

A photograph of the Mission San Carlos Borromeo de Carmelo in Monterey, California. The mission is a large, light-colored stone building with a prominent dome and a bell tower. A large palm tree is in the foreground on the left. The sky is blue with some clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the event title in blue text.

Monterey County Convention & Visitors Bureau Second Quarterly Forum 2017-18 Fiscal Year

MONTEREY
Grab life by the moments.®

TODAY'S SCHEDULE

- Second Quarter Highlights *(Separate from PPT)*
- Key Areas of Focus
- Department Updates
- Social Media Panel
- Wine and Cheese Networking Reception

The background of the slide is a photograph of a historic building, likely a mission or church, with a prominent dome and a bell tower. The building is light-colored and has a tiled roof. There are palm trees in the foreground and lush greenery around the building. The sky is blue with some clouds. The text is overlaid on a semi-transparent white box.

Key Areas of Focus

Monterey Conference Center

Big Sur Recovery

International Markets

Sustainable Moments

MONTEREY CONFERENCE CENTER

Q2 and YTD Results

- 38 MCC leads for 38,026 potential group room nights in Q2
 - 72 MCC leads for 72,938 potential group room nights YTD
- 14 bookings for 6,654 definite group room nights in Q2
 - 25 bookings for 15,271 definite group room nights YTD



MONTEREY CONFERENCE CENTER

Grand Reopening Media Coverage

146,587,887 Total Impressions

- 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



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

SARAH STOCKING *Lonely Planet Writer*

The people of **Big Sur** celebrated on Friday, 13 October when the Canyon Bridge was once again reopened to the public. This was a large step toward fully restoring Highway 1 along the coast of California. Visitors are now free to travel by car from the Monterey Peninsula to Carmel-by-the-Sea, bringing an additional 35 miles of access on Highway 1.

BIG SUR RECOVERY

Press Coverage

Forbes

Pfeiffer Canyon Bridge Reopens, Reconnecting Big Sur



Christina Liao, CONTRIBUTOR
FULL BIO

Opinions expressed by Forbes Contributors are their own.



Shutterstock

Earlier this year, heavy rains caused a landslide that damaged one of the main support columns of Pfeiffer Canyon Bridge, leading to its closure in February. Over the span of one week the following month, the overpass was demolished using a 6,000 ton wrecking ball, leaving Big Sur disconnected. The only way through was via a local's bypass trail that involved a steep hike, taking around 30 to 45 minutes to go from one end to the other. Most of the area's businesses needed to temporarily shut down and things came to a halt in California's crown jewel as a result.

Ad closed by G

Report this ad

AdChoices

TRAVEL WEEKLY

USA

Big news for Big Sur: Pfeiffer Canyon Bridge rebuilt

By Michelle Baran / October 14, 2017

A+ A-



BIG SUR RECOVERY

Press Coverage

- Samantha Brown's new show "Places to Love" on PBS
- Airs March 8, 2018 in Monterey County



SUSTAINABLE MOMENTS

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.



SUSTAINABLE PRACTICES IN MONTEREY COUNTY

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...

2/9/2018

Municipal Climate Action Plan

The County has a Municipal Climate Action Plan with a goal to reduce emissions to 15% below 2005 levels. The plan takes into consideration building...

2/9/2018

Seafood Watch

Monterey County is the epicenter of the sustainable seafood movement. The Monterey Bay Aquarium 's peer-reviewed Seafood Watch program was a...

2/9/2018

Plastic Bag Ban

There is a county-wide ban on polystyrene and on thin-film carryout bags at grocery and other retail stores.

SUSTAINABLE MOMENTS

Regional Advertising and Awareness

- 6.3M+ digital impressions in Q2
- 15,000+ visits to landing page YTD
- 4,000+ video views

MONTEREY COUNTY
WEEKLY

edible
MONTEREY BAY™



In Monterey County farm-to-table isn't just a concept, it's a way of life. Dive into our inspiring natural beauty, savor mouthwatering cuisine and make the most of every moment. And throughout the day, please travel responsibly and treat our destination with care. Together we can preserve our resources and surroundings for generations to come.

For helpful tips and more about our Sustainable Moments program:
SeeMonterey.com/Sustainable.



MONTEREY
Grab life by the moments.

SeeMonterey.com/Sustainable

INTERNATIONAL MARKETS

Marketing Communications



BONOTEL
EXCLUSIVE
TRAVEL

SPECIAL OFFERS

ACTIVITIES

LUXURY BROCHURE



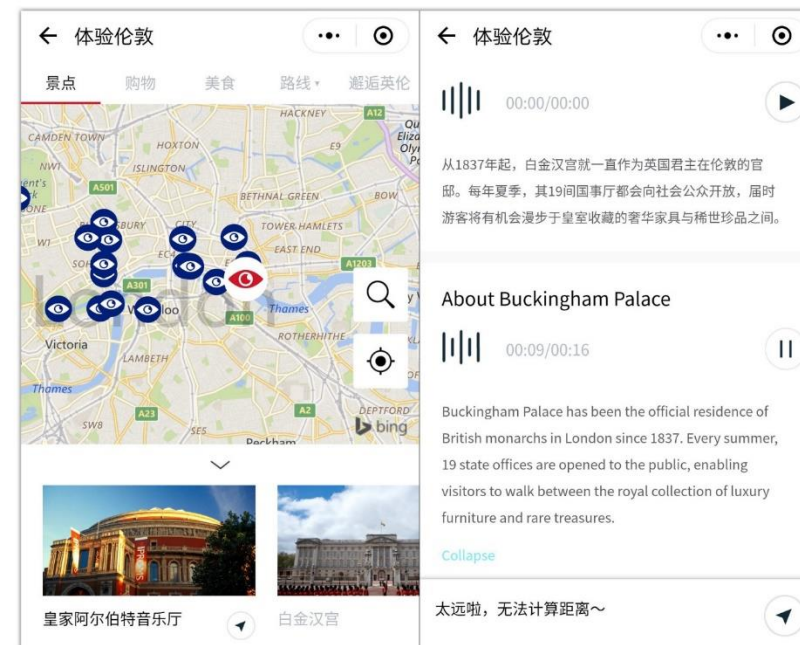
- Joined California STAR in partnership with Visit California
- The program is geared towards travel agents and provides a platform for Sustainable Moments training

- Featured as Bonotel's December 'Destination of the Month'
- Room nights up 148% YOY

INTERNATIONAL MARKETS

WeChat Monterey Bay Mini Program

- WeChat Workshop: Wednesday, March 7 at 4pm
Seventh and Dolores, Carmel-by-the-Sea



INTERNATIONAL MARKETS

Brand USA Partnership

- Brand USA multi-channel campaign running in W. Canada, Mexico and the United Kingdom
- 28,000+ referral clicks since January launch



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

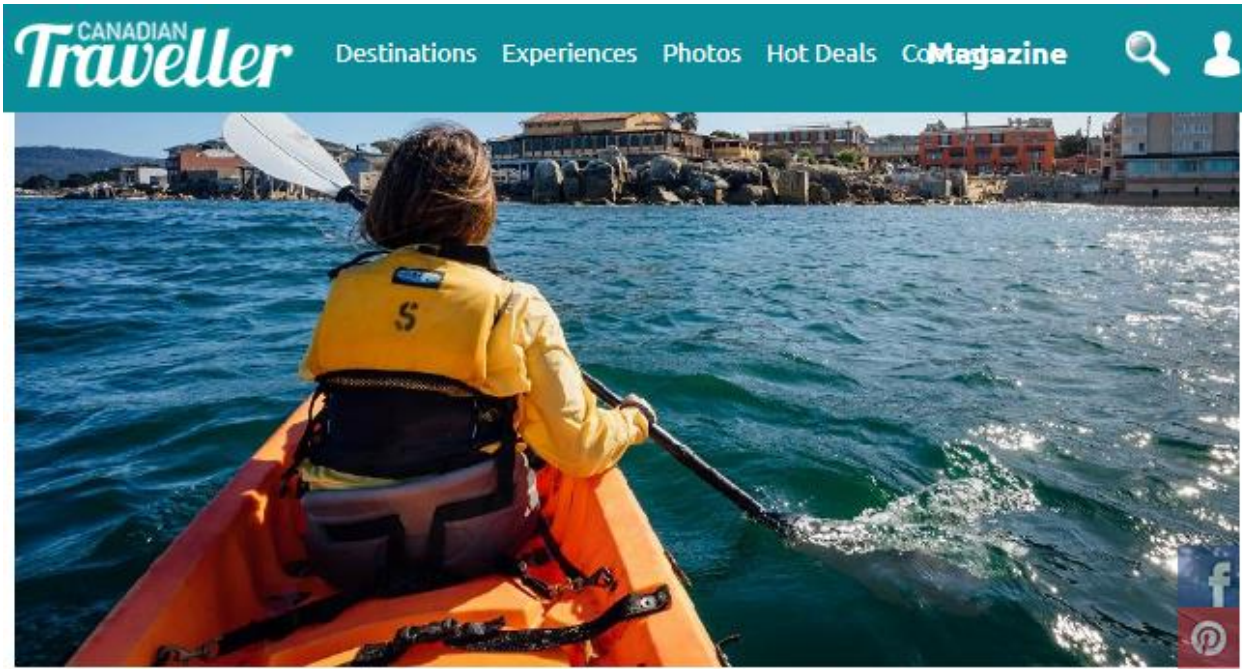


BOOK AN UNFORGETTABLE TRIP TO MONTEREY COUNTY

MONTEREY
Grab life by the moments:
SeeMonterey.com
PLAN NOW ▶

INTERNATIONAL MARKETS

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
- Upcoming Feature Story:
“Be Inspired” in Big Sur
- Media FAM: May 17-19, 2018



Department Updates

Group Sales

MONTEREY
Grab life by the moments:

GROUP SALES UPDATES

Sales Efforts & Results

- 17,148 total group room nights booked in Q2
 - 34,444 total group room nights booked YTD
- 13,319 new group room nights booked in Q2
 - 31,042 new group room nights booked YTD
- 191 group leads distributed for 70,389 potential group room nights in Q2
 - 381 group leads distributed for 152,502 potential group room nights YTD



SALES UPDATE

MCCVB on the Road



Arizona Sales Calls



IMEX America



Bay Area
Corporate FAM

SALES UPDATE

MCCVB on the Road



Washington, DC
Sales Calls



CalSAE
Seasonal Spectacular



NTA Travel
Exchange, Texas

SALES UPDATE

MCCVB On the Road



Association Forum
Holiday Showcase
Chicago



CVB Reps Tradeshow
Washington, DC



Pacific NorthWest
Sales Calls

SALES UPDATE

Heading Out On The Road in Q3 & Q4

HB | HELMSBRISCOE

pcma Convening
Leaders

nysae®

ConferenceDirect®

CaISAE®
ADVANCING TOGETHER

- PCMA - Convening Leaders
- HELMS BRISCOE - Annual Business Meeting
- IMEX - Global 2018
- CONFERENCE DIRECT- Annual Partner Meeting
- NYSAE - MEET NY SHOW and Sales Mission
- CaISAE 2018 ELEVATE - *Monterey is the HOST!*
- MPI - World Education Congress
- PBFW FAM and Monterey Mind & Body FAM



Department Updates

Marketing Communications

MONTEREY
Grab life by the moments:

MARKETING COMMUNICATIONS

Fall Campaign Recap



Campaign Dates September 8 – November 30, 2017

www.SeeMonterey.com/Fall

Results:

- 25.6M overall impressions
- 1.2M social impressions
- 22.5K social engagements
- 284,825 web visits
- 140,627 total sweeps entries
 - **+134%** than previous fall sweeps!

MARKETING COMMUNICATIONS

Q2 Earned Results & Highlights



- 55,013 total social engagements
- 8,312,469 total social impressions
- 10 press releases published in Q2
- 588,800,000+ impressions
- 945 total airings (TV, radio, and web)
- 558,116,423 impressions

MARKETING COMMUNICATIONS

Off Season Promotions: “It’s ON Season”

Paid

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

Owned

- Landing page
 - 100,000+ sweepstakes entries to date
- Visitor newsletter
- Social content

Earned

- Press releases
- Satellite media tour



MARKETING COMMUNICATIONS

Big Little Lies: Paid, Owned, and Earned Coverage

Explore the Californian home of Big Little Lies – Monterey

The HBO drama starring Reese Witherspoon and Nicole Kidman is set in town on the stunning Pacific Coast



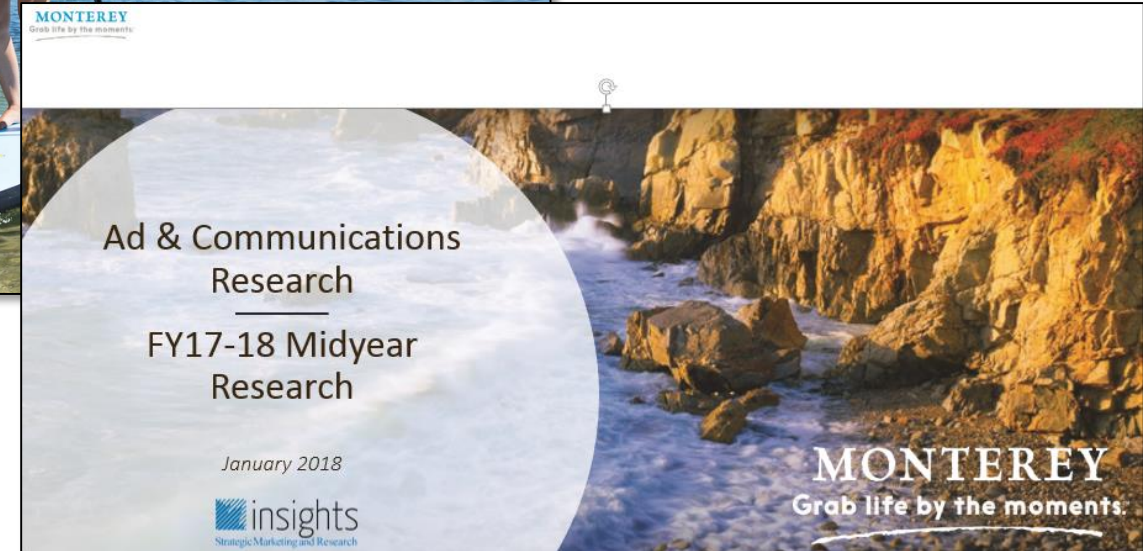
Thursday, 25th January 2018 at 7:40 am

- Utrip itinerary
- Media coverage + recent press release
- Big Little Meetings / Big Little Moments



MARKETING COMMUNICATIONS

Marketing Intelligence Report



MARKETING COMMUNICATIONS

Your Source For MCCVB Info, Events and Activities

MCCVB MEMBER BULLETIN BOARD

Get the latest information from the Monterey County Convention & Visitors Bureau in the articles below.

Click the links below for updates by department.

- [Group Sales](#)
- [Visitor Services](#)
- [Reports & Research](#)
- [Marketing](#)
- [Membership](#)
- [Media](#)
- [Industry News](#)



GROUP SALES



VISITOR SERVICES



REPORTS & RESEARCH



MARKETING



MEMBERSHIP



MEDIA

MCCVB MEMBER BULLETIN BOARD

2/27/2018

[Monterey Conference Center Grand Opening](#)

The official ribbon cutting of the newly renovated Monterey Conference Center symbolized a new era of inspired meetings. The exciting grand opening...

1/15/2018

[Save the Date for the Quarterly Forum](#)

Join us at 3:30 p.m. Wed., Feb. 28, 2018, at the Carmel Mission Inn for our second Quarterly Forum. We'll be featuring an engaging panel of local...



Department Updates

Visitor Services

MONTEREY
Grab life by the moments:

VISITOR SERVICES

Monterey Visitors Center

- 46,153 visitors assisted (through January 31, 2018)
- 60% of survey respondents are looking for accommodations

Survey says...

“...staff helped you book your stay?
Yes, very much!”

“...Here unexpectedly due to Napa fires.
So Helpful!!!! Saved our vacation.”

“...was very helpful in trying to get a hotel room on short notice instead of us staying in Modesto.”

VISITOR SERVICES

Supporting our Meetings and Conferences



- Shipping materials to planners prior to their events
- Providing welcome tables and Destination Specialists at meetings and conferences

VISITOR SERVICES

SeeMonterey.com Live Chat

Need help?

We are here!

START CHAT

Leave a message

Our Destination Specialists are available from 9:00 AM - 5:00 PM PST daily. For a question outside of those hours, please leave a message and we will get back to you via e-mail the next business day. thank you -

Chat now



Summary for Tuesday, February 13th



Chats

See all

14

Visitor satisfaction

4 ratings

:-) 100%

:-(0%

Missed opportunities

See all

1

SOCIAL MEDIA PANEL

Meet Our Local Social Media Gurus



Allyson Ryan
MCCVB



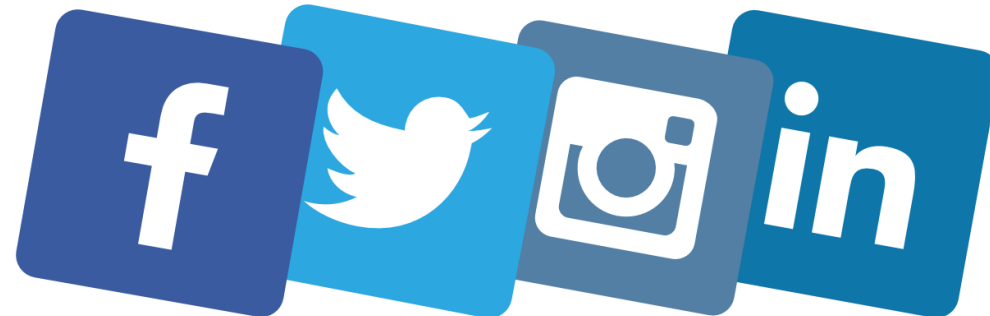
Daphne Karpel
Monterey Bay Aquarium



Kevin Merfeld
Pebble Beach Company



Eric Palmer
City of Monterey



SEE MONTEREY

Social Standout



Facebook post linking to blog post highlighting various hikes at beaches and parks in Monterey County.



SEE MONTEREY

Results

 **See Monterey** is at **Point Lobos State Reserve**.
Published by Allyson Ryan (?) - April 3, 2017 - Carmel

Which of these hikes do you want to tackle?



7 Hikes to Take Your Breath Away in Monterey County
There are countless hiking options with breathtaking views within Monterey County just waiting to be explored.
SEEMONTEREY.COM

- 270K people reached
- 1,550 shares
- 10,225 engagements
- 9,600 referral clicks to blog

MONTEREY BAY AQUARIUM

Social Standout

Facebook Live Stream with the Penguins called “The March of the Penguins for Science” to show the Aquarium’s support of the March for Science.



MONTEREY BAY AQUARIUM

Results

Peng-Winning



Reach

Over 8 Million!



Views

Over 3.2 Million!



Likes

Over 62,000!



Comments

Over 7,000!



和團體為企鵝慶祝。在美國加州的蒙特雷灣水族館 (Monterey Bay Aquarium) 舉行了一場由面臨絕種危機的非洲企鵝進行的“科學遊行”(Science March)，來回應美國總統川普最近簽署的氣候變化的行政命令的不滿。



Credit: Monterey Bay Aquarium @ Twitter

PEBBLE BEACH COMPANY

Social Standout



[View Insights](#)

[Promote](#)



Liked by kenzie.oconnell, linksmagazine and 1,921 others

pebblebeachresorts CLOSED - Want to see the world's top golfers 🏌️ and a star studded list of celebrities 🌟 compete at the @attproam this weekend? Mention three friends to round out your foursome and enter for a chance to win four tickets 🎫 for admission on Saturday. See link in bio for official rules. #pebblebeach #mypebblebeach #attproam #bucketlist #golf #instagolf #contest #giveaway #instagramgiveaway #win

[View all 257 comments](#)

- Instagram post capitalizing on the AT&T Pebble Beach Pro-Am
- Used opportunity to grow audience and following
- Created a contest to win four tickets to the event by tagging the three friends you would bring with you

PEBBLE BEACH COMPANY

Results



[View Insights](#)

[Promote](#)



Liked by kenzie.oconnell, linksmagazine and 1,921 others
pebblebeachresorts CLOSED - Want to see the world's top golfers 🏌️ and a star studded list of celebrities 😁 compete at the @attproam this weekend? Mention three friends to round out your foursome and enter for a chance to win four tickets 🎫 for admission on Saturday. See link in bio for official rules. #pebblebeach #mypebblebeach #attproam #bucketlist #golf #instagolf #contest #giveaway #instagramgiveaway #win

[View all 257 comments](#)

- Most commented post ever by nearly 300%
- Gained 325 followers during the 2-day campaign
- Along with daily posts and Instagram stories, account gained 1,054 followers during the week, an increase of 25% from same period in 2017

CITY OF MONTEREY

Social Standout

Visit Lower Presidio Historic Park

- Misconception that Lower Presidio Historic Park is closed to the public
- Posts on Facebook, Instagram, YouTube, NextDoor, and Twitter about the park and its views, history, wildlife, events, museum, and recent improvements



City of Monterey @CityofMonterey · Feb 21

#WhereIsItWednesday #Monterey 🤗 New ADA ramps & benches make this park's views more accessible to everyone. Though it is just steps from the waterfront, this park is a quiet, hidden gem without much foot traffic. Where are we?



3 2 19



City of Monterey @CityofMonterey · Feb 15

Enjoy a #TBT at #Monterey's Lower Presidio Historic Park, with 7,000+ YEARS of history! Take a video tour by watching today's Instagram Story- follow us at @CityofMonterey. Learn more about the park: youtube.com/watch?v=Lg7X0s...



4 7

CITY OF MONTEREY

Results

- 3,000+ YouTube views
- 57,000+ impressions on Facebook and Instagram
- 50+ shares
- 60+ comments

“Awesome! I didn't know there was a public park there!”



City of Monterey @CityofMonterey · 28 Dec 2017

New, white “historic fencing” is replacing eye-sore chain-link fencing in #Monterey's Lower Presidio Historic Park, opening up these lovely views. Learn more about this improvement project, many of which were completed in 2017: m.youtube.com/watch?v=Lg7X0s...



2 15



City of Monterey @CityofMonterey · 17 Dec 2017

New interpretive signs, ADA pathways, benches & fencing among the improvements made to #Monterey's Lower Presidio Historic Park. What is the vision for the "most historic site on the West Coast"? youtube.com/watch?v=Lg7X0s...



3 3 11





Questions?

MONTEREY
Grab life by the moments:

The background of the slide is a photograph of a historic building, likely a mission or church, with a prominent dome and a bell tower. The building is light-colored and has a Spanish Colonial architectural style. In the foreground, there are several tall palm trees and other greenery. The sky is blue with some light clouds. The text is overlaid on a semi-transparent white rectangular area.

Thank you!

**Next Quarterly Forum
Wednesday, April 18, 2018**

3:30 PM

InterContinental The Clement Monterey

MONTEREY
Grab life by the moments: