

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Group Business Development

January 2020

MCCVB capitalized on the PCMA Convening Leaders Conference hosted in San Francisco. Event sponsorship brought the opportunity to connect and engage 4,500 influential business event strategists, meeting planners, and event marketers. A post PCMA FAM was held in Monterey with 9 clients.

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
2,028	1,615	0	19,869
January	January	January	January
26,923	22,977	4,110	181,022
YTD	YTD	YTD	YTD
36% of goal	38% of goal		



Members Referred to Clients:

88

Pace Report

YTD New Bookings Pace Placement:

2019 - 3,999	2022 - 2,530
2020 - 12,721	2024 - 1,267
2021 - 6,406	

Group RevPAR

*RevPAR is Revenue Per Available Room

	Jan.	YTD
★ MONTEREY	-12.2%	-0.3%
South Lake Tahoe	-29.0%	-1.0%
Santa Barbara	-1.7%	-6.8%
San Jose	-29.9%	-13.9%
Napa Valley	-7.1%	0.4%

	Jan.	YTD
Palm Springs	7.6%	2.5%
San Diego	1.2%	-9.3%
San Francisco	-8.3%	3.3%
Newport Beach	6.7%	2.2%
Sonoma County	-8.4%	-4.5%

Upcoming Events

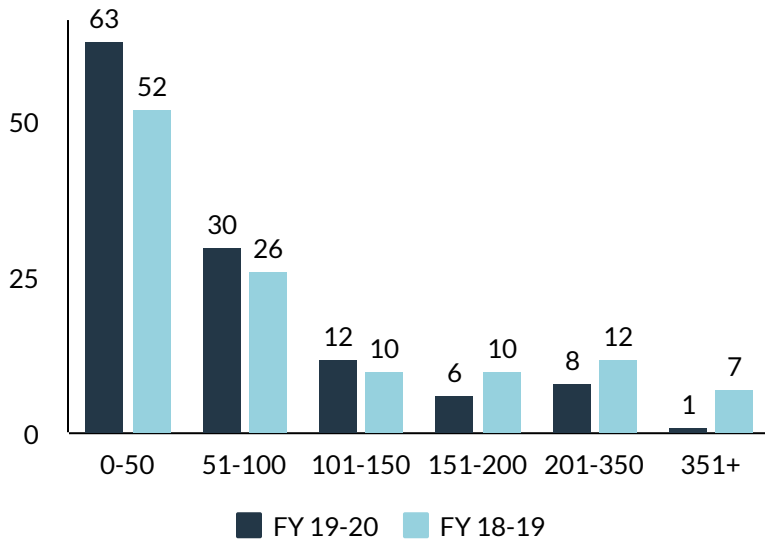
March 10-11: MIC Denver & Sales Mission

March 17-19: Arizona Sales Mission

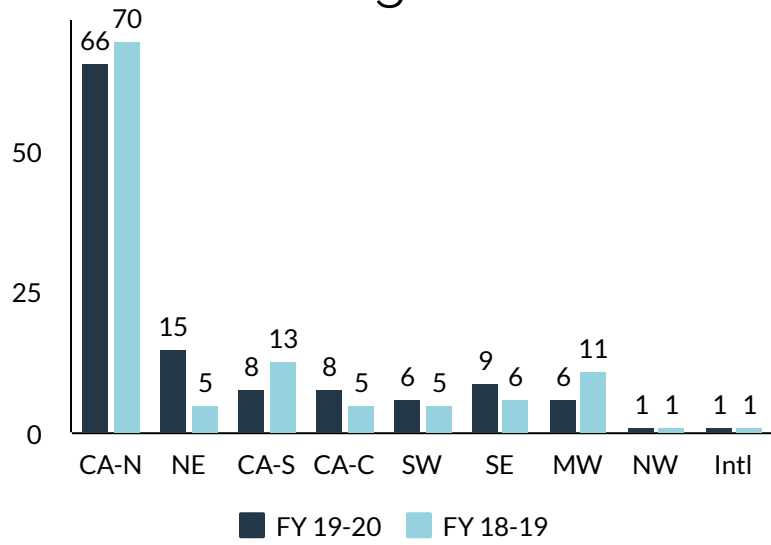
March 23-24: MPI NCC ACE, San Francisco, CA

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

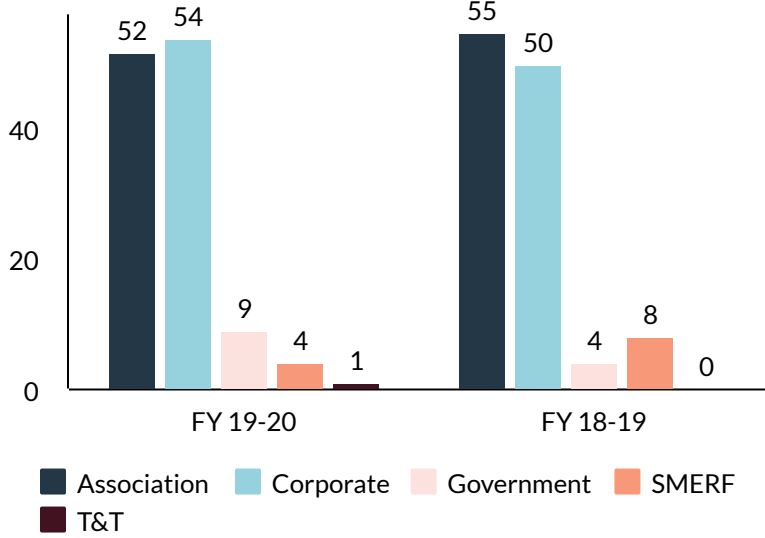
YOY Peak Room Night Bookings



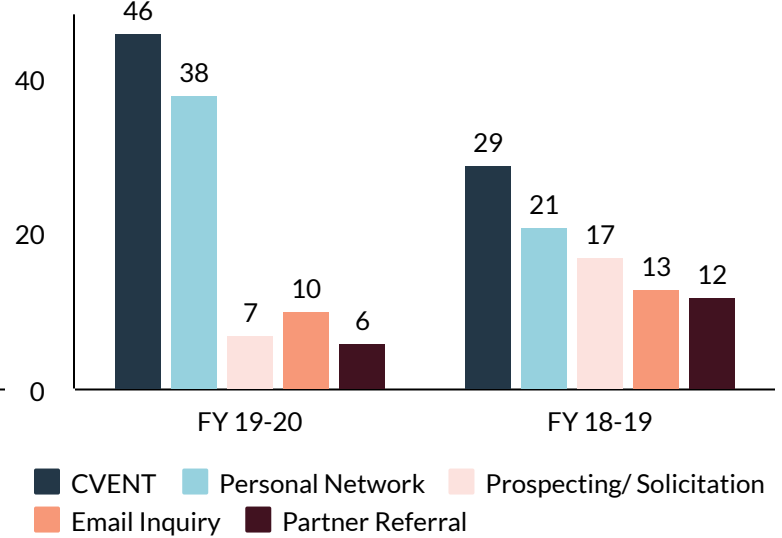
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Tour & Travel Hosted a FAM in Monterey for Exploris Travel, a luxury travel buyer.



Business Development

This month our Business Development Specialist worked with Marketing on a direct mail initiative that will reach 600 meeting planners in the Dallas, Denver, and Seattle markets.