

MCCVB Scorecard July 1, 2016– December 31, 2016

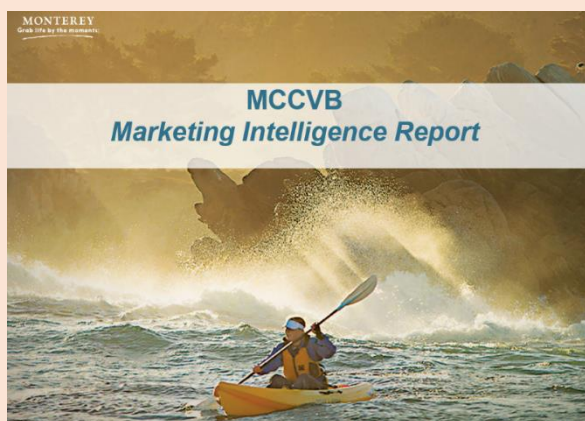
YTD CITY INVESTMENT: \$83,828 | TID INVESTMENT: \$170,955
YTD TOTAL INVESTMENT: \$254,783
YTD ECONOMIC IMPACT GENERATED BY MCCVB: \$14,673,139
RETURN ON INVESTMENT: 56:1

Marketing Intelligence Report 2016: Visitor Profile & Communication Effectiveness

In January the MCCVB published the Annual Marketing Intelligence Report: available [here](#). The report summarizes campaign results, ROI, and visitor behavior.

Highlights from the 2016 study include:

- 4,160,944 aware households
- 156,000 households were influenced by the campaign
- \$1,028 average trip spending
- \$160,334,159 ad-influenced visitor spending



Economic Benefit to the City of Carmel-by-the-Sea

Group Sales & Services

Groups Booked: 4
Group Room Nights: 335

Economic Impact of Group Bookings: \$177,381

Sales Tax Generated: \$23,583
Jobs Supported by Group Bookings: 72
Transient Occupancy Tax Generated: \$11,789

Marketing & Communications

Booking.com Room Nights: 57
Booking.com Room Revenue: \$12,404
Earned Media Ad Equivalency Generated: \$9,367,007

Brand Campaign Results: *Grab Life by the Moments* “GLBTM” Campaign Economic Impact: \$14,430,074

Visitor Services

Monterey Visitor Center Influenced Person Room
Nights: 160

Economic Impact of Influenced Person Room Nights Generated: \$53,280

**For a full explanation of these numbers, please turn to page 5*

Second Quarter Summary

In the second quarter, the MCCVB team continued to meet regularly with Carmel-by-the-Sea HID members to collaborate on initiatives and strengthen our relationship. From our meetings, several improvements have been made to the SeeMonterey.com website including the removal of all online advertising as recommended by Carmel-by-the-Sea members.

The MCCVB's "Marathon of Moments" fall campaign concluded at the end of November in spectacular fashion. The campaign showcased many activities and businesses around Monterey County including Carmel Food & Wine Tour, Chamber Music Monterey Bay, L'Auberge Carmel, Aubergine Restaurant, Cantinetta Luca, The Sunset Center, and The Hideaway. The campaign featured a sweepstakes which had more than 33,000 entries, 120,000 social impressions, and 25 million media impressions.

In December, the Tour & Travel team hosted a FAM for ten of British Airways' (BA) selling agents to California. The MCCVB hosted a lunch and highlighted Carmel-by-the-Sea for its FIT travelers. BA Holidays is heavily promoting Central California thanks to BA's successful SJC flight and their new Gatwick to Oakland flight beginning in March 2017.

Looking into early 2017 the MCCVB sales executives will be visiting Carmel-by-the-Sea to see what's new and talk with Carmel HID members on how to best promote the destination to our clients.

MCCVB Web/Digital Activity Report

SeeMonterey.com Unique Visitors

- Carmel-by-the-Sea web page unique visitors 14,229
- Carmel-by-the-Sea web pages onsite referrals (clicks to a member listing page) 14,896
- Carmel-by-the-Sea web pages offsite referrals (clicks to a member's direct URL) 18,350
- Average time on Carmel-by-the-Sea pages 1:20

Blog Posts Highlighting Carmel-by-the-Sea:

- [Things to Do in Monterey This Labor Day Weekend: October 7-9, 2016](#)
- [Things to Do in Monterey This Weekend: October 14-16, 2016](#)
- [Things to Do in Monterey This Weekend: October 20-23, 2016](#)
- [Things to Do in Monterey This Weekend: October 28-30, 2016](#)
- [Photo of the Week 10/6](#)
- [Grab Your Gals for a Girlfriend Getaway in Carmel-by-the-Sea](#)
- [Join Pacific Repertory Theatre for Romance and Comedy Under the Stars](#)
- [5 Activities to Pair with a Glass of Monterey County Wine](#)
- [Join Pacific Repertory Theatre for Shakespeare's "King Lear" at Circle Theatre](#)
- [Things to Do in Monterey This Weekend: November 4-6, 2016](#)
- [Things to Do in Monterey This Weekend: November 11-13, 2016](#)
- [Photo of the Week 11/3](#)
- [Photo of the Week 11/10](#)
- [Top Ten Unique Holiday Events in Monterey County](#)
- [8 Unique Holiday Gift Ideas from Monterey](#)
- [5 Reasons to Visit Monterey This Winter](#)
- [Hallaleuja! The Pacific Repertory Theatre Presents 'Sister Act'](#)

HALLALEUJA! THE PACIFIC REPERTORY THEATRE PRESENTS 'SISTER ACT'

Posted on: Tuesday, November 15, 2016 10:00 AM by Jennifer Hickerson

PHOTO OF THE WEEK

Posted on: Sunday, November 6, 2016 8:34 AM



Every week we pick a newly submitted photo from the Flickr Group "See Monterey-Beautiful Photos of Monterey County." This week's winner is "Carmel-by-the-Sea" submitted by Peter Hodges.

MCCVB Media Relations Highlights

Total Earned Media Advertising Equivalency: \$9,367,007

(Please see attached spreadsheet for full listing of earned media)

Publication Name: The Today Show

Headline: Winter Getaways!

In November, the Today Show featured the top winter getaway vacations this season. The Today Show recommended several places to stay and things to do mentioning several golf courses and members in Carmel-by-the-Sea.

PR Advertising Value: \$280,713 | PR Impressions 2,751,869

Publication Name: Eater SF

Headline: 16 Amazing Places to Eat and Drink Near Monterey and Carmel

An article showcasing 16 great places to eat and drink on the Monterey Peninsula. Included are several of our members and great tips for hidden gems in the area as well as places not to miss.

PR Advertising Value: \$64,174 | PR Impressions 69,659

Publication Name: San Jose Business Journal

Headline: Tis The Season: Make Your Holiday Merry & Bright in Monterey

In November, this story ran about holiday events and gatherings on the Monterey Peninsula. The article included Carmel-by-the-Sea and mentioned the City Holiday Tree Lighting and Carmel Plaza Holiday Party. Advertising

Value: \$5,236 | PR Impressions: 2,669,960

MCCVB Media Relations FAM Highlights

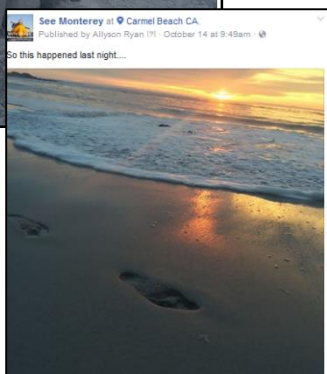
Outlet	Participating Partners	PR Media Value	Impressions
The Daily Meal	The Hideaway	\$1,541	587
Focus Daily News	Vendage, Tudor Wines	Pending	Pending
Travesias Magazine (Mexico)	Hofsas House, Cultura, Carmel Wine Walk Passport, Carmel Beach	Expected to be released in February 2017	Pending
Toronto Star	Vagabond's House, Cultura, Carmel Wine Walk Passport	Pending	Pending
425 Magazine	Carmel Country Inn, Carmel Beach	\$18,703	22,500
The Travel Clique	Vendage Carmel Inn & Suites, Carmel Beach	N/A	N/A
The California Dream Project (Italy: 3 outlets, blogs and social media)	Grazing's Restaurant	N/A	2,546,290
Italian Social Influencers	The Hideaway, Anton & Michel	N/A	600,000
Arizona Foothills Magazine	The Hideaway, Carmel Wine Walk By-the-Sea, Cultura,	Pending	97,290
IDEAT Magazine (France)	Vendage Carmel Inn & Suites, Galerie Rue Toulouse, Casanova,	Expected to be released spring/summer 2017	Pending
JE Suis Une Maman (Canada)	La Playa Hotel, Andre's Bouchee, Carmel Beach	Pending	Pending
Toronto Sun	Grazing's Restaurant	Pending	Pending
Vogue.com	Carmel Wine Walk Passport; Aubergine	Pending	Pending

MCCVB Social Media Highlights

Please see Addendum for all social posts in Q2



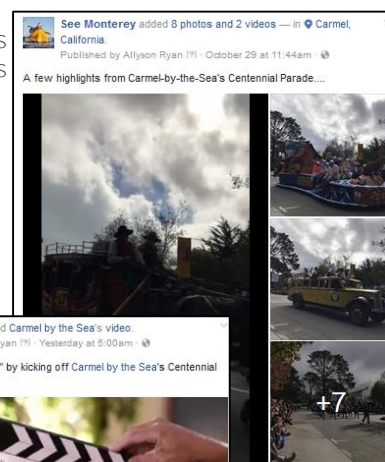
40,410 impressions
 2,762 engagements



21,077 impressions
 1,292 engagements

32,486 impressions
 8,818 engagements

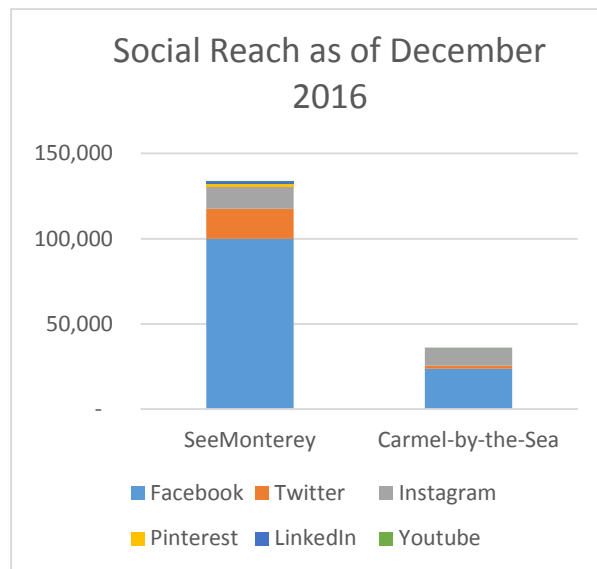
15,615 impressions
 662 engagements



Leveraging Social Reach



Carmel-by-the-Sea's video reached an additional 32,000 people and received an additional 940 engagements when shared on SeeMonterey's Facebook page



Monterey County STR RevPAR Average

December 2016: \$87.34 | 7.8% increase vs. the Same Time Last Year (STLY)
Year to date: July - December 2016: \$157.01
4.4% increase vs. STLY

Monterey County is currently the fifth highest in terms of RevPAR year to date in our competitive destination set.

- Laguna Beach, CA: \$262.47 | 7.5%+
- Napa Valley, CA: \$252.72 | 6.1%+
- San Francisco/San Mateo, CA: \$193.92 | -1.9%
- Newport Beach/Dana Point, CA: \$167.46 | 4.0%+
- Monterey County: \$157.01 | 4.4%+**
- Santa Barbara/Santa Maria, CA: \$151.98 | 6.8%+
- Sonoma County, CA: \$138.46 | 8.2%+
- San Jose/Santa Cruz, CA: \$137.61 | 3.7%+
- San Diego, CA: \$123.31 | 5.9%+
- South Lake Tahoe, CA: \$82.16 | 12.3%+
- Palm Springs, CA: \$79.47 | 22.4%+

Last fiscal year (July 2015 - June 2016), Monterey County was the sixth highest in terms of RevPAR in our competitive destination set and fifth in terms of growth.

Source: Smith Travel Research, December 2016

Evaluating Economic Impact

Group Sales & Services

Economic Impact of Group Bookings: \$177,381

This impact number is generated through an Economic Impact Calculator developed by Oxford Economics. This calculator incorporates local data to produce accurate impacts of meetings. It is used by Destination Marketing Organizations (DMOs) all over the world. The factors that contribute to the economic impact total are: lodging, transportation, food & beverage, retail, recreation, space rental, business services.

Please note that these numbers are a conservative estimation as not all of our hotel partners share the room rate for groups. In addition, the TOT, Sales Tax and Jobs Created are listed for your review but are not included in the economic impact number that is used to calculate your jurisdiction's return on investment

Marketing & Communications

Booking.com: \$12,404

The Booking.com results are shown from the direct bookings made on the site. The room revenue is an actual representation of the room night cost to the visitor.

Earned Media: \$9,367,007

The MCCVB calculates earned media value in terms of the garnered editorial coverage and what it would have cost if the space was bought as an advertisement.

Brand Campaign Results: Grab Life by the Moments

"GLBTM" Campaign Economic Impact: \$14,430,074

The formula for determining Economic Impact attributed directly to MCCVB marketing programs comes from two reports:

- 1) Statewide Direct Travel Impacts – this is a third party research report that presents the economic impact tourism analysis for every county in the state of California (they also do similar for other states). The report includes total visitation; average stay and spend information; and, the overall visitor economic impact including tax revenues, employment and other relevant information. The data is further broken down to each jurisdiction in Monterey County.
- 2) MCCVB Brand Communication Effectiveness Study – this is a proprietary study conducted by SMARI, an international research company that specializes in travel and tourism. The study is conducted twice per year and focuses on the effects of MCCVB marketing/communications programs on influencing travel to the destination. It measures a variety of variables including destination favorability, intent to travel, actual travel and the economic impact from visitors.

We use the economic impact numbers from the Brand Study to determine an overall ROI from our marketing programs – and use the Travel Impacts visitor distribution to apportion economic impact for each jurisdiction.

[Link to SMARI Study](#)

[Link to Travel Impacts Report](#)

Visitor Services

Economic Impact of Influenced Person Room Nights: \$53,280

The Monterey Visitor Center is equipped with a lodging room where visitors book room nights directly when in need of a place to stay. In addition, the team surveys walk-in visitors to the Center to gauge team influence. By logging and totaling the surveys, we can identify how many room nights were generated by the Visitor Center team. Please note, about 2.5% of those who use the Visitor Center complete a survey so this number is extremely conservative.

