

Group Business Development

June 2019

During the MPI World Education Conference in Toronto, Joe Marcy was honored with MPI Global's Member of the Year award, a huge industry recognition. Lauren Siring was recognized by MPI Sacramento/ Sierra Nevada Chapter as Member of the Year and the MCCVB was recognized as MPI Northern California Chapter Partner of the Year.

Total Room
Nights Booked

4,259
June

69,792
YTD
99.7% of Goal

New Business Room
Nights Booked

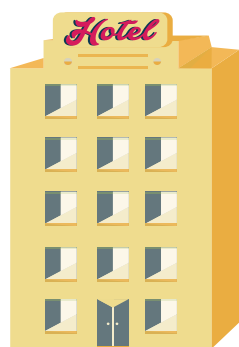
3,969
June

43,836
YTD
78% of Goal

300+ Peak Room
Nights Booked

1,268
June

32,183
YTD
80% of Goal



Hotel
Lead Response
Rate:
70%

Pace Report

June 2018 (2018-2022) Pace 199,011 room nights
 June 2019 (2018-2022) Pace 128,837 room nights

Growth of 70,174 room nights year over year

YTD New Bookings Pace Placement:

2018 - 3,253	2022 - 2,698
2019 - 21,902	2023 - 5,587
2020 - 18,041	2024 - 1,443
2021 - 15,880	2025 - 988

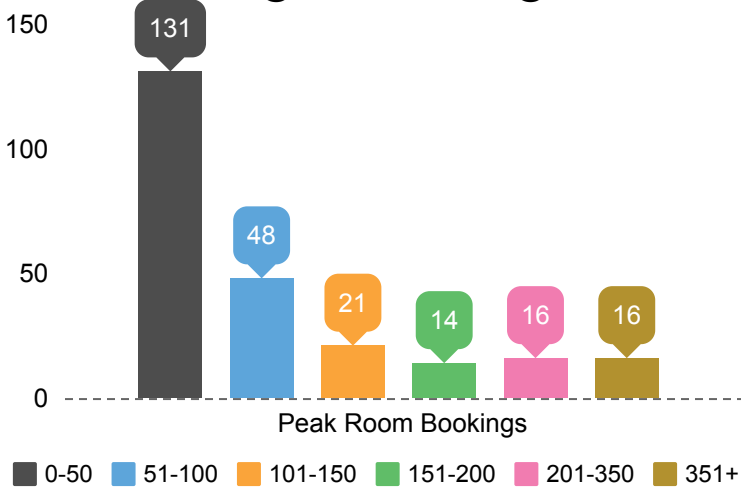
Group RevPAR

*RevPAR is Revenue Per Available Room

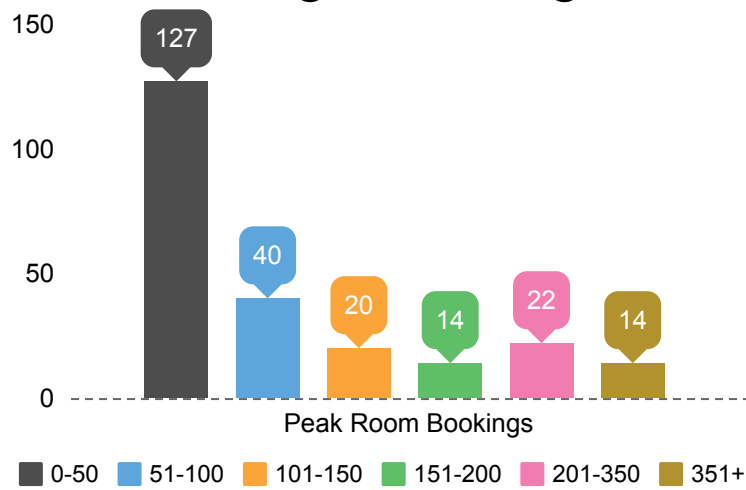
	May	YTD
★ MONTEREY	+4.7%	+6.2%
South Lake Tahoe	+27.3%	+19.4%
Santa Barbara	+7.7%	+4.3%
San Jose	+1.5%	+4.4%
Napa Valley	+10.2%	+12.2%

	May	YTD
Palm Springs	+19.4%	+6.4%
San Diego	+0.7%	+4.5%
San Francisco	+6.6%	+12.3%
Newport Beach	-4.1%	+0.4%
Sonoma County	-11.4%	-6.3%

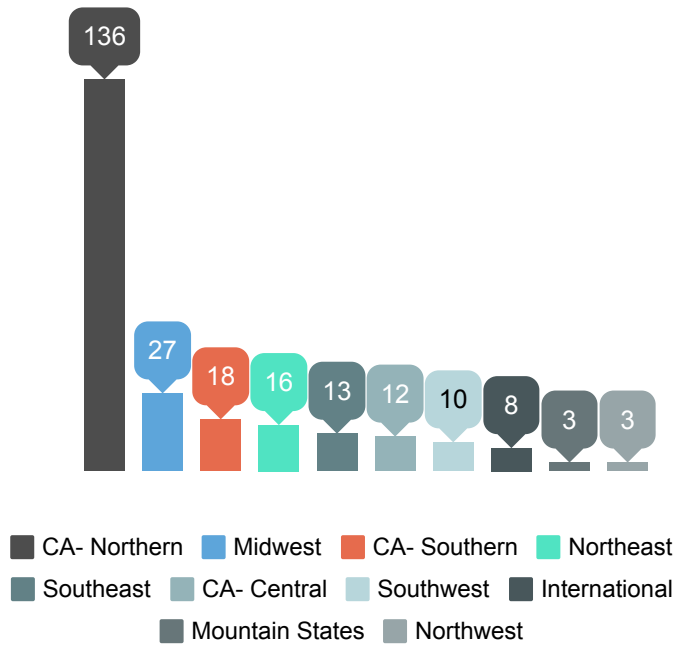
YTD Peak Room Night Bookings



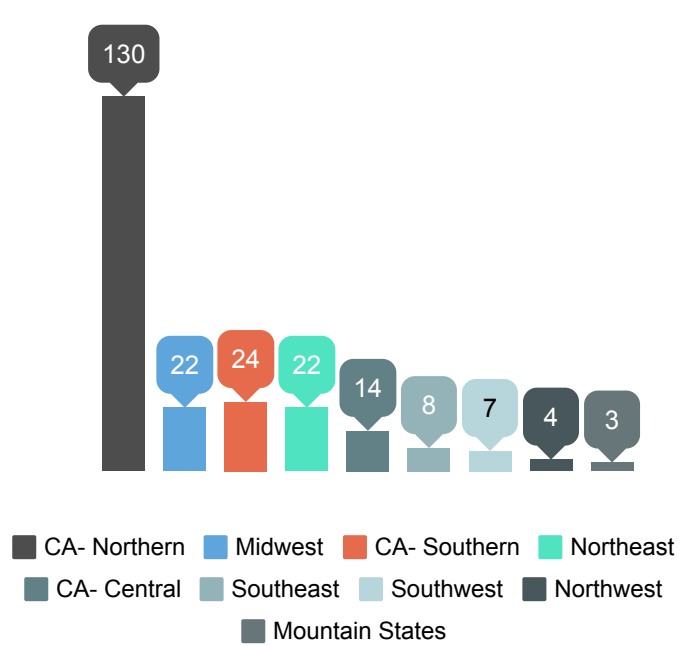
STLY Peak Room Night Bookings



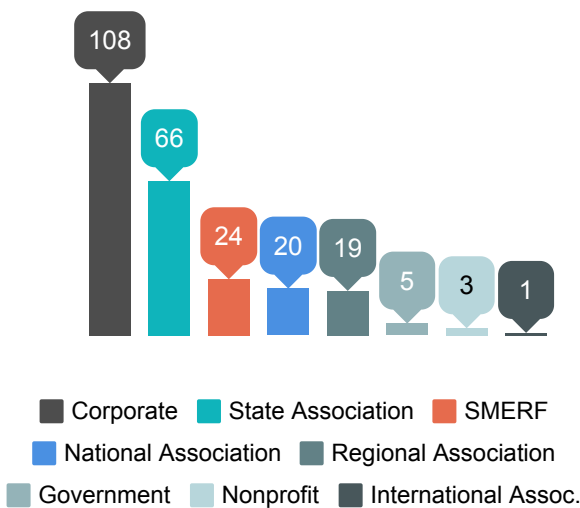
YTD Bookings by Region



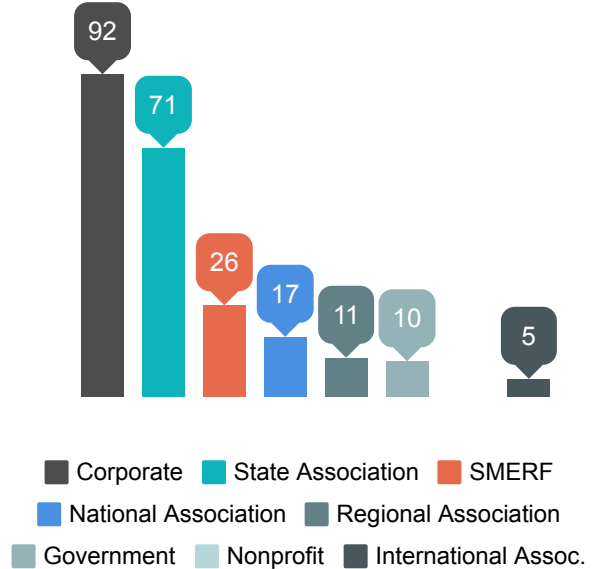
STLY Bookings by Region



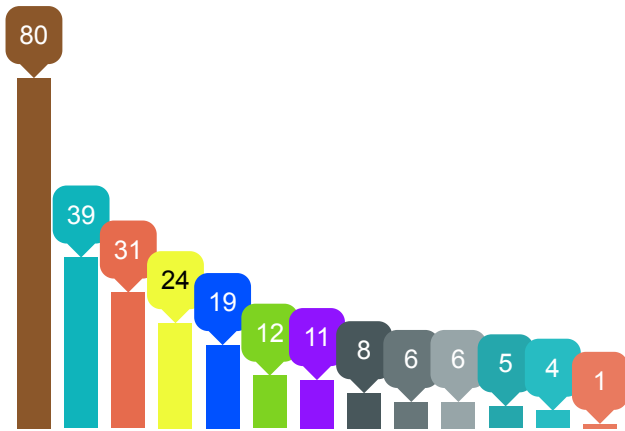
YTD Top Market Segments for Bookings



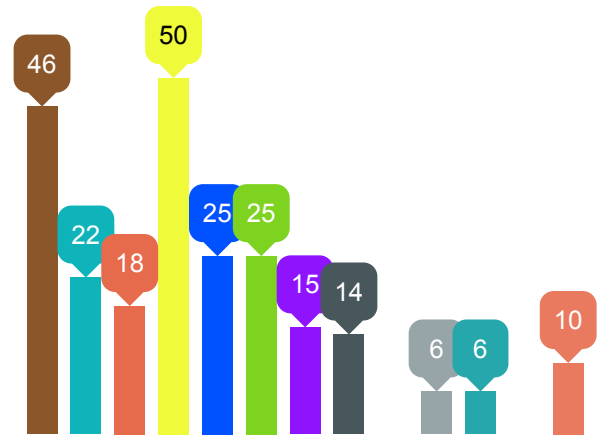
STLY Top Market Segments for Bookings



YTD Top Prospect Sources for Bookings



STLY Top Prospect Sources for Bookings



Tour & Travel

Monterey County made a big splash at IPW in Anaheim this year with 107 appointments in the booth and a large presence in the Visit CA Activation Plaza. Post IPW, 25 travel and media delegates from 10 different countries were brought to our destination for an experiential FAM.

Strategic Business Development

This month our business development specialist assisted in generating 6 leads. Year to date business development efforts have yielded 44 leads, totaling 21,473 potential room nights.



Upcoming Events

August 10-13: ASAE Annual Meeting & Expo, Columbus, OH

August 10-16: Virtuoso Travel Week, Las Vegas, NV

September 10-12: IMEX America, Las Vegas, NV