



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

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



plethora of ocean activities and unique accommodations are just
Landing. It's truly no wonder why this seaside gem holds the
ers on the...

ding »

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 Economic Impact	\$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

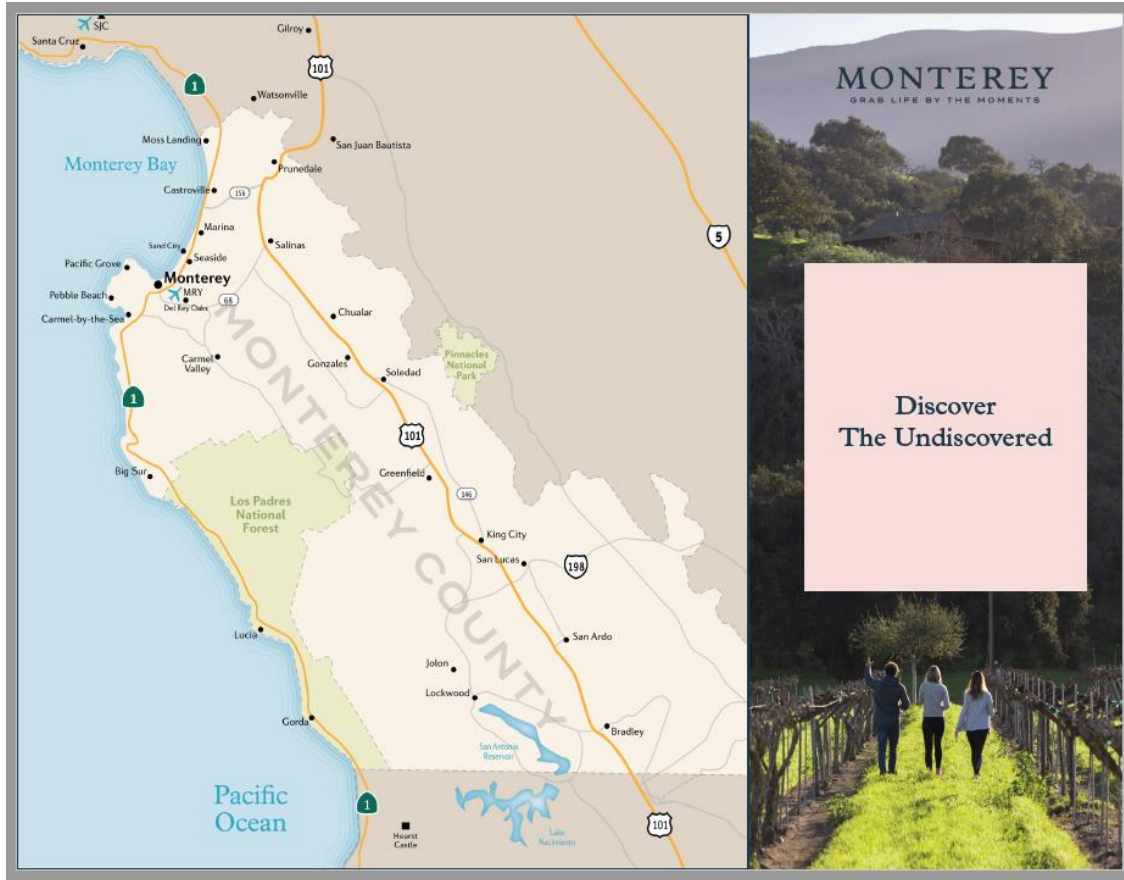
Generate 400 to 500 Million consumer impressions

MIDYEAR RESULTS

765,793,096 consumer impressions

COLLATERAL FOR VISITORS CENTER

DISCOVER THE UNDISCOVERED



Discover

Get off the beaten path and discover the undiscovered on your next trip to Monterey County. With some of the best known vacation getaways, like Pebble Beach, Carmel-by-the-Sea, Cannery Row and of course the city of Monterey... Monterey County is also home to some of the most epic hidden gems in the country.

Outdoor Activities



Monument. Or try hiking the peaks of Toro Park, just outside of Salinas.

Nature enthusiasts can get their fix with rock climbing at Pinnacles National Park overlooking the lush Salinas Valley, or mountain bike riding at the picturesque Fort Ord National

Wine & Agriculture

In Salinas Valley – known as the “salad bowl of the world,” find farmers markets galore and year-round produce! Monterey County is also one of the country’s largest wine producers. Experience a variety of boutique wine tasting rooms and wineries with unbeatable views and vineyards along the River Road Wine Trail. Here you can sample the region’s top varietals – pinot noir and chardonnay..

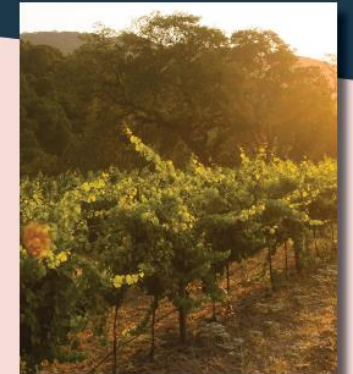
Steinbeck’s Hometown

John Steinbeck fans can tour his literary work at the National Steinbeck Museum.



Water & Wildlife

Discover a quaint seaside village with antique shops and art galleries in Moss Landing. For marine life lovers, one of California’s largest wetlands, the Elkhorn Slough, offers kayaking, boat tours and a once-in-a-lifetime chance to see wildlife.





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

MONTEREY COUNTY VINTNERS & GROWERS

