

Marketing Committee Meeting

August 3rd, 2017



STAFF UPDATES

Welcome & Congratulations:

Gina Archuleta – Strategic Business Development Specialist

Jessica Lessard – Administrative Coordinator

Christina Lomeli-Anaya – Sales Coordinator

Juanita “Nani” Almanza – Strategic Client Services Specialist

Jeniffer Kocher – promoted to Manager, Executive Services

Consent



Agenda Item A Orientation

BROWN ACT OVERVIEW

- **51% or more of voting members of the committee must be present to ensure a quorum.**
- **If less than a quorum is present, meeting can continue but without any voting to approve motions.**
- **Meetings may be adjourned or continued to a different time and place if less than a quorum is present.**
- **A committee member may use teleconferencing.**
 - **Agenda must note teleconference locations.**
 - **Notice must be posted and public is allowed at teleconference locations.**

WHAT IS EXPECTED

- **Strategic collaboration – review major strategies and measurement**
- **Provide input and ideas**
- **Put aside individual business interest – focus on the greater good for the tourism economy**
- **Be an advocate in the community**
- **Participate in task force and/or sub-committee as needed**
- **Chair updates the Board of Directors**

MCCVB VISION & MISSION

Vision:

Inspire the world to experience our extraordinary destination

Mission:

Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community

CONTENT MARKETING

A strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience to drive profitable customer action.

PAID

- Print Ad
- TV Commercial
- Banner Ad
- Promoted Facebook Post
- Paid Social Influencer

OWNED

- Visitors Center
- SeeMonterey.com and MeetInMonterey.com
- MCCVB Facebook/ Social Channels

EARNED

- Print/Online/TV Articles
- Social Influencers (not paid)
- User Generated Content
- Satellite Media Tour

Agenda Item B

MCCVB Goals & Metrics

SCORECARD

| Group Sales Goals | |
|-----------------------------------|--------|
| Definite Group Booked Room Nights | 65,000 |
| New Business Room Nights Booked | 48,750 |
| Peak Room Nights 300+ Booked | 37,500 |
| Time Frame Room Nights Booked | 52,000 |

| Marketing Communications Goals | |
|--------------------------------|---------------|
| Intent to Visit | 44% |
| Social Engagements (Owned) | 740,000 |
| Earned Impressions (Domestic) | 2,966,000,000 |
| Unique Web Visits | 1,717,000 |

| Visitor Services Goal | |
|---|-----|
| % of Visitors Influenced to Stay or Extend Stay | 60% |

METRICS

| Department | Metrics |
|--|---|
| <p style="text-align: center;">Group Sales</p> | Group Bookings |
| | Group Leads |
| | Group Lead Room Nights |
| | Group New Business Bookings |
| | Group New Business Leads |
| | Group New Business Lead Room Nights |
| <p style="text-align: center;">Marketing Communications</p> | Communication Effectiveness |
| | Unaided Brand Awareness |
| | Facebook Fans |
| | Twitter Followers |
| | Instagram Followers |
| | Visitor Database |
| | Room Nights Booked through Web |
| | Economic Impact of RN through Web |
| | Total Onsite Referrals |
| | Total Offsite Referrals |
| | Total Pageviews |
| | Total Earned Media |
| | Total Impressions |
| <p style="text-align: center;">Visitor Services</p> | Influenced Room Nights |
| | EI of Influenced Room Nights |
| | Room Nights Booked |
| | EI of Room Nights Booked |
| | Visitors Assisted |
| | % of Visitors Influenced to Contact Accommo |
| | Member Retention Rate |
| | New Members Member Engagement |

ROI GRID



Agenda Item C

Review Immediate Plans

2017-18 CONTENT MARKETING OVERVIEW

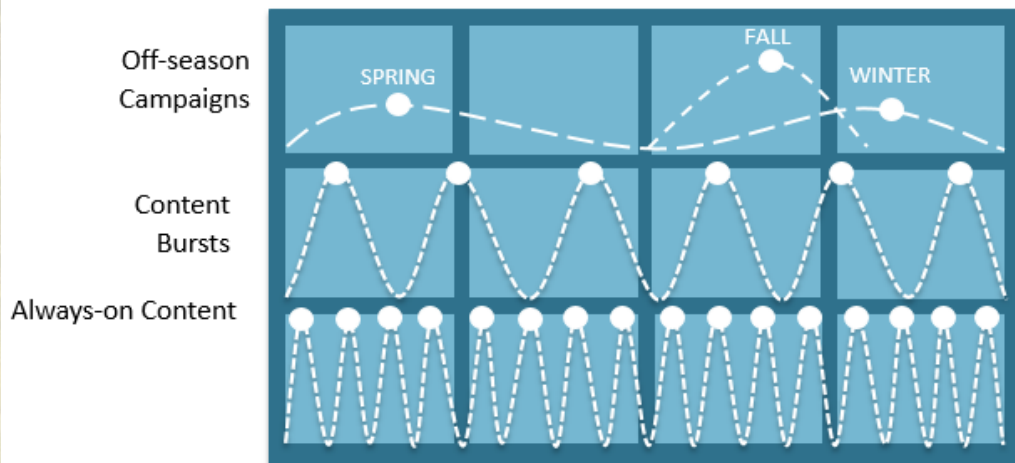
Strategy: Continued Content Marketing approach

Tactics: Less reliance on Paid Media with emphasis on:

- Earned Media – Public Relations
- Social Media
- Content Development and Distribution, to include Community partners

2017-18 CONTENT MARKETING PLAN HIGHLIGHTS

Choreographed Go-to-Market Approach



Fall campaign:

August – November

Winter/holiday promotion:

December – March

Spring promotion:

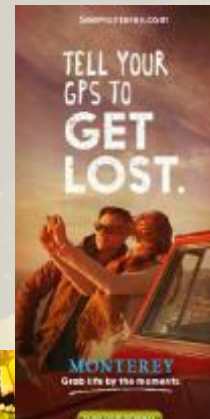
March - May

Always-on content: topical and seasonal (see content calendar)

2017-18 CONTENT MARKETING PLAN HIGHLIGHTS

Media channels/tactics:

- Travel endemic sites (Trip Advisor, Matador, Weekend Sherpa)
- Regional news (SF Chron, LA Times)
- Programmatic - combine the audience modeling to target audiences via native, video, rich media and banners.
- Paid Social
- Paid Search



2017-18 CONTENT CALENDAR

| | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|------------------------|---|------------------------------------|---------------------------|-------------------------|---------------------|-----------------------------|---------------------------------------|----------------------|----------------------|----------------|----------------------------------|-----------------------|
| THEMES | | | | | | | | | | | | |
| Attractions | Big Sur Trail | Luxury Getaways/ Locals Secrets | | Big Sur Bridge Opening | | | Golf | Romantic Restaurants | Scenic Drives | Free Things | Secret Spots | Secret Gardens |
| Activities | 101 Road Trip | Dog Friendly | | Exhilarating Activities | | Rainy Day Activities | | Movie Buffs | Fit-cation | Picnics | Bucket List Activities | Staycation |
| Arts Culture & History | | | Art/Artists | | | | | Art/Literary | | | Culture/History | |
| Events & Holidays | | Car Week/ Jazz Fest | Fall Events | | Holidays | NY Resolutions | | AT&T | Spring Events | PBFW | Artichoke Fest | US Open 2019 |
| Family | | | Family Adventure | | | Family Holidays | | | Spring Break | | | Family Itinerary |
| Food & Wine | Happy Hours | Farmers Markets | Wine Crush | Breweries | Thanksgiving & Wine | | | | | Wine Tasting | | Taste Monterey County |
| Outdoors & Wildlife | | Sea Otters | Beekeeping | Butterflies | Tidepooling | | Whale Watching | Pinnacles | Wildflowers | Top Hikes | Ocean Activities | |
| Sustainable Moments | Edible Monterey/ Responsible Camping | Edible Monterey | Edible Monterey | Sustainable Big Sur | | | | | Sustainable Wildlife | Green Travel | | |
| Campaigns/Sweeps | | | Fall Campaign/Sweepstakes | | | Winter Campaign/Sweepstakes | | | | | | |
| Topical | | | New Fall | Romance | | New Winter | Proposals | | New Spring | Landscapes | | New Summer |
| Group/Meetings | Workcation | Summer Renovations | Unique Activities | | Fall Renovations | | MCC Opening/ Customer Advisory BOD | Unique Venues | Memorable Meetings | Green Meetings | Spring Renovations | |
| Corporate | Tammy DMAI Chair | Annual Luncheon | | Big Sur Bridge Opening | | | Customer Advisory Board | | | | Dean Runyan; MCHA My Monterey | |
| | | | | | | | | | | | | |
| | Paid | | | | | | | | | | | |
| | Owned (social/content) | | | | | | | | | | | |
| | Earned | | | | | | | | | | | |
| | Owned & Earned | | | | | | | | | | | |
| | Group | | | | | | | | | | | |
| | Corporate | | | | | | | | | | | |

Key/Focus Initiatives:

- Big Sur
- Sustainable Moments
- Group/MCC
- International

GROUP/MCC

Strategic Priorities:

- Grow Consumer and Group Market Share
- Invest in Market Opportunities

Key Situational Factors:

- Meetings/Conference industry continues to be as competitive and lucrative as ever
- Monterey County competes with a wide variety of destinations for large and small groups – these range from San Diego and San Francisco for large, to Napa and Santa Barbara for small
- MCCVB continues to seek business in further out geographic markets as well as new industries – in both cases, upgraded facilities are critical

GROUP/MCC PLAN HIGHLIGHTS

New meetings blog – focus on content development and distribution

Pivot to paid social programs for Group – Facebook and LinkedIn

MCC Marketing materials and grand opening support

Native content (paid) and programmatic ads on meeting industry sites

Geo-Fencing Key Industry Conferences

Paid Search

INTERNATIONAL

Key to destination visitation growth:

- Attracting the highly lucrative international visitor who tends to stay longer and spend more than the domestic traveler



Challenges:

- Attracting international visitors is highly competitive
- USA reputation management (sentiment and intent to travel from travelers outside the USA)
- The exchange rate

INTERNATIONAL PLAN HIGHLIGHTS

Brand USA/Visit CA co-op programs:

- W. Canada – Winter 2017-18
- UK – Winter 2017-18

Trip Advisor Canada/CCTC co-op program

Receptive Tour Operator (RTO) targeted advertising

Canadian Influencers + Canada Media Mission

International Microsites on SeeMonterey.com

VISITOR SERVICES



- **Grow Consumer and Group Market Share**
- **More / Better Use of Tech**
- **Revised Scheduling**
- **Destination Experts**

Agenda Item D

Community Communications

BIG LITTLE LIES FAM



You can live the #BigLittleLies life for yourself:
trib.al/g2d3HwP @SeeMonterey



Loved Big Little Lies? Here's how to vacay in the actual dreamy California locations it was filmed in: mtvne.ws/3dj0zt



8:19 AM - 1 Aug 2017

11 Retweets 32 Likes



11 32

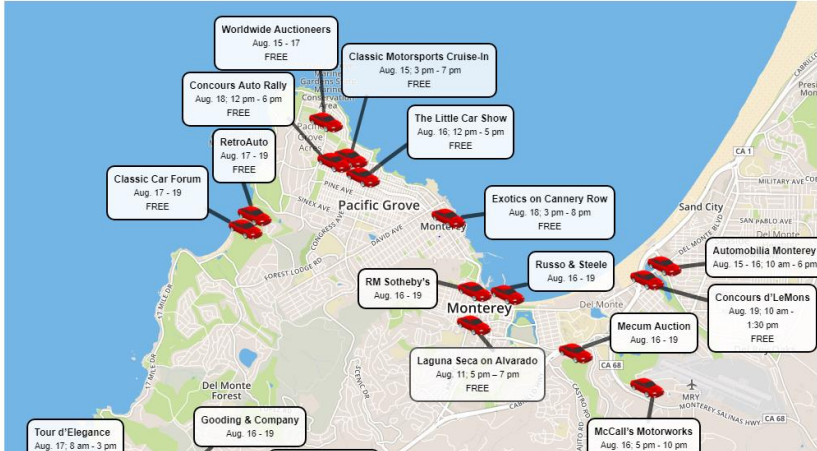
12 International Journalists Attended

Rival IQ Results:

- 140 Social Media Posts
- 7,008 Engagements (includes likes, comments and shares)
- Total audience of 3,061,562 followers
- 108 Instagram posts with an average engagement of 6.3%

CAR WEEK

- MCCVB in partnership with community and Car Week representatives
- “Your Guide to Navigating Car Week 2017” - includes information on road closures, shuttle schedule and traffic tips plus an interactive map
- Goal is to help inform visitors, residents and local businesses
- Media Roundtable – Tuesday, August 8



MONTEREY
Grab life by the moments.

74° MEETING PLANNERS TOUR & TRAVEL MEMBERS MEDIA WEDDINGS
LODGING THINGS TO DO EVENTS FOOD & WINE RESOURCES DESTINATIONS MAP SEARCH

INTERACTIVE MAP

Click on the red cars on the map to display more information on the events including location, date, road closures, tips and more!

MEDIA ADVISORY

Monterey County Convention and Visitors Bureau Works with Community and Car Week Partners to Release the 2017 Car Week Guide and Tips on Navigating Traffic

WHAT: The Monterey County Convention and Visitors Bureau (MCCVB) in partnership with community and Car Week representatives will be releasing “Your Guide to Navigating Car Week 2017” including information on road closures, shuttle schedule and traffic tips to help inform visitors and residents. Media will be provided with the guide, additional materials and a link to an interactive Car Week map.

WHEN: Tuesday, August 8, 2017, at 9 am

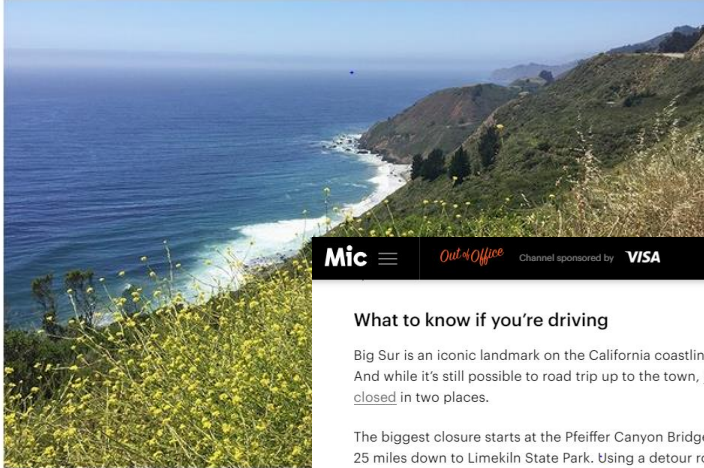
WHERE: Monterey County Convention and Visitors Bureau, Conference Room
787 Munras Avenue, Suite 110, Monterey, CA

BIG SUR

NATURE IN ALL ITS GLORY

Big Sur: The Time to Go Is Now

by *Berit Baugher*



Wildflowers along the coast of Big Sur's south

After a difficult winter, Big Sur is back and ready to plan a long weekend to the rugged

BIG SUR, [California](#) – Each year, as the ho unshakable urge to flee New York City for s This year, I had my heart set on a long wee think of a better place to spend a few days i south of Monterey along the California coa literary greats like Henry Miller and Jack K is isolated and rugged, and for someone wh natural wonders of my own country, it feel: staggering, and, thankfully, the cell phone:

Mic *Out of Office* Channel sponsored by VISA

What to know if you're driving

Big Sur is an iconic landmark on the California coastline road trip itinerary. And while it's still possible to road trip up to the town, [Highway 1 remains closed](#) in two places.

The biggest closure starts at the Pfeiffer Canyon Bridge and extends almost 25 miles down to Limekiln State Park. Using a detour road, visitors can still access the southern section of Big Sur (from Limekiln to Gorda). A spokesperson for the Monterey County Convention and Visitors Bureau said via email that visitors should exercise caution while driving this road "as it is narrow and very windy and should only be traveled during daylight hours." There is neither cell service nor gas stations along the road.

- Big Sur FAM Results – Articles in FATHOM, Mic and The Zoe Report
 - 2,481,835 Impressions
- Press Release Distributed Today on Sustainable Moments
 - Responsible Travel - Big Sur
- Samantha Brown's New Show "Places to Love" – Shooting in Big Sur in Sept.
- Continued Reactive and Proactive Media Outreach
- Working with DMO Partners and Agencies

COMMUNICATIONS INITIATIVES

August

- **FAMS:** The Daily Telegraph/City AM (UK)
- **Press Releases & Media Alerts:** Sustainable Moments/Big Sur; Car Week; Luxury Getaways; MCCVB Annual Luncheon

September

- **FAMS:** Forbes.com; The Bold Italic; Roamaroo; Postcards to Seattle; and Traveller and Sunday Life Magazine (Australia)
- **Press Releases:** Wine Crush; Big Sur Opens; Unique Activities for Meetings

October

- **Press Releases:** Monterey County Wildlife; International Visitors Welcome
- **Canada Media Mission:** Toronto, Calgary and Vancouver

Agenda Item E

Next Steps

Thank you!



Next Meeting

Thursday, October 19th, 2017
1:00 pm – 2:30 pm
MCCVB Conference Room