

PURPOSE

The purpose of this toolkit is:

- To inform destination partners on how to get involved with MCCVB's programs.
- Share MCCVB's new Monterey Meetings brand identity and "All In" group and meetings campaign.
- Ensure Monterey County hotels, restaurants, venues and other businesses catering to the group and meetings market are conveying unified messaging.
- Promote responsible and sustainable travel and meetings practices to ensure the county remains a safe, sustainable place for residents, employees and visitors.





NEW MEETINGS BRAND IDENTITY

- Monterey County has a well-earned legacy of inspiration and innovation in the group and meetings market.
- Over the course of the pandemic, the entire hospitality industry has invested in making our destination one of safest places in the country to host a meeting.
- Inspiration and the collective strength of our industry is at the heart of the new Monterey Meetings brand identity.
- New attributes include new logo and tagline: "All Inspired."
- The new logo and an updated Monterey Meetings brand one-sheet can be found here.



"ALL IN" CAMPAIGN CONCEPT

- The "All In" campaign is designed to showcase our destination's diverse and compelling meeting spaces and invite groups to plan an all inspired meeting.
- 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 wideopen spaces and facilities.
- Monterey County is all in, all invested and all incredibly excited to make your next meeting the best one yet.



CAMPAIGN OVERVIEW

Leveraging a strategic mix of paid, owned and earned media, the "All In" group and meetings campaign raises awareness and increases familiarity for Monterey meetings facilities.

The layered media approach includes:

- Digital incl. Paid Search, Social, Display and Retargeting
- Online Video Advertising
- Key Print Publications
- Press Release and Media Pitching
- On-site Activations at Tradeshows and Events
- Updated landing page for MeetInMonterey.com

Target audiences include:

Corporate Meeting Planners | Association Meeting Planners Drive Markets | Direct Flight Markets | Chicago, DC, NYC



MCC CAMPAIGN EXTENSION

Support branding & awareness of the Monterey Conference Center and downtown Conference Connection hotels and business in alignment with the "All In" campaign.

The layered media approach includes:

- Digital incl. Paid Search, Social, Display and Retargeting
- Online Video Advertising
- Key Print Publications
- Press Release and Media Pitching
- On-site Activations at Tradeshows and Events
- Updated landing page on MeetInMonterey.com

Target audiences include:

State | Regional | National Association Meeting Planners & Decision Makers

CAMPAIGN MESSAGING

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.

Key Messages:

- 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 and all insanely motivated to make a 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.



Key Messages Continued:

- The "All In" campaign showcases our destination's diverse and compelling meeting spaces and invites groups to plan an all inspired, all incredible meeting.
- 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.
- Planners can go to MeetInMonterey.com for inspiration to plan their meeting to Monterey County now and share their experience using #MeetInMonterey.
- Download the Talking Points <u>here.</u>



PHOTO AND VIDEO ASSET OVERVIEW

The campaign explores how Monterey County is a place to feel inspired, with images and video showcasing both recognized locations and non-traditional venues, shots of quintessential coastal scenery and inspiring inland locales.

The following assets are available for you to use on your owned and earned channels:

- Destination Inspiration Video:
 - :60 "All Inspired"
 - :30 "All Inspired"
- Photography Library for <u>All Inspired</u> (Password: <u>Seemonterey2019</u>)
- Photography Library for MCC (Password: Seemonterey2019)





USAGE RIGHTS

As a part of the Monterey County tourism and hospitality community, you may use these video assets in your owned channels including websites, social media, email and limited collateral. You may use these videos in your earned channels including PR and travel trade. These videos may not be used in paid media channels including but not limited to broadcast, print, digital and out-of-home advertising. These videos may not be modified from their original form. Usage expires on April 1, 2024.

For access to video files please contact Hoku@SeeMonterey.com





DESTINATION MEETINGS GUIDE



Welcome to Monterey County, where feeling inspired isn't just a talking point, but an indelible part of who we are. Here you will find natural beauty, world-class accommodations, and a rich legacy of hosting successful gatherings. We are all in, all invested and all incredibly excited to make your next meeting the best one yet.

Why Monterey?

LODGING VARIETY With over 220 lodging facilities and 11,800 rooms you will find a wonderful variety of venues for all budgets and service levels.

YEAR-ROUND ATTRACTIONS Attendees can enjoy whale watching, the Monterey Bay Aquarim, 21 public and private golf courses, including world-renowned Pebble Beach Golf Links, and several world-class annual golf, automotive, music, art and culinary events.

AWARD-WINNING FOOD & WINE

MeetInMonterey.com

Enjoy farm-to-table sustainable produce, fresh seafood and wines from more than 175 vineyards, over 60 wineries and tasting rooms and 32 varietals. STUNNING LANDSCAPE The land is marked with extraordinary natural beauty from Pinnacles National Park to the rugged Big Sur coastline.

MILD WEATHER With consistently mild climate, an average temperature of 60 ° F, you can plan your event with confidence that the weather will cooperate.

SUSTAINABLE DESTINATION

We take personal responsibility to protect Monterey County's natural assets and can provide CSR opportunities for your group to help as well.

DESTINATION EXPERTS

Whatever your need or desire, our team will work with you to craft your most inspirational meeting yet.



Inspiring Offsite Venues

Monterey County has meeting and offsite facilities that will accommodate groups from 10 to 3,000. Enhance your meeting with breakouts and meals at offsite venues. The area has restaurants offering large group facilities as well as other types of unique venues like Monterey Bay Aquarium, Monterey Beach House, The Barns at Cooper Molera, Folkstale Winery, and Memory Gardens available for food and beverage functions, meetings or gatherings.

Big Sur | Carmel-by-the-Sea | Carmel Valley | Marina | Monterey | Moss Landing Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

as | Salinas Valley | Sand City | Seaside MEETI





Download and use this collateral piece when working with clients to sell the destination and showcase all that Monterey County has to offer.

>>Download the Guide



GET INSPIRED & JOIN THE CONVERSATION

Spread the inspiration and engage your audiences by:

- Sharing "All In" campaign videos, photos and messaging with your audiences! This collective promotion gives our industry a united voice and will keep Monterey County top-of-mind in a competitive group business market to drive the rate of recovery.
- Asking planners to go to <u>MeetInMonterey.com</u> for inspiration to plan their meeting in Monterey County now and share their experience using **#MeetInMonterey**.
- Creating your own series of "All Inspired" content to showcase the unique experiences and epic views at your venue or property.
- Creating an "All In" special or deal for meeting planners to include on our <u>Meeting Planner Promotions</u> <u>page</u>. Incorporate limited-time offers to inspire planners to **book now**. (We are happy to showcase any offers at any time, just be sure to share them with us!)



CAMPAIGN QUESTIONS

Paid Media & Creative: Leslie Chavez, Leslie@seemonterey.com

Earned Media & Public Relations: Rachel Dinbokowitz, Rachel@seemonterey.com

Website, Social Media & Asset Access: Hōkū Young, Hoku@seemonterey.com

