WHAT THE MCCVB CAN DO FOR YOU!
Benefits of Membership
LEISURE TRAVEL

How can the MCCVB help drive visitors to your business?

- Inclusion on SeeMonterey.com and blog, 1.7M+ visits annually
- Get featured on social media channels, 160K+ audience
- Participate in national and regional ads such as LA Times and SF Chronicle at cost savings
- Your marketing materials displayed at the Monterey Visitors Center, nearly 100K visitors annually
- Access to industry trends and research

How does the MCCVB spread the word about Monterey County as a premier travel destination?

- Custom content is created and tailored towards our target audiences through web, social, paid ads and influencers
- Dedicated Travel Trade Executive promoting the destination in key international markets including China, Canada, Mexico, and the United Kingdom
- Partnerships with travel organizations including Brand USA, Visit California, SF Travel and more

Six ways to maximize your membership:

1. **Write a guest blog**: Create relevant and engaging content that will inspire travel to Monterey County while promoting your business
2. **Participate in digital advertising Co-Ops**: Options range from paid Facebook posts, digital banner ads to targeted eblasts
3. **Host journalists and influencers**: Participate in hosted media and social influencer familiarization trips to gain exposure to new audiences
4. **Use SeeMonterey.com as a content warehouse**: Share content straight from our Facebook page or link to one of our blogs or webpages
5. **Align with MCCVB’s Content Calendar**: Create content based on specified monthly themes and topics and to be shared on MCCVB social channels
6. **Meet our team and other tourism professionals at our events**: Events include Meet-a-Member Mondays, Quarterly Member Orientations, Quarterly Forums and our Annual Luncheon
WHAT THE MCCVB CAN DO FOR YOU!

Benefits of Membership

GROUP/MEETINGS MARKET

How can the MCCVB help drive groups and attendees to your business?

- Inclusion on MeetInMonterey.com and blog
- Get featured on group targeted social media channels (LinkedIn & Twitter)
- Participate in meetings focused national and regional ads
- Join us at sales tradeshows/client events and receive leads from potential and definite groups
- Access industry stats, trends and research

How does the MCCVB spread the word about Monterey County as a premier meetings destination?

- Custom content is created and tailored towards our target audiences through web, social, paid ads and influencers
- Attendance and participation at meeting industry associations, organizations, tradeshows, and conferences
- Dedicated Regional Sales Executives representing Monterey County across the country

Six ways to maximize your membership:

1. **Write a guest blog:** Create relevant and engaging content that will inspire group business to Monterey County
2. **Participate in Sales and Marketing Co-Ops:** Options range from tradeshows and client events to paid LinkedIn posts and in targeted eblasts
3. **Host incoming group familiarization trips:** Participate in hosted familiarization and client site trips to gain exposure to new clients
4. **Use MeetInMonterey.com as a content warehouse:** Share content straight from our LinkedIn page or link to one of our blogs or webpages
5. **Align with MCCVB’s Content Calendar:** Create content based on specified monthly themes and topics to be shared on MCCVB social channels
6. **Meet our team and other meeting professionals at our events:** Events include Meet-a-Member Mondays, Quarterly Member Orientations, Quarterly Forums and our Annual Luncheon