

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Group Business Development

March 2020

While adapting to many changes from COVID-19 this month, the MCCVB was able to book a piece of new business for the Meeting Connection. The program brings 380 room nights on peak and 1,199 room nights total to the destination in 2024.

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
3,368	1,988	1,969	15,252
March	March	March	March
31,551	25,858	6,079	211,902
YTD	YTD	YTD	YTD
42% of goal	43% of goal		



Members Referred to Clients:

4

Pace Report

YTD New Bookings Pace Placement:

2019 - 3,999	2022 - 2,530
2020 - 12,811	2024 - 2,466
2021 - 8,342	

Group RevPAR

*RevPAR is Revenue Per Available Room

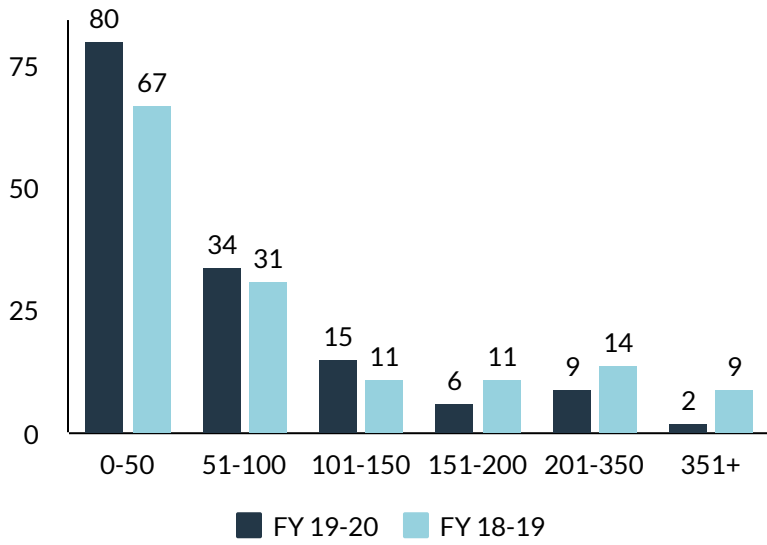
	Feb,	YTD
★ MONTEREY	-15.9%	-2.1%
South Lake Tahoe	-46.6%	-4.8%
Santa Barbara	1.8%	-5.7%
San Jose	-21.8%	-14.8%
Napa Valley	-9.2%	0.5%

	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%

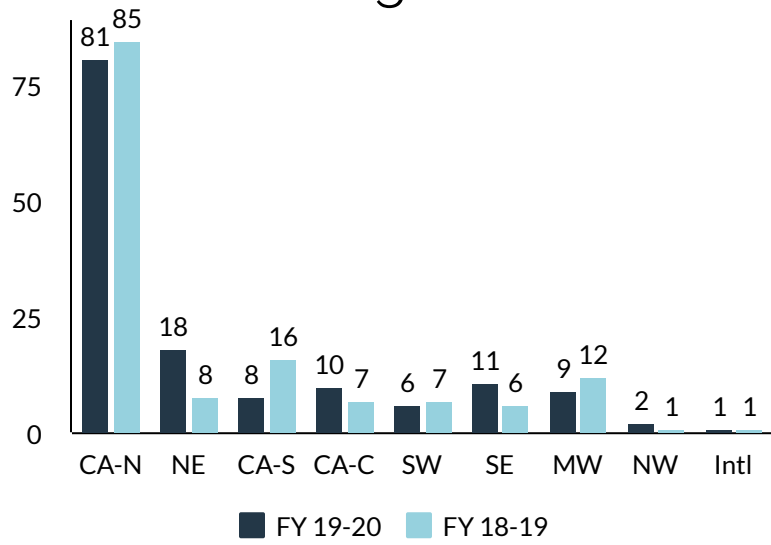
Upcoming Events

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

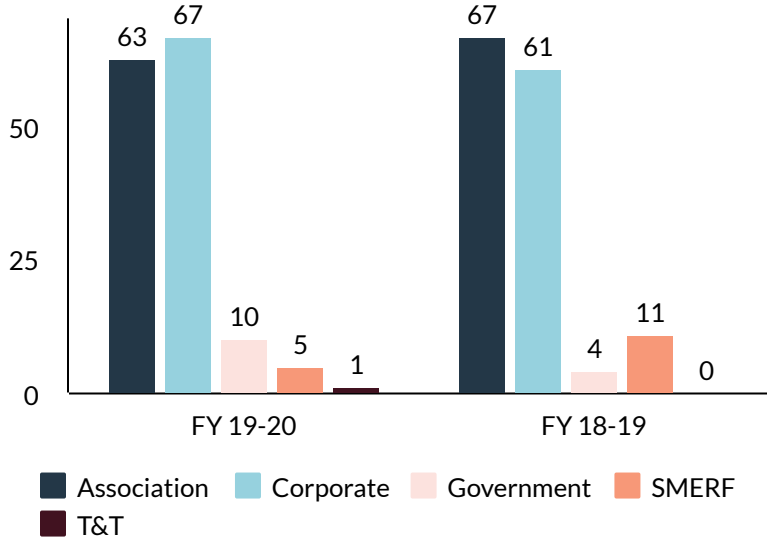
YOY Peak Room Night Bookings



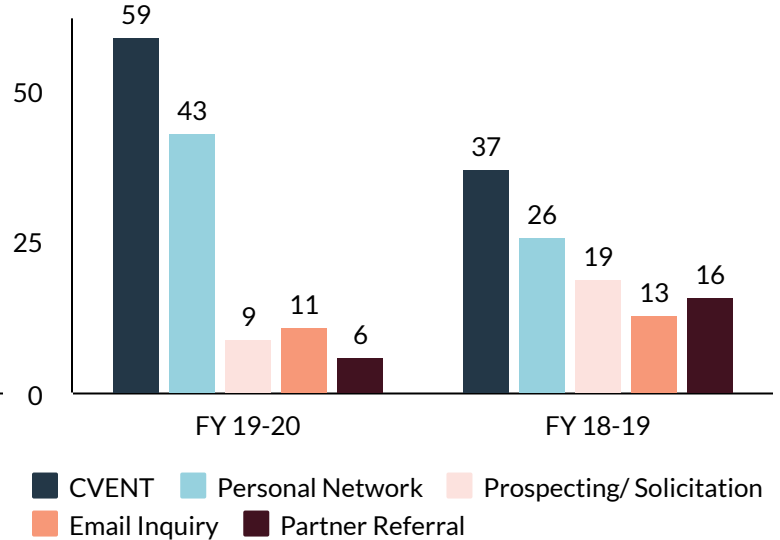
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Tour & Travel

Attended a Visit California Sales Mission and Luxury Forum in France providing Monterey County destination training to 186 Senior Tour Operators and Travel Advisors in Paris and Lyon.



Business Development

This month our Business Development Specialist worked with BDE's on client outreach templates regarding COVID-19, and prospected new contacts in target markets for future outreach.