



Fall Promotional Opportunities

Sign Up Form

MCCVB & Travelocity Promotion

Join the CVB & Travelocity this fall to reach visitors who are actively searching to book trips on the Travelocity website. Supported by advertising both within Travelocity and on other sites and search engines, this opportunity is a new program the CVB is launching to drive incremental business to the destination. To sign up right away, or to receive more information, please fill out this form and return to Travelocity today.

Promotion Timing—Aug 16-Oct 31
Commitment/Materials Deadline — July 31

Option 1: (Limited Hotel Banner Spaces Available) - \$2,500

Hotel partner receives one of five top banner placements on the Monterey County destination landing page on Travelocity. Will include image, star rating, lead price, offer copy and link to booking path.

Option 2: (Limited Hotel Text Spaces Available) - \$1,500

Hotel partner receives a text link placement on the Monterey County destination landing page on Travelocity. Will include star rating, lead price, and link to booking path.

Option 3: (Limited Attraction/Activity Spaces Available) - \$750

Attraction/activity partner receives a banner position in the attraction area on the Monterey County destination landing page on Travelocity. Will include image, star rating, offer copy and link to booking path.

Company Name:

Contact Name:

Title:

Phone:

Email:

Option 1

Option 2

Option 3



Travelocity Contact:

Diego Acosta

Market Manager

415-932-1214

Fax: 415-520-0811

diego.acosta@

travelocity.com

MCCVB Contact:

Aisha Maroon

Marketing Coordinator

831-657-6416

Fax: 831-648-5373

aisha@mccvb.org

Return to: Diego Acosta, Travelocity—diego.acosta@travelocity.com or
Fax to 831-648-5373, Attn: Aisha Maroon, marketing coordinator

For more information on the fall promotional program.

Sample of Travelocity Monterey County Destination Page

travelocity Customer Care | My Stuff

Home Flights Hotels Cars/Rail **Vacation Packages** Cruises Last Minute Packages Activities

Search Vacations Top Deals Disney Vacations Trip Ideas

Save on great escape packages in Monterey

Visit Monterey, California
Save on great escape packages in Monterey

Monterey County highlights everything that's best about California. Visit Monterey and see the amazing Monterey Bay Aquarium, as well as Cannery Row, made legendary by famous Salinas writer John Steinbeck. Experience the legendary golf courses of Pebble Beach. Take a California wine country vacation in Carmel Valley, Soledad or Salinas Valley, or go art gallery hopping in beautiful Carmel-by-the-Sea or buzzing Sand City. For an outdoor experience, hike the wild trails of Big Sur, go surfing in Moss Landing, or watch the hang gliders in Marina and Seaside. Dine in centrally located Del Rey Oaks, and relax in an old-fashioned, seaside home town among the Victorian cottages and monarch butterflies of Pacific Grove. Monterey County is your destination for a perfect California vacation.

Start Your Search!

Hotel

From: To:

Depart: Jun 24 Morning

Return: Jun 26 Evening

Guests: Adults (18+) Children (0-17) Seniors (65+)

Rooms: 1 Room 1: 2 0 0

Search

MONTEREY

alive is the air™

Activities

Pebble Beach Concours d'Elegance
August 12-16, 2009

A tradition going back over half a century, the Pebble Beach Concours d'Elegance, held this year on August 16, 2009, is where the world's collector cars meet and compete.

Cannery Row

In January 1958, the City of Monterey officially re-named Ocean View Avenue "Cannery Row" in honor of John Steinbeck and his novel that described a colorful past set amid the cannery culture of the time. Now, Cannery Row's buildings are updated, shinier versions of turn-of-the-century canneries. They house an eclectic blend of specialty shops, local artists' galleries, and more than 25 restaurants and world-class attractions that make Cannery Row a top tourist destination.

To learn more about Monterey County, please visit: www.seemonterey.com

Featured Hotels

Juniper Springs Resort
★★★★★
Nightly Rates from \$134

The perfect spot for families, Juniper Springs Resort offers all the conveniences of home and a great location close to town, the mountain, and more. Plus, your group can enjoy access to the services at nearby Eagle Lodge.

Mammoth Mountain Inn
★★★★★
Nightly Rates from \$127

Sleep among the peaks at 9,000 feet at Mammoth Mountain Inn. This unparalleled location offers million-dollar views and puts you just steps from the gondola. Choose from basic rooms to condos and suites.

The Village Lodge
★★★★★
Nightly Rates from \$149

With a pool, five hot tubs, three fitness centers, and an arcade—you'll have everything you need to keep your group cheering. Situated in the heart of The Village, this resort boasts all the services of a premier hotel.

The Inn at Snowbird	★★★★★	From \$69
The Lodge at Snowbird	★★★★★	From \$69
Little America Salt Lake City	★★★★★	From \$99
Marriott Salt Lake City Center	★★★★★	From \$109
Red Lion Salt Lake Downtown	★★★★★	From \$73
Salt Lake Plaza Hotel	★★★★★	From \$80
Howard Johnson Express	★★★★★	From \$54

Terms & Conditions:
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Option 1

Option 3

Option 2

Free Fall Promotion for MCCVB Members

Promote your special offer or package this fall on the MCCVB's promotional landing page at SeeMonterey/Escapes. Supported by online pay-per-click advertising, on the CVB's website, blog, twitter, facebook presence, and in visitor emails, this opportunity is free to MCCVB members. Please fill out this form and return to the MCCVB today.

Promotion Timing—Aug 16-Oct 31
Commitment/Materials Deadline — Jul 31

Offer Information Required:

Company Name:

Contact Name:

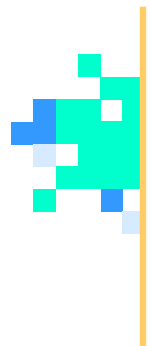
Title:

Phone:

Email:

One Image Needed: 180x147 px, jpg File (Send to aisha@mccvb.org)

Offer Description: (Must be no more than 40 words. CVB will edit as needed.)



In agreeing to participate in this free promotion, I also agree to provide the MCCVB with feedback on program success. I agree to provide tracking information including total room nights/tickets sold and total revenue as a result of the program. I understand the MCCVB will contact me following completion of the program to obtain this information.

Signed: _____

Date:

Please email completed form to aisha@mccvb.org or

Fax to 831-648-5373 by Friday, July 31.

MCCVB Contact:
Aisha Maroon
Marketing Coordinator
831-657-6416
Fax: 831-648-5373
aisha@mccvb.org

For more information on
the fall promotional
program.

Sample of SeeMonterey.com/Escape Landing Page (Top)
 & Partner Offers Page (Bottom)
 (Design from Spring '09 Campaign)

