

Group Business Development

October 2019

15 meeting planners met with hotel partners and participated in a variety of site tours and experiential activities during two familiarization trips. Our team welcomed 6 clients from the Southwest and 9 based in the Northwest.

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
4,221	4,081	830	36,224
October	October	October	September
14,085	12,482	2,942	118,256
YTD	YTD	YTD	YTD
13% of goal	14% of goal		



Members Referred to Clients:

38

Pace Report

YTD New Bookings Pace Placement:

2019 - 2,531	2022 - 1,120
2020 - 6,078	2024 - 1,267
2021 - 3,089	

Group RevPAR

*RevPAR is Revenue Per Available Room

	Oct.	YTD
MONTEREY	0.5%	-1.6%
South Lake Tahoe	24.0%	3.2%
Santa Barbara	-6.7%	-5.7%
San Jose	-23.1%	-14.4%
Napa Valley	-9.2%	1.1%

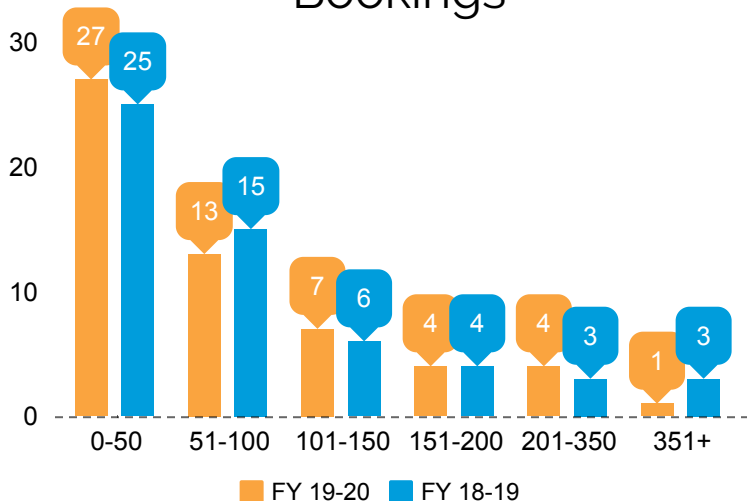
	Oct.	YTD
Palm Springs	4.6%	3.0%
San Diego	-13.6%	-6.7%
San Francisco	-12.3%	-4.4%
Newport Beach	1.9%	-0.7%
Sonoma County	-2.6%	-2.7%

Upcoming Events

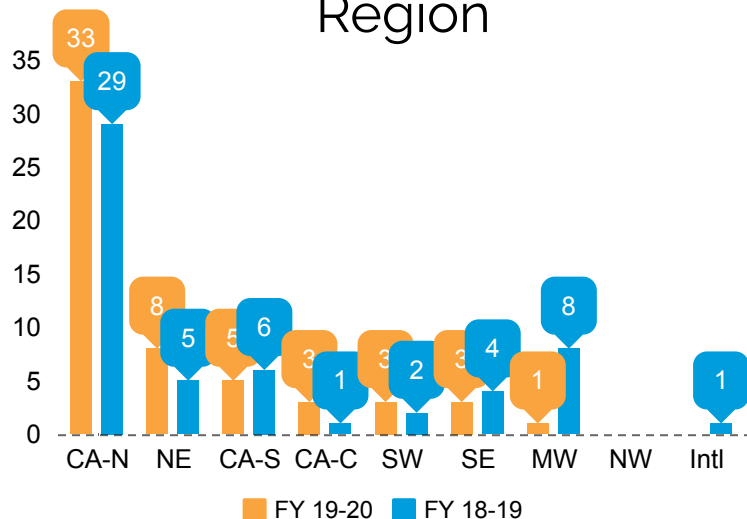
- December 17: Association Forum Holiday Showcase, Chicago IL (Co-ops available)
- December 16-19: CalSAE Seasonal Spectacular, Sacramento, CA (Co-ops sold out)
- January 5-9: PCMA Convening Leaders, San Francisco, CA
- January 24-27: SITE Global Conference, Vancouver, BC

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

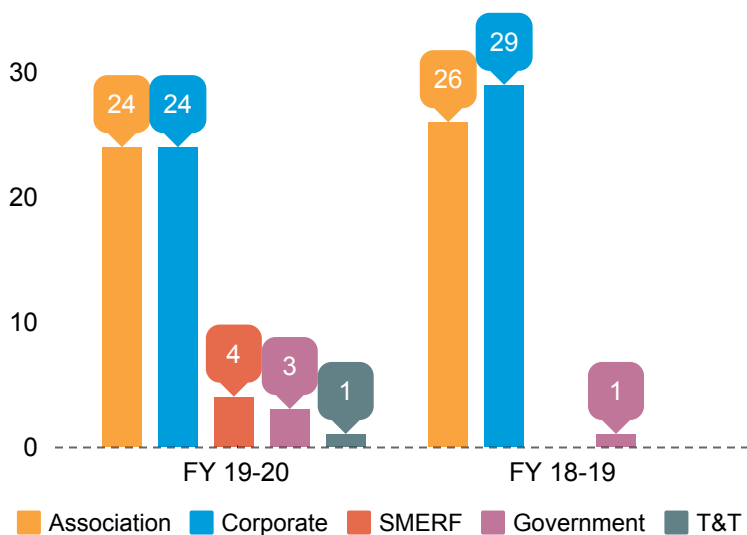
YOY Peak Room Night Bookings



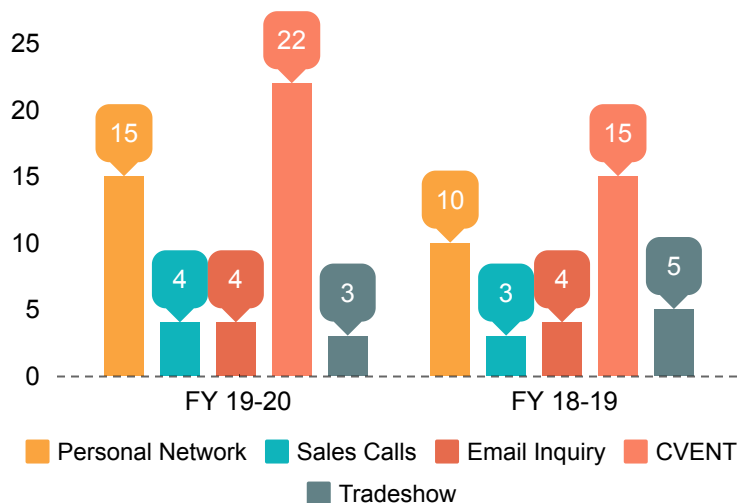
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Tour & Travel

20 Travel & Travel executives experienced Monterey County opportunities for their clients during a UK SuperFAM and Mexico Product Managers FAM. MCCVB partnered with Visit CA on the programs.



Business Development

Over 100 meeting planners were contacted in preparation for the OC/LA Sales Mission; 28 RSVPs were obtained for sales calls and client events. 8 partners participated with the MCCVB on this mission.