

A person wearing a black helmet, a blue long-sleeved shirt, black shorts, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background features a vast, scenic view of a valley with green fields, a town, and distant mountains under a blue sky with light clouds. The foreground is filled with dry, yellowish-green bushes and a dirt path.

Marketing Committee Updates

MONTEREY
Grab life by the moments!

MCCVB UPDATES

- Scorecard
- Leisure Campaigns
- Group Sales & Marketing
- Sustainable Moments
- International
- Luxury



A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background features a vast, hazy landscape with rolling hills and a valley. The sky is blue with light clouds. The overall scene conveys a sense of outdoor recreation and adventure.

Leisure Campaigns

MONTEREY
Grab life by the moments:

WINTER CAMPAIGN RESULTS

November 28, 2018 – February 28, 2019

Satellite Media Tour (SMT)
Results (December 6, 2018)

Earned Media Impressions:
853,014,340



Sweepstakes generated a
21% increase in landing
page views YOY

MATADOR NETWORK

Content Activation: Outdoor Adventure



Designed to promote *active* outdoor adventure experiences

Partnered with Matador Network to create outdoor adventure content.

So far the video has reached over 100k views on both SeeMonterey's and Matador's Facebook pages.

DALLAS FLIGHT PROMOTION

Launched March 11 - ends June 11, 2019



NON-STOP VIEWS, BIG ADVENTURE

Getting to Monterey County from Dallas has never been easier! Starting April 2nd American Airlines flies from non-stop from Dallas to Monterey.
Now is your chance to experience all that Monterey County has to offer, on us!
Enter to win a trip to Monterey County. Visit SeeMonterey.com/Dallas

MONTEREY
Grab life by the moments.
SeeMonterey.com

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

- Leisure media mix: digital, print and radio
- Group marketing: MPI ad placements targeting Texas meeting planners
- Sweepstakes: Win a Trip To Monterey County
- Content: landing page, blog & social
- Media FAMs in April & June
- November Press Release: 84,234,485 impressions

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Group Sales & Marketing

MONTEREY
Grab life by the moments:

Midyear Results:

- Unique landing page visits: 120,370

UNIQUE MEETING VENUES IN MONTEREY COUNTY

Monday, November 5, 2018 9:00 AM by [Ashley Burnett](#)



Monterey County is the ideal place for a meeting. With beautiful natural surroundings, a plethora of historical landmarks within driving range and myriad world-class options for corporate dinners, it's got plenty to...

[Comments](#) | [Continue Reading »](#)



IN THIS SECTION



IN THE MOMENT IN MONTEREY COUNTY, CA

INSPIRED MOMENTS IN MEETINGS

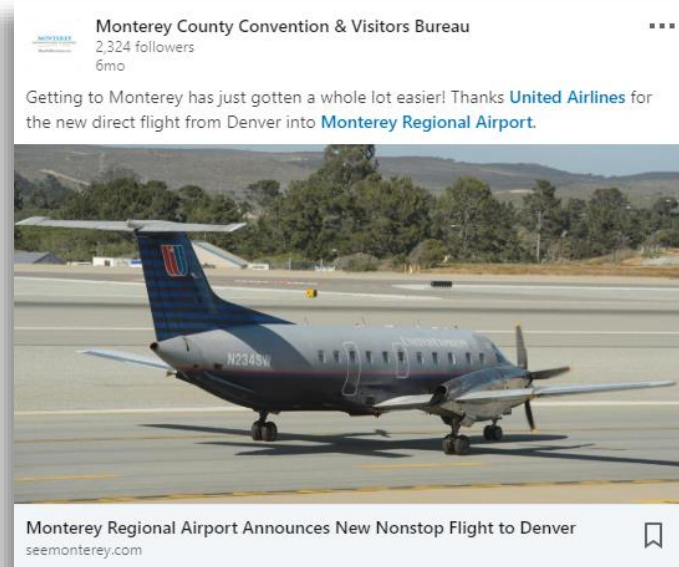
Big things happen in Monterey County when you get away from it all. The breathtaking views keep your focus, delicious **foods** feed your thinking and its **history** of creativity leads to future innovations.

When you're here, you can decide what invigorates and inspires your attendees. You're free to take in the moment on the **trail**, by the **water** or deep in the hills, at a **vineyard**, **brewery** or the newly renovated **conference center**. It's entirely up to you.

