

MCCVB Quarterly Forum

Review of Second Quarter FY 2016-2017

January 25, 2017





Q2 2016-17 Highlights

MONTEREY
Grab life by the moments:



In Other News...

MONTEREY
Grab life by the moments:

OFF-SEASON MARKETING PROMOTIONS

FALL CAMPAIGN HIGHLIGHTS

“MARATHON OF MOMENTS”

September – November 2016

- Visitors “picked their pace”, entered to win an ‘marathon’ vacation in Monterey County
- Paid media supported by social content
- The sweepstakes received over 33,000 entries



OFF-SEASON MARKETING PROMOTIONS

WINTER CAMPAIGN HIGHLIGHTS “BUCKET LIST WORTHY MOMENTS”

- December – January
- Focuses on Bucket List worthy moments around the destination, from high-adrenaline adventures to downtime at the spa
- Primarily Social with some paid support which has proved to be a successful strategy **with over 45,000 entries as of January 24th**



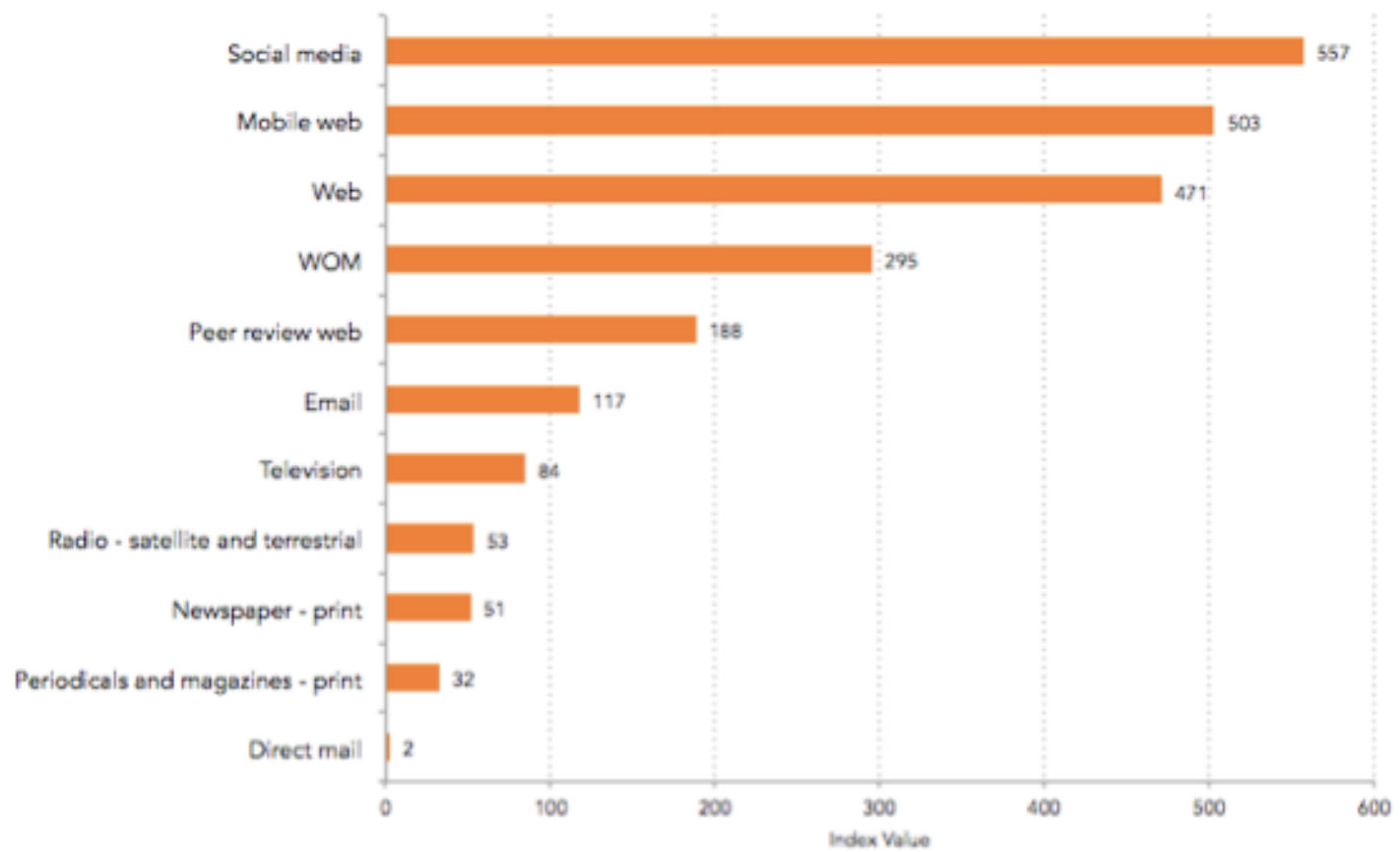
See Monterey's Expanding Social Reach



	2015	2016	% Increase
Facebook	81,507	99,861	22.52%
Twitter	14,253	17,675	24.01%
Instagram	5,206	12,819	146.24%
LinkedIn	947	1,161	22.60%
Total Audience	103,997	133,818	28.67%

The Value of Social Reach

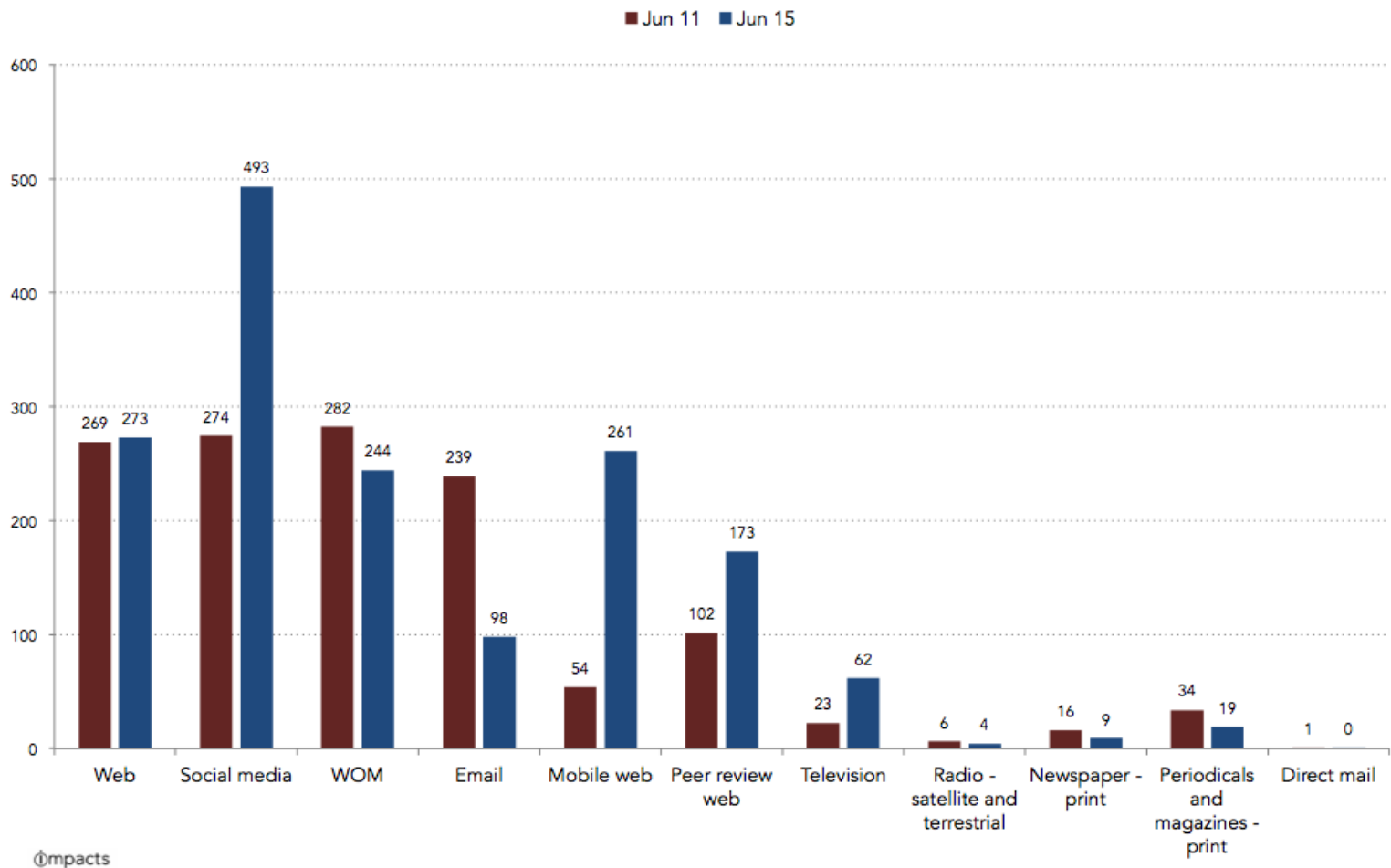
Sources of information for high-propensity visitors



The Value of Social Reach

Public sources of information

Overall Value: What are the weighted, relative values of the respective information channels?



Evolving “Earned” Media



- **Andrea Tamburrin - @Anddicted**

- <https://www.instagram.com/anddicted/?hl=en>
- 300,000 Followers
- 600,000 Impressions



- **Oh Hey Dallas- @Ohheydallas**

- <https://www.instagram.com/ohheydallas/>
- 39,800 Followers
- 197,500 Impressions

COMMUNICATIONS

Monterey Moments Pop-Up in Phoenix Nov 29:

- Chefs Johnny DeVivo from Porters in the Forest and Matt Beaudin from the Monterey Bay Aquarium
- 20+ journalists/influencers + Group Sales clients
- Generated over **825,000 impressions**



COMMUNICATIONS

Top Media Coverage: The Today Show, NY Daily News, MSN, Huffington Post, Vogue.com, 425 Magazine, Brides.com, San Francisco Chronicle, San Diego Magazine, Smart Meetings, NBC Los Angeles and Bay Area Blogs

Visit California Media Missions:

