

Marketing Committee Updates

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MCCVB UPDATES

- Q1 2019-20 Scorecard Results
- Group Business Development & Marketing
- Brand Updates
- Fall Programs & Promotions
- Content Marketing: Paid-Owned-Earned Highlights
- Partnerships



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Q1 2019-20 Scorecard Results

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SCORECARD METRICS	2019-20 Q1 YTD
Owned Social Engagements	216,874
Unique Visits to MeetInMonterey.com pages	4,855
Ad Equivalency (domestic)	\$3,688,188
Unaided Brand Awareness	-
Facebook Fans	129,449
Twitter Followers	21,278
Instagram Followers	38,769
Visitor Database	59,633
Unique Visits to SeeMonterey.com	408,760
Paid Media- Group Inquiries (site actions)	-
Organic- Group Site Inquiries (site actions)	34
Group Efficiency Ratio (group site visits/actions)	0
Journalists Assisted	356
International Media Placements (primary markets)	13
Earned Impressions (domestic)	178,135,827
Total Earned media (all segments)	4,147,093
Total PR Impressions (all segments)	188,111,202



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Group Business Development & Marketing

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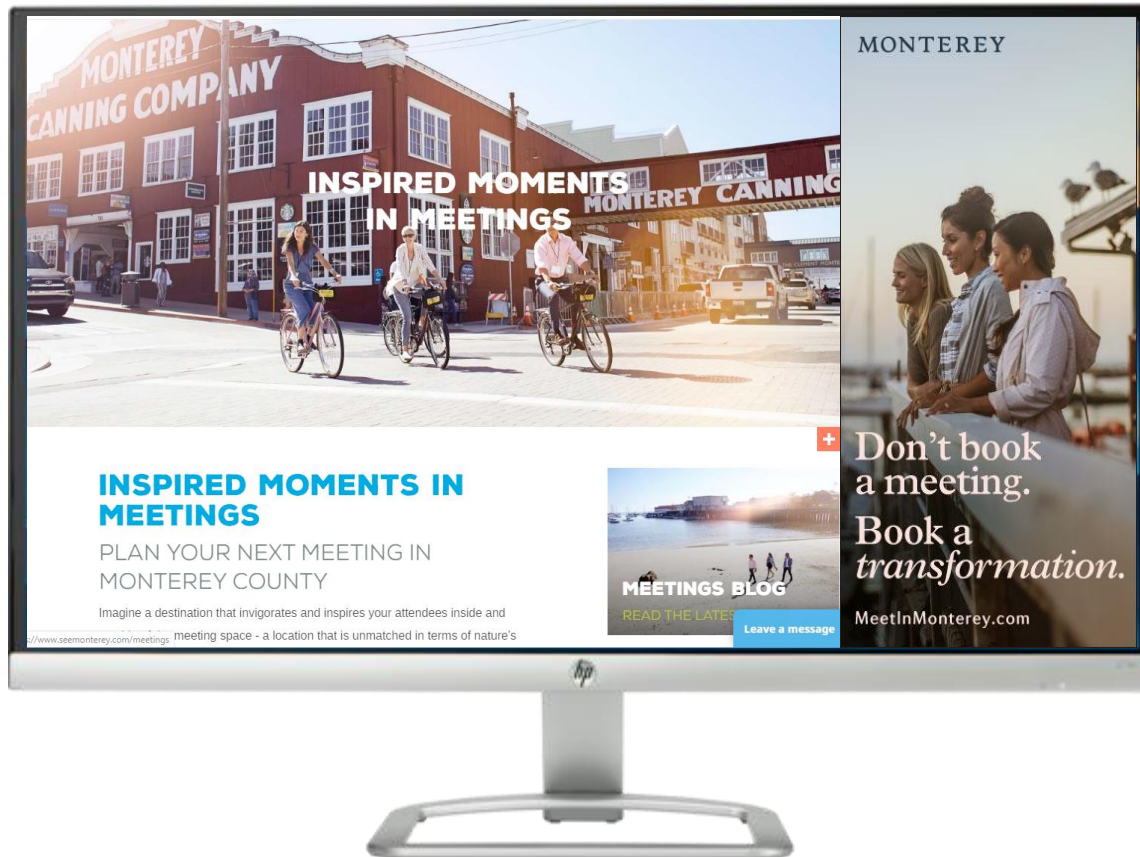


GROUP BUSINESS DEVELOPMENT & MARKETING

Digital and Social

July-October Results:

- 8,112 unique landing page visits
- 2,097 unique views of the meetings blog
- 2,387 social engagements on LinkedIn group content
- Campaigns served over 400,000 impressions during the month of October reaching over 20,000 known planners



GROUP BUSINESS DEVELOPMENT & MARKETING

Public Relations

Coverage Highlights:

[Small Market Meetings - Monterey: California's Coastal Enclave](#)

- 17,000 impressions, \$11,360 ad value

[Smart Meetings - Treasures Along the Pacific Coast Highway:](#)

[Amazing Restaurants and Properties Mirror Each Area's](#)

[Uniqueness](#)

- 47,500 impressions, \$93,756 ad value

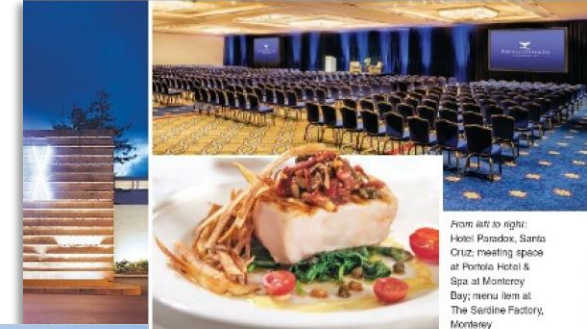
[Group Travel Leader - Sea Change: There are many different](#)

[reason to go to the beach](#)

- 30,150 impressions, \$6,500 ad value

Meetings Media FAM

- Hosted 3 journalists
Potential reach: 300,000



From left to right:
Hotel Paradox, Santa Cruz, meeting space at Portola Hotel & Spa at Monterey Bay; menu item at The Sardine Factory, Monterey



170 guest rooms and 5,665 sq. ft. of meeting space—plus 1,800 sq. ft. of outdoor space.

Sardine Factory has added dining rooms, thereby expanding its seats to 250. Options include The Conservatory providing a lush garden setting (accommodating 100).

STELLAR PROPERTY
Portola Hotel & Spa at Monterey Bay, which is connected to **Monterey Conference Center** (with more than 10,000 sq. ft. of meeting space), features 379 guest rooms and Spa on the Plaza, an outdoor pool and luxury spa area with cabanas.

The AAA Four Diamond property also provides four on-site dining experiences, including Jack's Monterey, which added a new terrace this year featuring bistro lighting, fire pits and a "living" wall outside. Portola also includes Peter D's Brewery, an award-winning craft brewery, and offers wine tastings in the lobby from nearby vineyards.

When combined with Monterey Conference Center, Portola Hotel & Spa boasts more than 100,000 sq. ft. of flexible in-room meeting space, as well as 60,000 sq. ft. of outdoor space.

“Carmel is experiencing a culinary renaissance, with eclectic restaurants that span the gustatory globe and focus on serving fully sustainable and locally sourced ingredients.”

—Amy Herzog,
Visit Carmel-by-the-Sea

Photo: The Monterey County Planning Board/Compass



Don't book
a meeting.



Book a *transformation.*

You can have a meeting anywhere. It's time for a destination that inspires transformation.

Here, beaches transform into boardrooms and vineyards into breakout sessions. In turn, attendees transform themselves, their teams, their organizations ... and the bottom line.

MeetInMonterey.com

MONTEREY

GROUP MARKETING

Campaign Guide

HOST A TRANSFORMATIVE MEETING IN MONTEREY COUNTY, CA

Posted on: Friday, October 4, 2019 9:00 AM



We've all heard the phrase, "location, location, location," but what does that mean for the success of your team and your business? In today's world, colleagues can meet just about

Purpose:

- Inform Sales Community
- Ensure Message Alignment
- Provide Resources

Content:

- Media Schedules
- Creative examples
- Destination talking points
- Links on how to get involved, get imagery & collateral, join co-op programs, etc.

Distribution:

- Sent to BOD, Sales & Marketing Committees and Hotel Sales teams
- Available to download

Campaign Guide Link:

https://issuu.com/visitmontereycounty/docs/group_marketing_campaign_guide_nov2019?fr=sYTQ1ODY5NTg

MONTEREY CONFERENCE CENTER

Notables



WHERE
INSPIRATION and
INNOVATION
MEET™

The Monterey Conference Center

For meeting & conference planners seeking a uniquely transformative experience to inspire and enhance outcomes for their attendees, look no further. The newly renovated Monterey Conference Center with its design, location and legacy is an institute of higher thinking and incubator of innovation.

Plan your meeting today at
MontereyConferenceCenter.com

M
MONTEREY
CONFERENCE
CENTER

- November Group Media FAM
- Ad placements: Northstar, Skift, eBlasts, PCMA Convene, SF Travel Planners Guide, MPI
- Paid Social: LinkedIn, Facebook, Instagram

Brand Updates



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BRAND UPDATES

MONTEREY

Primary



Support



- Digital/Content Ads- Live
- Website Updates and Brand Rollout- Coming February 2020
 - Revamped meetings landing page
 - Brand updates throughout site
 - Social channel icons updated

Fall Programs & Promotions

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FALL PROGRAMS & PROMOTIONS



- Harvest Media FAM
- Canada Media Mission
- SATW Media Marketplace
- Discover the Undiscovered
 - SMT
 - 762,963,342 impressions
 - \$9,436,620 ad value
 - 1,266 airings
 - Regional Videos - *Filming in progress*
 - Organic Social Posts
 - 663,089 impressions
 - 13,356 engagements

FALL PROGRAMS & PROMOTIONS

In-Market Messaging: Sustainable Moments



MAKE YOUR NEXT VISIT UNFORGETTABLE


In Monterey County, inspiration comes naturally. From our dramatic coastlines to lush valleys, it's a destination guaranteed to leave you with lasting memories. When you visit, please respect our diverse, breathtaking region and help preserve its beauty for generations to come.

Make the most of each moment. Visit Responsibly.
Get travel tips and more at 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



ENJOY YOUR VISIT, RESPONSIBLY.

Photo: Roberto Cifarelli

From icons like Jimi Hendrix to groundbreaking artists of today, Monterey County has set the stage for the world-famous Monterey Jazz Festival. Enjoy the live music and breathtaking scenery. While here, please respect this unique region so we can preserve it for generations to come.

Learn how at SeeMonterey.com/Sustainable

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey
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SUSTAINABLE MOMENTS
Visit Responsibly

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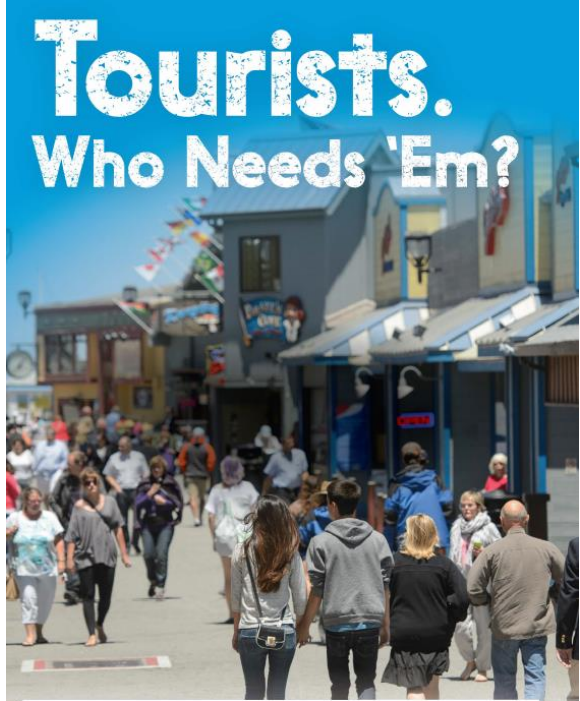
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COMMUNITY CAMPAIGN

Strategic Objectives

- Increase residents' positive perception of tourism *as an economic driver*
- Ensure they understand we are promoting responsible travel
- *Engage* residents who want to share suggestions, thoughts and ideas on tourism



Tourists. Who Needs 'Em?

We do. Here's why...

The fact is **tourism matters** to Monterey County and its residents. Tourism is the #1 industry on the Monterey Peninsula and the #2 industry in the county. \$3 billion in visitor spending means \$135 million in local tax receipts—tax revenues that support our schools and local services, repair and build roads, and enable businesses that residents count on to thrive.

Monterey County Convention & Visitors Bureau is dedicated to upholding the positive economic aspects of tourism by encouraging all visitors to visit responsibly through the Sustainable Moments initiative. Responsible travel minimizes impact, brings economic benefits to the community and preserves natural resources. Join us in celebrating, sharing and preserving our scenic beauty for generations to come.

25,000
Hospitality Jobs

\$3 Billion
In Visitor Spending

SUSTAINABLE
MOMENTS™

MONTEREY
Monterey County Convention
& Visitors Bureau

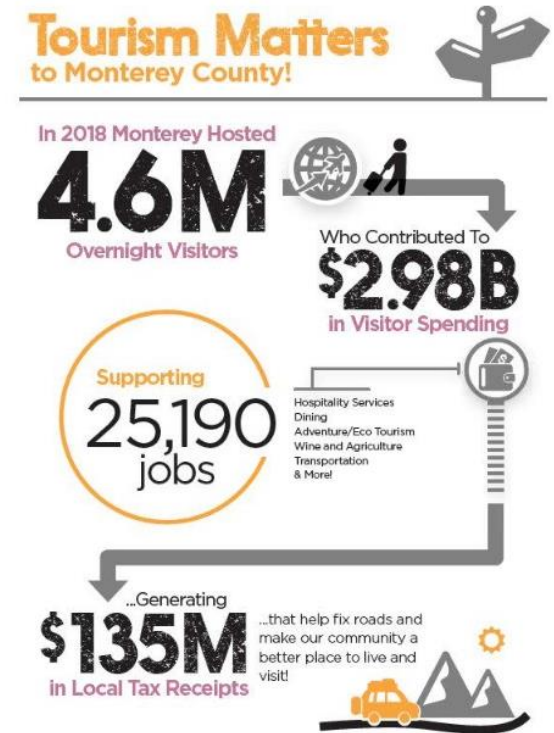
Community Campaign

Tactics and Deliverables

- Connect with community groups and partners to present on the value of tourism
- Content hub in development: www.SeeMonterey.com/TourismMatters
- Tourism matters videos (three completed; more to follow)
- Limited, strategic local ad placements
- Social posts and blog content
- Local press outreach and media coverage

TOURISM MATTERS TO MONTEREY COUNTY

A shining star of the local economy, tourism is a leading, thriving industry in Monterey County. Taxes and revenue generated from local attractions, hotels and restaurants are vital to the well being of Monterey County's schools, roadways, police force and other infrastructure improvements that benefit the community. [Click here](#) for our latest insertion in the Monterey Herald/MCHA Hospitality & Tourism section.



VOICES OF MONTEREY COUNTY

Hear from the local community about the direct impact Monterey County tourism has on their lives.



SUSTAINABLE MOMENTS
Visit Responsibly.

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Paid • Owned • Earned Content Marketing

HIGHLIGHTS & UPDATES

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PAID CONTENT

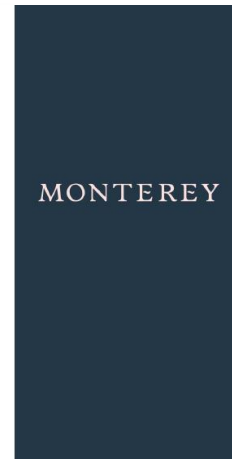
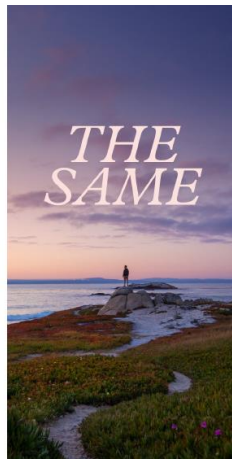


Leisure Media Plan

- Paid Social
- Native Ads
- Digital Ads
- Expedia
- TripAdvisor
- TravelZoo
- SF Chronicle

Group Media Plan

- Paid Social/LinkedIn
- eBlasts
- Smart Meetings
- CA Meetings + Events
- Silicon Valley Business Journal
- PCMA
- SF Travel
- MPI
- Northstar



MONTEREY
INSPIRED MOMENTS IN MEETINGS

Book a transformation.

When it comes to meeting destinations, we know you have choices. So why not book your next meeting in a place that inspires real change?

In Monterey County, beaches transform into boardrooms and vineyards into breakout sessions. In turn, attendees transform themselves, their teams and the bottom line.

Contact us today and let us help you book a transformational meeting experience.

All the best,
Mark McMinn and the Monterey team

MeetInMonterey.com

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INSPIRED MOMENTS IN MEETINGS

OWNED CONTENT

	Q1
Monterey	3.32%
Santa Cruz	2.95%
Carmel-by-the-Sea	2.25%
San Diego	1.41%
California	0.97%
Napa	0.82%

Top IG engagement rate amongst comp set

- 3.32% engagement rate on Instagram (avg. is 1.96% in comp set)
- Activations
 - Jazz Fest contest- Over 215 sweepstakes entries on IG



OWNED CONTENT



Website

- 537,920 unique web visits
- Top 5 pages:

- Events
- Monterey Car Week
- 4th of July Events
- 2 Days in Carmel
- Carmel-by-the-Sea

– Improvements to navigation

- New side navigation allows users to dig deeper into content

– New 24 hour message replaced live chat



Courtesy of Carmel Valley Ranch

In Monterey County, the small town of Carmel-by-the-Sea spills over with 18 tasting rooms; base a stay at the nearby Carmel Valley Ranch for unparalleled views and service.

Carmel-by-the-Sea, California

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From top: L'Auberge Carmel and its one-Michelin-starred Aubergine restaurant are located in downtown Carmel; white-washed cottages and the ocean; guests cruise in a convertible on the coast. The hotel's beach house. For contacting the concierge and hotel featuring in the businesses.

COASTAL CALM

EARNED CONTENT

PR Results July – October 2019:

- Placements: 1,613
- Ad value: \$16,919,718
- Impressions: 981,923,907

Coverage Highlights:

[AFAR.com – Sweetest Wine Towns in the United States](#)

- 206,521 impressions and \$5,187 ad value

Modern Luxury – Coastal Calm

- Print feature in 14 regional Modern Luxury publications yielding a total of 3,692,484 media impressions and a total PR ad value of \$446,397

Dallas Media Coverage

- Seven hits yielding a total of 340,000 impressions and a total ad value of \$116,432



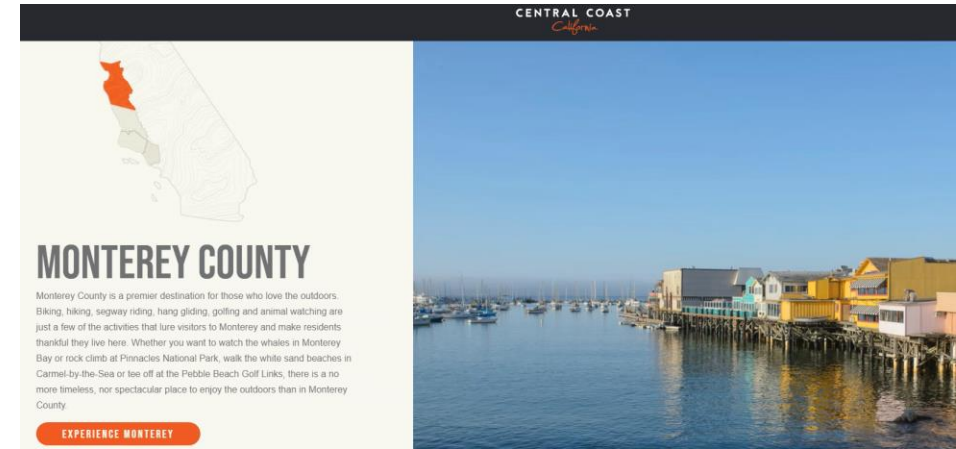
Partnerships

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PARTNERSHIPS

- MCVGA
 - *Harvest media FAM collaboration*
- Visit Carmel
 - *Social amplification*
 - *Sunset Center support*
- PG Chamber
 - *Support with branding task force*
- CCTC
 - *East coast campaign co-op launch*
- Visit California
 - *15 media FAMs hosted or assisted with and 18 press hits YTD*
- Brand USA programs
 - *Content development for upcoming programs including Destination Video Series*
- MRY Airport
 - *Seven press hits YTD promoting DFW/MRY Flight.*



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Thank You!

See you at the next
Marketing Committee Meeting
February 18, 2020 2:00 p.m. - 3:30 p.m.
at the MCCVB Office

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