

**Monterey County Convention & Visitors Bureau (MCCVB)
Monterey Regional Airport (MRY)**

Memorandum of Understanding

The MCCVB and MRY have worked collaboratively for the past several years to promote travel to the destination. As tourism is the second largest industry in Monterey County, it is advantageous to both the MCCVB and MRY to work together to enhance the accessibility of the destination and perception of it for visitors and residents alike.

The Opportunity

The State of California is experiencing significant increases in visitation both domestically and internationally. Monterey County is also seeing steady growth in overnight visitation year after year. The MCCVB is working to grow overnight visitation from high-value customers and is focused on several key markets. Through a variety of sales and marketing initiatives, the MCCVB strategically works with Visit California, the Central Coast Tourism Council, and other DMO partners to leverage investments that provide significant returns in growing the tourism economy.

The Monterey Regional Airport is currently served by four airline partners: Alaska, American Airlines, United Express, and Allegiant Air. These airlines have direct flights from five key markets: San Francisco, Los Angeles, Las Vegas, Phoenix, and San Diego. The airport is working to maintain the current air service for the destination and strategically add service from those markets that would be of benefit to residents and visitors to Monterey County.

The MRY is a valuable asset and a key to opening access for the destination. The MCCVB currently invests in those direct fly markets serving MRY and will work to integrate messaging when and where appropriate to "Fly Monterey."

The Agreement

This agreement documents the intention of the MCCVB and MRY to work together in mutually beneficial ways when and where it is possible. It is agreed that communication and collaboration on joint initiatives provide significant benefit in terms of leveraging the regional product message, marketing dollars and resources of staff time and effort.

With a vast array of marketing opportunities available, this agreement indicates each partner's commitment to collaborate.

The MCCVB will:

- Promote airlines and MRY as appropriate throughout the year
- Include MRY in any relevant content marketing initiatives when possible (i.e. Press releases, social media posts, pop ups, etc.)
- Amplify content from MRY on social media channels where appropriate
- Include MRY on the SeeMonterey.com website as the region's airport
- Provide research support when appropriate
- Reserve an Advisor seat to its Board of Directors for an MRY representative
- Support and participate on MRY Committees as appropriate

MRY will:

- Communicate regularly with the MCCVB team on initiatives regarding airport development, air service or other relevant matters.
- Collaborate with the MCCVB when support is needed to secure or add air service into the destination
- Promote and support the MRY/MCCVB partnership
- Link from MRY website to SeeMonterey.com for regional information
- Support and assist with involving airlines in MCCVB promotions
- Support and participate on MCCVB Board and Committees as appropriate
- Continue to showcase and promote the Monterey County brand at the airport

It is understood this agreement outlines a partnership between Monterey County Convention & Visitors Bureau and Monterey Regional Airport.

Tammy Blount
President & CEO
Monterey County Convention & Visitors Bureau

Date

Michael La Pier
Executive Director
Monterey Regional Airport

Date