



First  
Quarterly Forum

MCCVB Members  
November 6, 2013



# AGENDA

- Destination Metrics
- Group Sales
- Leisure Marketing
- Visitor Services
- What's Next!
- Special Guest Melissa Washington  
“Getting LinkedIn”

# Destination Snapshot

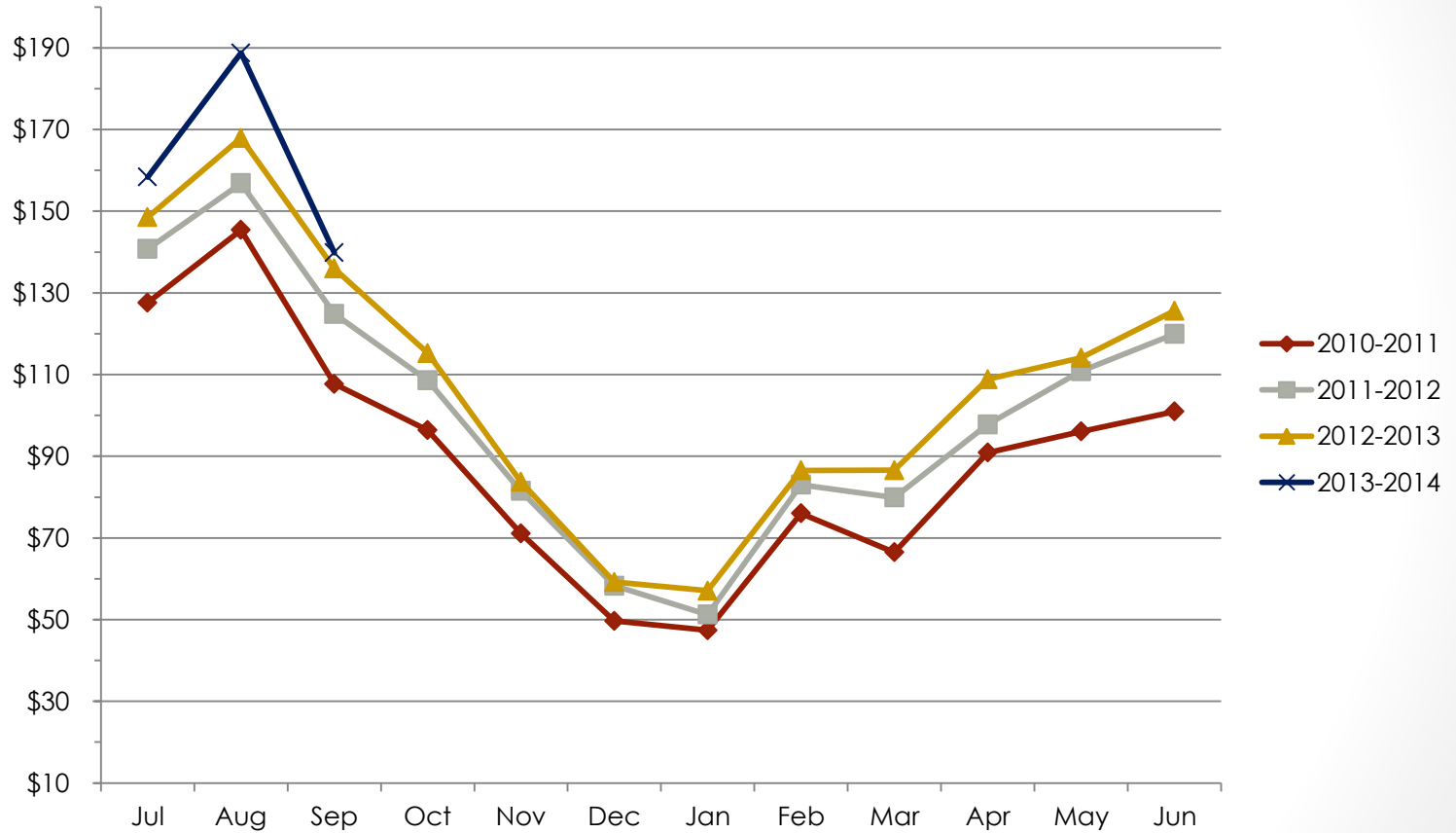
	Occupancy	ADR	RevPAR
<b>2013-2014 Q1</b>	<b>80.4%</b>	<b>\$200.89</b>	<b>\$162.32</b>
2012-2013 Q1	78.6%	\$191.35	\$150.80
Growth	+2%	+5%	+8%

Competitor Destination	Q1: Occupancy	ADR	RevPAR
California State Average	77.3%	\$138.43	\$107.22
Napa	80.5%	\$296.53	\$178.72
Santa Barbara	80.6%	\$185.26	\$116.48
Sonoma	84.9%	\$143.10	\$92.02
Palm Springs	47%	\$101.49	\$80.48
Lake Tahoe	64.9%	\$111.59	\$60.04



# Destination Snapshot

## RevPAR



# CVB SCORECARD

<b>Sales</b>	<b>1st Quarter</b>	<b>13-14 YTD Actual</b>	<b>FY13-14 Goal</b>	<b>% of Goal</b>	<b>FY 12-13 Actual</b>
New Group Business Leads	78	78	460	17%	417
Group Room Nights Index	90.50%	90.50%	100%	90.5%	New Measurement
STR Report RevPAR Status	Second	Second	Third	100%	Fourth
<b>Marketing</b>	<b>1st Quarter</b>	<b>13-14 YTD Actual</b>	<b>FY13-14 Goal</b>	<b>% of Goal</b>	<b>FY 12-13 Actual</b>
Unaided Brand Awareness			83%		82%
Intent to Visit			32%		31%
Advertising Effectiveness			3.8		3.75
Earned Media (Ad Equivalency)	\$9,618,020	\$9,618,020	\$34,500,000	28%	\$44,807,477
Facebook Fans	1,177	39,764	43,750	91%	38,587
Twitter Followers	291	9,003	9,775	92%	8,712
<b>Website/CMS System</b>	<b>1st Quarter</b>	<b>13-14 YTD Actual</b>	<b>FY13-14 Goal</b>	<b>% of Goal</b>	<b>FY 12-13 Actual</b>
Website Visitation:					
Average Visits, including mobile (Unique)	356,008	356,008	1,114,092	32%	1,286,664
Average Page Impressions	1,258,746	1,258,746	4,011,372	31%	3,878,844
Average Referrals (Unique)	98,565	98,565	328,224	30%	322,608
Visitor Database	576	21,891	40,820	54%	21,315
<b>Membership</b>	<b>1st Quarter</b>	<b>13-14 YTD Actual</b>	<b>FY13-14 Goal</b>	<b>% of Goal</b>	<b>FY 12-13 Actual</b>
Retention Rate	88%	88%	85%	104%	85%
<b>Visitor Services</b>	<b>1st Quarter</b>	<b>13-14 YTD Actual</b>	<b>FY13-14 Goal</b>	<b>% of Goal</b>	<b>FY 12-13 Actual</b>
Visitor Referrals/Inquiries	48,165	48,165	123,000	39%	122,049

An aerial night photograph of a large, multi-story resort building with a courtyard. The building has many lit windows and balconies. In the courtyard, there is a central fountain with a statue of a bear, surrounded by tables set for a dinner. The ocean is visible in the background under a dark blue sky.

# GROUP SALES

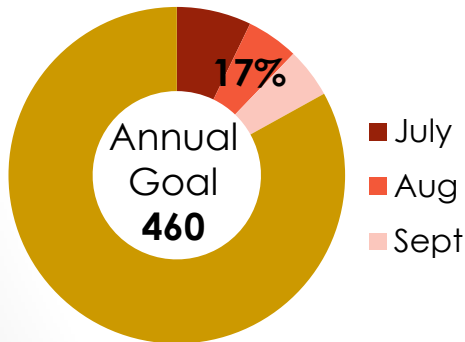
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Monterey County Convention  
& Visitors Bureau

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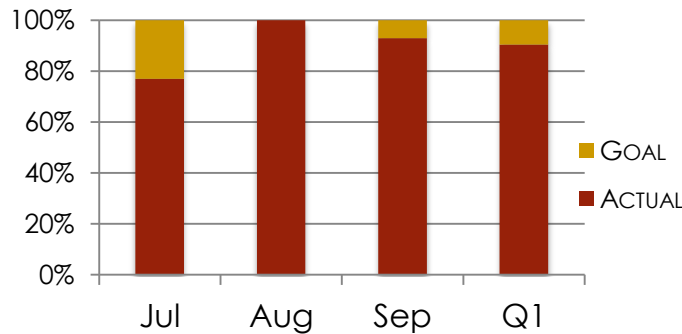
# GROUP SALES

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Group Room Nights Index	90.50%	90.50%	100%	90.5%	New Measure
STR Report RevPAR Status	Second	Second	Third	100%	Fourth

## New Group Business Leads



## Group Room Night Index



## RevPAR Ranking

Rank	YTD	vs. 2012
1. Napa	\$178.72	11.2%
<b>2. Monterey</b>	<b>\$118.70</b>	<b>7%</b>
3. Santa Barbara	\$116.48	7%
4. Sonoma	\$92.02	13.4%
5. Palm Springs	\$80.48	6.4%
6. Lake Tahoe	\$60.04	10.1%

Source: January -September 2013 Report, Smith Travel Research, Inc.

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# GROUP SALES

Emphasis on Client Services (value added)

Focus on NEW business, yet not ignoring repeat





# GROUP SALES



**IMEX 2013**

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# GROUP SALES

## Room Night Index

Fiscal Year 2013 – 2014

	Total Available Rooms	Group Room Night Goal	% of Goal	Actual Group Room Nights		Actual Group Revenue		Actual Group ADR	Actual Group Occupancy
				Total	Average	Total	Average	Average	Average
July 2013	99,603	27,962	77%	21,428	1,531	\$4,548,398	\$324,886	\$212	22%
August	99,603	29,376	100%	29,465	2,105	\$7,347,710	\$524,836	\$249	30%
September	96,330	34,396	93%	32,082	2,292	\$6,056,214	\$432,587	\$189	33%
October	99,603								
November	96,390								
December	99,603								
January 2014	99,603								
February	89,964								
March	99,603								
April	96,390								
May	99,603								
June	96,390								
<b>Total</b>	<b>1,172,685</b>	<b>91,734</b>	<b>90.5%</b>	<b>82,975</b>		<b>\$17,952,322</b>			

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# GROUP SALES

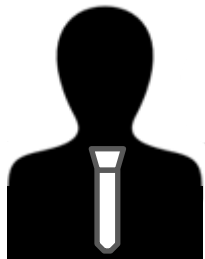
## Pace Report

	Bookings Arrival Year Forecast Report For A Calendar Year									
	*Calendar Year Number = Combination of Current Fiscal Year Production + Past Fiscal Years Production									
Arrival Year	2013	2014	2015	2016	2017	2018	2019	2020	Totals	
<b>Total Groups</b>	<b>170</b>	<b>70</b>	<b>28</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>610</b>	<b>%</b>
Corporate	54	11	7	0	0	0	0	0	<b>174</b>	28.52%
Association	67	47	20	6	3	0	1	0	<b>259</b>	42.46%
Government	5	1	0	0	0	0	0	0	<b>25</b>	4.10%
T&T	6	1	0	0	0	0	0	0	<b>48</b>	7.87%
Other*	36	10	1	0	0	0	0	0	<b>101</b>	16.56%
<b>Total Rooms</b>	<b>42,829</b>	<b>44,829</b>	<b>21,743</b>	<b>7,885</b>	<b>3,212</b>	<b>0</b>	<b>2,386</b>	<b>0</b>	<b>218,990</b>	<b>%</b>
Corporate	14,530	14,134	5,092	0	0	0	0	0	<b>67,065</b>	30.62%
Association	21,159	23,852	16,316	7,885	3,212	0	2,386	0	<b>115,179</b>	52.60%
Government	270	176	0	0	0	0	0	0	<b>7,046</b>	3.22%
T&T	332	22	0	0	0	0	0	0	<b>5,574</b>	2.55%
Other*	5,693	6,645	335	0	0	0	0	0	<b>23,254</b>	10.62%

# GROUP SALES

## Primary New Business Sources

- Geographic
- Segment



corporate



association



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# MARKETING



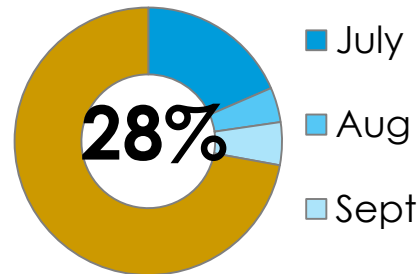
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# MARKETING

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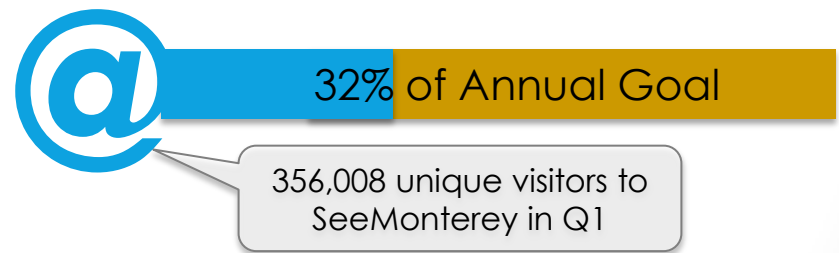
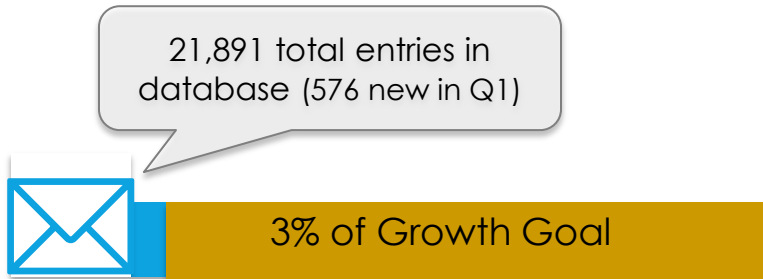


## Earned Media



# MARKETING

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Visitor Database	576	21,891	40,820	54%	21,315



# First Quarter Marketing Highlights

**Assisted 360 journalists**  
**Total impressions, 556,312,135**

**24 media familiarization missions including:**

- Journal du Golf
- Monsieurgolf.com
- Celebrated Living
- Sport Diver Magazine
- Malayzia Magazine
- Guide to Military Travel
- Donnavventura
- Malayzia Magazine
- Trekaroo
- Boston Herald
- BBC
- Vogue
- San Francisco Chronicle
- Irish Sunday Independent



Sunday Independent

VOGUE

San Francisco Chronicle



trekaroo  
kids. trips. tips.



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# First Quarter Marketing Highlights

## Top Articles

### Forbes.com:

Big Sur featured in FORBES.com story about Favorite All Summer Getaways Forbes.com  
12,244,269 unique visitors per month

### Yahoo! Singapore:

Nepenthe and Post Ranch Inn anchor destination piece that focuses on luxury travel  
9 million +unique visitors

### Smartertravel.com

Smartertravel.com Article:  
Bernardus,  
River Road Wine Trail,  
Paraiso and the  
Big Sur Food & Wine Festival

290,000+ unique visitors



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# First Quarter Marketing Highlights: China

## Social Media – Weibo (Facebook)

6463 posts mentioned Monterey

6174 Monterey followers



## Media Event – Beijing, July

31 travel writers and print editors

Print publications include:

China Travel Agent

Best Travel Magazine

World Tourism China Magazine

Ad equivalency value of \$388,400

## PR Campaign

Continues through June 2014

Beijing, Shanghai and  
Guangzhou Regions



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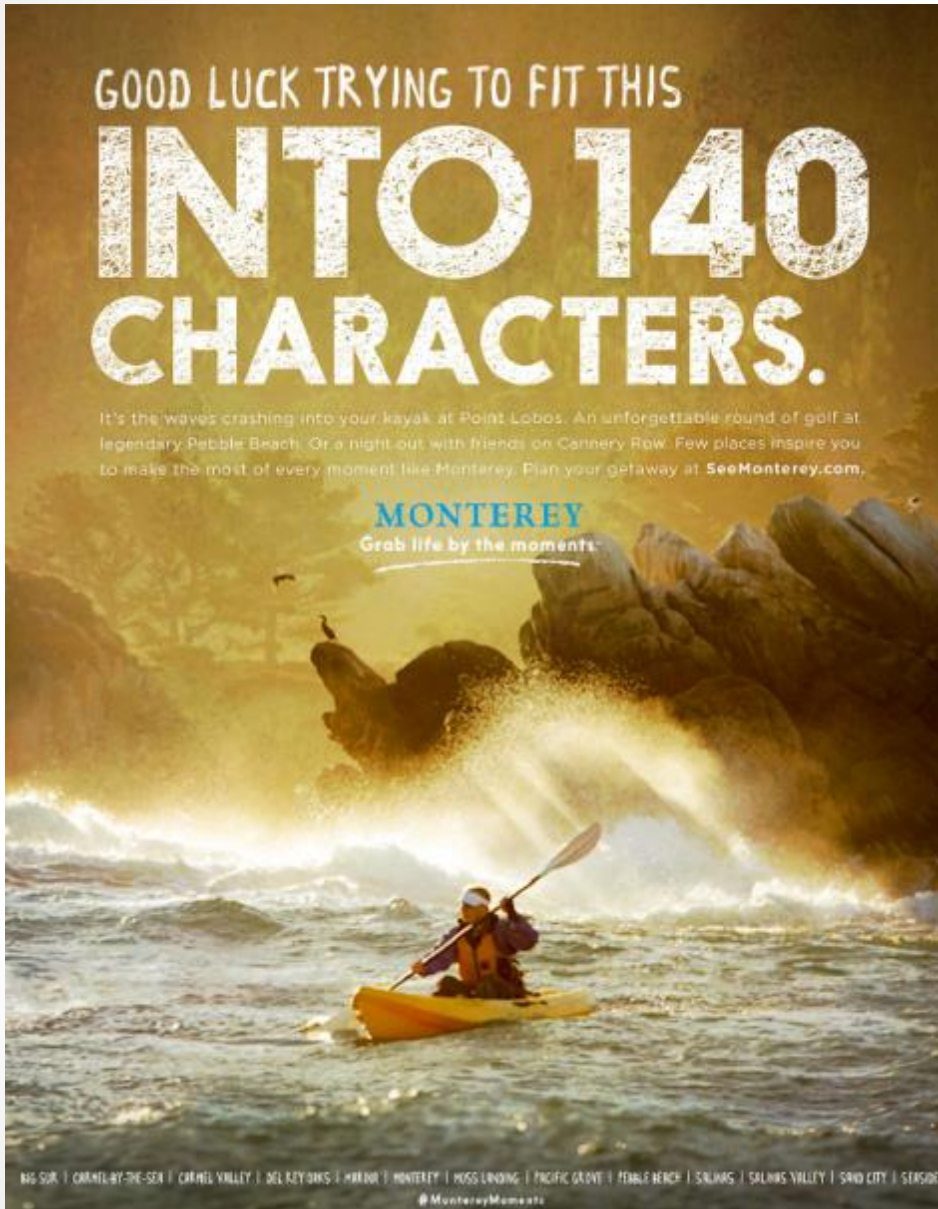


# MONTEREY

Grab life by the moments.™

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## Brand Video



# Print

*SF Chronicle*  
*Los Angeles Magazine*  
*Travel + Leisure*  
*San Diego Magazine*  
*Sacramento Magazine*  
*San Francisco Magazine*



# Digital Units

*Trip Advisor*  
*Weekend Sherpa*  
*Via*  
*Trails.com*  
*Golf.com*  
*USA Today*  
*ESPN*  
*CNN*  
*US Weekly*  
*ABC.com*  
*Fandango*  
*Amazon.com*  
*Today*

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# Facebook

The screenshot shows the Facebook page for 'See Monterey'. At the top is a large banner with the text 'GRAB LIFE BY THE MOMENTS.™' and an image of a person kayaking in rapids. Below the banner is a profile picture of a landscape with the word 'MONTEREY' overlaid. The page name 'See Monterey' is followed by '39,936 likes · 2,281 talking about this · 837 were here'. Navigation buttons include 'Update Page Info', 'Liked', 'Review', and a dropdown menu. Below this is a 'Tourist Information' section with a description of the area and links for 'About', 'Photos', 'Map', 'Events', and 'Monthly eNewsletter'. A 'Highlights' dropdown is visible. The main content area includes a status update prompt 'What have you been up to?', a link shared by 'See Monterey' with the URL 'http://bit.ly/1d2dfpH', and a 'Flicker Photo of the Week' featuring a silhouette of people looking at an aquarium tank. On the right side, there is a '46 Friends' section with a list of friends and an 'Invite Your Friends to Like This Page' section with a search bar and 'Invite' buttons for Peter Cofresi, Sheena Dempsey, and Fadomba Matturi. Below that is a 'Recent Posts by Others on See Monterey' section with posts from Kathy Young and Kathy Cuen-Ashby.