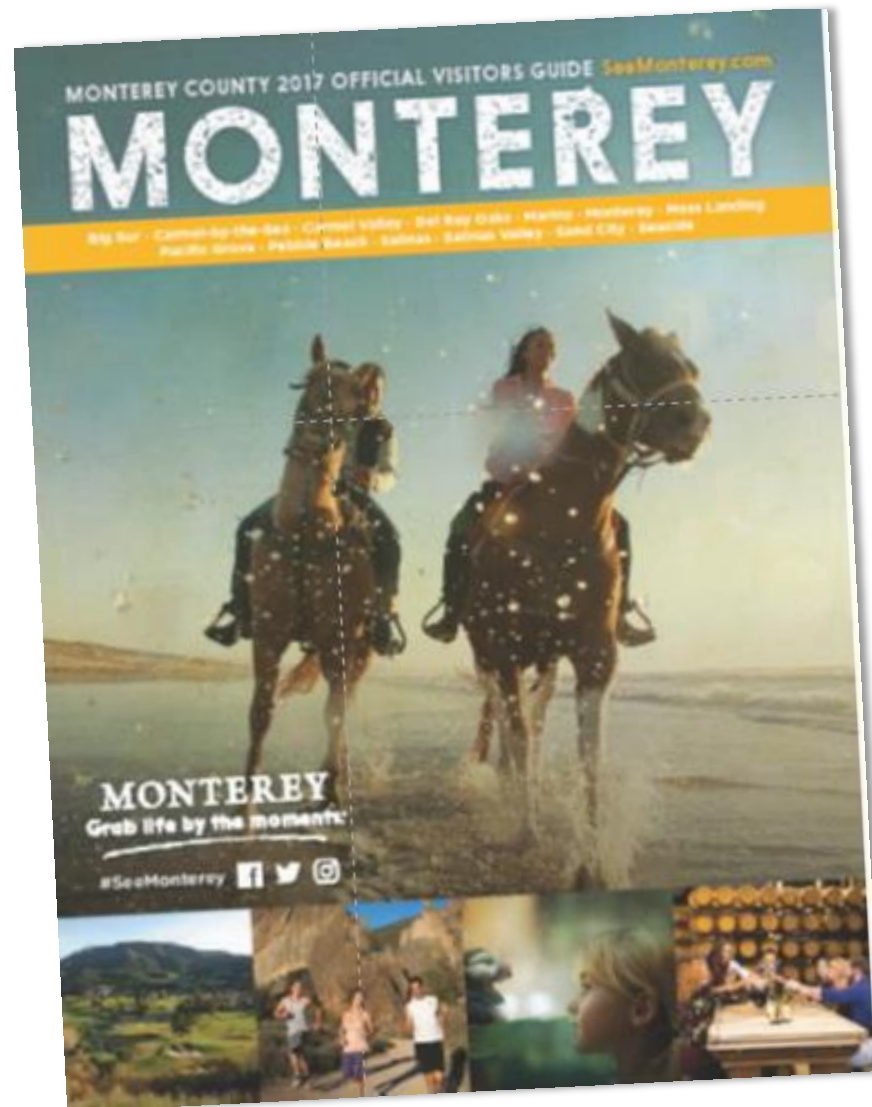
Canada – October 2016: met with 35+ media in Montreal, Toronto and Vancouver

Chicago – November 2016: met with nearly two dozen journalists in Chicago and mid-west regions



VISITOR SERVICES

2017 Visitor Guide distribution begins this month!



MONTEREY
Grab life by the moments:

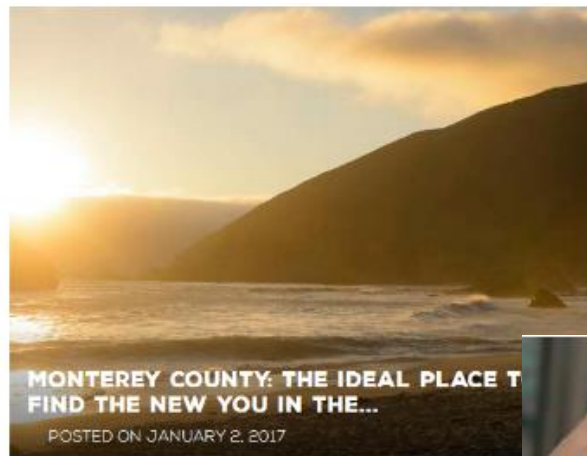
Coming Soon



MARKETING COMMUNICATIONS

Content Marketing

- Website updates and improvements
- Chicago Pop Up event
- Spring content activations – Family fun and outdoor adventure focused



MARKETING COMMUNICATIONS

International

- Brand USA City Page on VisitTheUSA.com
- Brand USA Multi-Channel Spring Campaigns with West Canada and Mexico



MARKETING COMMUNICATIONS

Communications

Upcoming Notable FAMS: MCC Group, National Geographic Channel Brazil, Today's Bridge Magazine Canada, Visit CA Summer of Love FAM

Spring Satellite Media Tour (SMT)

Partnerships

- Summer of Love
- Sustainable Hospitality Symposium
- Monterey Regional Airport



SUSTAINABLE HOSPITALITY SYMPOSIUM

MCCVB's partnership with CSUMB & Costa Rica

- Featuring Costa Rica former President Figueres
- February 23 at the InterContinental
- MCCVB assisting with the planning and PR for the event



California State University
MONTEREY BAY



California State University
MONTEREY BAY

≡ MAIN MENU

LOG IN

Search CSUMB

Sustainable Hospitality Management B.S.

ADVISING CONCENTRATIONS FACULTY MPC 2-2 TRANSFER PROGRAM NEWS/EVENTS STUDENT RESOURCES SHM PARTNERS

SUSTAINABLE
HOSPITALITY
DEVELOPMENT
SYMPOSIUM

Build the Culture of
Sustainable Hospitality
Development

Sponsorships available

MEMBERSHIP

- MCCVB Team Familiarization tour planned for Pacific Grove on February 16th
- Q3 Member Orientation is at 4pm on Tuesday March 7th at the MCCVB office

WAYS TO MAXIMIZE YOUR MEMBERSHIP

Here are some key ways to maximize your membership with MCCVB.

EMAIL COMMUNICATIONS

Email is our primary way of communicating with members. Make sure you don't miss important updates by adding the seemonterey.com domain to safe senders list in your email system. Stay up to date by reading the monthly member newsletter and emails regarding upcoming opportunities.

ENGAGE OUR STAFF

Come tell us about your business during a Monday morning Meet-a-Member staff meeting. Drop by our Visitor Information Center to meet our frontline Visitor Information Specialists and provide them with brochures. We welcome any invitation to staff to come experience your business as a group or individually. Contact David@seemonterey.com for more information.

ATTEND OUR MEMBER EVENTS

Attend a quarterly New Member Orientation to learn about the MCCVB and network with other members. Join us for the Quarterly Forums that include reports from our sales and marketing teams and an educational component. Attend the Annual Membership Luncheon to learn how the year finished out and learn of plans for the new year. [Click here](#) to see upcoming events.

"I am happy to say that being a member of the CVB provides me, and the company I represent, with many opportunities to meet and network with other business professionals in our community. The CVB folks are always very helpful and professional in facilitating these opportunities, which is an essential component to the success of any business or organization."

-Barbara Thomas, Princess Monterey Whale Watching

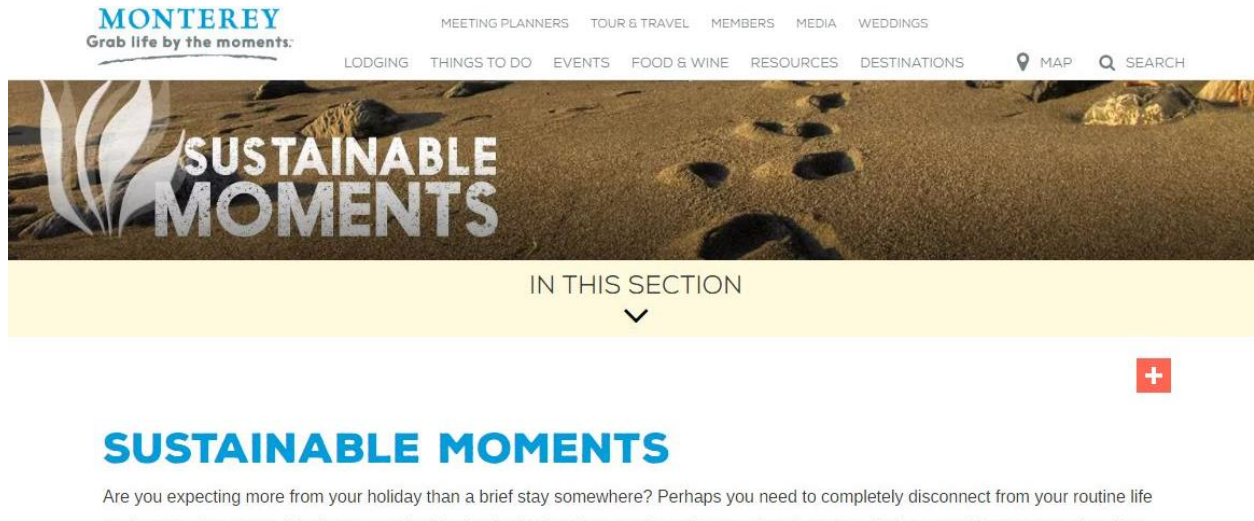
UPDATE YOUR LISTINGS

MONTEREY
Grab life by the moments:

Sustainable Moments



SUSTAINABLE MOMENTS



SUSTAINABLE MOMENTS

Are you expecting more from your holiday than a brief stay somewhere? Perhaps you need to completely disconnect from your routine life and escape into nature. Maybe you are looking for inspiration from another culture and environment. Trying to find what you need for rejuvenation. Or perhaps giving back and contributing to the preservation of your host destination for the benefits of altruism.

This is all a part of traveling responsibly. In Monterey County, we understand the importance of this practice and want you to experience a sustainable vacation with truly unforgettable moments.

Monterey County works hard to make our communities the very best places to live and to visit; to support healthy communities and surround ourselves with a thriving environment for years to come. We take personal responsibility to protect our natural assets and pristine landscape, recognizing the importance of sustainability and giving back to the community.



