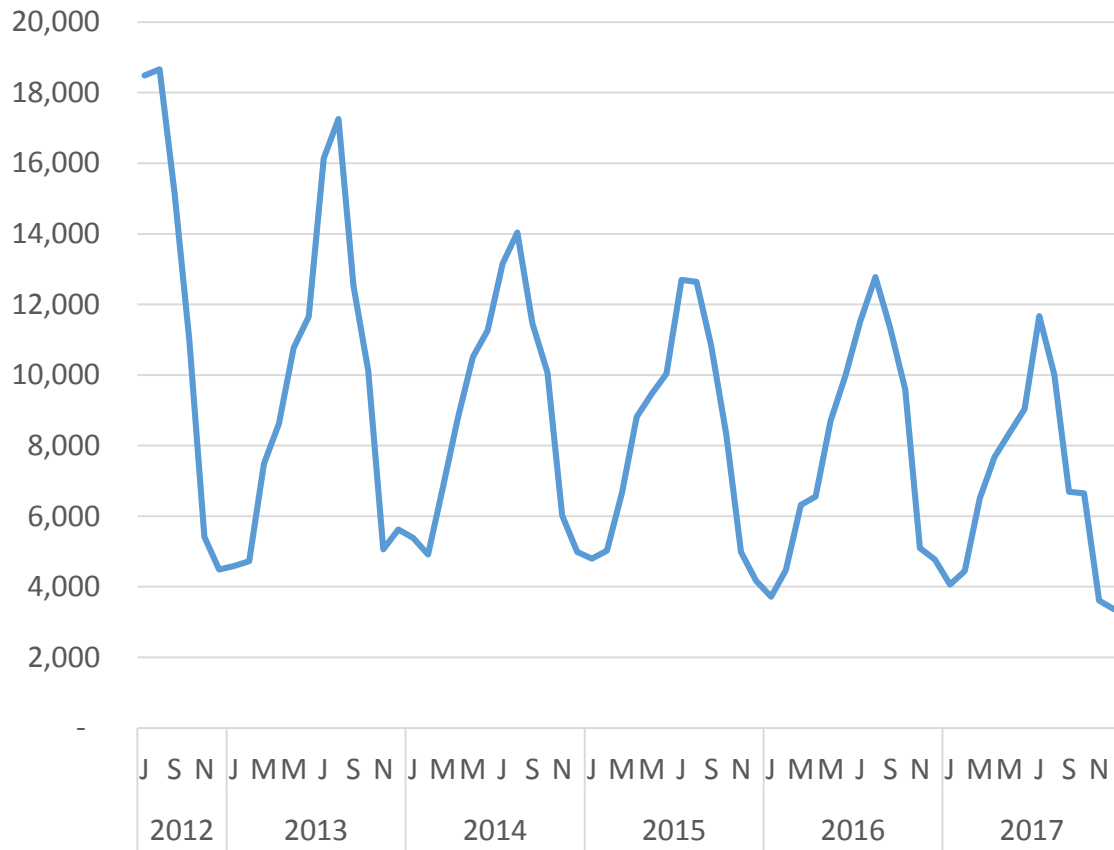
## Visitor Services

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Grab life by the moments:

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# VISITOR SERVICES

## Walk-in Trends



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
9am-10am	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
10am-11am	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
11am-12pm	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
12pm-1pm	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
1pm-2pm	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
2pm-3pm	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
3pm-4pm	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
4pm-5pm	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
5pm-6pm	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green

