

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

## Stakeholder Engagement

April 2020

### COMMUNITY RELATIONS

#### COVID-19 and the Communities of Monterey County

Monterey County is currently under a shelter-in-place order. Additionally, a face covering is required while out in public in all of Monterey County. [See full health order here.](#)

The Monterey County Convention and Visitors Bureau is closely monitoring the situation around the Coronavirus pandemic and encourages everyone to follow the suggested or mandated parameters around travel. The entire county is working diligently to help ensure the health and wellbeing of its residents and visitors.

A consumer-facing page for visitors and the community was created and is featured on a banner throughout SeeMonterey.com. Along with the member-designed Stakeholder Corner, both resources serve as road maps with links to national and local resources.

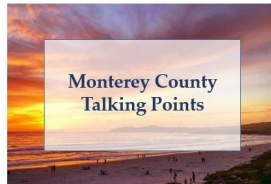
#### OUTREACH AND COLLABORATION

President and CEO, Rob O'Keefe has been invited to join the Visit California CEO Roundtable.

Director of Stakeholder Engagement, Jeniffer Kocher has been invited to join the CalTravel COVID-19 Task Force.

In the addition the team regularly participates in the the following:

- County Health Officer Update Calls
- Board of Supervisor Town Hall Meetings
- Monterey Peninsula Chamber of Commerce Business Rondtable
- Chamber Coalition



### MEMBERSHIP

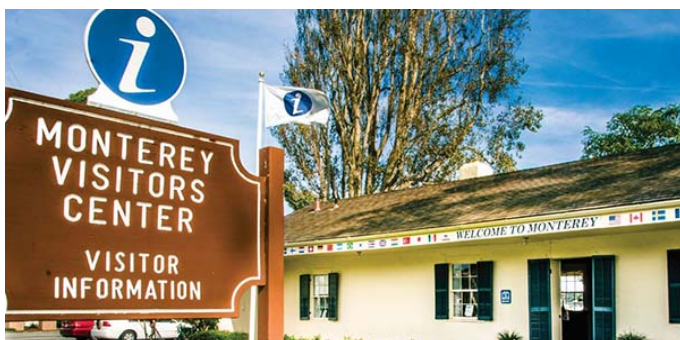
Regular communication with Members remains a top priority. In the month of April it was confirmed that about 25% of the member businesses were able to remain open, mostly in the dining category.

Over 3,000 rooms were removed from available inventory due to temporary hotel closures.

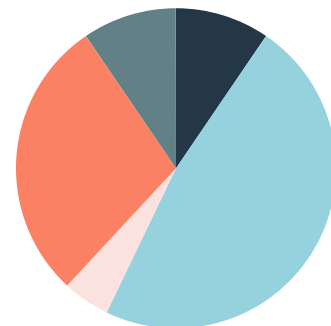
While the MCCVB is not encouraging travel at this time, we are maintaining and publishing updates on current services, event postponements and cancellations and talking points to help our members and partners communicate with their stakeholders.

### VISITOR SERVICES

Though the Monterey Visitors Center remains closed, visitor inquiries continue to be managed through a ticket system, phone and email. The majority of the inquiries have been coming from the drive market including the Bay Area, Central Valley and Southern California.



### VISITOR INTERESTS



- Parks & Trails (9.52%)
- Beaches (47.62%)
- Dining (4.76%)
- Attractions & Events (28.57%)
- Lodging (9.52%)