

Group Business Development

July 2019

Participated in a Visit CA UK & Ireland Sales Mission engaging 314 Travel and Trade professionals. Visit CA continues to elevate Monterey County to the UK market, California's second largest market overseas.

Total Leads Room Nights Sent	Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked
30,900	2,980	2,296	1,116
July	July	July	July



Members Referred to Clients:

66

Pace Report

YTD New Bookings Pace Placement:

2019 -	732
2020 -	997
2021 -	1,251

Group RevPAR

*RevPAR is Revenue Per Available Room

	July	YTD
MONTEREY	-0.1%	-0.1%
South Lake Tahoe	-19.3%	-19.3%
Santa Barbara	-13.1%	-13.1%
San Jose	-17.2%	-17.2%
Napa Valley	-12.0%	-12.0%

	July	YTD
Palm Springs	-20.6%	-20.6%
San Diego	-4.4%	-4.4%
San Francisco	-34.0%	-34.0%
Newport Beach	+12.2%	+12.2%
Sonoma County	-0.9%	-0.9%

Upcoming Events

August 10-13: ASAE Annual Meeting & Expo, Columbus (Co-ops sold-out)

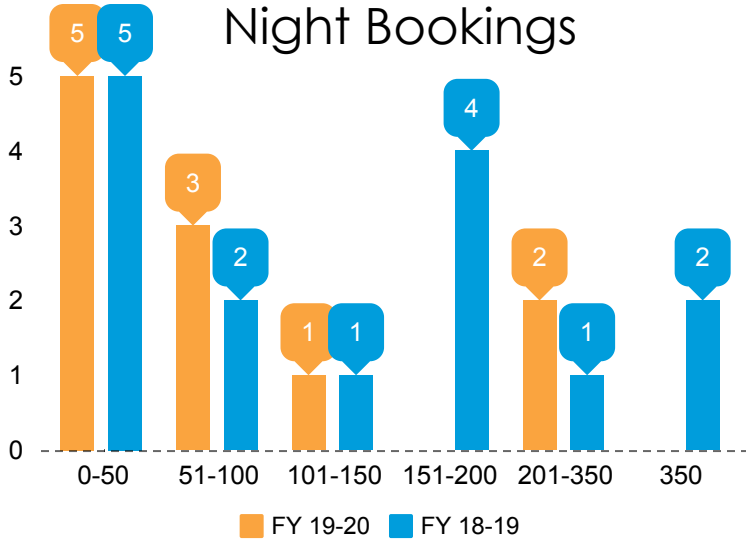
September 10-12: IMEX, Las Vegas (Co-ops sold-out)

October 21-25: Ohio Sales Mission (Co-ops available)

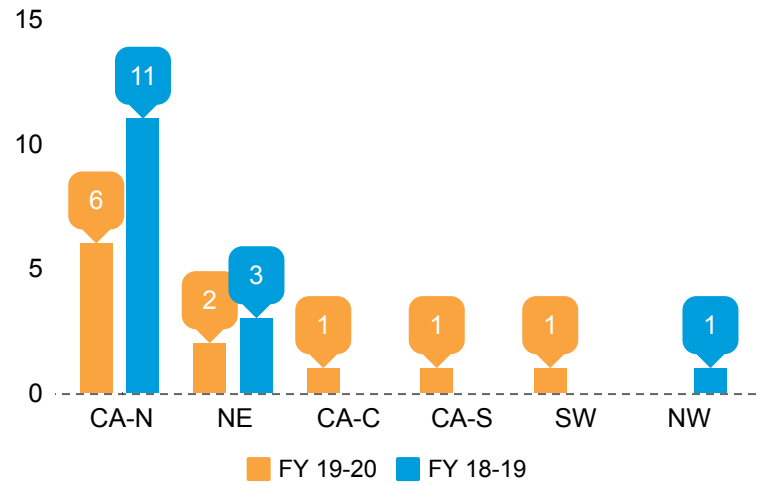
December 17: Association Forum, Chicago IL (Co-ops available)

For all co-op opportunities please visit www.seemonterey.com/rsvp

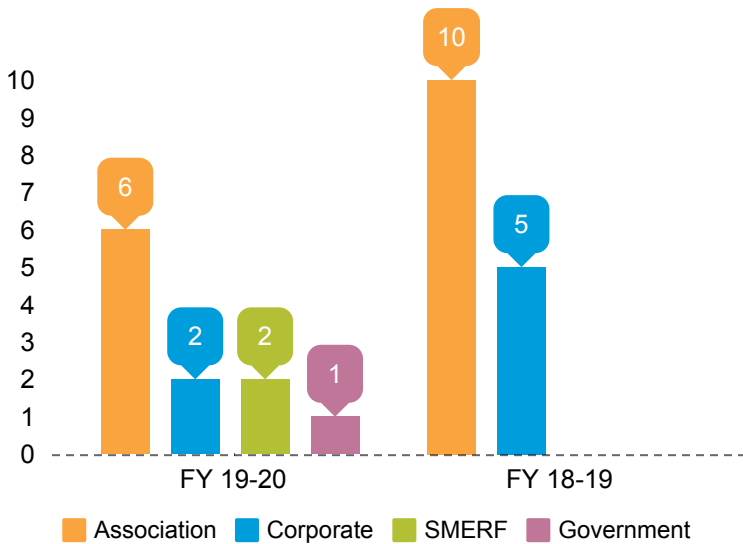
YOY Peak Room Night Bookings



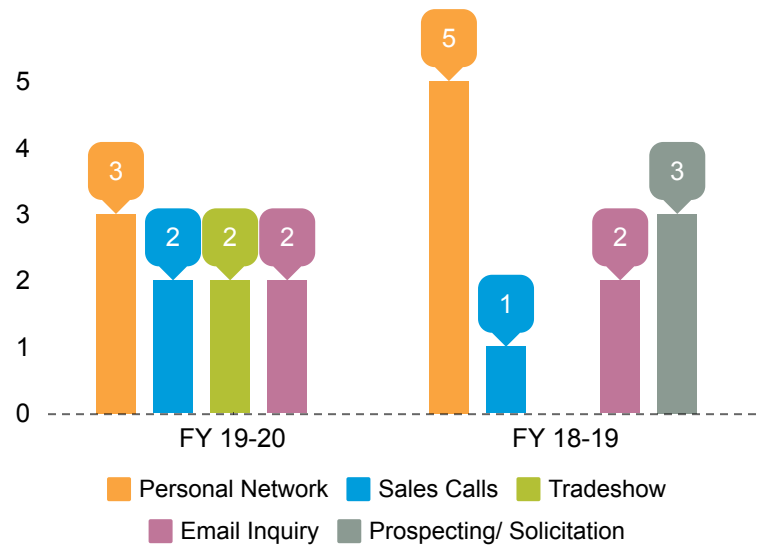
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Business Development

Since 2017, our Strategic Business Development Specialist has assisted with 68 booking opportunities (for 36,521 potential room nights) and 150+ related business development engagements through social media, client events, sales missions and FAMs.