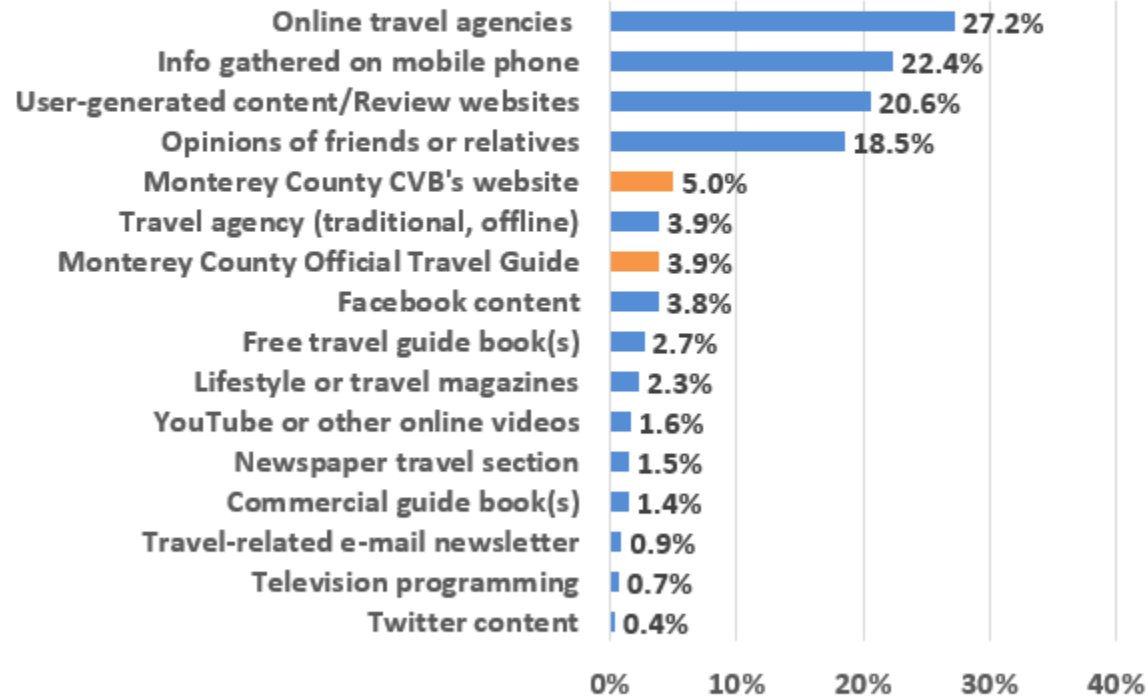


# VISITOR SERVICES

## Resources – Before Arrival

Before arriving in Monterey County, visitors cited online travel agencies as the most utilized resource used to plan their trip (27.2%) followed by information gathered on a mobile phone (22.4%), user-generated content (20.6%) and opinions of friends/relatives (18.5%). Additionally, 5.0 percent reported using SeeMonterey.com to plan their trip to the area before arrival (up from 3.6% in 2016) and 3.9 percent also reported using the Monterey County official Travel Guide (similar to findings in 2016 at 3.1%).

Figure 16: Travel Planning Resources Used Before Arrival



Detail by Type of Visitor

	Lodging Guests	Visiting Friends & Relatives	Day-Trippers
Online travel agencies	40.3%	14.3%	11.3%
Info gathered on mobile phone	22.5%	26.0%	26.5%
User-generated content/Review websites	25.9%	18.2%	13.0%
Opinions of friends or relatives	17.8%	33.8%	17.4%
Monterey County CVB's website	7.0%	5.2%	1.7%
Travel agency (traditional, offline)	5.7%	3.9%	1.3%
Monterey County Official Travel Guide	4.3%	5.2%	2.6%
Facebook content	4.8%	5.2%	2.6%
Free travel guide book(s)	3.9%	0.0%	1.7%
Lifestyle or travel magazines	2.6%	3.9%	0.4%
YouTube or other online videos	2.2%	2.6%	0.0%
Newspaper travel section	1.4%	3.9%	0.9%
Commercial guide book(s)	2.9%	0.0%	0.0%
Travel-related e-mail newsletter	1.9%	0.0%	0.0%
Television programming	0.9%	1.3%	0.4%
Twitter content	0.5%	0.0%	0.4%
<b>Sample size:</b>	<b>628</b>	<b>83</b>	<b>246</b>

Question: Which of the following resources did you use to plan your Monterey County trip BEFORE ARRIVING and which did you use WHILE IN THE COUNTY?

