

MCCVB Quarterly Forum

Review of Second Quarter FY 2014-2015
January 28, 2015





**Silver Award
International
Hospitality
Sales &
Marketing
Award**

MONTEREY
Inspired moments in meetings.®



NEW FACES



**Michele
Gardner-Kelley**
Regional Sales
Executive

Visitor Services

MONTEREY
Grab life by the moments:

KEEPING SCORE



Room Nights Influenced:

53,246

59% of goal



Visitor Referrals/Inquiries:

62,759

51% of goal



**Economic Impact of
Influenced Room Nights:**

\$706,106

REACHING OUR VISITORS



Cruise Ships in 2015:

April – Superstar Gemini

September and October – Celebrity Cruises and Royal Caribbean



INTERNATIONAL VISITORS

Ergreifen Sie die besten Momente des Lebens in Monterey, Kalifornien



在加州蒙特雷享受生命每个瞬间的最佳方式

可看、可做的激动人心之事如此之多，足以排满一、两周的行程。如果您停留的时间较短，则可能需要留出一些取舍，或者只要多待一天即可。



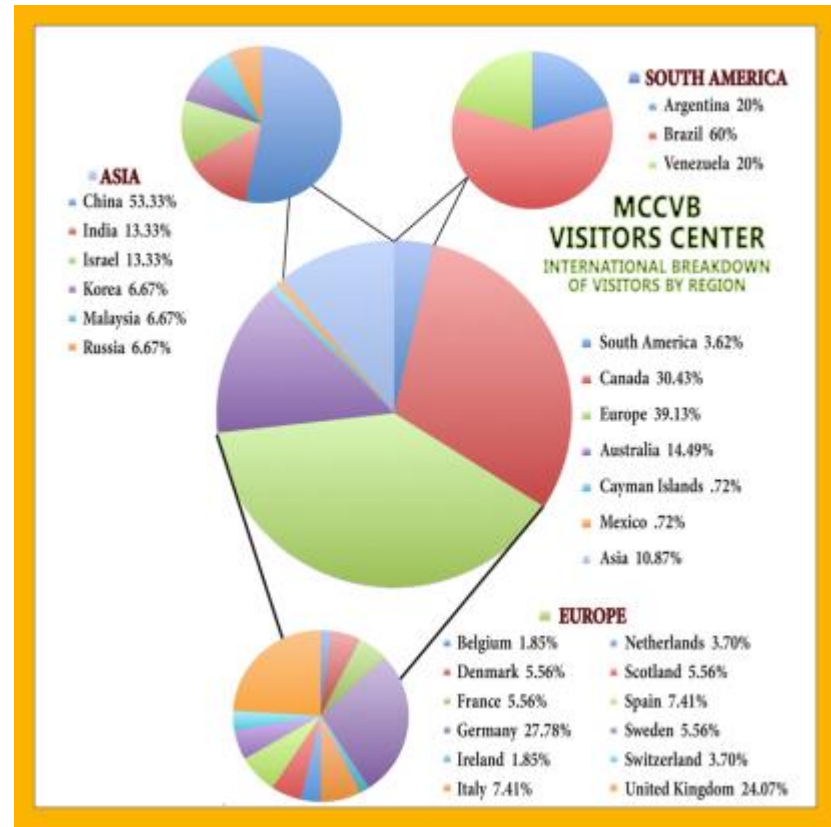
蒙特雷湾水族馆 (www.montereybayaquarium.org)

在蒙特雷湾水族馆，您无需离开干燥的陆地便可探索蒙特雷湾的海洋生物。这一水族馆致力于海洋研究和环境保护，因其互动式展览和以真实宏大的规模呈现海洋生物的能力而举世闻名。它被 *ForbesTraveler.com* 誉为“全美最吸引人的水族馆之一”。



罐头厂街 (www.canneryrow.com)

1958年1月，蒙特雷市将海景大道（Ocean View Avenue）正式命名为罐头厂街（Cannery Row），以纪念 John Steinbeck。今天，蒙特雷湾水族馆成了罐头厂街的重要景点，沿着历史街区和滨水区遍布着餐馆、旅馆、专卖店、当地艺术家的展览馆和品酒屋。游客亦可通过潜水，乘坐皮艇或沿着蒙特雷湾的海岸休闲小径骑自行车领略蒙特雷湾国家海洋保护区的奇景。



Les meilleures manières de profiter de chaque moment à Monterey, Californie

UPCOMING

SATELLITE SERVICES

- CSUMB Student Fair
- Teams Makes Dreams - Quail Lodge
- Echankar Seminar - Embassy Suites
- Pacific Coast Surgical Association - Marriott
- CA Attorneys for Criminal Justice - Conference Center
- CA Society Municipal Finance Officers Association - Portola Hotel
- CA Trucking Association Conference – Monterey Plaza Hotel
- CA/NV Festivals & Events Association Convention - Hyatt



Group Sales



MONTEREY
Grab life by the moments:



KEEPING SCORE



411 leads sent this year
↑ 92%



26.28%
Booking Conversion Rate YTD



94%
YTD Room Night Index Score

SEATTLE MEETS MONTEREY



MONTEREY
Grab life by the moments:

TRADE SHOWS & CLIENT EVENTS



IMEX – Oct 2015 Las Vegas, NV.



