

MONTEREY
Grab life by the moments:

MCCVB Quarterly Forum

Review of First Quarter FY 2015-2016

October 28, 2015



ANNUAL LUNCHEON

“Success is in the Numbers”

- Record attendance! 274 members and partners
- Released first ever Market Intelligence Report
- Sneak peak of new website design
- Outlined Group Sales strategy



NEW MEMBERS & MEMBERSHIP NUMBERS

Ten new members joined the MCCVB in Q1

Monterey Bay Brewing

Salinas Valley Fair

Hahn Family Wines

Carmel Road Winery

The Art of Dr. Seuss

Monterey Free Walking Tours

Event Sitters by Lily

Century Marina Cinemas

Monteforte Photography

Brunke Chiropractic



MONTEREY COUNTY DIORAMA INSTALLED AT STATE CAPITOL



**Partnership of Monterey
County Economic
Development, Monterey
County Arts Commission
and MCCVB**

AWARDS

Tammy Blount received two awards for her achievements this past Quarter:

- **Top 25 Most Influential People in the Meetings Industry for 2015 (Successful Meetings)**
- **Top 25 Women in the Meetings Industry (Meetings & Conventions)**

A couple is taking a selfie from the back of a red convertible car. The man is holding a smartphone, and the woman is leaning in. They are both smiling. The background shows a scenic view of a coastline with waves and mountains under a bright sky. The text "Visitor Services" is overlaid on the image, underlined with a blue brushstroke.

Visitor Services

MONTEREY
Grab life by the moments:

KEEPING SCORE



41,825 (2015) vs. 40,776 (2014)
Visitor Referrals/Inquiries



36,018 (2015) vs. 33,418 (2014)
Room Nights Influenced



\$11,669,962
Economic Impact of
Influenced Room Nights

REACHING OUR VISITORS

Satellite Visitor Centers

JULY	AUGUST	SEPTEMBER
July 7 - NPS ITT Leisure Fair	Aug 15-16 - Rolex Motorsports Reunion	Sept 6 - Cruise Ship
July 18-19 - FIM Superbike	Aug 19 - CSUMB International Student Orientation	Sept 16 - LOBO Day
	Aug 20 - DLI Newcomer Welcome Fair	Sept 18-20 - Jazz Festival
	Aug 22-23 - Sand City West End Celebration	Sept 19 - Cruise Ship
	Aug 25 - MIIS Community Resource Fair	Sept 26-27 - Porsche Rennsport Reunion
		Sept 30 - Cruise Ship

GROUP SALES

MONTEREY
Grab life by the moments.

KEEPING SCORE



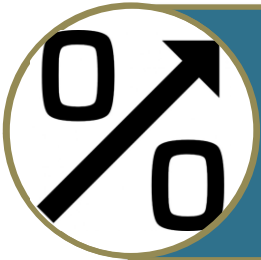
42.29% (2015) vs. 26.02% (2014)

YTD Booking Conversion Rate



255 (2015) vs. 192 (2014)

