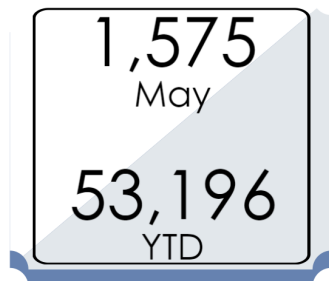


# Group Sales & Services Report

May 2017

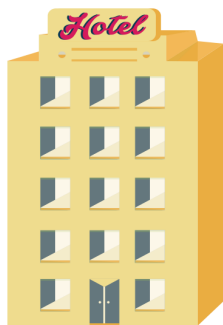
## Total Group Room Nights



59% of Annual Goal

The Sales & Services team had a busy month of promoting the destination at the Conference Direct Conference. The CVB hosted a Murder Mystery Client event in Sacramento with 25 clients which resulted in 1 lead so far. Members of the sales team attended a Pop Up Event in Chicago generating buzz in the midwest market.

Also in May, the remote sales team was brought to Monterey to discuss 2017-2018 planning as well as attend some local events such as MCHA's Employee Appreciation Day.



Hotel Lead  
Response Rate:

74%  
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

	May	FYTD
★ MONTEREY	+10.6%	-2.2%
South Lake Tahoe	-10.3%	-12.4%
Santa Barbara	+24.0%	+25.0%
San Jose	+4.1%	-3.9%
Napa Valley	-4.4%	+2.2%

	May	FYTD
Palm Springs	+9.0%	+11.4%
San Diego	-3.1%	+8.4%
San Francisco	-28.3%	-12.3%
Newport Beach	+16.5%	+8.5%
Sonoma County	+18.8%	+0.5%

## Total Demand

27,947 Lead Room Nights May

310,980 Lead Room Nights YTD

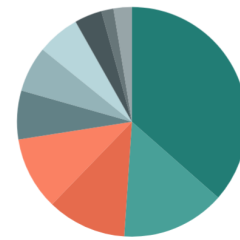
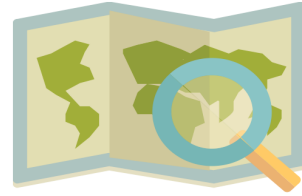
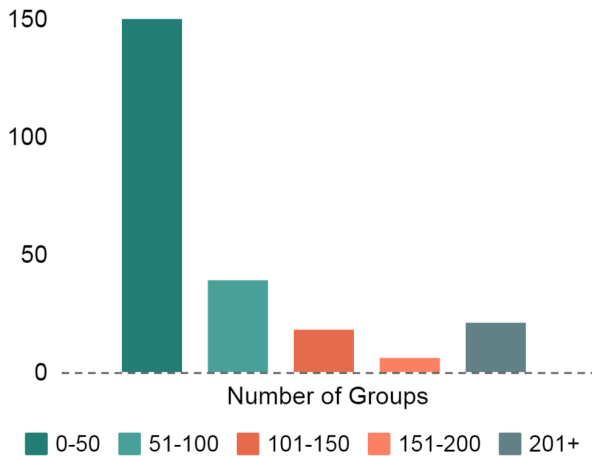
## New Business Bookings

974 Room Nights May

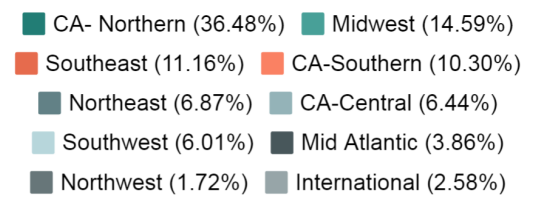
27,485 Room Nights YTD



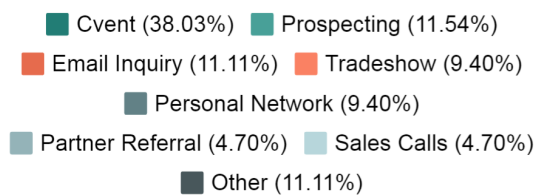
## Peak Room Nights



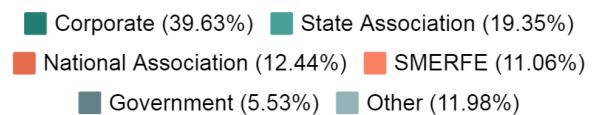
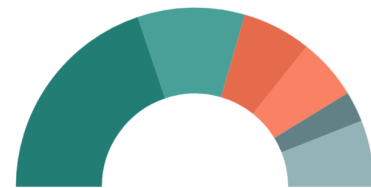
## Booking Region



## Top Prospect Sources



## Top 5 Market Segments



## Top 5 Tradeshow ROI



- 21,454 Lead RN ASAE Annual
- 9,458 Lead RN IMEX
- 9,916 Lead RN Assn Forum Holiday Showcase
- 8,971 Lead RN CalSAE Seasonal
- 5,968 Lead RN LA/OC Client Event

## Partner Referrals

The Strategic Client Services team recommended over 60 member businesses to clients inquiring about lunch & dinner locations, transportation providers, catering companies, and spouse activities.