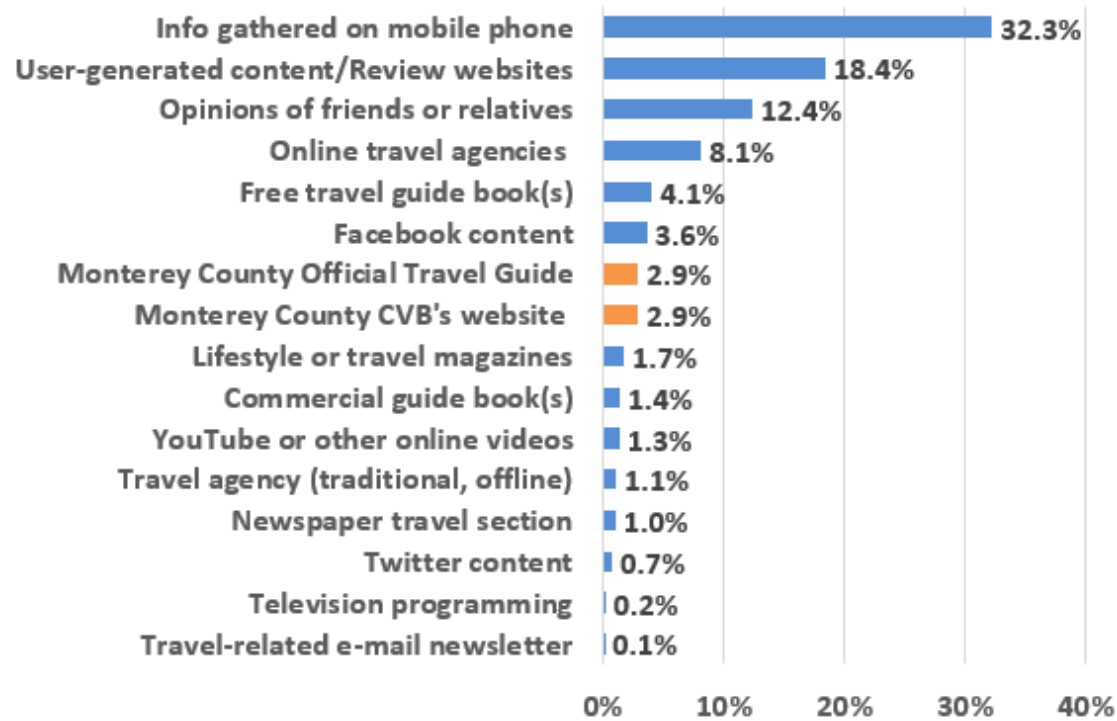
Base: All respondents. 1,066 completed surveys.

# VISITOR SERVICES

## Resources In Market

**Overall use of trip planning resources typically decreases once visitors are in the destination.** Utilizing information gathered on a mobile phone for trip planning increased once visitors were in-market (32.3% vs 22.4% pre-trip). Visitors most often continue to turn to user generated content/review sites (18.4%), opinions of friends/relatives (12.4%) and online travel agencies (8.1%), although to a lesser degree compared to pre-arrival usage. In total, 2.9 percent of visitors used SeeMonterey.com and 2.9 percent used the Monterey County Travel Guide to help plan their trip while in the destination.

**Figure 17: Travel Planning Resources Used In-Market**



**Detail by Type of Visitor**

	Lodging Guests	Visiting Friends & Relatives	Day-Trippers
Info gathered on mobile phone	34.8%	31.2%	29.6%
User-generated content/Review websites	25.0%	15.6%	10.0%
Opinions of friends or relatives	9.9%	36.4%	11.7%
Online travel agencies	12.0%	7.8%	3.0%
Free travel guide book(s)	6.0%	1.3%	2.2%
Facebook content	4.5%	7.8%	2.2%
Monterey County Official Travel Guide	4.8%	2.6%	0.4%
Monterey County CVB's website	4.5%	1.3%	1.3%
Lifestyle or travel magazines	1.9%	5.2%	0.4%
Commercial guide book(s)	2.2%	1.3%	0.0%
YouTube or other online videos	1.9%	2.6%	0.0%
Travel agency (traditional, offline)	1.9%	0.0%	0.4%
Newspaper travel section	1.9%	0.0%	0.4%
Twitter content	1.2%	1.3%	0.9%
Television programming	1.0%	0.0%	0.9%
Travel-related e-mail newsletter	0.3%	0.0%	0.0%
<b>Sample size:</b>	<b>628</b>	<b>83</b>	<b>246</b>

Question: Which of the following resources did you use to plan your Monterey County trip BEFORE ARRIVING and which did you use WHILE IN THE COUNTY? Base: All respondents. 1,066 completed surveys.

# VISITOR SERVICES

## Trends

### Current:

- Visitor centers are an important engagement channel with a highly valuable segment of traveler
- The impact of technology on visitor centers is critical to understand and manage
- Most visitor centers are experiencing significant declines in walk-in traffic
- Hard copy and translated materials most popular reference items
- Call center inquiries are significantly reduced

### Future:

- Mobile applications
- Near field communications
- Immersive center environments
- Mobile visitor centers
- Ambassador programs
- Kiosks or “shop-within-shops”

# VISITOR SERVICES

## Monterey Visitors Center

- 11,408 Visitor Engagements in Q3
- 54,149 Visitor Engagements YTD
  - 52,307 Walk-Ins
  - 1,124 Phone/Email Inquiries
  - 718 Live Chats
- 47,443 Incremental Room Nights
- \$16 Million Economic Impact

Summer Hours  
May 1 to September 3  
10am – 6pm



Kevin H  
Pittsburgh,  
Pennsylvania

👍 82 🗳️ 26

★★★★★ Reviewed March 6, 2018

### Very Helpful!

For starters we were told where we could legally park for free. That alone was worth the visit. They also told us about the free trolley that you can hop on and off throughout the area. Very informative! We were able to plan out what we wanted to see with their help. Highly recommended!

