

# MCCVB Marketing Committee Updates





# MCCVB MARKETING COMMITTEE

## UPDATES

- Marketing Recovery Updates
- Fall Campaign - Take a Monterey Field Trip
- Responsible Travel Initiative
- Owned & Earned Highlights



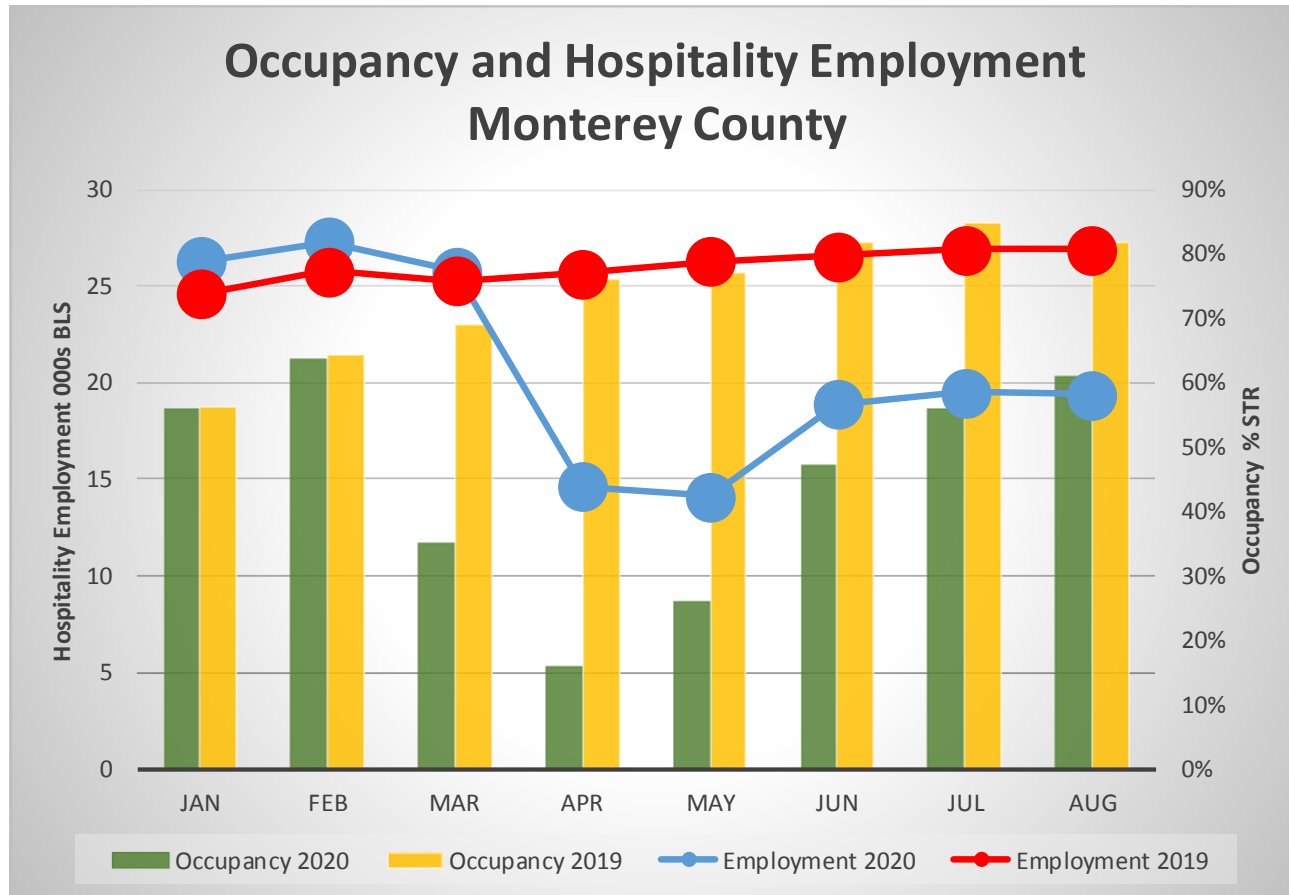
# MARKETING RECOVERY UPDATES





# MARKETING RECOVERY UPDATE

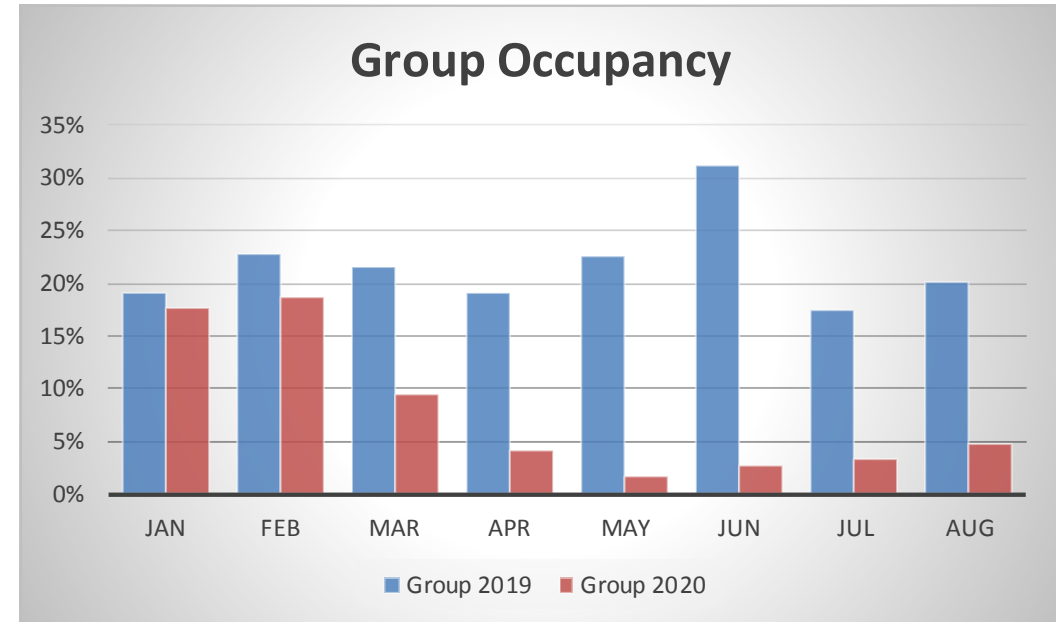
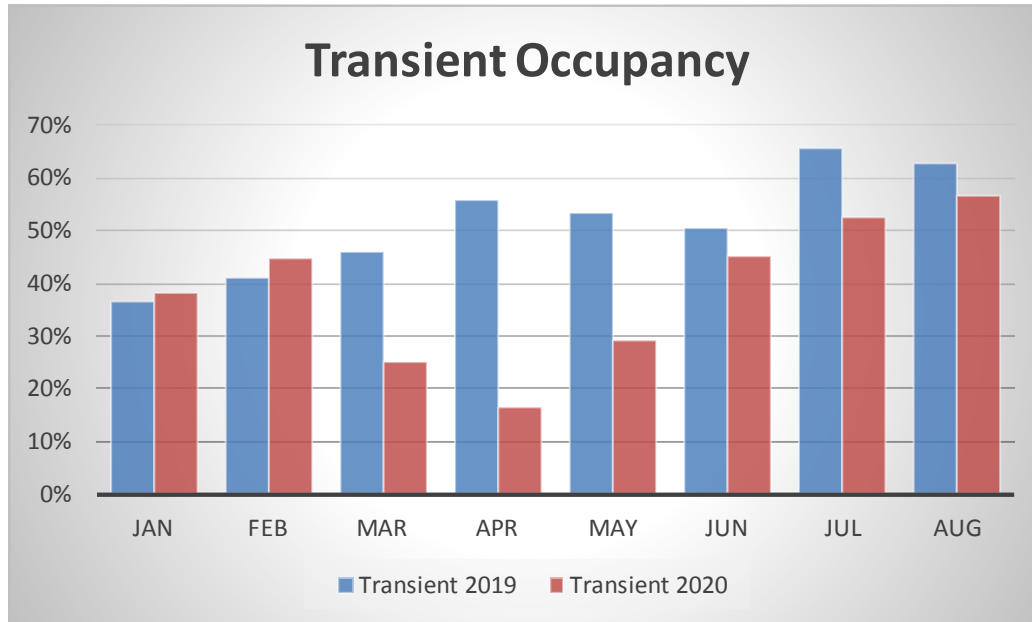
## OCCUPANCY AND HOSPITALITY EMPLOYMENT MONTEREY COUNTY