Our staff is ready to help you create the perfect Monterey County meetings moment. Download our **meetings brochure** to learn the highlights of what the MCCVB and our beautiful destination have to offer.

GROUP CONTENT MARKETING

- 4,575 unique views of the meetings blog, up 298% YOY
- 3,810 social engagements midyear on group content (4.3% engagement rate)



MONTEREY
Inspired moments in meetings.®

COMMUNICATIONS ACCOLADES

California Meetings + Events – Best of 2019

Best Conference/Convention Center Under 10,000 Square Feet

- **Winner: Monterey Conference Center**

Best Historic or Cultural Venue (Northern California)

- **Winner: Monterey Bay Aquarium**

Best Golf Resort (Northern California)

- **Winner: Pebble Beach Resorts**

Best Destination Marketing Organization/CVB (Population under 500,000)

- **Runner up: Monterey County CVB**

Best Winery with Meeting Space

- **Runner up: Folktale Winery**

Best Craft Brewery with Meeting Space

- **Runner up: Peter B's Brewpub**

Best Outdoor Venue (Northern California)

- **Runner up: Asilomar Conference Grounds**

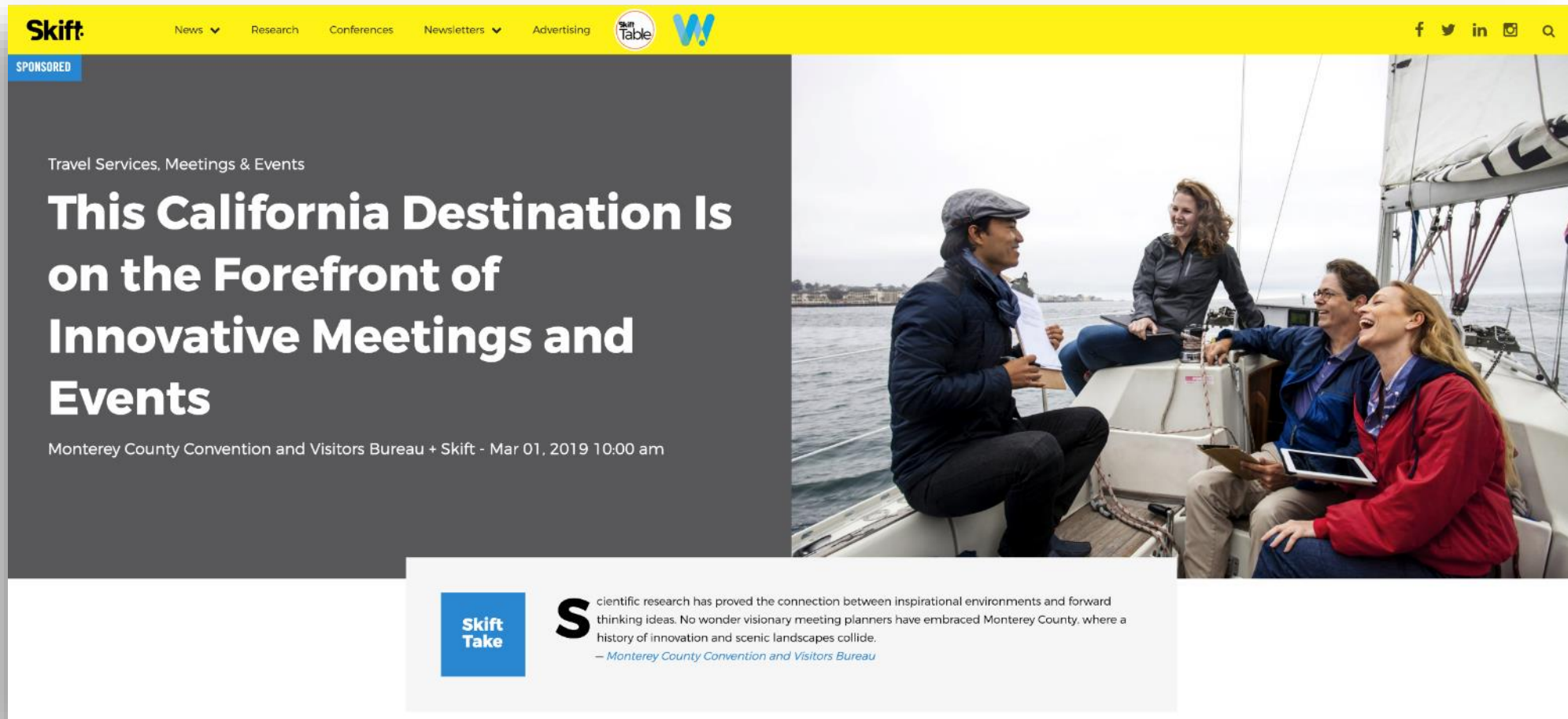
Journalist & article author Shelly Levitt attended MCC Grand Opening media FAM in January 2018!