YTD Leads Sent

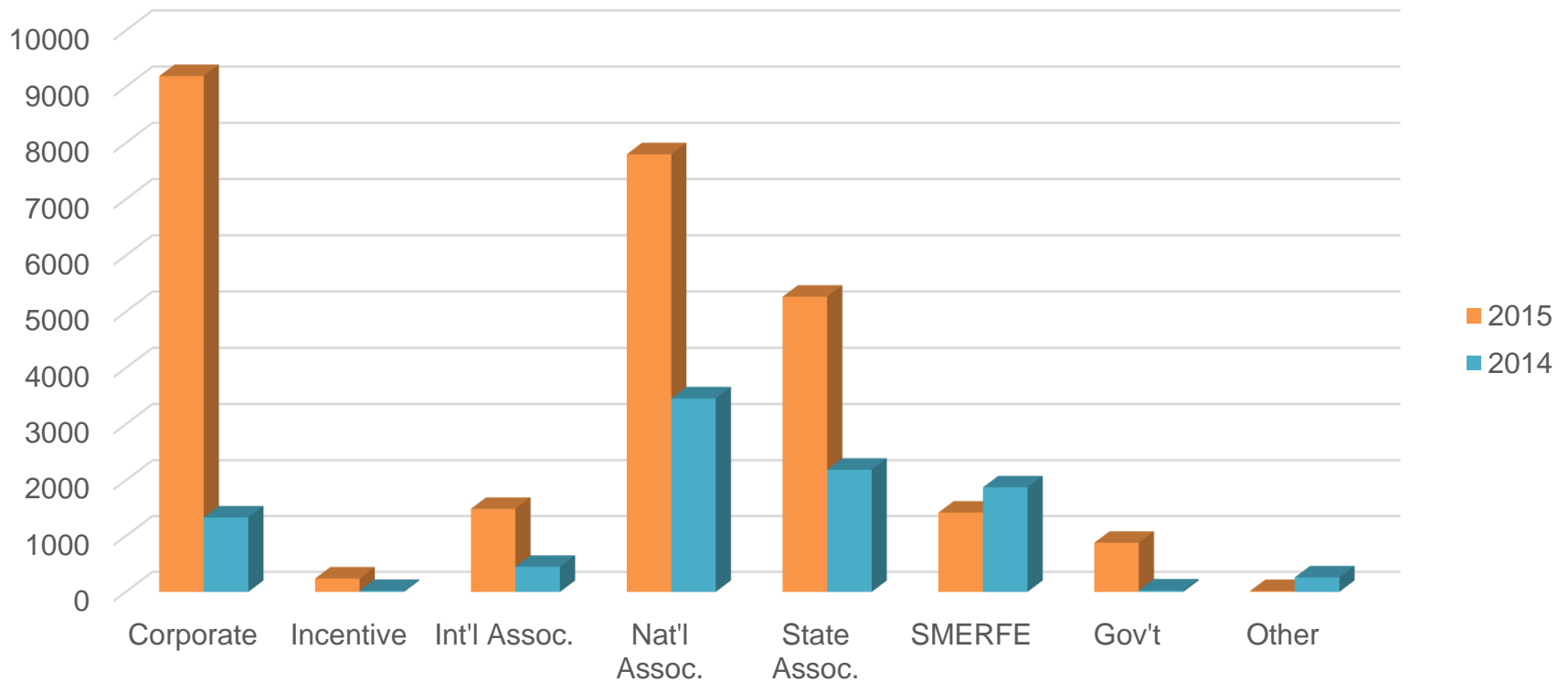


98% (2015) vs. 92% (2014)

YTD Room Night Index Score

GROUP SALES GROWTH BY SEGMENT

Booked Group Room Nights YOY



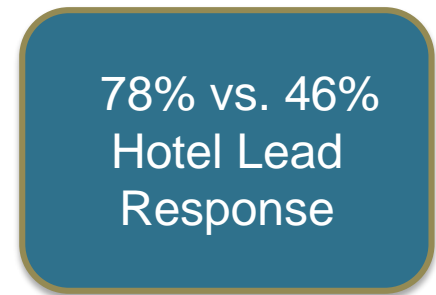
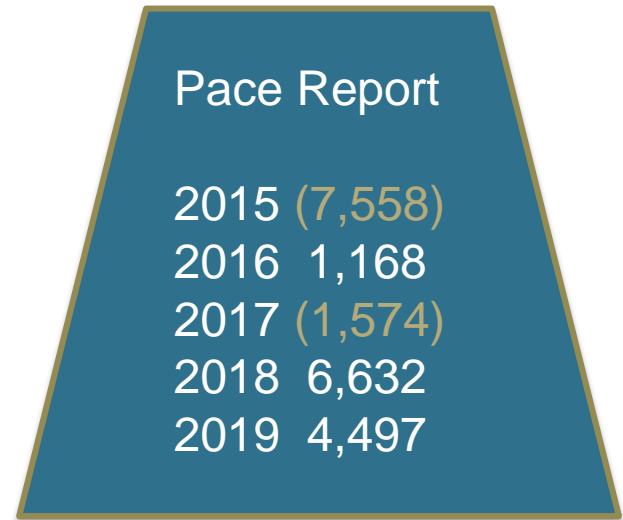
26,305 (2015) vs. 9,613 (2014)
YTD Booked Room Nights



OTHER GROUP MEASUREMENTS

STR Group RevPar YOY % Change

County	% Growth
Napa	16.8
Monterey	12.6
Santa Barbara	7.5
San Francisco	7.5
San Jose	5.7
Sonoma	2.2
San Diego	-1.7
S. Lake Tahoe	-2.5
Palm Springs	-3.2
Laguna Beach	-8.2
Newport Beach	-9.3



TRADESHOWS & CLIENT EVENTS



MPI – WEC SF



Shanghai Sales Mission



Cubs Game - Chicago



Incentive Works - Toronto



Cal-SAE
Client Dinner

TRADESHOWS & CLIENT EVENTS



PCMA Giants Game - SF



Hospitality
Touchdown - SF



Giants Game - SF



Destination Rep Golf Tournament

TRADESHOWS & CLIENT EVENTS



SF Travel Luncheon – Dallas



ASAE – Detroit, MI



M&C Inter-Act - New Orleans



Texas Rangers
Game

UPCOMING EVENTS



- **FICP Annual Conference -**
Atlantis
- **AMEX Show –** Toronto
- **Client FAM –** Carmel Valley
- **Smart Meetings –** Colorado
- **CALSAE Season Spectacular**
- Sacramento
- **Holiday Showcase –** Chicago
- **Travel Receptive Event –** SF
- **Visit CA Mexico Sales Mission**
- **MPISSN Crab Feed -**
Sacramento

A photograph of three women standing on the deck of a boat, looking out over a harbor filled with many sailboats. The scene is bright and sunny, with a soft, warm light. The women are in the foreground, slightly out of focus, while the harbor and sailboats are in the background. The text 'Marketing & Communications' is overlaid in the center of the image, underlined with a blue brushstroke.

Marketing & Communications

MONTEREY
Grab life by the moments:

KEEPING SCORE



Web Visits:

136,879 Total

↑ 15%



Facebook Fans:

73,001 Total

↑ 32%



Instagram Fans:

3,585 Total

↑ 514%

#GRABYOURMOMENT PHOTO CONTEST

1. GRAB LIFE 2. SNAP PHOTO 3. SHARE MOMENT
#GRABYOURMOMENT
MONTEREY
Grab life by the moments

Win a Monterey Moments Care Package!
#GrabYourMoment

How to play:

1. Upload a photo of you grabbing life by the moments in Monterey County and tag #GrabYourMoment
2. Share your entry with friends and family for more votes
3. Submissions end August 19th
4. Voting ends August 19th

4. Top 2 entries with the most votes win a Monterey Moments Care Package!

Good luck!

Name
First Last

Email

Select Photo
From Computer From Instagram

Photo Title

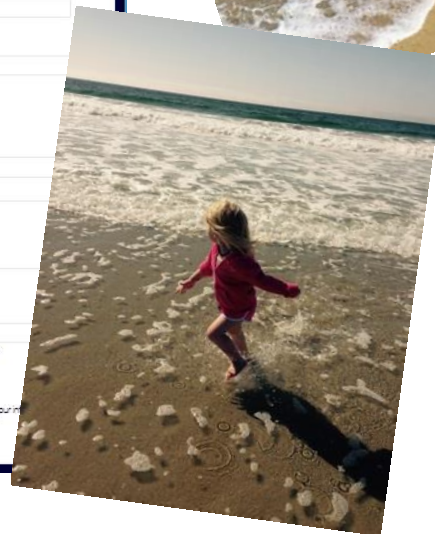
Photo Description

I have read and agree to the rules below

City, State and Zip
City State Zip

Submit

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Monterey County Convention & Visitors Bureau and not to Facebook.