- At the low point in May hospitality employed 12,200 fewer individuals which represented a 46% decline in hospitality employment year on year
- Currently hospitality employs 7,500 fewer individuals a 28% decline year on year

# MARKETING RECOVERY UPDATE

## GROUP OCCUPANCY IS CRITICAL TO CONTINUED RECOVERY



- With transient occupancy approaching 2019 levels that leaves group business as the most apparent opportunity to extend the recovery
- Recovery in the group market is dependent upon approval of currently drafted rigorous meetings and event protocols
- The return of group business can put many of the 7,500 people out of work in hospitality back to work with money in their pockets and food on the table

# GROUP BUSINESS RECOVERY UPDATE

## DMO UPDATES

### California Meetings

- CA DMO partners are in the same predicament as Monterey County in that they are not able to hold events awaiting the Governor or variance locally. Some updates for those open for meetings are:
  - Santa Clara County – can hold meetings for up to 60pp outdoors
  - San Mateo County- groups up to 50pp were able to take place but was quickly revoked as COVID cases put them on the watch list
  - Visit Anaheim- group meetings up to 10pp still allowed

### Across the Country

- Small to larger meetings are taking place:
  - Arizona; gatherings are limited to 50 people or fewer
  - Colorado; indoor gatherings limited to 100 people; outdoor events must have no more than 175 people.
  - Nevada; gatherings of 50 or fewer are permitted
  - Washington DC; gatherings of up to 50 people are permitted
  - Nebraska; counties in phase 4 of reopening gatherings of up to 10,000 people permitted, following capacity and social-distancing guidelines (including 75 percent capacity for indoor venues and 100 percent capacity for outdoor venues)

Source [Northstar Meetings Group](#)



# GROUP BUSINESS RECOVERY UPDATE

## PRODUCTIVITY JULY - SEPTEMBER

### Leads

31 leads / 9,349 room nights

6,331 new business

STLY 186 leads / 78,143 room nights

### Bookings

4 bookings / 1,808 room nights

1,808 new business

- 22 rooms in 2020
- 410 in 2021
- 1,376 in 2023

STLY 28 bookings / 6,551 room nights





# GROUP BUSINESS RECOVERY UPDATE

## TED RETURNS TO MONTEREY 2021

- TED talks are returning to Monterey for the first time since 2008
- Planning a hybrid in-person/virtual event at this time unless conditions change
- Production team already in contact with MCCVB Client Services & PR to kickoff planning for discovery sessions, offsite events and joint publicity efforts

