

# MONTEREY MEETINGS

A L L I N S P I R E D

## **“All In” Group and Meetings Campaign**

TALKING POINTS 2021

### **Group and Meetings Marketing Framework**

- In an effort to accelerate its economic recovery, Monterey County Convention and Visitors Bureau (CVB) is evolving its approach to group and meetings marketing and sales efforts.
- The CVB is unveiling a new brand identity for its Monterey Meetings campaigns, including a new logo, branding elements, and tagline, “All Inspired.”
- The rollout of the new brand identity will coincide with the launch of a multi-faceted, year-round group and meetings marketing campaign, “All In,” kicking off in early November, including on-site branding at IMEX America, November 9 - 11.
- The campaign will raise awareness and increase familiarity for Monterey County meetings facilities and experiences to help accelerate this sectors economic return and inspire meeting planners nationally.
- The timing of “All In” strategically aligns with IMEX America’s exhibition, including 4,200-plus global decision makers with real buying power in one of the biggest meetings markets in the world. This also coincides with Visit California’s “Meet What’s Possible” campaign rollout, which will increase awareness for the state, providing the opportunity to reinforce Monterey County’s campaign messaging.
- The goal of the campaign is to:
  - Drive group business and tourism spending within the county, especially mid-week and low-season
  - Increase awareness of Monterey County nationally with corporate, association and C-Suite meeting planners and decision makers, and inspire businesses who have not considered the destination before
  - Promote responsible travel to ensure the county remains a safe, sustainable place for residents, employees and visitors
  - Accelerate Monterey County’s economic recovery
- More details on how the Business Development team is evolving its direct sales activities can be found [here](#).

### **What it Means to be “All In”**

- Monterey County has it all. A breathtaking coastal backdrop, world-class accommodations, a legacy of hosting some of the most recognized organizations and leaders and a hospitality community that is all invested in making every meeting the best yet.
- Monterey County is a destination that inspires creative thinking, from brainstorming on the beach to conceptualizing after wine tasting, to taking a hike atop a seaside cliff or countless other experiences in its wide-open spaces and facilities.
- The “All In” campaign is designed to showcase our destination’s diverse and compelling meeting spaces and invite groups to plan an all inspired, all incredible meeting.
  - Highlights include meeting in our vineyards, at the beach, at the Monterey Conference Center and other al fresco settings, safely and responsibly.
- Monterey County is all in, from its hospitality community offering the highest health and safety protocols, to award-winning food and wine, diverse lodging, incredible venues and facilities and stimulating experiences set to stunning landscapes.

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- Planners can go to [MeetInMonterey.com](https://MeetInMonterey.com) for inspiration to plan their meeting to Monterey County now and share their experience using #MeetInMonterey.

## **Destination Recovery**

- With its wide-open spaces and desirable location, Monterey County is well positioned to welcome groups back safely and responsibly.
- The “All In” campaign will keep Monterey County top-of-mind in a competitive group business market to drive the rate of recovery.
- While the local industry has significantly invested in health and safety measures for the return of group and meetings business, there is a long way to go for our tourism and hospitality community. Businesses have not returned to previous staffing levels, nor is their customer mix near what it was in 2019.
- Full recovery isn’t estimated to return until 2025, so it is important, now more than ever, to collectively support this campaign for the continued benefit of Monterey County’s economic recovery.