

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Group Business Development

April 2020

An e-blast was sent to 9,452 clients on behalf of the Business Development Team with messaging regarding planning future transformations. 400+ other touch points were made with a focus on repeat customers with strong ties to Monterey and key targeted regions (Nor Cal, SoCal, PNW, AZ, CO).

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
1,595	507	1,068	9,829
April	April	April	April
33,388	26,607	7,147	220,935
YTD	YTD	YTD	YTD
43% of goal	43% of goal		



Members Referred to Clients:

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Pace Report

YTD New Bookings Pace Placement:

2019 - 4,019	2022 - 2,530
2020 - 15,735	2024 - 2,466
2021 - 8,638	

Group RevPAR

*RevPAR is Revenue Per Available Room

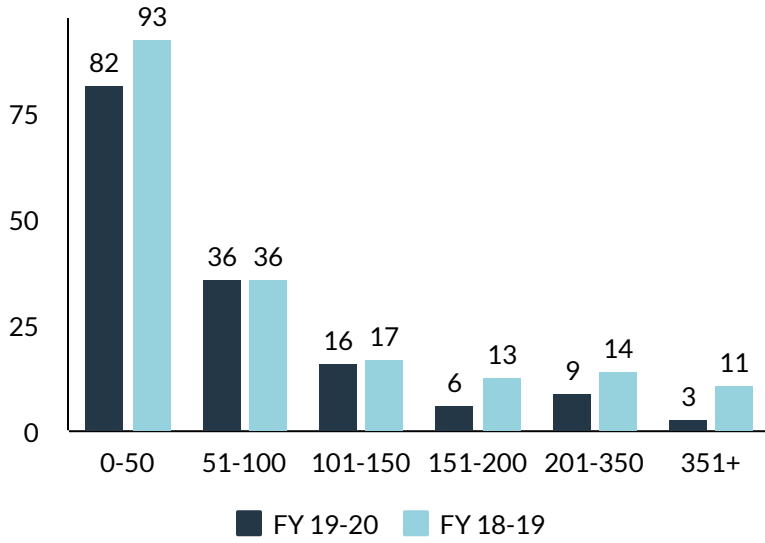
	April	YTD
★ MONTEREY	-87.8%	-10.5
South Lake Tahoe	-65.5%	-16.0%
Santa Barbara	-86.2%	-8.6%
San Jose	-87.0%	-19.9%
Napa Valley	-93.7%	-6.1%

	April	YTD
Palm Springs	-88.2%	-21.7
San Diego	-82.2%	-15.5%
San Francisco	-90.1%	-14.9%
Newport Beach	-85.5%	-10.1%
Sonoma County	-78.0%	-10.3%

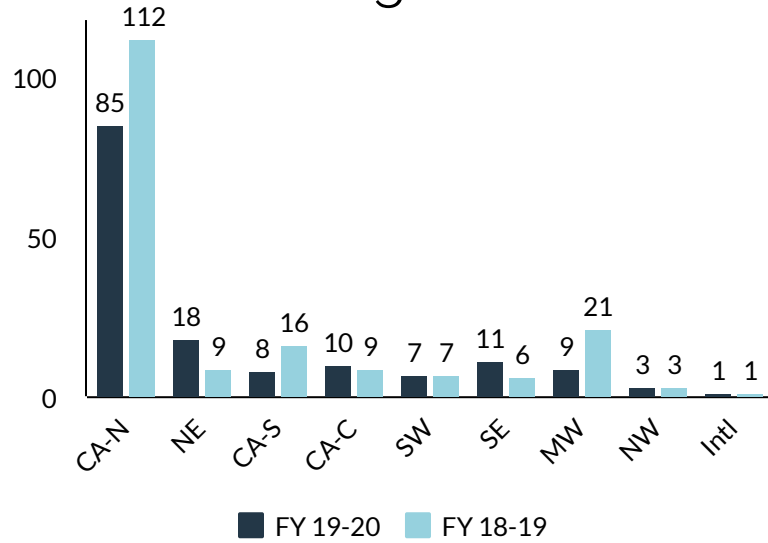
Upcoming Events

Industry and CVB events for the remainder of the fiscal year have been postponed or cancelled.

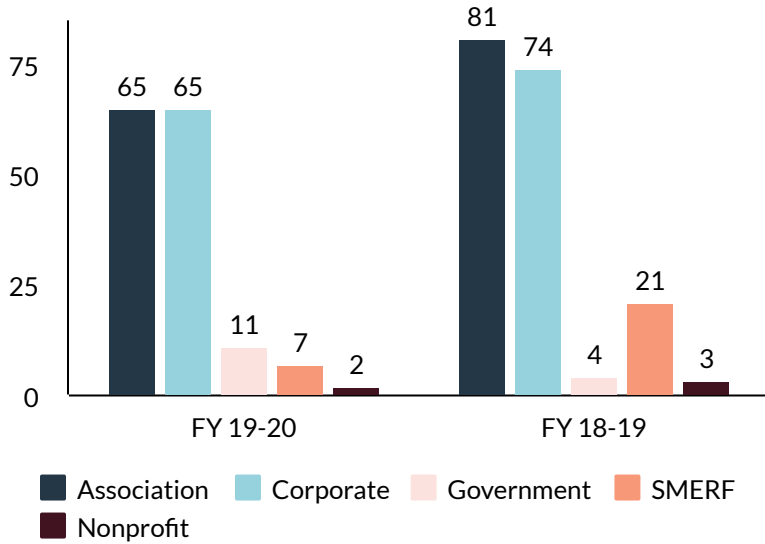
YOY Peak Room Night Bookings



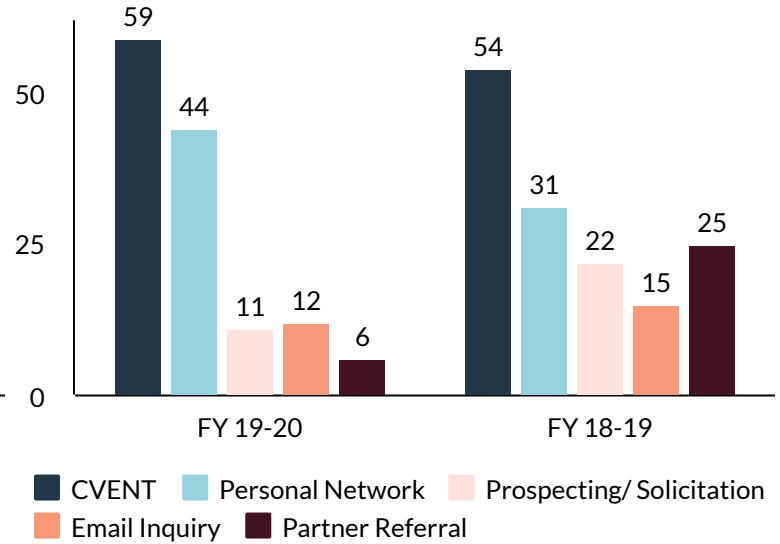
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Industry Updates

According to a new survey from Smart Meetings Magazine 78% of Americans say they plan to attend as many or more in-person events when the threat of COVID-19 passes and it is safe to do so.

Business Development

Leads continued to flow into the MCCVB in April primarily for 2021 and beyond. The market segments still looking to book business were 63% Association business and 37% corporate.