



Marketing Committee Updates

MCCVB UPDATES

- **Staff Updates**
- **Sustainable Moments**
 - **MCC / Group**
- **Communications Update**
- **Fall Campaign & Sweepstakes**
 - **Big Sur Recovery**
 - **International Update**

STAFF UPDATES

Welcome to the team:



Eryn Simpson
Strategic Client Engagement
Specialist



Brandi Hardy
Regional Sales Executive- Silicon
Valley Bay Area

Sustainable Moments

MONTEREY
Grab life by the moments:

SUSTAINABLE MOMENTS UPDATE

PR Coverage

Visitors Bureau to push Conference Center, group travel sales and Big Sur recovery



Visitor Bureau's Blount works with stakeholders for economic development

One of the goals this year for the Monterey County Convention and of Big Sur. (Vern Fisher - Monterey Herald file)

By Carly Mayberry, Monterey Herald

POSTED: 08/24/17, 6:38 PM PDT | UPDATED: ON 08/24/2017

Seaside >> In the coming year, the Monterey County Convention Center is facilitating visitors to the new Conference Center, helping with group travel sales while balancing the growth of tourism with strategies emphasized Thursday as the Monterey County Convention Center unveiled new strategic initiatives at its annual membership luncheon at



- Sustainable Moments initiative and highlights Big Sur press release was picked up by 209 media outlets and 105,920,047 impressions
- Notable coverage including:
 - Carmel Pine Cone
 - Monterey Herald



SUSTAINABLE MOMENTS UPDATE

Press Releases

Create Unforgettable Sustainable Moments In Monterey County

Monterey County Convention and Visitors Bureau Encourages Visitors to Travel Responsibly

NEWS PROVIDED BY
[Monterey County Convention and Visitors Bureau](#) →
Aug 03, 2017, 15:00 ET



MONTEREY, Calif., Aug. 3, 2017 /PRNewswire-USNewswire/ -- Attracting travelers to Monterey County has always been our mission for the Monterey County Convention and Visitors Bureau (MCCVB) and ensuring that these visitors treat the destination responsibly is also a top priority. "Sustainable Moments" is the MCCVB's responsible tourism initiative designed to educate travelers on how to make the most of every moment in Monterey County while at the same time, being safe, respectful to the environment and communities and understanding how to travel responsibly.

"We challenge our guests to grab life by the moments when visiting our home, beautiful Monterey County," says Tammy Blount, MCCVB President and CEO. "It's critical to us to ensure balance between growing our tourism economy and enhancing quality of life for our residents. 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."

From an awe-inspiring coastline to miles of lush fields to the breathtaking Santa Lucia Mountains, Monterey County continues to attract more and more visitors every year. With more travelers coming to the region, the MCCVB is encouraging guests to travel responsibly. Monterey County works hard to make our communities the very best places to live and to visit with a thriving environment and respect for the local culture. As part of "Sustainable Moments," the organization is educating visitors on the importance of protecting and preserving the destination's incredible natural assets and pristine landscape.

Sustainable Moments in Monterey County

- 209 Media Outlets
- 105,920,047 Impressions

MCC/Group Updates

MONTEREY
Grab life by the moments:

MONTEREY CONFERENCE CENTER

What's on the Horizon

- New Marketing Materials
- Direct Mail Campaign October to December
- Host Monthly Bay Area Corp FAMS
- Continued Intensified Sales Efforts in Key Markets
- Tradeshow and Client Event Collaboration
- Grand Opening Celebration Events
- MCCVB Client Advisory Board January 2018
- Key Market FAMS Jan – April



FUN FACTS ABOUT THE MONTEREY CONFERENCE CENTER

Saturday, April 1, 2017 11:00 AM by Allyson Ryan



Did you know the Monterey Conference Center is turning 40 years old? Here are a few other fun facts to note about this Monterey icon. It is 268 steps from the front of Monterey Conference Center to the waterfront. The...

[Comments](#) | [Continue Reading »](#)

NEW PRINTED/DIGITAL BROCHURES

**MONTEREY
CONFERENCE
CENTER
DISTRICT**



Imagine a state-of-the-art meetings facility famous for innovative events in the heart of a destination world-renowned for inspiration. That reality is here with the new Monterey Conference Center. The \$60 million renovation has expanded the facility that is brimming with more than 40,000 square feet of flexible meeting space (80,000 square feet including the adjoining hotels) and 30,000 square feet of exhibit space.

The Monterey Conference Center is known as a hub of innovation within Monterey County—a destination replete with awe-inspiring scenic beauty and a vast array of unique places and extraordinary spaces to create life- and business-enriching moments. For a destination and venue that inspires and invigorates meeting attendees, look no further than Monterey.

MONTEREY CONFERENCE CENTER

MontereyConferenceCenter.com

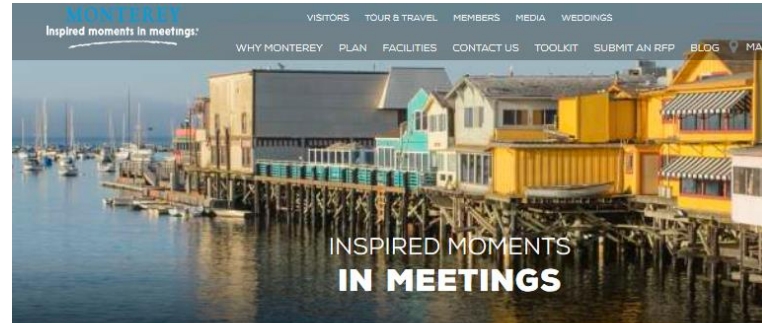
**WHERE
INSPIRATION
AND INNOVATION
MEET™**



M
MONTEREY
CONFERENCE
CENTER

NEW: GROUP BLOG

- Launched July 2017
- Topical content created from in-house, freelance and member resources
- Added value for members to share group/meeting related content
- All blogs are shared on MCCVB's LinkedIn page and @MontereyMeeting Twitter handle
- Contact Allyson@seemonterey.com for more info on guest blogging



CATEGORIES

- Meeting Space (7)
- Meetings & Testimonials (2)
- Monterey Conference Center (2)
- Planner's Toolbox (3)
- Tips from Local Experts (1)
- Workation (2)



MONTEREY MEETINGS BLOG

LEADERS IN ECONOMIC DEVELOPMENT FIND INSPIRATION IN MONTEREY

Wednesday, August 30, 2017 2:00 PM



The National ComCap Conference Comes to the Destination This September Visionaries, thinkers and leaders have been finding inspiration and innovation in breathtaking Monterey County for decades. As economic development...

[Comments](#) | [Continue Reading »](#)

[Back to the Meetings Blog](#)

MONTEREY MEETINGS BLOG

TOP TEAM BUILDING ACTIVITIES IN MONTEREY COUNTY

Posted on: Monday, August 21, 2017 10:00 AM by [Holly Bowne](#)



As a professional meeting planner, you understand that a cohesive and engaged workforce is critical to your company's success. Research shows that organizations with engaged staff earn up to 2.5 times more revenue than those with a low engagement level, plus highly engaged employees are less likely to leave a company.

GROUP

Trade Shows & Events

IMEX

Oct. 10-12th

- 20x20 booth with 9 partners in attendance + 4 MCCVB staff
 - 46 individual appointments with clients
 - 6 group appointments (60+ total clients attending)
- Microsite created to lead group presentations
- Hosted a wine reception Wednesday 10/11 for clients (served Folktale Wine)
 - Geo-fenced ads targeting event attendees



Communications Updates

MONTEREY
Grab life by the moments:

RECENT FAMS

JULY

- Big Little Lies – 12 International Journalists
 - Out Magazine
 - AeroMexico
- Allegiant Air/Wander with Wonder
 - TravelMole UK

AUGUST

City AM UK/The Daily Telegraph
France Inter Radio
ASIANA Magazine



SEPTEMBER

- Samantha Brown – “Places to Love”
 - Forbes
 - USA Today
 - Vogue
- Freelancer Charu Suri
- James Martin (Celebrity Chef) UK Show
 - HERDES Magazine
 - Irish Mirror
 - Postcards to Seattle
- Influencer Zanna Van Dijk (UK)

Fall Campaign & Sweepstakes



MONTEREY
Grab life by the moments:



FALL CAMPAIGN

“Fall Speed Ahead”



Campaign Dates 9/8 – 11/30

www.seemonterey.com/fall/

- “Fall Speed Ahead” was created to market Monterey County as prime getaway during the shoulder season months.
- Showcases why Monterey County is ideal in fall (best weather, value and events).
- Campaign highlights three content pillars geared towards our target markets: enrichment, invigoration and enlightenment.
- Paid placements running on social networks, regional news outlets, advertorials, eblasts and banner ads.

FALL DIGITAL ADS AND CONTENT



Fall SPEED ahead

CHARGE FALL SPEED AHEAD TO MONTEREY THIS SEASON

While the rest of the world is slowing down for fall, Monterey County is gearing up. That means the best weather all year and some of the country's most spectacular culinary events, air shows, auto racing championships and golf tournaments. So whether you're looking for some adventure, relaxation or something in between, Monterey is only a quick drive away. Not sure where to start? Take our [travel personality quiz](#) and get entered to win a Fall Speed Ahead prize package including a two-night stay in Monterey County, exciting activities and dining certificates.

MONTEREY
Grab life by the moments.®

HIT THE ROAD

FALL DIGITAL ADS AND CONTENT



GRAB LIFE BY THE TRAIL
Car-free. Carefree. Feel free.

Fall SPEED ahead

Find the moment that moves you in Monterey. And then enter to win it. Grab fall by the moments at SeeMonterey.com/Fall.

MONTEREY
Grab life by the moments™



CALIFORNIA INTERNATIONAL AIRSHOW
SEP. 30 - OCT. 1

MONTEREY
Grab life by the moments™

PLAN YOUR TRIP



CONTINENTAL TIRE MONTEREY GRAND PRIX
SEP. 21-24

MONTEREY
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PLAN YOUR TRIP



OKTOBERFEST MONTEREY BAY
SEP. 16-17

MONTEREY
Grab life by the moments™

PLAN YOUR TRIP



MONTEREY COUNTY

GRAB LIFE BY THE GLASS

Wine country since the 1700s. So yeah, it's aged pretty well!

Fall SPEED ahead

Roar: 43,000 acres of vineyards and sip one of 85 unique local varietals. It's no wonder Wine Enthusiast Magazine named Monterey one of the "10 Best Wine Travel Destinations." Grab the moments that moves you, and then enter to win it at SeeMonterey.com/Fall.

MONTEREY
Grab life by the moments™

BOLIN • CARMEL-OTYSEES • CARMEL VALLEY • DELROY OAK
 HARRIS • MONTEREY • NAVA LARCHER • PACIFIC BEACH
 PEBBLE BEACH • SELMA • SANJOSE • SANMIGUEL

SeeMonterey.com

SWEEPSTAKES AND QUIZ

- Showcases all of the different activities and paces Monterey County has to offer.
- Features three unique sweepstakes prize packages.
- Visitors are able to take our handy [travel personality quiz](#) and then enter to win their ideal getaway to Monterey County.
- www.seemonterey.com/fall/



FALL SWEEPSTAKES

- 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.
- 3 paces that are available that have itineraries set up for each pace.

ENRICHMENT TOUR

Express. Nurture. Curate. Inspiration blossoms here.



ENLIGHTEN TOUR

Hike and view. Drink and dine. Rest and relax. Feel free to be carefree.



INVIGORATE TOUR

By sea, trail or air. Choose your adventure and go for it.



TRAVEL PERSONALITY QUIZ



What's the ideal annual Monterey event?



What's your perfect Monterey meal?



Which image screams relaxation for you?



Which photo are you most likely to like on Instagram?



Tell us your favorite outdoor activity.



Pick your perfect nighttime accommodations.



Social Highlights



MONTEREY
Grab life by the moments:



SOCIAL MEDIA STATS (YTD)

YTD Totals as of 9/30/17

SOCIAL ENGAGEMENT



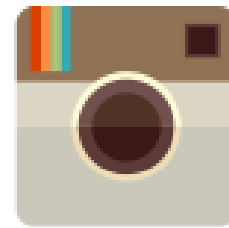
Sep 212 YTD 19,632
Followers

+16% YTD STLY



Sep 1,056 YTD 112,980
Fans

+18% YTD STLY



Sep 378 YTD 18,047
Followers


+58% YTD STLY



Sep 53,527 YTD 152,940
Engagements

+35% YTD STLY

TOP SOCIAL POSTS

 **See Monterey** ✓ is in  Monterey, California.
Published by Allyson Ryan [?] - August 29 - 🌐

Love it or hate it? The fog is a forever staple in Monterey 😊



**Over 190 shares and
46,000 reached!**

 **See Monterey** ✓ is in  Big Sur, California.
Published by Allyson Ryan [?] - July 17 - 🌐

Tag someone you're bringing with you 😊



Over 120 comments!



 **seemonterey**
Carmel Beach CA

seemonterey Can we talk about last night's sunset? 🌅

#lastnight #sunset #monterey #carmelbythesea #carmelbeach #carmelsunset #montereysunset #cypresstree #beachsunset #oceansunset #californiasunsets #beachesofinstagram #californiabeaches #visitcalifornia #summersunset #thatsunset #sunset... #sunsetsofig #sunsetlover #sunsetchaser #sunsetmadness .
📍: @charhdof

View all 24 comments

Igorman 📍👍

gobastiano_artist That's where I want to be right now! 📍❤️

nicolettevan_ Our spot ❤️ @hevm_

📍🔍
1,597 likes
SEPTEMBER 2

9% engagement rate!

Big Sur Recovery

MONTEREY
Grab life by the moments:

BIG SUR SUMMARY

FAM Coverage Highlights

- Samantha Brown shot an episode for her new show “Places to Love” on PBS; it includes Big Sur and will air in February 2018
- Over 150k social audience
- Notable coverage including:
 - Bloomberg
 - Fathom
 - The Zoe Report
 - The Guardian
 - UK MTV
 - Glamour Magazine
 - Brides.com

Visiting Big Sur after the landslide? Here's what to know before your trip



McKay Falls in Big Sur, California
Source: vonderauvisuals/Flickr

Nature in All Its Glory

Big Sur: The Time to Go Is Now

by Berit Baugher



southside. All photos by Berit Baugher.



**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

MONTEREY
Grab life by the moments.

BIG SUR SUMMARY

Website & Collateral



Exploring Big Sur

The new Pfeiffer Canyon Bridge is open! Visitors now have more convenient car access to experience Big Sur and iconic Highway 1.

The breathtaking beauty of Big Sur and the Central Coast beckons you with unparalleled natural scenery. Many scenic attractions and friendly businesses are open and ready to welcome you!

FAQs

What does the bridge opening mean for travelers?

Visitors traveling on Highway 1 from the Monterey Peninsula to southern Big Sur. Hotels, restaurants, shops and parks in Big Sur are now more accessible than ever!

However, visitors are unable to travel to Cambria via Highway 1 from the Monterey Peninsula via the Mud Creek slide. Caltrans expects to have this point-to-point road closed until late 2023. Visit the [Caltrans website](#) for the latest road closure information.

How can I travel from Big Sur to Southern California?

Visitors from Northern California and the Monterey Peninsula to southern Big Sur. At that point, visitors will need to turn around and travel back to Gorda where they will be able to access Highway 101 to drive south.

WELCOME TO BIG SUR

OPEN FOR BUSINESS

- Rocky Point Restaurant
- River Inn Valero
- Big Sur River Inn & Restaurant
- The Village Shops
- Local Color/Dale Diesel's Dam Glad to be Here Gallery, Studio One
- Ripplewood Resort
- General Store and Cafe
- Glen Oaks Big Sur
- Big Sur Roadhouse
- Fernwood Resort
- Fernwood Tavern, Redwood Bar & Grill, General Store & Espresso Bar, Camping Supply Store, Glamping in the Adventure Tents
- Big Sur Lodge
- Big Sur Tap House
- Big Sur Deli
- Loma Vista Shell
- Post Ranch Inn, Sierra Mar Restaurant
- Ventana Inn & Spa
- Nepenthe Restaurant
- The Phoenix Shop
- Hawthorne Gallery
- Henry Miller Memorial Library
- Deetjen's
- Ensalen Institute
- Treebones Resort

POINTS OF INTEREST

- Carmel-by-the-Sea
- Point Lobos State Natural Reserve
- Garrapata State Park
- Doud Creek, lands west of Highway 1, except gates 8 and 9
- Bixby Bridge
- Hurricane Point
- Point Sur State Historic Park
- Point Sur Lightstation
- Andrew Molera State Park
- Pfeiffer Big Sur State Park
- Nature Trail, River Path, Redwood Deck, Warden's Path, Llewellyn Flat Trail, Ernie Ewoldson Nature Center
- Big Sur Ranger Station
- Julia Pfeiffer Burns State Park
- Overlook Trail and Partington Cove Trail
- McWay Cove
- Limekiln State Park
- Mill Creek
- Sand Dollar Beach
- Willow Creek
- Gorda
- Big Sur Campground & Cabins
- Riverside Campground & Cabins
- Fernwood Campground
- Pfeiffer Big Sur Campground
- Limekiln State Park Campground
- Kirk Creek Campground
- Nacimiento Campground
- Ponderosa Campground
- Plaskett Creek Campground

MAP LEGEND

- Open For Business
- * Points Of Interest
- ▲ Campgrounds
- ℹ Public Restrooms
- Ⓜ Gas Station

TURN AROUND POINTS

- Big Sur Campground & Cabins
- Fernwood Resort
- Pfeiffer Big Sur State Park
- Big Sur Ranger Station
- Nepenthe Restaurant
- Julia Pfeiffer Burns State Park
- Limekiln State Park
- Gorda

MONTEREY
Grab life by the moments!
SeeMonterey.com/BigSur

- Updated Microsite, Visitor Center Handout and Welcome to Big Sur Brochure/Map, to reflect the bridge reopening Oct. 13th

- [Travel Updates Page](#)
- [Brochure/Map](#)

International Update

MONTEREY
Grab life by the moments:

INTERNATIONAL UPDATE

Canadian Microsite

- Features paid and earned media content from Canadian outlets
- Based on Canadian interests
- Additional primary international markets in development



GRAB LIFE BY THE MOMENTS

Monterey County offers iconic California experiences, with a little something special for everyone, just waiting to be enjoyed. Experience the [top road trip](#) in the United States as you wind along the breathtaking [Big Sur](#) coastline on [Highway One](#). Book an [oceanview hotel](#) on the beach, and then explore the shops and attractions of iconic [Cannery Row](#). Sip handcrafted [wines](#) at tucked-away [tasting rooms](#) where the winemaker might just be the person pouring. Take a [surfing](#) lesson and catch a glimpse of a barefoot [beach wedding](#) as you ride your board to shore. Play 18 holes at legendary [golf courses](#), or just hang out at the 19th hole and watch the pros practice. Pack a [picnic](#) and watch the sunset on the white sands of [Carmel Beach](#). Monterey is an unforgettable destination that will invigorate your soul.

FROM CANADA
TO MONTEREY COUNTY

INTERNATIONAL UPDATE

- Launched a WeChat training program for both Travel Planners and Consumers
- Used by East West Marketing to increase SeeMonterey WeChat followers by **50,000 YTD.**





Thank you!

Next Meeting

Thursday, October 19, 2017

1:00 – 2:30 pm

MCCVB Conference Room