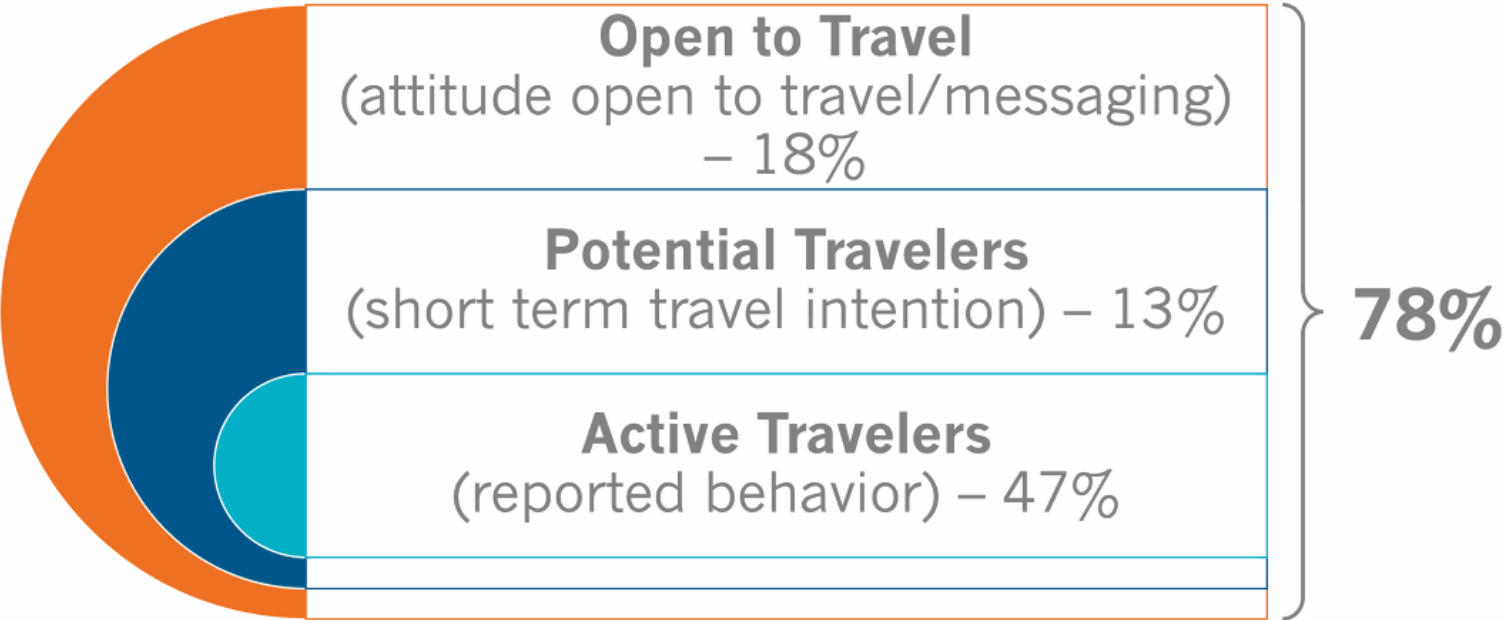






# MARKETING RECOVERY UPDATE

## Visit California Travel Readiness Indicator (National)



Source: Visit California Research/SMARInsights Weekly Travel Insights Study

# FALL CAMPAIGN





## FALL CAMPAIGN

### THE CONCEPT

- Focused on exploration tied to remote learning/working
- Targeting extended drive markets
- Promotes special offers and packages
- Runs through December

MONTEREY

FIELD TRIP

GRAB LIFE BY THE MOMENTS®

# FALL CAMPAIGN

## CREATIVE

# Take a Monterey Field Trip

Live & Learn

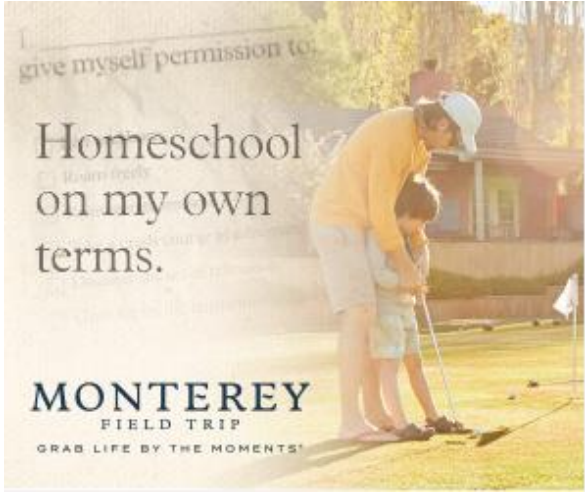


It's time to give yourself permission to take a trip, a field trip to awe-inspiring Monterey County where the curriculum really comes to life, **the snacks** are definitely more interesting and the **outdoor activities** are life changing.

