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**FOR IMMEDIATE RELEASE**

**MMGY GLOBAL FINDS MONTEREY COUNTY TO BE MORE THAN A MEETING DESTINATION...  
IT'S AN INSPIRING EXPERIENCE FOR CONFERENCE ATTENDEES!**

**MONTEREY, Calif., December 12, 2016** – This February, around 50 top-level decision makers in the tourism industry will be traveling to Monterey, California, for the annual DMO (Destination Marketing Organization) Mojo conference hosted by MMGY Global, the largest integrated marketing firm in travel. Every year, the organization chooses a location for its DMO Mojo conference that can create a unique and enjoyable experience for the attendees. For the past seven years, the conference has been held in admired cities such as New Orleans, Austin, Charleston and now, we are pleased to say, Monterey will be added to the list.

“To host this successful event that attracts people within the travel industry to Monterey speaks volume of what we think of Monterey as a destination and as a meeting location,” says Craig Compagnone, SVP Business Strategy at MMGY Global.

MMGY Global works exclusively in travel and has had the benefit of working with some of the best locations in the world as well as the luxury of attending events in the finest destinations

“Monterey creates an experience that we haven’t had before. The setting and the backdrop of the area create inspiration. The walkability of the area, the dining opportunities and all the local attractions are added value for after hour networking,” explains Compagnone. “The planning process has been both personalized and professional from both the conference location and the Monterey County Convention & Visitors Bureau (MCCVB).”

“Monterey County is such a special destination filled with beauty, nature, history, locally grown food and wine and more,” says Mark McMinn, Vice President of Sales of the MCCVB. “We are so thrilled to have MMGY Global bring a conference of this caliber to our region for its annual meeting.”

The MCCVB’s mission is to grow the tourism industry for Monterey County through marketing and sales initiatives. The destination is currently experiencing an influx of investment in property renovations and additions including a more than \$60 million renovation of the Monterey Conference Center, which is expected to open in early spring 2017.

“With the incredible view of the coast around us, it is truly our hope that meeting and conference attendees walk away from the destination feeling even more inspired and invigorated as ever and return to their office with fresh new ideas,” says McMinn.

For more information on how to create inspiring moments for your next meeting in Monterey County, please visit [MeetInMonterey.com](http://MeetInMonterey.com).

**ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU**

The Monterey County Convention & Visitors Bureau (MCCVB) is a 501©6 organization that drives tourism for Monterey County and in recent years has led the destination to record levels of growth. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The MCCVB is a partnership of the hospitality community and local governments that aims to drive business growth through compelling marketing and sales initiatives that maximize the benefits of tourism to our guests, members and the community. Travel spending in Monterey County was more than \$2.7 billion in 2015, representing a 4.5 percent increase from 2014, and per person/per day spending rose to \$333. Visitors in 2015 also generated \$109 million in local tax receipts, a 7.4 percent increase and supported 24,390 jobs.

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