

# MCCVB Midyear Update Monterey County Board of Supervisors



# AGENDA

1. Overall County Marketing Program
2. Districts 1, 2, 3 Marketing Campaign
3. Big Sur Destination Stewardship Program
4. Where Do We Go From Here?



## VISION

Inspire the world to experience our extraordinary destination, responsibly.

## MISSION

Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.



# STAKEHOLDERS

## DIRECTORS

Supervisor Mary Adams, District 5 Monterey County Board of Supervisors

Julie Weaver, The Lodge at Pebble Beach

Rick Aldinger, Big Sur River Inn/Big Sur Chamber of Commerce

Kirk Gafill, Nepenthe/Big Sur Chamber of Commerce

Sean Damery, Bernardus Lodge & Spa

## ADVISORS

Jacquie Atchison, Arts Council for Monterey County

Carol Chorbajian, Monterey County Hospitality Association

Norm Groom, Monterey County Farm Bureau

Paula Joy McNab, Monterey County Film Commission

Kim Stemler, Monterey County Vintners and Growers Association

Jennifer Fahselt, Monterey Regional Airport





# MARKETING PROGRAM

**MONTEREY**  
GRAB LIFE BY THE MOMENTS



# PAID, EARNED, SOCIAL

## How To Road Trip Through California's Central Coast



Forbes Travel Guide Contributor  
Forbes Travel Guide Contributor Group @  
Forbes Travel Guide



### 24 HOURS IN MOSS LANDING

Tuesday, September 24, 2019 2:00 AM by [Allyson Ryan](#)



Food, a plethora of ocean activities and unique accommodations are just a short drive from Moss Landing. It's truly no wonder why this seaside gem holds the title of one of the best places to visit in California.

[Continue Reading »](#)

### SIP & SAVOR CALIFORNIA WINE MONTH IN MONTEREY COUNTY

Friday, August 30, 2019 7:00 AM by [Allyson Ryan](#)



It's time once again for California Wine Month! If you haven't taken a chance this year to get out into Wine Country and enjoy Monterey County's bounty, September is the perfect moment. As one of the largest wine...

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# LUXURY PARTNERS





# PROGRAMS AND ENGAGEMENT



## Continued Virtuoso Partnership

- Paid media
- Virtuoso Travel Week  
August 8-14, 2020
- Destination Showcase Dinner  
August 8, 2020

## Public Relations

- Luxury Media FAM: February 24-26, 2020

## International Luxury Travel Market

- ILTM Cannes: December 7-10, 2020





# DRIVING AWARENESS, ENGAGEMENT & ROI

## MIDYEAR RESULTS

Onsite Referrals (Clicks to member listing pages on SeeMonterey.com)	61,700
Offsite Referrals (Clicks to members' direct URLs)	50,311
PR Value	\$7,667,912
County Room Nights Booked	\$428,988
<u>Total ROI</u>	<u>\$8,096,900</u>





# DISTRICTS 1, 2, 3

**MONTEREY**  
GRAB LIFE BY THE MOMENTS



# CAMPAIGN RESULTS

[PLAY VIDEO](#)



# CAMPAIGN RESULTS

*DISCOVER THE UNDISCOVERED*

## TARGET OUTCOME

Generate 400 to 500 Million consumer impressions

## MIDYEAR RESULTS

765,793,096





# BIG SUR DESTINATION STEWARDSHIP PLAN



# MIDYEAR RESULTS

- Ongoing Community Consultation Meetings and Stakeholder Engagement
  - Beyond Green Travel
  - Big Sur Stakeholders
  - Residents
- Formation of Steering Committee
  - Yuri Anderson, District 5 Representative
  - Kirk Gafill, Big Sur Chamber of Commerce
  - Matt Harris, Big Sur Fire and Emergency Services
  - Mike Freed, Post Ranch Inn and liaison to Visit California
  - Laverne McLeod, Resident and Found of Sustainable Big Sur
  - Ryne Leuzinger, Community Association of Big Sur Board
  - Lee Otter, Big Sur Land Use Plan Strategic Advisor
  - Carissa Chappellet, Big Sur Health Center





WHAT COMES NEXT?

**MONTEREY**  
GRAB LIFE BY THE MOMENTS



# WINE CORRIDOR SIGNAGE AND WAYFINDING

## MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

*Monterey*  
WINE COUNTRY

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MONTEREY COUNTY VINTNERS & GROWERS

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