

2021 Virtual Sales & Marketing Summit

It's Time to RTS – Return to Selling!

SAN MATEO COUNTY

SILICON VALLEY
CONVENTION AND VISITORS BUREAU

simpleview 

ANNUAL MEETING & AWARDS CEREMONY

We would like to thank all of you who watched our 2021 Virtual Annual Meeting & Awards Ceremony! If you have not watched it yet, you can [find it on our YouTube page >>](#)



Welcome to our 2021 Virtual
Annual Meeting
and Awards Ceremony!

SAN MATEO COUNTY
SILICON VALLEY
CONVENTION AND VISITORS BUREAU

2021 Virtual Annual Meeting & Awards Ceremony

253 views • Premiered Feb 3, 2021

San Mateo County/Silicon Valley CVB
22 subscribers

Thank you so much for joining us for our 2021 Virtual Annual Meeting & Awards Ceremony that launched on Wednesday, February 3, 2021.

SUBSCRIBE

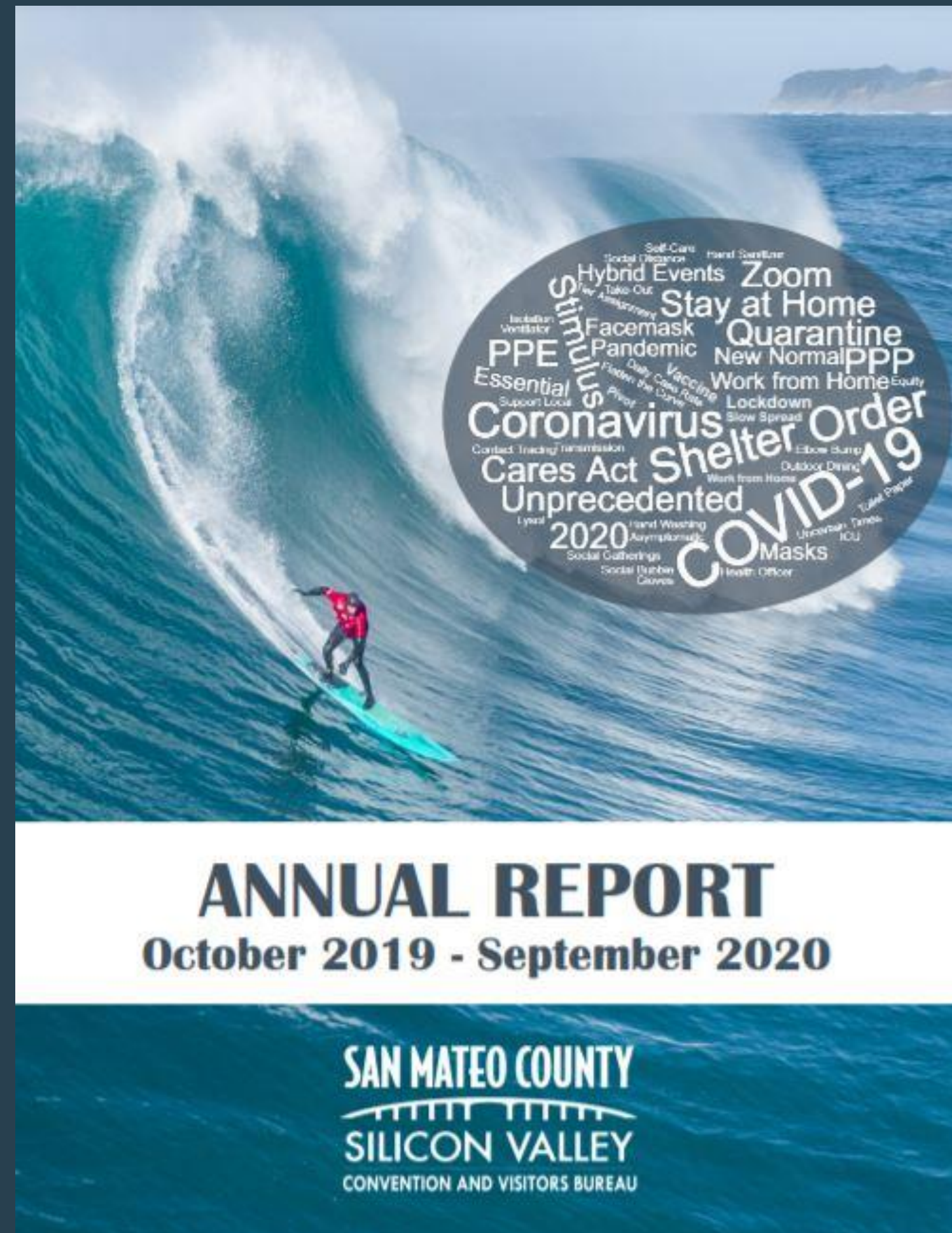
ANNUAL MEETING & AWARDS CEREMONY

CONGRATULATIONS TO OUR 2021 PROPS AWARD WINNERS!

- **UNSUNG HERO SERVICE**
 - Catalina Avelar, Night Auditor at the Hotel Focus SFO
- **LEADERSHIP IN TIME OF CRISIS**
 - Mark Tennison, Complex Director of Sales & Marketing, at The Westin San Francisco Airport
- **BEHIND THE SCENES SERVICE**
 - Cesar Rivas, Cafeteria Attendant, at the DoubleTree by Hilton San Francisco Airport
- **PRESIDENTS AWARD**
 - Trevor Bridge, General Manager at the Costanoa Lodge & Resort

Visit our website to see all the nominees >>

ANNUAL CVB REPORT



Our Annual Report is published in the
“About Us” section of our website. [Check it out >>](#)

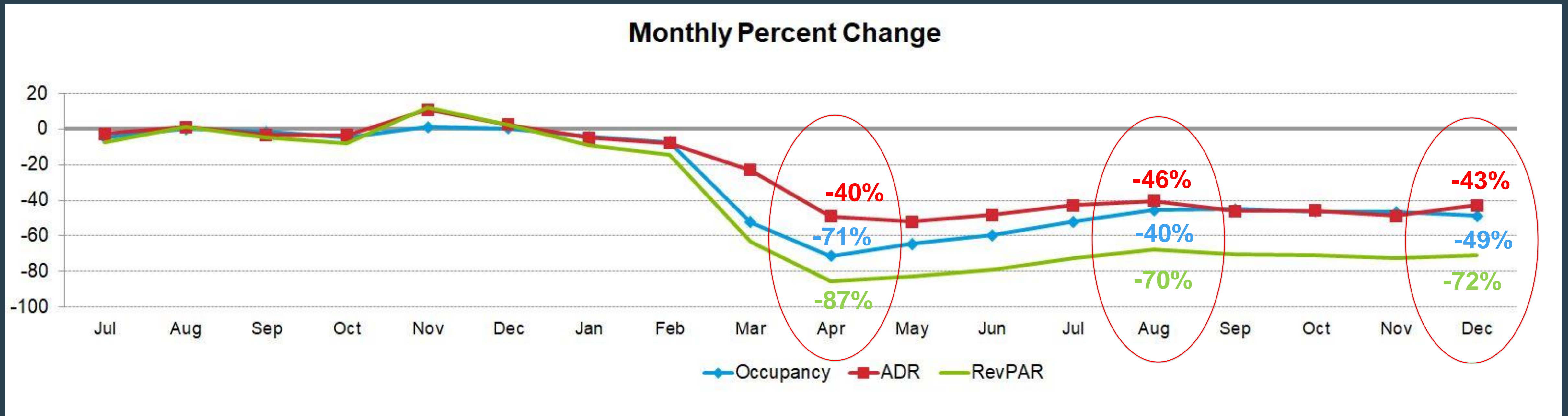
VALUE OF TOURISM TO THE STATE OF CALIFORNIA

- \$145B in annual visitor spend.
- \$12.3B in state and local tax revenue.
- 1.2M workers in travel industry.
- Every 3 travel industry jobs support another 2 jobs in other sectors.
- It is anticipated that COVID crisis will reduce visitor spend by at least \$72.8B in visitor spend and eliminate 613,000 tourism jobs.

IMPACT ON SAN MATEO COUNTY/SILICON VALLEY

- San Mateo County ranks #9 statewide regarding economic impact from tourism.
- \$4.5B in travel related spend.
- \$502M in tax revenue.
- 45,300 jobs in tourism sector.
- 76% decline in hotel sector April through December.

Hotel Performance – December 2020



BUREAU STAFF



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BUREAU SALES STAFF



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Market Includes:

- **WEST:**
Northern CA – Bay Area (San Francisco, North Bay, Sacramento & Central Valley); HI, AK, WA, OR, NV, AZ, NM, CO, WY, MT, ID, UT
- **MIDWEST:**
IL, IN, OH, MI, WI, IA, MO, KS, MN, ND, SD, NE,
- **VERTICAL:**
Tour and Travel; International Markets



Karla Najera
National Account Executive &
Film Liaison
Phone: 650.695.0609
Email: karla@visitsmcsv.com

[Connect on LinkedIn](#)

Market Includes:

- **WEST:**
Northern CA – Bay Area: South Bay, East Bay; Southern CA – L.A., Orange County, San Diego
- **EAST:**
ME, NJ, VT, MA, CT, RI, NY, PA, NJ, DE, MD, DC, VA, WV
- **SOUTH:**
TX, OK, KY, AR, AL, MS, NC, SC, TN, GA, FL, LA
- **VERTICAL:**
Film, Entertainment