# Twitter

GRAB LIFE BY THE MOMENTS.™

Home Connect Discover Me Search

**Tweets**

- Following
- Followers
- Favorites
- Lists

Photos and videos

Who to follow · Refresh · View all

- eBay Mobile @eBayMobile
- david kellogg @dkellogg66
- Carmel Valley Ranch @carmelvr

Popular accounts · Find friends

**SeeMonterey**  
@SeeMonterey

All about Monterey, Carmel, Pebble, Pacific Grove, Salinas, Seaside, Big Sur, Marina, Moss Landing, Del Rey Oaks and Sand City!  
Monterey County CVB  
Monterey, CA - seemonterey.com

9,750 TWEETS · 3,343 FOLLOWING · 9,053 FOLLOWERS

**Tweets**

- Monterey Aquarium PR** @MontereyAq\_PR · 21m  
Best family travel destinations for 2014 from @Trekaroo incl. @SeeMonterey, Central Coast & the aquarium, blog.trekaroo.com /top-treks-dest...  
Retweeted by SeeMonterey
- SeeMonterey** @SeeMonterey · 1h  
Monterey gets spooky this weekend with all sorts of events like the Halloween Parade in Carmel! bit.ly/Hb13bd
- SeeMonterey** @SeeMonterey · 2h  
Have you been lucky enough to see this in person? bit.ly/1d2dfpH

# Pandora



PANDORA

Michael Zapruder Radio

SeeMonterey.com

# GRAB LIFE BY THE MOMENTS.™

MONTEREY RADIO

EVERY ROAD TRIP NEEDS A SOUNDTRACK.

MONTEREY  
Grab life by the moments.

GENRE STATIONS

Similar Artists

Lyrics

About Michael Zapruder

SeeMonterey.com

A screenshot of the Pandora website interface. The background is a scenic view of a coastline with mountains and a red car. The interface includes a navigation bar at the top with 'PANDORA' and 'Michael Zapruder Radio'. Below the navigation bar is a search bar and a play button. The main content area is divided into several sections: a vertical banner on the left with the text 'GRAB LIFE BY THE MOMENTS.™', a central section for 'MONTEREY RADIO' featuring a play button and the text 'EVERY ROAD TRIP NEEDS A SOUNDTRACK.', and a right-hand section with 'Lyrics' and 'About Michael Zapruder'. At the bottom, there are sections for 'GENRE STATIONS' and 'Similar Artists'. The website is branded with 'SeeMonterey.com' in several places.





# SeeMonterey.com



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# Co-opportunities



# Leisure Marketing – Target Markets

## Primary

- Drive – San Francisco, Central Valley

## Secondary

- Regional – Short Hop, One stop

## Tertiary

- National

## International

- Canada, China

# Annual Media Plan

OCT    NOV    DEC    JAN    FEB    MAR    APR    MAY    JUN

Leisure Advertising: Soft Launch 

Leisure Advertising 

Leisure Advertising: Promotional Burst 

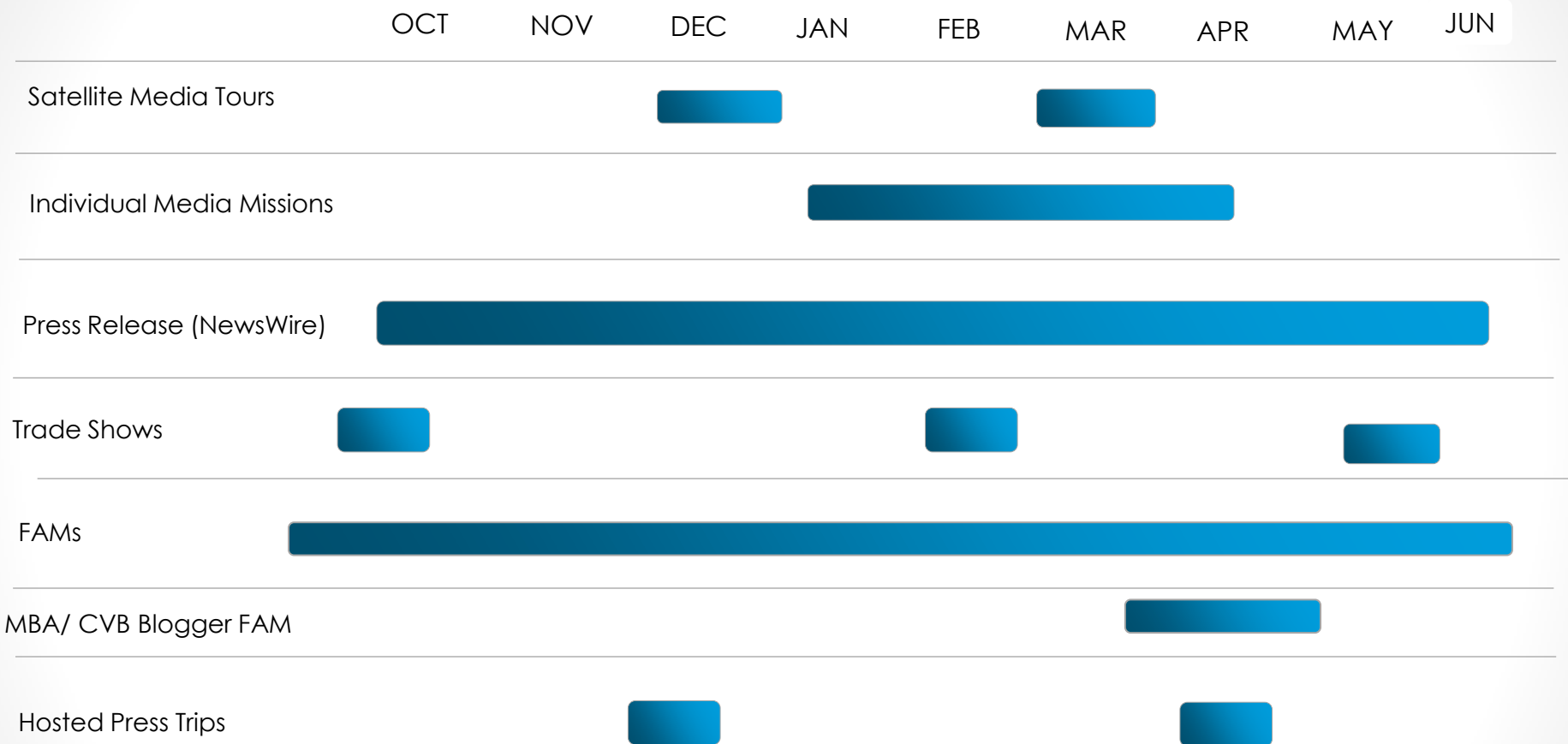
Meetings Advertising 

Member Communications 

Social 

Spring Sweepstakes 

# Annual Public Relations Plan



# VISITOR SERVICES



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# VISITOR SERVICES

Visitor Services	1st Quarter	FY13-14 Goal	% of Goal	FY 12-13 Actual
Visitor Referrals/Inquiries	48,165	123,000	39%	122,049



## “EXCELLENT VISITOR CENTER!”

- Ireland (2 additional nights)

**“The staff were exceptional at helping us find lodging.”**

- Canada (2 additional nights)

**“Great help! Great lodging room!”**

- Germany (1 additional night)

# VISITOR SERVICES



Cruise ship welcome tables with visitor information on Fisherman's Wharf



Mobile visitor centers at local events, such as Monterey Jazz Festival & Sand City West End Celebration





# What's Next – Group Sales

- Customer Advisory Board (CAB)  
Nov 21-22, 2013
- Upcoming trade shows
  - CalSAE Seasonal Spectacular
  - Holiday Showcase
  - Destinations Showcase
- Custom booth/collateral design
- Client events
  - PCMA (Boston)
  - Orange County, CA
  - Destinations Showcase (DC)
- Champion Monterey Program
- Value-added Services



# What's Next – Marketing

- Meetings Campaign
- Spring Promotion
- Monterey Moment Pop-ups
- Social Lounge
- Branding the Monterey Regional Airport
- Conference Center Communications
- Online Booking Partner



# What's Next – Visitor Services

- AT&T Pebble Beach National Pro-Am Experience Monterey Tent
- Monterey County Visitor Centers Summit November 21st
- We have created a plan with Fisherman's Wharf to greet the 7 cruise ships that are scheduled March - May



# What's Next – Meetings!

- November 13: Sales Committee (3:30-5)
- November 14: Community Relations Committee (3-5pm)
- December 6: Marketing Committee (10:30-12)
  
- Location: MCCVB Boardroom  
787 Munras Ave, Suite 110



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