

# Group Sales & Services

April 2019

SPINCon (Senior Planners Industry Network Conference) will be held in Monterey this November, its first time on the West Coast. SpinCON is a large piece of new business and the association consists of senior-level planners with at least 10 years of full-time planning experience. A Pebble Beach Food & Wine FAM was held, 4 clients from the Midwest and Northeast markets were hosted.

Total Room  
Nights Booked

**7,307**  
April

**55,449**  
YTD  
79% of Goal

New Business Room  
Nights Booked

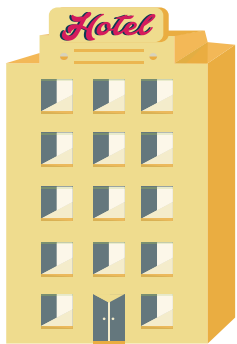
**3,043**  
April

**35,322**  
YTD  
63% of Goal

300+ Peak Room  
Nights Booked

**2,136**  
April

**24,330**  
YTD  
61% of Goal



Hotel  
Lead Response  
Rate:  
**73%**

## Pace Report

Apr. 2018 (2018-2022) Pace 116,773 room nights  
 Apr. 2019 (2018-2022) Pace 182,406 room nights

Growth of 65,633 room nights year over year

YTD New Bookings Pace Placement:

2018 - 3,180	2022 - 1,255
2019 - 20,358	2023 - 2,568
2020 - 13,900	2025 - 988
2021 - 13,200	

## Group RevPAR

\*RevPAR is Revenue Per Available Room

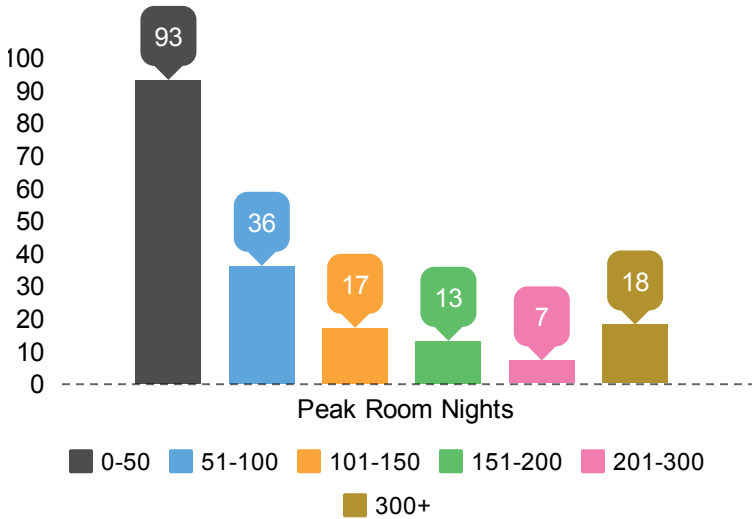
	Mar	YTD
★ MONTEREY	+14.4%	+10.1%
South Lake Tahoe	+8.1%	+16.6%
Santa Barbara	+18.6%	+3.9%
San Jose	+9.5%	+7.5%
Napa Valley	+7.7%	+15.9%

	Mar	YTD
Palm Springs	+5.7%	+3.8%
San Diego	-2.4%	+6.5%
San Francisco	+22.8%	+16.9%
Newport Beach	+14.6%	+3.7%
Sonoma County	-16.9%	-2.2%

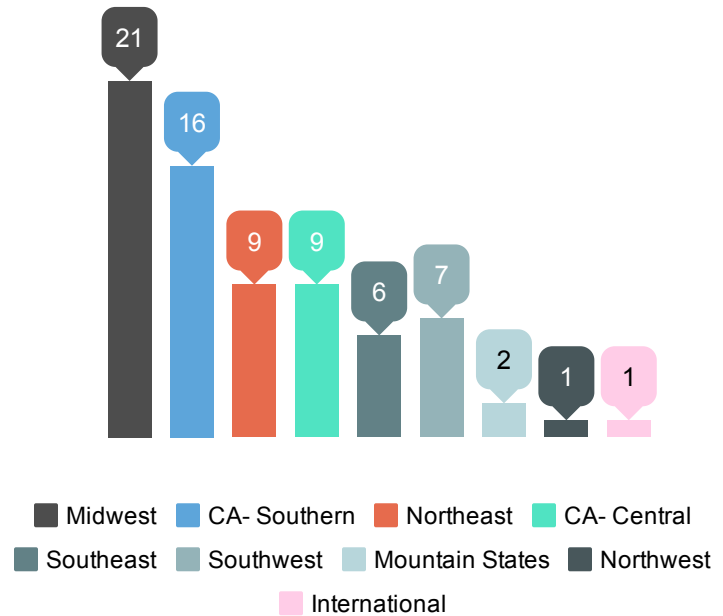
## Upcoming Events

- May 28-31: HelmsBriscoe Annual Business Conference, Houston
- June 15-18: MPI World Education Conference, Toronto
- June 1-5: U.S. Travel Association's IPW, Anaheim, CA
- June 23-26: IGATO Annual Meeting, Texas

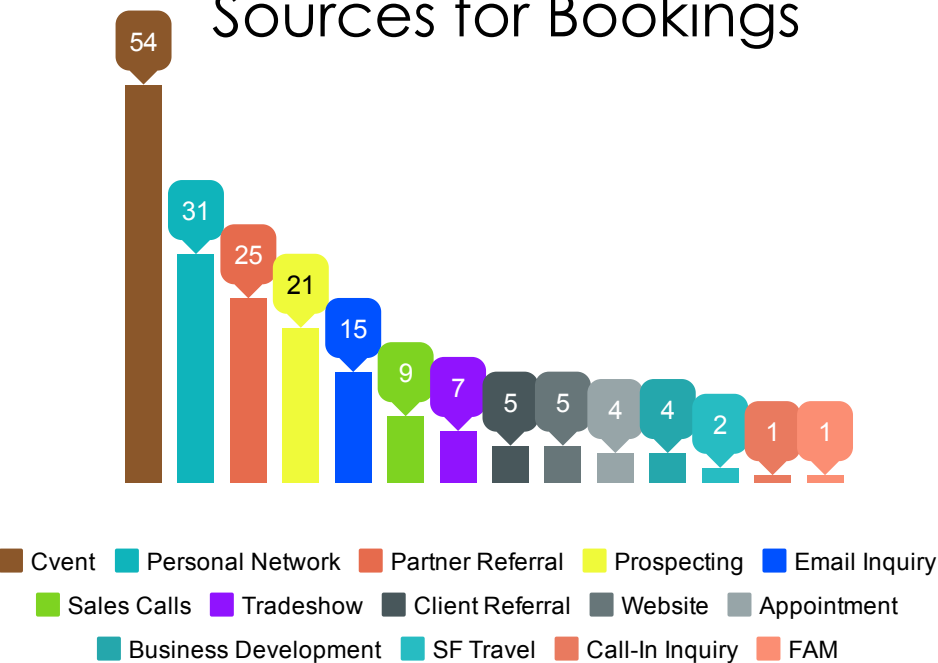
## YTD Peak Room Night Bookings



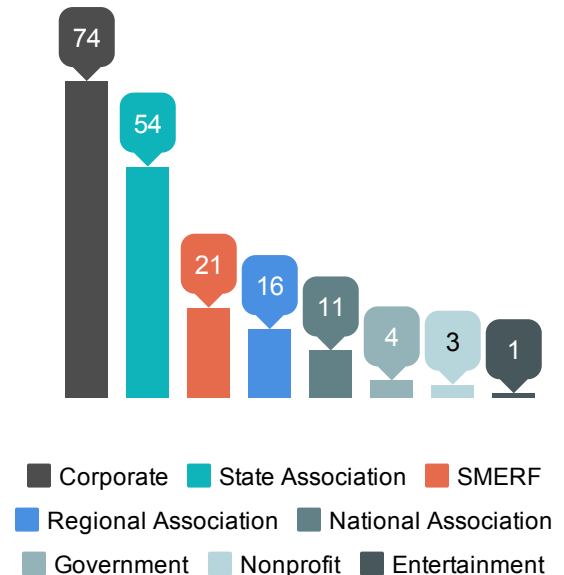
## YTD Bookings by Region



## YTD Top Prospect Sources for Bookings



## YTD Top Market Segments for Bookings



### Tour & Travel

Through partnership with Visit CA, 25 tour operators and media contacts from France were hosted in our destination. Monterey County was also represented in several major cities during an Asia sales mission organized by Visit CA.



### Strategic Business Development

Prestige Global Meeting Source and our Business Development Specialist partnered to prospect 400 meeting contacts in April. Contacts were based in the Southeast market, one lead has resulted thus far. Since July 2017, business development efforts have yielded 58 leads, totaling 34,419 potential room nights.