

Group Business Development

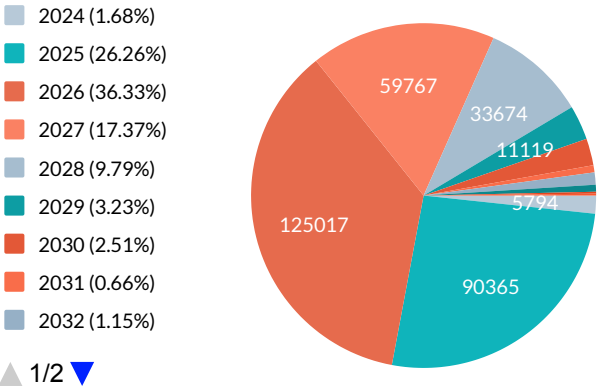
June FY 24-25

HIGHLIGHTS

- See Monterey executed a successful LA/OC Sales Mission with 6 Hotel Partners and 40 Clients
- Engaged with clients at IMEX Frankfurt with 30 appointments, 80 booth scans and a hosted table for VIP clients
- Successful Arizona Sales Mission with 35 qualified third-party clients
- Hosted 24 HelmsBriscoe Associates at their Annual Conference

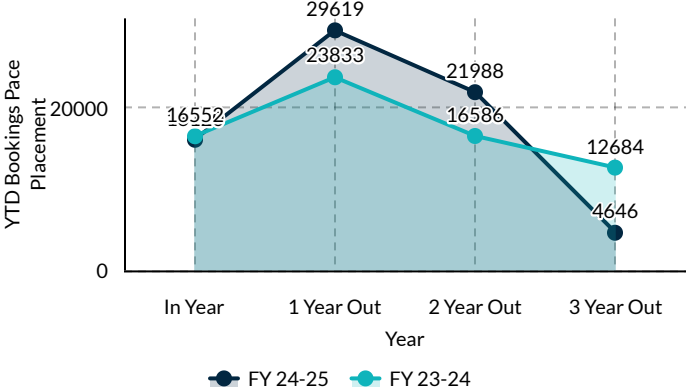
| | Number of Leads Sent | Leads Room Nights Sent | Leads Booked | Room Nights Booked | Conversion |
|----------|----------------------|------------------------|--------------|--------------------|------------|
| June | 54 | 18,669 | 9 | 2,310 | 16.67% |
| Year End | 775 | 347,049 | 203 | 83,109 | 26.19% |

Requested Arrival Year of Leads



Pace Report

YTD Bookings Pace Placement:



STR Occupancy

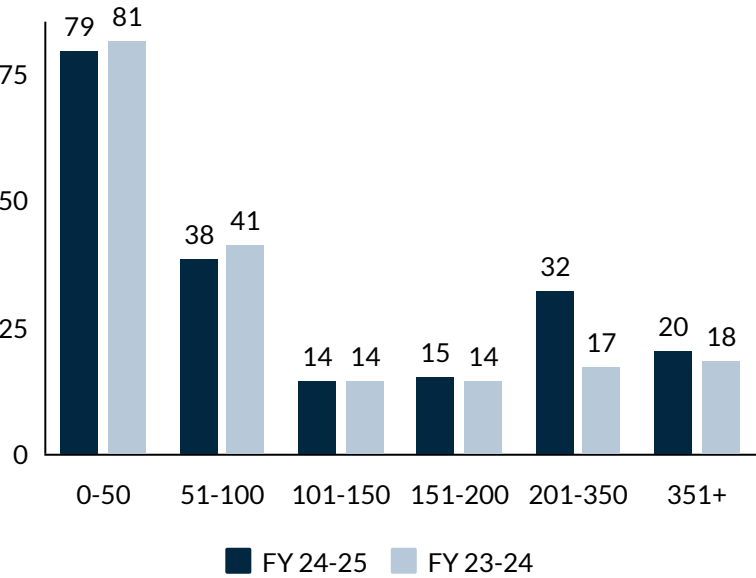
| | JUNE | YTD |
|-----------------|-------|-------|
| MONTEREY | 75.1% | 66.6% |
| Napa Valley | 71.3% | 62.2% |
| Santa Barbara | 72.4% | 65.6% |
| San Francisco | 74.7% | 67.5% |
| Sonoma County | 67% | 57.7% |
| San Luis Obispo | 72.4% | 63.9% |

| | JUNE | YTD |
|----------------------|-------|-------|
| City of Monterey | 77.1% | 69.1% |
| \$1.50 Limited + | 73.6% | 65.1% |
| \$4.50 Full Service+ | 78.5% | 70.8% |
| \$7.00 Luxury + | 83% | 70.4% |
| Group Properties+ | 78.3% | 70% |

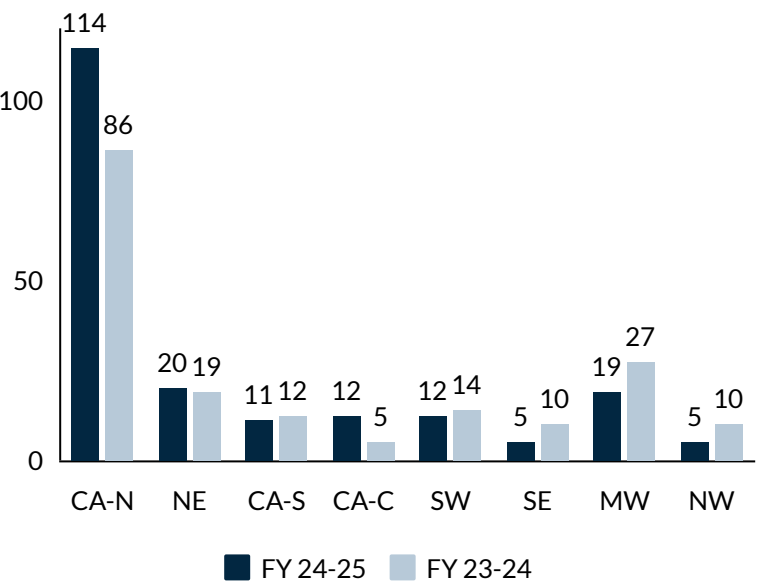
Upcoming Events

July 27-29, 2025: CEMA Summit Austin, TX Corp Event Marketing Assoc
Aug 7, 2025: CA DMO Alliance Client Lunch & All Industry Event SoCal
Aug 16-18, 2025: Cars & Culinary Concours FAM Monterey
Aug 21, 2025: All Things Meetings - Folktale Winery

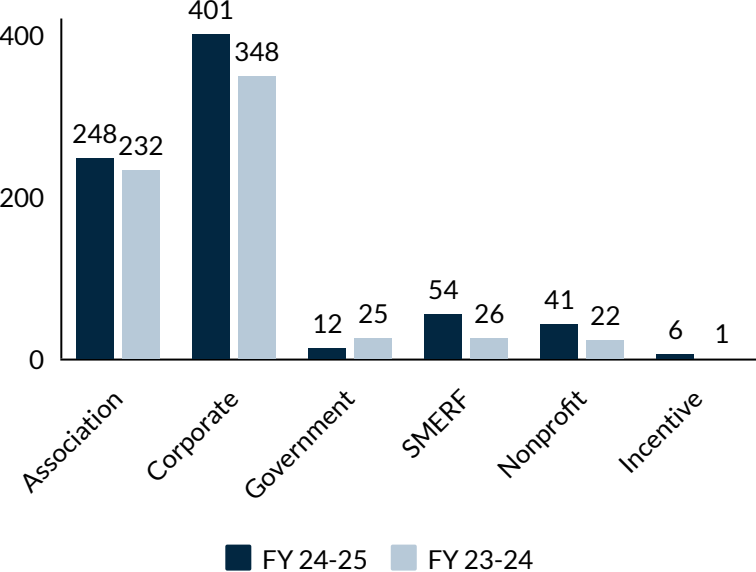
Fiscal Year Peak Room Night Bookings



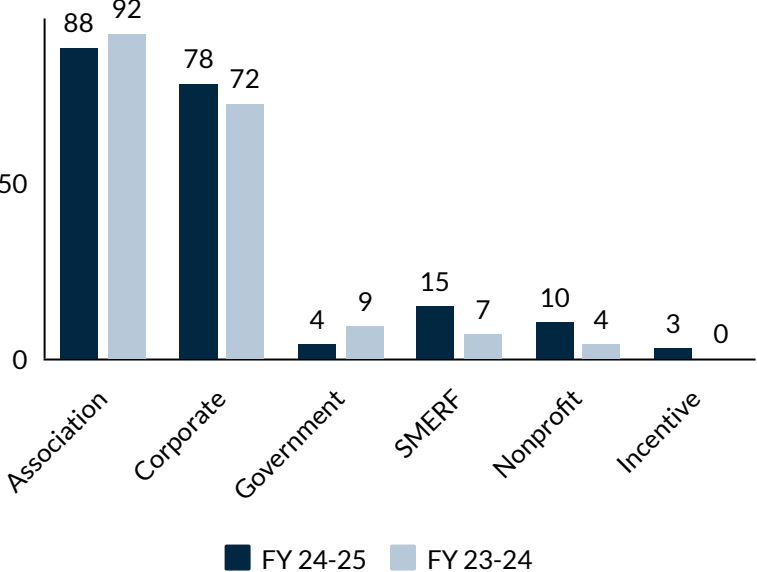
Fiscal Year Bookings by Region



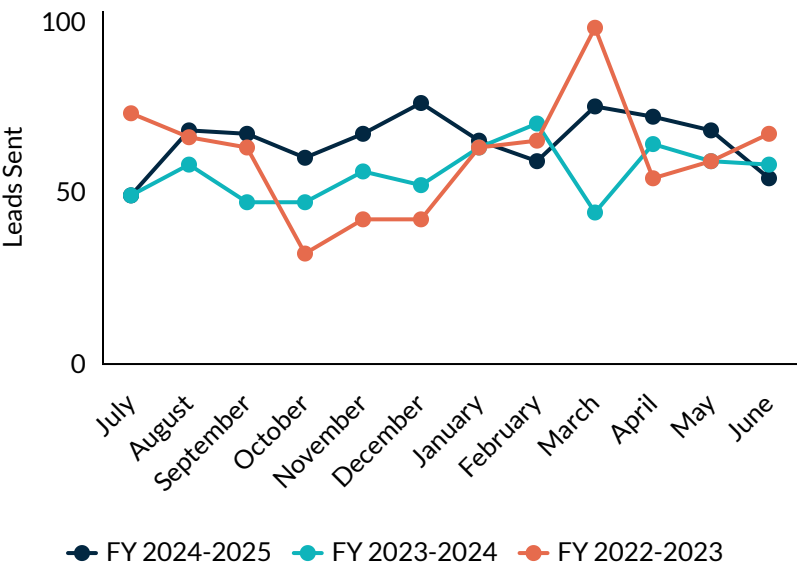
Fiscal Year Top Market Segments for Leads



Fiscal Year Top Market Segments for Bookings



Lead Generation FY Comparison



Conference Center Leads by Year