IMEX Client Dinner Event
Las Vegas, NV



Site SoCal
Holiday Event
Palm Springs, CA

TRADE SHOWS & CLIENT EVENTS



CalSAE Season Spectacular



Orange County Client Event



Silicon Valley Client Event



East Bay Client Event

TOUR & TRAVEL



Hello World Australian FAM



UK Super FAM LA Finale



LA Chinese Receptives Luncheon



SF Travel Tour Operator Reception

UPCOMING

- **Smart Mart** – LA, CA
- **Go West Summit** – Colorado Springs, CO
- **Medical Meetings Summit** – Philadelphia, PA
- **PMPI MACE** – Washington DC
- **Visit CA Outlook Forum** – Palm Springs, CA
- **China Receptive FAM** – Monterey, CA
- **Luxury Meetings Summit** – Atlanta, GA
- **SF Travel Chinese New Year** – Washington DC
- **Luxury Meetings Summit** – SF, CA
- **MPINCC ACE** – SF, CA
- **Client Couples FAM** – Monterey, CA
- **DMAI Destinations Showcase** – Washington DC
- **CBI PharmaForum** – National Harbor, MD
- **CaISAE Elevate** – Sacramento, CA
- **Experient's Envision Conference**
- **Smart Mart** – Seattle, WA

Marketing & Communications



MONTEREY
Grab life by the moments:



KEEPING SCORE



Web Visits:

766,109 YTD Total

64% FY Goal



Earned Media:

\$37,468,157 YTD Total

94% FY Goal



Facebook Fans:

67,500 Total

48% increase from previous year

FALL CAMPAIGN SWEEPSTAKES



Hey @SeeMonterey!

Help us recreate this happy moment.
#GrabYourMoment #Sweeps <http://t.co/XtMxU7W30m>

2 months ago

Stacy Heckley
@StacyHeckley



Some of my best

memories and pictures are from Monterey, CA
#GrabYourMoment #Sweeps <http://t.co/V4HMuxj7Du>

2 months ago

Alfredo Reyes
@toachteche



FIND
NEW
REASONS



TO
LOVE
FALL.



BROWSE OUR
#GRABYOURMOMENT
GALLERY AND ENTER
FOR A CHANCE
TO WIN A TRIP

MONTEREY
Grab life by the moments.

ENTER

#GrabYourMoment

Users entered through social media channels with the hashtag

Entries

3,448

HOLIDAY PROMOTION

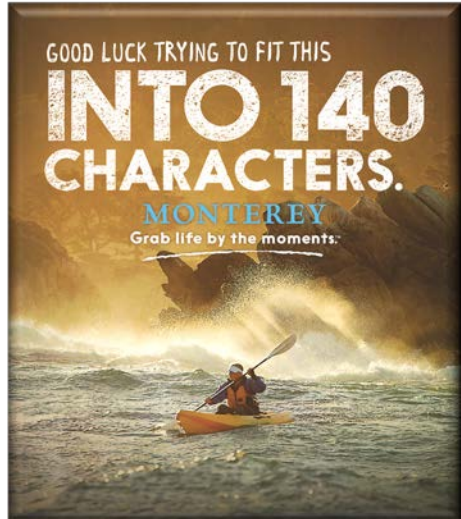
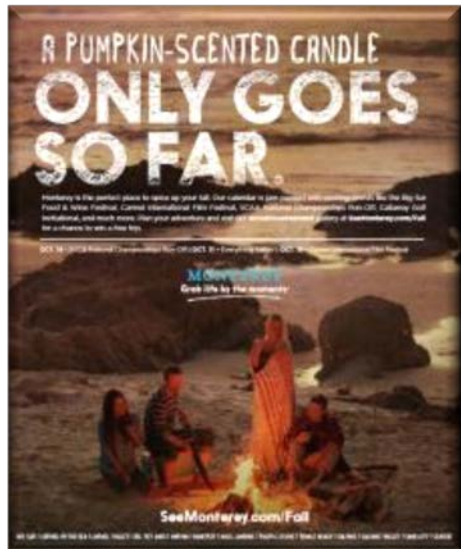


5,100+ entries to the "Tis the Season to See Monterey" Sweeps



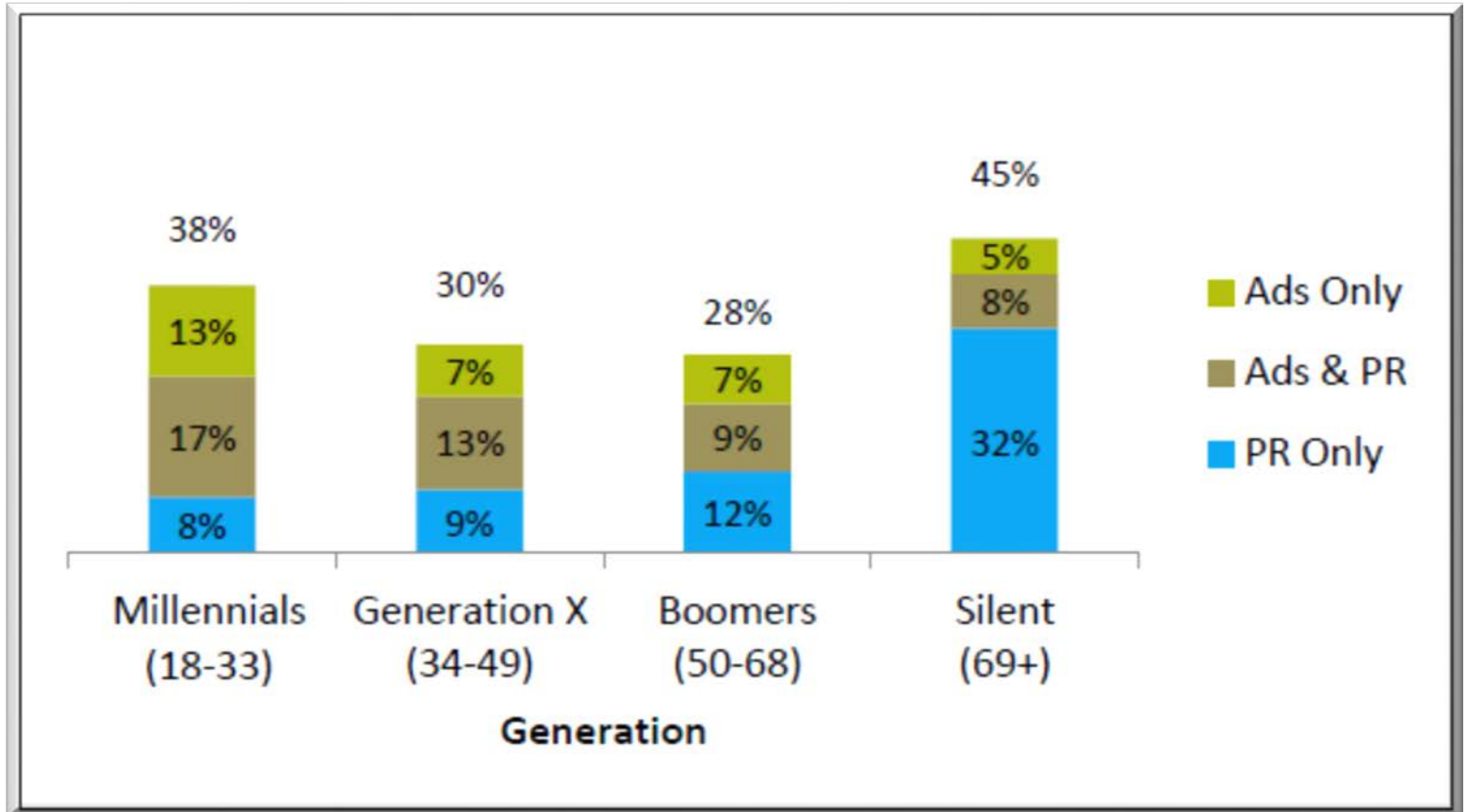
Over 10,000 views to the holiday events page

MCCVB Semi-Annual Brand Study

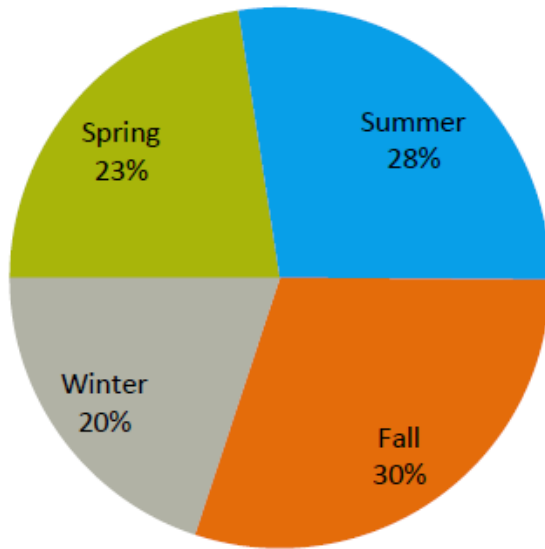


Date	Research Wave
April 2013	Pre-Brand Launch
Dec. 2013	FY13/14 Mid-Term
June 2014	FY13/14 End of Year
Dec. 2014	FY14/15 Mid-Term
June 2015	FY14/15 End of Year

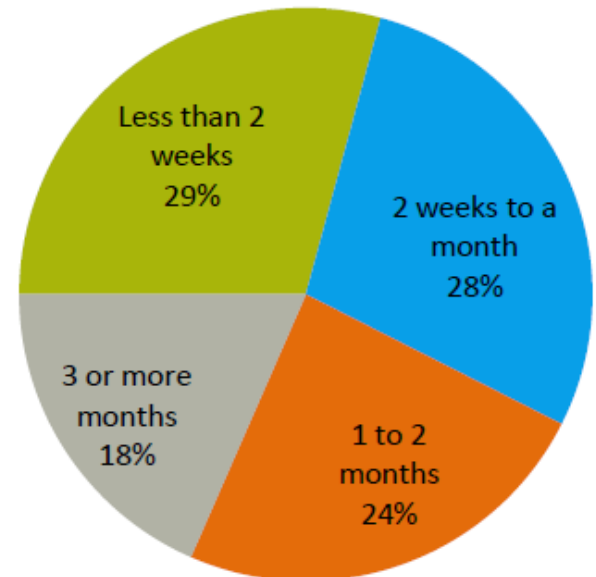
Millennials Taking Notice



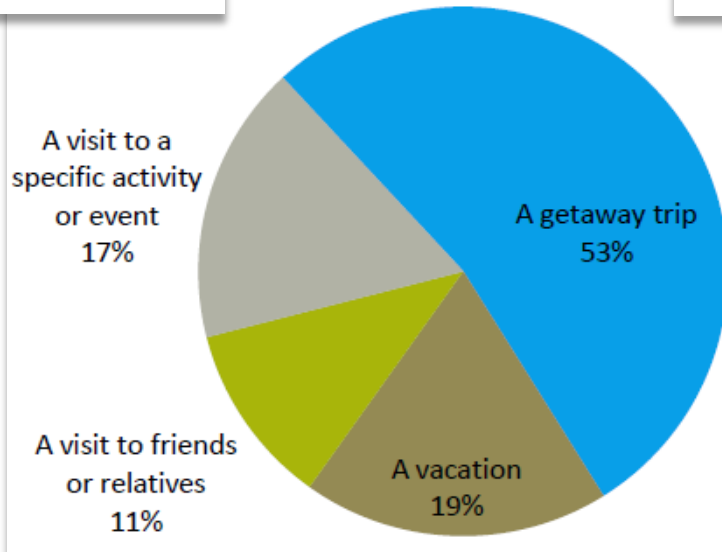
Monterey Travel by Season



Monterey Travel Planning Period



Monterey Trip was...





MCCVB Semi-Annual Brand Study

	Total Regional
Incremental Overnight Traveling HHs	93,263
Average Trip Spending	\$1,038
Economic Impact	\$96,786,586

Download the Study

<http://www.seemonterey.com/members/tools/reports/>

VISITOR PROFILE & EVENT ECON IMPACT STUDIES

Visitor Profile

13 lodging members (need more!)

November 18-December 13

69 completed surveys

February 8-22

April 13-26

June 15-29

Please sign up to participate

www.Destinationanalysts.com/montereycounty.htm

Event Economic Impact

✓ Car Week

✓ Big Sur Food & Wine

AT&T Pebble Beach Pro Am

Sea Otter Classic

PB Food & Wine

Big Sur Marathon

Tudor United Sports Car Classic

Other TBD through June 30

BIG SUR FOOD & WINE

Total unique event attendees -----	1,475
Influenced attendees* -----	571
Influenced visitor days in Monterey County -----	1,540
Total influenced trip spending -----	\$562,826
Influenced visitors in Monterey County hotels -----	383
Influenced room nights sold in Monterey County hotels -----	192
Tax revenues generated by Big Sur Food & Wine Festival ** -----	\$51,559
Transient Occupancy Tax generated by Big Sur Food & Wine Festival - -----	\$19,524
Sales tax revenues generated by Big Sur Food & Wine Festival -----	\$32,035

An influenced attendee is defined as residing outside Monterey County and visiting the County specifically for the festival

***Includes transient occupancy and sales taxes generated for governmental entities in the county*

DETAILED INFLUENCED TRIP SPENDING

Estimated total spending in Monterey County by influenced attendees—those who reside outside of Monterey County and visited specifically for the Big Sur Food & Wine Festival—is detailed by category below.

	Visitor Spending	Taxes Generated
Hotel/motel/inn	\$185,942	\$19,523.90
Restaurants	\$181,481	\$15,425.93
Retail purchases	\$60,586	\$5,149.85
Entertainment & sightseeing	\$63,427	\$5,391.30
Car rental fees	\$24,925	\$2,118.59
Gas, parking and local transportation	\$30,236	\$2,570.09
Other	\$16,228	\$,379.36
TOTAL	\$562,826	\$51,559

Content Marketing

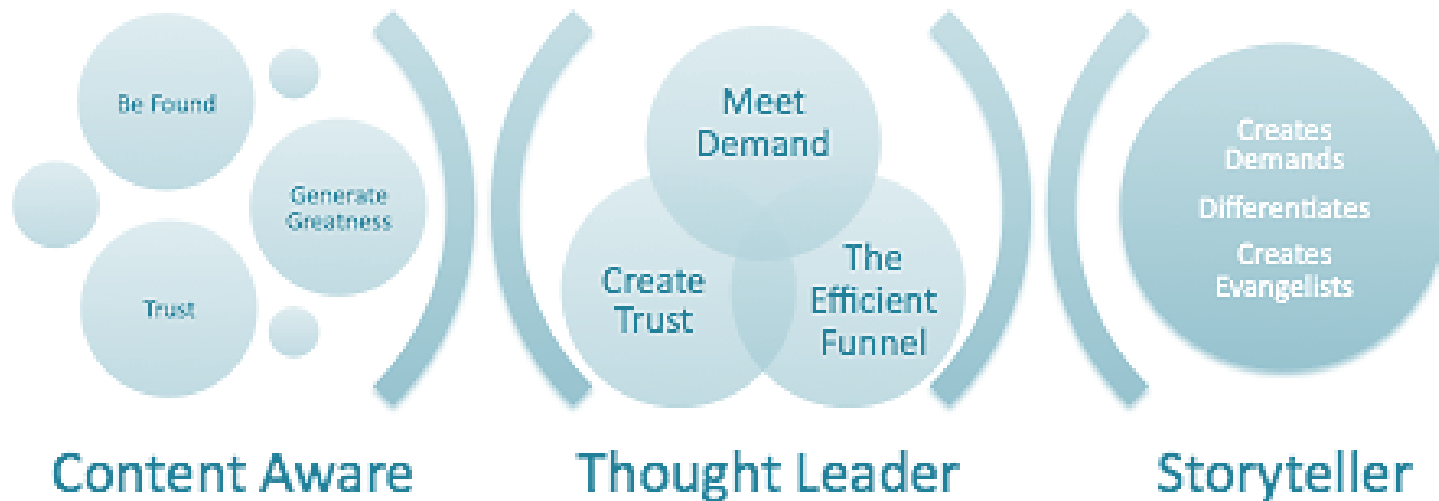


“Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”

- ***Content Marketing Institute***

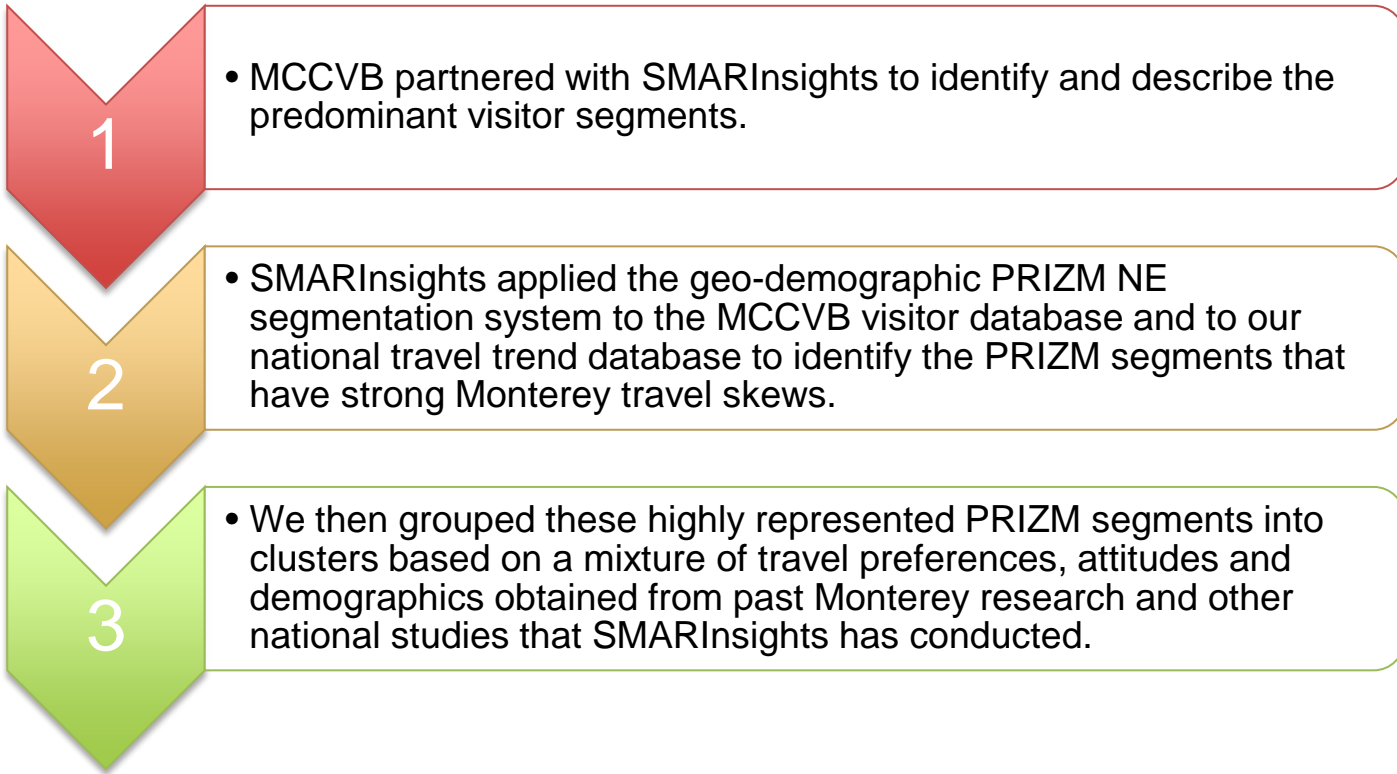
The **GOAL** is to ultimately position MCCVB in the role of “**BRAND CURATOR**” for “Grab Life by the Moments” and “Inspired Moments in Meetings”.

Content Marketing Maturity Model



2014 PRIZM ANALYSIS

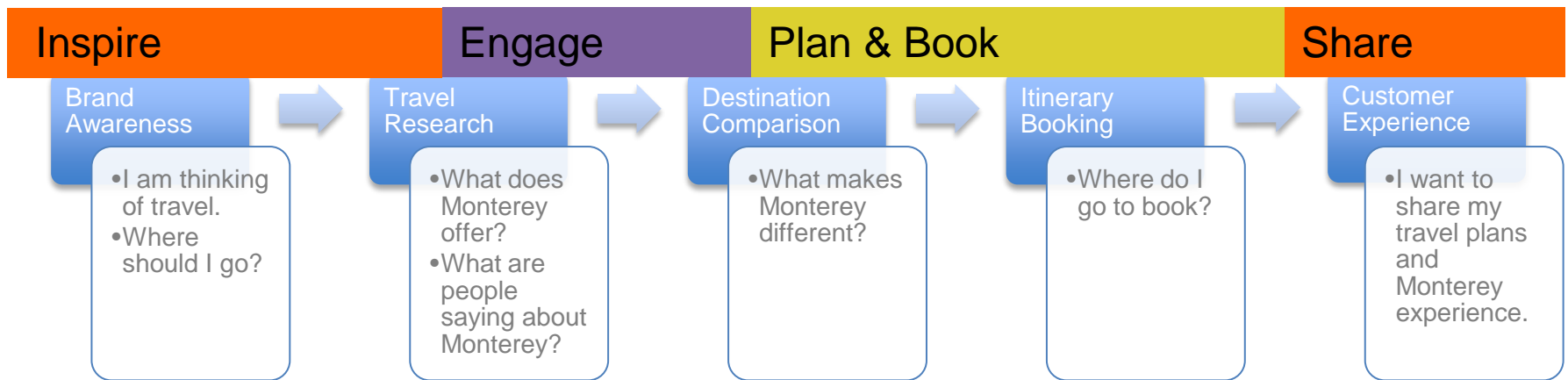
- To identify high value visitor segments that will be used to guide messaging and targeting strategies.
- The segments were about being easily identifiable to be used in future research.



CONTENT MAPPING: The following five customer segments were identified, focusing our content marketing efforts on connecting with these customer groups through content collaboration with members.



The **OBJECTIVE** is to provide and share relevant content at strategic stages of the purchasing life cycle to help convert leads to bookings.

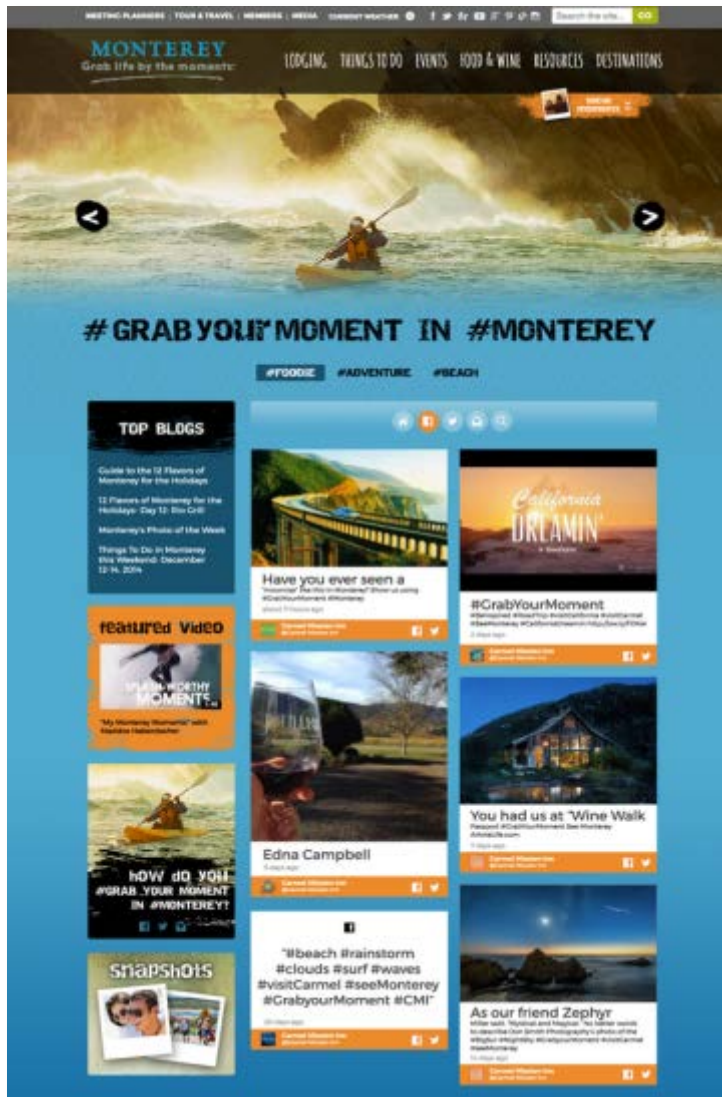


{ MCCVB generates awareness about Monterey. }

{ Interjecting member content at these stages will support the "Grab Life by the Moments" storyline and be key to successfully converting leads into bookings. }

{ Evangelists are formed and MCCVB solidifies its role as "brand curator". }

Social Lounge – Primary Distribution Channel



Aggregate MCCVB and community content – social (owned), paid and earned.

Create convenience for travelers who prefer social content for travel info/recommendations.

Allow 'free form' social exchanges.

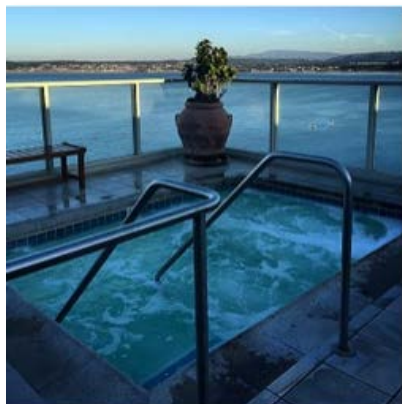
- #Monterey
- #Grabyourmoment
- #Foodie
- #Adventure
- #Ocean

User Generated Content



Car lights at #sunset
 along #BixbyBridge. #california #norcal #nikon
 #wanderlust #wonderful_places #monterey
 #grabyourmoment
 8 days ago

lastlightbender
 @lastlightbender



Is there any better
 way to start the day! What a gorgeous view.
 Sometimes I really love the life I live 😍😍😍
 #lovethelifeI live #monterey #montereybay
 #beautifulscenery #nature #rooftopspa
 #montereyplaza #hotel#canneryrow #wharf
 #naturesbeauty #norcal #805 #ocean #beach
 #waytostart2015 #roadtrip #seemonterey
 #grabyourmoment
 11 days ago

mizmary805
 @mizmary805



Hey @SeeMonterey!
 Help us recreate this happy moment.
 #GrabYourMoment #Sweeps <http://t.co/xNhrU7W3bm>

2 months ago

Stacy Beckley
 @StacyBeckley



@SeeMonterey

Grabbing a beautiful sunrise during our stay
 at the Intercontinental. #GrabYourMoment
 #sweeps <http://t.co/nTd4P3xRiD>

2 months ago

Robert Diaz
 @TOPS_BBQ



I'm a Cali girl that

hopes to @SeeMonterey 's gorgeous
 beaches really soon! #GrabYourMoment
 #Sweeps <http://t.co/vIUwnstVbP>

2 months ago

Linda Chavez
 @lindayvette

TRACK, MEASURE, BENCHMARK

Competitive analyses, gauge positive and negative sentiment, identify social media success drivers.

Earned Media

64% of all organic brand mentions were made on Instagram

14,892
Earned Media Mentions

Change from 12/1-12/31 to 10/31-12/1

5,823 Mentions
84.6% Change

Earned Media Volume

Twitter: 4,820 | Other: 9,820

Other Channel Breakdown

Facebook: 540 | Instagram: 9,510 | Blog: 0 | Forum: 0 | Videos: 0 | Google: 0

Notes:
Monitors keywords #Monterey and #GrabYourMoment
#Monterey is very popular on Instagram posts

Social Audience

Audience grew by 5.8% to 83k between Dec 1 and Dec 31

Social Audience Growth by Channel

CHANNEL	AUDIENCE GROWTH	TOTAL AUDIENCE
	6.7%	67,455
	1.3%	12,164
	0.0%	1,737
	12.9%	790
	-0.9%	221
	1.6%	129
TOTAL	5.8%	82,540

Total Audience Growth Over Time

Growth dropped after 12/18 since we stopped running FB "like" ads
viewers dropped 12/19 due to Instagram cleaning up "fake" accounts

Outbound Content & Engagements

381 outbound posts were made between Dec 1 and Dec 31 with an average of 37.9 engagements per post

Posts by Social Networks

Channel	# of Posts	Avg. Engagement per Post
Facebook	81	215
Twitter	3	441
Pinterest	14	14
Instagram	25	14
Google+	11	11
YouTube	7	7

Top Two Posts by Total Engagement

Posted by: SeaMen...
Posted on: 12/18/14
2,287 Engagements

Posted by: SeaMen...
Posted on: 12/18/14
1,133 Engagements

Notes:
Most engagement comes from Facebook and Instagram

MEDIA RELATIONS

- 552,507,163 Media Impressions
- \$24.9 Million in PR Advertising Equivalency
- 32 Media Familiarization Visits (FAMs)
- 314 Journalists Assisted
- 1,663 Media Hits



FALL Harvest Media FAM

12.3 Million Combined Media Impressions

AAA New York- Car & Travel
A Hotel Life
Taste & Travel
PRIME Living Magazine
Dreamscapes
Brides.com
Town & County Travel



Holiday Getaway Satellite Media Tour

\$14 Million Ad Equivalency
214,029,552 Impressions
883 Unique Airings



China



PR

\$2.4 in PR Advertising Equivalency

5.2 impressions.

Brand USA – DiscoverAmerica.com – April thru Dec 2014

Views: 5,866

Unique views: 5,712

Avg time on page: 1:15 sec (125% higher than site average)

SOCIAL MEDIA

13,128 Weibo Followers / 19,000+ total

Monthly Newsletter

25 Tour Operators

2015 OFFICIAL TRAVEL GUIDE

MONTEREY COUNTY
THE 2015 OFFICIAL TRAVEL GUIDE

MONTEREY

MONTEREY COUNTY 2015 OFFICIAL TRAVEL GUIDE

SAVOR YOUR STAY

Indulge in the finely crafted wines and artisan brews of Monterey County

CAPTURE THE MEMORY

make your Monterey moments last forever in photos

INSIDE
OUTDOOR ADVENTURES,
GOLF, WATER SPORTS AND
MUST-SEE-DESTINATIONS

SeeMonterey.com

Big Sur • Carmel-by-the-Sea • Carmel Valley • Del Rey Oaks • Marina • Monterey • Moss Landing
Pacific Grove • Pebble Beach • Salinas • Salinas Valley • Sand City • Seaside

ACCOMMODATIONS

Star of Peak Beach Inn	4000 Highway 1, Big Sur 93923-0200 831-662-0200	Star of Peak Beach Inn	4000 Highway 1, Big Sur 93923-0200 831-662-0200
Star of Peak Beach Inn	4000 Highway 1, Big Sur 93923-0200 831-662-0200	Star of Peak Beach Inn	4000 Highway 1, Big Sur 93923-0200 831-662-0200
Star of Peak Beach Inn	4000 Highway 1, Big Sur 93923-0200 831-662-0200	Star of Peak Beach Inn	4000 Highway 1, Big Sur 93923-0200 831-662-0200

TOUR OPERATORS

Ag Weeks Tour
Ag Weeks Tour is one of the most popular and scenic tours in Monterey County. It features a variety of scenic views, including the rugged coastline, rolling hills, and vineyards. The tour is led by a knowledgeable guide who provides interesting facts and stories about the region's history and culture.

Big Sur Scenic Drive
Big Sur Scenic Drive is a 100-mile stretch of the world's most beautiful coastline. The drive is filled with stunning views, including the rugged coastline, rolling hills, and vineyards. The tour is led by a knowledgeable guide who provides interesting facts and stories about the region's history and culture.

THINGS TO SEE & DO

This tour takes you back to the heart of the region and allows you to experience the beauty of the coastal landscape. The tour is led by a knowledgeable guide who provides interesting facts and stories about the region's history and culture.

WINE & TASTING ROOMS
Monterey County is home to some of the best wineries in California. The region is known for its world-class wines, including Pinot Noir, Chardonnay, and Cabernet Sauvignon. There are many wineries to visit, each offering a unique tasting experience.



MONTEREY
Grab life by the moments:

**MARKETING
COMMUNICATIONS
*UPCOMING***

SPRING ADVERTISING



STOP AND SMELL THE SCENERY.

There's so much to love about Monterey, especially in the spring. Feast with friends at Mountain Peak. Get crafty at Pacific Grove Good Old Days arts and crafts show. Meet fellow gearheads at the Sea Otter Classic, North America's largest cycling festival. Whichever your journey takes you, make each moment count.

MONTEREY
Grab life by the moments:

SeeMonterey.com/spring

800.647.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234



IT'S TIME YOUR WINTER BLUES TOOK A HIKE.

There's so much to love about Monterey, especially in the spring. Feast with friends at Mountain Peak. Get crafty at Pacific Grove Good Old Days arts and crafts show. Meet fellow gearheads at the Sea Otter Classic, North America's largest cycling festival. Whichever your journey takes you, make each moment count.

MONTEREY
Grab life by the moments:

SeeMonterey.com/spring

800.647.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234



THERE ARE NO WRONG TURNS ON THIS ROAD TRIP.

There's so much to love about Monterey, especially in the spring. Feast with friends at Mountain Peak. Get crafty at Pacific Grove Good Old Days arts and crafts show. Meet fellow gearheads at the Sea Otter Classic, North America's largest cycling festival. Whichever your journey takes you, make each moment count.

MONTEREY
Grab life by the moments:

SeeMonterey.com/spring

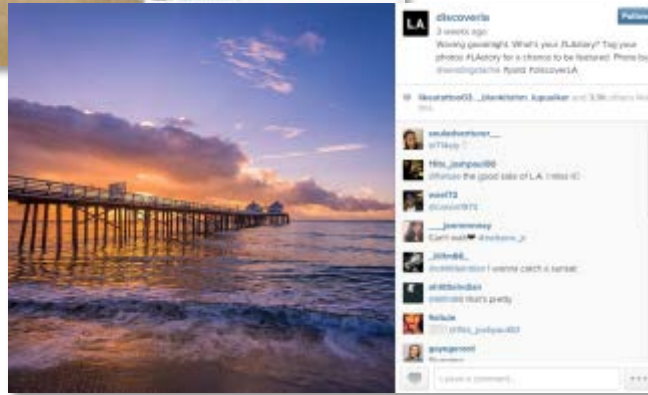
800.647.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234 | 650.949.1234

SPRING DIGITAL ADVERTISING

Road Trip Sweepstakes



SPRING INSTAGRAM FAM



SKIFT / TRANSPORT / DESTINATIONS / ROOMS / DIGITAL / GIFTS

GET ACCESS TO TOP TRAVEL JOBS [SIGN UP NOW](#)

SKIFT

DIGITAL

Instagram Influencers Double the Reach of Los Angeles' Latest Campaign

Samantha Sherkman, Skift
[@SamanthaSherkman](#)

APRIL 22, 2016

SKIFT TAKE

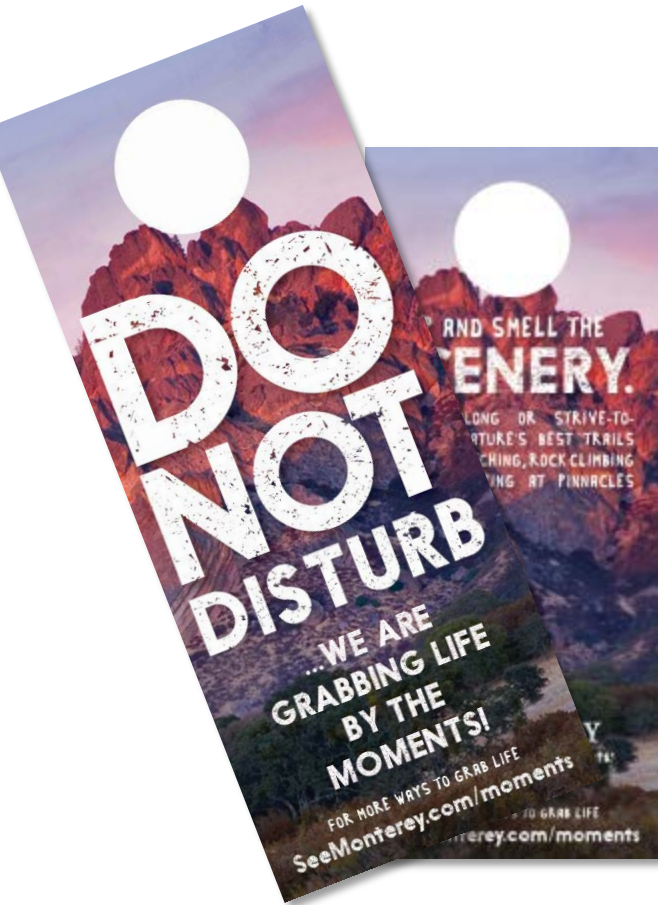
Most destinations are still trapped in a cycle of poorly made road show videos and print ads, causing them to miss out on major opportunities awaiting in today's most popular social and visual apps.

— Samantha Sherkman

Press Report: The Megastars Defining Travel in 2016

Photographer Dan Markel Moore shows the beauty of LA's New Top Night in Los Angeles

NEW IN-MARKET MATERIALS



Door Hangers



Menu Insert



Key Card Insert

MONTEREY
Grab life by the moments:

A photograph of two women riding horses on a beach at sunset. The sky is a vibrant orange and yellow, with many birds flying in the air. The women are smiling and looking towards the camera. The horses are dark brown. The overall mood is peaceful and scenic.

MORE DETAIL ONLINE