

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 landscape with rolling green hills, a valley with fields, 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
- Denver Flight Promotion
- Group Marketing
- Sustainable Moments
- Highlights & Scorecard



A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a 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:

THE CAMPAIGN CONCEPT

Fall to the Fullest in Monterey County

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 CREATIVE

MONTEREY COUNTY

GRAB LIFE BY THE TASTE

Fill your plate, glass and soul.

Fall TO THE FULLEST

From sunrise to sundown, Monterey County is brimming with its best during fall. The weather is warm. The wine is straight from the barrel. And the activities are at their peak. Enjoy fall to the fullest this year and enter to win a weekend getaway at SeeMonterey.com/Fall.

MONTEREY
Grab life by the moments.

MONTEREY
Grab life by the moments.

See Monterey.com

SUSTAINABLE MOMENTS
The Experience

BOZAR • CARMEL-PTERESA • CARMEL VALLEY
DEL REY CLIFF • HUNTERS • MONTEREY • HOES LANDING
SACRED GROVE • OSBORN BEACH • FALLING
FALLING VALLEY • SAND CITY • SEABOARD

Fall TO THE FULLEST

Wine & Dine • Family Fun • Adventure

Live fall to the fullest when you enter to win one of three Monterey County fall getaways.

Enter Now

MONTEREY
Grab life by the moments.

Fall TO THE FULLEST

MONTEREY
Grab life by the moments.

See Monterey.com/Fall

Live fall to the fullest and enter to win one of three Monterey County fall getaways.

Enter Now

[X] CLOSE

Wine & Dine
TO THE FULLEST

Family Fun
TO THE FULLEST

Adventure
TO THE FULLEST

Fall TO THE FULLEST

YOU COULD WIN A FALL GETAWAY PACKAGE.

ENTER NOW

MONTEREY
Grab life by the moments.

FALL TO THE FULLEST

FALL TO THE FULLEST

From sunup to sundown, Monterey County is brimming with its best during the fall. The weather is warm. The [wine](#) is straight from the barrel. And the [activities](#) are at their peak. There's so much to do, [see](#), sip and [eat](#), it seems nearly impossible to take it all in. Trust us, we've tried! From [Big Sur](#) to [Carmel Valley](#) and every stop in between, your weekend up the coast and through the hills will be one to remember.

WINE & DINE

to the Fullest

The "Salad Bowl of the World" awaits.



Prize Package includes:

- 2 night stay at [Portola Hotel & Spa](#)
- 2 passes to [Carmel Food Tour](#)
- 2 passes to [Monterey Museum of Art](#)
- 2 wine tasting flights at [Cima Collina](#)
- 2 ATV vineyard tours at [Hahn Family Wines](#)
- \$250 gift certificate to [Del Monte Shopping Center](#)
- Dining certificate to [Whaling Station Steakhouse](#)
- Dining certificate to [Montrio Bistro](#)
- Dining certificate to [Cantinetta Luca](#)

FAMILY FUN

to the Fullest

Feel free to have fun.



Prize Package includes:

- 2 night stay at [Embassy Suites](#) with \$50 dining credit
- 4 VIP passes to [Monterey Mirror Maze](#)
- 4 passes and tour to [Monterey Bay Aquarium](#)
- 4 passes to [Monterey Segway Tours](#)
- Family Portrait with [Randy Tunnell Photography](#)
- Dining certificate to [400° Burgers](#)
- Dining certificate to [Rio Grill](#)
- Dining certificate to [Big Fish Grill](#)
- Dining certificate to [Estéban Restaurant](#)



ADVENTURE

to the Fullest

Choose your adventure and go for it.



Prize package includes:

- 2 night stay at [Hotel Abrego](#)
- 2 tee times at [Poppy Hills Golf Course](#)
- 2 e-bike guided tour with [Big Sur Adventures](#)
- 2 condor tours with [Ventana Wildlife Society](#)
- 2 wine tasting flights at [Bargetto Winery](#)
- Dining certificate to [The Steinbeck House](#)
- Dining certificate [Salumeria Luca](#)
- Dining certificate [Lugano Swiss Bistro](#)
- Dining certificate to [Haute Enchilada](#)

See Monterey.com/Fall

9/5/18 – 11/14/18

- 107,100 unique page visits
- 57,000 sweepstakes entries
- 78,000 social impressions
- 6,000 social engagements

Results as of 11/5/18

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 shows a vast, hazy landscape with rolling hills and a valley. The text "Denver Flight Promotion" is overlaid in the center in a blue, sans-serif font, with a blue brushstroke underline.

Denver Flight Promotion

MONTEREY
Grab life by the moments:

OWNED CHANNELS

FLY UP AND AWAY FROM DENVER TO MONTEREY

Getting to Monterey from Denver has just gotten easier! Starting October 4th [United Airlines](#) flies non-stop from Denver to Monterey twice daily.

