

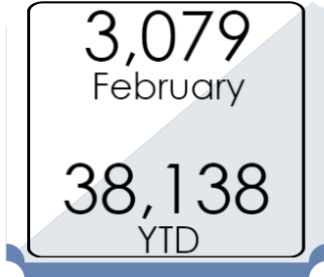
# MONTEREY

Grab life by the moments:

## Group Sales & Services Report

February 2017

### Total Group Room Nights



42% of Annual Goal

In February the CVB partnered with the MCC to host 7 clients for a FAM and hard hat tour of the new facility.

Leisure Sales Executive David Cater promoted Monterey County at the Go West Summit, NTA Travel Exchange and NAJ Receptive Operator Summit.

The CVB sponsored a table at the MPISSN Crab Feed in Sacramento which has already garnered 4,551 lead room nights.

The Sales & Services team continued their work in the 7 Habits of Highly Effective People completing chapters 1-3.



Hotel Lead Response Rate:

79%  
YTD

### Pace Report Growth



Pace Report is under construction as we re-evaluate how we look at our Pace Report Growth.

### Group RevPAR

\*RevPAR is Revenue Per Available Room Night

	Jan	YTD
★ MONTEREY	-0.8	-3.8
Lake Tahoe	-4.6	-5.2
Santa Barbra	16.4	27.8
San Jose	-14.3	-0.1
Napa Valley	3.9	1.2

	Jan	YTD
Palm Springs	16.5	21.4
San Diego	2.8	11.3
San Francisco	10.8	-8.4
Newport Beach	7.9	5.4
Sonoma County	10.8	2.2

### Total Demand

27,221 Lead Room Nights February

229,018 Lead Room Nights YTD

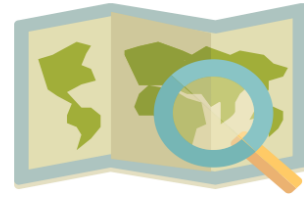
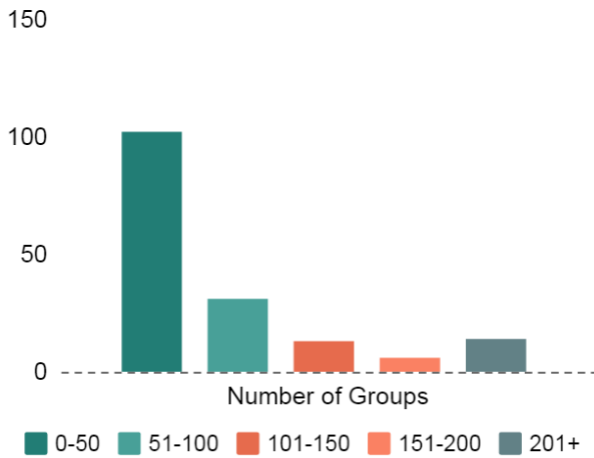


### New Business Bookings

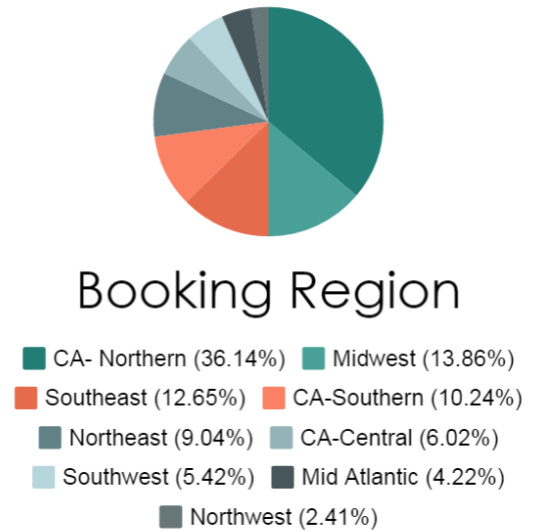
1,410 Room Nights February

22,408 Room Nights YTD

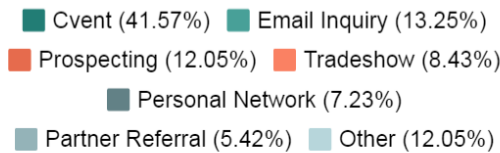
## Peak Room Nights



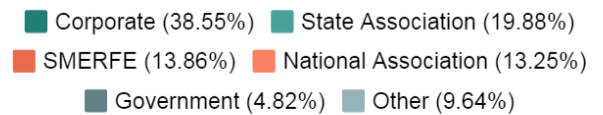
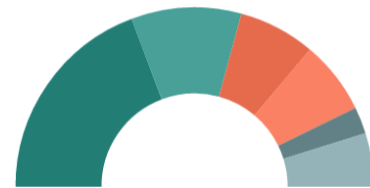
## Booking Region



## Top Prospect Sources



## Top 5 Market Segments



## Top 5 Tradeshow ROI



- 15,933 Lead RN ASAE Annual
- 8,776 Lead RN IMEX
- 8,287 Lead RN Assn Forum Holiday Showcase
- 7,726 Lead RN CalSAE Seasonal
- 5,655 Lead RN LA/OC Client Event

Booking Verification Q1/Q2  
 52% CVB Originated  
 42% CVB Assisted  
 6% Unverified  
 66% Hotel Average of bookings sourced through MCCVB