

Group Sales & Services

May 2019

At HelmsBriscoe's Annual Conference in Houston the MCCVB met with 48 representatives resulting in 3 leads generated from the show so far. Year to date the HelmsBriscoe Preferred Partnership has generated 36,035 lead room nights.

Total Room
Nights Booked

9,258
May

64,707
YTD
92% of Goal

New Business Room
Nights Booked

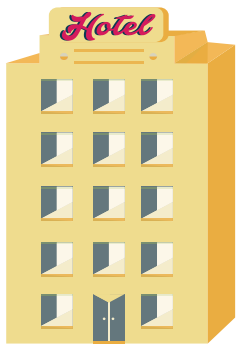
3,719
May

39,041
YTD
69% of Goal

300+ Peak Room
Nights Booked

6,555
May

30,915
YTD
77% of Goal



Hotel
Lead Response
Rate:
72%

Pace Report

May 2018 (2018-2022) Pace 122,500 room nights
 May 2019 (2018-2022) Pace 187,202 room nights

Growth of 64,702 room nights year over year

YTD New Bookings Pace Placement:

2018 - 3,180	2022 - 2,698
2019 - 20,471	2023 - 5,587
2020 - 16,090	2024 - 1,443
2021 - 14,250	2025 - 988

Group RevPAR

*RevPAR is Revenue Per Available Room

	Apr	YTD
★ MONTEREY	-23.3%	+6.3%
South Lake Tahoe	+41.5%	+18.3%
Santa Barbara	+2.6%	+3.7%
San Jose	-18.2%	+4.7%
Napa Valley	-6.6%	+12.8%

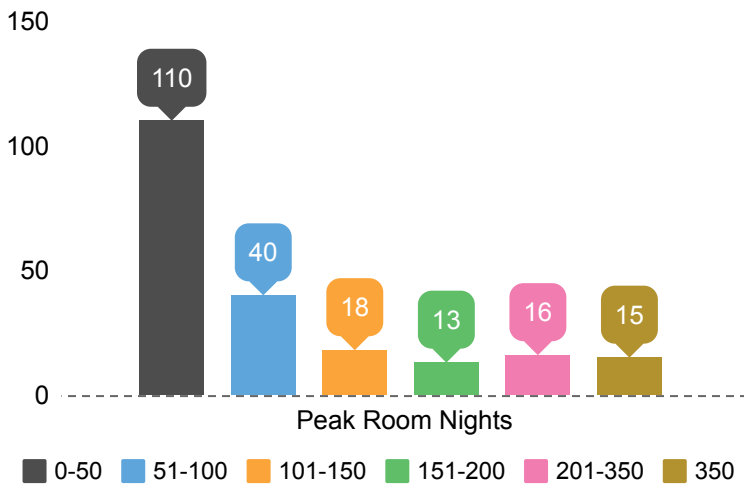
	Apr	YTD
Palm Springs	+12.9%	+5.2%
San Diego	-6.0%	+4.9%
San Francisco	-14.5%	+13.0%
Newport Beach	-18.1%	+0.9%
Sonoma County	-31.6%	-5.9%

Upcoming Events

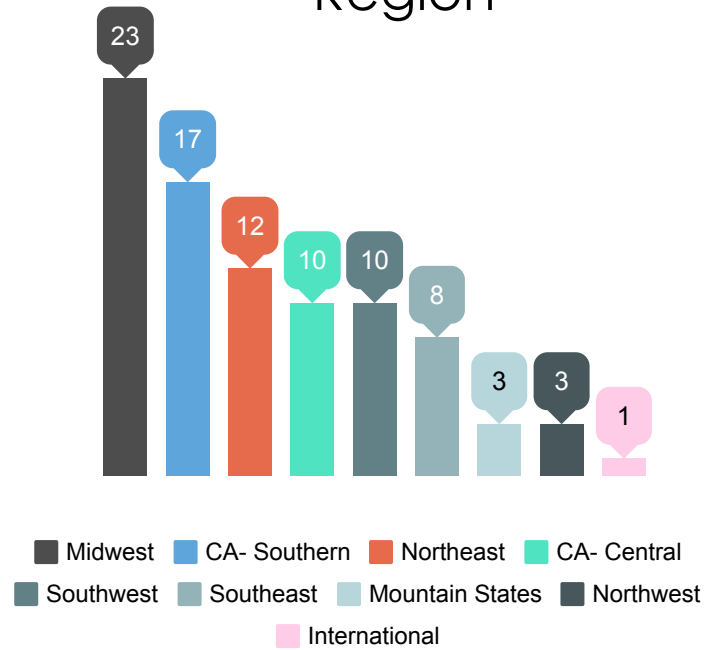
- June 15-18: MPI World Education Conference, Toronto
- June 23-26: IGATO Annual Meeting, Texas
- August 10-13: ASAE Annual Meeting & Expo, Columbus

