

MONTEREY
Grab life by the moments:



MCCVB Quarterly Forum
Review of First Quarter
FY 2017-2018



TODAY'S SPEAKERS

Welcome!



Tammy Blount
President & CEO



Mark McMinn
VP of Sales



April Locke
Director of Marketing
Communications



David Cater
Travel Trade Sales Executive



Allyson Ryan
Content Marketing Manager



Jessica Keener
Communications Manager

Q1 2017-18 Highlights





2017-2018 INITIATIVES

Key Areas of Focus

Monterey Conference Center

Big Sur Recovery

Sustainable Moments

International Markets

An underwater scene featuring a large sea turtle swimming in the upper left, a school of small fish in the center, and a stingray in the lower right. The background is a deep blue ocean with light rays filtering through.

Monterey Conference Center

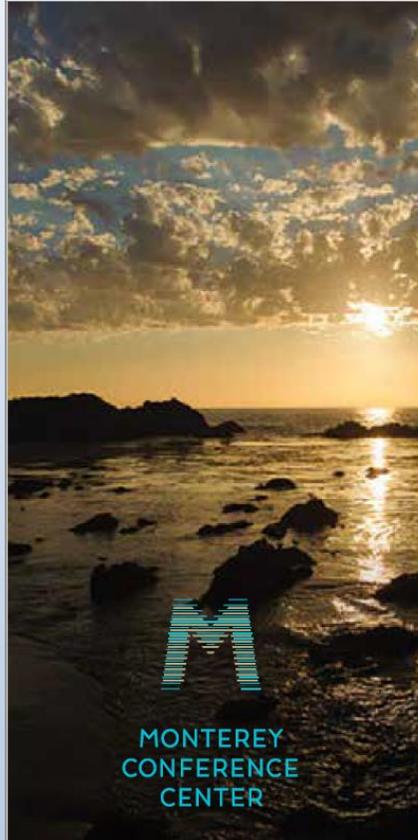


MONTEREY
Grab life by the moments:



MCC

Driving Familiarity



- ❖ **Content on MeetInMonterey.com and owned channels: blog, social posts, eblasts**
- ❖ **Media Relations: earned editorial coverage**
- ❖ **Industry Influencers: advertorials in industry publications and websites**



MCC

Earned Media Coverage



"Monterey...has a small-community feel. Everybody seems to care about the group having the best experience possible, and willingly recommend other businesses if it sounds more like what that group is looking for."

Grace Pineda, Senior Travel & Events Representative, Cadence Design Systems, San Jose, CA

Value in Monterey

For an offsite meeting in April, Cadence Design Systems gathered a 12-member team at Monterey Plaza Hotel & Spa, a location convenient to the company's San Jose offices, 90 minutes away. Cost and value were other factors in choosing the city as a meeting site, according to Grace Pineda, senior travel and events representative for the electronic design automation company.

"Monterey is far away without being too far away," explains Pineda, adding that ocean views and plentiful activity and dining options were other draws for the Cadence team. "The city has a small-community feel. Everybody seems to care about the group having the best experience possible, and willingly recommend other businesses if it sounds more like what that group is looking for."



working with Angela Vickers and Magdalena Parker on their sales and catering team. They provided a lot of suggestions to help us make this event successful." Instead of using the hotel's usual meeting room they used the Grand Bay Suite, which offered a more intimate atmosphere, ocean views and felt more comfortable.

- **PCMA Convene: 35,349 Impressions**
- **Association Conventions & Facilities: 24,138 Impressions**
- **Smart Meetings: 56,713 Impressions**
- **Corporate & Incentive Travel: 40,005 Impressions**



MCC

Marketing Content



See Monterey
Sponsored ·

Where inspiration and innovation meet. Learn more about the Monterey Conference Center's exciting renovation.

Monterey Conference Center
seemonterey.com/meetings

[Learn More](#)

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](#)

Monterey County Convention & Visitors Bureau
1,452 Followers
[Following](#)
[View full profile](#)

SU's Online MBA – No GMAT - Accelerate your career in just 10 courses with an on

Let creativity flow through 40,000+ square feet of newly renovated meeting space in the middle of breathtaking downtown Monterey. Book now for 2018.
<http://bit.ly/2sgaqPC>

Monterey Conference Center: Where Innovation and Inspiration Meet
seemonterey.com

72 Likes · 1 Comment

[Like](#) [Comment](#)

Likes

+64

HENRY "HANK" MAROTSKE (BSW, MBA) Terry Low
Like Reply

2mo ...

MCC
Sales Activities

Tradeshows

Sales Calls

Sales Mission

Site Inspections

Monthly Recap Meetings



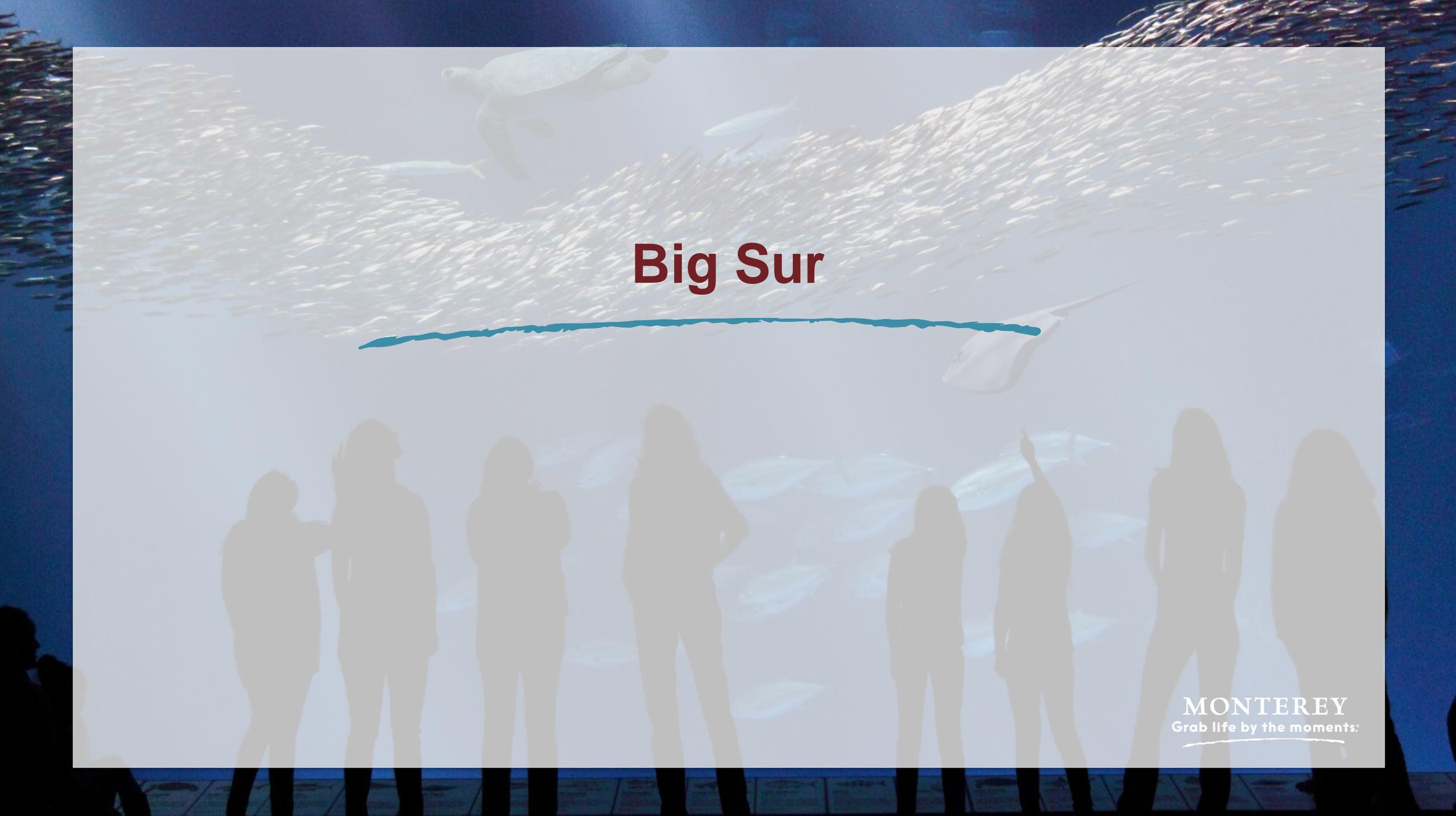
MCC
Sales Results

Future Business Opportunities

33 Leads sent for 34,912 Room Nights

10 Bookings for 6,820 Room Nights



An underwater scene featuring a large school of small fish swimming in a circular pattern. A sea turtle is visible in the upper left, and a stingray is in the lower right. The background is a deep blue. In the foreground, the silhouettes of several people are visible, looking towards the underwater scene.

Big Sur

MONTEREY
Grab life by the moments:



BIG SUR RECOVERY

Pfeiffer Canyon Bridge Reopening



USA

Big news for Big Sur: Pfeiffer Canyon Bridge rebuilt

By Michelle Baran / October 14, 2017

🔍 A+ A-





BIG SUR RECOVERY Website & Updates



Exploring Big Sur

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

The breathtaking beauty of Big Sur and the Central Coast beckons you to explore the scenic coastline. 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 can now travel to southern Big Sur. Hotels, restaurants, shops and parks invite you to experience the charm!

However, visitors are unable to travel to Cambria via Highway 1 from the Mud Creek slide. Caltrans expects to have this portion of the highway reopened soon. 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 can now travel to southern Big Sur. At that point, visitors will need to turn around to travel south. It will be able to access Highway 101 to drive south to San Diego.

❖ Updated Travel Alert Page and Microsite

❖ Visitor Center Handout and Display

❖ Welcome to Big Sur Brochure/Map

❖ Partner Communication Updates

Updates of park and road conditions as they occur

BIG SUR & HIGHWAY ONE TRAVEL UPDATES

[MORE INFORMATION](#)



BIG SUR RECOVERY

See Monterey is in **Big Sur, California.**
Published by Allyson Ryan [?] · October 13 ·

Pfeiffer Canyon Bridge is now open! Visitors can now travel from Monterey down to Gorda, for easier access to Ventana Big Sur, Post Ranch Inn, Nepenthe Big Sur, Deetjen's Big Sur Inn, Treebones Resort and a number of Big Sur campgrounds.

Pfeiffer Canyon Bridge Open: Travel Updates in Monterey County

Get access to up to date information about traveling and current construction locations throughout Monterey County so you can plan accordingly.

[Learn More](#)

SEEMONTEREY.COM



BIG SUR OPEN FOR BUSINESS



00:11 | 100% | 144 | 3:51

Get to Big Sur: Promoted

The moment has arrived. Highway One into Big Sur is partially open after a long winter. Now's the time to get back to the Pacific Coast at its best – the "greatest meeting of land and water in the world."

[Big Sur Adventures](#)



WELCOME BACK TO BIG SUR

MONTEREY
Grab life by the moments.

[SeeMonterey.com](#)

#WeekendSherpa



WELCOME BACK TO BIG SUR



The moment has arrived - Highway One into Big Sur is partially open after a long, waterlogged winter. Now's the time to get back to the Pacific Coast at its best, where wildflower-sprinkled mountains, lush green pastures and wave-crashing coastline coalesce into what one poet called the "greatest meeting of land and sea in the world." So go ahead, read up and start planning your journey today.

[SEIZE YOUR BIG SUR MOMENT](#)

STAY IN THE KNOW

While many iconic attractions, hotels, restaurants and shops are open for business, there are still a few closures.

[CHECK TRAVEL ALERTS](#)

EXPLORE BIG SUR

Check out all that Big Sur has to offer - from its epic scenery and eclectic vibe to its culinary riches and outdoor adventures.

[GET INSPIRED](#)



@kristimolina2393 @mah.scheffler @hanspark

#SEEMONTEREY >>



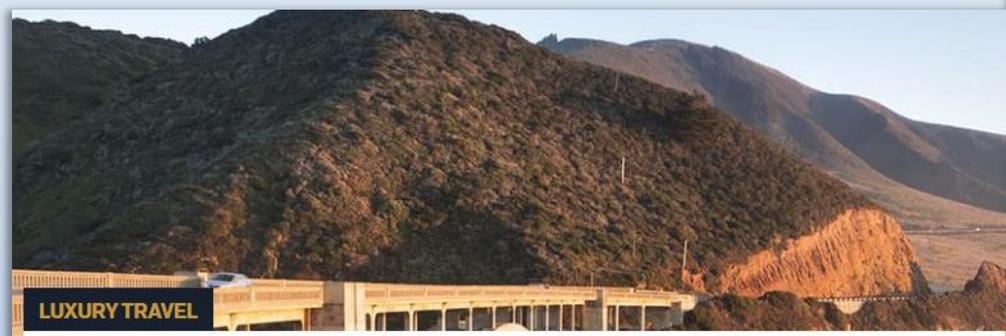


BIG SUR RECOVERY

Earned Media Coverage Highlights



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



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



An underwater scene featuring a sea turtle swimming in the upper left, a large school of fish in the center, and a stingray in the lower right. The background is a deep blue ocean.

Sustainable Moments

A row of silhouettes of people standing in front of a large screen displaying the underwater scene. The silhouettes are dark against the lighter background of the screen.

MONTEREY
Grab life by the moments:

SUSTAINABLE MOMENTS

Strategic Approach and Continued Outreach

- Consultations with resident groups, elected officials and business associations
- Integration in destination marketing messaging
- International Travel Trade education
- Distribution of tools for groups and meeting planners
- Visitor and member communications
- Community information and resources



SUSTAINABLE MOMENTS

Education and Resources



SPREAD THE WORD ABOUT SUSTAINABLE MOMENTS

EDUCATING VISITORS ON RESPONSIBLE TRAVEL

The "Sustainable Moments" initiative has been created to ensure a balanced and viable tourism economy for Monterey County. The campaign's resources, training, and materials aim to provide visitors with safety and convenience tips, ways to conserve and be environmentally friendly, as well as helping Monterey to be a sustainable destination with natural wonders for years to come.

The Sustainable Moments initiative continues to evolve and currently features a visitor facing web page and materials for attractions, hoteliers, and other businesses to help educate visitors when traveling to Monterey.

Please help champion this important initiative to support responsible tourism and use the logo, collateral and content where appropriate. Read more at the [official Sustainable Moments web page](#).

SUSTAINABLE MOMENTS LOGOS



• Horizontal Logo- [Download for Web \(jpeg\)](#)



• Vertical Logo- [Download for Web \(jpeg\)](#)

See [Monterey.com/Sustainable](https://www.monterey.com/Sustainable)

- Member toolkit
- Feedback form
- Visitor tips and resources
- Links to sustainability and travel information for jurisdictions and attractions
- And more!



SUSTAINABLE MOMENTS

Content Development & Distribution



[#TravelFail](#)

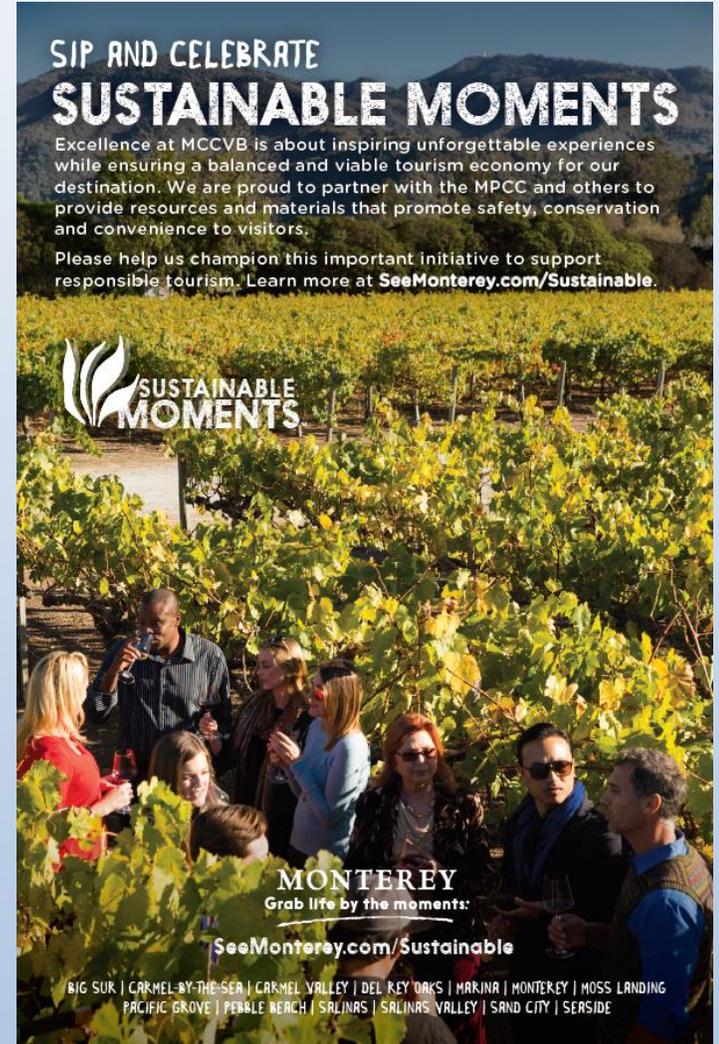


SUSTAINABLE MOMENTS

Regional Advertising and Awareness

Local Media Centric

- Radio
- Print
- Digital
- Social



SUSTAINABLE MOMENTS

PR Coverage Highlights

The Carmel Pine Cone

14A The Carmel Pine Cone August 4, 2017

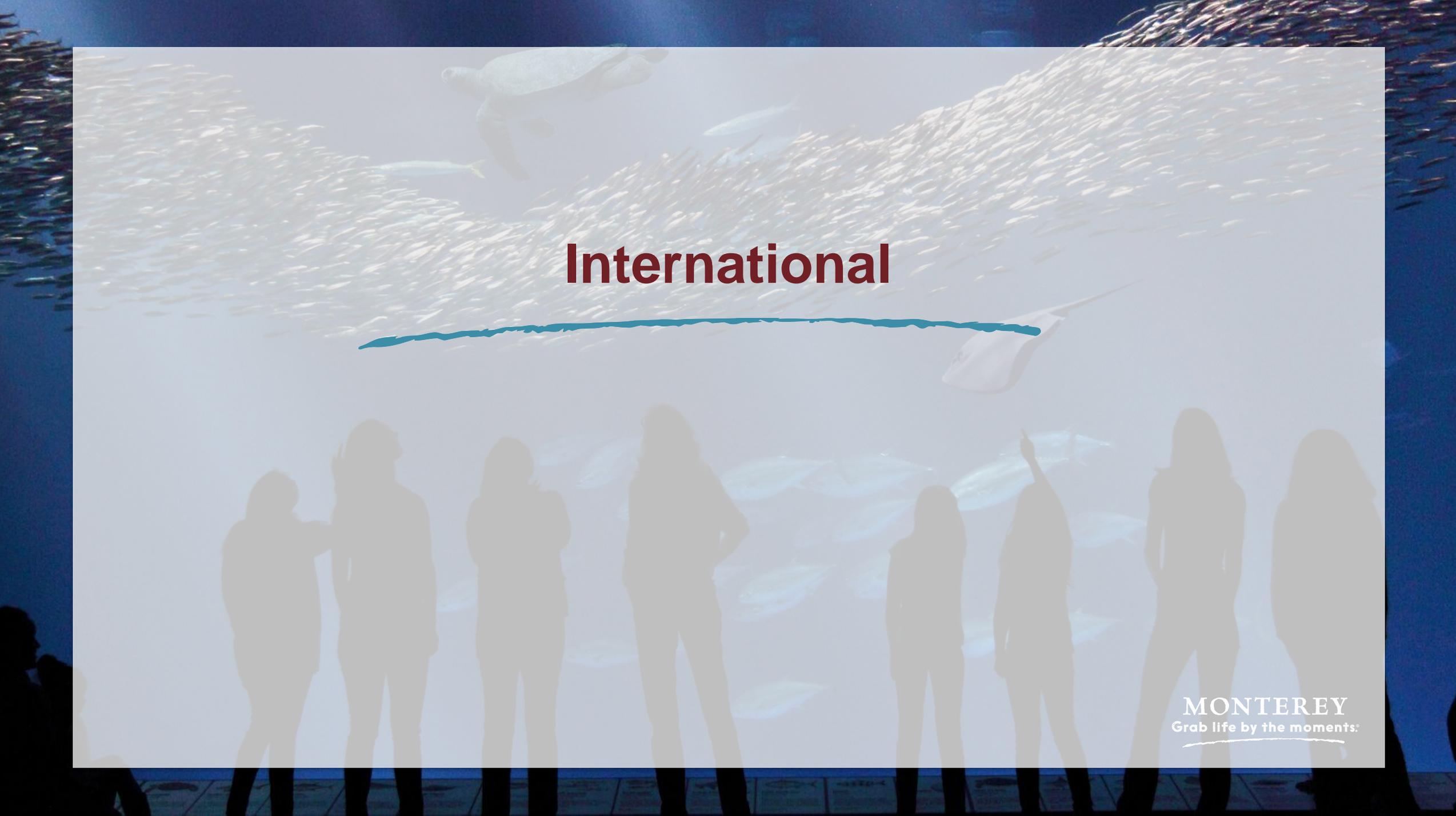
Tourism group, Big Sur local launch efforts to promote more responsible visits

“It’s critical to us to ensure balance between growing our tourism economy and enhancing quality of life for our residents,” Tammy Blount, the nonprofit’s president and CEO, announced this week. “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.”



One of the goals this year for the Monterey County Convention and Visitors Bureau is to help with the recovery of Big Sur. (Vern Fisher - Monterey Herald file)



An underwater scene featuring a large sea turtle swimming in the upper left, a school of fish in the center, and a stingray in the lower right. The background is a deep blue ocean with light rays filtering through. In the foreground, the silhouettes of several people are visible, looking towards the underwater scene.

International

MONTEREY
Grab life by the moments:



INTERNATIONAL

Key Markets

China



Mexico



Canada



Opportunity Markets

UK



Germany



Australia





INTERNATIONAL

International Sales Supply Chain



MCCVB

Training, FAMs, Relationship Building, Paid Promotions

INTERNATIONAL

Jan – June 2016
4,019 Room Nights



Jan – June 2017
6,717 Room Nights

INTERNATIONAL

Visit California Trade Mission: London, Dublin and Manchester



INTERNATIONAL

Sales Calls & Client Event

- ❖ 27 Operators
- ❖ 14 Companies



INTERNATIONAL

Current Initiatives

- ❖ Focus on Travel Trade representation
- ❖ WeChat, Chinese Social Media Application
 - ❖ Create and Distribute Content
 - ❖ Boost followers to 50k
 - ❖ WeChat Training Program

China visitor statistics

3 million Chinese visitors (2016)

\$30 billion Chinese travelers expenditure in US (2016)

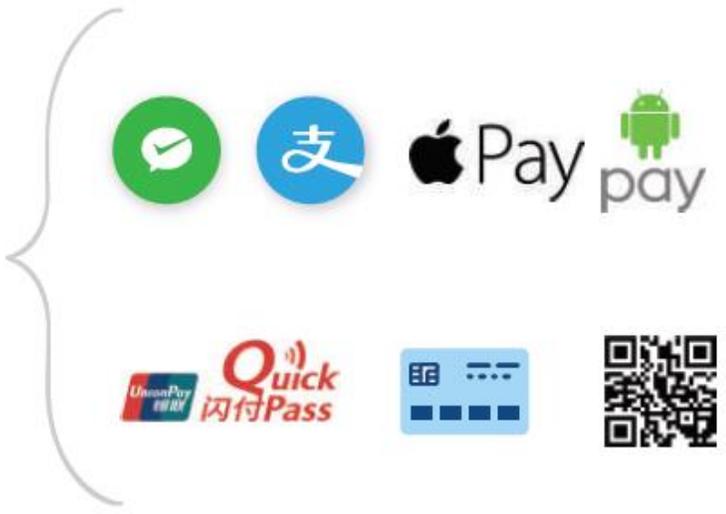
>15% annual growth with 10 year visa program



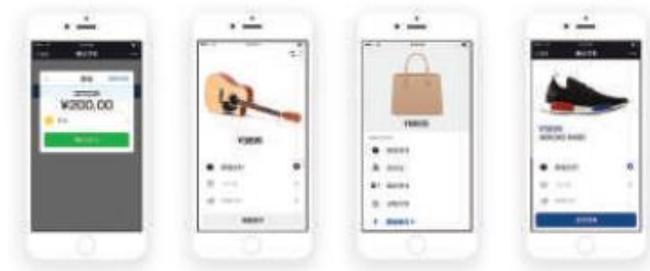
\$80 billion expected expenditure (2021)

INTERNATIONAL Integrated Pay Solutions

Citcon Solution



Offline Payment
Standalone POS



Online payment
Web, PC, Mobile, WeChat Public Account,
WeChat Mini Program

INTERNATIONAL Update

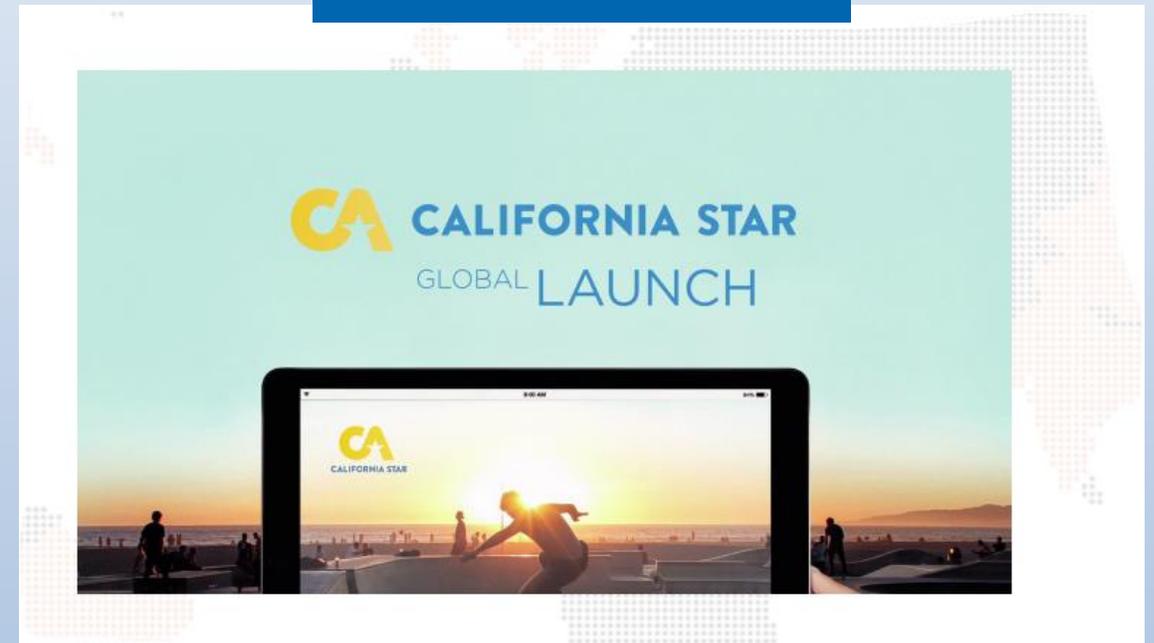
- ❖ Launched a WeChat training program for both Travel Planners and Consumers
- ❖ Projected **50,000** additional WeChat followers by June 30, 2018.



INTERNATIONAL

Visit California Star Program

- ❖ Training Platform for Travel Planners
- ❖ 14 Countries
- ❖ 25,000+ Travel Agents/Tour Operators
- ❖ Incorporating *Sustainable Moments*



INTERNATIONAL

New: Microsites

- ❖ Canada launched in Q1
- ❖ Features paid and earned media content from Canadian outlets
- ❖ Based on traveler interests
- ❖ Additional primary international markets in development



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Grab life by the moments:

65° MEETING PLANNERS TOUR & TRAVEL MEMBERS MEDIA WEDDINGS

LODGING THINGS TO DO EVENTS FOOD & WINE RESOURCES DESTINATIONS MAP SEARCH

BIXBY BRIDGE, BIG SUR

+

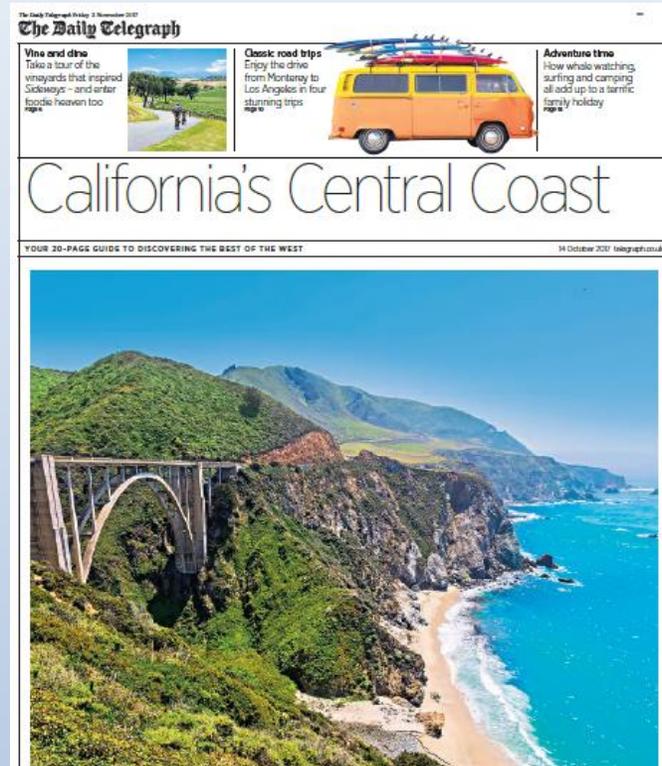
GRAB LIFE BY THE MOMENTS

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 SALES & MARKETING

Media FAM Highlights



MTV UK
@MTVUK

Follow

Loved Big Little Lies? Here's how to vacay in the actual dreamy California locations it was filmed in: mtvne.ws/3dj0zt



8:19 AM - 1 Aug 2017

11 Retweets 32 Likes



11 32

JULY

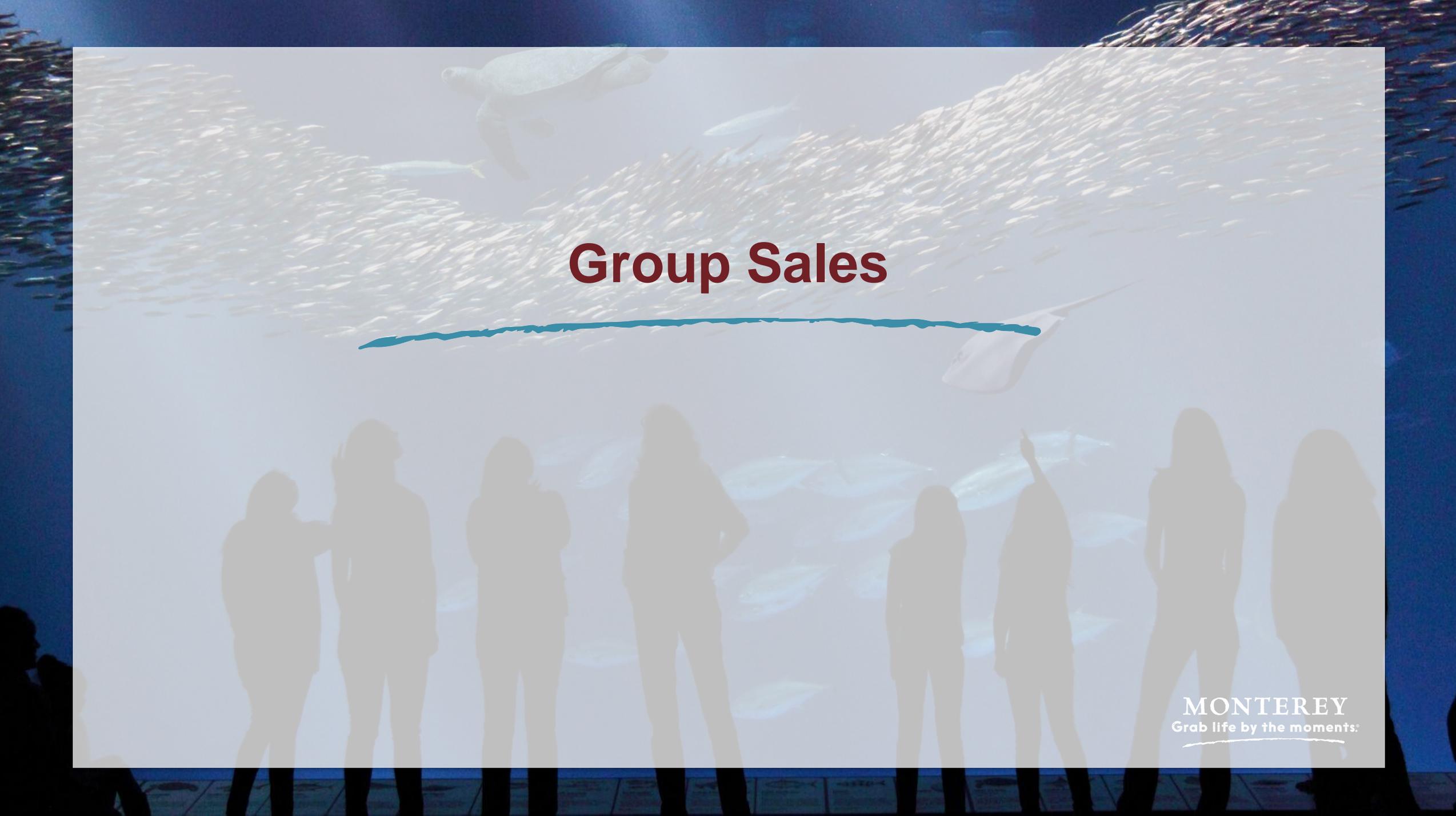
- ❖ Big Little Lies International Media Group
- ❖ AeroMexico Group
- ❖ TravelMole UK

AUGUST

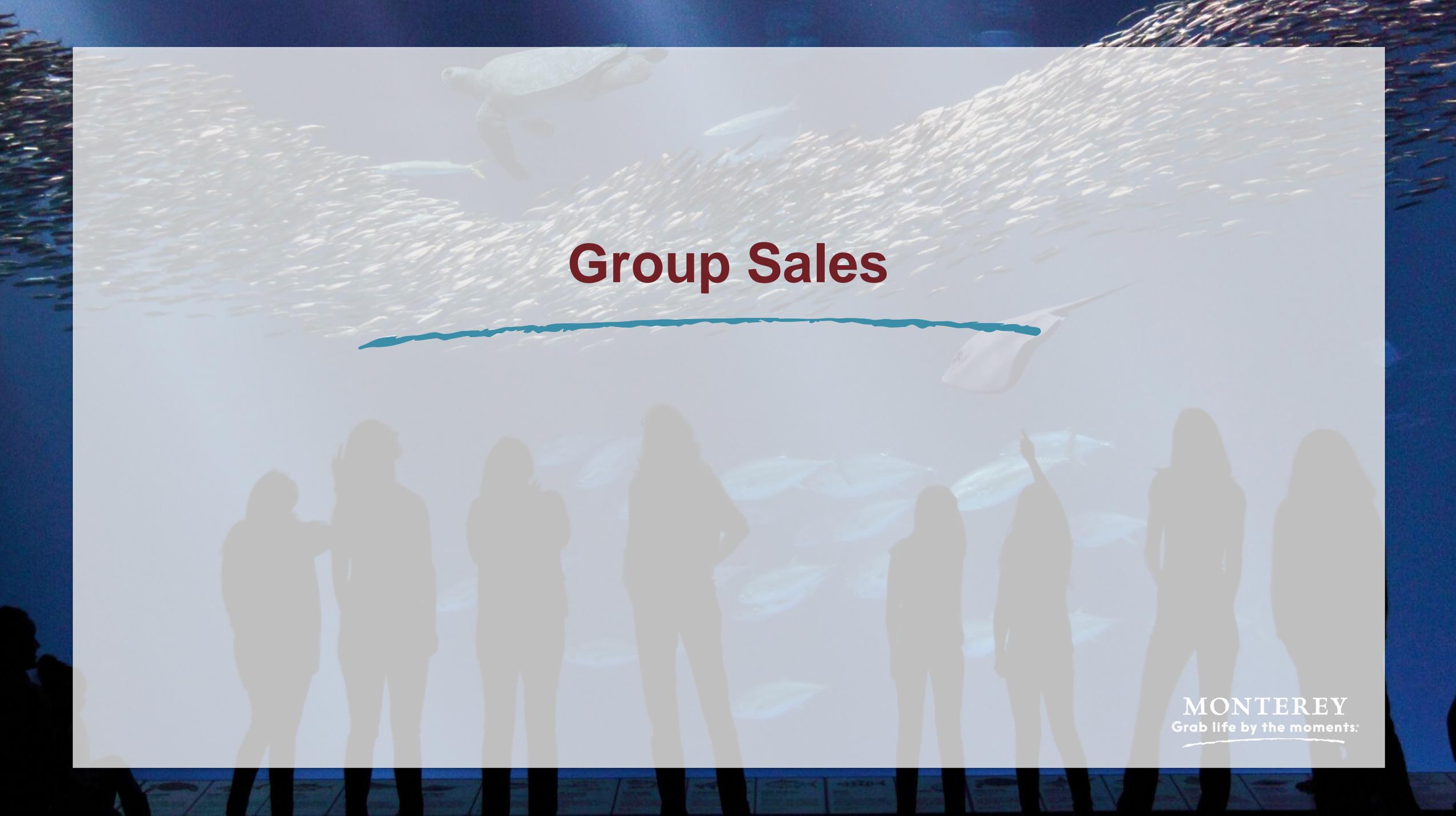
- ❖ City AM UK/The Daily Telegraph
- ❖ France Inter Radio
- ❖ ASIANA Magazine

SEPTEMBER

- ❖ James Martin UK Show
- ❖ Influencer Zanna Van Dijk - UK
- ❖ HERDES Magazine
- ❖ Irish Mirror

An underwater scene featuring a large sea turtle swimming in the upper left, a school of fish, and a stingray in the lower right. The background is a deep blue ocean with light rays filtering through. The text 'Group Sales' is centered in a dark red font, underlined with a thick teal brushstroke.

Group Sales

A row of silhouettes of people standing in front of a large screen displaying the underwater scene. The silhouettes are dark against the lighter background of the screen.

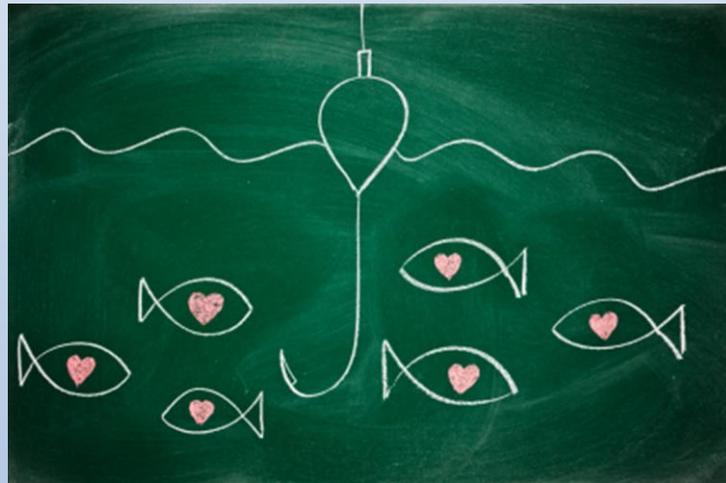
MONTEREY
Grab life by the moments:

GROUP SALES

MCCVB Sales Objectives

Strategic Mindset

Shift sales efforts from the short term, transactional practice/mindset to emphasis on business development practices and prospecting fundamentals.





GROUP SALES

MCCVB Sales Objectives

Business Development Platform:

The scope of work will focus on four (4) core objectives:

- **ENGAGE** new clients/business with prospecting, business development best practices and resources.
- Inspire clients to **ACTION**. Qualified client participation at strategic in-market client events, FAMS, sales missions, site inspections and tradeshow.
- Moving qualified clients to **TRANSACTION** with RFP distribution (leads) with conversion to definite hotel room nights.
- Increased partner **PARTICIPATION** at MCCVB events and lead responses.

GROUP SALES

Target Customer Profile

- ❖ 300-1,000 rooms on peak
- ❖ 500-1200 attendees
- ❖ Targeted Room Rate and Revenue Generator
- ❖ Varying Off-Peak and Peak Qualifiers
- ❖ Use up to 85,000 SF or willing to shuttle

18 Months In

- ❖ Corporate – Regionalized and National
- ❖ State and Regional Associations (opportunity dates)

18 Months Out

- ❖ National Association
- ❖ State and Regional Association
- ❖ SMERF (opportunity dates)



GROUP SALES Sales Activities

On The Road

SITE EdCon – Minneapolis
Sales Mission - San Francisco
Sales Calls – Minneapolis
Sales Calls – Chicago
Meetings & Incentive Show -
Wisconsin
IMEX Americas- Las Vegas
LA Orange County Sales Calls
LA Dodgers Client Event



GROUP SALES Sales Activities



GROUP SALES Results

- ❖ **Group Room Nights Booked:**
 - ❖ 17,241
- ❖ **Group Room Nights New Biz:**
 - ❖ 8,723
- ❖ **Leads Sent YTD:**
 - ❖ 201 leads for 86,550
Potential Room Nights
- ❖ **New Business Traces Created:**
 - ❖ 200

5 Year Pace Report

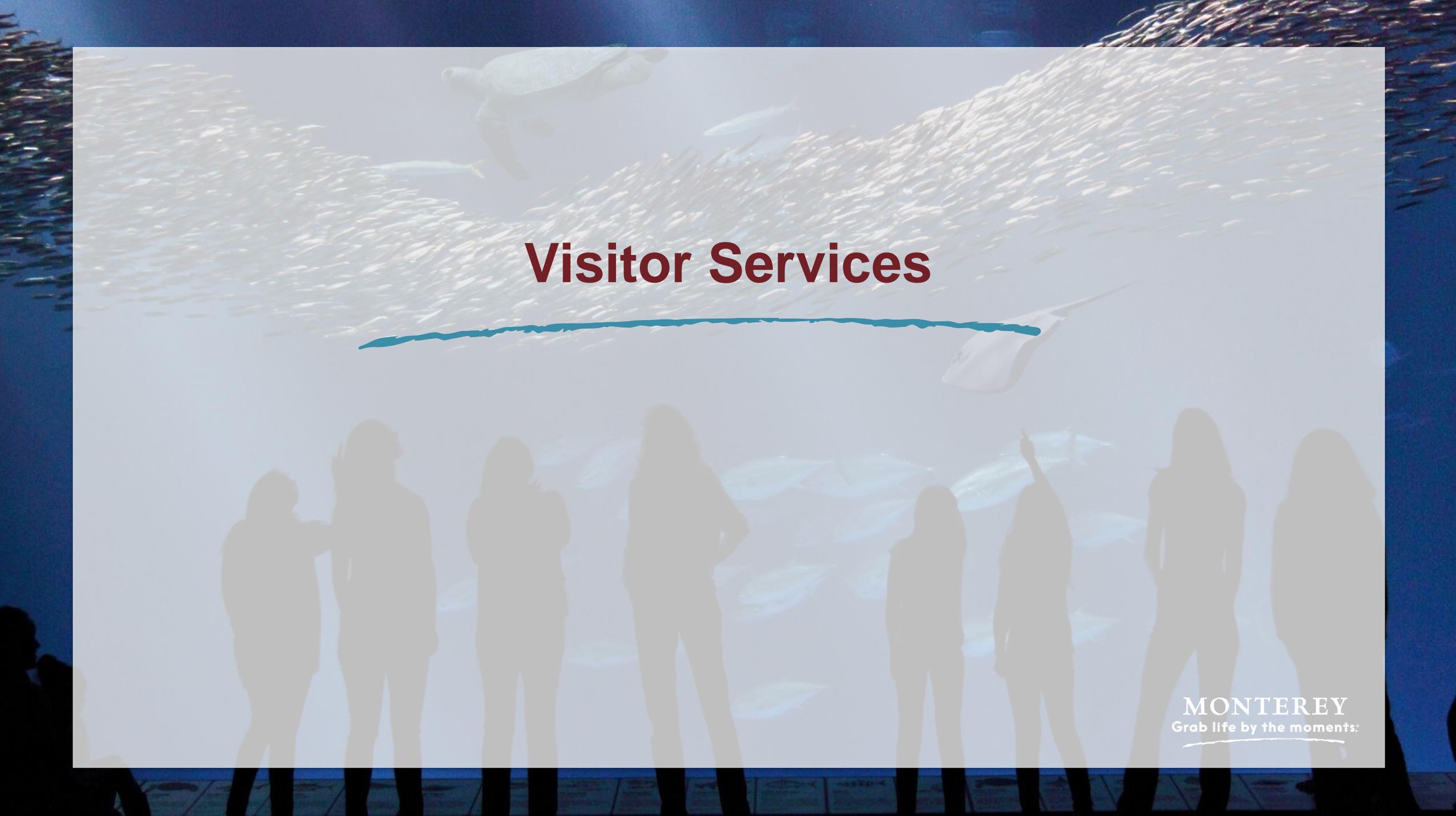
September 2016 (17-21) Pace 62,563 room nights

September 2017 (17-21) Pace 124,539 room nights

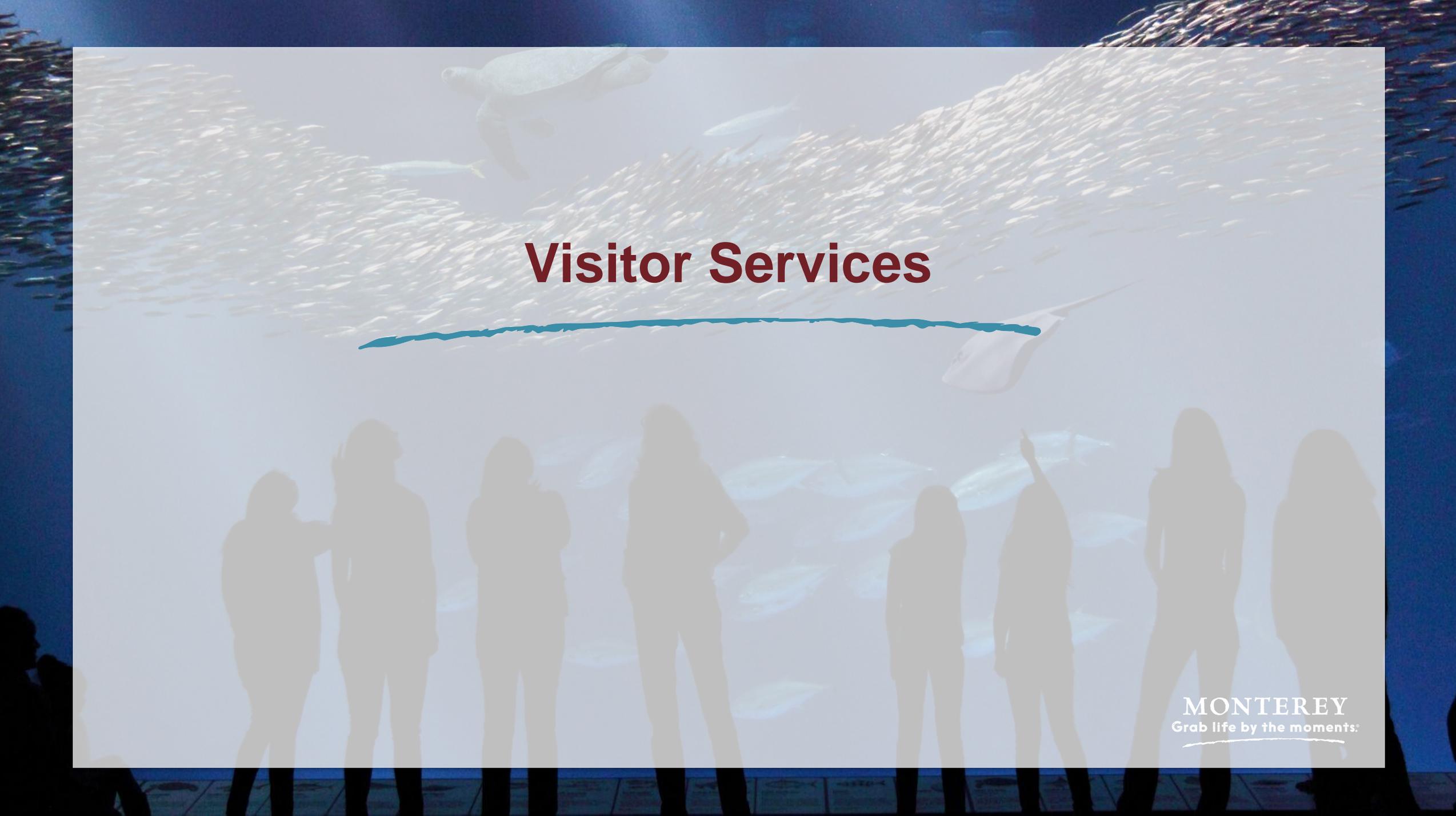
Growth of 61,976 room nights year over year

YTD New Bookings Pace Placement

2017 - 2,545	2018 - 6,962
2019 - 3,897	2020 - 551
2021 - 910	2022 - 1,188
2023 - 1,188	

An underwater scene featuring a large sea turtle swimming in the upper left, a school of small fish in the center, and a stingray swimming in the lower right. The background is a deep blue ocean.

Visitor Services

A row of silhouettes of people standing in front of a large screen displaying the underwater scene. The silhouettes are dark against the lighter background of the screen.

MONTEREY
Grab life by the moments:

VISITOR SERVICES

CUSTOMER
SERVICE

IS NOT A DEPARTMENT.

IT IS AN
ATTITUDE.

~UNKNOWN

“The staff at the visitor center is very friendly and helpful. We were greeted by Cathy and she couldn't have been more helpful. She found us lodging and gave us lots of information about what to do, where to eat, etc. while in Monterey. Good job!”

~MaraFromToronto

VISITOR SERVICES



- ❖ 28,894 engagements during 1st Quarter
- ❖ 35 visitors per hour
- ❖ 65% of visitors stayed over night
- ❖ \$8M in economic impact



An underwater scene featuring a large sea turtle swimming in the upper left, a school of small fish in the center, and a stingray swimming in the lower right. The background is a deep blue ocean with light rays filtering through the water.

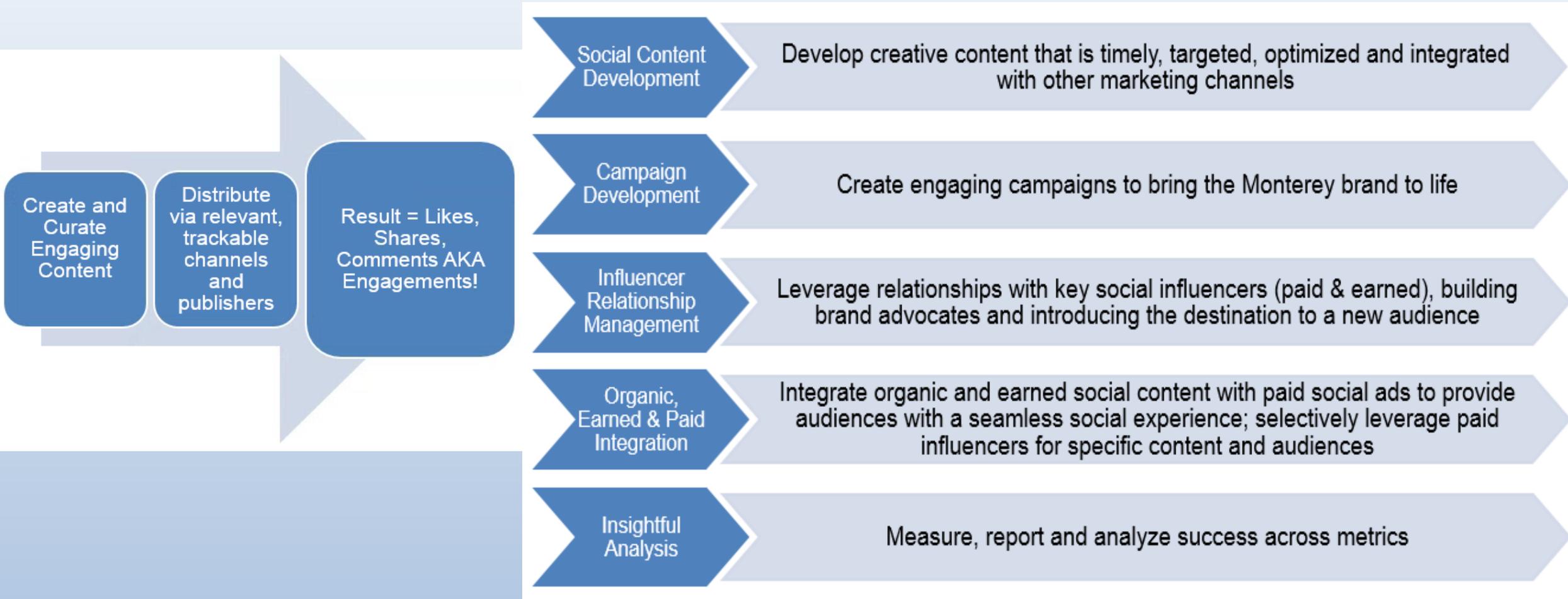
Marketing Communications

A row of silhouettes of people standing in front of a large screen displaying the underwater scene. The silhouettes are dark against the lighter background of the screen.

MONTEREY
Grab life by the moments:

DIGITAL/SOCIAL STRATEGY

Paid – Owned – Earned (POE)





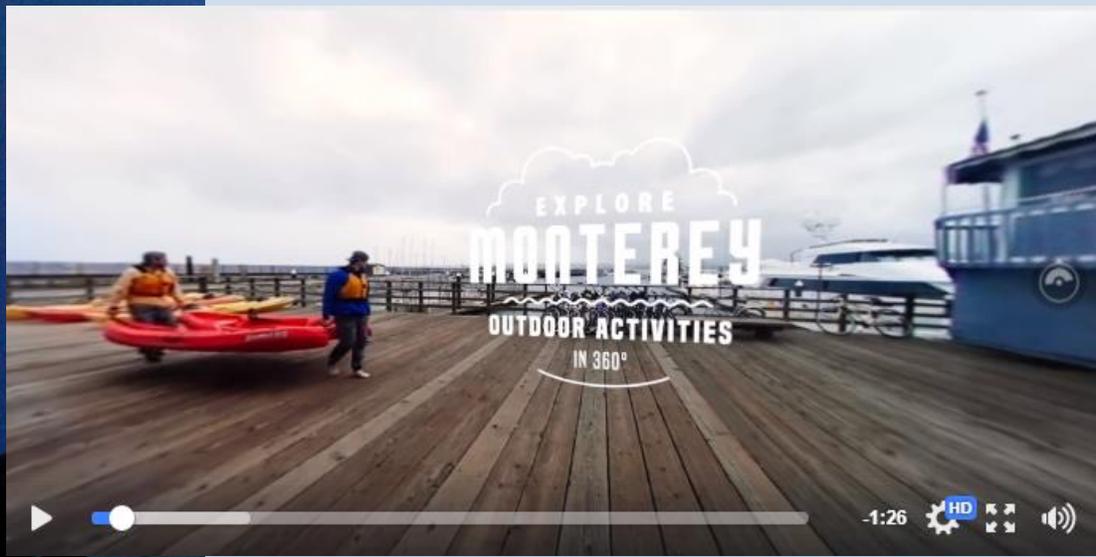
360 Videos

Matador Travel Network



Three interactive videos showcasing:

- ❖ Scenic coastlines
- ❖ Idyllic wine country
- ❖ Outdoor adventures





TOP SeeMonterey SOCIAL POSTS

Over 2,800 engagements!

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



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



Big Sur: The Time to Go is Now
After a difficult winter, Big Sur is back and better than ever, which is why we think it's the ideal time to plan a long weekend to the rugged stretch of land on California's central coast. Let us show you how.
FATHOMAWAY.COM

Over 200 shares!

See Monterey is in Monterey, California.
Published by Allyson Ryan [?] · September 18 · 🌐

As if you really needed a reason....



5 Reasons to Visit Monterey County This Fall
The Monterey Peninsula is always an excellent getaway for any traveler, and with fall on the horizon, the timing for a visit could not be any better.
SEEMONTEREY.COM [Learn More](#)

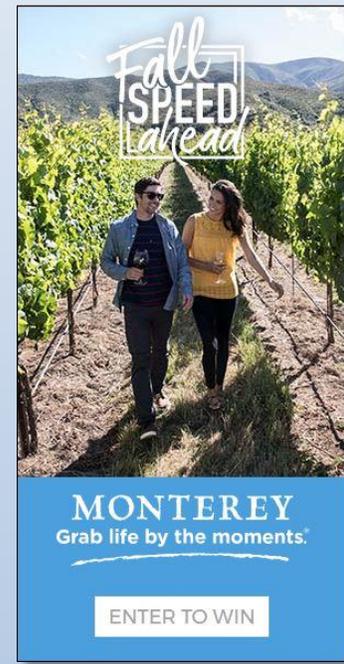
97,500 people reached!



FALL CAMPAIGN



Campaign Dates 9/8 – 11/30
www.seemonterey.com/fall/



See Monterey Sponsored ·

Fall Speed Ahead! Find the moment that moves you in Monterey, and then enter to win it.

Feel free. <input type="button" value="Learn More"/>	Find the moment that moves you. <input type="button" value="Learn More"/>
Enter to Win	
<input type="button" value="Like"/> <input type="button" value="Comment"/> <input type="button" value="Share"/>	

NEW GROUP CONTENT

Meetings Blog



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 »](#)

MONTEREY MEETINGS BLOG

HOW TO STAY ON TRACK WITH YOUR DIET WHILE TRAVELING IN MONTEREY COUNTY

Thursday, October 26, 2017 10:00 AM by [Allyson Ryan](#)



Contact Allyson@seemonterey.com for more information

MONTEREY
Grab life by the moments:

COMMUNICATIONS HIGHLIGHTS

Media Coverage & PR



CONTACT:
Jessica Keener, Monterey County CVB
(831) 657-6413
jessica@seemonterey.com

FOR IMMEDIATE RELEASE

POSTCARDS TO SEATTLE

CREATE UNFORGETTABLE SUSTAINABLE MOMENTS IN MONTEREY COUNTY
Monterey County Convention and Visitors Bureau Encourages Visitors to Travel Responsibly

MONTEREY, Calif., August 3, 2017 – 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.”



Forbes

HERDES

THE TRAVEL & STYLE MAGAZINE

VOGUE

An underwater scene featuring a sea turtle swimming in the upper left, a large school of fish in the center, and a stingray in the lower right. The background is a deep blue ocean with light rays filtering through the water.

Market Intelligence Report

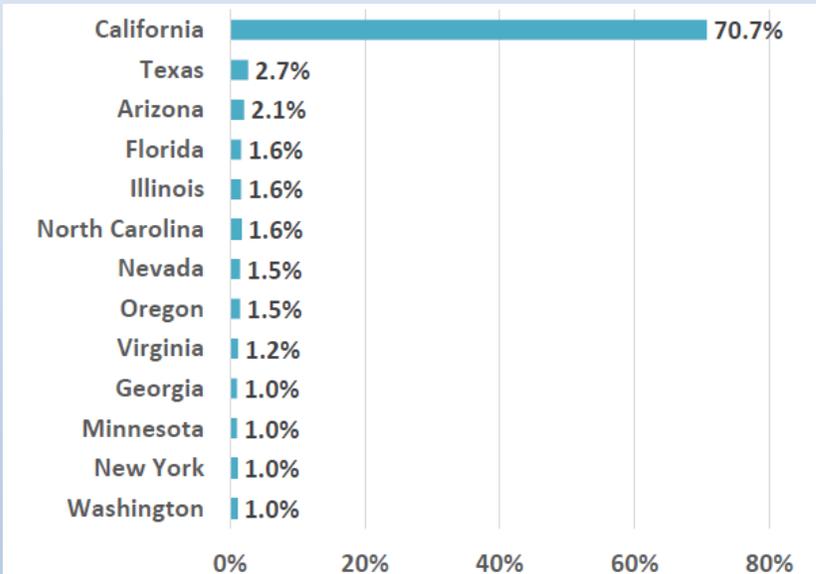
A row of silhouettes of people standing in front of a large screen, looking at the underwater scene. The silhouettes are dark against the lighter background of the screen.

MONTEREY
Grab life by the moments:

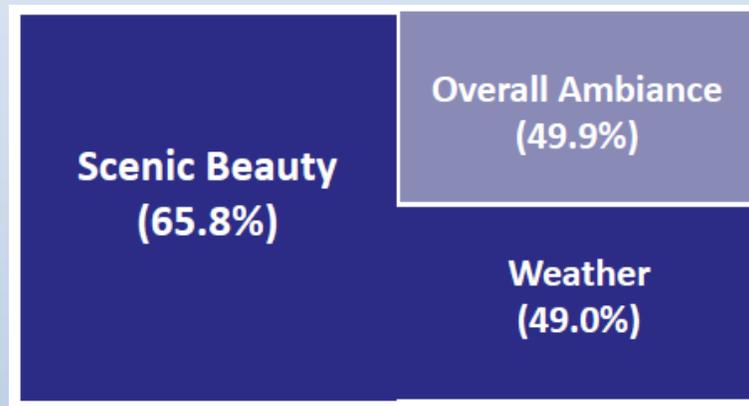
MARKET INTELLIGENCE REPORT

January-October 2017

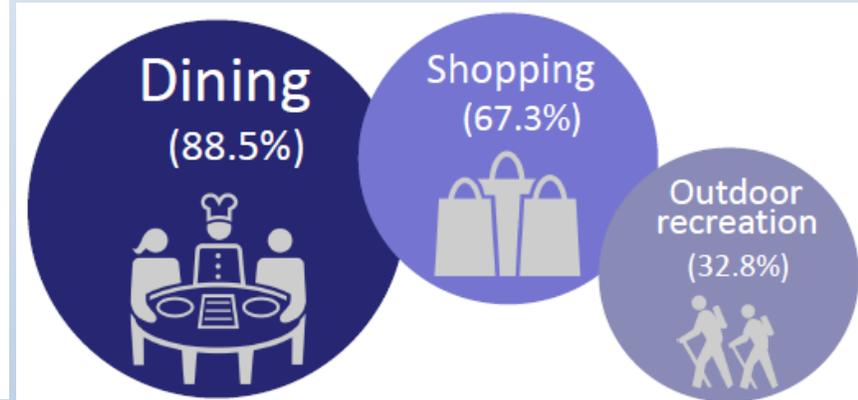
Top Origin Markets (% of respondents)



Top Motivations for Visiting (% of respondents)



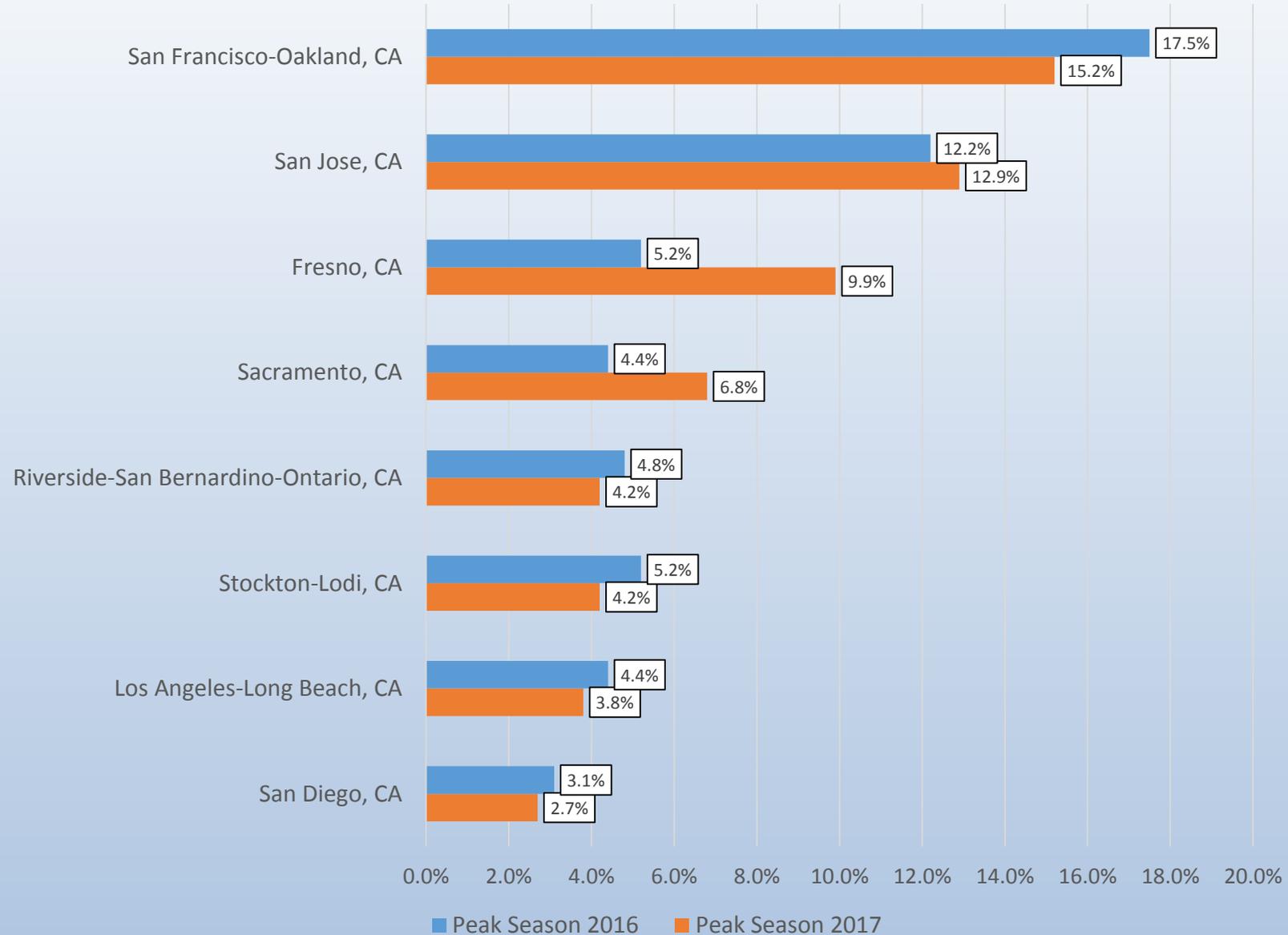
Top Monterey County Activities (% of respondents who reported participating in each activity)





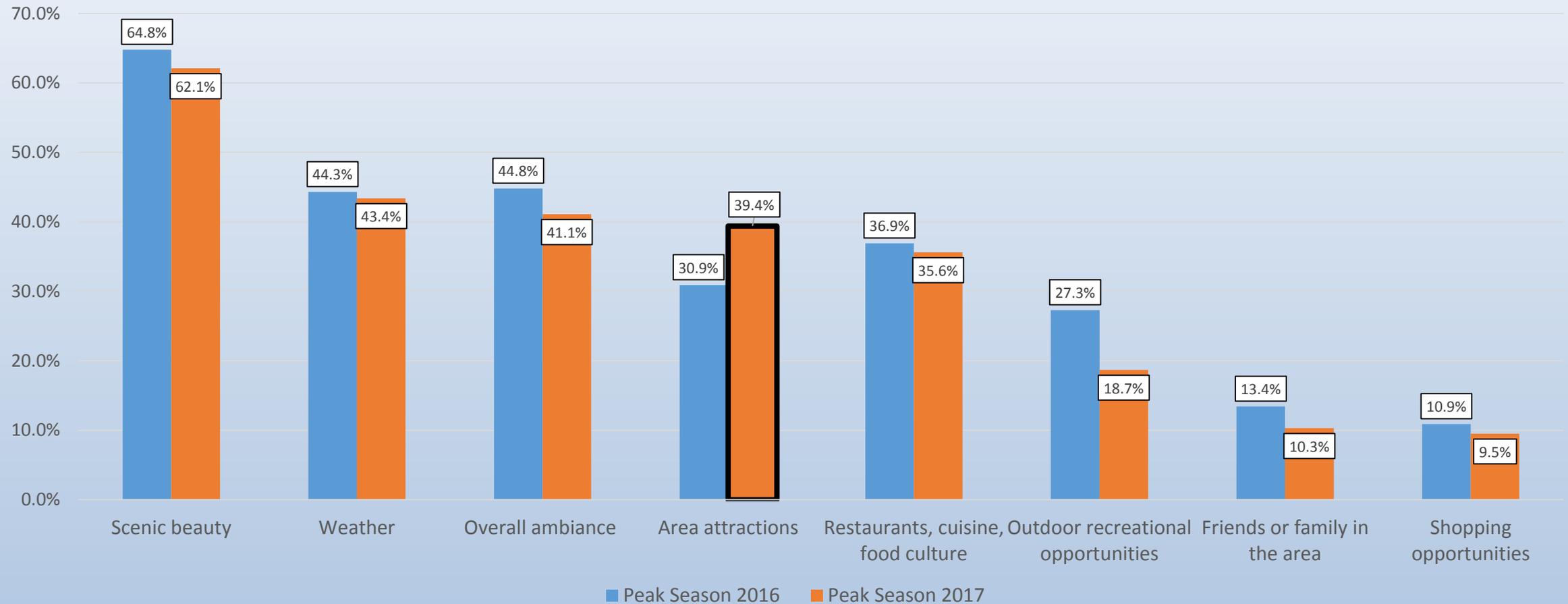
Market Intelligence Report

Point of Origin – Top MSAs



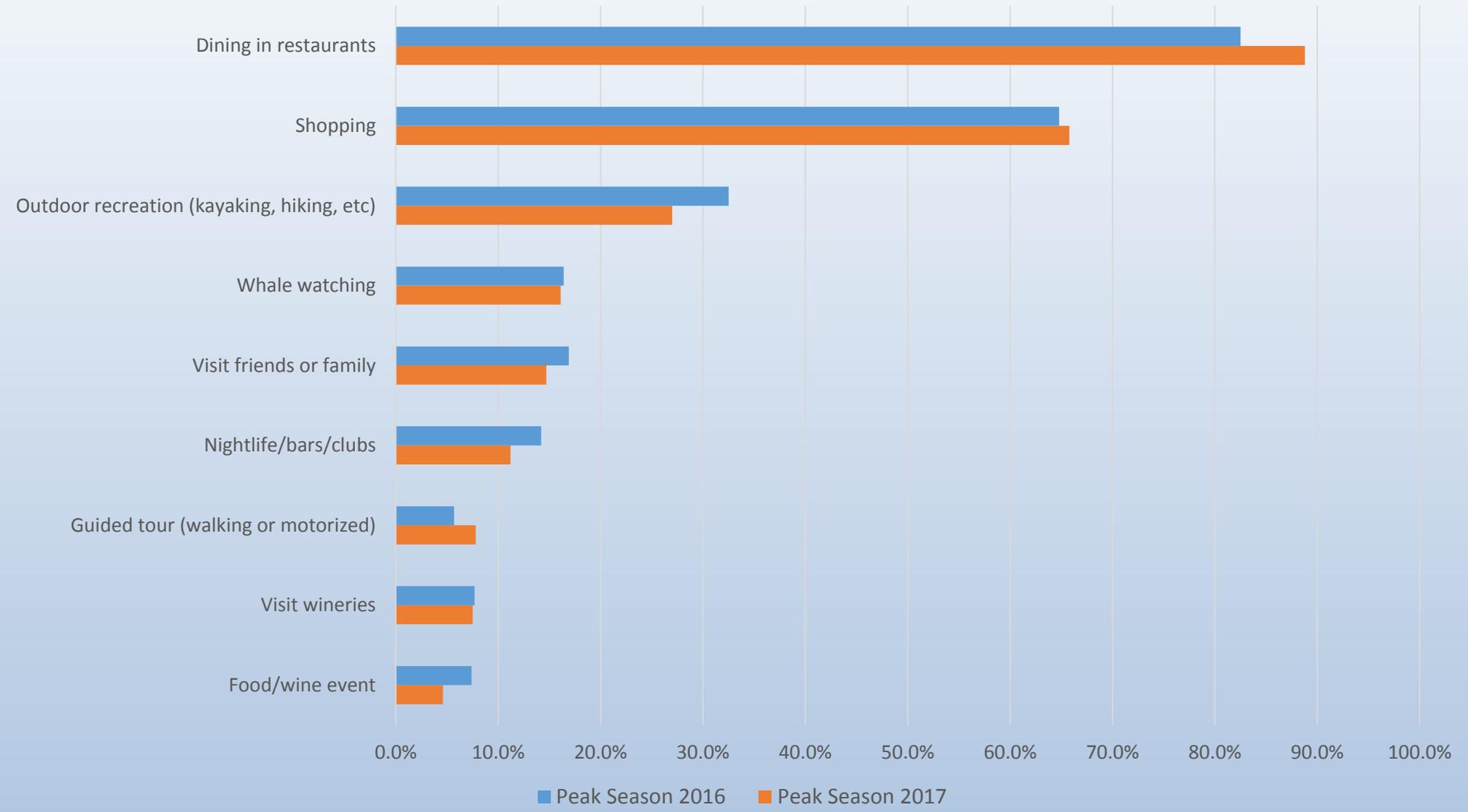
TRIP MOTIVATORS

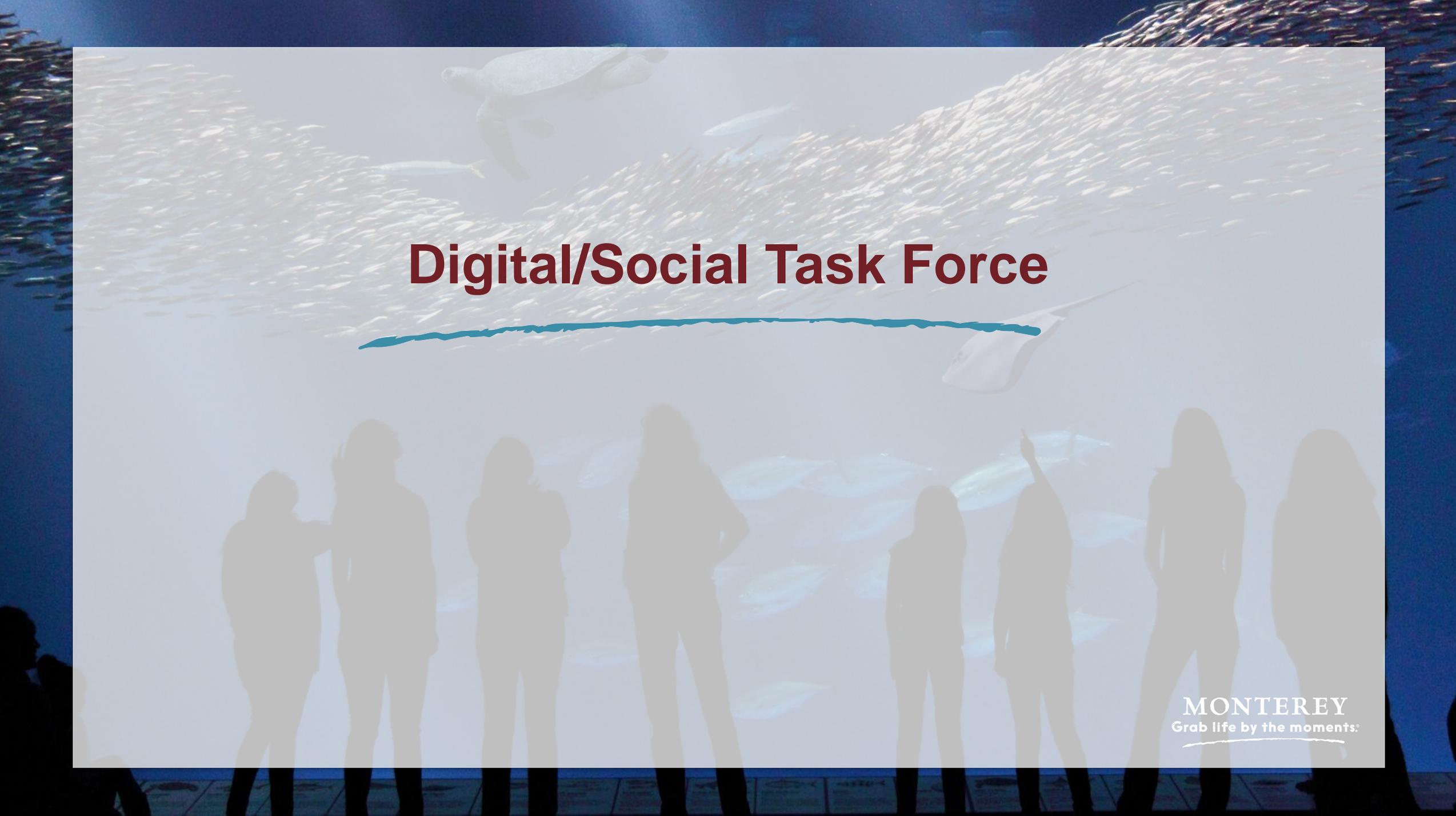
Important Factors to Destination Decision



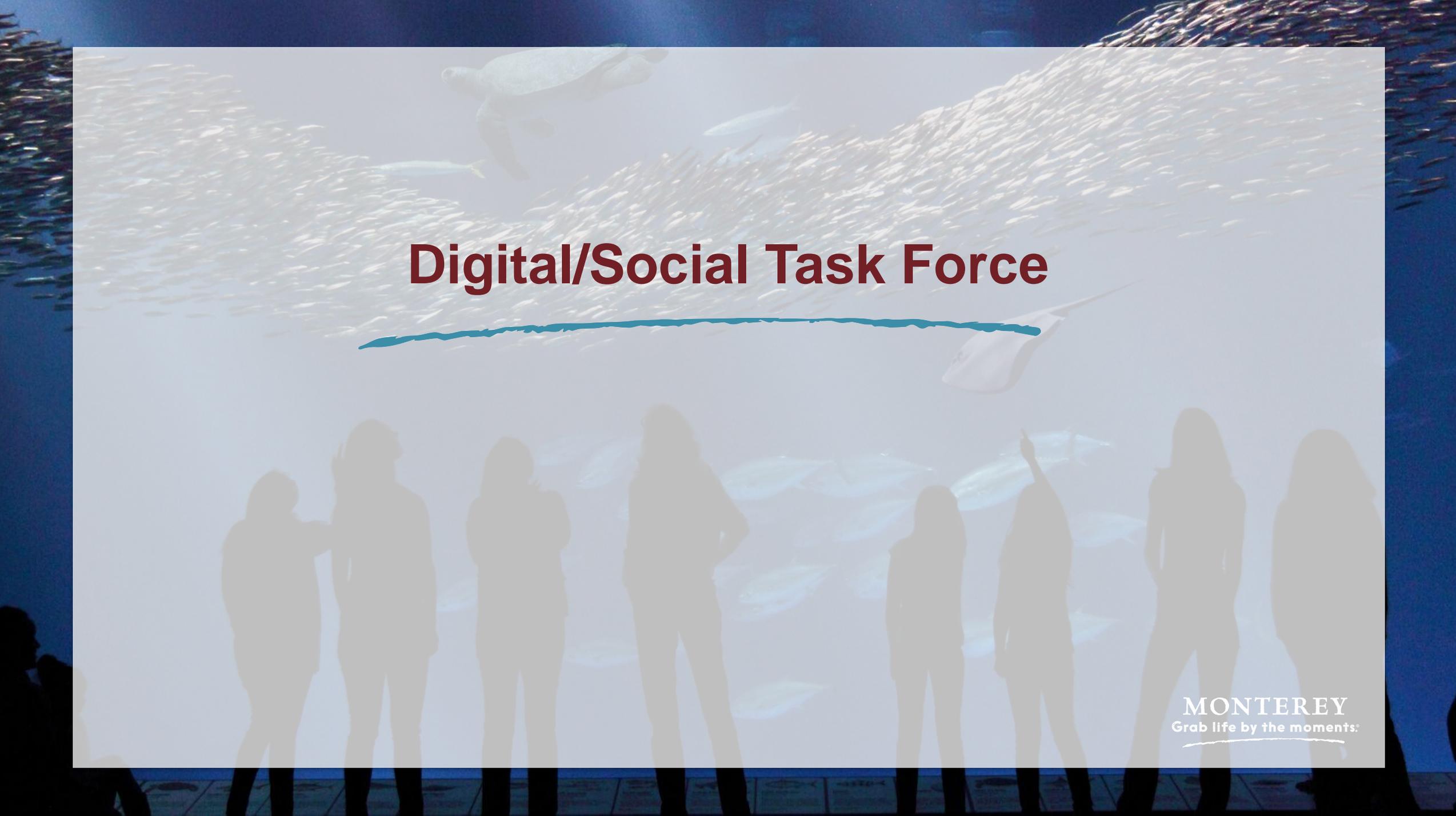


TOP ACTIVITIES



An underwater scene featuring a sea turtle swimming in the upper left, a large school of fish in the center, and a stingray in the lower right. The background is a deep blue ocean.

Digital/Social Task Force

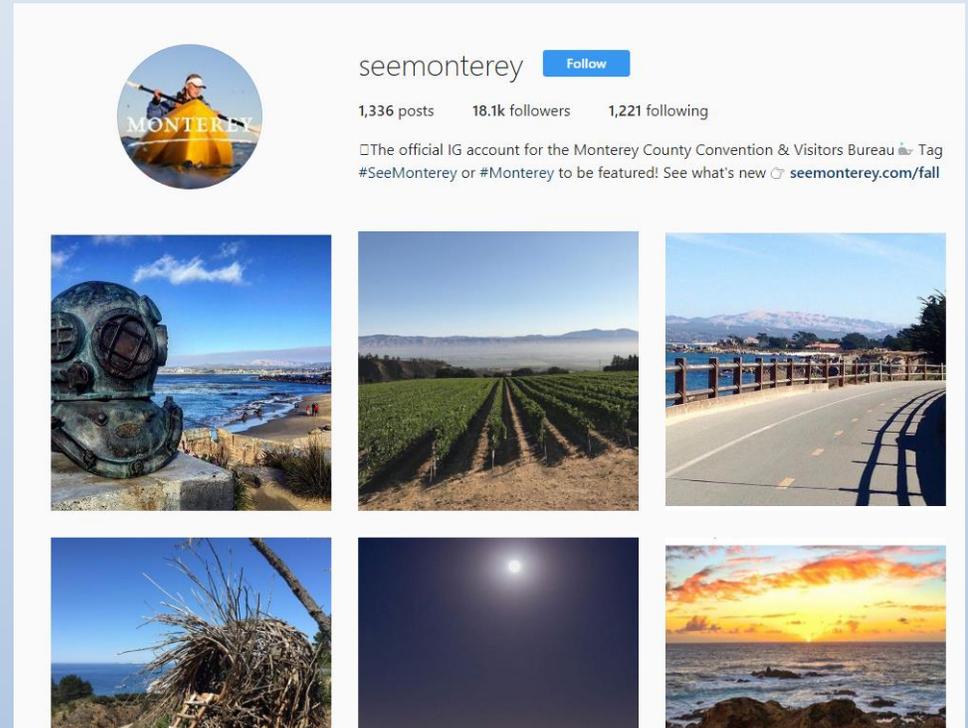
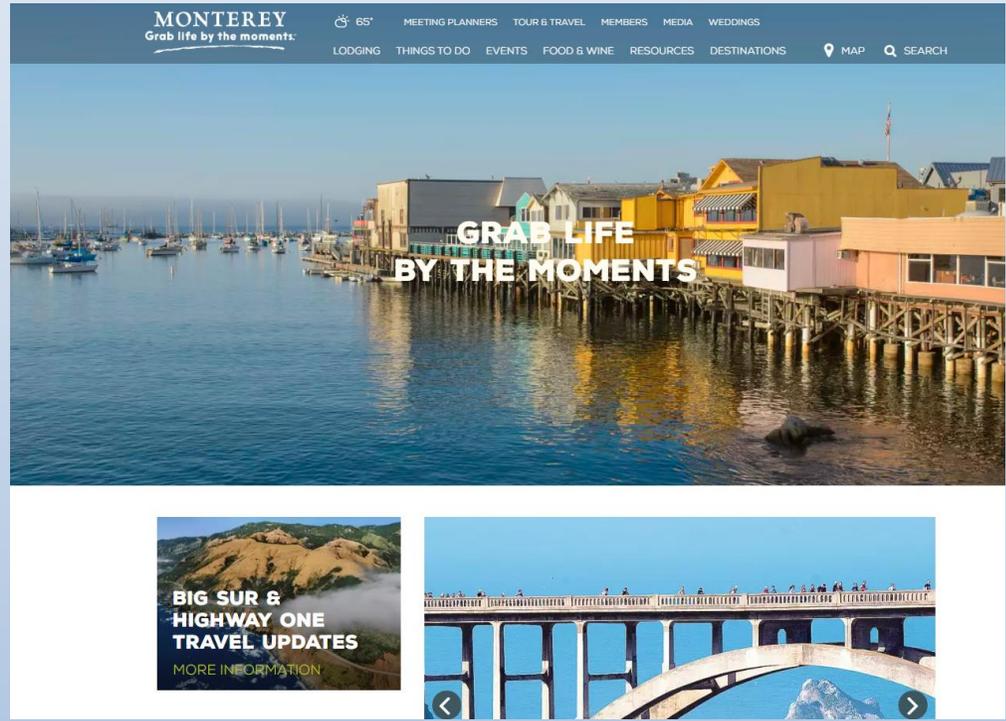
A row of silhouettes of people standing in front of a large screen displaying the underwater scene. The silhouettes are dark against the lighter background of the screen.

MONTEREY
Grab life by the moments:

DIGITAL/SOCIAL TASK FORCE

Purpose

Explore how travelers utilize websites and social channels for travel planning and booking.



DIGITAL/SOCIAL TASK FORCE

Discussion Topics

Reviewed MCCVB's existing goals and tracking metrics

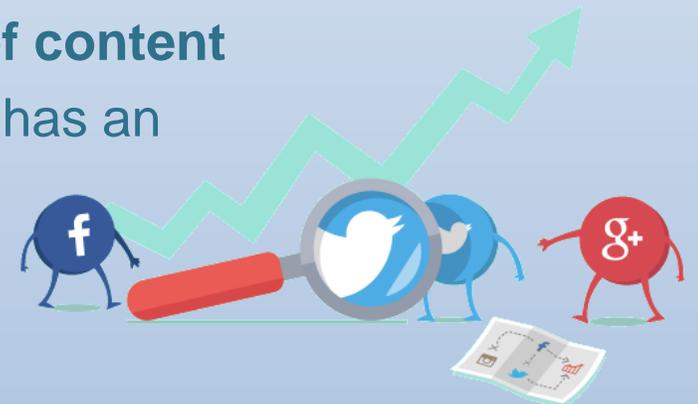
- Importance of offsite referrals, other metrics
- Importance of various metrics vary by member

Role of SeeMonterey.com as a generator for destination demand

- MCCVB/SeeMonterey.com is to generate demand; inspirational not transactional

Importance of brand social channels and distribution of content

- Agree that content distributed on social channels has an overriding importance relative to web content



DIGITAL/SOCIAL TASK FORCE

Discussion Topics

Current trends & predictions

- ❖ **Video** is on the rise
- ❖ **PAID** placements are a necessary evil
- ❖ **UGC** increasingly effective in driving engagements
- ❖ **Live chat** preferred method of communication for customer/visitor inquiries





Digital/Social Task Force Recommendations

How do we enable/equip our members to be more collaborative and more successful?

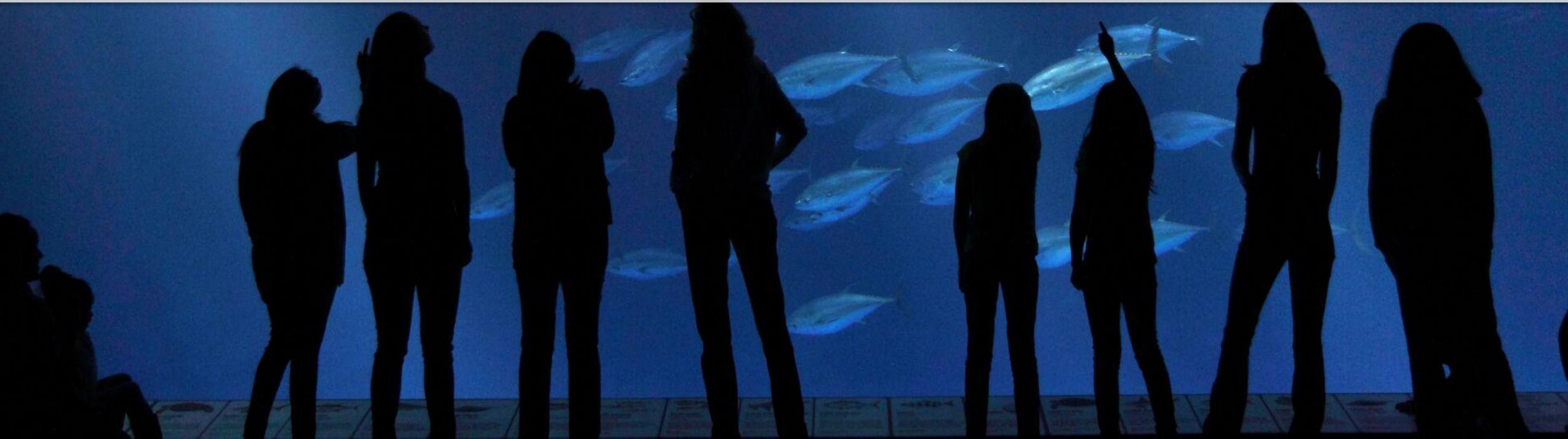
Member education and resources:

- New member bulletin board section linking to industry sites and relevant articles
- Present digital/social best practices/trends and host a social panel at upcoming February Quarterly Forum
- Distribute information outlining member benefits and FAQs to explain how MCCVB's marketing strategy aligns with member objectives, prepared by February Quarterly Forum

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Coming Soon



MONTEREY CONFERENCE CENTER

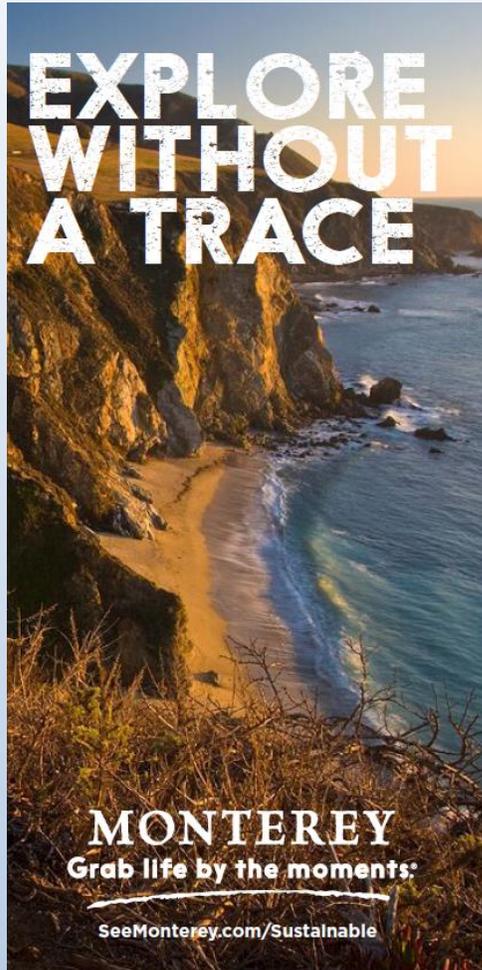
What's on the Horizon



- ❖ New Marketing Materials
- ❖ Direct Mail Campaign
- ❖ 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 Group and Media FAMS

SUSTAINABLE MOMENTS

What's on the Horizon



SANCTUARY, SUSTAINABILITY AND SEGWAYS

Posted on: Tuesday, November 7, 2017 3:00 AM by [Jerry](#)



Many a trip continues long after movement in time and space have ceased.

- John Steinbeck

- ❖ New content, including:
“How to be a Sustainable Visitor” blog post
- ❖ Informational materials

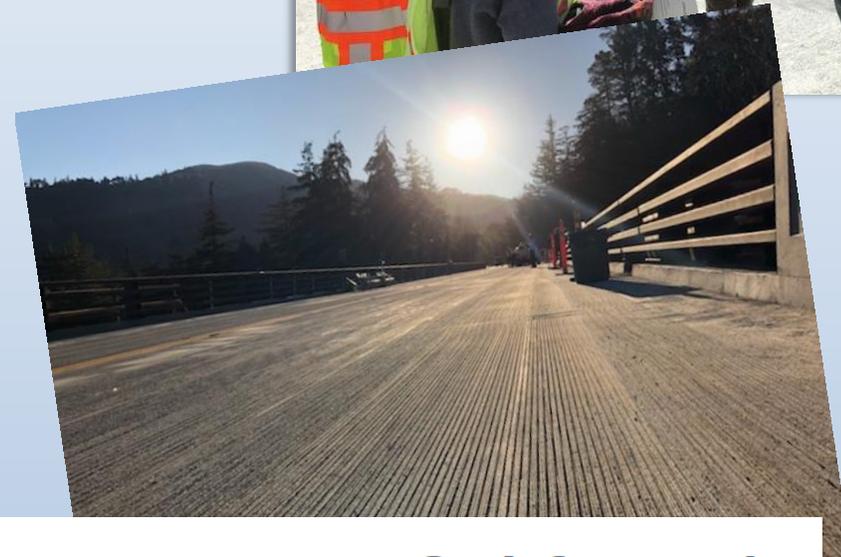




BIG SUR

What's on the Horizon

- ❖ Continued Content
- ❖ Media FAMS – Lonely Planet, HOTBOOK, Daily Meal, Travel Weekly, Today Show Australia, Coach UK and more!
- ❖ Mud Creek Opening



Road trips resume on California's Highway 1 as bridge reopens

INTERNATIONAL

What's on the Horizon

- ❖ Visit CA Canada Media Mission
 - ❖ Toronto, Calgary and Vancouver
- ❖ Media FAMS
- ❖ California Star Program



SALES

What's on the Horizon

On The Road

November

SITE SoCal Holiday Event

December

Association Forum Holiday Showcase – Chicago
HPN Annual Meeting San Francisco

January

Go West Summit, Salt Lake City Utah
PCMA Convening Leaders, Nashville, TN

February

Destinations Showcase, Washington DC





VISITOR SERVICES

What's on the Horizon



Chat tools



Customization



Engaging customers



Reports & analytics

Online chat coming in January 2018!

MARKETING COMMUNICATIONS

What's on the Horizon

- ❖ Winter Campaign and SMT
- ❖ Book Now, Book Direct
- ❖ Brand Video
- ❖ Visitor Map



The image shows a Facebook post from the page 'See Monterey'. The post is dated November 15, 2017, at 12:22pm and is located in Monterey. The text of the post reads: 'Save money on your next trip to Monterey by booking in advance and directly with hotels and attractions!'. Below the text is a photograph of two people on paddleboards in the water. A large blue graphic on the right side of the photo contains the text: 'PLAN AHEAD + BOOK DIRECT = SAVE'. Below the photo, the post has a title 'Book in Advance & Save in Monterey County' and a paragraph of text: 'You know that you're coming to Monterey County this season, so why not book your room now? An insider tip to saving yourself some serious cash, is to book your accommodation and attraction tickets in advance and directly online.' At the bottom left of the post is the website 'SEEMONTEREY.COM' and at the bottom right is a 'Learn More' button.

See Monterey
November 15, 2017 at 12:22pm · Monterey · 🌐

Save money on your next trip to Monterey by booking in advance and directly with hotels and attractions!



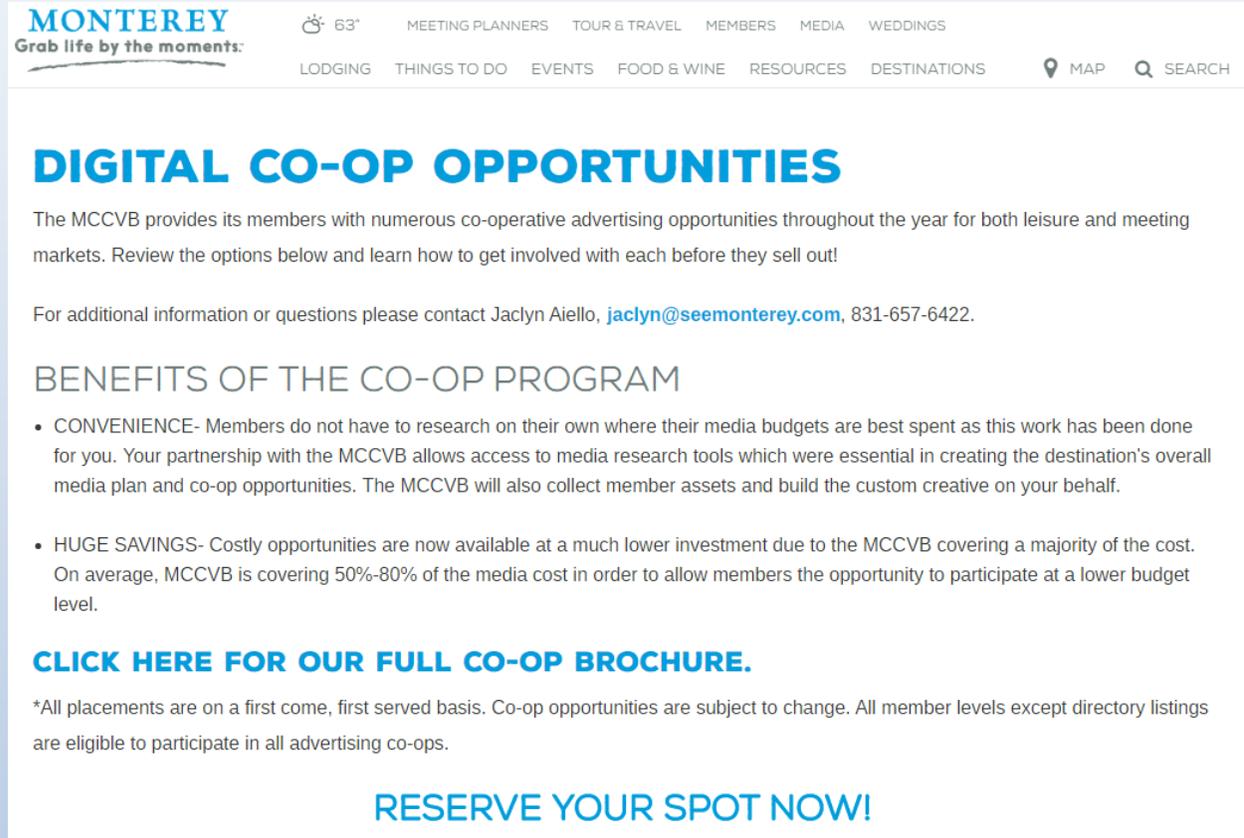
PLAN AHEAD + BOOK DIRECT = SAVE

Book in Advance & Save in Monterey County

You know that you're coming to Monterey County this season, so why not book your room now? An insider tip to saving yourself some serious cash, is to book your accommodation and attraction tickets in advance and directly online.

SEEMONTEREY.COM [Learn More](#)

GET INVOLVED WITH THE MCCVB!



The screenshot shows the Monterey MCCVB website. The header includes the Monterey logo and navigation links for Meeting Planners, Tour & Travel, Members, Media, Weddings, Lodging, Things to Do, Events, Food & Wine, Resources, Destinations, Map, and Search. The main content area is titled "DIGITAL CO-OP OPPORTUNITIES" and contains the following text:

The MCCVB provides its members with numerous co-operative advertising opportunities throughout the year for both leisure and meeting markets. Review the options below and learn how to get involved with each before they sell out!

For additional information or questions please contact Jaclyn Aiello, jaclyn@seemonterey.com, 831-657-6422.

BENEFITS OF THE CO-OP PROGRAM

- **CONVENIENCE-** Members do not have to research on their own where their media budgets are best spent as this work has been done for you. Your partnership with the MCCVB allows access to media research tools which were essential in creating the destination's overall media plan and co-op opportunities. The MCCVB will also collect member assets and build the custom creative on your behalf.
- **HUGE SAVINGS-** Costly opportunities are now available at a much lower investment due to the MCCVB covering a majority of the cost. On average, MCCVB is covering 50%-80% of the media cost in order to allow members the opportunity to participate at a lower budget level.

[CLICK HERE FOR OUR FULL CO-OP BROCHURE.](#)

*All placements are on a first come, first served basis. Co-op opportunities are subject to change. All member levels except directory listings are eligible to participate in all advertising co-ops.

RESERVE YOUR SPOT NOW!

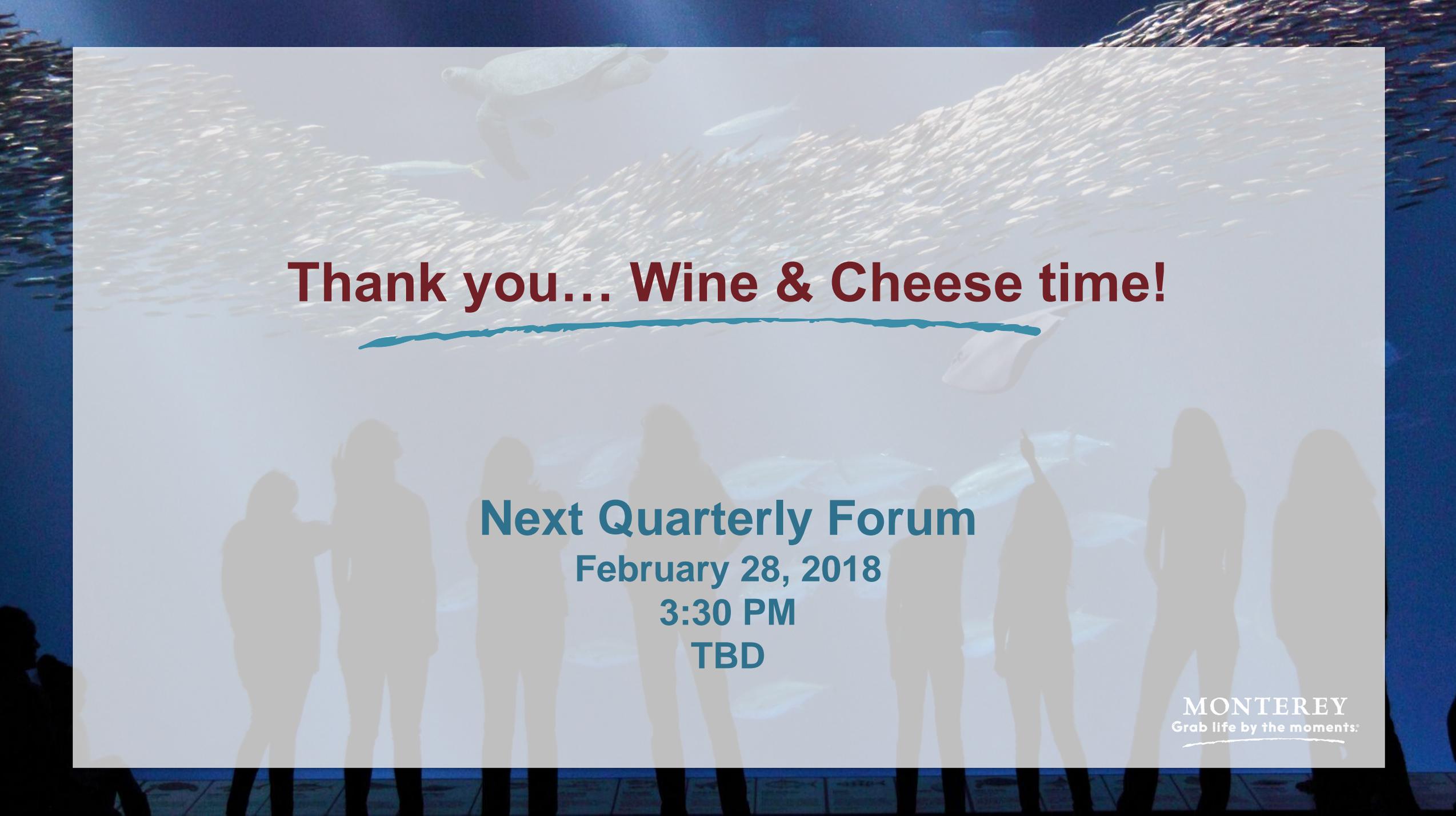
❖ **New & expanded co-op opportunities!**

❖ **Submit deals, including new book in advance /book direct**

❖ **Submit a guest blog**

❖ **Update your listing**

❖ **Your materials in Visitors Center**



Thank you... Wine & Cheese time!

Next Quarterly Forum

February 28, 2018

3:30 PM

TBD

MONTEREY
Grab life by the moments: