

# 2013-14 ANNUAL REPORT

MONTEREY  
Monterey County Convention  
& Visitors Bureau

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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

# Executive Summary

The 2013-2014 fiscal year was an important year of success and progress for Monterey County Convention and Visitors Bureau (MCCVB). The Board of Directors along with staff used in-depth research to further shape the organization and make some significant strides for the future growth of tourism in Monterey County.

The MCCVB followed the strategic priorities that were first established two years ago that set the foundation for our long-term vision and plan. Our strategic plan outlines how to aggressively drive economic and tourism growth in Monterey County. It specifically lays out goals for the 2013-2014 year that guided MCCVB efforts and helped gauge our successes in working towards that vision. This Annual Report is a summary of the work as related to those published goals.

The fall of 2013 was an exciting time for the MCCVB as we launched a new brand campaign, “Grab Life by the Moments,” and have been infusing inspiration for the destination in a variety of new and innovative ways including digital initiatives, pop-up events, and strategic sales marketing.

## DESTINATION PERFORMANCE OVERVIEW

Monterey County's average occupancy this year was 67%, continuing an increasing trend over the previous year. Revenue per available room (RevPar) is also up 8.5% over the previous year.

	Occupancy	% Change	ADR	% Change	RevPAR	% Change
2013-14	67%	4.4%	\$174.90	4.0%	\$117.10	8.5%
2012-13	64.2%	2.1%	\$168.17	4.0%	\$107.88	5.5%

The key to success in destination marketing is through partnerships and collaboration with stakeholders and partners within and beyond our destination. By sharing ideas, programs and resources, total investment in market development can be leveraged and excellence can be achieved for all.

The MCCVB has valuable community development partner alliances. We work with Visit California, Central Coast Tourism Council, CalTravel, San Francisco Travel, Monterey Regional Airport, Monterey County Hospitality Association, Monterey County Arts Council, Monterey County Film Commission, Historic Monterey, California State University Monterey Bay, local area Chambers of Commerce, Salinas Historical Board,

Monterey County Vintners and Growers Association, Pebble Beach Company, as well as various other interest groups and individual businesses. We are also active members of regional, national and international professional associations in sales and marketing arenas; these include AMPS, ASAE, CalSAE, GMIC, IAGTO, MPI, NTA, PCMA, SGMP, SITE, SVBTA, USTA and DMAI.

Our funding jurisdictions are key partners in developing the resources and direction for an effective, competitive destination marketing program. We are committed to growing an organization of excellence and executing innovative, effective sales and marketing programs that build business for the destination.

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*Travel spending in Monterey County in 2013 was \$2.3 Billion. This represents a 4.2 % increase from 2012, following a 5.9 % increase for the preceding year. Employment (23,310 jobs) also increased for the third consecutive year following the recession.*

*Dean Runyan Associates, 2013*



## MCCVB KEY PERFORMANCE MEASURES

<b>Sales</b>	<b>2013-2014</b>	<b>GOAL</b>	<b>% of GOAL</b>
New Group Business Leads	465	460	101%
Group Room Nights Index	96%	100%	96%
STR Report RevPAR Status	Second	Third	125%
<b>Marketing &amp; Communications</b>	<b>2013-2014</b>	<b>GOAL</b>	<b>% of GOAL</b>
Unaided Brand Awareness	83.9%	83%	100%
Intent to Visit	37%	32%	101%
Advertising Effectiveness	4.1	3.8	108%
Earned Media (Ad Equivalency)	\$37,041,458	\$34,500,000	107%
Facebook (fans)	51,970	43,750	119%
Twitter (followers)	11,248	9,775	115%
<b>Website/CMS System</b>	<b>2013-2014</b>	<b>GOAL</b>	<b>% of GOAL</b>
Unique visits incl mobile	1,430,833	1,114,092	128%
Page Impressions	4,575,942	4,011,372	114%
Unique Referrals	389,633	328,224	119%
Visitor Database	40,021	40,820	96%
<b>Membership</b>	<b>2013-2014</b>	<b>GOAL</b>	<b>% of GOAL</b>
Retention Rate	85%	85%	100%
<b>Visitor Services</b>	<b>2013-2014</b>	<b>GOAL</b>	<b>% of GOAL</b>
Visitor Referrals/Inquiries	123,967	123,000	101%

# Fiscal Year 2013-2014 Highlights and Accomplishments

The MCCVB set aggressive goals in 2013-2014 and produced strong results. A new consumer brand campaign, “Grab Life by the Moments”, was launched for the County, generating outstanding results with the destination realizing an incremental \$156.5MM in visitor spending and 146,000 room nights. The campaign has strengthened the identity of Monterey County, resonating with customers and our community.

In group sales, a focus on new business leads produced over 10% more than the previous year and the annual goal for leads was exceeded. A new measurement, the Room Night Index was implemented, to focus on combining strategies to produce stronger overall results. In addition, through in-depth research and customer feedback, an aggressive, strategic plan was developed and the groundwork was laid for an expanded long-term plan for this important segment.

MCCVB’s Visitor Information Center at Lake El Estero expanded reach through off-site satellite services. Users of the center were heavily influenced in the length of stay and overall spending, with 51% of those who visited the El Estero location staying in the destination longer, resulting in nearly 100,000 incremental room nights and more than \$20MM in economic impact.



## AWARDS, ACCOLADES AND NOTABLE MEDIA ATTENTION

The MCCVB was awarded a number of designations over the past year for its outstanding achievements including:

- MCCVB received a 2014 Pinnacle award for meeting excellence as an award-winning destination from Successful Meetings.
- The 2014 “Inspired Moments in Meetings” video was awarded Best Destination Video by Convene Magazine, the official magazine of PCMA.
- Strategic Client Services Expert Morgan Liu was recognized in Collaborate Magazine’s 2014 list of “40 under 40.”
- MCCVB won two Silver and three Bronze Regional Addy Awards for our new brand campaign.

## PARTNERSHIPS

In order to fully leverage our destination’s investment, it has been a priority of the MCCVB to strengthen relationships with partner organizations. This past year the MCCVB refreshed its relationship with San Francisco Travel, Central Coast Tourism Council, Visit California, Brand USA, and Destination Marketing Association International (DMAI). President and CEO Tammy Blount serves on the CEO DMO Advisory Council for Visit California and on the Board of DMAI. Each of these relationships will continue to be refined in the years to come to highlight our value proposition as a destination.

In addition to building relationships with regional, national and international professional associations, the MCCVB began new partnerships with key vendors to improve efficiencies in our work and

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the services we offer to our clients. These new partners include Booking.com and Leadership Synergies.

## BRAND LAUNCH

The brand campaign, “Grab Life by the Moments” was launched in October of 2013 with both print and digital ad placements in multiple media outlets. Ad buys were supported by aggressive public relations outreach and social media integration.

Research was conducted by Strategic Marketing & Research Insights (SMARI) to establish a benchmark and further measure the results from the campaign throughout the year.

The campaign was a success – all established goals were surpassed. Intent to visit increased to 37% from 31% the previous year. Unaided brand awareness which measures the brand recall of consumers, was

83.9%. The campaign influenced 146,000 incremental room nights and \$156.5 Million in spending. In addition, a notable portion of the audience surveyed recalled seeing MCCVB public relations efforts.

## GROUP SALES

2013-14 marked a new level of collaboration between the MCCVB and the hotel community. Based on the foundation that the community’s success is the most important measure, a new partnership was formed with Leadership Synergies to develop the Room Night Index. Using the goals and actual booking pace of participating properties, the Room Night Index serves to give added intelligence and a platform for ongoing discussions about how MCCVB programs are working with partners to fulfill group booking goals. As a result, a more

involved and integrated program strategy emerged and proved to be effective. With the annual index finishing at 96%, participating hotels increased production over the previous year by 13,230 room nights, a \$10 jump in average daily rate (ADR) and increased revenue by more than \$5.3 MM.

In January, the MCCVB Board of Directors commissioned the research firm Destination Analysts to conduct a study on group business potential. Key findings from this research inspired the Board’s decision to expand MCCVB’s group sales team focus, and add new sales executives in Chicago, Dallas/Fort Worth, and San Francisco. Target vertical markets revealed by the research include: Technology, Agriculture, Education, Pharmaceutical/Medical, Financial and Telecommunications.

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*This year has been a time of building upon the foundation that the CVB has established and building a successful tourism economy in Monterey County. We appreciate the partnership, support and financial investment of our regional governments and members, without which we would not have been able to achieve our goals. It remains our commitment to inspire the world to experience our extraordinary destination and to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members, and community.*

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## **Monterey County Convention & Visitors Bureau**

*P.O. Box 1770, Monterey, CA 93942*

*1-877-MONTEREY | [info@seemonterey.com](mailto:info@seemonterey.com)*

# 2013-2014 Board of Directors

## OFFICERS

**Janine Chicourrat, Chair**  
*Portola Hotel & Spa*

**Lisa Dias, Treasurer**  
*Mirabel Hotel & Restaurant  
Group*

**Kirk Gafill, Past Chair**  
*Nepenthe*

**Mairead Hennessy, Chair-Elect**  
*Aramark / Asilomar  
Conference Grounds*

**Bob Buescher, Secretary**  
*Carmel Mission Inn*

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## BOARD MEMBERS

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*Mazda Raceway Laguna Seca*

**Mike Zimmerman**  
*Cannery Row Company*

**Dave Potter**  
*Monterey County  
Board of Supervisors*

**Jim Hekkers**  
*Monterey Bay Aquarium*

**Rene Boskoff**  
*Monterey Marriott Hotel*

**Frank Sollecito**  
*City of Monterey*

**John Narigi**  
*Monterey Plaza Hotel & Spa*

**Steve McNally**  
*Hyatt Regency  
Monterey Hotel & Spa*

**Ralph Rubio**  
*City of Seaside*

**Julie Weaver**  
*The Lodge at Pebble Beach &  
Casa Palmero*

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## ADVISORS

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**Kimbley Craig**  
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**Ray Sargoni**  
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Museum of Natural History*

**Gary Cursio**  
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**Monta Potter**  
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**Tom Frutchey**  
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**Jeff Clark**  
*Monterey County Film  
Commission*

**Kim Stemler**  
*Monterey County Vintners  
and Growers Association.*

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## STAFF / SENIOR MANAGEMENT

**Tammy Blount**  
*President and CEO*

**Scott Wilson**  
*Vice President of Sales*

**Michael Alliman**  
*Controller*

**Rob O'Keefe**  
*Vice President / Chief Marketing  
Officer*

**Jennifer Johnson**  
*Vice President of Operations*

**Alliah Sheta**  
*Director of Community Relations*

# Marketing Communications

As the tourism marketing agency for Monterey County, managing the brand of the destination, creating awareness, excitement and growing the tourism economy through marketing is a core component of the MCCVB's mission. Advertising, content marketing, social and public relations outreach all work together to impact our audience. This creates a solid foundation for individual business marketing efforts and for the success of group sales programs.