- **July 24- August 19**
 - Content program
 - Users submitted a photo of themselves grabbing life by the moments
 - Other users voted on which photo is the best
- **Stats**
 - 2,504 Total Votes
 - 2,647 Total Social Engagements

BIG BLUE LIVE

The screenshot shows the Monterey website's navigation bar with links for LODGING, THINGS TO DO, EVENTS, FOOD & WINE, RESOURCES, and DESTINATIONS. A sidebar on the left lists various resources like 'GETTING HERE', 'MAPS', and 'SPECIAL OFFERS'. The main content area features a large banner for the 'BIG BLUE LIVE' sweepstakes, which includes an image of a whale shark and the text 'ENTER TO WIN SEE WHERE BIG BLUE LIVE WAS FILMED #BIGBLUELIVE'. Below the banner is a social media share bar and a section titled 'BIG BLUE LIVE SWEEPSTAKES' with details about the contest. At the bottom, there is a contact form for entering the sweepstakes, including fields for First Name, Last Name, Email, Physical Address, Physical City, Physical State, and Physical Zip. A 'Featured Events' section is also visible at the bottom left.

- **Ran Aug 24- Sept 23**
 - Promoted on PBS and social media
- **Media Buy**
 - SF, SoCal, Central Coast PBS
 - Average 56,600 household impressions per evening broadcast
 - KPBS radio earned 57,400 impressions
- **Sweepstakes Stats**
 - 5,371 Entries
 - 15,593 Unique Web Impressions
 - 131,270 FB Impressions
 - 6,968 FB Engagements
- **#BigBlueLive Stats**
 - # garnered over 1.38 billion impressions
 - Over 5,900 posts tagged #BigBlueLive

CHINA READY TRAINING RECAP

Translation
BY DESIGN

Interpretation • Translation
Cross-Cultural Training • International Tourism



- Two training sessions in Carmel and Monterey, over 80 businesses attended
- Cultural history & significance of China as an emerging market; Chinese expectations for comfort while traveling abroad
- Intro to Union Pay & Social Media, and how CVB members can better serve Chinese during their stay

FALL "AUTUMN UP" CAMPAIGN CREATIVE

FRAME 01



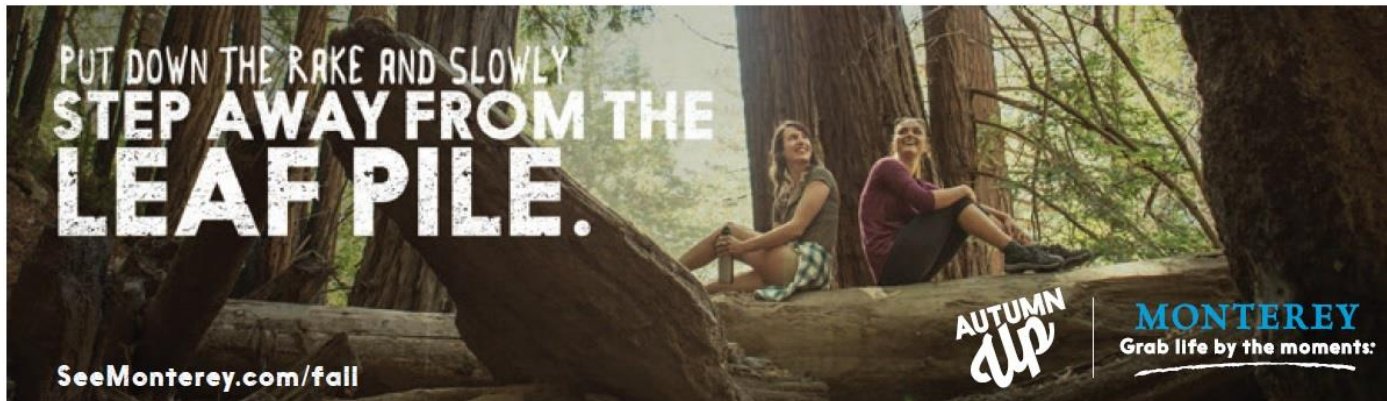
FRAME 02



FRAME 03



FRAME 04



“AUTUMN UP” CAMPAIGN FEATURES

SF Gate Content Hub

While the [17-Mile Drive](#) may be one of the area’s most popular destinations, there’s a little-known secret to enjoying this stretch of coastline. Instead of paying the fee to drive along the route, bike it — for free! It’s a win-win-win situation: you’ll save money, get some exercise and get an up-close-and-personal look at the renowned Monterey County scenery.

You know about the Monterey Bay Aquarium...but don’t miss the local wildlife reserve.

 rolleyes · 4 months ago

+ Follow



Weekend Sherpa



Adventures That Cut the Cheese

 Like  Tweet

Okay, seriously, who cut the cheese? Lucky for us, it’s some of the North Bay’s most fabulous small cheese boutiques, dotting the bucolic autumn landscape from Marin County to Sonoma County. Pair these cheeses with a nearby hike, bike ride, and winery.

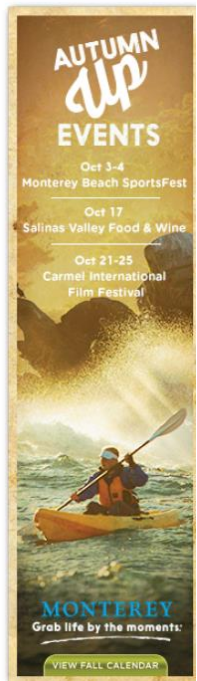
Joie de Vella

 Like  Tweet



but everything’s tasty here. Sample the cheese for yourself at Vella’s historic store just a few blocks from the busy plaza, pick up your favorites, and head to nearby [Bartholomew Park Winery](#) for a hike. Bartholomew is surrounded by open space with miles of trails. We recommend a 3-mile round-trip hike starting on the You-Walk Miwok Trail. Wind next to neighboring wineries and beside a stream before climbing up to the best view on the property. Szeptaj Point will have you swooning; on clear days views extend across the valley and vineyards. Continue on to Benicia’s Lake, a quiet oasis shrouded in redwoods with a bench perfect for wine country ogling. The Grape Stomp Trail takes you back to the start. Visit Bartholomew’s tasting room, pick up some

We’ve got you covered on three of wine country’s most important ingredients for an amazing day: wine, cheese, and a hike. Not in that order though. Start with the cheese. Sonoma’s [Vella Cheese](#) has been making all-natural goodness since 1931. All the milk in their award-winning cheese comes from a local, sustainably farmed family dairy where cows range free. The Daisy Cheddar, Regular Dry Monterey Jack, and Romanello Dolce are always good bets,



AUTUMN UP SWEEPSTAKES

- Launched Sept. 23
- Sweepstakes Stats:
 - 15,495 entries
 - 55,726 unique web visits
 - 149,228 FB impressions
 - 4,478 engagements



See Monterey
Published by Allyson Thommen [?] · Yesterday at 10:17am · 🌐

Autumn Up this fall and enter to win a trip to Monterey!



Enter to Win a Trip to Monterey!

Bunk up for two nights at The InterContinental The Clement Monterey. Drink up with Carmel Wine Walk Passports. Roll up with Segway Tours Monterey. Splash up with Monterey Bay Aquarium passes. Eat up with lunch or...

SEEMONTEREY.COM



FALL CAMPAIGN CONTENT FEATURES

Buzzfeed

13 Ways to Ruin Your Diet in Monterey

- Launched Sept. 17
- 24,678 Views
- 61% of traffic from social sources

The screenshot shows a BuzzFeed article page. At the top, the BuzzFeed logo is on the left, and a row of colorful circular icons (LOL, win, omg, cute, fail, wtf) is on the right. Below the logo is a navigation bar with links for News, Buzz, Life, Quizzes, Videos, and More, along with a 'Get Our App!' button and a search icon. The main article title is '13 Ways To Ruin Your Diet In Monterey' in bold black text. Below the title is a short introductory paragraph: 'Nothing pairs as well with Monterey's stunning views as its crazy-good food. Head to Monterey County to take advantage of everything it has to offer.' This is followed by a 'See Monterey Brand Publisher' link and a row of social media sharing icons (Facebook, Email, Pinterest, Twitter, Tumblr, Print). The article content begins with the first point: '1. Stop by The Big Sur Roadhouse for SURiously unbelievable Californian-style cuisine featuring locally sourced and organic ingredients:'. This is accompanied by three small images: an outdoor patio area, a bowl of food, and the interior of a restaurant. Below these images is a short paragraph: 'Whether you want to grab a quick coffee, drink a glass of wine, or sit down for a full meal, you won't be disappointed. Plus, look at its prettiness. LOOK AT IT. "swoon"'. The second point is: '2. Go camping at Julia Pfeiffer Burns State Park in Big Sur and eat waaaaay too many s'mores:'. This is accompanied by two images: a scenic view of a coastline and a close-up of marshmallows being roasted over a fire. Below these images is another short paragraph: 'It's been ranked one of the best places to camp in California — and with views like this, we can't think of a better place to perfect our marshmallow roasting technique.' On the right side of the page, there is a 'MOMENTS' section with a 'Sign Up' button, a 'You and 88 other friends like this' notification, and a 'See Monterey' post with a photo of a sea otter and the text: 'If there is one funny animal that Monterey Bay is most known for it is the sea otter! Where is your favorite spot to see our adorable mascot?'. Below this is a 'Follow @seemonterey' button with '13.7K followers' and a 'Top Posts From See Monterey' section featuring a photo of a sea otter and the title '14 Reasons Monterey Will Ruin You For Life', and another photo of food with the title '13 Ways To Ruin Your Diet In Monterey'.

PR HIGHLIGHTS & FAMS

22 Media FAM Visits

- AAA Home & Away
- MTV.com
- San Diego Union Tribune
- Marina Times
- Money Magazine
- Best Travel Deals

PR Advertising Equivalency (targeted)

\$19.9 Million (50% of Goal)

Additional PR Metrics

- 10.2 Billion Media Impressions
- 247 Journalists Assisted
- \$22.1M in Overall Earned media



"I just wanted to say thanks for organizing an excellent stay in Monterey...we have decided to stay an extra night at our own expense because there seems to be so much to do in Monterey – we need another day before moving on to the South."

- Mike Osborne, Editor AAP



COMMUNICATIONS KEEPING SCORE



PR Impressions:

10,157,292,773 Total



Journalists Assisted:

247 Total



Total Earned Media:

\$22,110,674 Total



77% YoY

A photograph of three women standing on the deck of a boat, looking out over a harbor filled with many sailboats. The scene is bright and slightly hazy, suggesting a sunny day. The women are dressed in casual, light-colored clothing. The text 'Coming Soon' is overlaid in the center in a bold, blue font, with a blue brushstroke underline.

Coming Soon

MONTEREY
Grab life by the moments:

COMING SOON! SUPER BOWL SMT & FALL GROUP MEDIA FAM

- **Super Bowl SMT in January**
“The View is Bigger than the Game”
- **Fall Group Media FAM**
 - High Profile National and Regional Media including: *Indagare; Malibu Times Magazine; Fodor’s Online; LAX Magazine; Elevation Outdoors Magazine.*

Five day trip covering each jurisdiction unique offerings



BRINGING MONTEREY TO L.A.

Fall Pop-up + Media FAM

- Monterey chefs John Cox of Sierra Mar/Post Ranch Inn, and Ted Walter of Passionfish, will prepare a dinner for journalists at the Redbird in L.A. along side renowned chef Neal Fraser
- Select journalists will take inaugural Alaska Airlines flight from LAX to MRY concluding in a media FAM (Familiarization Tour) in Monterey



MONTEREY CONFERENCE CENTER

- Groundbreaking & Renovation
 - \$50 Million Renovation
 - Groundbreaking slated for November 16th
- Interim campaign in place since June
- Brand campaign will begin by January 2017





Content & Social Marketing Update

MONTEREY
Grab life by the moments.

MCCVB'S STRATEGIC DIRECTION

INTEGRATED CONTENT AND SOCIAL MEDIA MARKETING

Content Marketing

To attract and retain visitors by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior.



