

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Group Business Development

February 2020

MCCVB was represented during the Prestige Global Annual Partner meeting in Atlanta. Lauren networked with 40 Prestige Global Meeting Source representatives and had 1:1 appointments with 8 representatives, providing destination updates and promoting our new Seattle flights.

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
1,620	1,143	0	15,578
February	February	February	February
28,543	24,120	4,110	196,650
YTD	YTD	YTD	YTD
38% of goal	40% of goal		



Members Referred to Clients:

49

Pace Report

YTD New Bookings Pace Placement:

2019 - 3,999	2022 - 2,530
2020 - 13,987	2024 - 1,267
2021 - 6,760	

Group RevPAR

*RevPAR is Revenue Per Available Room

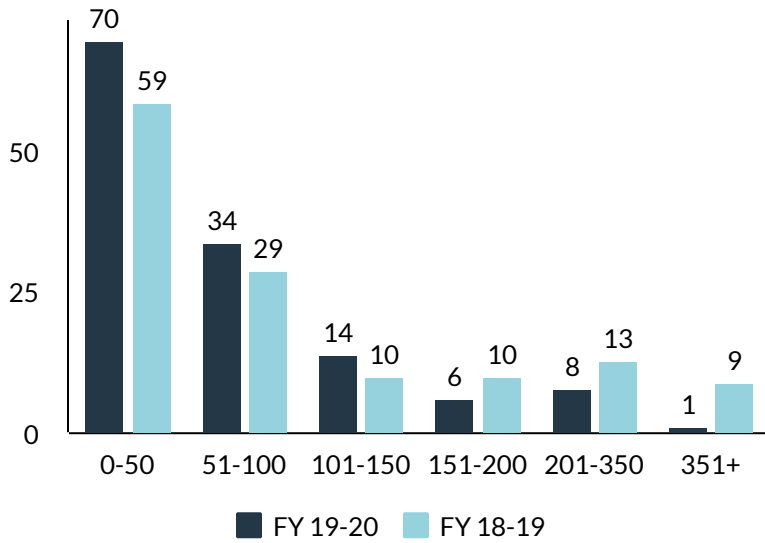
	Feb,	YTD
★ MONTEREY	-15.9%	-2.1%
South Lake Tahoe	-46.6%	-4.8%
Santa Barbara	1.8%	-5.7%
San Jose	-21.8%	-14.8%
Napa Valley	-9.2%	0.5%

	Feb.	YTD
Palm Springs	7.6%	3.6%
San Diego	-0.8%	-8.2%
San Francisco	-13.3%	1.0%
Newport Beach	4.4%	2.4%
Sonoma County	13.5%	-2.8%

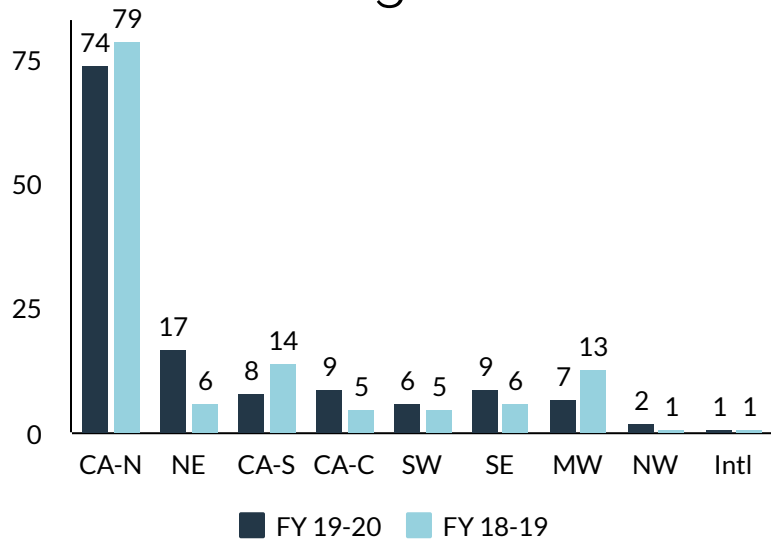
Upcoming Events

June 7-10: IPW, Las Vegas
June 6-9: MPI WEC, Grapevine Texas

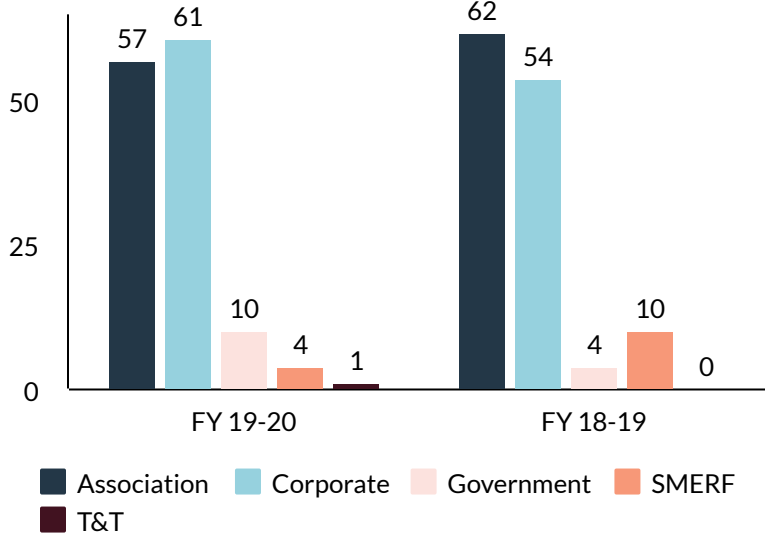
YOY Peak Room Night Bookings



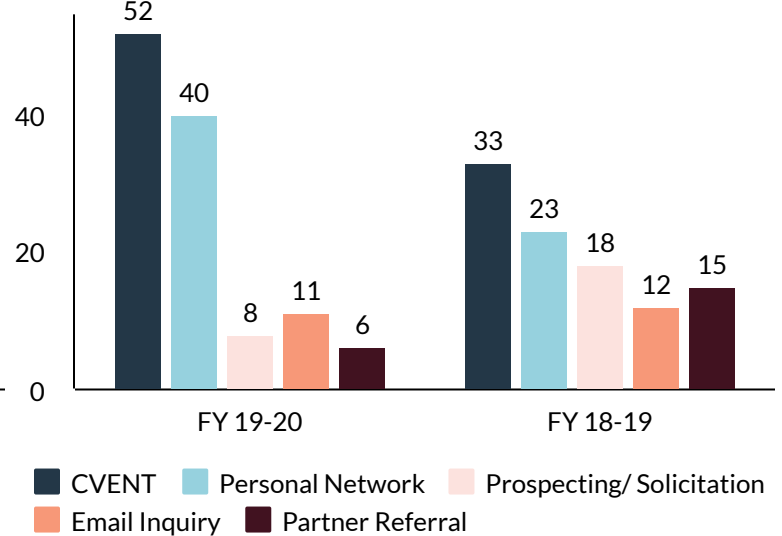
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Tour & Travel

Attended RTO Summit West in Marina del Rey. Monterey County was represented in 23 prescheduled 10-minute appointments w/ buyers for Asia, Europe, and North America. 5 FIT leads have been generated from this conference to-date.



Business Development

This month our Business Development Specialist worked with BDE's on upcoming sales missions in Chicago, Denver, and Phoenix. She personally connected with over 100+ meeting planners in Denver and Phoenix markets.