

Group Sales & Services

January 2019

Joe Marcy hosted an Arizona sales mission where he connected with 32 meeting planners and already generated 1 lead for 135 room nights. Three compression-causing groups (300+ peak rooms) booked as well as a 175 peak room group, (495 total rooms for 2020) a need period for group sales.

Total Room
Nights Booked

4,793
January

40,947
YTD
58% of Goal

New Business Room
Nights Booked

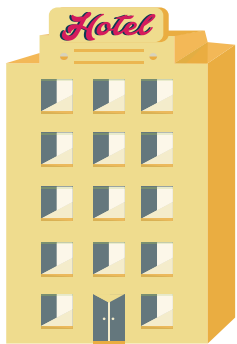
2,691
January

30,447
YTD
54% of Goal

300+ Peak Room
Nights Booked

3,285
January

18,868
YTD
47% of Goal



Hotel
Lead Response
Rate:
63%

Pace Report

Jan. 2018 (2018-2022) Pace 95,530 room nights
 Jan. 2019 (2018-2022) Pace 168,473 room nights

Growth of 72,943 room nights year over year

YTD New Bookings Pace Placement:

2018 - 3,110	2022 - 1,255
2019 - 16,014	2023 - 910
2020 - 9,586	2025 - 988
2021 - 9,084	

Group RevPAR

*RevPAR is Revenue Per Available Room

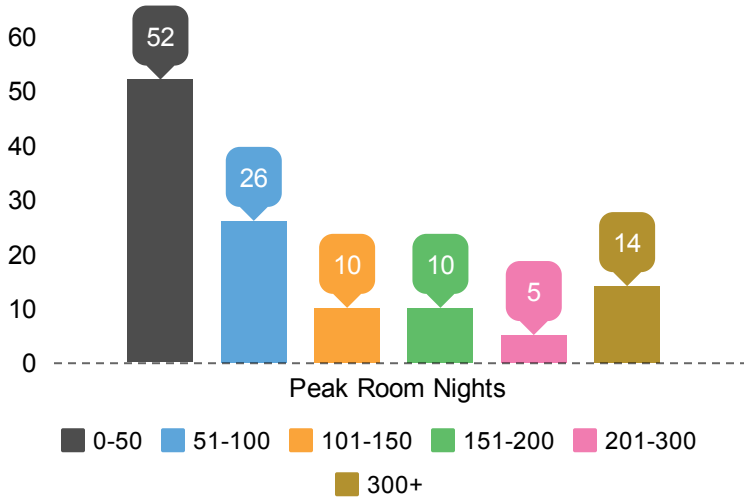
	Jan	FYTD
★ MONTEREY	-8.7%	+9.8%
South Lake Tahoe	+43.4%	+20.0%
Santa Barbara	-9.4%	-1.6%
San Jose	+16.5%	+7.6%
Napa Valley	+3.9%	+17.6%

	Jan	FYTD
Palm Springs	+6.2%	+5.3%
San Diego	+9.6%	+10.9%
San Francisco	+23.5%	+11.0%
Newport Beach	+3.0%	+3.7%
Sonoma County	-10.6%	+3.8%

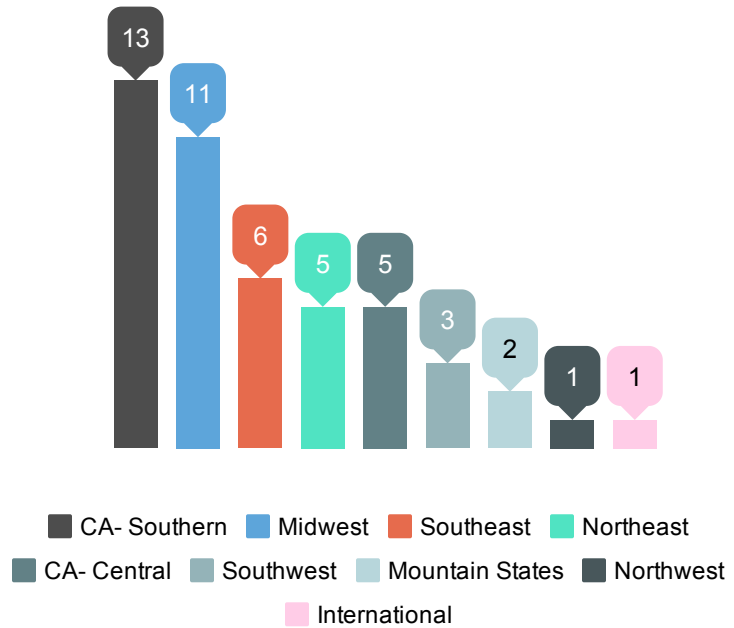
Upcoming Events

- March 6: Meet NY + Sales Mission, New York
- March 12-13: MPI-RMC MIC Conference, Colorado
- March 19-22: MPI Cascadia + Northwest Sales Mission, Tacoma
- March 19-22: Northeast Destination Experience FAM

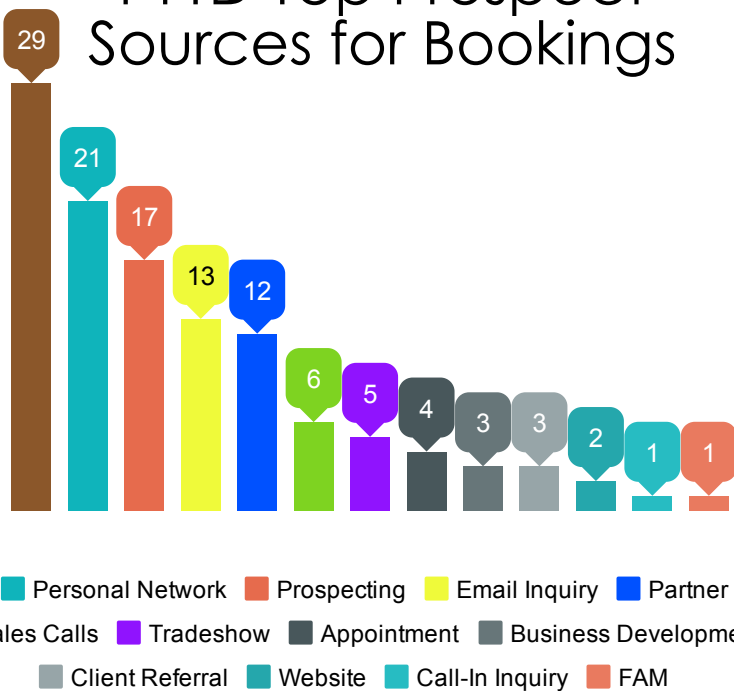
FYTD Peak Room Night Bookings



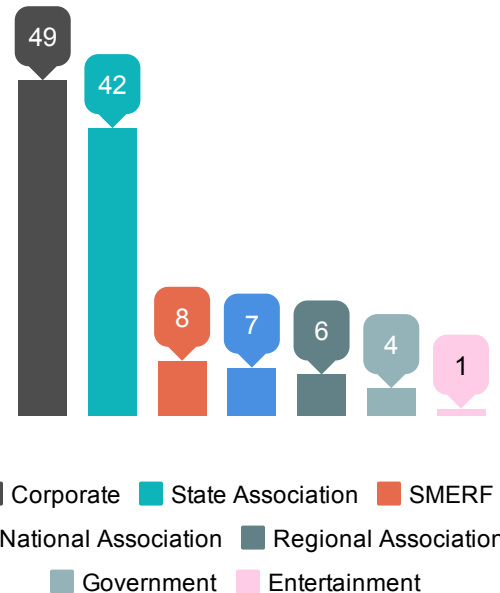
FYTD Bookings by Region



FYTD Top Prospect Sources for Bookings



FYTD Top Market Segments for Bookings



Tour & Travel

During a New York sales mission, organized by Explore Marketing, Monterey County was presented in 19 sales calls and 1 industry event with tour operators, receptive operators, and incentive planners. The trip has produced 2 leads and 3 referrals.



Strategic Business Development

This month our Business Development Specialist generated 6 leads totaling 1,673 potential room nights. Business development also assisted in recruiting 15 clients for the Arizona Sales Mission luncheon and client event.