

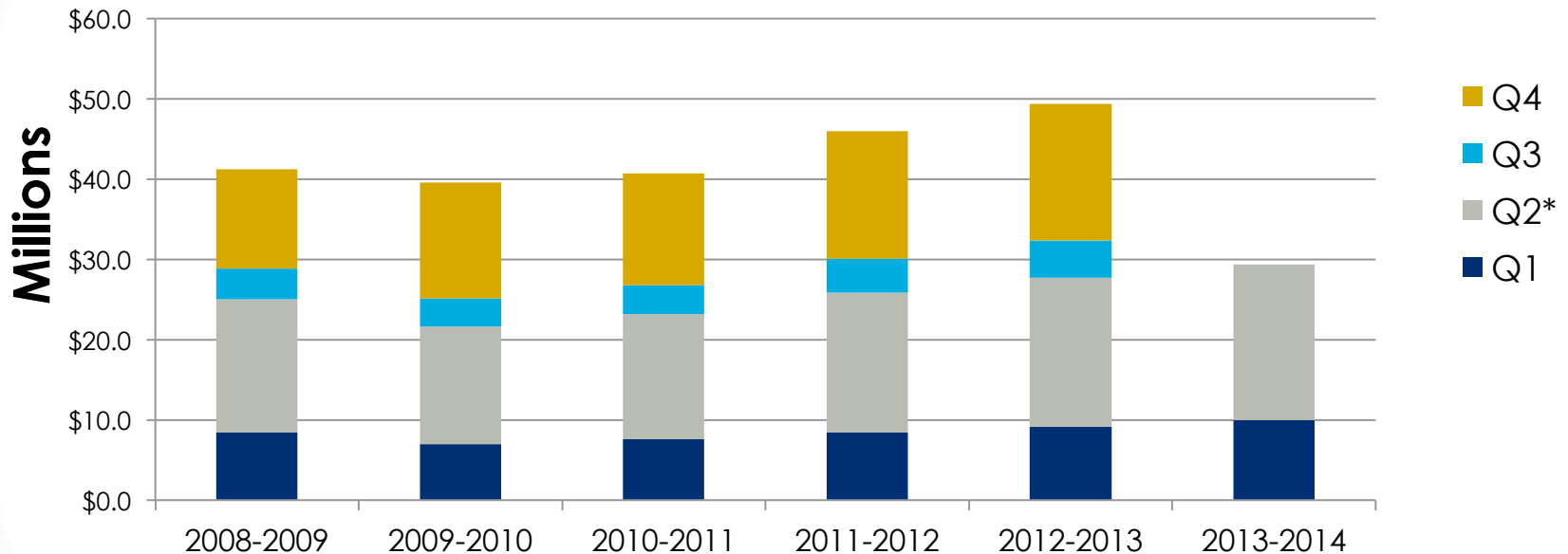


Second
Quarterly Forum

MCCVB Members
March 6, 2014

Transient Occupancy Tax

TOT Quarterly Revenue



* 2013-2014 Q2 does not yet include Pacific Grove

Destination Snapshot

Calendar Year Destination Stats

	Occupancy	ADR	RevPAR
2013	65.3%	\$171.82	\$112.23
2012	63.2%	\$166.07	\$104.89
Growth	+3.4%	+3.5%	+7%

Competitors 2013	Occupancy	ADR	RevPAR
California State Average	70.7%	\$130.44	\$92.21
Napa	68.0%	\$261.30	\$177.63
Santa Barbara	68.7%	\$160.96	\$110.59
Sonoma	73.4%	\$124.51	\$91.45
Palm Springs	57.9%	\$133.67	\$77.42
Lake Tahoe	53.6%	\$105.93	\$56.82

Source: *Smith Travel Research*

Second Quarterly Forum 2013-2014

MONTEREY
Monterey County Convention
& Visitors Bureau

YTD Review

MCCVB SCORECARD FY13-14 (as of January 31)

Sales	13-14 YTD Actual	FY13-14 Goal	% of Goal	FY 12-13 Actual
New Group Business Leads	215	460	47%	417
Group Room Nights Index	94%	100%	94.0%	New Measurement
STR Report RevPAR Status	Second	Third	100%	Fourth
Marketing	13-14 YTD Actual	FY13-14 Goal	% of Goal	FY 12-13 Actual
Unaided Brand Awareness	82.6%	83%	99.5%	82%
Intent to Visit	32.4%	32%	101%	31%
Advertising Effectiveness	4.1	3.8	108%	3.75
Earned Media (Ad Equivalency)	\$24,039,671	\$34,500,000	70%	\$44,807,477
Facebook Fans	48,860	43,750	112%	38,587
Twitter Followers	10,323	9,775	106%	8,712
Average Website Visits (Unique)	767,685	1,114,092	69%	1,286,664
Average Webpage Impressions	2,456,281	4,011,372	61%	3,878,844
Average Referrals (Unique)	198,494	328,224	60%	322,608
Visitor Database	26,021	40,820	64%	21,315
Membership	13-14 YTD Actual	FY13-14 Goal	% of Goal	FY 12-13 Actual
Retention Rate	88%	85%	104%	85%
Visitor Services	13-14 YTD Actual	FY13-14 Goal	% of Goal	FY 12-13 Actual
Visitor Referrals/Inquiries	75,812	123,000	62%	122,049

GROUP SALES



MONTEREY
Monterey County Convention
& Visitors Bureau

GROUP SALES

Group Room Night Index

	Group Room Night Goal	Actual Group Room Nights	% of Goal	Actual Group Revenue	Actual Group ADR Average	Actual Group Occupancy
July	27,962	21,428	77%	\$ 4,548,398	\$ 212	22%
Aug	29,376	29,465	100%	\$ 7,347,710	\$ 249	30%
Sept	34,396	32,082	93%	\$ 6,056,214	\$ 189	33%
Oct	35,047	31,983	91%	\$ 5,812,434	\$ 182	32%
Nov	22,947	23,937	104%	\$ 4,014,869	\$ 168	25%
Dec	14,129	12,761	90%	\$ 2,198,507	\$ 172	13%
Jan	22,073	23,083	105%	\$ 3,664,211	\$ 159	24%
TOTAL	185,930	174,739	94%	\$ 33,642,343	\$ 190	26%

Pace Report

Bookings Arrival Year Forecast Report For A Calendar Year													
*Calendar Year Number = Combination of Current Fiscal Year Production + Past Fiscal Years Production													
Arrival Year	2012		2013		2014	2015	2016	2017	2018	2019	2020	Totals	
Total Groups	191	%	179	%	96	39	11	3	0	1	0	150	%
Corporate	60	31%	60	34%	15	8	0	0	0	0	0	23	15.33%
Association	65	34%	69	39%	61	28	10	3	0	1	0	103	68.67%
Government	11	6%	5	3%	1	0	0	0	0	0	0	1	0.67%
T&T	24	13%	6	3%	1	0	0	0	0	0	0	1	0.67%
Other*	30	1%	37	21%	18	3	1	0	0	0	0	22	14.67%
Total Rooms	58,904	%	44,611	%	51,392	25,166	15,154	3,212	0	2,386	0	97,310	%
Corporate	23,512	40%	15,638	35%	17,044	5,344	0	0	0	0	0	22,388	23.01%
Association	24,408	41%	21,703	49%	26,742	19,254	15,013	3,212	0	2,386	0	66,607	68.45%
Government	3,911	7%	270	1%	176	0	0	0	0	0	0	176	0.18%
T&T	3,366	6%	332	1%	22	0	0	0	0	0	0	22	0.02%
Other*	3,680	6%	5,823	13%	7,408	568	141	0	0	0	0	8,117	8.34%
Year Over Year Growth			13,178		27,530	14,005	14,114	2,534		2,386		60,569	

*Other = Incentive, Sports, SMERF

** Bookings as of January 31, 2014

- Ahead of 2012-13 Pace
- 34 % Growth in Corporate Groups

Upcoming Tradeshows & Client Events



Smart Mart Northwest
Seattle – April 17

Smart Mart NorCal
San Francisco – May 28

Smart Mart Midwest
Minneapolis – June 19

Smart Mart Mid Atlantic
Washington DC – July 24

Smart Mart National
Scottsdale – September 7

Smart Mart Southeast
Charlotte - March 13

Smart Mart SoCal
San Diego – November 20

Smart Mart Southwest
Dallas – December 1

Upcoming Tradeshows & Client Events



Spokane
March 12



Palm Springs
March 25



Anaheim March 23



Dallas April 9



Waldorf
April 30



Orlando March 23

Upcoming Tradeshows & Client Events

MEET. LEARN. NETWORK.
DESTINATION
california
PRESENTED BY **SUCCESSFUL MEETINGS** **mc**
Monterey May 17

The first. The best.
Meetings Quest
Mesa May 6

FICP FINANCIAL & INSURANCE
CONFERENCE PLANNERS
New Orleans June 12

ASAE's
springtime
expo '14
The premier meeting industry event
Expo and Education
May 16, 2014
Walter F. Washington Convention Center
Washington, DC



INCENTIVES, BUSINESS
TRAVEL & MEETINGS
EXPO | AMERICA
June 10-12, 2014 • Orlando, USA



GROUP RESEARCH



Group Research Goals

- 1) **Uncover** new areas of opportunity and focus for the MCCVB sales team
- 2) **Gain** insights into perceptions of Monterey County as a meetings destination from meeting planners
- 3) **Further** define competitive factors that impact group business in Monterey County.



Methodology

- **Hotel Surveys** – conducted with MCCVB Sales Committee Hotel Partners
- **Meeting Planner Interviews** – in-depth interviews with experienced meeting planners specializing in corporate, incentive and association
- **Comprehensive Competitive Analysis** – in-depth examination of competitors, revise comp set



Top-line Observations

Good

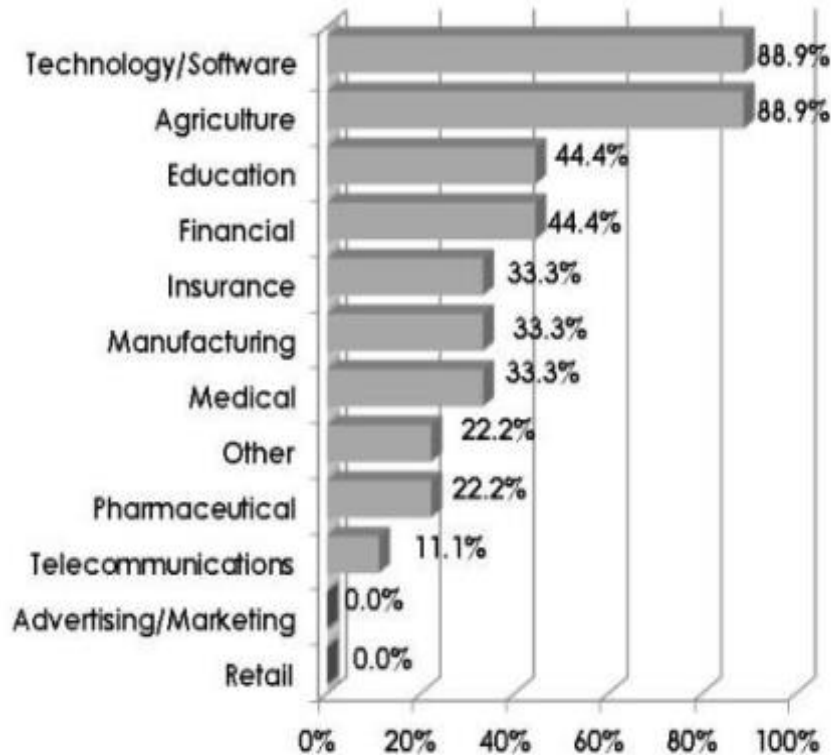
- Monterey County's extraordinary scenic beauty as a primary
- Meetings in Monterey will boost attendance
- Seen as having exceptional variety and quality of venues

