

See Monterey's Report to the County of Monterey

ARPA Activity Report: Calendar Year 2023 (Year End Report)

Recognizing the critical importance of the tourism economy in Monterey County and the severe impact from COVID-19, the Board of Supervisors allocated a portion of ARPA dollars to help the industry recover. This report highlights 2023 year-end accomplishments from See Monterey and MCVGA in partnership with other community stakeholders.

OVERVIEW

The County of Monterey's investment in See Monterey's FY 2023-24 Business Plan is critical to maintaining the health of the destination's tourism economy. As the second largest economic generator in the County, tourism at its peak in 2019, the industry:

- employed nearly 30,000 residents
- produced \$3.24 billion in visitor spending within the County
- generated \$80M in tourism occupancy taxes countywide
- contributes \$296 million in total taxes and \$153 million local tax dollars that directly benefit our community

PLAN PURPOSE

The primary focus of this plan is to accelerate the recovery of tourism in Monterey County. It is designed to bolster, extend and add new elements to our destination marketing approach. This plan will boost the recovery of hospitality industry businesses, jobs and tax revenue from the impact of the COVID 19 pandemic. This will enable the destination to:

- Accelerate the recovery of visitor spending which drives TOT revenue for the County
- Assist in restoring countywide employment
- Allow expansion of important programs including Meetings and Conferences, Agri and Eco Tourism, Air Service, South County and Wine Promotion
- Enable Monterey County to compete more collaboratively and aggressively against a better funded competitive set

MARKETING COMMUNICATIONS 2023 ACTIVITIES

See Monterey's primary purpose is to drive demand. For Marketing Communications that means increasing Intent to Visit (measured mid-year and end of year) and measuring ongoing activities aimed at generated interest in visitation through advertising and content marketing programs. Areas of focus for ARPA programs have been promotion of responsible travel, off peak and mid-week visitation, expanding reach in leisure markets and increasing awareness and familiarity with group segments.

COUNTYWIDE ADVERTISING

Casual iQ Display Advertising

In Q1, after the impacts of many impactful storms, See Monterey decided to boost our spring campaign to help with recovery post-storm. To do this we increased digital spend during this time to add weight across priority markets, focusing primarily on CTV. Some of this display advertising also included the promotion of our See Monterey App and Virtual Visitor's Center.

CTV advertising primarily featured See Monterey :30 "The Moment" commercial.

- Run dates: March – April
- Markets: CA: San Francisco, Oakland, San Jose, Sacramento, Fresno, San Diego, Los Angeles, Orange County. Fly Markets: Dallas, Denver, Las Vegas, Phoenix, Seattle. Targeted to the following travelers: Frequent Travelers and Luxury Travelers interested in Food and Wine and Outdoor Recreation

- Performance: The additional lift in digital spending from ARPA funds contributed to an increase in impressions by 179%. So far, the CTV push received:
 - 3,182,678 impressions
 - 1,557 clicks back to the website

Continuation of South County Photo Shoot Part II

Production for Part II of the South County shoot was delayed until Q2 due to storms in the area. Additional shots were taken at Lake San Antonio and Pinnacles National Park. The goal was to continue to add new images to See Monterey's media library and asset collection. Images are used for future advertising and promotional programs. Images can be viewed and downloaded here: seemonterey.com/medialibrary (password: SeeMonterey2023).

- All Locations featured in Part I and Part II: Lake San Antonio, Pinnacles National Park, King City, Chalone Vineyard, Joyce Estate Winery and Wrath Winery.
- Results: 20 images with full usage rights to use in paid, owned and earned media in perpetuity for See Monterey. Usage rights are also extended to See Monterey partners for use in owned and earned media.
- Sample images from shoot:



AGRITOURISM & HERITAGE PROMOTION

See Monterey partnered with artichoke farms and farmers around Monterey County to create “The Artichoke Trail” campaign to raise awareness about Monterey County’s agriculture industry, including the town of Castroville and the farms that produce the majority of the artichokes found throughout the United States.

The artichoke plays a vital role in our agricultural industry and is a key ingredient to unique culinary experiences throughout our region. The Artichoke Trail is a path to those one-of-a-kind experiences. The trail includes over 40 stops throughout our destination including restaurants, farm stands, and attractions that highlight the numerous ways visitors can enjoy and experience the artichoke.

To make a splash with our Artichoke Trail we conducted a multi-tiered strategy, with the centerpiece being a segment on the Rachael Ray show, funded by ARPA. We armed our Artichoke Trail partners with illustrated maps and decals to place in their businesses identifying themselves as a trail partner. These print-out maps have a QR code that directs to more info, as well as an interactive map found on our website at SeeMonterey.com/artichokes and found on our See Monterey App. Here visitors can learn more about artichokes and the role they play in our agriculture industry.

Other tactics included:

Owned Tactics:

- [Illustrated maps](#) for trail partners & media
- Toolkit for trail partners with ways to promote the trail, as well as unite and align on marketing efforts
- Artichoke Trail content & interactive map at [SeeMonterey.com/artichokes](https://seemonterey.com/artichokes) and supporting [blog](#)
- [Inside Monterey featuring Jane Hayes of Monterey Farms known for their artichoke hearts](#)
- Custom itinerary on the See Monterey app
- Promotion on Monterey County CVB's social media channels (including recently updated photos, custom graphics, a video reel and campaign hashtag #SeeMontereyArtichokes)
- Signage and window decals for trail partners

Public Relations:

- Press Placements:
 - AARP: [AARP's Guide to Pinnacles National Park](#) (June 30, 2023)
 - *Monterey County Weekly*: [One Castroville restaurant gives artichokes a Mexican twist](#) (June 8, 2023)
 - *KTXL FOX41 Sacramento*: [Artichoke Trail](#) (June 6, 2023; broadcast at 12:47 p.m. and 12:56 p.m. PST)
 - Bay Area News Group (*The Mercury News, East Bay Times*): [Castroville vs. Coachella: Battle heats up to grow the perfect California artichoke](#) (May 28, 2023)
 - *The Week*: The Check-In: [Flight bans in France, traveling along the Artichoke Trail, and more](#) (May 27, 2023)
 - *California Meetings & Events*: [Follow The Artichoke Trail](#) (May print issue + online May 26, 2023)
 - *Wanderlust UK*: Artichoke Adventure in California (May print issue)
 - *Allie Eats*: [Guide to Monterey County](#) (May 9, 2023)
- Broadcast Spots:
 - *California Bountiful* broadcast across stations throughout California including northern (KRON 4, KHSL 12, KMAX 31), central (KCBA 35, KVPT 18, KERO 23), and southern (KCAL, KUSI 51, KSBY 6, KMIR 36) - airing in summer '23



- The initiative was expanded to include the Los Angeles Area, with six more billboards.
- Run dates: mid-June – mid-July
- Target location: Greater Los Angeles area including Hollywood Blvd. and the 405 freeway
- Anticipated weekly impressions: 2.32 Million
- Billboard Placement Capture:



Responsible Travel MST Bus Ads

See Monterey ran Responsible Travel MST bus side ads in market, reminding visitors to treat our destination with respect while here.

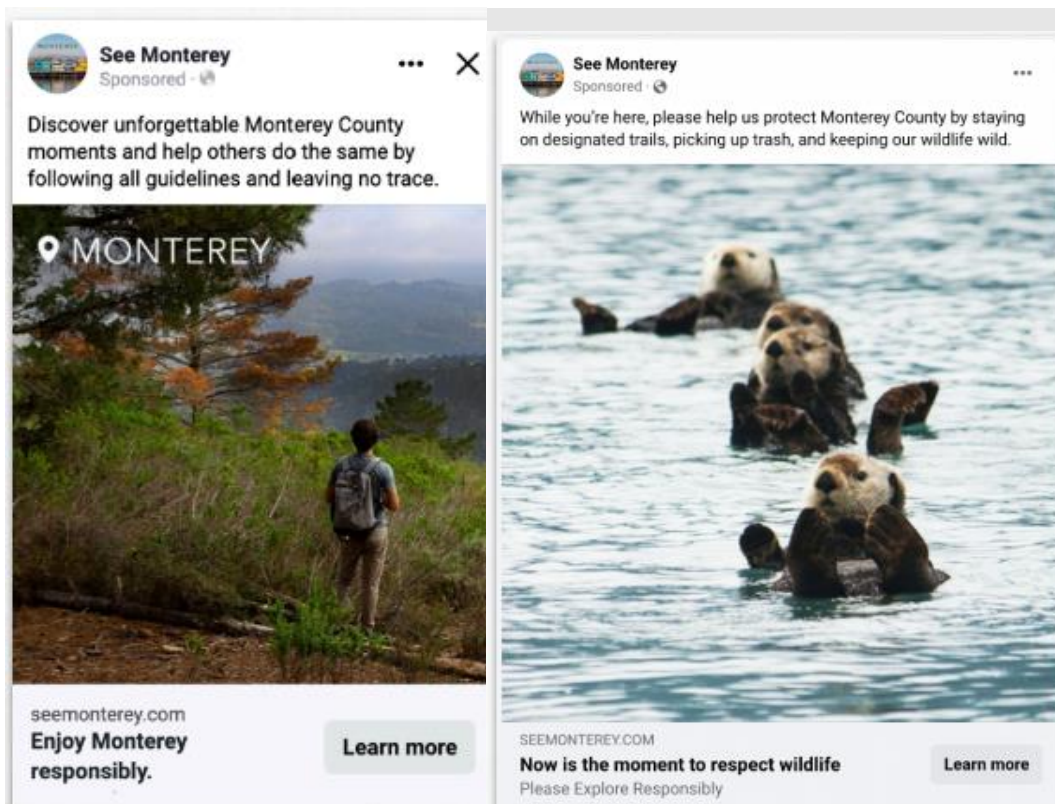
- Run dates: February – September
- Target location: Ads placed on MST buses running throughout Monterey County, including high-traffic visitor corridors
- MST Bus Ad Capture:



Responsible Travel Geolocation Advertising

See Monterey ran a Responsible Travel digital advertising campaign aimed at in-market visitors, prompting them to behave responsibly and respectfully while in Monterey County. Ads appear in social media feeds as well as display units on mobile phones in apps and on web browsers.

- Targeted Areas: Cannery Row and Fisherman's Wharf, Pacific Grove, Carmel Highlands/Point Lobos (as the gateway to Big Sur)
- Q3 Impressions: 1,628,651
- Q3 Website Visits: 15,890



Second Muse Regenerative Monterey

See Monterey in collaboration with Second Muse, created an inspiring, informative and compelling video that effectively communicates the leadership and ethos of Regenerative Monterey, a project the County of Monterey has invested in. For the tourism industry this means positioning Monterey as California's leading regenerative tourism destination. The video illustrates that regeneration of Monterey County is a way of life, an act of stewardship, and a commitment to the prosperity of people and the planet and ultimately contributes to our destination's reputation as a sustainable and responsible place to visit.

AIR SERVICE

Monterey Bay Aquarium, Fly Market Media Partnership

The goal of this media partnership with the Monterey Bay Aquarium is to drive interest and visitation to Monterey County in a market that has a lot of potential for visitation growth. It was also important to drive traffic to the Monterey Bay Aquarium microsite on [SeeMonterey.com/Aquarium](https://seemonterey.com/aquarium)

Markets Targeted: Dallas-Fort Worth DMA, travel intenders, A 35-64, HHI \$100K+

Timing: Oct. 2nd – Nov. 12th

Media: Social (Prospecting + Retargeting), Display, Radio

Results: 19.4 Million Impression and 15K web visits to the microsite



WINE COUNTRY PROMOTION IN PARTNERSHIP WITH MONTEREY COUNTY VINTNERS AND GROWERS ASSOCIATION – 2023 ACTIVITIES

Major Accomplishments:

- Various media tours, collateral development, advertising, and consumer events to raise awareness and boost wine tourism.

- In-person events attracted 1250 people, with significant reach through print and on-air media.

Media and Influencers:

- Hosted wine writer Matt Kettman and food writer Nils Bernstein for a Wine Enthusiast story on off-the-beaten-path wine regions, focusing on Mexican restaurants in Salinas Valley paired with local Monterey Wines.
- Unified Wine Symposium consumer tasting with over 10,000 attendees.
- Collaborated with KRML Radio, Edible Magazine, and other partners for promotional campaigns and advertisements.
- Challenges: Historic flooding in Monterey County affected wine tourism; recovery efforts included targeting local markets and investing in long-term media opportunities.

Website:

- Continued improvement of the MontereyWines.org website.

Events:

- Monterey Winemaker Celebration sold out with 600 attendees.
- Hosted small VIP consumer events in Washington DC, Sacramento, and Carmel-by-the-Sea.

Promotional Partnerships:

- Print and digital promotion through various publications and platforms.
- Ongoing development of a larger photo library.
- Challenges include the cost of events, economic struggles for visitation and sales, and adjustments to the Monterey Wine Trail Shuttle Pilot Program.

In summary, the organization focused on media collaborations, events, and promotional partnerships to enhance wine tourism. Despite challenges like flooding and economic struggles, efforts were made to adapt and recover, with a notable emphasis on local and long-term strategies.

BUSINESS DEVELOPMENT 2023 ACTIVITIES

The Business Development team strategically engages in direct sales activities with Meeting Planners, Travel Agents and Tour operators to build brand awareness with the specific purpose of growing consideration to bring group, tour and travel business to Monterey County during off peak and mid-week time periods.

MEETINGS & CONFERENCES, NEW EVENTS

- **ConferenceDirect Partnership**
 - **Partnership Deliverables**
 - Attendance at Annual Partner Meeting Signature Event
 - IndustryInsights Spring/Fall Education Networking Events
 - CDi Marketing-Increased exposure to CD Associates on internal portal
 - Preferred Status in Cvent- Top 10 Listings

- **ConferenceDirect Production (January-December):**
 - 53 new leads / 17,611 room nights
 - 9 Definite bookings / 3,585 Room nights / \$2,516,771 in Economic Impact
- **2Synergize Site Experience Training- October 5th, 2023**
 - **Partnership Deliverables**
 - Conduct an initial virtual meeting with sales and services team to review the goals of the site experience process and evaluate current processes
 - Work with team project manager to create metrics to measure current conversion of sites in destination to booked programs in order to measure success of implementation of new process
 - Work with team project manager to revise SOPs for sales/services for new site experience workflow process. Assist with recommendations for documentation: site template, overview page, protocol for conference calls prior to customer site in destination, option of customer survey creation and implementation
 - Meet with team to review new workflow and processes created
- Roll-out of community wide training for site experience:**
 - Prepare and conduct half day, in person, destination wide training
 - Prepare and record one webinar for educating new destination sales professionals post destination wide training

FINANCIAL SUMMARY	
ARPA PROGRAM ELEMENT	TOTAL SPEND
Countywide Advertising – Display Advertising	\$139,810
Countywide Advertising – South County Photoshoot	\$19,365
Agritourism & Heritage Program – The Artichoke Trail	\$115,000
Sustainable/Eco Tourism – OOH Billboards	\$200,840
Sustainable/Eco Tourism – MST Bus Ads	\$31,779
Sustainable/Eco Tourism – Responsible Travel Geolocation Advertising	\$68,095
Sustainable/Eco Tourism – Second Muse Regenerative Monterey	\$40,000
Wine Country Promotion	\$145,899
Air Service – Monterey Bay Aquarium Fly Market Media Partnership	\$150,000
Business Development – ConferenceDirect Partnership	\$54,300
Business Development – 2Synergize Site Training	\$10,000
Total	\$975,088