

A woman in a white long-sleeved shirt and teal shorts is standing on a light blue paddleboard, holding a black paddle. She is smiling and looking towards the camera. In the background, another person is on a red paddleboard. The water is clear and blue, and the sky is a solid blue. In the distance, there are buildings and a pier. A semi-transparent white banner with blue text is overlaid across the middle of the image.

MONTEREY COUNTY CONVENTION & VISITORS BUREAU 2018-19 SECOND QUARTERLY FORUM



THANK YOU, JOHN NARIGI!



WELCOME TO MCCVB!



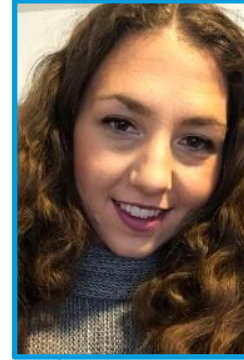
Jeanne
Gallagher,
Marketing
Specialist



Sabrina Siqueiros,
Group Administrative
Coordinator



Tori, Baby



Maggie Ferraro,
Destination
Specialist (Office)

ACCOLADES AND AWARDS

Smart Meetings 2018 Platinum Choice

California Meetings + Events

Best Conference/Convention Center Under 10,000 Square Feet

- Winner: Monterey Conference Center

Best Historic or Cultural Venue (Northern California)

- Winner: Monterey Bay Aquarium

Best Golf Resort (Northern California)

- Winner: Pebble Beach Resorts

Best Destination Marketing Organization/CVB (Population under 500,000)

- Runner up: Monterey County CVB

Best Winery with Meeting Space

- Runner up: Folktale Winery

Best Craft Brewery with Meeting Space

- Runner up: Peter B's Brewpub

Best Outdoor Venue (Northern California)

- Runner up: Asilomar Conference Grounds



**Community Partner Award
from the Monterey Bay Aquarium**

KEY AREAS OF FOCUS

MONTEREY
Grab life by the moments:



SUSTAINABLE MOMENTS™

Visit Responsibly.

MONTEREY
Grab life by the moments.



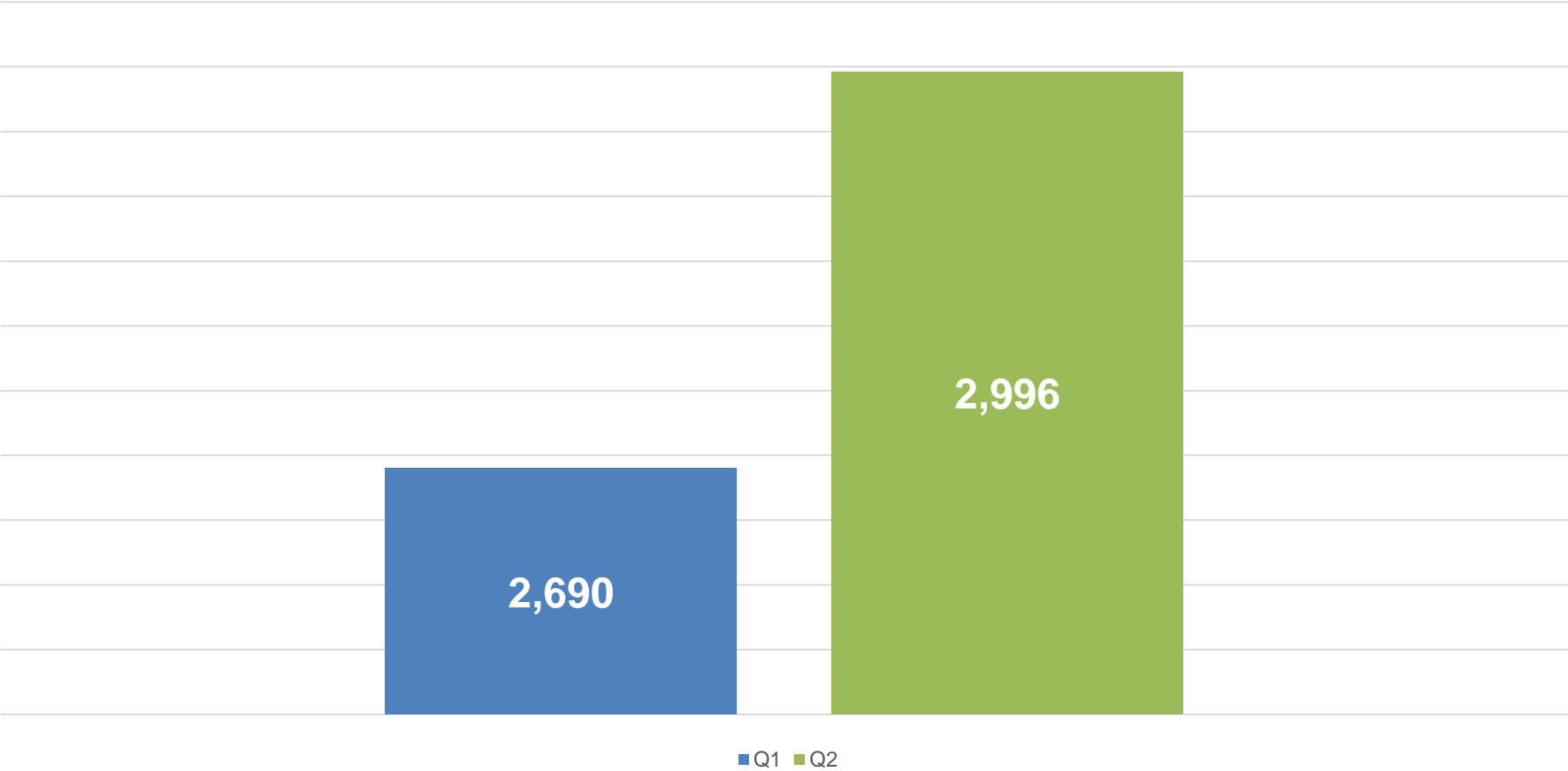
GLOBAL
**DESTINATION
SUSTAINABILITY**
INDEX

Ranked 27 out of 47 Destinations

Highest Ranked
U.S. City

SUSTAINABLE MOMENTS

Unique Views of Sustainable Moments
Landing Pages - Midyear



Think Beyond The Plate.

Sustainability starts with you!

- Say "no" to single use plastics (especially plastic water bottles) and help us lead the charge towards a more sustainable future.

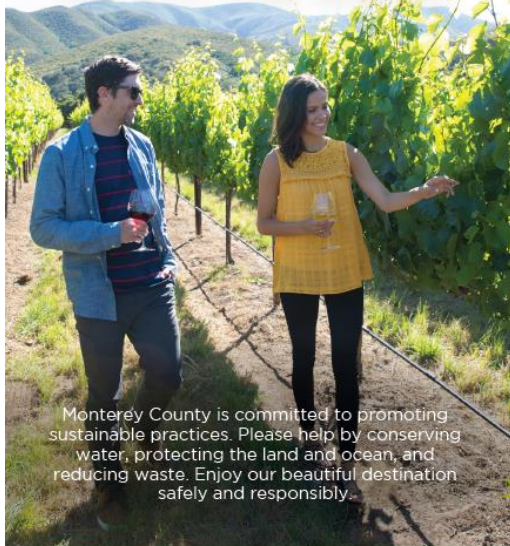
and waterways
recyclables, compost,
waste in proper

hed or farmed in ways
can.

print by buying locally-

ntinue to be a leader
ep in mind, restaurants
quest.

Sustainability, It's On the Menu.



Monterey County is committed to promoting sustainable practices. Please help by conserving water, protecting the land and ocean, and reducing waste. Enjoy our beautiful destination safely and responsibly.



MONTEREY
Grab life by the moments:

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

SeeMonterey.com/Sustainable

Have a Great Visit, Responsibly.

Get more info & tips at
SeeMonterey.com/Sustainable



MONTEREY
Grab life by the moments:

**SUSTAINABLE
MOMENTS.**



and get more info at
SeeMonterey.com/Sustainable

Take It All In. Leave Nothing Behind.

Get more info & tips at
SeeMonterey.com/Sustainable

MONTEREY
Grab life by the moments:



Have a Great Visit, Responsibly.

MONTEREY
Grab life by the moments:



Take It All In.

Help preserve the beauty
of Monterey County:

- Say "no" to single use plastic and help us lead the charge!
- Protect our Monterey Bay area of trash, recyclables, compost waste in proper receptacles.
- Join Monterey's leadership in sustainability.
- Stay on designated trails, leave no trace, and respect private property.
- Locate public restrooms and use them for your outing.
- Safely pull off the road for plastic.

Leave Nothing Behind.



Get more info & tips at
SeeMonterey.com/Sustainable

Have a Great Visit, Responsibly.

The most refreshing thing about Monterey County is how down to earth it really is. See how going for a walk is more rewarding than taking a drive. How convenient it can be to carry reusable water bottles and bags. Or how fulfilling it is to know that your low-impact visit gives you a connection to the next generation of visitors.



MONTEREY
Grab life by the moments:

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

SeeMonterey.com/Sustainable

Marketing@SeeMonterey.com
to place your order!

RECOVERY OF BIG SUR

MONTEREY
Grab life by the moments:

BIG SUR IMAGERY UPDATES



BIG SUR

The scenery in Big Sur, California is unmatched but besides that, an eclectic vibe flows through the area and permeates Big Sur [hotels](#), motels, shops and [restaurants](#). A table with a view isn't hard to come by in Big Sur. Neither is a sense of well-being. Cliffs, rocks, redwoods and bubbly surf create an epic backdrop for recreation, romance and relaxed exploration.

Visit the [Big Sur Visitor Guide website](#) for more travel tips.



See Monterey is at Ventana Big Sur.

Nov 12, 2018 at 4:28pm • 🌐

From luxurious properties, elegant dining experiences to unique activities, Monterey County is a prime destination for those unforgettable luxury v



See Monterey is in Big Sur, California.

Oct 5, 2018 at 10:44am • 🌐



SEEMONTEREY.COM

Sit in the Lap of Luxury at These Eleg

315

16 Cor



SEEMONTEREY.COM

Keep Big Sur Sustainable | Safety ...

LEARN MORE



seemonterey

Pfeiffer Big Sur State Park



Liked by shagbagradioshow and 1,596 others

seemonterey "The redwoods 🌲, once seen, leave a mark or create a vision that stays with you always." - 📖 John Steinbeck

RECOVERY OF BIG SUR

Big Sur Pledge



TRAVEL LIKE A BIG SUR EXPERT

Big Sur is a very special place to many people. To help keep it that way and to help ensure your own safety, please observe some simple rules and follow these basic safety tips. Vow to be a responsible traveler and take the [Big Sur Pledge](#).

[Click here](#) for more tips on Sustainable Moments in Monterey County.



1. Share our coastal roads in a safe manner.
2. Be mindful of the impact of my actions.
3. Protect and respect Big Sur's natural resources, public and private property, residents, employees, and visitors.
4. Leave no trace and not damage or take what is not mine.
5. Camp only where allowed.
6. Be vigilant and fire safe.
7. Be a steward of this precious resource for the enjoyment of all.
8. Honor the spirit of Big Sur as it honors me.



MONTEREY CONFERENCE CENTER

MONTEREY
Grab life by the moments:

GROUP SALES & MARKETING MIDYEAR RESULTS

- 79 MCC leads distributed for a total of 66,087 potential room nights
- 19 groups booked for a total of 14,665 definite room nights
- 47% of room nights booked are NEW business

Results July 1 – December 31, 2018



MARKETING TOOLS AND COLLATERAL

NEW:

- Convention Planit.com Interactive Map highlighting MCC and convention center district
- New MCC Wedding brochure
- Upcoming MCC district illustrated map

MONTEREY COUNTY, CA **IMCMENT**

THE MONTEREY CONFERENCE CENTER DISTRICT

MONTEREY CONFERENCE CENTER **THE PERFECT WEDDING DESTINATION**

The Monterey Conference Center provides a modern and sleek design that compliments any wedding. With multiple ceremony and reception locations, the center can accommodate weddings ranging from small intimate elopement to elaborate affairs of 1,000 plus. No matter the size or style, your wedding here will be one of timeless elegance.

Say "I Do" In Monterey:

- The Monterey Conference Center is conveniently located in historic downtown Monterey
- 99-miles of romantic, breathtaking coastline as your back-drop
- Mild, temperate weather year-round

ASK US ABOUT:

- 20% off ceremony space rentals when booking your onsite reception
- Standard tables, chairs, linens and dance floor included (additional fee for upgrades)
- Valet parking services available (additional fee)
- Choice of (2) exclusive caterers
- Convenient in-house AV services

EXCLUSIVE CATERERS

Aqua Terra Culinary
831.233.2382 | gail@aquaterraculinary.com

Monterey Marriott
831.647.4003 | nancy.zarate@marriott.com

PREFERRED AUDIOVISUAL PROVIDER
PSAV 831.646.3756 | sbassett@psav.com

REQUEST A FREE PROPOSAL ONLINE:
MontereyConferenceCenter.com/Planning/Weddings

MONTEREY
Imagined. Accomplished. It's Monterey.
The Monterey Conference Center

LEGEND:

- Main Attractions
- Monterey Conference Center
- Lodging Properties
- 1 Portola Hotel & Spa
- 2 Monterey Marriott
- 3 Hotel Pacific
- 4 Casa Monica Garden Hotel & Spa
- 5 Hotel Abrego
- 6 InterContinental The Clement Monterey
- 7 Ashwin Hotel & Conference
- 8 Monterey Plaza Hotel & Spa
- 9 The Inn at Spanish Bay
- 10 Monterey Tides
- 11 Embassy Suites by Hilton
- 12 Hyatt Regency Monterey
- 13 Hilton Garden Inn
- 14 Ocean Lodge & Golf Club
- 15 Carmel Valley Ranch

The background image shows a man and a woman paddleboarding on a calm body of water. The man is on a red board, and the woman is on a white board. In the background, a large wooden pier with several buildings is visible under a clear blue sky. The text 'DEPARTMENT UPDATES' is overlaid in a large, blue, sans-serif font, with a blue brushstroke underline.

DEPARTMENT UPDATES

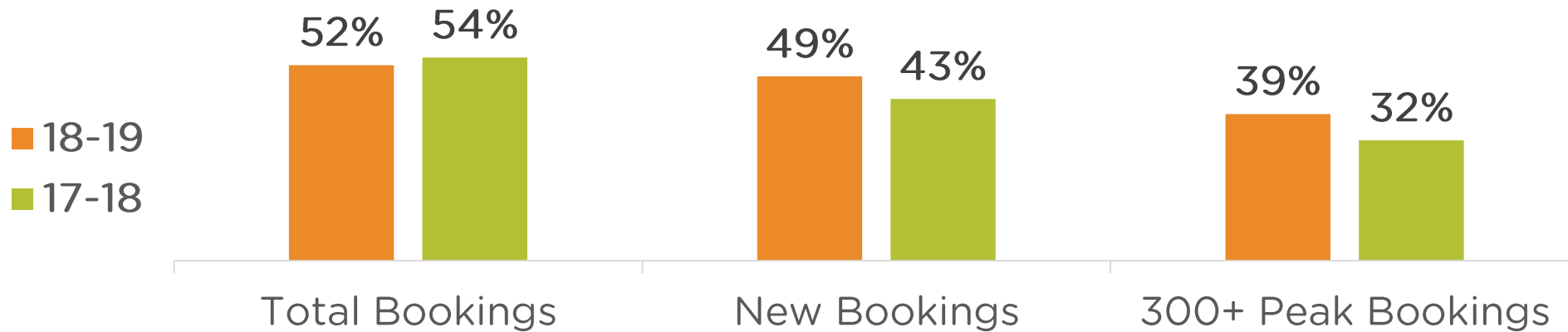
Group Sales & Services

MONTEREY
Grab life by the moments:

GROUP SALES

Midyear Results

% of Annual Room Night Goal



- 388 leads distributed for 145,630 potential room nights
 - 101 groups booked for 36,154 definite room nights
 - 71 NEW groups booked for 27,756 definite room nights
- 13 groups booked were 300+ peak programs for 15,583 definite room nights

STRATEGIC CLIENT SERVICES

Midyear Results

42 partner referrals sent to 202 members

- 77 partner referrals sent to 146 members STLY

20 service requests on behalf of meeting planners

- 15 service requests sent STLY

7 site inspections / 1 FAM with clients

- 14 site inspections / 3 FAMS with clients STLY

Business Development:

- 18 NEW business leads with 9,947 potential room nights YTD
 - 7 NEW business leads with 6,864 potential room nights STLY



GROUP SALES

On the Road in Q2



IMEX Tradeshow



Texas FAM



CalSAE Seasonal
Spectacular

TOUR & TRAVEL

On the Road in Q2



Germany
Sales &
Media
Days



Visit
California
Canada
Sales
Mission



Mexico
Meetings,
Incentives,
Conferences
& Exhibitions
(MICE) FAM



National
Tour
Association
Travel
Exchange

CLIENT ADVISORY BOARD (CAB)

Meeting held: January 16-19, 2019



ON THE ROAD WITH GROUP SALES



March

- NYSAE Meet NY
- MPI- RMC MIC Conference
- MPI Cascadia

April

- CalSAE Elevate Conference
- Pebble Beach Food & Wine FAM
- MPISSN Tradeshow
- Nevada Client Event

May

- IMEX Frankfurt
- HelmsBriscoe Annual Conference

June

- MPI World Education Congress
- Destination FAM

ON THE ROAD WITH TOUR & TRAVEL



April / May

- Quarterly North America Sales Calls
- California Cup Invitational

June

- Destination FAM
- IPW, Anaheim
- IAGTO North America Golf Tourism



The background image shows a man and a woman paddleboarding on a body of water. The man is on a red board, and the woman is on a white board. They are both holding paddles. In the background, there is a large wooden pier structure with multiple levels and a building on top. The sky is clear and blue.

DEPARTMENT UPDATES

Stakeholder Engagement

STAKEHOLDER ENGAGEMENT

Who are the Stakeholders?