[Show less](#)

[Ask Kevin H about Monterey Visitor Center](#)



316dianea  
Arlington,  
Virginia

👍 15 🗳️ 3

★★★★★ Reviewed March 5, 2018

### Nice people with Great Info

The 10 minutes we spent with the very kind lady at the desk were worth their weight in gold. From tips on when to see the butterflies, to where PCH was closed vs. open, her advice was spot-on and up-to-date. ALWAYS make your first stop in town to the local tourist office!!

[Show less](#)

[See all 3 reviews by 316dianea for Monterey](#)

[Ask 316dianea about Monterey Visitor Center](#)

# VISITOR SERVICES

## Conference Support Services



FLEX '18

CACJ - California Attorneys for Criminal Justice

CaISAE ELEVATE



# Sustainable Moments



**SUSTAINABLE  
MOMENTS™**

**MONTEREY**  
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## MEET OUR PANEL

### Local Sustainability Champions



Tammy Blount  
President and CEO  
MCCVB



Jeff Lindenthal  
Director, Communications  
& Sustainability  
MRWMD



Barbara Meister  
Public Affairs Director  
Monterey Bay Aquarium



Chip Rerig  
City Administrator  
City of Carmel-by-the-Sea

# SUSTAINABLE MOMENTS



What is Sustainable Moments?

How can we work together to teach visitors to be more responsible?

Do you wish our visitors would behave more like we do?

How can we balance enhancing quality of life for our residents with growing the tourism economy?



# SUSTAINABLE MOMENTS

## What is it?

Sustainable Moments is an initiative that aims to balance visitor growth with quality of life for residents.

Sustainable Moments is about listening to residents and local businesses, and implementing awareness and education programs regarding environmental care, cultural norms and safety standards.

Sustainable Moments audiences are visitors, travel trade, meeting planners and the general public.

[www.SeeMonterey.com/Sustainable](http://www.SeeMonterey.com/Sustainable)



# MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

## Legislative Mandates Guiding Our Future

**1989 - AB 939:** Mandates 50% waste diversion by 2000.

District builds Construction & Demolition Materials Recovery Facility (MRF)

**2012 - AB 341:** Mandatory Commercial Recycling

Establishes 75% recycling goal by 2020

**2014 - AB 1826:** Mandatory Commercial Organics Recycling

Phased in ban on disposing of commercial organics in landfills 2016-2020

**2016 - SB 1383:** Organic Waste Methane Emissions Reductions

By 2025, achieve 75% reduction in statewide disposal of organic waste from the 2014 level

**2017 CalGreen:** Requires 65% diversion from construction projects

# MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Organics to Energy Food Waste Recycling:  
First Dry Anaerobic Digestion Facility in California (6000 tons/year)



# MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

## Key Initiatives Guiding Our Future

- State legislative mandates
- New franchise contracts for waste, recycling, and organics collection
- Fueling collection trucks with compressed natural gas (CNG)
- Organics to Energy program expansion
- Materials Recovery Facility 2.0



# MONTEREY BAY AQUARIUM



**MONTEREY BAY  
AQUARIUM**





# CITY OF CARMEL-BY-THE-SEA

## Trash Diversion

- City ordinance banning non-recyclable and non-compostable disposable food service ware
- Working with GreenWaste Recovery to increase food waste composting
  - Police, Public Works and Fire are now composting their food waste
  - Food waste collected at the Thursday farmer's market
- 35 cigarette butt containers installed
- Recycling containers will be introduced in the downtown area



# CITY OF CARMEL-BY-THE-SEA

## Energy Savings

- Received a Beacon Award for 46% energy savings
- Two dual-port Electric Vehicle charging stations installed
- Planning phase of replacing existing lighting to LED lights in several City buildings



# Questions / Discussion

**MONTEREY**  
Grab life by the moments:

A background image showing two people paddleboarding on the water. In the foreground, a woman in a teal outfit is on a white paddleboard. In the background, a man is on a red paddleboard. They are on a body of water with a pier and buildings in the distance under a clear blue sky.

# Thank You!

Join us at our Annual Luncheon!  
Thursday, August 30, 2018  
Monterey Conference Center

**MONTEREY**  
Grab life by the moments: