



Third
Quarterly Forum

MCCVB Members

May 22, 2014

MONTEREY

Monterey County Convention
& Visitors Bureau



AGENDA

- **DESTINATION SCORECARD**
 - New Faces
 - Scorecard
 - Sneak Peek
- **DEPARTMENT UPDATES**
Q3 Highlights and Looking Forward
 - Sales & Group Services
 - Marketing Communications
 - Membership & Visitors Services
- ***GRAB LIFE BY THE MOMENTOS***
Hispanic Marketing Workshop

New Talent

Welcome to MCCVB!

< Scott Wilson, VP of Sales

Liz Kara, Regional Sales Executive – MW >

< Alliah Sheta, Director of Community Relations

Molly Nance, Marketing Communications Assistant

Michael Djubasak, Visitor Information Specialist



Destination Scorecard

July 2013 – April 2014 FYTD Average

	Occupancy	ADR	RevPAR
Monterey County 2014	65.4%	\$167.05	\$112.32
Monterey County 2013	62.8%	\$162.74	\$105.00
Growth	+3%	+4%	+7%

Source: Smith Travel Research, April 2014

Destination Scorecard

Calendar Year Destination Stats

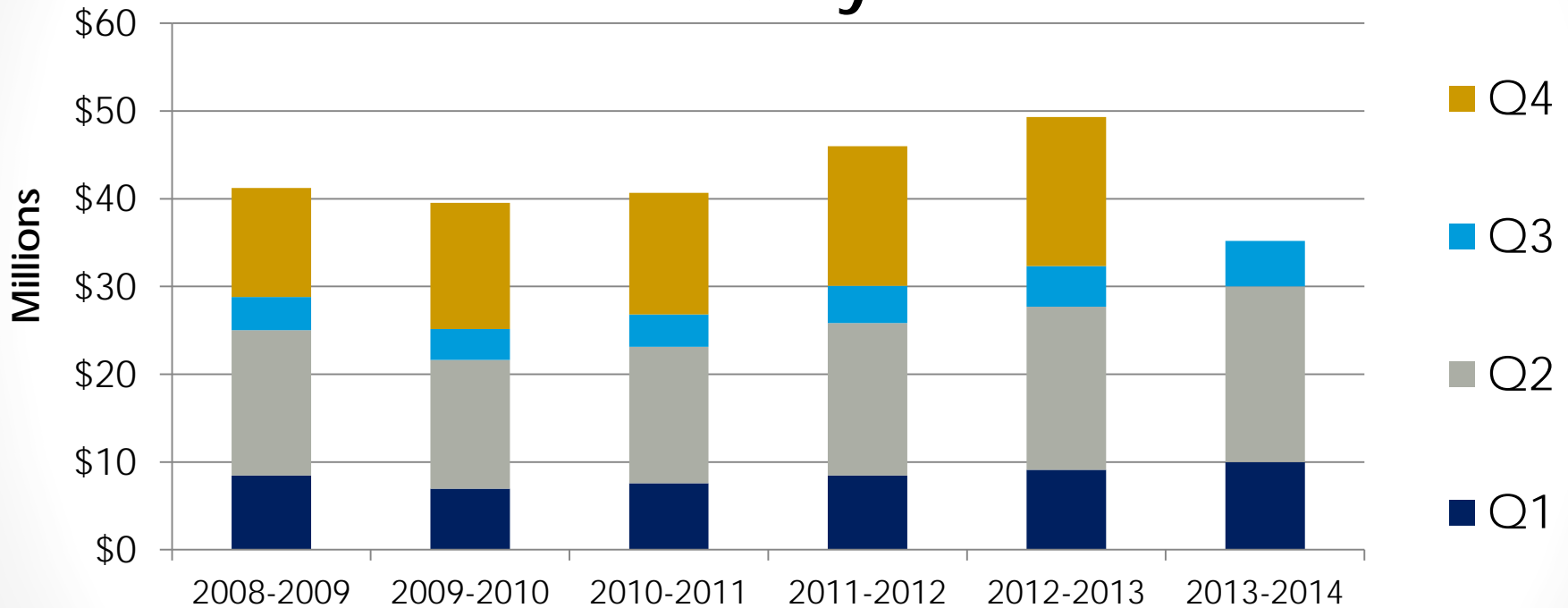
	Spending (\$Billion)	Employment	Local Tax Receipts (\$Million)
2012	\$2.272	22,670	\$57.9
2013	\$2.368	23,310	\$61.5
% Change	+4.2%	+2.8%	+6.3%

2013 Number of Visitors to Monterey County: 3.5M

Source: Dean Runyan Associates, April 2014

Destination Scorecard

TOT Quarterly Revenue



SALES & GROUP SERVICES



Q3 Highlights

Highlights from Q3 (Jan – Mar)

- Prof. Conf. Mgr. Assoc. (PCMA)
- National Tour Assoc. (NTA)
- Smart Mart
- SF, LA, SV, SD Sales Mission
- CA Society of Assoc. Exec.
- Conf. Direct Annual Mtg.
- Destination Showcase – DC
- Assoc. Meeting Prof. (AMPS)
- Int'l Pow Wow (IPW)



Q3 Group Sales Measurements

Sales	13-14 YTD Q3	FY13-14 Goal	% of Goal	FY 12-13 Actual
New Group Business Leads	337	460	65%	417
Group Room Nights Index	96%	100%	96%	New Measurement
STR Report RevPAR Status	Third	Third	100%	Fourth

Group Sales Pace Report

Bookings Arrival Year Forecast Report For A Calendar Year

*Calendar Year Number = Combination of Current Fiscal Year Production + Past Fiscal Years Production