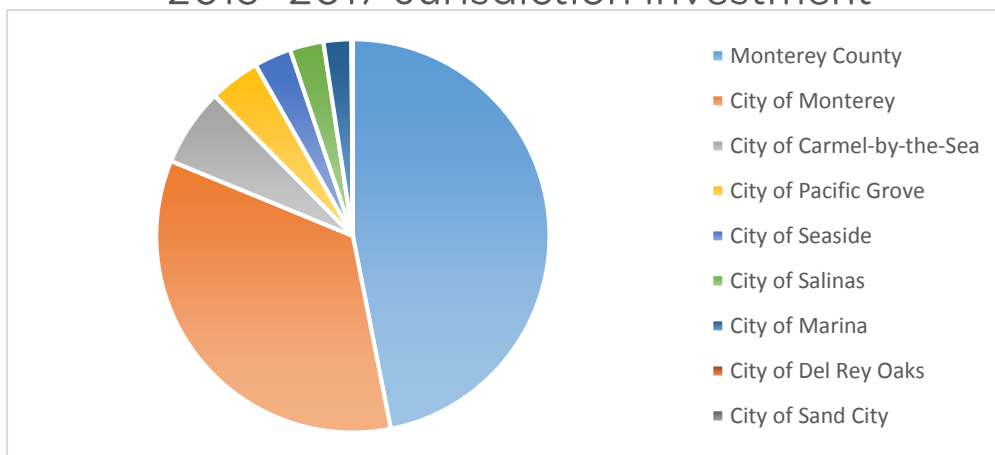
To calculate the economic impact of those room nights, we use the Travel Impacts average visitor spend per person per day for those staying in hotel/motels. The amount the average visitor spends per day is \$333.

MCCVB Advisor Representative from Carmel-by-the-Sea

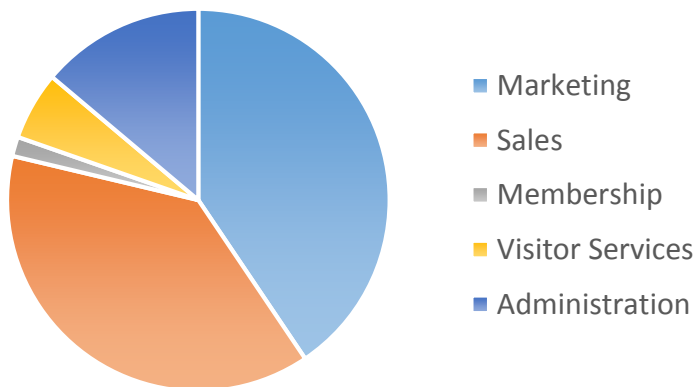
Bobby Richards
 City Councilmember
 831-624-7372
 BobbyRichards6@gmail.com

MCCVB 2016-2017 Budget

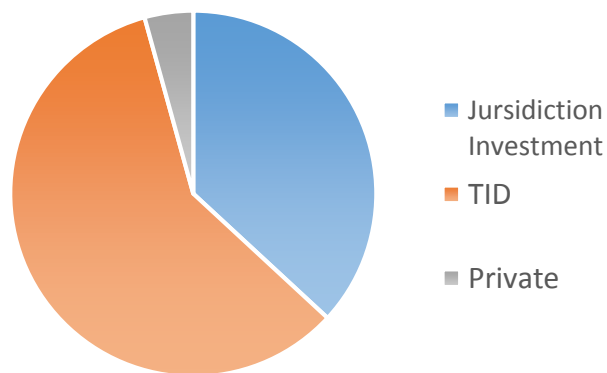
2016 -2017 Jurisdiction Investment



2016-2017 Expenditures



2016 -2017 Revenues



MCCVB Scorecard July 1, 2016 – December 31, 2016

YTD COUNTY INVESTMENT: \$596,438

YTD ECONOMIC IMPACT GENERATED BY MCCVB: \$50,938,948

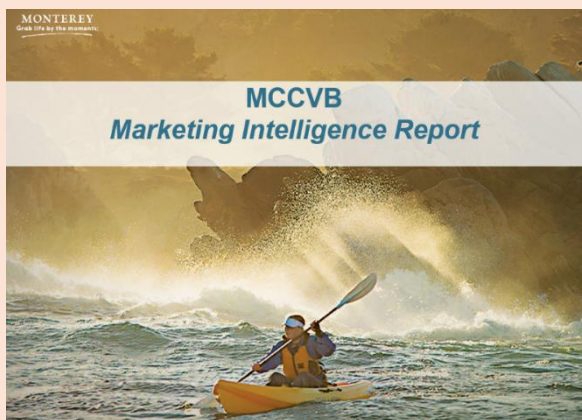
RETURN ON INVESTMENT: 84:1

Marketing Intelligence Report 2016: Visitor Profile & Communication Effectiveness

In January the MCCVB published the Annual Marketing Intelligence Report: available [here](#). The report summarizes campaign results, ROI, and visitor behavior.

Highlights from the 2016 study include:

- 4,160,944 aware households
- 156,000 households were influenced by the campaign
- \$1,028 average trip spending
- \$160,334,159 ad-influenced visitor spending



Economic Benefit to Unincorporated Monterey County

Group Sales & Services

Groups Booked: 22

Group Room Nights: 2,723

Economic Impact of Group Bookings: \$2,790,068

Sales Tax Generated: \$361,908

Jobs Supported by Group Bookings: 943

Transient Occupancy Tax Generated: \$206,350

Marketing & Communications

Booking.com Room Nights: 51

Booking.com Room Revenue: \$10,670

Earned Media Ad Equivalency Generated: \$9,905,847

Brand Campaign Results: *Grab Life by the Moments* “GLBTM” Campaign Economic Impact: \$48,100,248

Visitor Services

Monterey Visitor Center Influenced Person Room Nights: 114

Economic Impact of Influenced Person Room Nights Generated: \$37,962

**For a full explanation of these numbers, please turn to page 3*

Second Quarter Summary

The latest Monterey Moments pop-up event in Phoenix, AZ took place on November 29th and featured a cast of destination partners including representatives from the MCVGA, MRY, and Chef Johnny Devivo from Porter's in the Forest/Poppy Hills Golf Course. The trip included a hosted media dinner with 20+ journalists in attendance and was followed by a consumer activation at the Scottsdale Art Walk. From these events, MCCVB generated over 825,000 impressions in this key travel market and several high-profile media outlets are booking trips to cover our destination in the coming months.

The MCCVB's "Marathon of Moments" fall campaign concluded at the end of November in spectacular fashion. The campaign showcased many activities and businesses around Monterey County including Poppy Hills, The Bench, Big Sur River Inn, and the Kayak Connection. The campaign featured sweepstakes which had more than 33,000 entries, 120,000 social impressions, and 25 million media impressions.

In an effort to balance the tourism industry's growth with resident quality of life, the MCCVB launched the "Sustainable Moments" initiative as a long-term campaign intended to proactively reach visitors to educate and encourage them to enjoy our destination with care. The initiative expanded in December as we launched customized web pages related to sustainable travel for [Big Sur](#), [Pebble Beach](#), and [Moss Landing](#) along with other jurisdictions in the county.

Unincorporated Monterey County

Mid-Year Report 2016-17

MONTEREY
Monterey County Convention
& Visitors Bureau

MCCVB Web/Digital Activity Report

SeeMonterey.com Unique Visitors

• Unincorporated Monterey County web page unique visitors	44,362
• Unincorporated Monterey County web pages onsite referrals (clicks to a member listing page)	60,086
• Unincorporated Monterey County web pages offsite referrals (clicks to a member's direct URL)	62,311

Blog Posts Highlighting Unincorporated Monterey County:

[Things to Do in Monterey This Labor Day Weekend: October 7-9, 2016](#)

[Things to Do in Monterey This Weekend: October 14-16, 2016](#)

[Things to Do in Monterey This Weekend: October 20-23, 2016](#)

[Things to Do in Monterey This Weekend: October 28-30, 2016](#)

[Photo of the Week 10/13](#)

[Photo of the Week 10/27](#)

[5 Activities to Pair with a Glass of Monterey County Wine](#)

[How to bring a taste of Monterey to your Thanksgiving Dinner](#)

[Things to Do in Monterey This Weekend: November 4-6, 2016](#)

[Things to Do in Monterey This Weekend: November 11-13, 2016](#)

[Things to Do in Monterey This Weekend: November 18-20, 2016](#)

[Things to Do in Monterey This Weekend: November 24-28, 2016](#)

[Photo of the Week 11/24](#)

[Top Ten Unique Holiday Events in Monterey County](#)

[How to bring a taste of Monterey to your Thanksgiving Dinner](#)

[8 Unique Holiday Gift Ideas from Monterey](#)

[5 Reasons to Visit Monterey This Winter](#)

HOW TO BRING A TASTE OF MONTEREY TO YOUR THANKSGIVING DINNER

Posted on: Monday, October 24, 2016 6:36 AM by Christina-Lauren Pollack

5 ACTIVITIES TO PAIR WITH A GLASS OF MONTEREY COUNTY WINE

Posted on: Sunday, October 2, 2016 11:42 AM by Jenna Hanson Abramson



WINE PAIRING
WINEMAKERS

Monterey County is home to approximately 40,000 acres of wine grapes. You know what that means? It means the Monterey County makes lot of wine y'all. Of the most popular, Chardonnay and Pinot Noir. But don't limit yourself to just two because there are 42 varietals to choose from, all equally worth a taste.

MCCVB Media Relations Highlights

Total Earned Media Advertising Equivalency: \$9,905,847

Publication Name: The Desert Sun

Headline: "Go Off the Beaten Path in Monterey County"

Monterey County has been included in a roundup of things to do and see in the off season in Monterey County. This includes where to see wildlife, Monarch Butterflies and options for wine tasting in the Salinas Valley as well.

There are also great tips for exploring Pinnacles National Monument included in the article.

PR Advertising Value: \$5,251 | Impressions: 184,172

Publication Name: San Diego Magazine

Headline: "Big Sur"

Story about Big Sur and Carmel, full of many great tips for places to stay, local activities and locations to eat all around the coast.

PR Advertising Value: \$17,649 | Impressions: 55,556

Publication Name: Eater SF

Headline: "16 Amazing Places to Eat and Drink near Monterey and Carmel"

Article showcasing 16 great places to eat and drink on the Monterey Peninsula. Included are several of our members in the unincorporated Monterey County and great tips for hidden gems in the area as well as places not to miss.

PR Advertising Value: \$64,174 | Impressions: 69,659

Evaluating Economic Impact

Group Sales & Services

Economic Impact of Group Bookings: \$2,790,068

This impact number is generated through an Economic Impact Calculator developed by Oxford Economics. This calculator incorporates local data to produce accurate impacts of meetings. It is used by DMOs all over the world. The factors that contribute to the economic impact total are: lodging, transportation, food & beverage, retail, recreation, space rental, business services.

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Marketing & Communications

Booking.com: \$10,670

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Visitor Services

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To calculate the economic impact of those room nights, we use the Travel Impacts average visitor spend per person per day for those staying in hotel/motels. The amount the average visitor spends per day is \$333.

Unincorporated Monterey County

Mid-Year Report 2016-17

MCCVB Board Representatives from Unincorporated Monterey County

Bob Buescher, Chair

Carmel Mission Inn
Phone: 831-624-1841
gm@carmelmissioninn.com

Thomas Becker, Treasurer

Ventana Big Sur & Carmel Valley Ranch
Phone: 831-620-6495
tbecker@carmelvalleyranch.com

Mary Adams, Director

Monterey County Board of
Supervisors 5th District
Phone: 831-647-7755
district5@co.monterey.ca.us

Julie Weaver, Director

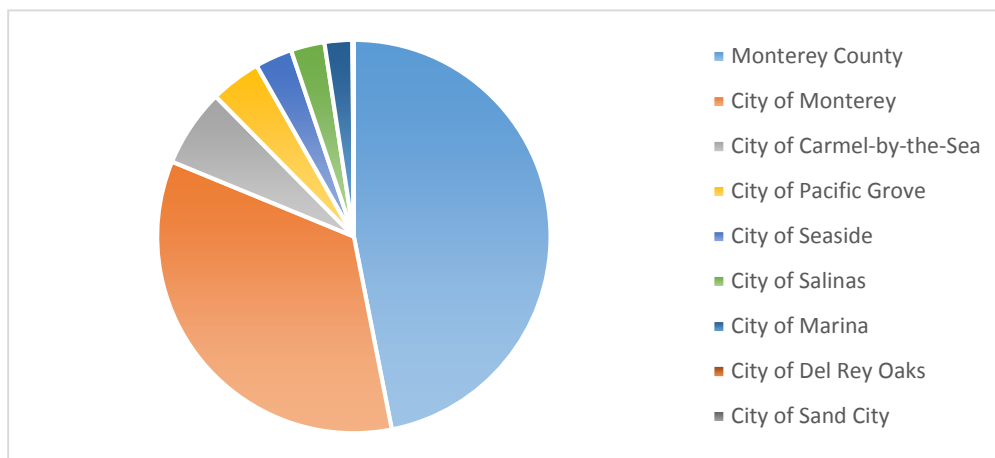
The Lodge at Pebble Beach &
Casa Palmero
Phone: 831-622-6651
weaverju@pebblebeach.com

Rick Aldinger, Past Chair

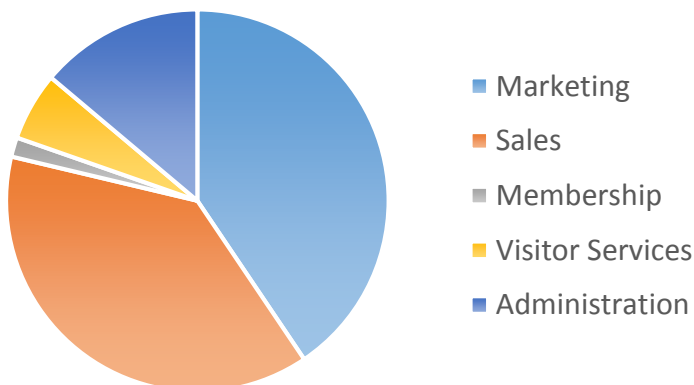
Big Sur River Inn
Phone: 831-667-2700
Email: rick@bigsurriverinn.com

MCCVB 2016-2017 Budget

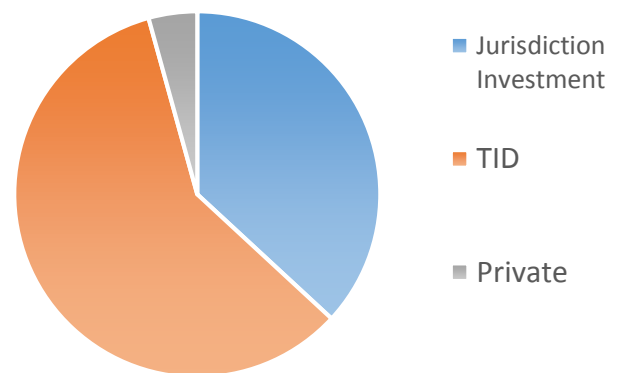
2016-2017 Jurisdiction Investment



2016-2017 Expenditures



2016-2017 Revenues



MCCVB Scorecard July 1, 2016 – December 31, 2016

YTD CITY INVESTMENT: \$29,960
YTD ECONOMIC IMPACT GENERATED BY MCCVB: \$6,428,662
RETURN ON INVESTMENT: 213:1

Marketing Intelligence Report 2016: Visitor Profile & Communication Effectiveness

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Highlights from the 2016 study include:

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- 156,000 households were influenced by the campaign
- \$1,028 average trip spending
- \$160,334,159 ad-influenced visitor spending



Economic Benefit to the City of Marina

Group Sales & Services

Groups Leads: 22
Group Lead Potential Room Nights: 1,823

Marketing & Communications

Booking.com Room Nights: 24
Booking.com Room Revenue: \$4,640
Earned Media Ad Equivalency Generated: \$1,163,900

Brand Campaign Results: *Grab Life by the Moments*
“GLBTM” Campaign Economic Impact: \$6,413,366

Visitor Services

Monterey Visitor Center Influenced Person Room
Nights: 32

**Economic Impact of Influenced Person Room
Nights Generated: \$10,656**

**For a full explanation of these numbers, please turn to page 3*

Second Quarter Summary

The MCCVB's "Marathon of Moments" fall campaign concluded at the end of November in spectacular fashion. The campaign showcased many activities and businesses around Monterey County including The Sanctuary Beach Resort. The campaign featured sweepstakes which had more than 33,000 entries, 120,000 social impressions, and 25 million media impressions.

In November, the MCCVB promoted the Veteran's Day Festival on Facebook and through the weekend blog post. The Facebook event received over 7,000 impressions and 119 engagements; the weekend blog post received over 250 views.

In an effort to balance the tourism industry's growth with resident quality of life, the MCCVB launched the "Sustainable Moments" initiative as a long-term campaign intended to proactively reach visitors and educate and encourage them to enjoy our destination with care. The initiative expanded this month as we launched customized web pages related to sustainable travel for [Marina](#) and other jurisdictions.

MCCVB Web/Digital Activity Report

SeeMonterey.com Unique Visitors

- Marina web page unique visitors 1,683
- Marina web pages onsite referrals (clicks to a member listing page) 4,368
- Marina web pages offsite referrals (clicks to a member's direct URL) 4,035

Blog Posts Highlighting Marina:

- [Where to find Pokemon in Monterey](#)
- [Ethnic Eats in Marina & Seaside](#)
- [Things to Do in Monterey This Labor Day Weekend: September 2-5, 2016](#)
- [5 Reasons to Visit Monterey County This Fall](#)
- [Things to Do in Monterey This Weekend: November 11-13, 2016](#)
- [Photo of the Week 11/17](#)

ETHNIC EATS IN MARINA & SEASIDE

Posted on: Tuesday, August 16, 2016 8:15 AM by Allyson Ryan



Take a trip around the world right in northern Monterey County! Taste your way through several regional cuisines including but not limited to Vietnamese, Mexican, German, Japanese and Hawaiian. Here's our round-up of some of finest stand-outs that are sure to give you a slice of diversity and leave your belly satisfied.

MCCVB Media Relations Highlights

Total Earned Media Advertising Equivalency: \$1,163,900

Publication Name: Malibu Times Magazine

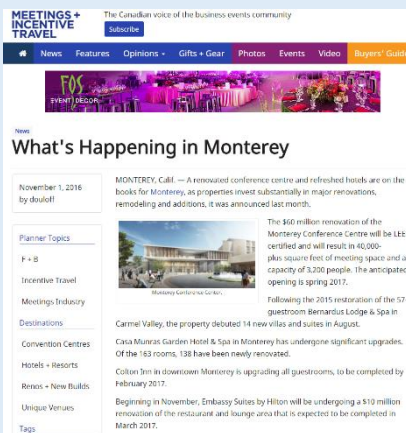
Headline: "The Art of Travel – Monterey Bay"

Monterey County is featured in this article highlighting what to see and do when traveling to Monterey. Several Marina members were highlighted including Sanctuary Beach Resort as a suggested place to stay on the ocean.
PR Advertising Value: \$17,422 | Impressions: 100,000

Publication Name: Meetings & Incentive Travel

Headline: "What's Happening in Monterey"

In November, SpringHill Suites by Marriott was mentioned in an article debuting an all-suite hotel in Marina.
PR Advertising Value: \$1,750 | Impressions: 19,747



MCCVB Advisor Representative from Marina

Marilyn Lidyoff
Economic Development Coordinator
City of Marina
831-884-1211
mlidyoff@marina.ca.us

Evaluating Economic Impact

Group Sales & Services

Group Lead

A Group Lead is defined as a preliminary meeting profile or request for proposal (RFP) circulated by the MCCVB to facilities capable of servicing the meeting. Facilities then respond to the meeting manager with information.

Marketing & Communications

Booking.com: \$4,640

The Booking.com results are shown from the direct bookings made on the site. The room revenue is an actual representation of the room night cost to the visitor.

Earned Media Ad Equivalency: \$1,163,900

The MCCVB calculates earned media value in terms of the garnered editorial coverage and what it would have cost if the space was bought as an advertisement.

Brand Campaign Results: Grab Life by the Moments

“GLBTM” Campaign Economic Impact: \$6,413,366

The formula for determining Economic Impact attributed directly to MCCVB marketing programs comes from two reports:

- 1) Statewide Direct Travel Impacts – this is a third party research study that presents the economic impact tourism analysis for every county in the state of California (they also do similar for other states). The report includes total visitation; average stay and spend information; and, the overall visitor economic impact including tax revenues, employment and other relevant information. The data is further broken down to each jurisdiction in Monterey County.
- 2) MCCVB Brand Communication Effectiveness Study – this is a proprietary study conducted by SMARI, an international research company that specializes in travel and tourism. The study is conducted twice per year and focuses on the effects of MCCVB marketing/communications programs on influencing travel to the destination. It measures a variety of variables including destination favorability, intent to travel, actual travel and the economic impact from visitors.

We use the economic impact numbers from the Brand Study to determine an overall ROI from our marketing programs – and use the Travel Impacts visitor distribution to apportion economic impact for each jurisdiction.

[Link to SMARI Study](#)

[Link to Travel Impacts Report](#)

Visitor Services:

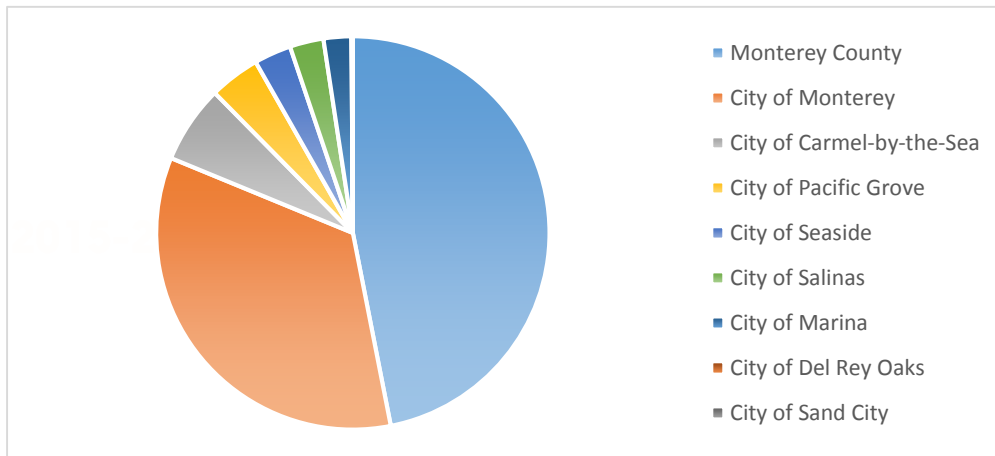
Economic Impact of Influenced Person Room Nights: \$10,656

The Monterey Visitor Center is equipped with a lodging room where visitors book room nights directly when in need of a place to stay. In addition, the team surveys walk-in visitors to the Center to gauge team influence. By logging and totaling the surveys, we can identify how many room nights were generated by the Visitor Center team. Please note, about 2.5% of those who use the Visitor Center complete a survey so this number is extremely conservative.

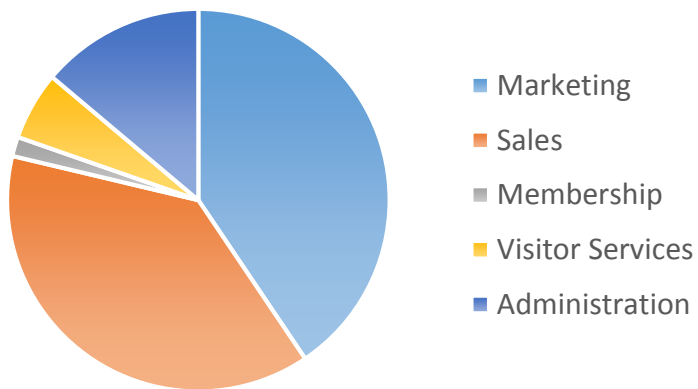
To calculate the economic impact of those room nights, we use the Travel Impacts average visitor spend per person per day for those staying in hotel/motels. The amount the average visitor spends per day is \$333.

MCCVB 2016-2017 Budget

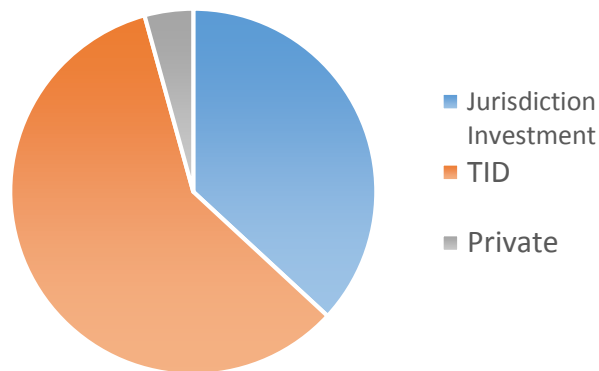
2016 -2017 Jurisdiction Investment



2016-2017 Expenditures



2016 -2017 Revenues



2016-2017 Mid-Year Destination Marketing Report

City of Monterey

MONTEREY
Grab life by the moments.™

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EXECUTIVE SUMMARY

The partnership between the City of Monterey and the Monterey County Convention and Visitors Bureau (MCCVB) is critical to the growth of our tourism economy. Monterey's number one industry is tourism and the investment in destination marketing, sales and services ensures cultural and social benefits to residents and taxpayers are maximized and every opportunity is leveraged through the collaborative work performed by the MCCVB. Through destination marketing and sales, the MCCVB positions the City of Monterey as a premier leisure and meeting destination attracting millions of visitors every year.

The MCCVB's focus also reinforces the City Council's Vision and Strategic Initiative of "Ensuring a level of economic vitality sufficient to support our quality of life and municipal infrastructure requirements – both physically and human."

Incremental spending by visitors due to heightened brand awareness, earned media, additional room nights booked at the Visitor Information Center, and targeted sales programs for both business and leisure groups all result in more Transient Occupancy Tax (TOT) and sales tax for the City's general fund to provide services critical to the residents of Monterey. In addition, the hospitality & tourism industry in the City supports 7,600 jobs and continues to grow each year.

With the extraordinary opportunity that comes with the renovation of the Monterey Conference Center, the partnership between the City of Monterey and the MCCVB is even more critical to the destination. The MCCVB continues to work closely with the MCC team to provide group business leads to ensure that the potential the building has as an economic driver is realized. The MCCVB has developed a brand identity and campaign for the MCC as well as a full content marketing and Public Relations (PR) program to drive business.

The investment in destination marketing with the MCCVB provides an outstanding return for the City of Monterey. As of the fiscal year-to-date 2016-2017, a return of **\$240 has been generated for every dollar that the City of Monterey has invested** in MCCVB programs (July 1, 2016– December 31, 2016).

More than \$92 million in incremental economic benefit has been delivered to the City of Monterey in the first half of the 2016-17 fiscal year.

City Investment in Destination Marketing

2016-2017 Q2 FYTD Investment	\$ 449,833
2016-2017 Q2 FYTD Visitor Center Repayment	\$ (67,000)
2016-2017 Q2 FYTD Net Investment	\$ 382,833

Economic Benefit of Destination Marketing for the City

Group Bookings	108
Group Room Night Bookings	29,907
Group Booking Economic Impact	\$41,838,857

Visitor Center Incremental Room Nights	681
Visitor Center Economic Impact	\$560,439

SeeMonterey.com/Booking.com Room Nights	322
SeeMonterey.com/Booking.com Room Night Revenue	\$66,269

"Grab Life by the Moments" Brand Campaign Influenced Incremental Visitor Spending	\$49,703,589
---	---------------------

Total Economic Impact (Room Nights Only)	\$92,169,154
Return on Investment	240:1

Earned Media	\$12,080,631
Return on Investment with Earned Media	271:1

The City of Monterey's Annual Investment is \$1,249,666

The Monterey Conference Center Renovation Contribution \$350,000

The Annual Monterey Visitor Center Repayment is \$134,000

The City of Monterey's Annual Net Investment is \$765,666

The City of Monterey's Return on YTD Net Investment: 240:1

DESTINATION MARKETING

Who is the MCCVB?

Monterey County Convention and Visitors Bureau (MCCVB) is a 501(c)(6) non-profit Destination Marketing Organization (DMO). Our mission is to drive tourism business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members, and community. The MCCVB is a partnership of the communities and businesses of Monterey County, including the City of Monterey, and the Cities of Carmel-by-the-Sea, Pacific Grove, Salinas, Marina, Seaside, Del Rey Oaks and Sand City. The organization is managed by a Board of Directors made up of appointees and elected tourism industry leaders, including Councilmember Ed Smith. Hans Uslar, Assistant City Manager also serves as an advisor to our Board.

What is a destination marketing organization?

A Destination Marketing Organization (DMO) or Convention and Visitor Bureau (CVB) promotes a town, city, region, or country in order to increase its number of visitors. It promotes the development and marketing of a destination, focusing on group (conference) sales, tourism marketing and services. Such organizations exist around the world and foster economic development of their destinations by increasing visits from tourists and business travelers, which generate overnight hotel stays for a destination, visits to restaurants, attractions and shopping revenues.



CENTRAL COAST
 The Original Road Trip



Regional Partner DMOs:

This graphic shows an umbrella system of DMOs starting with Brand USA, the entity tasked with marketing the entire United States to international tourists. Visit California markets to tourists outside of the state, both domestic and international. Central Coast Tourism Council focuses on the state identified region reaching from Santa Cruz to the Channel Islands and includes Monterey County. Each of these organizations are strategic industry partners of the MCCVB.

MCCVB recognized for outstanding work

In the first half of the 2016-2017 fiscal year, the MCCVB received awards and recognitions:

- 
California State Fair: Silver Ribbon
- 
Meetings & Conventions 2016
Gold Award
- 
Smart Meetings 2016 Platinum Choice
Award
- 
Best Travel Media's Future Shock Award,
A National Tourism Award (China)
- 
Joe Marcy, Supplier of the year from
Smart Meetings Magazine
- 
PCMA Northern California Chapter
Supplier of the Year

Why is tourism marketing important?

Tourism plays a critical role in the nation's economy as a leading export creating American jobs that cannot be outsourced. Due in a big part to the work of DMOs, the tourism industry was the first to fully recover from the recession. Elements of globalization, such as the internet, have increased awareness of destinations around the world to potential travelers. However, DMOs build familiarity on top of that awareness by presenting compelling and relevant content which inspires those would-be travelers to book their trips.

1 out of 9 jobs in the U.S. depend on travel & tourism.

Each U.S. household would pay \$1,192 more in taxes without the tax revenue generated by travel & tourism.

2015 Travel Impact in the U.S.
 \$2.1 Trillion in economic output with \$947.1 Billion spent directly by International & domestic travelers

CITY OF MONTEREY R.O.I

City of Monterey hotel statistics

Hotels and DMOs measure the health of their business and the local tourism industry by the number of “heads in beds” using three different indicators:

- 1) Occupancy – the percent of available rooms that are filled
- 2) Average Daily Rate (ADR)
- 3) Revenue Per Available Room (RevPAR) – occupancy multiplied by the average daily rate

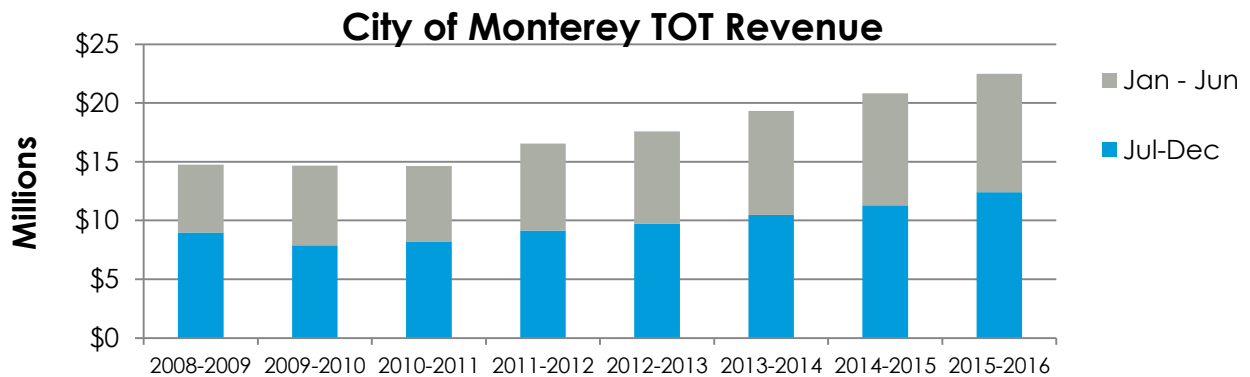
The table below shows that hotels in the City of Monterey had a **1.7% increase in occupancy** compared to the same time last year. RevPAR is a quick snapshot that combines both occupancy and ADR into one number, showing that **hotels in the City of Monterey collectively did nearly 5% better business** in 2016-2017 than during the same time in 2015-2016. Therefore, Transient Occupancy Tax (TOT) revenue is growing steadily for the City's general fund. Even with the recent successes, the continued investment in growing tourism for the city is necessary to compete with our competitive set.

2016-2017 Mid-year	Occupancy	ADR	RevPAR
City of Monterey	79.2%	\$193.03	\$152.97
Percent change vs. 2015-16	+1.7%	+3.1%	+4.8%

Transient Occupancy Tax (TOT)

TOT provides 84% of the City's 2016-17 general fund revenues and is the single largest source of discretionary funding the City receives. **From July - October, TOT is up 3.7% from the previous year.**

The City invests a total of 6% of the previous year's actual collections to destination marketing through the MCCVB. The remaining 94% goes to general fund expenditures to fund city services - 16% of that goes to fund NIPs directly. The City's destination marketing investment is 16% of the total MCCVB budget. This means Monterey is leveraging its investment with that of other jurisdictions, Tourism Improvement District (TID) assessments and private revenues.



<i>2014-2015 TOT actual collections</i>	<i>\$20,827,760</i>
<i>2016-2017 destination marketing investment</i>	
<i>(6% of 2014-2015 TOT revenue)</i>	<i>- \$1,249,666</i>
<i>(Conference Center re-investment)</i>	<i>+ \$350,000</i>
<i>Annual Marketing Investment</i>	<i>\$899,666</i>
<i>TOT revenue that goes into general fund</i>	
<i>(remaining 94%)</i>	<i>\$19,578,094</i>

SALES & GROUP SERVICES

The greatest opportunity to grow overall market share and to balance year-round business lies in group sales. Meetings and conferences provide healthy hotel room rates and revenues, and the ability to fill “need” or slow periods that are present when leisure customers occupy weekend and high-season rooms. The nature of this business, combined with the extraordinary opportunity that arises with the Monterey Conference Center renovation, support the MCCVB's focus on this important market segment.

Generating leads that result in new group business for Monterey hotels is the primary objective of the MCCVB sales team. The continued evolution and improvement of our sales team and its focus on developing relationships with hotels serve to deliver on increased booked room nights. Key to achieving this goal will be our assurance of top-quality leads (targeting new and higher rated business during off-peak times) and increased hotel response to RFPs.

As of December 31st, the sales team has booked 33,792 room nights in this fiscal year. Of those groups, **the City of Monterey secured 89%** of the bookings facilitated by the MCCVB.

Recognizing the importance of this market, the MCCVB shifted towards growing group business in the past few years. We increased our sales force, refocused on geo-markets and industries that represent higher rated business potential, and are working even more collaboratively with our members.

The MCCVB focuses on identifying and connecting new business opportunities with the hotels and facilities of Monterey. This is done through key targeted initiatives and focusing on opportunity markets. **At the mid-year point this fiscal year, 367 business leads with 150,030 potential room nights** have been produced for the City of Monterey which is **97% of all the leads** that the MCCVB produced in the first half of the fiscal year.

Key Initiatives and Areas of Focus

Trade Shows

MCCVB focuses on appointment shows that target high-propensity customers and offer the best opportunities for customer engagement. **In Q2, the MCCVB has participated in 16 tradeshows for a total participation in 35 shows Fiscal Year to Date (FYTD).**



IMEX 2016

Client Events

Client events are about generating excitement for Monterey County and developing relationships. Elements of engagement and fun are foundational to creating strong ROI. **In Q2, the sales team hosted 6 client events for a total of 19 client events hosted FYTD.**

Sponsorships

A focused approach on large industry events is gaining more destination recognition from a wider, more targeted audience. We will continue to target highly rated corporate clients from MPS, PCMA, SITE and AMEX. **In Q2, the MCCVB sponsored 8 events. As of December 31 the MCCVB has sponsored 16 industry events FYTD.**

International Groups

International group focus revolves around China's MICE (Meetings, Incentive, Corporate & Exhibition) opportunities as well as both incentive and corporate group business from Mexico and Canada. Tour and travel market development focuses on building product in these target markets while supporting Visit California's 23 international offices, as they bring important FAMs for tour operators and airlines around the globe.

Partnerships

The MCCVB Group Sales team leverages industry partnerships in order to provide greater exposure for Monterey County hotels and meeting spaces. All of these partnerships focus on lead generation and are supported by industry trade shows and publications.

Total Experience Planning

For a meeting planner or attendee, ensuring the hotel is accommodating, that the meeting room is correctly set and the food and beverage is delivered on time are all a given. These planning logistics are expected and while important, are no longer the key to winning the business. Instead, planners and their attendees have dramatically raised the bar and expect an impressive experience. Planners have never had so many choices and they know meeting attendance will suffer if they can't create the expectation of and then deliver an outstanding experience. Now more than ever, they depend on DMOs to help them deliver on this expectation.

Strategic Client Services

Strategic Client Services (SCS) works with our community to create the magic for Monterey County meeting planners and attendees. Focused on enhancing the destination's value proposition, we offer a number of services to meeting planners. These services are designed to make our customers' jobs of planning a memorable and profitable meeting—and, therefore, their destination choice—easier. These services include:

- Site Visit Microsites
- Event Microsites
- Online Mapping Tools
- Corporate Social Responsibility (CSR) Programs
- Monterey Medical Meetings
- Flash Your Badge Program
- Pre & Post Conference Activities
- Client Event Planning
- Client Site Inspections

Leveraging these services will deliver an enhanced experience for our clients. A stronger client outreach program is underway to expand awareness and utilization of these value-add programs.

Strategic Client Services represents a core value in our message and purpose. SCS marketing is seamlessly integrated with all Group Sales marketing, and its services and programs are promoted by sales executives brokering the experience to meeting planners. The SCS team ensures that each experience is extraordinary. An extraordinary experience leads to positive content messaging before, during and after the event itself, resulting in extended stays, return trips and brand ambassadors, or evangelists, for Monterey County.

Tour & Travel

MCCVB's' leisure sales team continues to work closely with wholesalers, domestic receptive operators and international outbound tour operators to fill shoulder seasons and need periods for the destination. Primary activities include participating in B2B travel tradeshow, conducting overseas sales missions and hosting FAMs for agents and tour operators to experience Monterey firsthand prioritizing markets in China, Canada and Mexico.

First Quarter Results:

The first quarter of year is a busy season for operators and agents to visit Monterey for property inspections and FAMs (familiarization trips). In Q1 we hosted site visits for four operators and agents from Canada, Mexico, China and the UK. We also organized several FAM trips from key international markets in partnership with Visit California and Brand USA.

- In July the MCCVB hosted a Visit California Korea FAM which resulted in new golf tourism products to sell to the Korean market.
- In September, 12 key travel agencies from major outbound Chinese markets (Beijing, Xi'an, and Chengdu) participated in a 2-day FAM trip that included a stop in Monterey.
- Also in September, the MCCVB Tour and Travel team sponsored a client

luncheon in Arcadia for Asian receptive tour operators. The event was well-attended, bringing 35 clients from 17 companies together with four partners.



Second Quarter Results

The MCCVB Tour and Travel team participated on two international sales missions in the

second quarter of the fiscal year to stay front-of-mind with outbound tour operators and travel media:

- In October we joined Visit California's Canada Sales and Media Mission to Montreal, Toronto, and Vancouver from October 23-27, 2016. The MCCVB engaged over 400 agents and operators from the Canadian travel trade industry in all three cities. Canada is California's second largest international market.
- In November the MCCVB participated in the East-West Marketing's Greater China Sales Mission. The MCCVB sales team promoted Monterey County to key travel trade and media sources in five main cities, Beijing, Shanghai, Suzhou, Hangzhou and Guangzhou.



Monterey Conference Center

This is an exciting time for Monterey as the renovation of the Conference Center is underway. This renovation brings excitement and anticipation to the destination as well as for the residents as a part of the greater downtown revitalization efforts. The MCCVB is working diligently with the MCC team to collaborate on filling the renovated Monterey Conference Center (MCC) with group business when it reopens.

The MCCVB acts as the marketing entity for the MCC and sources leads for the MCC. This is a critical time for aggressive sales and marketing. The MCCVB has hosted several meetings with the new MCC General Manager to immerse him in the approved plans for marketing and evolve plans for collaboratively selling the MCC. The MCCVB's VP of Sales now meets with the MCC team bi-weekly to review leads, bookings, open dates, city wide events, and upcoming site inspections.

The Monterey Conference Center has always been the 'hub of innovation' as part of Monterey County's portfolio of meetings and conference facilities. The renovation is not only going to reinvigorate the venue as a state-of-the-art conference facility, but also reinforce the region's standing as a premier and inspirational meetings destination.

Key Performance Indicators (KPIs)

The MCC is working on establishing metrics of performance including increasing the baseline room nights generated by MCC events. Overall, the MCCVB supports the MCC sales efforts and is driving value and measuring performance in a number of ways:

1. Increase annual economic impact of groups booked for Monterey Conference Center by:
 - a. Significantly increasing room night bookings to Monterey hotels
 - b. Year-over-year TOT growth
 - c. Year-over-year RevPAR growth



The MCCVB sales team will be hosting meeting planner FAMs in the second half of the fiscal year with the MCC to showcase the new facility.

Group Marketing Communications

Group Marketing Communications will continue to support the MCC and MCCVB sales teams in creating interest and driving bookings to the conference center. The marketing communications plan includes paid, social and earned media and focuses on the following objectives:

- Showcase MCC construction highlights by rotating MCC messaging to key target audiences and markets.
- Maximize key trade show presence by aligning media around important MCCVB/MCC trade shows and events.
- Target beyond the meeting planner by building on the audience targeting successes of FY15-16 and reach c-suite level decision makers.

In the first half of the 2016-17 fiscal year, the MCC landing page on MeetInMonterey.com has had several updates including new imagery and a link to construction updates.

In October, an advertorial ran in *Corporate & Incentive Magazine* that focused on the renovation of the MCC. This publication has a circulation of more than 40,000. In addition, multiple group ads were placed in publications like *CA Meetings & Events* in the first quarter of the fiscal year.



Inspiration has never been easier in Monterey. The newly renovated Monterey Conference Center is a state-of-the-art meetings facility famous for innovative events in the heart of a destination world-renowned for inspiring creativity. For a destination and venue that will invigorate your meeting attendees, look no further than Monterey.

[BOOK TODAY >](#)



In Q2, an email marketing campaign was launched in December of 2016 to 1.5M subscribers of meeting planner publications. This targeted initiative resulted in a campaign performance that was 97% above industry standard.

In addition, ongoing marketing and public relations efforts highlighting this renovation are taking place including sharing construction updates through press releases and on social media.

MARKETING & COMMUNICATIONS

Strategic Priority: Create a consistent and dynamic marketing message

As the tourism marketing agency for Monterey, managing the brand of the destination, creating awareness, excitement and growing the tourism economy through marketing is a core component of the MCCVB's mission. Advertising, content marketing, social and public relations outreach all work together to impact our audience. This creates a solid foundation for individual business marketing efforts and for the success of group sales programs.

Marketing Communications will continue the evolution toward content marketing. Personnel and resources are in place to generate and distribute content that is specifically designed to drive overnight visitation.

Research is conducted on a bi-annual basis by Strategic Marketing & Research Insights (SMARI) to measure the results from the campaign throughout the year. Most important is the Communication Effectiveness score of 4.1, which is a measure that indicates how effective the campaign is at positioning and promoting Monterey County as a highly desirable travel destination. Ultimately, the most important measure is the actual travel influenced by the marketing program – in the first half of FY16-17, **the campaign influenced 332,234 overnight trips to our destination that generated \$160,334,159 in spending.** Of those trips, **incremental impact for the City of Monterey is over \$49 Million in economic impact.**

Content Marketing

Content marketing is a marketing technique that creates and distributes valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action. The MCCVB has developed a strategic content plan for the destination with community input and ongoing engagement from industry stakeholders.

Three-tiered Content Marketing Approach: Paid, Shared and Earned

Paid Media

In the 16-17 fiscal year, paid media will increasingly be used to generate and amplify content engagement. There is one major promotion per year (fall) and the additional paid media will be used to spike social media reach and engagement.

Social and Shared Media

Facebook will continue to be the main area of focus for our social program. It is both an excellent channel for content distribution and amplification as well as for converting website traffic with high-potential visits. Instagram will also remain a primary channel of focus. Twitter, Pinterest and other channels will continue to be utilized in accordance with the type of content and the users of these channels.

Earned Media

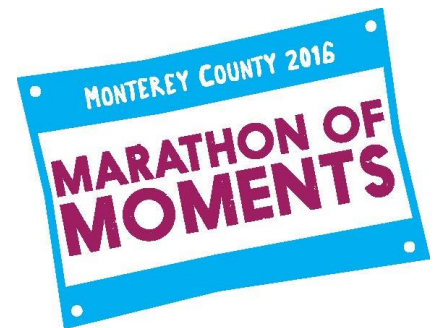
Extending from the approach that began in FY15-16, the primary area of focus for earned media will be on the regions and markets with highest potential, determined in part by proximity. Public Relations (PR) focus includes overall national and international markets, but the primary goal is on targeted earned media in designated regions and markets.

Content Marketing Campaigns & Initiatives:

Throughout the year, the MCCVB coordinates sweepstakes and digital campaigns to engage in-market and potential visitors while keeping the destination top of mind. In Q1, the MCCVB launched a promotion intended to encourage visitors to take photos during their stay, use #Monterey on social media and drive visits to the Monterey Visitors Center. Winners of this sweepstakes promotion received See Monterey-branded selfie sticks which included instructions on how to incorporate our hashtags into their social posts.

Fall Campaign: "Marathon of Moments"

Our fall sweepstakes, Marathon of Moments, launched in September 2016 as the official kickoff to the fall campaign. The fall campaign is intended to drive off-season visitation as well as increase length of stay by showcasing all of the different activities and attractions at various "paces" that Monterey County has to offer. The sweepstakes features five unique prize packages in keeping with the campaign theme. Visitors are able to "pick their pace" and enter to win an inclusive vacation to Monterey County. The sweepstakes resulted in the following:



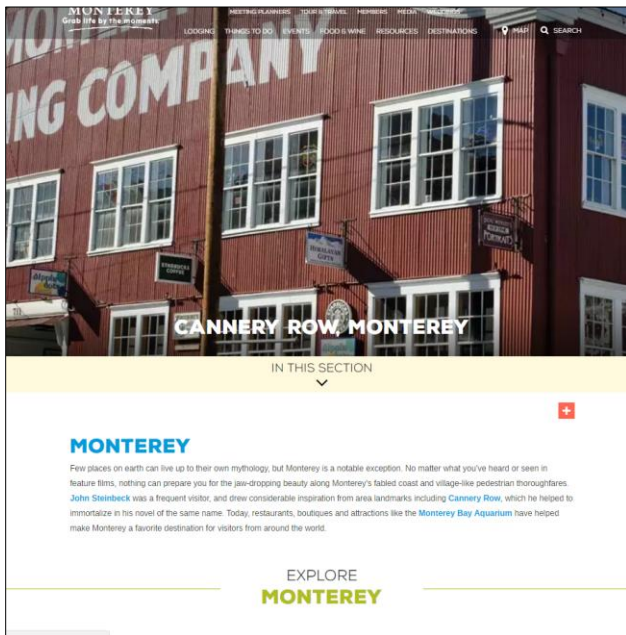
- 33,089 total entries
- 18,590 opt-ins to the SeeMonterey eNewsletter
- 102,792 total visitors viewed the entry page
- 74,992 unique visitors viewed the entry page

Winter Promotion: Forget your new year's resolution and get away to Monterey for "Bucket List Worthy Moments."



Running from December 1, 2016 – January 31, 2017 this off-season promotion features holiday and winter seasonal content, special offers and a sweepstakes featuring a 2-night hotel stay along with a choice of five "bucket list" activities from our members. As of December 31st, 13,095 entries have been received.

Website & Social Media



Social Media and MCCVB digital platforms (website, mobile site, digital sales tools, etc.) are at the core of an overarching Content Marketing approach. In short, the focus – whatever the marketing initiative – is to drive social engagement and bring potential travelers as close as they can come to Monterey without actually arriving. That is, to SeeMonterey.com or MeetInMonterey.com. In the first half of 2016-2017, SeeMonterey.com had 901,939 **unique visitors**. That is an **increase of 11% from the same time last year**.

The MCCVB is also focused on increasing and strengthening the social brand awareness of the destination. The brand is amplified throughout all of our social media channels and plays a key role in carrying the conversation about our destination to our current and potential visitors and driving traffic to our website.

Followers and Fans of MCCVB's social networks as of December 31, 2016:

Facebook: 99,861
 Instagram: 12,819
 Twitter: 17,675
 Blog: 36,000 average unique monthly visits

Short Form Videos/Snackable Videos

MCCVB's content strategy favors creating and distributing compelling content over traditional advertising to entice travel to our destination. One tactic is what we call our "snackable videos" series – easily consumed and digested. Take a look at our latest on [hiking trails](#) and the Monterey [culinary scene](#).

iTourMobile – Phone tour app

The MCCVB has recently purchased a phone tour app that we can customize for various themed tours in Monterey. The software is called itourmobile and we are making it available to our partners to create their own themed tours in our destination. The Monterey County iTour app currently hosts a fantastic historic walking tour with content provided and sponsored by the Old Monterey Business Association.

Monterey Moments

Monterey Moments is an innovative culinary series produced by the MCCVB to target the media. In its fourth year, the culinary/wine series is designed to showcase the many incredible aspects of Monterey County. We use a culinary 'lens' to speak about the many inspiring and invigorating experiences found here. The program has four key goals:

- Develop new and enhance existing relationships with key target media outlets
- Generate positive publicity, excitement and knowledge about Monterey County
- Generate positive social media engagement
- Reinforce Monterey County brand positioning

These Monterey Moments events are an intimate and immersive experience that 'pop up' in unexpected and unique places. The 'cast' is comprised of Monterey County's top chefs and wine personalities. The groups are limited in size to effect a one-to-one connection with the guests. In addition to the 'cast' members, MCCVB invites members to be among the guests in order to share in creating new business opportunities.

The latest Monterey Moments event in Phoenix/Scottsdale, AZ took place on November 29th and featured a cast of destination partners including



representatives from the MCVGA, MRY, and Chef Matt Beaudin from the Monterey Bay Aquarium. The trip included a hosted media dinner with 20+ journalists in attendance and was followed by a consumer activation at the Scottsdale Art Walk. While in town, Chef Matt did a cooking demonstration on a local TV station which can be seen [here](#). From these events, MCCVB generated over **825,000 impressions** in this key travel market and several high-profile media outlets are booking trips to cover our destination in the coming months.

Earned Media and Public Relations

MCCVB has achieved great results for earned media by pitching stories, assisting journalists with information requests and hosting media FAM trips to Monterey. Many publications and media channels have featured attractions, attributes and destinations within the Monterey region. The MCCVB measures the value of each article published in advertising equivalency (the value of a news 'hit' gauged by what it would cost if space was bought as an ad). The MCCVB now segments ad equivalency by prioritized audiences and markets: Drive, Regional (direct/one-stop short-haul air), National (outside regional), Group, and Community (local). From July 1 – December 31, 2016, **\$12,080,631 was secured in targeted earned media**. Overall earned media for the 16-17 fiscal year to date is **\$17,134,672**.

This earned (or free) media refers to publicity gained through promotional efforts other than advertising, as opposed to paid media, which refers to exposure gained through advertising. MCCVB **assisted 169 journalists** and hosted **30 media FAMs** in the first half of this fiscal year.

A few of the FAMs we have hosted in the second quarter of the fiscal year include *Vogue.com*, *the Toronto Sun*, *New York Daily News*, and *Tatler*.



International Markets

Strategic Priority: Invest in Market Opportunities

China

MCCVB continues to grow the marketing and sales strategy in the China tourism market – the fastest growing of all international markets. The MCCVB contracted a China-based marketing agency, East-West to coordinate and implement various media and social programs throughout the year. Our representation includes social media/content marketing, public relations, and travel trade marketing and promotions as well as building relationships with key suppliers. The Facebook/Twitter equivalent in China is Weibo and the MCCVB has been developing content and marketing through this channel for the last two years. At the end of the first half of the fiscal year, the MCCVB's **Weibo page had 68,519 followers**. Another social network popular in China is WeChat – an instant messaging app that we launched last year and now has 12,846 followers.

In July and August, the MCCVB worked with Brand USA on a digital co-op that ran on two leading Chinese travel sites. These programs were launched in an effort to create interest in and



driving bookings to our destination among high-end FIT travelers. The programs include new itineraries, facts and adventures each month. These sites have 3.5 million viewers and 2.5 million followers. The results included:

- Number of Tourists booked to Monterey via Tuniu: 3,176
- Number of Tourists booked to Monterey via Ctrip: 1,536

Mexico

In an effort to extend our international outreach, the MCCVB teamed up with the Monterey Bay Aquarium to produce a video that is focused on connecting with our potential visitors from the Mexican market. This in-language co-op video went live on the 9th of November and will continue to be hosted on the Brand USA website for a year. You can see the video on Brand USA's website [here](#).





SUSTAINABLE MOMENTS

To ensure the quality of life for Monterey County residents and community stakeholders is balanced with the growth of tourism, the MCCVB has launched a visitor education initiative to bring awareness to the importance of responsible tourism. The MCCVB promotes traveling “like a local” to elevate the need to treat the destination with care and respect. The initiative has two objectives:

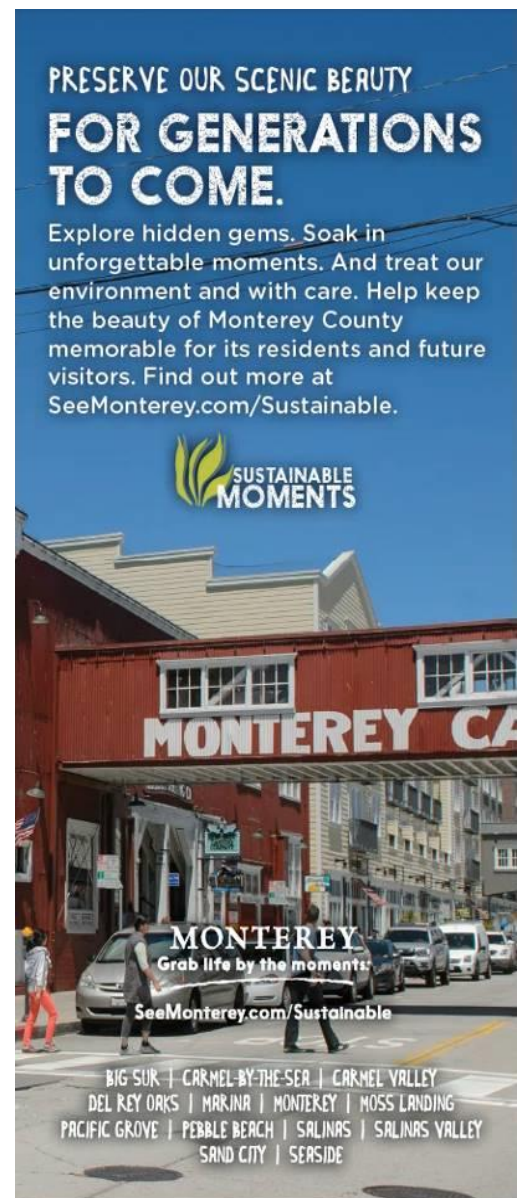
1. Address community concerns and engage residents and stakeholders in helping to promote the campaign in their businesses and jurisdictions.
2. Educate visitors by weaving Sustainable Moments messaging throughout our website, visitors' guides, ad campaigns, tour operator education and marketing materials in an engaging way that makes them want to learn more and gets them to buy in to the facets of the campaign.

Three Key Dimensions of the Initiative:

1. Conservation
 - Stay on trails while hiking, bring reusable water bottles and eco bags, etc.
2. Safety
 - Parking guidelines, animal welfare regulations, etc.
3. Convenience
 - Public transport, public restroom maps, waste disposal locations, etc.

In the first quarter of the 2016-17 fiscal year, videos were promoted to engage current and potential visitors on the responsibility we all have in keeping our destination beautiful for years to come. The videos can be viewed on our website here: SeeMonterey.com/Sustainable

In the second quarter of this fiscal year, a customized jurisdiction specific webpage was launched for Monterey that can be viewed [here](#).



VISITOR SERVICES

The mission of Visitor Services is to lengthen stays, expand visitor distribution throughout the region and increase visitor spending. As the welcoming face of our destination, the Monterey Visitors Center at El Estero Park is open 7 days a week, 361 days a year. Our specialists play a key role in guiding visitors looking for ways to create a truly authentic Monterey County experience. By engaging in informative and lively conversations, our specialists directly contribute to the positive economic impact made by visitors.

In the first half of 2016-17 fiscal year, **58,520 visitors were assisted by our specialists.** During this period, the City of Monterey received **681 influenced booked room nights which equates to \$560,439 in economic benefit.**

The visitor center is a crucial element to building a successful tourism economy in Monterey. In the first half of the fiscal year, **64% of visitors extended their stay** as a result of their encounter with our information specialists.

Visitors share their gratitude and feedback on a regular basis including comments like:

“The staff were wonderful and answered all my questions. I got lots of brochures and they made calls for me to check on whether my 4 year old could do some of the tours. Also made sure I had coupons and told me about the free trolley ride.”

“The staff was very helpful. They made some good recommendations for us. The place had many handout from a wide variety of business which was also beneficial. I am glad we stopped at the visitor center first. “

“I'm not a frequenter of visitor centers, but I'm so glad I popped in here. It's on my MUST STOP list now for anyone visiting Monterey / Carmel. The ladies at the desk were really helpful. - gave us maps for our drive into Big Sur and highlighted the "must-see" attractions. “

In addition to influencing visitors at the Lake El Estero location, MCCVB provides satellite services at many events around the County. Mid-year, MCCVB worked with 11 events and conferences in the community providing satellite welcome tables. In the second quarter, Satellite Visitor Centers were set up to assist 1,167 cruise ship passengers and two Conferences: the Collaborative Alliance for Nursing Outcomes at the Monterey Plaza Hotel and the CA Association for Post-Secondary Education and Disability Conference at the Hyatt.



Appendix A

2016-17 Client Events and Trade shows

Jul-16	Luxury Meetings Summit - Dallas, TX
Jul-16	Smart Meetings Mid Atlantic - Washington DC
Jul-16	Luxury Meetings Summit - Raleigh/Durham, NC
Jul-16	CESSE (Council of Engineering and Scientific Society Executives) - Omaha, NE
Jul-16	All Things Meetings - Silicon Valley, CA
Jul-16	Risk Management Roadshow / Pat Zollman, HelmsBriscoe SF Reception - San Francisco CA
Jul-16	Risk Management Roadshow / Pat Zollman, HelmsBriscoe - Sacramento, CA
Aug-16	Luxury Meetings & Client Event - Indianapolis, IN
Aug-16	Luxury Meetings Summit - Silicon Valley, CA
Aug-16	Luxury Meetings Summit & Client Event - Cincinnati, OH
Aug-16	Luxury Meetings Summit - Portland, OR
Aug-16	Luxury Meetings Summit - Seattle, WA
Aug-16	Luxury Meetings Summit & Client Event - Cleveland, OH
Aug-16	ASAE (American Society of Association Executives) Annual Meeting & Expo - Salt Lake City, UT
Aug-16	Connect Marketplace - Dallas TX
Aug-16	Kellen Managers Summit - Atlanta GA
Aug-16	PCMA NCC (Professional Convention Management Association Northern CA Chapter) Ball Game day / Host Clients - San Francisco, CA
Aug-16	AZ Client Event - Phoenix, AZ

Aug-16	MN SITE (Society for Incentive Travel Excellence) Summer Event (Travel) – Minnesota, MN
Aug-16	Silicon Valley Corporate Client Event - Los Gatos, CA
Aug-16	Twinsburg/Experient Office Visit - Twinsburg, OH
Sep-16	Meetings & Incentives Supplier Showcase - Lake Geneva, WI
Sep-16	Luxury Meetings Summit - Denver, CO
Sep-16	Luxury Meetings Summit - Chicago, IL
Sep-16	Smart Meetings West National - Phoenix, AZ
Sep-16	CalSAE (CA Society of Association Executives) Ball Game day – San Francisco, CA
Sep-16	San Francisco Client Giants Game at Luxury Suite
Sep-16	Iowa/ITA Group Office Visit - West Des Moines, IA
Sep-16	Los Angeles/Orange County Client Event - Dodger Stadium, LA
Sep-16	SITE (Society for Incentive Travel Excellence) Texas Sales calls & San Francisco Travel client event – Dallas, TX
Sep-16	Client Boat cruise in Dallas, TX
Sep-16	Seattle Client Event/Sales Calls - Safeco Field, WA
Oct-16	Luxury Meetings Summit - Boston, MA
Oct-16	Luxury Meetings Summit - Stamford, CT
Oct-16	Luxury Meetings Summit - New York, NY
Oct-16	IMEX - Las Vegas, NV
Oct-16	Luxury Meetings Summit - Basking Ridge, NJ
Oct-16	Luxury Meetings Summit - Philadelphia, PA
Oct-16	Luxury Meetings Summit - Baltimore, MD
Oct-16	Luxury Meetings Summit - Washington, DC
Oct-16	Milwaukee Sales Calls & Client Event (Mani/Pedi Reception)

Oct-16	CHI Client Event with Bay Area Partners (Cooking Class)
Nov-16	Smart Meetings Southwest - Dallas/Fort Worth, TX
Nov-16	FICP Annual Conference – Nashville, TN
Nov-16	Luxury Meetings Summit & client Event- Atlanta, GA
Nov-16	Tour of Lights (with Seasonal) - Sacramento, CA
Nov-16	East-West Marketing China Sales Mission + CITM
Dec-16	CalSAE Seasonal Spectacular - Sacramento, CA
Dec-16	AMEXInteraction Show Gold Sponsorship - New Orleans, LA
Dec-16	Association Forum Holiday Showcase – Chicago, IL
Dec-16	CalSAE Holiday Lunch Co-op décor and guest hosts

MCCVB Scorecard July 1, 2016 – December 31, 2016

YTD CITY INVESTMENT: \$54,578 | TID INVESTMENT: \$137,536
YTD TOTAL INVESTMENT: \$192,114
YTD ECONOMIC IMPACT GENERATED BY MCCVB: \$9,682,914
RETURN ON INVESTMENT: 49:1

Marketing Intelligence Report 2016: Visitor Profile & Communication Effectiveness

In January the MCCVB published the Annual Marketing Intelligence Report: available [here](#). The report summarizes campaign results, ROI, and visitor behavior.

Highlights from the 2016 study include:

- 4,160,944 aware households
- 156,000 households were influenced by the campaign
- \$1,028 average trip spending
- \$160,334,159 ad-influenced economic impact



Economic Benefit to the City of Pacific Grove

Group Sales & Services

Groups Booked: 1
Group Room Nights: 60

Economic Impact of Group Bookings: \$21,706

Sales Tax Generated: \$2,774
Jobs Supported by Group Bookings: 8
Transient Occupancy Tax Generated: \$1,016

Marketing & Communications

Booking.com Room Nights: 86
Booking.com Room Revenue: \$15,518
Earned Media Ad Equivalency Generated: \$2,521,147

Brand Campaign Results: *Grab Life by the Moments*
“GLBTM” Campaign Economic Impact: \$9,620,049

Visitor Services

Monterey Visitor Center Influenced Person Room
Nights: 77

**Economic Impact of Influenced Person Room
Nights Generated: \$25,641**

**For a full explanation of these numbers, please turn to page 3*

Second Quarter Summary

During the holiday season, the MCCVB team worked with the Pacific Grove Chamber of Commerce to highlight the events taking place through the end of 2016. Several of these events were highlighted on our social channels, website, and through the SeeMonterey.com blog. In addition, Christmas at the Inns was featured in the MCCVB’s holiday press release, “Tis the Season: Make your Holidays Merry and Bright in Monterey County.”

In an effort to balance the tourism industry’s growth with resident quality of life, the MCCVB launched the “Sustainable Moments” initiative as a long-term campaign intended to proactively reach visitors and educate and encourage them to enjoy our destination with care. The initiative expanded this month as we launched customized web pages related to sustainable travel for [Pacific Grove](#) and other jurisdictions.

MCCVB Web/Digital Activity Report

SeeMonterey.com Unique Visitors

- Pacific Grove web page unique visitors 5,861
- Pacific Grove web pages onsite referrals (clicks to a member listing page) 11,345
- Pacific Grove web pages offsite referrals (clicks to a member's direct URL) 13,238

Blog Posts Highlighting Pacific Grove:

[Things to Do in Monterey This Labor Day Weekend: October 7-9, 2016](#)

[Things to Do in Monterey This Weekend: October 14-16, 2016](#)

[Things to Do in Monterey This Weekend: October 20-23, 2016](#)

[Things to Do in Monterey This Weekend: October 28-30, 2016](#)

[Pacific Grove Transforms into a Monarch Mecca](#)

[5 Reasons to Participate in the Half Marathon on Monterey Bay](#)

[Things to Do in Monterey This Weekend: November 4-6, 2016](#)

[Things to Do in Monterey This Weekend: November 11-13, 2016](#)

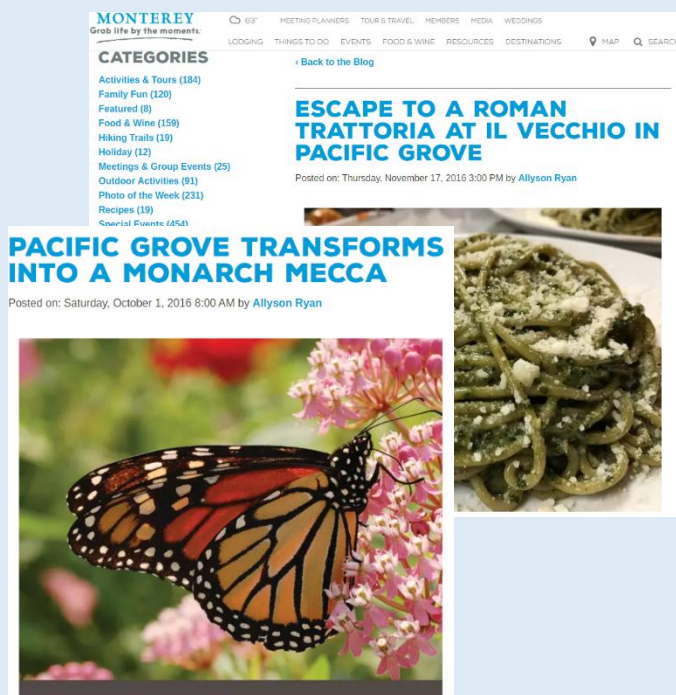
[Things to Do in Monterey This Weekend: November 18-20, 2016](#)

[Things to Do in Monterey This Weekend: November 24-28, 2016](#)

[Top Ten Unique Holiday Events in Monterey County](#)

[5 Reasons to Visit Monterey This Winter](#)

[Escape to a Roman Trattoria at il vecchio in Pacific Grove](#)



MCCVB Media Relations Highlights

Total Earned Media Advertising Equivalency: \$2,521,147

Publication Name: Eater SF

Headline: "16 Amazing Places to Eat and Drink near Monterey and Carmel"

An article about 16 great places to eat and drink on the Monterey Peninsula. Included are several of our Pacific Grove members and great tips for hidden gems in the area as well as places not to miss.

PR Advertising Value: \$64,174 | Impressions: 69,659

Publication Name: The Sacramento Bee

Headline: "From Sea to Table: Monterey County Restaurants Serving up Sustainable Fare"

An article highlighting restaurants participating in sustainable practices. The article mentions the Asilomar Conference Grounds and Passionfish.

PR Advertising Value: \$4,322 | Impressions: 501,082

Evaluating Economic Impact

Group Sales & Services

Economic Impact of Group Bookings: \$21,706

This impact number is generated through an Economic Impact Calculator developed by Oxford Economics. This calculator incorporates local data to produce accurate impacts of meetings. It is used by Destination Marketing Organizations (DMOs) all over the world. The factors that contribute to the economic impact total are: lodging, transportation, food & beverage, retail, recreation, space rental, business services.

Please note that these numbers are a conservative estimation as not all of our hotel partners share the room rate for groups. In addition, the TOT, Sales Tax and Jobs Created are listed for your review but are not included in the economic impact number that is used to calculate your jurisdiction's return on investment

Marketing & Communications

Booking.com: \$15,518

The Booking.com results are shown from the direct bookings made on the site. The room revenue is an actual representation of the room night cost to the visitor.

Earned Media Ad Equivalency: \$2,521,147

The MCCVB calculates earned media value in terms of the garnered editorial coverage and what it would have cost if the space was bought as an advertisement.

Brand Campaign Results: Grab Life by the Moments

"GLBTM" Campaign Economic Impact: \$9,620,049

The formula for determining Economic Impact attributed directly to MCCVB marketing programs comes from two reports:

- 1) Statewide Direct Travel Impacts – this is a third party research report that presents the economic impact tourism analysis for every county in the state of California (they also do similar for other states). The report includes total visitation; average stay and spend information; and, the overall visitor economic impact including tax revenues, employment and other relevant information. The data is further broken down to each jurisdiction in Monterey County.
- 2) MCCVB Brand Communication Effectiveness Study – this is a proprietary study conducted by SMARI, an international research company that specializes in travel and tourism. The study is conducted twice per year and focuses on the effects of MCCVB marketing/communications programs on influencing travel to the destination. It measures a variety of variables including destination favorability, intent to travel, actual travel and the economic impact from visitors.

We use the economic impact numbers from the Brand Study to determine an overall ROI from our marketing programs – and use the Travel Impacts visitor distribution to apportion economic impact for each jurisdiction.

[Link to SMARI Study](#)

[Link to Travel Impact Report](#)

Visitor Services

Economic Impact of Influenced Person Room Nights: \$25,641

The Monterey Visitor Center is equipped with a lodging room where visitors book room nights directly when in need of a place to stay. In addition, the team surveys walk-in visitors to the Center to gauge team influence. By logging and totaling the surveys, we can identify how many room nights were generated by the Visitor Center team. Please note, about 2.5% of those who use the Visitor Center complete a survey so this number is extremely conservative.

To calculate the economic impact of those room nights, we use the Travel Impacts average visitor spend per person per day for those staying in hotel/motels. The amount the average visitor spends per day is \$333.

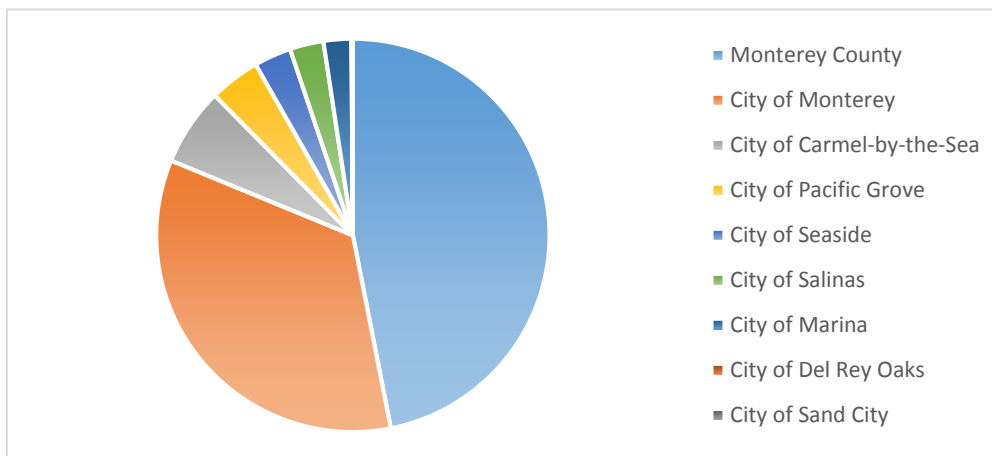
MCCVB Board and Advisor Representatives from Pacific Grove

Mairead Hennessy, Secretary
District Manager, Northern CA Leisure
ARAMARK / Asilomar Conference Grounds
831-642-4201
hennessy-mairead@aramark.com

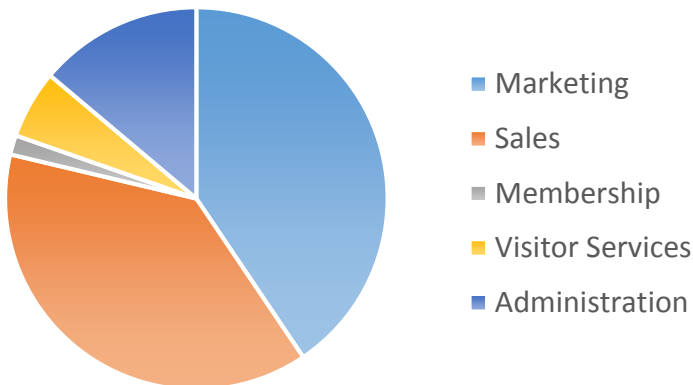
Amrish Patel, Advisor
Owner
Centrella Inn
831-372-3372
Amrishpatel@gmail.com

MCCVB 2016-2017 Budget

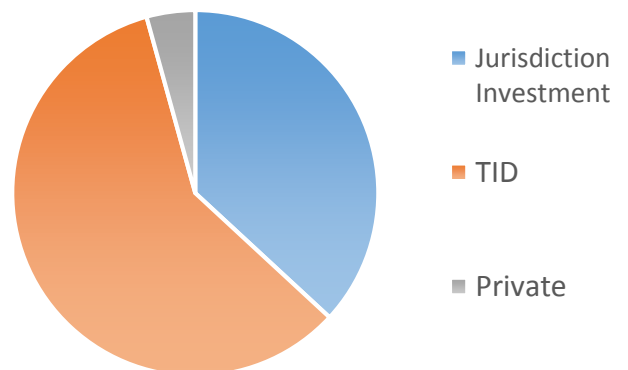
2016 -2017 Jurisdiction Investment



2016-2017 Expenditures



2016 -2017 Revenues



MCCVB Scorecard July 1, 2016 – December 31, 2016

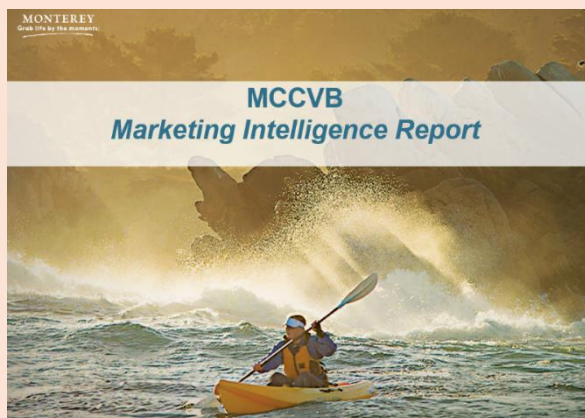
YTD CITY INVESTMENT: \$72,774
YTD ECONOMIC IMPACT GENERATED BY MCCVB: \$20,865,034
RETURN ON INVESTMENT: 285:1

Marketing Intelligence Report 2016: Visitor Profile & Communication Effectiveness

In January the MCCVB published the Annual Marketing Intelligence Report: available [here](#). The report summarizes campaign results, ROI, and visitor behavior.

Highlights from the 2016 study include:

- 4,160,944 aware households
- 156,000 households were influenced by the campaign
- \$1,028 average trip spending
- \$160,334,159 ad-influenced visitor spending



Economic Benefit to the City of Salinas

Group Sales & Services

Groups Leads: 15
Group Lead Potential Room Nights: 1,355

Marketing & Communications

Booking.com Room Nights: 36
Booking.com Room Revenue: \$6,609
Earned Media Ad Equivalency Generated: \$695,791

Brand Campaign Results: *Grab Life by the Moments*
“GLBTM” Campaign Economic Impact: \$20,843,440

Visitor Services

Monterey Visitor Center Influenced Person Room
Nights: 45

**Economic Impact of Influenced Person Room
Nights Generated: \$14,985**

**For a full explanation of these numbers, please turn to page 3*

Second Quarter Summary

The MCCVB’s “Marathon of Moments” fall campaign concluded at the end of November in spectacular fashion. The campaign showcased many activities and businesses around Monterey County including the Monterey Zoo and the Steinbeck House. The campaign featured sweepstakes which had more than 33,000 entries, 120,000 social impressions, and 25 million media impressions.

In an effort to balance the tourism industry’s growth with resident’s quality of life, the MCCVB launched the “Sustainable Moments” initiative as a long-term campaign intended to proactively reach visitors and educate and encourage them to enjoy our destination with care. The initiative expanded this month as we launched customized web pages related to sustainable travel for [Salinas](#) and other jurisdictions.

The City of Salinas has been working with the MCCVB team and Salinas 411 to collaborate on a cohesive destination marketing plan for the city. Initiatives in 2017 include working on media FAMs, Welcome Center strategies and increased synergy between the marketing entities.

MCCVB Web/Digital Activity Report

SeeMonterey.com Unique Visitors

- Salinas web page unique visitors 2,591
- Salinas web pages onsite referrals (clicks to a member listing page) 7,386
- Salinas web pages offsite referrals (clicks to a member's direct URL) 7,064

Blog Posts Highlighting Salinas:

- [Things to Do in Monterey This Weekend: July 1-4, 2016](#)
- [Things to Do in Monterey This Weekend: July 22-14, 2016](#)
- [Things to Do in Monterey this Weekend: July 29-31, 2016](#)
- [Get your tickets for the Salinas Valley Food & Wine Festival: August 11-13, 2016](#)
- [Where to find Pokemon in Monterey](#)
- [Things to Do in Monterey This Weekend: August 5-7, 2016](#)
- [Things to Do in Monterey This Weekend: August 12-14, 2016](#)
- [10 Events to Attend this Fall in Monterey](#)
- [Things to Do in Monterey This Weekend: September 9-11, 2016](#)
- [Things to Do in Monterey This Weekend: September 23-25, 2016](#)
- [Things to Do In Monterey This Weekend: September 30-October 2, 2016](#)
- [Sip & Savor California Wine Month in Monterey County](#)
- [PacRep Theatre returns to the Outdoor Forest Theater to present "The Wizard of Oz"](#)
- [5 Reasons to Visit Monterey County This Fall](#)
- [Get Festive at these Harvest & Fall Events in Monterey County](#)
- [Things to Do in Monterey This Weekend: October 14-16, 2016](#)
- [Things to Do in Monterey This Weekend: November 11-13, 2016](#)
- [Things to Do in Monterey This Weekend: November 24-28, 2016](#)
- [Top Ten Unique Holiday Events in Monterey County](#)



MCCVB Media Relations Highlights

Total Earned Media Advertising Equivalency: \$695,791

Publication Name: Malibu Times Magazine

Headline: "The Art of Travel – Monterey Bay"

Monterey County is featured in this article highlighting what to see and do when traveling to Monterey. Several Salinas businesses were highlighted including the Steinbeck Center and Giorgio's at 201 Main.

PR Advertising Value: \$17,422 | Impressions: 100,000

Publication Name: San Jose Business Journal

Headline: "Tis The Season: Make Your Holiday Merry & Bright in Monterey"

In November, this story ran about holiday events and gatherings on the Monterey Peninsula. The article included Salinas Holiday Parade of Lights.

PR Advertising Value: \$5,236 | PR Impressions: 2,669,960

Evaluating Economic Impact

Group Sales & Services

Group Lead

A Group Lead is defined as a preliminary meeting profile or request for proposal (RFP) circulated by the MCCVB to facilities capable of servicing the meeting. Facilities then respond to the meeting manager with information.

Marketing & Communications

Booking.com: \$6,609

The Booking.com results are shown from the direct bookings made on the site. The room revenue is an actual representation of the room night cost to the visitor.

Earned Media Ad Equivalency: \$695,791

The MCCVB calculates earned media value in terms of the garnered editorial coverage and what it would have cost if the space was bought as an advertisement.

Brand Campaign Results: Grab Life by the Moments

“GLBTM” Campaign Economic Impact: \$20,843,440

The formula for determining Economic Impact attributed directly to MCCVB marketing programs comes from two reports:

- 1) Statewide Direct Travel Impacts – this is a third party research report that presents the economic impact tourism analysis for every county in the state of California (they also do similar for other states). The report includes total visitation; average stay and spend information; and, the overall visitor economic impact including tax revenues, employment and other relevant information. The data is further broken down to each jurisdiction in Monterey County.
- 2) MCCVB Brand Communication Effectiveness Study – this is a proprietary study conducted by SMARI, an international research company that specializes in travel and tourism. The study is conducted twice per year and focuses on the effects of MCCVB marketing/communications programs on influencing travel to the destination. It measures a variety of variables including destination favorability, intent to travel, actual travel and the economic impact from visitors.

We use the economic impact numbers from the Brand Study to determine an overall ROI from our marketing programs – and use the Travel Impacts visitor distribution to apportion economic impact for each jurisdiction.

[Link to SMARI Study](#)

[Link to Travel Impacts Report](#)

Visitor Services

Economic Impact of Influenced Person Room Nights: \$14,985

The Monterey Visitor Center is equipped with a lodging room where visitors book room nights directly when in need of a place to stay. In addition, the team surveys walk-in visitors to the Center to gauge team influence. By logging and totaling the surveys, we can identify how many room nights were generated by the Visitor Center team. Please note, about 2.5% of those who use the Visitor Center complete a survey so this number is extremely conservative.

To calculate the economic impact of those room nights, we use the Travel Impacts average visitor spend per person per day for those staying in hotel/motels. The amount the average visitor spends per day is \$333.

MCCVB Advisor Representative from Salinas

Kimbley Craig

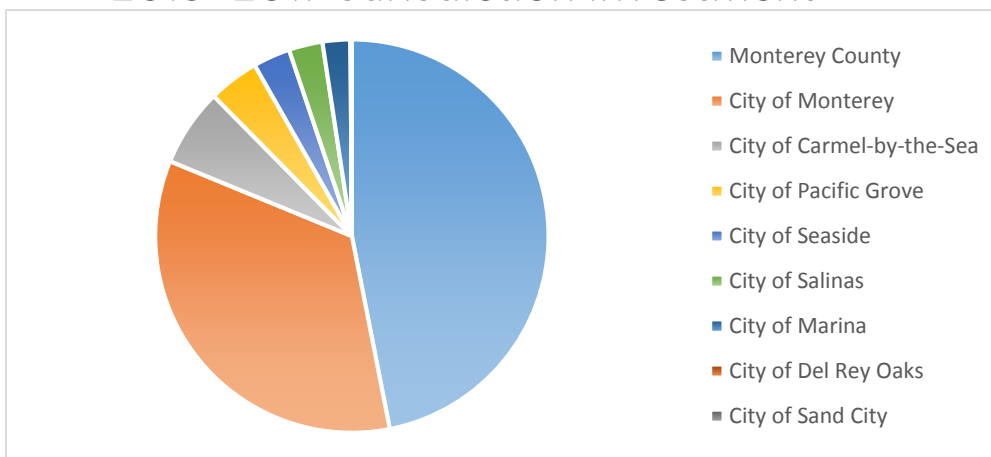
City Councilmember

831.758.7201

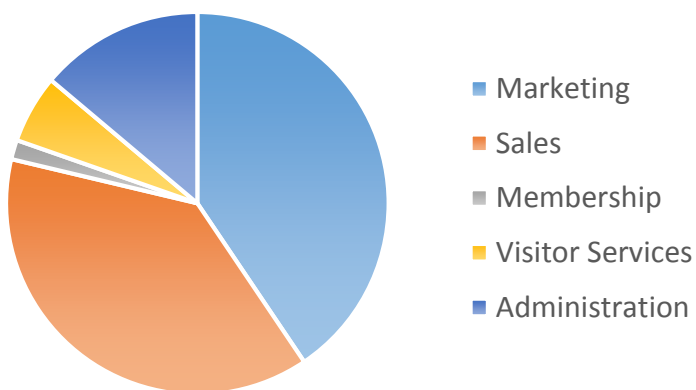
kimbleyc@ci.salinas.ca.us

MCCVB 2016-2017 Budget

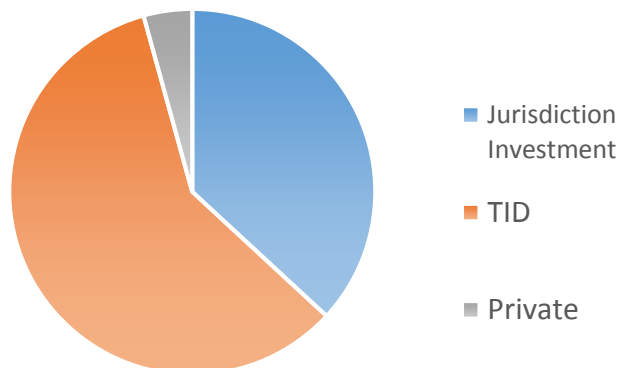
2016 -2017 Jurisdiction Investment



2016-2017 Expenditures



2016 -2017 Revenues



MCCVB Scorecard July 1, 2016 – December 31, 2016

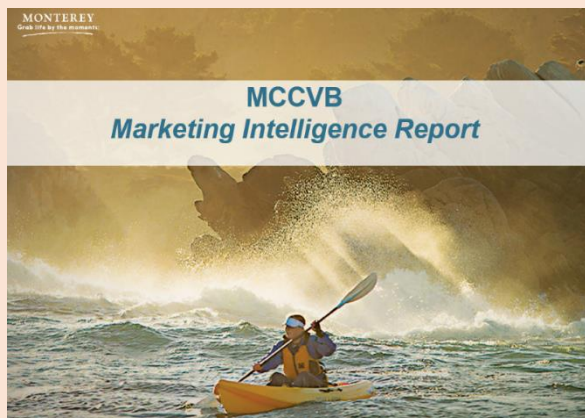
YTD CITY INVESTMENT: \$40,027
YTD ECONOMIC IMPACT GENERATED BY MCCVB: \$11,785,514
RETURN ON INVESTMENT: 293:1

Marketing Intelligence Report 2016: Visitor Profile & Communication Effectiveness

In January the MCCVB published the Annual Marketing Intelligence Report: available [here](#). The report summarizes campaign results, ROI, and visitor behavior.

Highlights from the 2016 study include:

- 4,160,944 aware households
- 156,000 households were influenced by the campaign
- \$1,028 average trip spending
- \$160,334,159 ad-influenced visitor spending



Economic Benefit to the City of Seaside

Group Sales & Services

Groups Booked: 6
Group Room Nights: 767

Economic Impact of Group Bookings: \$513,646

Sales Tax Generated: \$67,556
Jobs Supported by Group Bookings: 187
Transient Occupancy Tax Generated: \$32,462

Marketing & Communications

Booking.com Room Nights: 41
Booking.com Room Revenue: \$4,521
Earned Media Ad Equivalency Generated: \$461,244

Brand Campaign Results: *Grab Life by the Moments*
“GLBTM” Campaign Economic Impact: \$11,223,391

Visitor Services

Monterey Visitor Center Influenced Person Room Nights: 132

Economic Impact of Influenced Person Room Nights Generated: \$43,956

**For a full explanation of these numbers, please turn to page 3*

Second Quarter Summary

The MCCVB’s “Marathon of Moments” fall campaign concluded at the end of November in spectacular fashion. The campaign showcased many activities and businesses around Monterey County including Gusto’s Pizzeria. The campaign featured sweepstakes which had more than 33,000 entries, 120,000 social impressions, and 25 million media impressions.

In an effort to balance the tourism industry’s growth with resident quality of life, the MCCVB launched the “Sustainable Moments” initiative as a long-term campaign intended to proactively reach visitors and educate and encourage them to enjoy our destination with care. The initiative expanded this month as we launched customized web pages related to sustainable travel for [Seaside](#) and other jurisdictions.

MCCVB Web/Digital Activity Report

SeeMonterey.com Unique Visitors

• Seaside web page unique visitors	1,850
• Seaside web pages onsite referrals (clicks to a member listing page)	4,764
• Seaside web pages offsite referrals (clicks to a member's direct URL)	4,224

Blog Posts Highlighting Seaside:

- [Things to Do in Monterey This Weekend: July 8-10 2016](#)
- [Things to Do in Monterey This Weekend: July 15-17 2016](#)
- [Things to Do in Monterey This Weekend: July 22-14, 2016](#)
- [Things to Do in Monterey this Weekend: July 29-31, 2016](#)
- [10 Hours in Seaside, CA](#)
- [Where to find Pokemon in Monterey](#)
- [Things to Do in Monterey This Weekend: August 5-7, 2016](#)
- [Ethnic Eats in Marina & Seaside](#)
- [Things to Do in Monterey This Weekend: September 9-11, 2016](#)
- [Things to Do in Monterey This Weekend: September 16-18, 2016](#)
- [Sip & Savor California Wine Month in Monterey County](#)
- [Things to Do in Monterey This Weekend: October 20-23, 2016](#)



MCCVB Media Relations Highlights

Total Earned Media Advertising Equivalency: \$461,244

Publication Name: Eater SF

Headline: "16 Amazing Places to Eat and Drink near Monterey and Carmel"

An article from Eater SF about 16 great places to eat and drink on the Monterey Peninsula. Included are several of our members and great tips for hidden gems in the area as well as places not to miss.

PR Advertising Value: \$64,174 | Impressions: 69,659

Publication Name: Sohu.com (China)

Headline: "Guideline for one day tour on the beach of Monterey"

Seaside has been included in another Chinese article on Sohu.com featuring places to go, things to see and things to eat in Monterey County. Several hidden gems are highlighted as must see locations in Seaside.

PR Advertising Value: \$25,000 | Impressions: 60,000,000

Evaluating Economic Impact

Group Sales & Services

Economic Impact of Group Bookings: \$513,646

This impact number is generated through an Economic Impact Calculator developed by Oxford Economics. This calculator incorporates local data to produce accurate impacts of meetings. It is used by DMOs all over the world. The factors that contribute to the economic impact total are:

- Lodging
- Transportation
- Food & Beverage
- Retail
- Recreation
- Space Rental
- Business Services

Please note that these numbers are a conservative estimation as not all of our hotel partners share the room rate for groups. In addition, the TOT, Sales Tax and Jobs created are listed for your review but are not included in the economic impact number that is used to calculate your jurisdiction's return on investment.

Marketing & Communications

Booking.com: \$4,521

The Booking.com results are shown from the direct bookings made on the site. The room revenue is an actual representation of the room night cost to the visitor.

Earned Media Ad Equivalency: \$461,244

The MCCVB calculates earned media value in terms of the garnered editorial coverage and what it would have cost if the space was bought as an advertisement.

Brand Campaign Results: Grab Life by the Moments

“GLBTM” Campaign Economic Impact: \$11,223,391

The formula for determining Economic Impact attributed directly to MCCVB marketing programs comes from two reports:

- 1) Statewide Direct Travel Impacts – this is a third party research report that presents the economic impact tourism analysis for every county in the state of California (they also do similar for other states). The report includes total visitation; average stay and spend information; and, the overall visitor economic impact including tax revenues, employment and other relevant information. The data is further broken down to each jurisdiction in Monterey County.
- 2) MCCVB Brand Communication Effectiveness Study – this is a proprietary study conducted by SMARI, an international research company that specializes in travel and tourism. The study is conducted twice per year and focuses on the effects of MCCVB marketing/communications programs on influencing travel to the destination. It measures a variety of variables including destination favorability, intent to travel, actual travel and the economic impact from visitors.

We use the economic impact numbers from the Brand Study to determine an overall ROI from our marketing programs – and use the Travel Impacts visitor distribution to apportion economic impact for each jurisdiction.

[Link to SMARI Study](#)

[Link to Travel Impacts Report](#)

Visitor Services

Economic Impact of Influenced Room Nights: \$43,956

The Monterey Visitor Center is equipped with a lodging room where visitors book room nights directly when in need of a place to stay. In addition, the team surveys walk-in visitors to the Center to gauge team influence. By logging and totaling the surveys, we can identify how many room nights were generated by the Visitor Center team. Please note, about 2.5% of those who use the Visitor Center complete a survey so this number is extremely conservative.

To calculate the economic impact of those room nights, we use the Travel Impacts average visitor spend per person per day for those staying in hotel/motels. The amount the average visitor spends per day is \$333.

MCCVB Board Representative from Seaside

Ralph Rubio, Director

Mayor

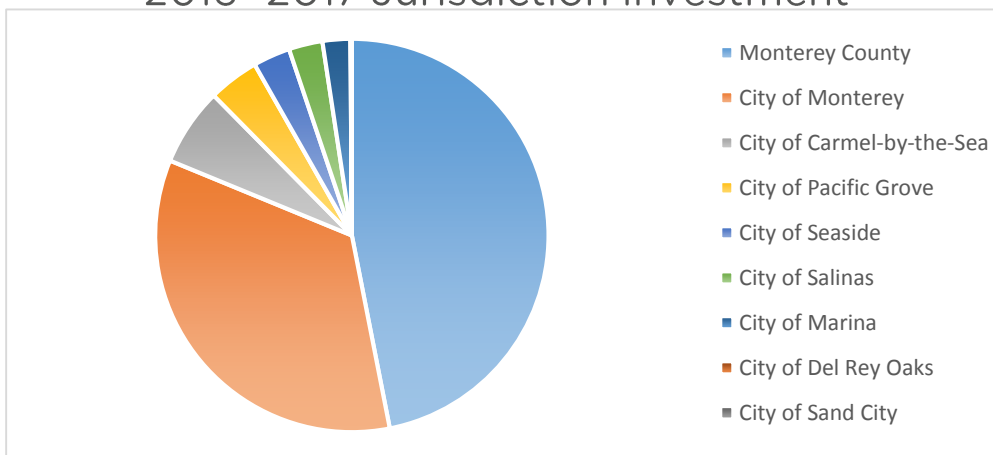
City of Seaside

831-899-6700

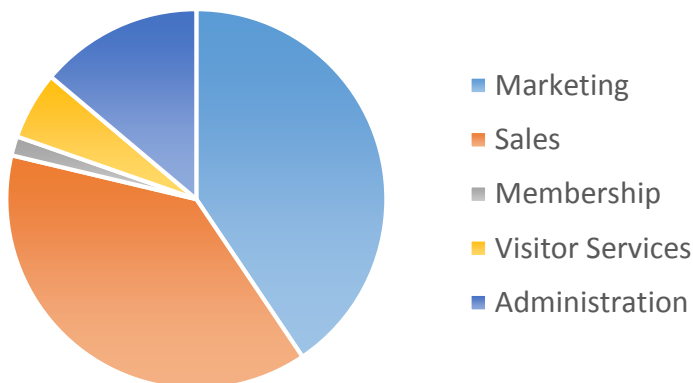
rrubio@ci.seaside.ca.us

MCCVB 2016-2017 Budget

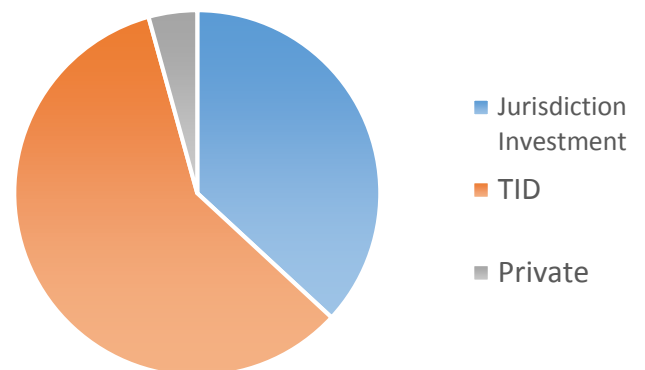
2016 -2017 Jurisdiction Investment



2016-2017 Expenditures



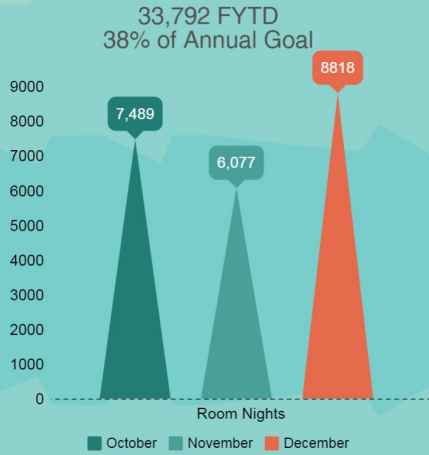
2016 -2017 Revenues



Monterey County Convention & Visitors Bureau Mid-Year

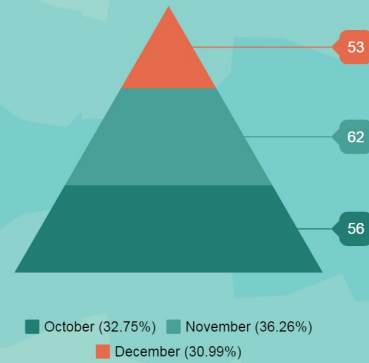
GROUP SALES

Group Room Nights Booked



Group Leads

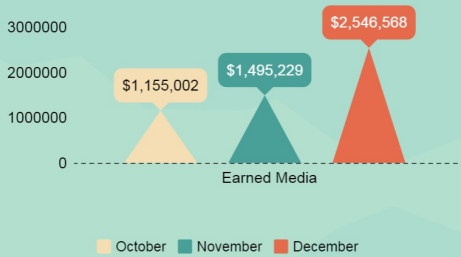
380 Leads FYTD



MARKETING & COMMUNICATIONS

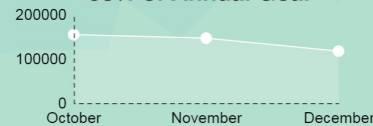
Targeted Earned Media

\$12,080,631 FYTD
27% of Goal



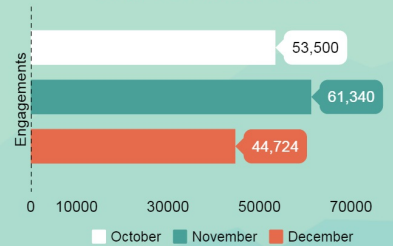
Website Visits

901,939 FYTD
53% of Annual Goal



Social Engagements

307,149 FYTD
57% of Annual Goal



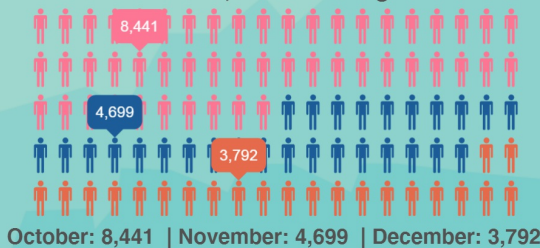
FYTD
Journalists Assisted: 169
Total Earned Media: \$17,134,671
PR Impressions: 3,493,331,998



FYTD
Room Nights Booked thru Web: 617
Revenue of Booked Room Nights: \$120,671

Influenced Room Nights

FYTD: 53,519 Room Nights



VISITOR SERVICES

Visitors Influenced to Stay Longer
FYTD: 64%



Influenced Room Nights: 53,519
Economic Impact of Influenced Room Nights: \$17,821,827



Top Countries of Origin:
Germany | Canada | Australia | UK | France

Timeline of activity

Monterey County Convention & Visitors Bureau Mid-Year

OCTOBER

Luxury Meetings Summit
Boston, MA



Luxury Meeting Summit
Stamford, CT



Luxury Meeting Summit
New York, NY



Luxury Meeting Summit
New York, NY Suburbs



Big Sur Familiarization Tour



28

Visit California Canada Sales Mission
Montreal & Vancouver, Canada



24-28

18-20

IMEX
Las Vegas, NV



NOVEMBER

2016 CCTC Annual Workshop
Hotel Abrego



Smart Meetings Southwest
Dallas, TX



FICP Annual Conference,
Nashville, TN



Phoenix Pop-Up ArtWalk
Scottsdale, AZ



30

Phoenix Pop-Up Media Dinner
Scottsdale, AZ



29

Luxury Meetings Summit &
Client Event
Atlanta, GA



14

Winter Campaign Launch
"Bucket List Worthy Moments"



1

CalSAE Seasonal Spectacular
Sacramento, CA



1

AMEXInteraction
New Orleans, LA



12-14

Association Forum Holiday Showcase
Chicago, IL



12-15