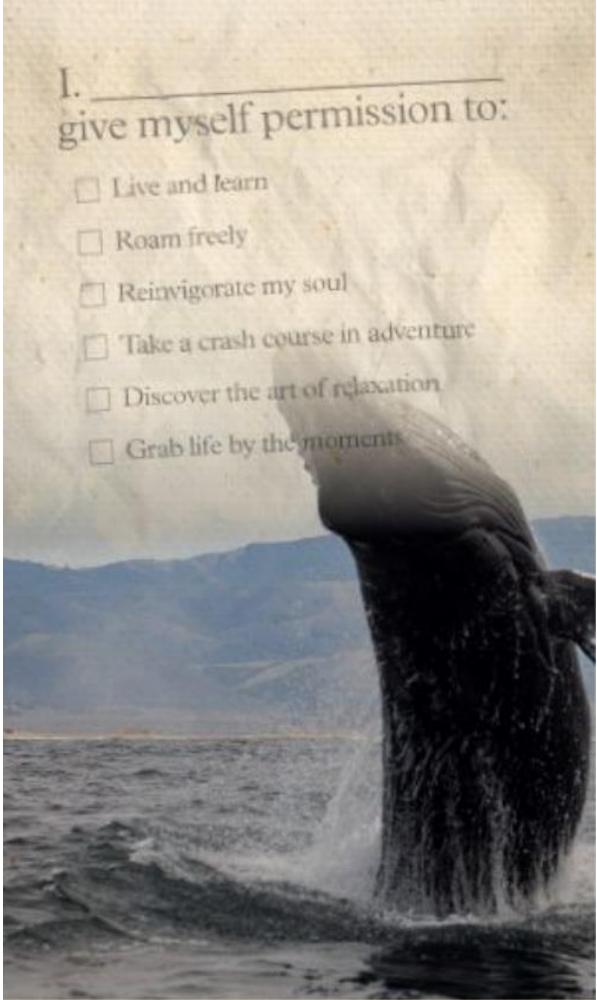
Grab life by the moments, break away from the ordinary and discover the extraordinary experiences just waiting to be had in Monterey County.

[Plan your trip >](#)

MONTEREY  
FIELD TRIP  
GRAB LIFE BY THE MOMENTS\*



MONTEREY  
FIELD TRIP  
GRAB LIFE BY THE MOMENTS\*



MONTEREY  
FIELD TRIP  
GRAB LIFE BY THE MOMENTS\*



# FALL CAMPAIGN

## EARNED MEDIA

### Take A Field Trip To Monterey County, Calif. This Fall

Destination invites visitors to give themselves a 'permission slip' to get away

NEWS PROVIDED BY  
[Monterey County Convention & Visitors Bureau](#) →  
Sep 30, 2020, 16:00 ET

SHARE THIS ARTICLE








MONTEREY, Calif., Sept. 30, 2020 /PRNewswire/ -- This fall, Monterey County Convention and Visitors Bureau (Monterey County CVB) is inviting travelers to give themselves a "permission slip" to break away from the ordinary and indulge in a customized field trip in the stunning California central coast destination. Known for its extraordinary experiences – from exploring the Monterey Bay's tide pools and hiking lush terrain to immersing in the area's rich agricultural offerings, visitors can choose from a variety of journeys to reinvigorate the soul. Full details can be found at [SeeMonterey.com/Field-Trip](#).




Grab life by the moments and give yourself a permission slip for a Monterey field trip this fall.

TOP EXACT MATCH PICKUP

 **Yahoo! Finance**  
41.4M Visitors/Month [1]

 **MarketWatch**  
30.5M Visitors/Month [1]

 **Seeking Alpha**  
7.8M Visitors/Month [1]

 **Business Insider**  
6.6M Visitors/Month [1]

 **PR Newswire**  
6.3M Visitors/Month [1]

 **Finanzen.net**  
5.7M Visitors/Month [1]

 **Benzinga**  
4M Visitors/Month [1]

 **Morningstar**  
2.7M Visitors/Month [1]

 **StreetInsider**  
802.1K Visitors/Month [1]

 **WFMJ-TV NBC-2...**  
635.9K Visitors/Month [1]

 **WBOC-TV CBS-1...**  
428.9K Visitors/Month [1]

 **Finanzen.ch**  
403.4K Visitors/Month [1]

 **KTVN-TV CBS-2...**  
379.5K Visitors/Month [1]

 **StockHouse.com**  
371.2K Visitors/Month [1]

 **Finanzen.at**  
237.7K Visitors/Month [1]

**110.7M**  
TOTAL POTENTIAL AUDIENCE

**2,178**  
RELEASE VIEWS

**531**  
CLICK-THROUGHS



# RESPONSIBLE TRAVEL INITIATIVE





# RESPONSIBLE TRAVEL INITIATIVE

## PR MASK PROMOTION

1. Point Pinos Lighthouse, Pacific Grove, CA - By Cheryl Kampe



3. Highway 1, Big Sur, CA - By Beau Frank



2. Monterey Sea Otters, Monterey, CA - By Diane Grindol



4. Salinas Valley Farmworkers, Salinas, CA - By Jose Ortiz



In Partnership with Arts Council for Monterey County, MCCVB commissioned 4 local artists to showcase iconic Monterey moments to be printed on reusable masks.

- Social fans vote for their favorites (voting ends 10.23)
- Masks distributed to 5 Visitor Centers for promotional giveaway and at pop-up stations in high visibility/traffic areas

# RESPONSIBLE TRAVEL INITIATIVE

## EARNED MEDIA

### Monterey County CVB Launches "Monterey Moments" Mask Contest

CVB to provide free face masks as part of its responsible travel initiative in time for the holidays

NEWS PROVIDED BY  
[Monterey County Convention & Visitors Bureau](#) →  
 Oct 14, 2020, 17:00 ET

SHARE THIS ARTICLE

MONTEREY, Calif., Oct. 14, 2020 /PRNewswire/ -- As part of its responsible travel initiative to encourage and promote safe and responsible behavior when traveling in [Monterey County](#), the Monterey County Convention and Visitors Bureau (Monterey County CVB) is launching a face mask contest inspired by the organization's "Grab Life by the Moments" campaign. The public is encouraged to [vote online](#) for their favorite of four destination-themed pieces of artwork from local artists now through midnight PST on October 23. Winners will be printed on reusable masks that will be available to the visitors and guests (for free) in November.

The [Arts Council for Monterey County](#) (Arts4MC) led the effort by commissioning four local artists to create imagery representing unique places and moments found within the destination. From showcasing the region's diverse marine animals to paying tribute to its agricultural bounty, the artwork featured as part of the contest include:

TOP EXACT MATCH PICKUP

	<b>Yahoo! Finance</b> 40.7M Visitors/Month <sup>[1]</sup>		<b>MarketWatch</b> 27.1M Visitors/Month <sup>[1]</sup>		<b>Seeking Alpha</b> 7.3M Visitors/Month <sup>[1]</sup>
	<b>PR Newswire</b> 6.4M Visitors/Month <sup>[1]</sup>		<b>Business Insi...</b> 5.8M Visitors/Month <sup>[1]</sup>		<b>Finanzen.net</b> 5.5M Visitors/Month <sup>[1]</sup>
	<b>Benzinga</b> 3.6M Visitors/Month <sup>[1]</sup>		<b>Morningstar</b> 2.4M Visitors/Month <sup>[1]</sup>		<b>Medindia Heal...</b> 1M Visitors/Month <sup>[1]</sup>
	<b>WFMZ-TV IND-6...</b> 881.6K Visitors/Month <sup>[1]</sup>		<b>WFMJ-TV NBC-2...</b> 772.4K Visitors/Month <sup>[1]</sup>		<b>Finanzen.ch</b> 397.7K Visitors/Month <sup>[1]</sup>
	<b>WBOC-TV CBS-1...</b> 338.8K Visitors/Month <sup>[1]</sup>		<b>KTVN-TV CBS-2...</b> 333.1K Visitors/Month <sup>[1]</sup>		<b>Finanzen.at</b> 221.2K Visitors/Month <sup>[1]</sup>

