MONTEREY First Quarter Report **Monterey County Convention** & Visitors Bureau 2013-2014 **New Group Business Leads Group Room Night Index RevPAR Ranking** Rank **YTD** vs. 2012 100% 1. Napa \$178.72 11.2% 17% 80% 2. Monterey \$118.70 7% July 60% Annual 3. Santa Barbara \$116.48 7% GOAL Goal 40% Aug \$92.02 13.4% 4. Sonoma **ACTUAL** 460 20% Sept 5. Palm Springs \$80.48 6.4% 0% 6. Lake Tahoe \$60.04 10.1% Jul Aug Source: January -September 2013 Report, Smith Travel Research, Inc. "EXCELLENT VISITOR CENTER!" 9,003 total Twitter Ireland (2 additional nights) followers (291 new in Q1) "The staff were exceptional at helping us find lodging." 48,165 - Canada (2 additional nights) Visitors served 27% of Annual Goal "Great help! Great lodging at the Visitors Center & information booths in Q1 Germany (1 additional night) 23% of Annual Goal \$9,618,020 28% O1 Farned Media 21,891 total entries in (ad equivalency) database (576 in Q1) 39,764 Facebook fans (1,177 new in Q1) 3% of Annual Goal A new fiscal year with a new plan & a new Board of 32% of Annual Goal **Directors** 356,008 unique visitors Forbes.com article on to SeeMonterey in Q1 Glen Oaks, Big Sur JULY Busiest day at the Visitors Center in Q1 with 687 visitors **ASAE Annual Expo** Atlanta, GA AUGUST Connect MCCVB Annual Luncheon 16 and new brand reveal 24-25 22-24 **Destination Challenge** 29 Washington, DC Sand City West End Celebration SEPTEMBER Mobile Visitors Center SITE SoCal **Orange County** Mobile Visitors Center 17 20-22 23 **Celebrity Cruise Ship** 578 visited the information booth Linda Ruby New VP of Sales & Group Services