

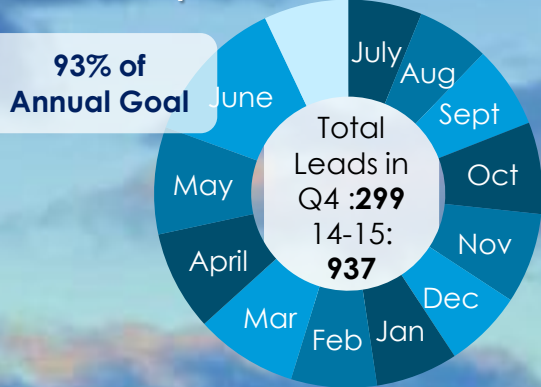
# Fourth Quarter Report

April – June 2015

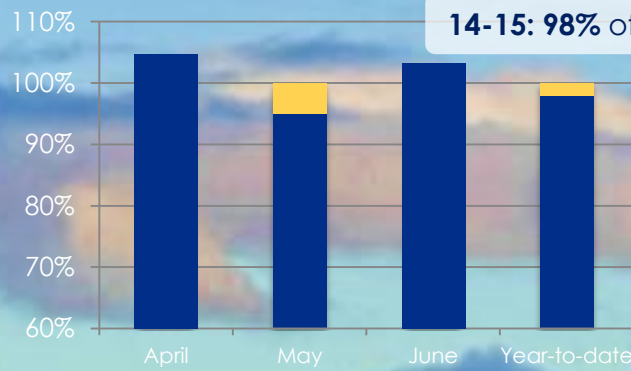
**MONTEREY**  
Monterey County Convention  
& Visitors Bureau

## Sales & Group Services

### New Group Business Leads



### Group Room Night Index



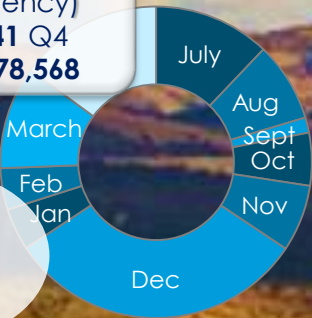
### Conversion Rate

Month	April	May	June	YTD AVG
Conversion Rate	39%	26%	26%	27%

**Goal: 35%**  
**76% of goal**

## Marketing & Communications

**Earned Media**  
(ad equivalency)  
\$11,363,641 Q4  
14-15: \$59,878,568



137% of Annual Goal

476,609 visitors to  
SeeMonterey.com  
in Q4  
14-15: 1,638,914

Communication  
Effectiveness  
14-15 Result: 4.03  
Goal: 4.1

"14 Reasons Monterey will Ruin you for Life" BuzzFeed social promotion has received over 127,000 views, 39,000 Facebook Likes, and 6,900 shares – the most successful social promotion to date!

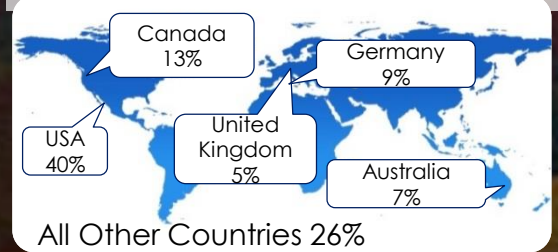
	2014-15 Q4	2014-15 Year End	% Inc YOY
Booking.com			
Total Reservations	344	1,276	187%
Total Booked Room Nights	634	2,652	459%
Total Revenue	\$116,486	\$329,866	687%

## Visitor Services

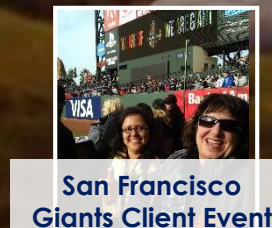
**27,523** Incremental room nights influenced by the Visitor Center in Q4  
14-15: 94,246  
105% of Annual Goal

**32,365** total visitor inquiries in Q4  
14-15: 113,076  
92% of Annual Goal

### Where Do Our Visitors Come From?



**MCVGA**  
Wine tasting event to promote local wineries



April 6

8-11

9-12

22

27-29

27-29

27-29

May 4-6



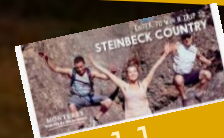
28



14



11-12



11



visit California

June 1

California Cup

1-4

Luxury Meeting Summit



9-11

10



IAGTO North America Convention

14-17



17-19

CalTravel Summit hosted in Monterey



**Year-End MCCVB Scorecard**

July 1, 2014 - June 30, 2015

**-Investment-**

	<b>Annual</b>
City Investment	\$138,780

**-Economic Benefit-**

**Group Sales & Services:**

Groups Booked:	12
Group Room Nights:	587
<b>OVERALL Economic Impact of Bookings:</b>	<b>\$336,014</b>
<i>Sales Generated:</i>	<i>\$565,274</i>
<i>Jobs Supported by Group bookings:</i>	<i>187</i>
<i>Transient Occupancy Tax Generated:</i>	<i>\$21,849</i>

**Marketing & Communications:**

"GLBTM" Campaign Room Nights:	29,104
Booking.com Room Nights:	106

**Economic Impact of Activity:**

"GLBTM" Campaign:	\$11,456,161
Booking.com Room Revenue:	\$19,663
<b>OVERALL Incremental Spending:</b>	<b>\$11,475,824</b>

**Visitor Services:**

Monterey Visitor Center	
Incremental Room nights influenced:	10,057
<b>Economic Impact of Room nights:</b>	<b>\$3,258,468</b>

**Total Economic Impact generated by  
MCCVB Activities: \$15,070,306**

**Return on Investment: \$108:1**

**2014-15 Year in Review:**

For the 2014-15 year, the MCCVB collaborated with the City of Carmel-by-the-Sea and the Carmel Chamber of Commerce to maximize marketing and sales strategies for the City.

In terms of the culinary scene in Carmel-by-the-Sea, local chefs were featured in the holiday promotion and recipe book, "The 12-Flavors of Monterey." Also, Aubergine Sommelier, Nathaniel Munoz traveled with the MCCVB on the culinary 'pop-up' series in Dallas to showcase Monterey on a culinary stage to meeting planners.

Our Tour & Travel team highlighted many aspects of Carmel-by-the-Sea to our burgeoning international traveler market with a successful trip to China for 3 days of appointments in Shanghai, Guangzhou and Hangzhou. The team networked with senior industry staff, attended presentations and introduced Carmel-by-the-Sea as an ideal destination to travel industry decision makers.

Our 2015 Customer Advisory Board took place in March and was hosted by the La Playa Hotel - giving meeting planners a warm welcome to the destination and a special glimpse into Carmel-by-the-Sea.

Carmel-by-the-Sea is a favorite stop on the visiting media itineraries. MCCVB hosted 43 media FAMS in the City this fiscal year and secured \$17,151,859 of earned media promoting Carmel-by-the-Sea. As the fiscal year ends, we look forward to continuing our great partnership with the City of Carmel-by-the-Sea next year.

**2014 Carmel-by-the-Sea Travel  
Impacts:**

Visitor Spending:  
**\$214mm**

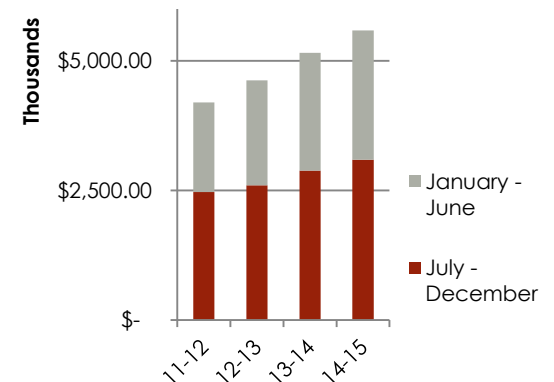
Earnings:  
**\$89mm**

Employment:  
**2,033**

Local Taxes:  
**\$8.5mm**

**Transient Occupancy Tax Report:**

TOT Revenue: \$5,588,528  
% of TOT growth: 8.36%



## Activity Report

Earned Media Equivalency: \$17,151,859  
Media FAM trips hosted in Carmel-by-the-Sea: 43

SeeMonterey.com Unique Visitors:  
Carmel-by-the-Sea web pages total views: 81,759  
Carmel-by-the-Sea web pages total clicks: 29,180

### Recent Blog Posts Highlighting Carmel-by-the-Sea:

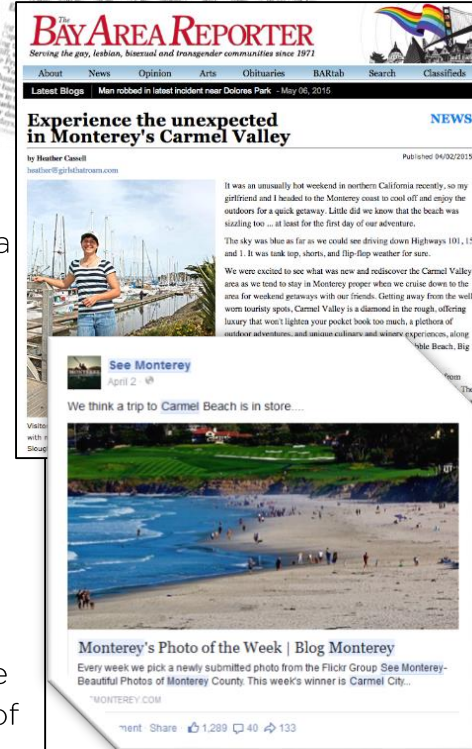
[Monterey's Photo of the Week 4/2](#)  
[Things to Do in Monterey This Weekend](#)  
[Life in the Slow Lane at the Monterey Bay Aquarium](#)  
[May was Made for Festivals in Monterey County](#)  
[Mother's Day Brunches in Monterey County](#)  
[Things to Do in Monterey This Weekend April 10-12, 2015](#)  
[Things to Do in Monterey This Weekend April 17-19, 2015](#)  
[Best Places to Carbo Load before a Race in Monterey County](#)  
[Things to Do in Monterey This Weekend May 1-3, 2015](#)  
[Things to Do in Monterey This Weekend: May 8-10, 2015](#)  
[Things to Do in Monterey This Weekend: May 15-17 2015](#)  
[Best 4<sup>th</sup> of July Events in Monterey County](#)  
[Grapes, Hops & Shots: A Pick Your Poison Guide to What's Tasty & Trendy in Monterey County](#)  
[Things to Do in Monterey This Memorial Day Weekend: May 22-25, 2015](#)  
[Monterey's Photo of the Week 5/21](#)  
[Things to Do in Monterey This Weekend: May 29-31, 2015](#)  
[Things To Do in Monterey this Weekend: June 5-7, 2015](#)  
[Things To Do in Monterey this Weekend: June 19-21, 2015](#)  
[Things To Do in Monterey this Weekend: June 26-28, 2015](#)  
[10 Secret Gardens in Monterey County](#)

### MCCVB Media Relations Highlights:

**Austin Fit Magazine** ran the article "5 Destinations to Add to Your Bucket List this Summer" and highlighted Carmel-by-the-Sea. This article details activities to do and places to see, eat and stay while in Monterey County - including two images. It specifically highlighted Aubergine at L'Auberge, the Wine Walk Passport, La Playa Hotel and the Lamp Lighter Inn. The publication has an advertising equivalency of \$19,050 and has a circulation of 23,000 with over 106,000 unique monthly visitors.

**San Mateo County Times** published a story titled "On a Mission to See State's Historic Sites" where, over the course of a year, journalist Maggie Espinosa trekked to 21 missions - all on foot. In her story, the Mission San Carlos and Carmel Mission were featured. The publication has an advertising equivalency of \$35,154 and has a circulation of 25,000.

**The Bay Area Reporter** featured an article "Experience the Unexpected in Monterey's Carmel Valley." The Carmel area was mentioned as a diamond in the rough, offering luxury, a plethora of outdoor adventures, and unique culinary and winery experiences. Local areas highlighted in this piece include Katy's Place, Grasings, the Carmel Wine Walk, and the Cypress Inn. The publication has an advertising equivalency of \$2,790 and has a circulation of 29,000.



# Monterey County Convention & Visitors Bureau

## MCCVB's VISION

Inspire the world to experience our extraordinary destination

## MCCVB's MISSION

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

## Explaining the Scorecard:

**Groups Booked:** Refers to the number of groups who booked a meeting.

**Group Sales Overall Economic Impact:** Refers to the total spending for the groups booked in this jurisdiction for the time period listed.

**Incremental Spending:** Refers to the visitor spending caused by MCCVB programs.

**Earned Media:** Refers to the value of publicity gained through promotional efforts other than advertising, as opposed to paid media, which refers to publicity gained through advertising.

**Clicks:** The process of a visitor clicking on a web page link or advertisement and going to another Web page. The click rate measures the amount of times a link is clicked versus the amount of times it's viewed.

**VIC:** The abbreviation for the Monterey Visitor Information Center at Lake El Estero.

**GLBTM:** The abbreviation of the MCCVB's Brand Campaign, "Grab Life by the Moments." Twice a year the MCCVB produces a study with the economic impact of the campaign.

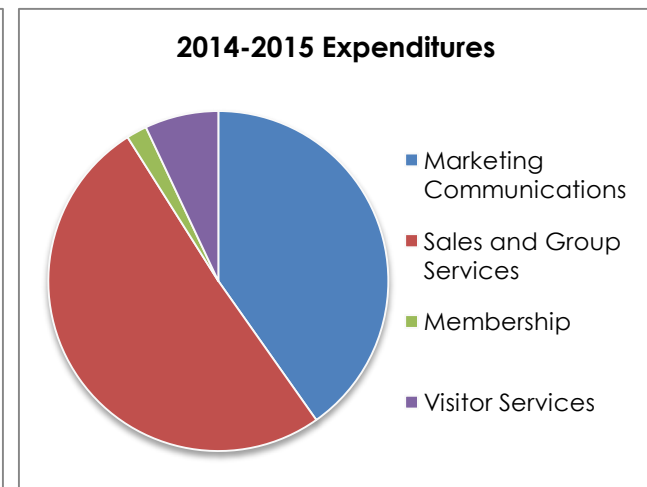
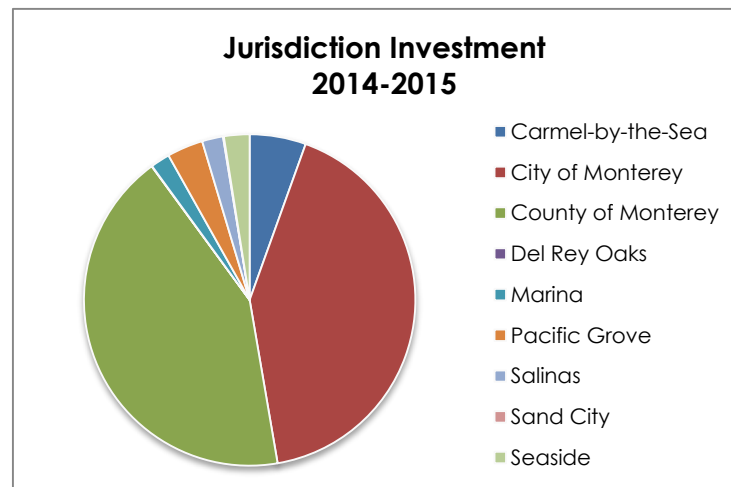
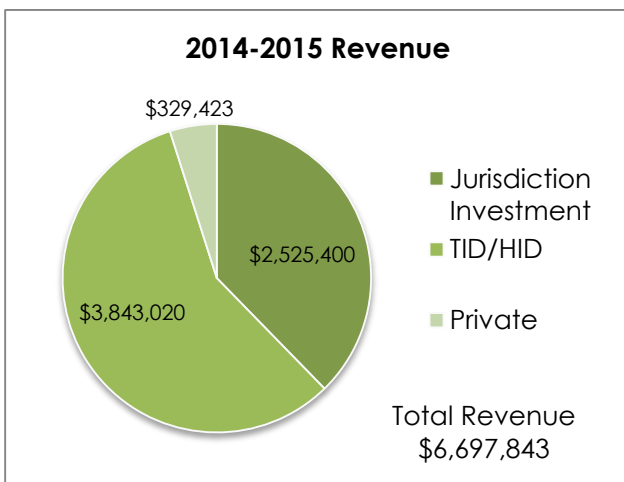
## MCCVB Board and Advisor representatives from Carmel-by-the-Sea:

### Lisa Dias, Director

Chief Operating Officer  
Mirabel Hotel & Restaurant Group  
Phone: 831-622-5903  
Email: [ldias@laubergecarmel.com](mailto:ldias@laubergecarmel.com)

### Monta Potter, Advisor

Chief Executive Officer  
Carmel Chamber of Commerce  
Phone: 831-624-2522 ext. 203  
Email: [monta@carmelcalifornia.org](mailto:monta@carmelcalifornia.org)



**Year-End Scorecard**  
July 1, 2014 – June 30, 2015

**-Investment-**

	<b>Annual</b>
City Investment	\$47,622

**-Economic Benefit-**

**Group Sales & Services:**

Groups Booked:	2
Group Room Nights:	69
<b>Overall Economic Impact of Bookings:</b>	<b>\$29,194</b>
<i>Additional Economic impacts include:</i>	
Sales Generated:	\$49,160
Jobs Supported by Groups booking:	21
Transient Occupancy Tax Generated:	\$1,809

**Marketing & Communications:**

“GLBTM” Campaign Room Nights:	12,935
Booking.com Room Nights:	23
Economic Impact of Activity:	
“GLBTM” Campaign:	\$5,091,627
Booking.com Room Revenue:	\$3,782
<b>OVERALL Incremental Spending generated:</b>	<b>\$5,095,409</b>

**Visitor Services:**

Monterey Visitor Center	
Incremental Room nights influenced:	596
<b>Economic Impact of Room nights:</b>	<b>\$193,104</b>

**Total Economic Impact generated  
by MCCVB Activities: \$5,317,707**

**Return on Investment YTD: \$111:1**

**2014-15 Year in Review:**

For the 2014-15 year, MCCVB collaborated with the City of Marina and the Marina Economic Development Coordinator to maximize marketing and sales strategies for the City.

Early in the year, the MCCVB team met with City representatives to discuss the 2015 Visitor Guide and increase Marina’s presence on the SeeMonterey.com website. The team also worked together to get all restaurants in Marina listed on SeeMonterey.com to increase the destination’s appeal to visitors.

Marina is a favorite stop on visiting media itineraries and the MCCVB media relations team secured \$2.87MM of earned media promoting Marina. In May, the MCCVB hosted an Instagram FAM with social media influencers and brought two of them to experience the adventure in Marina. We look forward to continuing our partnership with the City of Marina next year and growing the City’s Tourism economy.

**2014 Marina Travel  
Impacts:**

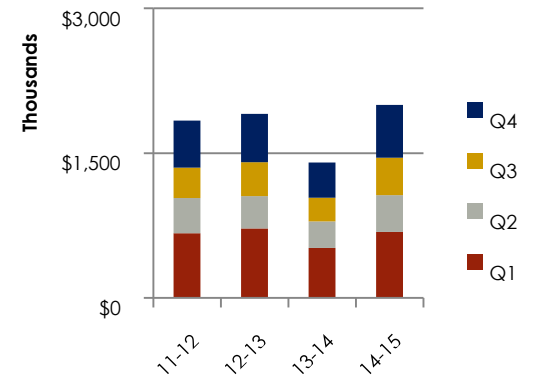
**Visitor Spending:**  
\$103mm

**Earnings:**  
\$42mm

**Employment:**  
959

**Local Taxes:**  
\$4mm

**TOT Revenue:**  
Q4: \$546,459    Year-end: \$1,997,328  
**% of TOT growth:**  
Q4: 49.6%    Year-end: 42%  
\*w/o measure N for 13-14/14-15





## MCCVB Social Media and Media Relations Highlights:

The MCCVB promoted the 11th Blackhorse Calvary to celebrate the 5th Annual Fort Ord Warhorse Day at Marina's Equestrian Center Park. Pictures and write-ups featured the Cavalry horsemanship, Civil War field artillery, history talks, petting zoo, historical blacksmith, flash museum, bike rides, vintage military vehicles and more.

In May, the **Sunday Press Democrat** ran an article called "Exploring the Monterey Peninsula" that highlighted Marina. This article touches on the unique personalities of the Monterey Peninsula and how each city is special and unique. The piece talks about how peninsula accommodations span every conceivable style and price point. Members that received a mention in the roundup included the budget hotels of Marina. The publication has an advertising equivalency of \$27,508 and has a circulation of 53,181.

The MCCVB posted on the SeeMonterey Facebook page a link titled "What Would You Rather Do Here: Surf, Whale Watch or Hang Glide?" promoting Marina State Beach. The post received over 500 "likes" and was shared nearly 100 times, a great example of the MCCVB's social media presence.

### Activity Report

Earned Media Equivalency: \$2,872,549

### SeeMonterey.com Unique Visitors:

Marina web pages total views: 26,294  
Marina web pages total clicks: 5,478

### Recent Blog Posts highlighting Marina:

- [Top 5 Places to See Wildflowers in Monterey County](#)
- [Best Places to Carbo Load before a Race in Monterey County](#)
- [Things to Do in Monterey This Weekend: May 8-10, 2015](#)
- [Things to Do in Monterey This Weekend: May 29-31, 2015](#)
- [Things To Do in Monterey this Weekend: June 5-7, 2015](#)

**See Monterey**  
Posted by Alyson Thommen (?) May 6 at 8:22am

Hold tight everyone, the weekend is almost here! Head to Monterey and enjoy Language Day at the Presidio of Monterey, Fort Ord Warhorse Day or a Mother's Day Brunch.



Things To Do in Monterey this Weekend: May 8-10, 2015 | Blog Monterey

Friday: The Defense Language Institute opens its doors for a unique opportunity to explore a variety of foreign languages. Language Day is organized...

**See Monterey**  
June 30, 2015 at 10:41am

What would you rather do here: surf, whale watch or hang glide?



Marina State Beach  
Marina State Beach, at the Reservation Road exit of Highway One, has a sandy beach and steady winds that make it a popular place for surfing, kite flying and hang gliding.

**SUND. SEEMONTEREY.COM**

Exploring the Monterey Peninsula

Carmel, Monterey, Pacific Grove have unique personalities

By DAVID A. LAWS

FOR THE PRESS ON MONTEREY

With its mild climate, spectacular scenery and extraordinary range of cultural and recreational activities, the Monterey Peninsula is a popular spot for more than just music festivals. Visitors can augment their trips with "mini-sea" escapes as well as places where they are more likely to encounter friendly natives than their neighbors from Santa Cruz.

To planning for weather, think summer in San Francisco and dress in layers. Close to the ocean, cool marine fog may persist for days, while inland temperatures can reach the high 80s. Pacific Grove health stores report a high demand for warm jackets from unprepared visitors.

Peninsula accommodations span every conceivable style and price point. A mixed dorm room at the HI Monterey Hostel goes for \$12 a night, while a premium suite at The Inn at Spanish Bay runs over \$1,000. Luxury resorts include Hotel Monterey Bay and overlook the Pacific Ocean at Pebble Beach. Budget motels proliferate in Marina and Seaside to the north. Monterey and Pacific Grove also offer family-owned and non-a-kid establishments. Pacific Grove is also noted for its Victorian bed and breakfasts and Carmel for genteel boutique hotels.

Popular lodgings characteristic of each community for under \$100 per night include the Sea View Inn Carmel; Abrego Hotel, Monterey; and Old St. Augustin Inn, Pacific Grove. Former military personnel can enjoy the ambience of the historic Del Monte Hotel, operated today as the Navy Gateway Inn at Sausalito Monterey, for as low as \$60 per night.

In his novel "Carmery Now" John Steinbeck characterized the communities of the peninsula as "Carmel-by-the-Sea, Monterey-by-the-Sea, and Pacific Grove-by God." And while 60 years later, Carmel is more about upscale boutiques than its beach, Monterey has long had its obligatory offerings from seaside processing to harbor grocers, and Pacific Grove locally permitted public consumption of alcohol in 1963, each city continue to fiercely protect its own unique personality and style.

**Carmel: Quiet and quirky**

France as the haunt of early literary legends, including Mark Twain and Robinson Jeffers, Carmel continues to appeal to today's newest minded celebration of staid, serene and smart-tunes. Enjoy strolling quaint village streets bursting with art galleries (more than 100), fine restaurants (more than 60), and wine bars to Monterey Hill 101.

tasting rooms (more than 20). All are squeezed into a one-mile square downtown. There are no fast food outlets, and dining is generally expensive. Side-walk near Ocean Avenue are crowded every day of the week, and parking is difficult. Be aware that street address numbers do not exist.

**Art: Carmel Art Association** hosts local artists. Winfield Gallery has the finest local contemporary artists, including David Lagan and Warren Chagnac. Center for Photographic Art has outstanding exhibits of local photographers.

Winston Gallery sells work by the masters (Duchamp, Man and Doherty).

**Food: Breakfast: Betty's Place.** "largest breakfast menu in the Coast," or The Cottage, with its warm, inviting breakfast acrosses. Leach: Bistro. Breakfast: address situated in a garden plaza, or Belle, fresh bread, soup and sandwiches. Filmore: Gustafson. Leach, Carmel-style Indian food, or Mission Ranch Inn, the best view of grazing sheep in town.

**History:** Carmel Mission is the shrine of the controversial saint-to-be

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**GLBTM:** The abbreviation of the MCCVB's Brand Campaign, "Grab Life by the Moments." Twice a year the MCCVB produces a study with the economic impact of the campaign.

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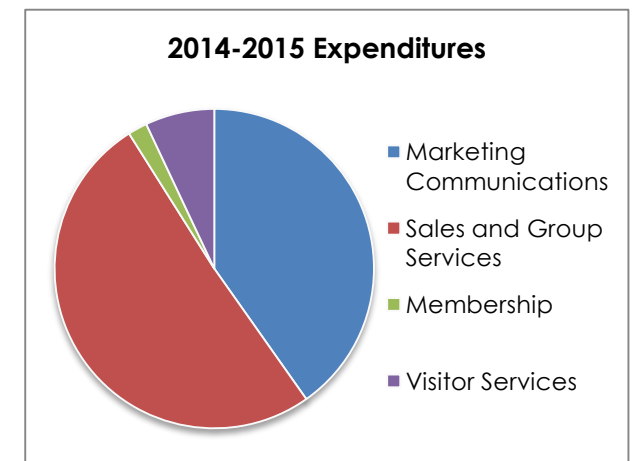
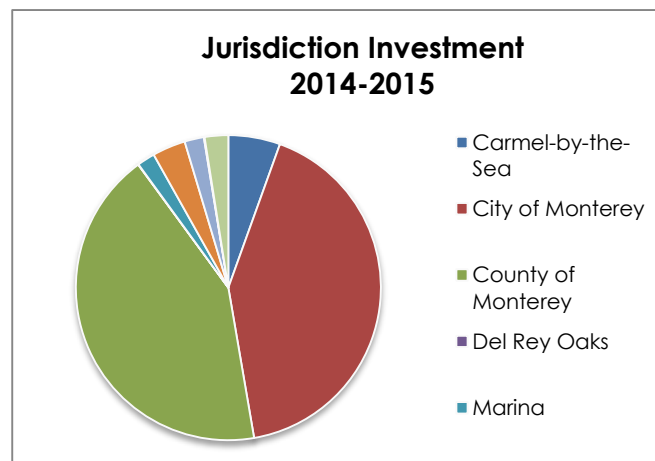
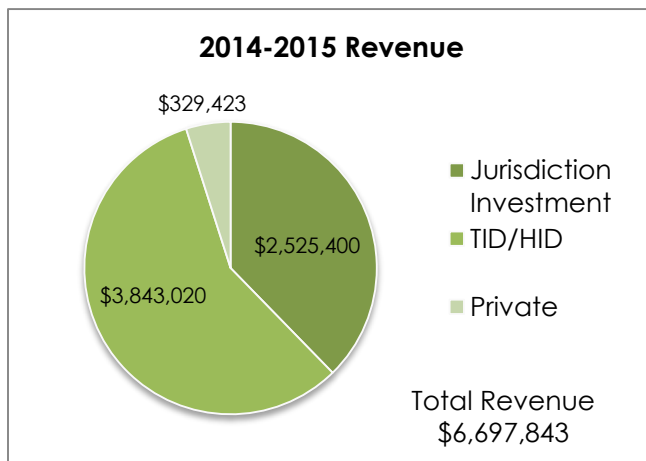
#### Marilyn Lidyoff, Advisor

Economic Development Coordinator

City of Marina

Phone: (831) 884-1211

Email: [mlidyoff@marina.ca.us](mailto:mlidyoff@marina.ca.us)



**Year-End Scorecard**  
**July 1, 2014 – June 30, 2015**

Investment	Annual
City Investment	\$88,832
HID Contribution	\$293,986
<b>Total</b>	<b>\$382,818</b>

**-Economic Benefit-**

**Group Sales & Services:**

Groups Booked: 17  
Group Room Nights: 7,891  
**Overall Economic Impact of Bookings: \$4,011,767**  
Sales Generated: \$6,710,003  
Jobs Supported by Group bookings: 1,397  
Transient Occupancy Tax Generated: \$200,622

**Marketing & Communications:**

"GLBTM" Campaign Room Nights: 19,403  
Booking.com Room Nights: 363  
Economic Impact of Activity:  
"GLBTM" Campaign: \$7,637,441  
Booking.com Room Revenue: \$55,207  
**OVERALL Incremental Spending generated: \$7,692,648**

**Visitor Services:**

Monterey Visitor Center  
Incremental Room nights influenced: 9,605  
**Economic Impact of Room nights: \$3,112,020**

**Total Economic Impact generated  
by MCCVB Activities: \$14,816,435**

**Return on Investment: \$38:1**

**2014-15 Year in Review:**

For the 2014-15 year, MCCVB collaborated with the City of Pacific Grove and the Pacific Grove Chamber of Commerce to maximize marketing and sales strategies for the City.

In terms of the culinary scene in Pacific Grove, local chefs were featured in the holiday promotion and recipe book, "The 12-Flavors of Monterey." Jennini chef Jeffrey Weiss traveled with the MCCVB on the culinary 'pop-up' series in Seattle and Dallas to showcase Monterey on a culinary stage to potential meeting planners.

This year, the MCCVB launched a new content marketing strategy and in doing such, organized a Content Marketing Workshop at the Pacific Grove Museum of Natural History. This informative get-together provided members with strategies on how to amplify their content and the destinations message on social and digital media which created tremendous value for attendees by using a collaborative process to market Monterey County.

We look forward to continuing our great partnership with the City of Pacific Grove next year.

**2014 Pacific Grove Travel Impacts:**

**Visitor Spending:**

\$150mm

**Earnings:**

\$61mm

**Employment:**

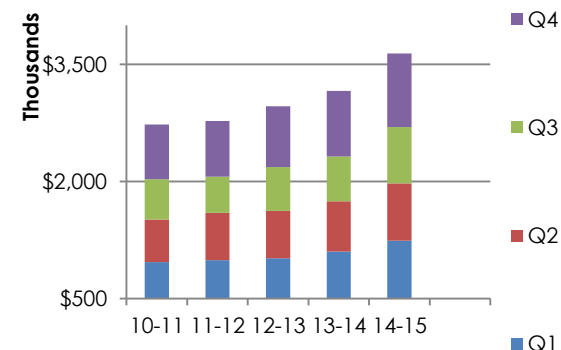
1,393

**Local Taxes**

\$5.8mm

**Transient Occupancy Tax Report:**

TOT Revenue:  
Q4: \$944,978      Year-end: \$3,638,529  
% of TOT growth:  
Q4: 13%      Year-end: 15.27%





## Activity Report

Earned Media Equivalency: \$6,787,563

### SeeMonterey.com Unique Visitors:

Pacific Grove web pages total visits: 62,450

Pacific Grove web pages total clicks: 19,083

### Recent Blog Posts Highlighting Pacific Grove:

[Things to Do in Monterey This Weekend](#)

[Top 5 Places to See Wildflowers in Monterey County](#)

[May was Made for Festivals in Monterey County](#)

[Mother's Day Brunches in Monterey County](#)

[Things to Do in Monterey This Weekend April 10-12, 2015](#)

[Things to Do in Monterey This Weekend April 17-19, 2015](#)

["The Language Capital of the World" in Monterey, CA: May 2-3, 2015](#)

[Best Places to Carbo Load before a Race in Monterey County](#)

[Things to Do in Monterey This Weekend April 24-26, 2015](#)

[Monterey's Photo of the Week 4/2](#)

[Things to Do in Monterey This Weekend May 1-3, 2015](#)

[Things to Do in Monterey This Weekend: May 8-10, 2015](#)

[Things to Do in Monterey This Weekend: May 15-17 2015](#)

[Best 4<sup>th</sup> of July Events in Monterey County](#)

[Things to Do in Monterey This Weekend: May 29-31, 2015](#)

[Monterey's Photo of the Week 5/28](#)

[Things to Do in Monterey this Weekend July 12-14, 2015](#)

[Things To Do in Monterey this Weekend: June 19-21, 2015](#)

[Things To Do in Monterey this Weekend: June 26-28, 2015](#)

[10 Secret Gardens in Monterey County](#)



MCCVB content workshop in Pacific Grove

## MCCVB Media Relations Highlights:

**Journal Du Golf**, a popular French outlet featured an article in April with the headline “California Dream” that focused on Monterey County’s golf scene. This piece highlighted the top spots to play golf and must see attractions throughout the county and featured Pacific Grove Golf Links and Passion Fish. The publication has an advertising equivalency of \$336,330 and has a circulation of 54,000.

**Prime Living Online** featured an article “A Foodie’s California Dream” in May. The piece included nine images and specific mentions of Passionfish and Jeninni Kitchen + Wine Bar. Additionally, the article refers to the region as the “Salad Bowl of the World” and links to the SeeMonterey website. The publication has an advertising equivalency of \$6,000 and has 176,000 unique monthly visitors.

Internet giant **Yahoo! News** published an online article entitled “See This, Skip That: California Road Trip” that highlighted Pacific Grove’s spectacular seaside setting. Aside from breathtaking ocean views (and the not-so-rare whale sighting), the article touched on boutiques, galleries and gourmet food shops, many of them family-owned. Pacific Grove was also highlighted as the starting point of the world-famous 17-Mile Drive. The publication has an advertising equivalency of \$589,104 and has 25,509,357 unique monthly visitors.



## Monterey County Convention & Visitors Bureau

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### MCCVB Board and Advisor representatives from Pacific Grove:

#### Mairead Hennessy, Chair

District Manager, Northern CA leisure  
 ARAMARK/Asilomar Conference Center  
 Phone: 831-642-4201  
 Email: [hennesy-mairead@aramark.com](mailto:hennesy-mairead@aramark.com)

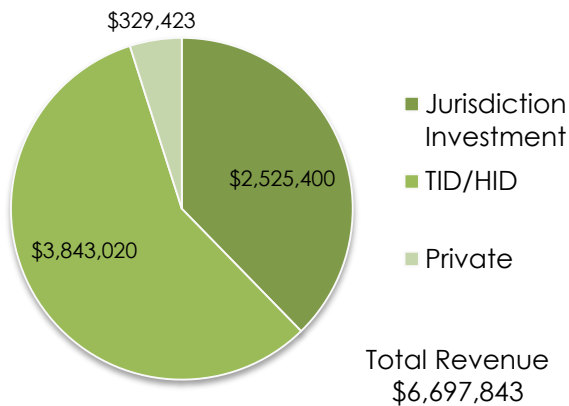
#### Steve Thomas, Director

President  
 Thomas Brand Consulting  
 Phone: 831-920-1693  
 Email: [Steve@Thomasbrandconsulting.com](mailto:Steve@Thomasbrandconsulting.com)

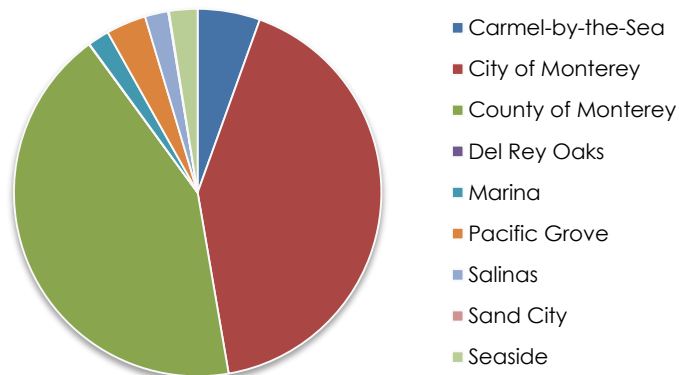
#### Tom Frutchey, Advisor

City Manager  
 City of Pacific Grove  
 Phone: 831-648-3106  
 Email: [tfrutchey@ci.pg.ca.us](mailto:tfrutchey@ci.pg.ca.us)

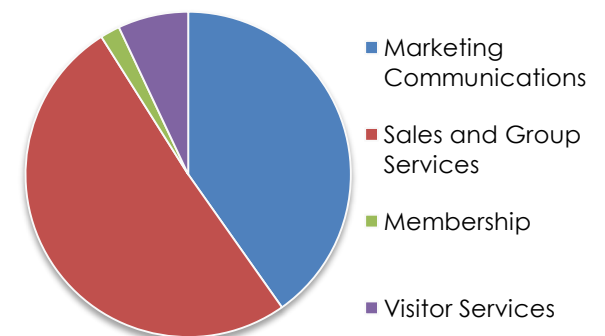
**2014-2015 Revenue**



**Jurisdiction Investment  
2014-2015**



**2014-2015 Expenditures**



**Year-End Scorecard**  
July 1, 2014 – June 30, 2015

**-Investment-**

	<b>Annual</b>
City Investment	\$51,767

**-Economic Benefit-**

**Group Sales & Services:**

Groups Booked:	3
Group Room Nights:	233
<b>Economic Impact of Bookings:</b>	<b>\$126,590</b>
<i>Sales Generated:</i>	<i>\$213,035</i>
<i>Jobs Supported by Group bookings:</i>	<i>46</i>
<i>Transient Occupancy Tax Generated:</i>	<i>\$7,080</i>

**Marketing & Communications:**

"GLBTM" Campaign Room Nights:	42,039
Booking.com Room Nights:	81
Economic Impact of Activity:	
"GLBTM" Campaign:	\$16,547,788
Booking.com Room Revenue:	\$9,852
<b>OVERALL Incremental Spending:</b>	<b>\$16,557,639</b>

**Visitor Services:**

Monterey Visitor Center	
Incremental Room nights influenced:	272
<b>Economic Impact of Room nights:</b>	<b>\$88,128</b>

**Total Economic Impact  
generated by MCCVB Activities:  
\$16,772,357**

**Return on Investment: \$323:1**

**2014-15 Year in Review:**

For the 2014-15 year, MCCVB collaborated with the City of Salinas to maximize marketing and sales strategies to promote the City to visitors.

The MCCVB promoted South Monterey County including Salinas and Salinas Valley in May and June with a new itinerary on SeeMonterey.com, a sweepstakes, and social media posts. The MCCVB launched the "Win a Trip to Steinbeck Country" sweepstakes highlighting all of the amazing experiences in the Salinas Valley. The sweepstake's goals were to showcase the Salinas Valley as a travel destination and highlight its unique attributes (Pinnacles, Salad Bowl of the World, Steinbeck history etc.), generate awareness of the Salinas Valley leveraging social media, generate social content, and generate database growth through sweepstakes sign-ups.

Lastly, the MCCVB worked with the City of Salinas, and the Agriculture Commissioner's office to sponsor the Forbes AgTech Summit. The MCCVB team provided support to the VIP conference by establishing housing services, microsite development, and pre and post itineraries to encourage attendees to stay longer in Monterey County.

**2014 Salinas Travel Impacts:**

**Visitor Spending:**

\$336mm

**Earnings:**

\$136mm

**Employment:**

3,118

**Local Taxes:**

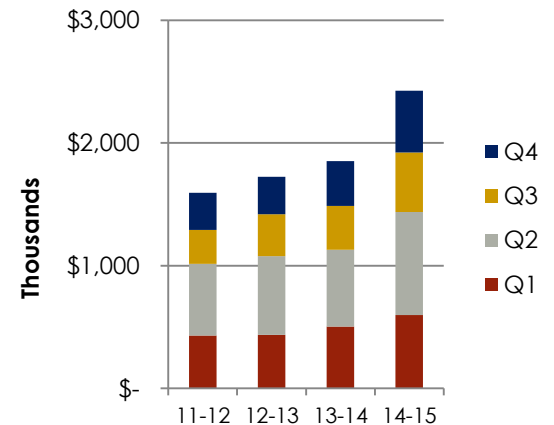
\$13.1mm

**TOT Revenue:**

Q4: \$503,824 Year-end: \$2,425,792

**% of TOT growth:**

Q4: 38.44% Year-end: 30.96%





## MCCVB Media Relations Highlights:

### Activity Report

Earned Media Equivalency: \$4,019,482

SeeMonterey.com Unique Visitors:

Salinas web pages total visits: 52,600

Salinas web pages total clicks: 7,622

### Recent Blog Posts Highlighting Salinas:

- [Top 5 Places to See Wildflowers in Monterey County](#)
- [May was Made for Festivals in Monterey County](#)
- [Things to Do in Monterey This Weekend April 24-26, 2015](#)
- [Eat Your Way through History at the Steinbeck House in Salinas](#)
- [201 Main: Home to Giorgio's, Ticino's and Meeting Spaces](#)
- [Things To Do in Monterey this Weekend: June 5-7, 2015](#)
- [10 Secret Gardens in Monterey County](#)

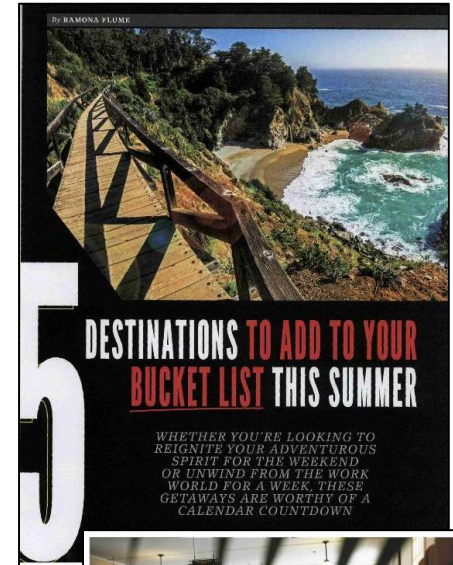


On May 11, 2015, the MCCVB launched the "Win a Trip to Steinbeck Country" sweepstakes.

**Austin Fit Magazine** ran the article "5 Destinations to Add to Your Bucket List this Summer" and highlighted Salinas. This article details activities and places to see, eat and stay while in Monterey County – and featured two images. It specifically highlighted the River Road Wine Trail. The publication has an advertising equivalency of \$19,050 and has a circulation of 23,000 with over 106,000 unique monthly visitors.

The **San Francisco Chronicle** featured the article "Eater's Eden" showcasing Salinas Valley's produce and Acosta Honey. The publication has an advertising equivalency of \$91,980 and has a circulation of more than 412,000.

**Go.Huanqiu.com (China)** ran the article "Romance & Honey Moon in Monterey." This story highlighted the many romantic things to do in this iconic destination and mentioned the vibrant farms of Salinas as a unique and unexpected place to enjoy romantic meals and activities. The publication has an advertising equivalency of \$72,581 and has over 45,000,000 unique monthly visitors.



## Monterey County Convention & Visitors Bureau

### MCCVB's VISION

Inspire the world to experience our extraordinary destination

### MCCVB's MISSION

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

### Explaining the Scorecard:

**Groups Booked:** Refers to the number of groups who booked a meeting.

**Incremental Spending:** Refers to the visitor spending caused by MCCVB programs.

**Earned Media:** Refers to the value of publicity gained through promotional efforts other than advertising, as opposed to paid media, which refers to publicity gained through advertising.

**Clicks:** The process of a visitor clicking on a web page link or advertisement and going to another Web page. The click rate measures the amount of times a link is clicked versus the amount of times it's viewed.

**VIC:** The abbreviation for the Monterey Visitor Information Center at Lake El Estero.

**GLBTM:** The abbreviation of the MCCVB's Brand Campaign, "Grab Life by the Moments." Twice a year the MCCVB produces a study with the economic impact of the campaign.

### MCCVB Board and Advisor representatives from Salinas:

#### Kimbley Craig, Advisor

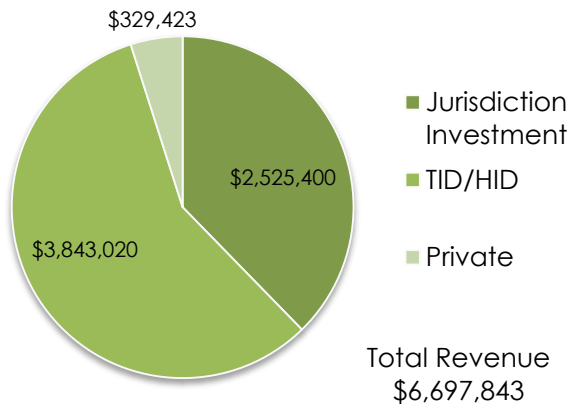
Council Member

City of Salinas

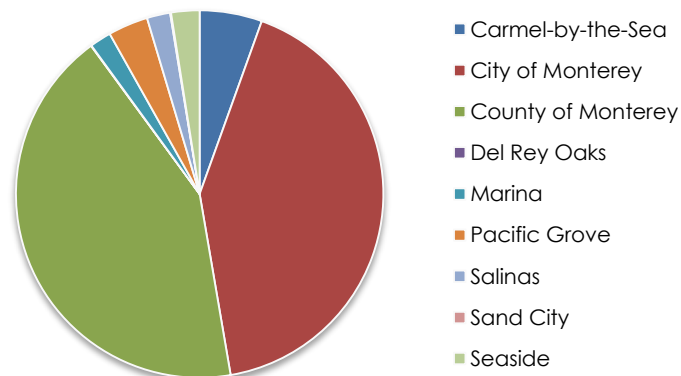
Phone: 831.758.7201

Email: [kimbleyc@ci.salinas.ca.us](mailto:kimbleyc@ci.salinas.ca.us)

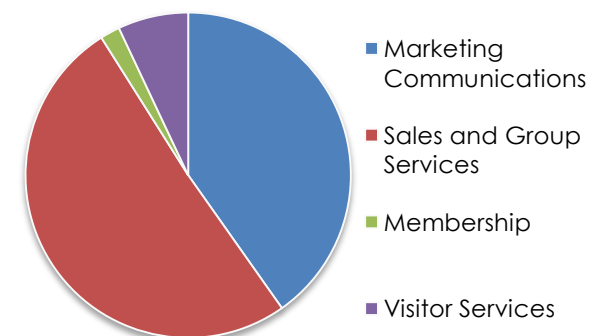
**2014-2015 Revenue**



**Jurisdiction Investment  
2014-2015**



**2014-2015 Expenditures**



### Year-End Scorecard July 1, 2014 – June 30, 2015

#### -Investment-

	Annual
City Investment	\$63,002

#### -Economic Benefit-

##### Group Sales & Services:

Groups Booked:	8
Group Room Nights:	1,093
<b>Economic Impact of Bookings:</b>	<b>\$1,646,078</b>
Overall economic impacts:	
<i>Sales Generated:</i>	<i>\$2,754,189</i>
<i>Jobs Supported by Groups booking:</i>	<i>706</i>
<i>Transient Occupancy Tax Generated:</i>	<i>\$87,738</i>

##### Marketing & Communications:

"GLBTM" Campaign Room Nights:	22,636
Booking.com Room Nights:	100
Economic Impact of Activity:	
"GLBTM" Campaign:	\$8,910,347
Booking.com Room Revenue:	\$14,660
<b>OVERALL Incremental Spending:</b>	<b>\$8,925,007</b>

##### Visitor Services:

Monterey Visitor Center	
Incremental Room nights influenced:	6,464
<b>Economic Impact of Room nights:</b>	<b>\$2,094,336</b>

**Total Economic Impact  
generated by MCCVB Activities:  
\$12,665,421  
Return on Investment YTD: \$200:1**

### 2014-15 Year in Review:

For the 2014-15 year, MCCVB collaborated with the City of Seaside to maximize marketing and sales strategies for the City.

In September, the MCCVB worked with the City of Seaside's economic development team to host an outreach meeting for the community. This was an opportunity to talk to current and prospective members about how to maximize opportunities with the MCCVB. The presentation was well received and we continue to collaborate with the economic development team.

Seaside is a favorite stop on visiting media itineraries and the MCCVB media relations team secured \$1.02MM of earned media promoting Seaside in 2014-15. In May, the MCCVB hosted an Instagram FAM with social media influencers and brought four of them to experience Monterey County including Seaside. Social media engagement and reach is essential to promoting the destination's brand, with this in mind, the MCCVB partnered with four very active Instagrammers for a recent visit to Seaside.

#### 2014 Seaside Travel Impacts:

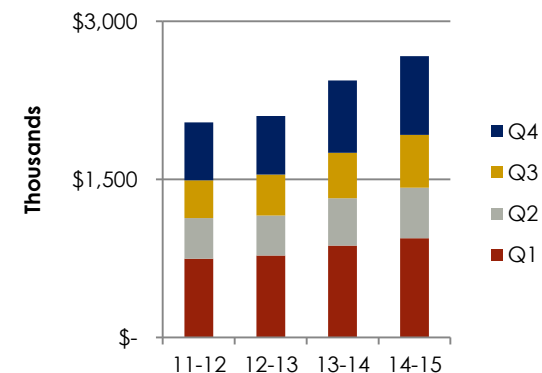
Visitor Spending:	\$176mm
Earnings:	\$71mm
Employment:	1,632
Local Taxes:	\$6.8mm

#### Sea Otter Classic Overall Event Impact Study Results:

Total Attendance: **32,596**  
% from outside Monterey County:  
**92.9%**  
Average length of stay: **2.7 nights**  
Total room nights generated:  
**10,848**  
Total TOT generated: **593,126**  
Total sales tax generated:  
**\$923,204**

#### TOT Revenue:

Q4: \$744,946 YTD: \$2,668,437  
**% of TOT growth:**  
Q4: 8.43% YTD: 9.37%





# Activity Report

**Earned Media Equivalency: \$1,019,090**

SeeMonterey.com Unique Visitors:

**Seaside web pages total views: 34,221**

**Total clicks: 5,463**

Recent Blogs Highlighting Seaside:

[Get your Craft On at Open Ground Studios in Seaside, CA](#)

[Mother's Day Brunches in Monterey County](#)

[Best Places to Carbo Load before a Race in Monterey County](#)

[Immerse yourself in the 2015 Summer Arts Program](#)



## Team Member FAM Tours:

This fiscal year, the MCCVB team toured multiple venues in seaside: Open Ground studios, Gusto's Pizzeria, and Google Grill. All members in Seaside work collaboratively with the MCCVB team and we look forward to continuing our partnership.

## MCCVB Media Relations Highlights:

From one of our most important drive markets, **The Bay Area Report** ran an article titled "Experience the Unexpected in Monterey's Carmel Valley" where local areas were highlighted. In this piece, Seaside was included with Gusto's Pizzeria and the Holiday Inn Express. The publication has an advertising equivalency of \$2,790 and has a circulation of 29,000.

In May, the **Sunday Press Democrat** ran an article called "Exploring the Monterey Peninsula" that highlighted Seaside. The piece talks about how peninsula accommodations span every conceivable style and price point. Members that received a mention in the roundup included the budget hotels of Seaside and the Coastal Recreation Trail. The publication has an advertising equivalency of \$27,508 and has a circulation of 53,181.

## MCCVB Social Media Highlights:

Throughout social media, the MCCVB continued to highlight new happenings in Seaside. This quarter, the MCCVB promoted many hotels, restaurants and activities in Seaside, including Open Ground Studios, Bayonet and Black Horse, Gusto Pizzeria, and the Summer Arts Program at CSUMB.



Experience the unexpected in Monterey's Carmel Valley  
 by Heather Cassell  
 heather@girlsthatroom.com  
 Published 04/02/2015



It was an unusually hot weekend in northern California recently, so my girlfriend and I headed to the Monterey coast to cool off and enjoy the outdoors for a quick getaway. Little did we know that the beach was sizzling too ... at least for the first day of our adventure.  
 The sky was blue as far as we could see driving down Highways 101, 156 and 1. It was tank top, shorts, and flip-flop weather for sure.  
 We were excited to see what was new and rediscover the Carmel Valley area as we tend to stay in Monterey proper when we cruise down to the

Visitors can discover the Elkhorn Slough's wildlife



Channel your inner artist at Open Ground Studios in Seaside, California.  
**Get Your Craft on at Open Ground Studios | Blog Monterey**  
 Want to explore your creative side? Or need a place to really let loose? Well, Open Ground Studios in Seaside is a top spot to get your craft on. It's a...  
 SEEMONTEREY.COM  
 Like · Comment · Share · 44 · 3 · 1



**Immerse yourself in the 2015 Summer Arts Program | Blog Monterey**  
 Now in its fourth year of residency on the CSUMB campus and celebrating thirty years of providing arts education, CSU Summer Arts will be offering over...  
 SEEMONTEREY.COM

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### MCCVB Board representatives from Seaside:

#### Ralph Rubio

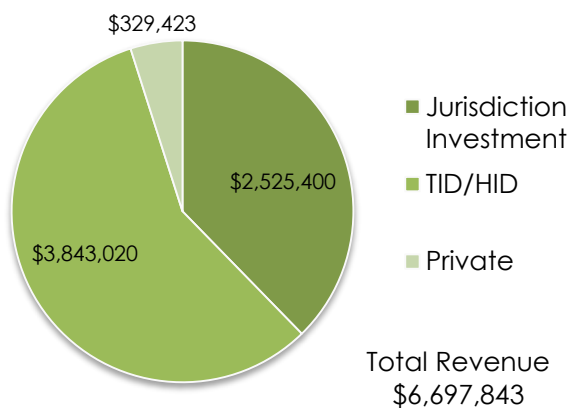
Mayor

City of Seaside

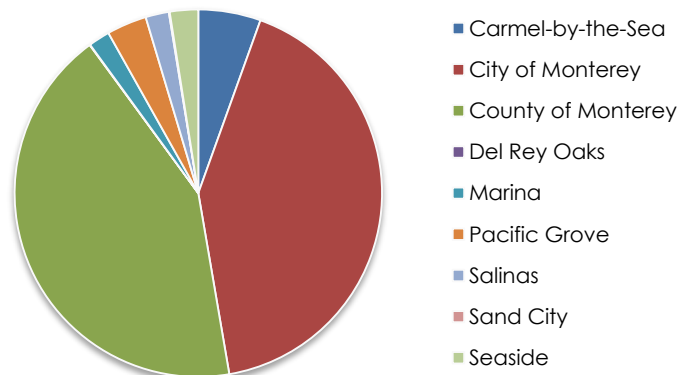
Phone : 831-899-6700

Email : [rrubio@ci.seaside.ca.us](mailto:rrubio@ci.seaside.ca.us)

**2014-2015 Revenue**



**Jurisdiction Investment 2014-2015**



**2014-2015 Expenditures**