*Strategic Priority: Create a consistent and dynamic marketing message*

## Brand Launch

### “GRAB LIFE BY THE MOMENTS”

MCCVB conducted extensive brand development research to ensure understanding of customers and our region's brand identity by utilizing surveys, focus groups and other research methods. The research helped MCCVB to discover the core “brand truth,” to package and promote it, and to ensure stakeholders understand and are a part of what is being promised in our marketing communication programs.

Recognized Name	San Francisco	Los Angeles	San Diego	Remaining CA	Denver	Phoenix	Las Vegas	National
Monterey	46%	41%	41%	38%	31%	24%	43%	33%
Monterey Peninsula	18%	14%	6%	26%	22%	30%	10%	9%
Monterey Bay	16%	19%	23%	20%	15%	13%	19%	19%
Carmel	11%	11%	9%	11%	10%	10%	8%	12%
Monterey County	4%	2%	7%	4%	6%	7%	6%	9%
Big Sur	3%	11%	12%	0%	11%	11%	9%	14%
Other	2%	1%	2%	0%	4%	5%	5%	5%

### CUSTOMER INSIGHTS

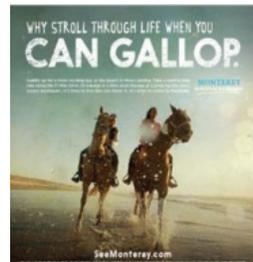
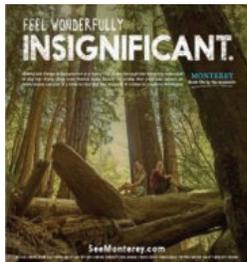
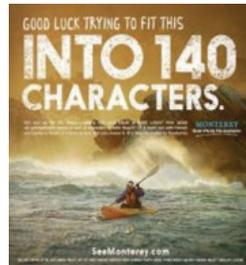
Though MCCVB markets the entire County, our primary research has revealed that the rest of the world recognizes the destination as “Monterey,” the same way the destination recognized as “Los Angeles” to visitors may include Santa Monica or Pasadena.

### TRAVELERS ARE SEEKING MORE MEANINGFUL EXPERIENCES

When we surveyed focus groups around the nation, we asked “when you visit, how does Monterey make you feel?”

### BRAND TRUTH

Visitors shared that their experiences invigorated their soul; that Monterey made them feel deeply rejuvenated.



Based on the findings, MCCVB launched its new integrated brand campaign “Grab Life by the Moments” – a call to action based on the brand truth Monterey has earned over the years. This brand campaign was launched in October of 2013 with both print and digital ad placements in multiple media outlets. Ad buys were supported by aggressive public relations outreach and social media integration. Consumers were targeted nationally with a concentration on drive and direct-flight markets.

Research was conducted by Strategic Marketing & Research Insights (SMARI) to establish a benchmark and further measure the results from the campaign through the year.

The campaign was a success – all established goals were surpassed. Intent to visit increased to 37% from 31% the previous year. Unaided brand awareness which measures the brand recall of consumers was 83.9%. The campaign influenced 146,000 incremental room nights and \$156.5 Million in spending. In addition, a notable portion of the audience surveyed recalled seeing MCCVB public relations efforts.



A spring sweepstakes promotion was launched in April offering four adventurous County-wide sweepstakes packages as an incentive to participate, with the goal to generate visits to the website and build the MCCVB visitor database.

**Results:**

- 86,199 total visitors to the webpage
- 18,706 entries
- 11,360 new emails in our database
- 2,775 Email shares
- 1,152 Social shares

**Other promotions in 2013-2014 included:**

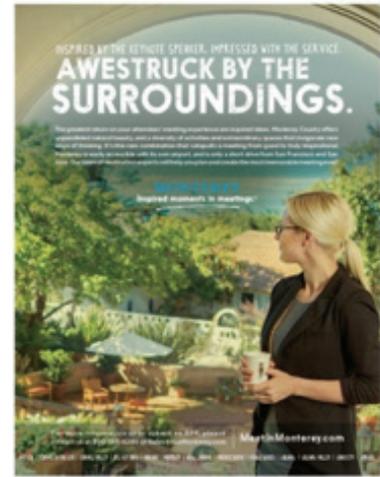
- In July, a contest was run on SeeMonterey.com giving away (4) tickets to the First City Festival

at the Monterey County Fair & Event Center August 24 & 25. The contest received over 315 Facebook entries.

- In August, a contest was run promoting the Art in the Adobes Festival, September 13-15. The two prize packages included a two-night stay at Asilomar Conference Grounds or Portola Hotel & Spa and two all-access passes to the event. The contest received over 2,000 entries.
- From December 15 through January 15, MCCVB ran a winter sweepstakes. The contest generated over 11,000 entries and 4,000 emails for the e-newsletter database.
- Amgen Sweepstakes: The MCCVB Partnered with the Amgen Tour of California and gave away 2 VIP passes to the start of stage 4 in Monterey on May 14th, 1 room night and 2 passes to the Monterey Bay Aquarium. The contest was live March 17-April 15. The contest generated 988 total entries, 829 opt-ins to the SeeMonterey eNewsletter, and over 1,500 unique visitors on the entry page.

## GROUP SALES CAMPAIGN

“Inspired Moments in Meetings” is the group sales campaign that was launched in November 2013, which was designed to communicate Monterey to meeting planners as the most inspirational place to hold their events. Media placements in print and online were carefully selected based on customer research, aimed at building awareness and interest for Monterey meetings. Advertising was supported by public relations outreach and customer engagement programs.



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## EXPANDING THE BRAND

Beginning in April, the MCCVB engaged members and hotel partners to help expand the brand into the visitors' experience. This segment of the campaign was launched to capture travelers while they are in Monterey - inspire them to stay longer, have more uniquely Monterey experiences, and increase the economic impact of their visit. The collateral pieces that continue to be produced are hotel check-in inserts, restaurant menu inserts, window clings, and door hangers. In addition, videos and photos along with the MCCVB logo has been distributed amongst partners and members.



## WEBSITE & ONLINE MEDIA

In 2013-2014, the MCCVB focused on increasing and strengthening the social and digital presence of the destination. The brand launch was amplified throughout all of our social media channels as well as the website. Facebook, Twitter, Blog Monterey, Instagram, LinkedIn, Pinterest, Flickr, and Google+ were used to leverage our main social networks and enhance Monterey County's social footprint.

## PANDORA

New to social media offerings this year included a station on Pandora called Monterey Radio ([www.pandora.com/montereyradio](http://www.pandora.com/montereyradio)).

More than 33,800 people added Monterey Radio to their playlists and listened to the station for more than 19,000 hours.



Followers and Fans of MCCVB's social networks:	
Facebook	51,970 fans
Twitter	11,248 followers
Blog	10,190 avg. monthly visits
Pinterest	1,656 followers
Google+	205 followers
Instagram	475 followers
YouTube	121 subscribers
LinkedIn	610 followers

## SEEMONTEREY.COM

In 2013-2014, SeeMonterey.com had 1,430,833 unique visitors, which was an increase of 11.2% from the year prior. Significant improvements were made to SeeMonterey.com, infusing energy with new imagery and inspiring content to match the brand statement. The member section of the website was redesigned with simpler navigation and enhanced tools to make it more user-friendly.

Looking to maximize website customer conversion, a new online reservation partner, Booking.com was selected through a robust RFP and committee review process. Early results are strong; since the launch on SeeMonterey.com, room night bookings increased by 250% compared to that same time frame the previous year (June 26-June 30).

The group sales section of the website underwent a significant renovation as a result of in-depth feedback from our Customer Advisory Board and benchmarking against other websites serving this important audience.

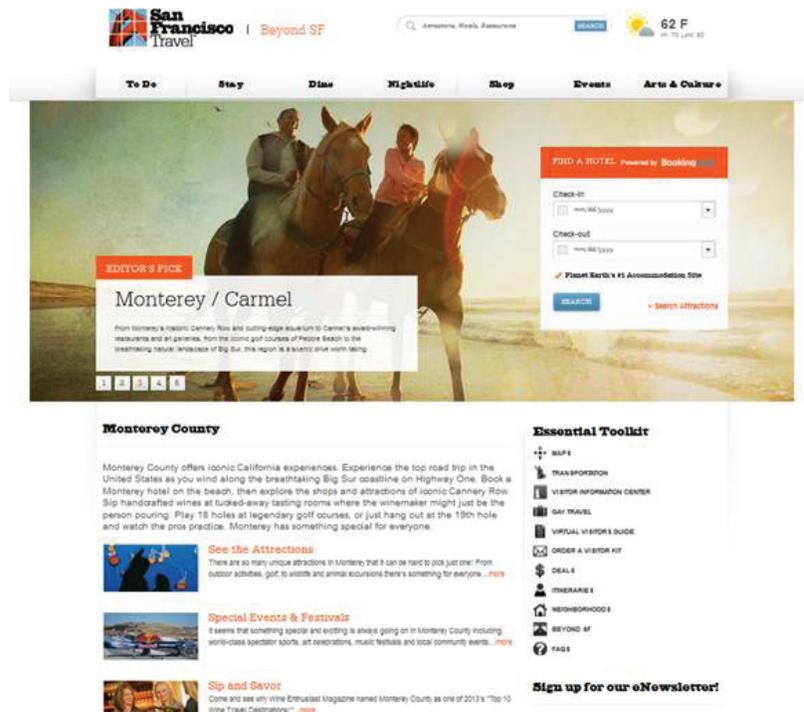
MeetinMonterey.com has its own look and feel to assist meeting planners to create inspired events, with relevant information and tools for customers. New enhancements include photography, an easier navigation interface with more robust destination information, facility searches that are functional on all devices and downloadable promotional tools including digital banners, save-the-date email templates, microsites and custom maps.

# Partnerships

In order to fully leverage our destination's investment, it has been a priority to strengthen relationships with partner organizations. Focusing on strategic partnerships with San Francisco Travel, the Central Coast Tourism Council, Visit California, Brand USA and Destination Marketing Association International (DMAI), the reach of the Monterey County brand has been significantly extended. By participating in various marketing co-ops, media opportunities and familiarization trips (FAM's), sales missions and web offerings, our destination was able to amplify its message to a larger audience on a national and international level that would not have been attained otherwise.

The "Beyond SF" partnership with San Francisco Travel captured travelers in the region with a special landing page for Monterey County, printed placements and dedicated email blasts to their extensive databases. MCCVB began new partnerships with key vendors to improve efficiencies in our work and the services we offer to our clients. These new partners include Booking.com and Leadership Synergies.

In addition to building relationships with regional, national and international professional associations, MCCVB focused on building partnerships with key group agencies including CVent, Helms Briscoe and Conference Direct.



San Francisco Travel  
Exclusive Beyond SF Offer

July 14, 2014



## Explore Monterey Wines in Three Distinct Wine Tasting Regions

With rising acclaim and ample tasting rooms, now is the time to explore the wines of Monterey County. Whether you're seeking a rustic country wine experience, a convenient and charming day of wine by the sea or an authentic vineyard adventure – all of these opportunities are closer than you think.

## Strategic Priority: Invest in Market Opportunities

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### MILLENNIALS

A generational market segment of rising importance is Millennials, who by any measure are the travelers of the future. Not at the expense of Baby Boomers and Generation X, but in addition to those segments. The MCCVB sales and marketing programs take Millennials into account and ensure that programming is meeting their expectations. Meeting planners from our Customer Advisory Board (CAB) group report that they have to take Millennials' business travel habits into account as the "next" generation is more selective in which meetings they'll attend – they will pass on meetings and events if they don't see an incentive beyond the business purpose of the trip. For leisure and brand building efforts, Millennials have distinct travel planning habits and resources for information.

MCCVB has been tracking this generational shift for the last two years and implementing marketing solutions to appeal to Millennials. These include a variety of social and marketing activities. The effort is paying off according to our brand tracking research which revealed that Millennials have a higher likelihood to visit Monterey County as a result of our brand campaign than other generations.



### HISPANICS

Hispanics represent the fastest growing segment of the US population and a critically important part of the tourism economy. Destinations that advance their understanding and approach to this market will reap significantly higher ROI. Visit California places this market segment among the highest priority for the State and MCCVB views Hispanics equally as important for our destination. As such, the MCCVB took steps in the past year to advance the destination's

collective understanding of this vital but not easily defined group of travelers. Working with the Monterey Bay Aquarium, MCCVB conducted a Hispanic Marketing workshop to educate and inform members of the importance and the approach to growing market share. In the next year, MCCVB will further advance the destination's collective understanding of Hispanics and, with that understanding established, implement more aggressive Hispanic marketing programs.

# International Markets

## CHINA

MCCVB continued its “planting seeds” strategy in the China tourism market – the fastest growing of all international markets. MCCVB has been building relationships with targeted travel wholesalers (tour operators and travel agents) who drive the bulk of US visitation from China, and building and maintaining a level of consumer-facing exposure through a website, media relations and social media. Our investment level is relatively moderate but it does position Monterey within the consideration set of destinations to visit while on a multi-city itinerary (which most Chinese travelers seek). Our strategy also relied on leveraging our strategic partner relationships with Visit California and Brand USA.

We maintained the services of a China based firm, i2i, which coordinated and implemented various media and social programs throughout the year. In the past year, we’ve experienced considerable growth in China-specific programs and produced the following results:

- Social Media: 86 stories released on Monterey’s Sina weibo (Chinese equivalent of a Twitter/Facebook hybrid social channel) with 7,663 posts; 2,844 feedbacks received; 6,882 followers generated. Overall, our Weibo followers increased by 58% in the past fiscal year.
- Public Relations: 194 stories released on 175 digital media and



19 print media with \$ 4,705,474 in advertising equivalency.

- Communications: 592 media and 342 travel agents and OTAs were contacted to introduce Monterey and discuss potential cooperation opportunities.
- Marketing Events: 2 trade co-marketing campaigns with Bread Trip and a media luncheon for 31 media outlets were organized.



## CANADA

Our closet national neighbor in many ways, Canada is distinctive in its travel patterns and audience characteristics. To create superior positioning with the Canadian traveler, Monterey County implemented a number of media and partnership programs in the past year. These included a partnership with the Central Coast Tourism Council (CCTC) to contribute to The Original Road Trip, a collaborative co-op program with Canadian Traveler. Additionally, MCCVB worked with TravelZoo to promote Monterey County to the Canadian travel market through featured destination landing pages, e-blasts and banner advertising.

# Exporting the Experience: Pop-Up Culinary Events

**K**ey customers and media are located all over the nation. In order to effectively communicate the magic and bounty of our destination, we export extraordinary experiences.

The “pop-up” series was created to interpret and showcase the incredible aspects of the Monterey experience through a culinary lens. MCCVB worked with Monterey County chefs and wine personalities to export the Monterey brand by creating authentic, once-in-a-lifetime experiences for

important target audiences in unique locations. Each event focused on targeting the media/leisure market or important group clients and incorporated ingredients, wines, and stories from Monterey County. These experiences are a stage to taste, see, share, and leave a lasting impression about Monterey – its inspiration and ability to invigorate the soul. This year, the MCCVB hosted events in Boston, Washington DC, Los Angeles, and Chicago for more than 60 potential clients and 20 media outlets.



## **BOSTON – JANUARY 2014**

In conjunction with the PCMA conference, the MCCVB hosted a culinary experience for meeting planners at Rialto restaurant in Cambridge. Chef Yousef Ghalaini of The Bench at Pebble Beach, Chef Ted Walter of Passionfish, and Sommelier Ted Glennon teamed up with Rialto’s Chef Jody Adams to create a memorable

and unique client event. Each course had elements from Monterey and the chefs had anecdotes to connect the ingredients to the overall theme.

## **WASHINGTON D.C. – FEBRUARY 2014**

An exclusive dinner was hosted in February for meeting planners during the Destination Showcase

conference. The culinary tour-de-force was uniquely staged behind the scenes in the back halls of Congress in the congressional committee room. The event, co-hosted by Congressman Sam Farr, created an experience not to be forgotten.

Chef Ted Walter, Passionfish; Chef Tim Wood, Carmel Valley Ranch; and Winemaker Sabine Rodems, Wrath Wines collaborated with celebrity Chef Andrew Markert of Beuchert’s Saloon in Washington D.C. who is an icon in sustainability, to produce this amazing experience.

## **CHICAGO – JUNE 2014**

MCCVB partnered with Kinmont and the Pop-Up restaurant Ambersand in Chicago for another one-of-a-kind experience for potential group clients. The featured cast from Monterey included Chef

*[Continued on the next page >>](#)*



*Monterey Moments –  
Congressional Committee Room, Washington D.C.*

Yousef Ghalaini from The Bench at Pebble Beach, Chef Justin Cogley from Aubergine, and Sommelier Ted Glennon. The Kinmont Restaurant and Chef Duncan Biddulph were chosen for this collaboration because of their commitment to sustainable practices. Kinmont is Chicago's first entirely sustainable fish and seafood restaurant.

## LOS ANGELES – MAY 2014

Focused on consumer media, a week-long promotion in Los Angeles was launched in collaboration with Border Grill's celebrity Chefs Mary Sue Milliken and Susan Feniger. Two Border Grill trucks on their extensive routes through Burbank, Studio City, the West Side, Oxnard and Pacific Palisades, expanded their menu to include and promote a signature Monterey Fresh Taco. MCCVB partnered with Border Grill to promote the Monterey branded taco special,



with 20% of the proceeds earmarked to support Share Our Strength and their No Kid Hungry campaign.

Chef Yousef Ghalaini from The Bench at Pebble Beach, Chef Tim Wood from Carmel Valley Ranch, and Sommelier Ted Glennon worked with Border Grill Chefs Mary Sue

Milliken and Susan Feniger to create a five-course dinner event. Both Milliken and Feniger are aligned with Monterey's culinary sensibility, are influential supporters of the Seafood Watch program through the Monterey Bay Aquarium, and have a genuine long-standing affinity for the destination.

The promotion culminated in a farm stand and live chef demonstration on the 3rd Street Promenade in Santa Monica. The pop-up included a Border Grill Food Truck, grilling set with taco demonstrations by the Monterey chefs, and a Monterey farm stand. The LA pop-up event resulted in 18 print and web articles with a combined total impressions of 14,379,438.



# BREATHTAKING. AVAILABLE BY THE BOTTLE OR THE GLASS.

For an unforgettable evening, pair a local Pinot Noir with an amazing view of the Big Sur coastline. Tomorrow, treat yourself to some locally grown produce at a farmer's market. Or picnic at a vineyard in Carmel Valley. It's time to live like you mean it. It's time to come to Monterey.

**MONTEREY**  
Grab life by the moments.



[SeeMonterey.com](http://SeeMonterey.com)

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

# Communications & Public Relations

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**M**CCVB has achieved 107% of its published annual goal for earned media by pitching stories, assisting journalists with information requests and hosting media familiarization trips (FAMs) to Monterey. Many publications and media channels have featured attractions, attributes and destinations within Monterey, resulting in a total of over \$37 million in “earned media” and 1,344,800,739 impressions. This earned (or free) media refers to publicity gained through promotional efforts other than advertising, as opposed to paid media, which refers to publicity gained through advertising. MCCVB assisted 1,415 journalists in 2013-2014, hosting 57 domestic and 59 international FAMs.

Some of last year’s highlighted FAMs include:

## **THE VOGUE ITALIA FAM**

Vogue Italia covered Monterey Bay Aquarium, Cannery Row Brewing Company, Monterey Plaza Hotel & Spa, Vista Blue Spa, Passionfish, Tradewinds Carmel, Carmel Wine Walk, Flaherty’s Oyster Bar & Seafood Grill, Refuge, Glen Oaks Big Sur, Big Sur Roadhouse and Nepenthe. Vogue Italia online receives 1,267,799 unique monthly visitors, resulting in a PR value of \$105,000. Additional placements from the FAM are expected in 2014-2015.

## **FAMILY TRAVEL FORUM FAM**

Felicity Long from Family Travel Forum focused on family adventure in a recent trip that included horseback riding at the Monterey Bay Equestrian Center and bicycling on the Monterey Bay Coastal Recreational Trail. Family Travel Forum online receives 100,000 unique monthly visitors, resulting in a PR value of \$12,000. Additional media placements are expected in 2014-2015.

## **THE LEON MAGAZINE FAM**

Three journalists from Japan visited Monterey County for a Highway 1 FAM trip that included the La Playa Hotel, 17-Mile Drive, Pfeiffer Beach, McWay Falls and Carmel-by-the-Sea. The article was published in LEON magazine in January of 2014. The magazine has a circulation of 93,000 and an advertising equivalency of \$110,000.

## **GRAB LIFE BY THE TENTACLES FAM**

The MCCVB, in conjunction with the Monterey Bay Aquarium, brought in 15 influential journalists to promote Monterey County as a premier travel destination. The bloggers spent 5 days touring

the County which included a sneak peek at the Aquarium’s brand new Tentacles exhibit to help create a buzz about the exhibit and reinforce Monterey County as mecca for travelers. To date, this media FAM has resulted in more than 70 articles (print & web) and has garnered over 13 million unique impressions. Properties mentioned in the articles include Cannery Row, Joyce Vineyards, Passionfish, Quail Lodge & Golf Course, Steinbeck Center, Edgars, Bernardus Lodge, Cannery Row Walking Tours, Beach House, Monterey Bay Aquarium, The C Restaurant + Bar, Bay of Pines, Point Lobos, Big Sur Roadhouse, Glenn Oaks Big Sur, Adventures by the Sea, Carmel Wine Walk, Pinnacles National Park, A Taste of Monterey, Spa on the Plaza, Portola Hotel and Spa, Peter B’s Brewpub, Fast Raft Marine Eco Tours, Sandcastle Inn, Monterey Regional Airport, Haute Enchilada Café and Gallerias, Captain’s Inn, Elkhorn Slough Safari, New Korea Restaurant and Carmel Valley Ranch.

## **SPRING MEDIA FAM**

Hannah Allen (Men’s Journal), Marilyn Bailey (Indulge), Nicole Schnitzler (Fodor’s Travel) and David Sweet (Sheridan Road) covered a variety of different story angles. The group toured an assortment

of different jurisdictions including Carmel Valley, Pebble Beach, Pacific Grove, Monterey and Big Sur. The first article to be published from this FAM was featured in Fodor's Travel, "Long Weekend in Monterey." Fodor's Travel receives 608,091 unique monthly visitors resulting in an advertising equivalency of \$32,000. Additional articles are expected in 2014-2015.

### TRAVEL + LEISURE FAM

In the last quarter, Contributing Travel + Leisure Editor Kate Betts brought her entire family on an Airstream road trip adventure through Monterey County. The article titled "The Great American Road Trip" details Kate's trip from Yosemite National Park to Monterey County, and mentions Castroville as the "Artichoke Capital of the World," the Marina Dunes, the Monterey Bay Aquarium, dining in Carmel, kayaking in Monterey, and tide-pooling in Pacific Grove. In addition, there are several great photos of the region included in the article such as Pezzini Farms in Castroville, harbor seals in Monterey, lunch at Big Sur Bakery & Restaurant, the Monterey Bay Aquarium and kayaking on Monterey Bay. Travel + Leisure receives 3,887,668 media impressions, resulting in a PR value of \$1,087,515.



# Group Sales & Services

## Strategic Priority: Grow Market Share

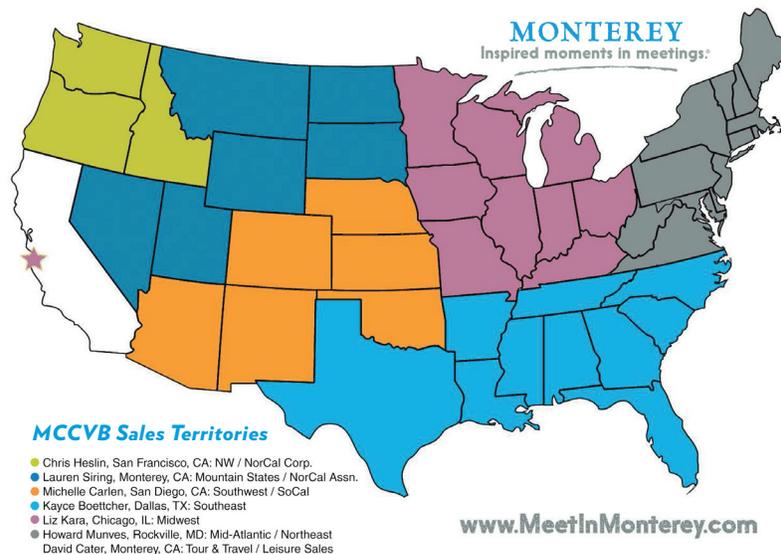
The greatest opportunity to grow overall market share and to balance year-round business lies in group sales. Meetings and conferences provide healthy hotel room rates and revenues, and the ability to fill “need”, or slow periods that are present when leisure customers occupy weekend and high-season rooms. The nature of this business, combined with the extraordinary opportunity that arises with the Monterey Conference Center renovation, support the MCCVB’s increased focus on this important market segment.

### CLIENT ENGAGEMENT

The MCCVB focused in 2013-2014 on identifying and connecting new business opportunities with the hotels and facilities of Monterey County. This was done through nationwide prospecting, sales missions, 35 trade shows, partnerships, customer education, 15 client events and integrated marketing and PR programs. 465 new business leads were produced, 101% of the MCCVB’s goal and over 10% more than the previous year.

### ROOM NIGHT INDEX

2013-14 marked a new level of collaboration between the MCCVB and the hotel community. Based



on the foundation that the community’s success is the most important measure, a new partnership was formed with Leadership Synergies to develop the Room Night Index. Using the goals and the actual booking pace of participating properties, the Room Night Index serves to provide added intelligence and a platform for ongoing discussions about how MCCVB programs are working with partners to fulfill group booking goals. As a result, a more involved and integrated program strategy emerged and proved to be effective. With the annual index finishing at 96%, participating hotels increased production over the previous year by 13,230 room nights, a \$10 jump in average daily rate (ADR) and increased revenue by more than \$5.3 MM.

### RESEARCH

The MCCVB Board of Directors commissioned a study to assess group business potential in Monterey which was conducted by the research group Destination Analysts. Key findings from the research include:

- Expanded Sales Approach – new geographic markets, target high potential market segments/verticals
- Localized Sales Representation – there is a significant competitive advantage to having sales representation in market
- Relationships & Education – the MCCVB’s two most important roles are building and maintaining lasting relationships built on trust
- Competitive Set – adjustments required to competitive set.

These research findings inspired the Board's decision to refocus MCCVB's group sales strategies and expand in-market targeting by hiring new sales executives in Chicago, Dallas/Fort Worth and San Francisco. Target vertical markets revealed by the research include: Technology, Agriculture, Education, Pharmaceutical/Medical, Financial and Telecommunications.

## STRATEGIC CLIENT SERVICES

A strategic approach to developing group business is critical if Monterey is to stand out in a field that is fiercely competitive. The tipping point for deciding on one destination over another is most often cited as relationships and value. To this end, MCCVB has created a Strategic Client Services department that works in partnership with sales executives to strengthen customer relationships and create programs that add value for groups choosing Monterey.

These programs include "Flash Your Badge"



which promotes local business offerings to meeting delegates, welcome programs, onsite

information services for attendees, registration services, and online housing services for delegate hotel bookings.

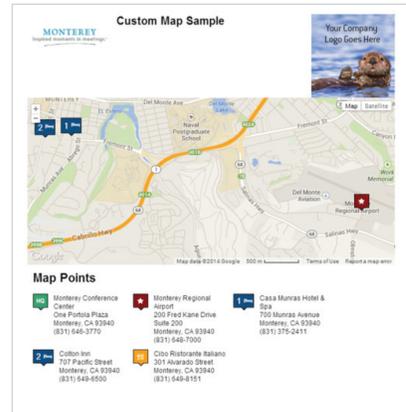


## GROUP CLIENT MICROSITES

Group microsites are now offered to group clients to serve as a landing page for delegates. Links to housing services as well as dining, activities and pre- and post-conference options as well as customized maps all help build our value proposition to the planner, and build event attendance, therefore strengthening the success of events. In addition, the client can control the information on the site in order to best serve their attendees.

## CORPORATE SOCIAL RESPONSIBILITY OPPORTUNITIES (CSR)

CSR is the integration of business operations and values, whereby the interests of all stakeholders including investors, customers, employees, the community and the environment are reflected in the company's policies and actions. MCCVB connects groups to local activities and organizations to create opportunities to give back to the community and our local environment.



## PRE & POST CONFERENCE ACTIVITIES

In order to extend stays and delegate spending as well as build event attendance, a number of activities for groups or individuals to take advantage of before and after their conference are provided to meeting planners.

## CLIENT MAPPING TOOL

Clients can pin-point specific locations within the area to create an attendee map with area hotels, attractions, activities, and restaurants. Event planners can post the map on their conference microsite to help direct their attendees to planned activities within the region.

## MONTEREY MEDICAL MEETINGS

Monterey has an opportunity to develop a specialized market segment: medical meetings. These meetings are strictly regulated and

# MONTEREY

## Medical meetings.™

require specialized services, pricing, billing and accountability elements in their meetings. These regulations can be a great challenge for meeting planners when individual requirements need to be negotiated and arranged with individual properties. MCCVB's Monterey Medical Meetings initiative bundled compliant properties with bar code scanners and other tools that make arranging these meetings easier, presenting a strong value proposition to planners over other destinations.

### CHAMPION MONTEREY

Champion Monterey is a meetings referral program designed to identify local residents who are members of organizations or associations, and support them in bringing their related meetings to Monterey. The program includes recognizing Champions for the economic impact their efforts brought to the community.

### MONTEREY CONFERENCE CENTER

This is a lively time for Monterey as the renovation of the Conference Center has been approved and is moving forward. This renovation brings excitement and anticipation to the destination and the MCCVB is working to leverage this opportunity with our potential customers.



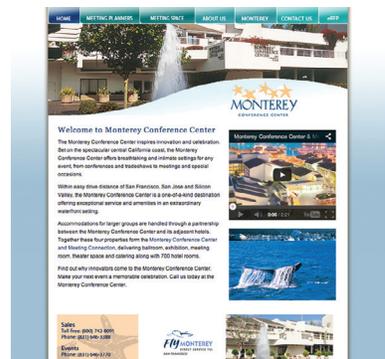
Customer Advisory Board Meeting, 2013

The MCCVB has formed a coalition with the City of Monterey to keep major stakeholders engaged in the renovation process and align communications and messaging as renovation plans progress. The Monterey Conference Center Coalition meets monthly to streamline the communications process.

### CUSTOMER ADVISORY BOARD

A Customer Advisory Board (CAB) is a group of existing and potential clients that MCCVB works with to provide advice to the community and local suppliers on conditions in the market and ways that the destination's sales, marketing, products and services can be improved. The members of the CAB rotate to ensure consistently fresh ideas and a variety of perspectives.

The MCCVB's annual CAB meeting was held in November 2013 at



Asilomar Conference Grounds in Pacific Grove. Specific subjects during the meetings this year included:

- Monterey Area Updates
- State of the Destination
- Sales Strategies for Target Markets
- Branding & Marketing Monterey
- Trends in the Meetings Industry
- Strategic Client Services
- Site Inspections
- MCCVB Website for Group Planners

# Visitor Services

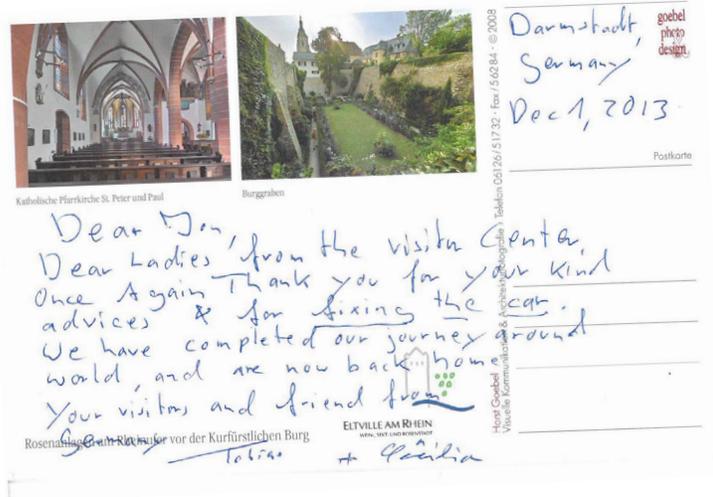
Our Visitor Information Specialists at the Monterey Visitors Center put a face and smile behind the allure of Monterey County tourism. More importantly, they focus on creating opportunities to turn day-trippers into overnight guests and encourage overnight guests to extend their stay. 124,967 visitors were assisted in 2013–2014. The visitor center influenced 98,538 incremental room nights which accounted for \$20,298,844 in economic impact. This economic impact increased more than \$6.7MM from the last fiscal year.

The visitor center is a crucial element to building a successful tourism economy in Monterey County. In 2013–2014, 51% of visitors extended their stay as a result of their encounter with our information specialists.

Visitors share their gratitude and feedback on a regular basis including comments like:

- “Best Visitors Center Ever!”
- “Very helpful and informative”
- “Thanks for helping us find a place to stay”
- “Staff were brilliant!! Referred a mechanic for car repair and the car was repaired quickly”
- “We were not planning on staying overnight but with Pam and Susan to help us find a room we decided to stay. Thank you”

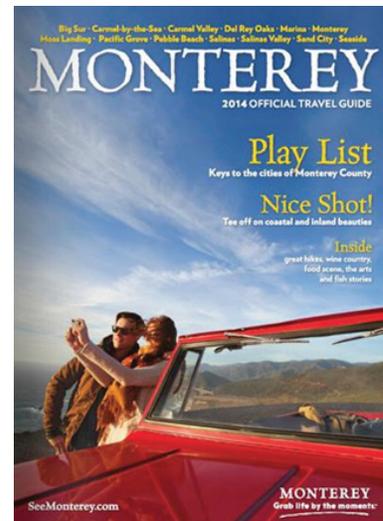
In addition to serving visitors at the Lake El Estero location, MCCVB provides information tables at many events around the County. This year MCCVB worked with the Old



Fisherman's Wharf Association to greet over 4,500 cruise ship passengers. These visitors were directed to different locations throughout Monterey County and encouraged to return for a longer stay in the area.

## VISITOR GUIDE

The annual Monterey County Official Travel Guide is a key part of educating and inspiring visitors about our destination. 140,000 are produced and shared with potential and current travelers each year. Additionally, the guide was viewed digitally 8,157 times on SeeMonterey.com.



# Membership

At the core of destination marketing success is community collaboration. Through the Tourism Improvement District (TID), all contributing lodging properties within the County are included in MCCVB membership. For a modest investment, all businesses targeting the leisure or business traveler can join the MCCVB.

This investment tells our customers that these businesses are prepared for to welcome them, and enable members to participate in all

MCCVB marketing and sales programs. Our members are our product. Only with active community support and participation can we reach our destination’s full potential for tourism growth.

### 2013-14 MEMBERSHIP:

- 64 new members
- 85% retention
- 4 member orientations
- Bi-weekly “Meet A Member” trainings
- Regional staff familiarization trips
- Jurisdiction outreach summits

“Working with the MCCVB has always been a pleasure — a great staff always willing to take the time to lend a hand, and a powerful resource in our marketing efforts. They are a great partner to have in a very competitive industry.”

*Rick Aldinger  
General Manager, Big  
Sur River Inn*

# Financials

Revenue	
Jurisdiction Investment	\$2,354,109
County of Monterey	\$998,728
City of Monterey	\$992,179
City of Carmel-by-the-Sea	\$125,987
City of Pacific Grove	\$83,228
City of Seaside	\$61,188
City of Salinas	\$47,799
City of Marina	\$42,000
City of Sand City	\$2,000
City of Del Rey Oaks	\$1,000
TID/HID	\$ 3,898,141
County of Monterey	\$830,714
City of Monterey	\$1,899,823
City of Carmel-by-the-Sea	\$342,092
City of Pacific Grove	\$232,650
City of Seaside	\$233,822.67
City of Salinas	\$211,047
City of Marina	\$147,992
Private Revenue	\$273,166
<b>TOTAL REVENUE</b>	<b>\$6,525,416</b>

Expenses	
Marketing Communications	\$3,457,680
Sales and Group Services	\$2,126,685
Membership	\$98,553
Visitor Services	\$398,106
Administration	\$885,261
<b>TOTAL EXPENSES</b>	<b>\$6,966,285</b>

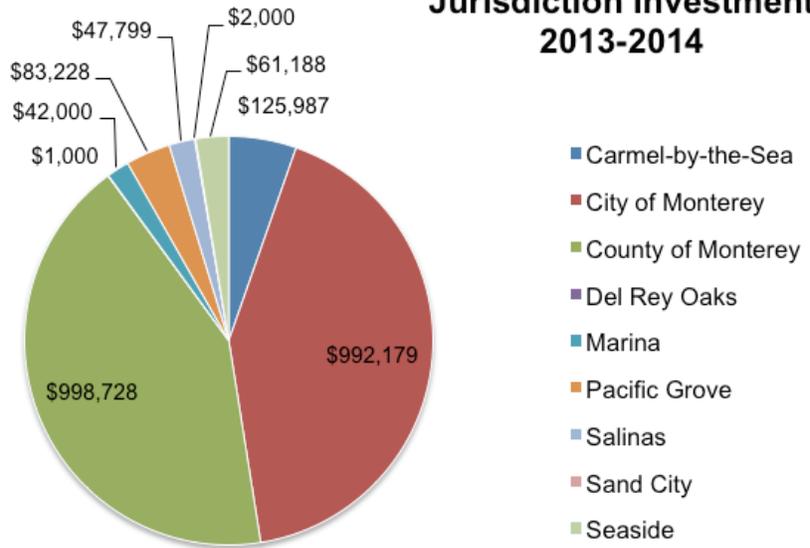
The MCCVB Board of Directors approved the use of 2012-2013 net retained earnings to be applied to the 2013-2014 fiscal year budget to support the brand launch in the fall of 2013.

# Jurisdiction Breakouts

The Monterey County Convention & Visitors Bureau works in collaboration with Monterey County (including Big Sur, Carmel Valley, Moss Landing, Pebble Beach, and Salinas Valley) and the cities of Monterey, Carmel-by-the-Sea, Pacific Grove, Salinas, Seaside, Marina, Sand City and Del Rey Oaks. This regional partnership enables all jurisdictions to collectively benefit from leveraged resources and assets, creating broader appeal, reach, and effect than any one jurisdiction would be able to do on their own. This regional approach is important to our customers, to the individual businesses within our County and to the success of tourism in Monterey.

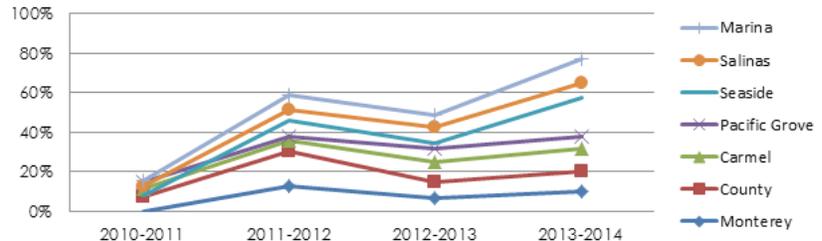
In 2013-2014, Transient Occupancy Tax (TOT) increased in all areas of Monterey County. This year, TOT has increased more than 9% over 2012-2013. This is great news for the region and shows continued success as a tourist destination.

## Jurisdiction Investment 2013-2014



## TOT Growth Comparison

Percent of growth over previous years



*\*Marina's growth includes measures M&N*

## CITY OF MONTEREY

2013-2014 Economic Impact	
Visitor Spending	\$739mm
Jobs Supported by Tourism	7,274
Earnings from Tourism Jobs	\$308mm
Local Taxes from Visitors	\$19.2mm

(Source: Monterey County Travel Impacts, Dean Runyan – 2013)

Transient Occupancy  
Tax Revenue (TOT): \$19,324,986

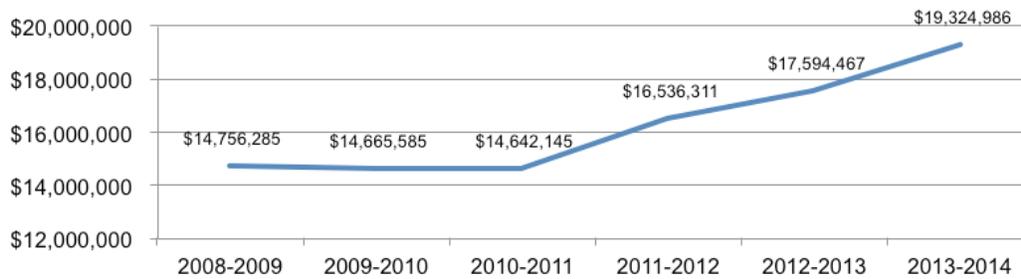
Percent of City's  
Budgeted Total Revenue: 17.8%

Investment in MCCVB: \$992,179  
*This is 6% of the 2011-2012 actual collections in TOT.*

Percent of total  
MCCVB budget: 15.3%

TOT Increase  
over the previous year: 9.84%

### TOT Revenue



## CITY OF CARMEL-BY-THE-SEA

2013-2014 Economic Impact	
Visitor Spending	\$202mm
Jobs Supported by Tourism	1,987
Earnings from Tourism Jobs	\$84mm
Local Taxes from Visitors	\$5.2mm

(Source: Monterey County Travel Impacts, Dean Runyan – 2013)

Transient Occupancy  
Tax Revenue (TOT): \$5,157,253

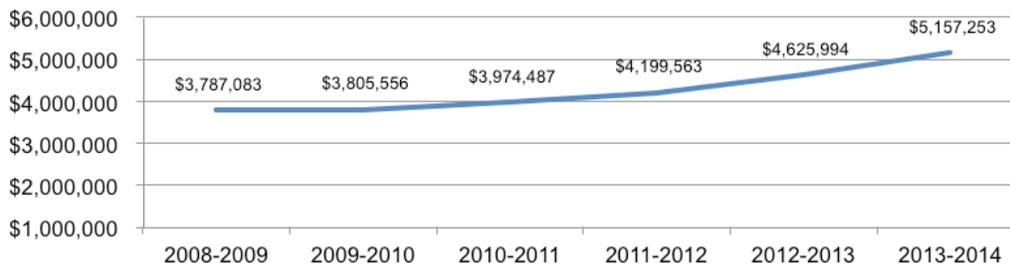
Percent of City's  
Budgeted Total Revenue: 31.7%

Investment in MCCVB: \$125,987  
*This is 3% of the 2011-2012 actual collections in TOT.*

Percent of total  
MCCVB budget: 1.95%

TOT Increase  
over the previous year: 11.48%

### TOT Revenue



## CITY OF PACIFIC GROVE

2013-2014 Economic Impact	
Visitor Spending	\$138mm
Jobs Supported by Tourism	1,362
Earnings from Tourism Jobs	\$58mm
Local Taxes from Visitors	\$3.6mm

(Source: Monterey County Travel Impacts, Dean Runyan – 2013)

Transient Occupancy  
Tax Revenue (TOT): \$3,165,605

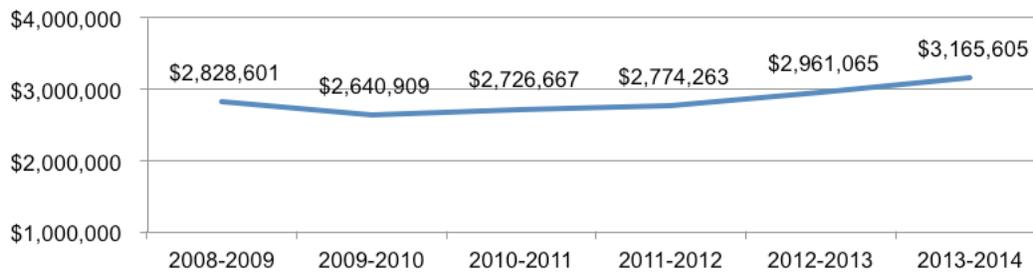
Percent of City's  
Budgeted Total Revenue: 18%

Investment in MCCVB: \$83,228  
*This is 3% of the 2011-2012 actual collections in TOT.*

Percent of total  
MCCVB budget: 1.3%

TOT Increase  
over the previous year: 6.6%

### TOT Revenue



## CITY OF SEASIDE

2013-2014 Economic Impact	
Visitor Spending	\$162mm
Jobs Supported by Tourism	1,595
Earnings from Tourism Jobs	\$68mm
Local Taxes from Visitors	\$4.2mm

(Source: Monterey County Travel Impacts, Dean Runyan – 2013)

Transient Occupancy  
Tax Revenue (TOT): \$2,439,911

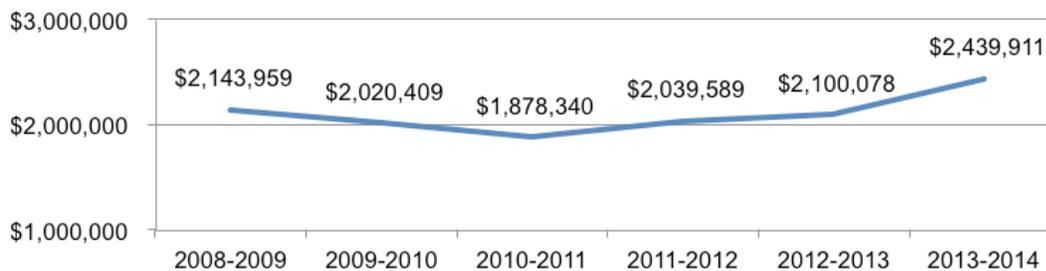
Percent of City's  
Budgeted Total Revenue: 9.4%

Investment in MCCVB: \$61,188  
*This is 3% of the 2011-2012 actual collections in TOT.*

Percent of total  
MCCVB budget: 0.95%

TOT Increase  
over the previous year: 16.2%

### TOT Revenue



## CITY OF SALINAS

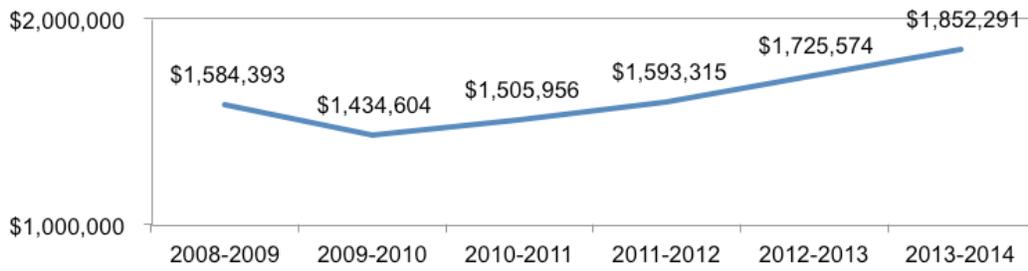
2013-2014 Economic Impact	
Visitor Spending	\$310mm
Jobs Supported by Tourism	3,047
Earnings from Tourism Jobs	\$129mm
Local Taxes from Visitors	\$8mm

(Source: Monterey County Travel Impacts, Dean Runyan – 2013)

Transient Occupancy  
Tax Revenue (TOT): \$1,852,291  
Percent of City's  
Budgeted Total Revenue: 1.26%  
Investment in MCCVB: \$47,799  
*This is 3% of the 2011-2012 actual collections in TOT.*

Percent of total  
MCCVB budget: 0.74%  
TOT Increase  
over the previous year: 7.3%

### TOT Revenue



## CITY OF MARINA

2013-2014 Economic Impact	
Visitor Spending	\$95mm
Jobs Supported by Tourism	938
Earnings from Tourism Jobs	\$40mm
Local Taxes from Visitors	\$2.5mm

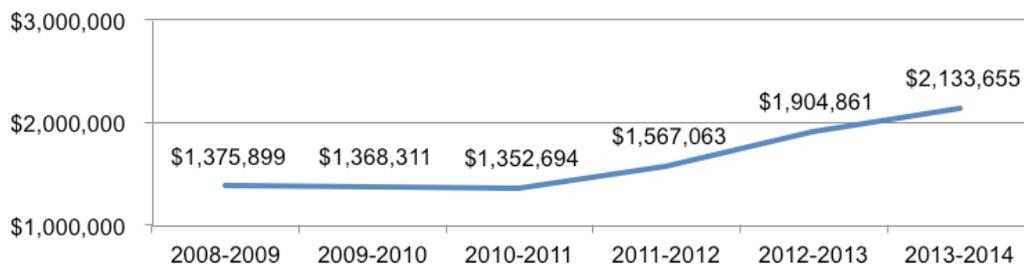
(Source: Monterey County Travel Impacts, Dean Runyan – 2013)

Transient Occupancy  
Tax Revenue (TOT): \$2,133,655\*  
Percent of City's  
Budgeted Total Revenue: 10%  
Investment in MCCVB: \$42,000  
*This is 3% of the 2011-2012 actual collections in TOT.*

Percent of total  
MCCVB budget: 0.65%  
TOT Increase  
over the previous year: 12.01%\*

\*This number includes measures M & N

### TOT Revenue



## UNINCORPORATED MONTEREY COUNTY

2013-2014 Economic Impact	
Visitor Spending	\$722mm
Jobs Supported by Tourism	7,108
Earnings from Tourism Jobs	\$301mm
Local Taxes from Visitors	\$18.8mm

(Source: Monterey County Travel Impacts, Dean Runyan – 2013)

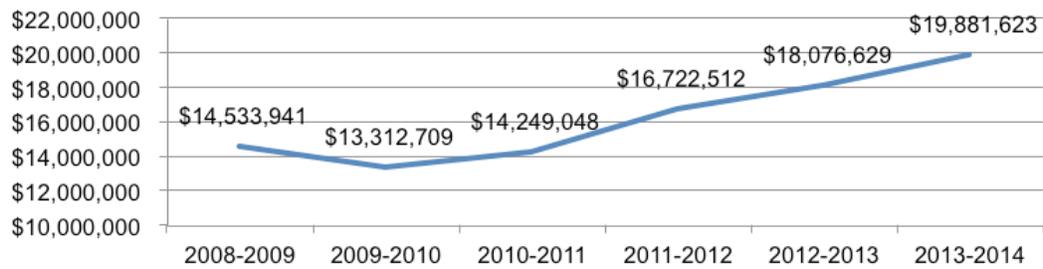
Transient Occupancy  
Tax Revenue (TOT): \$19,881,623

Percent of City's  
Budgeted Total Revenue: 2%

Investment in MCCVB: \$998,728  
*This is 6% of the 2011-2012 actual collections in TOT.*

Percent of total  
MCCVB budget: 15.4%  
TOT Increase  
over the previous year: 10%

### TOT Revenue



## Year-End Scorecard

July 1, 2013 – June 31, 2014

### -Investment-

	Annual
City Investment	\$125,987

### -Economic Benefit-

#### Incremental Overnight Stays:

Groups Booked:	8
Group Room Nights:	711
Monterey Visitor Center Room Nights:	10,671
"Grab Life by the Moments"	
Brand Campaign Room Nights:	13,140
<b>Total Incremental Room Nights:</b>	<b>24,522</b>

#### Economic Impacts:

Group Bookings:	\$1,225,886
Monterey Visitor Center	
Incremental Spending:	\$2,198,165
"Grab Life by the Moments"	
Brand Campaign Incremental Spending:	\$14,087,316
<b>Total Economic Impact:</b>	<b>\$17,511,367</b>

#### Activity:

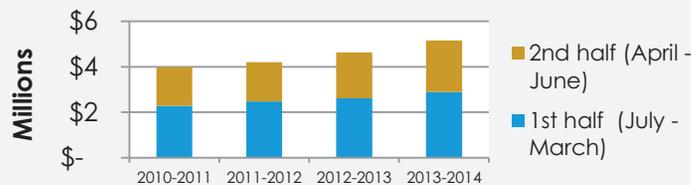
<b>Earned Media Equivalency:</b>	\$9,648,932
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#### SeeMonterey.com Unique Visitors:

Carmel-by-the-Sea web pages total views:	75,543
Carmel-by-the-Sea web pages total clicks:	33,156

**TOT Revenue 13-14:** \$5,157,253

**% of TOT growth 13-14:** 11.48%



## In the News

The **HuffingtonPost.com** listed California's Pacific Coast Highway as one of the Great American Road Trips. Carmel-by-the-Sea was touted as an artsy enclave that you have to experience for yourself before you head down iconic Highway 1. The Huffington Post has 46 million monthly U.S. unique visitors and 78 million monthly global unique visitors!

Carmel-by-the-Sea was highlighted in **New York Magazine** online in "The Five-Point Weekend Escape Plan" highlighting where to stay, where to eat, what to do, insider's tip and an oddball day. Aubergine was mentioned, among others. New York Magazine online receives 1,954,120 unique visitors monthly.

Fodor's Travel listed Monterey County's Highway 1 as one of their "10 Best US Road Trips to take this Summer." The article focuses on the Pacific Coast Highway, starting from Monterey and ending in Morro Bay. Carmel is mentioned as a great stop along the way, where you can find kingfishers and pelicans at Carmel River State Beach.



**Year-End Scorecard**  
July 1, 2013 – June 30, 2014

**-Investment-**

	Annual
City Investment	\$42,000
<b>Total</b>	<b>\$315,878</b>

**-Economic Benefit-**

**Incremental Overnight Stays:**

Monterey Visitor Center Room Nights: "Grab Life by the Moments"	985
Brand Campaign Room Nights:	<u>5,840</u>
<b>Total Incremental Room Nights:</b>	<b>6,825</b>

**Economic Impacts:**

Monterey Visitor Center Incremental Spending: "Grab Life by the Moments"	\$202,988
Brand Campaign Incremental Spending:	<u>\$6,261,030</u>
<b>Total Economic Impact:</b>	<b>\$6,464,018</b>

**Activity:**

<b>Earned Media Equivalency:</b>	\$2,347,611
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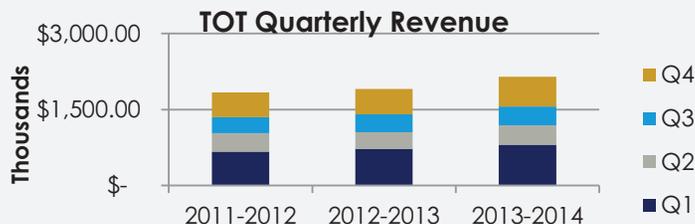
**SeeMonterey.com Unique Visitors:**

Marina web pages total visits:	18,126
Marina web pages total Clicks:	5,539

**TOT Revenue\*: Q4: \$590,743 Year-end: \$2,133,655**

**% of TOT growth\*: Q4: 18% Year-end: 12.01%**

\*These numbers include measures M & N



**In the News**

**Travel + Leisure** highlighted California's iconic Highway 1 as part of their story on the great American road trip. **Marina Dunes** was mentioned as the ideal location for a cookout, roasting artichokes, chicken, and marshmallows over an open fire as you gaze across the expansive view of the Pacific Ocean.

**The Grab Life by the Tentacles media blogger FAM** toured highly influential bloggers throughout all of Monterey County jurisdictions to create a buzz about visiting Monterey County this summer. **Marina's New Korea Restaurant** was recommended in various outlets including Miscfinds4u.com, LifeWith4Boys.com, MNgirlinLA.com and TalesToldFromTheRoad.com; the combined number of unique monthly visitors of these outlets is over 105,000!



See Monterey shared a link.  
Posted by Allison Thommen [?] · June 14

Look no further than Marina, Seaside and Sand City for pristine beaches, ethnic cuisines and thrilling activities!



**Year-End Scorecard**

July 1, 2013 – June 31, 2014

**-Investment-**

	Annual
City Investment	\$83,228
HID Contribution	\$232,650
<b>Total</b>	<b>\$315,878</b>

**-Economic Benefit-**

**Incremental Overnight Stays:**

Groups Booked:	6
Group Room Nights:	1,506
Monterey Visitor Center Room Nights:	9,460
"Grab Life by the Moments"	
Brand Campaign Room Nights:	8,760
<b>Total Incremental Room Nights:</b>	<b>19,726</b>

**Economic Impacts:**

Group Bookings:	\$679,418
Monterey Visitor Center	
Incremental Spending:	\$1,948,689
"Grab Life by the Moments"	
Brand Campaign Incremental Spending:	\$9,391,544
<b>Total Economic Impact:</b>	<b>\$12,019,651</b>

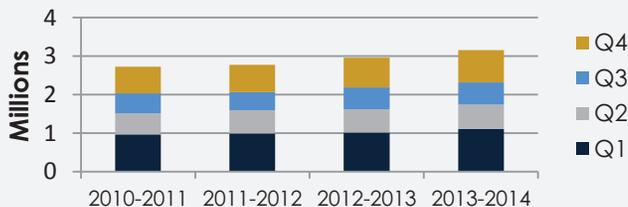
**Activity:**

<b>Earned Media Equivalency:</b>	\$5,112,415
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**SeeMonterey.com Unique Visitors:**

Pacific Grove web pages total visits:	51,979
Pacific Grove web pages total clicks:	26,790

**TOT Revenue: Q4: \$836,391 Year-end: \$3,156,605**  
**% of TOT growth: Q4: 7.5% Year-end: 6.6%**



**In the News**

In the May 2014 issue of **San Diego Magazine**, titled "52 Weekend Getaways," Pacific Grove was featured in the aquatic adventures category. Properties that were mentioned in the article were the Pacific Grove Inn and Seven Gables Inn as choice places to stay. In addition, Pacific Grove was touted as a wonderful spot to go kayaking, surfing and tide pooling. San Diego Magazine has a circulation of over 40,000!

**Conde Nast Traveler** online highlighted the best places to go for your weekend getaway and at number 8 is Pacific Grove's Lover's Point. The article features Lover's Point as a picturesque destination, one of the world's most romantic places to kiss and suggests a stay at the Green Gables Inn.

**COMMUNITY OUTREACH:** The MCCVB Team joined City of Pacific Grove staff and local businesses at a meeting to discuss the importance of destination marketing for the city and the return on investment local businesses can realize by participating in the CVB's initiatives. The message of collaboration was well received and participants were excited about raising Pacific Grove's profile as a tourist destination.



**Year-End Scorecard**

July 1, 2013 – June 31, 2014

**-Investment-**

	<b>Annual</b>
City Investment	\$47,799

**-Economic Benefit-**

**Incremental Overnight Stays:**

Groups Booked:	2
Group Room Nights:	216
Brand Campaign Room Nights:	<u>18,980</u>
<b>Total Incremental Room Nights:</b>	<b>19,196</b>

**Economic Impacts:**

Group Bookings:	\$568,658
“Grab Life by the Moments”	
Brand Campaign Incremental Spending:	<u>\$20,348,346</u>
<b>Total Economic Impact:</b>	<b>\$21,004,315</b>

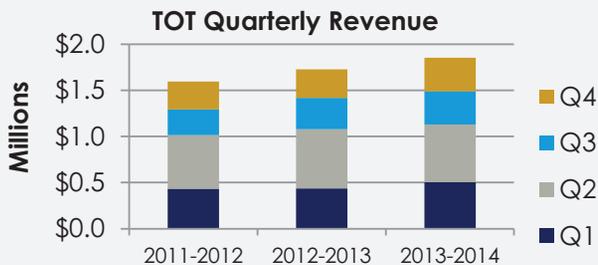
**Activity:**

**Earned Media Equivalency:** \$5,094,697

**SeeMonterey.com Unique Visitors:**

Salinas' web pages total views:	41,753
Salinas' web pages total clicks:	8,259

**TOT Revenue: Q4: \$363,936 Year-end: \$1,852,291**  
**% of TOT growth: Q4: 18.6% Year-end: 7.34%**



**In the News**

**Santa Barbara Seasons** highlighted what do and where to stay in Monterey County's various cities and jurisdictions. Members featured in this article include the National Steinbeck Center, Monterey Zoo at Vision Quest Ranch and the Salinas Valley wine country.

**The Grab Life by the Tentacles media blogger FAM** toured highly influential bloggers throughout all of Monterey County jurisdictions to create a buzz about visiting Monterey County this summer. **Salinas's National Steinbeck Center** was featured and/or recommended in various outlets including Miscfinds4u.com, LifeWith4Boys.com, MNgirlinLA.com, Dan360.com, nancydbrown.com, WanderlustMoms.com, TravelPhotoDiscovery.com, GoTravelzing.com, anutinanutshell.com, TheMomReviews.com and TalesToldFromTheRoad.com; the combined number of unique monthly visitors of these outlets is over 160,000!



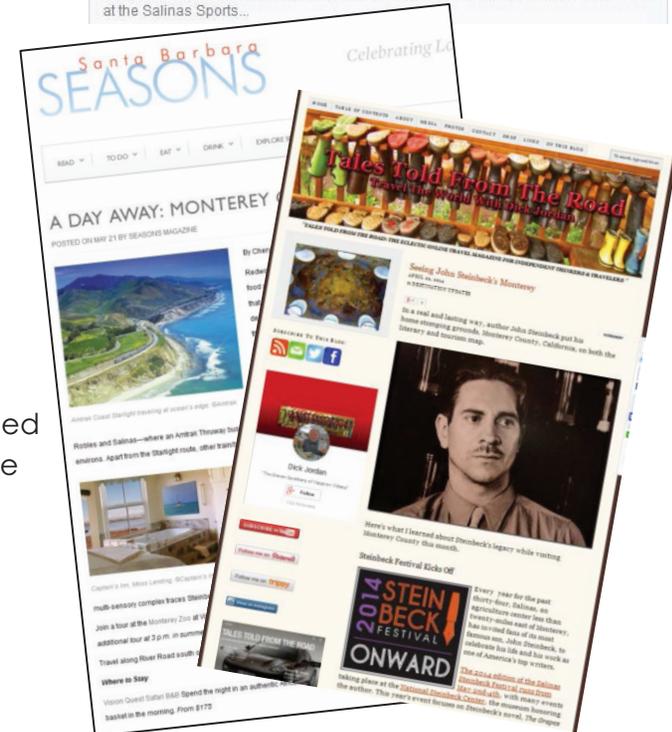
See Monterey shared a link  
Posted by Allyson Thommen [?] - June 25

Want to party with Brad Paisley before the California Rodeo Salinas? Enter now for chance to meet and greet the country superstar on July 11th at the Salinas Sports Complex! <http://woobox.com/v3skdp>



**PARTY WITH PAISLEY**  
woobox.com

Enter to Win 2 Party Zone tickets and a MEET & GREET with BRAD PAISLEY July 11th at the Salinas Sports...



**Year- End Scorecard**

July 1, 2013 – June 30, 2014

**-Investment-**

	Annual
City Investment	\$61,188

**-Economic Benefit-**

**Incremental Overnight Stays:**

Groups Booked:	7
Group Room Nights:	821
Monterey Visitor Center Room Nights:	4,927
“Grab Life by the Moments”	
Brand Campaign Room Nights:	<u>10,220</u>
<b>Total Incremental Room Nights:</b>	<b>15,968</b>

**Economic Impacts:**

Group Bookings:	\$668,877
Monterey Visitor Center Incremental Spending:	\$1,014,942
“Grab Life by the Moments”	
Brand Campaign Incremental Spending:	<u>\$10,956,802</u>
<b>Total Economic Impact:</b>	<b>\$12,640,621</b>

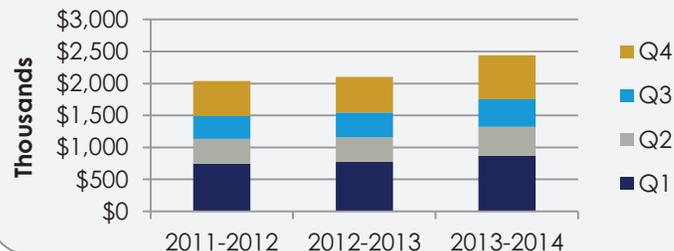
**Activity:**

**Earned Media Equivalency:** \$1,674,165

**SeeMonterey.com Unique Visitors:**

Seaside web pages total views:	24,840
Seaside web pages total clicks:	7,352

**TOT Revenue: Q4: \$687,040 Year-end: \$2,439,911**  
**% of TOT growth: Q4: 23.6% Year-end: 16.18%**



**In the News**

**The Grab Life by the Tentacles media blogger FAM** toured highly influential bloggers throughout all of Monterey County jurisdictions to create a buzz about visiting Monterey County this summer. **Seaside’s Sand Castle Inn** was mentioned in 8 different blogs as a great family budget inn to stay at. The outlets that mentioned the Sand Castle Inn were Miscfinds4u.com, LifeWith4Boys.com, MNgirlinLA.com, LAtTravelMom.com, TalesToldFromTheRoad.com, KaralInTheKitchen.com, Carpe-Travel.com and GoTraveling.com; the combined number of unique monthly visitors of these outlets is over 130,000!

The MCCVB brought in the new sales executives toured two properties in Seaside, **Embassy Suites** and **Best Western Plus – Beach Resort**. The addition of the three new executives to the sales team is a result of a renewed focus in target markets Dallas, Northern California, and Chicago.

See Monterey shared a link  
Posted by Allyson Thommen [?] · June 14 ·

Look no further than Marina, Seaside and Sand City for pristine beaches, ethnic cuisines and thrilling activities!

**Marina, Seaside and Sand City Itinerary**  
www.seemonterey.com

The towns of Marina, Seaside and Sand City have become a hub for adventure activities, interesting food and fantastic art, combining a “SoHo West” feel with the peace of seaside life.

**Bradford Place Inn**  
bradfordplaceinn.com  
Sonoma, CA 3-Diamond B&B 1 block to cute historic m...

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**See Monterey – Activities, Lodging, and Dining Info #Tentacles Event @SeeMonterey**

author: Connor Ot · 17 April 22, 2014 · In Photography & Travel · No Comments

Related Posts

Chrysler Town and Country Malibu: Better in the Back OR... Accommodations and travel were provided to facilitate this story; however, all opinions are my own. See Monterey #Tentacles

17 Mile Drive – Pebble Beach, CA

A few months ago I participated in a trip to Monterey County in California with a car company. It was a quick 2-day trip where we spent much of the time driving, but the few minutes I got to look at the coastline had me in awe. I vowed to come back again.

I should have known I was going to love the area. Brian visited Carmel by the Sea last fall where he

# YOUR STATUS UPDATE CAN WAIT.

Leave your phone in your beach bag and enjoy a perfect sunset at Asilomar State Beach. Go camping under the redwoods above McWay Falls. Or close down a few bars along Cannery Row. It's time to live like you mean it. It's time to come to Monterey.

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