



# MCCVB SALINAS

## Destination Marketing Update

**MONTEREY**  
Grab life by the moments:

## POWER OF TOURISM

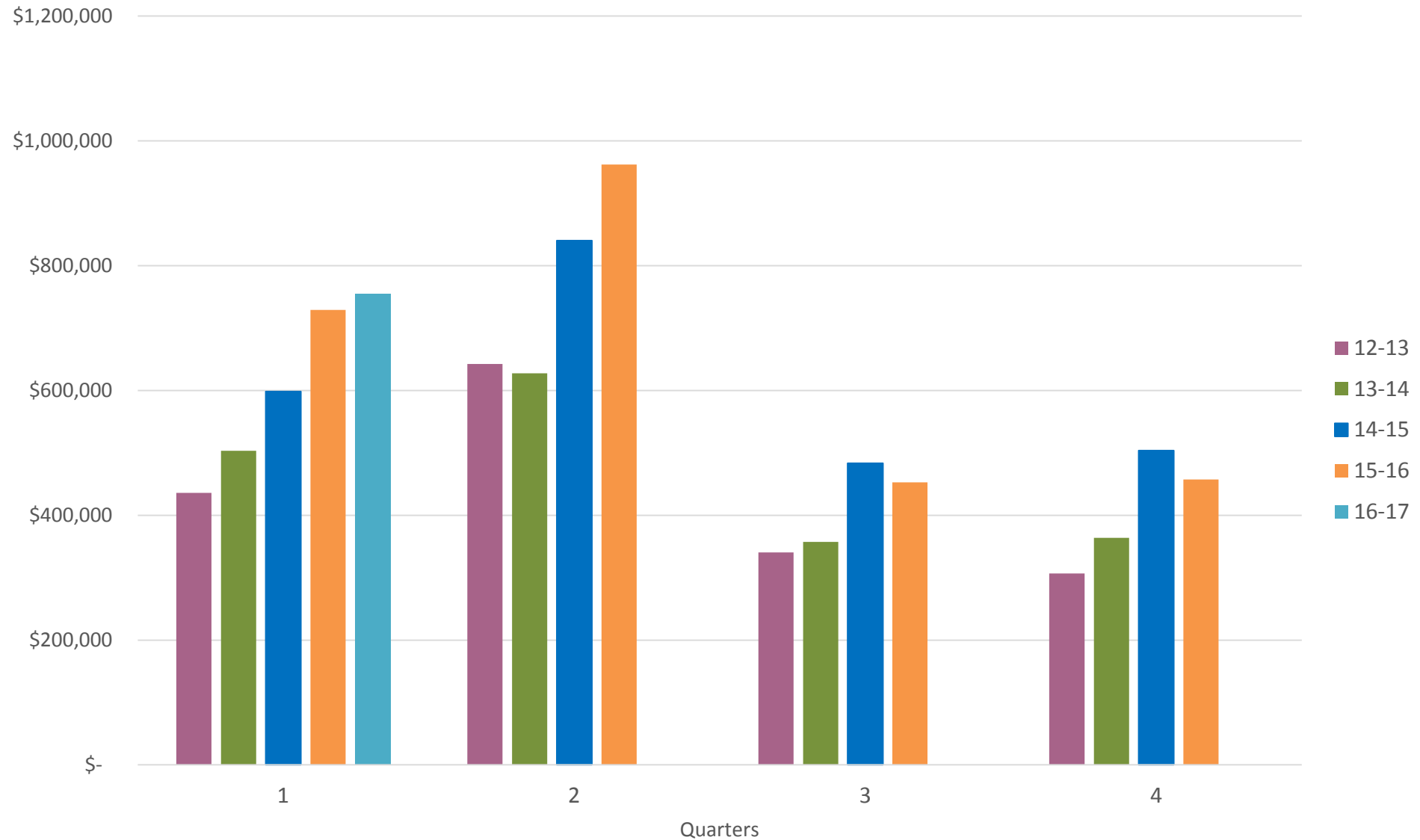
### In Monterey County:

- 4.5 Million Overnight Visitors
- \$2.7 Billion Visitor Spending
- \$109 Million Local Taxes
- 24,390 Full-time Jobs

### Salinas:

- **588k Overnight Visitors**
- **\$354 Million Visitor Spending**
- **\$14.2 Million Local Taxes**
- **3,188 Full-time Jobs**

# TRANSIENT OCCUPANCY TAX (TOT)





# RETURN ON INVESTMENT

## July – January 2016

### SALINAS INVESTMENT

FYTD: **\$72,774**

### ECONOMIC IMPACT GENERATED BY MCCVB AT MID-YEAR

**\$20,865,531**

### RETURN ON INVESTMENT

**286:1**

# Marketing & Communications

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AT 201 MAIN  
**MONTEREY**  
Grab life by the moments:

1100 Main - Monterey  
1100 Main - Monterey  
1100 Main - Monterey  
1100 Main - Monterey  
1100 Main - Monterey



# MARKETING ACTIVITY

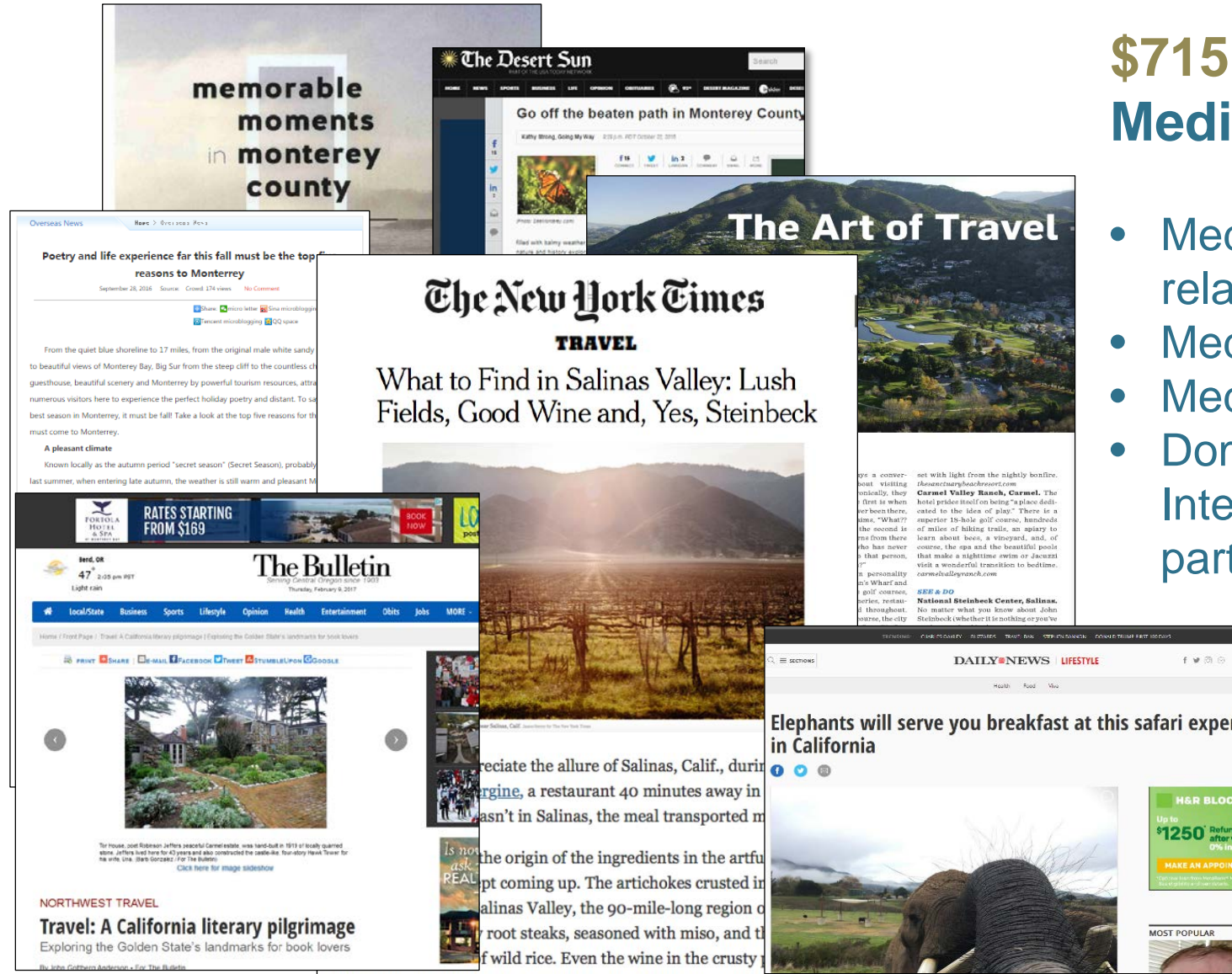


- Ad Campaigns
- Content Marketing
- Promotions & Contests
- Media/Public Relations
- International Programs
- Visitor Guide
- SeeMonterey.com

# MEDIA RELATIONS

**\$715K** in Earned Media

- Media relations/pitching
- Media missions
- Media FAMs
- Domestic & International agency partners





## MONTEREY MOMENTS



### Media Dinner and Consumer Activation at the Scottsdale Art Walk: Phoenix, Arizona

#### Social:

- **857,239 Impressions**

#### Media:

- *Golf Writer, East Valley Tribute, Eater AZ, Phoenix Magazine, Phoenix New Times, AZ Daily Star, CBS 5, Arizona Foothills Magazine*
- **\$18,039 in earned media value**
- **2,937,823 in media impressions**



# SOCIAL NETWORKS

## Followers and Fans:

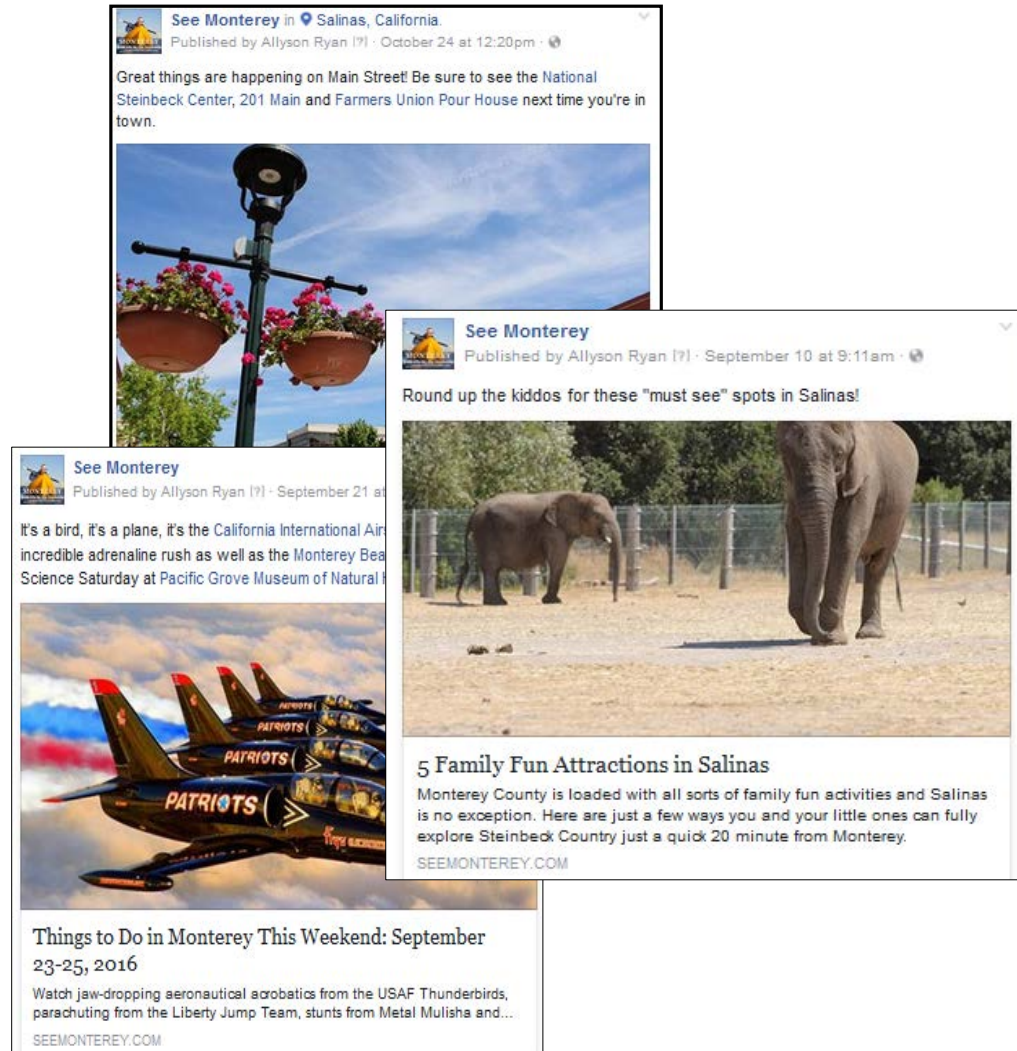
Facebook: 99,861: +23%

Twitter: 17,675: +24%

Blog: 25,000 average  
unique monthly visits: +49%

Instagram: 12,819: +146%

YouTube: 195: +17%



## DESTINATION SALINAS



- Visitor's Center Collaboration
- Tour & Travel outreach
- Media FAMs

# RESIDENT SENTIMENT STUDY (NOV 2016)

86%

## Tourism is an economic engine

**72%**

## ***Tourism brings more benefit than problems***

**78%**

## ***MCCVB promoting responsible tourism improves opinion of tourism and visitors***



*“Describe your view of tourists”*





# SUSTAINABLE MOMENTS

AT 201 MAIN  
**MONTEREY**  
Grab life by the moments:

11:00am - 1:00pm  
1:00pm - 3:00pm  
3:00pm - 5:00pm  
5:00pm - 7:00pm  
7:00pm - 9:00pm  
9:00pm - 11:00pm



# RESEARCH & REPORTING

**Strategy:** Distribution for research and data to improve business environment

**Tactics:**

- Quarterly Destination Performance Reporting
- Quarterly Market Intelligence reports
- Develop/synergize community data sharing opportunities

**Top Motivations for Visiting**  
(% of respondents)

Scenic Beauty (66.4%)	Overall Ambiance and Atmosphere (47.0%)
Weather (44.4%)	Restaurants, Cuisine, Food Culture (37.2%)

**Traveler Demographics** (% of respondents)



MONTEREY  
Grab life by the moments





**PLEASE JOIN US**

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**Quarterly Forum:**

**Wednesday April 26, 2017**

**2:00-3:00 PM**

**The Lodge at Pebble Beach**

AT 201 MAIN  
**MONTEREY**  
Grab life by the moments: