

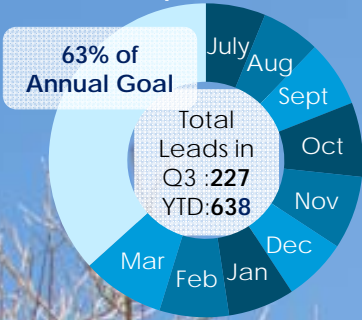
# Third Quarter Report

January - March 2015

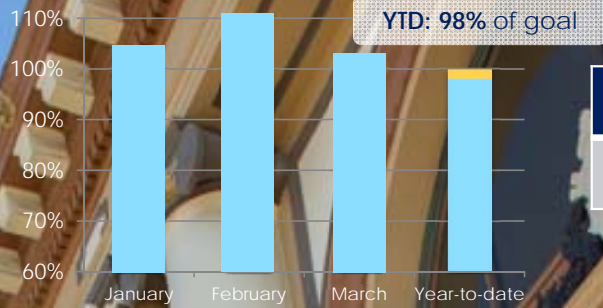
**MONTEREY**  
**Monterey County Convention & Visitors Bureau**

## Sales & Group Services

### New Group Business Leads



### Group Room Night Index



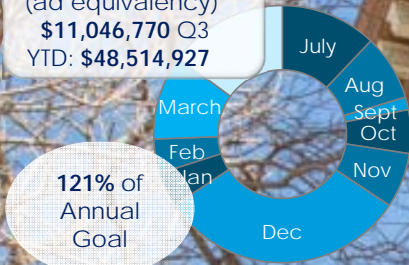
### Conversion Rate

Month	Jan	Feb	Mar	YTD AVG
Conversion Rate	29%	29%	25%	27%

Goal: 35%  
77% of goal

## Marketing & Communications

**Earned Media**  
 (ad equivalency)  
 \$11,046,770 Q3  
 YTD: \$48,514,927



97% of Annual Goal

396,196 visitors to SeeMonterey.com in Q3  
 YTD: 1,162,305

Communication Effectiveness YTD: 4.1

"The Great Monterey Road Trip" spring sweepstakes has received over 22,000 entries - Double any other Promotion!

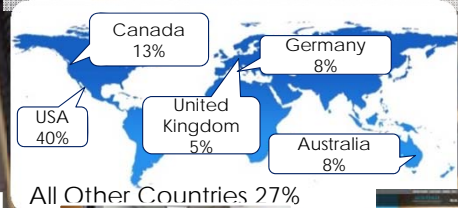
Booking.com	2014-15 Q3	2014-15 YTD	% Inc YOY
Total Reservations	353	1193	290%
Total Booked Room Nights	642	2018	289%
Total Revenue	\$101,261	\$301,411	281%

## Visitor Services

13,477 Incremental room nights influenced by the Visitor Center in Q3  
 YTD: 66,723  
 74% of Annual Goal

17,952 total visitor inquiries in Q2  
 YTD: 80,711  
 66% of Annual Goal

### Where Do Our Visitors Come From?



PCMA Convening Leaders



National Tour Association Conference



Dallas Stars Game Client Event



San Francisco Travel Blackhawks Client Event



MCCVB Social Moments Channel Launches

January

11-14

18-22

20

22

28

ATT Pebble Beach Pro AM Welcome Booth

February

8-14

Happy Monterey Sweepstakes Launch

Visit California Outlook Forum

22-24

10-13

Go West Summit Colorado

MPI Northern California ACE Event

15

March

3



Meet NY event

4



Sacramento Client Event

18-19



Customer Advisory Board Meeting

24



Destination Travel Foundation Dinner Washington, DC

NYC Pop Up



26



31

SF Travel Industry Outlook Conference