

2016 - 2017 ANNUAL REPORT



MONTEREY
Monterey County Convention
& Visitors Bureau

SeeMonterey.com

BIG SUR | CARMEL-BY-THE-SEA | CARMEL VALLEY | DEL REY OAKS | MARINA | MONTEREY | MOSS LANDING
PACIFIC GROVE | PEBBLE BEACH | SALINAS | SALINAS VALLEY | SAND CITY | SEASIDE



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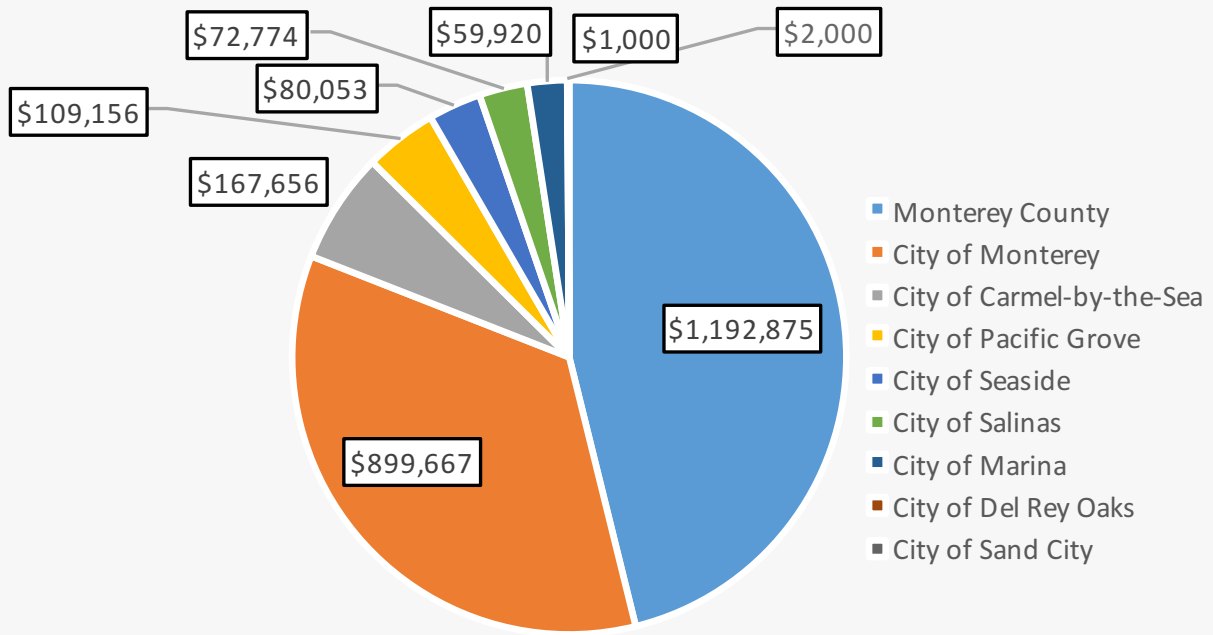
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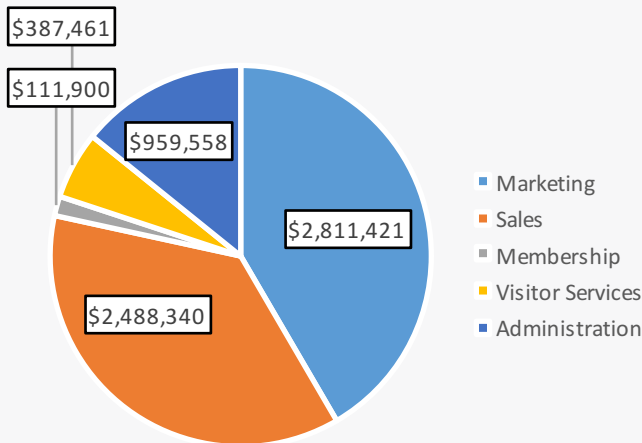
Doug Phillips
Monterey Conference Center

MCCVB 2016-2017 BUDGET

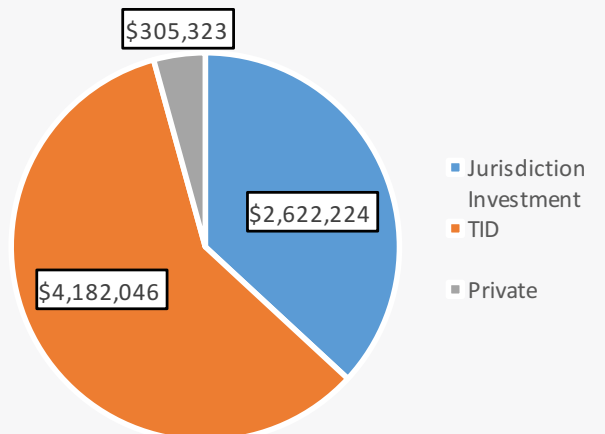
2016-2017 JURISDICTION INVESTMENT TOTAL \$2,585,102



2016-2017 EXPENDITURES TOTAL \$6,675,680

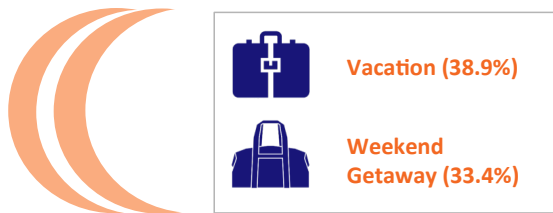


2016-2017 REVENUES TOTAL \$7,109,593



2016 MONTEREY COUNTY VISITOR PROFILE

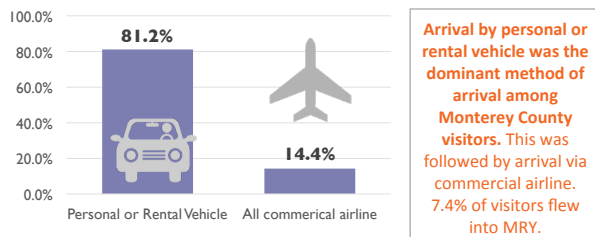
Primary Reasons for Visiting Monterey County (% of respondents)



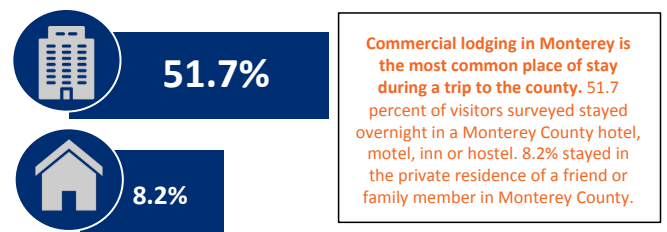
Visitor Trip Details (% of respondents)



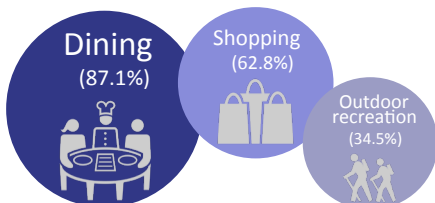
Method of Arrival into Monterey County (% of respondents)



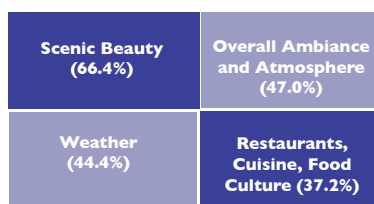
Place of Stay in Monterey County (% of respondents)



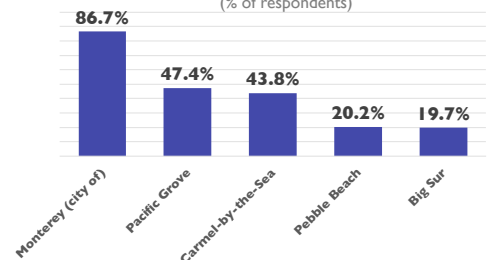
Top Monterey County Activities (% of respondents who reported participating in each activity)



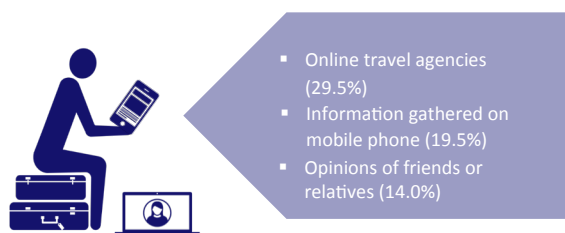
Top Motivations for Visiting (% of respondents)



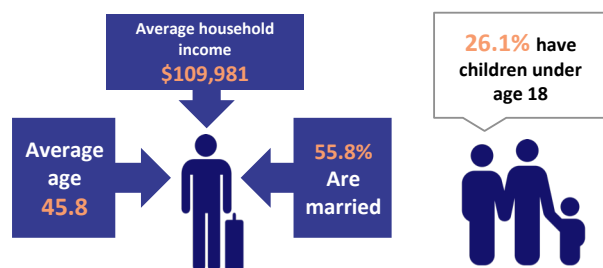
Top Monterey County Areas Visited (% of respondents)



Top Travel Planning Resources Used Before Trip (% of respondents)



Traveler Demographics (% of respondents)



EXECUTIVE SUMMARY

2016–17 was marked by the hospitality and tourism community collaborating and coming together to strengthen and unite the industry, resulting in another year of growth for the tourism economy. Gains were seen throughout the year as we welcomed more visitors than the previous year, despite major crises in Big Sur. The continued growth of the industry in spite of these challenges was good news for Monterey County’s tourism industry, as well as for residents and our business community. The hospitality industry provides Monterey County with over 25,000 jobs, plus the necessary income for local governments to fund vital services enjoyed and relied upon by tourists and locals alike.

Looking to balance resident quality of life with the increasing popularity of Monterey County as a tourist destination, we’ve continued to expand our Sustainable Moments initiative to educate visitors on how to treat our home with care. This year, our effort engaged resident groups and provided tools for the team and community to use in helping visitors be the best guests in our destination.

The Monterey County Convention & Visitors Bureau (MCCVB) employed a qualitative approach to marketing and communications while continuing to evolve as a content marketing agency. Resources and partnerships were leveraged to capitalize on the new distribution strategy, resulting in increased engagement and keeping Monterey top of mind for customers. Research-based decision making was critical to providing a basis for this progression and our ability to create and distribute meaningful content. This year our content strategy was fully realized and our digital platforms advanced to highlight relevant stories and ideas.

Continued focus on key partnerships proved vital to our crisis response, letting the world know that Big Sur and Monterey County were open for business. Local partners were key to unifying the voice of Monterey County businesses. Partnerships including Visit California, Central Coast Tourism Council, San Francisco Travel, Team San Jose and many others led to the MCCVB achieving its business objectives. These relationships were essential to capturing international visitors to Monterey County. By leveraging our investment with partners, we were able to reach further and entice more visitors from this lucrative segment to consider our destination for their next trip.

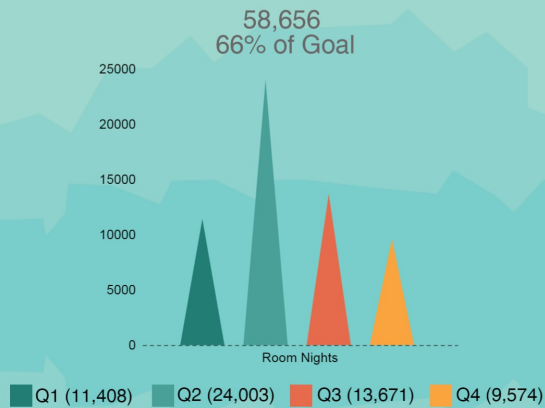
While travelers increasingly use digital platforms to book travel and research recommendations, the Monterey Visitors Center remains an important part of the MCCVB’s strategic priorities. Influencing more than 64% of travelers to stay longer in our destination speaks to the effect these destination experts have during face-to-face interactions with visitors. The upgraded services available to those using the Visitors Center have continued to elevate the profile of this first-stop among travelers.



Goal & Metric Update

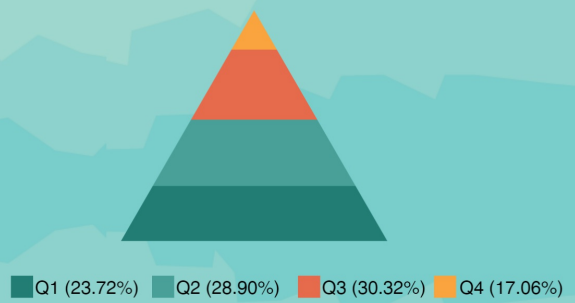
Group Sales

Group Room Nights Booked



Group Leads

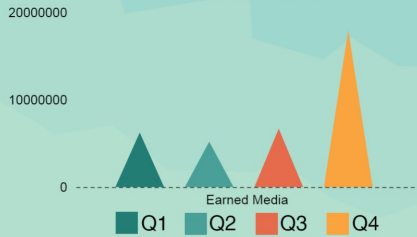
801 Leads
Representing 353,048 Potential Room Nights



Marketing Communications

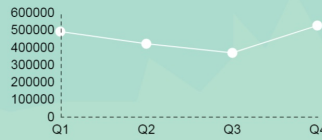
Targeted Earned Media

\$36,723,463
82% of Goal



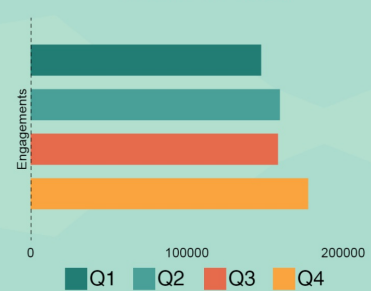
Website Visits

1,784,113
104% of Goal



Social Engagements

643,163
119% of Goal



Journalists Assisted: 384
Total Earned Media: \$43,524,666
PR Impressions: 6,813,700,044



Room Nights Booked thru Web: 1,483
Revenue of Booked Room Nights: \$305,043

Influenced Room Nights

93,585 Room Nights



Q1: 36,587 | Q2: 19,480 | Q3: 15,393 | Q4: 22,125

Visitor Services

Visitors Influenced to Stay Longer 64%



Influenced Room Nights: 93,585
Economic Impact of Influenced Room Nights: \$31,263,585*
*New Dean Runyan 2016 Rate \$339



Top Countries of Origin:
Germany | Canada | Australia | UK | France

MARKETING COMMUNICATIONS

As the tourism marketing agency for Monterey County, managing the brand of the destination, creating awareness and excitement, and growing the tourism economy through marketing are core components of the MCCVB's mission. Advertising, content marketing and social and public relations outreach all work together to influence our audience and create a solid foundation for individual business marketing efforts and the success of group sales programs. The MCCVB's brand campaign "Grab life by the moments" continued in 2016-17 and influenced 268,537 overnight trips, ultimately contributing more than \$236 million in economic impact.

This year, the MCCVB continued evolving toward being a more robust content marketing agency. Personnel and resources were positioned to generate and distribute content specifically designed to drive overnight visitation. In 2016-17, the focus on creating and amplifying relevant and engaging content across all channels resulted in a 31% YOY increase in social engagements. With the continued advancement of the organization, the need for a new content-focused ad agency partner emerged. Beginning in early 2017, the MCCVB hired MMGY Global as the new agency of record for the MCCVB.

New content campaigns embraced user-generated blogs and imagery while other initiatives produced video content that enticed potential travelers to visit Monterey County for their vacations while keeping the destination top of mind. The 50th anniversary of the Summer of Love, the renovation of the Monterey Conference Center and the Big Little Lies HBO show are examples of several opportunities to build and share content highlighting the destination as a great place to visit. In addition, the hallmark Monterey Moments pop-up culinary series continued for the fourth year with two events in 2016-17. These events in Phoenix and Chicago epitomized Monterey's personality and included journalists, influencers, wine buyers and meeting planners.

The MCCVB has continued enhancing and leveraging long-standing relationships with journalists and media in key markets to target high-propensity travelers. This year was challenging: the destination was faced with two crises which markedly became priorities for the communications team and the organization as a whole. As the Soberanes fire ignited in July 2016, the team acted immediately, putting into effect the MCCVB's Crisis Communications Plan. Market Situation Reports (MSR) were distributed, the SeeMonterey.com website was updated with the latest travel alerts, email campaigns were executed, social media was monitored and effective media outreach was fostered—all of these actions helped shape the message for our destination. In addition, collaboration with the community and the tourism industry was key. The importance of this collaboration was highlighted during the busiest week for Monterey County: Car Week.

As the Big Sur area was just beginning to recover, winter storms provided yet another crisis for the destination, washing away roads and destroying a major bridge. The MCCVB enacted the Crisis Communications Plan for a second time and worked around the clock to share updates in real time through all our communication channels. As roads and businesses reopened, the MCCVB shifted into recovery messaging, and an aggressive marketing communications campaign was executed to communicate to the world that Big Sur and Monterey County were open for business. The recovery campaign was comprehensive and included elements such as paid search campaigns, advertising in key markets, email outreach, media familiarization trips (FAMs), a satellite media tour and printed collateral distributed throughout the county.

In 2016-17, the MCCVB's responsible tourism program Sustainable Moments gained momentum and continued to develop. Microsites, videos and materials were produced that are now in use by the MCCVB and industry partners. As a visitor education initiative, Sustainable Moments brings awareness to the importance of responsible tourism and ensures that Monterey County residents and community stakeholders' quality of life is balanced with the growth of tourism. The MCCVB promotes traveling "like a local" to elevate the need to treat our destination with care and respect.



MONTEREY

Grab life by the moments:

Marketing Communications

Brand Campaign ROI:
"Grab Life by the Moments"

4.1/5

Communication Effectiveness Score



268,537
Trips influenced

\$236,919,474
in Economic Impact



SOCIAL ENGAGEMENTS



18,951
Followers

+24% YOY



111,294
Fans

+20% YOY



17,212
Followers

+78% YOY



643,163
Engagements

+31% YOY

WEBSITE PERFORMANCE

1,784,113 unique visitors
104% of Annual Goal



- 52,598 contacts in database
- 351,243 referrals to partners
- 4,165,259 page views
- 1,483 room nights booked on web

COMMUNICATIONS | PR COVERAGE

- 703 Top states domestic visitation
- 457 International
- 281 California
- 196 National Lifestyle
- 231 Group/Industry
- 70 Monterey County

1,938 TOTAL PLACEMENTS

\$43,524,666
overall
earned
media



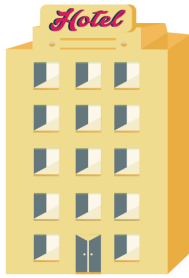
\$36,723,463
in targeted
earned
media

6,813,700,044 IMPRESSIONS

MONTEREY

Grab life by the moments:

Group Sales & Services



Hotel Lead Response Rate:
77%
Annual

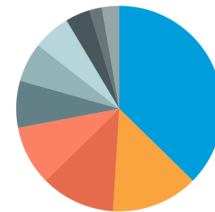
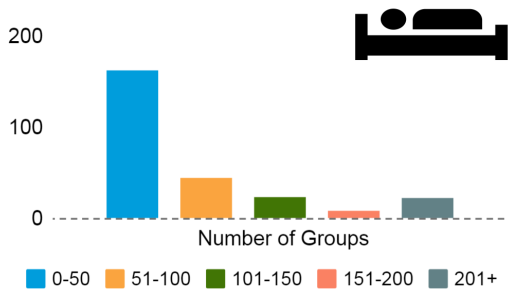
New Business Bookings

31,556 Room Nights

Total Demand

353,048 Lead Room Nights

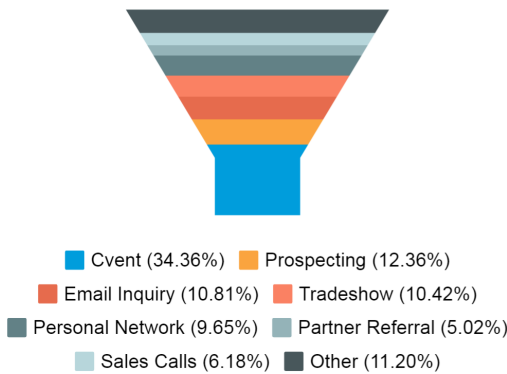
Peak Room Nights



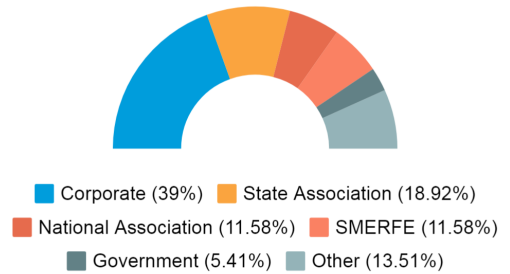
Booking Region

- CA- Northern (37.35%)
- Midwest (13.62%)
- Southeast (11.67%)
- CA-Southern (9.34%)
- Northeast (7.39%)
- CA-Central (6.23%)
- Southwest (5.84%)
- Mid Atlantic (3.89%)
- Northwest (1.95%)
- International (2.72%)

Top Prospect Sources



Top 5 Market Segments



Top 5 Tradeshows ROI



- 22,054 Lead RN ASAE Annual
- 9,916 Lead RN Assn Forum Holiday Showcase
- 9,458 Lead RN IMEX
- 9,000 Lead RN CalSAE Seasonal
- 5,968 Lead RN LA/OC Client Event

GROUP SALES & SERVICES

The greatest opportunity to grow overall market share and balance year-round business lies in group sales. Meetings and conferences provide healthy hotel room rates and revenues, as well as the ability to fill “need” or slow periods when leisure customers occupy weekend and high-season rooms. The nature of this business, combined with the extraordinary opportunity that arises with the Monterey Conference Center (MCC) renovation, support the MCCVB’s focus on this important market segment.

Generating leads that result in new group business for Monterey County hotels is the primary objective of the MCCVB sales team. A cornerstone for MCCVB this year was hiring a new VP of Sales, Mark McMinn, in October 2016. Under new leadership, consultations with stakeholders have resulted in a total restructuring and group sales focus to launch in 2017-18. This fiscal year, the sales team facilitated 58,656 booked room nights with an economic impact of \$62,266,207.

In 2016-17 the sales team attended 57 appointment trade shows that targeted high-propensity customers, created 28 client events that generated excitement and leads for Monterey County, and sponsored 25 large industry events that provided maximum destination recognition in partnership with representatives from Monterey County businesses.

We have been highly engaged with the MCC team in creating and capitalizing on the excitement and awareness around the renovation. As the primary marketing entity for the MCC, we participated in several meetings throughout the year to synergize efforts and make sure that the best opportunities to showcase the space were realized. Through sales and FAM trips, press outreach that provided compelling media stories, and targeted meeting planner marketing campaigns, excitement for the highly anticipated grand opening in 2017-18 has reached new heights.

STRATEGIC CLIENT SERVICES

For a meeting planner or attendee, ensuring the hotel is accommodating, that the meeting room is correctly set and the food and beverages are delivered on time are all a given. These planning logistics are expected and, while important, are no longer the key to winning business. Planners and their attendees have dramatically raised the bar and expect an impressive experience.

The Strategic Client Services (SCS) team worked with the community to create the magic for Monterey County meeting planners and attendees. Determined to enhance the destination’s value proposition, the SCS team offered a number of services to meeting planners. These services were designed to make our customers’ jobs of planning a memorable and profitable meeting and, therefore, their destination choice easier. These services included creating and coordinating site visit microsites, event microsites, online mapping tools and corporate social responsibility (CSR) programs among other services.

TOUR & TRAVEL SALES

MCCVB's Tour and Travel team worked closely with wholesalers, domestic receptive operators and international outbound tour operators to fill shoulder seasons and need periods for the destination. Primary activities included participating in B2B travel tradeshows, conducting overseas sales missions and hosting FAMs for agents and tour operators to experience Monterey firsthand, prioritizing markets in China, Canada and Mexico.

The international group plan revolved around China's MICE (Meetings, Incentives, Corporate & Exhibitions) opportunities, as well as both incentive and corporate group business from Mexico and Canada. Tour & Travel market development concentrated on building product in these target markets while supporting Visit California's 23 international offices, as they brought important FAMs for tour operators and airlines around the globe.

This year's activity included:

- **24 FAMs were hosted in Monterey County with 145 tour operators, agents, and product managers**
- **3 sales missions were conducted in China, Canada, and Mexico**
- **5 client events where 1,443 travel agents, operators, and media were engaged**
- **5 tradeshows with 247 travel buyers and media consulted in prescheduled appointments**

This activity led to performance for Tour & Travel; however, Tour & Travel relies on travel operators reporting their bookings back to the MCCVB. Results reflected here represent a portion of the total bookings. Tour & Travel recorded a total of **39,568** booked room nights representing **\$13,413,552 in economic impact**.



VISITOR SERVICES

The mission of Visitor Services is to lengthen stays, expand visitor distribution throughout the region and increase visitor spending. As the welcoming face of our destination, the Monterey Visitors Center at El Estero Park is open 7 days a week, 361 days a year. Our specialists play a key role in guiding visitors looking for ways to create a truly authentic Monterey County experience. By engaging in informative and lively conversations, our specialists directly contribute to the positive economic impact made by visitors.

This year, 99,635 visitors were assisted by our specialists. The visitor center is a crucial element to building a successful tourism economy in Monterey, and 64% of visitors extended their stay as a result of their encounter with our information specialists. That equates to 93,585 room nights influenced with an economic impact of \$31,263,501. Visitors share their gratitude and feedback on a regular basis including comments like:

“The person on duty was so friendly, knowledgeable and professional. She worked quickly to help us on our way. She knew of our special interests in the area and helped us to find them. Service couldn’t be beat.”

“The visitor staff were incredibly helpful and knowledgeable about all local restaurants and attractions and, while we are not able to stay longer, they have certainly assisted with what we’ll be doing while we’re here! They did a great job - thank you!”

“Whenever friends come to Monterey County, I come to Visitor Center and get info. It’s like Christmas!! Love it.”

In addition to influencing visitors at the Lake El Estero location, MCCVB provided satellite services at many events around the County.



MEMBERSHIP BY THE NUMBERS

- 87%** Member retention
- 50** new members joined the MCCVB
- 143** Member Engagements – Meet a Member, Member Orientation, Member FAMs.

MONTEREY

Grab life by the moments:

Visitor Services

ROOM NIGHTS INFLUENCED



93,585

\$31,263,501

Influenced Economic Impact

"When we arrived in Monterey, it was a cool and rainy day. So we stopped to ask advice, and they were so helpful, maps, ideas, warm welcome, and all. It lead to a great stay in the area, with new ideas we had neer considered."

-TJC80401 on TripAdvisor



1,674

Cruise Ship Passengers greeted in October & May

Satellite Visitor Tables

15

VISITOR INQUIRIES

99,635

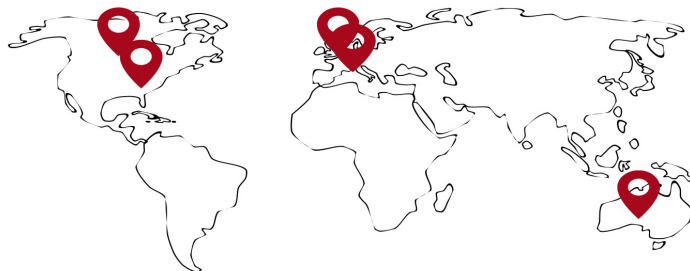
Annual Visitor Engagements



64%

Visitors Influenced to stay longer 107% of annual goal

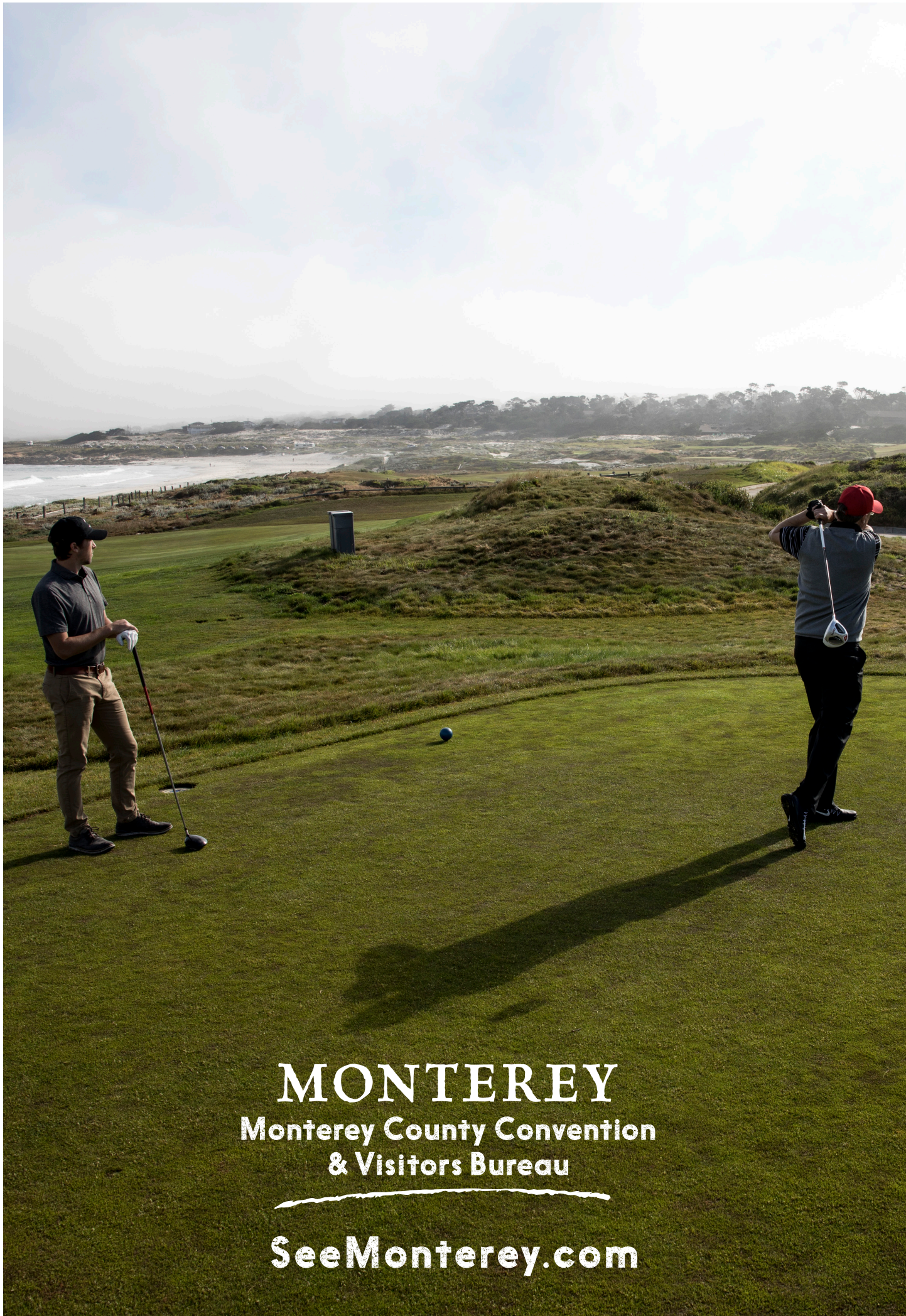
VISITOR DEMOGRAPHICS & INTERESTS YTD



Canada | Germany | Australia | United Kingdom | France



- Attractions & Activities (30.69%)
- Food & Wine (24.75%)
- Places to Stay (24.75%)
- Local Events (5.94%)
- Sports & Recreation (5.94%)
- Arts & Culture (7.92%)



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