



# Monterey County Convention & Visitors Bureau 2018-19 Third Quarterly Forum

**MONTEREY**  
Monterey County Convention  
& Visitors Bureau



# THANK YOU TO OUR PARTNERS AND SPONSORS



# ANNOUNCEMENTS AND ACCOLADES

## 30 UNDER 30



**NANI ALMANZA**

*The 30 Under 30 Program is a program by the Destinations International Foundation. It is supported by founding program partner SearchWide Global and sponsored by IMEX, MMGY Global, and Northstar Meetings Group.*

Investing in the future generation of destination experts, 30 individuals under the age of 30 will be selected annually to gain valuable industry networking opportunities and increased thought leadership throughout the year.



# GUEST SPEAKER



Susie Brusa,  
CEO Rancho Cielo









# RANCHO CIELO

At Rancho Cielo, we transform the lives of at-risk youth and empower them to become accountable, competent, productive, and responsible citizens.







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**Rancho Cielo invests in all young people facing challenges for success through diploma education, vocational training, counseling and life skills development in a safe and affirming environment.**



# Program Logic Model

## What We Do

- Rancho Cielo invests in young people who bring gifts, challenges and potential, by providing an environment to allow them to achieve success.
- Diploma education and college readiness;
- Vocational training with industry professionals;
- Life skills and job readiness;
- Enrichment experiences;
- Physical and emotional healing;
- A safe and secure environment in which to pursue their goals;
- Positive character and Identity development;
- Connections back to our community to become participating and productive members.

## How We Do It:

- Rancho Cielo creates an atmosphere of acceptance, safety, mutual respect and belonging that affirms each student's background and cultural heritage.

## Why We Do It:

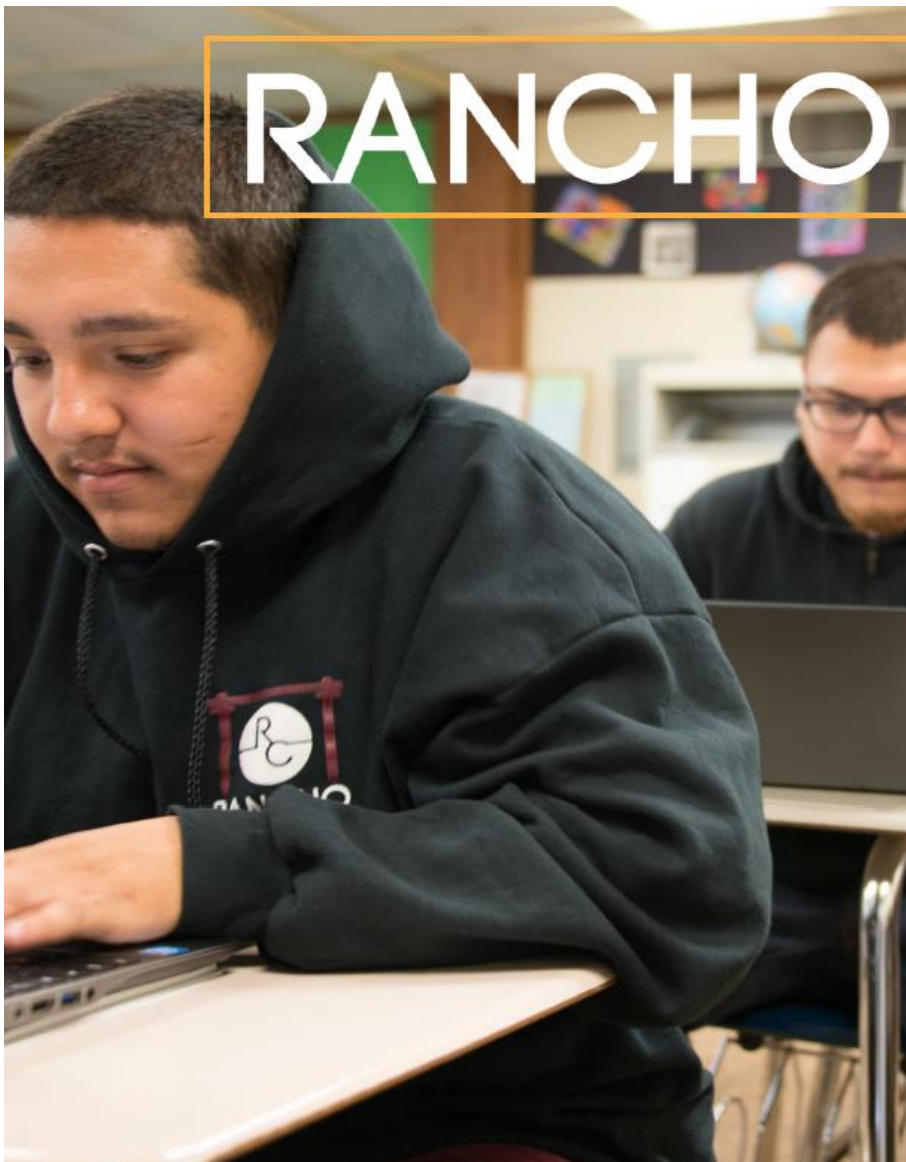
- We believe every young person deserves the opportunity to thrive.

## Where We're Going:

- Rancho Cielo will be an educational and vocational training facility of choice in Monterey County, helping to grow the next generation of actively engaged community members.







# RANCHO CIELO

We serve 125 youth daily across five programs:

- Silver Star Youth Program (2004)
- Rancho Cielo Youth Corps (2009)
- Drummond Culinary Academy (2010)
- Construction Academy (2011)
- Transitional Housing Village (2015)
- Ted Taylor Ag Vocational Center opening Fall 2019



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# RANCHO CIELO

## Student Results:

- 80% or better recidivism reduction
- 80% or better job attainment/college enrollment
- 80% or better job retention/continued college enrollment (6 and 12 months)
- Hundreds of new diplomas into the local job market and community college population
- \$5MM annually into the local economy in cost savings, tax contribution, wages spent locally

































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Rancho Cielo 3 02 2007

Aerial Photography by MarvWhite







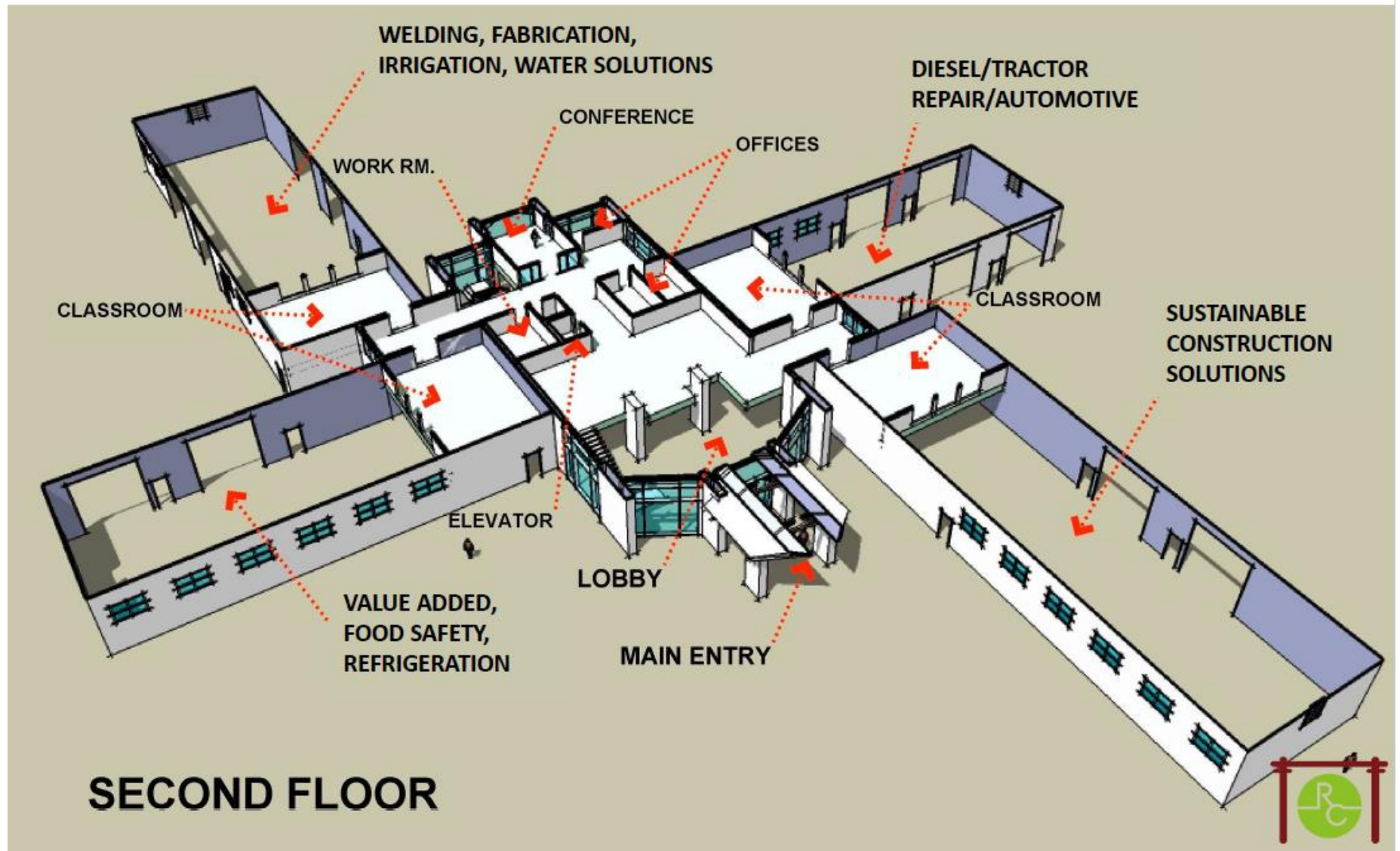








# Ted Taylor Vocational Center



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# RANCHO CIELO

*works.*

Your support  
ensures that we  
can keep lifting  
up our youth –  
and our whole  
community.

Anabel, Silver Star  
graduate, attends Hartnell  
College while working.



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# RANCHO CIELO

## Rancho Cielo 2019 Board Members

**Board Chair:** Mike Costa, Costa and Sons

**Vice Chair:** Pete Delgado, CEO,  
Salinas Valley Memorial Healthcare System

**Secretary:** Manny González, Volunteer

**Treasurer:** Jesse Lopez, Managing Partner,  
Bianchi, Kasavan & Pope, LLP

Mike Avila, Principal, Avila Construction

Susan Black, Chairman of the Board,  
Pinnacle Bank

Troy Bountonnet, Boutonnet Farms

Pam Butler, Superior Court Judge

Janine Chicourrat, General Manager,  
Portola Hotel & Spa

Walt Duflock, Managing Partner, SVG/THRIVE

Jeri Gattis, Community Volunteer

Sal Guterrez, Community Volunteer

Dr. Shyam Kamath, Dean,

CSUMB College of Business

Lorri Koster, Retired CEO, Mann Packing

Jazmin Lopez, Pisoni Farms

Cosme Padilla, Chair,

Monterey County Planning Commission

Dee Dee Smallwood, Monterey Bay

Market President, Bank of America

Joanne Taylor, Community Volunteer

### **Emeritus:**

Judge John Phillips, Founder, Rancho Cielo

Ted Balestreri, CEO,

The Cannery Row Company

Bert Cutino, CEC, AAC, HOF, WCMC

Susie Brusa, CEO, Rancho Cielo







# GROUP SALES & CLIENT SERVICES

**MONTEREY**

Grab life by the moments:



# YTD SCORECARD RESULTS

SCORECARD GOALS	Q3	YTD	YTD YOY	ANNUAL GOAL
GROUP ROOM NIGHTS BOOKED	11,880	48,142	51,956	70,000
NEW BUSINESS NIGHTS BOOKED	4,415	32,279	36,982	56,500
300+ PEAK ROOM NIGHTS BOOKED	6,611	22,224	18,943	40,000

*Results July 1, 2018 - March 31, 2019*





# MONTEREY CONFERENCE CENTER

105 Leads Generated = 88,094 Potential Room Nights

30 Group Bookings = 22,101 Definite Room Nights

47% of Room Nights Booked are **NEW** Business

*Results July 1 – March 31, 2019*





# STRATEGIC CLIENT SERVICE Q3 HIGHLIGHTS

## Business Development Objective: Engagement to Action to Transaction

2018-2019 YTD	2018-2019 YTD
34 NEW BUSINESS LEADS	18,852 POTENTIAL ROOM NIGHTS
2017-2018 YTD	2017-2018 YTD
14 NEW BUSINESS LEADS	9,124 POTENTIAL ROOM NIGHTS



# STRATEGIC CLIENT SERVICES Q3 HIGHLIGHTS

## - Partner Referral -

A notice sent to appropriate members that can accommodate a client's needs for a meeting (i.e. teambuilding, restaurant recommendations)

**124 Referrals** sent to **236 Members**

## - Service Request -

A request for services on a specific day & time  
(i.e. offsite dinner location, transportation request)

**40 Service Requests** on behalf of meeting professionals

## - Site Inspection -

A visit to a hotel property, offsite venue, or other attraction to evaluate

**8 Site inspections / 1 FAM with Clients**



# GROUP SALES

## On the Road in Q2



Phoenix, AZ Sales Mission



MPINCC ACE  
San Francisco, CA





# GROUP SALES

On the Road in Q3



MPISSN Crab Feed  
Sacramento, CA



MPI Mid America  
Conference,  
Lexington, KY



Client Event  
Pittsburgh, PA



# TOUR & TRAVEL

On the Road in Q3



Go West Summit  
Boise, ID



Sales Mission  
New York, NY



RTO Summit  
Marina Del Rey, CA



# TOUR & TRAVEL

## Magellan Luxury Agent FAM (Australia)



Bee Experience  
Carmel Valley Ranch



Classic Car  
Rental



Pebble Beach  
Resorts



# WHAT'S ON THE HORIZON





# WHAT'S ON THE HORIZON

## IPW 2019

### MCCVB – Gold Standard Sponsorship:

- Digital sponsor recognition in California Plaza
- Official Post-IPW FAM Destination on JUNE 9<sup>TH</sup>
- Four invitations & sponsor recognition at California Beach Party
- One-day feature on Visit California's consumer homepage during IPW
- One-day destination takeover of Visit California's Instagram channel
- (1) tagged post on VCA social media channels
- Mention in (2) press releases or trade newsletters dedicated to promotion of IPW

### MCCVB Participation:

- Online Press Room
- 176 Travel Trade business appointments
- 10x40 booth with 8 partners
- Exhibit display at California Plaza



U.S. TRAVEL  
ASSOCIATION®

California<sup>TM</sup>  
dream  
big



# WHAT'S ON THE HORIZON



## IMEX Frankfurt

- Worldwide exhibition for incentive travel, meetings & events
- 3,500 exhibitors, 160+ countries
- Hosted Buyer appointments



HelmsBriscoe Annual  
Business Conference  
May 28-31





# WHAT'S ON THE HORIZON

## DC Sales Mission: May 6-10

- Sales Calls + Client Events
- Eat, Sip & Shop Client Event at Kendra Scott- Washington DC
- Sip, Eat & Cook Client Event at Sur La Table- Alexandria, VA
- 2 hotel partners attending:  
Monterey Plaza + Portola Hotel & Spa

EAT, SIP & SHOP  
with your favorite  
Monterey County, California  
destinations!







# MARKETING COMMUNICATIONS

**MONTEREY**

Grab life by the moments:



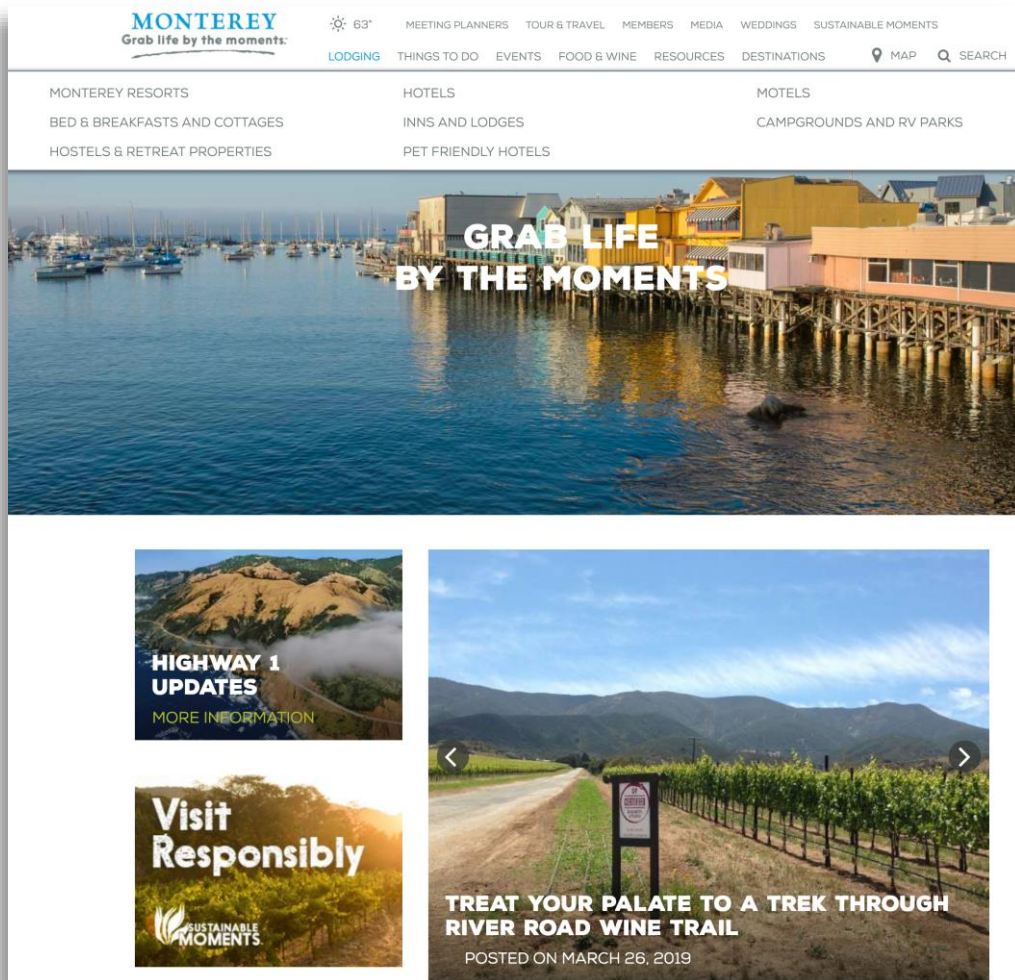
# YTD SCORECARD RESULTS

SCORECARD GOALS	Q3	YTD	YTD YOY	ANNUAL GOAL
EARNED IMPRESSIONS (DOMESTIC)	1.2B	2.6B	2.2B	2.966B
UNIQUE WEB VISITS	45K	1.5M	1.4M	1.7M
SOCIAL ENGAGEMENTS	438K	947K	667K	851K

*Results July 1, 2018 – March 31, 2019*



# Q3 WEB HIGHLIGHTS & STATS



Streamlined navigation and condensing pages for ease of navigation

1,483,861 unique web visits YTD

Web traffic up **17% YOY** due to strong social referrals

‘Winter Sweeps,’ ‘Calendar of Events’ and ‘Top Places to See Wildflowers’ were the most visited landing pages

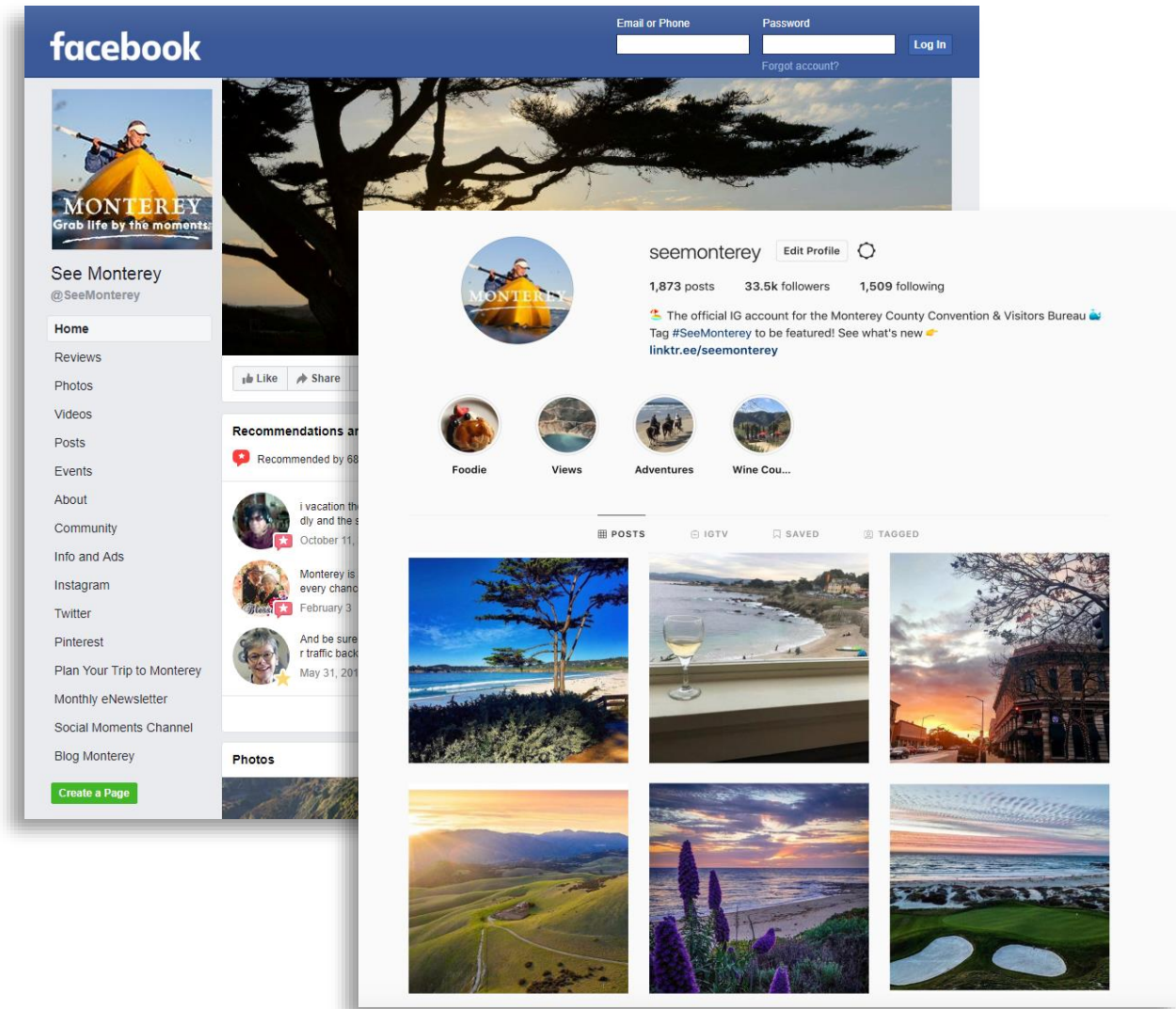


# SOCIAL HIGHLIGHTS AND STATS

947,257 social engagements  
YTD, up 42% YOY

33,485 followers on  
Instagram, up nearly 46%  
YOY

Consistent, high engagement,  
3.6% avg. engagement rate  
on Instagram





# WINTER CAMPAIGN RESULTS

November 28, 2018 – February 28, 2019

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

Earned Media Impressions:  
**853,014,340**



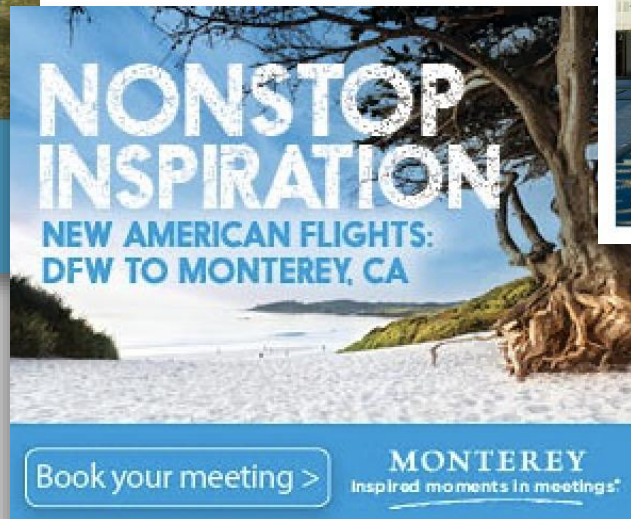
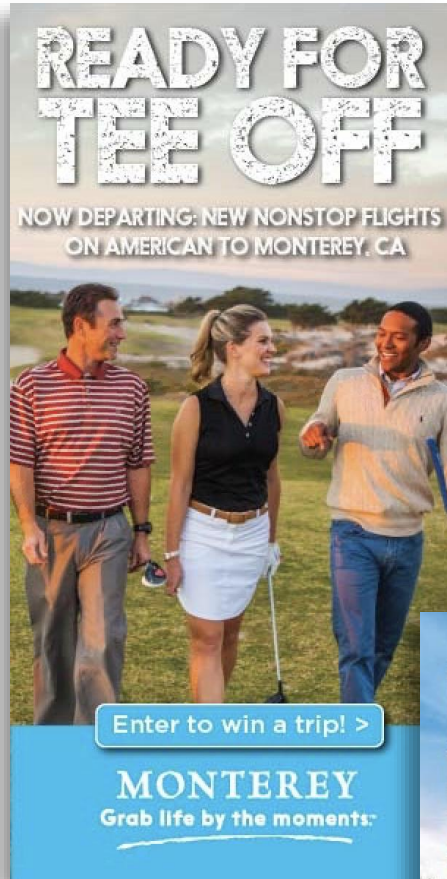
Sweepstakes generated a  
**21% increase** in landing  
page views YOY





# DALLAS TO MONTEREY FLIGHT PROMOTION

March-June 2019



- Launched landing page and sweepstakes
- Paid media placements on social, radio, print and digital banners
- Dallas Media FAMs 4/30-5/2 and end of June

So far....

- November Press Release:  
84,234,485 impressions
- 4,479 landing page views
- 980 sweepstakes entries

[www.SeeMonterey.com/Dallas](http://www.SeeMonterey.com/Dallas)

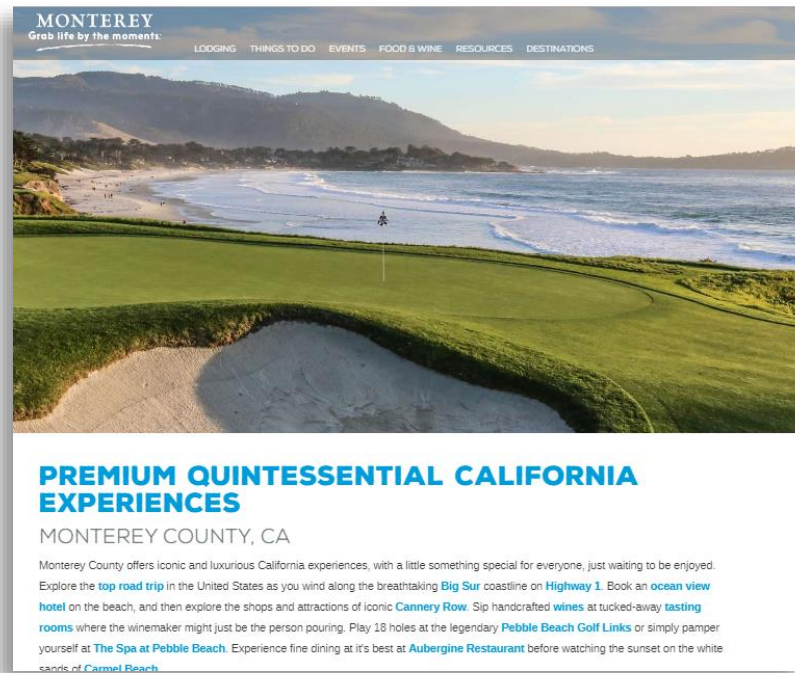


# Luxury Initiative



PREFERRED DESTINATION

- Virtuoso media: themed emails, webinars and print
- New look and feel for luxury landing page



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Grab life by the moments:



# LUXURY INITIATIVE

## Focus on Digital Channels to Test & Learn Leading into FY2019-20



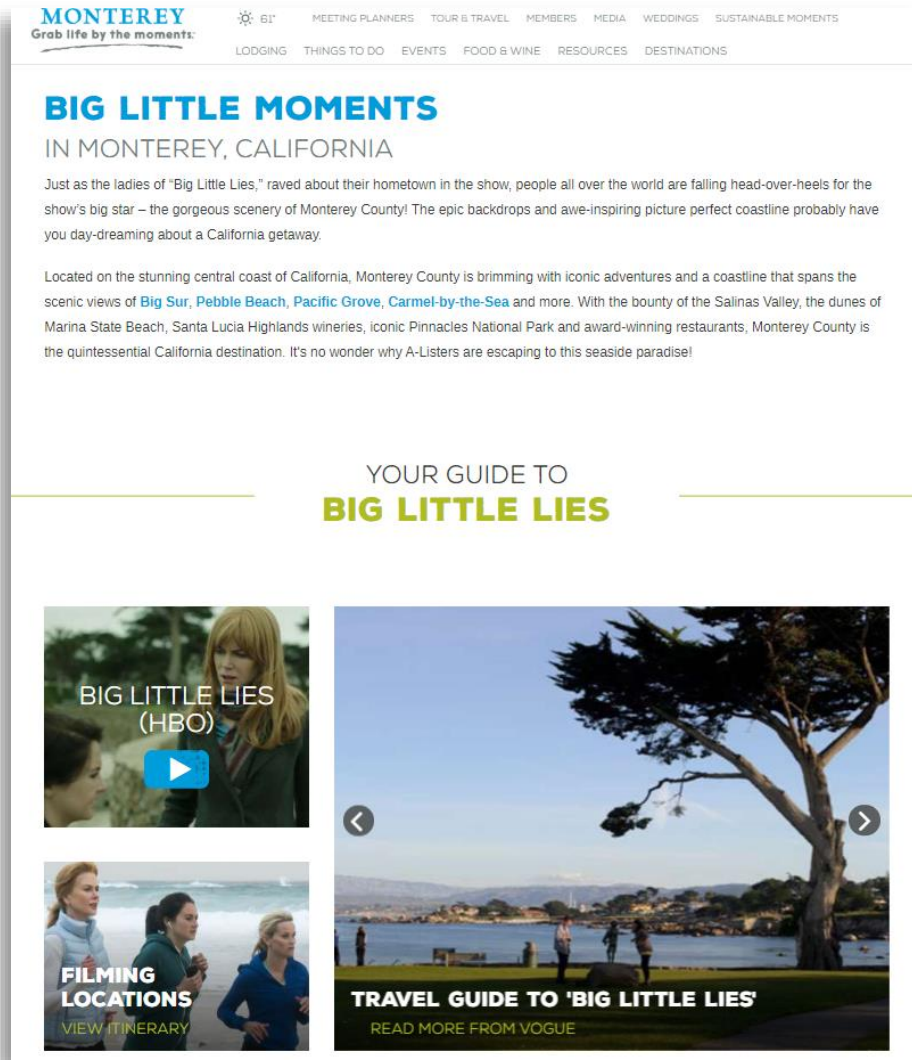
- Use tactics that allow for testing of multiple factors including messaging, imagery, and placements
- Social platforms & digital devices are actively used by the entire luxury audience, though will skew younger in terms of influence
- Test & learn without heavy investments





# WHAT'S ON THE HORIZON

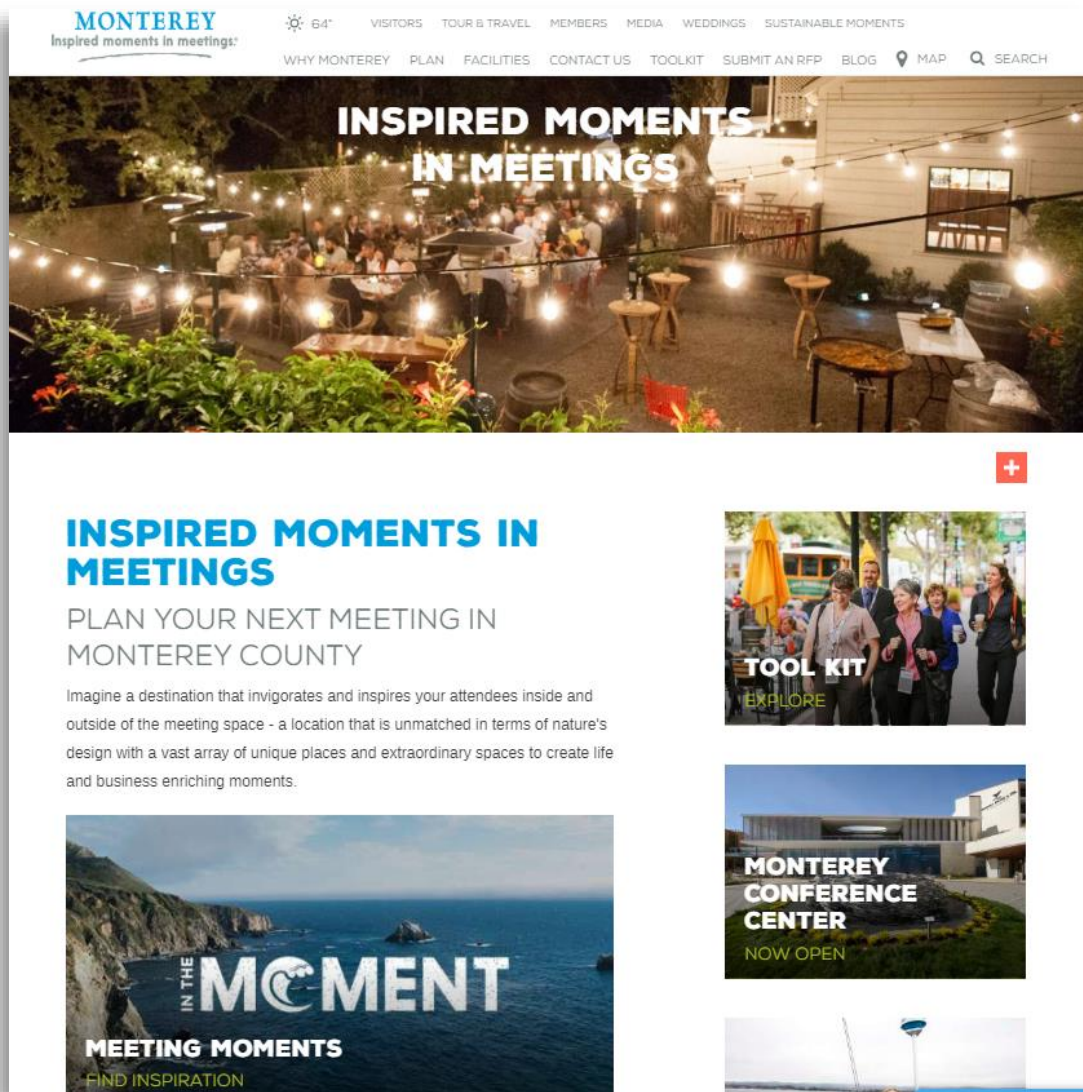
## BIG LITTLE LIES SEASON 2



- Creating content hubs for “Big Little Moments” and “Big Little Meetings” which will include owned and earned content
- New photos that recreate iconic scenes that are meetings related
- New content will be supported by native ads and paid social



# GROUP MARKETING HIGHLIGHTS



58,932 unique views of the meetings blog YTD

- Up 33% YOY

12,420 social engagements Q3 on group content

- Up 22% YOY

**MONTEREY**  
Inspired moments in meetings.®



# MEETING PLANNERS LOVE MONTEREY

**NORTHSTAR**  
MEETINGS GROUP



**WATCH & DISCOVER WHY MONTEREY IS  
THE MOST INSPIRED DESTINATION  
FOR YOUR NEXT MEETING**

Monterey County, CA boasts the allure of natural beauty, historic landmarks and a storied legacy- it's a bucket-list destination. Watch and see why you can expect your meeting attendance to go up when you host your next meeting in Monterey.

**Watch Now**

**MONTEREY**  
Inspired moments in meetings:

[MeetInMonterey.com](http://MeetInMonterey.com)



**INSPIRED MEETINGS  
HAPPEN IN MONTEREY**

**MONTEREY**  
Inspired moments in meetings:

[MeetInMonterey.com](http://MeetInMonterey.com)



- Input from CAB Meeting Planners
- Northstar Media CAB Video distribution: email, social and video banners on “Successful Meetings” and “Meetings & Conventions”



**INSPIRED MEETINGS  
HAPPEN IN MONTEREY**

**MONTEREY**  
Inspired moments in meetings:

**WATCH NOW**

**MONTEREY**  
Grab life by the moments:



# MONTEREY CONFERENCE CENTER



**OPEN  
FOR INSPIRATION**



The newly renovated Monterey Conference Center is **NOW OPEN** and ready for your next event.

Monterey County knows a thing or two when it comes to inspiration. We always have – whether it's hosting the first-ever TED conference or the opening of our newly renovated Monterey Conference Center. And when the inspiration flows beyond the boardroom, take in all the breathtaking beauty Monterey County has to offer.

Plan Your Meeting Today

**MONTEREY**  
Inspired moments in meetings.

MeetInMonterey.com



- 6 Monterey Plaza Hotel and Spa: 1 Mile
- 7 InterContinental The Clement Monterey: 1.3 Miles
- 8 Hilton Garden Inn: 1.3 Miles
- 9 Hyatt Regency Monterey Hotel and Spa: 1.6 Miles
- 10 Monterey Tides: 3 Miles

## SPONSORED CONTENT DMA WEST

### Monterey County

Where better to meet than where the land meets the sea? Monterey County in California is a legendary destination, drawing visitors to its jagged coastline for world-renowned festivals, iconic golf courses, award-winning wines and restaurants, and an array of outdoor activities. Comprised of Pebble Beach, Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, Moss Landing, Carmel Valley, Big Sur, Salinas Valley, and other communities, Monterey County has an assortment of venue and accommodation options for meetings and events. Larger groups can opt for the Monterey Conference Center, Sunset Center, or the Hyatt Regency Monterey. The county also has many unique venues, including several options on iconic Cannery Row and in downtown Monterey.



Square Feet	Ceiling Height	# of 10' Exhibits	Theater	School	Round
18,100	15'	125	2,000	1,260	1,140
10,500	15'	60	750	700	450
8,650	15'	46	725	550	450
9,730	18'	55	984	600	600
3,430	18'	20	360	220	240
980	18'	90	90	90	60
980	18'	90	90	90	60
22' x 45'	980	18'	90	90	60
33' x 70'	2,730	18'	15	320	167
48' x 70'	5,430	18'	20	350	260
23' x 57'	1,653	12'	90	90	70
19' x 29'	551	12'	90	37	40
19' x 29'	551	12'	90	37	40
19' x 29'	551	12'	90	37	40
23' x 22'	518	12'	24	24	32
27' x 22'	594	12'	29	29	32

Monterey Harbor	Size	Square Feet	Ceiling Height	# of 10' Exhibits	Theater	School	Round
San Carlos Ballroom	153' x 59'	8,930	11' 6"	55	820	350	500
San Carlos 1	21' x 59'	1,239	11' 6"	10	70	60	
San Carlos 2	21' x 59'	1,239	11' 6"	10	70	60	
San Carlos 3	53' x 63'	3,339	11' 6"	235	140	180	
San Carlos 4	48' x 58'	2,784	11' 6"	190	100	120	
Rembrandt Bayview	55' x 64'	3,520	10'	190	120	200	
Los Angeles	47' x 20'	954	12'	46	36	50	
Santa Barbara	28' x 21'	588	12'	30	24	30	
San Francisco	27' x 18'	486	12'	30	20	30	
Santa Monica	27' x 21'	572	12'	36	24	30	
San Diego	28' x 23'	644	12'	36	24	30	
Salon 201	20' x 19'	380	8'	21	10	30	
Salon 205	20' x 19'	380	8'	21	10	30	
Salon 207	30' x 19'	570	8'	35	24	40	
Salon 209	30' x 19'	570	8'	35	24	40	
Franklin Boardroom	33' x 24'	792	8'	35	24	40	
Characters	47' x 29'	1,353	10'	90	51	60	

Monterey County Convention  
& Visitors Bureau



# WHAT'S ON THE HORIZON

- Illustrated Map of the MCC and surrounding district
- Monterey Conference Center Photoshoot (Spring 2019)
- Green meetings content and collateral updates
- Group and MCC 2019-20 FY Planning





# WHAT'S ON THE HORIZON

## Be The Best, Responsibly.

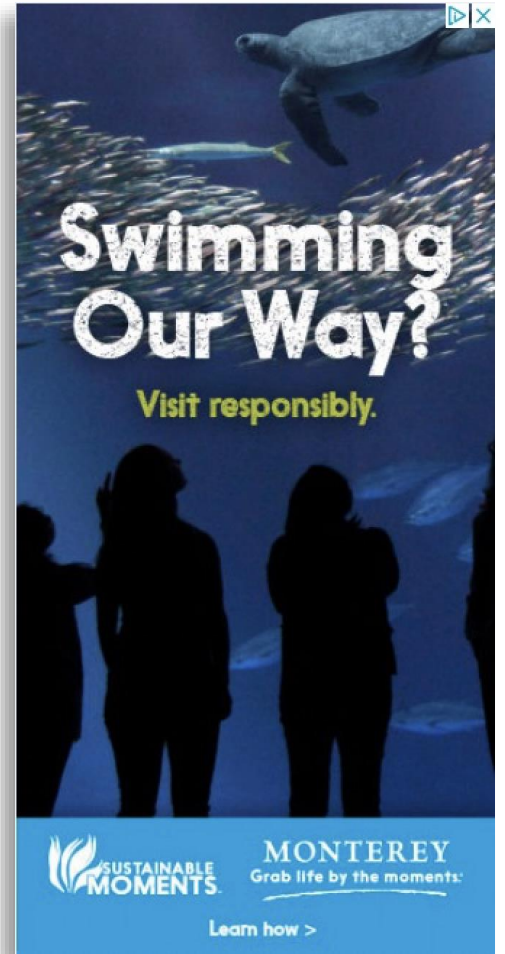
**Congratulations to MC Weekly's "Best of" winners.** Monterey County is one of the best tourism destinations in California and leads the way in responsible and sustainable tourism practices.

We invite all businesses to learn more about responsible tourism at [SeeMonterey.com/Sustainable](http://SeeMonterey.com/Sustainable)

**MONTEREY**  
Grab life by the moments:  
[SeeMonterey.com](http://SeeMonterey.com)

**SUSTAINABLE  
MOMENTS**  
Visit Responsibly.

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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# WHAT'S ON THE HORIZON

## UPCOMING MEDIA FAMS

- Dallas Media FAM #1: April 30 – May 2
- Social Influencer Nichole Ciotti: May 14 – 16
- Monica Ortega, Monica Goes: June 2 – 4
- Post IPW FAM: June 9-10
- Dallas Media FAM #2: June 25-27



localprofile  
CONNECTING COLLIN COUNTY

texas  
meetings + events



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## THEME CALENDAR

During National Travel and Tourism Week, we will highlight a different reason why **Travel Matters** each day. Join in on social media using **#TravelMatters** and **#nttw19**.

**SUNDAY**

MAY 5

Travel Matters  
to our **ECONOMY**



Write an op-ed about how travel contributes to your community.

**MONDAY**

MAY 6

Travel Matters  
for **NEW EXPERIENCES**



Highlight the most Instagram-able spots in your town.

**TUESDAY**

MAY 7

Travel Matters  
to our **JOBS**



Share the story of a local travel worker.

**WEDNESDAY**

MAY 8

Travel Matters to  
**KEEPING AMERICA  
CONNECTED**



Spotlight the travel infrastructure that brings visitors to your community.