SKIFT CONTENT PARTNERSHIP

Skift Article #3:

Link: [This California Destination Is on the Forefront of Innovative Meetings and Events](#)



The screenshot shows a Skift article page. The top navigation bar is yellow with the Skift logo, menu items (News, Research, Conferences, Newsletters, Advertising), and social media icons. The article is marked as 'SPONSORED' and has a sub-headline 'Travel Services, Meetings & Events'. The main headline is 'This California Destination Is on the Forefront of Innovative Meetings and Events'. Below the headline is the byline 'Monterey County Convention and Visitors Bureau + Skift - Mar 01, 2019 10:00 am'. A large image shows four people on a boat. A 'Skift Take' box at the bottom left contains a quote: 'Scientific research has proved the connection between inspirational environments and forward thinking ideas. No wonder visionary meeting planners have embraced Monterey County, where a history of innovation and scenic landscapes collide. — Monterey County Convention and Visitors Bureau'.

Skift

News ▾ Research Conferences Newsletters ▾ Advertising

Skift Table W

f t in ig

SPONSORED

Travel Services, Meetings & Events

This California Destination Is on the Forefront of Innovative Meetings and Events

Monterey County Convention and Visitors Bureau + Skift - Mar 01, 2019 10:00 am

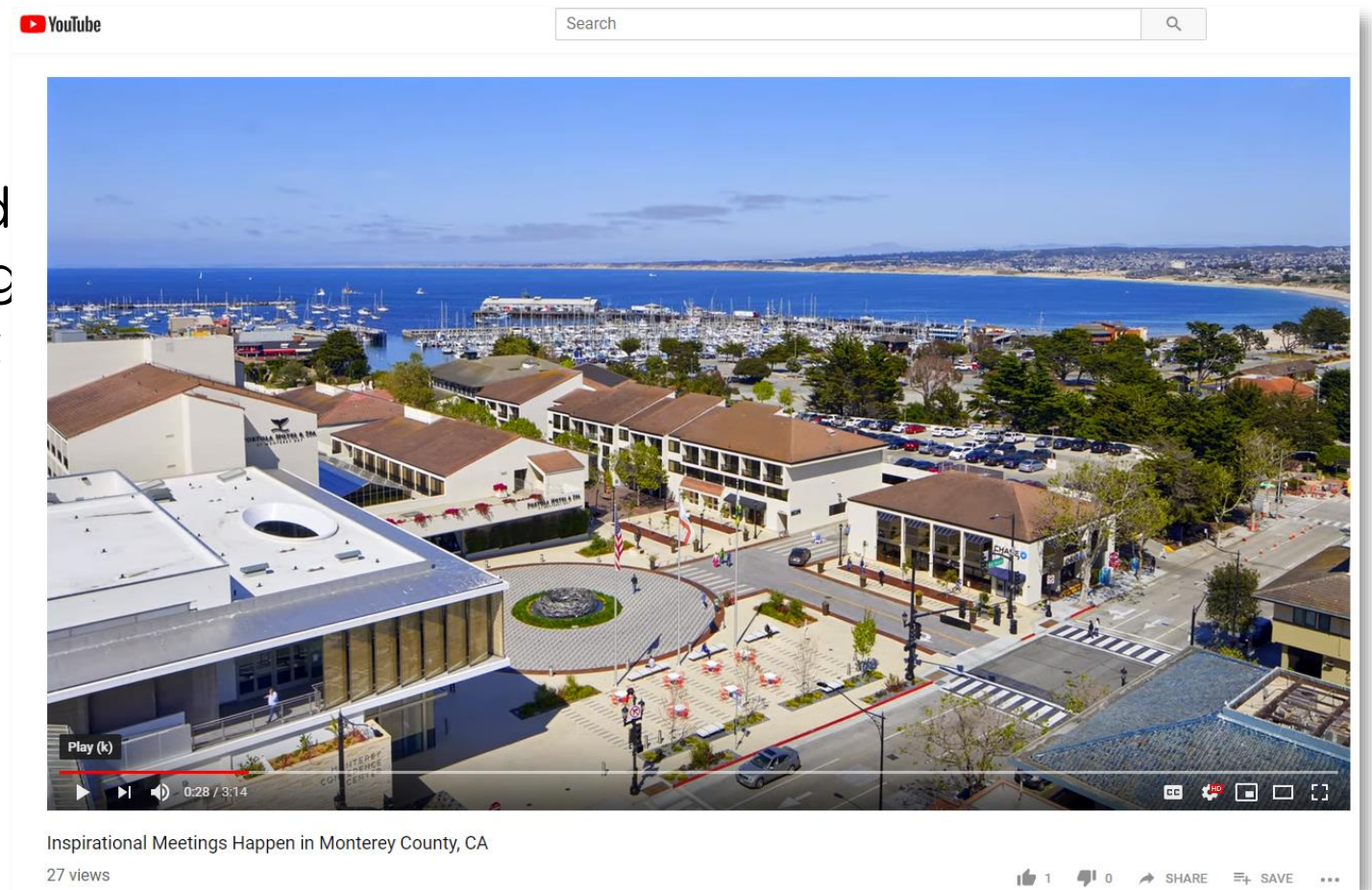
Skift Take

Scientific research has proved the connection between inspirational environments and forward thinking ideas. No wonder visionary meeting planners have embraced Monterey County, where a history of innovation and scenic landscapes collide.
— Monterey County Convention and Visitors Bureau

NORTHSTAR MEDIA

Worked with Northstar Media (Parent company for Meetings Today and other meeting-focused publications) to create compelling video and campaign with content from our Customer Advisory Board.

Video was shared by Northstar media outlets geared towards meeting planners.



Click image above to play video

MONTEREY CONFERENCE CENTER

Updated Connections Brochure

Portola Hotel & Spa	Size	Square Feet	Ceiling Height	8 x 10 Exhibits	Theater	School	Rounds
De Anza Ballroom	128' x 83'	10,633	13' 5"	58	1000	520	750
De Anza 1 or 2	39' x 64'	3,275	13' 5"	20	350	150	170
De Anza 3	49' x 64'	4,315	13' 5"	27	425	220	220
Bonsal Ballroom	67' x 38'	2,546	10'	10	200	130	150
Bonsal 1 or 2	20' x 38'	968	10'	70	55	50	
Bonsal 3	15' x 35'	570	10'	30	18	24	
Portola Room	57' x 31'	2,529	7' 9"	15	125	60	120
Driftwood 1	42' x 15'	712	8' 10"		50	42	56
Driftwood 2	23' x 20'	460	8' 10"		35	21	32
Cottonwood Room	25' x 60'	1,500	8'		80	70	80
Cottonwood 1 or 2	25' x 50'	750	8'		40	30	40
Ironwood Room	25' x 50'	1,400	8'		80	70	80
Ironwood 1 or 2	25' x 28'	700	8'		40	30	40
Redwood Room	25' x 50'	1,400	8'		80	70	80
Redwood 1 or 2	25' x 28'	700	8'		40	30	40
Executive Boardroom		760	8' 6"				
The Club Room		4,593	9' 11"		120		200



Getting Here

Flying to Monterey County
Is easy with over 500 direct and one-stop flights from most major U.S. and international cities. The convenient Monterey Regional Airport (MRV), has short and hassle-free security lines and is located just 10 minutes door-to-door from downtown Monterey. Charter and private flights are also available.

Other nearby airports include Norman Y. Mineta San Jose International Airport (SJC), located 80 minutes from downtown Monterey and San Francisco International Airport (SFO), located 120 minutes from downtown Monterey. Shuttle services are available.



Driving to Monterey County

There are two routes to Monterey by car:

- Iconic Highway 1 offers breathtaking views of the Pacific coastline and is known as a top road trip in America.
- Scenic Highway 101 traverses the Central Valley corridor and affords motorists a view of the Salinas Valley, known as the "Salad Bowl of the World."



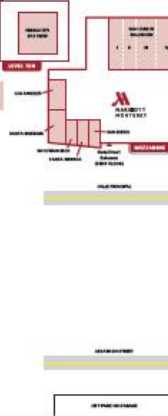
Lodging Properties with Meeting Space in Monterey:

- 1 Portola Hotel & Spa: Connected
- 2 Monterey Marriott: Connected
- 3 Hotel Pacific: Adjacent
- 4 Casa Munras Garden Hotel & Spa: .5 Miles
- 5 Hotel Abrego: .6 Miles
- 6 Monterey Plaza Hotel and Spa: 1 Mile
- 7 InterContinental The Clement Monterey: 1.3 Miles
- 8 Hilton Garden Inn: 1.3 Miles
- 9 Hyatt Regency Monterey Hotel and Spa: 1.6 Miles
- 10 Monterey Tides: 3 Miles



Monterey Conference Center	Size	Square Feet	Ceiling Height	8 x 10 Exhibits	Theater	School	Rounds
Serra Ballroom	135' x 140'	19,150	13'	125	2,000	1,260	1,140
Serra 1	78' x 135'	10,500	13'	60	750	700	480
Serra 2	64' x 135'	8,650	13'	48	725	550	430
Stairback Ballroom	70' x 139'	9,730	18'	55	984	600	600
Stairback 1	48' x 70'	3,430	18'	20	350	320	240
Stairback 1A	22' x 40'	880	18'		90	56	60
Stairback 1B	24' x 40'	960	18'		96	56	60
Stairback 1C	22' x 40'	880	18'		90	56	60
Stairback 2	39' x 70'	2,730	18'	15	320	167	180
Stairback 3	48' x 70'	3,430	18'	20	350	260	230
Colton	29' x 57'	1,653	12'		160	90	110
Colton 1	19' x 29'	551	12'		50	37	40
Colton 2	19' x 29'	551	12'		50	37	40
Colton 3	19' x 29'	551	12'		50	37	40
Stevenson 1	23' x 22'	506	12'			24	32
Stevenson 2	27' x 22'	594	12'			29	32

Monterey Marriott	Size	Square Feet	Ceiling Height	8 x 10 Exhibits	Theater	School	Rounds
San Carlos Ballroom	157' x 58'	9,100	11' 6"	55	820	350	500
San Carlos 1	28' x 58'	1,215	11' 6"		110	70	60
San Carlos 2	28' x 58'	1,215	11' 6"		110	70	60
San Carlos 3	55' x 63'	2,430	11' 6"		235	140	180
San Carlos 4	48' x 58'	2,023	11' 6"		180	100	120
Fernandes Bayview	55' x 64'	3,520	10'		180	120	200
Los Angeles	47' x 20'	954	12'		48	36	30
Santa Barbara	28' x 21'	486	12'		30	24	30
San Francisco	27' x 18'	364	12'		30	20	30
Santa Monica	27' x 21'	432	12'		36	24	30
San Diego	28' x 23'	428	12'		36	24	30
Salon 201	26' x 18'	465	8'		21	10	30
Salon 205	28' x 18'	465	8'		21	10	30
Salon 207	39' x 18'	702	8'		35	24	40
Salon 209	39' x 18'	702	8'		35	24	40
Franklin Boardroom	35' x 24'	840	8'				
Characters	47' x 25'	1,950	10'		90	51	60



GROUP MARKETING

Upcoming

- Illustrated Map of the MCC and surrounding district
- Monterey Conference Center Photoshoot (Spring 2019)
- Green meetings content and collateral updates
- Group and MCC 2019-20 FY Planning



A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a black mountain bike on a dirt trail. The person is viewed from the side, looking towards the right. The background shows a vast, hazy landscape with rolling hills and a valley. The text "Sustainable Moments" is overlaid in blue, underlined with a blue brushstroke.

Sustainable Moments

Visit Responsibly.

MONTEREY
Grab life by the moments:

SUSTAINABLE MOMENTS

Local Ad Awareness during AT&T Pro-AM (Feb 4-10):

- The Pine Cone special insert section print ad
- The Herald print ad, ad with bonus 10,000 banner impressions

New Sustainable Moments posters installed in the Visitors Center



MARKETING

Upcoming



Be The Best, Responsibly.

Congratulations to MC Weekly's "Best of" winners. Monterey County is one of the best tourism destinations in California and leads the way in responsible and sustainable tourism practices.

We invite all businesses to learn more about responsible tourism at [SeeMonterey.com/Sustainable](https://www.seeMonterey.com/Sustainable)

MONTEREY
Grab life by the moments:
[SeeMonterey.com](https://www.seeMonterey.com)

SUSTAINABLE
MOMENTS
Visit Responsibly.

- MC Weekly Ad: "Best of Monterey County 2019"
- Big Sur Guide
- Updated Visitor's Center collateral
- SF Gate Page Takeover Spring/Summer 2019

SELECT EARNED COVERAGE

- Press Release - Monterey County Tourism Makes Significant Strides Towards Destination Sustainability
 - 83 M+ impressions
- Green Lodging News - Press release pickup
 - 40 K+ impressions
- Essence - 5 Reasons Every Black Woman Should Visit Monterey Solo
 - 600 K+ impressions
- Times Colonist - Encouraging tourists to behave when they visit sensitive sites
 - 14 K+ impressions



greenlodgingnews®

ESSENCE

TIMES 
COLONIST

SUSTAINABLE MOMENTS SOCIAL HIGHLIGHTS

 **See Monterey** is at Monterey Old Fisherman's Wharf. Published by Allyson Ryan [?] · December 9 at 12:34 PM · Monterey

Make the most of your next trip to Monterey with these helpful tips!



Travel Monterey Like a Local
Learn the dos and don'ts of traveling to Monterey so...

[Send Message](#)

See Monterey

Dec 10 2018 4:26 PM UTC

Make the most of your next trip to Monterey with helpful travel tips!

Click link in bio for tips on traveling responsibly.

#travelresponsibly #sustainablemoments #monterey #montereybay
#traveltips #visitcalifornia #californiabeaches #montereybeach
#beachesofcalifornia



- 6,270+ unique landing page visits YTD
- 14,300+ social engagements

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International

MONTEREY
Grab life by the moments:

INTERNATIONAL LEISURE TRAVEL CAMPAIGN

- +37% revenue growth in 2018 vs. 2017
- +35% room night growth in 2018 vs. 2017
- 29% newsletter open rate
 - Industry rate is 13.9%

BONOTEL
EXCLUSIVE
TRAVEL

BONOTEL EXCLUSIVE TRAVEL SPECIAL OFFERS ACTIVITIES LUXURY BROCHURE

MONTEREY Grab life by the moments. SeeMonterey.com

DESTINATION OF THE MONTH Discounted Rates, Value Adds & More

HOW TO GET TO MONTEREY

Convenient Monterey Regional Airport, which has minutes door-to-door from downtown Monterey, 15 minutes from Salinas and 45 minutes from Big Sur. Via international and domestic connecting routes at United Express. Fly direct from airports including LAX, SFO, San Diego (SAN), Las Vegas (LAS). Dates are also available.

Other large airports near Monterey County include (SJC), located 80 minutes from downtown Monterey International Airport, located 2 hours from downtown Salinas. Monterey Airbus and Main Event Transport from SFO and SJC.

Monterey County by Bus or Train

Amtrak's Coast Starlight train cruises through Salinas each day on its route between Seattle, Washington and Los Angeles, California, providing a leisurely and scenic way to travel. There are packages to fit every budget. It's a great way to see the grandeur of the Central Coast at eye level. Free bus service is provided from Salinas to downtown Monterey, a 30-minute ride. There is also a Greyhound station in Salinas with connecting services to Monterey.

Monterey Country by Car

There are two routes to Monterey by car, both very scenic. Highway One, which runs from San Francisco to Los Angeles, offers breathtaking views of the Pacific coastline and has been called the top road trip in America by many sources. Highway 101, which runs from San Francisco to Monterey, offers a different perspective.

EXPLORE THE CULINARY SCENE

Gastronomic stimulation is a hallmark of any memorable travel experience. Monterey County does not disappoint. The diversity of culinary styles and genres and countless opportunities to savor and expand their palate morning, noon and night. An abundance of locally procured ingredients and a year-round growing season make an opportunity to challenge even the most refined palates. Unforgettable dining, tasting and wine sampling. Wherever you find yourself in Monterey County, you're going to find great wine. The vineyards in the area provide an opportunity to challenge even the most refined palates.

AWARD-WINNING CUISINE

TRAVEL LIKE A BIG SURF

Big Sur is a very special place to many people. To help keep it safe, please observe some simple rules and basic safety tips.

SO MUCH TO DO, SO MUCH TO SEE!

The most over-used, hyperbolic phrase in the English language has got to be "world class." So we won't use it here, even though we would be more than justified in doing so. Suffice to say that Monterey County is a mecca for all things active. By paddle, pedal, foot or golf cart, visitors are going to have ample opportunity for things to do in Monterey. Only here, they'll be the central character in a "scene to life" position that changes by the hour and refuses to be taken for granted. Where it concerns opportunities to be moved by art, music and food, the offerings in Monterey County is staggering, with a festival and events calendar that is unrivaled anywhere on the West Coast.

ROLL AND EXPLORE HISTORIC CANNERY ROW

MONTEREY
Grab life by the moments.

INTERNATIONAL MEDIA HIGHLIGHTS

- Vancouver Sun - Salut!: California road trip guide for the true wine lover
 - 250 K+ impressions
- UK Sun - Fabulous: Discover amazing food, go whale watching and gawp at jellyfish on a weekend in Big Little Lies town of Monterey
 - 3.1 M+ impressions

Live the high life



For a taste of Big Little Lies in Carmel Highlands

Picnic on the beach



GETTY IMAGES

12

Pretty white-sand beaches are a hit with joggers and families having picnics

A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background features a vast, hazy landscape with rolling hills and a valley. The word "Luxury" is written in a blue, sans-serif font across the center of the image, with a blue brushstroke underline. In the bottom right corner, the text "MONTEREY" is written in a bold, blue, sans-serif font, with the tagline "Grab life by the moments:" underneath it, also in blue. The entire scene is overlaid with a semi-transparent white filter.

Luxury

MONTEREY
Grab life by the moments:

LUXURY INITIATIVE

- Virtuoso Network Destination Partnership Programs: targeted emails, webinars, editorial articles, print ads and partnership opportunities
- Upcoming: content partnership with AFAR
- October Departures editorial feature on California luxury



MONTEREY
Grab life by the moments.

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Highlights & Scorecard Results

MONTEREY
Grab life by the moments:

SELECT EARNED MEDIA HIGHLIGHTS

- Afar.com - California Wildflowers: Where and When to Find Them During the Super Bloom
 - 876 K+ impressions
- Afar.com - 10 Best Places to Travel in May
 - 876 K+ impressions
- CNTraveler.com - How Color Affects You When You Travel
 - 5.3 M+ impressions
- The Active Times - The 24 Most Romantic Cities in the World
 - 600 K+ impressions
- Brides.com - The Top 100 Honeymoon Destinations for 2019
 - 536 K+ impressions

AFAR

BRIDES

CONDÉ NAST
Traveler

TheActiveTimes
BE FIT • FIND ADVENTURE • VISIT THE WILD

SPRING SMT: SPRING TRAVEL MUSTS

March 8, 2019



Host Jenn Falik, Today Show Contributor

Preliminary Results:

Total Number Of Airings	Total Viewer and Listener Impressions
950	859,057,473
Total Number Of TV Airings	Television Viewer Impressions
751	8,290,165
Total Number of Radio Airings	Radio Listeners
54	501,560
Total Number of Websites	Web Users
138	605,765,748
Total OTT Media	Total Users
7	244,500,000

Watch here: <https://www.lifeminute.tv/home-and-family/video/spring-travel-season>

SOCIAL HIGHLIGHTS

 **See Monterey** is at Pebble Beach 17 Mile Drive.
Published by Allyson Ryan [?] · March 3 at 9:15 AM · Monterey · 🌐

The best scenic drive in Monterey County is _____ 🚗



SEEMONTEREY.COM
Scenic Drives through Monterey County
Monterey County's scenic drives range from the legendar... [Learn More](#)

422K+ social impressions

 **See Monterey**
Mar 28 2019 2:23 PM UTC

Purple 🍷 Sunset 🌅

[Photo](#)

#sunset #sunsetlover #purplesunset #pacificgrove #beachesofcalifornia #pacificgrovebeach #pacificgroveca #beachsunset #oceansunset #sunsetlover #californiasunset #prideofmadeira #purpleflowers #prideofmad

 freed_fallin



2,570 social engagements

 **See Monterey**
Mar 1 2019 4:45 PM UTC

Not one but TWO tall ships dock in Monterey, March 1-17! 🚢

[Photo](#)

Click link in bio 📍 for info about tours and adventure sails!

#pirateslife #tallship #piratesofthecaribbean #monterey #pirateship #montereybay #montereyship #montereywharf #adventuresail #sailing #fishermanswharfmonterey



6% engagement rate



A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background features a vast, hazy landscape with rolling hills and a valley. The text "Thank You!" is centered in the middle of the image, underlined with a blue brushstroke.

Thank You!

MONTEREY
Grab life by the moments: