

MCCVB Scorecard July 1, 2015 – December 31, 2015

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MID-YEAR CITY INVESTMENT: \$169,104
TOTAL ECONOMIC IMPACT GENERATED BY MCCVB: \$11,849,536
RETURN ON INVESTMENT: \$69.07: 1

Monterey County Communication Effectiveness Key Findings

Twice a year, the MCCVB commissions a study to gauge how effective its advertising, marketing, and public relations initiatives are in affecting travel. At mid-year, the campaign has produced great results:

3,041,041 aware households

73,257 households were influenced by the campaign

\$1,036 average Trip spending

\$75,868,365 ad-influenced visitor spending

[For the full study, please click here](#)

MONTEREY
Monterey County Convention
& Visitors Bureau

Economic Benefit to the City of Pacific Grove

Group Sales & Services
Groups Booked: 19
Group Room Nights: 7,680

Economic Impact of Group Bookings: \$5,550,491

Sales Tax Generated: \$600,397.14
Jobs Supported by Group booking: 1,990
Transient Occupancy Tax Generated: \$263,969.83

Marketing & Communications
“GLBTM” Campaign Room Nights: 6,019
Booking.com Room Nights: 135

Economic Impact of Activity:

“GLBTM” Campaign Room Nights: \$4,552,102
Booking.com Room Nights: \$25,093

Visitor Services
Monterey Visitor Center Incremental Room
nights influenced: 5,314

Economic Impact of Room nights: \$1,721,849

2nd Quarter in Review

In the BuzzFeed promotion, “13 ways to Ruin your Diet In Monterey,” Pacific Grove’s Crema was featured. The promotion was seen by 24,291 people and had 3,900 social engagements (likes, shares, comments).

On November 4th, the MCCVB took our culinary talent on the road to LA for the latest event in the Monterey Moments ‘Pop Up’ culinary series. Chef Ted Walters of Passionfish joined us as we showcased our destination through a culinary lens. The event hosted 18 journalists from the Los Angeles media market and several follow up stories and familiarization trips are being scheduled as a result. The social reach from this event was more than 600,000.

In October, the MCCVB worked with the Monterey Regional Airport to install new and update existing MCCVB-branded signage. The new creative presents a cohesive branding and welcoming experience, and reinforces the Grab Life by the Moments brand campaign. It also encourages visitors to go to SeeMonterey.com website to get more information on Monterey County attractions and activities. Several images were installed throughout the airport, including the ticketing, arrival and baggage claim areas.

MCCVB Media Activity Report

SeeMonterey.com Unique Visitors

- | | |
|---|-------|
| • Pacific Grove web page unique visitors | 5,817 |
| • Pacific Grove web pages total referrals | 8,957 |
| • Pacific Grove web pages total impressions | 9,820 |

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Recent Blog Posts Highlighting Pacific Grove (October – December 2015):

[13 Moments to Add to Your Monterey Bucket List](#)

[12 Moments That Will Put You in “Ahhh” “Awww” and “Awe”](#)

[Things to Do in Monterey This Weekend: October 16-18, 2015](#)

[Best Thanksgiving Dinners in Monterey County 2015](#)

[Things to Do This Weekend in Monterey: October 23-25, 2015](#)

[Things to Do in Monterey this Halloween Weekend: October 30-November 1, 2015](#)

[Things to Do in Monterey This Weekend: November 6-8, 2015](#)

[5 Reasons to Visit Monterey This Winter](#)

[10 Awesome Holiday Events in Monterey](#)

[Christmas Dinners in Monterey County 2016](#)

[Guide to the 12 Flavors of Monterey for the Holidays](#)

[Things to Do in Monterey This Weekend: November 13-15, 2015](#)

[Monterey’s Photo of the Week 11/11](#)

[Monterey’s Photo of the Week 11/18](#)

[Things to Do in Monterey This Thanksgiving Day Weekend: November 26-29, 2015](#)

[7 Fitness Goals to Add to your Bucket List](#)

[Top 10 Selfie Spots in Monterey County](#)

[Things to Do This Weekend in Monterey: December 11-13, 2015](#)

[Things to Do in Monterey This Weekend: December 18-20, 2015](#)

MCCVB Media Relations Highlights

Earned Media: Advertising Equivalency | \$7,450,391

Publication Name: Houston Chronicle Online

Headline: Best places to view winter wildlife in Monterey County

Summary: This article includes some of Monterey County’s hidden winter secrets. While most of Monterey’s summer guests arrive by car, winter brings an impressive number of travelers by air and sea: migratory wildlife. The article highlights the Monarch Sanctuary, Point Lobos State Natural Reserve, Pacific Grove Museum of Natural History and the Monterey Bay Aquarium.

Advertising Value: \$91,443 | Unique Monthly Visitors: 1,147,313

Publication Name: FoodGPS

Headline: Where to Eat Well in Monterey County

Summary: This dining guide includes 15 food options each with accompanying images. Pacific Grove restaurants that are mentioned include Happy Girl Kitchen, Jeninni Kitchen & Wine Bar, and Passionfish.

Advertising Value: \$6,000 | Unique Monthly Visitors: 114,046

Publication Name: Smart Meetings

Headline: Explore California’s Other Wine County

Summary: This meeting focused article highlights many of Monterey County’s spaces and places to enjoy for meeting planners. Asilomar Conference Grounds was highlighted in the article as well as many others.

Advertising Value: \$25,905 | Unique Monthly Visitors: 160,038 | Circulation: 43,200

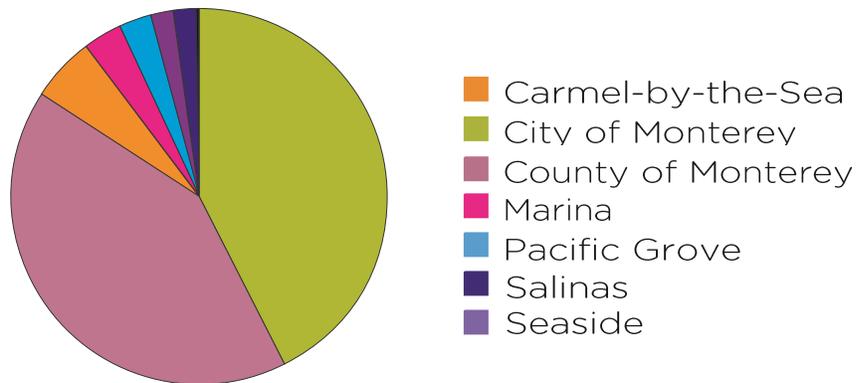
MCCVB Board and Advisor Representatives from Pacific Grove

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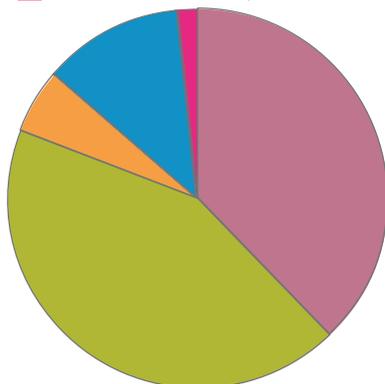
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MCCVB 2015-2016 Budget

2015 -2016 Jurisdiction Investment



2015 -2016 Expenditures



2015 -2016 Revenue

