

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Group Business Development

December 2019

MCCVB partnered with Greater Palm Springs CVB during CalSAE Seasonal Spectacular for a "Welcome to Toyland" themed booth attracting 263 attendees. An offsite dinner and reception brought further connections with 80+ clients and 2,658 room night leads were generated so far.

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
7,384	6,225	1,168	19,425
December	December	December	December
24,895	21,362	4,110	162,520
YTD	YTD	YTD	YTD
33% of goal	36% of goal		



Members Referred to Clients:

29

Pace Report

YTD New Bookings Pace Placement:

2019 - 3,792	2022 - 2,530
2020 - 11,641	2024 - 1,267
2021 - 5,665	

Group RevPAR

*RevPAR is Revenue Per Available Room

	Dec.	YTD
★ MONTEREY	5.2%	0.9%
South Lake Tahoe	-33.7%	2.5%
Santa Barbara	-19.5%	-7.3%
San Jose	-5.9%	-11.8%
Napa Valley	21.5%	1.3%

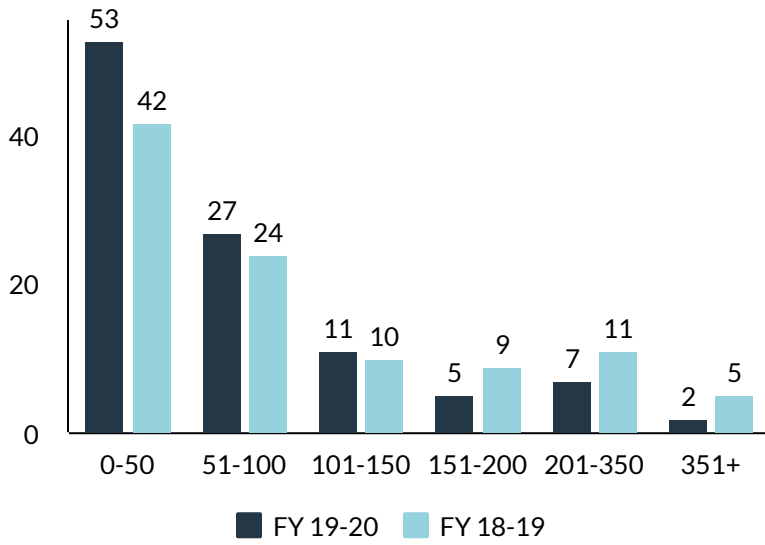
	Dec.	YTD
Palm Springs	14.7%	1.3%
San Diego	-34.2%	-10.6%
San Francisco	45.3%	7.0%
Newport Beach	14.3%	1.3%
Sonoma County	-2.8%	-4.0%

Upcoming Events

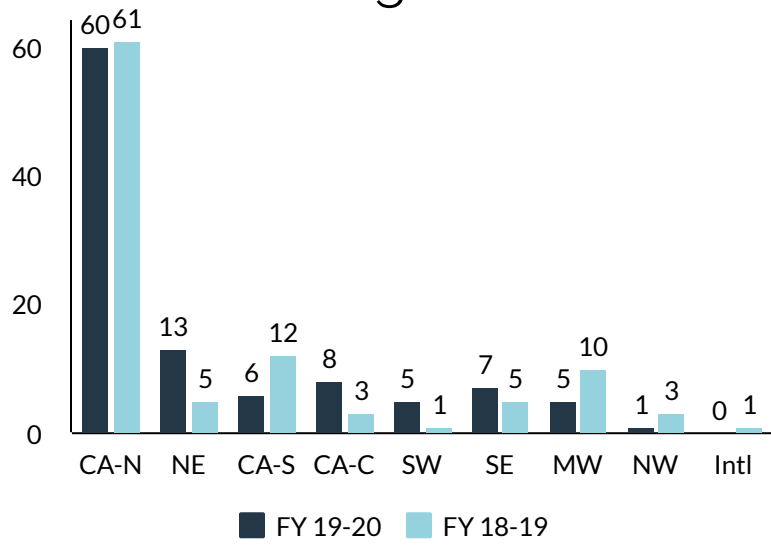
- February 2-5: Prestige Global Annual Partner Meeting, Atlanta, GA
- March 10-11: MIC Denver & Sales Mission
- March 23-24: MPI NCC ACE, San Francisco, CA

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

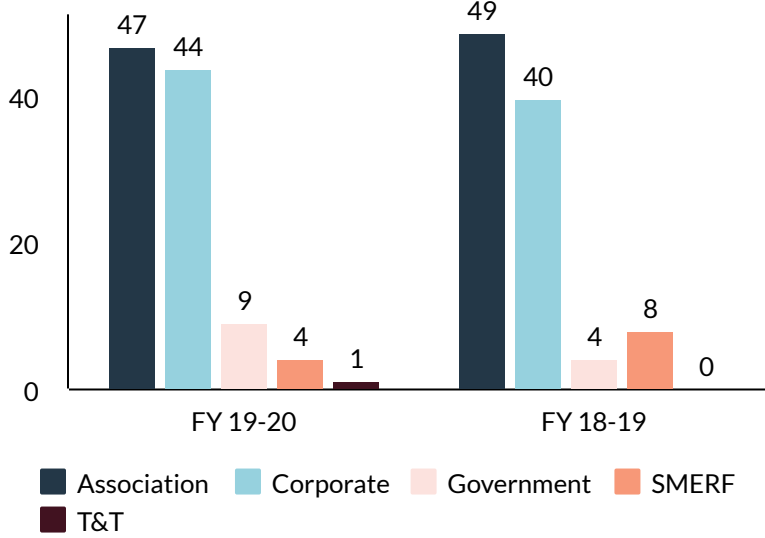
YOY Peak Room Night Bookings



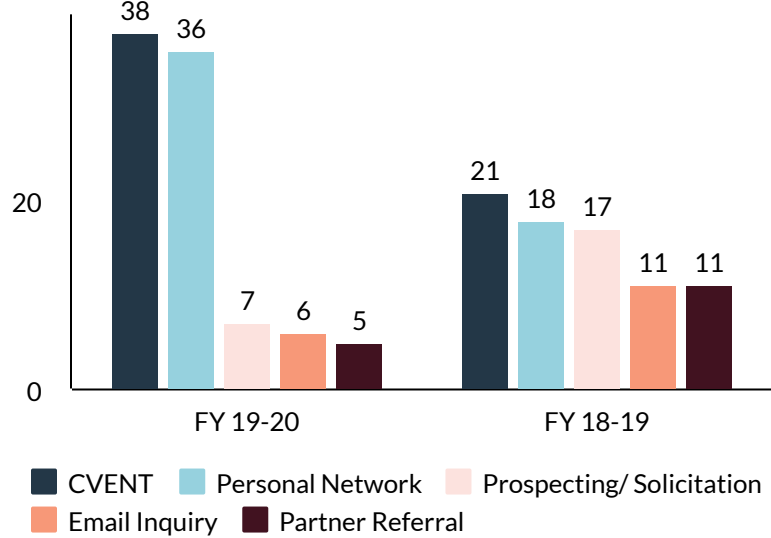
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Tour & Travel

Over 3 days our destination was represented in 38 pre-scheduled appointments with luxury buyers at ILTM Cannes, a luxury tradeshow in partnership with Visit California.

Business Development

This month our Business Development Specialist prospected over 100 business development clients for potential.

