



EXPAND THE BRAND

Quarterly Forum

Review of First Quarter FY2014-2015

October 29, 2014

MONTEREY
Monterey County Convention
& Visitors Bureau

New Faces



Julie Shupe

Marketing & Communications Assistant



Jody Harmon

Graphic Artist



Paul Martin

Controller (starts Nov.10)



Edward Isabella Bookkeeper

Awards & Accolades



Travel Weekly:
2014 Gold Magellan Award



Meetings & Conventions:
2014 Gold Service Award



Smart Meetings:
2014 Platinum Choice Award



Monterey Peninsula Chamber of Commerce:
2014 Business Excellence Award



Visitor Services

Keeping Score



Room Nights Influenced:

33,418

37% of goal



Visitor Referrals/Inquiries:

54,635

44% of goal





Remote Services

More than **20 events and conferences** including

- NPS
- CSUMB New Student Fair
- Superbikes
- Sand City West End Celebration

Upcoming

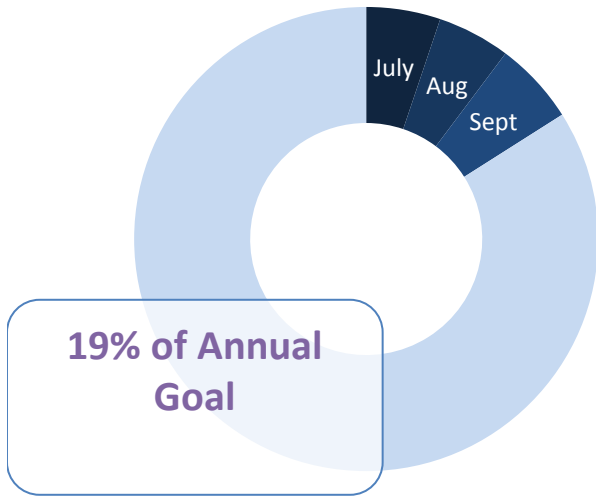
- Brilliance by the Monterey Bay group at the Portola Hotel & Spa
- Two staff FAMs



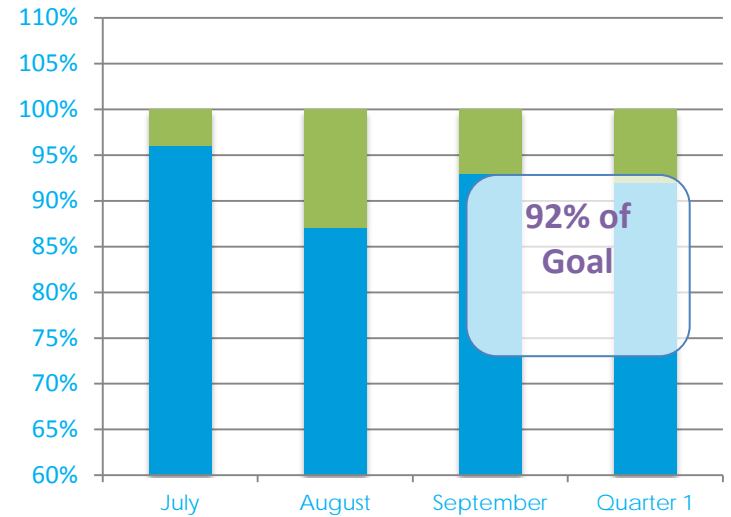
Group Sales

Keeping Score

New Group Business Leads



Group Room Night Index



Conversion Rate

July	Aug	Sept
29%	21%	26%

Q1: 25%
Goal: 35%

New 10' x 20' versatile tradeshow booth



Monterey Meets Dallas



ExxonMobil.

ERICSSON 

**Chefs from Jeninni Kitchen + Wine Bar and Big Sur Roadhouse,
Sommelier from Aubergine – created amazing evening of
Monterey inspiration for top meeting planners**

HelmsBriscoe Valued Plus Partners



...IF you had a dollar for EVERY ROOM YOU BOOK

MONTEREY COUNTY CONVENTION & VISITORS BUREAU HAS AN EXCLUSIVE OPPORTUNITY FOR YOU.

