

A person wearing a black helmet, a blue long-sleeved shirt, black shorts, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background features a vast, scenic view of a valley with green fields, a town, and distant mountains under a blue sky with light clouds. The foreground is filled with dry, scrubby vegetation.

# Marketing Committee Updates

**MONTEREY**  
Grab life by the moments!

# MCCVB UPDATES

- Fall Campaign: Fall to the Fullest
- Winter Campaign: Winter Wonderland
- Group Sales & Marketing
- Sustainable Moments
- International
- Luxury
- Highlights & Scorecard



A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background features a vast, hazy landscape with rolling hills and a valley. The text "Fall Campaign" is overlaid in the center of the image, underlined with a blue brushstroke.

# Fall Campaign

**MONTEREY**  
Grab life by the moments:

## FALL TO THE FULLEST

### Campaign Results:

- 120,370 unique page visits
- 69,260 sweepstakes entries'
- 2,326 new Visitor eNewsletter signups
- 6,000+ owned Social Engagements



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# Winter Campaign

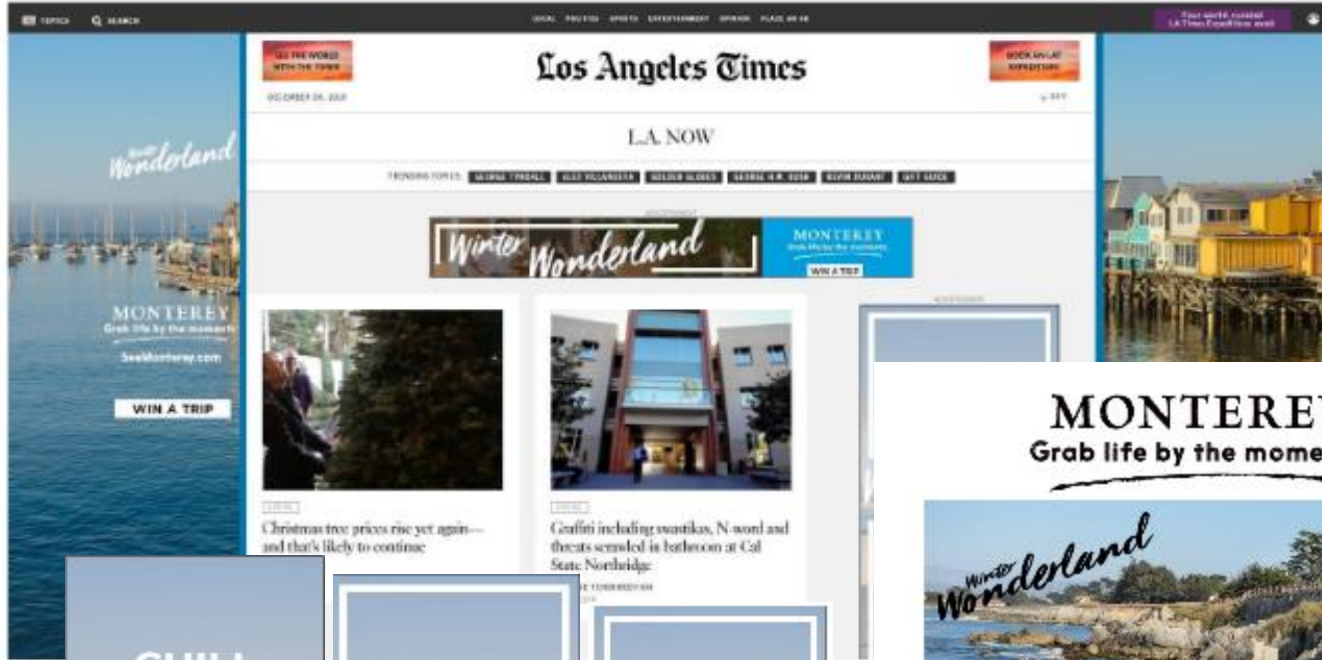
**MONTEREY**  
Grab life by the moments:

