

Group Business Development

November 2019

Group Business Development and partners welcomed 175 senior meeting planners to the destination for the Senior Planners Industry Network conference (SPINCon) being held at the Hyatt Regency Hotel & Spa from November 3-5.

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
3,426	2,655	0	27,709
November	November	November	November
17,511	15,137	2,942	145,965
YTD	YTD	YTD	YTD
23% of goal	24% of goal		



Members Referred to Clients:

68

Pace Report

YTD New Bookings Pace Placement:

2019 - 3,429	2022 - 1,120
2020 - 7,916	2024 - 1,267
2021 - 3,779	

Group RevPAR

*RevPAR is Revenue Per Available Room

	Nov.	YTD
MONTEREY	18.6%	0.7%
South Lake Tahoe	7.2%	5.5%
Santa Barbara	-6.2%	-6.0%
San Jose	-0.1%	-12.2%
Napa Valley	-3.3	0.3%

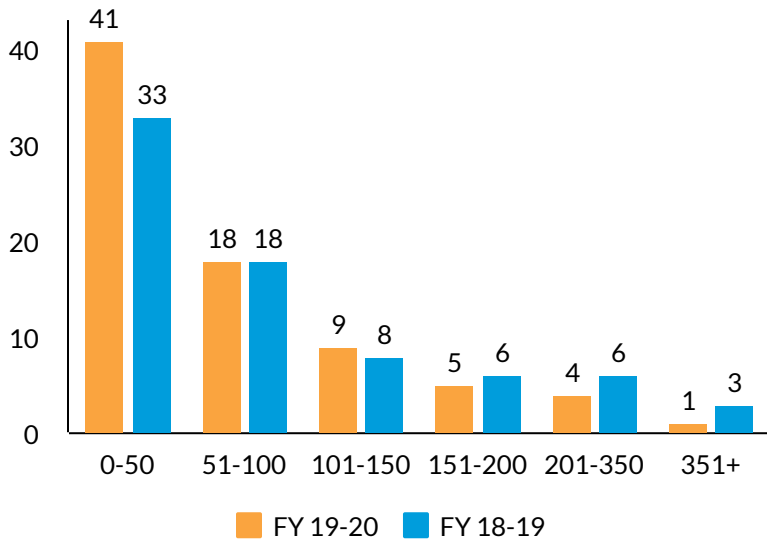
	Nov.	YTD
Palm Springs	-9.4%	-0.5%
San Diego	-14.6%	-7.6%
San Francisco	47.5%	4.2%
Newport Beach	5.6%	0.1%
Sonoma County	-14.0%	-4.2%

Upcoming Events

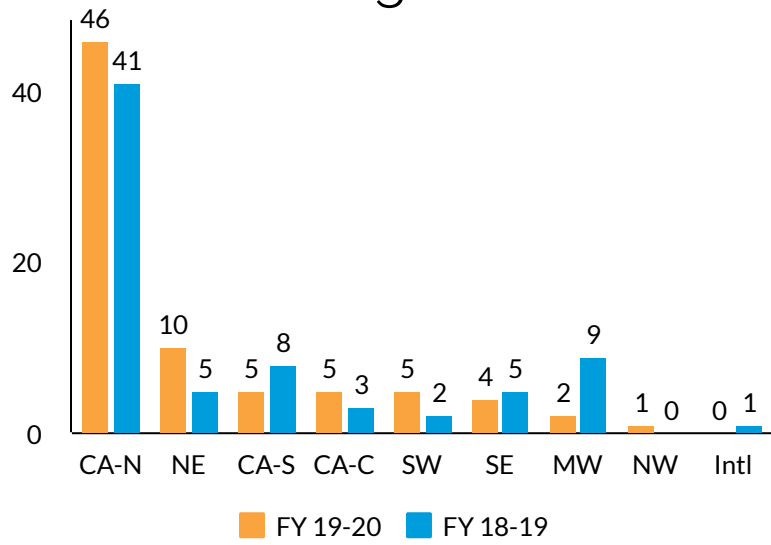
- January 5-9: PCMA Convening Leaders, San Francisco, CA
- January 24-27: SITE Global Conference, Vancouver, BC
- February 2020: Prestige Global Annual Partner Meeting
- March 3-10: MPI Cascadia Tradeshow, Bend, OR

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

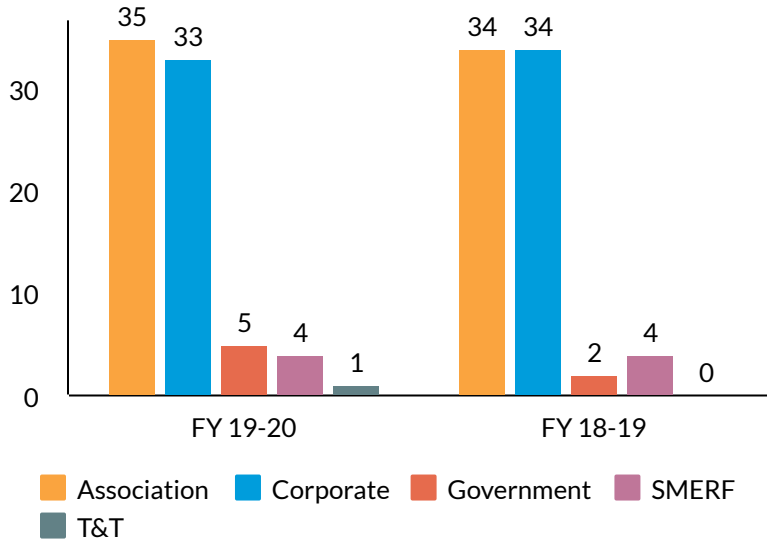
YOY Peak Room Night Bookings



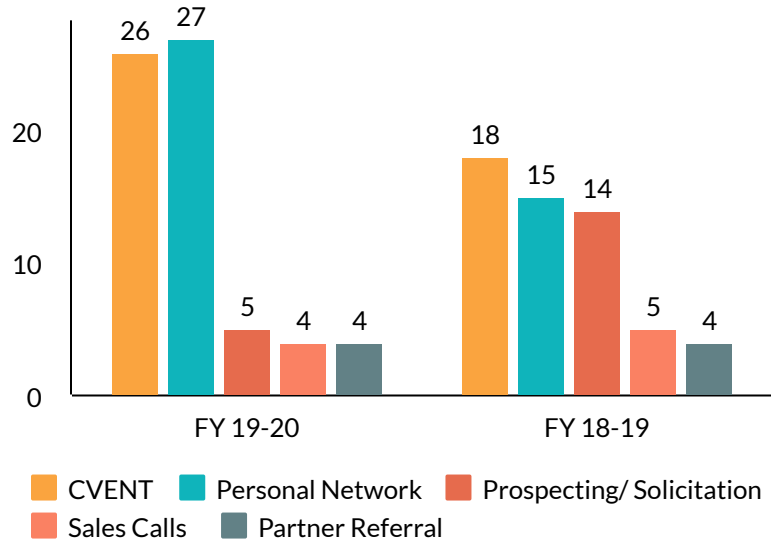
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Tour & Travel

23 Travel & Trade executives experienced Monterey County opportunities for their clients during a China MICE & CAB FAMs. MCCVB partnered with Visit CA on the programs.

Business Development

Over 100 meeting planners were contacted for the OC/LA Sales Mission October 5-8; two leads have already been received from new clients with more expected.

