



Marketing Committee Special Meeting

Thursday, August 1, 2019 | 1:00 p.m. – 2:30 p.m.

MCCVB Conference Room

MONTEREY
Grab life by the moments.®

 **SUSTAINABLE
MOMENTS™**
Visit Responsibly.

AGENDA

WELCOME AND INTRODUCTIONS

PUBLIC COMMENT

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

A. Minutes from April 11, 2019 Marketing Committee Meeting

REGULAR AGENDA

NEW BUSINESS

A. Orientation

B. FY 19-20 Business Plan

C. Major Promotions & Projects Updates

D. Next Steps

GOOD OF THE ORDER

ADJOURN

Public Comment

Member & Staff Announcements

CAR WEEK MEDIA ROUNDTABLE



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[SeeMonterey.com/Carweek](https://www.seemonterey.com/carweek)

CAR WEEK INTERACTIVE MAP

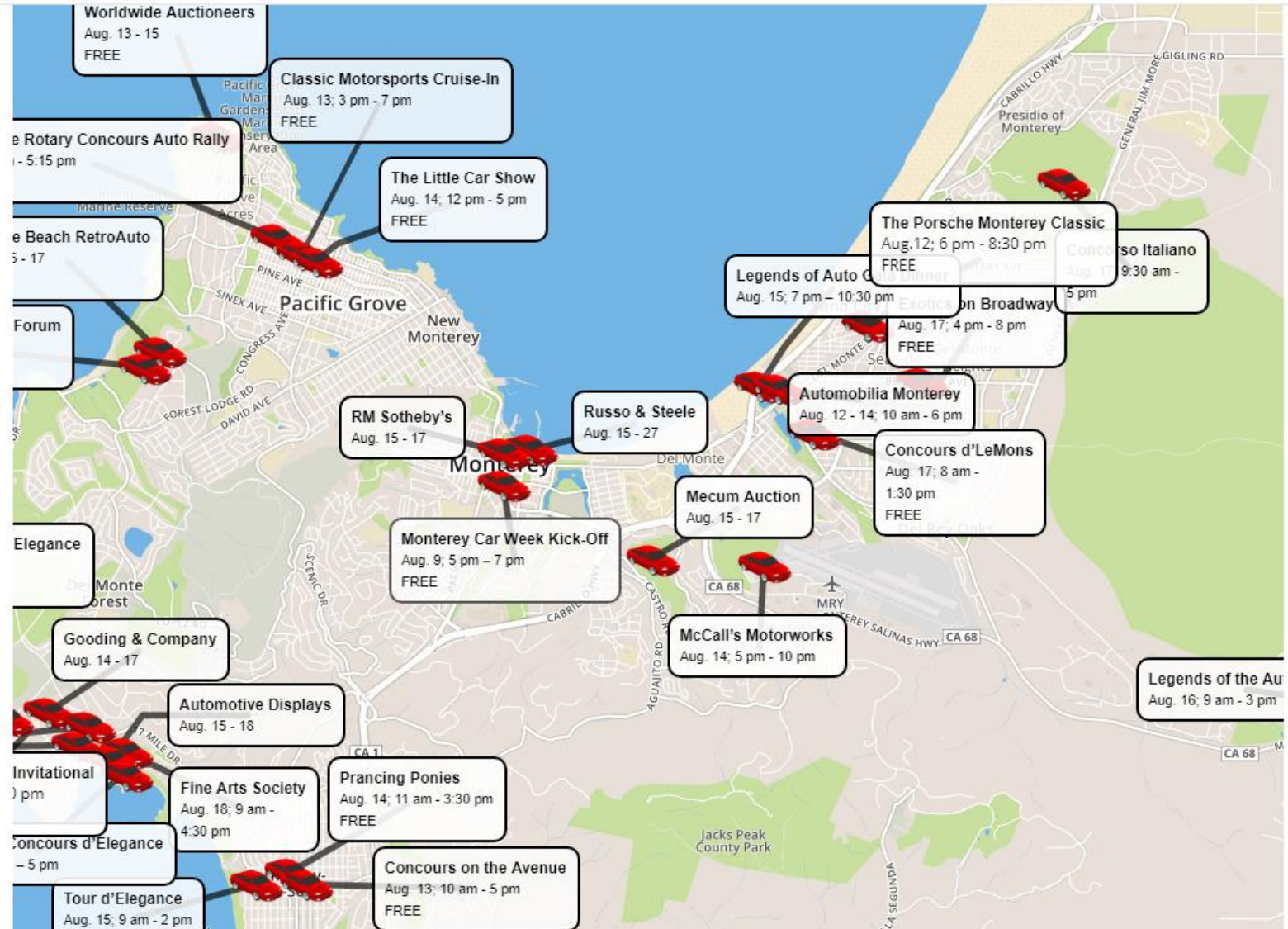
MONTEREY
Grab life by the moments:

66°

MEETING PLANNERS TOUR & TRAVEL MEMBERS MEDIA WEDDINGS SUSTAINABLE MOMENTS

LODGING THINGS TO DO EVENTS FOOD & WINE RESOURCES DESTINATIONS

MAP



SUSTAINABLE MOMENTS
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Consent Agenda

Agenda Item A.
Minutes from April 11, 2019 Regular Meeting

New Business

Agenda Item 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

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



AGENCY RESOURCES

PARASOL & STRUCK



19-20 GOALS AND METRICS OVERVIEW

Destination Metrics - Example

Travel Impacts within Monterey County, 2016p

	Spending	Earnings	Employment	Tax Receipts (\$Million)		
	(\$Million)	(\$Million)		Local	State	Total
Carmel	231	98	2,083	9.5	10.9	20.4
Marina	106	45	958	4.4	5.0	9.4
Monterey	863	365	7,765	35.3	40.7	76.1
Pacific Grove	150	63	1,348	6.1	7.1	13.2
Salinas	376	159	3,384	15.4	17.8	33.2
Seaside	192	81	1,724	7.8	9.0	16.9
Balance of County	884	375	7,959	36.2	41.8	78.0
Monterey County Total	2,803	1,187	25,220	114.8	132.3	247.1

19-20 GOALS AND METRICS OVERVIEW

Scorecard Goals – Generate Demand

Group Business Development	FY 19-20 Goal
Group Room Nights Booked	75,000
New Business Room Nights Booked	60,000
Marketing Communications	FY 19-20 Goal
Intent to Visit	44%
Visitor Services	FY 19-20 Goal
% of Visitors Influenced to Stay Longer	60%

19-20 GOALS AND METRICS OVERVIEW

Scorecard Metrics

MARKETING/COMMUNICATIONS	
Owned Social Engagements	Unique Visits to SeeMonterey.com
Unique Visits to MeetInMonterey.com pages	Journalists Assisted
Ad Equivalency (Domestic)	Group media inquiries (site actions)
Unaided Brand Awareness	Group efficiency ratio (group site visits/actions)
Facebook Fans	International media placements (primary markets)
Twitter Followers	Earned Impressions (Domestic)
Instagram Followers	Total Earned media (all segments)
Visitor Database	Total PR Impressions (all segments)

ROI GRID

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New Business

Agenda Item B.
FY19-20 Business Plan

2019-20 TARGET MARKETS & PRIORITIES

STAKEHOLDER & VISITOR ENGAGEMENT

I. Convert

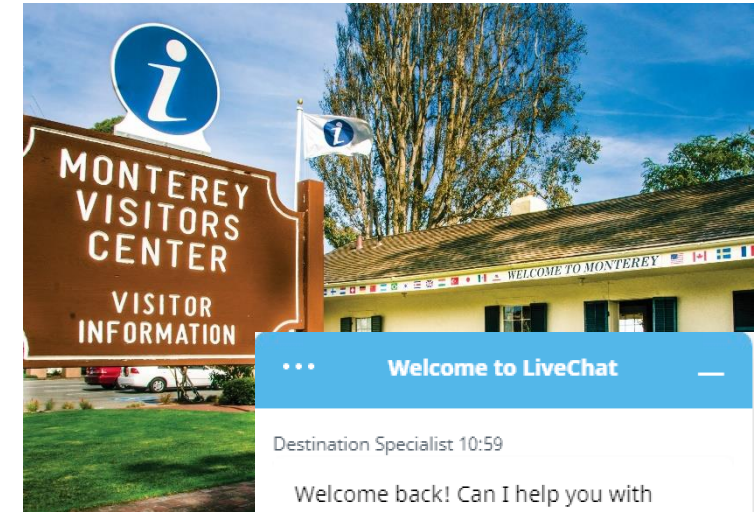
Convert destination interest into incremental room nights through the Visitor Information Center – walk-ins, telephone, online chat and emails. Utilize satellite visitor stations at key events that draw attendees from outside of Monterey County to encourage longer stays and return visitation.

II. Promote

Encourage responsible travel and longer stays. Promote exploration throughout Monterey County.

III. Collaborate

Band together with members and stakeholders to create innovative opportunities to engage visitors. Invite community involvement through experiential features at the Visitor Information Center. Expand *Sustainable Moments* distribution network.



Welcome to LiveChat

Destination Specialist 10:59

Welcome back! Can I help you with anything?

Welcome to our LiveChat! Please fill in the form below before starting the chat.

Name:

E-mail:

Start the chat

2019-20 TARGET MARKETS & PRIORITIES

GROUP BUSINESS DEVELOPMENT

I. Prospect	Prospect the ideal mix of group business for Monterey County: high-yield, off-peak, desired pattern; segment and target high-value tour and travel operators in luxury and select international markets.
II. Transform	Create competitive differentiation through transformative client engagement and services – enhance the experience (not just the meeting) by providing exemplary service that is specific to Monterey County brand and encourages incremental visitation (Bleisure!).
III. Collaborate	Leverage the collective strengths of the destination through intensified collaboration with the group hotels, Sales & MCTID Committees Monterey Conference Center and businesses that service meetings and conferences.

CREATIVE EVOLUTION

GROUP BUSINESS DEVELOPMENT

Where we've been...

Destinations

New Science Says Meeting Planners Should Embrace Unorthodox Venues and Experiences

Monterey County Convention and Visitors Bureau + Skift - Dec 21, 2018 10:00 am



Travel Services, Meetings & Events

Forget Silicon Valley, California's True Hub for Innovation Is a Few Miles South

Monterey County Convention and Visitors Bureau + Skift - Oct 31, 2018 10:15 am



IN THE MOMENT
FRESH AIR LEADS TO FRESH IDEAS.

The place is Monterey County. The moment is now.

MONTEREY
Inspired moments in meetings.
MeetInMonterey.com

BIG SUR • CARMEL • FINE-LEA • CARMEL VALLEY • DEL REY OAKS • MARINA • MONTEREY
WOODLANDING • PACIFIC GROVE • PEBBLE BEACH • SALINAS • SALINAS VALLEY • SAND CITY • SEASIDE

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GROUP BUSINESS DEVELOPMENT

Messaging Development

We're known as an inspiring destination.
But we aim to do MORE than merely inspire.
Here, inspiration powers transformation.
With new facilities, a culture of consciousness
& progressive planning tools ...

Transforming client engagement
Transforming meetings
and *transforming* people.



Find out more at our upcoming
Sales & Marketing Committees meeting August 6th!

2019-20 TARGET MARKETS & PRIORITIES

MARKETING COMMUNICATIONS

I. Intensify

Intensify focus on the quality travelers and high-value travel: quality over quantity, responsible visitation, off-peak longer stays; targeted, transformative business development marketing.

II. Engage

Engage the greater community in Monterey County to become part of the tourism story. Educate residents to ensure they understand that responsible tourism matters.

III. Collaborate

Increase participation with members, stakeholders and tourism-related organizations from MCHA to Fly Monterey and others to synergize, focus and broaden marketing impact.

TARGET MARKETS & PRIORITIES

LEISURE

INVEST IN THE RIGHT AUDIENCE



GEOGRAPHY

- Shift investment out of drive markets to focus on the audience who will stay longer
- Focus on increasing Share of Trip
 - extending what would historically be a 1-2 night stay to 2-4 nights

AUDIENCE & SEASONALITY

- Target those who will spend more time and money in Monterey
 - Markets with higher HHI (\$150K+)
 - Slightly older audience (35-64)
- Visitor spend is key (vs overall visitation)
- Off-Season visitation a priority

TARGET MARKETS & PRIORITIES

LEISURE

BRAND PERSONAS BASED ON CUSTOMER SEGMENT



AFFLUENT TRAVELER

*CORE, LONG-HAUL,
NATIONAL*

YEAR ROUND

- PRINT
- REVIEW/LUXURY WEBSITE WITH CUSTOM CONTENT
- TARGETED NATIVE & SOCIAL ENCOURAGING STAY/SPEND LIFT
- HHI, AGE, AND INTEREST DATA



CONSERVATIVE SPENDER

*CORE, PRIORITY &
NATIONAL*

YEAR ROUND

- REVIEW WEBSITES
- TARGETED NATIVE & SOCIAL SHOWCASING BROADER ACTIVITIES AND OFFERINGS
- LOWER FUNNEL DATA, TARGETING FLIGHT & HOTEL SEARCHES



FAMILY FUN

*CORE, PRIORITY &
NATIONAL*

*SPRING BREAK &
SUMMER*

- TARGETED NATIVE & SOCIAL HIGHLIGHTING FAMILY CONTENT
- MOM/FAMILY CONTEXTUAL WEBSITE
- REVIEW WEBSITES
- DEALS WEBSITES



MILLENNIAL TRAVELER

*CORE, LONG-HAUL,
NATIONAL*

YEAR ROUND

- TARGETED NATIVE & SOCIAL HIGHLIGHTING INSPIRING PLACES AND EXPERIENCES
- CUSTOM CONTENT PIECES IN NICHE PUBLICATIONS TARGETING SPECIFIC INTERESTS

BRAND AND CREATIVE EVOLUTION

Leisure Brand Development



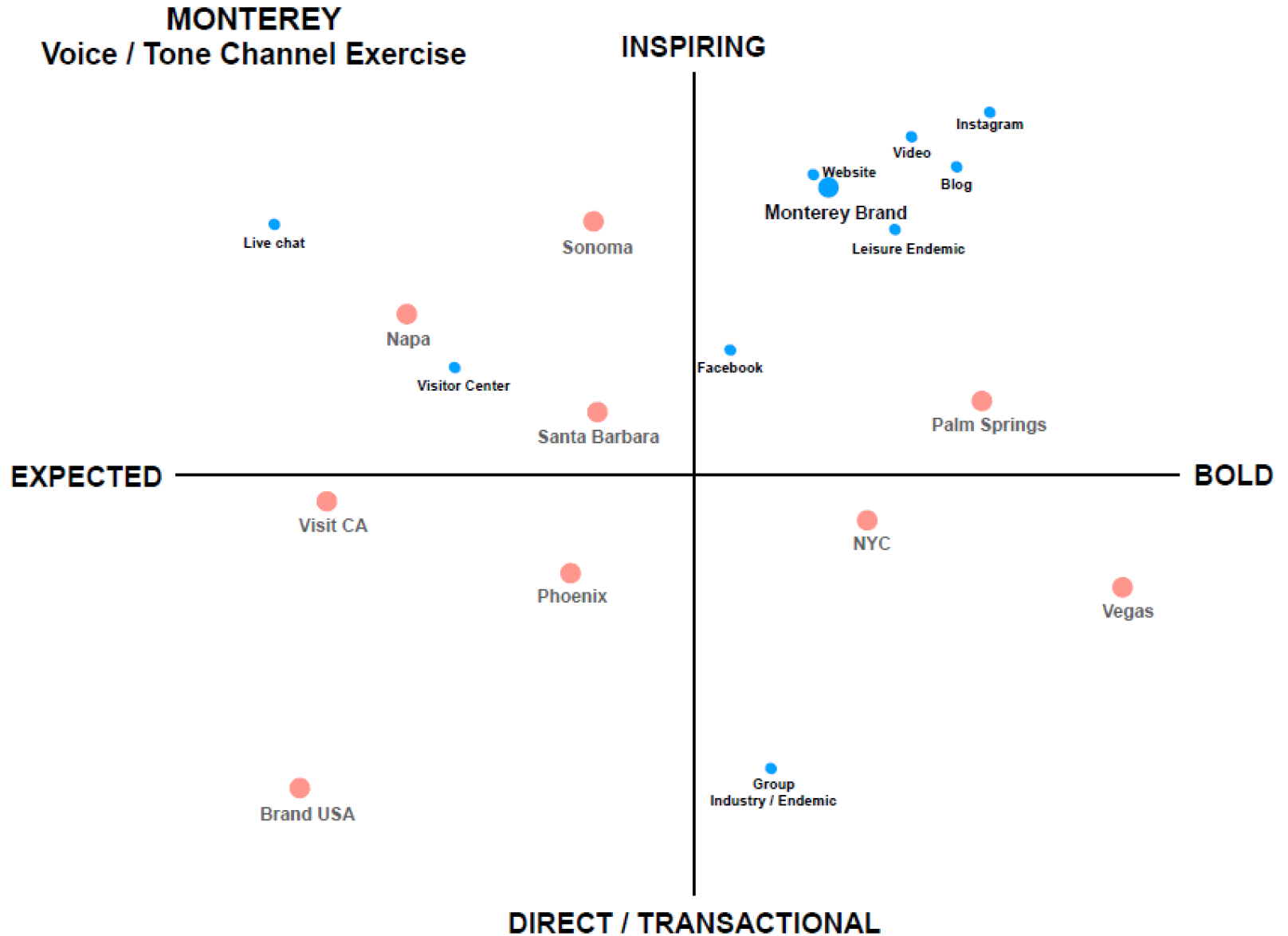
We are :

- Assured
- Inviting
- Dynamic
- Conscious
- Emotive

We are not:

- Pretentious
- Stuffy
- Passive
- Preachy
- Tactical

BRAND AND CREATIVE EVOLUTION MESSAGING MATRIX



**SUSTAINABLE
MOMENTS**
Visit Responsibly.

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Grab life by the moments.

CREATIVE EVOLUTION

LEISURE

Before:

Seasonal campaigns
and promotions



Now:

Shift to always-on focus using content marketing. Brand and messaging remain consistent. Media and PR “timing” based approach (off-season).

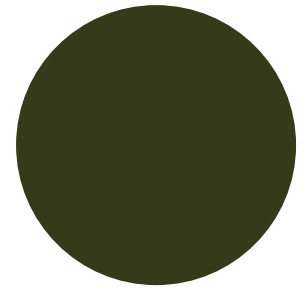
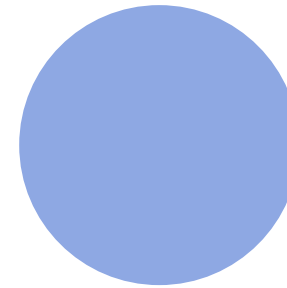
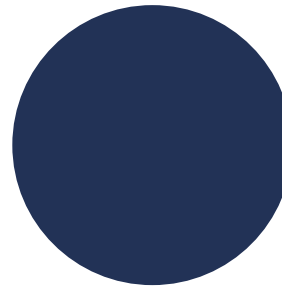
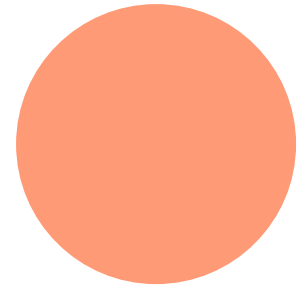
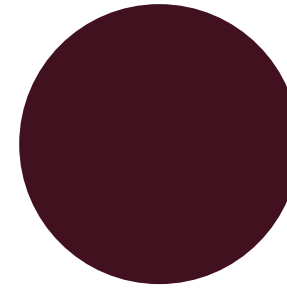
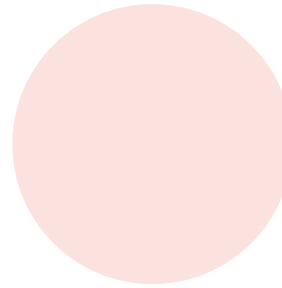
“a brand becomes
stronger
when you
narrow the focus.” – al ries

CREATIVE EVOLUTION

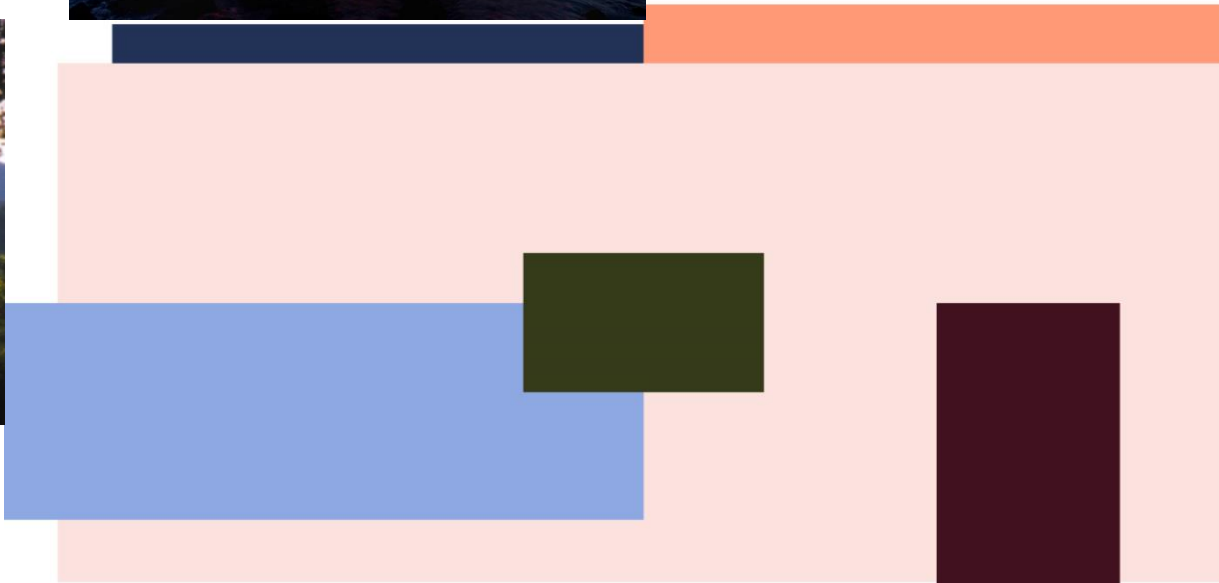
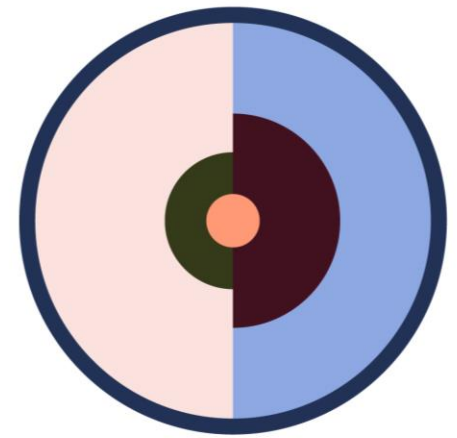
LEISURE



The evergreen brand should be a perfect reflection of our brand attributes: unexpected, conscious, unparalleled.



Brand Attributes:
Unexpected.
Conscious.
Unparalleled.

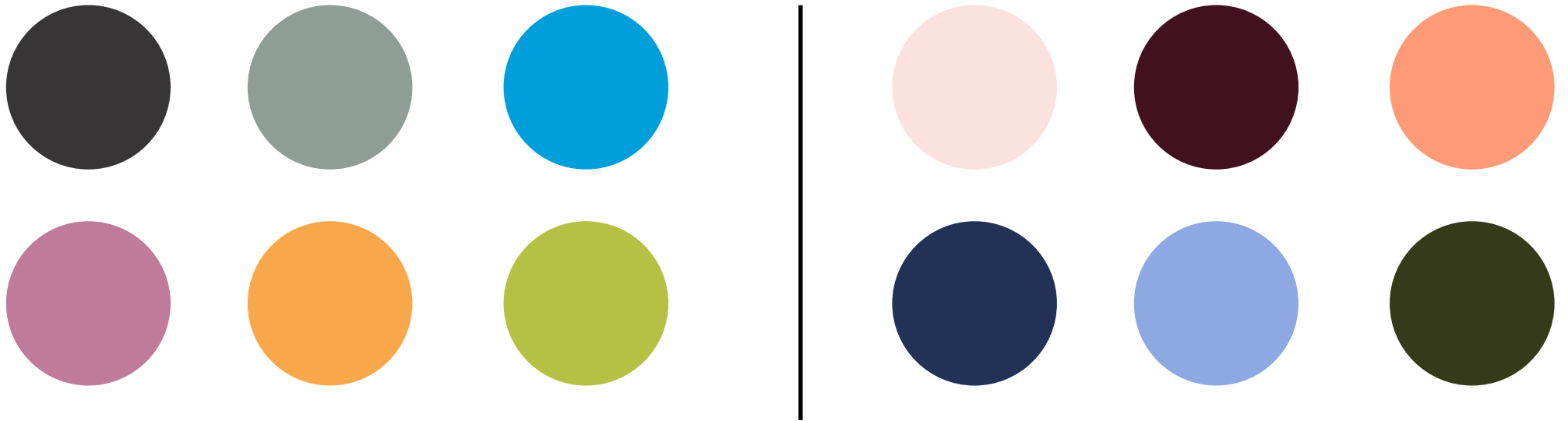


A



CREATIVE EVOLUTION

LEISURE



Brand Attributes:
Unexpected.
Conscious.
Unparalleled.

CREATIVE EVOLUTION

MONTEREY

Becomes...

MONTEREY

1770

MONTEREY

THE TAGLINE PLACED HERE

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THE TAGLINE PLACED HERE



CREATIVE EVOLUTION

LEISURE



MONTEREY



INTERNATIONAL

KEY MARKETS

- Canada
- China
- UK/W. Europe
- Mexico
- Australia

PARTNERSHIPS & PROGRAMS

- RTOs
- Brand USA
- Visit California
- Central Coast Tourism Council
- East West Travel Trade Representation in China



INTERNATIONAL

- Visit California media FAMs and Canada media mission
- California Star program training modules
- East West Marketing Group - China FIT market
- CCTC co-op UK trade representation
- Brand USA co-op programs
 - Western Canada multi-channel campaign
 - UK multi-channel campaign
 - Destination at-a-glance Video series
- 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



VisitTheUSA.com

EASTWEST

2019-20 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](https://www.monterey.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 29, 2019!

MONTEREY
Grab life by the moments:

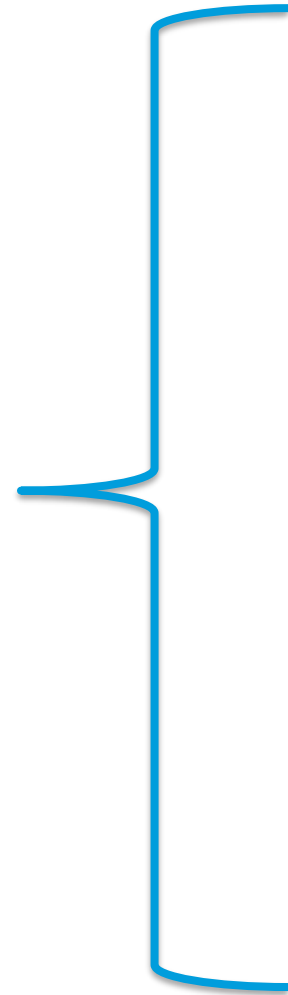


New Business

Agenda Item C.
Major Promotions & Projects Updates

Research

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



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

AWARENESS & PERCEPTION STUDY

Opportunities and Targeted Messaging

Geo-Targeted Audience	Knowledge & Motivation	Message & Media Mix
Drive Market	Familiarity: High Motivation: Relaxation	Maintain market dominance through awareness, focusing on trip elongation. Stay top-of-mind using paid media, PR, Social, PPC.
Short Haul Market	Familiarity: Low Motivation: Unique Experiences & Rejuvenation	Drive familiarity, incremental visitation and length of stay. Showcase unique experiences and rejuvenation through Paid media, PR, Social, PPC.
Long Haul Market	Familiarity: Low Motivation: Unique Experiences & Rejuvenation	Increase awareness and consideration. Showcase unique experiences and rejuvenation through partnership programs, PR, Social, PPC.

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

CONTENT MARKETING



Audience

- Target Markets
 - The right audience
- Proximity
 - In the right place



Content Pillars

- Based on research from consumers
- Main drivers to visit
 - Epic Scenery
 - Active Getaway
 - Escape Factor
 - Cultural Enrichment



Content Activation

- Gather enticing content (photos, video, social posts, blogs, articles, etc.) based on content pillars
- Content creators consist of UGC, paid influencers/media outlets, journalists, in house channels



Content Distribution

- Mix up the P-O-E paid, owned, earned
- Tailored content to targeted audience



Research

CONTENT DISTRIBUTION



Content assets created



Web & blog content



SMT/Broadcast



Paid/Owned Social



Media Partner/
Influencer



YOU!

Distribution via Paid-Owned-Earned Channels

NEW: COMMUNITY AWARENESS INITIATIVE

RESIDENT CAMPAIGN

- Sustainable Moments – local and drive market awareness
- Tourism Matters



**ENJOY YOUR VISIT,
RESPONSIBLY.**

In Monterey County, inspiration comes naturally. From dramatic coastlines to bountiful fields, it is a destination guaranteed to leave you with countless lasting memories. While here, we ask that you join us in respecting this breathtaking region and help preserve its beauty for generations to come.

Make the Most of Each Moment. Visit Responsibly.
Learn how at [SeeMonterey.com/Sustainable](https://www.seeMonterey.com/Sustainable)

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

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SUSTAINABLE MOMENTS
Visit Responsibly.



NEW: SPECIAL PROGRAMS

Big Sur DSP
Non-peninsula plan
Traffic plan



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MOMENTS**
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New Business

Agenda Item D.
Next Steps

INTEGRATED CONTENT PROGRAMS

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Grab life by the moments:
SeeMonterey.com

INTEGRATED CONTENT CALENDAR FY 2019-2020

CONTENT FLIGHTING	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
THEMES												
Attractions		Top Attractions	Locals Secrets		Only in Monterey		Golf	Romantic Restaurants	Scenic Drives	Free Things	Beaches	National Marine Sanctuary
Activities		Dog Friendly	Surfing/CA Surf Day	Exhilarating Activities	Sunsets	Rainy Day Activities	Mindfulness	Movie Buffs/ Bucket List Activities	Fitness	Picnics	Awe Moments	Affordable Golf
Arts, Culture & History	Carmel Courtyards		Eat Like a Local	Art/Artists				Steinbeck		Best Backdrops	Adobes	
Events & Holidays	4th of July	Car Week/Fall Events	IndyCar/ Jazz Fest		Unique Holidays/ Tall Ship	NY Resolutions	Whalefest/ Plan for Vacation Day	AT&T/ Spring Events	GourmetFest	PBFW	Mother's Day Brunches	Monterey's 250th Bday/ Artichoke Fest
Family	Family Adventure					Holidays			Spring Break	Unique Family Activities		Family Itinerary
Food & Wine	Happy Hours		Farmers Markets	Harvest/ Wine Crush	Thanksgiving & Wine		Ocean View Restr/ CA Restr Month	Clam Chowders	Craft Beer	3 Days in Wine Country		Taste Monterey County
Outdoors & Wildlife		Indian Summer/ Hiking	Sea Otters	Monarchs	Winter Wildlife	Tidepooling	Whale Watching	Pinnacles	Wildflowers	Purple Carpet/ Day Hikes	Beaches	Ocean Activities
Sustainable Moments	Sustainable Road Trip	Green Travel	Monterey Bay	Sustainable Big Sur	Travel Fail	Monterey Travel Tips	Sustainable Showcase	Alternative Transportation	Overview	Earth Day	Big Sur Video	World Oceans Day
Campaigns/Sweeps			Fall Campaign/ Sweepstakes			Winter Campaign/ Sweepstakes						
Topical	Mommy Getaway		Best Brunches	Ghost Stories			Proposals	Romance			Outdoor Patios	
Promotions	Monterey Jazz Fest Giveaway											
Group/Meetings	Happy Hours/Stay Fit While Traveling	MCC Walkable Restaurants/CAB video	Unique Activities/ Museum Venues	Getting to Monterey/ Sustainable Meetings	Business Dinners/ How to Unwind	Unique Venues/ SCS Team	Workcation/ Spouse Activities	New Renovations/ Inspired Moments	Green Meetings/ Meet in the Moment	Vines/ Meet In the Elements	Inspirational Itinerary/ Stay in the Moment	Ease of Access/ Big Little Meetings
Group Tradeshows/Events		ASAE Annual Meeting	IMEX			Seasonal Spectacular/ Assc Forum Showcase	PCMA Convening Leaders	MPI NCC	N.West Sales Mission/ MPI Cascadia		HelmsBrisco Annual Conference	MPI WEC
Corporate		Annual Luncheon						VCA Outlook Forum			Natl Travel & Tourism Week/ Dean Runyan	
Luxury						ILTM Cannes						

UPCOMING EVENTS

Marketing Committee

November 12, 2019

January 16, 2020

April 9, 2020

Quarterly Forum

November 14, 2019

February 27, 2020

April 22, 2020

Tradeshows

ASAE Annual Meeting- August 10-13, 2019

IMEX- September 10-12, 2019

CalSAE Seasonal Spectacular-
December 16-19, 2019

Association Forum Holiday
Showcase- December 17

PCMA Convening Leaders-
January 5-9, 2020

IPW- May 30-June 3, 2020

ANNUAL LUNCHEON & CELEBRATION

Thursday, August 29th, 2019
Hyatt Regency Hotel & Spa
1 Old Golf Course Road,
Monterey 93940
www.seemonterey.com/rsvp



Network with 400 tourism and hospitality professionals during this exclusive one day celebration of the tourism community and partners as we celebrate the previous year's achievements and look at exciting initiatives for 2019-2020.

Good of the Order

Adjourn

Next Meeting

November 12, 2019

1:00 PM – 2:30 PM

MCCVB Conference Room