As a HelmsBriscoe Associate, you can earn \$1 for every room you book with the chance to earn thousands by booking your groups at Monterey County hotels. Here's how it works:

- Book a group in Monterey that meets October 1, 2014 through December 31, 2014
- Contract by June 30, 2015
- You receive \$1 for each contracted room booked

For more information contact:
Michelle Carlen
mcarlen@monterey.com
831-637-6408

MONTEREY
Inspired moments in meetings:

Submit Your RFP

Valid for new meetings only. RFP details received after 10/1/14. Program held between 10/1/14 and 12/31/14 with same contract executed by 6/30/15. Booking must occur in at least 21 lead-time prior to meeting. Booking of meeting in hotel's discretion and subject to availability. Other restrictions may apply. Promote can be changed or cancelled at any time without notice.



WELCOME HELMSBRISCOE ASSOCIATES



Monterey County CVB is excited to be a Valued Plus partner with HelmsBriscoe and we look forward to partnering with each and every HelmsBriscoe associate to help you book your clients' events in Monterey.

There is no greater ROI for meetings than inspired thinking and new ideas.

...And there is no place more inspirational on the west coast than Monterey County! It's a destination marked with extraordinary natural beauty and an invigorating array of incredible spaces and memorable places to host your meeting.



[View our digital Meeting Planners Guide](#)

New Group Ads

SUCCESS IN THE OFFICE STARTS WITH
MEETINGS FAR FROM IT.

Incredible meetings start with incredible locations. Monterey's unparalleled natural beauty and remarkable meeting venues provide the perfect backdrop for an inspirational event. Our team of destination experts provides the resources and assistance to ensure your event is a success. Monterey is the perfect place to inspire new ways of thinking and gear up for the next challenge.

MONTEREY
Inspired moments in meetings.™

For more information or to submit an RFP, please contact us at 800-555-6250 or Sales@Monterey.com.

SeeMonterey.com

WE ARE LOCATED AT 1000 MARINA DRIVE, MONTEREY, CALIFORNIA 93940. PHONE: (831) 372-1000. FAX: (831) 372-1000.

INSPIRATION WITH EVERY
CRASHING WAVE.

Incredible meetings start with incredible locations. Monterey's unparalleled natural beauty and remarkable meeting venues provide the perfect backdrop for an inspirational event. Our team of destination experts provides the resources and assistance to ensure your event is a success. Monterey is the perfect place to inspire new ways of thinking and gear up for the next challenge.

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IF YOU'RE LUCKY, THE MEETING WILL
LAST ALL AFTERNOON.

Incredible meetings start with incredible locations. Monterey's unparalleled natural beauty and remarkable meeting venues provide the perfect backdrop for an inspirational event. Our team of destination experts provides the resources and assistance to ensure your event is a success. Monterey is the perfect place to inspire new ways of thinking and gear up for the next challenge.

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Current ads

NO TECHNICAL GLITCHES. CRITTERS ROCKED IT.
LOCATION STOLE THE SHOW.

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TUMBLING IN THE EXECUTIVE, JAR-SPOONING IN THE YERKAW.
SIGHTSEEING ON EVERY CORNER.

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INCENTIVE FOR TODAY'S GOALS.
INSPIRATION FOR TOMORROW'S.

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WOMEN BY THE SEASIDE, SPINSTER, SPINSTER WITH THE SEAFELLS.
AWESTRUCK BY THE SURROUNDINGS.

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New Group Collateral

MONTEREY

Inspired moments in meetings

61,000 square feet of meeting space at and connected to the Monterey Conference Center

500+ direct and 1-stop flights into Monterey Regional Airport

12,000 rooms countywide

99 miles of spectacular California coastline

250 lodging properties can house groups of nearly any budget

65 degrees average temperatures and mild weather year-round

40,000 acres of vineyards producing 42 different grape varieties

3,000 guests can be accommodated at a single event at the Monterey Bay Aquarium

28 world renowned golf courses

Inspired by the keynote speaker, impressed with the service

AWESTRUCK BY THE SURROUNDINGS

Imagine a destination that inspires your attendees inside and outside of meeting space – a location that is unmatched in terms of nature's design with a vast array of unique places and extraordinary spaces to create life business enriching moments.

With natural beauty in view around the world, Monterey is an bucket-list destination that builds event attendance every time. It is a stimulus for a heightened level of thinking, feeling and doing – and Monterey County Convention & Visitors Bureau team is here to open doors for you to connect to this next level experience.

The Monterey Conference Center, along with its adjacent exhibition space, 700 hotel rooms, catering services and much more, offers 61,000 square feet of flexible meeting space, 19,600 sq ft of exhibition space, 700 hotel rooms, catering services and much more, all in a spectacular and historical waterfront setting on Custom House Wharf from Old Fisherman's Wharf.

Getting Here

Monterey is easier to get to than you think with 500+ direct and 1-stop flights from most major US and many international airports.

Direct Flight
Allegiant Air
American Airlines
Delta
JetBlue
United

Other nearby
SFO – 306 miles downtown
SJC – 75 miles downtown
Regular direct flights available

Top Reasons To Meet in Monterey

- Ideas are fueled by inspiration, and inspiration comes from Monterey County
- "If I can book Monterey, attendance will go up!"
- The land is marked with extraordinary natural beauty from Pinnacles National Park to the rugged big sur coastline and service levels
- You will find a wonderful variety of venues for all budgets
- Your attendees can visit world-renowned attractions, like the Monterey Bay Aquarium and Pebble Beach
- Fresh, sustainable and award-winning food and beverage options available for all palates
- Whatever your need or desire, our team will work with you to create your most inspirational meeting yet
- With consistently mild weather, you can plan your event with confidence that the heavens will cooperate
- We take personal responsibility to protect Monterey County's natural assets and can provide CSR opportunities for your group to help as well
- It is the perfect bination location for professionals and their loved ones

831.657.6466 | sales@meetinmonterey.com | 787 Monterey Blvd

MONTEREY
Inspired moments in meetings

MONTEREY
Inspired moments in meetings:
MeetinMonterey.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

Group Tour & Travel

UK & Australian FAMs





Upcoming

- Meetings + Conventions Magazine's Interact Portland
- Visit California Mexico Tour & Travel FAM
- Seattle Meets Monterey Curated Experience
- Smart Mart SoCal
- Smart Mart Southwest
- IAEE Annual Meeting & Exhibition
- CalSAE Seasonal Spectacular



New Group Quarterly E-Newsletter

Not displaying correctly? Try [viewing it in your browser](#). | [Forward to a friend](#)

MONTEREY
Monterey County Convention
& Visitors Bureau



Fall 2014



InspireWire | Quarterly Inspiration for Meeting Planners from the MCCVB

Welcome to the first issue of our meetings and events focused newsletter. We know your time is precious and your inbox gets filled with messages vying for your attention – this is why we've designed our newsletter to be a quick moment of inspiration, a sigh-filled glance at a beautiful destination, and an easy click to the information you need to plan your next meeting.

Though our newsletter will only be sent to you four times a year, you are welcome to unsubscribe. However, we hope that you choose to get Your Monterey Moment each quarter and even ask to [see more!](#)



Monterey in the News: Travel + Leisure

In this section, we'll be sharing links to articles highlighting Monterey County. Our first issue's article



Marketing & Communications

Keeping Score



Web Visits:

399,741 YTD Total

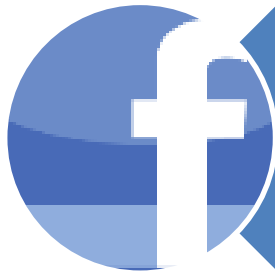
33% FY Goal



Earned Media:

\$12,517,012 YTD Total

31% FY Goal



Facebook Fans:

55,253 Total

39% increase from previous year



Fall Promotion

- San Francisco Chronicle
- LA Times
- Sacramento Magazine
- San Francisco Magazine
- 49er's Game Day Program
- TripAdvisor
- LATimes.com
- SF Magazine's Website
- SanFrancisco.travel.com
- Weekend Sherpa
- SAVOR Central Coast



 **Sunset Savor the Central Coast**
about an hour ago

Headed to #SunsetSAVOR this weekend? Be sure to stop by Monterey County's booth to sip on award-winning Monterey Wines and entice chance to See Monterey!

Falling for Monterey

How about Monterey County for a rejuvenating weekend getaway? Duck out of town to drink in a beautiful setting for adventure, romance, and fun. Horse to Big Sur, Carmel by the Sea, and Pebble Beach. It's consistently named one of the most beautiful coastal settings in the world. As if the scenery isn't enough, here are a few extremely fall-to-die [events in Monterey](#) to help you grab life by the moments:

- Big Sur's Burrell of Pines:** California's dramatic coastline meets California's best wines at the [2014 Sun Coast and Wine Festival](#) (November 6 to 8). It's a weekend full of food, wine, and special events from hiking with sheepdogs to a bird walkabout at Point Reyes Inn. Enjoy the Grand Public Tasting at beautiful Pfeiffer State Park.
- Carmel at the Beach:** Show off your sporty, healthy side at the inaugural [Monterey Beach SoccerFest](#) (October 4 to 5) at beautiful Del Marre Beach. Choose from events like the Splash and Dash (swimsuit), Ocean Water Polo, and the ultimate "beach" Challenge—a swim, strength, and fun course (the 2- to 3-person trika Relay sets athletic concepts in individual disciplines).
- Carmel's Caving Announces:** A film festival on the beach? It never may be more popular than popcorn at the [Carmel International Film Festival](#) (October 15 to 19), featuring five days of exclusive premieres, meet-and-greets with the filmmakers, and beaches as venues.
- BONUS:** For more ways to make the most of every moment check out the [Top 10 October 11 Monterey County](#) featuring trails in Julia Pfeiffer Burns State Park, Pinnacles National Park, and Fort Ord National Monument. See all the upcoming food, wine, and cultural events, plus find great deals on fall lodging and dining at [SeeMonterey.com/Fall](#).

  [add to my weekend agenda](#) [bookmark](#) [print](#) [website](#)




Results to date:
Over 50,000 visits to Fall page

TRAVELZOO THIS WEEK'S TOP 20[®]
OCTOBER 06, 2014


Every week we search more than 1,000 companies worldwide for their very best deals and compile this **Top 20 list**!

Exclusive Travelzoo Deals at 500+ Hotels, Any Night >

Destination of the Week


Monterey County
Coastal Cities, Wineries & Wildlife: Deals up to 55% Off

The Top 20[®]



#GRABYOURMOMENT

SHARE YOUR FALL MOMENTS IN MONTEREY FOR A CHANCE TO WIN A TRIP BACK.

Monterey Hotels, Restaurants and Things to Do | Monterey County CVB

Monterey Hotels, Restaurants a...
www.seemonterey.com/fall

MEETING PLANNERS | TOUR & TRAVEL | MEMBERS | MEDIA | VIEW CURRENT WEATHER | f | fr | S | p | Search the site... GO

MONTEREY
Grab life by the moments:

LODGING | THINGS TO DO | EVENTS | FOOD & WINE | RESOURCES | DESTINATIONS

THE PRETTIEST FALL COLOR JUST MIGHT BE
PINOT NOIR.

#GRABYOURMOMENT
Browse our fall gallery below for inspiration
and a chance to win a trip to Monterey.

[VIEW GALLERY](#)

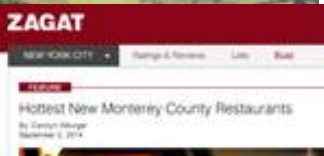
LIVE EVENTS | SWEEPSTAKES | SPECIAL OFFERS

SPICE UP THE SEASON

Monterey is the perfect place to spice up your fall. Our calendar is jam-packed with exciting events like the Big Sur Food & Wine Festival, Camel International Film Festival, SCAA National Championships Run-Off, Callaway Golf Invitational, and much more. Top off your visit with miles of scenic coastline and pristine beaches, hikes among the soaring redwoods, and endless activities to invigorate and inspire.

Media Relations

- \$12.5 Million in Earned Media
- 237 Journalists Assisted
- 20 Journalist Hosted
- 192 Articles Generated



Research Event/Economic Impact Survey

Objectives

- Event economic impacts
- Perceptions, experience, spending behaviors, demo/geographics
- Trip motivations



Car Week



Economic Impact Estimates

Total unique event attendees -----	85,000
Influenced attendees* -----	39,176
Influenced visitor days in Monterey County -----	172,373
Total influenced trip spending -----	\$53,584,192
Influenced visitors in Monterey County hotels -----	17,978
Influenced room nights sold in Monterey County hotels -----	36,214
Tax revenues generated by Car Week ** -----	\$4.8 million
Transient Occupancy Tax generated by Car Week-----	\$1.4 million
Sales tax revenues generated by Car Week-----	\$3.4 million

**An influenced attendee is defined as residing outside Monterey County and visiting the County specifically for Car Week*

***Includes transient occupancy and sales taxes generated for governmental entities in the county*



Jazz Festival
Big Sur Food & Wine
AT&T ProAm
Sea Otter Classic
Big Sur Marathon
Mazda Raceway events
Plus others to be confirmed

In other news....

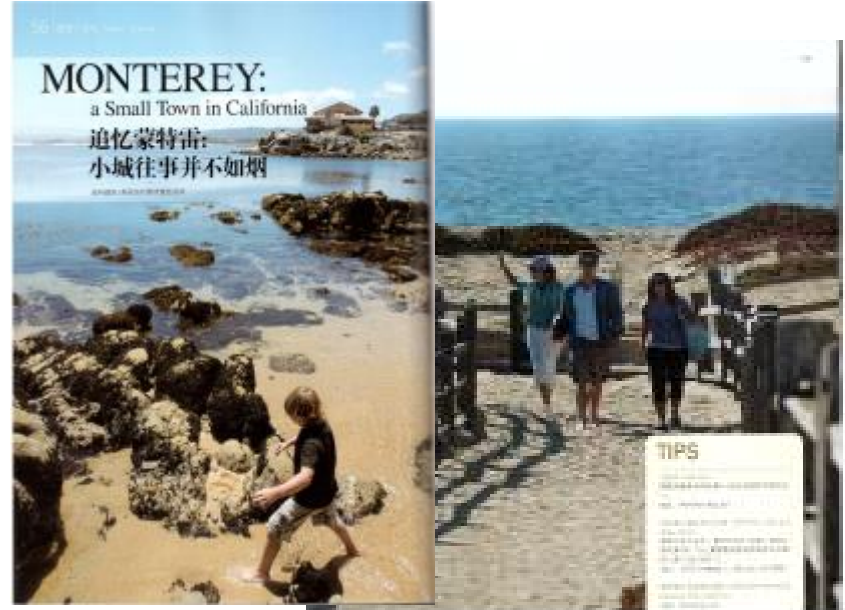


Yeah!
Booking.com



	FY 14-15	FY 13-14	% Increase YOY
Total Reservations	563	171	229%
Total Booked Room Nights	1,009	283	256%
Total Revenue	\$143,576	\$46,502	209%
Average Length of Stay (Nights)	1.79	1.6	12%
Conversion Rate	4%	NA	NA


International



Travel Channel China
\$2.7 million ad equivalency

浏览更多...

行走罐头厂街(Cannery Row)



1958年1月,蒙特雷市为纪念约翰·斯坦贝克(John Steinbeck)而将海景大道(Ocean View Avenue)正式命名为“罐头厂街”(Cannery Row)。今天的罐头厂街毗邻著名的蒙特雷湾水族馆,沿着历史悠久的街道和水滨是各种各样的酒店、宾馆、特色店、地方艺术画廊和品酒屋。

浏览更多...

相约蒙特雷 五亲亲子游特别行动

MAKE AN APPOINTMENT IN MONTEREY

ALL OPERATIONS OF FIVE FAMILY TRAVEL



SCCA Partnership



Event Information

Event Dates: October 6-12, 2014
Event Headquarters: Mazda Raceway Laguna Seca
Address: 1021 Monterey Salinas Highway
Zip: Salinas 93908
Phone: (800) 327-7322
Website: www.mazdaraceway.com

For participating hotel and restaurant partners on the map below

New Stakeholder & Visitor Newsletters

STAKEHOLDER



MONTEREY
Monterey County Convention & Visitors Bureau

THE PRETTIEST FALL COLOR... JUST MIGHT BE
PINOT NOIR.

Sales Leads
Total

PR Earned Media Goal
% of Earned Media Goal

Online Bookings
Total Bookings

Group Sales
The new Group Sales approach launched this fiscal year is making a huge impact producing an average of 64 leads per month in Q1 (July, August and September) compared to the per month average of 35 for the same time last year.

Marketing
Expanding the Brand through media coverage is off to a great start. With over \$12.5 million in earned media in Q1, the media relations program is already at 31% of goal for the fiscal year. None of this is possible without the incredible collaboration with our members.

Website
Booking.com was brought on as the booking engine for SeeMonterey.com at the end of the last fiscal year and delivered a whopping 229% increase in Q1 compared to the previous year. Total booked room nights through our site were up by 259% for the same period.

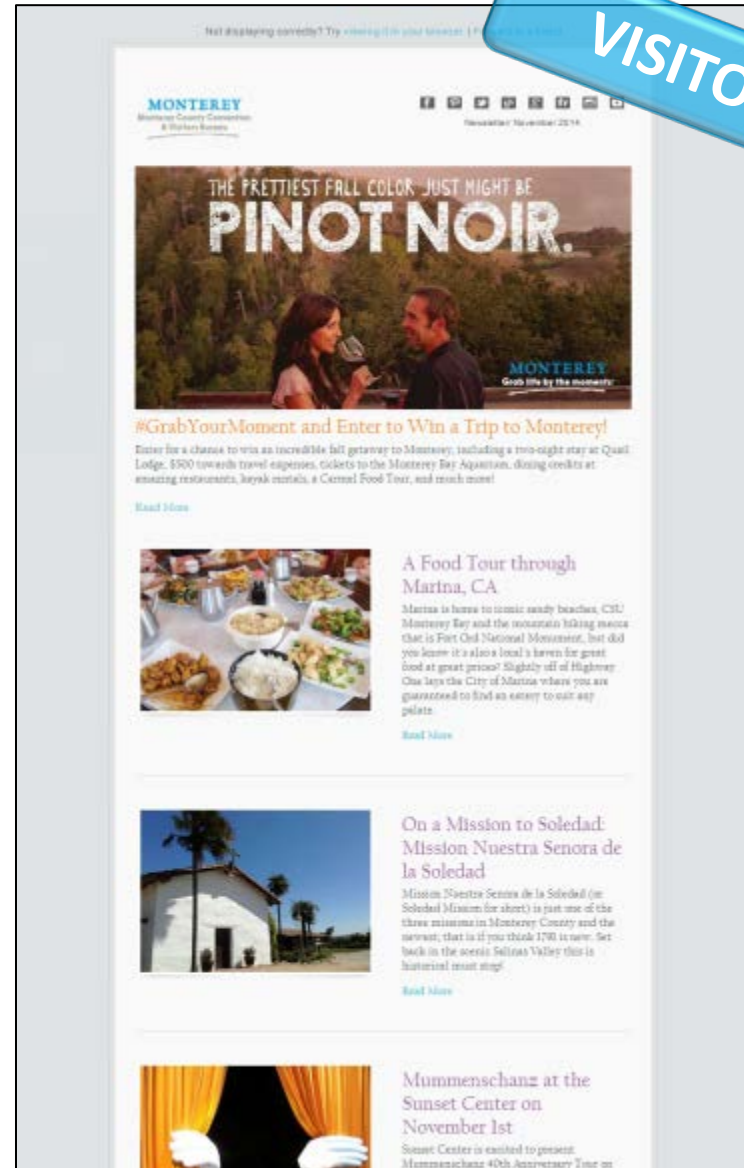
Visitors to the El Estero Visitor Center
of Visitor Center Visits

Visitor Services
Encouraging longer stays and more experiences lead to reduced economic impact, and the Visitor Services team has been hard at work assisting over 40,000 visitors in Q1 at the El Estero Visitor Center - achieving 44% of the overall inquiry goal for the year to just these first 3 months.

Fall Marketing Campaign Underway
MCCVB's Fall campaign is currently

THE PRETTIEST FALL COLOR... JUST MIGHT BE
PINOT NOIR.

VISITOR



MONTEREY
Monterey County Convention & Visitors Bureau

THE PRETTIEST FALL COLOR... JUST MIGHT BE
PINOT NOIR.

#GrabYourMoment and Enter to Win a Trip to Monterey!
Enter for a chance to win an incredible fall getaway to Monterey, including a two-night stay at Quad Lodge, \$500 towards travel expenses, tickets to the Monterey Bay Aquarium, dining credits at amazing restaurants, kayak rentals, a Central Food Tour, and much more!

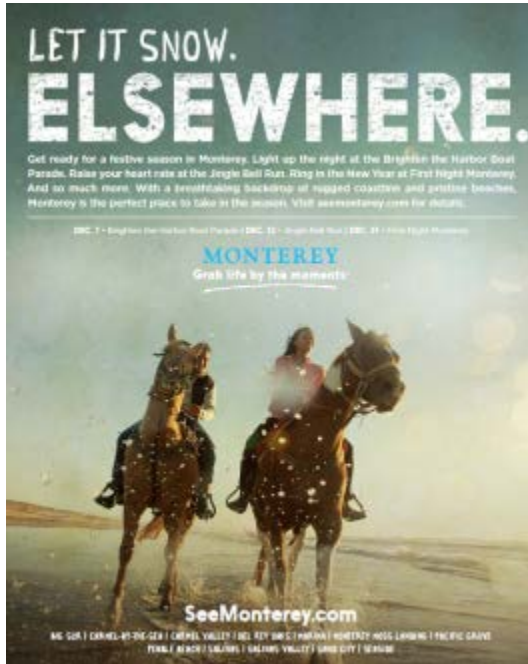
A Food Tour through Marina, CA
Marina is home to iconic sandy beaches, CSI, Monterey Bay and the mountain hiking mecca that is Pinnacles National Monument, but did you know it's also a local haven for great food at great prices? Slightly off of Highway One lays the City of Marina where you are guaranteed to find an eatery to our ay palates.

On a Mission to Soledad: Mission Nuestra Señora de la Soledad
Mission Nuestra Señora de la Soledad (or Soledad Mission for short) is just one of the three missions in Monterey County and the newest; that is if you think 1700 is new. Set back in the scenic Salinas Valley this is historical must stop.

Mummenschanz at the Sunset Center on November 1st
Sunset Center is excited to present Mummenschanz 40th Anniversary Tour on

Upcoming

The Holidays Monterey Style



- Amplifying local events
- Print advertising
- Social blitz
- Holiday recipe e-book
- Holiday Press Release
- Satellite Media Tour (SMT)
- Sweepstakes

Monterey Restaurant Month
January 2015 – partnership with VisitCA



Google trekker



- Hiking Trails
- Parks
- Beaches
- Points of Interest
- & more!

Customer Segmentation

Trendsetters



Demographics



Upscale



Young to middle aged
Family mix



College grad or advanced degree

*Travel Attitudes (Index against Population)

- » Prefer to visit places they have never been (105)
- » Like to be the first among their family and friends to try new places to visit (104)
- » Feel that last minute travel specials are a great way to get a bargain (104)

Print Media

- » New York Times
- » Condé Nast
- » The New Yorker
- » Budget Travel

EXPAND THE BRAND

Content Marketing

Amy Perritt, A&R Ventures, Strategic Content Marketing



Upcoming Participation Opportunities

Member Orientation

(learn what we do for you)

**Tuesday, December 9
3:30 pm MCCVB Office**

Meet a Member

(come tell staff about your business)

**Mondays, November 3 and 17,
December 1 and 15
9:30 – 10 am MCCVB Office**

