

A person wearing a black helmet, a blue long-sleeved shirt, black shorts, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background features a vast landscape with rolling hills covered in green and yellow vegetation, a valley with a small town, and distant mountains under a blue sky with light clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the text "Marketing Committee Updates".

Marketing Committee Updates

MONTEREY
Grab life by the moments!

MCCVB UPDATES

- MCC & Group Sales
- International
- Sustainable Moments
- Big Sur Recovery
- Winter Promotions
- Highlights



A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background shows a vast, hazy landscape with rolling hills and a valley. The text "MCC & Group Sales" is overlaid in the center in a bold, blue font, with a blue brushstroke underline.

MCC & Group Sales

MONTEREY
Grab life by the moments:

MCC & GROUP SALES

Monterey Conference Center

Grand Opening Celebration January 31, 2018

- Official ribbon cutting ceremony for the newly renovated Monterey Conference Center
- Celebration brought together hundreds of people from the community and hospitality industry
- Resulted in regional and national press coverage including Prevue Meetings, Biz Bash, Smart Meetings, Silicon Valley Business Journal, and California Meetings + Events



MCC & GROUP SALES

Earned Media Coverage

- Meetings Today
- Smart Meetings
- California Meetings + Events
- BizBash
- Corporate Event News
- Meetings + Incentive Travel
- PCMA
- Meetings & Conventions
- The Meeting Magazines
- Prevue Meetings
- Silicon Valley Business Journal
- The Monterey Herald
- Press Release on PR Newswire in December 2017

Smart meetings



CORPORATE
EVENT NEWS

Brought to you by TSNN

BIZBASH

NEWLY RENOVATED MONTEREY CONFERENCE CENTER NOW OPEN FOR MEETINGS

February 1, 2018
Danalynne Wheeler-Menegus

36 Shares    

prevue
Destination experiences for
meetings + incentives

Located in the heart of the historic city of Monterey, the new \$60 million Monterey Conference Center is open for business after two years of renovations. The official ribbon cutting ceremony took place on Jan. 31, followed by a celebration which included live music, hors d'oeuvres, and guided tours of the property.

The Conference Center is a modern, LEED-certified meeting facility that features more than 40,000 sq. ft. of flexible meeting space. The venue can fit groups of up to 3,200 attendees.

The exterior of the building presents a striking first impression, featuring natural stone, a large oval skylight, and a sculptural fountain. Prior to the renovations, many people assumed the Conference Center and Portola Hotel & Spa were the same property. The new façade helps differentiate the two venues.

"We wanted the Conference Center to stand alone, have its own identity, and be a draw for groups and attendees," said Nancy Whitman, director of sales and events for the city of Monterey.



MCC & Group Sales

Monterey Meetings Blog

MONTEREY MEETINGS BLOG



SELECT THE BEST CATERING OPTIONS FOR YOUR EVENT

Friday, February 16, 2018 8:00 AM by Amy Gibson, CMP



You've selected your dates, location, hotel, and now you are ready to start planning the specifics of your event including the food and beverage details. Where do you begin? With over 30 years of experience in Catering...

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

5 THINGS YOU CAN DO AT A MONTEREY CONFERENCE YOU CAN'T DO ANYWHERE ELSE

Friday, February 9, 2018 12:00 PM by Allyson Ryan



Have you ever been to a conference and felt absolutely stranded? Like you've only seen the inside of your hotel room and meeting venue without experiencing its surroundings? When attending a meeting in Monterey this is...

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

www.MeetInMonterey.com/Blog



MCC & GROUP SALES

New Marketing Materials

Digital Brochures
Found Here

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey | Moss Landing | Pacific Grove

Be Inspired

Inspired Moments in Meetings

Imagine a destination that inspires your attendees inside and outside of the meeting space - a location that is unmatched in terms of nature's design with a vast array of unique places and extraordinary spaces to create life and business inspiring moments. A place where every moment is an opportunity for new thinking and innovation.

Why Monterey?

VARIETY With over 270 lodging facilities and 1,800 rooms you will find a wonderful variety of venues for all budgets and service levels.

ATTRACTIONS You and your attendees can enjoy while watching the Monterey Bay Aquarium, 11 public and private golf courses, including world-renowned Pebble Beach Golf Links, and several wine-tasting areas all with scenic views, music and culinary events.

FOOD & WINE Enjoy farm-to-table sustainable produce, fresh seafood and award winning wines from more than 175 vineyards, over 60 wineries and tasting rooms and 12 breweries.

LANDSCAPES The land is marked with extraordinary natural beauty from Pinnacles National Park to the rugged Big Sur coastline.

WEATHER With consistently mild climate, an average temperature of 60° F, you can plan your event with confidence that the weather will cooperate.

SUSTAINABILITY We take personal responsibility to protect Monterey County's natural assets and can provide CSR opportunities for your guests to help as well.

MCCV'S TEAM Whatever your need or desire, our team will work with you to make your next association meeting yet.

Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

MONTEREY

Inspired moments in meetings:

MONTEREY

Inspired moments in meetings:

In between conferences and meetings, take some time to be a tourist and explore Monterey. Minutes away from the conference center, you're surrounded by amazing natural beauty, great food and wine, and a vibrant historical culture that's one-of-a-kind.

A few steps from the conference center:

- Meet the locals. You'll spot sea otters, harbor seals and sea lions as you walk through Old Fisherman's Wharf. While there, stick around for happy hour and enjoy a seafood dinner fresh from the bay.
- Make new friends. Hop on a whale watching tour and catch a rare glimpse of one of the largest mammals on earth.
- Rent a paddleboat at Lake El Estero and paddle with the geese.
- On Tuesdays, check out the Farmers Market on Alvarado Street, where dozens of vendors bring in locally grown produce, handmade crafts and more.
- Create your own Path of History tour and peruse some of the area's oldest landmarks, like California's First Theatre, Custom House and Royal Presidio Chapel.

Old Fisherman's Wharf | Monterey Bay Aquarium | Custom Hall

MONTEREY

Grab life by the moments:

A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a black mountain bike on a dirt trail. The rider is positioned on the left side of the frame, looking towards the right. The background features a vast, hazy landscape with rolling hills and a valley. The word "International" is written in blue, bold, sans-serif font across the center of the image, with a blue brushstroke underline. In the bottom right corner, the word "MONTEREY" is written in blue, bold, sans-serif font, with the tagline "Grab life by the moments:" underneath it.

International

MONTEREY
Grab life by the moments:



MONTEREY COUNTY

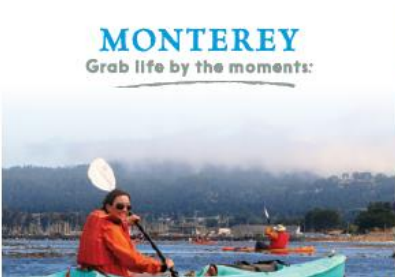
The Road Trip of a Lifetime

Experience one of the top coastal road trips in the United States as you wind along the breathtaking Big Sur coastline on Highway One. Drive past pretty seaside towns filled with plenty of places to sate an epicure's delight of fine food and wine. Marvel at the Bixby Bridge in Big Sur, pulling over to hike a trail and gaze over the

rocky Pacific Ocean coastline. Along the way, stop to absorb the artist colony vibe in Carmel-by-the-Sea and the maritime history of Cannery Row on Monterey Bay. Watch whales and go surfing or scuba diving in the National Marine Sanctuary. Savor the fresh flavors of local artichokes, mushrooms, strawberries, calamari,

halibut and abalone. More than 80 vintners and growers tend over vineyards, producing fine wines; be sure to taste a few of them on the River Road Wine Trail. Work off those indulgences with a round at the legendary Pebble Beach Golf Links or at 468 holes on more than 20 other courses.