DEPARTMENT GOALS

Midyear Results

67%

**Visitors Influenced
to Stay Longer**

Annual Goal 60%

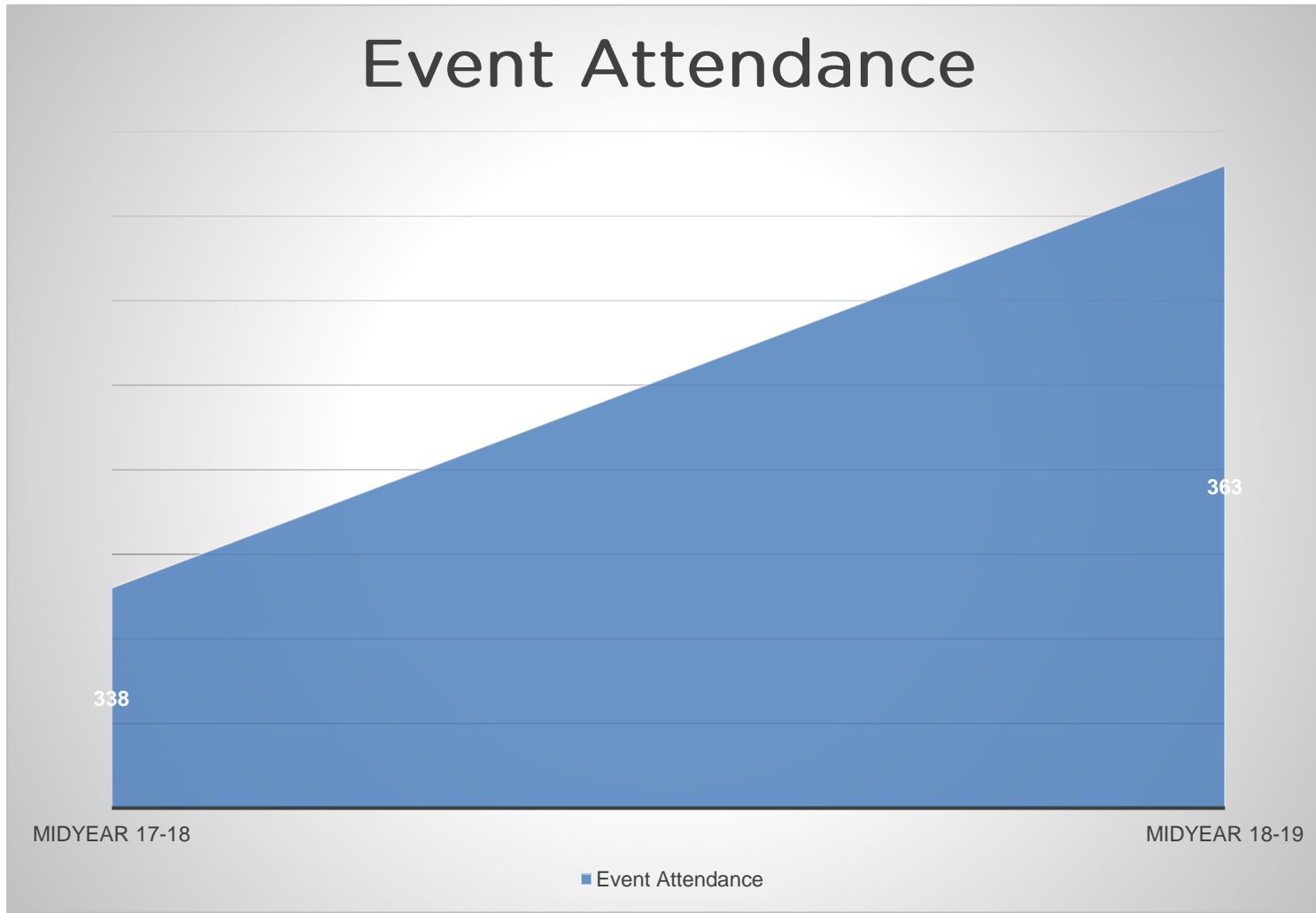
86%

**Member
Retention**

Annual Goal 85%

MEMBER ENGAGEMENT

Event Attendance



Quarterly Forums
+8% from last year

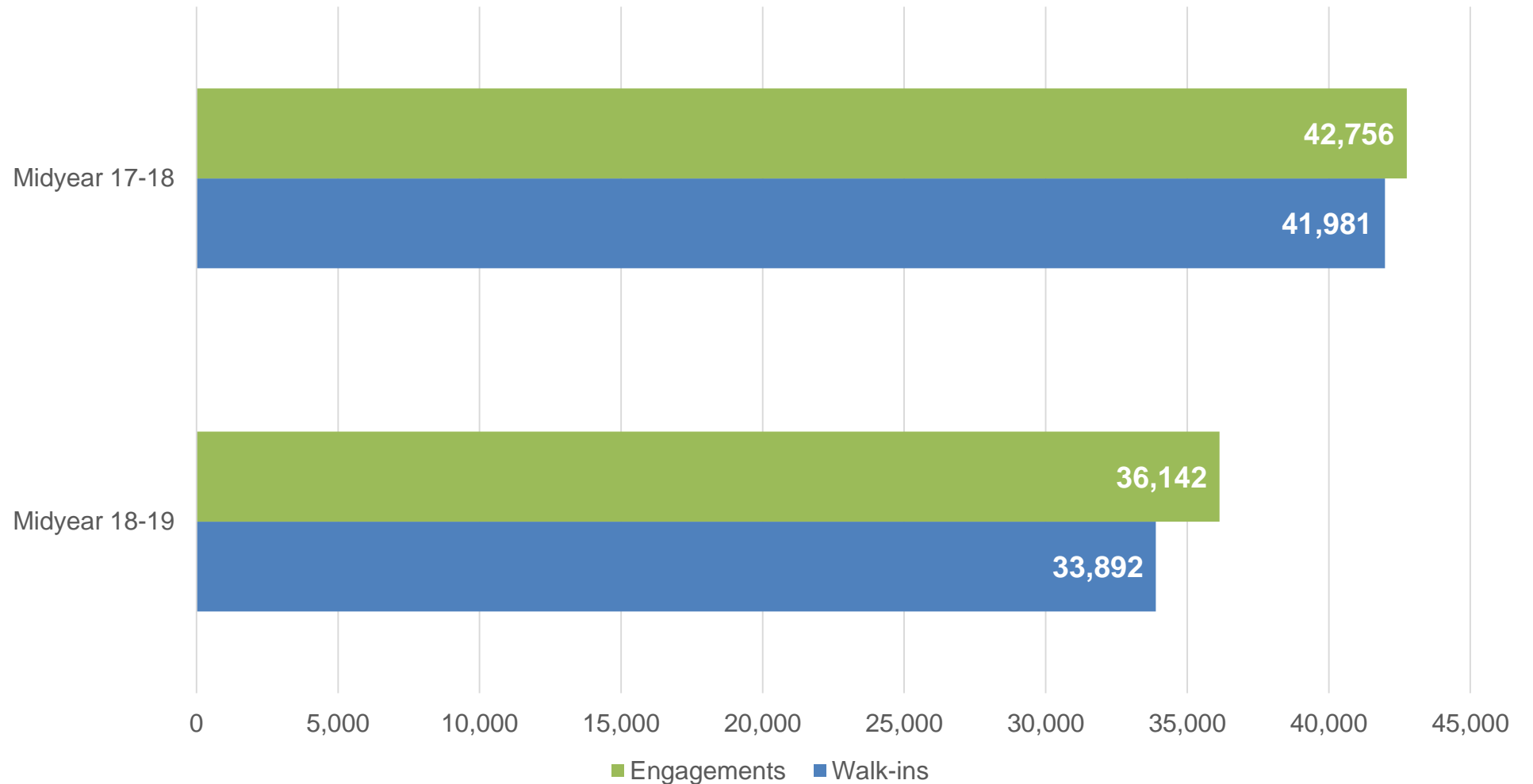
Annual Luncheon
+10% from last year

Member
Orientations
+9% from last year



VISITOR ENGAGEMENT

Monterey Visitors Center Walk-ins and Engagements



COMMUNITY ENGAGEMENT & EDUCATION



California State University
MONTEREY BAY



STAKEHOLDER CORNER

MONTEREY Monterey County Convention & Visitors Bureau

Dear Stakeholders,

The February edition of the [Stakeholder Corner](#) is now available for viewing. Receive highlights from our CEO, access to monthly reports, and information on industry trends and events by clicking [here now](#).

If you haven't already done so, please register for the following events as seats are filling up fast:

[MCCVB Quarterly Forum](#)

Wednesday, February 27th, Monterey Plaza Hotel & Spa

[MCHA Annual Dinner Fundraiser "Diamonds and Sapphires"](#)

Friday, March 1st, Monterey Plaza Hotel & Spa

[MCCVB Member Orientation: How to Use the Extranet](#)

Tuesday, March 19th at the MCCVB Office

We appreciate and value your continued support and partnership.



#SEEMONTEREY »



Funded in cooperation with the Monterey County Board of Supervisors and the communities of Pebble Beach, Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, Moss Landing, Carmel Valley, Big Sur, and Salinas Valley.

Copyright 2019 Monterey County Convention & Visitors Bureau

[Unsubscribe](#)

WELCOME TO THE STAKEHOLDER CORNER!

Welcome to your one-stop-shop for all things stakeholder and community engagement. Receive highlights from our CEO, learn about the latest accomplishments we have achieved together, get a peek at upcoming moments to celebrate and gain valuable insight on industry trends.

THINGS TO KNOW FROM THE CEO

Dear Stakeholders,

MCCVB was recognized with the [Community Partner Award from the Monterey Bay Aquarium](#), for the educational outreach through the Sustainable Moments initiative. In conjunction with these efforts, the MCCVB's exclusive partnership with Positive Impact and the destination's recognition on the GDS-Index, the MCCVB continues to make great strides in the realm of sustainability.

In more great news, The County of Monterey has gained \$120,648,436 in incremental economic impact from MCCVB's "Grab Life By the Moments" campaign. This is an estimate from MCCVB's Brand Communication Effectiveness Study conducted by SMARI, an international research company that specializes in travel and tourism. The study also shows that MCCVB's programs positively impact customer awareness and increase Intent to Visit, which is at the highest level since the benchmark study at 47%.



Danny Canavan

MEDIA HIGHLIGHTS



(Click photo to view full story featured in the San Francisco Chronicle)



(Click the photo to view full story featured in Essence)



(Click photo to view full story featured in Conde Nast Traveler)

What Visitors are Saying:

"The best visit ever at an information center - now you will have us coming back often!!!"
- Visitor Survey

VISITOR ENGAGEMENTS

Total Engagements: 3,969
+16% STLY

Walk-ins: 3,337
SeeMonterey.com Live Chats: 231
Emails, Requests, Calls: 401

VISITOR INTERESTS



Attractions & Activities Places to Stay Food & Wine
Local Events Arts & Culture Sports & Recreation

AROUND THE GLOBE WITH DAVID CATER

MCCVB's Tour and Travel team continues to work closely with wholesalers, domestic receptive operators and international outbound tour operators to fill shoulder seasons and need periods for the destination. Year to date the Tour and Travel team has directly engaged 2,950 travel trade buyers (travel agents, tour operators, and wholesalers) as well as travel media through various sales activities.

In partnership with Visit California, the MCCVB is also active in the California Star online training for Tour Operators. Destination training on Monterey County includes elements of Sustainable Moments messaging that speak to traveling responsibly in an effort to minimize negative impacts while preserving the destination's natural and cultural resources. Nearly 600 agents have completed the training so far.



MONTEREY
Grab life by the moments:

The background image shows a man and a woman paddleboarding on a body of water. The man is on a red board, and the woman is on a white board. They are both holding paddles. In the background, there is a large wooden pier structure with several buildings on it. The sky is clear and blue.

DEPARTMENT UPDATES

Marketing Communications

MARKETING COMMUNICATIONS

Key Scorecard Results

Scorecard Goals	Q2	Q2 STLY	Midyear	Annual Goal
Earned Impressions (Domestic)	1,119,925,002	1,490,539,750	1,247,872,569	2,966,000,000
Unique Web Visits	448,973	429,494	1,038,181	1,717,000
Social Engagements	317,517	221,061	508,929	851,000

WHAT'S BEHIND THE NUMBERS?

The How

Media FAMs, pitches, press releases → Earned Impressions

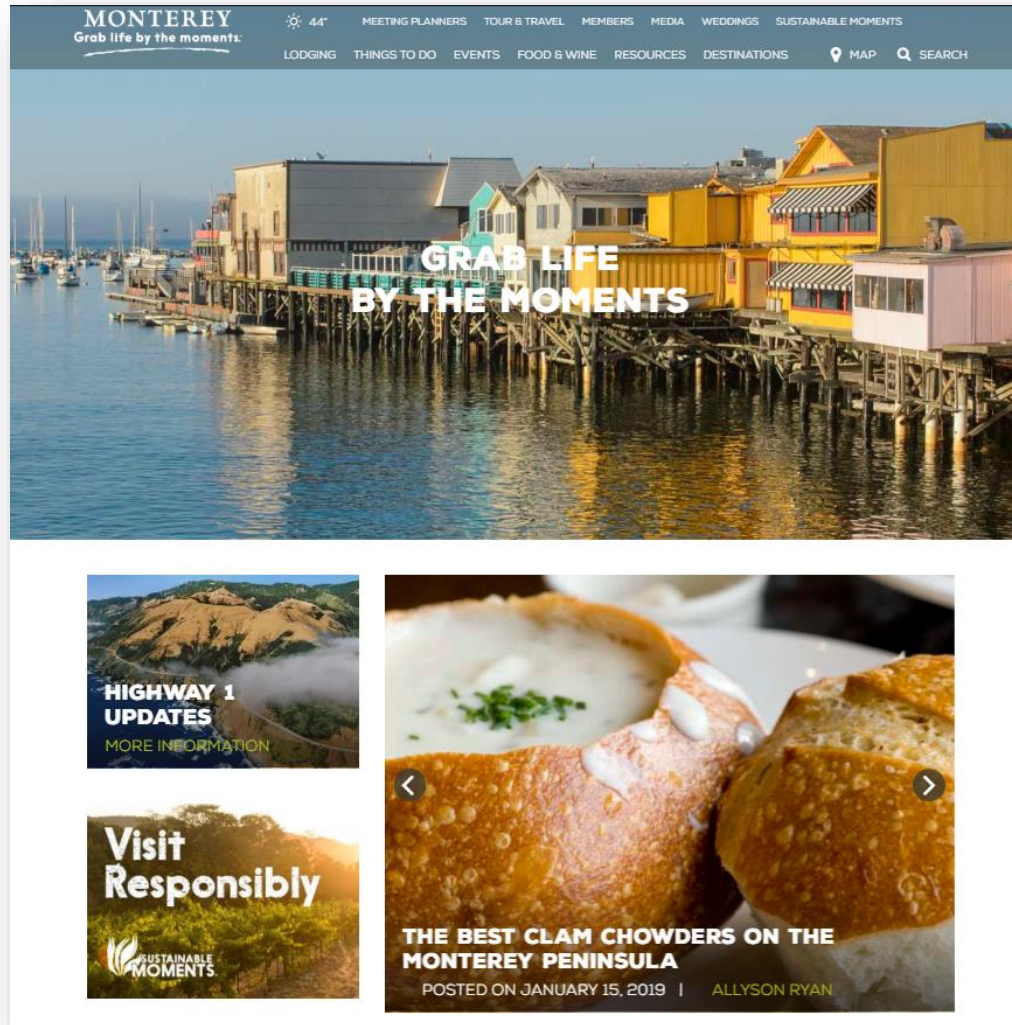
Paid, Owned and Earned media → Website traffic

Compelling Content → Social Engagements

CONTENT!



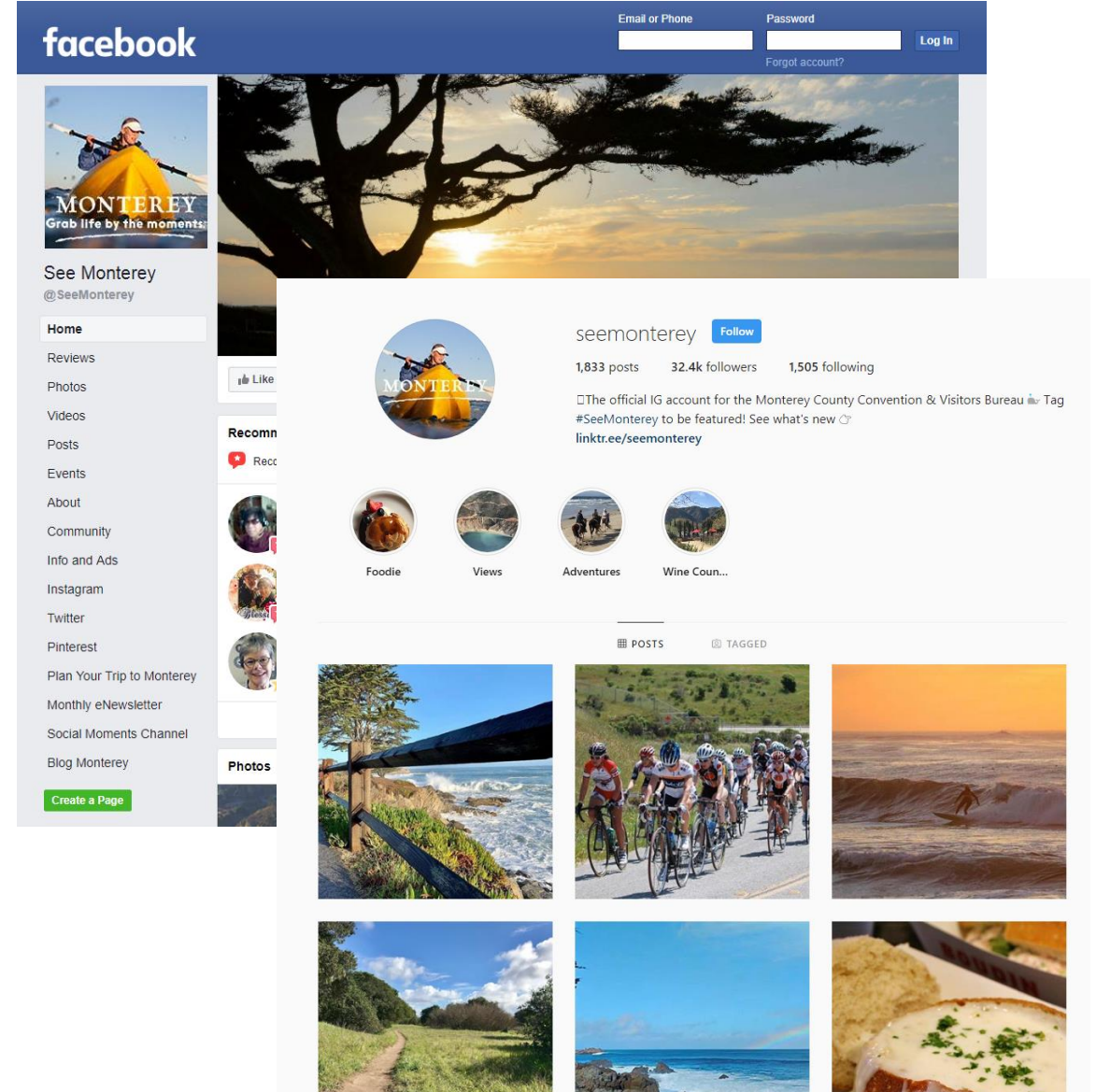
WEB HIGHLIGHTS AND STATS



- 1,038,181 unique web visits midyear
- Web traffic up 13% YOY due to strong social referrals
- Fall and Winter campaigns were the most visited landing pages

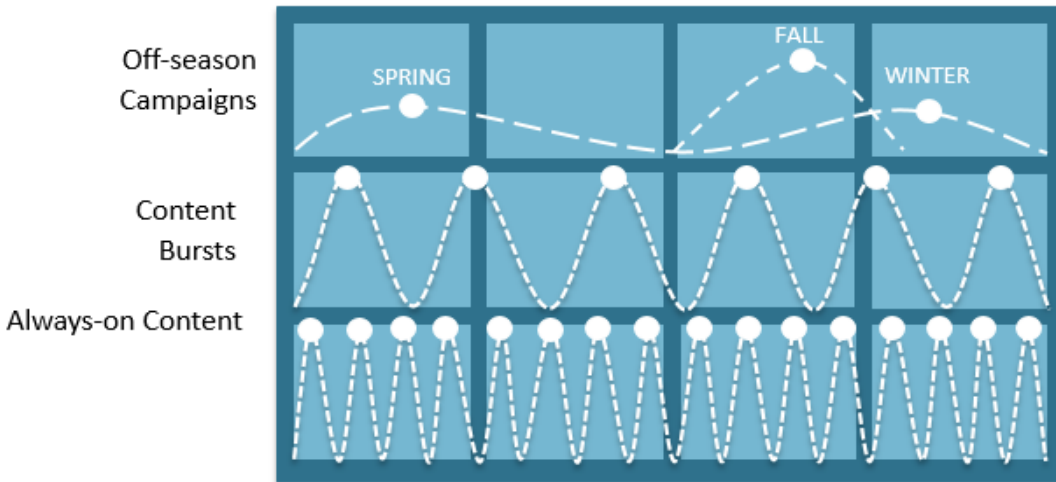
SOCIAL HIGHLIGHTS AND STATS

- 508,929 social engagements midyear, up 36% YOY
- 30,000 followers on Instagram, up nearly 60% YOY
- Consistent, high engagement: **Almost 4% above industry average**



THE WHEN

Choreographed Go-to-Market Approach



Fall campaign:
August – November

Winter campaign:
December – March

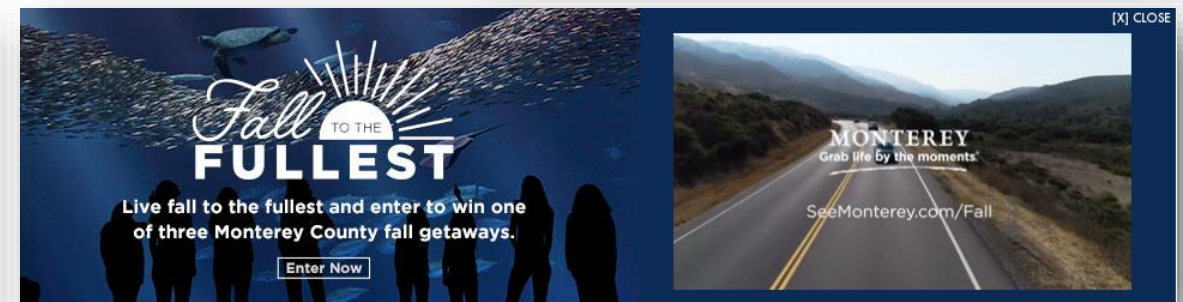
Spring promotions:
March – May

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

FALL CAMPAIGN: FALL TO THE FULLEST

Campaign Results

- 18.2M media impressions
- 695,103 Interactions/inquiries
- 120,370 unique page visits
- 69,260 sweepstakes entries
- 2,326 NEW eNewsletter signups
- 6,000+ owned social engagements



Campaign Dates: September 5 - November 14, 2018

www.SeeMonterey.com/Fall

WINTER CAMPAIGN: WINTER WONDERLAND

November 28, 2018 – February 28, 2019

The goal is to increase:

- Winter visits to Monterey County
- Website visits
- Sweepstakes entries
- How We Do It:
- Weather, outdoor activities and attractions to inspire travelers to visit during the winter season.



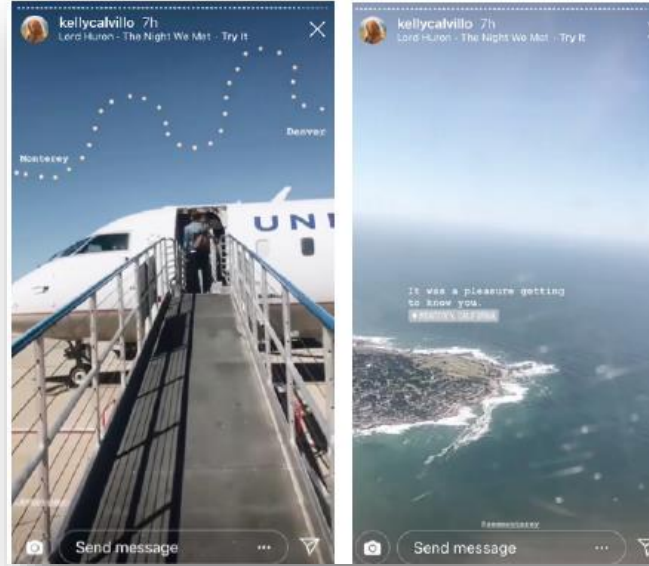
Satellite Media Tour (SMT) Results
(December 6, 2018)

Earned Media Impressions:
853,014,340



MONTEREY
Grab life by the moments.

DENVER FLIGHT PROMOTIONS



- 4,170 unique page visits
- 2,730+ sweepstakes entries
- 60,000 social impressions
- 82,000,000 earned media impressions



LUXURY INITIATIVE

Monterey County: “The Quintessential California Luxury Experience”

- MCCVB attended ILTM in Cannes in December
- Virtuoso Network Destination Partnership Programs: targeted emails, webinars, editorial articles, print ads and partnership opportunities
- Upcoming: content partnership with AFAR
- October Departures editorial feature on California luxury

DEPARTURES



NEW AGENCY: STRUCK

Onsite Immersion and Planning Meeting

STRUCK



DALLAS TO MONTEREY FLIGHT PROMOTION

March – June 2019



- Leisure media mix: digital, print and radio
- Group marketing: MPI media targeting meeting planners
- Sweepstakes: Win a Trip To Monterey County
- Content: landing page, blog, social
- Media FAMs and events in April / June

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

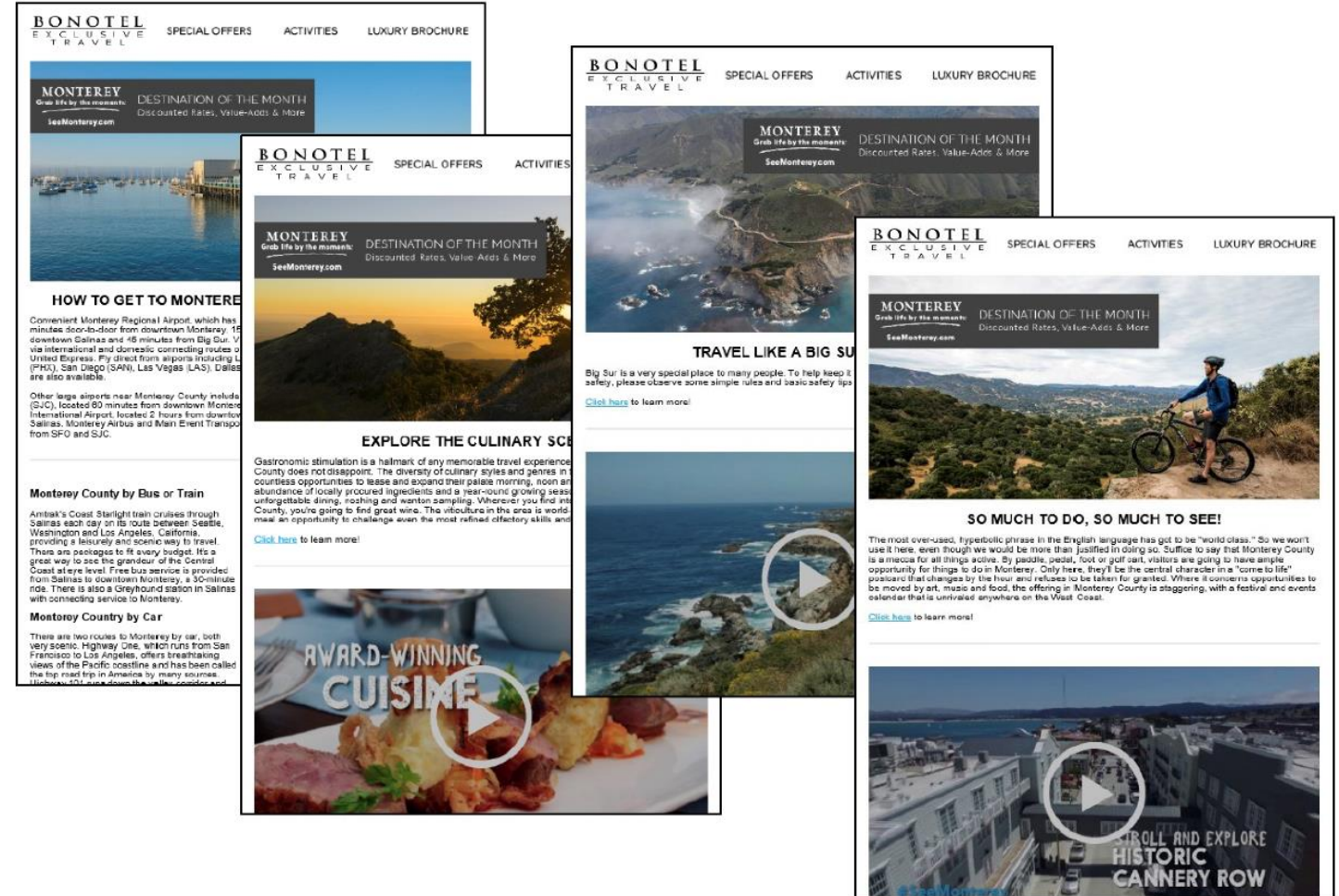
Channels:

- Travel trade relations
- Cooperative partnerships

INTERNATIONAL LEISURE TRAVEL CAMPAIGN

- +37% revenue growth in 2018 vs. 2017
- +35% room night growth in 2018 vs. 2017
- 29% newsletter open rate
 - Industry rate is 13.9%

BONOTEL
EXCLUSIVE
TRAVEL



MONTEREY
Grab life by the moments:

Midyear Results:

- Video views: 12,300+
- Unique landing page visits: 7,000

UNIQUE MEETING VENUES IN MONTEREY COUNTY

Monday, November 5, 2018 9:00 AM by [Ashley Burnett](#)



Monterey County is the ideal place for a meeting. With beautiful natural surroundings, a plethora of historical landmarks within driving range and myriad world-class options for corporate dinners, it's got plenty to...

[Comments](#) | [Continue Reading »](#)

MONTEREY
Inspired moments in meetings:

52° VISITORS TOUR & TRAVEL MEMBERS MEDIA WEDDINGS SUSTAINABLE MOMENTS

WHY MONTEREY PLAN FACILITIES CONTACT US TOOLKIT SUBMIT AN RFP BLOG MAP SEARCH

IN THE **MOMENT**

IN THIS SECTION
▼

Be 'In the Moment' in Monterey County

Watch later Share

IN THE MOMENT IN MONTEREY COUNTY, CA

INSPIRED MOMENTS IN MEETINGS

Big things happen in Monterey County when you get away from it all. The breathtaking views keep your focus, delicious **foods** feed your thinking and its **history** of creativity leads to future innovations.

When you're here, you can decide what invigorates and inspires your attendees. You're free to take in the moment on the **trail**, by the **water** or deep in the hills, at a **vineyard**, **brewery** or the newly renovated **conference center**. It's entirely up to you.

Our staff is ready to help you create the perfect Monterey County meetings moment. Download our **meetings brochure** to learn the highlights of what the MCCVB and our beautiful destination have to offer.

GROUP CONTENT MARKETING RESULTS

- 4,575 unique views of the meetings blog, **up 298% YOY**
- 3,810 social engagements midyear on group content (4.3% engagement rate)



MeetInMonterey @MontereyMeeting · 27 Dec 2018

#Inspiration from a few satisfied customers.....
#eventprofs



"Each of your locations is very impressive, the people are very personable, and most of all, you are all a lot of fun; something we all look for in our events."



"Hotels, tours, activities, restaurants and scenery was absolutely incredible!"



"I've been telling everyone how lovely Monterey is...it was really helpful to see the city and know what it has to offer."

MONTEREY
Inspired moments in meetings.®

GROUP CAMPAIGN SKIFT PARTNERSHIP

The Power of Inspiration to Drive Innovation



GROUP MARKETING

Upcoming Programs

- Northstar Travel Media (Meetings Today)
 - Content and video featuring inspired meetings in Monterey County and CAB testimonial
- Monterey Conference Center photoshoot (Spring 2019)
- Green meetings content and collateral updates
- Group and MCC 2019-20 Planning

MONTEREY
Inspired moments in meetings.®

The background image shows a man and a woman paddleboarding on a body of water. The man is on a red board, and the woman is on a white board. They are both holding paddles. In the background, there is a large wooden pier structure with a building on top. The sky is blue and the water is calm.

FEATURE TOPICS

Content Marketing
Communication Effectiveness

CONTENT MARKETING

What is it?



Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.



CONTENT MARKETING

Content Marketing Strategy



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 MARKETING

Audience



Silver Sophisticates

Mature, upscale couples and singles in suburban homes.

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Have grown children
- Ecological lifestyles



Aging of Aquarius

With their parenting years behind them, these couples relish the opportunity to take cruises and frequent gourmet restaurants.

- Affluent
- Highly educated
- Upscale housing
- Philanthropic
- Savvy investors



Progressive Potpourri

Middle-aged, ethnically mixed suburban families and couples earning upscale incomes.

- Comfortable lifestyles
- Ethnically diverse
- Politically diverse
- Family-centric activities
- Financial investors



Rooted Flower Power

They spend their free time around the house reading and pursuing traditional hobbies like bird-watching and shopping antique stores.

- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Enjoy clubs and volunteering



Cosmopolitan Achievers

Affluent, middle-aged, established couples and families enjoying dynamic lifestyles in metro areas.

- Bilingual
- Luxury living
- Family abroad
- Status spenders
- Economically literate
- Progressive liberals

CONTENT MARKETING

Content Pillars

			
Epic Scenery	Active Getaway	Escape Factor	Cultural/Personal Enrichment
<ul style="list-style-type: none">• National Parks & Monuments• Highway 1• 17-Mile Drive• Beaches• Salinas Valley• Vineyards	<ul style="list-style-type: none">• Biking• Hiking• Paragliding• Kayaking• Boating & Sailing• Racing	<ul style="list-style-type: none">• Golf• Spa• Hiking & Camping• Offline Relaxation• Food & Wine• Wellness Retreats	<ul style="list-style-type: none">• Music• History• Aquarium• Museums• Art Galleries• Festivals

CONTENT ACTIVATION

Active Adventure



 **Matador Network** with See Monterey.
Paid Partnership · 

Ready for California's Central Coast? No matter how you do it, this region will blow you away.



 **See Monterey**
Published by Allyson Ryan [?] · February 18 at 9:08 AM · Monterey · 

Experience Monterey County via land, sea, and air! Here you can surf Carmel Beach, dive in Monterey Bay, skydive over Marina State Beach, hike around Pinnacles National Park and so much more!

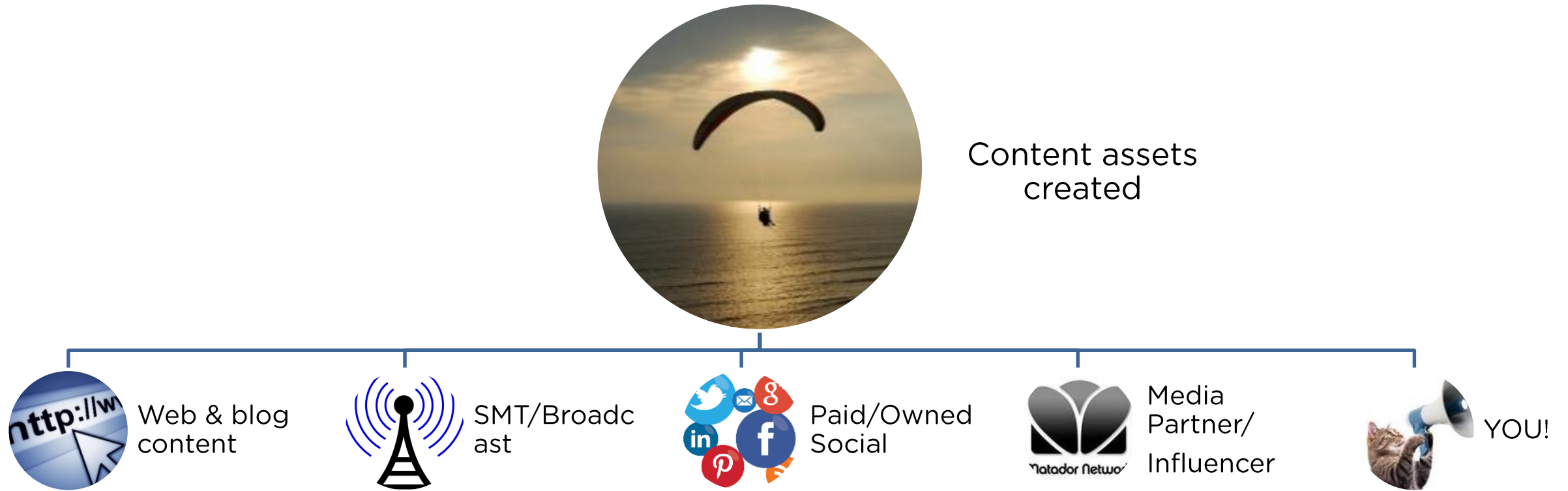


WWW.SEEMONTEREY.COM

Monterey County by Land, Sea & Air

[Learn More](#)

CONTENT DISTRIBUTION



Distribution via Paid-Owned-Earned Channels

CONTENT CALENDAR

www.seemonterey.com/calendar

MONTEREY Grab life by the moments: SeeMonterey.com						
CONTENT FLIGHTING	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
THEMES						
Attractions	Golf	Romantic Restaurants	Scenic Drives	Free Things	Secret Spots	National Marine Sanctuary
Activities	Mindfulness	Movie Buffs/ Bucket List Activities	Fitness	Picnics	Awe Moments	Affordable Golf
Arts, Culture & History		Steinbeck		Best Backdrops	Adobes	
Events & Holidays	Whalefest/ CA Restaurant Month/ Plan for Vacation Day	AT&T/ Spring Events	GourmetFest/ Tall Ship	PBFW	Artichoke Fest	US Open 2019
Family			Spring Break			Family Itinerary
Food & Wine		Breweries		Wine Tasting		Taste Monterey County
Outdoors & Wildlife	Whale Watching	Pinnacles	Top Hikes	Purple Carpet	Ocean Activities	
Sustainable Moments	Sustainable Showcase	Alternative Transportation	Overview	Earth Day	Big Sur Video	World Oceans Day
Campaigns/Sweeps						
Topical	Proposals	Romance		Dallas Flight		Pebble Beach Centennial/ US Open 2019/Big Little Lie
Content Activation	Outdoor Adventure		Wildflowers			
Group/Meetings	Workcation/ Spouse Activities	MCC Walkable Restaurants	Green Meetings	New Venues & Renovations	Inspirational Itinerary	Ease of Access
Group Content Activiations						Big Little Meetings
Corporate					Dean Runyan	



Ad & Communications Research

FY18-19 Midyear Research

January 2019



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MCCVB Ad & Communications Research — FY18-19 Midyear

www.smarinsights.com

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COMMUNICATION EFFECTIVENESS STUDY MID-YEAR RESULTS

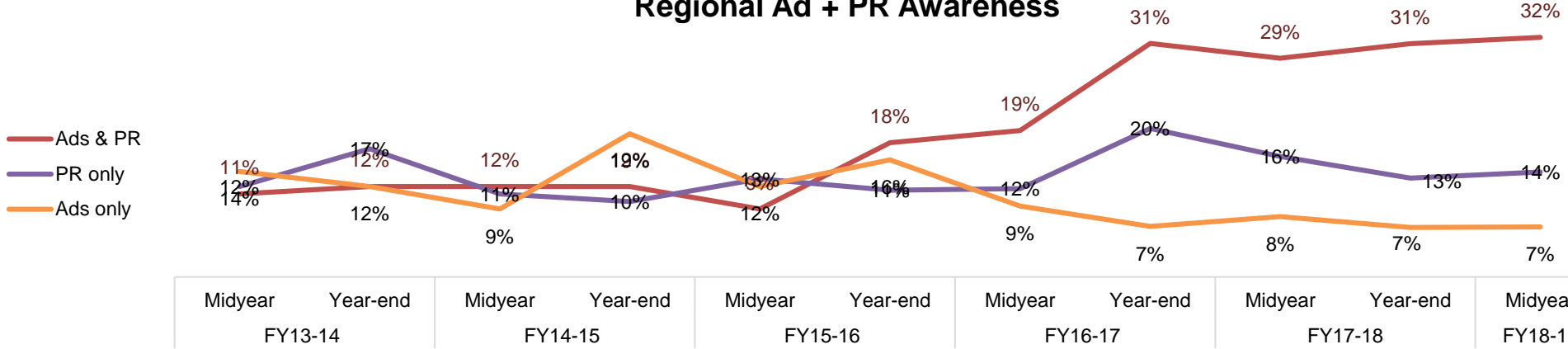
Is what exactly?

- Annual research study of MCCVB marketing program – since 2013
- Conducted by SMARL, a national research organization that works with dozens of DMOs including Visit California
- Isolates MCCVB messaging – Paid, Owned and Earned*
- Focus is Regional targeting but with consideration to National
- Awareness, Favorability and most importantly Intent to Visit

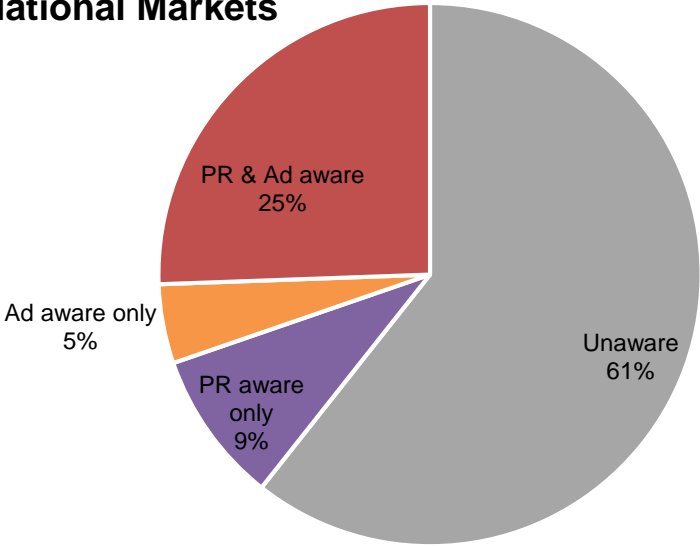


CHARTS & GRAPHS

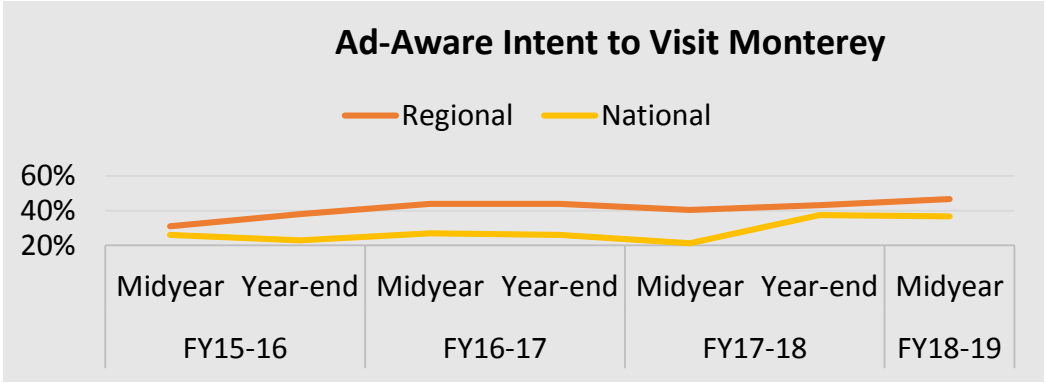
Regional Ad + PR Awareness



Awareness in National Markets



Ad-Aware Intent to Visit Monterey



KEY TAKE-AWAYS

Good News

Brand Awareness

Goal – 83%

Actual – 85%

KEY TAKE-AWAYS

Better News

Destination Favorability

Goal - 4.1

Actual - 4.2

KEY TAKE-AWAYS

Best News

Intent to Visit

Goal – 44%

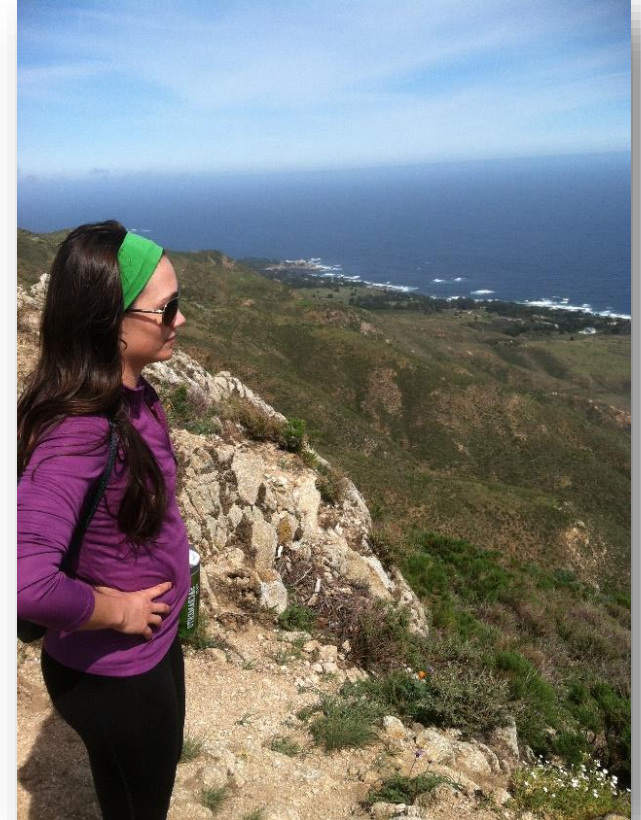
Actual – 53%

ECONOMIC IMPACT

Better than Best News

\$120,648,436

- Study tracks more than just messaging impact
- Campaign ROI derived from tracking travelers who actually visited as a result of messaging – *incremental travel* – and what they spend



IMPLICATIONS

Further Away, More the Spend

- Gradually extending market reach – fishing further out
- This year 100% of influenced travel was overnight – previous year 77%
- Slightly fewer influenced trips, Much higher per trip spend
- Driving off season travel



SAVE THE DATE

Member Orientation: March 19, 2019
MCCVB Office

Q3 Forum: April 23, 2019
Marriott

Member Orientation: June 4, 2019
MCCVB Office

2019 Annual Luncheon: August 29, 2019
Hyatt Regency

A man and a woman are standing on their respective paddleboards in the ocean. The man is on a red board, and the woman is on a white board. They are both holding paddles. In the background, there is a large pier structure with a building on top. The sky is blue and the water is calm.

THANK YOU!

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Grab life by the moments: