

# MCCVB Group Marketing Kit

*Transforming Our Approach*



# GROUP MARKETING TOOL KIT

## Overview

The purpose of this kit:

- Share MCCVB's group marketing campaign and PR program
- Show the Business Development Approach
- Help ensure a cohesive destination sales approach
- Inform partners on how to get involved with MCCVB's programs

## SURVEY SAYS...

### Meeting Planners Prefer Destinations

Who Work **TOGETHER** to provide a seamless meeting experience.



Over 77% of meeting planners either agree or strongly agree that they would benefit from hotel sales offices working closely with local CVBs.\*

*\*Source: Destination Analysts, The CVB and the future of the meetings industry 2018*

## MONTEREY MEETINGS BRAND POSITIONING

*Monterey County is the premier West Coast destination for inspired and invigorating meetings that result in transformative outcomes.*



# GROUP MARKETING APPROACH

Don't book a meeting.  
Book a Transformation.

You can have a meeting anywhere. **It's time for a destination that *inspires transformation*.**

In Monterey County, beaches transform into boardrooms and vineyards into breakout sessions. In turn, attendees transform themselves, their teams, their organizations ... and the bottom line.



# CONNECTING THE DOTS



# Group Marketing Campaign Examples





*“CVBs need to have an awareness campaign. Many meeting professionals are not even aware that CVBs exist, or that they offer a free service for smaller meetings and events.”*



*\*Source: Destination Analysts, The CVB and the future of the meetings industry 2018*





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You can have a meeting anywhere. It's time for a destination that inspires transformation.

Here, beaches transform into boardrooms and vineyards into breakout sessions. In turn, attendees transform themselves, their teams, their organizations ... and the bottom line.

MeetInMonterey.com

MONTEREY



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a meeting.  
  
Book a  
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MONTEREY  
INSPIRED MOMENTS IN MEETINGS

# HOST A TRANSFORMATIVE MEETING IN MONTEREY COUNTY, CA

Posted on: Friday, October 4, 2019 9:00 AM



We've all heard the phrase, "location, location, location," but what does that mean for the success of your team and your business? In today's world, colleagues can meet just about



[← Back to the Meetings Blog](#)

## MONTEREY MEETINGS BLOG

If you want everyone to "think big," the setting needs to inspire that. Imagine contemplating new ideas overlooking the expanse of the Monterey Bay or the rolling vineyards of the [Salinas Valley](#). Picture bonding as an organization that feels motivated to work harder together, on a beach instead of a boardroom. If you want to create real transformation that impacts your business' bottom line, you want to host your next meeting in Monterey County California.



### THE BEST OF BOTH WORLDS

[Meetings in Monterey County](#) are unlike anywhere else. The state-of-the-art [Monterey Conference Center](#) is newly renovated, with two adjoining hotels to accommodate all your team's needs. Gathered in a professional setting, your team or clients can take inspiration from the stunning views of the sea, just steps away from the modern building.

Whether sitting by the window, or exploring outside during breaks, meeting attendees will stay positive and refreshed surrounded by the famous [Monterey Bay Aquarium](#), award-winning [Salinas Valley Vineyards](#), and white sands of [Carmel Beach](#).



### MORE OPTIONS, MORE IDEAS

A breakout session is intended to inspire creative thinking. If you want to expand the minds of your team members, why not leave the conference room and conduct a brainstorm at a vineyard or on the greens of [Pebble Beach](#)?



# BUILDING BRAND AND DESTINATION AWARENESS



## 2019-20 Ad Placements



- Search and social: Sept. - June
- Custom targeted planner eblasts: Oct. - June
- Silicon Valley Business Journal print: Sept.
- CA Meetings & Events print and digital: Oct. - March
- Skift eblasts: Oct - Dec.
- MPI digital: Oct. - June
- SF Travel Guide print: Nov. - June
- Northstar print and digital: Nov. - June
- Smart Meetings print and digital: January - March
- CALSAE print and digital: Jan. - April
- ASAE Buyers Guide: June



MONTEREY  
Inspired moments in meetings.™



# BUILDING BRAND AND DESTINATION AWARENESS

## Public Relations and Earned Coverage



Example Press Coverage Highlight

Focus on transformational messaging in addition to trending topics:

- New Meeting Space/Renovations
- Transformative Experiences & Venues
- Bleisure Offerings
- Seasonal Opportunities (Holidays, Galas, Reunions)
- Culinary Offerings
- Eco-Tourism
- Monterey 250 Anniversary