** YTD is an acronym that stands for: year-to-date.

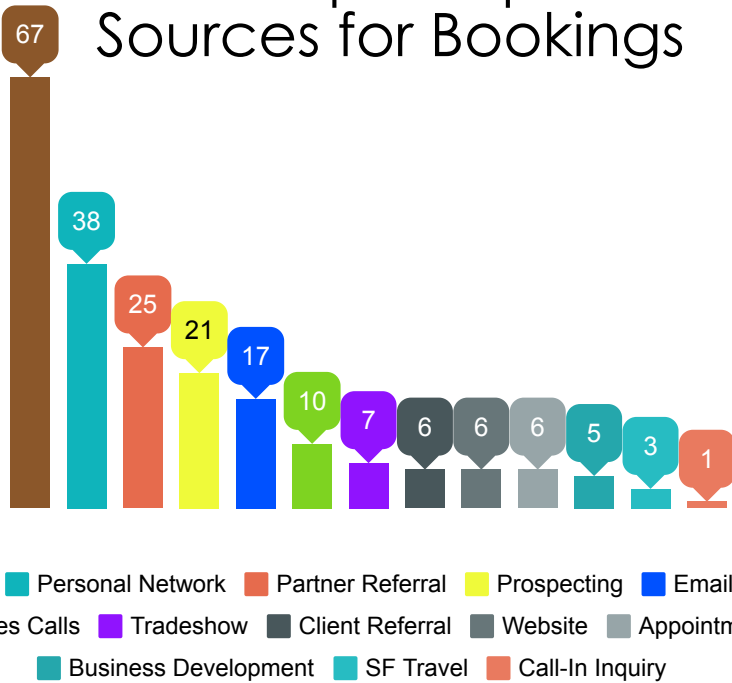
YTD Peak Room Night Bookings



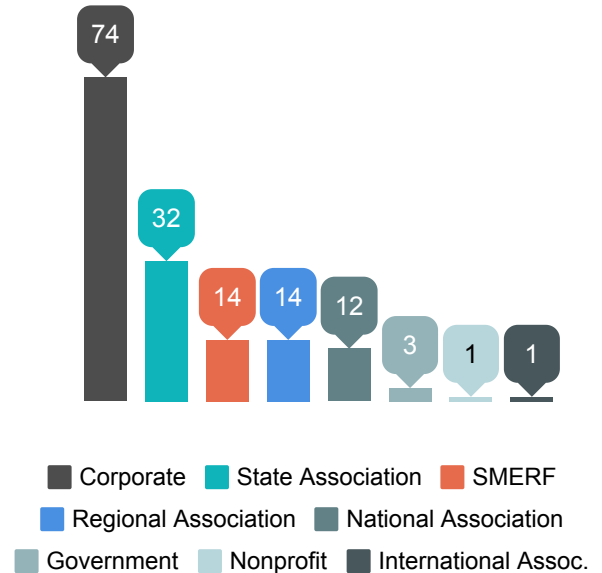
YTD Bookings by Region



YTD Top Prospect Sources for Bookings



YTD Top Market Segments for Bookings



Tour & Travel

In partnership with Visit CA and Air Italy FAM with 13 tour operators were hosted in Monterey County.



Strategic Business Development

Year to date business development efforts have yielded 35 leads, totaling 19,467 potential room nights.

15 potential new business clients were identified and connected with our sales team to attend a Nevada Sales Mission.