

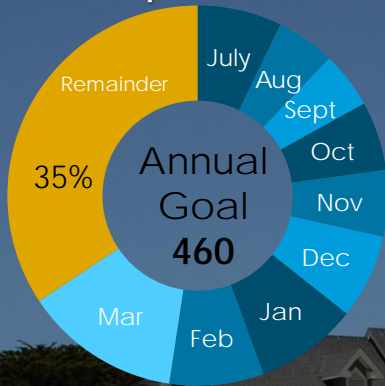
Third Quarter Report

January – March 2014

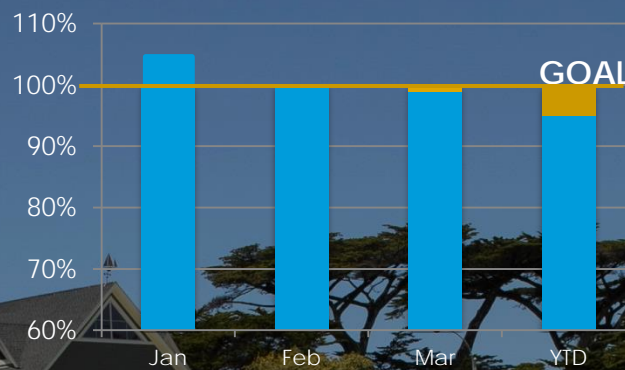
MONTEREY Monterey County Convention & Visitors Bureau

Sales & Group Services

New Group Business Leads



Group Room Night Index



RevPAR* Ranking

Rank	YTD	vs. 2013
1. Napa	\$ 151.85	14%
2. Santa Barbara	\$ 124.42	12%
3. Monterey County	\$ 93.57	16%
4. Sonoma	\$ 90.22	15%
5. Palm Springs	\$ 75.88	10%
6. South Lake Tahoe	\$ 64.58	0.4

Source: March 2014 Report, Smith Travel Research, Inc. Rankings show fiscal year to date (July - June). *Revenue Per Available Room

Annual Goal:
Ranked third in comp. set

Marketing & Communications

10,505 Twitter followers (195 new in Q3) 107% of Annual Goal

26,370 total entries in database (3,977 in Q3)

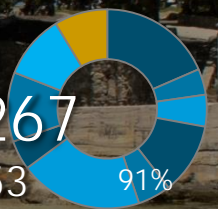


65% of Annual Goal

Earned Media
(ad equivalency)

Q3 \$9,132,267

YTD \$31,515,653



49,320 Facebook fans (3,490 new in Q3) 113% of Annual Goal



92% of Annual Goal

355,896 unique visitors to SeeMonterey.com in Q3
1,019,881 unique visitors YTD

396 journalists assisted in Q3

Total number of impressions in Q3:
981 Million

Membership

811

total members

13

new members in Q3

Visitor Services

89,519 visitor inquiries YTD
73% of Annual Goal

19,434 inquiries in Q3

65,940 incremental room nights influenced YTD

Visitors Center Survey says:

Our visitors are from*...
USA 47%
Canada 10%
Germany 7%
France 5%
Australia 5%
All others 26%

*These demographics are only for visitors who opted to take our English language survey

Q2 ← **JANUARY** 6-7 *Lady in London* FAM tour | 12-15 Boston Pop-up Event in conjunction with PCMA

FEBRUARY 3-5 Medical Meetings Summit | 3-9 AT&T Pebble Beach National ProAm Tournament | 6 MCCVB Quarterly Forum

MARCH 16-20 NTA Annual Conference | 10-13 DC Culinary Pop-up | 23-26 PharmaForum tradeshow | 23-27 ConferenceDirect* Annual Meeting | 28 Alliah Sheta hired as Director of Community Relations

Q4 12 MPI Cascadia & Sales Mission | 13-15 JARDINS FAM Tour