[SUSTAINABLE MOMENTS VIDEO](#)

Marketing Intelligence Report



AD-INFLUENCED ROOM NIGHTS

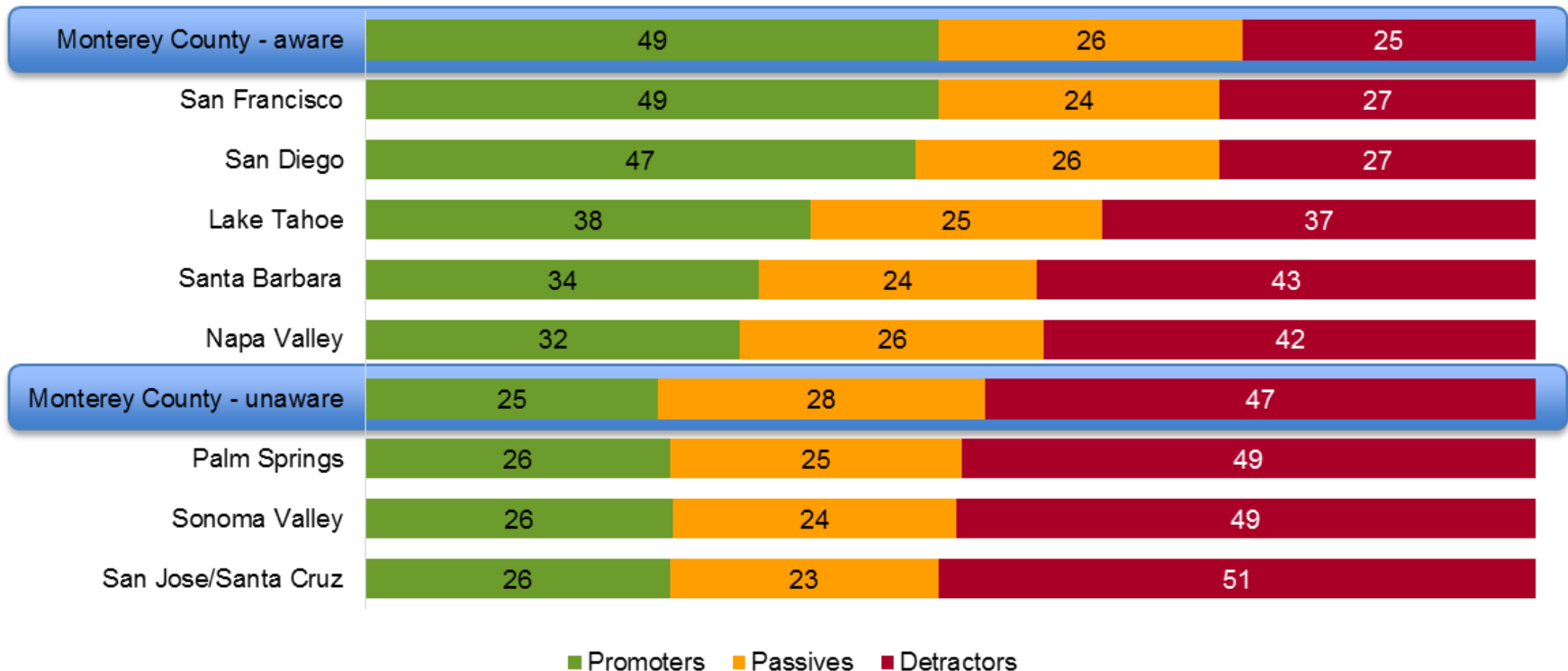
Fall 2016 incremental travel outperformed the prior two falls. The result is more than 330,000 room nights attributable to the “Grab life by the moments” messaging.

Mid-Year Measures	FY14/15	FY15/16	FY16/17
Incremental overnight traveling HHs	93,263	73,257	156,000
% staying in paid accommodations	88%	68%	79%
Incremental trips staying in paid accommodations	82,264	50,155	123,000
Avg. # nights on trip	2.8	2.0	2.7
Ad-influenced room nights	230,345	100,310	332,234

DESIRABILITY SCORE

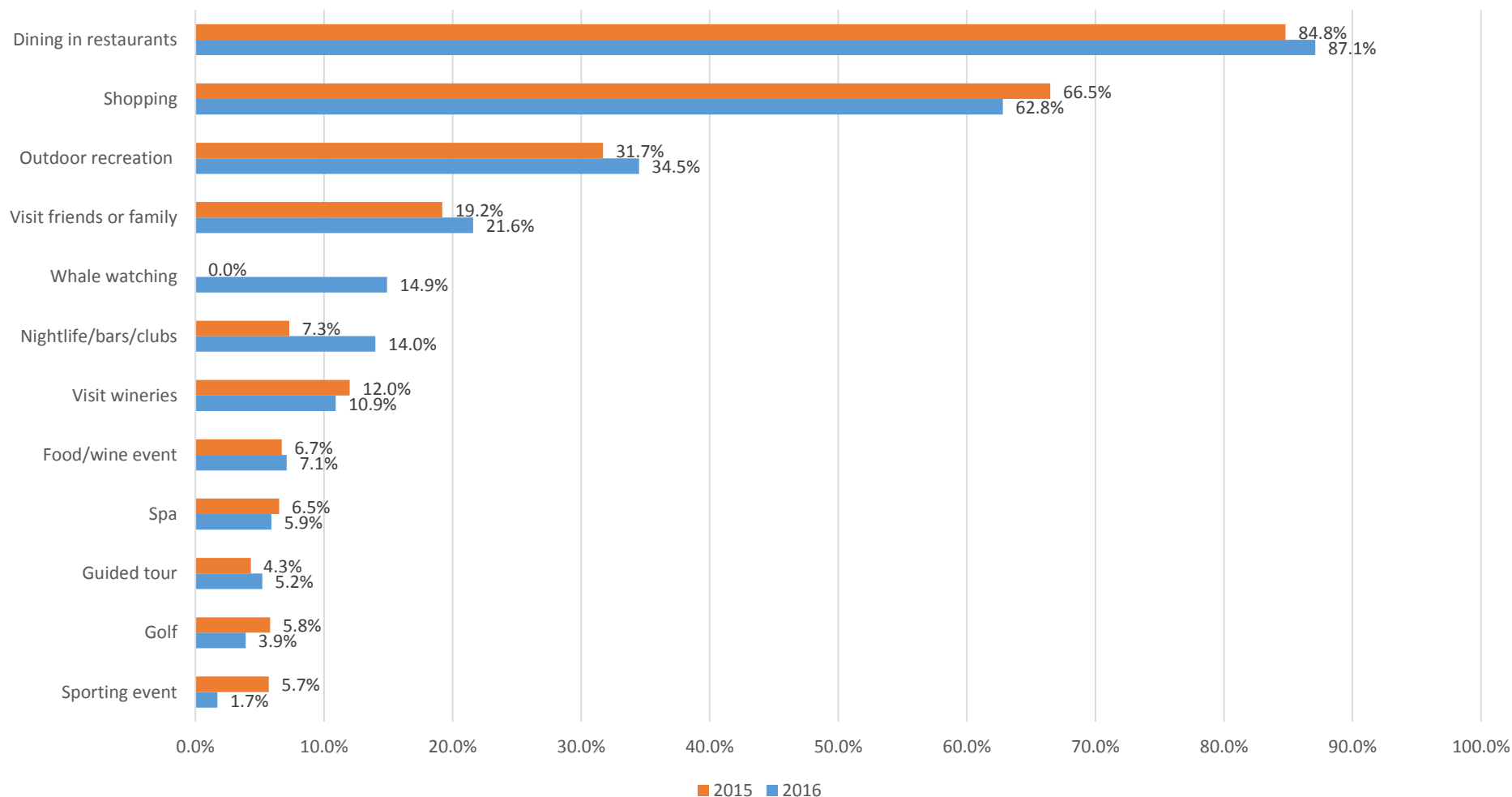
When visitors are exposed to “Grab life by the moments” campaign they are **twice** as likely to promote and advocate Monterey County as a Vacation or Getaway trip

NPS for a Vacation or Getaway Trip



ACTIVITIES IN MONTEREY COUNTY

Monterey County's visitors participate in a variety of activities during their trip, dining in restaurants and shopping remain the most ubiquitous. Dining and outdoor recreation had notable year over year increases. Nightlife/bars/clubs **doubled** from 2015 to 2016.



SALES COMMITTEE SURVEY

Surveyed from Sales Committee on their outlook for 2017 and beyond

Top Industries

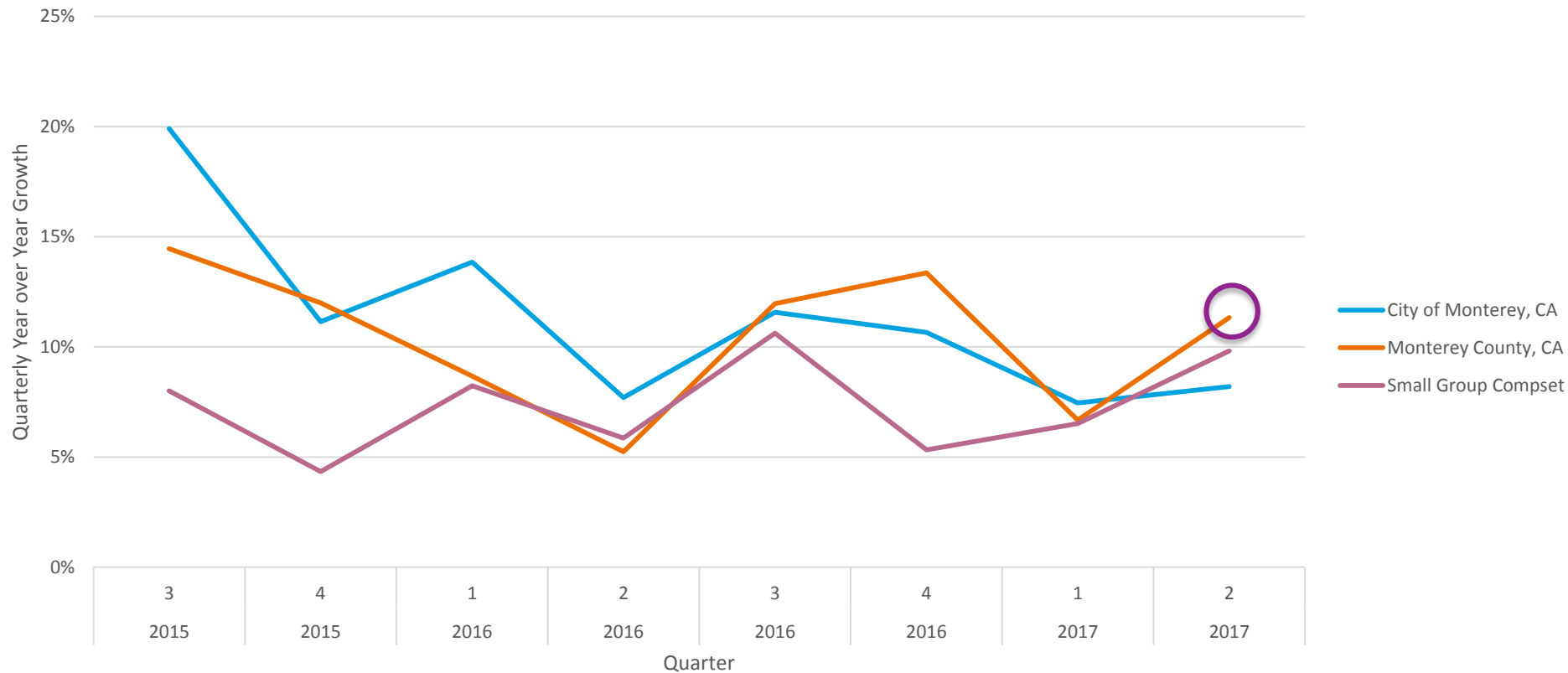
1. Technology/Software
2. Financial
3. Agriculture
4. Medical
5. Insurance
6. Education
7. Manufacturing
8. Telecommunications
9. Pharmaceutical
10. Advertising/Marketing
11. Retail

Top Territories/Cities

1. San Francisco
2. Silicon Valley
3. Sacramento
4. San Jose
5. Northern CA
6. Texas
7. East Bay
8. Washington, DC

DESTINATION PERFORMANCE

Transient RevPAR



While RevPAR is trending downward from FY15-16, the second fiscal quarter of 2016 Monterey County experienced **11%** growth from second fiscal quarter of 2015.

Small Group is composed of Napa Valley, Santa Barbara, Sonoma County, Lake Tahoe, Laguna/Newport Beach

MONTEREY
Grab life by the moments:

Group Sales Presentation



GROUP SALES

VP SALES FIRST 90 DAYS

BIG THANK YOU TO THE COMMUNITY

Visited Hotels, Attractions, Venues,
Sales Calls, Sales Missions, Trade
Shows, Client Site Inspections,
Industry and Community Events,
GM Roundtables , MCCVB
Department Meetings, Sales and
Services Team Meetings and more!

Meet



Listen



Learn

GROUP SALES

MID-YEAR ACCOMPLISHMENTS

- **Lead Generation - 380**

- 89 % to Goal,
- 152,113 Lead Room Nights

STLY - Same Time Last Year

- 452 Leads down 15% YOY
- 188,263 lead room nights down 19% YOY
- Group size remains the same at 400 RN Avg.



GROUP SALES

MID-YEAR ACCOMPLISHMENTS

- **Group Room Nights Bookings - 33,792**
 - 75% to Goal
 - 140 Total Bookings
 - 18,982 New Definite Room Nights
 - 14,810 Repeat Definite Room Nights

STLY Same Time Last Year

- 195 Bookings - down 29%
- 57,177 GRN - down 39%



GROUP SALES

MEET THE TEAM

REGIONAL SALES EXECUTIVES

- David Cater – Tour & Travel
- Lauren Siring, CMP - NorCal
- Howard Munves – DC Area
- Liz Kara – Chicago
- Kayce Boettcher – Dallas
- Sammy Ramos- Silicon Valley
- Joe Marcy – SoCal

STRATEGIC CLIENT SERVICES

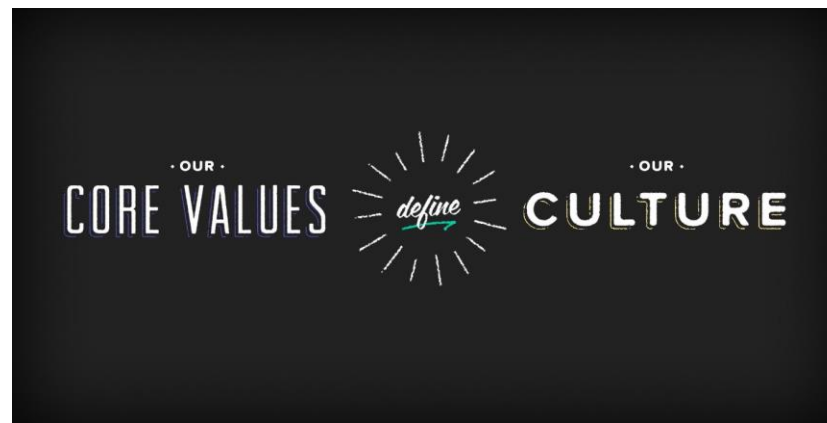
- Marissa Reader, SCS Manager
- Ellin Koehler, SCSE
- Beatriz Enriquez, SCSE
- Jeniffer Kocher SCSE

GROUP SALES

OUR TEAM VALUE STATEMENT

We are destination sales and client services experts who promote, consult and inspire our clients, community and colleagues.

We drive economic impact that enhances the destination experience while providing exemplary customer service.



GROUP SALES



Visit CA Mexico Sales Mission – January 30-Feb 4

MCC/MCCVB FAM – February 7-9

NTA Travel Exchange – February 26-March 2

DMAI Destinations Showcase – March 1-2

MPI-RMC MIC Conference & Tradeshow – March 5-7

MPI-NCC Annual Conference & Tradeshow – March 9

MPI-SSN Trade Show – March 17

GROUP SALES

WHAT'S ON THE HORIZON

Increase Client Engagement Opportunities

Deep Dive Market Analysis

Group Marketing Strategy Development

Business Development Strategy

Benchmarking other CVBs for best practices

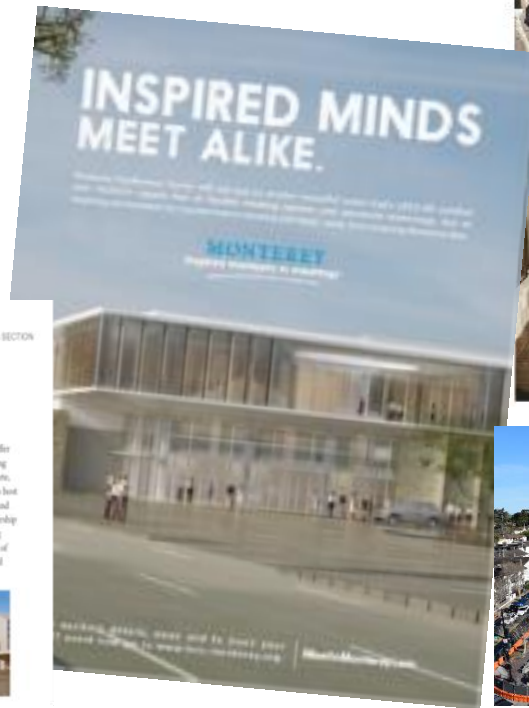
Sales Team visits to Monterey more regularly

Goal Setting for 2017-2018 on deck



MONTEREY CONFERENCE CENTER

Doug Phillips
General Manager



Inspiration has never been easier in Monterey. The newly renovated Monterey Conference Center is a state-of-the-art meetings facility famous for innovative events in the heart of a destination world-renowned for inspiring creativity. For a destination and venue that will invigorate your meeting attendees, look no further than Monterey.

[BOOK TODAY >](#)

MONTEREY COUNTY

The New Monterey Conference Center Revitalizes Downtown

Monterey County is the West Coast's most inspirational destination for meetings and conferences, and is an ideal location to host innovative meetings. The area boasts 12,000 rooms in 250 lodging properties, and a 65-degree average year-round temperature. Monterey County stretches from the picturesque fields of Castroville through Monterey Peninsula and down the Big Sur coast, all the way to the Salinas Valley. The area is easily accessible by flying on one of more than 500 direct and one-stop flights into the

Monterey Regional Airport, but far enough away to open minds and inspire new thinking. For meeting and event planners seeking a venue and setting that inspires transformative ideas, there is no better choice than the Monterey Conference Center (MCC).

Merging history and legacy, and being the center point for Monterey meetings, the MCC is located in the heart of downtown and is set on the spectacular central California coast, offering breathtaking views and unique settings for any event—from conferences and trade shows to meetings and special occasions. With a \$50 million renovation beginning in late November 2013, the all new, state-of-the-art facility will feature 40,000-plus square feet of flexible meeting space and will be LEED EB Certified by the U.S. Green Building Council.



MONTEREY CONFERENCE CENTER



MONTEREY CONFERENCE CENTER

Schedule

The current schedule calls for a March 24, 2017 delivery

Projected delivery late May early June, 2017

Project remains within approved budget

Relocating April / May groups within the city



MONTEREY CONFERENCE CENTER

Construction Progress

Roof is on, metal framing is complete

Building should be dried in by 1/31/2017

Escalators have been installed

Portola Plaza concrete slab has been poured

LEED Platinum Certification



MONTEREY CONFERENCE CENTER

Sales & Marketing Efforts

Working closely with the MCCVB on the pre-opening

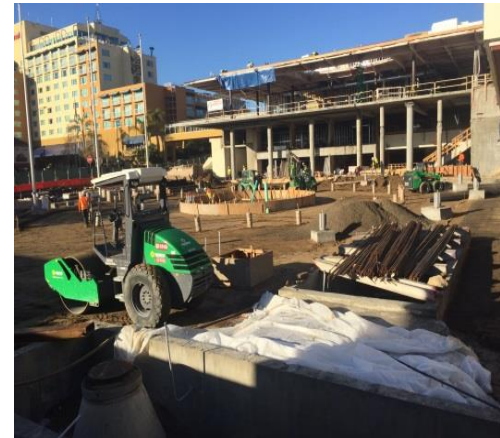
Monthly email newsletter

Social media push marketing

Hard Hat Tours with our local business organization and future clients

Client FAM - February 7 – 9th

Media FAM April 23-26th



MONTEREY CONFERENCE CENTER

Pre-opening sales

Booking pace is strong

22,000 definite room nights for 2017,

20,000 in prospect for 2017

27,500 definite room nights on the books for 2018

Rate and fees study complete

Finalizing agreements for the audiovisual and catering





Questions?

**Next Quarterly Forum:
April 26th, 2017**

2:00 PM

The Lodge at Pebble Beach