

Group Sales & Services

February 2019

The Independent Planner Education Conference (IPEC) was a first time show and has already produced 4 leads for 813 potential room nights. At the MPI Northern California Chapter Annual Conference & Expo 49 people stopped by the booth and 2 leads were generated for 1,087 potential room nights.

Total Room
Nights Booked

4,094
February

40,041
YTD
64% of Goal

New Business Room
Nights Booked

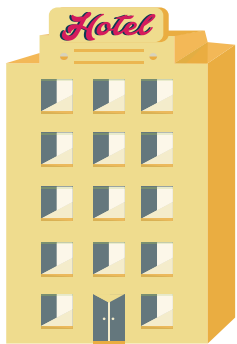
738
February

31,185
YTD
55% of Goal

300+ Peak Room
Nights Booked

3,326
February

22,194
YTD
55% of Goal



Hotel
Lead Response
Rate:
71%

Pace Report

Feb. 2018 (2018-2022) Pace 100,141 room nights
 Feb. 2019 (2018-2022) Pace 171,944 room nights

Growth of 71,803 room nights year over year

YTD New Bookings Pace Placement:

2018 - 3,110	2022 - 1,255
2019 - 16,782	2023 - 2,568
2020 - 9,586	2025 - 988
2021 - 10,752	

Group RevPAR

*RevPAR is Revenue Per Available Room

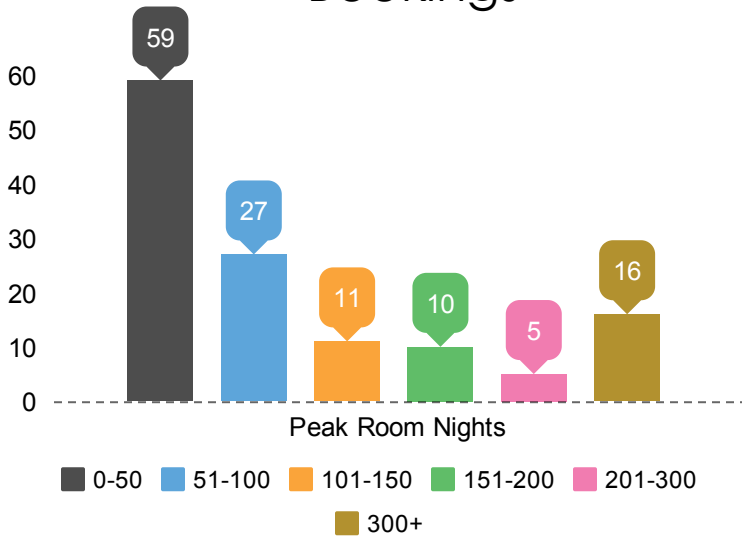
	Feb	FYTD
MONTEREY	+8.4%	+9.7%
South Lake Tahoe	+3.3%	+17.6%
Santa Barbara	+42.2%	+2.2%
San Jose	+4.7%	+7.2%
Napa Valley	+10.6%	+16.9%

	Feb	FYTD
Palm Springs	-3.2%	+3.4%
San Diego	-7.4%	+7.9%
San Francisco	+60.9%	+16.2%
Newport Beach	-4.9%	+2.3%
Sonoma County	-28.8%	-0.3%

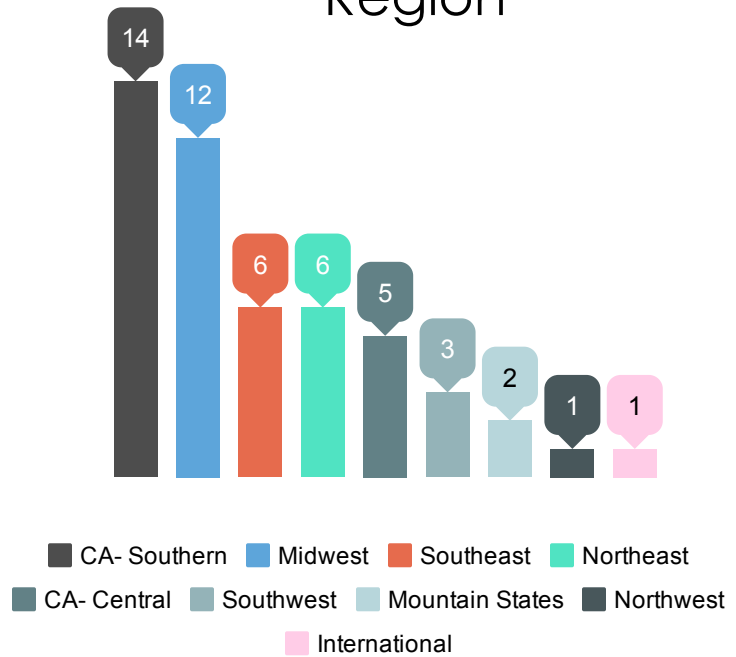
Upcoming Events

- April 2 - 4: Destination CA, Los Angeles
- April 3 - 4: Global Industry Roadshow, Minneapolis + Kansas City
- April 4: MPISSN Tradeshow, Sacramento
- April 11 - 13: Pebble Beach Food & Wine FAM
- April 29 - May 1: CalSAE Elevate Conference, Palm Spings

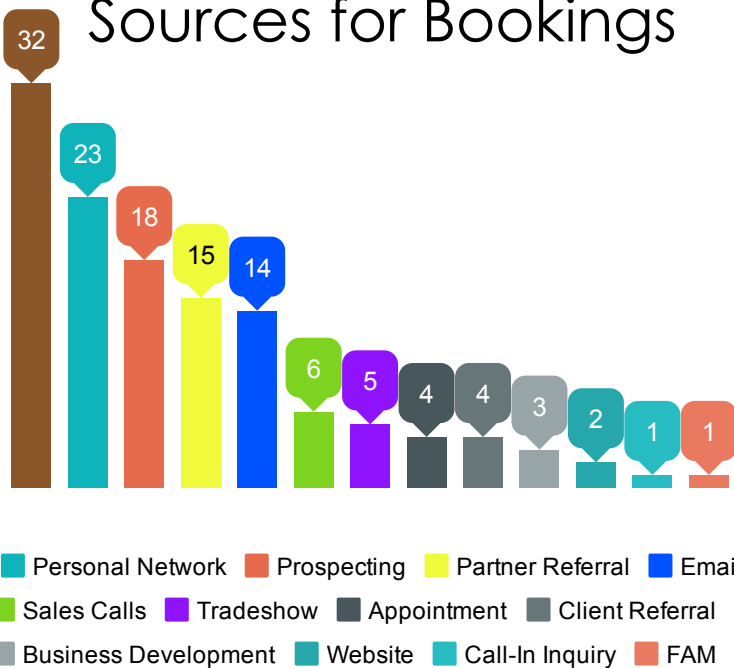
FYTD Peak Room Night Bookings



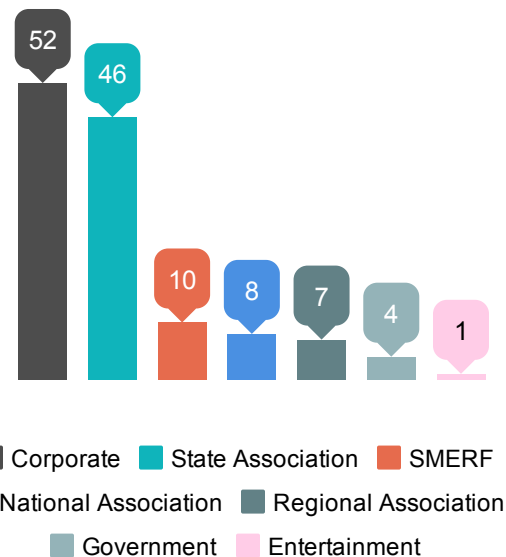
FYTD Bookings by Region



FYTD Top Prospect Sources for Bookings



FYTD Top Market Segments for Bookings



Tour & Travel

During Visit California Outlook Forum, RTO Summit West, and Go West Summit; Monterey County was represented in 59 B2B sales appointments. The meetings have resulted in 4 leads and 4 referrals, with more business opportunities to follow.



Strategic Business Development

This month our Business Development Specialist generated 3 leads totaling 1,630 potential room nights. YTD business development has yielded 29 leads, totaling 14,991 potential room nights.