## CAMPAIGN CONCEPT

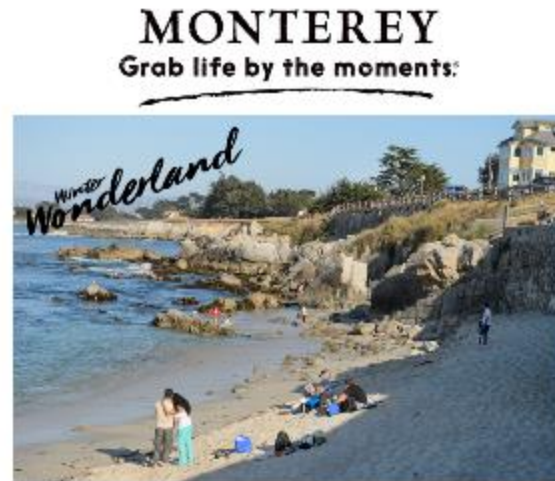
# *Winter Wonderland*

Monterey County during fall is the place to live life to the fullest. The weather is the warmest it is all year, the wine is the freshest and the activities are always top-notch. There's so much to do and so much to see, sip and eat, it seems nearly impossible to take it all in. From sun-up to sun-down, your days will be filled with Monterey's best, from Big Sur to Carmel Valley and stops between, your weekend up the coast and through the county will be one to remember.

# CAMPAIGN TACTICS AND CREATIVE



- Targeted digital media
- Paid social promotions
- Sponsored travel newsletters
- Sweepstakes
- Satellite media tour (SMT)
- Media alert



Discover a Winter Wonderland in Monterey County

Monterey County during winter is a wonderland unlike any other. While other destinations are covered in ice and snow, Monterey County boasts temperate weather – perfect for hiking, biking, wine sipping, golf teeing and beach going. Explore the lush valley, stunning coastline and rolling hills – stop at breweries, award winning wineries and everywhere in between. Grab life by the moments and [enter to win a trip to Monterey County.](#)

Campaign Runs 11/14/18 – 2/28/19



## WINTER CAMPAIGN RESULTS



Campaign Results as of 1/10/19:

- 92,200 unique page visits
- 22,500 sweepstakes entries
- 872 M+ impressions from SMT



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# Group Sales & Marketing

**MONTEREY**  
Grab life by the moments:

# GROUP CAMPAIGN

Campaign results as of 1/10/19:

- Video views: 12,300+
- Unique landing page visits: 7,000

IN THE **MOMENT**  
MONTEREY COUNTY

**MONTEREY**  
Inspired moments in meetings.®



## IN THE MOMENT IN MONTEREY COUNTY, CA

### INSPIRED MOMENTS IN MEETINGS

Big things happen in Monterey County when you get away from it all. The breathtaking views keep your focus, delicious **foods** feed your thinking and its **history** of creativity leads to future innovations.

When you're here, you can decide what invigorates and inspires your attendees. You're free to take in the moment on the **trail**, by the **water** or deep in the hills, at a **vineyard**, **brewery** or the newly renovated **conference center**. It's entirely up to you.

Our staff is ready to help you create the perfect Monterey County meetings moment. Download our **meetings brochure** to learn the highlights of what the MCCVB and our beautiful destination have to offer.

# BLOG POSTS

[← Back to the Meetings Blog](#)

## MONTEREY MEETINGS BLOG

### UNIQUE MEETING VENUES IN MONTEREY COUNTY

Posted on: Monday, November 5, 2018 9:00 AM by Ashley Burnett



Monterey County is the ideal place for a meeting. With beautiful natural surroundings, a plethora of historical landmarks within driving range and myriad world-class options for corporate dinners, it's got plenty to offer businesses. Unique meeting venues are another bonus for the region. Below, we've listed a few of the most interesting meeting venues in Monterey County.

## MONTEREY MEETINGS BLOG

### WHAT YOU NEED TO KNOW ABOUT GETTING TO MONTEREY COUNTY, CALIFORNIA

Posted on: Thursday, November 1, 2018 9:00 AM



There are plenty of reasons to travel to Monterey County, CA. Whether it's for a meeting, retreat or workcation, people are always finding reasons to flock to this picturesque destination. It's also in the heart of California, only a few hours from major Bay Area cities. This makes Monterey County easily accessible, no matter which method of [transportation](#) you're using.

## MONTEREY MEETINGS BLOG

### BEST BUSINESS DINNER RESTAURANTS IN MONTEREY COUNTY

Posted on: Thursday, November 1, 2018 7:00 AM by Allyson Ryan



After an inspiring day in meetings take a break and refuel at one of our delicious restaurants serving up fresh seafood and farm-to-table dishes. Whether you're looking for a scenic spot to grab drinks and appetizers or an open space to collaborate complete with a three course meal, there is an option that is just right for your business meetup.

# SKIFT PARTNERSHIP

## NEW Skift Article #2: New Science Says Meeting Planners Should Embrace Unorthodox Venues and Experience



- Skift article 2 takes a deeper look at the science behind the inspiration in Monterey County
- Promotion includes banner ads and social distribution



**N**ew scientific research links getting out of your comfort zone with increased creativity. For meeting planners looking for the next big thing, that means smaller scale venues and unexpected destinations should be top of mind.

— Monterey County Convention and Visitors Bureau



# MONTEREY CONFERENCE CENTER

## Updated Connections Brochure

**Getting Here**

Flying to Monterey County is easy with our 100 flights and one stop from over 30 major U.S. and international airports. The convenient Monterey Regional Airport (MRY) is just one hour from San Jose and is served by major airlines. Monterey County also has convenient Monterey Community College. Right in the heart of Monterey.

Our new airport will be built in 17 miles from San Jose International Airport (SJC), located 60 miles from the Monterey Peninsula. The new airport will be built in 17 miles from San Jose International Airport (SJC), located 60 miles from the Monterey Peninsula. The new airport will be built in 17 miles from San Jose International Airport (SJC), located 60 miles from the Monterey Peninsula.

Driving to Monterey County  
There are four main ways to Monterey by car:

- 1. San Jose (170 miles) - 3 hours
- 2. San Francisco (100 miles) - 2.5 hours
- 3. San Diego (350 miles) - 6 hours
- 4. Los Angeles (400 miles) - 7.5 hours

Monterey Regional Airport

City	Carrier	Flights per Week	Class	Distance	Time
San Jose	Allegiant	1	Y	170	3:00
San Jose	Delta	1	Y	170	3:00
San Jose	JetBlue	1	Y	170	3:00
San Jose	Southwest	1	Y	170	3:00
San Jose	United	1	Y	170	3:00
San Francisco	Allegiant	1	Y	100	2:30
San Francisco	Delta	1	Y	100	2:30
San Francisco	JetBlue	1	Y	100	2:30
San Francisco	Southwest	1	Y	100	2:30
San Francisco	United	1	Y	100	2:30
San Diego	Allegiant	1	Y	350	6:00
San Diego	Delta	1	Y	350	6:00
San Diego	JetBlue	1	Y	350	6:00
San Diego	Southwest	1	Y	350	6:00
San Diego	United	1	Y	350	6:00
Los Angeles	Allegiant	1	Y	400	7:00
Los Angeles	Delta	1	Y	400	7:00
Los Angeles	JetBlue	1	Y	400	7:00
Los Angeles	Southwest	1	Y	400	7:00
Los Angeles	United	1	Y	400	7:00

**MONTEREY COUNTY, CA**

**THE MONTEREY CONFERENCE CENTER DISTRICT**

Map showing the Monterey Conference Center District and surrounding areas, including Monterey Bay, Pebble Beach, Carmel Valley, and Monterey Peninsula. Key locations marked include Monterey Conference Center, Monterey Plaza Hotel & Spa, and Monterey Regional Airport.

**MONTEREY CONFERENCE CENTER DISTRICT**

- 1. Monterey Conference Center
- 2. Monterey Plaza Hotel & Spa
- 3. The Inn at Spanish Bay
- 4. Monterey Tides
- 5. Embassy Suites by Hilton Monterey Bay-Temble
- 6. Hyatt Regency Monterey Hotel & Spa
- 7. Hilton Garden Inn
- 8. Quail Lodge & Golf Club
- 9. Coastal Valley Ranch
- 10. Monterey Regional Airport
- 11. Pebble Beach
- 12. Carmel Valley Ranch
- 13. Monterey Bay National Marine Sanctuary
- 14. Monterey Bay Aquarium
- 15. Cannery Row
- 16. Fisherman's Wharf
- 17. Monterey Conference Center
- 18. Monterey Peninsula
- 19. Pebble Beach
- 20. Carmel Valley Ranch
- 21. Monterey Regional Airport
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- 23. Carmel Valley Ranch
- 24. Monterey Bay National Marine Sanctuary
- 25. Monterey Bay Aquarium
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- 99. Pebble Beach
- 100. Carmel Valley Ranch

Coming Soon:

- ConventionPlanit.com Interactive Map highlighting the MCC and surrounding area

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# Sustainable Moments

Visit Responsibly.

**MONTEREY**  
Grab life by the moments:

# COMMUNICATIONS

Press Release: Monterey County Tourism Makes Significant Strides Towards Destination Sustainability

Preliminary Results: 83 M+ impressions



FOR IMMEDIATE RELEASE

MONTEREY COUNTY TOURISM MAKES SIGNIFICANT STRIDES  
TOWARDS DESTINATION SUSTAINABILITY

*Addressing plastics and measuring sustainability progress are critical steps in the path*

Monterey County, Calif., December 18, 2018 – The Monterey County Convention & Visitors Bureau (MCCVB) has joined two initiatives that will further its goal of ensuring Monterey County is one of the world's leading sustainable destinations by both setting ambitious goals and measuring long term impacts.

The first is with Positive Impact, a global not for profit which exists to provide education and collaboration opportunities to create a sustainable event industry – and a vision to address the role of plastics in this industry. MCCVB is the exclusive destination partner for Positive Impact on this project which has already included collaboration with a number of United Nations bodies and in Spring 2019 will see the launch of materials to help the global industry measure and understand the role of plastics.

“MCCVB is already resetting boundaries for responsible tourism and by partnering with our organization they are taking a leadership position for the entire meetings industry,” said Fiona Pelham, CEO for Positive Impacts. She added, “Certainly understanding the role of plastics which will lead to its elimination from the future meetings and conference landscape is a considerable goal, but it is critically important and partnerships such as this with Monterey County are the building blocks of collaboration necessary to achieve it.”

Meetings and events are big business in Monterey County, which is a destination known for inspiration and innovation. “This partnership is completely in line with that legacy,” says Tammy Blount-Canavan, President and CEO of MCCVB. “Our tourism economy owes everything to our ecosystem, and so taking this bold step ensures further protection of our environment and further demonstrates the innovation of our region.”

Measuring success is also critical to MCCVB's mission. The organization joined the Global Destination Sustainability Index (GDS-Index) initiative, an alliance focused on helping destinations, convention bureaus, and businesses promote sustainable practices. The GDS-Index does this by measuring and comparing sustainability strategies, policies and performance of participating destinations and by sharing best practices from around the world.

## SOCIAL HIGHLIGHTS AND BLOGS

 **See Monterey** is at Monterey Old Fisherman's Wharf. Published by Allyson Ryan [?] · December 9 at 12:34 PM · Monterey

Make the most of your next trip to Monterey with these helpful tips!



**Travel Monterey Like a Local**  
Learn the dos and don'ts of traveling to Monterey so...

[Send Message](#)

See Monterey

Dec 10 2018 4:26 PM UTC

Make the most of your next trip to Monterey with helpful travel tips!

Click link in bio for tips on traveling responsibly.

#travelresponsibly #sustainablemoments #monterey #montereybay  
#traveltips #visitcalifornia #californiabeaches #montereybeach  
#beachesofcalifornia



- 1,250+ unique landing page visits
- 1,710+ social engagements



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International

**MONTEREY**  
Grab life by the moments:

# INTERNATIONAL PROGRAMS

## Bonotel Destination of the Month:

- Features 8 hotels with weekly destination content on a customized landing page and newsflash offers

## CCTC Canadian Traveller:

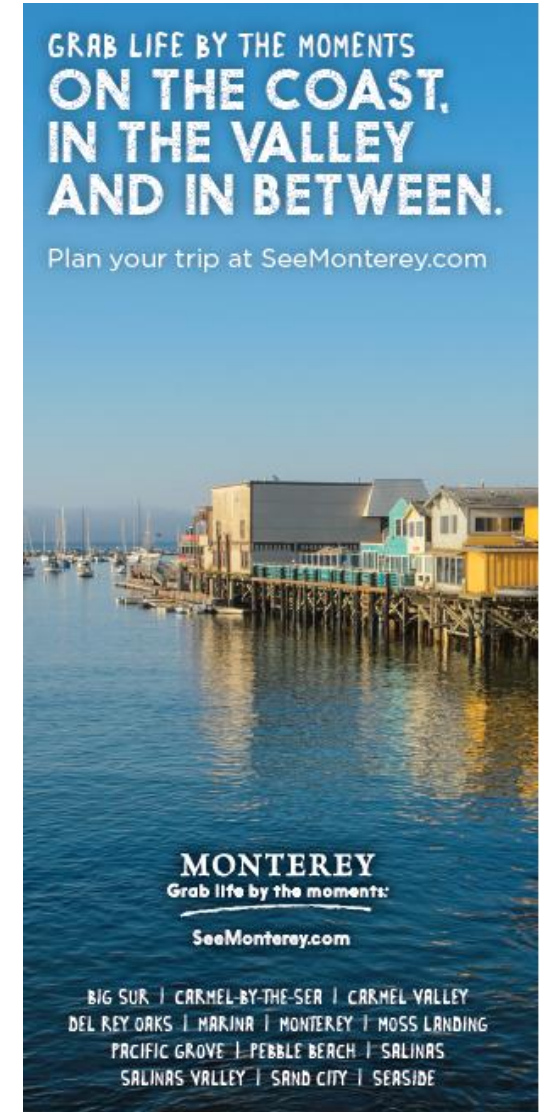
- 100,000+ digital impressions
- 45,000+ print circulation



### HOW TO GET TO MONTEREY COUNTY & WHERE TO STAY

Convenient Monterey Regional Airport, which has short and hassle-free security lines, is located just 10 minutes door-to-door from downtown Monterey, 15 minutes from Carmel-by-the-Sea, 25 minutes from downtown Salinas and 45 minutes from Big Sur. Visitors can fly direct to Monterey Regional Airport (MRJ) via international and domestic connecting routes on Alaska Airlines, Allegiant, American Airlines and United Express. Fly direct from airports including Los Angeles (LAX), San Francisco (SFO), Phoenix (PHX), San Diego (SAN), Las Vegas (LAS), Dallas (DFW) and Denver (DEN). Charter and private flights are also available.

Other large airports near Monterey County include Norman Y. Mineta San Jose International Airport (SJC), located 60 minutes from downtown Monterey and 50 from downtown Salinas; and San Francisco International Airport, located 2 hours from downtown Monterey and 90 minutes from downtown Salinas. Monterey Airbus and Main Event Transportation offer convenient door-to-door service to and from SFO and SJC.



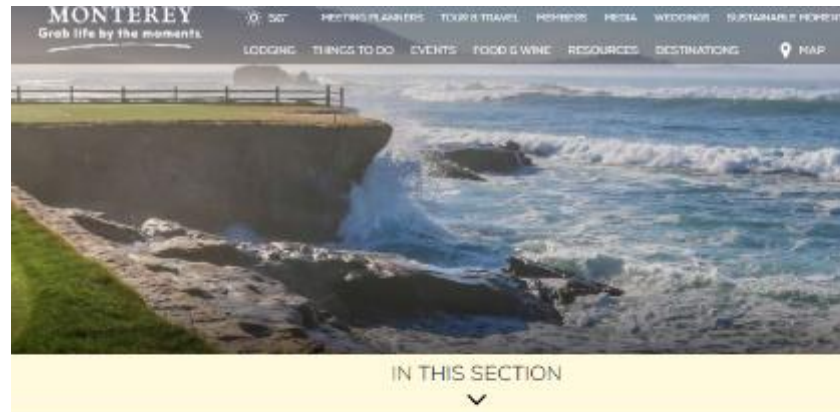
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Luxury

**MONTEREY**  
Grab life by the moments:

# LUXURY PROGRAM

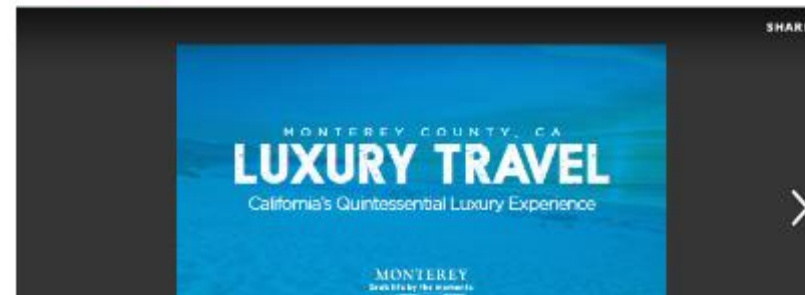
- Attended and held appointments at ILTM (International Luxury Travel Market) in Cannes
- Created a luxury focused microsite, blog post and flip book
- Currently working on rolling out destination partnership program with Virtuoso



## PREMIUM QUINTESSENTIAL CALIFORNIA EXPERIENCES

### MONTEREY COUNTY, CA

Monterey County offers iconic and luxurious California experiences, with a little something special for everyone, just waiting to be enjoyed. Explore the [top road trip](#) in the United States as you wind along the breathtaking [Big Sur](#) coastline on [Highway 1](#). Book an [ocean view hotel](#) on the beach, and then explore the shops and attractions of iconic [Cannery Row](#). Sip handcrafted [wines](#) at tucked-away [rasti](#) rooms where the winemaker might just be the person pouring. Play 18 holes at the legendary [Pebble Beach Golf Links](#) or simply relax yourself at [The Spa at Pebble Beach](#). Experience fine dining at it's best at [Aubergine Restaurant](#) before watching the sunset on the sands of [Carmel Beach](#).



## BLOG MONTEREY

### SIT IN THE LAP OF LUXURY AT THESE ELEGANT MONTEREY DESTINATIONS

Posted on: Tuesday, October 23, 2018 6:00 AM



Monterey County offers plenty of options for visitors looking to spare no expense for a top of the line experience. From luxurious properties to elegant dining and activities, Monterey County is a prime destination for those seeking an unforgettable luxury vacation.

#### PLACES TO STAY:

**Carmel Valley Ranch** — With gorgeous fireplaces, private decks, and aromatherapy bath amenities, it's hard to beat the luxury accommodations at Carmel Valley Ranch. And the award-winning dining, restorative spas, and elegant pools turn this resort into a playground for adults.

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# Highlights & Scorecard Results

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**MONTEREY**  
Grab life by the moments:

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## SELECT EARNED MEDIA HIGHLIGHTS

Today Show: Holiday Getaways

SF Chronicle: Top 10 things to do in Monterey

CBS: The Price is Right

Marie Claire: The 'Big Little Lies' Guide to Monterey, California

New York Times Online: Always in a Rush, Business Travelers Push for Even Speedier Hotel Services

New York Times Print: Plane to Catch? Try our Turbo Manicure



WINTER TRAVEL DEALS  
MONTEREY, CALIFORNIA  
RATES STARTING AT \$185  
HOTELPACIFIC.COM



### The 'Big Little Lies' Guide to Monterey, California

Where to stay, eat, and drink in the picturesque setting of the acclaimed HBO series, returning this spring.

# SOCIAL HIGHLIGHTS

 **See Monterey** is in Monterey, California.  
Published by Allyson Ryan [?] · November 19 ·

Looking for a holiday event out of the norm? Head to Monterey County for unforgettable events like Christmas at the Inns, Christmas In The Adobes, the Lighted Boat Parade and more! 🌟



SEEMONTEREY.COM

**Top 10 Unique Holiday Events in Monterey County**

[Learn More](#)

87K social impressions

**See Monterey**  
Dec 3 2018 4:33 PM UTC

The holidays are here! 🎄 🇺🇸

Click link in bio 🌟 for list of holiday events in Monterey County!

#monterey #canneryrow #seemonterey #visitcalifornia #christmasiscoming #christmastime #christmasdecor #christmasevents #christmastree #christmaswithaview #christmasvibes #montereychristmas #canneryrowchristmastree



2K social engagements

**See Monterey**  
Dec 1 2018 4:21 PM UTC

We've never met a sunset 🌅 we didn't like 🇺🇸

#carmelbeach #carmelbythesea #carmelsunset #carmelbeachsunset #carmelbytheseasunset #beachsunset #oceansunset #californiabeaches #californiasunset #californiasunsets #sunsetlover #sunsetchaser #lovesunsets .

 pebblebeachinsider



6% engagement rate

# Q2 SCORECARD RESULTS

MARKETING COMMUNICATIONS	December	18-19 YTD Actual	FY18-19 Goal	% of Goal	17-18 STLY
Intent to Visit	47%	47%	44%	106.8%	45%
Earned Impressions (Domestic)	1,099,952,033	1,244,093,358	2,966,000,000	41.9%	1,779,160,156
Unique Website Visits	154,882	1,038,181	1,717,000	60%	916,673
Social Engagements	143,279	508,929	851,000	60%	374,001





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Thank You!

**MONTEREY**  
Grab life by the moments: