

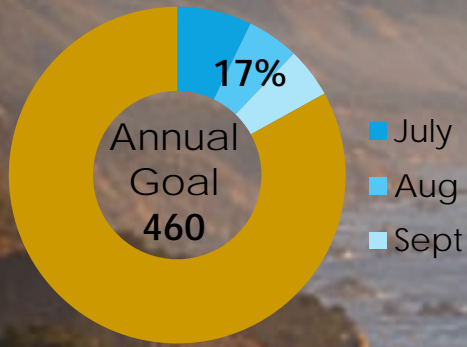
MONTEREY

Monterey County Convention & Visitors Bureau

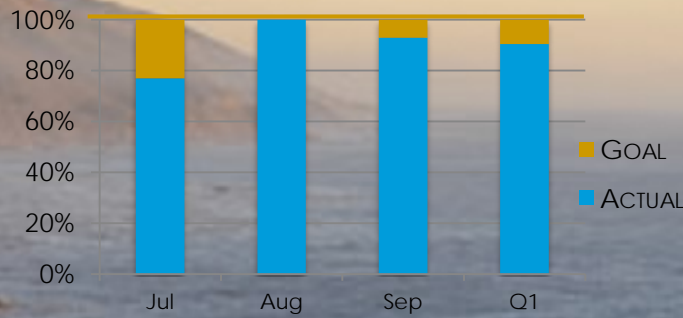
First Quarter Report

2013-2014

New Group Business Leads



Group Room Night Index



RevPAR Ranking

Rank	City	YTD	vs. 2012
1.	Napa	\$178.72	11.2%
2.	Monterey	\$118.70	7%
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.



9,003 total Twitter followers (291 new in Q1)

27% of Annual Goal



39,764 Facebook fans (1,177 new in Q1)

23% of Annual Goal

A new fiscal year with a new plan & a new Board of Directors

39% 48,165 Visitors served at the Visitors Center & information booths in Q1

"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)



21,891 total entries in database (576 in Q1)

3% of Annual Goal



32% of Annual Goal

356,008 unique visitors to SeeMonterey in Q1