SMALL MARKET  
**MEETINGS**

[Monterey: California's Coastal Enclave](#)

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# BUSINESS DEVELOPMENT


## Prospecting Programs

- Trade Shows & Client Events
- Custom Site Inspections & FAMs
- Client Services Outreach
- Eblasts, Meeting Planner Quarterly Newsletters
- Business Development Outreach & Direct Mail
- Sales Calls and Client Office Presentations
- Paid search / social

Inspired Moments in Meetings > [View Online](#)

**MONTEREY**  
Inspired moments in meetings.™

[CVB SERVICES](#)  
[REASONS TO BOOK](#)  
[MEETING FACILITIES](#)



**An Inspirational Meetings Destination**  
*Prepare to be awe-struck*

Monterey County on California's Central Coast is famous for its stunning, natural beauty. The dramatic coastline and bay views, plus world-class amenities and attractions for every budget are just a few reasons why attendees love Monterey as a meetings destination.

[Read More](#)

MONTEREY  
Inspired moments in meetings.™



# The Basics

How We Talk About Our Destination  
to Meeting Planners

# THE BASICS

## How We Talk About Our Destination to Meeting Planners

### Why Monterey?

**LODGING VARIETY** With over 220 lodging facilities and over 12,000 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 Aquarium, 21 public and private golf courses, including world-renowned Pebble Beach Golf Links, and several world-class annual golf, automotive, music and culinary events.

#### AWARD-WINNING FOOD & WINE

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 a consistently mild climate, an average temperature of 65° 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 as well.

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

# WEATHER TRENDS

MONTH	AVERAGE SUNSET TIME	AVERAGE LOW TEMPERATURE	AVERAGE HIGH TEMPERATURE	AVERAGE PRECIPITATION
January	5:20pm	44°	58°	4.40"
February	5:55pm	45°	60°	4.05"
March	7:20pm	45°	61°	3.38"
April	7:50pm	46°	62°	1.49"
May	8:15pm	48°	63°	0.56"
June	8:45pm	50°	65°	0.20"
July	8:30pm	52°	66°	0.05"
August	8:00pm	53°	68°	0.07"
September	7:30pm	53°	70°	0.24"
October	6:35pm	51°	68°	0.24"
November	5:10pm	47°	63°	2.32"
December	5:00pm	44°	58°	3.41"





SPACE TO CREATE, ENRICHING MOMENTS AND

**TRANSFORMATIVE  
EXPERIENCES**

# THE BASICS

## How We Talk About Our Destination to Meeting Planners

### Large Meeting Facilities

Monterey County has a variety of meeting facilities, from conference centers to hotels with meeting space to unique offsite locations sure to wow your attendees. The lodging properties listed here can accommodate meetings of 200 or more people.

	total indoor sq. footage	rooms
Monterey Conference Center Complex* <i>(Includes Hotel Pacific, Marriott Monterey and Portola Hotel &amp; Spa)</i>	40,000 (85,000+ w/ hotels)	825
*Portola Hotel & Spa	40,000	379
*Monterey Marriott	16,500	341
*Hotel Pacific	1,777	105
Hyatt Regency Monterey Hotel and Spa	40,000	550
Asilomar Conference Grounds	17,310	312
Monterey Plaza Hotel & Spa	17,000	290
The Inn at Spanish Bay™	16,500	269
Embassy Suites Monterey Bay-Seaside	14,921	234
InterContinental The Clement Monterey	12,500	208
Hilton Garden Inn	6,241	204
Monterey Tides	9,700	196
The Lodge at Pebble Beach	10,000	191
Carmel Valley Ranch	9,411	181
Casa Munras Garden Hotel & Spa	3,775	171
Carmel Mission Inn	6,670	165
Quail Lodge and Golf Club	6,180	94
La Playa Carmel	4,937	75
Bernardus Lodge & Spa	4,000	73



### 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 a variety of offsite venues. The area has restaurants offering large group facilities as well as other types of unique venues available for food and beverage functions, meetings or gatherings.



MONTEREY  
Inspired moments in meetings.®





AN UNMATCHED  
**LOCATION**

# GETTING HERE

Whether your attendees prefer planes, trains or automobiles, it's easy to get to Monterey County for your next meeting and event.

Monterey County is situated on California's central coast approximately 100 miles south of San Francisco and 300 miles north of Los Angeles.

Monterey Regional Airport (MRY) is convenient and easier to get to than you think! With daily service from San Francisco, Los Angeles, San Diego, Las Vegas, Phoenix, Dallas and Denver, MRY has reach to over 95 domestic and international destinations with just one connection!





WHERE INSPIRATION  
**FLOWS NATURALLY**

# THE BASICS

## Monterey County Has a Proud Legacy of Inspiration and Innovation

### A LEGACY OF INNOVATION

Since California's first constitution was written in Monterey in 1849, Monterey County has always been a destination for great minds to come together and gain perspective. It has been a retreat and meeting place for scientists, thinkers, artists, musicians, inventors, business barons and venture capitalists alike. Follow in the footsteps of Steve Jobs, John Steinbeck, Jimi Hendrix and many others when you meet here.

*Create your own Path of History tour and peruse some of the area's oldest landmarks, such as California's First Theatre and Royal Presidio Chapel. The area is also home to three of California's iconic missions, including Mission San Carlos Borromeo in Carmel.*

### NATURALLY INSPIRING

Where land meets sea is great for your next meeting. Monterey County's fresh air leads to fresh thinking. Its open space inspires bigger ideas, and the consistently mild weather makes it a great place to host your business getaway year-round. And when you take a minute to get back to nature — on the trail, by the ocean or deep in the redwoods — there's no telling what will transpire.

*Hop on a whale watching tour and catch a rare glimpse of one of the largest mammals on earth, check out 150-year-old redwoods at Pfeiffer Big Sur State Park and sample wines from vineyards planted by Franciscan Friars over 200 years ago.*

**Take It All In,  
Leave Nothing Behind.**

 **SUSTAINABLE  
MOMENTS™**  
Visit Responsibly.

## PLAN GREEN!

Monterey County and the MCCVB take personal responsibility to protect our destination's incredible natural assets and pristine landscape, recognizing the importance of sustainability and giving back to the community. This mindset extends to how we conduct our events and conferences.



### GREEN MEETINGS ARE EASY IN MONTEREY

There are a number of green event services we are happy to connect you with, including:

- Zero Waste Event Services
- Carbon Offset Programs
- Swag, tchotchke & signage repurposing
- Local and sustainable F&B sourcing
- Environmental & Social Volunteer Group Projects
- LEED and certified green businesses

With agriculture as our number one industry, we use the freshest locally-grown food and wine in our catering choices, reducing the carbon footprint. The Monterey Bay Aquarium's Sustainable Seafood Watch program sets standards around the country for responsible seafood menus. Area businesses lead the industry in sustainable business practices. The Monterey Regional Waste Management District that has the highest displacement percentage in the country, so you can feel good knowing your event was low waste or had zero landfill impact.

### GREEN MEETING RESOURCES

Here is a list of local resources for your next green meeting and event in Monterey County.

- **Monterey Regional Waste Management District:** to learn how to reuse, recycle, and repurpose in Monterey County
- **Monterey Bay Aquarium's Seafood Watch:** information on choosing seafood that's good for you, and good for the environment.
- **Monterey County Vintners and Growers Association:** buy local wines for your event and reduce your carbon footprint
- **The Offset Project:** make your event Zero Waste! The Offset Project can create recycling and composting programs for your Monterey County meeting and event
- **Pass It On Please:** keeping corporate trade show swag out of our landfills and into the eager hands of our schools and those in need.
- **Monterey Bay Green Business Partnership:** Our list of members who have been certified by the MBGBP.





**#MeetInMonterey**

# HOW TO TALK ABOUT TRANSFORMATION

## Example Copy and Talking Points

Bring your clients to a destination where breathtaking vistas are part of every breakout session. Where bucket-list experiences like Big Sur and Pebble Beach fall between keynote speakers. And where inspiration doesn't have to be scheduled. We make it easy--you book the meeting – we'll take care of the rest.

# HOW TO TALK ABOUT TRANSFORMATION

## Example Copy and Talking Points

You could have a meeting anywhere. What you need is a destination that inspires real change for the attendees, the organization and yourself. Surrounded by breathtaking scenic beauty, Monterey County is a place where inspiration comes naturally. Where attendees of all backgrounds feel compelled to collaborate and where everyone leaves feeling invigorated--and more than that, they feel transformed, in ways they didn't think possible.

# HOW TO TALK ABOUT TRANSFORMATION

## Example Copy and Talking Points

Meetings in Monterey County are unlike anywhere. Where else can you have a meeting overlooking a world famous aquarium, amongst lush vineyard vines or on a sandy white beach watching the sun set (or rise!). And in Monterey County, all of those meetings are possible in a single day! Not that you'd want to rush it. Monterey County's inherent beauty evokes inspiration. That inspiration often results in transformative experiences—for you, your attendees and their bottom line.

# HOW TO TALK ABOUT TRANSFORMATION

## Example Copy and Talking Points

In Monterey County, inspiration comes in many forms – it could be the cliffs of Big Sur, the greens of Pebble Beach, or the satisfaction of seeing your group come together as a team. Here, inspiration is a given—it’s the magic that powers *transformation* for the attendees, the organization ... and yourself.

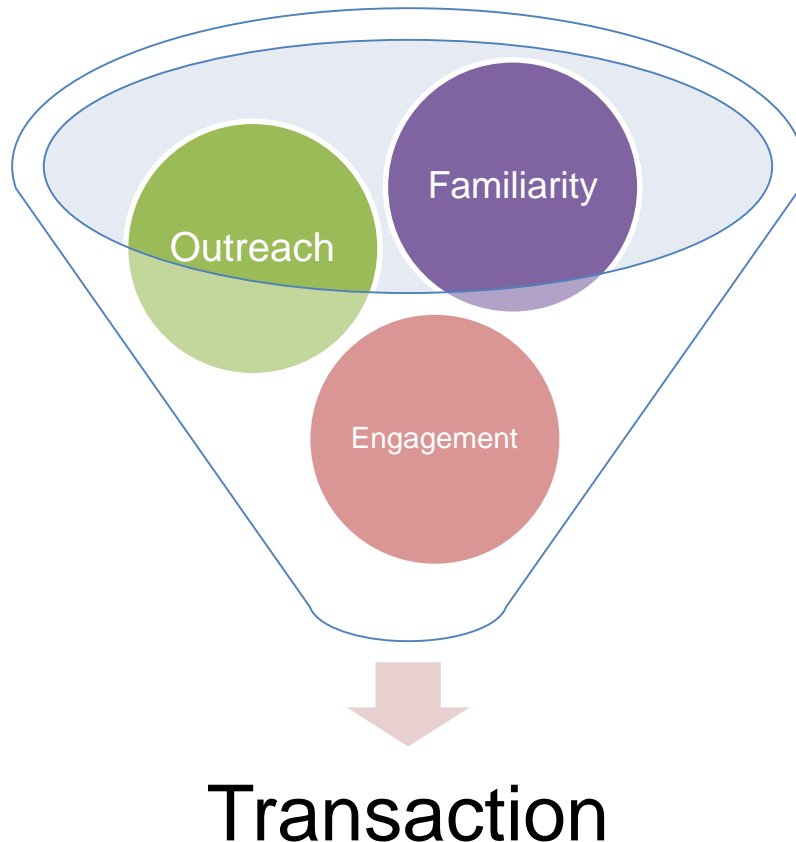
# How Does a Marketing Campaign Equip Business Development in Driving SALES?

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# DELIVERING ON THE BRAND PROMISE

What Business Development Tactics Support the Campaign and Convert Customers?



- Engagement to Action to Transaction with High Community Participation
- More Visible Presence at Shows (IMEX, IPW)
- Captivating In-Market Events
- Engaged/Personalized Sites & FAMS
- Personalized Service Options for Groups
- Customized Recommendations & Extensive Destination Knowledge



# GROUP BUSINESS DEVELOPMENT

## Key Areas of Focus

- Create and cultivate revenue opportunities through groups, meetings and conferences for the benefit of our hotel community and other related members that draw income from such visitors.
- Also act as the principal business development organization for the Monterey Conference Center (MCC)



# 2019-20 GROUP BUSINESS DEVELOPMENT PLAN

## Meetings that Make Sense:

- Off-Peak
- Longer Stays
- Lower Impact Travel
- Higher Spending Traveler
- Drive Compression
- Midweek
- Extended/Return Visits



## Group Business Development

# Key Strategies

### I. Prospect

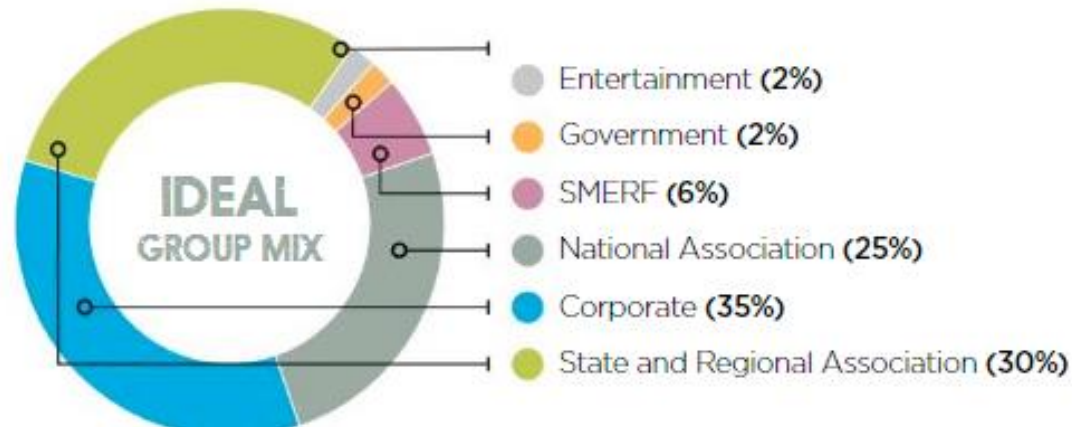
Prospect the *ideal* mix of group business for Monterey County: high-yield and off-peak is the desired pattern. Segment and target high-value tour and travel operators in luxury and select international markets.

### II. Transform

Create competitive differentiation through transformative client engagement and services. Enhance the experience (not just the meeting) by providing exemplary service that is specific to the Monterey County brand and encourages incremental visitation.

### III. Collaborate

Leverage the collective strengths of the destination through intensified collaboration with the group hotels, Sales & MCTID Committees, Monterey Conference Center and businesses that service meetings and conferences.



## The Approach



Continued focus on **high-yield, compression-causing, off-peak season markets and segments** that contribute to occupancy and RevPAR growth



Invest robustly in **select, proven high-yield trade shows** that will draw high partner participation and connect with new, incremental business opportunities



Segment and target **Tour and Travel operators/sellers** to increase existing market share and to grow new higher-yielding segments in golf, luxury, family, experiential and adventure travel in both domestic and international marketplaces



Target **business development efforts** by leveraging our 3rd party and business meetings industry strategic partnerships such as HelmsBriscoe and SF Travel to uncover and convert new business from further afield compelling markets



As a **competitive differentiator**, further utilize our **Strategic Client Services team** to provide customized business meeting service solutions while providing industry-leading, exemplary client care; build out the meeting experience to extend stays through spousal programs and combined business and leisure (i.e., bleisure) itineraries

# GROUP TARGET SEGMENTS

Segment	Corporate	State Association	National Association	Incentive	SMERF	Government
<b>Definition</b>	Company/group authorized to act as a single entity	Group organized for a joint purpose with State only membership	Group organized for a joint purpose with National only membership	Company where the primary goal is in booking as reward to employees/clients	Acronym: Social, Military, Educational, Religious or Fraternal groups	Any group granted Federal or State Government per diem rates
<b>Timing</b>	Can meet any time of the year, but stay away from summer months/holidays. 2-3 day pattern Range: 10-600 people	Book in spring and fall dates on weekdays. 3-5 day pattern Range: 100-800 people	Book in spring or fall dates on weekdays. 3-5 day pattern Range: 300-1,000 people	Book over summer or holiday periods during weekday or weekends. 3-5 day pattern Range: 10-40 people	Looking for deal periods so book summer or holiday and off-peak winter months.	Can meet any time of the year, but look for off-peak times to get a lower rate.
<b>Pricing Needs</b>	Will pay higher rates, but not flexible with dates	More rate sensitive and more flexible with dates	Somewhat rate sensitive, less flexible with dates	Least rate sensitive, looking for highest rated facilities	Most flexible with dates, looking for the best deal	Some flexibility, but always need per diem rates to get reimbursed by the government

**Thank You!**

A scenic view of a beach at sunset. The sky is a mix of purple, blue, and orange. The beach is wide and sandy, with several people walking along the shore. In the foreground, there are green and yellow dune plants. The text 'Thank You!' is centered in the image, underlined with a thick black line.