**THURSDAY**

MAY 9

Travel Matters  
to **HEALTH**



Encourage Americans to enjoy the benefits of time off and #planforvacation.

**FRIDAY**

MAY 10

Travel Matters  
to **HOMETOWN PRIDE**



Host a photo contest of local hangouts and attractions.

**SATURDAY**

MAY 11

Travel Matters  
to **FAMILIES**



Promote staycations and family-friendly activities in your area.

**NATIONAL**  
**TRAVEL &**  
**TOURISM**  
**WEEK** MAY 5-11, 2019

Participating in National Travel & Tourism Week via social media outlets

Will promote industry stats using #nttw19

Press Release on Tourism Impacts





# STAKEHOLDER ENGAGEMENT

**MONTEREY**

Grab life by the moments:

# Q3 RESULTS

67%

of Visitors **Influenced** to Stay Longer  
(Goal 60%)

\$3,320,050

**Economic Impact** of Additional  
Influenced Room Nights

11,185

**Engagements** through walk-ins, phone  
calls, live chats and email

Thanks for the  
great ideas – we'll  
stay another  
night!





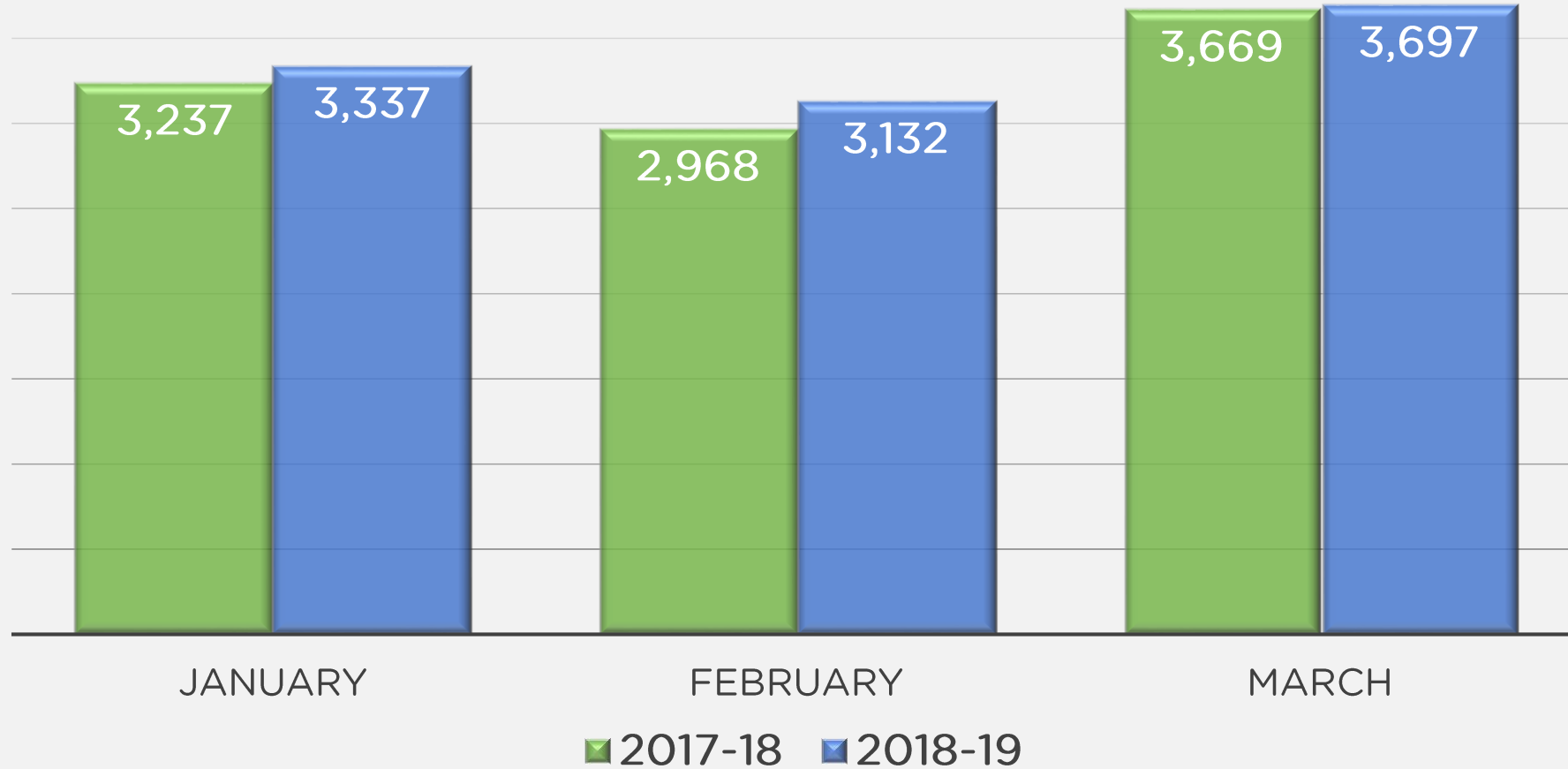
# YTD SCORECARD RESULTS

Q1-Q3	YTD LY	YTD 18-19
Influenced Incremental Room nights	44,786	42,637
Economic Impact of Influenced Room Nights	\$17.6M	\$18.1M
Influenced Person Room Nights	1,605	1,436

*Results July 1, 2018 – March 31, 2019*

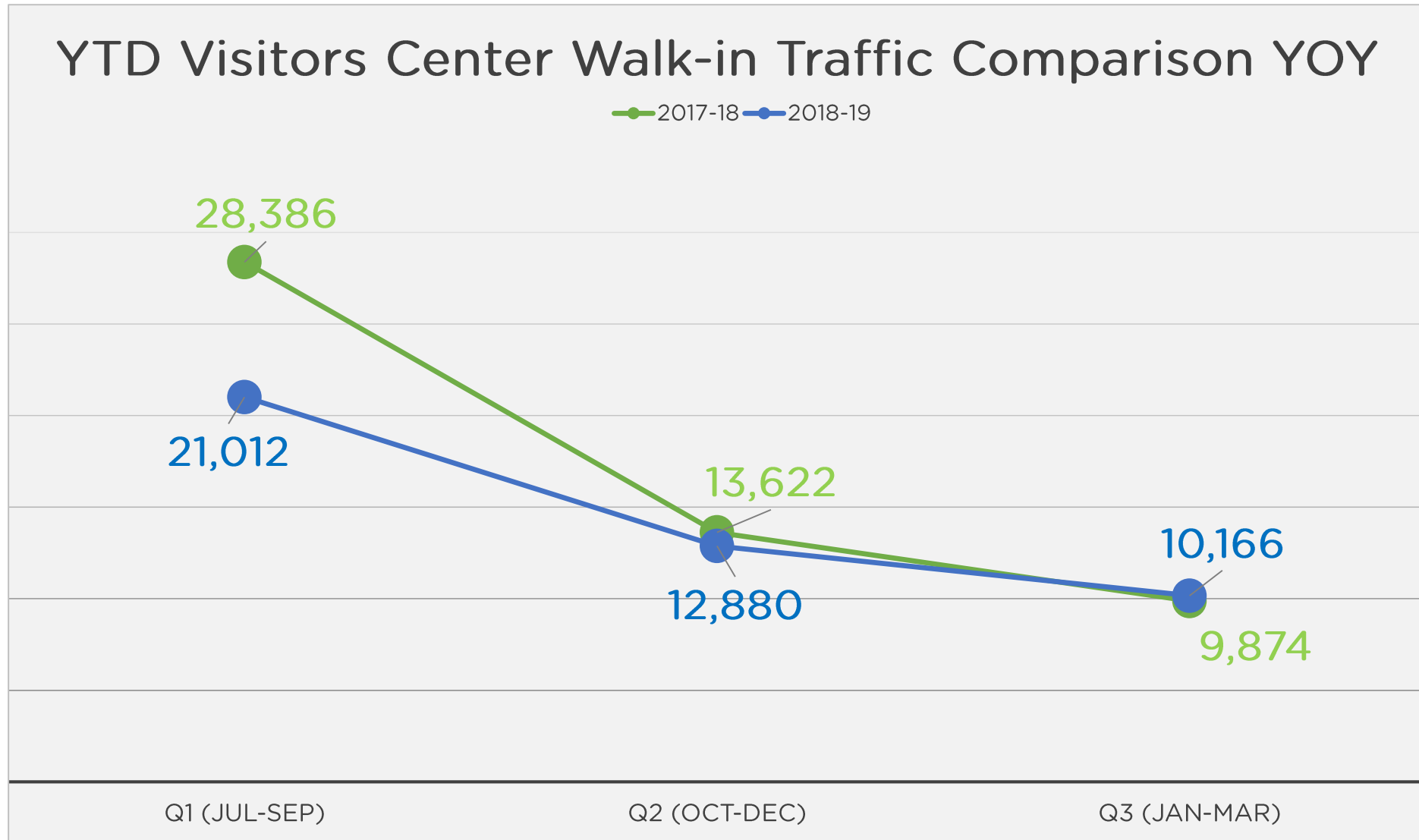
# Q3 HIGHLIGHTS

## Q3 Comparison of Walk-in Traffic YOY





# Q3 HIGHLIGHTS



# Q3 HIGHLIGHTS

- Visitor Services Team provided four Information Tables
- Over **350 OPPORTUNITIES** to drive incremental business
- Welcomed 10 New Members



**Express**  
EMPLOYMENT PROFESSIONALS  
Respecting People. Impacting Business.™

LYCEUM  
Monterey County  
  
[www.lyceum.org](http://www.lyceum.org)



Mad Dogs & Englishmen  
bike shop



The Western Stage  


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Monterey County Convention  
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# STAKEHOLDER CORNER

## THINGS TO KNOW FROM THE CEO

Have you heard the news? [Monterey Regional Airport](#) is now servicing non-stop daily flights to and from Dallas. Direct flights to and from our great airport now include Dallas, Denver, San Diego, Phoenix, Los Angeles, San Francisco and Las Vegas. This is just in time to accommodate visitors coming to our destination to experience the amazing culinary scene. [Visit California and Michelin](#) have announced the California edition of [MICHELIN Guide](#), which will feature [Monterey County restaurants](#).

Don't miss out on the opportunity to contribute your leadership to the tourism economy in Monterey. MCCVB is seeking Applications for the 2019-20 MCCVB Board of Directors. Members of the Board of Directors are responsible for the strategic direction and oversight of the MCCVB and ensuring that we have a vibrant organization and community for years to come.

All elected positions are two-year terms. If you are interested in applying, please click [HERE](#) for more information.

Thank you for your support of the Monterey County Convention & Visitors Bureau and our tourism economy.



*Jimmy Canavan*

## SUSTAINABLE MOMENTS

Have you checked out the [Sustainable Showcase](#) yet? Learn about Monterey County businesses and attractions whose sustainability efforts help make our community a great place to live and visit. Highlights include practices in recycling, water conservation, plastic reduction, composting, energy conservation, transportation, food and wine, and meeting and events. If you'd like to have your great work highlighted, please send in your sustainable practices to: [membership@seemonterey.com](mailto:membership@seemonterey.com).

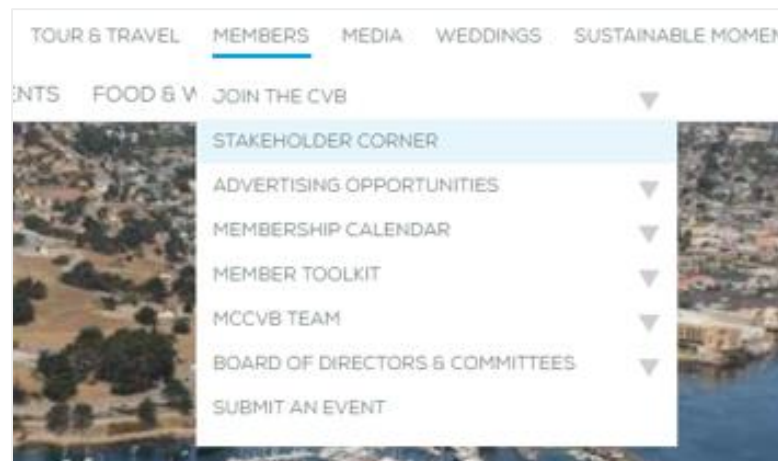
## PARTNER SPOTLIGHT: EMBASSY SUITES SEASIDE-MONTEREY BAY

Under the Hilton brand, our local Embassy Suites participates in the [Clean the World Program](#). Clean the World's mission is to protect the environment and save millions of lives by leading the global hygiene revolution. Clean the World recycles discarded soap bars and plastic bottles and repurposes them to provide a means of hygiene to other countries around the world, who otherwise may have limited or no access to these items. With the help of [Embassy Suites Seaside-Monterey Bay](#), Hilton has been able to help create and distribute over one million hygiene kits.

YEAR TO DATE TOTALS	YEAR TO DATE TOTALS	YEAR TO DATE TOTALS
1,003	319	98
1,275	396	118
7,640,496	2,039,957	1,262,228



Clean the World®



## CREATING CONTENT WITH ALLYSON RYAN

What's behind the numbers when it comes to social media and online presence? How do we get there? Earned impressions are derived from media F&Ms, pitches and press releases. Website traffic is generated from paid, owned and earned media. Social engagements come from compelling content.

The overarching thread is content. Engaging content is critical to meeting all of these goals. Driving traffic to the website, getting users to like or comment on social or delivering compelling story ideas to journalists.

Take a look at the MCCVB's [content calendar](#) to see what we are planning and how you can engage with us in an co-op or as a guest blogger.



## MARZETTI'S MEMBER MENTIONS



## EXTRANET TIP: KEEPING YOUR CONTACTS UP-TO-DATE

To ensure you are receiving leads and service requests and maintain the ability to keep your listing on [SeeMonterey.com](#) current, be sure your contacts are all up-to-date.

Please take a moment to email us a current list of the names, titles, phone numbers, and email addresses of the contacts presently employed/contracted with your business, who have permission to maintain your account or receive and respond to leads and service requests.

When a contact leaves your business it is important to notify us so we may remove them from the [SeeMonterey.com](#) features associated with your account.

Please contact Cynthia for assistance with your Extranet contacts: [cynthia@seemonterey.com](mailto:cynthia@seemonterey.com) or 831-657-6401. Thank you!

## WELCOME TO OUR NEWEST MEMBERS:

[Yeast of Eden](#)  
[Pet Specialists](#)  
[The Western Stage](#)

## AROUND THE GLOBE WITH DAVID CATER

MCCVB's Tour & Travel team works closely with wholesalers, domestic receptive operators and international outbound tour operators to fill shoulder seasons and need periods for the destination.

The international group plan revolves around China's MICE (Meetings, Incentive, Corporate and Exhibition) opportunities as well as both incentive and corporate group business from Mexico and Canada. Tour & Travel market development concentrates on building product in these target markets while supporting Visit California's 18 offices in 14 global markets, as they will bring important F&Ms for tour operators and airlines around the globe.



## MONTHLY REPORTS

### GROUP SALES & SERVICES



### Pace Report

Mar. 2018 (2018-2022) Pace 109,603 room nights  
Mar. 2019 (2018-2022) Pace 178,961 room nights

Growth of 69,358 room nights year over year

### YTD New Bookings Pace Placement:

2018 - 3,110	2022 - 1,255
2019 - 17,901	2023 - 2,568
2020 - 11,568	2025 - 988
2021 - 10,752	

# WHAT'S ON THE HORIZON

## Visitor Services Town Hall Meeting:

Wayfinding, Programming and More  
Tomorrow, April 24<sup>th</sup> at the MCCVB Office

## Member Orientation:

How to Maximize Your Membership Through the Visitors Center  
Tuesday, June 4<sup>th</sup> at the Monterey Visitors Center

## Annual Membership Meeting and Luncheon

Thursday, August 29<sup>th</sup> at the Hyatt Regency

*Please register at: [www.seemonterey.com/rsvp/](http://www.seemonterey.com/rsvp/)*





# MOST VALUABLE TRAVELERS: WHO, WHERE & MORE!

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**MONTEREY**

Grab life by the moments:





# Key Market Segments

Leisure  
Group  
International



A group of five people are walking along a dirt path in a vineyard. In the foreground, a man in a blue and white checkered shirt and sunglasses holds a glass of red wine. Behind him, a woman in a red top and black leggings also holds a glass. Further back, another person is partially visible. To the right, a man in a grey jacket and a woman in a blue patterned dress are walking and talking. The background features rows of grapevines and distant mountains under a clear sky.

# Leisure

**MONTEREY**

Grab life by the moments:



# FY19-20 Focus

## Strategic Direction



### Higher Valued Travelers

- Stay Longer
- Do More
- Spend More

*But...*

Not just a matter of how much they spend – also,

- When they visit (off peak)
- How they visit (responsibly)



# TARGET THE RIGHT VISITOR

## WHERE – ACCESS

- Focus on markets that will drive the right visitor, with a blend of easy access markets and Long Haul markets
  - Long Haul = New York, Washington DC, Boston
  - Easy Access Markets: San Francisco, Los Angeles, etc.

## WHO – AUDIENCE

- Rank markets by the likelihood of having potential travelers that fit the Monterey County ideal traveler, pulled from personas and data
  - Age (35-64)
  - Household Income (\$100K+)
  - Likely or Frequent Travelers

## WHEN – SEASONALITY

- Off-season travel is the priority
  - Fall Campaign to drive September – November
  - “Winter” promotions to drive December – March
  - Spring Push – drive late spring and summer booking window

This analysis does encourage shifting media investment out of the Central Valley area and into markets with larger potential pools of the primary audience.

# “WHO”

## 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

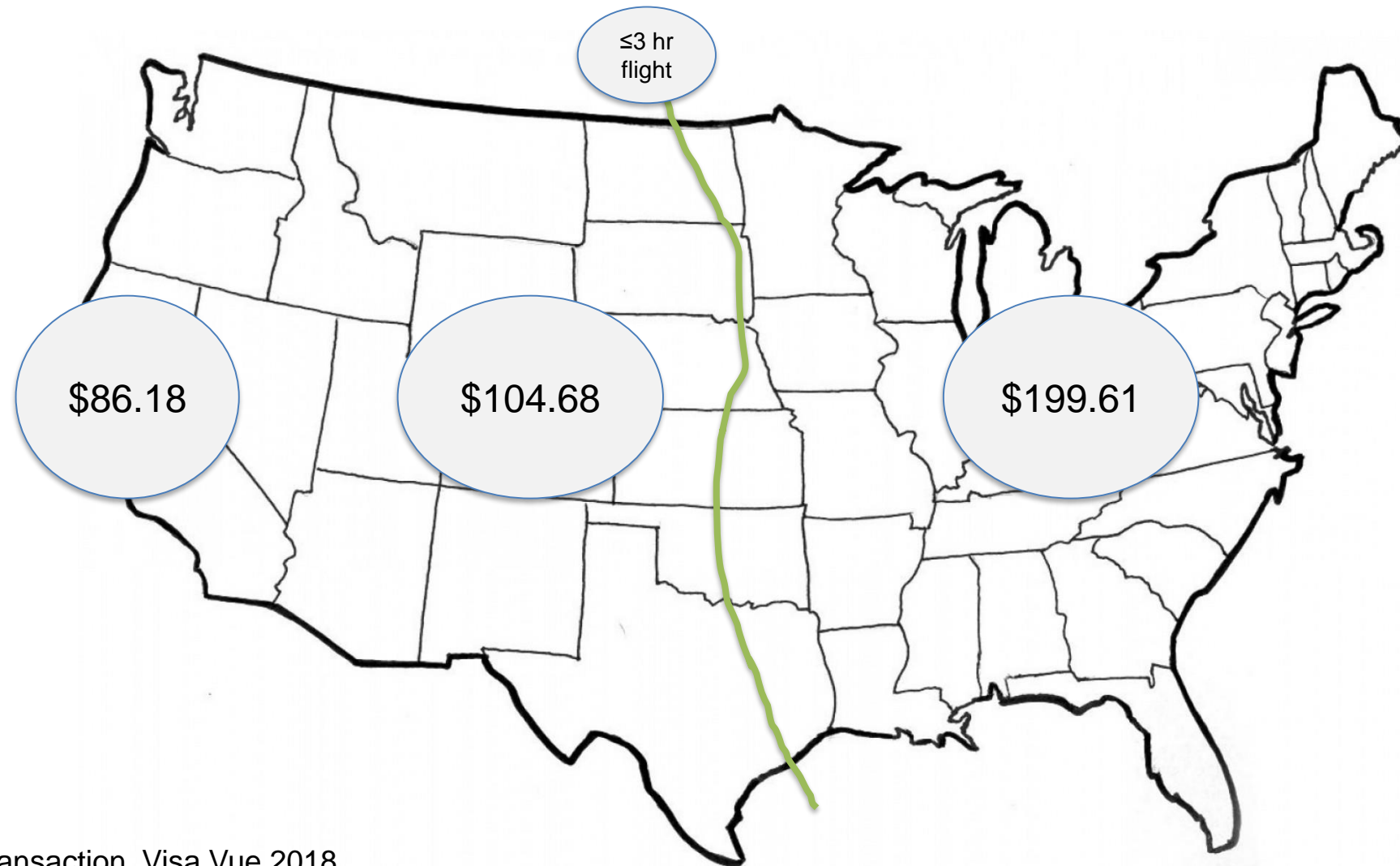
*Core, Long-Haul,  
National*

*Year Round*

- Targeted native & social highlighting inspiring places and experiences
- Custom content pieces in niche publications targeting specific interests



# NOT EVERY TRAVELER IS CREATED EQUAL



Average Transaction, Visa Vue 2018

# THE DRIVE MARKET CHALLENGE





# NOT EVERY TRAVELER IS CREATED EQUAL

Fresno	\$94.93	\$108.41	Dallas
Bay Area	\$90.36	\$126.37	Houston
Sacramento	\$114.44	\$144.02	St. Louis
SLO/Paso	\$66.81	\$215.25	NY Area

# NOT EVERY TRAVELER IS CREATED EQUAL

2013

Drive – 82%

Fly – 11%

International – 7%

2017

Drive – 64%

Short Haul – 7.7%

Long Haul – 15.3%

International – 13%

4.2MM Visitors

4.6MM Visitors



# WHERE IS THE RIGHT VISITOR

Market	Demographics	Potential Households
	%HHI \$150K+	HHI \$150K+
Boston	17%	439,628
Chicago	12%	449,715
Dallas	11%	299,802
Denver	12%	213,495
Fresno	6%	36,369
Las Vegas	6%	49,990
Los Angeles	13%	667,746
New York	18%	1,379,859
Phoenix	7%	140,562
Portland	8%	104,819
Sacramento	9%	144,882
San Diego	13%	149,336
San Francisco	23%	603,392
Santa Barbara	13%	33,703
Seattle	12%	247,876
Washington, D.C.	24%	618,055

- Identify markets that both have the highest percentage & the largest volume of the “right” demographic audience
- Los Angeles, New York, San Francisco, and Washington DC rise to the top of the ideal market list

# “WHERE AND WHEN”

	Most Familiar			Least Familiar
Leisure Markets	Drive	Short Haul	Long Haul	National/Catch
Regions	San Francisco, Fresno, Sacramento	Dallas, Denver, Los Angeles	Boston, New York, Washington DC	Domestic U.S.
Market overview	Most likely visitor, highest baseline visit intent.	Direct access to Monterey County, need to drive intent.	High-wealth long-haul markets, need to drive intent	Niche targeting to the primary audience nationally
Goal	Maintain market dominance through awareness, consideration and booking content, focusing on trip elongation.	Drive incremental visitation and length of stay.	Increase awareness and consideration of Monterey	Increase awareness and visitation from the right audience.
Timing	Maintain year-round, with heavier pushes leading into the shoulder season	Year-round, with heavier pushes 30 days+ out of the shoulder season	60 days+ out of the shoulder season	Year-round
Considerations	Focus on content to help elongate trip & increase frequency of visitation. Need to give a reason to return. Propensity to day-trip requires need to be conscious of messaging,	Typically shorter Length of Stay and less spend in market. Focus messaging on trip elongation. May have been to Monterey before, need to account for this in messaging.	Likely combining the trip with other California destinations: focus on gaining Share of Trip. Extremely competitive market; need to differentiate.	Focus on lower funnel digital tactics to maximize spend and efforts. Identify the placements to reach the right people--those who are the desired Monterey County visitor.
Recommended % of media budget	25%	30%	30%	15%



# “HOW”

## Primary Media Channels

### SOCIAL

- Content focused
- Efficiently allowing different targeting to different markets & audiences
- First Party data
- Aligns with scorecard goals

### DIRECT DIGITAL

- Alignment with relevant content based on the market and audience
- Able to granularly target audiences
- Content focused media

### EARNED MEDIA

- Proactive pitching of new/renovated properties and attractions
- Collaborate with state and regional partners to extend reach
- Repurpose owned and paid content

### AUDIENCE BASED MEDIA BUYS

- Use 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Party data to reach the target audiences efficiently and effectively
- Drive target audience to relevant portions of the website

### ONLINE VIDEO/PRINT

- Awareness drivers in key markets
- Flighted to align with driving shoulder season visitation
- Video can be across multiple mediums including OLV, Social Video & CTV

A group of five people are walking along a dirt path in a vineyard. From left to right: a man in a blue and white checkered shirt and sunglasses holding a glass of red wine; a woman in a red top and black leggings holding a glass of white wine; a woman in a dark striped shirt and sunglasses holding a glass of white wine; a man in a grey jacket, white shirt, and a grey flat cap holding a glass of red wine; and a woman in a blue and white patterned dress holding a glass of red wine. In the background, there are rows of grapevines and rolling hills under a clear sky. A golf cart is visible on the right side of the path.

Group

**MONTEREY**

Grab life by the moments:



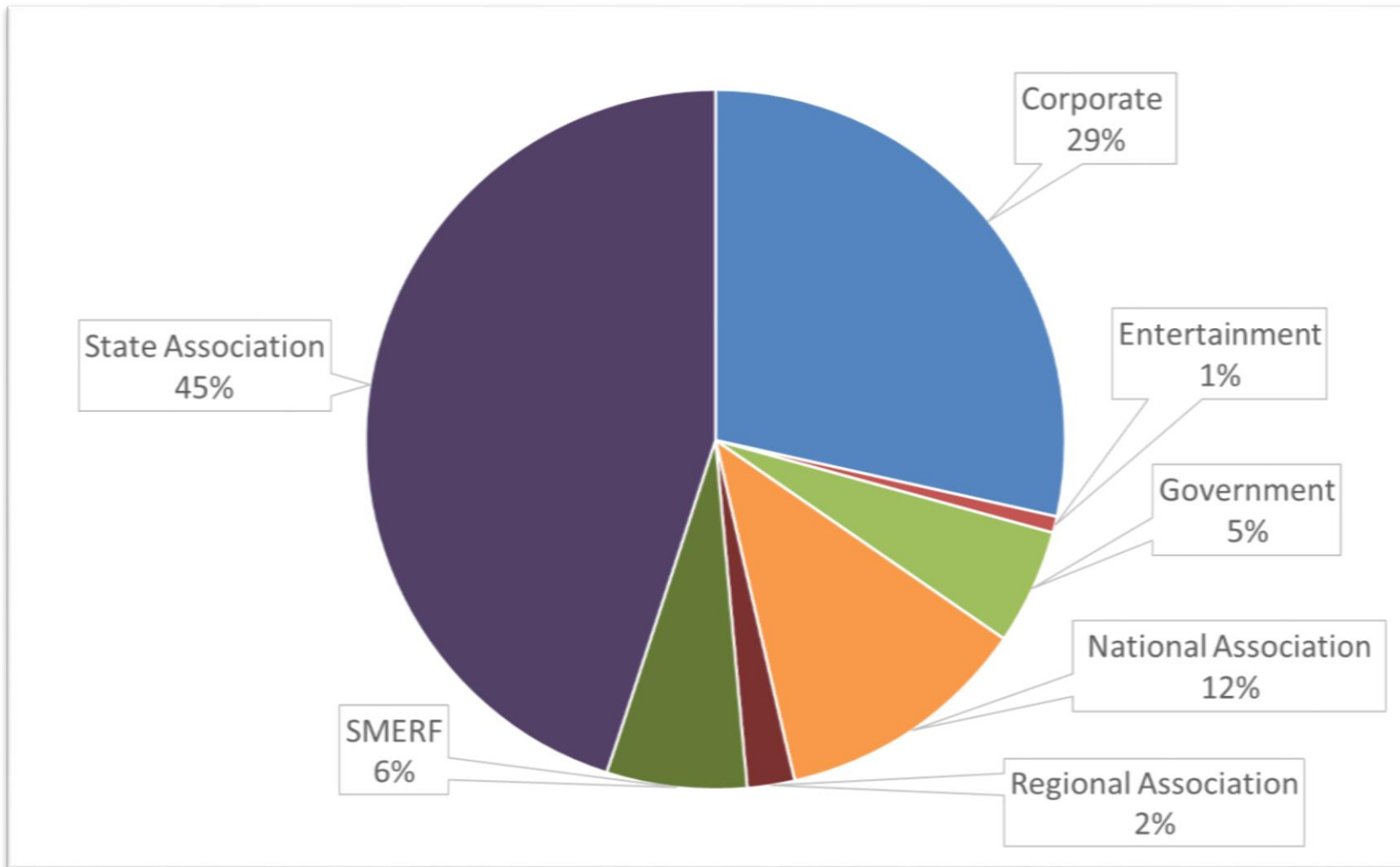
# GROUP MARKETING

## Goals & Objectives

1. Target key territories and market segments to bring larger groups to Monterey County
2. Focus on:
  - Higher rated corporate and association targets that will lift overall occupancy
  - Non-peak time groups – September – March
  - Sunday – Wednesday and Monday – Thursday patterns
3. Don't rely solely on print media as the way to reach the meeting planner-especially as the planner audience expands and becomes younger

# “WHO”

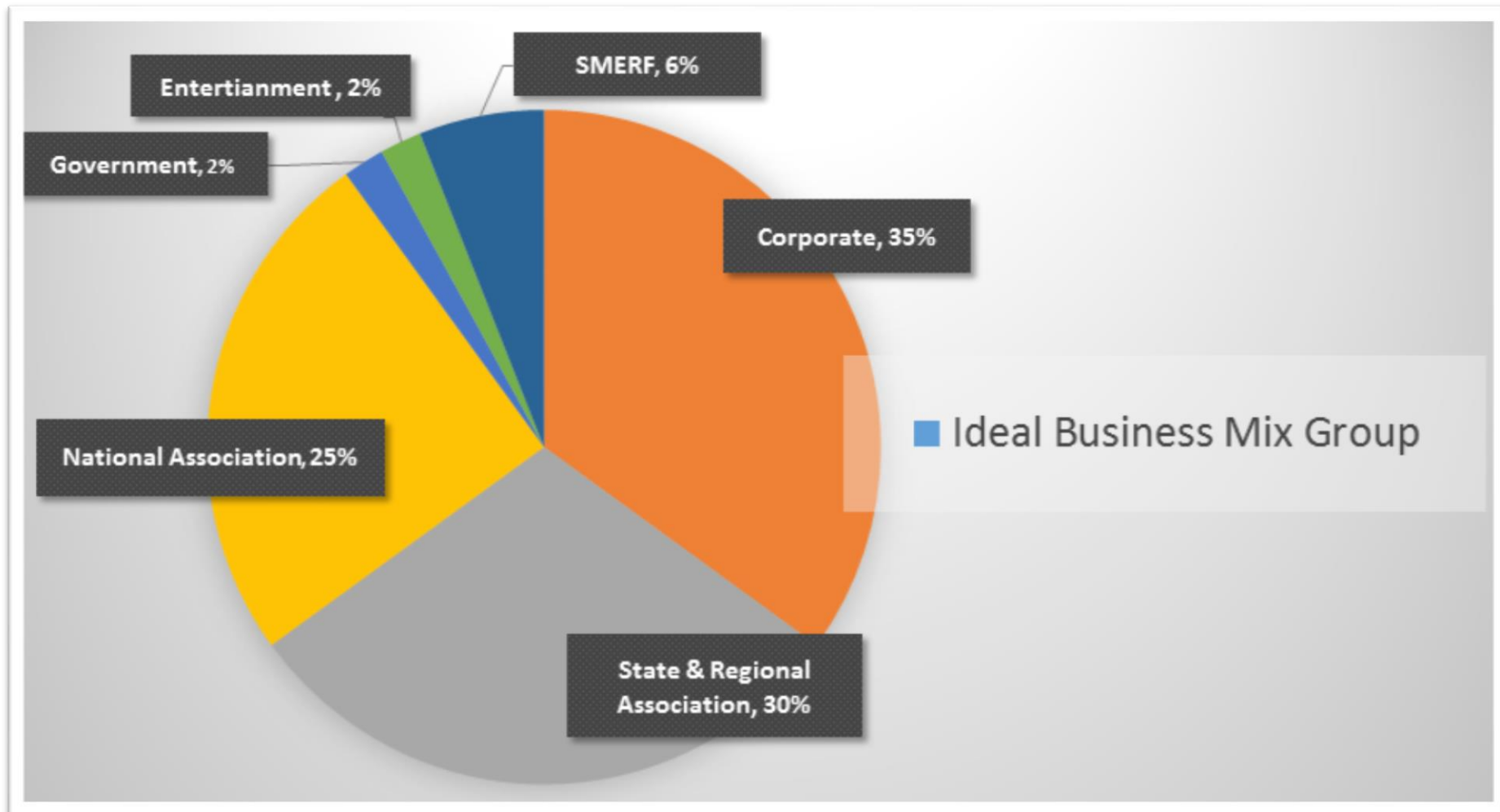
## CURRENT GROUP MIX





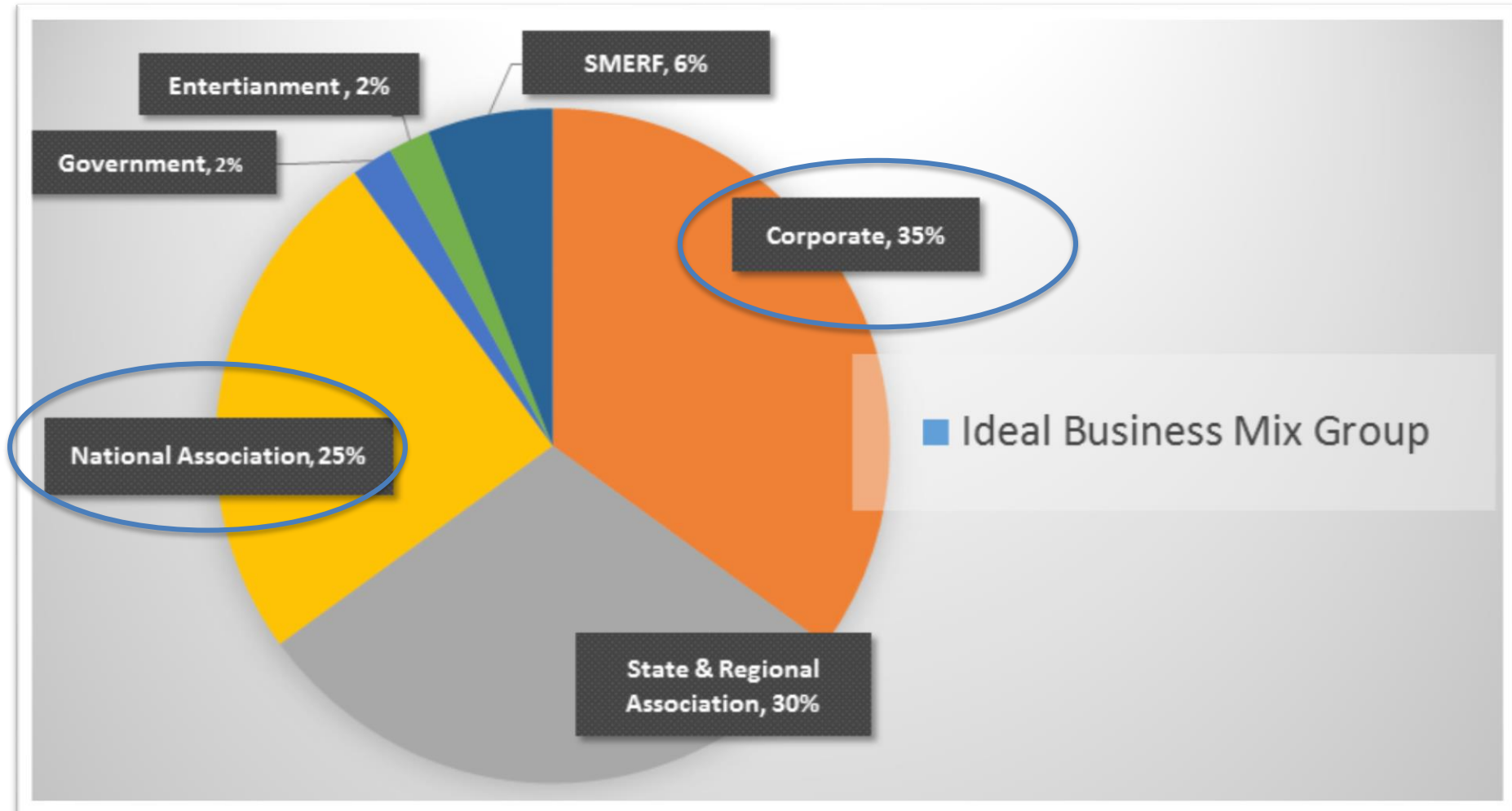
# “WHO”

## Ideal



# “WHO”

Ideal



More:  
Corporate &  
National  
Association



## “HOW”

Paid – Owned – Earned = POE



Connect with qualified group meeting planners, driving RFP's and bookings in the MCC and surrounding properties

This Planner Will:

- Bring larger groups who will take advantage of the MCC and connected hotels – and drives compression
- Drive off-peak room nights at higher ADR's
- Appreciates what Monterey County has to offer their attendees- and encourage extended stays

## “HOW”

- Focus on new, high yield, compression causing, need time based markets & segments that contribute to incremental market share and RevPAR growth
- Segment and target T&T Operators/Sellers to increase existing market share and to grow new higher yielding segments in Golf, Luxury, Experiential and Adventure travel in both domestic & international marketplaces
- Targeted business development efforts through leveraging of our 3<sup>rd</sup> party and business meetings industry Strategic Partnerships to uncover and convert new business from further afield compelling markets
- As a competitive differentiator, further utilization of our Client Services team to provide customized business meeting service solutions while providing industry leading, exemplary client service





# International

**MONTEREY**

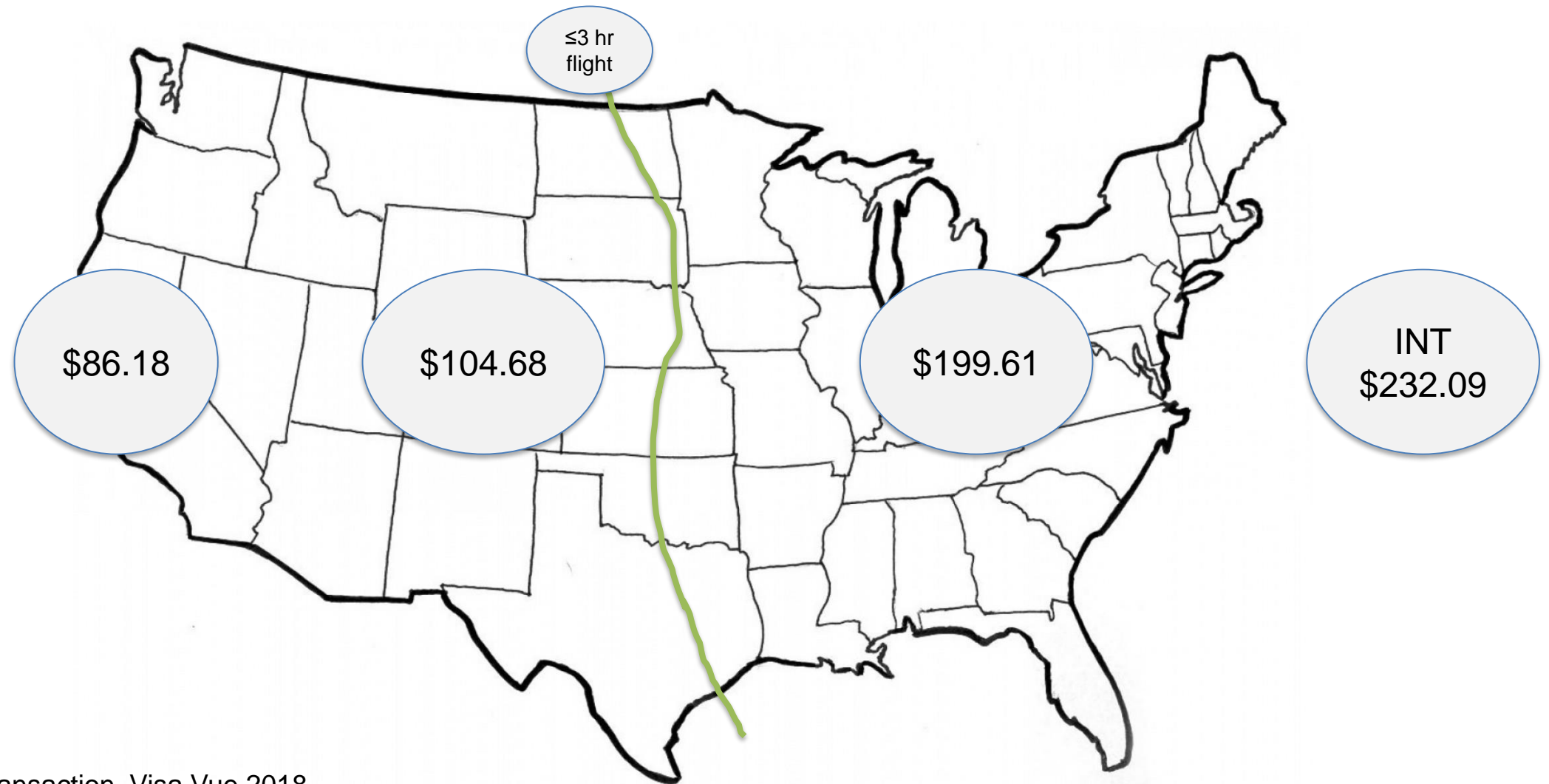
Grab life by the moments:

# DID YOU KNOW?

- There are over 70 direct flights into CA from France
- China has over 153 weekly flights
- Affluent FIT and Family Travel are the fastest growing travel segments from China
- China & Australia outbound travel tends to spike during our slow season
- UK travel to CA grew by 12% in 2018 (and that's with the Brexit 'stuff')
- Global Travel Trades FAMs into Monterey County will double this Fiscal Year



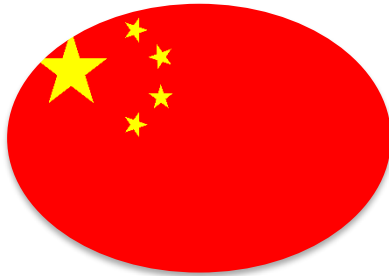
# NOT EVERY TRAVELER IS CREATED EQUAL



Average Transaction, Visa Vue 2018

# INTERNATIONAL MARKETS

China



1.6 MM Visits  
\$3.4 Billion

Canada



1.72 MM Visits  
\$2.26 Billion

EU (w/UK *for now*)



1.8 MM Visits  
\$3+ Billion

Mexico



607K Visits  
\$733 Million

Australia



614K Visits  
\$963 Million



# PARTNERSHIPS

## Marketing



## Sales



THANK YOU FOR COMING!

**Member Orientation:**

*What the Monterey Visitors Center Can Do For You*

Monterey Visitors Center at Lake El Estero

Tuesday, June 4, 2019

**Annual Luncheon:**

Hyatt Regency Hotel and Spa

Thursday, August, 29, 2019