

County of Monterey

ARPA Activity Report: Calendar Year 2022, Q4 (October - December) CORRECTED

OVERVIEW

The County of Monterey's investment in Monterey County Convention and Visitors Bureau's (MCCVB) FY 2022-23 Business Plan is critical to maintaining the health of the destination's tourism economy. As the second largest economic generator in the County tourism annually generates (pre-Covid*):

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

**Covid-19 cut the industry in half reducing economic impact to below \$1.5 billion in 2020 and impacting over half the hospitality jobs. Nimble but aggressive destination marketing has help renew overall economic vitality with the industry returning over \$2.5 billion in 2021 and growth is expected to further close the gap to pre-Covid levels in 2022.*

PLAN PURPOSE

The primary focus of this plan is to drive tourism in Monterey County's off-season, during midweek periods when the destination needs it most. It is designed to bolster, extend and add new elements to our destination marketing approach. This plan will boost the recovery of Monterey County's tourism and hospitality industry business, 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 2022 Q4 ACTIVITIES

The primary purpose of MCCVB's marketing communications program is to drive demand. 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

In-Theater Cinema Advertising

MCCVB was able to test a new advertising opportunity, getting Monterey County in front of a captive audience of moviegoers in targeted areas of the direct fly markets. Moviegoers were also able to be retargeted through geolocation technology, allowing MCCVB to continue to serve them digital advertising after leaving the theater.

In-theater content included an "unwind" feature during the previews showcasing different awe-inspiring views from around the County inspiring people to relax. The feature was immediately followed by MCCVB's :30 "The Moment" commercial.

- Run dates: October 17 – November 13 (4 weeks)
- Markets: L.A., Dallas, Seattle, Phoenix, Denver, San Diego, Las Vegas
- Performance:
 - In-theater (on screen and in lobby): 427,000 impressions
 - Digital retargeting: 900,000 impressions

AIR SERVICE PROMOTION

Fly Market Media FAM

In October, MCCVB hosted a familiarization trip (FAM), bringing journalists from four of the County's direct flight markets—Denver, Seattle, Dallas, and Phoenix. The program highlighted the ease of traveling to Monterey County via direct flights to MRY alongside content focused on where to stay and what to do throughout the county on a trip. Media coverage spanned from luxury focused to family friendly, showcasing the breadth of experience available.

- Four journalists
- 31 businesses visited throughout the County
- Combined Impressions: 1,332,950
- Average Media Quality Score: 19.5
- Six media placements (more to come), including [303 Magazine](#) (Denver), [Seattle's Child](#)
 - [FOX7 Austin](#) (Dallas journalist is also published in Austin), [Scottsdale City Lifestyle](#)

SUSTAINABLE/ECO TOURISM

Kind Traveler Partnership

On December 14, MCCVB officially launched its destination partnership with Kind Traveler, the world's first "give + get" hotel booking platform focused on promoting and selling sustainable hotels and destinations. This partnership is a key program in MCCVB's Responsible Travel initiative. The program also directly benefits Rancho Cielo, Youth Campus through traveler donations, supporting its local youth training and education programs, growing the next generation of Monterey County hospitality professionals.

Press coverage and Kind Traveler promotion:

- [Chicago radio show - Let's Go with Catie Keogh on WLS/890 AM](#)
- [Chicago's #1 radio show, WGN Day Time Chicago](#)
- [PR Web Release](#)
- [Kind Traveler Blog Post](#)

Responsible Travel Geolocation Advertising

MCCVB created 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)
- Q4 Impressions: 2.4 million
- Q4 Website Visits: 13,304

AGRITOURISM & HERITAGE PROMOTION

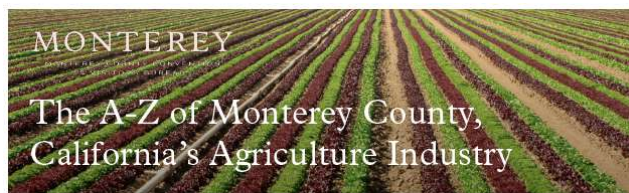
California Farmer & Farmworker Month Media Mailer

October is "California Farmer & Farmworker Month" celebrating the state's hardworking agricultural community. MCCVB celebrated and promoted our own local ag community through a targeted media mailer to 14 travel and culinary focused journalists on our Top 100 outlets list.

The mailer featured educational materials and local non-perishable products including:

- Big Sur Salts
- Dahlkemper olive oil
- Fall salad recipe card from Earthbound Farms

- “A – Z of Monterey County, California’s Agriculture Industry” infographic, based on information received from the Monterey County Farm Bureau



A ARTICHOKES Nearly two-thirds of the world's artichokes are grown in Monterey County. In particular, the town of Castroville has been dubbed the "Artichoke Capital of the World".	B BEEES Carmel Honey Company provides pure, raw honey straight from the hive. Founder Jake Reisdorf was 14 years old when he upstarted the company and has a long list of renowned clients to rival any seasoned purveyor.	C CLAM CHOWDER This classic, flavorful dish can be found throughout the Monterey Peninsula. Head to Cannery Row or Old Fisherman's Wharf to sample the diverse renditions of this delicious staple.	D DESTINATION Discover an exceptional culinary destination that prides itself in its fertile land. Home to an array of passionate, award-winning chefs, Monterey County offers unforgettable gastronomic experiences.	M MARKETS It is no surprise that Monterey County is home to many farmers' markets of varying sizes and specialties. There's at least one every day of the week.	N NETWORK Navigate our remarkable culinary landscape alongside our network of talented and passionate chefs, farmers, and community members who are dedicated to world-class culinary experiences.	O OCEAN-TO-TABLE Big Sur Salts offers an inside look at how salt is harvested from the Big Sur coastline with its Ocean-to-Table tour. This salt is used in an array of restaurants throughout the Monterey Peninsula.	P PEZZINI FARMS In Castroville, where the rich, fertile soil of the Salinas Valley meets the sands of the Monterey Bay, the fields at Pezzini Farms have been producing for over 80 years and prove to be the ideal location for the commercial cultivation of Heirloom artichokes.
E EVENTS Enjoy fun and educational culinary events throughout the year, including the Artichoke and Big Sur Food & Wine Festivals that bring local chefs and farmers together to celebrate outstanding local cuisine and its journey from origin to table.	F FARM STAND Earthbound Farm's Farm Stand in Carmel Valley is a cherished destination for organic produce for locals and visitors alike. The Farm Stand is a celebration of the company's mission to bring the benefits of organic to as many people as possible.	G GOATS Carmel Valley Ranch is home to a herd of exceptional Swiss Saanen goats who will escort you on a morning hike around the scenic property. At the resort's on-site creamery, guests can watch resident cheese crafter Shelby Knowlton make freshly made goat cheese.	H HEALTH Home to the freshest ingredients and plenty of space to roam, this region offers the perfect balance for a healthy mind, body, and soul.	Q QUALITY OLIVE OIL Monterey County's artisan olive oil producers are carving a niche as distinct as its vintners. As with wine, the character of an olive oil is dependent on its terroir, and this region boasts an array of world-class olive oil producers, including Dahlkemper Farms and Tres Ocos.	R RED WINE Monterey County produces the highest rated and largest amount of Pinot Noir in California. The defining characteristic of Monterey Pinot Noir is balance. Fruit flavor, structure and minerality all exhibit themselves so that no single element is deemed more important than another.	S SALINAS VALLEY Located 19 miles inland from Monterey, this highly fertile region has earned the name "Salad Bowl of the World," and is also home to over two dozen wineries and tasting rooms.	T TOURS Ag Venture Tours specializes in wine tasting, sightseeing, and agricultural education tours of the Monterey Bay region. With fully customizable tours for groups of all sizes, participants take a delicious deep dive into the region's agricultural bounty.
I INNS Incredible stays await you here, as this region boasts an array of first-class accommodation options, from picturesque inns and boutique properties to expansive resorts with on-site chef's gardens.	J JOURNEY Journey through spectacular landscapes as you explore the culture and culinary community of this exceptional region.	K KNOWLEDGE Discover the true meaning of root to table as you broaden your knowledge of the destination and its agricultural industry with demonstrations from local artisans.	L LETTUCE Roughly 80% of the nation's lettuce crop is grown in Monterey County's Salinas Valley. Home to some of the richest farmland in the United States, the Salinas Valley boasts an \$8 billion agriculture industry and is the world's largest producer of lettuce.	U UNIQUE FARM-TO-TABLE DINING Dine on delicious locally sourced offerings at more than 300 restaurants throughout the county. Sierra Mar at Post Ranch Inn pairs its farm-to-table dishes with unique culinary experiences, such as complimentary Edible Tours of the Chef's Garden.	V VINEYARDS In the 18th century, Spanish missionaries planted the first grapevines in Monterey County and today the region is one of the largest premium grape producers in California. Currently, more than 43,000 acres of vineyards produce over 53 different varieties of truly incredible wine.	W WHITE WINE Monterey County is the largest grower of Chardonnay in the United States. Chardonnay grown in Monterey County is distinctive and can be picked out of any blind tasting by its signature trait of tropical flavors and/or stone fruit flavors.	X XPERIENCE Extraordinary local chefs, farmers, and culinary artisans delight all the senses. From the unparalleled taste of the freshest ingredients to the stunning sights of the region's diverse natural surroundings, Monterey County is an unforgettable experience.
Y YES TO LOCALLY GROWN! The destination's exceptional natural landscape boasts some of the most fertile soil and bounty-rich waters. Monterey County communities live and breathe a commitment to the region's roots.	Z ZIGZAG We invite you to zigzag through the valleys and along the stunning oceanfront from one extraordinary culinary experience to another. Take in the stunning vistas around every corner on your adventure through Monterey County.						

WINE COUNTRY PROMOTION IN PARTNERSHP WITH MONTEREY COUNTY VINTNERS AND GROWERS ASSOCIATION

Events

Co-hosted a consumer event with the local arts community - *Meet the Maker* - with 356 attendees

CALIFORNIA	95%	329
Monterey County	26%	90
Bay Area	12%	42
San Jose/Silicon Valley/Santa Clara	17%	59
Central Valley	18%	62
LA	6%	21
Sacramento	2%	7
Santa Cruz/San Benito	3%	10
Sonoma	1%	3
OTHER STATES	15%	52

Media and Influencers

- Distributed [press release](#) for Best USA Sparkling Award for Caraccioli Cellars
- Hosted a group of 24 wine experts from 10 countries (outside of the U.S.) focusing on elevating Monterey Wine Country and Monterey Wines
 - These personalities have a direct influence on elevating the reputation of and tourism to Monterey Wine Country through social media and their extensive personal relationships. They also have direct

influence on expanding the number of Monterey wines sold in these countries – thus providing ongoing marketing for visiting Monterey Wine Country.

-Canada	-Singapore	-U.K.
-Denmark	-South Korea	-China
-Mexico	-Switzerland	
-Philippines	-U.A.E.	

Website

- Updated website went live (MontereyWines.org)

Digital and Print Media

- *Monterey County Weekly* "Best Of" Issue - fun and appealing [tasting room promotion](#)
- Ongoing digital promotion

Monterey Wine Country Events & Other Activities

- Wine tourism promotion via social media
- 2023 Planning; *In the Vines* Series for 2023, Monterey Wines podcast 2023, Additional photo shoots/collateral

Challenges

- Holidays: between the end of harvest, Thanksgiving, and the winter holidays, it is a slow time in the wine industry, with few events
- Brunch/Dinner in Vineyard Events: The cost of food is a barrier, and we are working on alternatives. For example, we were quoted around \$150 per plate to cater lunch at Chalone
- Monterey Wine Trail (formerly known as River Road Wine Trail) Shuttle Pilot Program and Promotional Plan: the wineries don't want to do the Shuttle program, concerned it will be a "drunk bus" with no sales. Instead, we've scheduled the *In the Vine* series that incorporates all wineries at least twice, includes education and transportation

BUSINESS DEVELOPMENT 2022 Q4 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- June 13-14, 2022
 - IndustryInsights Spring/Fall Education Networking Events
 - CDi Marketing-Increased exposure to CD Associates on internal portal
 - (1) Special Promotion Email Broadcast Communication sent to 400 associated in November, 142 opens
 - Banner ad ran from November- January – 6 click throughs to our website
 - Preferred Status in Cvent
- **Q4 ConferenceDirect Production:**
 - 11 new leads / 2,006 RN
 - 6 Definite bookings / 8,324 RN / \$11,070.503 EIC
- **IMEX Digital Wall Activation**
 - 51 scheduled appointments in the booth
 - 157 booth scans
 - 4 new leads / 5,183 room nights already resulted from the show



FINANCIAL SUMMARY

ARPA PROGRAM ELEMENT	TOTAL SPEND
Countywide Advertising – In-Theater Advertising	\$105,400
Air Service Promotion – Fly Market Media FAM	\$20,538
Sustainable/Eco Tourism – Kind Traveler Partnership (2 of 2)	\$7,500
Sustainable/Eco Tourism – Responsible Travel Geolocation Advertising	\$16,200
Agritourism & Heritage Promotion – Farmer & Farmworker Month Media Mailer	\$2,799
Wine Country Promotion	\$3,330
Business Development - ConferenceDirect results (Annual partnership pd in Q2) + IMEX Activation (Q4)	\$38,875
Total	\$194,642