Monterey County offers iconic California experiences, with a little something special for everyone, just waiting to be enjoyed. Experience the top road trip in the United States as you wind along the breathtaking [Big Sur](#) coastline on Highway 1 or taste your way around Monterey County with fresh produce from the [Salinas Valley](#) and award-winning [wines](#) from [Carmel Valley](#). Those looking for coastal adventures can head out on a [whale watching tour](#) from [Old Fisherman's Wharf](#), watch a sunset at [Carmel Beach](#) or tee off at the world famous [Pebble Beach Golf Links](#). Choose your own adventure and further explore Monterey County's regions [here](#).

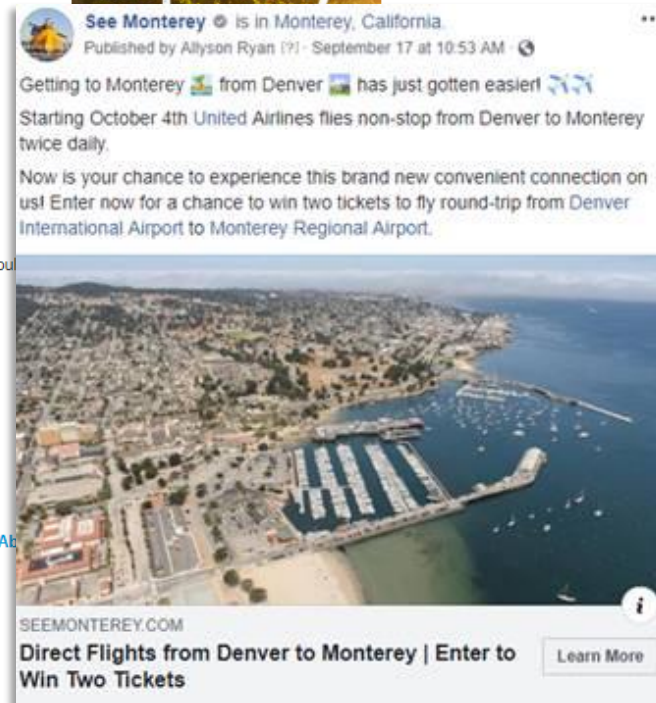
ENTER TO WIN!

Now is your chance to experience this brand new convenient connection on us! You can enter on [United Airlines](#).

Enter now to grab your moment and win a trip to Monterey!

Prize Package includes:

- 2 round trip airfare tickets from Denver to Monterey provided by [United Airlines](#)
- 2 nights' accommodations at [Tally Ho Inn](#) in Carmel
- 2 passes to the [Monterey Bay Aquarium](#)
- ATV Vineyard Tour at [Hahn Family Wines](#)
- Dining certificates to the [Beach House at Lovers Point](#), [Tarp's Roadhouse](#) and [Alibi](#)



[SeeMonterey.com/Denver:](#)

9/17/18 – 10/14/18

- 6,200 unique page views
- 2,370 sweepstakes entries (ends 11/14/18)

Promoted posts on Facebook targeting Denver and/or Colorado residents:

- 450+ social engagements
- 59,000+ social impressions

DENVER MEDIA FAM

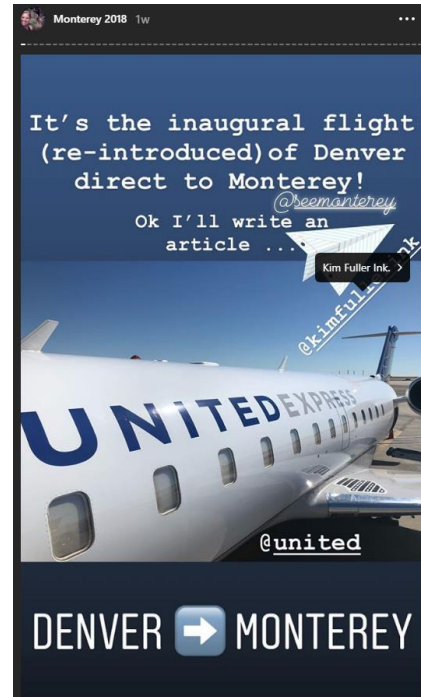
October 4 – 7, 2018

denver
life



2 Journalists:

- Alison Gwinn, Denver Life Magazine
- Kim Fuller, Vail Daily and CO YOGA + Life Magazine



2 Influencers:

- Kelly Calvillo @kellycalvillo
- Lauren Monitz @lmonitz, @anadventurestory and @onetastytrip

PAID MEDIA



- Print and digital ads as well as radio spots in the Denver market
- 2.1 mm+ impressions
- Ad retargeting resulted in 400+ sweepstakes entries

PRESS RELEASE

Monterey County Welcomes the Launch of United Airlines Direct Flight from Denver Colorado



FOR IMMEDIATE RELEASE

MONTEREY COUNTY WELCOMES THE LAUNCH OF UNITED AIRLINES DIRECT FLIGHT FROM DENVER, COLORADO BEGINNING OCTOBER 4, 2018

Monterey, Calif., October 1, 2018 – Beginning October 4, [Monterey County Convention & Visitors Bureau](#) (MCCVB) will welcome the launch of **direct United Airlines flight service between Monterey, California and Denver, Colorado**. Known for its scenic beauty and picturesque coastline, Monterey County, California draws millions of visitors each year and is now planning on welcoming a greater number of visitors from the Rocky Mountain region and beyond. The new route will offer visitors nearly 100 connection opportunities to key domestic and international destinations throughout the country. With two daily flights, passengers will be able to travel seamlessly between California’s golden coast and the “Mile High City.”





“The launch of United’s non-stop flight from Denver is a tremendous opportunity to grow tourism and welcome new visitors to the Monterey region,” says Tammy Blount-Canavan, President & CEO, Monterey County Convention & Visitors Bureau. “Now more than ever, Monterey County is positioned as an easily accessible destination for both business and leisure travelers from across the country and all over the world.”

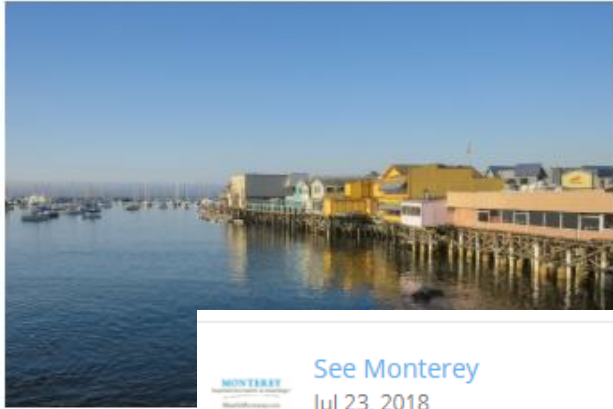
Results:





- 208 total exact match pickup
- 82M+ potential audience



WHAT ELSE

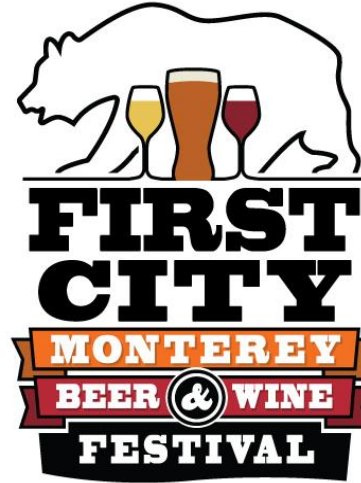
 See Monterey
Oct 1, 2018 6:32 PM UTC
It's almost here! Starting October 4th

 United Airlines starts direct air service
 from Denver to Monterey.



 See Monterey
Jul 23, 2018
Getting to Monterey has just gotten a whole lot easier! Thanks United
 Airlines for the new direct flight from Denver into Monterey Regional Airport.



Promotion to Groups & Meeting Planners:

- 2,000+ LinkedIn users reached
- 100+ engagements



First City Beer & Wine Festival

Saturday, November 10th at
Colton Hall

Bringing Denver to Monterey!

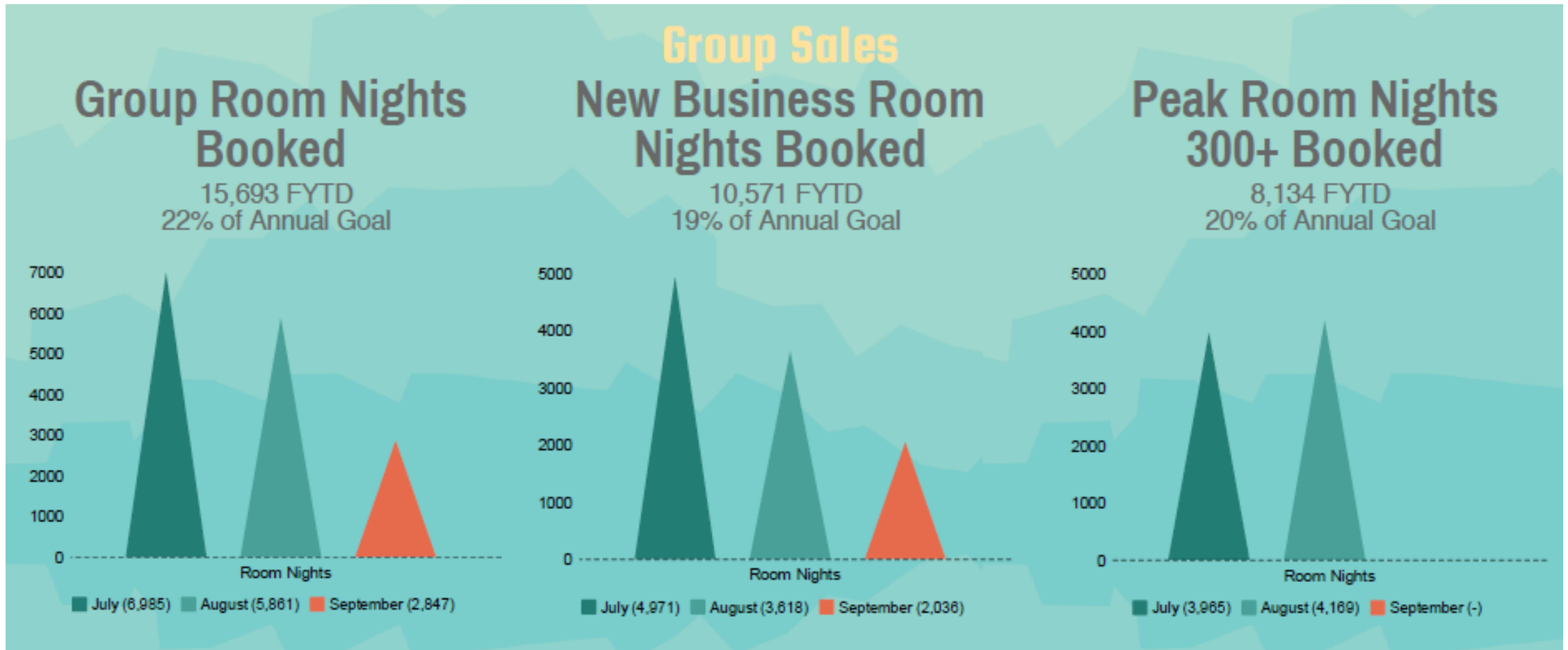
- Music by Denver based musician Rob Drabkin
- Outer Range Brewing Co. a featured brewery

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Group Marketing

MONTEREY
Grab life by the moments:

GROUP SALES Q1 RESULTS



The Campaign Concept

In Monterey County, Big things happen.

IN THE MOMENT

Space to think leads to bigger thinking. A history of creativity Inspires future Innovation. A breath of fresh air Sparks fresh ideas. So take In the Moment. On the trail by the water or deep in the hills. Drink In the Moment. From vineyards to backyards, breweries and beyond. And meet In the Moment. On the shore in the boardroom or where Inspiration Strikes.

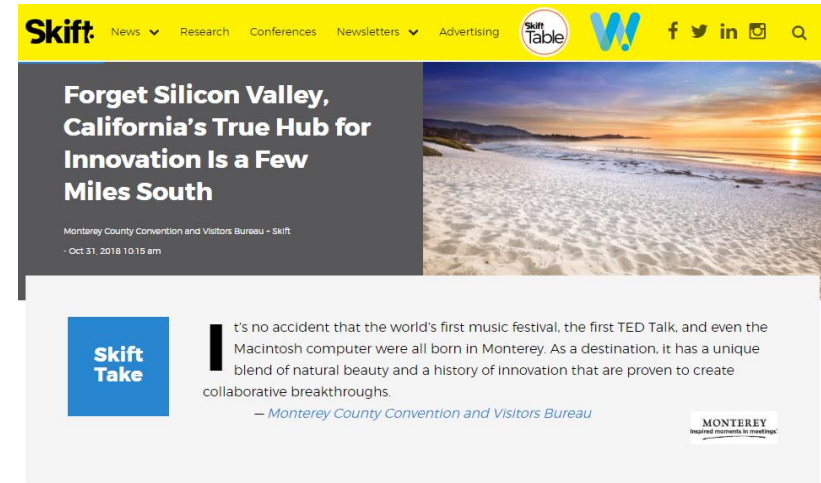
MONTEREY
Inspired moments in meetings.®



IN THE MOMENT VIDEO



IN THE MOMENT



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.

Big things happen away from it all. The breathtaking views increase your focus, culinary delights feed your thinking and the county's history of creativity leads to future innovations.

When you're here in Monterey County, discover endless options to invigorate and inspire your attendees. 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 – every place leads to an opportunity for new innovative ideas.

MONTEREY COUNTY

Meetings & Events by the Numbers

- 220+ lodging options with 1,200+ centrally located rooms
- The Monterey Conference Center offers 40,000+ square feet of flexible meeting space

Downward Advantages:

- Monterey County offers dedicated, personable Convention & Visitors Bureau (CVB) client services
- Average temperature is 65° F year-round
- 20 breathtaking golf courses including Pebble Beach Golf Links®
- Home to 175+ vineyards, 60 wineries and tasting rooms
- Unlimited farm-to-table and sea-to-table culinary options.



SHARE



It's the age old question for meeting planners: How can you be sure attendees will come back to work with fresh ideas and new inspiration? One simple answer: look to those places with a long track record of making magic happen, through a unique combination of stunning natural beauty and a history of innovation. Just south of San Francisco, Monterey County is where artists, technologists, thinkers, and disruptors have been going for decades – even Steve Jobs owes some of his success to the place.

Back in the early '80s, Jobs was still a rising star, and while the Apple II had been a smash, it also begged the question: What would come next? The man who hadn't yet revolutionized the computer business, the music business, and pretty much every other business was floundering. Follow-up Apple III and Lisa computers were flops, and the touch screen genius of the iPhone was still decades away.

Landing Page

Digital Brochure

First Skift Article

BLOG POSTS

STAY IN THE MOMENT

Posted on: Friday, August 24, 2018 10:00 AM



When you come to Monterey County for a meeting, the place you stay is as important as the place you meet. With more than 60 lodging facilities with meeting space ideal for groups, choosing the perfect one can get overwhelming. Follow this list of inspiring places so you can make the right choice for you and your team.

LA PLAYA CARMEL

La Playa Carmel is the ultimate venue and place to stay. It combines inspiration and creativity for meetings and corporate retreats alike. It's the perfect place to take in the

IN THE MOMENT AND IN THE ELEMENTS

Posted on: Friday, August 24, 2018 10:00 AM



You're looking for the perfect destination to unlock greater potential – for your company, your team and your clients. Monterey County's connection to nature is exactly what you need. Being away from it all and on the shore, among the trees and above the coast is the perfect place to be in the moment and find inspiration.

Monterey County's coastline, with its rocky edges, crashing waves and sandy beaches, provides a great place to sightsee and relax after a long day of meetings. Take a ride down

MEET IN THE MOMENT

Posted on: Friday, August 24, 2018 10:00 AM



Monterey County is the ideal place to meet in the moment. With beautiful natural surroundings, an array of historical landmarks within driving range and world-class options for corporate dinners, it's got plenty to offer businesses. For starters, the 40,000-square-foot [Monterey Conference Center](#) was just renovated – but beyond that, Monterey County has some very unique meeting spaces.

Below, we've listed a few of the most interesting meeting venues in Monterey County to get inspired.

PAID MEDIA

convention
planit.com THE COMMISSION-FREE SEARCH DIRECTORY
SERVING MEETING PROFESSIONALS WORLDWIDESM

Monterey County: The Crossroads of Innovation & Inspiration



Since California's first constitution was written in Monterey in 1849, Monterey County has always been a destination for great minds to come together and gain perspective. It has been a retreat and meeting place for scientists, thinkers, artists, musicians, inventors, business barons and venture capitalists alike.

There's just something about Monterey County that leads to big ideas. The breathtaking views keep your focus, delicious farm-to-table foods feed your thinking and its legacy of creativity leads to future innovations.

When you're here, you decide what invigorates and inspires your attendees. Most of Monterey County's go-to venues are located within walking distance of stunning beaches, award-winning restaurants, must-see attractions and so much more. Go ahead, take in the moment – on the trail, by the water or deep in the hills – at a vineyard, brewery or at the newly renovated Monterey Conference Center.

The Strategic Client Services team at the Monterey County Convention and Visitors Bureau is ready to help you create the perfect Monterey County meeting moments. Head to our meetings homepage to start planning now.

[Learn More](#)

5 Tips for Engaging with Social Media Content



MC Meetings and Conventions
Sponsored · 🌐

In Monterey County, inspiration is all around you. Whether it's in the boardroom, by the water or on the trails – every moment leads to new innovative ideas.



WWW.SEEMONTEREY.COM

Get Inspired in Monterey County

Start planning your meeting today.

👍 Like

💬 Comment

Refresh preview · Report a problem

People Places News Events Topics Magazines Blog Webinars Videos Podcast Books

meetings
PEOPLE + PLACES TODAY

October 2018

Take in the Moment in Monterey County, CA

Experience the best of Monterey County when you plan your meeting here. The breathtaking views keep your focus. Delicious farm-to-table food feeds your thinking. And a legacy of creativity leads to future innovations. [Click here to learn more.](#)

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0 Comments Meetings Today

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👍 Recommend [Tweet](#) [Share](#)

Sort by Best

meetings.conventions In Monterey County, inspiration is all around you. Whether it's in the boardroom, by the water or on the trails – every moment leads to ... more

PAID MEDIA



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 - every place in Monterey County leads to new innovative ideas. Come get away, take a breath and leave inspired to take on the next big thing.

BIG SUR - CARMEL-BY-THE-SEA - CARMEL VALLEY - DEL REY OAKS - MARINA - MONTEREY
MOSS LANDING - PACIFIC GROVE - PEBBLE BEACH - SALINAS - SAND CITY - SEASIDE

MONTEREY
Inspired moments in meetings®
NeedlePointHotels.com



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MONTEREY
Inspired moments in meetings®
NeedlePointHotels.com


MONTEREY CONFERENCE CENTER

Updated Collateral



WHERE INNOVATION AND INSPIRATION MEET™

MONTEREY CONFERENCE CENTER



Imagine a state-of-the-art meetings facility famous for innovative events in the heart of a destination world-renowned for inspiration. That reality is here with the newly renovated Monterey Conference Center. The \$60 million expanded facility now brims with more than 40,000 square feet of flexible meeting space.

GETTING HERE

Whether your attendees prefer planes, trains or automobiles, it's easy to get to Monterey County for your next meeting and event.

Monterey County is situated on California's central coast 100 miles south of San Francisco, and 300 miles north of Los Angeles.

Monterey Regional Airport (MRY) is convenient and easier to get to than you think! With daily service from San Francisco, Los Angeles, San Diego, Las Vegas, Denver and Phoenix, MRY has reach to over 95 domestic and international destinations with just one connection.

Direct Flights to Monterey from Seven Cities
McCarran International Airport, Las Vegas (LAS)
Los Angeles International Airport (LAX)
Phoenix Sky Harbor International Airport (PHX)
San Francisco International Airport (SFO)
San Diego International Airport (SAN)
Denver International Airport (DEN)
Dallas/Fort Worth International Airport (DFW)

Drive Times
Monterey from MRY: 10 min.
San Jose to Monterey: 1 hr.
San Francisco to Monterey: 2 hrs.
Sacramento to Monterey: 3 hrs.
Los Angeles to Monterey: 5 hrs.

MCC One Sheet



WHERE INNOVATION AND INSPIRATION MEET™

MONTEREY CONFERENCE CENTER

MCC Main Brochure

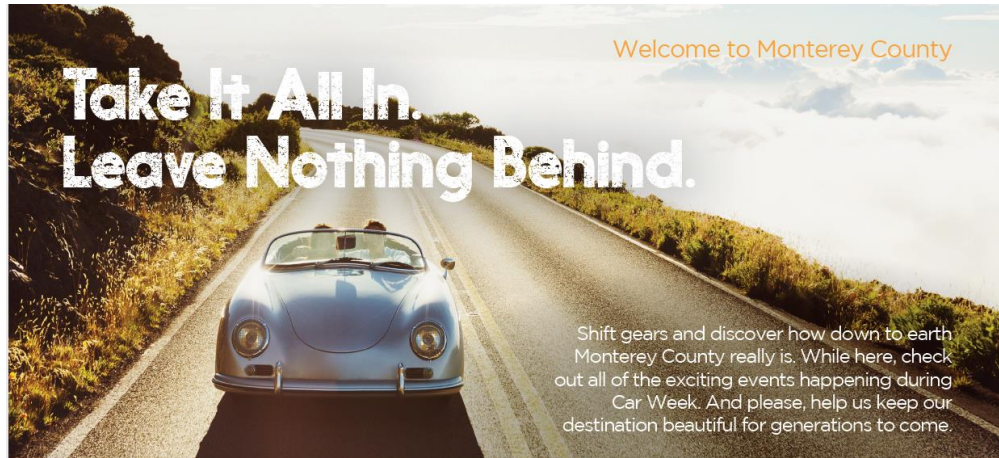
A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background shows a vast, hazy landscape with rolling hills and a valley. The text "Sustainable Moments" is overlaid in blue, underlined with a blue brushstroke. Below it, the text "Visit Responsibly." is overlaid in black. In the bottom right corner, the "MONTEREY" logo is visible in blue, with the tagline "Grab life by the moments:" underneath it.

Sustainable Moments

Visit Responsibly.

MONTEREY
Grab life by the moments:

CAMPAIGN CREATIVE



Welcome to Monterey County

Take It All In. Leave Nothing Behind.

Shift gears and discover how down to earth Monterey County really is. While here, check out all of the exciting events happening during Car Week. And please, help us keep our destination beautiful for generations to come.

Big Sur | Carmel-by-the-Sea | Marina | Monterey | Moss Landing | Salinas | Salinas Valley | Sand City | Seaside
Learn more at [SeeMonterey.com](#)



The Ocean is Calling. Show it Respect.

Help us preserve the natural beauty of Monterey County responsibly. [Learn how at SeeMonterey.com/Sustainable](#)



Sip and Celebrate, Responsibly.

Sample a Monterey County wine and you can almost taste the clean air, rich soil and loving care that goes into making each barrel. Take the memories home with you - and a few bottles, too - and protect the natural beauty for generations to come.

For helpful tips and to learn more please visit [SeeMonterey.com/Sustainable](#)

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey | Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

SUSTAINABLE MOMENTS. MONTEREY
Grab life by the moments:

Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Monterey | Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

SUSTAINABLE MOMENTS. MONTEREY
Grab life by the moments:

Enjoy Responsibly. [Learn how >](#) **SUSTAINABLE MOMENTS.**



Enjoy Responsibly.

[Learn how >](#)

MONTEREY
Grab life by the moments:

SUSTAINABLE MOMENTS.

SOCIAL HIGHLIGHTS AND BLOGS



See Monterey

Published by Allyson Ryan [?] · August 6 ·



Use these green tips to keep our destination sustainable for generations to come!



See Monterey is in Big Sur, California.

Published by Allyson Ryan [?] · October 5 at 10:44 AM ·



Big Sur is a very special place to many people. To help keep it that way and to help ensure your own safety, please observe some simple rules and follow these basic safety tips.



SEEMONTEREY.COM

Travel Green Monterey | Explore Eco-Alternatives

SEEMONTEREY.COM

Keep Big Sur Sustainable | Safety Tips & Recommendations

Learn More

EAT LIKE A LOCAL: A CULINARY GUIDE TO MONTEREY COUNTY

Posted on: Thursday, August 16, 2018 10:00 AM



SUSTAINABILITY AND MONTEREY BAY FOOD TOURS

Posted on: Monday, September 17, 2018 7:00 AM by Casey Aguilar



12 MISTAKES TO AVOID WHILE VISITING MONTEREY COUNTY

Posted on: Thursday, September 27, 2018 12:00 PM by Allyson Ryan



- 2,400+ unique landing page visits
- 7,800+ social engagements

VISIT CALIFORNIA DREAM DRIVE

THE RESULTS

Global	Monterey County	San Luis Obispo County
596 MEDIA PLACEMENTS	353 MEDIA PLACEMENTS	296 MEDIA PLACEMENTS
\$7.4 million MEDIA VALUE	\$4.8 million MEDIA VALUE	\$4.2 million MEDIA VALUE
560 million IMPRESSIONS	463 million IMPRESSIONS	429 million IMPRESSIONS
17.2 million INFLUENCER REACH		
100+ CLASSIC CARS		
90 MEDIA		
14 MARKETS		

Results as of September 2018, additional coverage expected as media continue to place stories.

COME ALONG FOR THE RIDE
HIGHWAY 1
California's *Dream Drive*
2018 Classic Car Convoy

Visit California and the Central Coast Highway 1 Coalition invite the world to live the California Dream on an epic road trip down the Golden State's iconic Highway 1.

For 84 years, this bucket-list drive has called to adventurous travelers, and after more than a year, the roadway is fully reopened — and better than ever.

To help celebrate this historic milestone, join us in California as part of an unprecedented convoy of classic automobiles from 1934-2018 for a caravan drive down the coast — from **Monterey County to San Luis Obispo County**.

The event will conclude with a once-in-a-lifetime Golden Hour dinner and car rally in the shadow of Morro Rock.

EVENT DETAILS
Timing subject to change
Aug. 9, 2018
7:30 a.m. | Monterey County: Welcome and send off at WeatherTech Raceway Laguna Seca
9 a.m. - 5 p.m. | Highway 1: Convoy drives south toward San Luis Obispo County
5:30 p.m. | Morro Bay: Finale rally and sunset reception

SUSTAINABLE MOMENTS
Keep Big Sur beautiful. Visit responsibly. Find out how at SustainableMoments.com

visit California

To explore what you can experience along Highway 1, visit www.visitcalifornia.com/highway1

- Sustainable Moments messaging infused throughout the event
- Tammy Blount-Canavan spoke about the importance of responsible tourism at Ventana Big Sur stop



MCCVB 2018 ANNUAL LUNCHEON



- Congressman Jimmy Panetta spoke on the importance of responsible tourism
- Sustainable Moment collateral displayed on tables
- Reusable straw kits distributed as table giveaway



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 "Highlights & Scorecard" is overlaid in the center in a blue, sans-serif font, with a blue brushstroke underline. In the bottom right corner, the word "MONTEREY" is written in blue, with the tagline "Grab life by the moments:" below it, also in blue.

Highlights & Scorecard

MONTEREY
Grab life by the moments:

SELECT EARNED MEDIA HIGHLIGHTS

CONDÉ NAST
Traveler

MODERN
LUXURY

via

TOWN&COUNTRY

- Town & Country: See Inside Ventana Big Sur's Multimillion-Dollar Renovation
- Via: Monterey and Carmel's Natural Beauty
- Elite Daily: I Lived Like I was On 'Big Little Lies'... & I Road Tripped in a Classic Convertible...
- Modern Luxury: Big Little Monterey (pgs. 84 & 85)
- Conde Nast Traveler: The Best Cities in the U.S.: Readers Choice Awards
- Meetings Today California Supplement: Resort Escapes

SOCIAL HIGHLIGHTS



See Monterey ✓ is in Monterey, California.



Published by Allyson Ryan [?] · September 19 at 8:45 AM · 🌐

Arr... ⚓ Today is 'International Talk Like a Pirate Day'! Practice your skills in preparation for the arrival of the Tall Ship Lady Washington used in Pirates of the Caribbean.

Grays Harbor Historical Seaport



SEEMONTEREY.COM

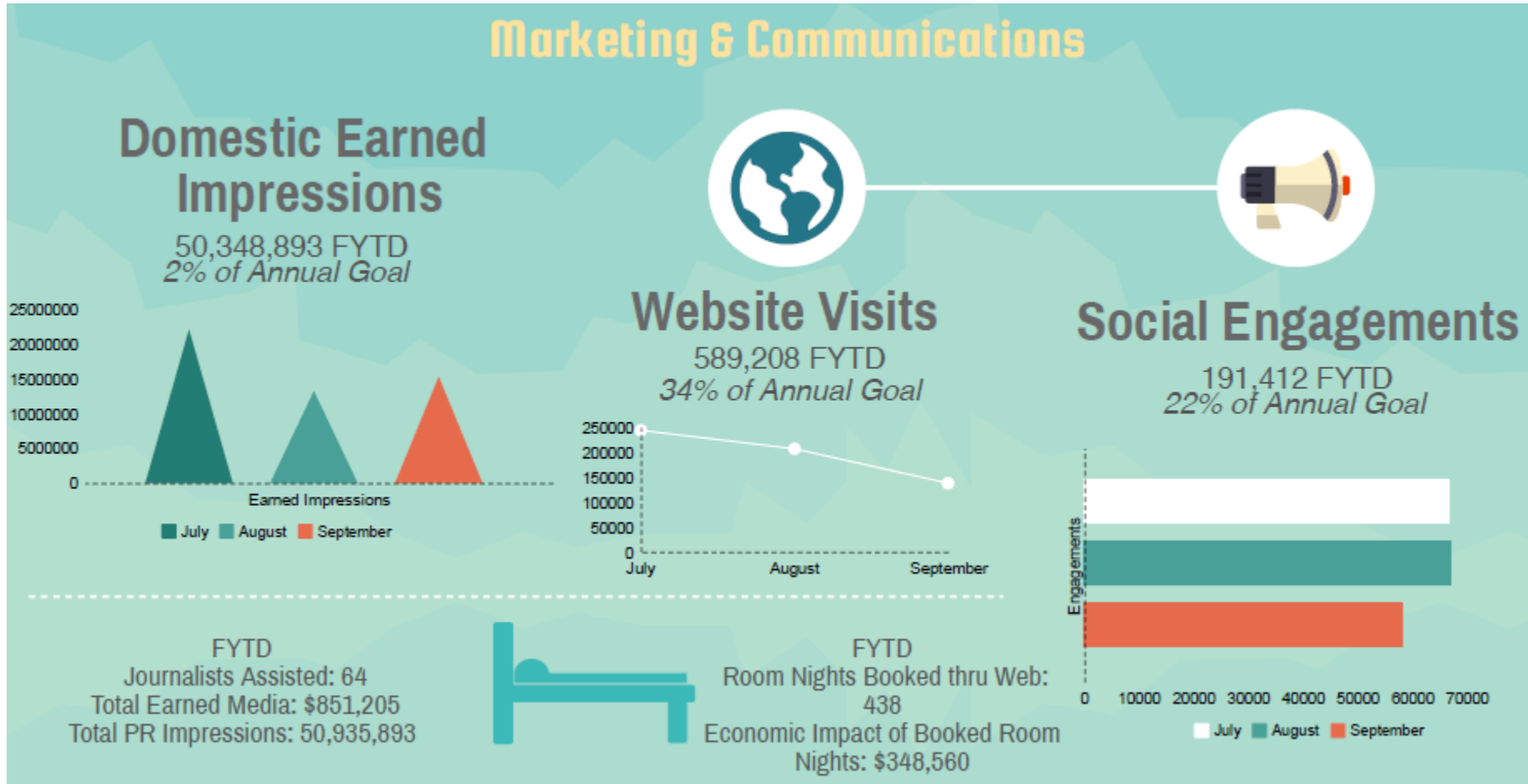
Pirates of the Caribbean Ship Docked in Monterey: November 8-26, 2018

Social promotion of the Tall Ship Lady Washington has garnered viral stats:

- 129k+ reached
- 18,000+ engagements
- 13.7% average engagement
- 100,000 total views to the blog



Q1 SCORECARD RESULTS



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 "Thank You!" is centered in the middle of the image, underlined with a blue brushstroke.

Thank You!

MONTEREY
Grab life by the moments: