AGENDA

See Monterey Marketing Committee - Regular Meeting
Thursday, October 22, 2026 3:00pm – 4:30pm
Location: The Inn at Spanish Bay, Royal Troon Room

CALL TO ORDER

PUBLIC COMMENT
This portion of the meeting is reserved for members of the public to address the Marketing Committee on any matter not on this agenda but under the jurisdiction of the Committee.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

A. Minutes of the July 29th, 2026 Joint Marketing & Sales Committee Meeting
   Recommended Action: Approve minutes as presented

B. Monthly Reports
   Recommended Action: Receive Q1 2026 Reports

REGULAR AGENDA
New Business

A. Q1 Results and Business Plan Updates

   Recommended Action: Receive presentation and review Q1 results and highlights. Provide See Monterey staff with feedback.

B. Review Current and Future Marketing Communications Initiatives
   Recommended Action: Receive presentation. Provide See Monterey staff with feedback.

GOOD OF THE ORDER

NEXT MEETING OF THE COMMITTEES:

Joint Marketing & Sales Committee

Wednesday, January 20, 2027- 3:00pm-4:30pm

ADJOURN

Meeting Minutes

See Monterey Joint Marketing & Sales Committee - Regular Meeting
Wednesday, July 29, 2026, 3:00pm - 4:30pm
Location: Monterey Conference Center - Steinbeck 1, 1 Portola Plaza, Monterey CA 93940

Committee Members Present:

Sales Committee:

Heidi Bettencourt	Hyatt Regency Monterey Hotel and Spa
Vivian Garcia	Asilomar Conference Grounds
Alex Marin	Asilomar Conference Grounds
Casey Swanston Edwards	Monterey Marriott
Kehaulani McGregor	InterContinental The Clement
Terri D'Ayon Joyce	Portola Hotel and Spa
Tyler DeWittie	Kimpton Mirador
Janet Fagan	Courtyard/Residence Inn Sand City
[Substitute for Michael Jordan - name TBD]	Monterey Beach Hotel

Marketing Committee:

Will Elkington (Chair)	Monterey Plaza Hotel
Trenton Platt	Monterey Bay Aquarium
Paige Weaver	City of Monterey
Tonya Hufford	City of Monterey
Eric Vogel	Pebble Beach Company
Evan Loewy	Other Brother
Colin Twohig	Big Sur River Inn
Sue Dreyer	Inns of Monterey
Amy Herzog	Visit Carmel

Other Board Members Present: Janine Chicourrat, Erik Uppman
Staff Present: Jeff Watts, David Cater, Joe Marcy, Michele Pearce, Teresa Savage, Dawn Mathes-Park, Leslie Chavez, Mackenzie Fisher, Erin Burd, Sandy Huerta, Colleen Courtney, Jennifer Chiesa
Other Attendees: Lauren Siring, Christine Russo Robertson

CALL TO ORDER: Will Elkington called the meeting to order at 3:05 p.m.

INTRODUCTIONS: Teresa Savage introduced Will Elkington as Chair of the Marketing Committee and Heidi Bettencourt as Chair of the Sales Committee. All attendees went around the room to introduce themselves and share brief updates on their properties and organizations.

DRAFT

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS: See Monterey welcomed two new team members, Jeff Watts (Executive and Board Administrator) and Colleen Courtney (Community Relations Director). Staff also announced Krista Bailey Sherman's Cal Travel 30 & Under award and Kayce Boettcher's Smart Meetings Stellar Performer recognition. Jennifer Chiesa gave an update on the Monterey Car Week Media Roundtable held at WeatherTech Raceway, including a refreshed Car Week website and new online media resource center.

CONSENT AGENDA

A. Agenda: Minutes of the April 14, 2026 Joint Marketing & Sales Committee Meeting
   Recommended Action: Approve minutes as presented
   There was a motion to approve the consent agenda as presented. M/S Amy Herzog / Heidi Bettencourt. The motion carried unanimously.
B. Agenda: Monthly Reports
   Recommended Action: Receive June Reports

REGULAR AGENDA
NEW BUSINESS

A. Agenda: Fiscal Year 2025-26 Year End Results
   Recommended Action: Receive presentation and discuss year-end results
   Staff presented year-end performance data (occupancy, ADR, demand, and business development results). No motion was made.
B. Agenda: Fiscal Year 2026-27 Business Plan
   Recommended Action: Receive presentation and discuss sales & marketing business plan and activities
   Staff presented the FY2026-27 marketing and sales plan. Board members discussed the One More Night campaign booking window, requesting it extend through February and asking for the ability to exclude specific from participation. Members also discussed submitting their holiday event information to See Monterey for inclusion on a dedicated holiday information hub, similar to the Car Week website. Staff reminded attendees to register for the See Monterey Annual Meeting on September 17. No motion was made.

BOARD MEMBER ANNOUNCEMENTS: None

GOOD OF THE ORDER:
Any further discussions: Janine raised concerns about TikTok and "TikTok Go" influencer activity generating bookings for member properties that route through third-party platforms rather than direct booking channels, and asked how to help redirect those bookings back to hotels directly. Staff noted See Monterey maintains an active TikTok presence and offered to help members monitor related content.

Any Public Comment: None

NEXT MEETING: Sales Committee: Wednesday, October 21, 2026, 3:00pm - 4:30pm; Marketing Committee: Thursday, October 22, 2026, 3:00pm - 4:30pm

ADJOURN: Will Elkington adjourned the meeting at 4:37 p.m.

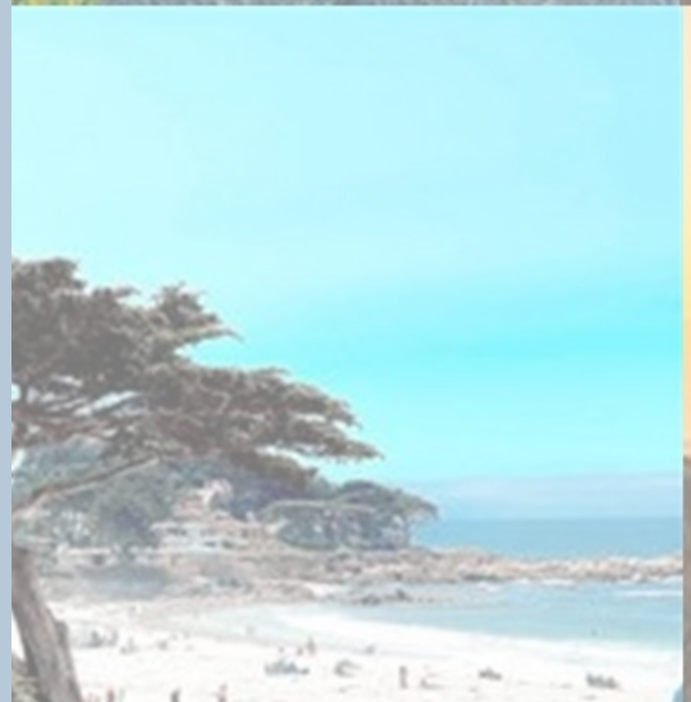
DRAFT

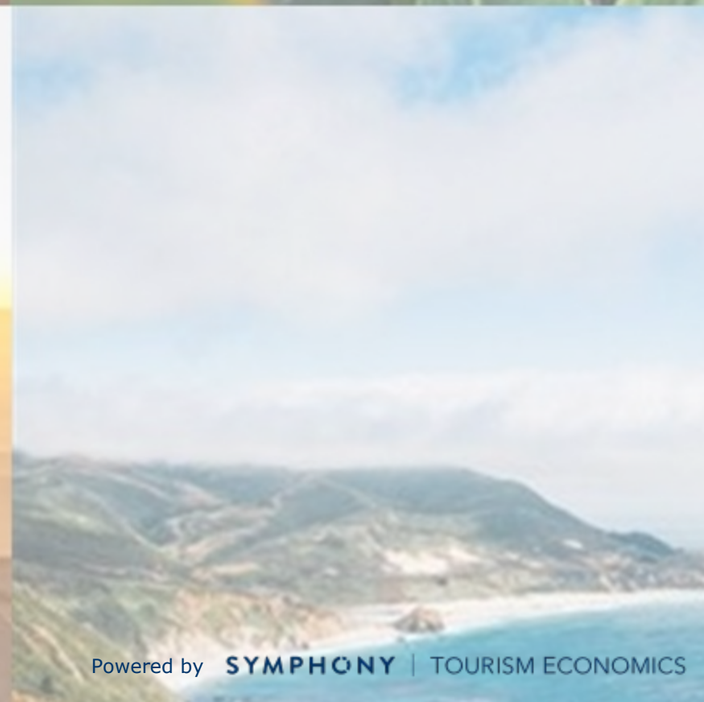




Monthly Summary Report

September 2026



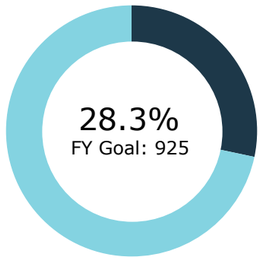


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Organization Goals

Fiscal Year-to-Date as of September 2026

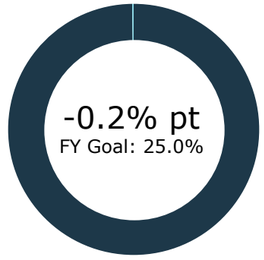
Sales Leads



September 2026
89
+17.1% YOY

Fiscal Year-to-Date
262
+25.4% YOY

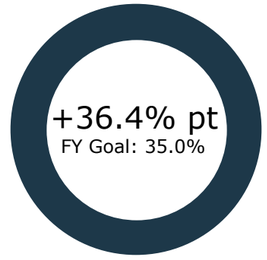
Sales Conversion



September 2026
14.6%
-14.6% YOY

Fiscal Year-to-Date
24.8%
-5.7% YOY

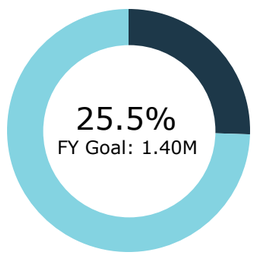
Sales New Business



September 2026
56.5%
-23.4% YOY

Fiscal Year-to-Date
71.4%
+53.9% YOY

Engaged Sessions

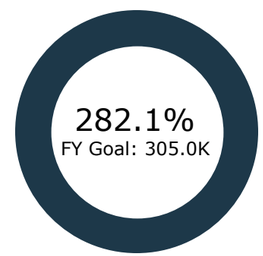


September 2026
63,334
-29.8% YOY

Fiscal Year-to-Date
357,100
-31.5% YOY

Total Social Media Audience

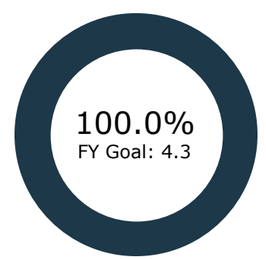
(Follower Growth +6% net increase YOY)



September 2026
287,228
+6.0% YOY

Fiscal Year-to-Date
860,557
+6.4% YOY

Intent to Visit Score



As of June 2026, the brand measures achieved 4.3

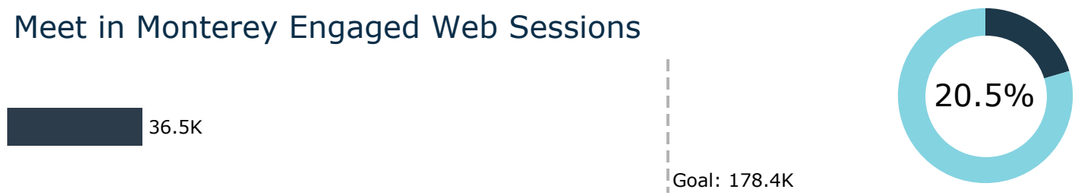
*Note: The Intent to Visit Score is updated biannually

Source: See Monterey

MarCom KPIs

Fiscal Year-to-Date as of September 2026

Meet in Monterey Engaged Web Sessions



Website Impressions



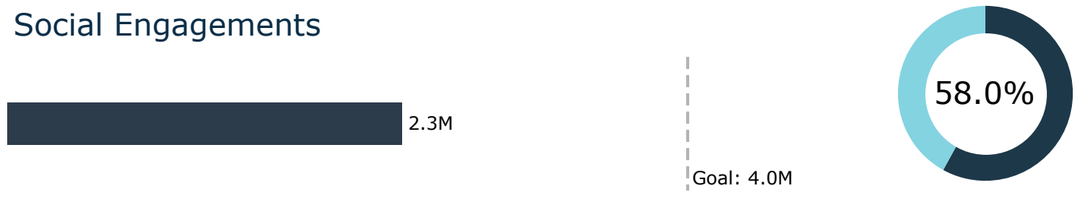
Partner Site Conversions



Top Level Group Conversions



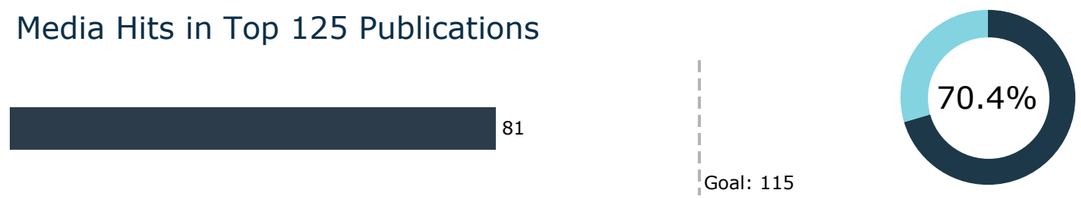
Social Engagements



Earned Media Impressions



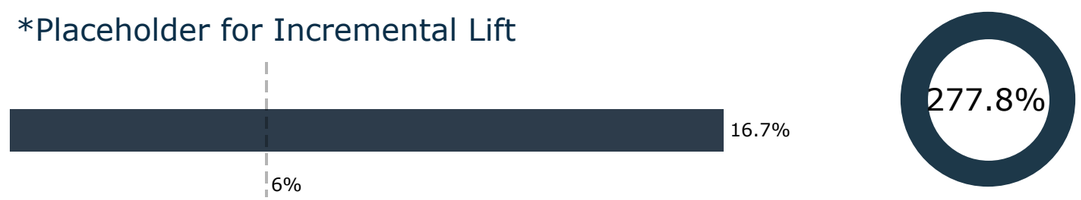
Media Hits in Top 125 Publications



Average Media Quality Score



*Placeholder for Incremental Lift



*Placeholder for Incremental Visitation



Source: See Monterey

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Hotel Review

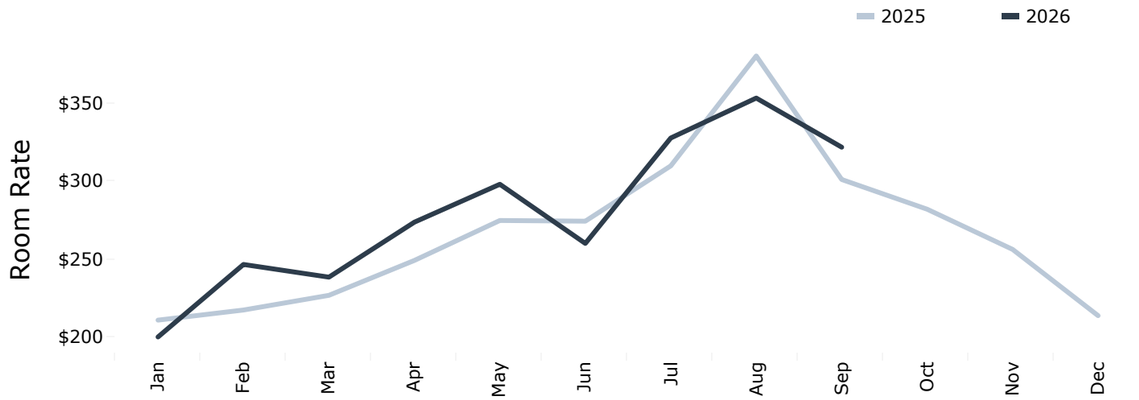
Monthly Performance by Market

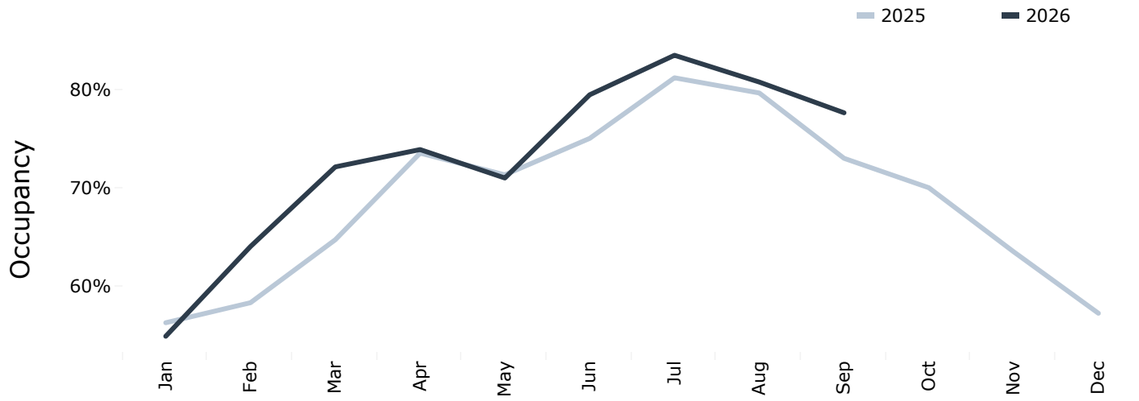
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jul	Limited+	82.2%	+2.5%	$209	+4.8%	$172	+7.4%
	Full Service+	88.5%	+4.4%	$355	+3.1%	$314	+7.6%
	Luxury+	87.8%	+2.2%	$1,143	+8.3%	$1,004	+10.7%
	Group properties+	88.4%	+3.8%	$535	+5.7%	$473	+9.8%
	Cannery Row+	93.3%	+3.1%	$455	+7.1%	$425	+10.5%
	City of Monterey, CA+	86.8%	+3.3%	$287	+3.6%	$249	+7.0%
	Monterey County, C..	83.5%	+2.8%	$328	+5.8%	$274	+8.8%
	Unincorporated Mon..	87.4%	+5.1%	$490	+8.0%	$429	+13.5%
Aug	Limited+	78.9%	+1.4%	$247	+3.4%	$195	+4.8%
	Full Service+	87.0%	+3.0%	$458	+2.2%	$399	+5.3%
	Luxury+	82.6%	-4.7%	$812	-33.7%	$671	-36.8%
	Group properties+	86.1%	+2.3%	$538	-15.4%	$463	-13.4%
	Cannery Row+	91.4%	+2.5%	$553	+4.1%	$505	+6.7%
	City of Monterey, CA+	84.1%	+2.3%	$365	+1.9%	$307	+4.3%
	Monterey County, C..	80.8%	+1.4%	$354	-7.1%	$286	-5.8%
	Unincorporated Mon..	83.5%	+1.4%	$546	-3.5%	$456	-2.2%
Sep	Limited+	75.8%	+7.4%	$203	+13.1%	$154	+21.5%
	Full Service+	84.3%	+6.2%	$340	+10.6%	$287	+17.5%
	Luxury+	78.6%	-2.2%	$1,197	+2.9%	$941	+0.6%
	Group properties+	83.3%	+5.0%	$506	+6.3%	$422	+11.6%
	Cannery Row+	86.6%	+3.9%	$446	+15.2%	$386	+19.6%
	City of Monterey, CA+	81.3%	+6.4%	$278	+11.7%	$226	+18.8%
	Monterey County, C..	77.7%	+6.4%	$322	+6.9%	$250	+13.7%
	Unincorporated Mon..	77.6%	+3.8%	$425	+4.0%	$330	+7.9%

Calendar Year-to-Date Performance

Monterey County, CA+

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
73.1%	**$285**	**$208**	**3.4M**	**2.5M**	**$717.1M**
+3.8%	+2.7%	+6.5%	+2.0%	+5.8%	+8.6%





Source: STR

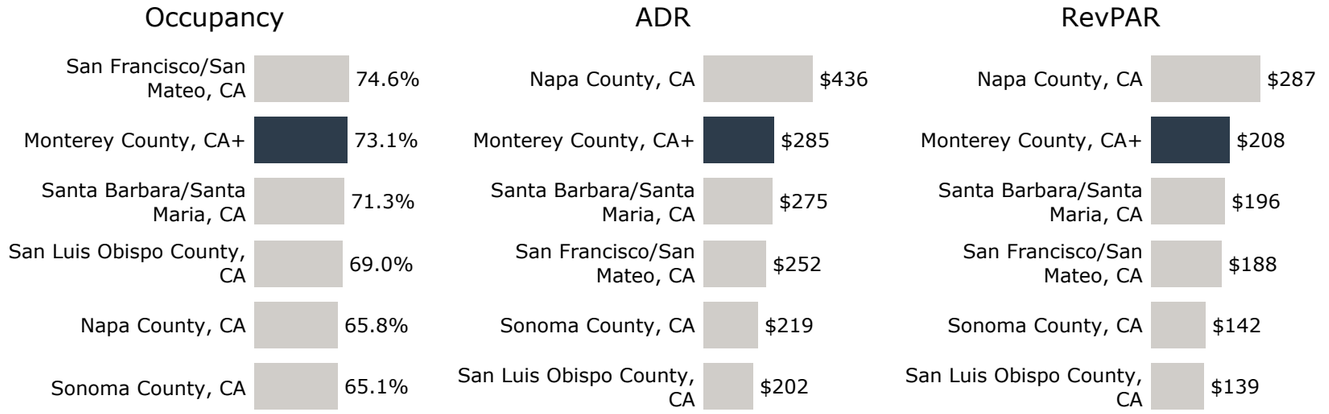
Hotel Competitive Performance

Monthly Performance by Market

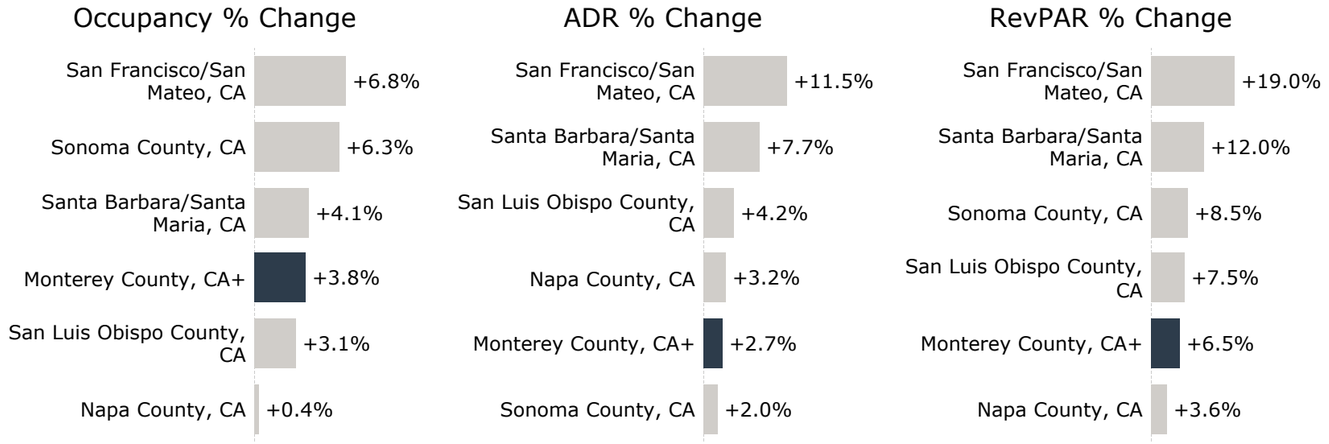
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jul	Monterey County, CA+	83.5%	+2.8%	$328	+5.8%	$274	+8.8%
	Napa County, CA	70.2%	-0.8%	$438	+3.9%	$308	+3.1%
	San Francisco/San Mateo, CA	74.4%	+2.5%	$207	+5.4%	$154	+8.1%
	San Luis Obispo County, CA	80.3%	+3.1%	$236	+5.5%	$190	+8.7%
	Santa Barbara/Santa Maria, CA	79.8%	+3.2%	$313	+10.3%	$250	+13.8%
	Sonoma County, CA	72.5%	+5.2%	$229	-0.1%	$166	+5.1%
Aug	Monterey County, CA+	80.8%	+1.4%	$354	-7.1%	$286	-5.8%
	Napa County, CA	70.8%	-4.8%	$445	-0.6%	$315	-5.4%
	San Francisco/San Mateo, CA	79.3%	+6.6%	$217	+8.7%	$172	+15.8%
	San Luis Obispo County, CA	74.6%	-1.5%	$226	+2.5%	$169	+0.9%
	Santa Barbara/Santa Maria, CA	77.7%	+2.9%	$324	+6.5%	$252	+9.6%
	Sonoma County, CA	71.0%	+0.5%	$232	+0.8%	$165	+1.3%
Sep	Monterey County, CA+	77.7%	+6.4%	$322	+6.9%	$250	+13.7%
	Napa County, CA	76.0%	+4.4%	$515	+5.8%	$392	+10.5%
	San Francisco/San Mateo, CA	80.4%	+4.6%	$279	+12.6%	$224	+17.9%
	San Luis Obispo County, CA	71.5%	+10.0%	$209	+8.5%	$149	+19.3%
	Santa Barbara/Santa Maria, CA	75.3%	+7.6%	$307	+12.1%	$231	+20.6%
	Sonoma County, CA	71.7%	+11.1%	$253	+8.0%	$182	+20.1%

Calendar Year-to-Date Performance

Performance by Market



% Change vs. Previous Year



Source: STR

Hotel Booking Segmentation

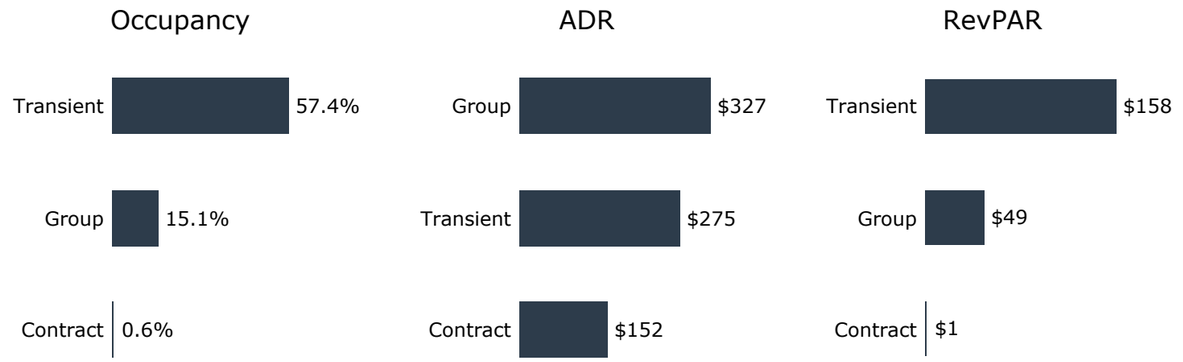
September 2026 Performance by Segment

	Segment	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Monterey County, CA+	Transient	55.1%	+2.1%	$320	+7.7%	$176	+10.0%
	Group	22.0%	+18.8%	$332	+3.9%	$73	+23.4%
	Contract	0.5%	+0.7%	$154	+50.6%	$1	+51.6%
Napa County, CA	Transient	51.6%	+7.9%	$525	+7.3%	$271	+15.9%
	Group	24.2%	-2.6%	$497	+2.7%	$120	+0.0%
	Contract	0.2%	+62.0%	$177	-12.0%	$0	+42.6%
San Francisco/San Mateo, CA	Transient	56.7%	+9.3%	$274	+16.0%	$155	+26.9%
	Group	18.2%	-6.8%	$334	+9.3%	$61	+1.9%
	Contract	5.5%	+1.2%	$152	-1.1%	$8	+0.1%
San Luis Obispo County, CA	Transient	62.7%	+10.0%	$209	+9.1%	$131	+20.0%
	Group	8.5%	+7.9%	$203	+3.6%	$17	+11.8%
	Contract	0.3%	+152.0%	$218	+23.1%	$1	+210.1%
Santa Barbara/Santa Maria, CA	Transient	61.7%	+14.1%	$295	+18.7%	$182	+35.4%
	Group	11.9%	-16.3%	$390	+1.5%	$46	-15.1%
	Contract	1.6%	+2.8%	$163	+5.3%	$3	+8.2%
Sonoma County, CA	Transient	54.8%	+6.5%	$232	+10.1%	$127	+17.2%
	Group	16.4%	+31.2%	$326	-3.0%	$53	+27.3%
	Contract	0.6%	-8.3%	$197	+39.6%	$1	+28.0%

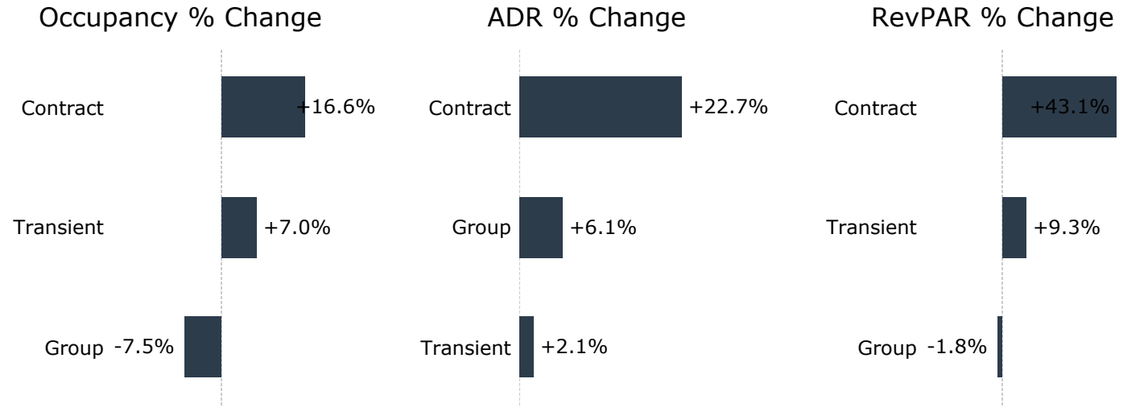
Monterey County, CA+ Segment Performance

Calendar Year-to-Date

Performance by Market



% Change vs. Previous Year



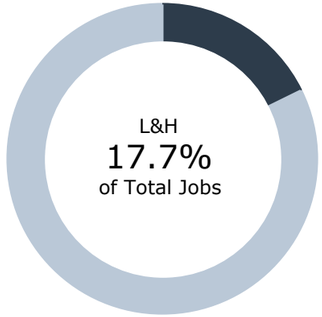
Source: STR

Leisure & Hospitality Workforce

Salinas, CA

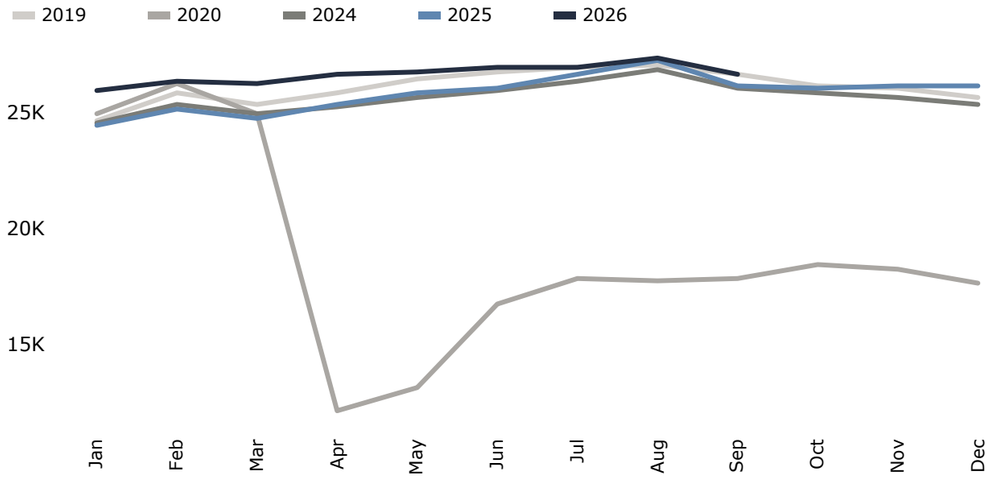
Total Leisure & Hospitality Jobs

L&H Jobs
as of September 2026
26.6K
+1.9% YOY | +0.0% vs. 2019



Employment Recovery

Leisure & Hospitality Jobs (Thousands)

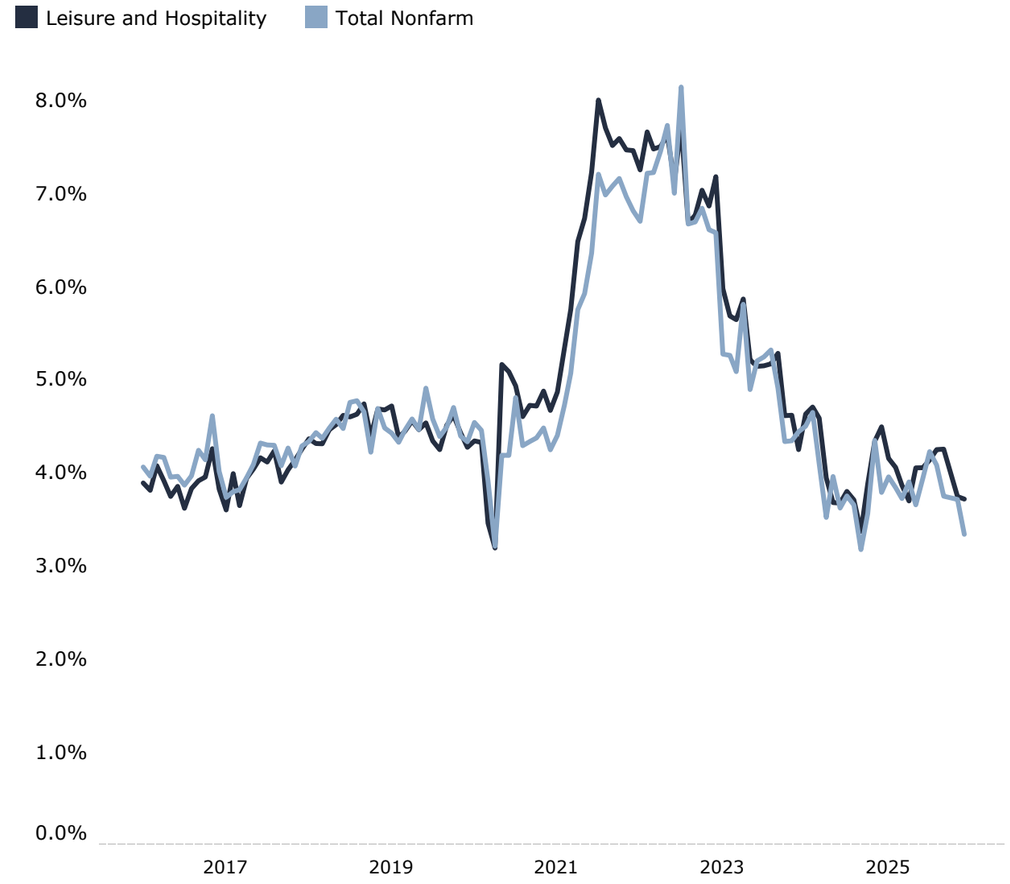


Source: Bureau of Labor Statistics

Leisure & Hospitality Job Openings

Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics

Airport TSA Checkpoint Volume & Visitor Origins

MRY - Monterey Regional

Monthly TSA Checkpoint Volume

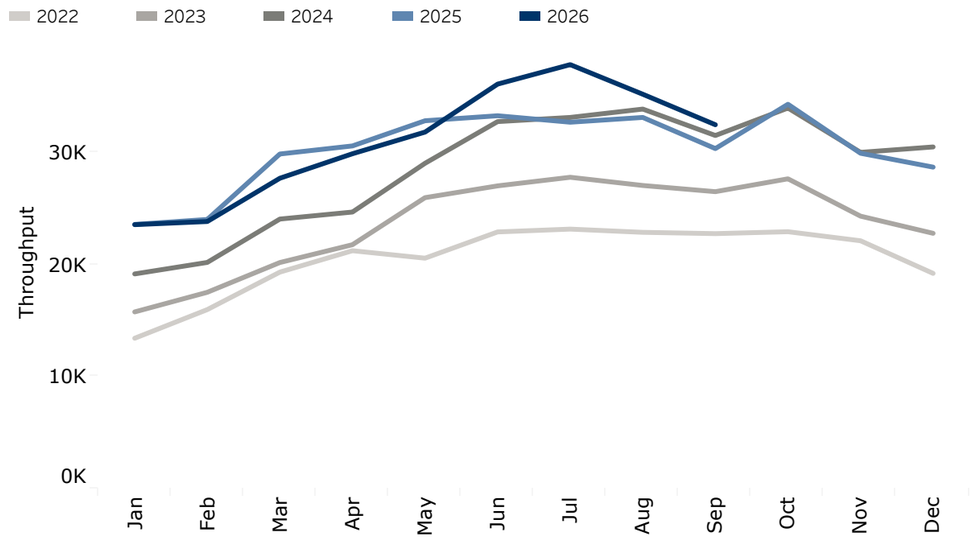
September 2026 Volume

32.4K

+7.0% YOY

TSA Checkpoint Volume by Month

Last Five Calendar Years



Source: Transportation Security Administration

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Sep 2026 Volume

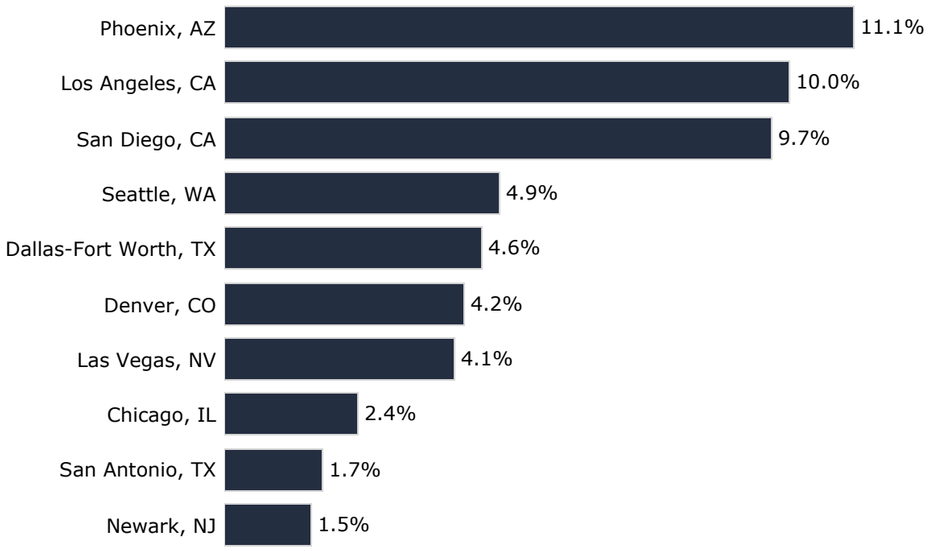
278.2K

+3.0% YOY

Source: Transportation Security Administration

Top Origin Markets - Air

Jan - Aug 2026 Visitor Arrivals



Source: OAG

Visitor Profile

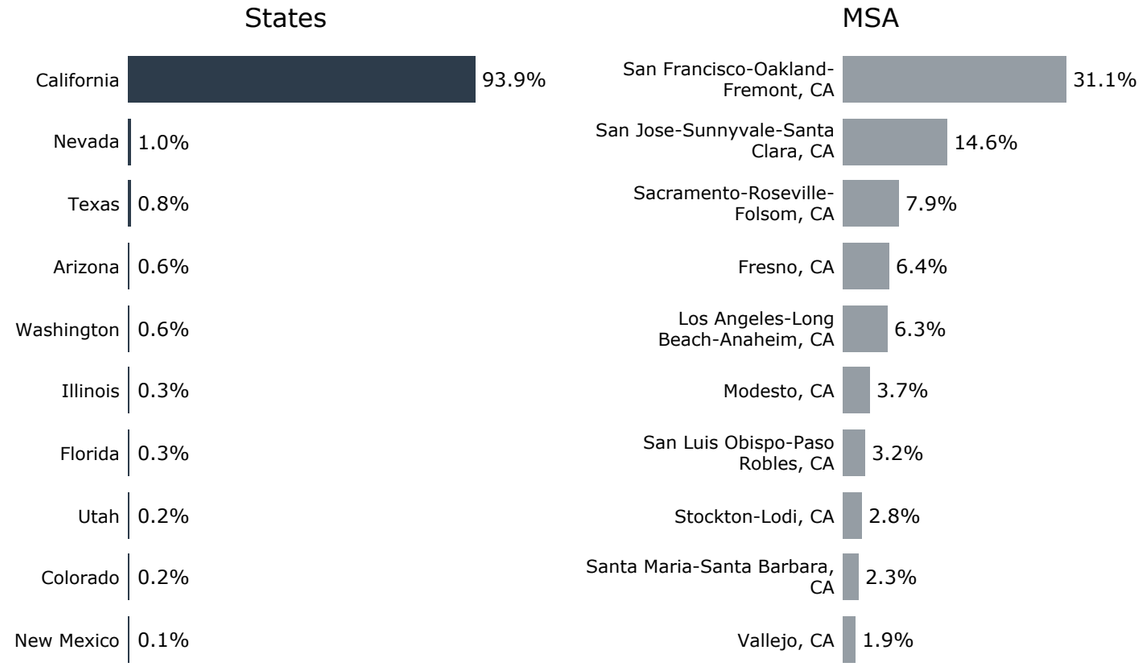
August 2026 Domestic Visits

1.3 days
Avg. Length of Stay

88%
Overnight Trip Share

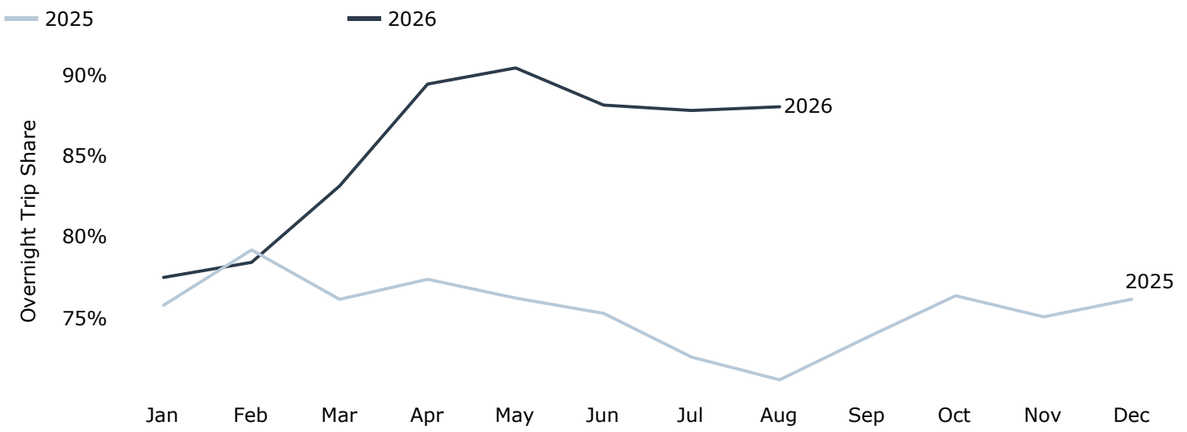
61%
Repeat Trip Share

Top Origin Markets



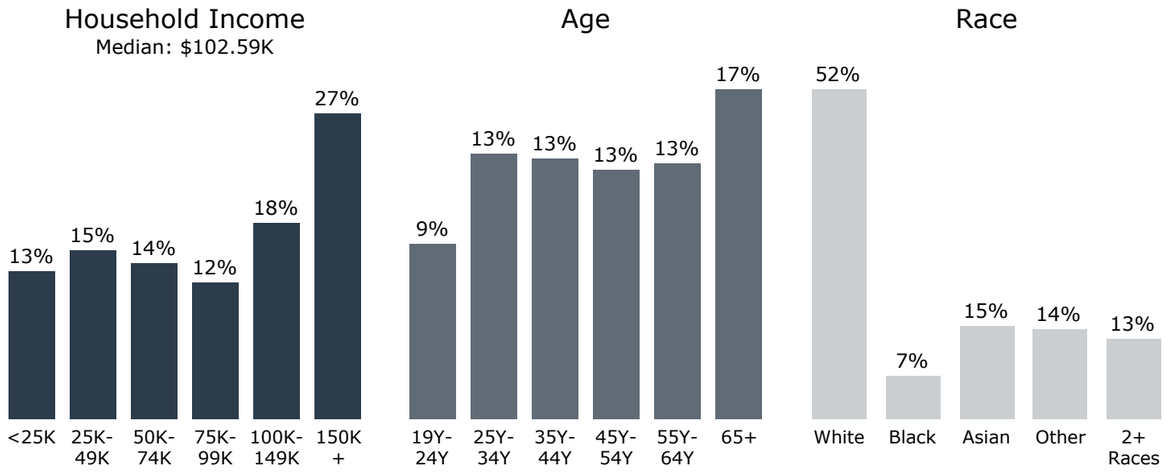
Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month



August 2026 Visitor Origin Demographics

Share of Total



Source: Azira & U.S. Census Bureau

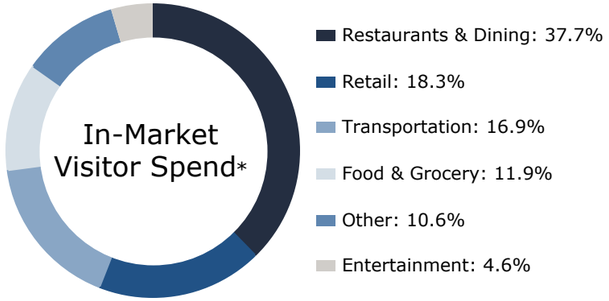
Domestic Visitor Spending

Monthly Visitor Credit Card Spending

August 2026 Card Spend

$108.5M

+4.4% YOY



- Restaurants & Dining: 37.7%
- Retail: 18.3%
- Transportation: 16.9%
- Food & Grocery: 11.9%
- Other: 10.6%
- Entertainment: 4.6%

Calendar Year-to-Date Visitor Credit Card Spending

Jan - Aug 2026 Card Spend

$726.1M

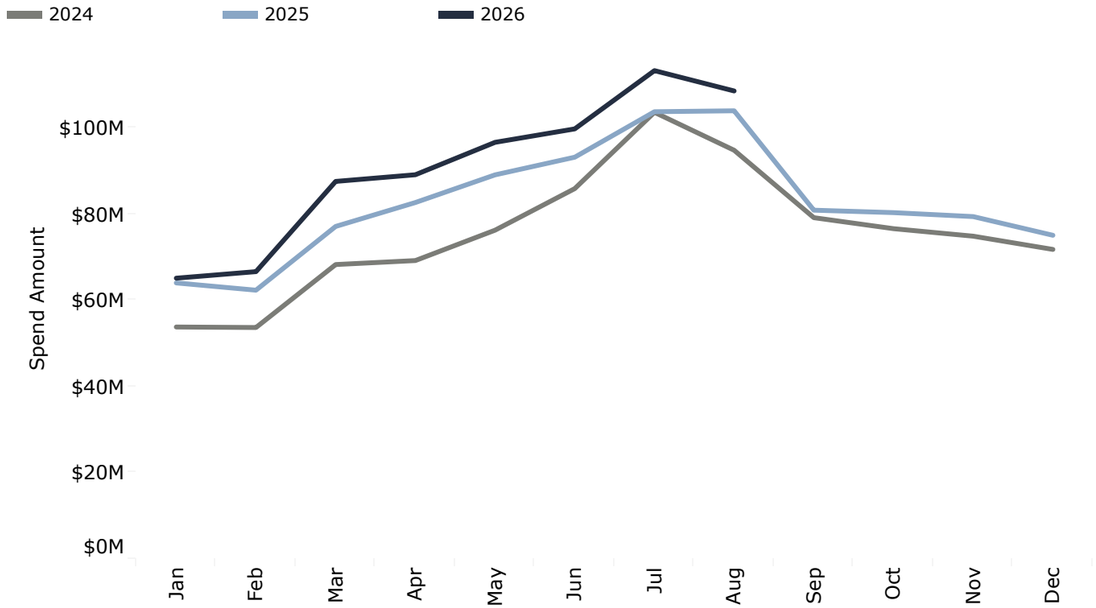
+7.5% YOY



- Restaurants & Dining: 38.1%
- Retail: 18.1%
- Transportation: 16.3%
- Food & Grocery: 12.1%
- Other: 11.3%
- Entertainment: 4.1%

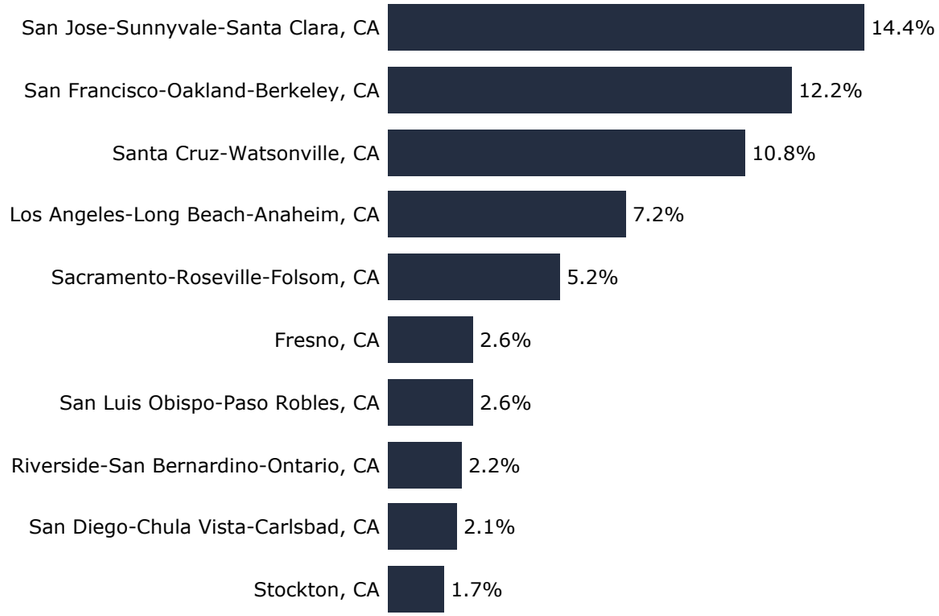
Visitor Spending by Month

Last Three Calendar Years



Top Visitor Origins by Spending

Jan - Aug 2026



* In-market spending on accommodations excluded from share of spending by category charts
Source: Visa Destination Insights

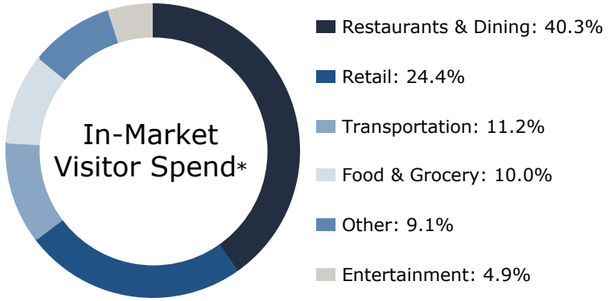
International Visitor Spending

Monthly Visitor Credit Card Spending

August 2026 Card Spend

$6.4M

+4.7% YOY



- Restaurants & Dining: 40.3%
- Retail: 24.4%
- Transportation: 11.2%
- Food & Grocery: 10.0%
- Other: 9.1%
- Entertainment: 4.9%

Calendar Year-to-Date Visitor Credit Card Spending

Jan - Aug 2026 Card Spend

$29.4M

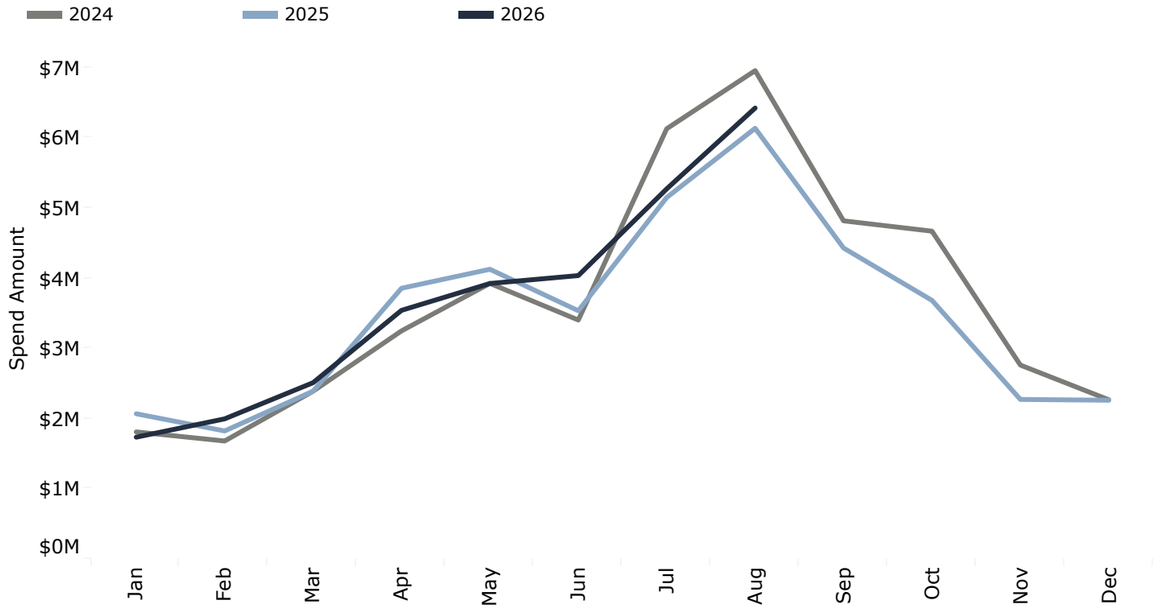
+1.2% YOY



- Restaurants & Dining: 38.9%
- Retail: 24.2%
- Other: 10.9%
- Food & Grocery: 10.3%
- Transportation: 10.0%
- Entertainment: 5.7%

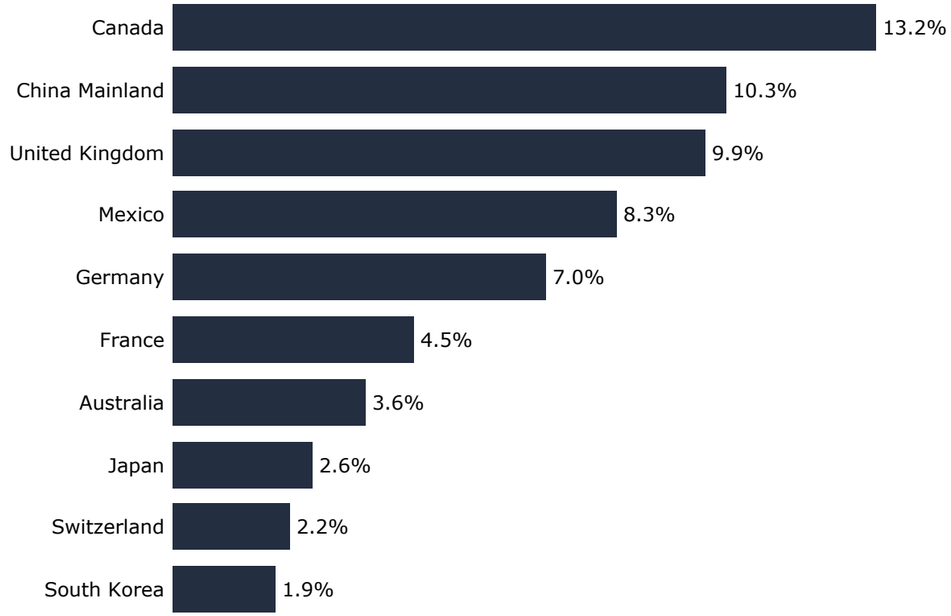
Visitor Spending by Month

Last Three Calendar Years



Top Visitor Origins by Spending

Jan - Aug 2026



* In-market spending on accommodations excluded from share of spending by category charts
Source: Visa Destination Insights

Rooms On-the-Books - Single Property

Jan - Sep 2026 Meetings & Sports Events

Events	Rooms	Attendees
161	**23.8K**	**17.3K**

Assist & Definite Room Nights by Year & Month

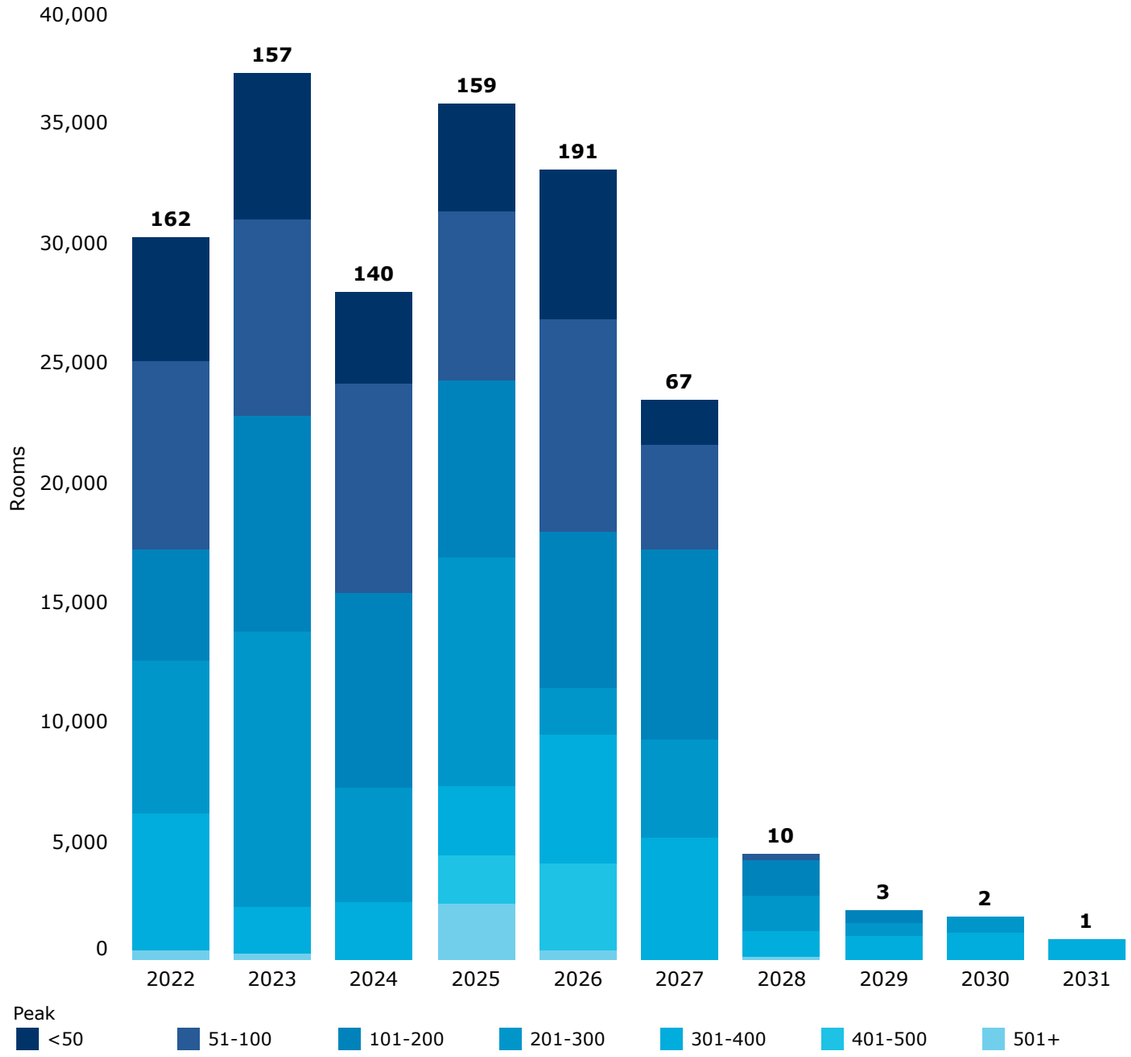
Total All room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	2.9K	5.1K	4.8K	5.1K	4.1K	3.1K	2.5K	1.7K	3.3K	4.9K	3.7K	1.1K	42.2K
2020	2.6K	2.1K	1.7K	717	121	104	69	67	336			21	7.9K
2021		469		120	424	973	115	487	3.3K	2.1K	3.9K	579	12.5K
2022	503	3.2K	1.8K	1.3K	5.8K	1.4K	2.9K	2.9K	3.0K	2.2K	4.0K	1.3K	30.3K
2023	5.0K	2.5K	4.4K	2.9K	3.6K	2.0K	2.3K	1.7K	1.8K	6.7K	3.6K	838	37.2K
2024	1.6K	2.0K	3.3K	3.3K	3.1K	1.2K	1.8K	1.6K	3.7K	2.0K	3.2K	1.1K	28.1K
2025	1.7K	3.9K	5.8K	3.8K	1.5K	3.0K	3.8K	1.9K	2.8K	3.9K	2.9K	870	35.9K
2026	1.8K	6.7K	3.3K	2.1K	2.9K	3.5K	892	1.8K	3.0K	6.6K	576	69	33.2K
2027	2.0K	2.5K	4.1K	2.8K	3.2K	4.0K	744	833	3.0K		290		23.5K
2028	582	525	104	1.1K		223	742		486	790			4.6K
2029		976	676							595			2.2K
2030	820				1.2K								2.0K
2031		976											976

Difference from avg. share of annual total rooms

-11% 91%

Assist & Definite Room Nights



Source: See Monterey CRM (Simpleview)

Powered by SYMPHONY | TOURISM ECONOMICS

Rooms On-the-Books - MCC

Jan - Sep 2026 Meetings & Sports Events

Events	Rooms	Attendees
41	**37.7K**	**45.5K**

Assist & Definite Room Nights by Year & Month

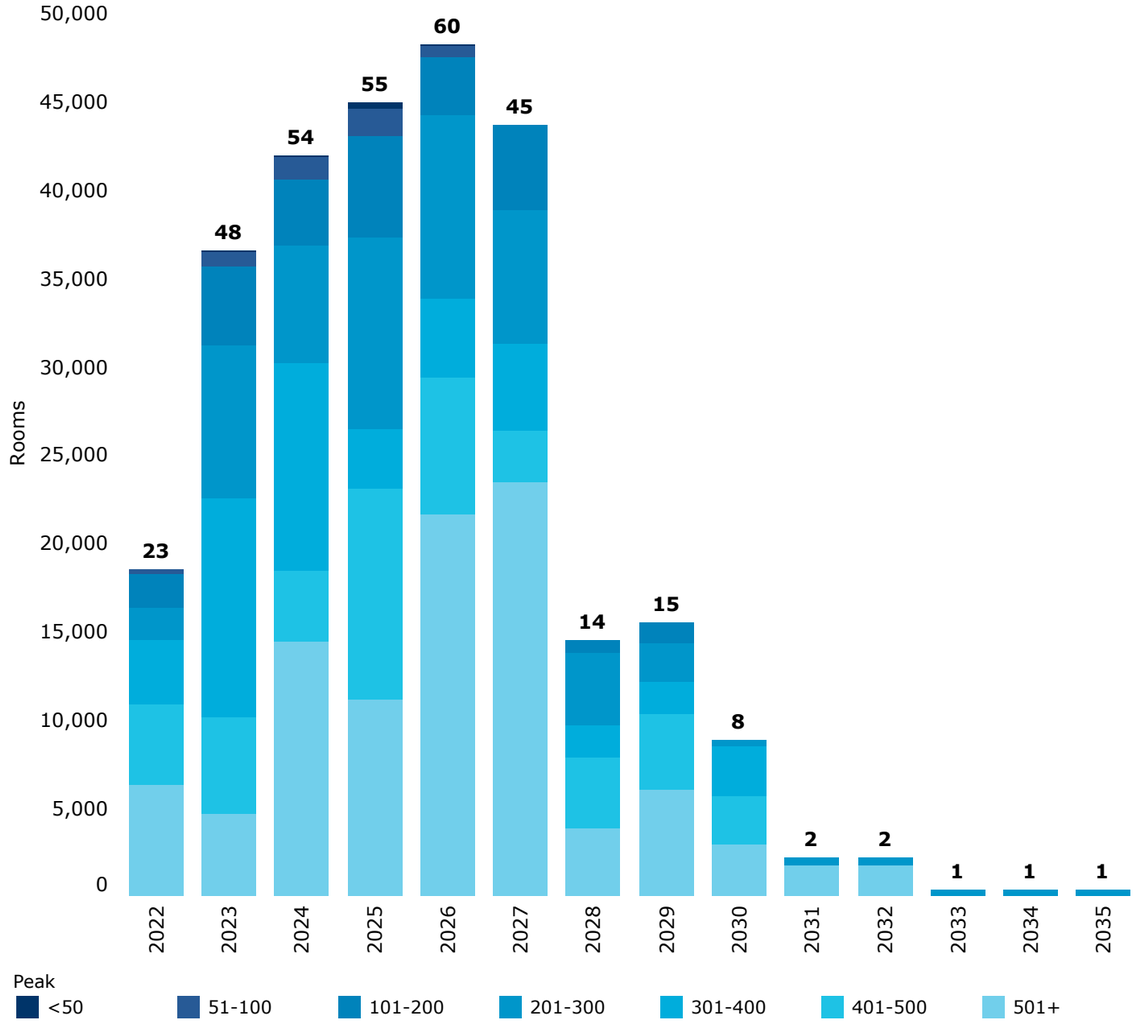
Total All room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	116	1.5K	332	1.1K	3.2K	3.6K	5.9K	865	5.7K	4.0K	3.4K	3.2K	32.9K
2020	2.3K	3.3K					36						5.7K
2021					770	225	2.9K	1.2K	310	1.4K	3.1K		9.8K
2022	557	3.5K	610	3.7K	573	1.3K	3.7K		2.3K		1.0K	1.5K	18.7K
2023	3.0K	4.1K	3.8K	2.0K	5.5K	1.5K	2.5K	1.1K	5.8K	2.9K	3.1K	1.3K	36.7K
2024	6.6K	4.9K	2.4K	2.7K	1.6K	2.4K	3.6K	1.8K	4.7K	7.0K	2.8K	1.6K	42.1K
2025	4.1K	3.5K	3.4K	4.0K	3.2K	1.9K	5.0K	5.6K	4.9K	5.4K	3.4K	818	45.1K
2026	3.2K	5.9K	4.6K	3.9K	951	4.7K	4.5K	3.0K	7.0K	6.1K	3.3K	1.3K	48.4K
2027	2.2K	6.2K	2.7K	5.9K	4.0K	767	6.5K	2.3K	4.8K	3.2K	4.7K	615	43.8K
2028	3.1K		910	1.6K	1.1K	367		1.1K	3.5K		2.9K		14.6K
2029	1.5K	517	460	1.0K	2.7K	874		1.1K	2.9K	595	4.0K		15.7K
2030		1.3K		1.9K					2.9K	595	2.3K		9.0K
2031		1.7K									580		2.3K
2032		1.7K									580		2.3K
2033											580		580
2034											580		580
2035										580			580

Difference from avg. share of annual total rooms

-14% 91%

Assist & Definite Room Nights



Source: See Monterey CRM (Simpleview)

Powered by SYMPHONY | TOURISM ECONOMICS

Convention Center Groups

Calendar Year | Assist & Definite Groups | Turned definite as of 10/16/2026

Meetings with <200 Peak Room Nights

	Event Count	Attendance	Status-based rooms
2021	3	145	535
2022	9	2,274	2,345
2023	19	4,725	5,521
2024	22	6,763	4,705
2025	22	9,232	7,036
2026	26	7,323	4,869
2027	14	4,613	5,053
2028	2	535	884
2029	3	735	1,391

Meetings with 201-300 Peak Room Nights

	Event Count	Attendance	Status-based rooms
2021	2	1,500	1,449
2022	3	1,012	1,847
2023	11	5,412	8,605
2024	11	5,910	6,708
2025	14	8,966	10,825
2026	12	8,580	10,345
2027	11	6,170	7,602
2028	5	3,206	4,063
2029	3	1,750	2,177
2030	1	550	595
2031	1	550	580

Meetings with 301-400 Peak Room Nights

	Event Count	Attendance	Status-based rooms
2021	2	1,050	1,938
2022	3	22,300	3,687
2023	11	28,300	12,460
2024	11	46,250	11,716
2025	4	41,400	3,390
2026	5	42,500	4,487
2027	5	41,450	4,831
2028	2	40,000	1,864
2029	2	40,000	1,864
2030	3	40,800	2,774

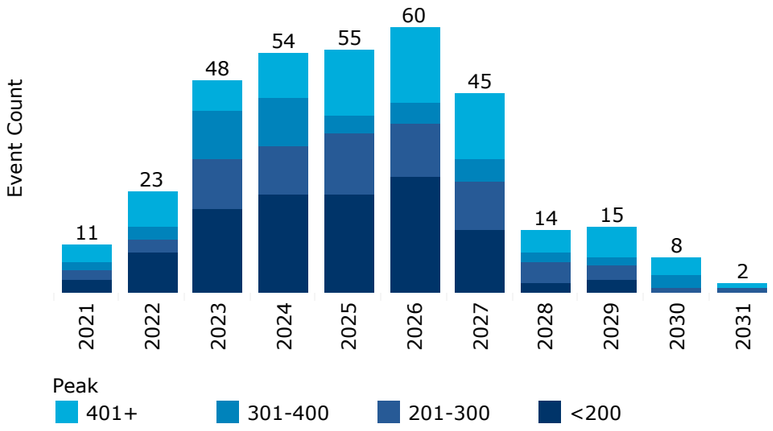
Meetings with 401+ Peak Room Nights

	Event Count	Attendance	Status-based rooms
2021	4	3,600	5,864
2022	8	26,501	10,794
2023	7	7,851	10,071
2024	10	9,776	18,957
2025	15	14,866	23,855
2026	17	16,951	28,690
2027	15	15,101	26,358
2028	5	4,325	7,824
2029	7	7,050	10,258
2030	4	4,700	5,652
2031	1	1,400	1,749

All Convention Center Meetings

	Event Count	Attendance	Status-based rooms
2021	11	6,295	9,786
2022	23	52,087	18,673
2023	48	46,288	36,657
2024	54	68,699	42,086
2025	55	74,464	45,106
2026	60	75,354	48,391
2027	45	67,334	43,844
2028	14	48,066	14,635
2029	15	49,535	15,690
2030	8	46,050	9,021
2031	2	1,950	2,329

All Convention Center Meetings



Source: CRM (Simpleview)

Meeting Sales as of September 2026

Fiscal Year-to-Date Bookings

Events	Booked Rooms	Avg. Peak
65	**14,889**	**81**
+20.4% YOY	-8.5%YOY	-20.9%YOY

Bookings by Market Segment

Events & Contract Rooms Booked Fiscal Year-to-Date

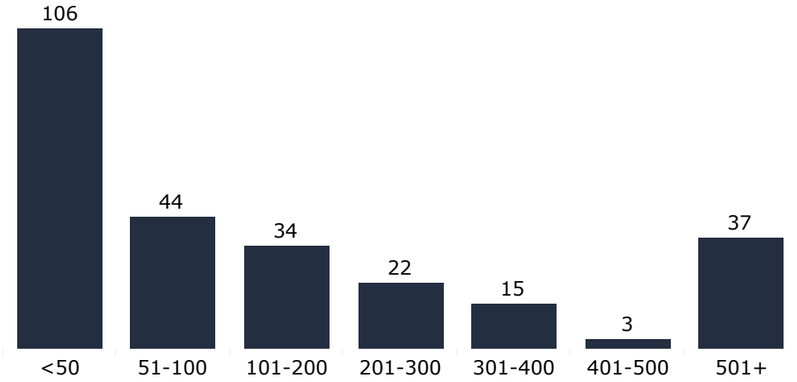
	Events	YOY%	Booked Rooms	YOY%
Corporate - Other	16	128.6%	4.8K	330%
Corporate - Technology	11	175.0%	1.3K	-6%
State Association	7	-56.2%	2.7K	-59%
Corporate - Agriculture	5	150.0%	1.7K	-4%
Corporate - Financial/Insurance	5		725	
Corporate - Pharmaceutical/M..	4	33.3%	196	21%
Regional Association	4	300.0%	1.8K	2,165%
Corporate - Education	2	100.0%	634	323%
Government	2		375	
National Association	2	-50.0%	113	-93%
Nonprofit	2	-66.7%	202	-85%
Sports	2		189	
Corporate- Automotive/Aviati..	1	-75.0%	48	-88%
Corporate- Manufacturing	1	-50.0%	40	-59%
SMERF	1		160	

Lead Volume Fiscal Year-to-Date

Events	Lead Rooms	Avg. Peak
261	**95,689**	**121**
+26.1% YOY	+19.6% YOY	-1.5% YOY

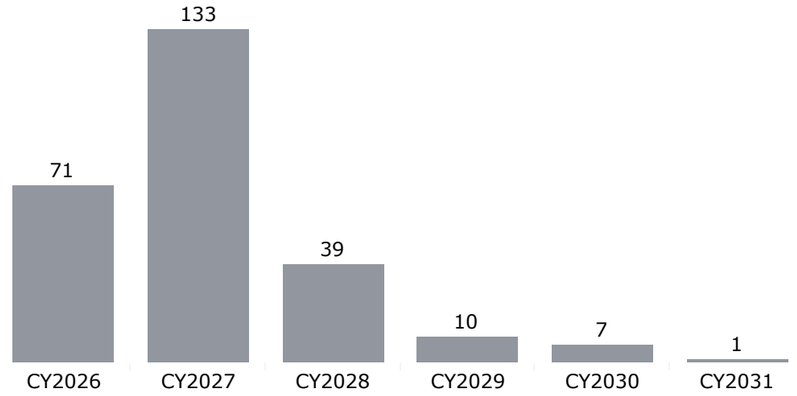
Peak Size

Leads Created Fiscal Year-to-Date



Event Year

Leads Created Fiscal Year-to-Date



Source: See Monterey CRM (Simpleview)

Powered by SYMPHONY | TOURISM ECONOMICS

Group Business Development Productivity

September 2026

SEE MONTEREY

MCC

Leads	Booked Leads	Contract Rooms	Economic Impact
7	1	1,895	$1.3M
-66.7% YOY	-75.0% YOY	+215.8% YOY	+59.2% YOY

Single Property

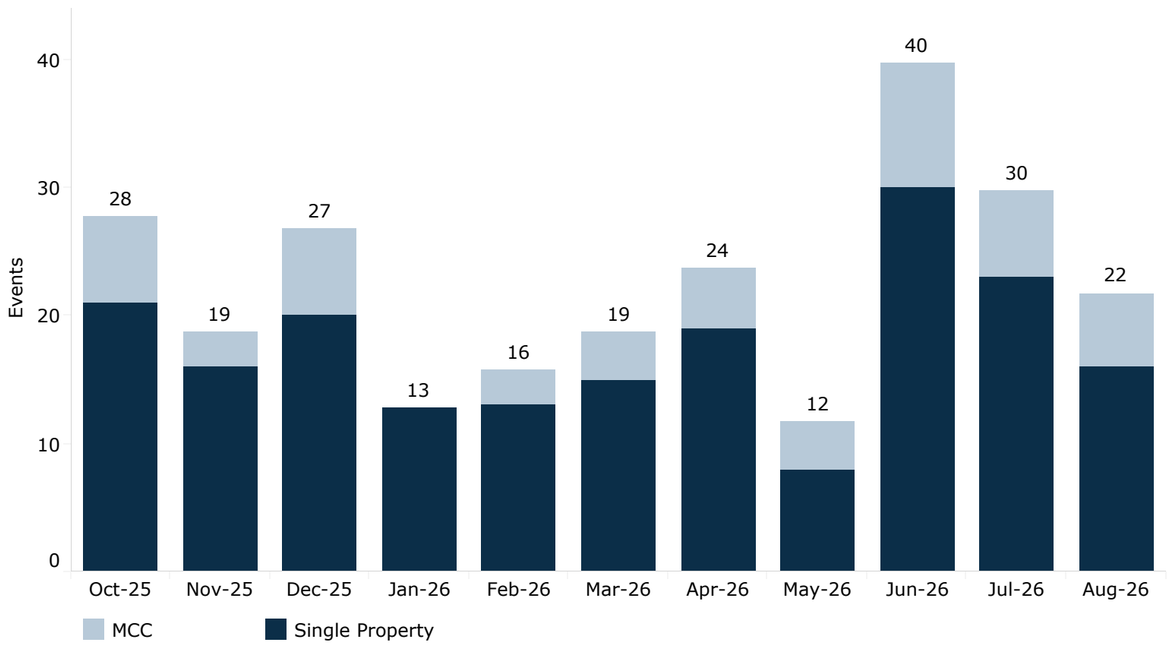
Leads	Booked Leads	Contract Rooms	Economic Impact
82	12	2,465	$1.3M
+51.9% YOY	+33.3% YOY	+43.0% YOY	+2.2% YOY

Total

Leads	Booked Leads	Contract Rooms	Economic Impact
89	13	4,360	$2.5M
+18.7% YOY	+0.0% YOY	+87.6% YOY	+24.5% YOY

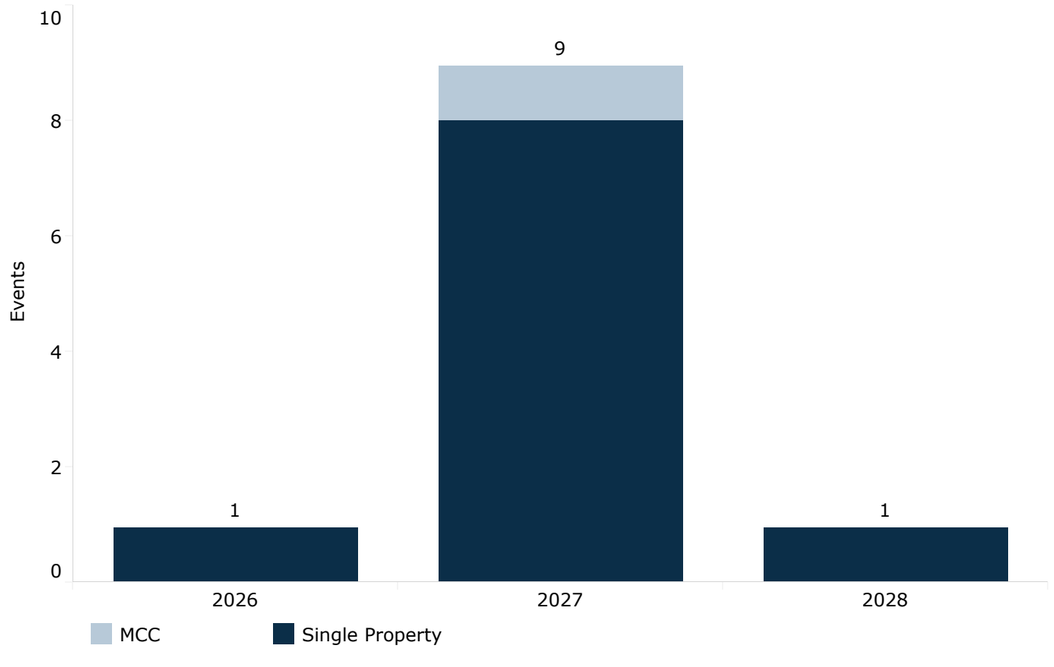
Leads by Booking Month

Leads turned definite over the last 12 months since September 2026



Definite Leads by Year

Leads turned definite in September 2026 by event start date



Source: See Monterey CRM (Simpleview)

Powered by Symphony | Tourism Economics

Hotel Occupancy Calendar

Daily occupancy for Monterey, CA hotels as of 10/14/2026

November 2026

S	M	T	W	T	F	S
1 33.5%	2 41.2%	3 58.6%	4 68.7%	5 64.0%	6 69.0%	7 79.2%
8 41.0%	9 28.6%	10 30.2%	11 31.6%	12 29.8%	13 43.4%	14 46.0%
15 31.8%	16 39.1%	17 75.9%	18 76.7%	19 77.5%	20 27.1%	21 33.0%
22 28.9%	23 28.8%	24 28.8%	25 34.0%	26 43.0%	27 40.9%	28 26.5%
29 10.5%	30 15.2%					

December 2026

S	M	T	W	T	F	S
		1 30.4%	2 34.7%	3 26.8%	4 36.8%	5 43.5%
6 13.7%	7 14.7%	8 18.6%	9 22.2%	10 28.7%	11 36.5%	12 38.6%
13 7.8%	14 9.0%	15 10.8%	16 9.8%	17 9.4%	18 10.2%	19 10.8%
20 10.7%	21 12.4%	22 11.4%	23 10.8%	24 12.3%	25 14.0%	26 15.3%
27 16.9%	28 17.8%	29 17.2%	30 17.0%	31 18.4%		

January 2027

S	M	T	W	T	F	S
					1 15.2%	2 9.3%
3 8.1%	4 12.8%	5 15.0%	6 16.5%	7 16.4%	8 16.6%	9 13.2%
10 5.9%	11 14.0%	12 15.2%	13 17.9%	14 20.4%	15 15.2%	16 15.5%
17 9.5%	18 5.6%	19 26.0%	20 42.0%	21 33.1%	22 14.4%	23 10.9%
24 11.1%	25 17.3%	26 28.2%	27 33.0%	28 34.6%	29 29.7%	30 26.5%
31 16.1%						

February 2027

S	M	T	W	T	F	S
	1 18.9%	2 29.0%	3 36.0%	4 43.2%	5 36.9%	6 37.9%
7 33.6%	8 22.5%	9 18.8%	10 7.4%	11 10.9%	12 27.8%	13 28.2%
14 19.8%	15 3.1%	16 3.2%	17 4.2%	18 5.2%	19 12.1%	20 12.5%
21 7.2%	22 13.7%	23 23.4%	24 24.0%	25 13.7%	26 20.5%	27 21.8%
28 11.8%						

March 2027

S	M	T	W	T	F	S
	1 45.0%	2 50.0%	3 36.8%	4 32.9%	5 43.0%	6 30.3%
7 7.2%	8 9.9%	9 20.1%	10 24.6%	11 37.7%	12 29.5%	13 25.4%
14 3.5%	15 4.3%	16 5.7%	17 6.1%	18 17.9%	19 22.5%	20 15.7%
21 17.2%	22 21.2%	23 21.2%	24 21.2%	25 9.9%	26 5.6%	27 3.3%
28 4.9%	29 8.7%	30 11.2%	31 9.0%			

April 2027

S	M	T	W	T	F	S
				1 16.4%	2 11.8%	3 11.9%
4 7.3%	5 20.6%	6 22.3%	7 26.8%	8 10.0%	9 8.2%	10 8.1%
11 21.1%	12 34.1%	13 26.5%	14 29.0%	15 24.6%	16 36.1%	17 35.3%
18 7.3%	19 15.4%	20 15.9%	21 15.2%	22 14.7%	23 36.5%	24 48.3%
25 42.0%	26 25.3%	27 31.6%	28 48.0%	29 38.2%	30 34.2%	

May 2027

S	M	T	W	T	F	S
						1 33.7%
2 20.3%	3 14.7%	4 22.4%	5 32.6%	6 31.8%	7 12.6%	8 8.1%
9 8.4%	10 16.4%	11 31.7%	12 32.2%	13 24.2%	14 12.0%	15 10.8%
16 29.5%	17 29.8%	18 19.7%	19 11.2%	20 13.0%	21 8.6%	22 6.6%
23 3.9%	24 4.0%	25 4.9%	26 5.1%	27 7.6%	28 10.9%	29 11.2%
30 10.2%	31 11.3%					

June 2027

S	M	T	W	T	F	S
		1 26.6%	2 28.6%	3 32.0%	4 13.5%	5 13.0%
6 4.8%	7 18.7%	8 20.2%	9 15.5%	10 18.9%	11 12.7%	12 13.2%
13 24.9%	14 45.5%	15 52.9%	16 73.3%	17 72.5%	18 72.3%	19 69.9%
20 64.1%	21 12.1%	22 13.4%	23 14.1%	24 15.8%	25 9.6%	26 10.6%
27 10.7%	28 18.1%	29 25.1%	30 25.3%			

July 2027

S	M	T	W	T	F	S
				1 18.8%	2 6.4%	3 4.0%
4 1.8%	5 1.8%	6 2.6%	7 2.1%	8 8.4%	9 8.2%	10 7.5%
11 2.1%	12 8.9%	13 14.9%	14 31.2%	15 25.3%	16 24.9%	17 12.7%
18 3.3%	19 5.2%	20 21.9%	21 31.5%	22 28.8%	23 5.3%	24 5.8%
25 2.9%	26 6.9%	27 16.8%	28 31.9%	29 34.9%	30 23.3%	31 3.8%

August 2027

S	M	T	W	T	F	S
1 3.4%	2 5.6%	3 11.2%	4 10.3%	5 12.8%	6 9.2%	7 7.5%
8 5.1%	9 7.2%	10 8.0%	11 9.5%	12 13.9%	13 14.3%	14 14.3%
15 10.1%	16 6.9%	17 6.3%	18 6.7%	19 5.4%	20 5.8%	21 4.1%
22 4.6%	23 4.9%	24 9.3%	25 18.6%	26 16.4%	27 9.2%	28 0.7%
29 0.3%	30 0.4%	31 2.0%				

September 2027

S	M	T	W	T	F	S
			1 3.4%	2 5.5%	3 6.0%	4 5.9%
5 5.5%	6 16.7%	7 19.4%	8 13.9%	9 5.2%	10 1.3%	11 0.8%
12 4.3%	13 11.7%	14 17.0%	15 16.6%	16 7.4%	17 17.2%	18 15.8%
19 3.4%	20 14.2%	21 31.2%	22 39.1%	23 44.5%	24 28.8%	25 28.1%
26 25.0%	27 23.1%	28 31.0%	29 25.2%	30 21.9%		

October 2027

S	M	T	W	T	F	S
					1 3.9%	2 3.4%
3 9.4%	4 9.0%	5 12.7%	6 6.6%	7 26.9%	8 26.9%	9 26.7%
10 4.8%	11 21.3%	12 21.3%	13 20.3%	14 2.4%	15 1.9%	16 2.1%

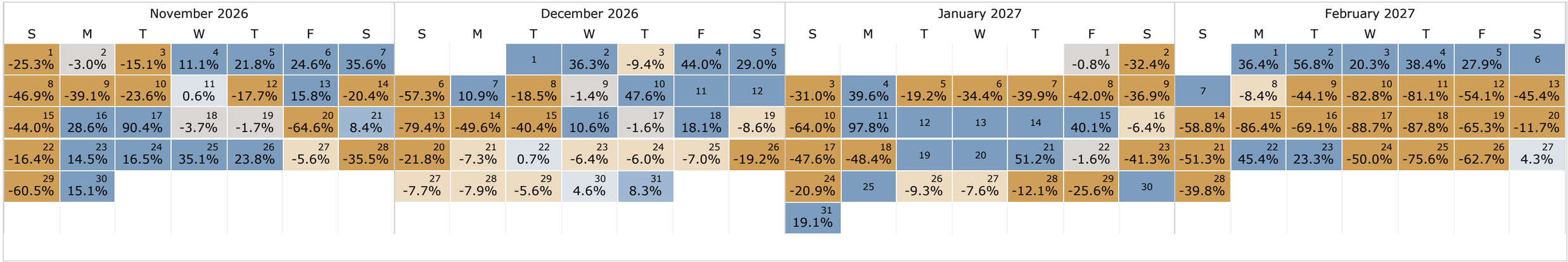
Source: Amadeus TravelClick

0-20% 20-40% 40-60% 60-80% 80%+

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Hotel Rooms Sold Calendar

YOY % change in rooms on-the-books for Monterey, CA hotels as of 10/14/2026



November 2026						
S	M	T	W	T	F	S
1 -25.3%	2 -3.0%	3 -15.1%	4 11.1%	5 21.8%	6 24.6%	7 35.6%
8 -46.9%	9 -39.1%	10 -23.6%	11 0.6%	12 -17.7%	13 15.8%	14 -20.4%
15 -44.0%	16 28.6%	17 90.4%	18 -3.7%	19 -1.7%	20 -64.6%	21 8.4%
22 -16.4%	23 14.5%	24 16.5%	25 35.1%	26 23.8%	27 -5.6%	28 -35.5%
29 -60.5%	30 15.1%					

December 2026						
S	M	T	W	T	F	S
		1	2 36.3%	3 -9.4%	4 44.0%	5 29.0%
6 -57.3%	7 10.9%	8 -18.5%	9 -1.4%	10 47.6%	11	12
13 -79.4%	14 -49.6%	15 -40.4%	16 10.6%	17 -1.6%	18 18.1%	19 -8.6%
20 -21.8%	21 -7.3%	22 0.7%	23 -6.4%	24 -6.0%	25 -7.0%	26 -19.2%
27 -7.7%	28 -7.9%	29 -5.6%	30 4.6%	31 8.3%		

January 2027						
S	M	T	W	T	F	S
					1 -0.8%	2 -32.4%
3 -31.0%	4 39.6%	5 -19.2%	6 -34.4%	7 -39.9%	8 -42.0%	9 -36.9%
10 -64.0%	11 97.8%	12	13	14	15 40.1%	16 -6.4%
17 -47.6%	18 -48.4%	19	20	21 51.2%	22 -1.6%	23 -41.3%
24 -20.9%	25	26 -9.3%	27 -7.6%	28 -12.1%	29 -25.6%	30
31 19.1%						

February 2027						
S	M	T	W	T	F	S
	1 36.4%	2 56.8%	3 20.3%	4 38.4%	5 27.9%	6
7	8 -8.4%	9 -44.1%	10 -82.8%	11 -81.1%	12 -54.1%	13 -45.4%
14 -58.8%	15 -86.4%	16 -69.1%	17 -88.7%	18 -87.8%	19 -65.3%	20 -11.7%
21 -51.3%	22 45.4%	23 23.3%	24 -50.0%	25 -75.6%	26 -62.7%	27 4.3%
28 -39.8%						

March 2027						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7 -51.8%	8 48.8%	9 -12.7%	10 9.0%	11	12	13 65.7%
14 -76.6%	15 -25.0%	16 -55.5%	17 -41.1%	18 59.0%	19	20 53.4%
21 37.2%	22 11.8%	23 -26.1%	24 -39.8%	25 -61.9%	26 -54.9%	27 -64.2%
28 -49.6%	29 -35.2%	30 -23.6%	31 -39.9%			

April 2027						
S	M	T	W	T	F	S
				1	2	3
4 67.0%	5	6	7	8	9 84.2%	10 69.7%
11	12	13	14	15 74.7%	16	17
18 -32.6%	19	20 53.8%	21 -39.4%	22 -48.1%	23 17.0%	24 48.5%
25 2.8%	26 -31.6%	27	28	29 42.2%	30 12.2%	

May 2027						
S	M	T	W	T	F	S
						1 -41.3%
2 -64.9%	3 -27.3%	4 75.5%	5	6	7 92.8%	8 15.1%
9 31.1%	10	11	12	13	14 -5.8%	15 -24.9%
16 53.7%	17 -8.8%	18 -47.9%	19 -31.0%	20 93.6%	21 21.0%	22 -45.7%
23 -69.4%	24 -50.5%	25 43.2%	26 8.3%	27 -41.0%	28 -20.3%	29 -4.7%
30 28.1%	31 -43.3%					

June 2027						
S	M	T	W	T	F	S
		1 39.8%	2 38.0%	3	4 47.0%	5
6 -22.3%	7 12.0%	8 -27.1%	9 -53.0%	10 -29.6%	11 -41.0%	12 -6.4%
13	14	15	16	17	18	19
20	21 -27.1%	22 -52.8%	23 -67.7%	24 -65.2%	25 -67.2%	26 7.1%
27 61.9%	28	29 96.3%	30			

July 2027						
S	M	T	W	T	F	S
				1 49.7%	2 25.2%	3 12.0%
4 -53.1%	5 -42.0%	6 -30.5%	7 -68.4%	8 45.6%	9 -6.3%	10 5.5%
11 -72.4%	12 62.6%	13 44.3%	14 9.3%	15 -26.6%	16 -5.5%	17
18 -57.5%	19 -55.6%	20 66.7%	21 28.8%	22 -11.0%	23 -85.7%	24 -77.6%
25 -60.4%	26 27.5%	27 26.5%	28	29	30	31 39.1%

August 2027						
S	M	T	W	T	F	S
1 33.3%	2	3	4 -23.4%	5 -9.4%	6 -24.3%	7 50.4%
8 -3.7%	9 40.2%	10 9.0%	11 -17.1%	12 -23.6%	13 -49.4%	14 -51.1%
15 -64.8%	16 -59.2%	17 14.3%	18 -1.1%	19 -52.4%	20 -76.9%	21 -84.3%
22 -81.5%	23 -23.3%	24 2.6%	25 58.1%	26 35.7%	27	28 -67.3%
29 -91.6%	30 -86.1%	31 -49.5%				

September 2027						
S	M	T	W	T	F	S
			1 -76.1%	2 -76.3%	3 -84.0%	4 -80.6%
5 -81.9%	6 -22.5%	7 -2.0%	8 -40.3%	9 -78.2%	10 -91.7%	11 -86.8%
12 -45.0%	13 -5.4%	14 -27.6%	15 -40.3%	16 -66.7%	17 18.9%	18 -61.6%
19 -91.2%	20 65.3%	21 90.4%	22 64.8%	23 63.9%	24 12.9%	25 30.4%
26 45.1%	27 46.5%	28 48.4%	29 16.1%	30		

October 2027						
S	M	T	W	T	F	S
					1 -81.3%	2 -82.9%
3 -48.3%	4	5	6 -25.0%	7 33.5%	8 24.9%	9
10 -64.3%	11 96.0%	12 86.3%	13	14 -13.9%	15 -38.8%	16 -67.5%

Source: Amadeus TravelClick

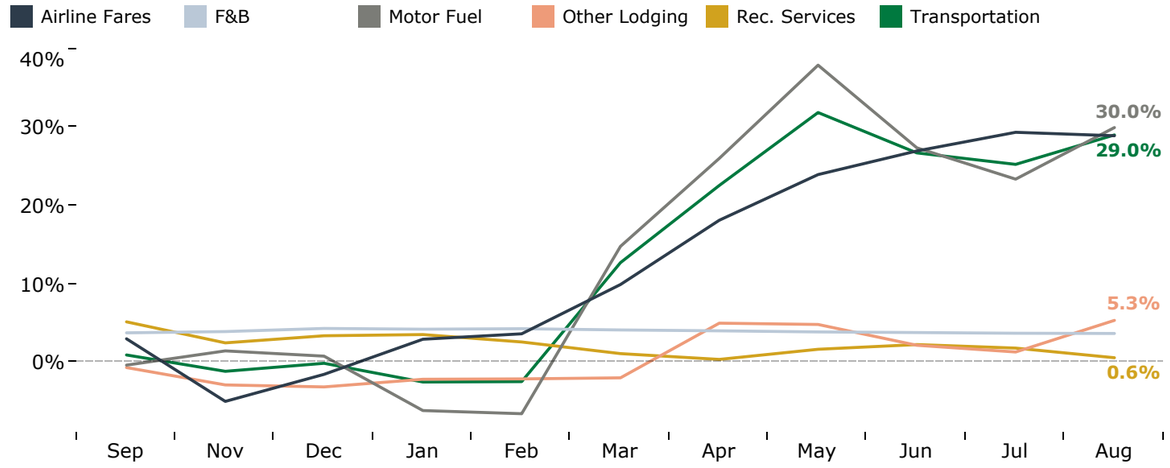
-10%+ | -10 to -5% | -5 to 0% | 0 to 5% | 5 to 10% | 10%+

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Travel Trends

Travel Price Index

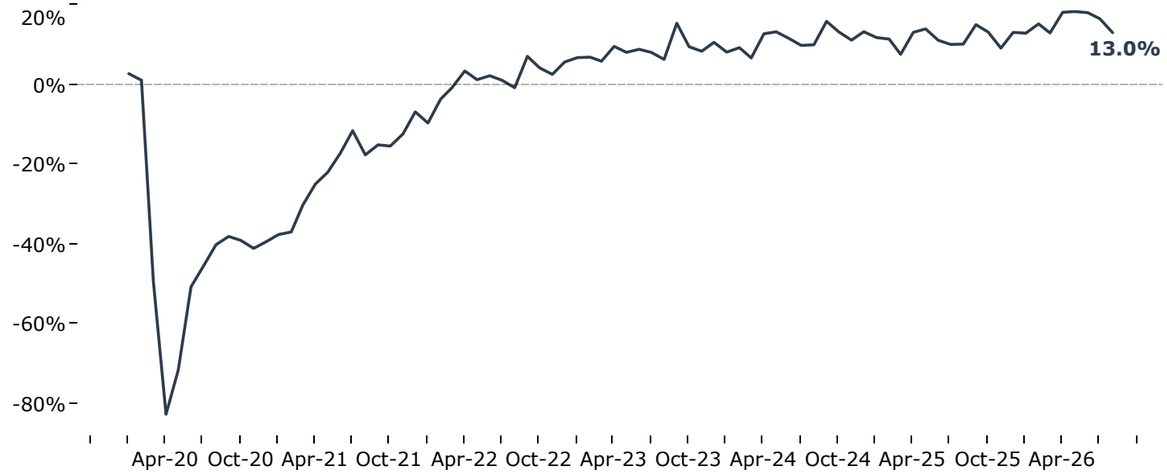
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

Travel Spending (% change vs 2019)

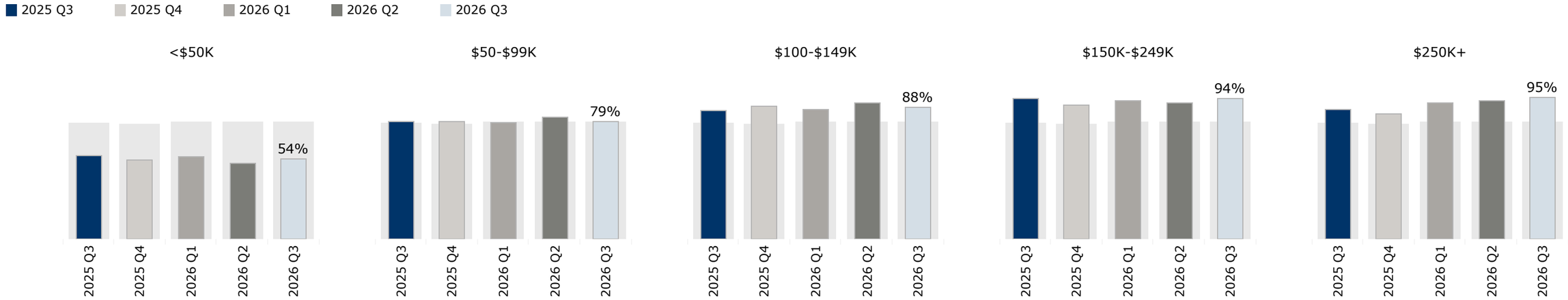
% Change vs. 2019 | U.S. total



Source: Tourism Economics via U.S. Travel Recovery Tracker

Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)

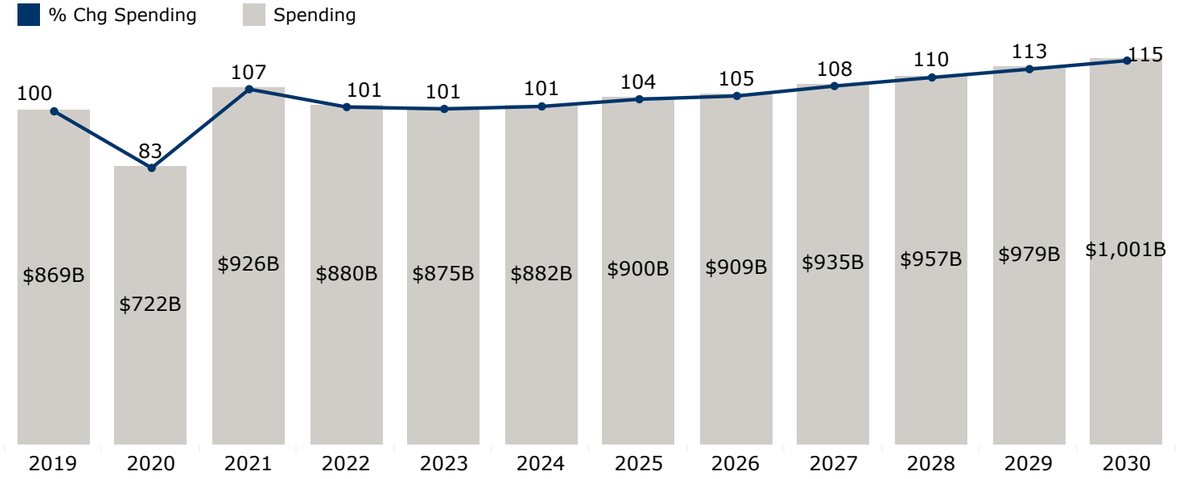


Note: Light gray bars represent the average for all survey respondants
Source: MMGY Global's Portait of American Travelers

Domestic Travel Forecast

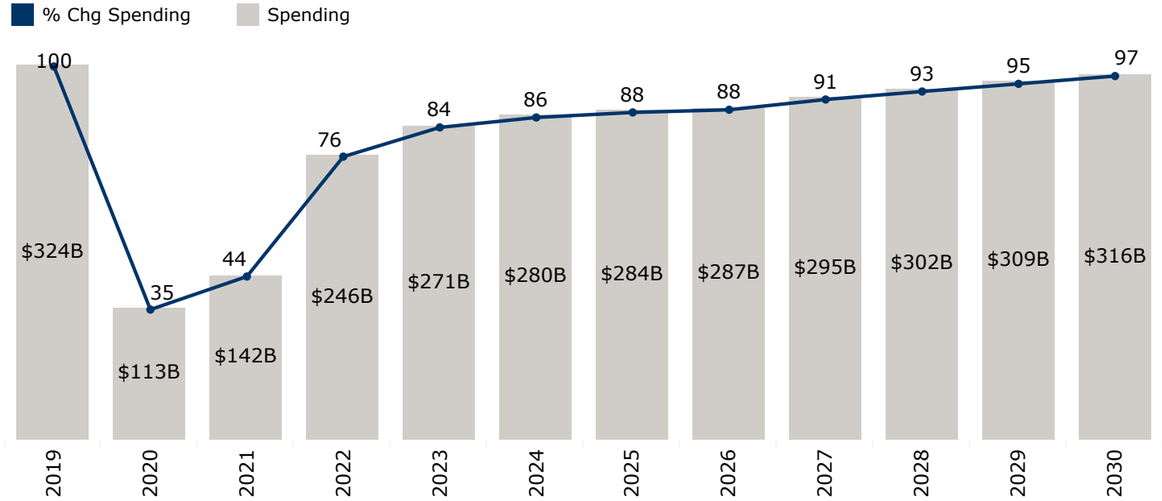
Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



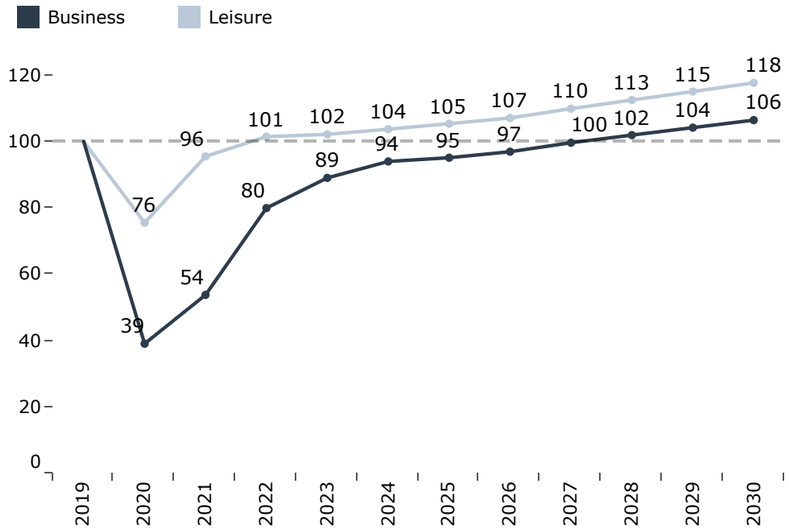
Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



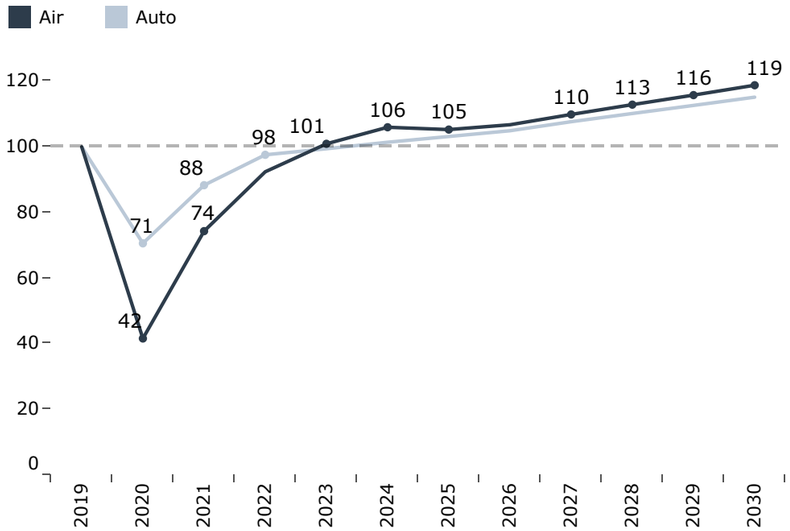
Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



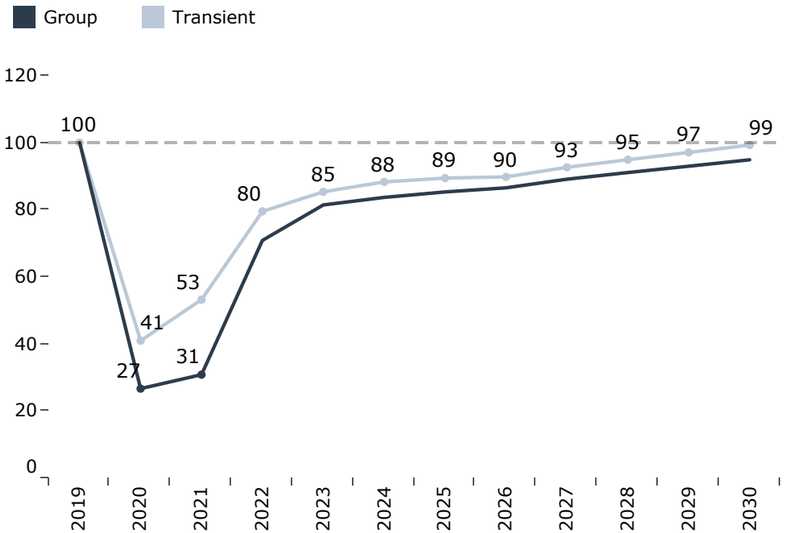
Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



Group vs. Transient Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



Forecast as of May 2026
Source: Tourism Economics via U.S. Travel Recovery Tracker

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