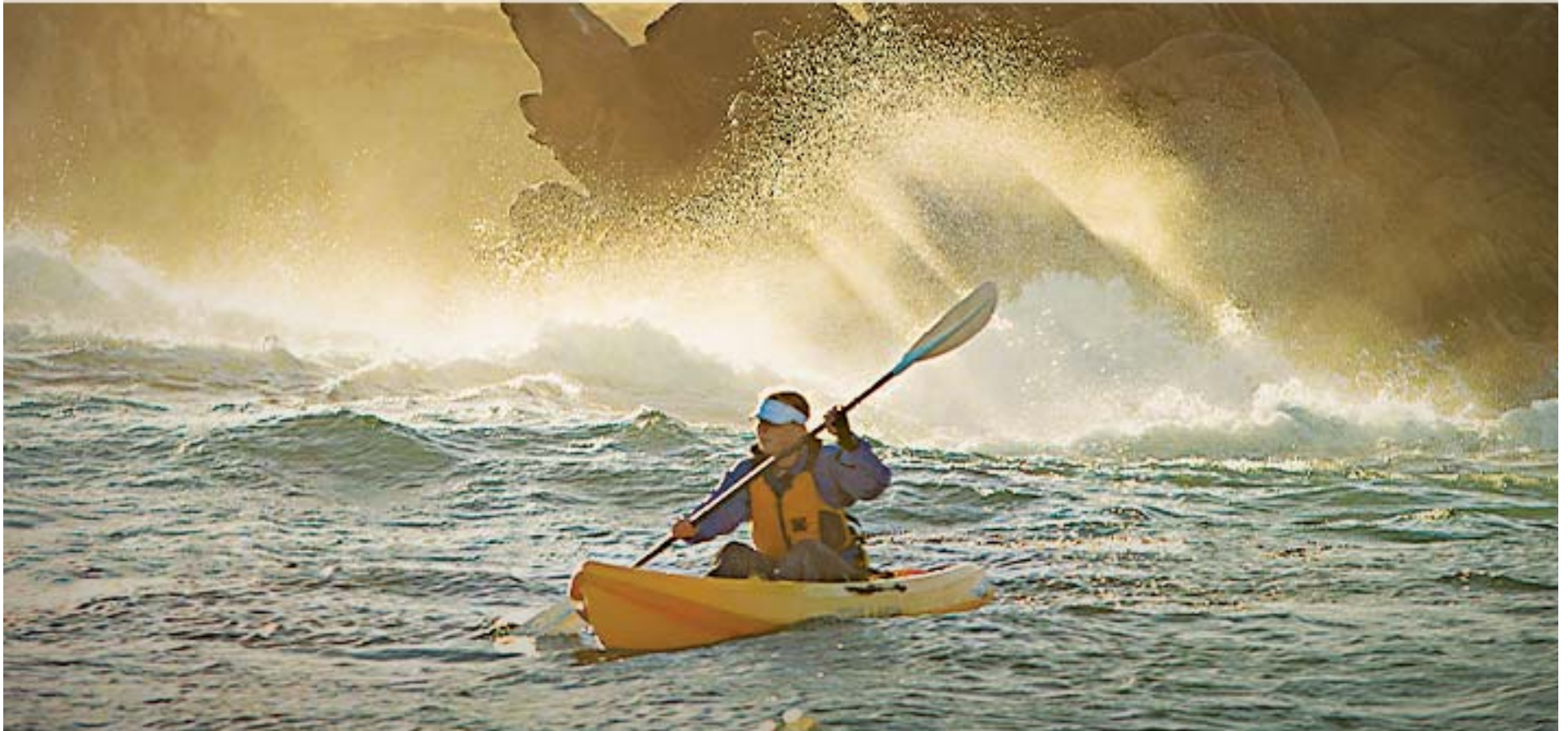


MONTEREY
Grab life by the moments:

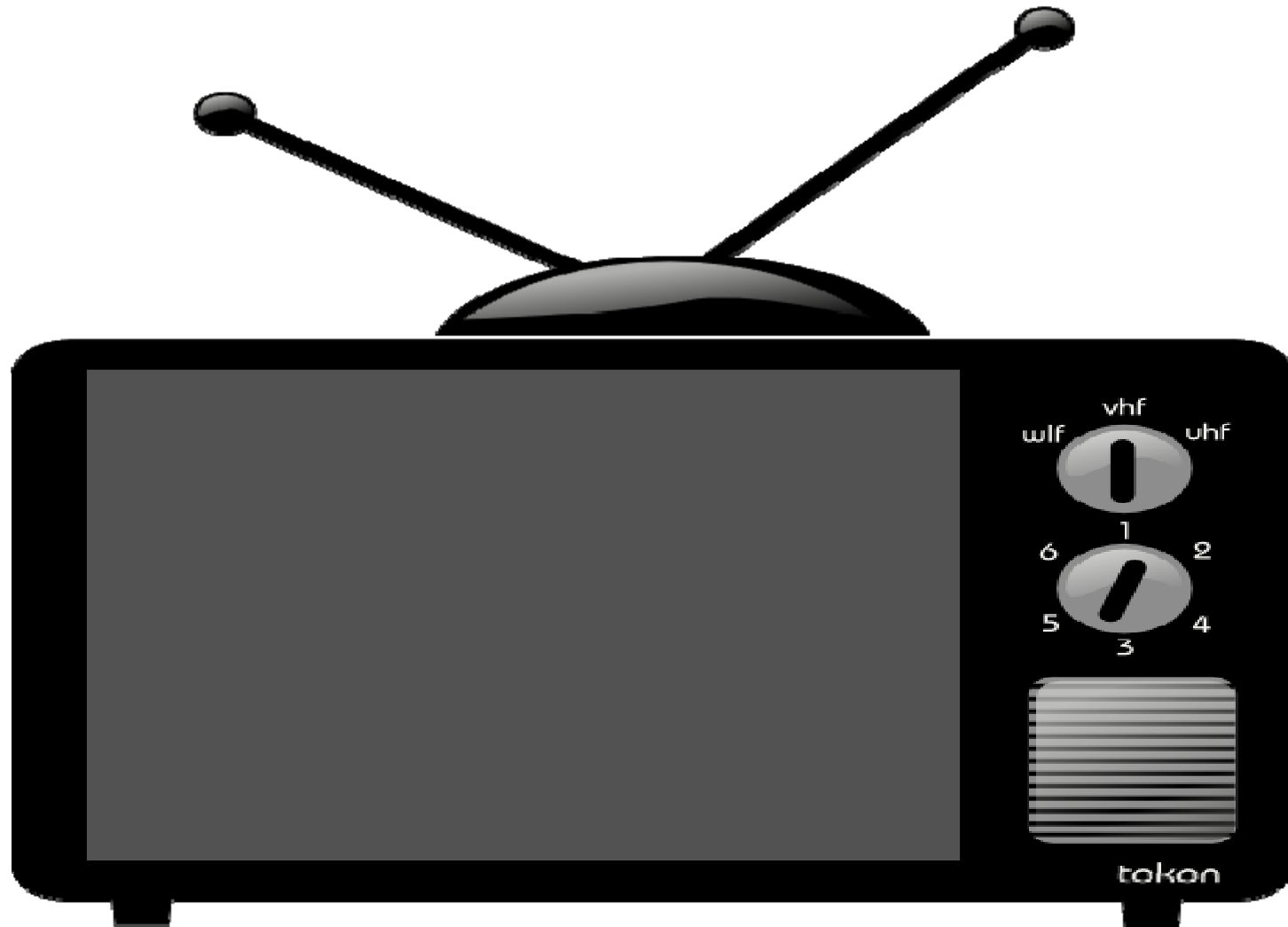
MCCVB Quarterly Forum

Review of Third Quarter FY 2014-2015

April 22, 2015



Take a trip to Monterey's wine country!



NEW FACES



Molly Nance

- Marketing Coordinator



Jacob Shafer

- Communications Coordinator



Kalinda Panholzer

- Marketing Assistant

NEW FACES



Marissa Panziera

- Strategic Client Services Mgr.



Elizabeth Pemberton

- Strategic Client Services Expert

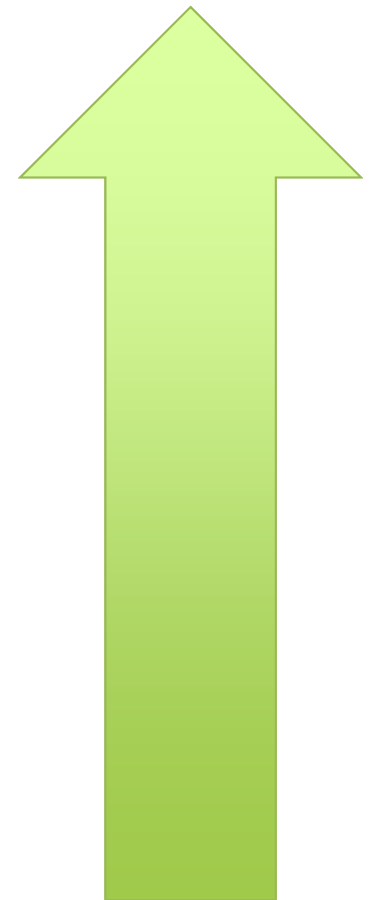


Beatriz Enriquez

- Strategic Client Services Expert

VISITATION RESULTS

2014 DEAN RUNYAN REPORT



DATES TO SAVE

**APRIL
30**

**Board
Application**

**JUNE
9**

**MEMBER
ORIENTATION**

**AUG
27**

**ANNUAL
MEETING**

Visitor Services

MONTEREY
Grab life by the moments.

KEEPING SCORE



Visitor Referrals/Inquiries:

80,711

66% of goal



Room Nights Influenced:

66,723

74% of goal



**Economic Impact of
Influenced Room Nights:**

\$13,744,938

GLOBAL VISITORS



MONTEREY
Grab life by the moments:

REACHING OUR VISITORS

SATELLITE Visitor Centers

APRIL

SEA OTTER CLASSIC

Mazda Raceway Laguna Seca

MAY

**CONTINENTAL TIRE MONTEREY GRAND
PRIX**

Mazda Raceway Laguna Seca



REACHING OUR VISITORS

CONFERENCE Satellite Visitor Centers

DATE	CONFERENCE NAME	LOCATION	# OF ATTENDEES
April 22	Earth Day	Monterey Peninsula College	200-300 expected
May 1	Rotary district 5220 Conference	Hyatt Regency	200
May 1	Rotary district 5230 Conference	Monterey Marriott	300
May 8	International Language Day	DLI	3,000 expected
May 15-16	Aircraft Owners & Pilots Association	Salinas Airport	4,000-5,000 expected
June 6	Retiree Appreciation Day	DLI	200+
June 17-18	Cal Travel Summit	Portola Hotel	500



Group Sales

MONTEREY
Grab life by the moments.

KEEPING SCORE



638 leads sent this year
↑ 81%



26.8%
Booking Conversion Rate YTD



98%
YTD Room Night Index Score

MONTEREY MOMENTS LAND, SEA & VINE- NYC

- 22 Sales Clients, 4 major media outlets
- Executive Chef, Todd Fisher – Tarp’s Roadhouse
- Executive Chef, John Cox - Sierra Mar, Post Ranch Inn
- Sommelier, Nathaniel Munoz – Aubergine



TRADE SHOWS & CLIENT EVENTS



PCMA – Chicago, IL.



SF Travel Blackhawks Event – Chicago, IL



OH Client Dinner Event



MPI- CAC
Chicago, IL.



TRADE SHOWS & CLIENT EVENTS



Meet NY – New York, NY



Client Luncheon – Wash. D.C.



SF Travel – New York, NY

MPI NCC
ACE Conf.



TOUR & TRAVEL



U-Tour (China) - FAM



Go West Summit – Colorado Springs, CO.



NTA Travel
Exchange
New
Orleans, LA



NAJ –
Receptive Tour
Operator
Summit
Los Angeles, CA





UPCOMING

- Association of Meeting Professional Golf Tournament – Washington DC
- ASAE Golf Tournament – Washington DC
- Sacramento Client Event – Sacramento, CA
- Professional Conference Managers Association NCC – San Francisco, CA
- International Pow Wow – Orlando, FL
- Visit CA Canada Sales Mission – Toronto, CAN
- Luxury Meetings Summit
 - Stamford, CT.
 - Boston, MA.
 - New York, NY
- Helms Briscoe Annual Conference – Las Vegas, NV
- California Cup Invitational - San Diego, CA.
- Collaborate Marketplace – Orlando, FL.
- AIBTM – Chicago, IL.
- International Association of Golf Tour Operators North America – Palm Springs, CA.
- San Diego MPI – San Diego, CA.

MONTEREY
Grab life by the moments:

A photograph of two women riding horses on a beach at sunset. The sky is a deep blue with many small, glowing bubbles or light particles scattered throughout. The women are smiling and looking towards the camera. The horses are dark brown. The beach and ocean are visible in the background.

Marketing & Communications

KEEPING SCORE



Web Visits:

1,162,305 YTD Total
97% FY Goal



Earned Media:

\$48,514,927 YTD Total
121% FY Goal



Facebook Fans:

67,510 Total
37% increase from previous year

OPPORTUNISTIC PROMOTIONS

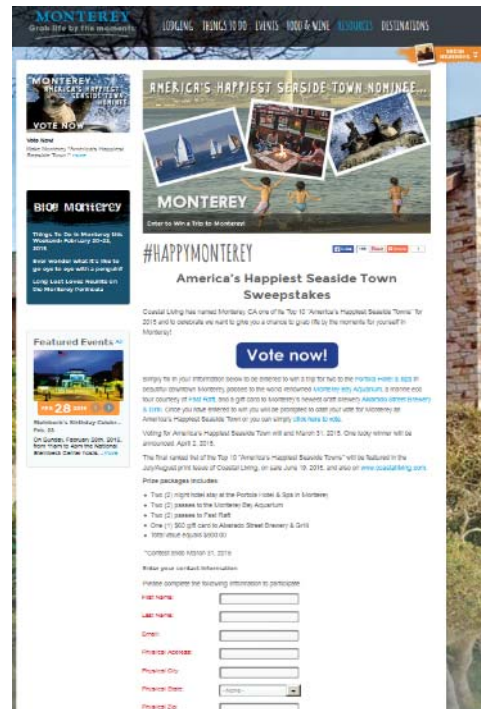
#HAPPYMONTEREY

Coastal Living named Monterey, CA one of its Top 10 "America's Happiest Seaside Towns" for 2015.

Created a landing page and sweepstakes to increase visibility and garner votes.

February 13-March 31, 2014

Total Entries= 3,996



"10 BEST" COASTAL SMALL TOWN



Best Coastal Small Town
As chosen by readers of USA TODAY and 10Best



Make Carmel-by-the-Sea
the 'Best Coastal Small
Town'

Love Carmel-by-the-Sea? Prove it and vote it
as the 'Best Coastal Small Town' by USA
TODAY 10Best!

[Vote Now](#)

GOOGLE TREKKER FOOTAGE

- Dennis The Menace Park
- Fisherman's Wharf
- McAbee's Beach
- Monterey State Beach
- Monarch Grove Sanctuary
- Fort Ord Dunes State Park
- Salinas River State Beach
- Moss Landing State Wildlife Area
- Garland Ranch Regional Park
- Palo Corona Regional Park
- Jacks Peak Park
- Toro County Park
- Carmel Beach
- Sand Dollar Beach
- Hermitage, Big Sur
- Nepenthe, Big Sur
- Ventana, Big Sur
- Big Sur River Inn



SPRING CAMPAIGN/SWEEPSTAKES



The Great Monterey Road Trip

March 20-April 24, 2015

So far over 20,000 entries



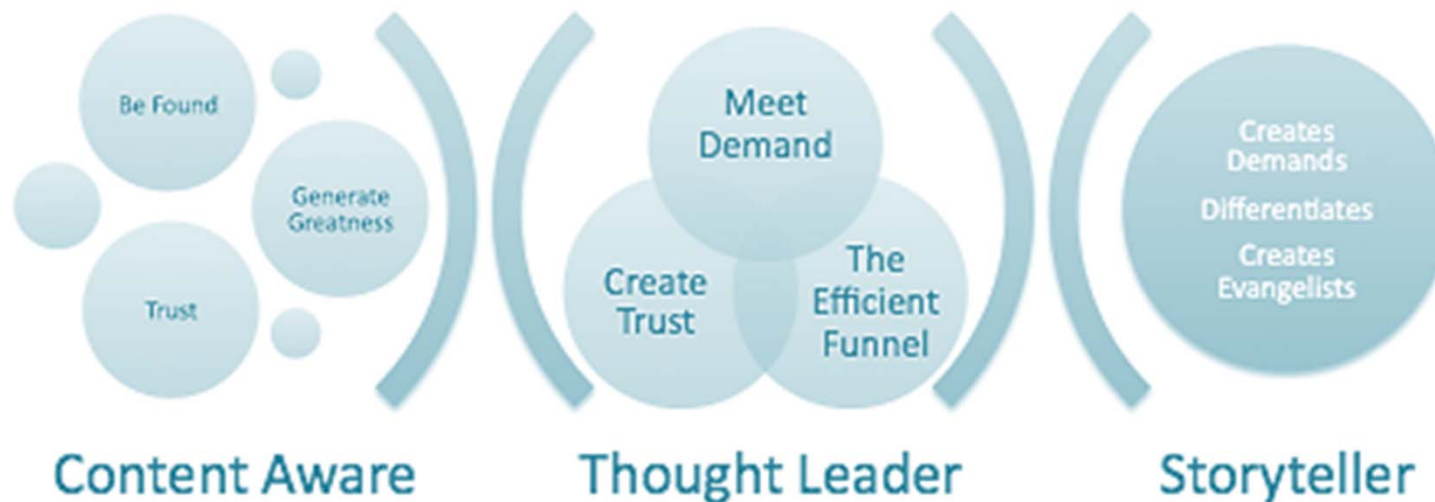
Content Marketing



MONTEREY
Grab life by the moments:

The **GOAL** is to ultimately position MCCVB in the role of “**BRAND CURATOR**” for “Grab Life by the Moments” and “Inspired Moments in Meetings”.

Content Marketing Maturity Model



CONTENT MAPPING: The following five customer segments were identified, focusing our content marketing efforts on connecting with these customer groups through content collaboration with members.

MONEY & BRAINS



Food and wine, resorts, night life, shopping

TREND SETTERS



Night life, wineries, resorts

FAMILY CONNECTIONS



Golf, shopping, family attractions, hiking

THE YOUNG & THE CURIOUS



Learning about marine wildlife, culture, history, national parks, aquariums

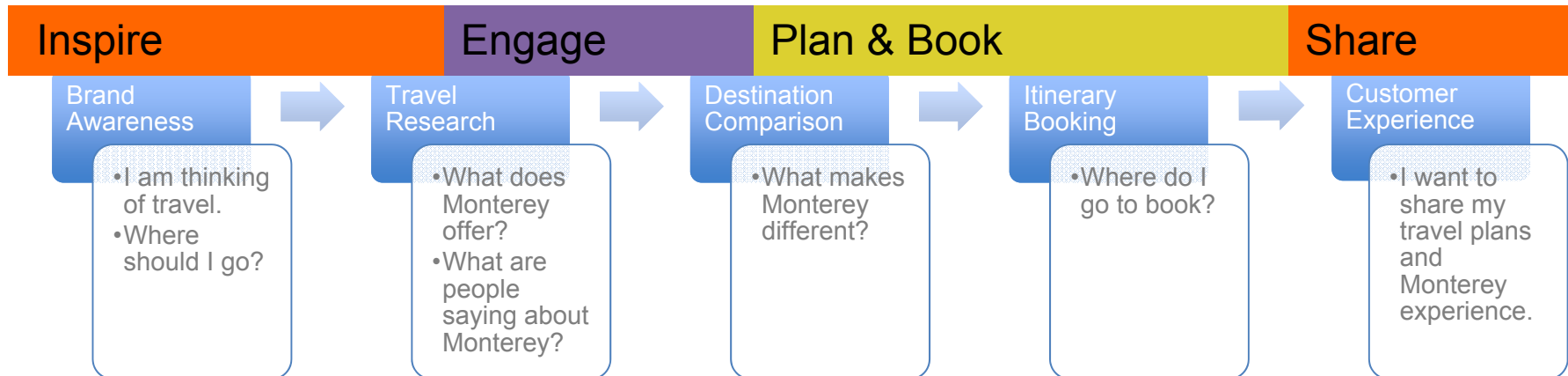
FREE AT LAST



Outdoor adventure, scenery, art, golf



The **OBJECTIVE** is to provide and share relevant content at strategic stages of the purchasing life cycle to help convert leads to bookings.

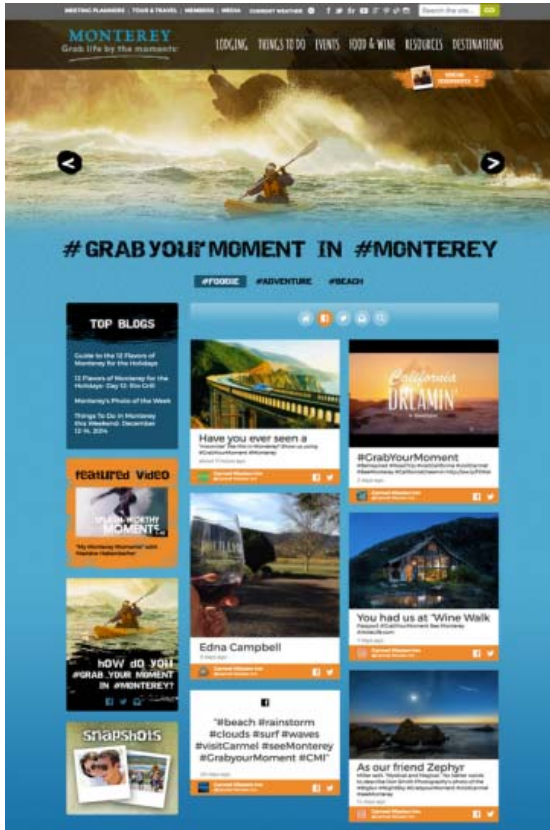


{ MCCVB generates awareness about Monterey. }

{ Interjecting member content at these stages will support the “Grab Life by the Moments” storyline and be key to successfully converting leads into bookings. }

{ Evangelists are formed and MCCVB solidifies its role as “brand curator”. }

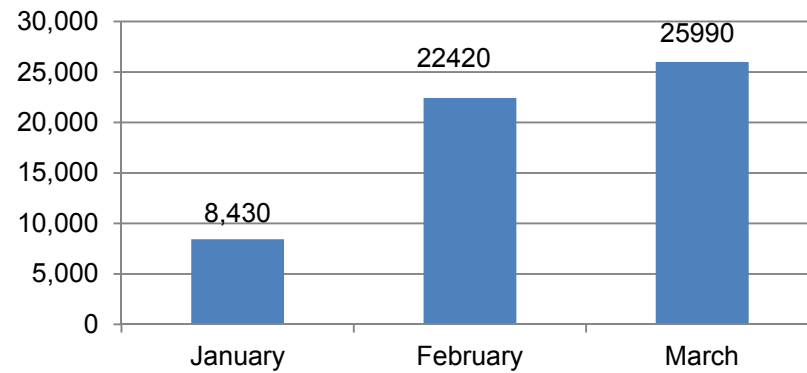
CONTENT MARKETING



Active MCCVB Influencers

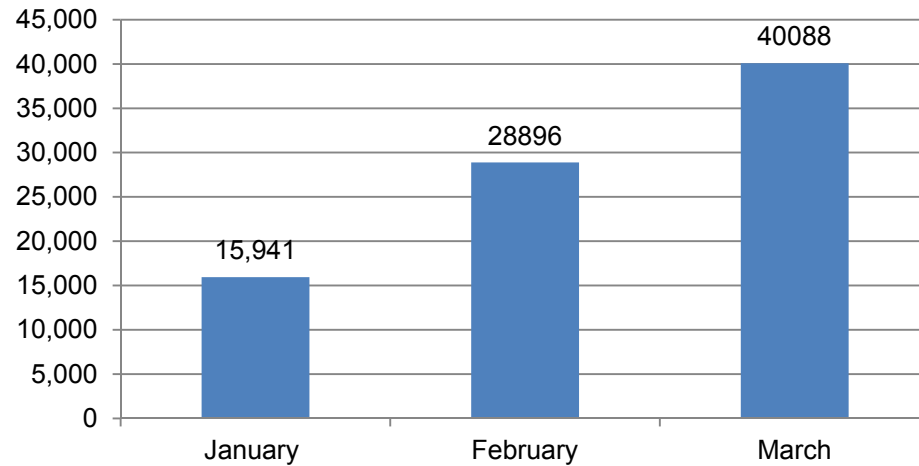


Photos tagged with #Monterey & #GrabYourMoment



208%

Overall social engagements (likes, comments, shares)



151%

CONTENT MARKETING WORKSHOPS

- Hosted 2 Content Marketing Workshops
 - March 10th: MCCVB Office
 - April 21st: PG Museum
- Goal:
 - Build your business
 - Increase member engagement
 - Amplify destination & member message/story
 - Encourage members to adopt #GrabYourMoment and #Monterey
 - Encourage content ideation
 - Showcase user-generated content



More workshop dates to come!

VISITOR PROFILE & EVENT ECONOMIC IMPACT STUDIES

Visitor Profile Study is
in progress with 33 participating lodging partners.
Thank you!

ABVI Monterey
Asilomar Conference Grounds
Bayside Inn
Best Western The Inn & Suites- PG
Big Sur River Inn
Candle Light Inn
Captain's Inn at Moss Landing
Carmel Lodge
Carmel Mission Inn
Carriage House Inn
Casa Munras Garden Hotel & Spa

Dolphin Inn
Four Sisters Inns
Glen Oaks Big Sur
Happy Landing Inn
Hofsas House
Hotel 1110
Jabberwock Inn
L'Auberge Carmel
Martine Inn
Monterey Bay Inn

Monterey Beach Resort
Monterey Hostel
Monterey Marriott
Portola Hotel & Spa
Spindrift Inn
Svendsgaard's Inn
The Stevenson Monterey
Tradewinds Carmel
Victorian inn
Villa Franca Inn
Wayside Inn

EVENT ECONOMIC IMPACT STUDIES

Event Econ	Status
Car Week	Completed
Big Sur Food & Wine	Completed
PG Good Old Days	Intercepts completed Analysis in process
SeaOtter Classic	Online survey distributed by end of April
Big Sur Marathon	Online survey distributed by mid May
Tudor United Sports car Championship	Intercepts to be conducted during event in May

International



CHINA PR

\$2.49 in PR Advertising Equivalency

5.2 impressions

SOCIAL MEDIA

18,964 Weibo Followers

Monthly Newsletter

25 Tour Operators

visitmonterey-china.com

UMV on average: 3,002



MONTEREY
Grab life by the moments.

SPRING ADVERTISING



STOP AND SMELL THE SCENERY

There's so much to love about Monterey, especially in the spring. Feast with friends at Gourmet Fest, get crafty at Pacific Grove Food Old Days arts and crafts show, meet girlfriends at the Sea Otter Classic, watch America's largest cycling festival, whenever your journey takes you, make each moment matter.

MONTEREY
Grab life by the moments.

SeeMonterey.com/spring

800.638.1234 | 800.638.1234 | 800.638.1234 | 800.638.1234 | 800.638.1234
PACIFIC GROVE | PEBBLE BEACH | SALINAS | SAN JUAN VALLEY | SAN Geronimo | SAN JUAN



IT'S TIME YOUR WINTER BLUES TOOK A HIKE.

There's so much to love about Monterey, especially in the spring. Feast with friends at Gourmet Fest, get crafty at Pacific Grove Food Old Days arts and crafts show, meet girlfriends at the Sea Otter Classic, watch America's largest cycling festival, whenever your journey takes you, make each moment matter.

MONTEREY
Grab life by the moments.

SeeMonterey.com/spring

800.638.1234 | 800.638.1234 | 800.638.1234 | 800.638.1234 | 800.638.1234
PACIFIC GROVE | PEBBLE BEACH | SALINAS | SAN JUAN VALLEY | SAN Geronimo | SAN JUAN



THERE ARE NO WRONG TURNS ON THIS ROAD TRIP.

There's so much to love about Monterey, especially in the spring. Feast with friends at Gourmet Fest, get crafty at Pacific Grove Food Old Days arts and crafts show, meet girlfriends at the Sea Otter Classic, watch America's largest cycling festival, whenever your journey takes you, make each moment matter.

MONTEREY
Grab life by the moments.

SeeMonterey.com/spring

800.638.1234 | 800.638.1234 | 800.638.1234 | 800.638.1234 | 800.638.1234
PACIFIC GROVE | PEBBLE BEACH | SALINAS | SAN JUAN VALLEY | SAN Geronimo | SAN JUAN

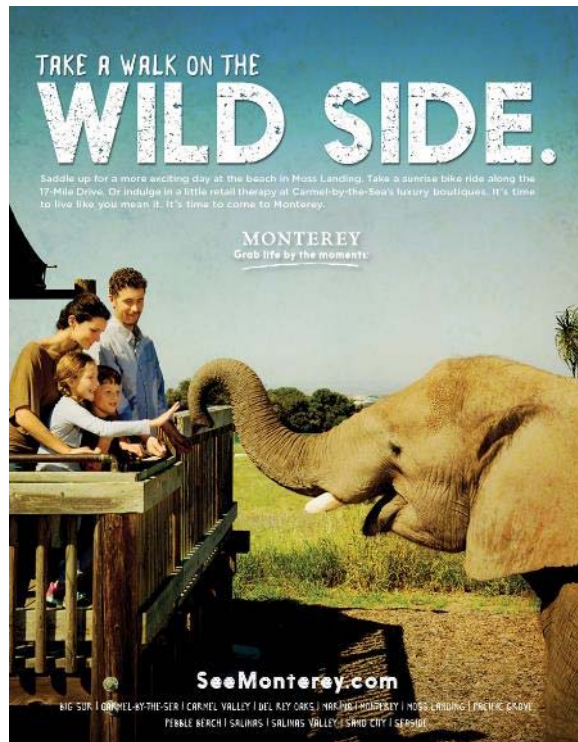
SPRING DIGITAL ADVERTISING

Road Trip Sweepstakes



MONTEREY
Grab life by the moments.

NEW PHOTO ASSETS



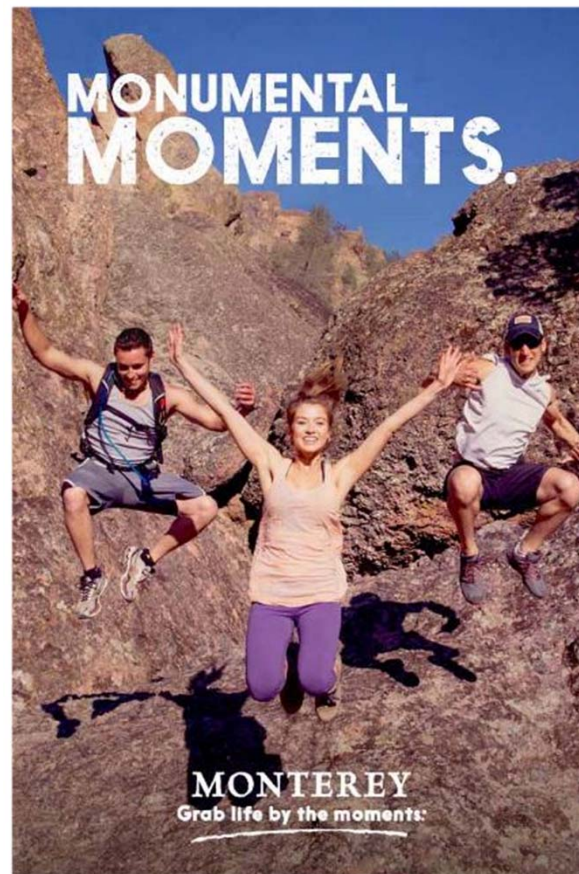
TAKE A WALK ON THE
WILD SIDE.

Saddle up for a more exciting day at the beach in Moss Landing. Take a sunrise bike ride along the 17-Mile Drive. Or indulge in a little retail therapy at Carmel-by-the-Sea's luxury boutiques. It's time to live like you mean it. It's time to come to Monterey.

MONTEREY
Grab life by the moments.

SeeMonterey.com

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



**MONUMENTAL
MOMENTS.**

MONTEREY
Grab life by the moments.



NEVER KNOW, WHAT YOU'LL SEE ON
THE STREET.

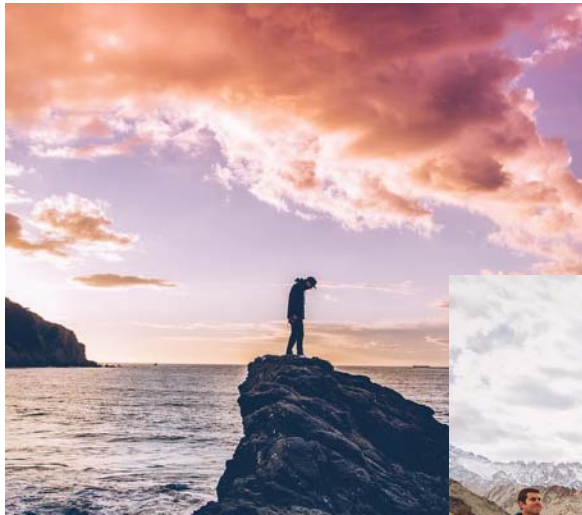
Saddle up for a more exciting day at the beach in Moss Landing. Take a sunrise bike ride along the 17-Mile Drive. Or indulge in a little retail therapy at Carmel-by-the-Sea's luxury boutiques. It's time to live like you mean it. It's time to come to Monterey.

MONTEREY
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SeeMonterey.com

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

SPRING INSTAGRAM FAM



adriansky Follow
 1 month ago · China Beach
 SKYFALL

♡ **aldiart10**, **withyneime**, **thepoimovement** and 3,435 others like this.

alexlowe_j
Cool font

troublecoffeeco
Swim with me

somonik



zachspassport Follow
 3 months ago · Lamayuru Monastery
 Something about these mountains feels so familiar and welcoming. They harken back to some of my fondest travel memories just across the border in Xinjiang (Western China) in 2008 and 2012. Despite high levels of excitement and expectations for Leh, it sure didn't let me down.

Photo shot at Lamayuru, one of the largest and oldest

♡ **sulimanyassin**, **vineethatini**, **dashabsurd** and 6,655 others like this.

glazz5
Super



ianandrewnelson Follow
 3 weeks ago
 Kindness is contagious.

Had a great time today at Wooden Shoe Tulip Farm with @gretther and the kids

♡ **bellechpom**, **johness_kzd**, **lavender.corgis** and 4,402 others like this.

sara.goudarzy
جالبين عاليه 🌟🌟🌟🌟🌟🌟🌟🌟🌟

gess8
Waaaah!

stephen_field
👏👏

flewfordays
@finnygoldfish 🌸🌸🌸

tanya_shestik
👏it's very beautiful👏

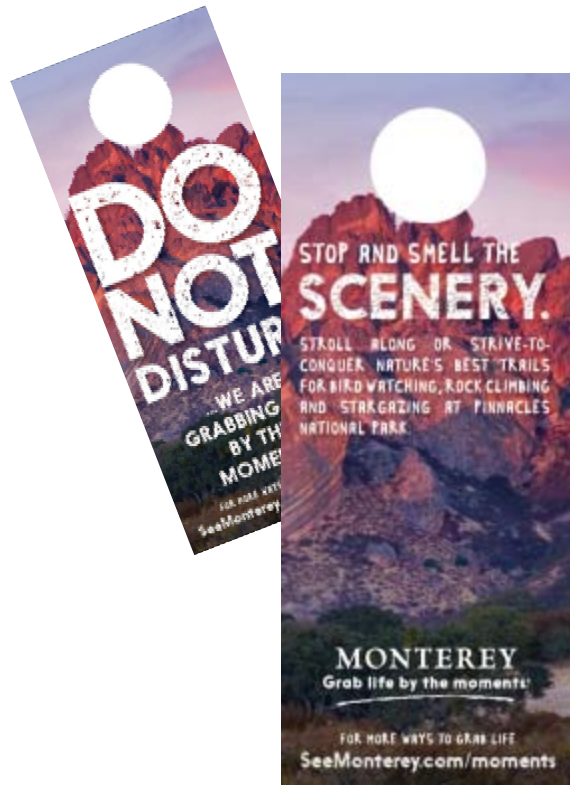
wazem_et_lloupop
Cool👏

h.dbouk
👏

IN-MARKET MATERIALS

INCLUDE IDEAS FOR GRABBING LIFE BY THE MOMENTS

Door Hangers



Menu Insert



Key Card Insert



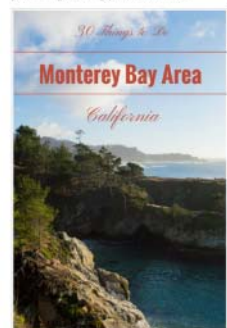
MEDIA RELATIONS

- 950,417,797 Media Impressions*
- \$48,514,927 Million in PR Advertising Equivalency
- 60 Media Familiarization Visits (FAMs)
- 793 Journalists Assisted



30 Things to Do in the Monterey Bay Area
by Amanda [unreadable] & Catherine [unreadable]

The Monterey Bay area is one of my favorite parts of California. It's a powerful combination of stunning natural beauty, wild life, a charming small town atmosphere, beaches, plenty of outdoor activities, and good wine. It's a region that discovers at least 4 days... anything less and you'll be making a list of things you'd need to do next time!



There are my 30 things to do around Monterey Bay, but 74 more to boot! I have the full suggestions of where to go, eat and stay in the Monterey Bay area. Monterey, Pacific Grove,



Chef Todd Fisher appeared on the weekend edition of the [Today Show](#),
March 28, 2015.



MONTEREY
Grab life by the moments:

MARKETING COMMUNICATIONS UPCOMING



Brand USA/Visit California Culinary Program

Food Network UK; Travel Channel UK; Web/social content translated in 12 languages; Influencer FAM (UK)



Agri-Tourism / Pinnacles promotion

Featuring Salinas Valley and Pinnacles



State Fair Exhibit

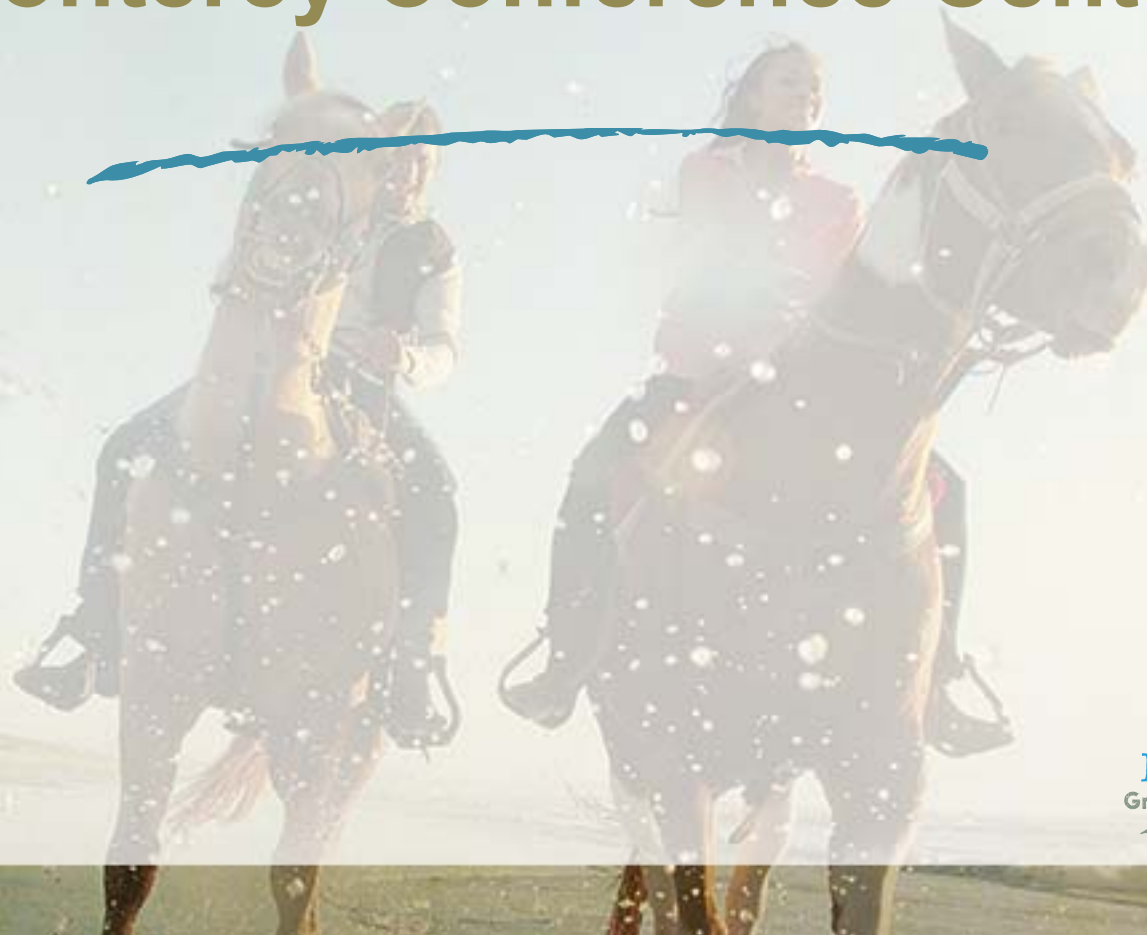
July 10-26, 2015



China Ready Training

TBA

Monterey Conference Center



MONTEREY
Grab life by the moments:

MONTEREY CONFERENCE CENTER



For meeting & conference planners seeking a uniquely transformative experience to inspire and enhance outcomes for their attendees, the Monterey Conference Center with its design, location and legacy is an institute of higher thinking and incubator of innovation.

MONTEREY
Grab life by the moments:

Thank you!
Join us for the Annual Meeting & Forum
August 27, 2015

