

Group Business Development

September 2019

Group Business Development met in Las Vegas, NV for the IMEX Annual Meeting. The tradeshow booth hosted 175 potential clients and resulted in 7 leads with 2,960 potential room nights to date.

Total Room Nights Booked	New Business Room Nights Booked	300+ Peak Room Nights Booked	Total Leads Room Nights Sent
4,246	4,027	0	21,200
September	September	September	September
9,864	8,401	2,112	82,041
YTD	YTD	YTD	YTD
13% of goal	14% of goal		



Members Referred to Clients:

24

Pace Report

YTD New Bookings Pace Placement:

2019 - 2,104
 2020 - 5,226
 2021 - 2,534

Group RevPAR

*RevPAR is Revenue Per Available Room

	Sept.	YTD
MONTEREY	7.3%	-2.4%
South Lake Tahoe	33.8%	-0.9%
Santa Barbara	15.7%	-4.7%
San Jose	-8.2%	-10.8%
Napa Valley	4.9%	5.1%

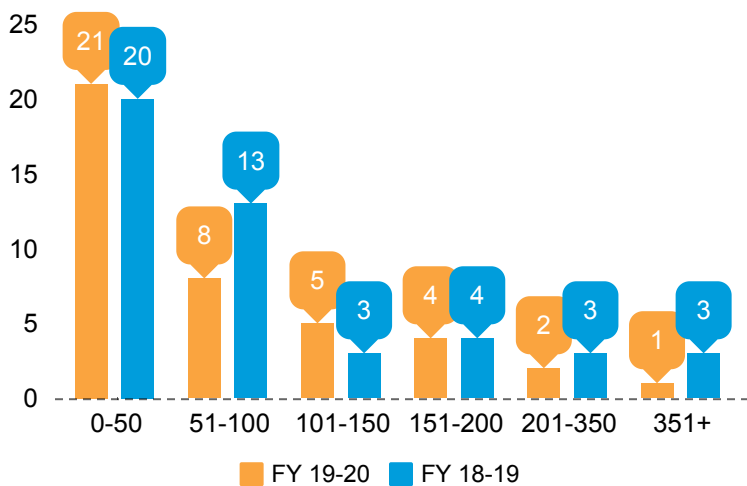
	Sept.	YTD
Palm Springs	6.7%	2.0%
San Diego	8.6%	-3.9%
San Francisco	3.9%	0.1%
Newport Beach	-3.4%	-2.0%
Sonoma County	-1.1%	-2.8%

Upcoming Events

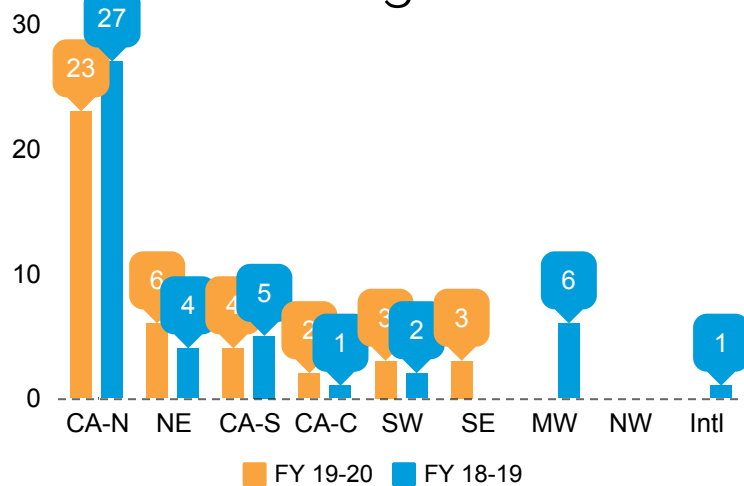
- November 5-7: Los Angeles/ Orange County Sales Mission (Co-ops sold out)
- December 17: Association Forum Holiday Showcase, Chicago IL (Co-ops available)
- December 16-19: CalSAE Seasonal Spectacular, Sacramento, CA (Co-ops sold out)
- January 5-9: PCMA Convening Leaders, San Francisco, CA

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

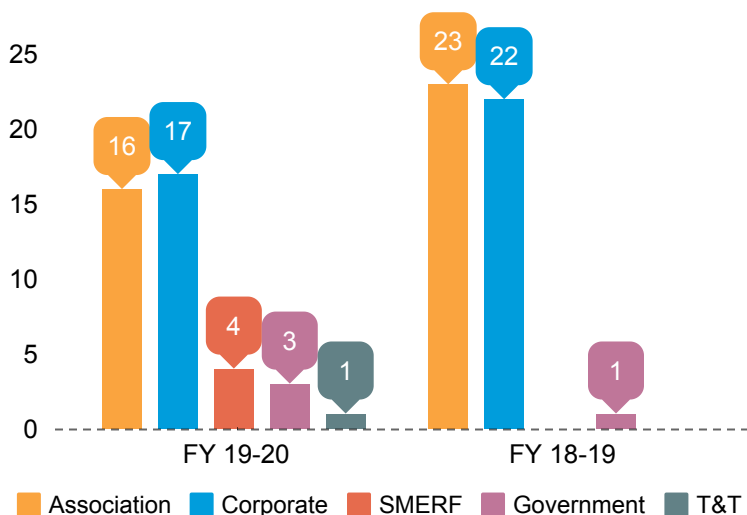
YOY Peak Room Night Bookings



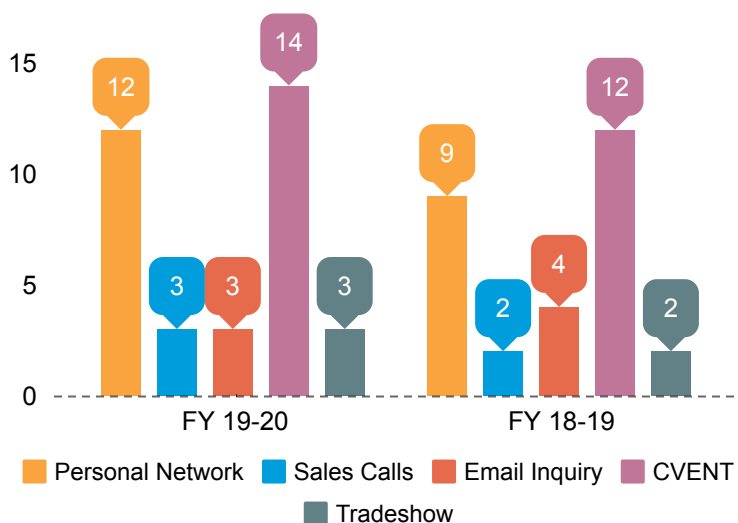
YOY Bookings by Region



YOY Top Market Segments for Bookings



YOY Top 5 Prospect Sources for Bookings



Tour & Travel

Tour & Travel directly engaged approximately 600 US and Canadian Travel Trade representatives at 9 events during the Visit CA Canadian Sales Mission to train, consult, and influence incremental overnight stays.

Business Development

21 meeting planners were discovered in Madison, Wisconsin while prospecting for the Sur La Table Cooking with Monterey County client event; 5 meeting planners attended.