# 104.6M

TOTAL POTENTIAL AUDIENCE

## 2,374

RELEASE VIEWS

## 152

CLICK-THROUGHS



# OWNED & EARNED HIGHLIGHTS



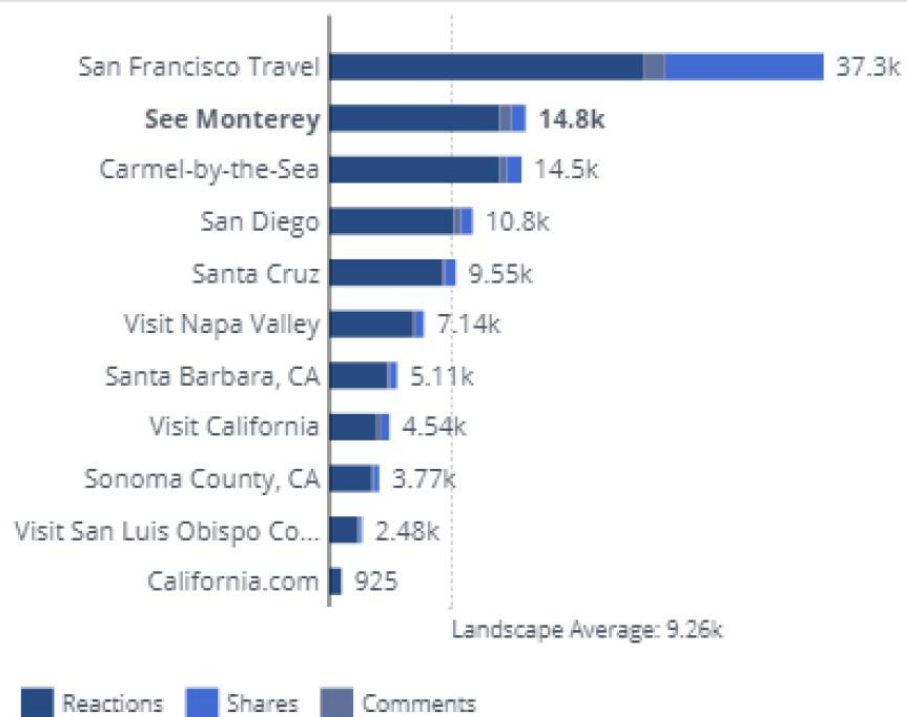


# OWNED MEDIA

## SEEMONTEREY.COM

- SeeMonterey web visits gained traction in September, coming in just 2% behind STLY\* (industry average remains around - 25% from 2019).
- #2 in Facebook engagement vs. our comp set

Competitive Landscape Facebook Engagements ⓘ



seemonterey Stop and smell the ocean air...it's glorious! Happy Sunday.



stephenfc i'm 3,000 miles away from this place i love but you have put me there with this image and suggestion thanks

4d 3 likes Reply



i.carrizosa 🙌🙌🙌🙌 I will!! Thank you 🙌🙌

4d 2 likes Reply



mermaid\_memories\_sc ❤️❤️

4d 2 likes Reply



# EARNED MEDIA

## NOTABLE PR HITS - LEISURE



Monterey Peninsula is primed for socially distanced, outdoor getaways

By [Chloe Saraceni](#), [Garrick Ramirez](#), [Mikaela Luke](#), [Chloé Hennen](#) and [Meaghan Clark Tiernan](#)  
Jul 30, 2020 [Like us on Facebook](#)

With storybook architecture, perennial morning mist, and more fireplaces per capita than anywhere on the planet (or so it would seem), the Monterey Peninsula is one of Northern California's most charming enclaves—it's been compared to Cinque Terre, Italy by *Condé Nast Traveler*.

The Monterey Peninsula recently announced its reopening to visitors, however it's important to note that Monterey County remains on the state's Covid-19 watchlist. Stores are open for distanced shopping, more outdoor dining and eating is being made available at restaurants, wineries, and breweries, and you can safely explore beaches, parks, and the famous 17-Mile Drive.

Whether you are a Monterey Peninsula local looking for the latest openings in your area, or if you are planning to visit from the Bay Area, be sure to check [Monterey's official safety updates and rules](#) before heading out, and always wear a mask when exploring in proximity to others.

**Explore Monterey Peninsula's Beaches, Nature Preserves + More**



If you're craving wide-open spaces, pristine uncrowded beaches, sun-kissed vineyards, winding coastal roads, and golden sunsets, don't delay. Pack up the car, and explore Central California. While the world adapts to safe travel during COVID-19, road trips may just be the solution for the adventure and freedom you crave with the safety you need. Road tripping helps you reconnect with feelings of spontaneity, optimism, and fun while giving you the flexibility to safely stay away from crowds.

Experience joyful moments along magical coastlines. Savor farm-fresh cuisine and sip organic wine. Meditate amongst pine trees and bliss out in nature once again. Here's where and how you can safely get away, breathe, and feel expansive on a magical road trip through Central California.

**Explore Monterey County**

The northernmost tip of Central California, [Monterey County](#) has one of the most scenic coastlines in the world. Once you arrive, the best way to explore is actually to get out of your car and onto an e-bike.



### Best Places to Travel in August

From tropical islands to beautiful mountains, these are the best places to travel this August.

By [PATRICIA DOHERTY](#) | JULY 02, 2020

#### 6. Monterey Peninsula, California



PHOTO: MARK MILLER/GETTY IMAGES

About a two-hour drive from San Francisco, the Monterey Peninsula is one of California's most stunning areas. Home to the cities of Monterey, Carmel-by-the-Sea, and Pacific Grove, famed Pebble Beach Golf Course, and the scenic 17-Mile Drive, the Peninsula is a popular stop on the way to Big Sur. In Carmel-by-the-Sea, browse the tree-lined streets, art galleries, cafes, and boutiques before you stroll down to Carmel Beach at the foot of Ocean Avenue to watch the sunset. At the Monterey Bay Aquarium, you can see penguins, otters, bat rays, anemone, seabirds, sea lions, along with sea creatures of all kinds in their natural habitats. Once a fishing port and sardine cannery, Monterey now boasts upscale hotels, restaurants, and a prominent spot in *Big Little Lies*. Monterey's beaches provide an ideal setting for a variety of water sports including kayaking, diving, surfing, and swimming. Set on the waterfront, steps from Cannery Row, the Monterey Plaza Hotel offers luxurious guest rooms and suites along with ocean view dining at Schooners. A few miles inland in Carmel, the Quail Lodge features a range of comfortable accommodations and a lush golf course. The all-suite Carmel Valley Ranch, set among rolling hills, is another luxurious option with golf, a spa, and its own vineyard.



DESTINATIONS

### Shop and dine while maintaining social distance in these picturesque places

Erica Lamberg Special to USA TODAY

Published 11:30 a.m. ET Sep. 1, 2020



#### Carmel-by-the-Sea, California



Located on the Monterey Peninsula, Carmel-by-the-Sea features hidden nooks and charming courtyards among the storefronts lining its picturesque streets. The European-style village is home to a robust arts scene, and stunning sunsets at Carmel Beach. [Michael Trautman/DMT Imaging Via SeeMonterey.com](#)

Nestled along the Pacific Coast, Carmel-by-the-Sea boasts whimsically-styled homes and a beachy vibe as well as charming art galleries, culinary hot spots, and boutiques.



# EARNED MEDIA

## NOTABLE PR HITS - GROUP



### Out of Crisis, New Jobs are Born



By Malik Anderson | September 30, 2020

COVID-19 may have resulted in job loss, but the hotel industry's new emphasis on safety and [doing more activities outdoors](#) has resulted in many jobs coming out of the pandemic as well, all in the name of ensuring guests that they are safe.

[Hyatt Regency Monterey Hotel & Spa](#) in California now has a Hygiene and Wellbeing Champion. This person goes through specific training that is in line with property's pending [GBAC STAR Facility Accreditation](#). The job supports ongoing COVID safety protocols, working with every department within the hotel.

At [Carmel Valley Ranch](#), also in California, the director of housekeeping is the lead for the wellness and [hygiene](#) manager, who also oversees two additional hygiene employees. Extensive training includes forensic cleaning on a scientific level.



### California's West Coast Swing

By Jill Gleeson | September 1, 2020



It takes some time to get to know the Golden State, even if groups are interested solely in focusing on its famous, fabulously diverse natural splendors.



Monterey is a scenic and historic California coastal destination. It is situated on California's stunning Central Coast with its northern border approximately 100 miles south of San Francisco and about 50 miles from San Jose. Its southern border is approximately 240 miles north of Los Angeles. It is easily accessed by scenic Highway 1 or Highway 101.

Monterey is located in Monterey County on the southern edge of Monterey Bay. Founded on June 3, 1770, it is celebrating its 250th birthday this year. It was the capital of Alta California under both Spain and Mexico. During this period, Monterey hosted California's first theater, public building, public library, publicly funded school, printing press, and newspaper.

It was originally the only port of entry for all taxable goods in California. In 1846 during the Mexican-American War, the United States flag was raised over the Custom House. After California was ceded to the U.S. after the war, Monterey hosted California's first constitutional convention in 1849.

The Monterey Peninsula comprises the cities of Monterey, Carmel, and Pacific Grove, and unincorporated areas of Monterey County including the resort and community of Pebble Beach.

**Spanish Period**  
In 1602, Spanish maritime explorer Sebastián Vizcaíno recorded the name "Bahía de Monterrey".



Thank You!

