



# Marketing Committee Updates

# MCCVB UPDATES

- Staff
- MCC & Group
- International
- Sustainable Moments
- Big Sur Recovery
- Winter Marketing Communications Programs
- Highlights

# STAFF UPDATES

**Welcome to the team:**



Jessica Lessard  
Marketing Coordinator

# MCC & Group Updates

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**MONTEREY**  
Grab life by the moments:

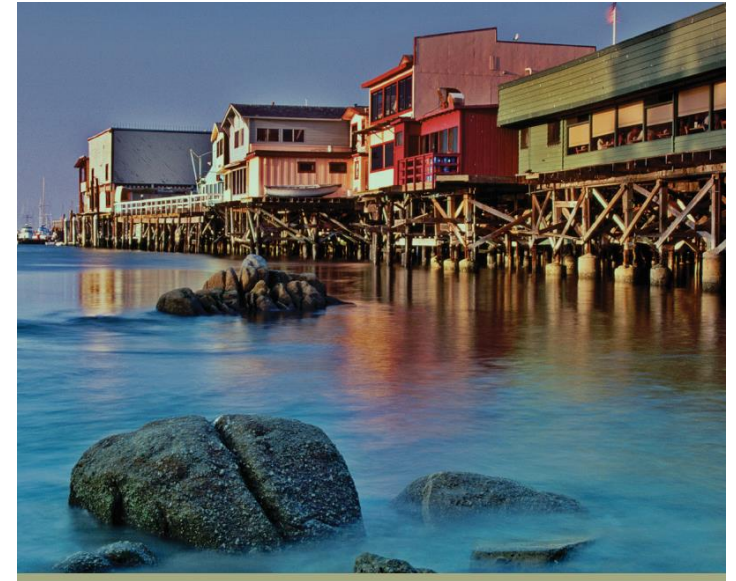
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# MONTEREY CONFERENCE CENTER

## New Marketing Materials



[New Brochure](#)



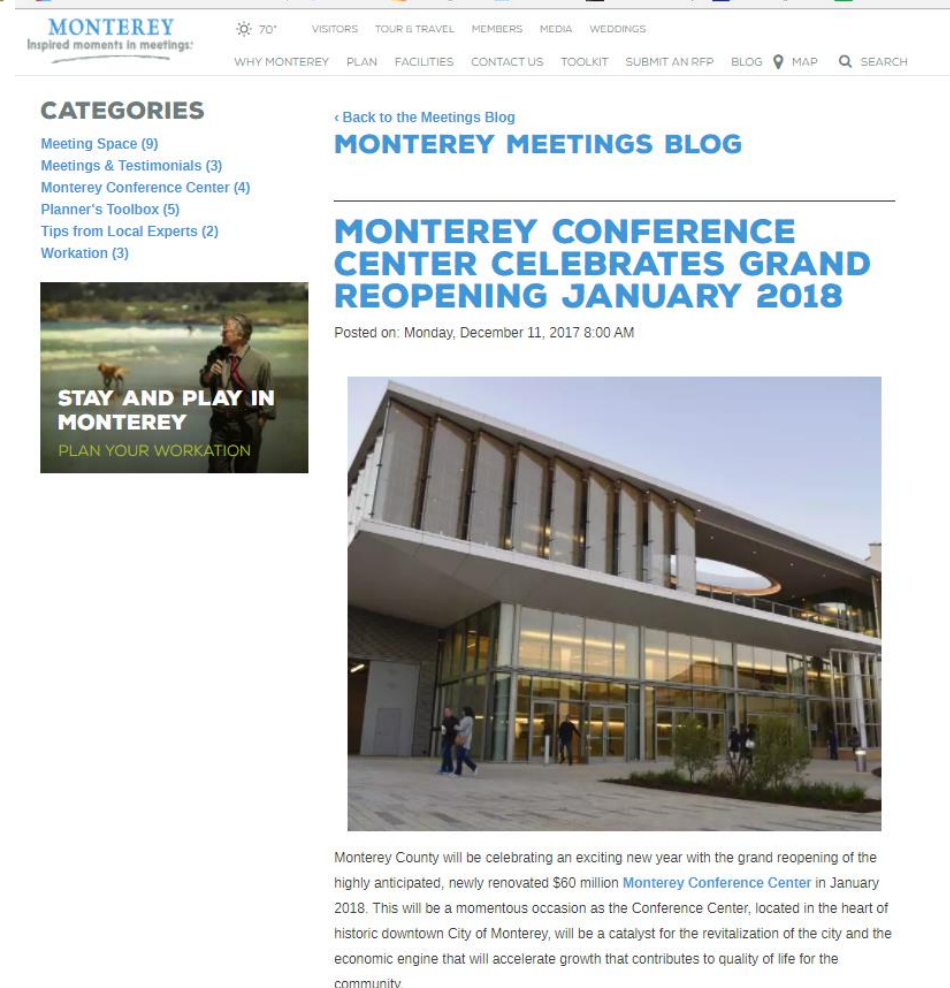
MONTEREY CONFERENCE CONNECTION  
MONTEREY, CALIFORNIA

[Updated Conference Connection Brochure](#)

# MONTEREY MEETINGS BLOG

## New Group Blogs!

- [The Hottest Hotel Renovations in Monterey County](#)
- [5 Tips for Pre-Planning a Successful Holiday Party](#)
- [Monterey County CVB Represents at ASAE 2017](#)
- [How to stay on track with your diet while traveling in Monterey County](#)
- [Unique Meeting Venues in Monterey County](#)
- [Monterey Conference Center Welcomes First Group](#)
- [Monterey Conference Center Celebrates Grand Reopening January 2018](#)



The screenshot shows the Monterey Meetings Blog website. The header includes the Monterey logo with the tagline "Inspired moments in meetings:", a weather widget showing 70°F, and navigation links for VISITORS, TOUR & TRAVEL, MEMBERS, MEDIA, and WEDDINGS. A secondary navigation bar includes WHY MONTEREY, PLAN, FACILITIES, CONTACT US, TOOLKIT, SUBMIT AN RFP, BLOG, MAP, and a search icon. The main content area features a "CATEGORIES" section with links to Meeting Space (9), Meetings & Testimonials (3), Monterey Conference Center (4), Planner's Toolbox (5), Tips from Local Experts (2), and Workation (3). Below this is a featured image with the text "STAY AND PLAY IN MONTEREY PLAN YOUR WORKATION". The main article is titled "MONTEREY CONFERENCE CENTER CELEBRATES GRAND REOPENING JANUARY 2018" and is dated Monday, December 11, 2017 8:00 AM. The article includes a large photograph of the modern Monterey Conference Center building and a short introductory paragraph.

**MONTEREY**  
Inspired moments in meetings®

70° VISITORS TOUR & TRAVEL MEMBERS MEDIA WEDDINGS

WHY MONTEREY PLAN FACILITIES CONTACT US TOOLKIT SUBMIT AN RFP BLOG MAP SEARCH

**CATEGORIES**


- Meeting Space (9)
- Meetings & Testimonials (3)
- Monterey Conference Center (4)
- Planner's Toolbox (5)
- Tips from Local Experts (2)
- Workation (3)

« Back to the Meetings Blog

## MONTEREY MEETINGS BLOG

### MONTEREY CONFERENCE CENTER CELEBRATES GRAND REOPENING JANUARY 2018

Posted on: Monday, December 11, 2017 8:00 AM



Monterey County will be celebrating an exciting new year with the grand reopening of the highly anticipated, newly renovated \$60 million **Monterey Conference Center** in January 2018. This will be a momentous occasion as the Conference Center, located in the heart of historic downtown City of Monterey, will be a catalyst for the revitalization of the city and the economic engine that will accelerate growth that contributes to quality of life for the community.

# Smart meetings

## Monterey/Pacific Grove/Big Sur



**Portola Hotel & Spa, Monterey**

Another 44 miles down the Coastal Highway, on the southern side of a tranquil indent in California's far western border, are the enclaves of Monterey, Pacific Grove, Pebble Beach and Carmel-by-the-Sea, a destination See Monterey President and CEO Tammy Blount is happy to report is open and accessible. Despite reports of mudslides over the winter and ongoing bridge improvements in Big Sur, Highway 1 is wide open from the north.

The big draw in Monterey in 2018 will be the \$60 million reimagining of Monterey Conference Center and its 40,000 sq. ft. of meeting space—which after 40 years will be open to coastal views. "It brings this beautiful scenery into the meetings," Blount says. The new space and loading docks will make getting in and out as simple as spotting whales in a glass-bottom boat. Plus, the improved AV and bandwidth will appeal to groups dropping in from the Bay Area for ideation paired with kayaking on the bay.

Next door to the conference center is Portola Hotel & Spa, site of a \$6 million renovation of 379 guest rooms, the restaurant and lobby area. Portola offers its own 120,000 sq. ft. of indoor and outdoor meeting space.

## COMMUNICATIONS Earned Media Coverage



PLACES + SPACES

## Once Upon a Time in Monterey

Everything in Monterey, California, looks like it's straight out of a fairy tale.

by Sarah Beauchamp

July 3, 2017 – [Leave a Comment](#)



Upon leaving the Portola, we picked up hard hats on our walk to the Monterey Conference Center, which is currently undergoing a \$60-million renovation. Construction began in November 2015 and is expected to be completed this fall. The rebuild will make the property more open and collaborative, Director of Sales and Events Nancy Williams explained on our tour. Once renovations are complete, the center will have a new, 10,000-square-foot junior ballroom and a skybridge connecting to the Marriott.

# COMMUNICATIONS

## MCC Grand Reopening Press Release

### Monterey Conference Center Celebrates Grand Reopening January 2018

New Conference Center Sparks Revitalization and Economic Growth

- Picked up by 255 media outlets
- 20,000,000+ impressions

NEWS PROVIDED BY

[Monterey County Convention and Visitors Bureau](#) →  
Dec 11, 2017, 08:04 ET

SHARE THIS ARTICLE



MONTEREY, Calif., Dec. 11, 2017 /PRNewswire-USNewswire/ -- Monterey County will be celebrating an exciting new year with the grand reopening of the highly anticipated, newly renovated \$60 million Monterey Conference Center in January 2018. This will be a momentous occasion as the Conference Center, located in the heart of historic downtown City of Monterey, will be a catalyst for the revitalization of the city and the economic engine that will accelerate growth that contributes to quality of life for the community.

"The renovation and grand reopening of this modern, state-of-the-art building will be an important contribution to the continued economic revitalization of Monterey and the Monterey Peninsula. Groups meeting or hosting events in the Monterey Conference Center will also be spending money in our communities including local hotels, attractions, restaurants and shops," says Mike McCarthy, City Manager of the City of Monterey. "The renovation of the Conference Center could not have happened without the generous support and funding from our hoteliers."

The Monterey Conference Center will be a modern, LEED-certified meeting facility with more than 40,000 square feet of flexible meeting space and a capacity of 3,200 people. The facility is adjacent to the newly renovated Portola Hotel & Spa and connected to the Monterey Marriott. Altogether, these properties will offer 85,000 square feet of flexible meeting space, 19,150 square feet of exhibition space and 700 hotel rooms. The Conference Center is expected to draw new group business that will benefit all hotels within the City of Monterey and beyond.

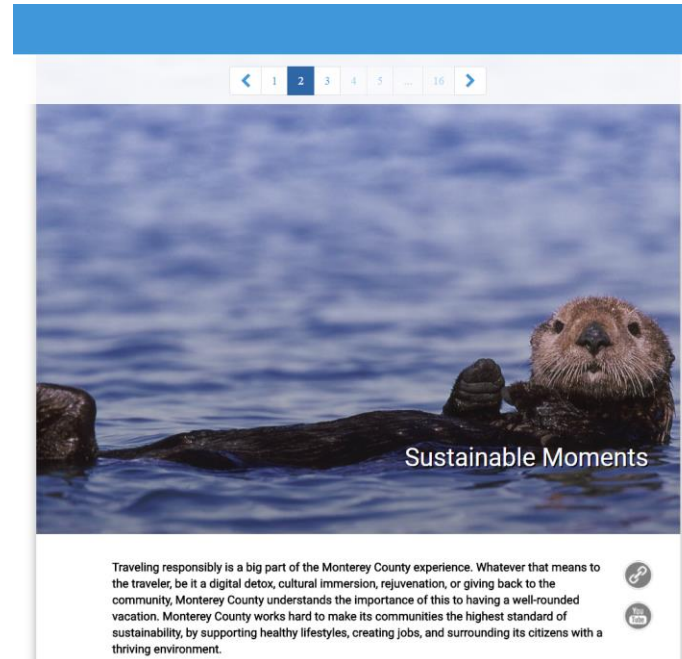


# International Update

**MONTEREY**  
Grab life by the moments:

# DIGITAL MARKETING

- Launched California [STAR program](#) as part of Visit CA opportunity geared towards travel agents – provides platform for Sustainable Moments training
- Featured as Bonotel's 'Destination of the Month' in December



**BONOTEL**  
EXCLUSIVE TRAVEL SPECIAL OFFERS ACTIVITIES  
LUXURY BROCHURE



## HOW TO GET THERE & WHERE TO STAY

Whether your clients want to fly directly in, or take a road trip, there are several options on how they can get to Monterey County, and where they can stay.

[CLICK HERE](#) to view a downloadable map of the Monterey County area.

### Airports and Other Transportation

Convenient Monterey Regional Airport (MRY), which has short and hassle-free security lines, is located just 10 minutes door-to-door from downtown Monterey, 15 minutes from Carmel-by-the-Sea, 25 minutes from downtown Salinas and 45 minutes from Big Sur. Guests can also choose to travel by car if they are taking a trip along the coast.

[CLICK HERE](#) to learn more.

### Where to Stay: Bonotel's Featured Hotels

#### La Playa Carmel-by-the-Sea

Once a luxurious mansion built in 1905 by an artist as a gift to his wife, for over 100 years La Playa Carmel has been known as the "Grande Dame of Carmel." Newly restored, this hotel is located just steps from Carmel Beach and the renowned shops, galleries and restaurants.

#### Carmel Valley Ranch

As guests enter a 500-acre playground for kids of all ages they are greeted by lavender fields, swings, and stunning wildlife. Farm to table cuisine and one of a kind activities such as the signature bee experience were created to make memories that last a lifetime.

# COMMUNICATIONS

## Media FAMs



### OCTOBER

- ❖ HOTBOOK Mexico
- ❖ Air Australia Group
- ❖ Swedish Journalists

### NOVEMBER

- ❖ Today Show Australia
- ❖ China Eastern Airlines
- ❖ Today Show Australia
- ❖ Coach Magazine UK
- ❖ Villatidningen Sweden
- ❖ Grand California – South Korea

### DECEMBER

- ❖ United Polaris China Group

# COMMUNICATIONS

## Visit CA Canada Media Mission October 2017

- Toronto, Calgary and Vancouver
- 100+ journalists and social influencers



# Sustainable Moments Update

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**MONTEREY**  
Grab life by the moments:

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# COMMUNICATIONS

## Earned Media Coverage

### The Carmel Pine Cone

14A The Carmel Pine Cone August 4, 2017

Tourism group, Big Sur local launch efforts to promote more responsible visits



One of the goals this year for the Monterey County Convention and Visitors Bureau is to help with the recovery of Big Sur. (Vern Fisher - Monterey Herald file)

“It’s critical to us to ensure balance between growing our tourism economy and enhancing quality of life for our residents,” Tammy Blount, the nonprofit’s president and CEO, announced this week. “We need to make sure that the visitor today is equipped to leave the destination every bit as pristine as they found it for the visitor of the future.”



# Big Sur Recovery

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**MONTEREY**  
Grab life by the moments:

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# BIG SUR RECOVERY

## Earned Media Coverage

Travel news > Road trips resume on California's...

### Road trips resume on California's Highway 1 as bridge reopens

SARAH STOCKING *Lonely Planet Writer*

The people of **Big Sur** celebrated on Friday, 13 October when the Canyon Bridge was once again reopened to the public. This was large step toward fully restoring Highway 1 along the coast of Ca Visitors are now free to travel by car from the Monterey Peninsula Gorda, bringing an additional 35 miles of access on Highway 1.

USA

### Big news for Big Sur: Pfeiffer Canyon Bridge rebuilt

By Michelle Baran / October 14, 2017



# TRAVEL WEEKLY

## Bloomberg Pursuits

## theguardian



### Big Sur Is Back in Business—and Better Than Ever

The idyllic corner of central California claims the best comeback story of 2017.

By **Nikki Ekstein**

September 8, 2017, 1:00 AM PDT



# BIG SUR RECOVERY

- Samantha Brown's New Show "Places to Love" on PBS
- Airs February 2018



# Winter Marketing Communications Programs

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**MONTEREY**  
Grab life by the moments:

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# WINTER SATELLITE MEDIA TOUR DECEMBER 2017

## HOLIDAY HOT LIST



atl&co

- 945 total airings (TV, radio, and web)
- 530,768,201 impressions



atl&co

# PRESS RELEASES

## NOVEMBER

- ❖ Romantic Getaways
- ❖ Holiday Events in Monterey County
- ❖ Family-Friendly New Year's Eve
- ❖ Wild for Winter Wildlife

## DECEMBER

- ❖ Top Five Reasons to Visit This Winter
- ❖ Big Little Lies Road Trip
- ❖ New Year, New You: Girls Getaway
- ❖ MCC Grand Reopening
- ❖ CAB Announcement

## JANUARY

- ❖ Stay Fit at Your Meeting in Monterey
- ❖ Whale Watching Year-Round
- ❖ Golf: Greatest Game Played in Monterey County
- ❖ Workcation 2018 in Monterey County



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(831) 657-6413  
[jessica@seemonterey.com](mailto:jessica@seemonterey.com)

### FOR IMMEDIATE RELEASE

#### NEW YEAR, NEW YOU: GRAB YOUR GALS FOR A GIRLFRIEND GE *Rejuvenate Your Mind, Body and Spirit with Your Cl*

**MONTEREY, Calif., December 28, 2017**– Monterey County embodies the perfect new, relaxed and inspired you in 2018. The natural beauty of the coast with its valleys, towering cliffs and crashing waters literally erases the stress and inspire grab your closest girlfriends and set out for an unforgettable experience while together in Monterey County.

#### DID YOU SAY SPA DAY?

Perched on the edge of the continent in Big Sur is the newly renovated Ventana resort in the heart of the Central Coast features Spa Alila, a magical place that through the use of nature's healing gifts. Relax with the Essence of Big Sur Herb herbs of eucalyptus, lavender, pine, sage and arnica are used to capture the essence of Big Sur while providing soothing aromatherapy and deep muscle release.

Nestled in the serene hills of Carmel Valley, Refuge at Carmel Valley Athletic Club blissful relaxation through a hydrothermal experience. Hydrothermal therapy reactions to hot and cold temperature immersion, and Refuge provides this unique tranquil facilities. Refuge is a co-ed spa with a sauna, eucalyptus steam room, simple method – Heat Up, Cool Down, Relax – to quiet your mind and refresh your



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### FOR IMMEDIATE RELEASE

#### STAY FIT AND ON TRACK WITH YOUR DIET WHILE TRAVELING FOR YOUR MEETING IN MONTEREY COUNTY IN 2018

*Eat Fresh, Drink Local Wines and Get Moving!*

**MONTEREY, Calif., January 3, 2018** – With a new year comes those New Year's resolutions. But let's face it, traveling for work, attending business meetings and bouncing around conference sessions can take a serious toll on your diet and fitness goals. Once the buffet lines form and happy hour rolls around, all of our good intentions seem to take a back seat. The Monterey County Convention and Visitors Bureau has some helpful tips on how to stay on track with your diet and exercise plans on your business trip in Monterey County in 2018.

#### MEAL PLAN

Meal prepping is clearly a challenge while on the road, but luckily there are several eateries in the region that can accommodate your healthy meal needs while on the run. Max Fit Meals in downtown Monterey serves up delicious pre-portioned meals for a variety of diets including low carb, gluten-free and paleo. You can also load up on a variety of protein bars and drinks for when you're in a serious bind.

When dining at local restaurants, opt for salads, grilled artichokes and fresh grilled seafood. Rather than gorging on an entire clam chowder bowl, walk along Old Fisherman's Wharf and slightly indulge in a free sample (or two) of the cozy goodness.

#### EAT FRESH AND LOCAL

If you're in town on a Tuesday then you are in for a treat! The Old Monterey Farmers Market takes place every Tuesday on Alvarado Street providing the perfect opportunity to stock up on local and healthy snacks to keep you full throughout the day. Get a taste of the area's local bounty and see why Monterey County is coined as the "Salad Bowl of the World."

MONTEREY  
Grab life by the moments.

# WINTER CAMPAIGN & SWEEPSTAKES



- “It’s ON!” showcases Monterey County as an ideal destination to visit year-round, especially in winter (shoulder season).
- Paid placements on social networks, regional news outlets, advertorials, eblasts and banner ads.
- Sweepstakes component to drive engagements.

Campaign Dates 12/8/2017 – 2/28/2018

[www.seemonterey.com/winter](http://www.seemonterey.com/winter)

# DIGITAL ADS AND CONTENT



- LA Times print ad
- Banner ads
- Sponsored content



BUZZ WORTHY

## It's On-Season in Monterey County

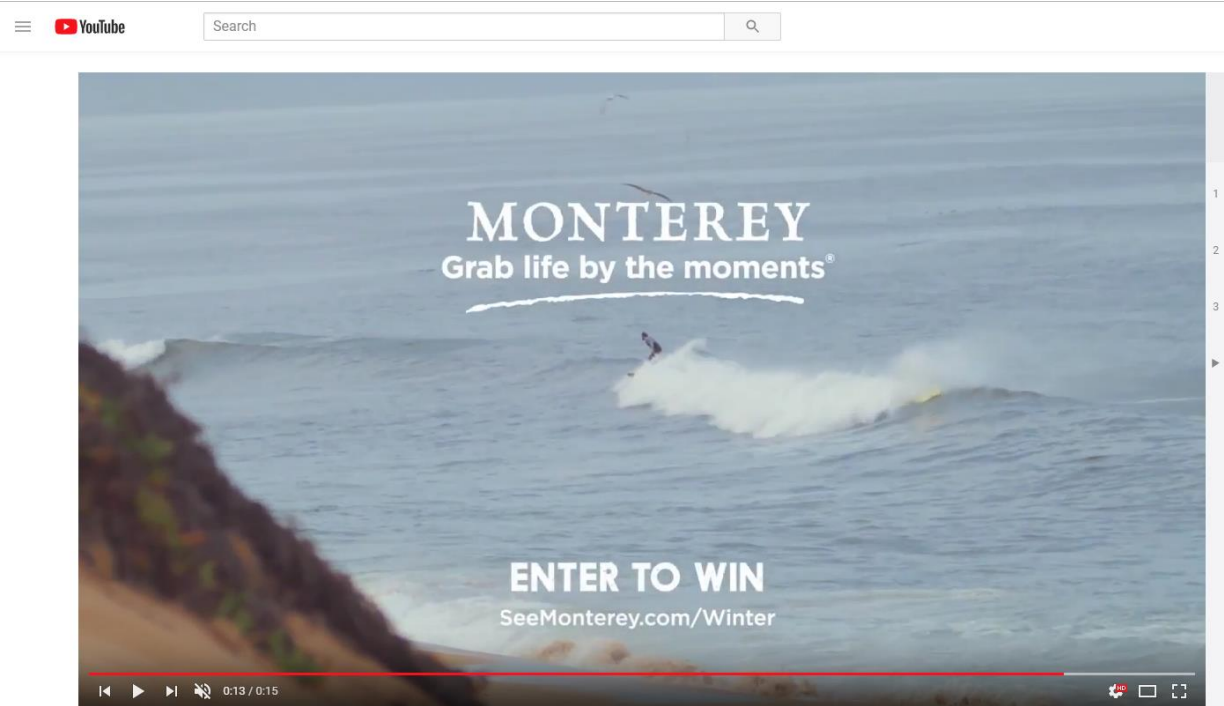
ad provided by Monterey County

Winter might be off-season for most destinations, but not here. Visit [SeeMonterey.com/Winter](http://SeeMonterey.com/Winter) to plan your refreshing escape and enter to win a vacation getaway for two. [More →](#)

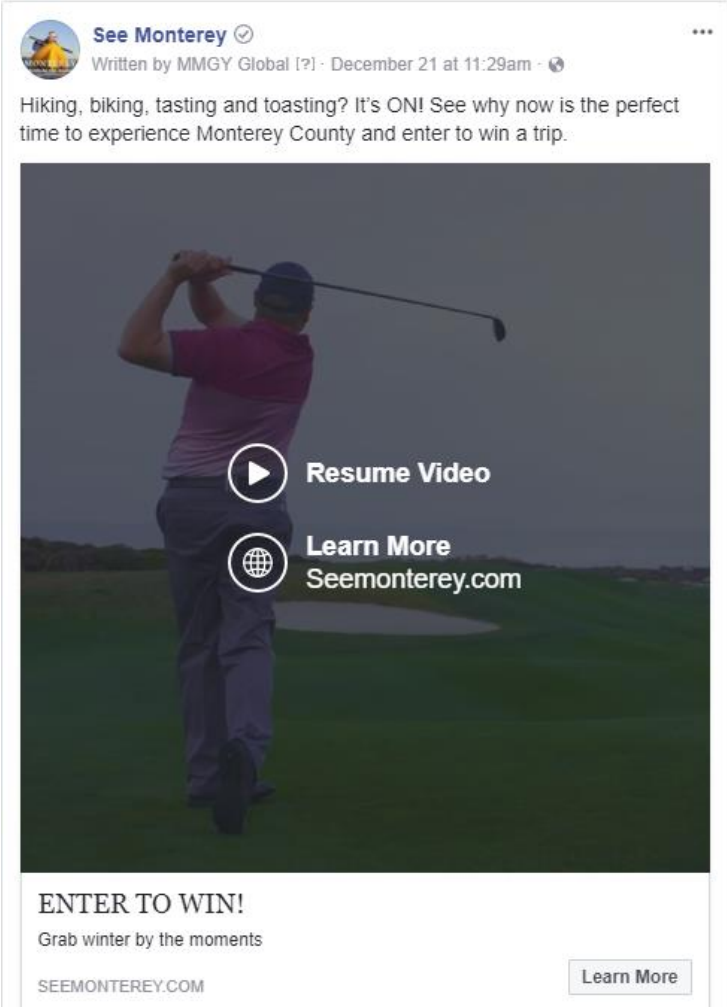
# DIGITAL ADS AND CONTENT

- Campaign specific snackable videos running on paid social channels.

[https://youtu.be/ljipBwPKy\\_4](https://youtu.be/ljipBwPKy_4)



It's On in Monterey County this Winter



# WINTER SWEEPSTAKES

- Showcases that Monterey County is always ON SEASON.
- Features two unique sweepstakes prize packages.
- [www.seemonterey.com/winter](http://www.seemonterey.com/winter)



## IT'S ON THIS WINTER IN MONTEREY COUNTY

Winter might be off-season for most destinations, but not in Monterey County. The temps are cozy and there are fewer crowds, but that just means more Monterey for you! Plus, you'll find dozens of winter events packed from December through February. See for yourself and check out our Santa's sleigh sized list of must-dos. Because here, it's never off-season. It's on!

### ENTER TO WIN!

#### YOUR INFORMATION

First Name:

Last Name:

Email:

Physical Address 1:

Physical City:

Physical State:

Physical Zip:

Primary Phone:





# WINTER SWEEPSTAKES PACKAGES

- Supports our brand proposition by pushing “Grab life by the moments” and highlights the great options Monterey County offers to create memorable, life-enriching moments.
- 2 prize packages are available that highlight activities by land and sea.

## IT'S ON WATER



### Prize Package includes:

- 2 night stay at [Embassy Suites Monterey Bay](#)
- 2 passes to the [Monterey Bay Aquarium](#)
- 2 passes to [Discovery Whale Watch](#)
- 2 bike rentals from [Big Sur Adventures](#)
- Dining certificate to [Estéban](#)
- Dining certificate to [Big Sur River Inn Restaurant](#)

## IT'S ON LAND



### Prize Package includes:

- 2 night stay at [Asilomar Conference Grounds](#)
- 2 passes to [Segway Tours Monterey](#)
- 2 wine tasting passes to [Galante Vineyards](#)
- 2 passes to [Carmel Food Tour](#)
- Dining certificate to the [Fandango Restaurant](#)
- Dining certificate to the [Allegro Pizzeria](#)

# Highlights



**MONTEREY**  
Grab life by the moments:



# SOCIAL MEDIA STATS (YTD)

YTD Totals as of 12/31/17

## SOCIAL ENGAGEMENT



Dec 156 YTD 20,125  
Followers

+14% YTD STLY



Dec 527 YTD 114,780  
Fans

+15% YTD STLY



Dec 817 YTD 19,691  
Followers

+54% YTD STLY



Dec 73,133 YTD 374,001  
Engagements

+22% YTD STLY

The MCCVB earned 374,001 social engagements 51% of annual goal

# TOP SOCIAL POSTS



31% engagement rate with over 5,8k engagements

 **seemonterey**  
Cannery Row

seemonterey 🌲 Holiday cheer galore in Monterey County! From lighted boat parades, tree lightings and Santa sightings, we have it all! 🎁

#canneryrow #monterey #montereybay #christmastree #christmasdecorations #christmasdecor #beginningtolooklikechristmas



3,650 likes

 **See Monterey** ✓  
Published by Allyson Ryan [?] - December 1 at 9:43am - Monterey · 🌐

Who are you bringing with you?



**Holiday Events in Monterey, CA**

December is packed with events that evoke the feelings these holidays were meant to engender. We could keep them all to ourselves, but in the spirit of holiday sharing, we invite you to join in the good cheer with us!

[SEEMONTEREY.COM](http://SEEMONTEREY.COM) [Learn More](#)

3,645 likes  
NOVEMBER 9

Over 270 shares and 3,000 engagements

# EARNED SOCIAL – RIVAL IQ

## July – December 2017

- Total engagements: 88,065
- Average of 14,678 engagements/per month
- Total impressions (domestic and international): 20,048,839



 **sam\_griggs**  
Pinnacles National Park [Follow](#)

sam\_griggs Exploring Pinnacles National Park with @seemonterey #seemonterey

View all 21 comments

busrael\_photo Amazing 😍😍

aussiecali This looks incredible, makes me want to get out and explore

megan.costley cuties 🍷

seemonterey 🍷 Can we credit you and repost?

jennygates\_ So beautiful!! 📷

demetriusortakales 📷📷📷

tulipmhd 😍😍😍

sam\_griggs @seemonterey of course 🍷

mandravela Beautiful

venturenick Awesome shot!

pretkiekjes YAY! Love this!! Keep it up! 🍷



2,423 likes

DECEMBER 12, 2017



 **katieleekitchen** ✓  
Carmel, California [Follow](#)

katieleekitchen Carmel, you make my heart sing ❤️ #beachbites (sweater is @sundryclothing)

Load more comments

hungryincali My favorite place ❤️

joaney1513 Carmel is beautiful. But have you been to Tiburon?

bilingualbeyoutiful @katieleekitchen I love Carmel.. Enjoy! 🍷🍷🍷

crazy\_mixologist @keepitsimple2016 you'd wear this sweater huh?

therobecloset ❤️

coffeecup63 Simply adorable 🍷🍷

monika95206 Love Carmel ❤️ so beautiful there 📷

deniseg489 We were just there!

marlow24 Gus needs a matching sweater!!



9,010 likes

NOVEMBER 30, 2017

 **Lonely Planet News** ✓  
@LPtravelnews [Follow](#)

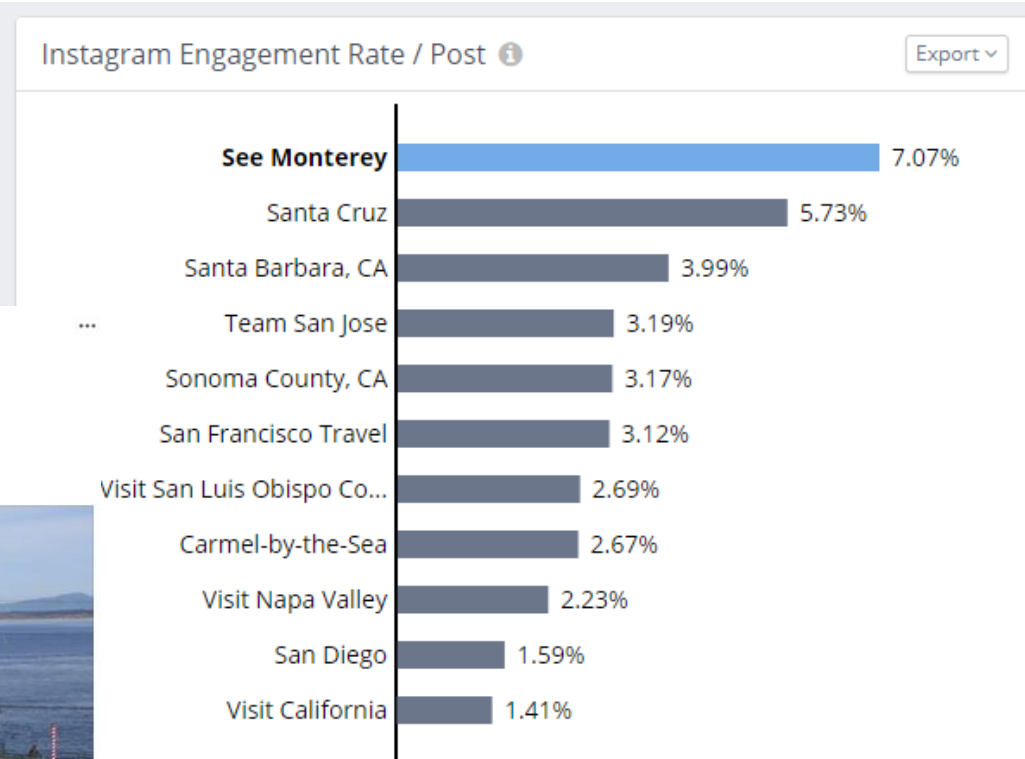
Roadtrips resume on #California's Highway 1 as Big Sur bridge reopens [lptravel.to/aeEKvr](https://lptravel.to/aeEKvr)



8:40 PM - 1 Nov 2017

**MONTEREY**  
Grab life by the moments.

# RIVAL IQ COMP SET COMPARISON

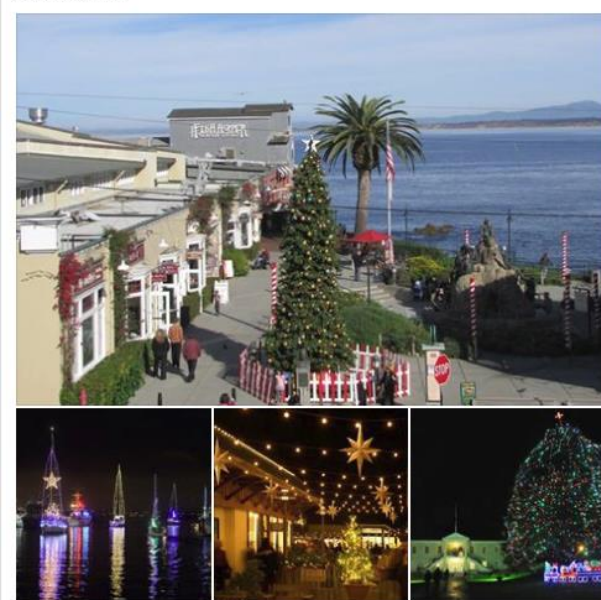


In last 90 days:

- **Social engagements up 22% compared to last year!**
- Highest engagement rate on Instagram compared to comp set
- Top Instagram post received a 31% engagement rate
- Instagram followers up 54% compared to last year
- Top Facebook post received over 1,500 engagements

See Monterey added 4 new photos.  
Published by Allyson Ryan [?] · November 27, 2017 ·

Help, we need a new cover photo! Which one shall it be?  
A.) Cannery Row  
B.) Lighted Boats  
C.) Carmel Plaza  
D.) Colton Hall



# WEBSITE HIGHLIGHTS

## CATEGORIES

Activities & Tours (246)  
Family Fun (125)  
Featured (53)  
Food & Wine (171)  
Hiking Trails (19)  
Holiday (16)  
Outdoor Activities (92)  
Photo of the Week (286)  
Recipes (19)  
Special Events (499)  
Weekend Events (58)



[← Back to the Blog](#)

## BLOG MONTEREY

### TOP TEN UNIQUE HOLIDAY EVENTS IN MONTEREY COUNTY

Posted on: Sunday, November 5, 2017 4:00 AM by Allyson Ryan



Monterey County is the perfect spot to celebrate the holidays this season. From multiple tree lightings, holiday marketplaces to visits from Santa we have it all! But what truly makes Monterey County a unique holiday destination? We have boiled down to the top ten holiday events in Monterey County that are hard to come across elsewhere. For a full list of holiday events [click here](#).

#### 1. SALINAS HOLIDAY PARADE OF LIGHTS

**Sunday, November 26, 6pm-** Get into the Christmas spirit at the Salinas Holiday Parade of Lights. This family and community-centric event is one of the most highly anticipated events of the year. The lighted parade consists of marching bands, floats, dancers and classic cars. Come early and grab a spot along the parade route which goes up South Main Street and through Oldtown to the [National Steinbeck Center](#).

Web traffic is up 1.6% compared to same time last year

- 40% from organic search
- 13% from referrals
- 10% from social
- Top blog posts in Q2
  - [Pirates of Caribbean Ship](#)
  - [Top 10 Unique Holiday Events](#)
  - [5 Reasons to Visit this Fall](#)
- Top webpages in Q2
  - Fall campaign landing page
  - Events
  - Winter campaign landing page
  - Christmas Events
  - 17 Things to Do on 17 Mile Drive

# SCORECARD RESULTS

## Mid-Year Goals were achieved!

MARKETING COMMUNICATIONS	December	17-18 YTD Actual	FY17-18 Goal	% of Goal
Intent to Visit	45%	45%	44%	102%
Earned Impressions (Domestic)	1,065,947,681	1,631,702,256	2,966,478,991	55.0%
Unique Website Visits	120,968	916,673	1,717,000	53%
Social Engagements	73,133	374,001	740,000	51%

MARKETING/COMMUNICATIONS	December	17-18 YTD Actual	FY 16-17 STLY
Communication Effectiveness	bi-annual	bi-annual	bi-annual
Unaided Brand Awareness	bi-annual	bi-annual	bi-annual
Facebook Fans	527	114,780	99,861
Twitter Followers	156	20,125	17,675
Instagram Followers	817	19,691	12,819
Visitor Database	(221)	55,486	51,447
Journalists Assisted	35	214	169
Total Earned media (all segments)	\$30,459,314.00	\$48,234,703	\$17,134,671
Total PR Impressions (all segments)	1,086,826,759	1,760,924,133	3,493,331,998





**Thank you!**

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**Next Meeting**

Thursday, April 5, 2018

10:30 am – 12:00 pm

MCCVB Conference Room