**WHAT DOES RECOVERY
LOOK LIKE?**

SIMPLEVIEW PARTNER



Jessica Hurst

Customer Success Director



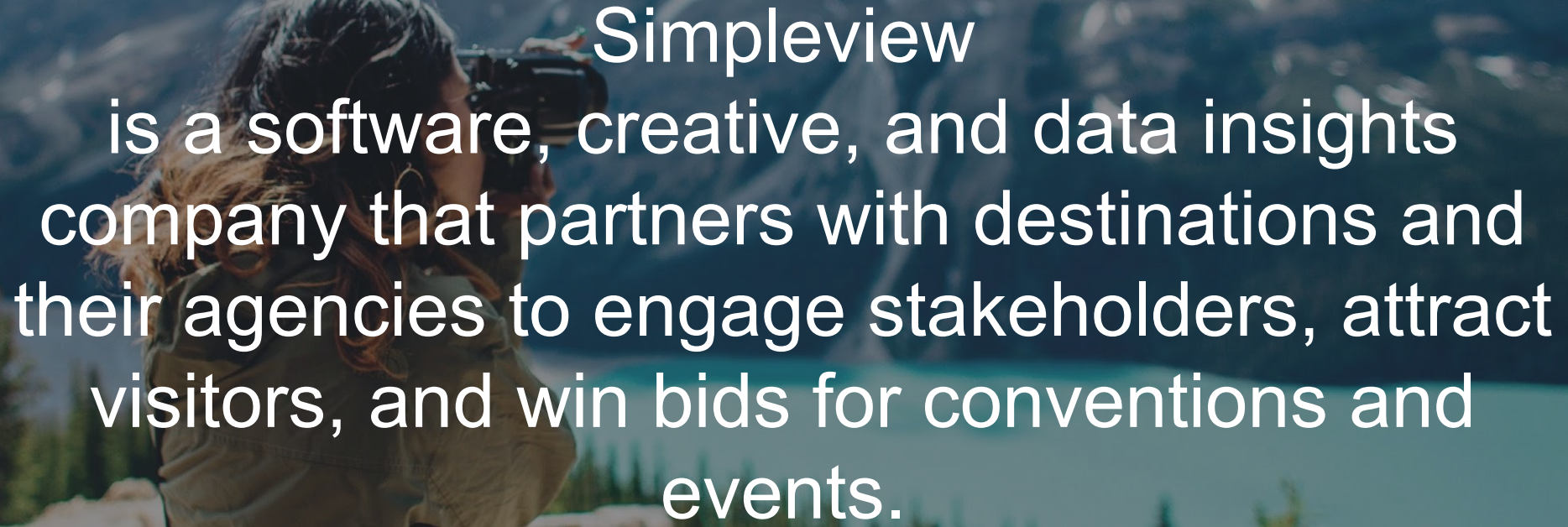
Aaron Nissen

Director of Digital Strategy



SMC/SV County CVB Stakeholder Webinar






Simpleview
is a software, creative, and data insights
company that partners with destinations and
their agencies to engage stakeholders, attract
visitors, and win bids for conventions and
events.



we are
SIMPLEVIEW

simpleview 





We've Worked With
900+ Destinations
6 Continents

Pillars of **Thought Leadership**



**Tourism
& Branding**




**Community
& Stakeholders**



**Meeting &
Events**

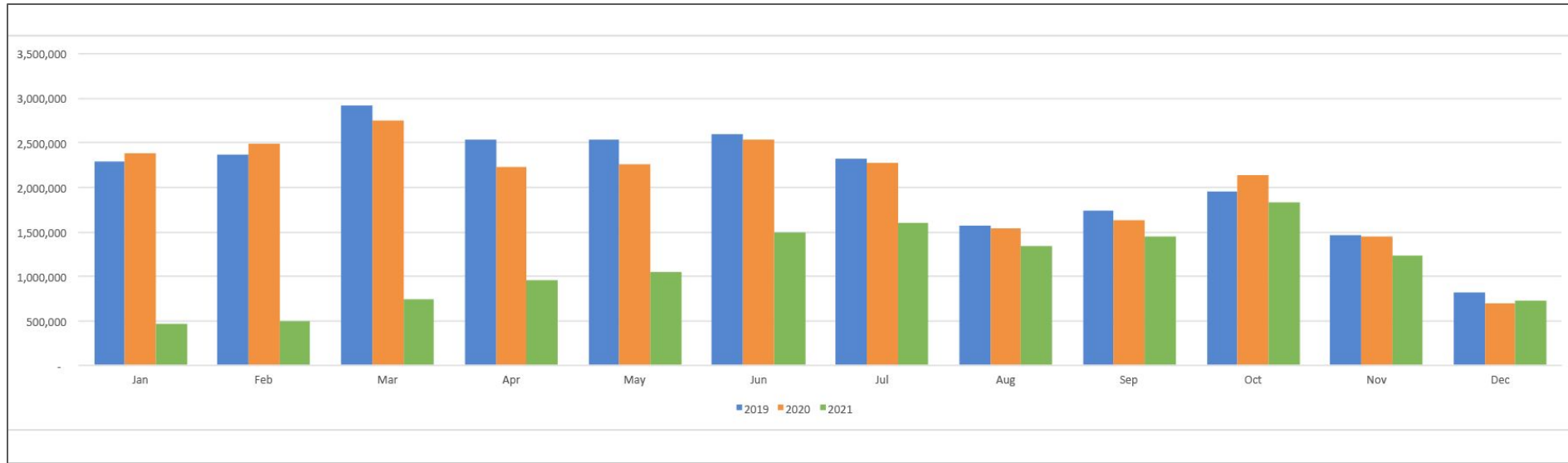
SMC/SV Overview

Tourism

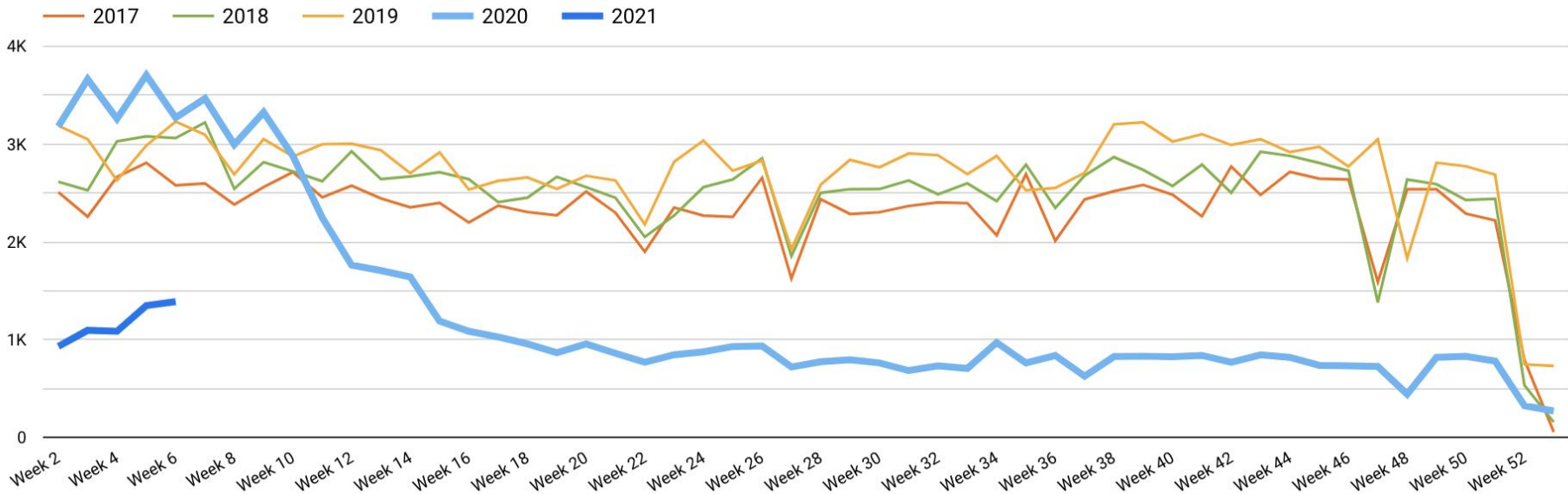


Since the beginning of March, the
COVID-19 pandemic has resulted in more
than **\$500 billion** in losses for the
U.S. travel economy...

Meetings based Room Nights



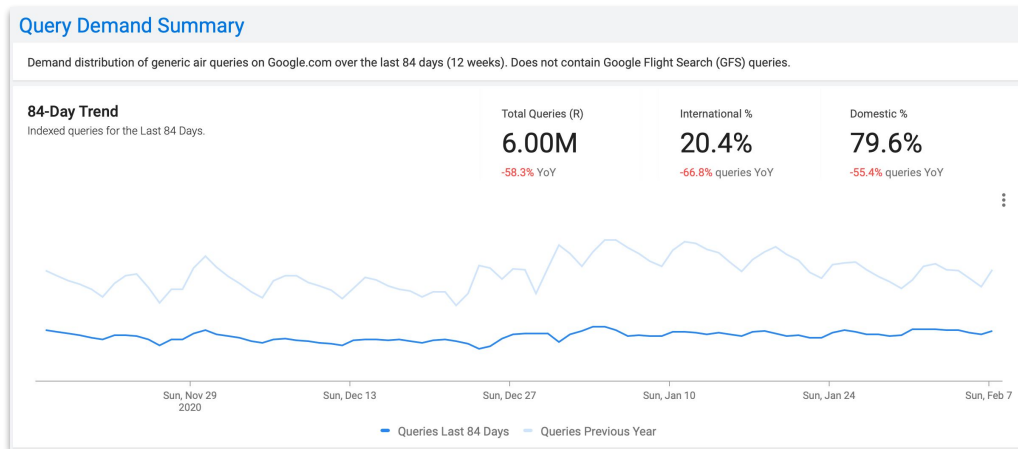
Meetings Leads Over Time



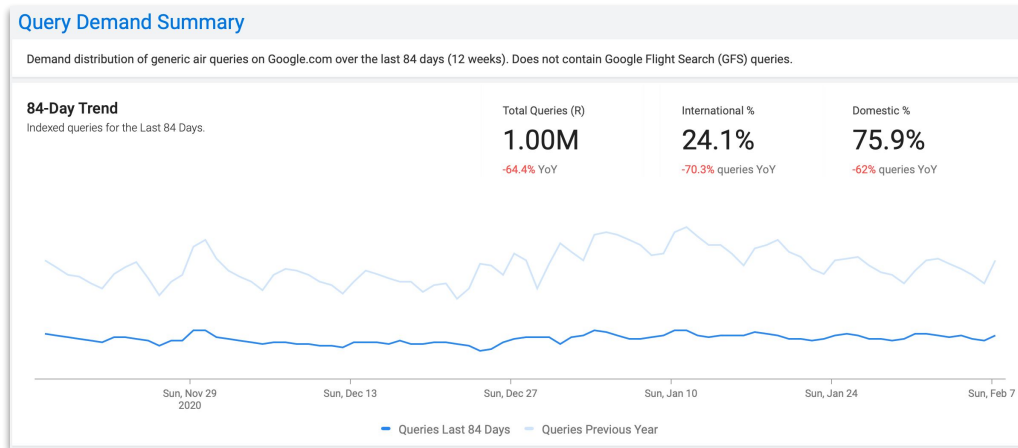
Flight Demand

Flight Demand

California

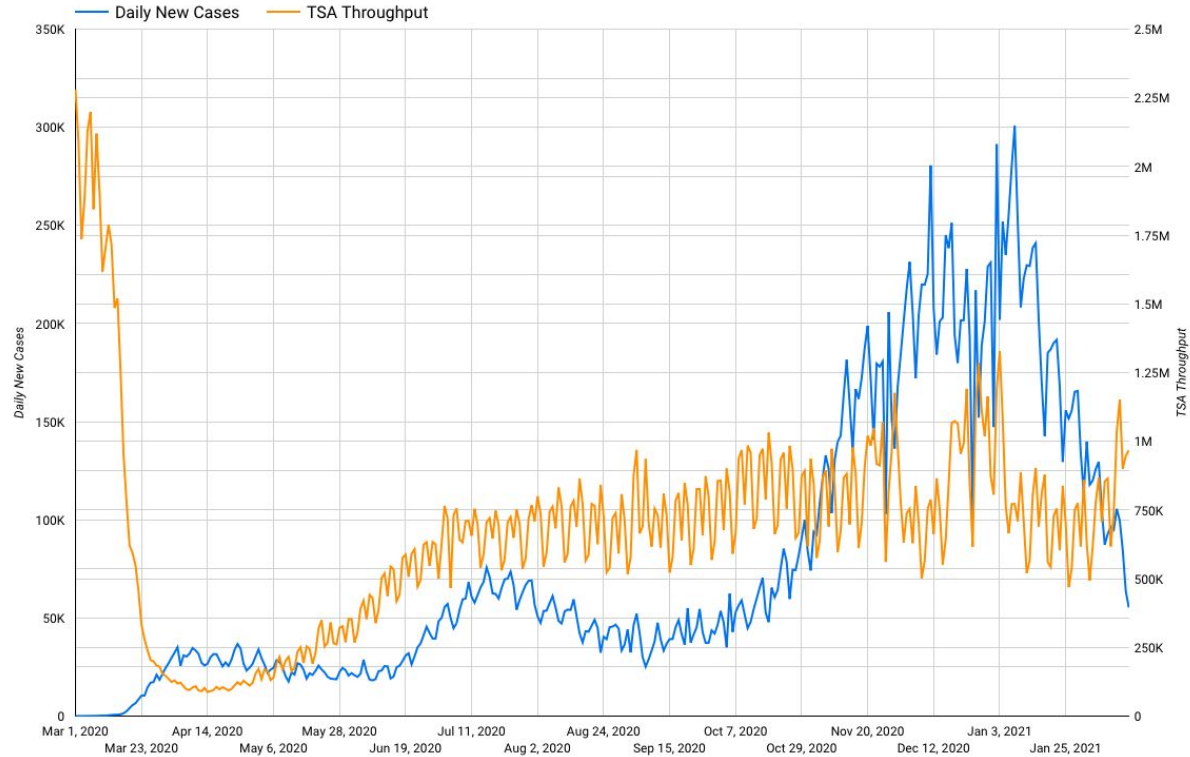


Bay Area



COVID Cases + TSA Throughput

NYT Daily New COVID-19 Case Data vs TSA Daily Throughput



Hotel Demand

California Hotel Demand

Query Demand Summary

Daily Trend

Destination-based accommodation queries. Indexed to the highest value of the period.

Accom. Demand

40.0M

-24.9% PoP
-35.6% YoY

International

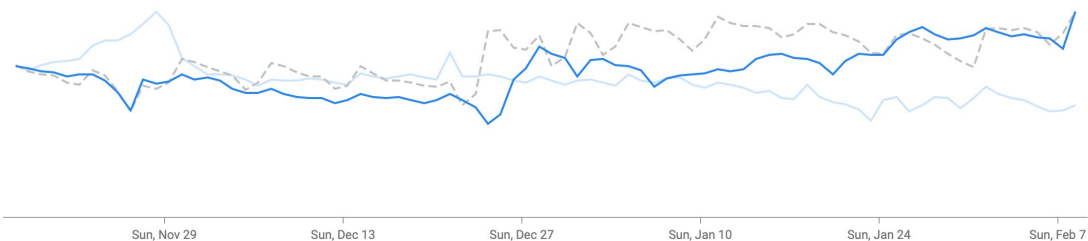
11%

9.1% PoP
-55.2% YoY

Domestic

89%

-27.6% PoP
-32% YoY



— Current Demand — Demand Previous Year — Demand Previous Period

Accommodation Type	Demand Vol.	Percent of Total	YoY
Hotel	30.0M	75%	-43%
Vacation Rentals	10.0M	25%	-2%
B & B	100K	0%	-37%
Hostel	100K	0%	-70%
Other	10.0K	0%	-41%
	40.0M	100%	-36%

Demand by User Country

Top 50 user countries (subject to applied filters).

User Country	Demand Vol.	YoY
+ [US] United States	40.0M	-32%
+ [GB] United Kingdom	1.00M	-37%
+ [CA] Canada	500K	-72%
+ [MX] Mexico	300K	-53%
+ [DE] Germany	200K	-64%
+ [AU] Australia	200K	-72%
+ [IN] India	200K	-35%
+ [FR] France	200K	-66%
+ [BR] Brazil	200K	-44%
+ [PH] Philippines	100K	-36%
+ [IT] Italy	100K	-54%
+ [ES] Spain	100K	-56%
+ [NZ] New Zealand	80.0K	-59%
+ [NL] Netherlands	80.0K	-63%
+ [JP] Japan	70.0K	-80%

Demand by User Region

Top 100 user regions (subject to applied filters).

User City	Demand Vol.	YoY
+ [US] California	30.0M	-24%
+ [US] Texas	900K	-44%
+ [US] Florida	800K	-37%
+ [US] New York	700K	-65%
+ [US] Arizona	700K	-49%
+ [US] Nevada	600K	-39%
+ [US] Washington	500K	-55%
+ [GB] England	500K	-56%
+ [US] Illinois	500K	-46%
+ [US] Oregon	400K	-49%
+ [US] Colorado	300K	-50%
+ [US] Pennsylvania	300K	-45%
+ [US] New Jersey	300K	-51%
+ [US] Georgia	300K	-40%
+ [US] Ohio	300K	-41%



South Bay Area - Hotel Demand

Query Demand Summary

Daily Trend

Destination-based accommodation queries. Indexed to the highest value of the period.

Accom. Demand

3.00M

-21.4% PoP
-65.8% YoY

International

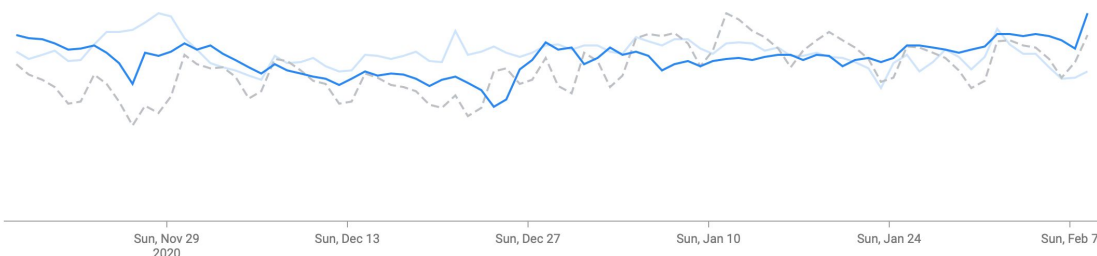
21%

-0.4% PoP
-74% YoY

Domestic

79%

-25.5% PoP
-62.7% YoY



— Current Demand - Demand Previous Year - Demand Previous Period

Accommodation Type	Demand Vol.	Percent of Total	YoY
Hotel	2.00M	79%	-70%
Vacation Rentals	500K	20%	-24%
Hostel	30.0K	1%	-78%
B & B	9.00K	0%	-62%
Other	400	0%	-84%
	3.00M	100%	-66%

Demand by User Country

Top 50 user countries (subject to applied filters).

User Country	Demand Vol.	YoY
+ [US] United States	2.00M	-63%
+ [GB] United Kingdom	100K	-67%
+ [CA] Canada	50.0K	-81%
+ [DE] Germany	30.0K	-79%
+ [AU] Australia	20.0K	-85%
+ [MX] Mexico	20.0K	-59%
+ [FR] France	20.0K	-80%
+ [IN] India	20.0K	-68%
+ [IT] Italy	20.0K	-76%
+ [ES] Spain	10.0K	-76%
+ [BR] Brazil	10.0K	-77%
+ [NZ] New Zealand	10.0K	-69%
+ [NL] Netherlands	10.0K	-78%
+ [PH] Philippines	10.0K	-67%
+ [CH] Switzerland	9.00K	-77%

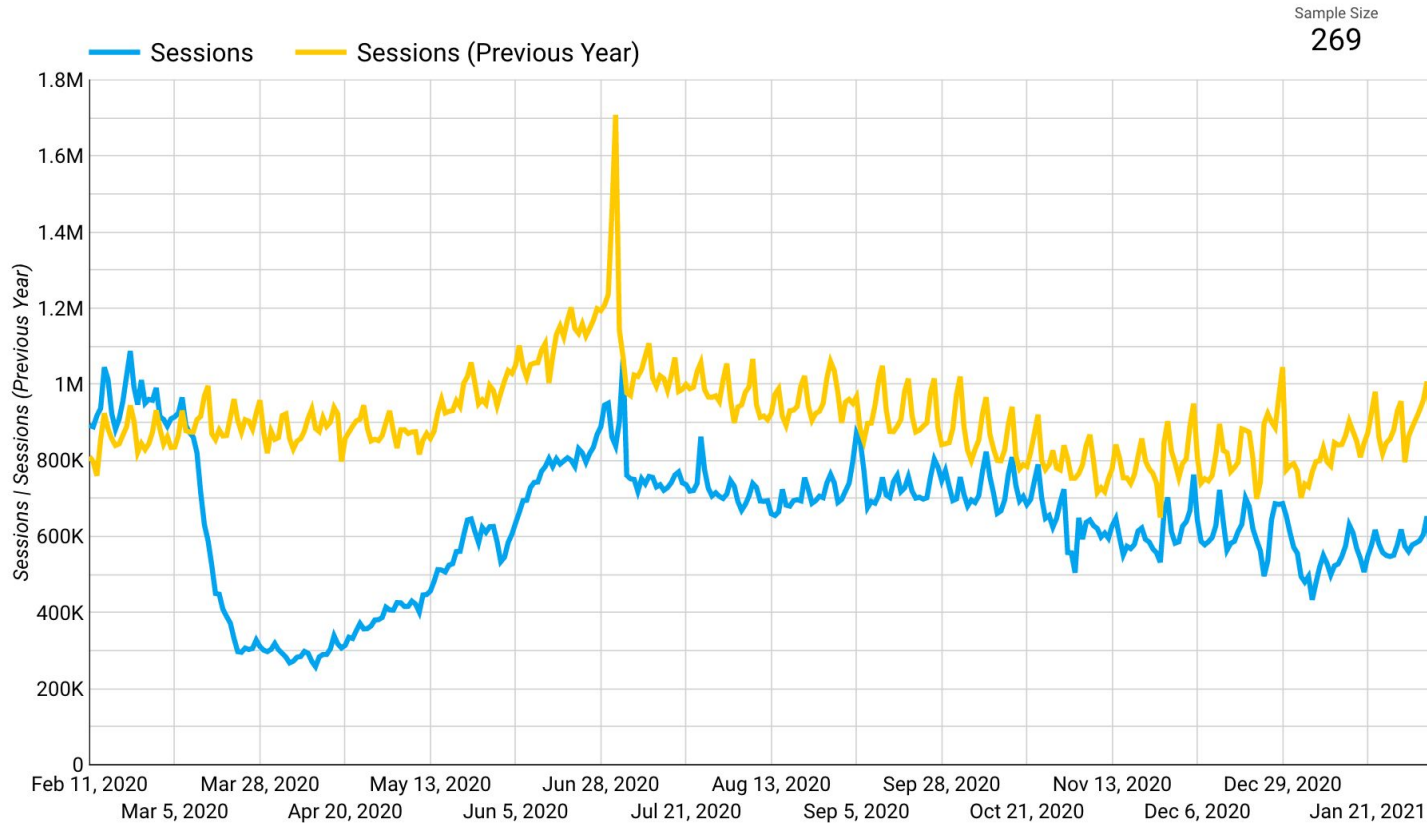
Demand by User Region

Top 100 user regions (subject to applied filters).

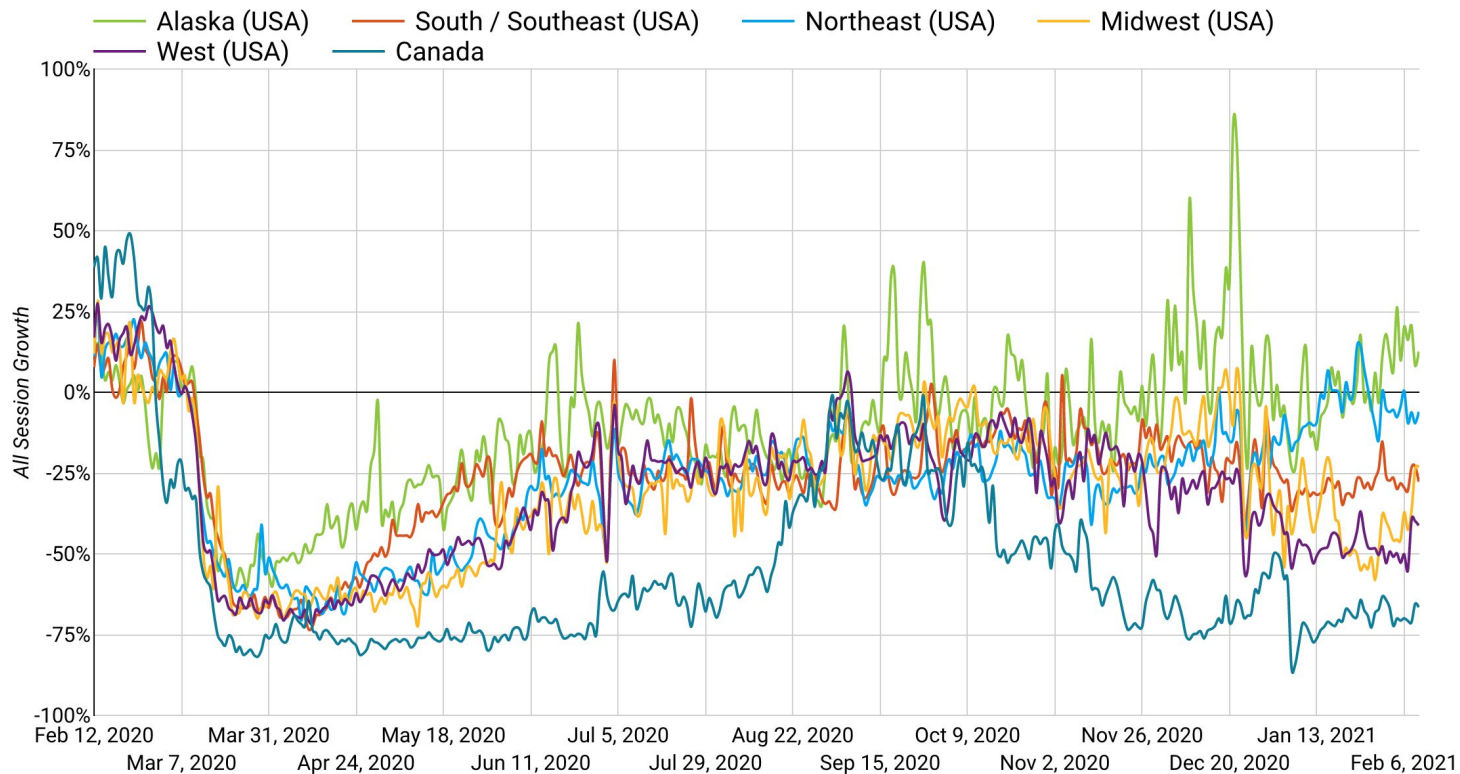
User City	Demand Vol.	YoY
+ [US] California	1.00M	-58%
+ [US] Texas	60.0K	-68%
+ [US] New York	60.0K	-79%
+ [GB] England	50.0K	-80%
+ [US] Florida	40.0K	-64%
+ [US] Washington	30.0K	-73%
+ [US] Illinois	30.0K	-74%
+ [US] Arizona	30.0K	-63%
+ [US] Nevada	20.0K	-68%
+ [US] Oregon	20.0K	-69%
+ [US] Colorado	20.0K	-74%
+ [US] New Jersey	20.0K	-75%
+ [US] Georgia	20.0K	-70%
+ [US] Massachusetts	20.0K	-80%
+ [US] Pennsylvania	20.0K	-72%



Destination Website Sessions



Sessions by Region



And although COVID-19 concerns are still high,
over **80%** of American travelers still plan to take a
trip this year...



THE IMPACT OF COVID-19 VACCINES ON AMERICAN TRAVEL

53.0% Agree they will avoid travel until vaccines are made widely available

35.9%

Have begun planning and/or booking future travel in anticipation of wide distribution of COVID-19 vaccines



36.1%

Of those with school-age children will not take a family vacation this summer if their kids are not vaccinated



62.5%

Say the available COVID-19 vaccines make them more optimistic about life returning to normal in the next 6 months

Say the available COVID-19 vaccines make them more optimistic about their ability to travel safely in the next 6 months

56.3%

*(Base: Wave 48 data. All respondents, 1,209 completed surveys.
Data collected February 5-7, 2021.)*

Destination  Analysts
DO YOUR RESEARCH

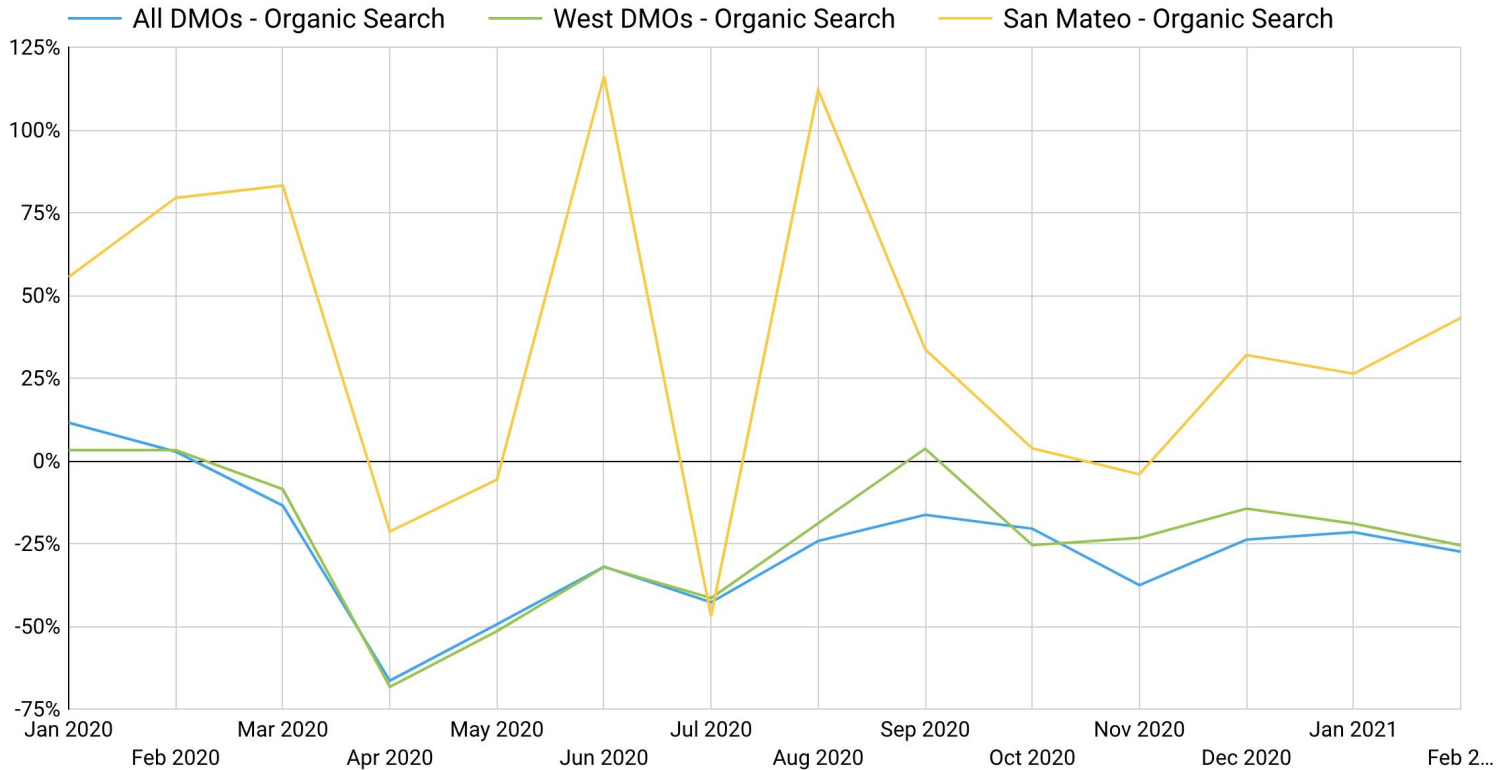


Tourism Trends Takeaways

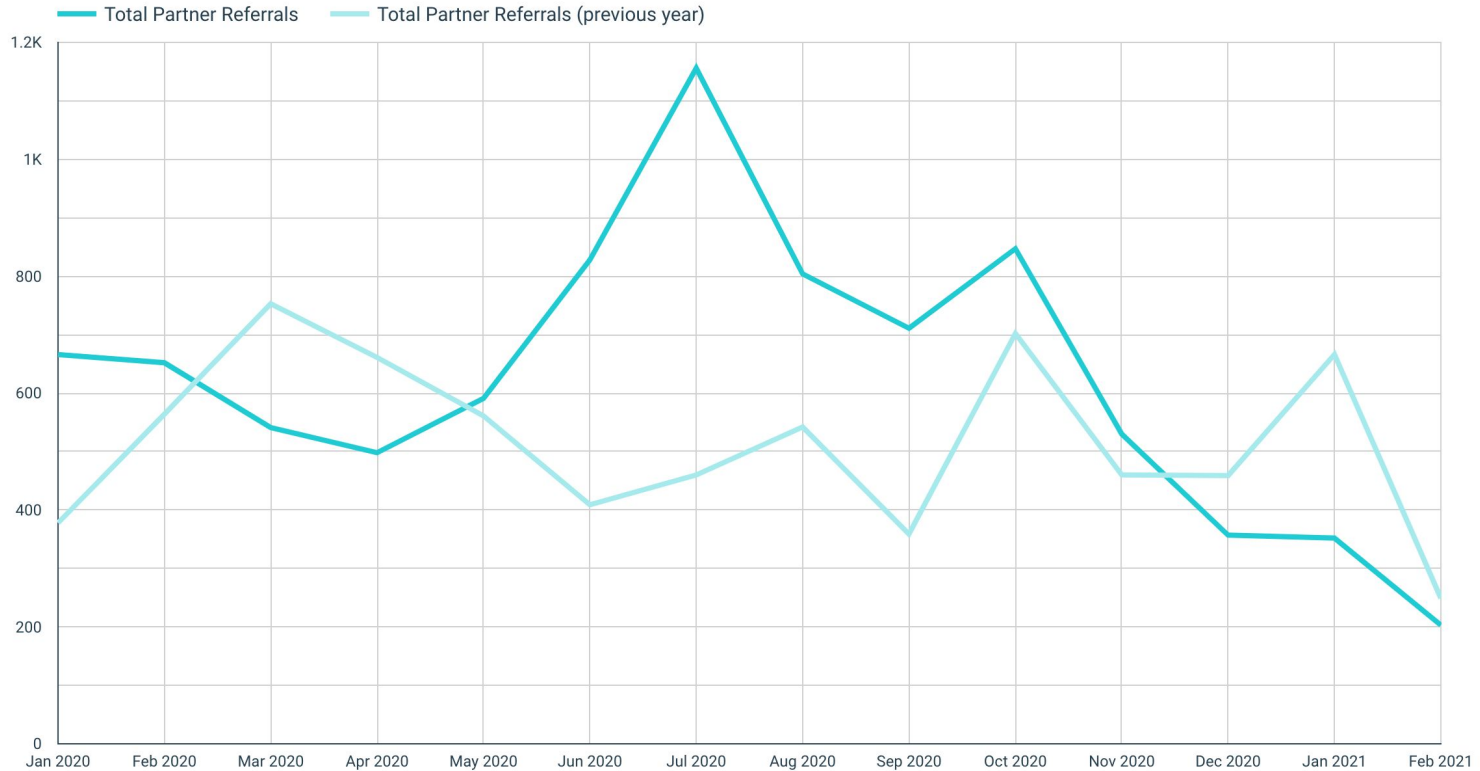
- Traveler interest varies with infection rates and stay-at-home orders in destination regions
- Tourism recovery will vary from destination to destination
- Although bookings may be down, leading metrics like sentiment, organic and paid search are strong.
- There is a large amount of pent up demand for travel, outdoors, and dining.
- **Markets**
 - Locals + Drive for now
 - ~August + for air and long-haul
- Keep an eye on the Vaccine roll out.



SMC/SV - % Change in Website Sessions Compared YoY



SMC/SV - Total Partner Referrals (YoY)



SMC/SV Performance

- Smccvb.com sent **8,181 referrals** to partner websites in 2020, up almost 30% compared to 2019.
- During that same period, almost 180,000 people visited the website, up 9.3% when compared to 2019.
 - Other DMO websites saw website traffic losses of over 25% last year, so being up in traffic is a testament to the work the SMCCVB team is putting in.
- The SMC/SV County team sent out over **91,000 emails** promoting local partners and attractions. With **13.51%** people opening the emails.

CORPORATE SEGMENT

facebook

ORACLE



GILEAD

Genentech

box

...and many more!

REOPENING STATUS & EVENT RESTRICTIONS FOR EACH STATE

CURRENT MEETING LIMITS	STATE
• ALL SIZES ALLOWED	<u>FLORIDA, GEORGIA</u> , IOWA, MISSOURI, MONTANA, NEW HAMPSHIRE, SOUTH DAKOTA, UTAH
• UP TO 300	OHIO
• 250 PEOPLE OR 50% OF VENUE CAPACITY	SOUTH CAROLINA
• UP TO 125 PPL OR 25% OF CAPACITY	RHODE ISLAND
• 100 PER ROOM OR 30% OF RMS CAPACITY (FEWER)	NORTH CAROLINA
• 100 PPL OR 25% OF CAPACITY INDOOR / 250 PPL OR 50% OF VENUE CAPACITY OUTDOOR	WYOMING
• 50 OR FEWER	<u>ARIZONA</u> , NEVADA (RECENTLY RESTRICTED)
• 50 INDOOR / 100 OUTDOOR	CONNECTICUT, MAINE
• 10 OR FEWER	ARKANSAS, DELAWARE, IDAHO, MARYLAND, TENNESSEE, VIRGINIA, WEST VIRGINIA
• 10 OR FEWER INDOOR / 25 OUTDOOR	D.C., MASSACHUSETTS, MISSISSIPPI, NEW JERSEY
• 75% OF MEETING/VENUE CAPACITY	NEBRASKA, <u>TEXAS</u>
• 50% OF MEETING/VENUE CAPACITY	KENTUCKY, NORTH DAKOTA, OKLAHOMA
• 25% OF MEETING/VENUE CAPACITY	LOUISIANA, <u>MINNESOTA</u>
• EVENT CAPACITIES DEPEND ON LOCAL RISK IN AREA	COLORADO, INDIANA
• GATHERINGS NOT ALLOWED	CALIFORNIA, HAWAII, ILLINOIS, KANSAS, MICHIGAN, NEW MEXICO, NEW YORK, OREGON, PUERTO RICO, VERMONT, WASHINGTON, WISCONSIN

INTERNATIONAL MARKET



VISIT CA VISITORS' GUIDE AD – LEISURE SEGMENT



Landing page under development
for March 2021 launch:

smcbeachandbay.com

Stakeholder Tips

Content Recommendations

- **Now - ~May**
 - Focus on locals and drive market audiences
 - Quick trips, weekend getaways
- **~May - Aug**
 - Plan for Summer travel (pent up demand)
 - Air travel is expected to grow as the vaccine rolls out
- **August - December**
 - Once the vaccine is widely distributed long-haul travel demand is expected to grow rapidly
 - Business travel is expected to return at lower volumes than before



Content Recommendations

■ COVID Information & Restrictions

- Make information easy to access
- Be explicit in what amenities are and are not available
- Explain any additional restrictions
- Explain what you are doing to keep patrons and guests safe

COVID-19: Reopening Information & Resources



Read More →

optimize.google.com



Content Recommendations

■ Update Your Google Business Listings

- Hours of operation
- Add/Update Service Options:
 - Delivery
 - Take-out
 - Dine-in
- Add/Update Health & Safety

■ Consistent across platforms

- SMC/SV Partner Portal
- Facebook
- Yelp
- Tripadvisor
- etc.

Porterhouse

[Website](#)[Directions](#)[Save](#)[Call](#)

4.5 ★★★★★ 289 Google reviews

\$\$\$ · Steak house

[RESERVE A TABLE](#)

Contemporary steakhouse that dry ages its porterhouse on the premises & makes its own sauces.

Address: 60 E 3rd Ave, San Mateo, CA 94401

Hours: Closed · Opens 5PM · [More hours](#)

Service options: Dine-in · Curbside pickup · No-contact delivery

Health & safety: Mask required · Staff wear masks · Staff get temperature checks · Staff required to disinfect surfaces between visits · [More details](#)

Menu: porterhousesanmateo.com

Reservations: opentable.com

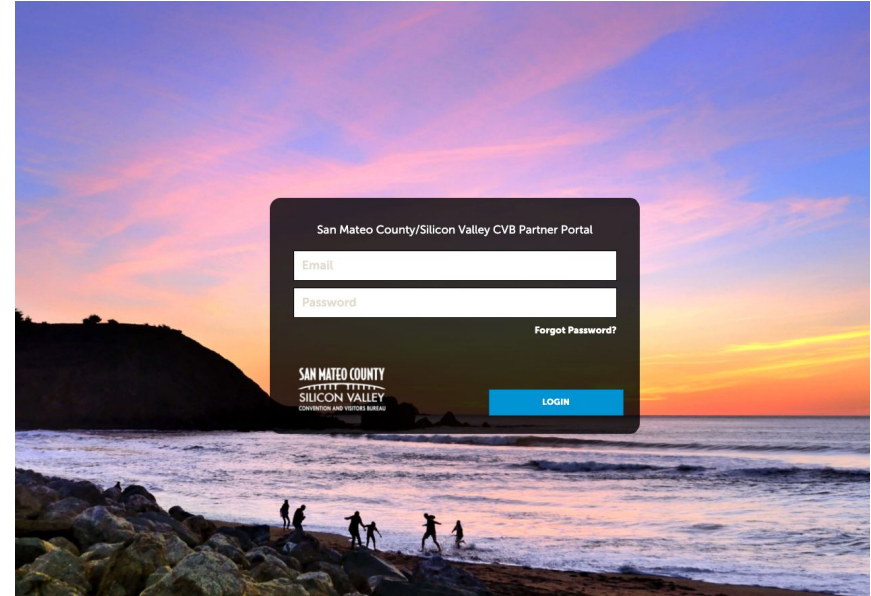
Order: seamless.com, trycaviar.com, ubereats.com, doordash.com, grubhub.com, toasttab.com

Phone: (650) 579-5911



Member Information

- To login to the Partner Portal, please visit sanmateoca.extranet.simpleviewcrm.com
- Once logged into the Partner Portal, from the left sidebar menu, click on “Collateral” then “Special Offers”
- From there, you can add a new offer with an image, information, offer dates, etc.
- **Webinar:** Thursday, Feb. 25th at 10 AM PST



Social Media Success Is Algorithmic

$$\begin{aligned}
 & \mathcal{L} = \oint E_{\text{ext}} \\
 & f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \quad \frac{dt}{d\phi} \\
 & \rho \left(\frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f \\
 & \nabla \cdot E = 0 \quad \nabla \times E = -\frac{1}{c} \frac{\partial H}{\partial t} \quad \nabla \cdot H = 0 \quad \nabla \times H = \frac{1}{c} \frac{\partial E}{\partial t} \\
 & \left(-i\hbar \frac{\partial}{\partial t} \Psi = H \Psi \right) \\
 & H = -\sum p(x) \log p(x) \\
 & \frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + r S \frac{\partial V}{\partial S} + \frac{\partial V}{\partial t} - r \cdot V = 0 \\
 & TC(Q, q_i, m_i) = \sum_{i=1}^n \left[\frac{D_i}{m_i q_i} S_i + c_i v D_i + \frac{q_i H_i v}{2} (m_i (1 - \frac{D_i}{P_i}) - 1 + 2 \frac{D_i}{P_i}) \right] + \\
 & \quad + \sum_{i=1}^n \frac{q_i}{2} H_i^M + c_s \frac{D}{Q} + c_o D + \frac{Q(p-D)}{2p} H^M + F_0 N + F_0 N + \sum_{i=1}^n D_i w_i d_i \left(\frac{1+w_i}{F_y} \right) \\
 & \left[\frac{d \Delta p(s, \phi)}{d \phi} \right] = \begin{bmatrix} \gamma & -\mathcal{L} \\ -\beta & 0 \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix} \\
 & \int_0^{\frac{\pi}{2}} (\log \sin x)^2 dx = \int_0^{\frac{\pi}{2}} (\log \cos x)^2 dx = \frac{\pi}{2} \left\{ \frac{\pi^2}{12} + (\log 2)^2 \right\}
 \end{aligned}$$



Working the Algorithm - Generate Engagement

- Content
 - Likes, Comments, Shares
 - Ask Questions. Generate conversations
 - Share customer stories
- Use Images.



Content - Tone

More great news! [Barrelhouse](#) in Burlingame is now OPEN for indoor seating at limited capacity!

Reservations are highly encouraged and can be made via their Yelp page. <https://bit.ly/3693Oc8>

Hours: Sunday - Wednesday 5-11pm, Thursday 5pm-12am and Friday & Saturday 5pm-1am.... [See More](#)

Cure your Monday blues with some tasty chocolate from [Sweet55-Swiss Chocolates & Confections!](#) Located in Half Moon Bay, SWEET55 manufactures and sells delicious Swiss chocolates, confections, and desserts!

More information: <https://bit.ly/33opo7O>

[#SanMateoCounty](#) [#SiliconValley](#)

California's largest Great Glass Pumpkin Patch will celebrate its 25th anniversary this year, but in a different way than any other year.

The Great Glass Pumpkin Patch Goes Online will feature an online sale of hundreds of beautiful glass pumpkins from Sept. 24-Oct. 4, to benefit the artists, as well as event sponsors the Bay Area Glass Institute (BAGI) and the Palo Alto Art Center Foundation. Visit www.greatglasspumpkinpatch.com for more information!

[#SanMateoCounty](#) [#SiliconValley](#) [#pumpkins](#)

Good

Social media is meant to sound casual. After all, you want to talk to your audience in a social manner and not a salesy manner. Using exclamation points and a positive/excited tone generates enthusiasm towards your message and connects with the audience more.

Needs Improvement

People do not sign up for social media to be sold to. It's a fine line between speaking casually and selling on social media. Avoid words like "sells" and "more information" to make your page sound less like it is pushing a product and more like it is discussing a product.

Remove

People's attention span is short. Make sure you get across what you want to say in a smaller amount of text. If you're displaying dates, and who an event benefits where you can find more information, you've overloaded the user. Speak simply and quickly to make an impact!





San Mateo County/Silicon Valley ...
5d · 🌐

Did you know that **Moss Beach Distillery** is open for outdoor dining out on their patio? They are open daily from 12-7:30 pm. Enjoy a delicious drink and meal with a scenic view of the Pacific Ocean!

#SanMateoCounty #SiliconValley
#OutdoorDining #Foodies
#ReopenedandReady

Edit

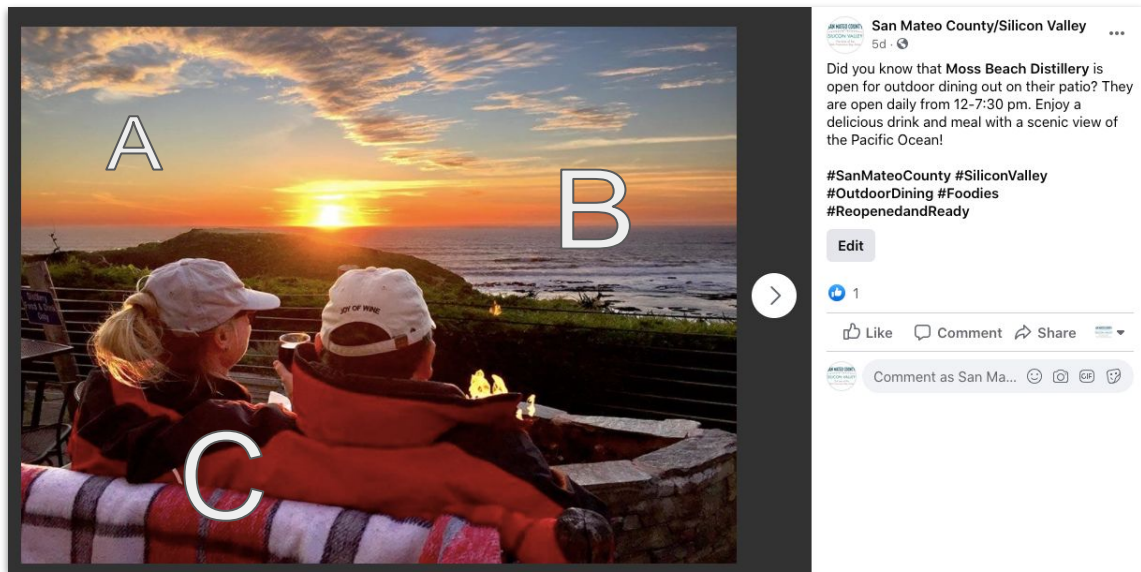
👍 1

👍 Like 💬 Comment ➦ Share 🌐



Comment as San Ma... 😊 📷 GIF 🗨️





- A) **The color of the photo is vivid.** The bright orange sunset stops Facebook users from scrolling by contrasting the platform's blue framework.
- B) **The photo leads the eye.** The most captivating and engaged with photos on Facebook often have objects disappearing into the distance or lead the eye to a vista. This photo accomplishes that by having the models' gaze stare to the scenic sunset.
- C) Typically, photos in which the subjects are facing AWAY from the camera outperform photos in which a recognizable face is present.



Subjects looking away



Color



Brightness/Color



Vanishing Points



Reflections



UGC is King

93%

of **consumers** find UGC
helpful when making
purchase decisions



UGC is Free



benji.beetee • Follow

Half Moon Bay, California



visitsmcsv @benji.beetee Great photo! We'd love your permission to use it for future marketing efforts. We always give photo credit. 😊 Just reply #OKplaybythebay to approve. Thanks!



2w 1 like Reply

— Hide replies



benji.beetee
@visitsmcsv please feel free to use it. Pic was taken at Spine Trail - beautiful trail #okplaybythebay



40 likes

JANUARY 17



Add a comment...

Post



[General](#)[Services ▾](#)[Tools ▾](#)[Lab ▾](#)[SIGN IN](#)[GET STARTED](#)[DOWNLOADER FOR INSTAGRAM](#)[FACEBOOK DOWNLOADER](#)[TWITTER DOWNLOADER](#)

PHOTO DOWNLOADER FOR INSTAGRAM

Use Photo Downloader for Instagram to save Instagram photos and videos from your Instagram account or any public one.

[Download photo](#)[Download video](#)[Download profile](#)[Download stories](#)[Download IGTV](#)

Example: <https://www.instagram.com/p/BnCsnxHOBv/>

[SEARCH](#)[ALL PROFILE CONTENT](#)

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.



Get your special discount!

Support is online.

[Get discounts now!](#)

TWO MORE UNIQUE & USEFUL TOOLS FOR INSTAGRAM



Prompt Your Customers



Tag SMCSV

#PlayByTheBay

Instagram: @visitsmcsv

Twitter: @visitsmcsv

Facebook: @visitsmcsv



Social Media Takeaways

- The algorithm matters
- If you can't get a user to stop in their newsfeed, you can't get them to hear your message
- Take pride in the details!
 - Tone of content
 - Choose your photos wisely
- SMC/SV is beautiful, use this to your advantage
- User Generated Content is king--use it to save you time and money
- Use hashtags/prompts to encourage and find content



Leisure Travel

Leisure Campaign Approach

- Capture existing leisure hotel demand to increase room nights at SMC/SV hotels
- Encourage immediate visitation to SMC/SV
- Drive partner referrals to participating hotel partners to increase occupancy rates
- Leverage and promote hotel offers



Campaign Research

- Google Search trends:
 - Demand for accommodation packages
 - Interest in last minute offers/deals
- Advertising costs have decreased in the Bay Area
- Opportunity to exploit existing demand from leisure travelers in the drive market

Category	14 Day Trend	21 Day Trend
Last Minute Accommodation Deals	-7.07%	41.65%
Last Minute Airfares & Flights	30.92%	32.43%
Last Minute Travel	11.6%	23.33%
Resort Packages	16.36%	22.67%
Libraries	10.73%	15.46%
Zoos & Aquariums	32.68%	13.78%
Senior Citizen Travel	0.82%	11.82%
Theme Parks	11.78%	10.2%
Tour Operators	16.3%	9.07%
Museums	-0.37%	8.8%
Winter Travel Destinations	5.23%	7.66%
Taxi Services	-13.31%	6.56%
Airline Tickets Fares & Flights	6.6%	6.28%
Carpooling & Ridesharing	-7.72%	5.36%
Ski Lodges & Resorts	5.27%	4.98%
Rail Passes	6.84%	4.97%



Special Offers

DISCOUNTS & PRICE CUTS AS A TRAVEL MOTIVATOR

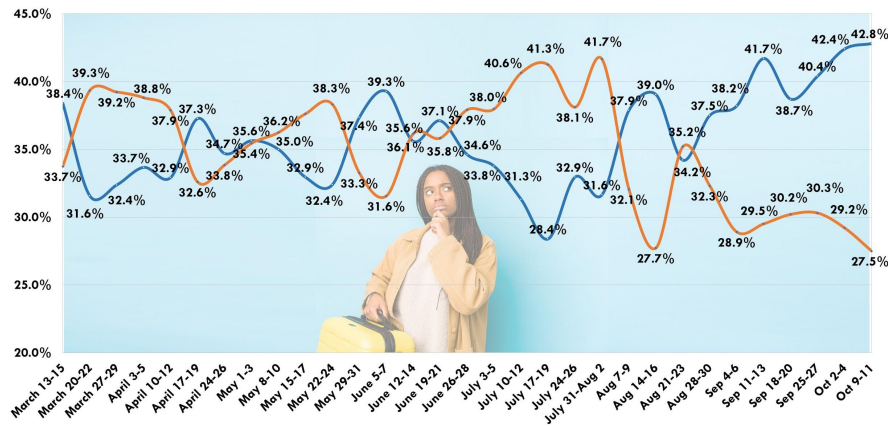
MARCH 13 – OCTOBER 11



AGREE OR STRONGLY AGREE



DISAGREE OR STRONGLY DISAGREE



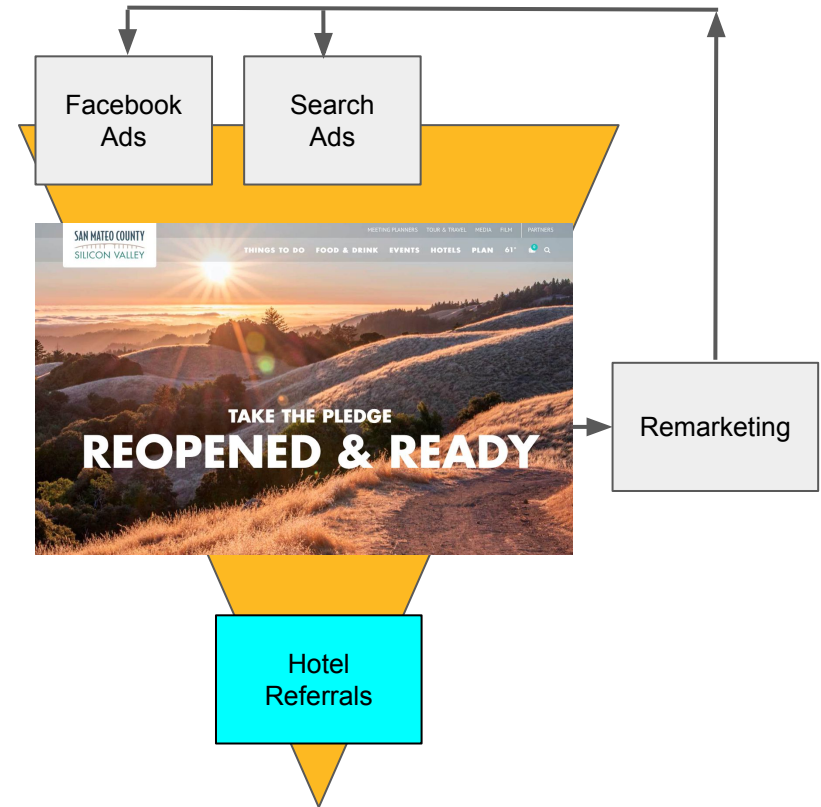
QUESTION: HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENT? THE CORONAVIRUS HAS LED MANY TRAVEL PROVIDERS TO CUT THEIR PRICES. THESE DISCOUNTS AND PRICE CUTS (AIRLINE, HOTEL, ETC.) MAKE ME MORE INTERESTED IN TRAVELING IN THE NEXT THREE (3) MONTHS.

(Base: Waves 1-31. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203 and 1,203 completed surveys.)



Leisure Campaign Approach

- Reach drive market with compelling messaging related to offers
- Using Facebook and Search ads to drive qualified traffic to the website
- Use the website to convey all the safety related messaging to mitigate concerns
- Encourage website traffic to take action via Hotel Referrals



Creating Offers

Creating Offers

- Create a strong value proposition
 - Show the value of what you're offering
 - Clearly define the offer
 - Use simple or natural language
 - Use a clear call to action to tell them what they need to do next

THE GIFT OF SPACE

Receive a complimentary suite upgrade for a two-night or longer stay at The Amazing Hotel - giving you and your family the space for the ultimate luxury staycation this Winter. Enjoy breakfast in bed, unique in-room fitness, a...

[View Deal](#)

VS

SAVE UP TO \$100 ON AN UPGRADED SUITE

The Amazing Hotel

Book 2+ nights and receive a free suite upgrade - giving you and your family the ultimate luxury staycation this Winter. Enjoy breakfast in bed, unique in-room fitness, a heated rooftop pool, and personalized service.

[View Deal](#)

Offers - Optimizing after the click

- Don't make the visitor figure out how to redeem the offer or book a reservation
 - Create a landing page
 - Efficient, Effective, Easy
- If it is too hard to complete visitors will abandon the booking funnel



Upload your Offers

Contact Details

First Name*:

Last Name*:

Email Address*:

It's okay to send me emails*:

☐ Yes ☐ No

You may opt-out of receiving emails from us at any time

Phone Number*:

Offer Details

Business Name*:

Offer Title*:

Offer Description*:

Upload Image*:

no file selected

Offer Link*:

Date Redeemable From*:



Dates Redeemable Until*:



<https://www.smccvb.com/partners/submit-your-offer/>

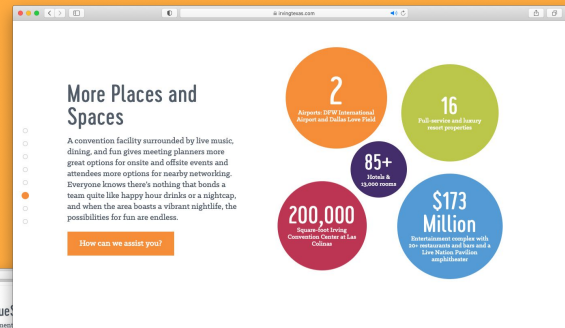
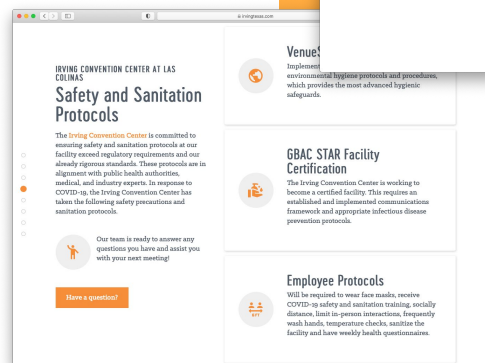
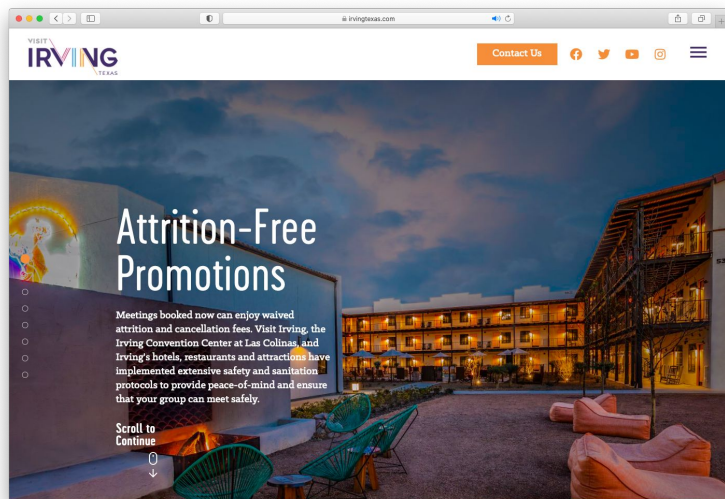


IRVING CARES MEETINGS RECOVERY

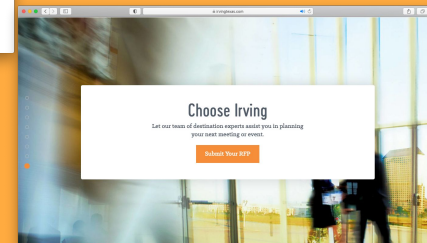
VISIT
IRVING
TEXAS

simpleview 

Meetings Campaign



<https://www.irvingtexas.com/meet-in-irving/>

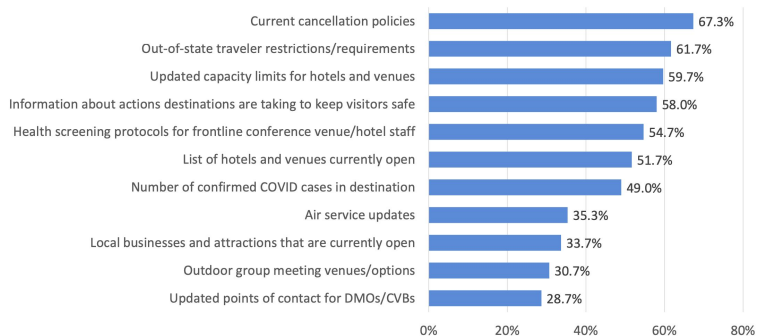


Meetings Market Research

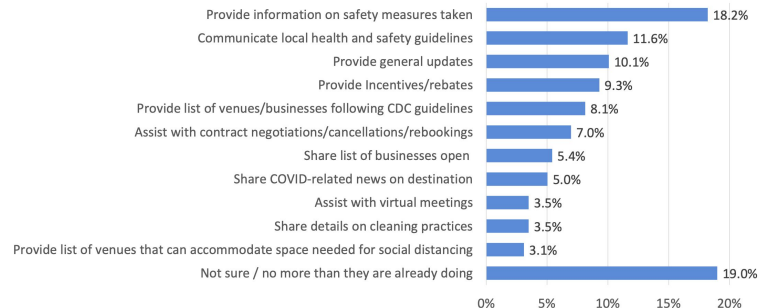


What Meeting Planners Want from CVBs

INFORMATION SOUGHT IN DESTINATION ADS

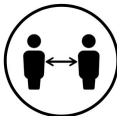
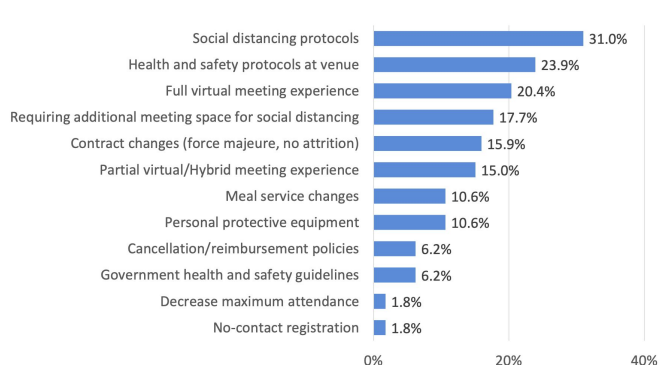


MOST SOUGHT CVB SERVICES (UNAIDED)

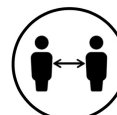
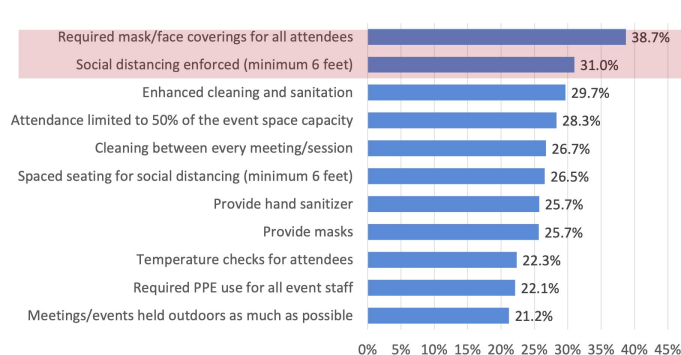


Operations Requirements for Meeting Planners

NEW REQUESTS FOR MEETINGS (UNAIDED)



TOP DESIRED OPERATIONAL PRACTICES FOR MEETINGS



San Mateo Meetings

- Meetings recover is starting to slowly happen.
- The needs of meetings planners have changed. Consider:
 - Attrition waivers
 - Health, safety and sanitation protocols
 - Meeting size and layouts

- Please contact the Sales team
 - Meetings@visitsmcsv.com



Other Reminders

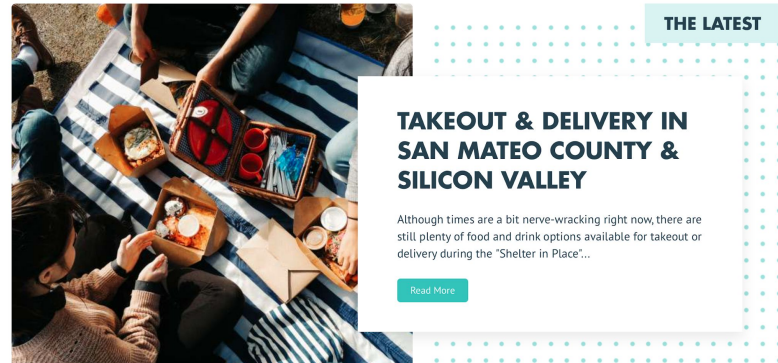
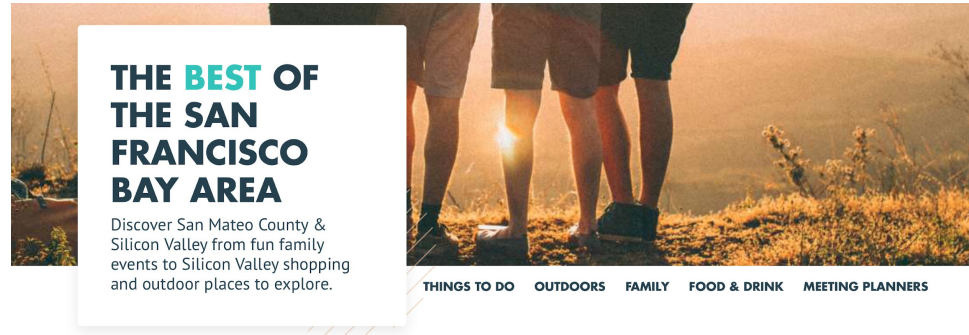
Partner Communications.....

- **Stakeholder email**
 - Member updates and opportunities
 - Please sign up to kee
- **Meeting Planner email**
 - ~6,200 active users
- **Consumer Email**
 - ~5,500 active users
 - Distribution outlet for stories



SMC/SV Blog

- Always looking for story ideas!
- <https://www.smccvb.com/blog/home/>



MEETING PLANNER NEWSLETTER

SAN MATEO COUNTY
SILICON VALLEY
CONVENTION AND VISITORS BUREAU



At San Mateo County/Silicon Valley our New Years Resolution is to meet with you face-to-face soon! When it's time, know we are here for you - READY, SAFE, and SMILING. Our venues have been prepping for your return and when you are ready, we are too!



SAN MATEO COUNTY
SILICON VALLEY
CONVENTION AND VISITORS BUREAU

VISITOR NEWSLETTER – LEISURE SEGMENT

SAN MATEO COUNTY
SILICON VALLEY
CONVENTION AND VISITORS BUREAU




Cheers
TO THE NEW YEAR

We hope the New Year is off to a good start for you and your loved ones. With vaccines now being distributed, we are optimistic that we will soon be reaching the end of the “COVID Tunnel”.

While travel may not yet be your number one priority, we hope to take you on a quick

SAN MATEO COUNTY
SILICON VALLEY
CONVENTION AND VISITORS BUREAU

PARTNER COMMUNICATIONS



Get Ahead
HELP US PROMOTE YOU!

SEND US YOUR SEASONAL HAPPENINGS

Get ahead of the curve and help us promote you! Our website sees a huge spike in users looking for things to do during the long weekend holidays. Please send us your February/March events and specials so we can promote them on our website, social media and partner newsletters.

We are looking for things like:

- Valentines Day Menus
- February Specials or Promos
- Lunar New Year Virtual Events
- February Black History Month Happenings
- Outdoor Offerings

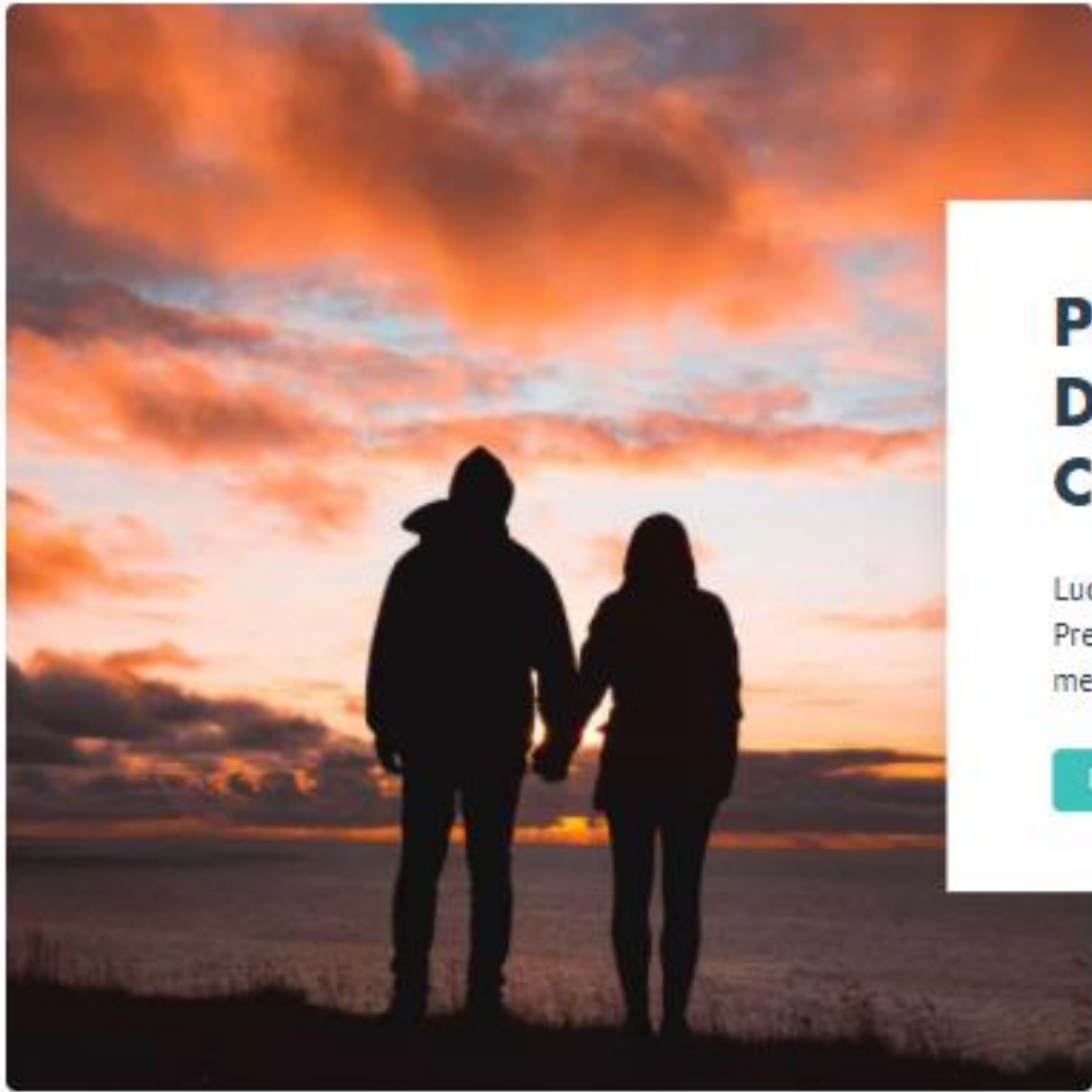


SAN MATEO COUNTY
SILICON VALLEY
CONVENTION AND VISITORS BUREAU

PARTNER
Newsletter

ANNUAL MEETING & AWARDS CEREMONY

Please RSVP for our 2021 Virtual Annual Meeting & Award Ceremony on Wednesday, February 3 at 11:00 AM. We will recognize incoming officers as well as acknowledge the winners of the 2021 Peninsula Recognition of Passionate Service (PROPS) Awards. All are encouraged to attend!



THE LATEST

PLAN YOUR VALENTINE'S DAY IN SAN MATEO COUNTY

Lucky for you, this year, Valentine's Day falls on the President's Day holiday weekend - and you know what that means...THREE DAY WEEKEND! Just because we are in...

[Read More](#)



GUIDE TO FARMERS' MARKETS IN SAN MATEO COUNTY & SILICON VALLEY →



GET YOUR LOCAL WINE WITH BAY AREA WINE DELIVERY & PICKUP →



TAKEOUT & DELIVERY IN SAN MATEO COUNTY & SILICON VALLEY →

UPCOMING VIRTUAL EVENTS

Partner Portal Training

Join us for our next Partner Portal Training where you will learn to update your weblisting, add photos, events, contacts and more!

Thursday, February 25 at 10:00 AM

OUR NEW PROMOTIONAL VIDEO



[Click here to watch!](#)



Q&A

RAFFLE

**3 Sales & Marketing Summit attendees
will be selected to win:**

**A \$15 Hillsdale Shopping Center Gift Certificate
and a \$25 A Grape in the Fog Gift Certificate.**

**If your name is called, please reach out to
Nova at: Nova@visitsmcsv.com to claim your prize!**

THANK YOU FOR JOINING US!

ADDITIONAL QUESTIONS?

Please contact Nova Maldonado at Nova@visitsmcsv.com.

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