

# MCCVB Quarterly Forum

## Review of Second Quarter FY 2015-2016

February 17, 2016

# STAFF UPDATES

## Welcome to the team:



**Kelly Gonzalez**  
Administrative Coordinator



**Zoë Carter**  
Communications Coordinator



**Sammy Ramos**  
Regional Sales: Northern CA &  
Pacific North West



**Joe Marcy**  
Regional Sales: Southern CA  
& Southwest

## AWARDS



- **“Best Golf Destination”**  
Monterey County – *Top Travel* magazine, China



- **Lauren Siring (Regional Sales Executive) won the PCMA Bamie Award for ‘Member of the Year’**

# MONTEREY COUNTY DIORAMA AT STATE CAPITOL



Partnership of Monterey County Economic Development, Monterey County Arts Commission and MCCVB

A photograph of a man and a woman sitting in the back of a red convertible car. The man is holding a camera up to take a picture, and the woman is leaning in next to him. They are both smiling and looking out over a scenic view of the ocean and mountains. The image is slightly faded to allow text to be overlaid.

# Visitor Services & Membership

**MONTEREY**  
Grab life by the moments:

## KEEPING SCORE - GOALS



64% (2015) vs. 56% (2014)

YTD Visitors Influenced to stay longer

↑ 8%

## METRICS HIGHLIGHTS



54,782 (2015) vs. 53,246 (2014)

Room Nights Influenced

↑ 3%



\$17,749,368

YTD Economic Impact of  
Influenced Room Nights

# REACHING OUR VISITORS

## Satellite Visitor Centers

### OCTOBER:

- **October 2** – Health & Wellness Fair
- **October 3 & 4** – Monterey Sportsfest
- **October 4** – International Congress on Nitrogen Fixation
- **October 7** – Cruise Ship
- **October 12 & 13** – CA Association of County Veterans Service
- **October 30 & 31** – 29<sup>th</sup> Annual Veterinary Dental Forum

### DECEMBER:

- **December 1 & 2** – California State Association of Counties

# NEW MEMBERS & MEMBERSHIP NUMBERS

**10 new members joined the  
MCCVB in Q2**

Eddison & Melrose tea Room (Monterey)

Boardwalk Sub Shop (Monterey)

Steinbeck House (Salinas)

Twisted Roots Wines (Carmel Valley)

Scales Seafood & Steaks (Monterey)

Michelle Magdalena Photography (PG)

Stave Wine Bar (Pebble Beach)

Century Cinemas (Marina)

Il Tegamino (Carmel)

Monteforte Photography (PG)



# GROUP SALES

**MONTEREY**  
Grab life by the moments:

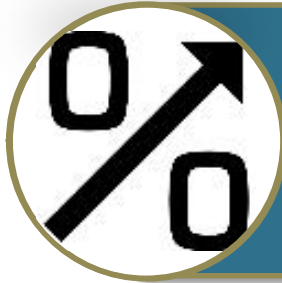
## KEEPING SCORE - GOALS



**43.24% (2015) vs. 25.98% (2014)**

**YTD Booking Conversion Rate**

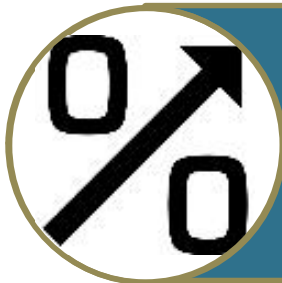
**↑ 17%**



**451 (2015) vs. 408 (2014)**

**YTD Leads Sent**

**↑ 10%**



**100% (2015) vs. 94% (2014)**

**YTD Room Night Index Score**

**↑ 6%**

## METRICS HIGHLIGHTS

Room Nights Booked has seen huge improvement  
Q2 FY 15-16 over Q2 FY 14-15



**55,705 (2015) vs. 22,479 (2014)**

**↑ 147%**



**12.7% (2015) vs. 8.6% (2014)**

**Group RevPar YOY % Change**

**↑ 4.17%**

# NEW TRADESHOW BOOTH



# TRADESHOWS

## OCTOBER:

- Luxury Meetings Summit – Chicago
- Luxury Meetings Summit - LA
- Luxury Meetings Summit – Orange County
- Luxury Meetings Summit – Phoenix
- IMEX – Las Vegas
- FICP Fall Symposia – Santa Barbara

## NOVEMBER:

- Luxury Meetings Summit – Houston
- FICP Annual Conference – Bahamas
- AMEX Show Silver Sponsorship -Toronto
- Smart Meetings – Colorado

## DECEMBER:

- Smart Meetings - Texas
- CalSAE Seasonal Spectacular - Sacramento
- MPI Holiday Gala - Arizona
- Holiday Showcase



# CLIENT EVENTS

## OCTOBER:

- Silicon Valley Sharks Game – San Jose
- East West Marketing China Sales Mission
- Sales Mission – Washington D.C.
- SF Travel New York Tour Operator Reception - SF
- Nashville Predators Game

## NOVEMBER:

- Carmel Valley Golf FAM
- SF Travel Chinese Reception

## DECEMBER:

- CVB Reps Holiday Event – Washington D.C.
- SF Travel Tour Operator Reception – Marina Del Rey
- SITE Holiday Event – Minnesota
- Tour of Lights Seasonal Spectacular – Sacramento
- SF Travel Client Dinner - SF



A photograph of three women standing on the deck of a boat, looking out over a harbor filled with many sailboats. The scene is bright and sunny, with a soft, warm light. The women are in the foreground, slightly out of focus, while the harbor and sailboats are in the background. The text 'Marketing & Communications' is overlaid in the center of the image, underlined with a blue brushstroke.

# Marketing & Communications

**MONTEREY**  
Grab life by the moments:

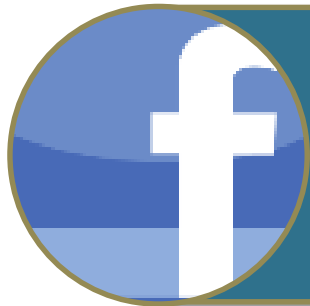
## KEEPING SCORE - MARKETING



**Web Visits:**

815,083 Total

↑ 8%



**Social Engagements:**

247,261 Total



**Brand Communication Effectiveness:**

4.1



# METRICS HIGHLIGHTS - MARKETING



## Instagram Fans:

5,206 Total

↑ 552%



## Facebook Fans:

81,507 Total

↑ 20%

# “AUTUMN UP” FALL CAMPAIGN



September 23-November 15

## Sweepstakes Stats

- 26,994 entries
- 79,1113 unique web visits
- 325,252 FB impressions
- 8,803 FB engagements



See Monterey

Published by Allyson Thommen [?] · Yesterday at 10:17am ·

Autumn Up this fall and enter to win a trip to Monterey!



Enter to Win a Trip to Monterey!

Bunk up for two nights at The InterContinental The Clement Monterey. Drink up with Carmel Wine Walk Passports. Roll up with Segway Tours Monterey. Splash up with Monterey Bay Aquarium passes. Eat up with lunch or...

SEEMONTEREY.COM

# Fall Campaign Results



**Impressions:** 20,632,557

**Clicks to Landing Page:** 189,923

**Clicks to Member Sites:** 9,489

**Custom Content Reads:** 297,749

**Total Social Media Engagement:** 167,937

## Executive Summary Highlights:

- Content delivery drives more requests for offsite information
- Conversions were up compared to last year (+59%) on pages that were tagged in both 2014 and 2015
- Compared to same period last year, our budget increased 5% but we received 12% more clicks

# “BEST OF 2015” PHOTO CONTEST

## BEST OF 2015 MONTEREY MOMENTS CONTEST

#MONTEREY2015

MONTEREY  
Grab life by the moments

Share your most memorable Monterey photo from 2015 for a chance to WIN!

#### How to play:

1. Upload your favorite photo from 2015 taken in Monterey County.
2. Photo submissions end December 21st at 11pm PST.
3. Voting begins December 21st at 1pm PST.
4. Share your entry with friends and family for more votes.
5. Voting ends December 29th at 11pm PST.
6. Top 2 entries with the most votes win a Monterey Moments Care Package!

Good luck!

Name

First  Last

Email

City, State and Zip

City  State  Zip

Select Photo  
 No file selected.

Photo Title

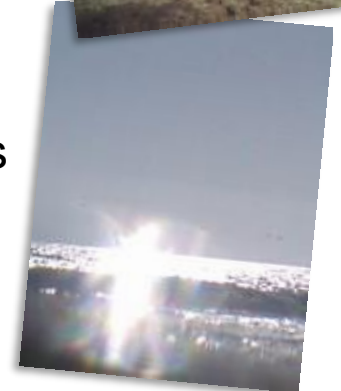
I have read and agree to the rules below

**Objective:** Increase engagement and increase email database

**Summary:** Fans were encouraged to submit their favorite Monterey photo from 2015 for a chance to win Monterey gift bag

### Results:

- Over 224 photo uploads
- Over 883 votes
- 1107 Total Engagements
- 4,475 Facebook Engagements



# LOS ANGELES MEETS MONTEREY

**Who was Involved:** November 4<sup>th</sup> Redbird LA Chef John Cox (Post Ranch) & Ted Walter (Passion Fish) & Monterey County Vintners and Growers Association

**Attendees:** Dinner for 25 LA-based media

- Conde Nast Traveler, LA Times, Gayot, CA Meetings + Events, The Daily Meal

**Results:** Two took Alaska Flight on assignment, half dozen others committed to covering the county (ranging from millennial winemakers to MCC)



# LOS ANGELES MEETS MONTEREY



## A Taste of Monterey at a Pop-Up Dinner at Redbird

Written by Allison Levine on November 12, 2015

When two renowned chefs from Monterey came down to Los Angeles and partnered with Neal Fraser at Redbird to create a pop-up menu using fresh Monterey ingredients and paired with the wines of Monterey, this taste of Monterey definitely whet my appetite.



Chef John Cox is the Executive Chef at Sierra Mar at Post Ranch Inn, one of the most celebrated restaurants and retreats in the world.

Chef Ted Walter is a Classic French-trained chef who opened Pacific Grove's Passionfish with his wife Cindy in 1997. He sources ingredients from Carmel Valley farms, local markets and the fishers of Monterey Bay and has earned a national reputation as an advocate for the Sustainable Seafood movement.

### Social Stats:

- 250,000 total reach
- 187% more Tweets with #Monterey
- 144% more Instagram posts with #Monterey

### Media Hits:

- Food GPS (PR value \$12,000 for both)
  - [The Restaurant at Ventana](#)
  - [Grilled Sturgeon](#)
  - [Jeninni Kitchen & Wine Bar](#)
  - [Shawarma Pork Buns](#)
- Please the Palate (PR value \$2000)
  - [A Taste of Monterey at a Pop-Up Dinner at Redbird](#)

# CHINA

★★世界★★  
TOP TRAVEL CEREMONY  
行无界·享从容  
旅游盛典

低头 盯准球。  
一切准备就绪  
MONTEREY  
Grab life by the moments

同传Wei hao  
连忙两个周末之后来赌城过一个weekend getaway.  
拉斯维加斯 - Caesars Palace  
2 days ago

YOUKU 优酷 .com

视频 (6) 最新发布 最多播放

加州海岸上的璀璨明珠——滨海卡梅尔 00:56 6天前

美国最浪漫的城市——太平洋格罗夫 00:46 6天前

加州蒙特雷——户外休闲的天堂 02:38 6天前

蒙特雷文化之旅——历史悠久的罐头厂街 00:36 6天前

发现前所未见的美利坚之蒙特雷专辑 02:54 11-11 12:26

SPLASH-WORTHY MOMENTS 01:24  
精彩瞬间——加州蒙特雷 15 11-11 12:09

MONTEREY  
Grab life by the moments  
SeeMonterey-China.com

优酷认证  
认证原因：美国蒙特雷会议与旅游局优酷官方频道

自频道介绍：  
美国加州蒙特雷会议与旅游局 (Monterey County Convention & Visitors Bureau) 作为加州蒙特雷地区官方目的地推广机构，致力于加州蒙特雷地区的旅游及会议推广工作。更多信息可登录：www.visitmonterey-china.com

总播放：57 今日新增：0

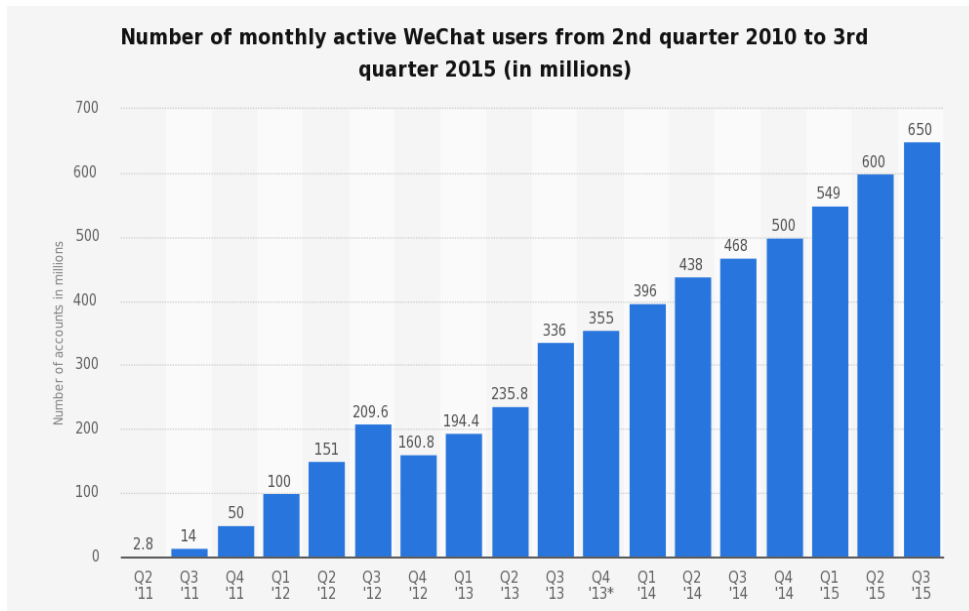
## Recap:

- YouKu launch – January 2016
- Top Travel Golf destination award

# CHINA - WECHAT

## WeChat Overview:

- Implemented November 2015
- Huge user base in China
  - 650 million monthly active users last reported





# KEEPING SCORE – COMMUNICATIONS



**Target Segments Total Earned Media:**

**\$30,170,134**

# METRICS HIGHLIGHT - COMMUNICATIONS



**PR Impressions:**

**22,229,479,974**

**↑ 3,162% YoY**

# PR HIGHLIGHTS & FAMS

## Total Media FAM Visits:

- 43 Separate media FAMs from outlets such as...
  - Food GPS
  - Huffington Post
  - Yahoo Travel
  - Canadian World Traveller



# FALL MEDIA FAM HIGHLIGHTS

## The New York Times

### Monterey's New Popularity Means New Hotel Deals

In Transit

By SHIVANI VORA, NOV. 27, 2015



### New York Times FAM, October 2015

- 57 Million UMV
- 6.5 Million Circulation
- \$4.2 Million Total Ad Eq. to Date

### Fall Mega FAM, November 2015

- LAX Magazine
- Elevation Outdoors Magazine
- Indagare
- Malibu Times Magazine
- Fodor's
- Santa Barbara Seasons
- Coverage will appear from winter 2015 to summer/fall 2016

# Looking Ahead

A man and a woman are shown in profile, facing each other and smiling. The woman is holding a wine glass. They are in a scenic valley with rolling hills and a forest. The background is slightly hazy, suggesting a distant view of the ocean or a bay. The overall mood is romantic and peaceful.

**MONTEREY**  
Grab life by the moments:

# SPRING PROMOTIONS

## Spring Campaign:

- “Miles of Moments”
- Website promotion
- Spring road tour will be immersive experience in these targeted cities:
  - Dallas, TX
  - Seattle, WA
  - Phoenix, AZ
- “96 Hours in Monterey”



A couple is taking a selfie from the back of a red convertible car. The man is holding a smartphone, and the woman is leaning in. They are both smiling. The background shows a scenic view of a coastline with mountains and the ocean under a bright sky. The word "International" is written in a dark red font across the middle of the image, with a blue brushstroke underline.

# International

**MONTEREY**  
Grab life by the moments:

# CHINA

## Upcoming:

- Sales & Media FAM trips--March
- Upcoming ATS/C-trip partnerships
- China Ready 2.0



# MEXICO

## Brand USA:

- Multi-Channel Spring campaign
- Co-op with Monterey Bay Aquarium: In-Language video

## Visit CA:

- Sales & Media Mission Jan. 17-20



CO-OP MULTI-CHANNEL PROGRAM: MEXICO								
Partner Tiers	Investment	Print & Digital Insert	Digital Ad Impressions	Outbrain Traffic Generation	Expedia Activation Partner Marketing*	Radio (Spanish Mentions)	Travel Show "Discover America" Segment on Azteca Cable	Reporting
Tier 2	\$18,240	Full Page	750,000	1,000 clicks	<ul style="list-style-type: none"> <li>- Dedicated hotel search results page (one per co-op)</li> <li>- <b>300,000</b> co-branded display ads driving to your hotel search results page</li> <li>- Inclusion on "Discover America" page linking to your hotel search results page</li> </ul>	3 Mentions	N/A	<ul style="list-style-type: none"> <li>- Campaign report inc. partner-specific digital ad campaign and Outbrain engagement metrics, as well as a print summary</li> <li>- Expedia partner-specific digital ad campaign impression and click metrics</li> <li>- Expedia partner-specific activation report**</li> </ul>





New in 2016 Global  
Activation Partner

# CANADA



## Air Canada:

- Ad in January and February in-flight publications, promotes new direct flights to SFO and SJC coming this year

## Spring Campaign:

- Brand USA/Miles Media Spring multi-channel campaign (W. Canada)

Brand USA Originals  
**MULTI-CHANNEL PROGRAM:  
WESTERN CANADA**

**MONTEREY**  
Grab life by the moments:

# OPPORTUNITY MARKETS



United Kingdom



Germany

# New Website



**MONTEREY**  
Grab life by the moments:



# DESIGNED WITH MOBILE IN MIND

## Mobile Website:

- Half of Seemonterey.com visitors access through a mobile device
- Built and designed with “Mobile First” mentality

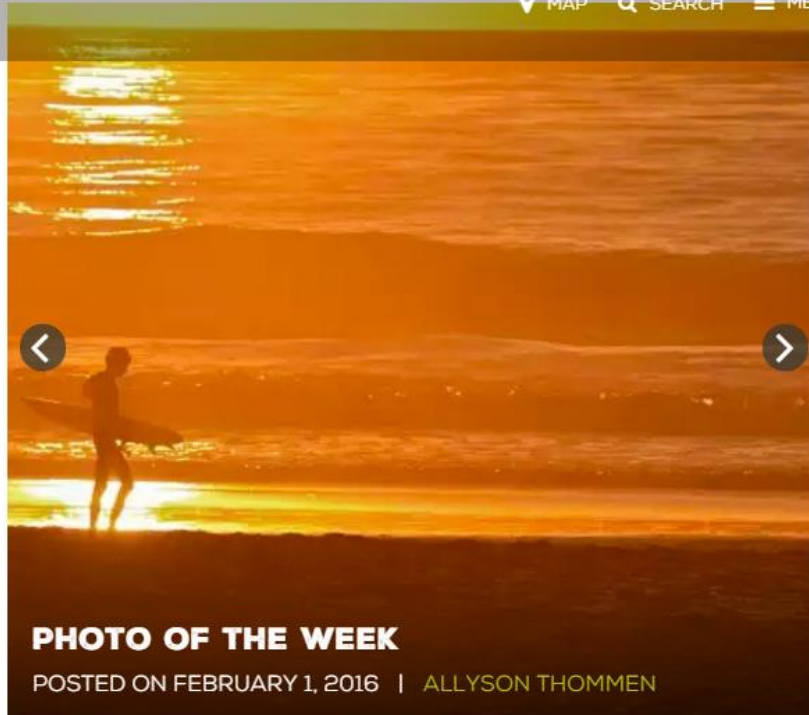


MONTEREY  
Grab life by the moments:

MAP SEARCH MENU



POWERED BY **Utrip**



**New Live Date:**  
Mid March

**NEW Features :**

- Mobile first design
- Interactive Map
- Jurisdiction mini-sites
- Interactive Trip Builder
- Related Content Module
- Homepage video



# NEW ITINERARY BUILDER

**BUILD YOUR OWN** | **THE FIRST TIMER** | **SPORTS FAN** | **FAMILY FRIENDLY** | **ARTS & CULTURE** | **SHOP & DINE**

**ACTIVITY PREFERENCES**

**Trip Budget** Moderate  
**Art** Important To Me  
**Culture** Cultural Connoisseur  
**History** History's Cool  
**Museums** Enjoy Museums  
**Sports** Limited Interest  
**Nature** Like The Outdoors  
**Adventure** Kடை-Pool Park  
 Family-friendly activities only

**Must See** Must See Some  
**Shopping** Like Shopping  
**R & R** Limited Interest  
**Spontaneity** Structured  
**Pace** Full Day  
**Cuisine** Important To Me  
**Entertainment** Fire Iron Fan

**Nightlife Types**  
 Bar, Club, & Lounge  
 See The Town At Night  
 Events & Entertainment

**ACTIVITIES WE THINK YOU'D ENJOY:** (Showing 1-9 of 20)

- Santa Clara Art Tour
- Yuki Sushi
- de Saisset Museum
- Taqueria La Veracruzana
- Edward Peterman Museum of Railroad History
- Santa Clara Farmers Market
- Mission Santa Clara de Asis
- Jang Su Jang
- Triton Museum of Art

Start Planning | Explore | Featured Trips | Experts | Sign Up | Login | **Utrip**

## Utrip:

Launched in late January

Time on site is 20% above site average

## Live Walk Through:

<https://mytrip.seemonterey.com>

## WHEN ARE YOU TRAVELING?

**TRAVEL DATES**

Arrive: 08/05/2015  
Return:

August 2015

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



# Visitor Profile Study

**MONTEREY**  
Grab life by the moments:

# 2015 MONTEREY COUNTY VISITOR – SNAPSHOT OF FINDINGS

## Summary

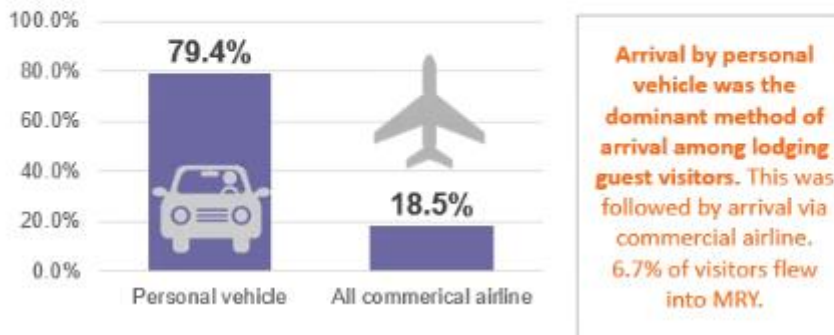
**Primary Reasons for Visiting Monterey County**  
(% of respondents)



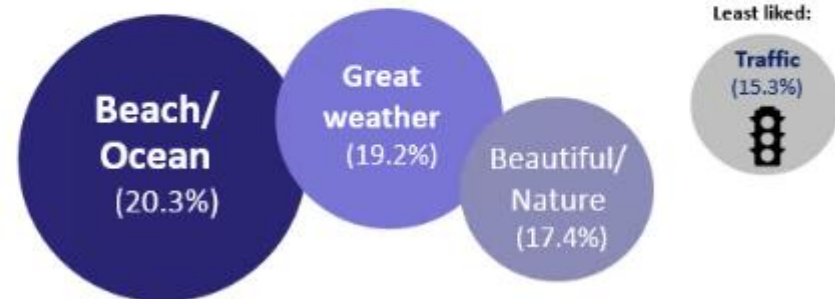
**Visitor Trip Details** (% of respondents)



**Method of Arrival into Monterey County**  
(% of respondents)



**Most Liked Aspects & Least Liked Aspect of Monterey County** (% of respondents)





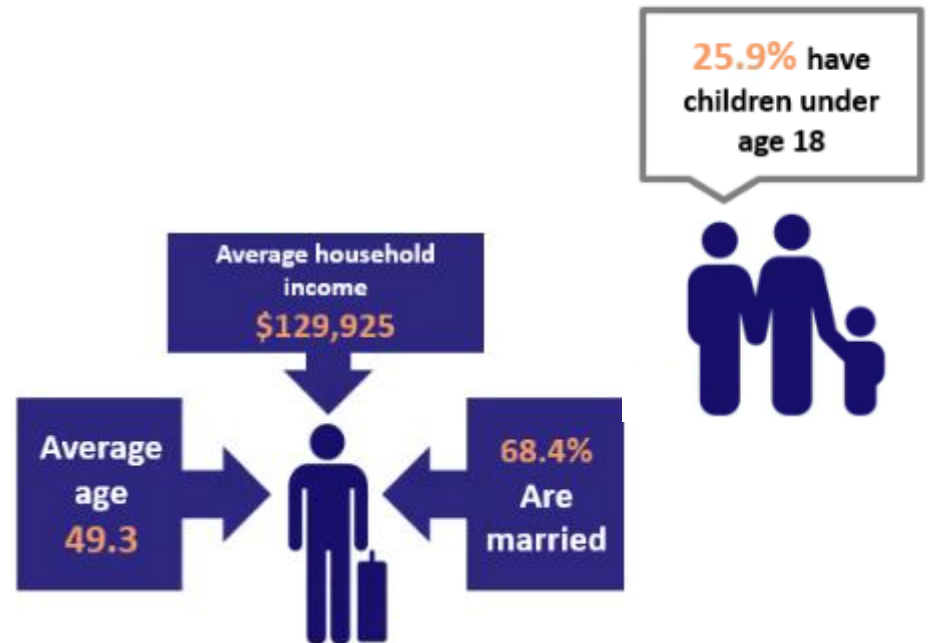
# 2015 MONTEREY COUNTY VISITOR – SNAPSHOT OF FINDINGS

## Demographics and Trip Planning

**Top Travel Planning Resources** (combined in-market & out of market usage) (% of respondents)



**Lodging Guest Demographics** (% of respondents)



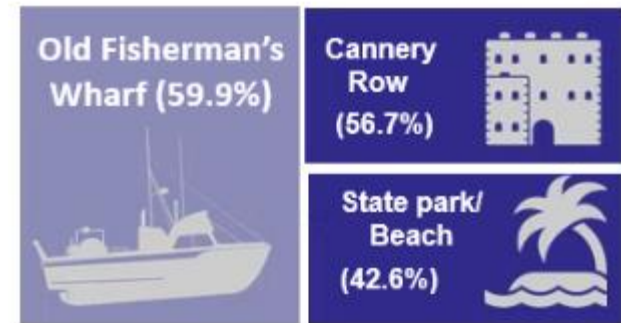
# 2015 MONTEREY COUNTY VISITOR – SNAPSHOT OF FINDINGS

## In-market Behavior and Activities

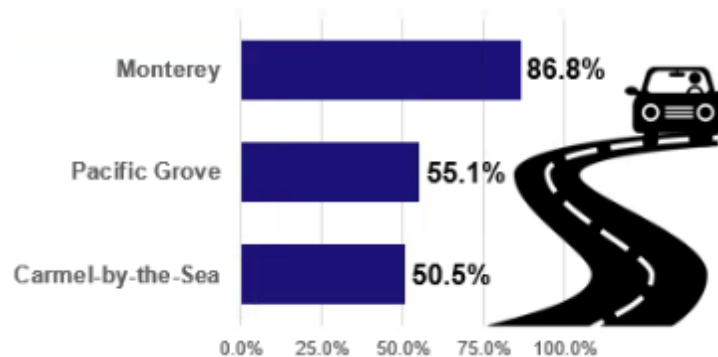
**Top Monterey County Activities** (% of respondents who reported participating in each activity)



**Top Attractions Visited** (% of respondents)



**Monterey County Areas Visited** (% of respondents)





# Monterey Conference Center

**MONTEREY**  
Grab life by the moments.

## MCC REBRAND





# MONTEREY CONFERENCE CENTER



# MCC BRAND CAMPAIGN



**RUGGED. WEATHERED. AGED.**  
GREAT WORDS TO DESCRIBE A COASTLINE. NOT SO MUCH A CONFERENCE CENTER.

Inspiration has never been a problem in Monterey. Our forty-year-old conference center is another story. But not for long. We're in the middle of an innovative rebuild. And it's not just fresh carpet and a coat of paint, it's a massive \$60+ million overhaul.

Be among the first to innovate here. [MontereyConferenceCenter.com](http://MontereyConferenceCenter.com)



MONTEREY CONFERENCE CENTER

Where Innovation and Inspiration meet.™

# Sustainable Moments

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**MONTEREY**  
Grab life by the moments:

## OVERVIEW



**Conservation:** “green” practices, water/energy saving tips, recycling



**Environmental:** protect & preserve land, sea, & wildlife



**Safety:** don't park on Highway 1, obey traffic laws, water safety, etc.

As a response to the success of the tourism industry in Monterey County, the MCCVB is working on a proactive way to reach visitors & educate them on how to have the best experience in Monterey County for years to come.





**Get Involved:** let us know you are interested in making this program successful



**Expand:** we want your input and ideas to grow this program



**Thank You!**

**Next Quarterly Forum:  
April 27, 2016**