

A photograph of two people standing on paddleboards in the ocean. The person in the foreground is a woman with long hair, wearing a light blue swimsuit, standing on a blue and black paddleboard. The person in the background is a man wearing a dark shirt and shorts, standing on a red paddleboard. In the background, a pier with buildings is visible under a clear blue sky. A semi-transparent white banner is overlaid across the middle of the image, containing the event title in blue text.

Marketing Committee Regular Meeting Thursday, August 16, 2018



MONTEREY
Grab life by the moments.®

AGENDA

WELCOME AND INTRODUCTIONS

PUBLIC COMMENT

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

A. Minutes from April 5, 2018 Marketing Committee Meeting

REGULAR AGENDA

NEW BUSINESS

A. Orientation

B. MCCVB Goals and Metrics

C. Research

D. Overall Plans

E. MCCVB Communications

F. Next Steps

GOOD OF THE ORDER

ADJOURN

Consent Agenda

MONTEREY
Grab life by the moments:

A background image showing two people paddleboarding on a body of water. In the foreground, a woman in a teal and yellow wetsuit stands on a white paddleboard with a red bag. In the background, a man in a black wetsuit stands on a red paddleboard. A wooden pier with buildings is visible in the distance under a clear blue sky.

New Business

A. ORIENTATION

MCCVB VISION AND MISSION

Vision: Inspire the world to experience
our extraordinary destination.

Mission: Drive business growth through compelling marketing and
targeted sales initiatives that maximize the benefits of tourism to our
guests, members and community.

MCCVB CORE VALUES

ACCOUNTABILITY

We will be responsible for our results, actions and words

INTEGRITY

We will at all times be trustworthy, honest and do what we say we're going to do

LEADERSHIP

We will define our vision and advocate for it, allowing our guests and members to benefit from our destination marketing and sales efforts

PASSIONATE

We will create success using passion about our profession and achieving results

STRATEGIC

Our plans will be an efficient and clearly defined road map to achieve the targeted goals of the organization

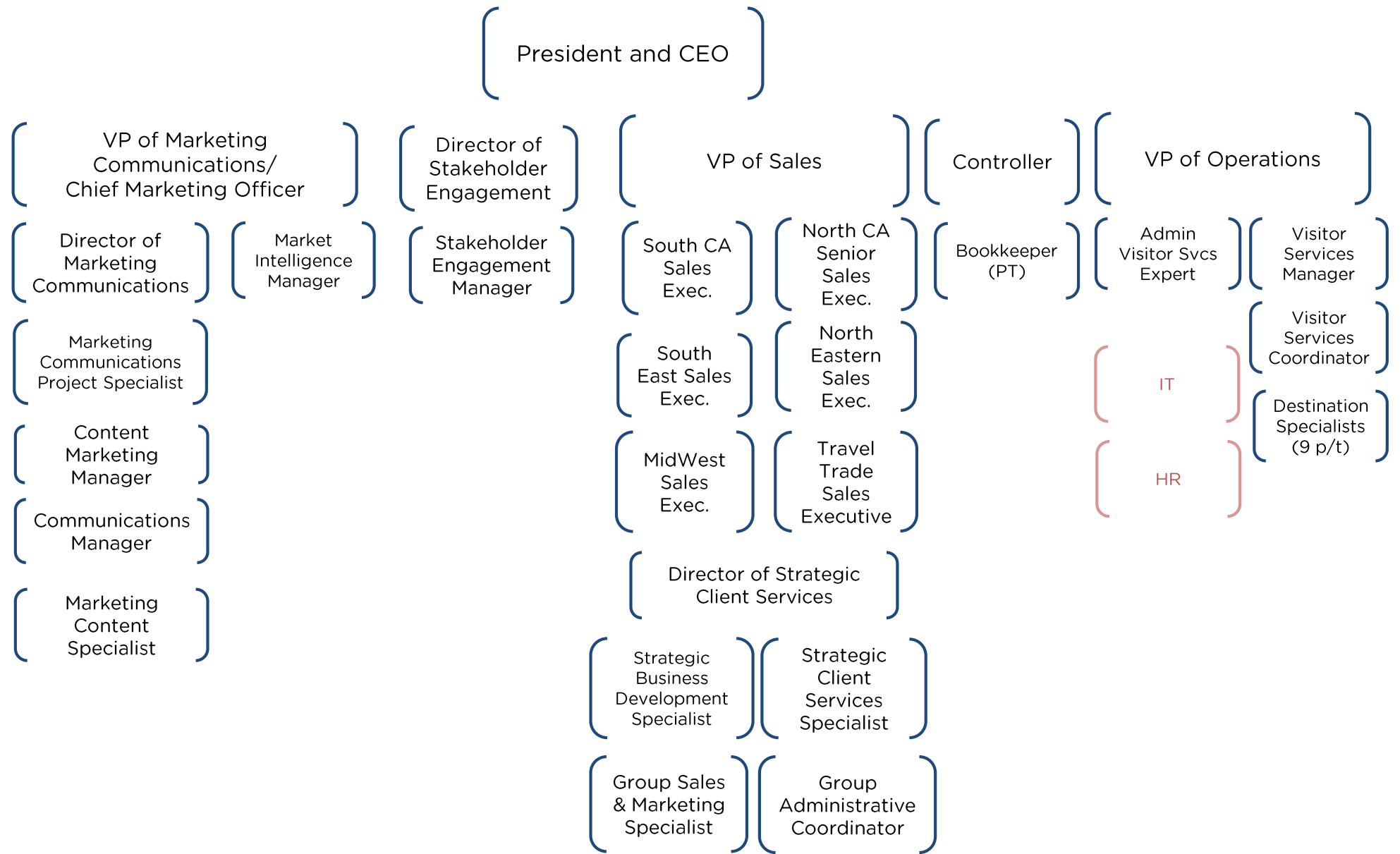
VISIONARY

We will develop, share and inspire others to realize our ideal future

STRATEGIC PRIORITIES

- Expand and amplify the consistent and dynamic marketing message
- Invest in market opportunities
- Grow consumer and group market share
- Strengthen relationships with the community through inclusion, open communication, collaboration and accountability
- Maintain and evolve the high performance culture that attracts and maintains strong leadership





BROWN ACT OVERVIEW

- 51% or more of voting members of the committee must be present to ensure a quorum
- If less than a quorum is present, meeting can continue but without any voting to approve motions
- Meetings may be adjourned or continued to a different time and place if less than a quorum is present
- A committee member may use teleconferencing:
 - Agenda must note teleconference locations
 - Notice must be posted and public is allowed at teleconference locations

WHAT IS EXPECTED

- Strategic collaboration – review major strategies and measurement
- Provide input and ideas
- Put aside individual business interest – focus on the greater good for the tourism economy
- Be an advocate in the community
- Participate in task force and/or sub-committee as needed
- Marketing Committee Chair updates the Board of Directors



A background image showing two people paddleboarding on the water. In the foreground, a woman in a teal and yellow wetsuit is on a white paddleboard. In the background, a man in a black wetsuit is on a red paddleboard. They are on a body of water with a pier and buildings in the distance under a clear blue sky.

New Business

B. MCCVB GOALS AND METRICS

MCCVB GOALS

	2018-19 Goal	2017-18 Goal
<u>Group Sales</u>		
Group Room Nights Booked	70,000	65,000
New Business Room Nights Booked	52,000	48,750
Peak Room Nights 300+ Booked	40,000	37,500
<u>Marketing Communications</u>		
Intent to Visit	44%	44%
Earned Domestic Impressions	2,966,000,000	2,966,000,000
Unique Web Visits	1,717,000	1,717,000
Owned Social Engagements	851,000	740,000
<u>Visitor Services</u>		
% of Visitors Influenced to Stay Longer	60%	60%

MCCVB METRICS

Group Sales and Service	<ul style="list-style-type: none">Group BookingsGroup LeadsGroup Lead Room NightsGroup New Business BookingsGroup New Business LeadsGroup New Business Lead Room Nights
Marketing Communications	<ul style="list-style-type: none">Communication EffectivenessUnaided Brand AwarenessFacebook Fans, Twitter Followers and Instagram FollowersGroup Website Actions and EngagementsVisitor DatabaseRoom Nights Booked through WebEconomic Impact of Room Nights Booked through WebTotal Onsite ReferralsTotal Offsite ReferralsTotal Page ViewsTotal Earned MediaTotal ImpressionsJournalists Assisted
Visitor Services	<ul style="list-style-type: none">Influenced Room NightsEconomic Impact of Influenced Room NightsRoom Nights BookedEconomic Impact of Room Nights BookVisitors Assisted% of Visitors Influenced to Contact AccommodationsMember Retention RateNew MembersMember Engagement

ROI GRID



$$\begin{array}{c} 2 > -3 \\ 0.999\dots = 1 \\ \pi \approx 3.14 \\ \sqrt{2} \\ 5(2 + 2) \\ 101_2 = 5_{10} \end{array} \begin{array}{c} + \\ - \\ \times \\ \div \\ 5^2 \\ (1 - 2) + 3 \\ 1 + 2 \cdot 3 \end{array}$$

New Business

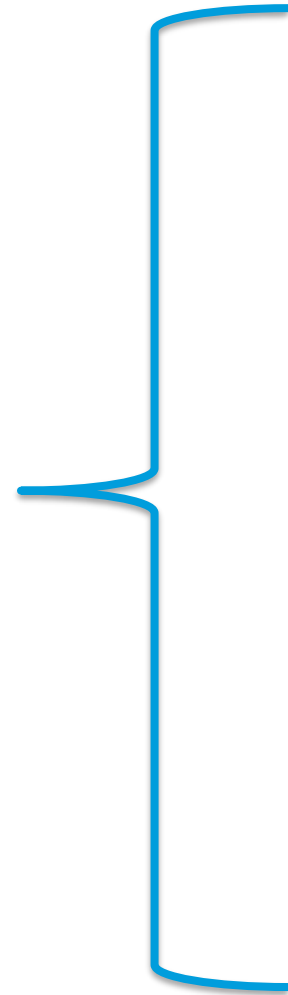
C. RESEARCH

MONTEREY
Grab life by the moments:



The MCCVB is a data-driven marketing organization. Research programs are designed and implemented to inform decision making.

Research



- Smith Travel Research
- Dean Runyan, Monterey County Travel Impacts Report
- Communication Effectiveness
- Visitor Profile Study
- VisaVue
- And more...

New Business

D. Overall Plans

THE WHO



Leisure



Group



International

THE HOW

A strategic marketing approach
focused on creating and distributing engaging content
to increase intent to visit.

PAID

- Print ads
- Banner ads
- Promoted social posts
- Paid social influencers

OWNED

- SeeMonterey.com and MeetInMonterey.com
- MCCVB Facebook/ social channels
- Visitors center

EARNED

- Print/online/TV articles
- Social influencers & user generated content
- Satellite media tour

PAID MEDIA

	2013-14	2017-18
<u>Paid Media Spend</u>	<u>\$1.59 M+</u>	<u>\$778 K+</u>
Ad Influenced Room Nights	120,000	214,000
Total Aware HH	3.3 M	4.8 M

The results of the evolution into a content marketing organization.

**Doing MORE
with less.**

THE RESOURCES

Content Marketing Agency



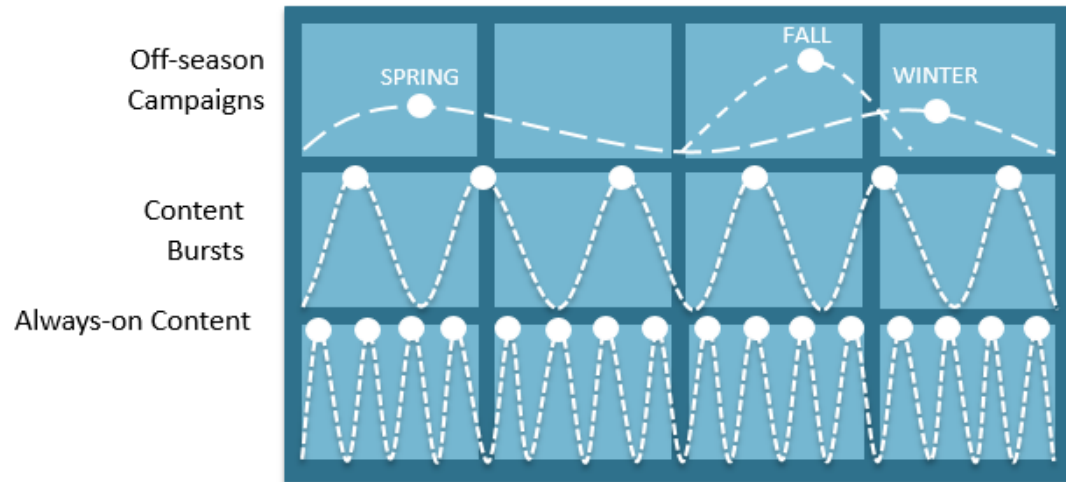
MMGY GLOBAL

Leisure and Group/MCC:

- Media planning, placement and reporting
- Terminal segmentation and targeted outreach
- Creative development and production
- Campaign strategy and development
- Targeted prospecting for Group leads

THE WHEN

Choreographed Go-to-Market Approach



Fall campaign:
August - November


Winter campaign:
December - March

Spring promotion:
March - May

Always-on content:
Topical and seasonal (see content calendar)

2018-19 CONTENT CALENDAR

Visit SeeMonterey.com/members/tools/content-calendars to view our full content calendar and take a look at the engaging content topics we're amplifying in 2018-19.

												
INTEGRATED CONTENT CALENDAR FY 2018-2019												
CONTENT FLIGHTING	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
THEMES												
Attractions	Highway 1 Opening	Hotels & Golf	Locals Secrets		Only in Monterey		Golf	Romantic Restaurants	Scenic Drives	Free Things	Secret Spots	National Marine Sanctuary
Activities	101 Road Trip	Dog Friendly		Exhilarating Activities	Sunsets	Rainy Day Activities	MIndfulness	Movie Buffs	Fitness	Picnics	Bucket List Activities	Affordable Golf
Arts, Culture & History	Carmel Courtyards			Art/Artists				Steinbeck		Best Backdrops	Adobes	
Events & Holidays		Car Week	Jazz Fest/Fall Events		Unique Holidays	NY Resolutions	Whalefest	AT&T/ Spring Events	GourmetFest	PBFW	Artichoke Fest	US Open 2019
Family	Family Adventure					Holidays			Spring Break			Family Itinerary
Food & Wine	Happy Hours		Farmers Markets		Thanksgiving & Wine			Breweries		Wine Tasting		Taste Monterey County
Outdoors & Wildlife		Indian Summer	Sea Otters	Monarchs	Winter Wildlife	Tidepooling	Whale Watching	Pinnacles	Purple Carpet	Top Hikes	Ocean Activities	
Sustainable Moments	Sustainable Road Trip	Green Travel	Sustainable Big Sur		Travel Fail 2.0		Sustainable Showcase			Earth Day		World Oceans Day
Campaigns/Sweeps			Fall Campaign/Sweepstakes				Winter Campaign/Sweepstakes					
Topical	Highway 1 Opening			Ghost Stories/ Harvest/ Denver Flight			Proposals	Romance		Big Little Lies		Pebble Beach Centennial/ US Open 2019
Content Activation	Hwy 1 Roadtrip	Hiking/Outdoors	Luxury Travel	Harvest/ Wine Crush					Wildflowers			
Group/Meetings	Happy Hours	New Venues & Renovations	Unique Activities & Team Building	Getting to Monterey: Airlift	Business Dinners/ Client Services Team	Unique Venues	Workcation	MCC Walkable Restaurants	Green Meetings	New Venues & Renovations	Inspirational Itinerary	Ease of Access
Group Content Activiations		In the Moment								Big Little Meetings		
Corporate	Highway 1 Opening	Annual Luncheon									Dean Runyan	

GROUP SALES PLAN

Strategic Priorities:

- Drive new compression by bringing larger groups to the area that will then push business into hotels and the MCC
- Target sales efforts in key territories and market segments
- Provide exemplary client services to drive high client satisfaction and increase the destination's value proposition

Key Situational Factors:

- The opportunity presented by the renovation and reopening of the MCC and renovation of multiple properties and facilities throughout Monterey County
- A need for a personalized approach in sales, facilitated through research, appropriate resource allocation, direct marketing and technology
- Fierce competition for business



MONTEREY CONFERENCE CENTER MARKETING PLAN

- Dedicated campaign for MCC and Conference Center Facilities District (CCFD)
- MCC/CCFD focused media
- Collateral and content development specific to the MCC/CCFD



GROUP MARKETING

- New group campaign: *In the Moment* (finalizing development)
- Content development: Skift
- Community training: Sales Committee
- Storyline development

Timeline:

- Launch date: August 30, 2018
- Community training: TBD
- CAB Meeting: November 28-30, 2018
- Ongoing throughout 2018-19 FY



INTERNATIONAL

Key Markets

China



Mexico



Canada



Opportunity Markets

UK



Germany



Australia



Strategic Priority:

- Attract highly lucrative international visitors who stay longer and spend more than the domestic travelers

Key Situational Factors:

- Highly competitive market
- USA reputation management
- The exchange rate

INTERNATIONAL

- Visit California media FAMs and Canada media mission
- California Star program training modules
- East West Marketing Group – China FIT market
- Brand USA co-op programs
 - Western Canada multi-channel campaign
 - UK multi-channel campaign
 - Mexico SEM campaign
- Canadian Traveller CCTC co-op campaign
- Receptive Tour Operator (RTO) targeted advertising
- International microsites on SeeMonterey.com



THE OFFICIAL MARKETING
PARTNER OF BRAND USA

milespartnership.com/BrandUSA



LUXURY TRAVEL

- Leverage Visit California's Luxury Program
- Target high-value "Luxe" travelers from domestic and international markets
- Co-op Programs: Tradeshow (Virtuoso, ILTM) and content programs (AFAR, other)
- Focused on Monterey County luxury properties – task force
- Sustainability is KEY
- Budget: \$367k



SUSTAINABLE MOMENTS

- Drive market (before they arrive) and In-destination (while they're here) messaging
- Complimentary informational marketing collateral to local businesses
- Infused into Hwy 1 reopening, Car Week and MCCVB Annual Membership Luncheon
- Sustainable Hospitality Symposium
- Ending plastic waste in the event industry



MONTEREY TO DENVER FLIGHT

- Press release
- Co-promotion with United, Community Partners
- Paid social posts targeting greater Denver area and East Coast
- Guest group blog from CAB member
- Potential print and radio placements
- Launch event



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New Business

E. MCCVB Communications

RECENT OPPORTUNITIES

- Visit California Dream Drive
- Monterey Car Week Preparation
 - Guide to Navigating Car Week
 - Interactive map
 - And more at SeeMonterey.com/CarWeek
- New resources



2018-19 OPPORTUNITIES

- Wine Harvest Activation
- Denver Flight
- Big Little Lies Season 2 Premiere
- U.S. Open at Pebble Beach



New Business

F. Next Steps

MARK YOUR CALENDAR

Annual Membership Luncheon

11:30 am - 1:30 pm

Thursday, August 30, 2018

Monterey Conference Center

Quarterly Forums

Thursday, November 15, 2018

Wednesday, February 27, 2019

Wednesday, April 17, 2019

Marketing Committee Meetings

Tuesday, November 13, 2018

Thursday, January 17, 2019

Thursday, April 11, 2019

Thursday, June 13, 2019

Board of Directors Meetings

Held every month except

November & December

Visit SeeMonterey.com/Members/Membership-Calendar
for a full list of member events.

2018-2019 MCCVB Marketing Co-Op Programs



- Group and Leisure Opportunities Available
- Full List of Ad Opportunities Online



Space is limited. Reserve your spot today! SeeMonterey.com/MemberAds

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

MONTEREY
Inspired moments in meetings:

MONTEREY
Grab life by the moments:

Opportunities Open Thursday, August 30, 2018!

Good of the Order

MONTEREY
Grab life by the moments:

The background image shows two people standing on their respective paddleboards on a body of water. In the foreground, a woman in a teal wetsuit is on a white paddleboard. Behind her, a man in a black wetsuit is on a red paddleboard. In the background, there is a wooden pier structure with a building on top, and the sky is clear and blue.

Thank You!

Next Meeting:
Tuesday, November 13, 2018
1:00 pm - 2:30 pm
MCCVB Conference Room