Arrival Year	2012		2013		2014	2015	2016	2017	2018	2019	2020	Totals	
Total Groups	191	%	179	%	120	54	12	4	0	1	0	191	%
Corporate	60	31%	60	34%	23	11	0	0	0	0	0	34	17.80%
Association	65	34%	69	39%	72	36	11	4	0	1	0	124	64.92%
Government	11	6%	5	3%	3	1	0	0	0	0	0	4	2.09%
T&T	24	13%	6	3%	1	2	0	0	0	0	0	3	1.57%
Other*	30	1%	37	21%	21	4	1	0	0	0	0	26	13.61%
Total Rooms	58,904	%	44,611	%	55,291	31,917	16,294	4,124	0	2,386	0	110,012	%
Corporate	23,512	40%	15,638	35%	18,053	7,751	0	0	0	0	0	25,804	23.46%
Association	24,408	41%	21,703	49%	28,717	22,400	16,153	4,124	0	2,386	0	73,780	67.07%
Government	3,911	7%	270	1%	251	845	0	0	0	0	0	1,096	1.00%
T&T	3,366	6%	332	1%	22	173	0	0	0	0	0	195	0.18%
Other*	3,680	6%	5,823	13%	8,248	748	141	0	0	0	0	9,137	8.31%

*Other = Incentive, Sports, SMERF

** Bookings as of April 30, 2014

Year over year comparison: Bookings arrival forecast report as of April 30, 2013

	2012		2013		2014	2015	2016	2017	2018	2019	2020	Totals	
Total Groups	190		121		32	13	3	1	0	0	0	170	
Total Rooms	58,879		37,503		25,776	11,861	3,435	678	0	0	0	79,253	

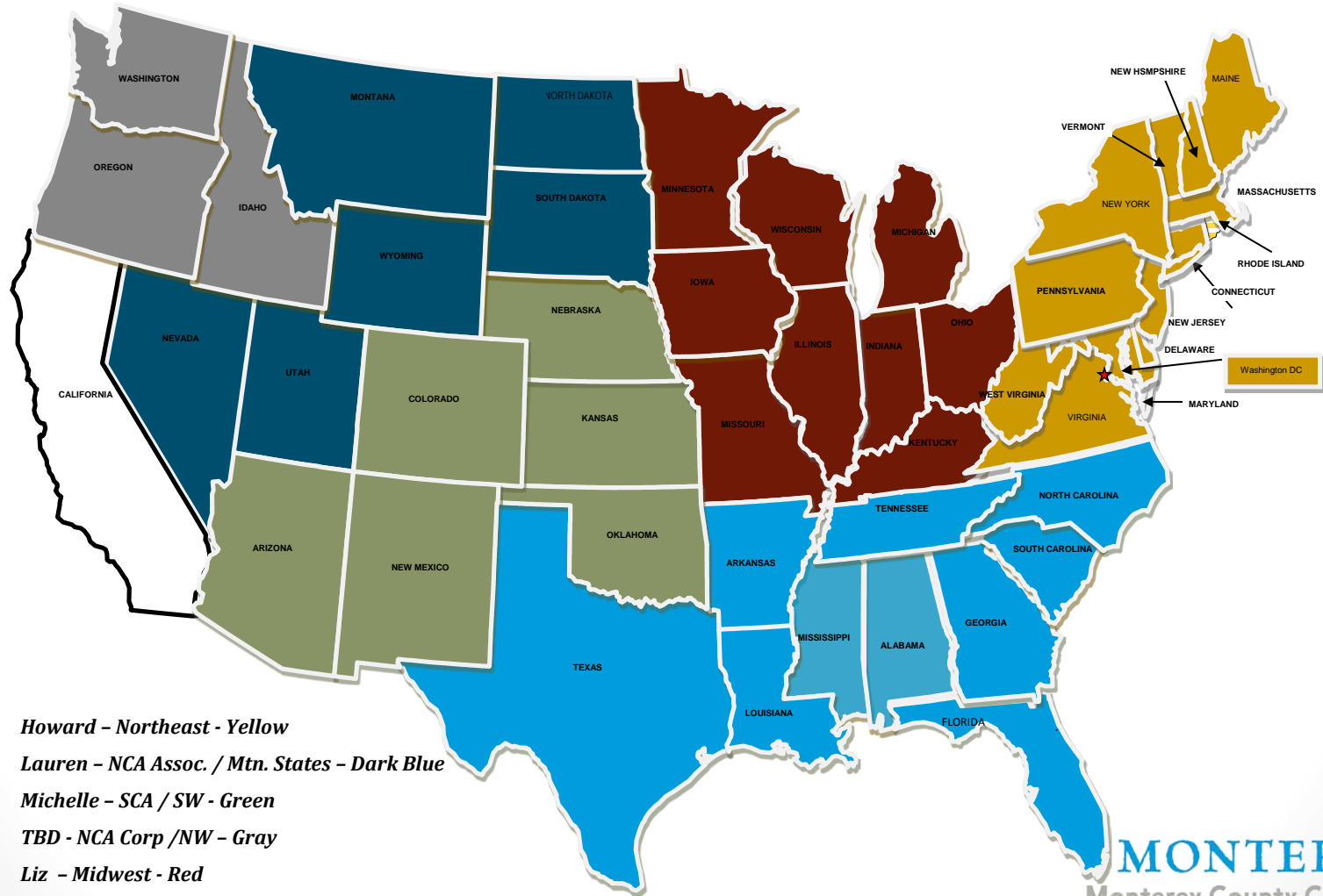
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Looking Forward

- New Hire On-Boarding for RSE's
- Chicago Pop-Up - June
- Champion Monterey
- New client marketing tools
- Amer. Incentive Bus. Travel & Mtgs (AIBTM)
- Re-Launch Tour & Travel Segment
- Smart Mart – (MN & SF)
- Collaborate – Portland
- MPI San Diego
- Smart Mart SF

Group Sales Deployment



Howard - Northeast - Yellow

Lauren - NCA Assoc. / Mtn. States - Dark Blue

Michelle - SCA / SW - Green

TBD - NCA Corp / NW - Gray

Liz - Midwest - Red

Kayce - Southeast - Blue

David - Tour & Travel

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Chicago Pop Up

AMPERSAND

POP-UP • TEST KITCHEN

Our Award Winning Chef's
Justin Cogley - Executive Chef Aubergine
Yousef Ghalaini – Chef de Cuisine – the Bench at Pebble Beach
Duncan Biddulph – Executive Chef Kinmont (Chicago)

Hidden Pop Up Restaurant
and Test Kitchen

One-of-a-Kind, Experimental
Concept Fostering Creative
Culinary Collaborations



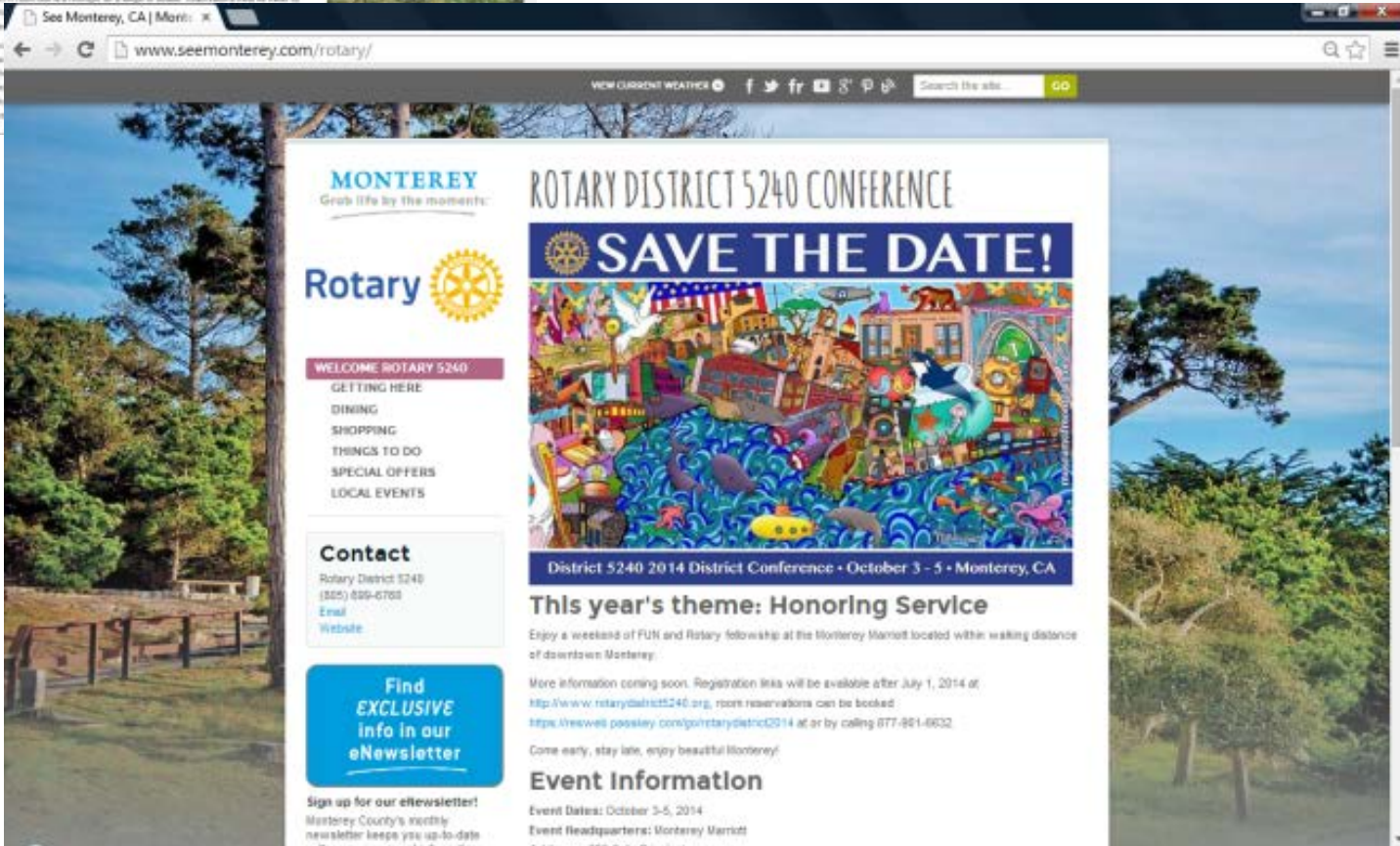
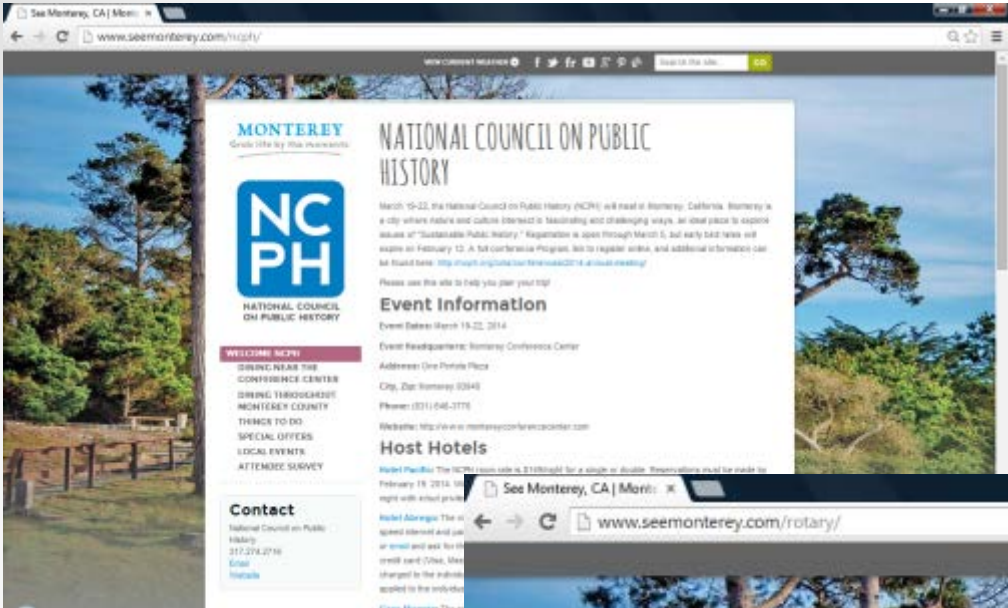
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Partnering to bring
Champion
Monterey
Your conference home

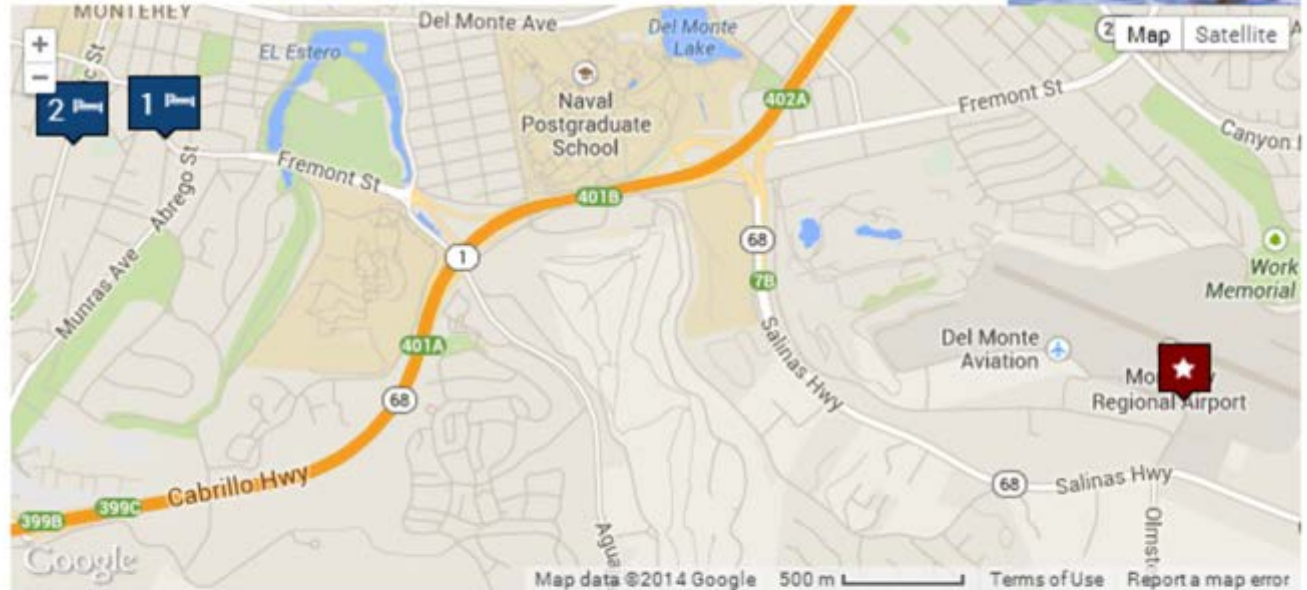
June media blitz

- MST buses
- Print ads

Client Microsites



Custom Client Maps



Map Points

HQ Monterey Conference Center
One Portola Plaza
Monterey, CA 93940
(831) 646-3770

★ Monterey Regional Airport
200 Fred Kane Drive
Suite 200
Monterey, CA 93940
(831) 648-7000

1 Casa Munras Hotel & Spa
700 Munras Avenue
Monterey, CA 93940
(831) 375-2411

2 Colton Inn
707 Pacific Street
Monterey, CA 93940
(831) 649-6500

🍝 Cibo Ristorante Italiano
301 Alvarado Street
Monterey, CA 93940
(831) 649-8151



A coupon/discount program meant to draw conference attendees into our members' businesses to spend money.

Contact Jerry Diaz for more information:

jerry@seemonterey.com

657.6412

MONTEREY

Medical meetings.™



Workshop for members on hosting code compliant pharmaceutical meetings, Friday, May 30th. Contact Jerry Diaz for more information: jerry@seemonterey.com
657.6412



MARKETING COMMUNICATIONS

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Q3 Marketing Measurements

Marketing	13-14 YTD	FY13-14 Goal	% of Goal	FY 12-13 Actual
Unaided Brand Awareness	82.6%	83%	99.5%	82%
Intent to Visit	32.4%	32%	101%	31%
Advertising Effectiveness	4.1	3.8	108%	3.75
Earned Media (Ad Equivalency)	\$34,535,793	\$34,500,000	91%	\$44,807,477
Facebook Fans	49,890	43,750	113%	38,587
Twitter Followers	11,715	9,775	107%	8,712
Website Visitation				
Average Visits, including mobile	1,154,000	1,114,092	92%	1,286,664
Average Page Impressions	3,657,380	4,011,372	81%	3,878,844
Average Referrals	309,212	328,224	81%	322,608
Visitor Database	33,100	40,820	65%	21,315

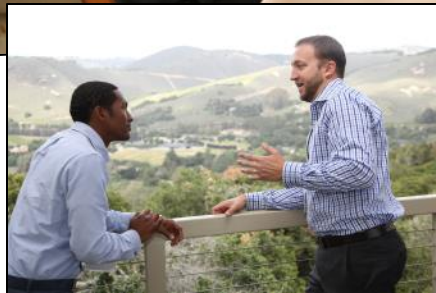
GROUP MARKETING



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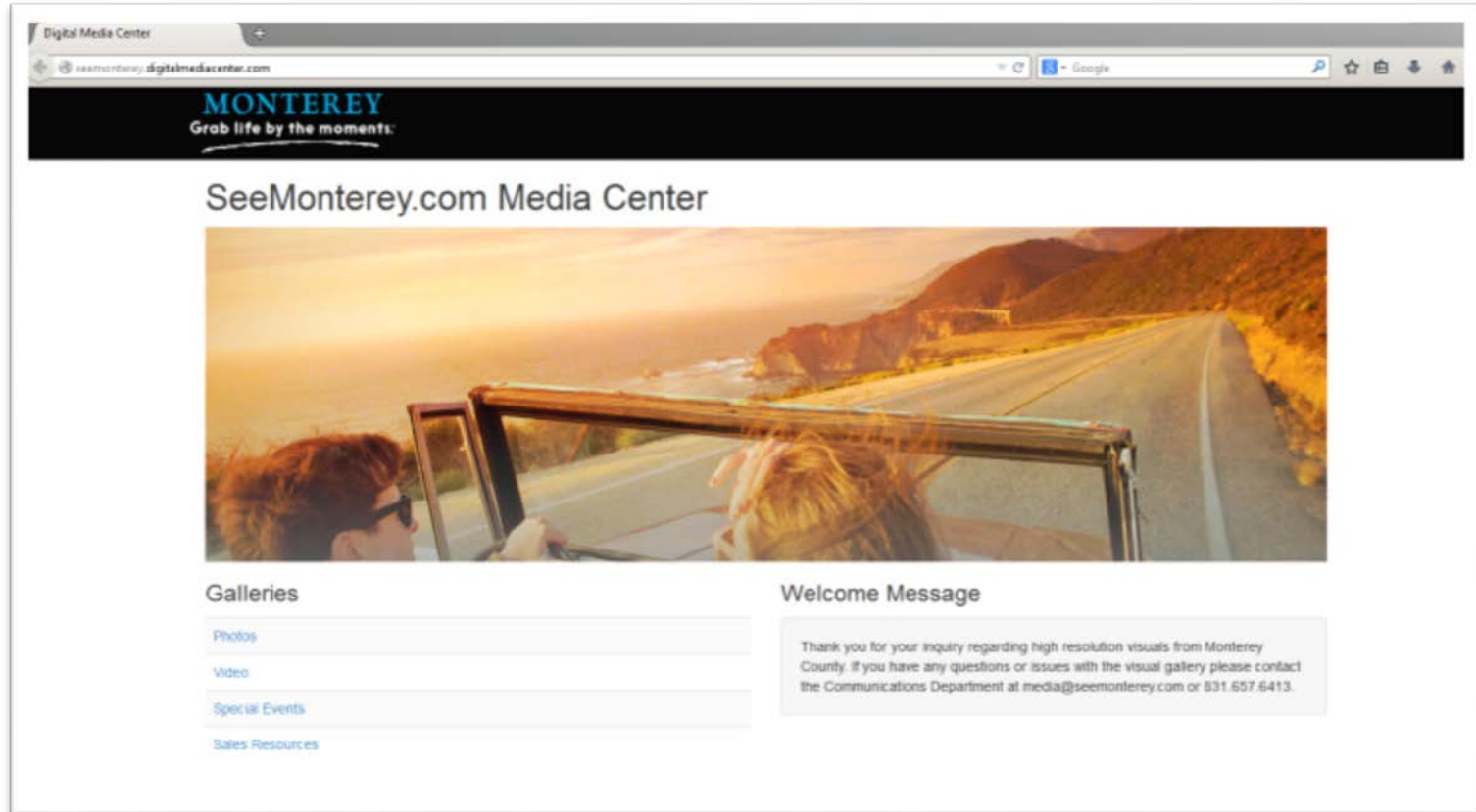
New Group Marketing Photos

<http://seemonterey.digitalmediacenter.com>



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MCCVB Digital Media Center

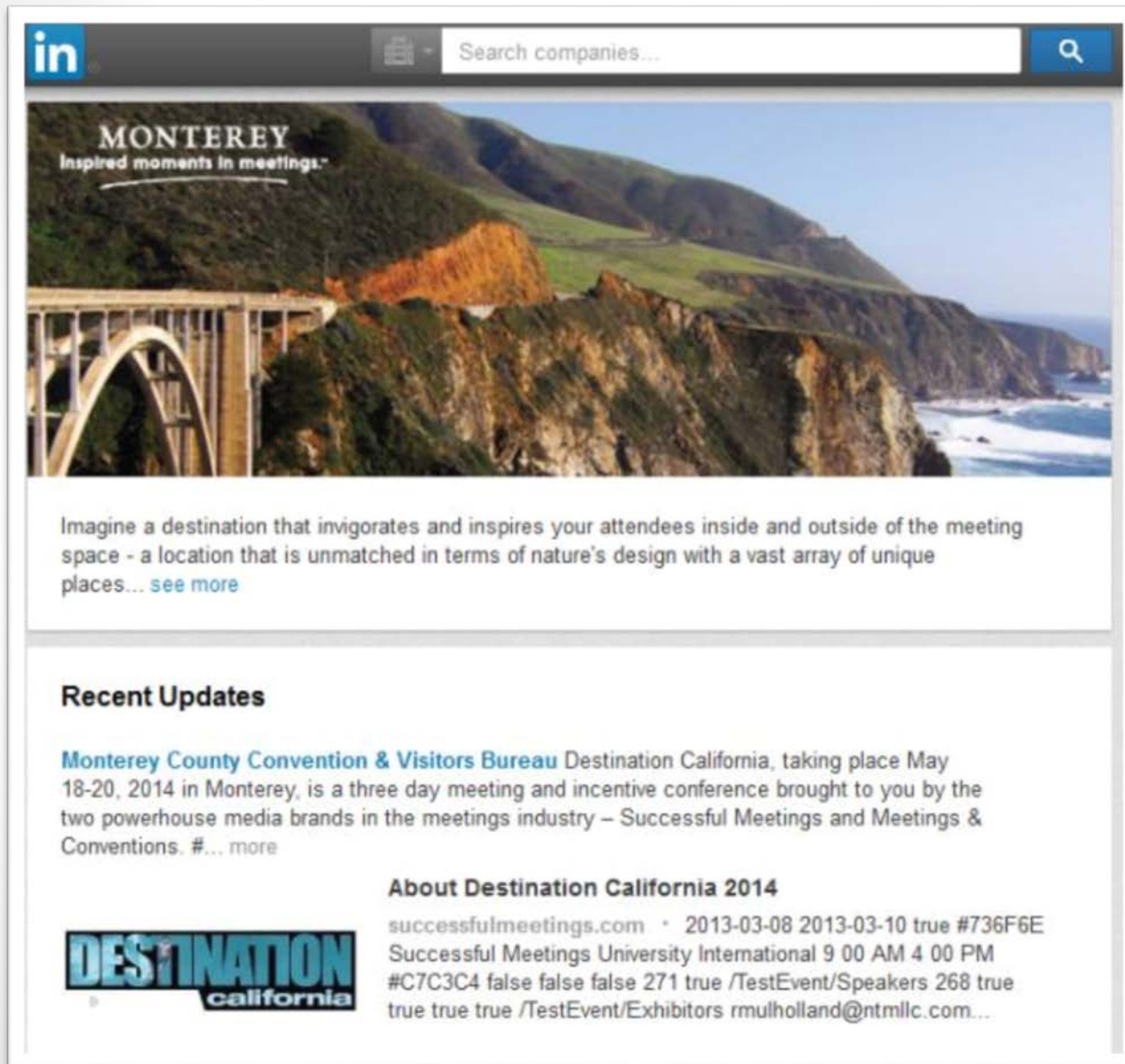


<http://seemonterey.digitalmediacenter.com>

Direct Marketing



Going Social



The image shows a screenshot of a LinkedIn post. At the top left is the LinkedIn logo. To its right is a search bar with the text "Search companies...". Below the search bar is a large banner image of a coastal landscape with a bridge and mountains. The text "MONTEREY Inspired moments in meetings." is overlaid on the top left of the banner. Below the banner is a paragraph of text: "Imagine a destination that invigorates and inspires your attendees inside and outside of the meeting space - a location that is unmatched in terms of nature's design with a vast array of unique places... [see more](#)". Below this is a section titled "Recent Updates" with a sub-heading "Monterey County Convention & Visitors Bureau Destination California, taking place May 18-20, 2014 in Monterey, is a three day meeting and incentive conference brought to you by the two powerhouse media brands in the meetings industry – Successful Meetings and Meetings & Conventions. #... more". At the bottom left is the "DESTINATION california" logo. At the bottom right is a block of text: "About Destination California 2014", "successfulmeetings.com · 2013-03-08 2013-03-10 true #736F6E", "Successful Meetings University International 9 00 AM 4 00 PM", "#C7C3C4 false false false 271 true /TestEvent/Speakers 268 true", "true true true /TestEvent/Exhibitors rmulholland@ntmlc.com...".

- Linked In
- Twitter
- Pinterest

LEISURE MARKETING



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Q3 Highlights - Social



SeeMonterey @SeeMonterey · 3h

Get excited for Cooking for Solutions at the @MontereyAq on May 16-18!
bit.ly/1gqU4sK

The screenshot shows the Monterey County website. At the top, it says "MONTEREY Grab life by the moments" and lists categories: LODGING, THINGS TO DO, EVENTS, FOOD & WINE, RESOURCES, DESTINATIONS. Below is a large image of a couple sitting on a beach watching a sunset. A text overlay reads "Enjoy the Sunset at Asilomar State Beach". Below the image is a "MONTEREY MOMENTS" section with a "Book Your Trip" form. The form includes fields for "where to go", "Check In", and "Check Out", and a "Book Now" button. Below the form are four featured articles: "Discover Monterey", "SIGN UP for our eNewsletter", "Photo of the Week", "Special Events", and "Take from the Trail".

Social Stats

Social

- Facebook- 49,320
- Twitter- 10,505

Website

- Visits- 1,019,881
- Pageviews- 3,233,767
- Referrals- 267,297

Database

- Opt-ins- 26,370

BLOG MONTEREY

Down-Low Diner: Favaloro's Big Night Bistro

Posted on April 7, 2014 at 11:01AM

Twenty years in the restaurant business is nothing to take lightly. Favaloro's Big Night Bistro has been an anchor in Pacific Grove's dining scene for the past two decades and with its loss of tragedy in 2012 the Italian family-run business experienced a detrimental fire that ripped through the entire building. Living just down the street from the restaurant, I was shocked to hear about the fire but couldn't be happier to hear that they were planning to bounce back, and bounce back they did. In August 2013 husband and wife Mike and Marie Favaloro reopened their doors with the same great dishes and down-home service that keeps locals and visitors coming back for more.



See Monterey shared a link.
Posted by Alyson Thommen · 191 · April 30

Thrilled that Carmel-by-the-Sea made Conde Nast Traveler's list for "Best American Cities for Foodies!" What's your favorite restaurant in Carmel?



The Best American Cities for Foodies- #7 Carmel-by-the-Sea
www.cntraveler.com

Travelers love to eat. That's why, every year in our Readers' Choice Survey, we ask our readers to rate the U.S. cities that have the best restaurants. This year, we were surprised by some of the winners. We think you will be too.

Like · Comment · Share 40 Shares

200 people like this.

Top Comments ·

Spring Promo- GLBTM Challenge

Tell your out-of-town friends and their
friends to opt-in now

Contest closes today!

18,042 Entries
10,690 Email Opt-Ins

Digital Banner Ads
TripAdvisor, SFGate,
Travelzoo Canada,
LA Times

KOST Radio
LA & SF Markets

Eblasts
SF Travel, VacationFun



MONTEREY
Grab life by the moments™

**GRAB LIFE BY THE MOMENTS™
CHALLENGE**

Monterey is more than just a destination. It's an invitation. To make the most out of life. Not just every day, but every hour, and every moment. The possibilities are as endless as our spectacular coastline.

Choose the Monterey challenge that best fits you and enter for a chance to win the experience, including a \$250 VISA gift card!

LIVE ON THE WILD SIDE **LIVE ON THE EDGE**
LIVE WITH YOUR GLASS FULL **LIVE IN THE FAST LANE**

Use Facebook or your Email Address to connect

facebook Email Address **GO**

Not registered?

The banner features a vertical stack of four images: a person in a yellow kayak, a person in a red kayak, a couple dining, and a couple swimming. A large image of a smiling couple is on the right side of the banner.

OFFICIAL RULES | REQUIRES PDF READER | NEEDS ON | PRIVACY POLICY | TAG | POWERS BY HELLOWORLD

NO PURCHASE NECESSARY. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

SeeMonterey.com

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PR Highlights

81 Media FAM Visits (YTD)

- Dujor Magazine
- Celebrated Living
- Wedding illustrated
- 7x7SF
- Sing Tao Daily
- Food & Wine

Grapes, Hops & Shots Release

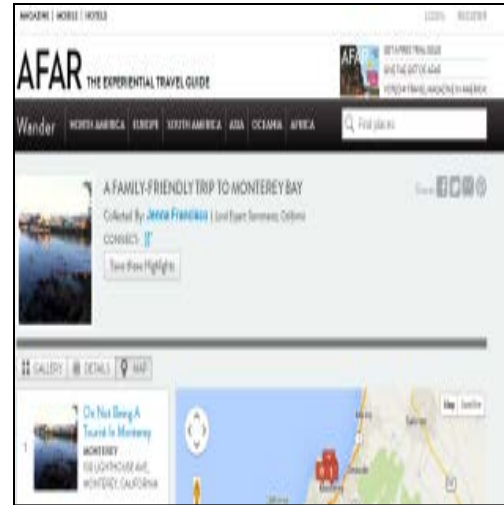
- 370+ media hits
- 22 Million Impressions
- \$1 million PR Advertising Equivalency

PR Advertising Equivalency

\$34.5 Million YTD (100% of Goal)



Grab Life by the Tentacles Blogger Media FAM



70+ media hits
7.1M impressions

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LA Pop-Up

#BGMontereyFresh May 19-28 Los Angeles



Chef Yousef Ghalaini,
The Bench, Pebble
Beach Company



Chef Tim Wood,
Carmel Valley Ranch

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MONTEREY FRESH

MEET THE CHEFS
RECIPE
ENTER TO WIN


MONTEREY FRESH

#BGMontereyFresh

Known as "The Salad Bowl of the World," Monterey heads down the coast to LA May 2014, bringing two of their top chefs from the region - **Yousef Ghalaini** from **The Bench at Pebble Beach** and **Tim Wood** from **Carmel Valley Ranch** - along with an award-winning sommelier **Ted Clemens** and will be teaming up Border Grill's famed chefs, **Mary Sue Wilkes** and **Susan Feniger**, to bring a Taste of Monterey to LA.

**MONTEREY FRESH TACO's at Border Grill's Food Truck in LA
May 19-23, 2014**

**MONTEREY FRESH
Taco at Border Grill Trucks**



Monday, May 19 – Friday, May 23, 11 am to 2 pm, enjoy a signature MONTEREY FRESH TACO at Border Grill Trucks.

For one week, the Border Grill Trucks are expanding their menu and serving up a signature **MONTEREY FRESH TACO**, using fresh ingredients directly from Carmel Valley Ranch's on-property garden and local Monterey County sustainable farms. The **MONTEREY FRESH Grey Garlic Braised Portobello Tacos** with aged Monterey Jack, also includes honey garden cabbage, pickled tomatillo onion, parmesan chips and masa tortillas, handmade from fresh milled local corn.

From May 19 through May 23, 20% of the proceeds of each signature **MONTEREY FRESH TACO** sold will be donated to **Share Our Strength** and their **No Kid Hungry** campaign, ending childhood hunger in America by ensuring all children get the healthy food they need every day.

To find the truck location on Twitter, visit **@SeeMonterey** and **@BorderGrill** and follow the hashtag **#BGMontereyFresh**

SeeMonterey.com [#BGMontereyFresh](https://twitter.com/BGMontereyFresh)

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HOME NEWS VIDEO WEATHER INVESTIGATIONS ENTERTAINMENT TRAFFIC CONTESTS

ENTERTAINMENT NEWS THE SCENE EVENTS SPONSORED ROAD TRIPPIN' BLOGS WORTH THE DRIVE

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HOME > ENTERTAINMENT > THE SCENE

Complimentary Samples: Monterey Fresh Tacos

Foodie giveaways and to-dos are crowding the culinary calendar.

By Alysa Gray Parker | Tuesday, May 28, 2014 | Updated 12:16 PM PDT

View Comments (6) | Email | Print | Tweet | Recommended | Send

tvfreshacc01.JPG

MONTEREY Grab life by the moments. LOGGING THINGS TO DO EVENTS FOOD & WINE RESOURCES DESTINATIONS

BLOG MONTEREY

Meet the Chef: Tim Wood at Carmel Valley Ranch

Posted on May 12, 2014 at 7:38AM

The Wood, Executive Chef at Carmel Valley Ranch, began his culinary career in the Catskills region of New York's Hudson Valley. It was here amongst the area's countless small family farms that Wood learned the importance of local seasonal ingredients—where they come from, how they are grown, and how to be creative with them. This early awareness of quality ingredients proved an initial seed of interest in a culinary career, which continued to see when Wood enrolled at the Culinary Institute of America at Hyde Park, New York.

During a three-month cross-country culinary adventure in the spring of 2000, Wood connected with Chef Gal Stamenos at the Berkeley Lodge in Carmel Valley, California, which gave him another key friendship and professional mentoring experience. Chef's Wood and Stamenos traveling to an array of national and international culinary events. It was initially inspired by the views of the Central Coast, leading her to destination.

Categories: Activities & Tours (95), Corporate (5), Family Fun (24), Food & Wine (22), Hiking Trails (12), Outdoor Activities (72), Photo of the Week (107), Special Events (281)

Archives: 2014 (70), 2013 (198), 2012 (195), 2011 (134), 2010 (110), 2009 (138), 2008 (2)

See Monterey shared a link.
Posted by Allison Thommen [7] · May 13

See how Chef Yousef Ghalani from The Bench at Pebble Beach Resorts spends his free time in Monterey.

Meet the Chef: Yousef Ghalani at The Bench, The Lodge at Pebble Beach | Blog Monterey
www.seemonterey.com

A native of Lebanon, Chef Ghalani experienced an immersion into the culture of food at a young age with lively family meals and early service lessons at...

Border Grill Teams With Monterey County CVB for Two Special Events

By Tara de E6 on May 26, 2014

Like | Tweet | +1

Monterey Fresh Signature Taco promoting the Monterey County CVB

RELATED LISTINGS

- The Music Restaurant + Bar
- Dopa d' Dine
- Bar Chico
- Casero Bar
- The Bengalow
- SHOREbar
- Barroca
- See More →

Your Career

Retweeted by SesMonterey

BGTruck&Restaurants @BorderGrill · May 17
Enjoy Gilroy Garlic Portobello Tacos w/ Aged Jack inspired by Monterey all next week on the Truck #BGMontereyFresh pic.twitter.com/d6BlalemDx

Expand | Reply | Retweeted | Favorite | More



Airport

UNITED



Call to action

United Denver flight

Use your *MileagePlus* clout!

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Branding Monterey Regional Airport



Booking.com Integration

Co-branded Hybrid Solution:

The screenshot displays the Norwegian website's search interface for hotels in Monterey, CA. The page features a red header with the Norwegian logo and a 'powered by Booking.com' badge. The search results are organized into a list of properties, including 'El Adobe Inn' and 'Hazel Regency Monterey Hotel and Spa'. Each listing includes a thumbnail image, the property name, star rating, and a 'Book' button. A sidebar on the left provides search filters for destination, dates, and price ranges. The overall layout is clean and professional, demonstrating a seamless integration of the Booking.com platform into the Norwegian website's user experience.

Booking.com
Booking.yeah

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Branding the Experience

DO NOT DISTURB
...WE ARE GRABBING LIFE BY THE MOMENTS!
For more ways to grab life
SeeMonterey.com

MONTEREY
Grab life by the moments.
TOP 3 WAYS TO GRAB LIFE BY THE MOMENTS
1 Hike to the top of Garrapata State Park, it's quite a view!
2 Say hello to our sea otters, they may wave back.
3 Challenge yourself to find the best clam chowder, we dare you!
For more ways to grab life
SeeMonterey.com

Grab life by the moments.
SeeMonterey.com
PACIFIC GROVE | PEBBLE BEACH | SALINAS VALLEY | SAND CITY | SEASIDE | BIG SUR | CARME | THE SEB | CARNEGIE VALLEY | DEL REY OAKS | WAKILAH | MONTEREY | MOSS LANDING

MONTEREY
Grab life by the moments.
SeeMonterey.com

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SeeMonterey.com

Madden Media

2015 Official Travel Guide

Purchase your
ad now!

Madden
Sales Rep:
Charlie Littlejohns



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Looking Forward

Fourth Quarter

- Los Angeles Pop Up
- Brand Awareness Research – Wave III
- Visitor Profile/Event Impact Study
- Airport branding
- USAToday & Forbes.com media FAMS

A scenic view of a coastline with a bridge and cliffs. The image shows a large body of blue water in the foreground, with a rocky coastline and a bridge spanning across it. The background features rolling hills and mountains under a clear sky.

MEMBERSHIP & VISITOR SERVICES

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Welcome New Members!

Alvarado Street Brewery & Grill

Bruno's Market

Chaparral Ranch

Favaloro's Big Night Bistro

Find the Funny Faster

Ho Wah Chinese Restaurant

IFG Marketing

L&G Law

McCall Events

Mecca Deli

Mosaic Global Transport

Santa Lucia Highlands

Thomas Kinkade Gallery

Valley Hills Deli & BBQ

Whole Enchilada

Yanks RV Resort

Membership

*Fiscal Year 2014-2015 =
EMPOWERED MEMBERS*

- *Up to 5 Listings (categories) on SeeMonterey.com*
- *Collateral distribution*
- *Primary category listing in the annual Official Travel Guide*
- *Participation in leisure and group customers' requests for proposals*
- *Ability to participate in MCCVB Sales and Marketing Co-Ops*
- *Ability to participate in advertising opportunities (website and Visitors Center)*

Membership

UPCOMING

Member Orientation

June 24, 2014

3:30 – 5:00pm

787 Munras Ave., Ste. 110

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National Travel & Tourism Week



National Travel & Tourism Week



National Travel & Tourism Week



National Travel & Tourism Week



Visitor Services

Conferences



Visitor Information Center



Cruise Ships and Events



Visitor Services

101,474

Visitors Assisted

49% Stay Longer

82,428

**incremental room
nights generated**



Save the Date for the Annual Luncheon

August 21, 2014
11:30 AM – 1:30 PM
Portola Hotel & Spa

Hispanic Marketing “Grab Life by the *Momentos*”

presented by Lorraine Ygelesias,
Monterey Bay Aquarium



Familiarity	Hispanic	Other
Very familiar	33%	32%
Somewhat familiar	40%	43%
Not at all familiar	28%	25%
Past Monterey county visitation	33%	26.8%
Intent to visit		
Already planning a trip	13%	8%
Very likely	64%	40%
Somewhat likely	19%	35%
Not very likely	4%	11%
Not at all likely		7%
Rating of Monterey Trip Experience		
Excellent	38%	29%
Very Good	43%	49%
Good	19%	22%
Fair	0%	0%
Aware of advertising/PR	57%	33%
Visited website	11%	4%



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