MCCVB'S STRATEGIC DIRECTION

INTEGRATED CONTENT AND SOCIAL MEDIA MARKETING

Social Media Marketing

- Aims to connect and engage with audiences
- Encourages conversations and content sharing
- Drives traffic to SeeMonterey.com and MCCVB's new Social Moments channel



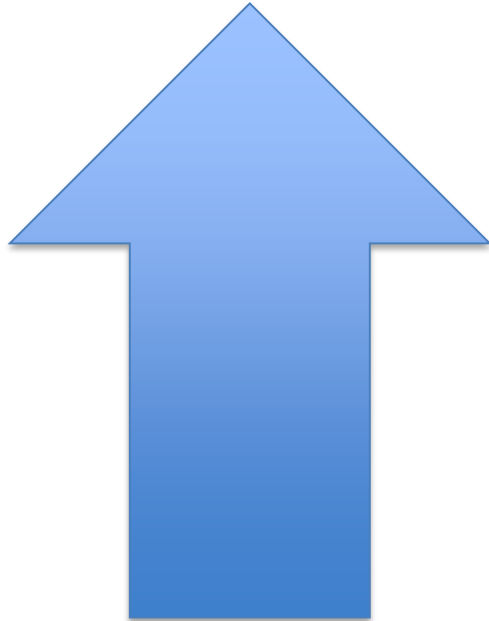
“IF CONTENT IS
KING, THEN
DISTRIBUTION IS
QUEEN.”

SeeMonterey's Expanding Social Reach



Channel	2014	2015	% Increase YOY
Facebook	55,253	73,961	33.86%
Twitter	11,705	13,901	18.76%
Instagram	583	3,850	560.38%
Pinterest	1,688	1,943	15.11%
YouTube	N/A	160	N/A
Google +	N/A	250	N/A
LinkedIn	150	884	489.33%
Total Audience	69,379	94,949	36.86%

MONTEREY IS ON THE RISE & SOCIAL ENGAGEMENT IS UP



Social engagements by
month have doubled since
January 2015!

BEST PRACTICES

1. PHOTOS



See Monterey at Big Sur - Bixby Bridge
December 28, 2014 · 🌐

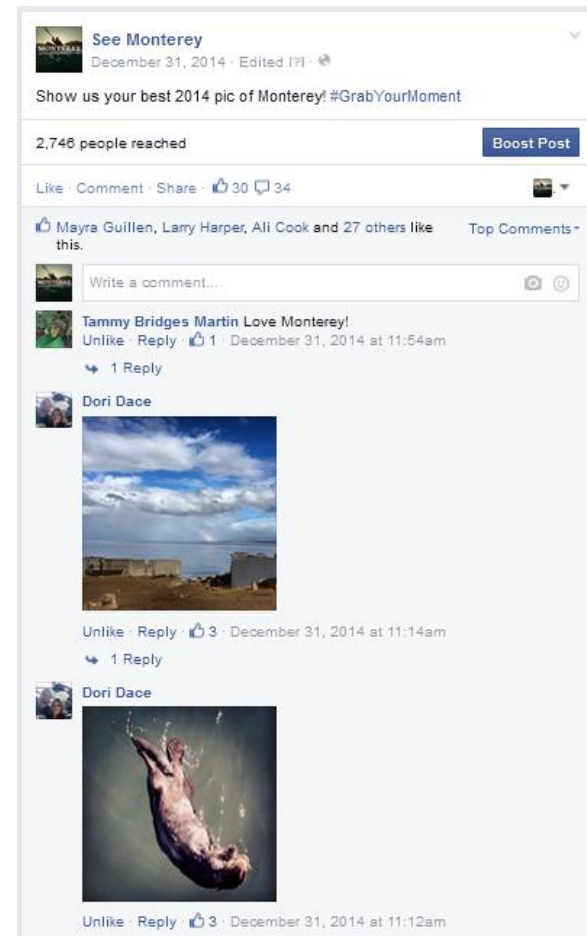
No caption needed.



32,848 people reached [Boost Post](#)

Like · Comment · Share · 👍 2,193 💬 76 🔄 247

2. SHORT TEXT >140 CHARACTERS



See Monterey
December 31, 2014 · Edited 171 · 🌐

Show us your best 2014 pic of Monterey! #GrabYourMoment


2,746 people reached [Boost Post](#)


Like · Comment · Share · 👍 30 💬 34

👍 Mayra Guillen, Larry Harper, Ali Cook and 27 others like this. [Top Comments](#)

Write a comment...

Tammy Bridges Martin Love Monterey!
Unlike · Reply · 👍 1 · December 31, 2014 at 11:54am
↳ 1 Reply

Dori Dace

Unlike · Reply · 👍 3 · December 31, 2014 at 11:14am
↳ 1 Reply

Dori Dace

Unlike · Reply · 👍 3 · December 31, 2014 at 11:12am

BEST PRACTICES

3. QUESTIONS (QUICK MINDLESS ANSWERS)

- Fill in the blanks
- One word answers
- Choices (choose from 1, 2 or 3)



Happy National Dessert Day!
To satisfy my sweet tooth in Monterey County I go to _____.



4. URLS (TO INTERESTING CONTENT)



As if you needed a reason to visit Monterey this fall....



5 Reasons to Visit Monterey County This Fall

The Monterey Peninsula is always an excellent getaway for any traveler, and with fall on the horizon, the timing for a visit could not be any better. The fog thins out, along with the summer crowds, and the region feels as if it's our own unique...

SEEMONTEREY.COM

144,183 people reached

Boost Post

6.9k Likes 181 Comments 636 Shares



BEST PRACTICES ON INSTAGRAM

DO

- Post everyday
- Repost
- Use emojis
- Use #'s



DON'T

- Post marketing flyers
- Write a ton of copy
- Overdo #'s



i just ate a grape

#food #grape #grapes #white grapes
#wine #fruits #vintage #fashion #gifts
#text #trendy #lol #random #90s #90s
kids #hipster #hipster edit #tv #t #v
#coffee #starbucks #art #artists
#drawings #paint @chilltweetss

PREDICTIONS & TRENDS

1

Mobile usage will continue to rise

2

Usage on visual platforms will increase

3

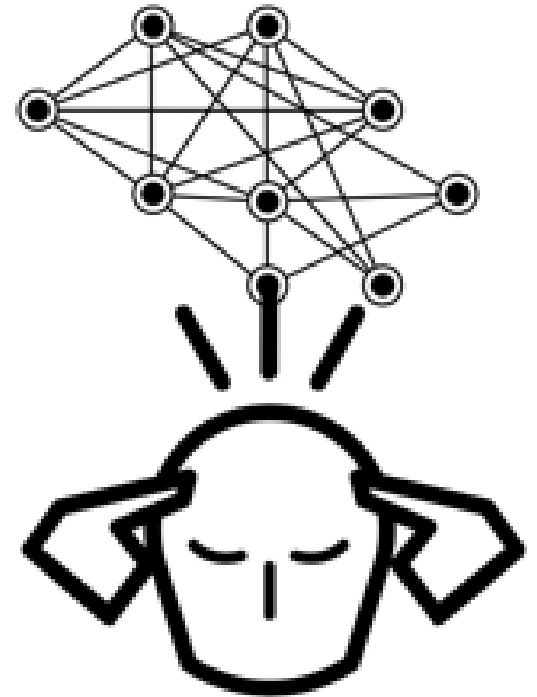
Paid promoted posts will be vital to pushing out content

4

Facebook Beacons

5

Continued usage of hashtags (categorizing)



MEMBER COLLABORATION

How Can Members/We Amplify?

1

Share brand/destination created content with your audiences

2

Use the #'s to get your posts on the Social Moments Channel

3

Be a guest blogger!
Have your content published and promoted on Blog Monterey





Thank You!

**Next Quarterly Forum:
January 27, 2016**

MONTEREY
Grab life by the moments: