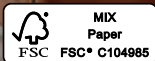


Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey | Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

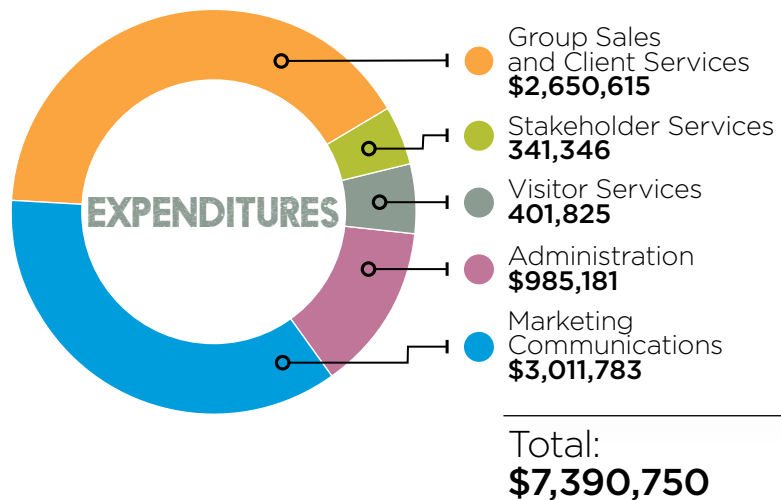
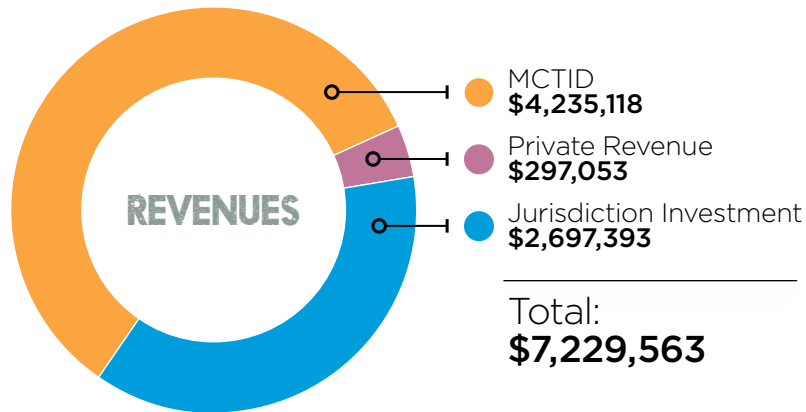
MCCVB 2018-19 ANNUAL REPORT



MONTEREY
Monterey County Convention
& Visitors Bureau

SeeMonterey.com





Group Sales & Services

The objective of Group Sales is to develop new business leads for meetings and events that convert to incremental room nights during off-peak times. The renovation of the Monterey Conference Center provided a unique opportunity to ensure that the MCC's potential as an economic driver was reached and that hotel properties witnessed increases in occupancy and RevPAR.



Group Room
Nights Booked
100% of Goal



Peak Room
Nights Booked
80% of Goal



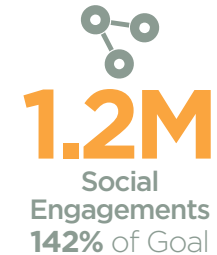
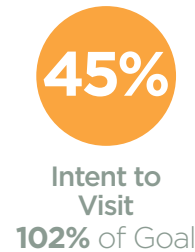
New Business Room
Nights Booked
78% of Goal



\$15.3M Room Revenue Generated!

Marketing Communications

As the destination marketing organization for Monterey County, managing and promoting the brand and creating awareness and excitement for our region are core components in supporting MCCVB's mission to grow the tourism economy. The primary strategy used to support this mission was content marketing, the integrated amplification of engaging and inspiring content across paid, owned and earned channels. MCCVB leveraged its social channels and website content with support from paid advertising and earned media coverage to maximize exposure, inspire visitation and position our region as the premier meetings and leisure region on the West Coast.



\$48M Earned Ad Equivalency

Departmental Goals + Metrics (continued)

Visitor & Stakeholder Engagement

The mission of Visitor Services is to lengthen stays, expand visitor distribution throughout the region and increase visitor spending. The authentic experience that a destination specialist provides through face-to-face interactions and unparalleled customer service directly results in a positive economic impact.



Influenced to Stay Longer



Influenced Room Nights



Economic Impact Generated



Visitors Assisted



Monterey County Tourism **BY THE NUMBERS**

\$2.8B

In Visitor
Spending

24,990

People Employed
In Tourism

\$125M

In Local Tax
Receipts

\$128M

In State Tax
Receipts

4 4.6M

Overnight
Visitors

\$346

Average Spent
Per Day by Each
Overnight Visitor

Source: Monterey County Travel Impacts 1992-2017,
Dean Runyan Associates, May 2018



2018-19 Board of Directors

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Pine Inn and Tally Ho Inn

John Turner, Chair-Elect

InterContinental The Clement
Monterey

Rick Aldinger, Past-Chair

Big Sur River Inn

Jeroen Gerrese, Treasurer

The Sanctuary Beach Resort

Mimi Hahn, Secretary

Monterey Bay Aquarium

Directors

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Monterey County Board of
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Deetjen's Big Sur Inn

Tim Kessler

Monterey Plaza Hotel & Spa

Diane Mandeville

Cannery Row Company

Teri Owens

Embassy Suites
Monterey Bay – Seaside

Bina Patel

Peninsula Hospitality Group

Amrish Patel

Centrella Inn and
Carmel Green Lantern Inn

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Monterey Conference Center

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Monterey County Vintners and
Growers Association

Hans Uslar

City of Monterey