

Group Business Development

August 2019

Group Business Development met in Columbus, OH for the American Society of Association Executives' (ASAE) Annual Meeting. The tradeshow booth hosted 100 potential clients and resulted in 1 lead with 1,480 potential room nights to date.

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
2,638	2,078	996	29,941
August	August	August	August
5,618	4,374	2,112	60,832
YTD	YTD	YTD	YTD
7% of goal	7% of goal		



Members Referred to Clients:

51

Pace Report

YTD New Bookings Pace Placement:

2019 - 381
 2020 - 1,658
 2021 - 599

Group RevPAR

*RevPAR is Revenue Per Available Room

	August	YTD
MONTEREY	-10.5%	-7.2%
South Lake Tahoe	-2.2%	-13.9%
Santa Barbara	-24.8%	-19.3%
San Jose	-7.7%	-12.3%
Napa Valley	23.4%	5.1%

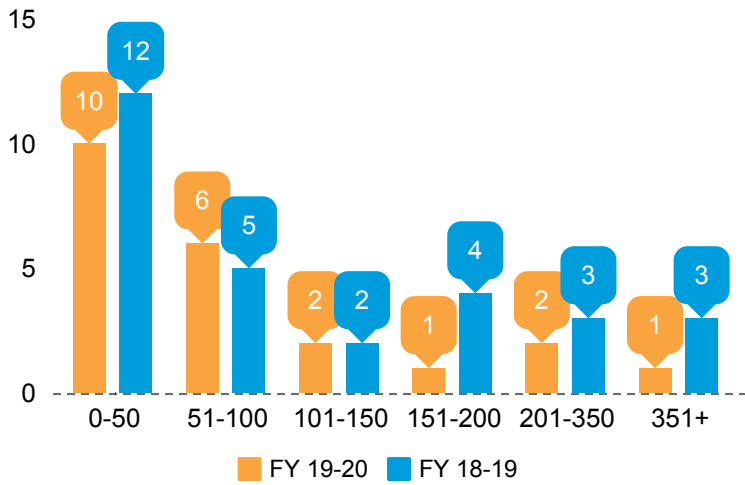
	August	YTD
Palm Springs	25.3%	-3.3%
San Diego	-15.8%	-9.6%
San Francisco	37.7%	-2.9%
Newport Beach	-14.9%	-1.6%
Sonoma County	-2.5%	-2.3%

Upcoming Events

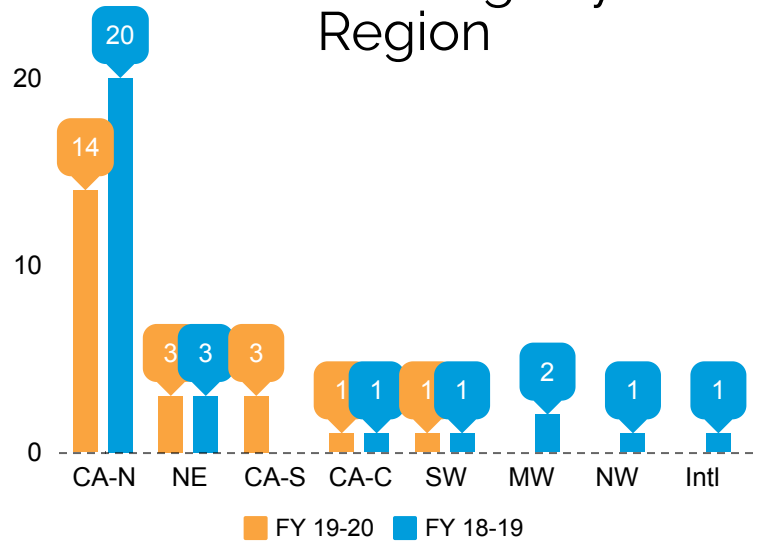
- October 21-25: Ohio Sales Mission (Co-ops available)
- November 5-7: Los Angeles/ Orange County Sales Mission (Co-ops sold out)
- December 17: Association Forum Holiday Showcase, Chicago IL (Co-ops available)
- December 16-19: CalSAE Seasonal Spectacular, Sacramento, CA (Co-ops sold out)

For all co-op opportunities please visit www.seemonterey.com/rsvp

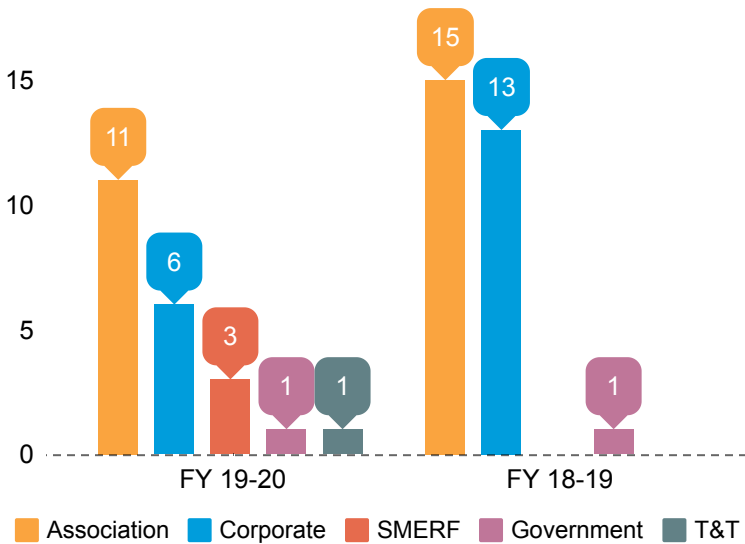
YOY Peak Room Night Bookings



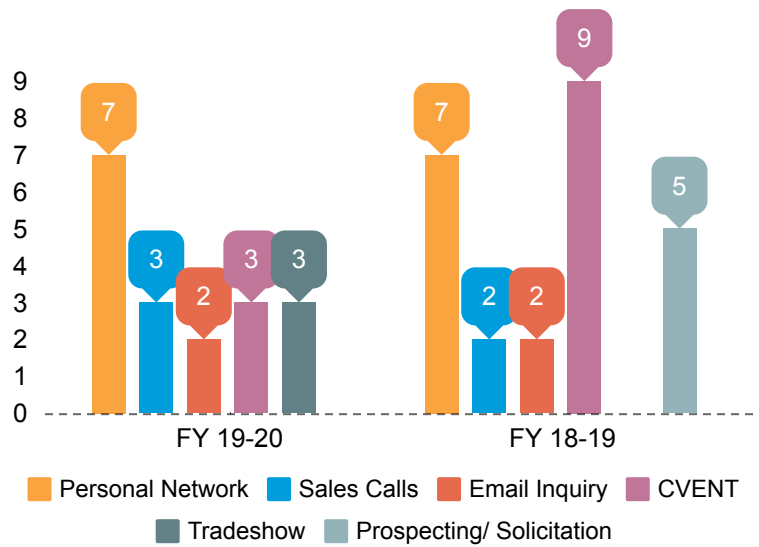
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Tour & Travel
 Monterey County was represented in 389 B2B appointments at Virtuoso Travel Week, an exclusive event of the world's top luxury travel network.



Business Development
 Business development efforts resulted in a 2,000 room night lead with a total of 400 room nights on peak.