Start planning your dream trip at SeeMonterey.com/Canada



INTERNATIONAL

Brand USA Partnership

- Brand USA multi-channel campaign running in:
 - Western Canada
 - Mexico
 - United Kingdom
- **28,000+** referrals since January 2018 launch



BOOK AN UNFORGETTABLE TRIP TO MONTEREY COUNTY

MONTEREY
Grab life by the moments:
SeeMonterey.com

PLAN NOW ►



BOOK AN UNFORGETTABLE TRIP TO MONTEREY COUNTY

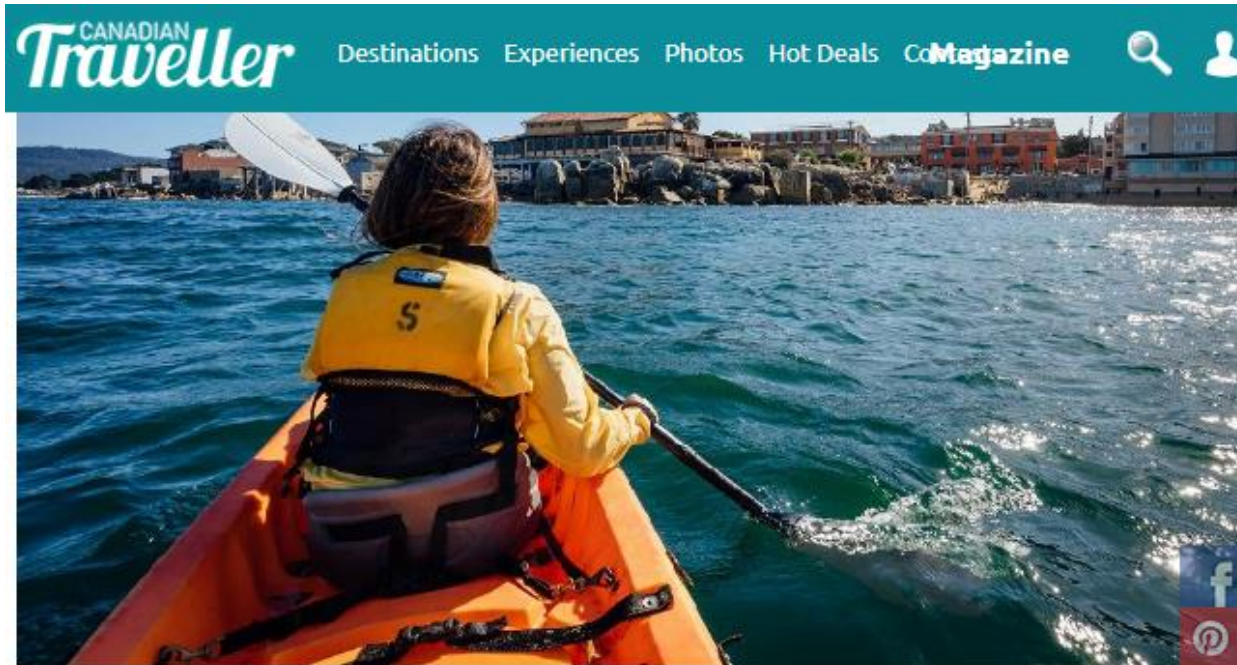
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PLAN NOW ►

MONTEREY
Grab life by the moments:

INTERNATIONAL

Central Coast Tourism Council Co-Op Campaign



Flickr/[Mitchel Jones](#) (CCbySA2.0)

Find fresh seafood at [Old Fisherman's Wharf](#) in Monterey, then sign up for a [whale watching tour](#). Schedule a kayak or bicycle tour along the waterfront with [Adventures by the Sea](#), or set out for a day of adventure on the [Monterey Bay Coastal Recreation Trail](#).

Canadian Traveller:

- **100,000+** digital impressions
- *America Yours to Discover* - **45,000+** print circulation
- <http://www.canadiantraveller.com/30-Awesome-Things-to-Do--See-on-a-Central-California-Road-Trip>