Not So Good

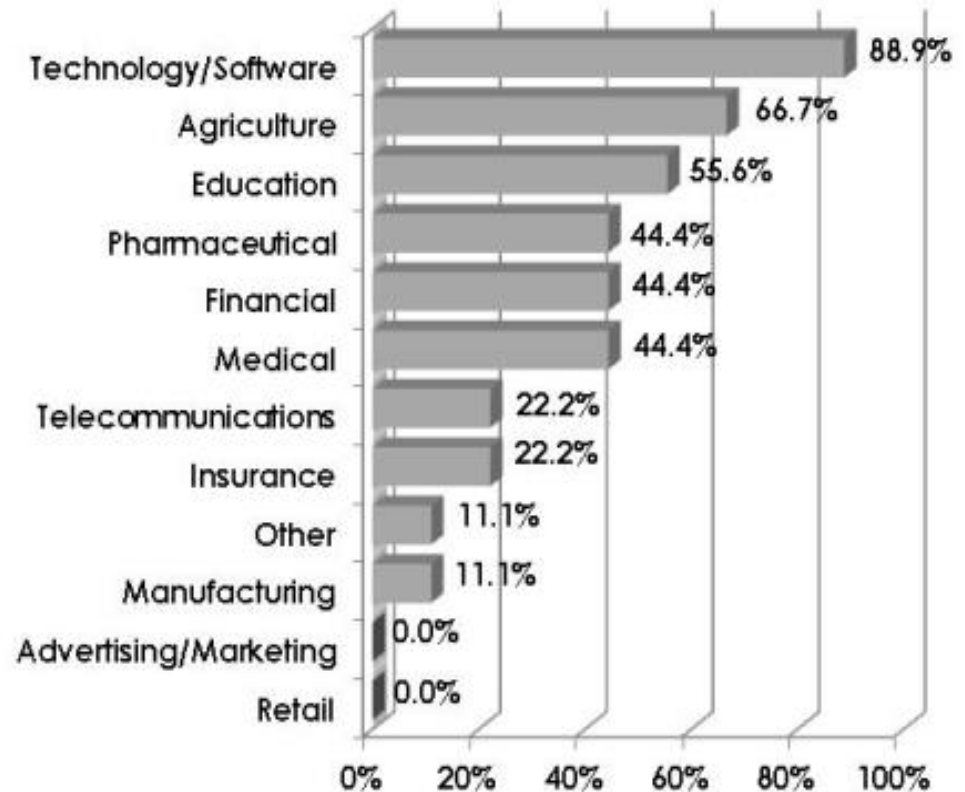
- Awareness is High, Familiarity Needs a Boost
- Perception of High Cost
- Access – clients prefer attendees not have more than one stop

Key Insights

Business We Have

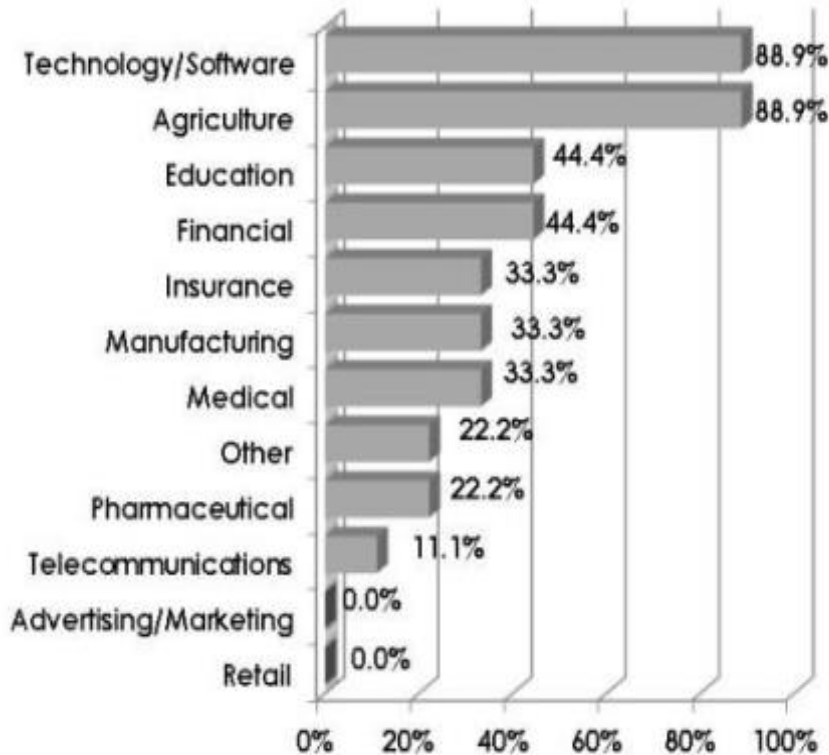


Growth Opportunities

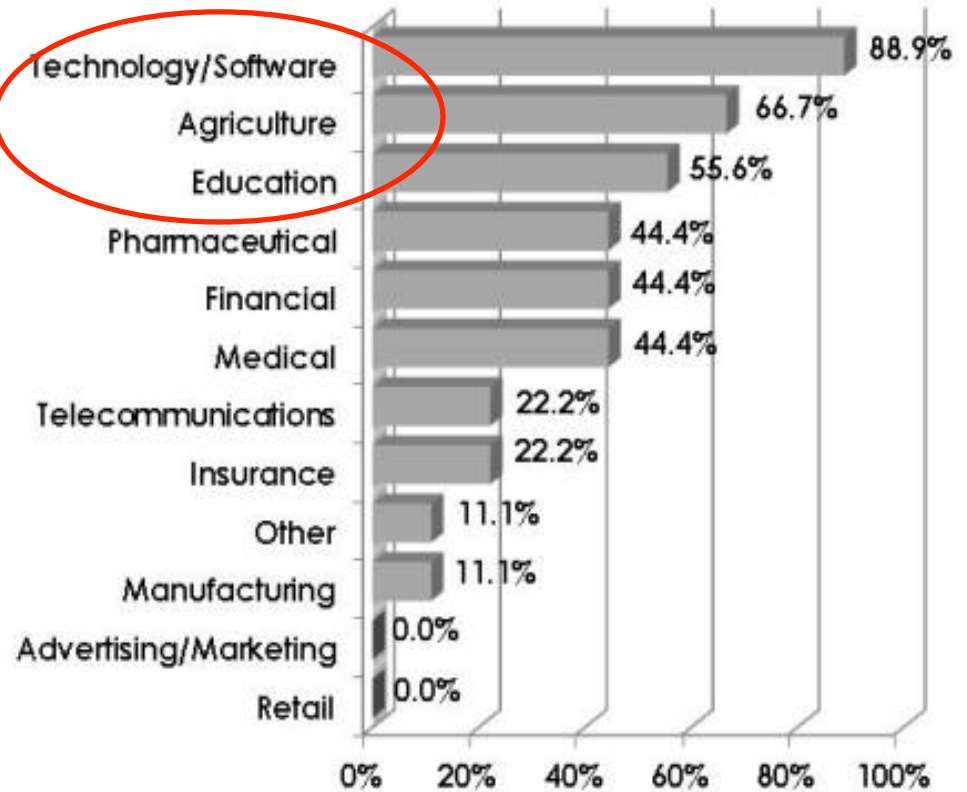


Key Insights

Business We Have

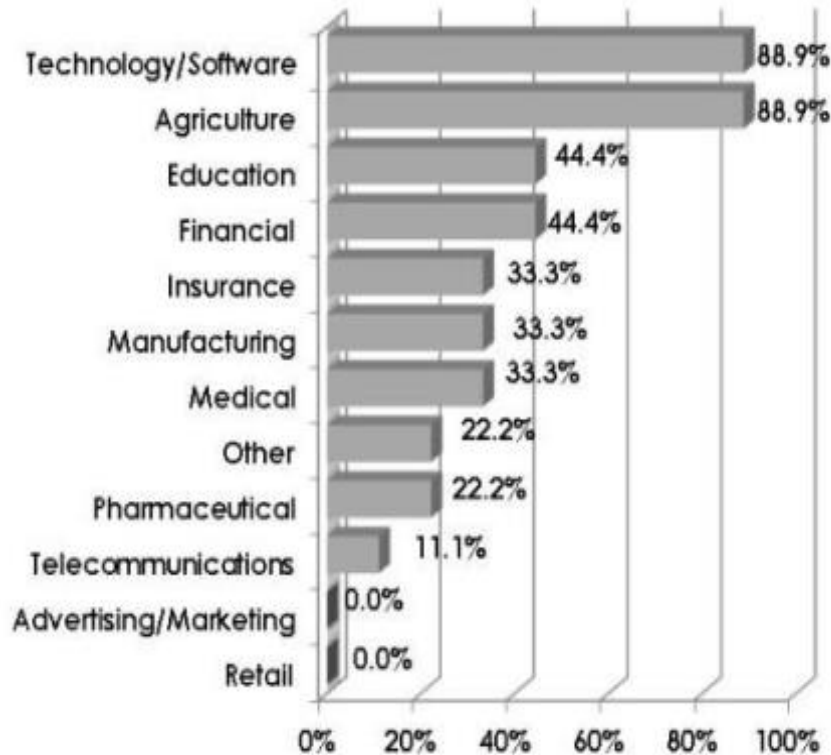


Growth Opportunities

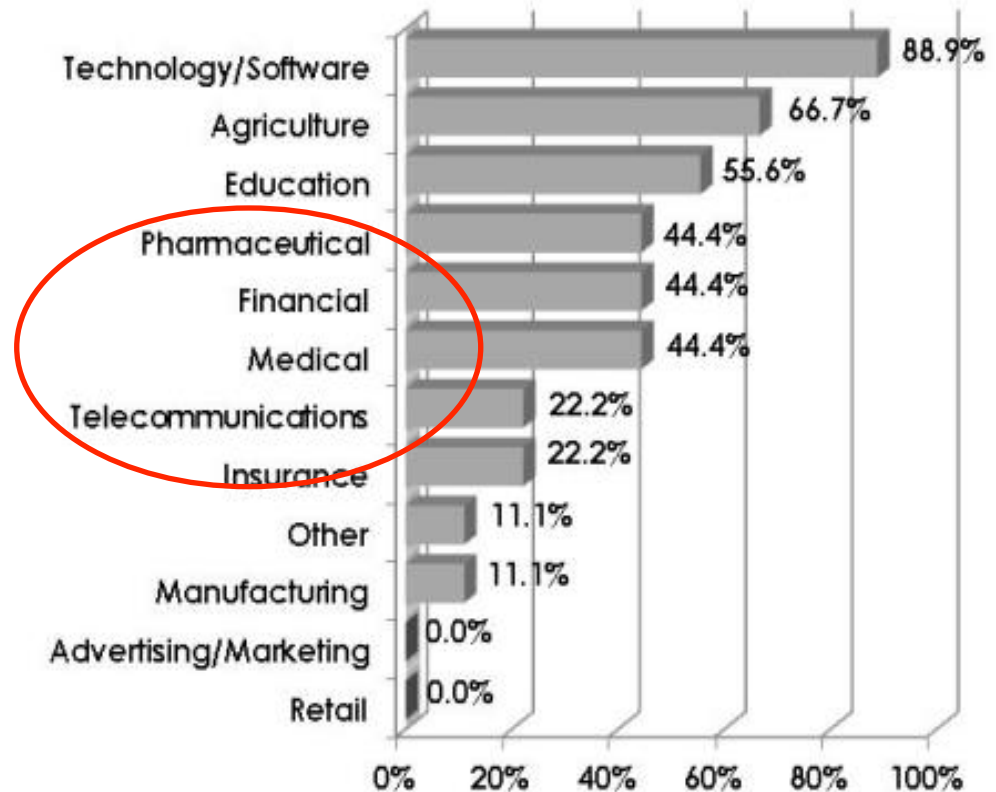


Key Insights

Business We Have



Growth Opportunities





Key Findings

- **Expand Sales Approach** – new geographic markets, target high potential market segments/verticals
- **Localized Sales Representation** – planners see it as an advantage to have sales reps in their markets
- **Relationships & Education** – CVB's two most important roles; building and maintaining long last relationships – trust is key
- **Comp Set** – adjustments required to comp set



Outcomes

New Localized Regional Representation

- Chicago / Midwest
- Dallas / Southeast
- Bay Area / Pacific Northwest

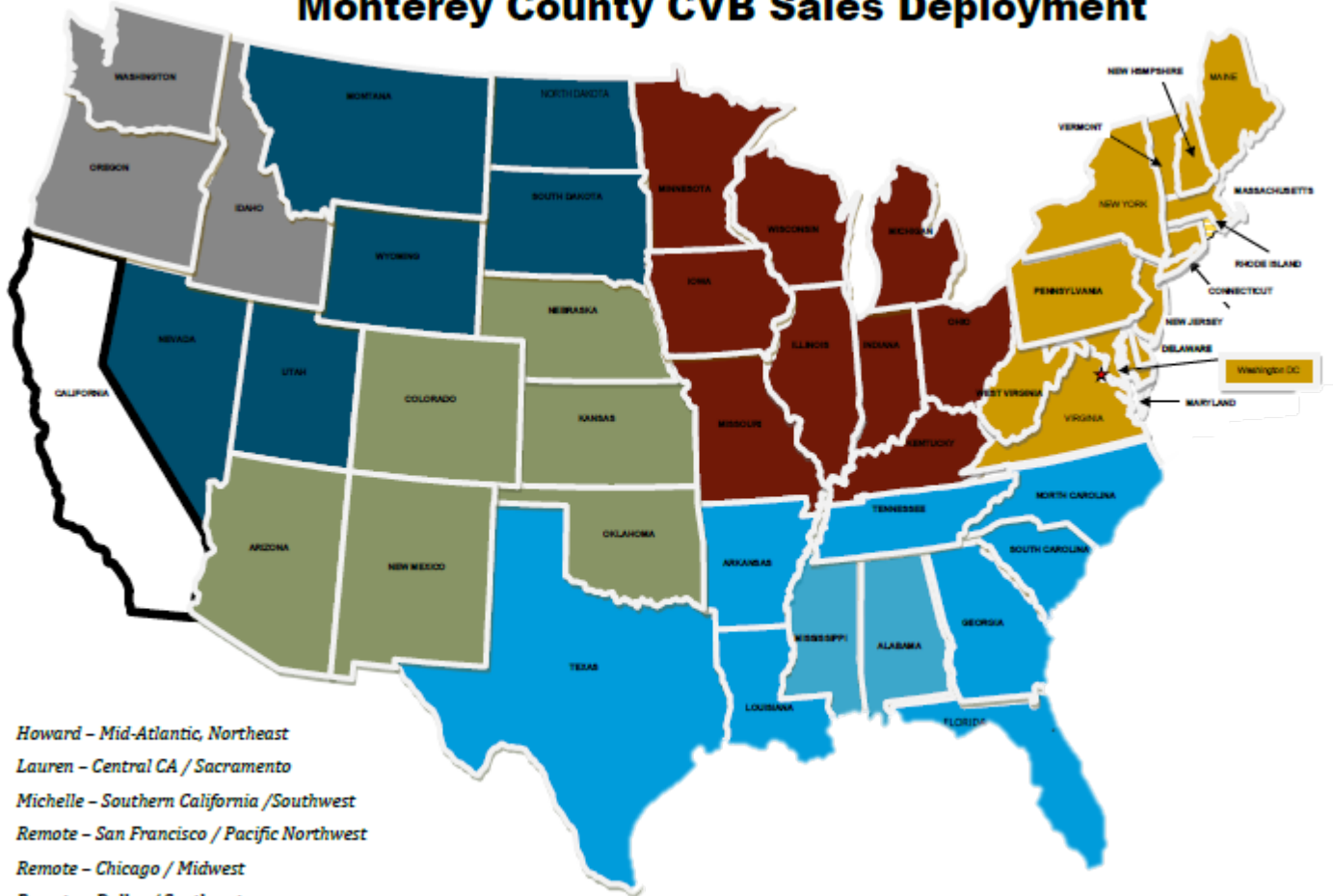
Target High Potential Segments

- Tech, Ag, Education – further out geo markets
- Pharma
- Telecomm
- Medical
- Financial

Sales + Group Services

Team Deployment

Monterey County CVB Sales Deployment





Strategic Client Services

Developing programs that build our destination's value proposition

- Champion Monterey
- Monterey Medical Meetings
- Meeting Rewards / Value Add programs



MARKETING

MONTEREY
Monterey County Convention
& Visitors Bureau



MONTEREY

Grab life by the moments.™

MONTEREY
Monterey County Convention
& Visitors Bureau

GOOD LUCK TRYING TO FIT THIS

INTO 140 CHARACTERS.

Are you up for the waves crashing into your kayak at Point Lobos? How about an unforgettable round of golf at legendary Pebble Beach? Or a night out with friends on Cannery Row? It's time to live like you mean it. It's time to come to Monterey.

MONTEREY
Grab life by the moments.

SeeMonterey.com

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey | Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | San Jose | Seaside

RELAXING CAN BE AN ADVENTURE, TOO.

After parasailing over Monterey Bay and hiking up the thigh-punishing Soberanes Canyon trail, you're ready for a different kind of adventure. An OMG-that's-just-what-I-needed spa day 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

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey | Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | San Jose | Seaside

MONTEREY
Monterey County Convention
& Visitors Bureau



BRAND CAMPAIGN RESEARCH

- I. Increased in Brand Awareness
- II. Exceeded goal for Intent to Visit
- III. Generated incremental travel from the regional markets

Source: SMARI

\$75 million in incremental spending for the destination

Incremental Travel	Calculations
Aware Households	3,465,927
Incremental Travel	2.6%
Incremental Trips	90,114
Overnight Incremental Trips	67,315
Average overnight trip spending	\$1,119
Incremental spending generated	\$75,325,738

Source: SMARI

2014 Travel Guide



Hosted Media Familiarization Trips

You Are Invited!
GRAB LIFE BY THE TENTACLES
MEDIA BLOGGER FAM
April 9th - 13th*

EXCLUSIVE:
Get a sneak peek at the Monterey Bay Aquarium's new Tentacles exhibit before it opens to the general public!

Additional Monterey Moments Include:

- Kayaking amongst the sea otters
- Hike the land that inspired the book Treasure Island
- Take a swing at IAGTO's North America's top golf destination
- Taste scrumptious meals and award winning savory wines
- And Much More!

-Click [HERE](#) for more details.

Limited space is available so RSVP today; if you have immediate questions please contact john.david@seemonterey.com

MONTEREY
Monterey County Convention & Visitors Bureau

Monterey Bay Aquarium

*April 9th and 13th are optional dates

[Click HERE to RSVP](#)

MONTEREY
Grab life by the moments.

GRAB LIFE BY THE MOMENTS CHALLENGE

Monterey is more than just a destination. It's an invitation. To make the most out of life. Not just every day, but every hour, and every moment. The possibilities are as endless as our spectacular coastline.

Tell us which incredible Monterey trip best matches your personality and you could win it!

LIVE ON THE WILD SIDE **LIVE ON THE EDGE**
LIVE WITH YOUR GLASS FULL **LIVE IN FAST LANE**

USE FACEBOOK OR YOUR EMAIL ADDRESS TO CONNECT

[facebook](#) [GO](#)

Spring Sweepstakes

MONTEREY
Monterey County Convention
& Visitors Bureau

SeeMonterey.com

OFFICIAL RULES PDF FORM REQUIRED | PRIZES VARY | PRIZE POLICY | FAQ
NO PURCHASE NECESSARY. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

International – China

- E-newsletter
- Social media
- PR
- Tour operator outreach



MONTEREY
Monterey County Convention
& Visitors Bureau



Group Marketing



Group Brand

MONTEREY

Inspired moments in meetings.™

MONTEREY
Monterey County Convention
& Visitors Bureau

MeetInMonterey.com

NO TECHNICAL GLITCHES.
CATERER ROCKED IT.
**LOCATION
STOLE THE
SHOW.**



MONTEREY
Inspired moments in meetings.™

PLAN YOUR MEETING

NO TECHNICAL GLITCHES. CATERER ROCKED IT.
**LOCATION STOLE
THE SHOW.**

Monterey offers everything needed to make your meeting a hit. More importantly, Monterey has something few other locations do—stunning one-of-a-kind surroundings and invigorating activities. It's this rare combination that elevates a meeting from simply great to truly inspirational.

MONTEREY
Inspired moments in meetings.™



For more information or to submit an RFP, please
contact us at 800-555-6290 or Sales@SeeMonterey.com.

MeetInMonterey.com

BIG SUR | CARMEL BY THE SEA | CARMEL VALLEY | DEL REY BEACH | MARINA | MONTEREY | MOSS LANDING
PACIFIC GROVE | PEBBLE BEACH | SALINAS | SALINAS VALLEY | SAN JOSE | SEASIDE

MONTEREY
Monterey County Convention
& Visitors Bureau

INSPIRED BY THE KEYNOTE SPEAKER. IMPRESSED WITH THE SERVICE.
AWESTRUCK BY THE SURROUNDINGS.

Nisi elit consequat ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus. Morbi accumsan ipsum velit. Nam ipsum, Proin gravida um, nec sagittis.

MONTEREY
 Inspired moments in meetings.

For more information or to submit an RFP, please contact us at 800-555-6290 or Sales@SeeMonterey.com. **MeetInMonterey.com**

Big Sur | Carmel-by-the-Sea | Grand Valley | Del Rey Oaks | Miramonte | Monterey | Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | San Jose | Santa Cruz

A MORNING OF TEAMBUILDING. AN AFTERNOON OF BRAINSTORMING.
AN ENTIRE WEEKEND OF ESCAPING.

Nisi elit consequat ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus. Morbi accumsan ipsum velit. Nam ipsum, Proin gravida um, nec sagittis.

MONTEREY
 Inspired moments in meetings.

For more information or to submit an RFP, please contact us at 800-555-6290 or Sales@SeeMonterey.com. **MeetInMonterey.com**

Big Sur | Carmel-by-the-Sea | Grand Valley | Del Rey Oaks | Miramonte | Monterey | Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | San Jose | Santa Cruz

MONTEREY
 Monterey County Convention
 & Visitors Bureau

Monterey Moments: Pacific-to-Plate

Boston - PCMA



Monterey Moments: Land, Sea & Vine

Washington DC



MeetInMonterey.com



- Total Redesign
- Refreshed Photo Library
- New Meeting Planner Tools
- Customized Itinerary Builder
- Upgraded features and functionality

Partnering to bring
Champion
Monterey
Your conference home

MONTEREY
Monterey County Convention
& Visitors Bureau

Conference Center Renovation



MONTEREY
Inspired moments in meetings.™

Monterey Conference Center Renovation is a GO! *Monterey hotel owners overwhelmingly approved funding*

Monterey hotel owners approved a plan to tax themselves to pay for the renovation of the Monterey Conference Center. "This is a decisive moment for the future of Monterey," says Mayor Chuck Della Sala. "The results of the election secured the funding necessary to finance a project that will enhance the revitalization of our downtown and ensure that the citizens of Monterey continue to realize the benefits of a strong and vibrant hospitality industry."

The Monterey Conference Center opened in April 1977. It was built by the City of Monterey meet to the needs of medium size conferences and to advance the recreational and cultural opportunities of the community. The \$32 million renovation project will result in a LEED certified conference facility with state-of-the-art technology, additional space and improved options for break out space. The project is expected to be completed within 24 months.

BUSINESS AS USUAL: CONFERENCE CENTER IS OPEN AND WILL REMAIN OPEN!

[Media »](#)

NEXT STEP

By the end of March, city staff will be issuing Requests for Proposals for Project Management and Design and Architectural Services.

Landing page- live today

Updates, news, photos, videos

Communications Plan

Website

MONTEREY
Monterey County Convention
& Visitors Bureau

Direct Marketing

- Direct Mail initiative
- Quarterly E-newsletter

Examples of Uniquely packaged attention-getters



Destination experience-in-a-box

A scenic view of a coastline with a bridge and cliffs. The image shows a large body of blue water in the foreground, with a rocky coastline and a bridge spanning across it. The background features rolling hills and mountains under a clear sky.

MEMBERSHIP & VISITOR SERVICES

MONTEREY
Monterey County Convention
& Visitors Bureau

Membership

Benefits

- Web listing on SeeMonterey.com
- Listing in annual Visitor Guide
- Cooperative advertising opportunities
- Cooperative sales events participation opportunities
- Receive leads for Client Services value programs
- Inclusion in social media promotions
- Display collateral/coupons at Visitors Center



Visitor Services

Events + Festivals



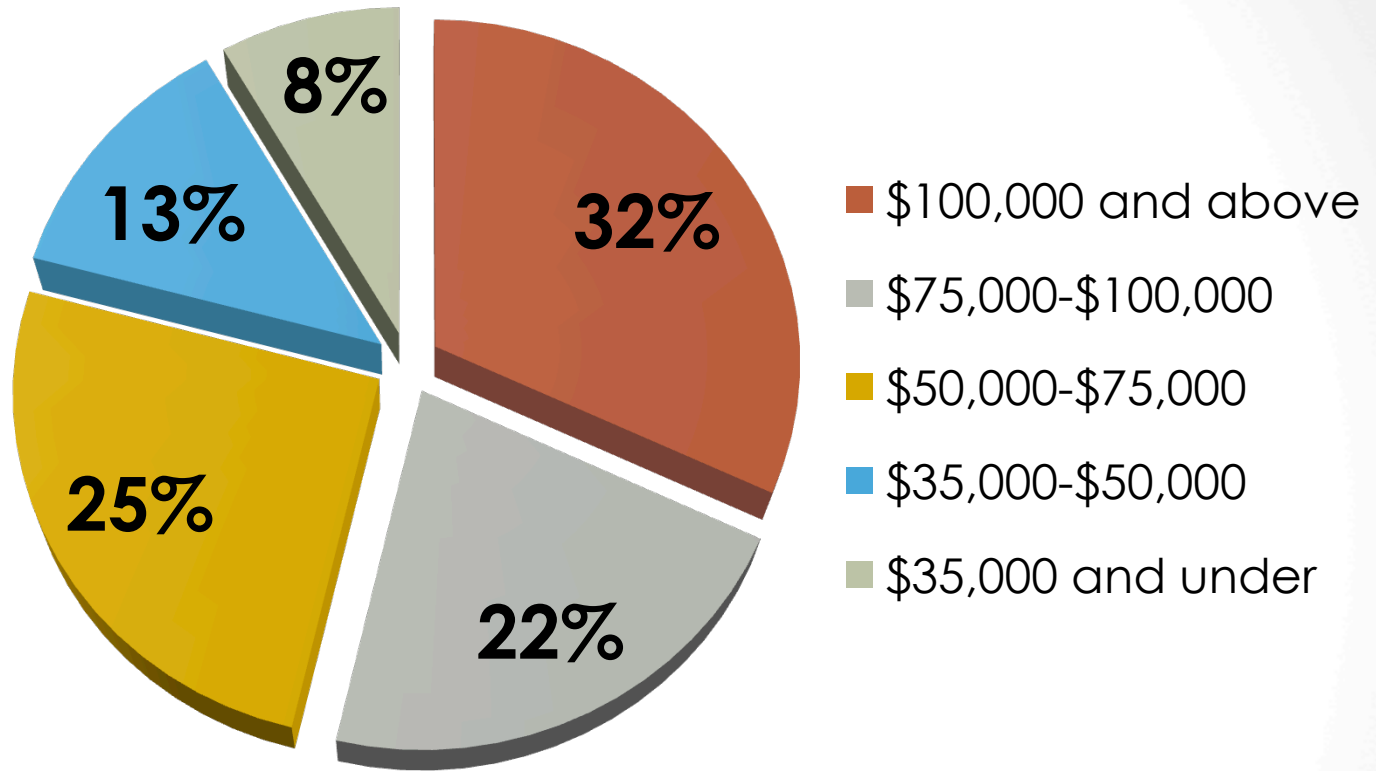
Visitor Information Center



Cruise Ships

MONTEREY
Monterey County Convention
& Visitors Bureau

VIC Visitor Demographics



48% Domestic 52% International

Source: MCCVB VIC Intercept Survey

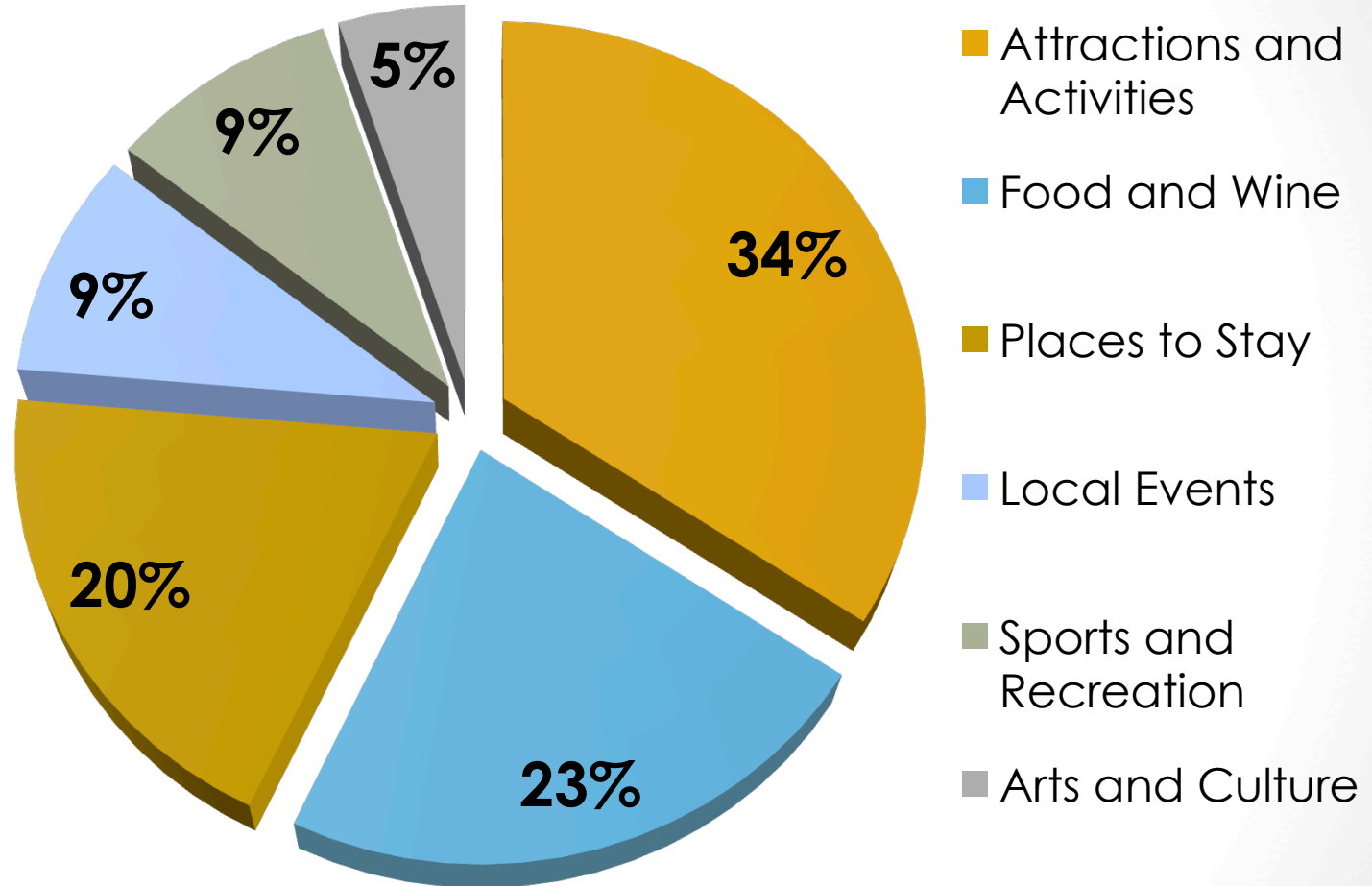
Top 3 VIC Visitor Origins



MONTEREY

Monterey County Convention
& Visitors Bureau

Information Requested



Source: MCCVB VIC Intercept Survey

Second Quarterly Forum 2013-2014

MONTEREY
Monterey County Convention
& Visitors Bureau

Visitor Engagement



Second Quarterly Forum 2013-2014

MONTEREY
Monterey County Convention
& Visitors Bureau

Visitor Center Influence

82,128

Visitors YTD





Visitor Center Influence

**48% of visitors
we talk to
stay longer**

**64,705
incremental
room nights YTD**

Source: MCCVB VIC Intercept Survey

MONTEREY
Monterey County Convention
& Visitors Bureau

Visitor Center Influence

\$13,329,238

Based on Dean Runyan Travel Impact Study:
overnight visitor spending calculation

MONTEREY
Monterey County Convention
& Visitors Bureau



GET INVOLVED!

WORKSHOPS NOW!

SeeMonterey.com/Members

Member Orientation March 12th
3:30pm – 5:00pm | MCCVB Offices

Watch your email for invitations and
participation opportunity updates!



Second
Quarterly Forum

MCCVB Members
February 6, 2014