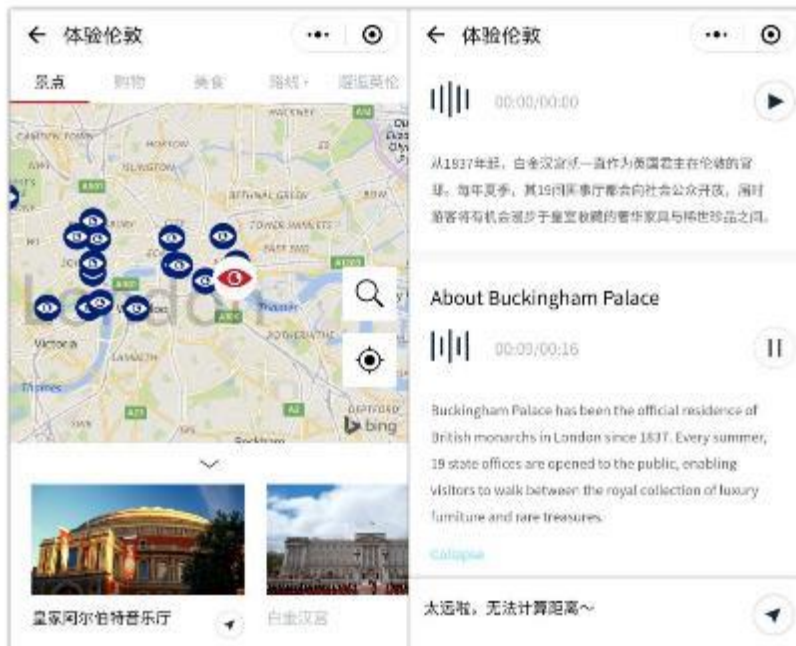
MONTEREY
Grab life by the moments:

INTERNATIONAL

WeChat Pay Monterey Bay Mini Program



- Hosted WeChat Pay Workshop on Wednesday, March 7
- WeChat Pay Mini Programs are destination microsites within the WeChat App, 600 million+ users



- Businesses can sign up to be in the mini-program and use WeChat Pay to accept payments
- Program will make it easier for businesses to work with Chinese travelers
- WeChat has mini-programs for a number of major international destinations. Monterey County will be the first destination in the USA with a mini-program

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Sustainable Moments

MONTEREY
Grab life by the moments:

SUSTAINABLE MOMENTS

NEW: Sustainable Showcase

www.SeeMonterey.com/Resources/Sustainable/Sustainable-Showcase

SUSTAINABLE SHOWCASE

Sustainability isn't just a buzz word in Monterey County, it's a way of life. Our community takes pride in its collective efforts to put sustainability into practice every day. Whether it's a conservation program at the Monterey Bay Aquarium or a local restaurant that encourages employees to clean up the highway, many hotels, restaurants, attractions have their own sustainability programs and practices. We encourage our visitors to join us and to help keep our destination pristine for generations to come.

Below are some examples of Monterey County businesses and attractions whose Sustainability efforts help make our community a great place to live and visit.

[Click here](#) to add your sustainable practice.



- Website hub highlighting sustainable initiatives from our community and members

SUSTAINABLE PRACTICES IN MONTEREY COUNTY

3/21/2018

PLAN YOUR NEXT SUSTAINABLE EVENT

Monterey is home to over 30 diverse and beautiful parks and beaches, many of which are open to the public to host barbecues, events, parties and more....

3/19/2018

SUSTAINABLE RESOURCES

Do you want to be a more eco-friendly traveler? There is key information right at your fingertips. The Monterey County Convention and Visitors Bureau...

3/15/2018

AVOID A #TRAVELFAIL

Enjoy our natural beauty and endless activities and be safe. Here's your handy cheat sheet to help avoid a #TravelFail on your next adventure....

3/5/2018

Sustainability in the Hospitality Industry

Article supplied by Asilomar Conference Grounds Sustainability in the Hospitality Industry Jill Heymsfield, Environmental Sustainability Coordinator...

2/28/2018

National Marine Sanctuary

Monterey Bay National Marine Sanctuary is the largest sanctuary out of 13 in the nation and is home to the largest submarine canyon off the coast of...

2/28/2018

Registered Tree Cities

Two cities in Monterey County, Monterey and Carmel-by-the-Sea, are registered with Tree City USA

2/9/2018

Green Initiatives at InterContinental the Clement Monterey

Cutouts were created in the boardwalk of InterContinental The Clement Monterey to allow natural sunlight to reach the inter-tidal zone of the...

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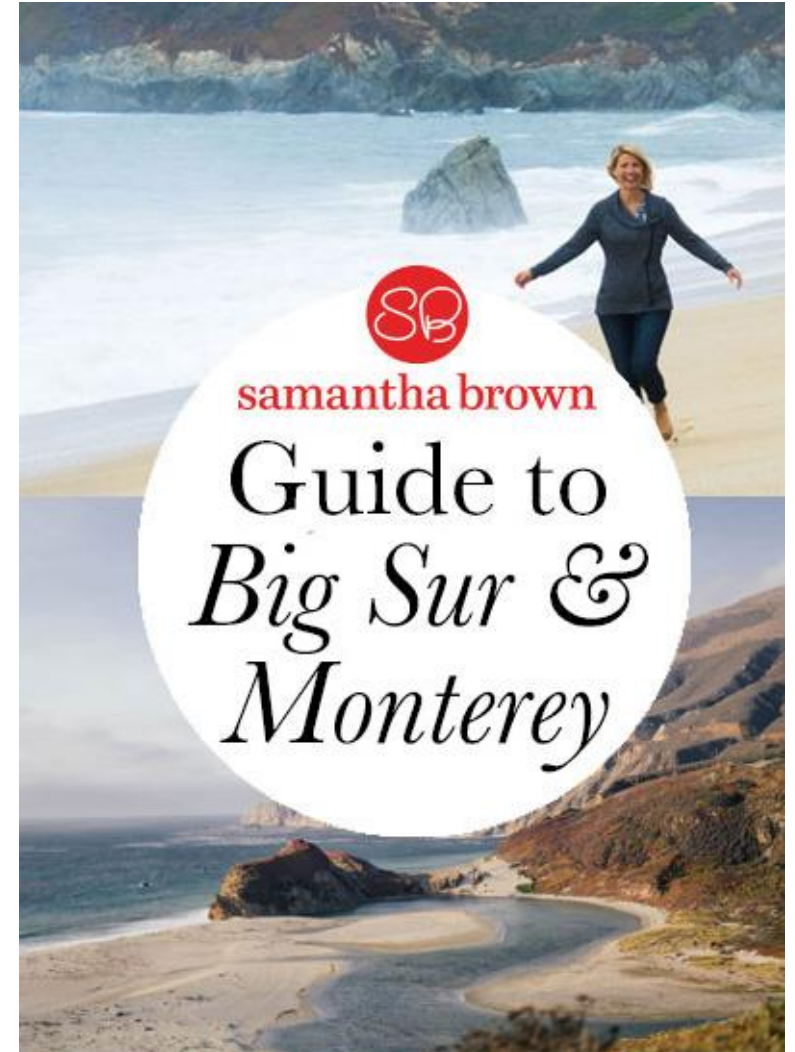
Big Sur Recovery

MONTEREY
Grab life by the moments:

BIG SUR RECOVERY

Earned Media Coverage

- Samantha Brown's new show "Places to Love" on PBS
- Aired March 8, 2018 in Monterey County
- Watch here: <https://samantha-brown.com/episodes/monterey-big-sur/>



A cyclist wearing a blue long-sleeved shirt, black shorts, a black helmet, and a brown backpack is riding a mountain bike on a dirt trail. The cyclist is positioned on the left side of the frame, looking towards the right. The background features a vast, hazy landscape with rolling hills and a valley. The text "Winter Promotions" is overlaid in the center in a blue, sans-serif font, with a blue brushstroke underline.

Winter Promotions

MONTEREY
Grab life by the moments:

MARKETING COMMUNICATIONS

Off-Season Promotions

Paid

- Digital and print advertisements
- Social promoted posts
- Influencer campaign

Owned

- Landing page
- Sweepstakes
- Visitor newsletter
- Social content

Earned

- Press releases
- Satellite media tour



 **See Monterey** is at [McWay Falls](#).
Published by Allyson Ryan (?) · January 22 at 2:12pm · Big Sur · 

Enter now for a chance to win an epic getaway to Monterey County in 2018!



It's ON! | Enter to Win a Trip to Monterey
Enter to win a two night stay and free passes for Monterey whale watching and more! Find our form for your free entry into the Monterey Winter Sweepstakes!

SEEMONTEREY.COM [Learn More](#)

WINTER CAMPAIGN

It's ON Season



Results:

- **207,935** total web visits
- **101,300** total sweeps entries
- **69%** more entries than previous winter sweeps



Campaign Dates December 8-February 28

www.SeeMonterey.com/Winter



WINTER CAMPAIGN

Satellite Media Tour



- **614** total TV airings including airings in key markets including Los Angeles, San Diego, San Jose, Oakland, Sacramento, Modesto, Las Vegas, and Phoenix
- **969** total airings including TV, radio and web
- **558,116,423** total impressions

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Highlights

MONTEREY
Grab life by the moments:

HIGHLIGHTS

Second Quarterly Forum Social Media Panel

February 26, 2018



Allyson Ryan
MCCVB



Daphne Karpel
Monterey Bay Aquarium



Kevin Merfeld
Pebble Beach Company



Eric Palmer
City of Monterey

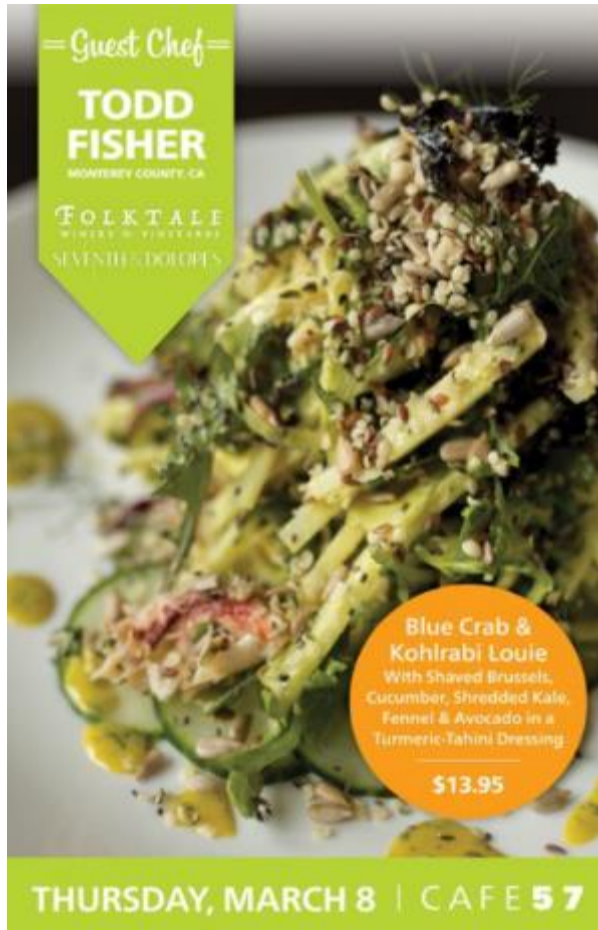
- Largest Quarterly Forum to date – 100+ RSVPs
- Social Media Panel discussed best practices, case studies and tips for small businesses

HIGHLIGHTS

Earned Media Coverage

Monterey County's very own, Chef Todd Fisher, appeared as a celebrity guest chef at Café 57, Hearst Tower, New York City.

Chef Todd's dish, Blue Crab & Kohlrabi Louie, sold out before lunch was over!



HIGHLIGHTS

SeeMonterey.com

Web traffic up 54% compared to same time last year (2/1 – 3/15)

Top webpages

- www.SeeMonterey.com/Winter
- www.SeeMonterey.com/Events
- www.MeetInMonterey.com



Top blog posts

- [8 Epic Events in Monterey this Spring](#)
- [5 Reasons to Visit this Spring](#)
- [Best Romantic Restaurants for any Budget](#)

Top Referral sources

- Facebook
- Visit CA
- SweepstakesToday.com
- Nepenthe

CATEGORIES

- Activities & Tours (253)
- Family Fun (126)
- Featured (58)
- Food & Wine (173)
- Hiking Trails (19)
- Holiday (16)
- Outdoor Activities (94)
- Photo of the Week (293)
- Recipes (19)
- Special Events (501)
- Weekend Events (66)

Back to the Blog

BLOG MONTEREY

8 EPIC EVENTS IN MONTEREY THIS SPRING

Posted on: Sunday, February 11, 2018 3:00 AM by Allyson Ryan



There's no shortage of events in Monterey County this spring. If you're looking for a heart-thumping auto race, a world-renowned music festival, or a delectable food and wine event, we've got you covered.

PEBBLE BEACH FOOD & WINE APRIL 5-8, 2018

Enjoy four days of the best in food and wine with an amazing epicurean event, Pebble Beach Food and Wine. 60 celebrity chefs and 250 wineries assemble at Pebble Beach to bring you the culinary experience of a lifetime. Enjoy lunches, dinners, wine tastings and cooking demonstrations.



HIGHLIGHTS

Social Media Stats YTD

SOCIAL ENGAGEMENT



Feb 154
YTD 20,473
Followers

+13% YTD STLY



Feb 1,657
YTD 117,412
Fans

+14% YTD STLY



Feb 895
YTD 22,123
Followers

+59% YTD STLY



Feb 112,681
YTD 576,180
Engagements

+41% YTD STLY

The MCCVB
earned 576,180
social
engagements
78% of annual
goal

HIGHLIGHTS

Top Social Posts



4,600+ engagements

seemonterey Pacific Grove, California

seemonterey 🌸 Stop and smell the wildflowers in Monterey County! 🌿

Check out link in bio for bi Monterey in bloom 🙌

See Monterey
Published by Alyson Ryan | 71 - February 5

Your daily dose of serenity

#inbloom #springiscoming #coastalwildflowers #califc #californiawildflowers #pa #montereybay #seemonte #wildflowerlover #colorful #colorfulwildflowers

View all 39 comments

grammadrhc Beautiful

fatimabicalho Vamos sim!

julijohnson2017 Next weel

marimagda71 @shooterjc

1,000+ shares and
159,000 reached



33% engagement rate

seemonterey Point Lobos State Reserve

seemonterey Where's your favorite snapshot spot in Monterey County? 📸

See our fav #instagramworthy spots! Link in bio. 🙌

#pointlobos #snapshotspots #visitcalifornia #monterey #carmelbythesea #photoworthy #instagrammable #pointlobosstatepark #pointlobosstatereserve #seemonterey #epiclandscape #californiabeaches #beachesofcalifornia #landscapephotography #beautifulbeach

Load more comments

rkatches Beautiful! ❤️

chuck_simon73 🙌🙌



HIGHLIGHTS

Earned Social & Rival IQ



Audience Size

total # of content impressions

Feb	YTD
45,563,777	91,604,660

Social Engagements

interactions with the content e.g. like or share

Feb	YTD
15,959	112,690

Average Monthly Engagements

14,086

Social Influencer Engagements



Feb	YTD
1,629	3,710



Feb	YTD
4,885	7,787



Feb	YTD
9,445	101,193

HIGHLIGHTS

Scorecard Results

MCCVB SCORECARD FY17-18 February

DEPARTMENT GOALS

GROUP SALES	February	17-18 YTD Actual	FY17-18 Goal	% of Goal
Group Room Nights Booked	4,711	43,842	65,000	67%
New Business Room Nights Booked	3,843	29,279	48,750	60%
Peak Room Nights 300+ Booked	3,606	18,318	37,500	49%
Time Frame Room Nights Booked (18+ months)	155	20,401	52,000	39%
MARKETING COMMUNICATIONS	February	17-18 YTD Actual	FY17-18 Goal	% of Goal
Intent to Visit	Bi-annual	45%	44%	102%
Earned Impressions (Domestic)	232,459,245	2,067,623,142	2,966,478,991	70%
Unique Website Visits	167,105	1,243,425	1,717,000	72%
Social Engagements	112,681	576,180	740,000	78%
VISITOR SERVICES	February	17-18 YTD Actual	FY17-18 Goal	% of Goal
% of Visitors Influenced to stay longer	43%	63%	60%	105%

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Thank You!

MONTEREY
Grab life by the moments: