

Group Business Development

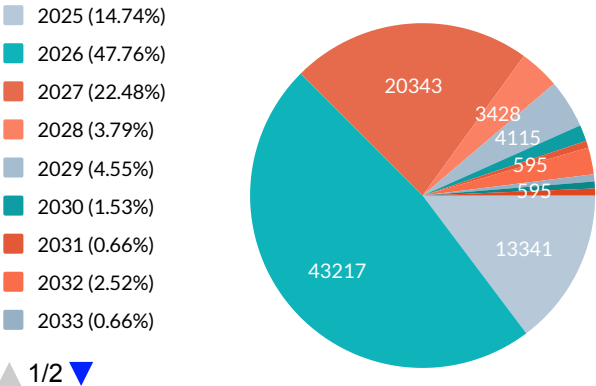
Q3: January - March 2025

HIGHLIGHTS

- See Monterey hosted Meeting Professionals International (MPI) Northern California Chapter's Annual Conference & Experience (ACE). Welcoming over 250 attendees to the destination. We hosted 44 planners/partners for client entertainment.
- Executed a successful Denver Sales Mission with 38 clients in conjunction with Meeting Industry Council's (MIC) Tradeshow and Education Conference.
- See Monterey hosted a HelmsBriscoe/Corporate FAM with Brian Bouchelle and 13 qualified clients.

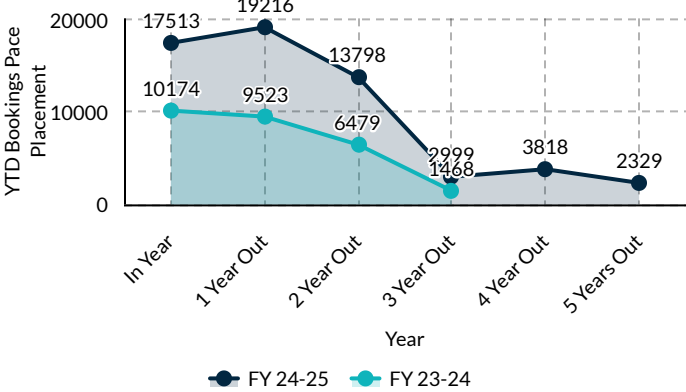
	Number of Leads Sent	Leads Room Nights Sent	Leads Booked	Room Nights Booked	Conversion
March	75	38,023	25	13,097	33.33%
YTD	580	253,954	157	63,459	27.07%

Requested Arrival Year of Leads



Pace Report

YTD Bookings Pace Placement:



STR Occupancy

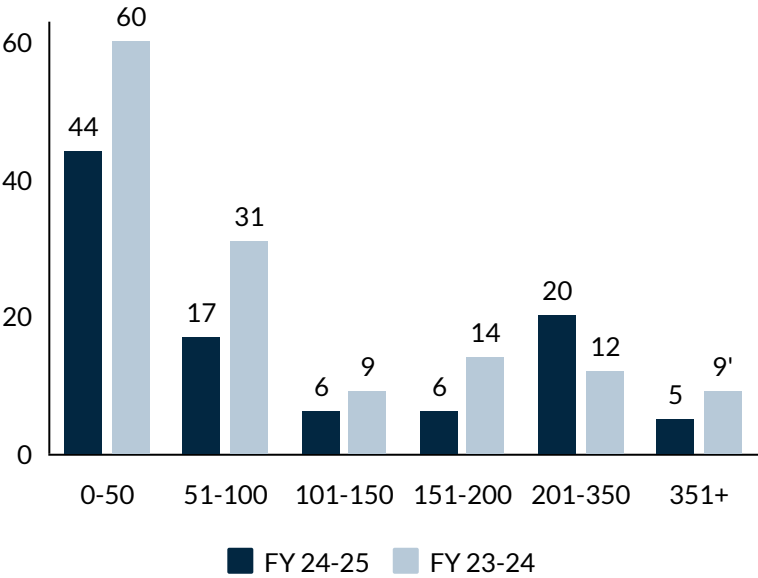
	FEB	YTD
MONTEREY	58.4%	57.3%
Napa Valley	53.2%	49.2%
Santa Barbara	61%	59.6%
San Francisco	61.5%	60.2%
Sonoma County	51.1%	48.1%
San Luis Obispo	58.4%	56.1%

	FEB	YTD
City of Monterey	61.4%	60.6%
\$1.50 Limited +	57.4%	55.7%
\$4.50 Full Service+	62.9%	62.3%
\$7.00 Luxury +	57.8%	59%
Group Properties+	61%	60.7%

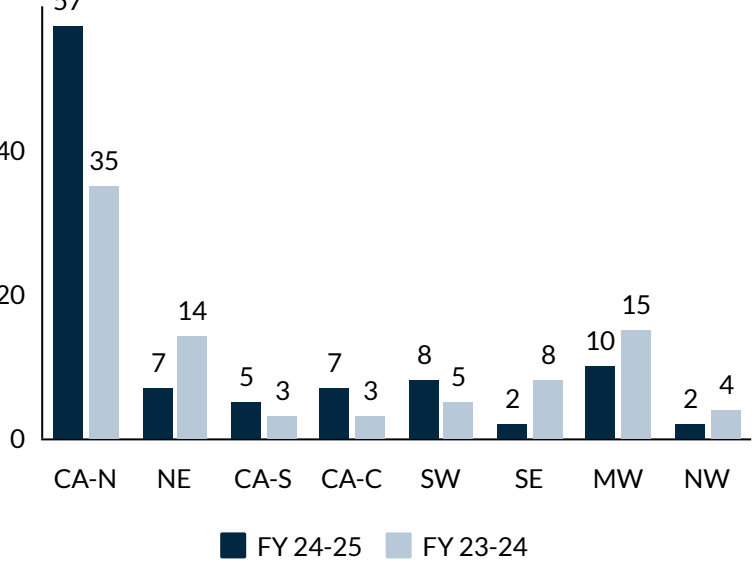
Events

January 12-15, 2025: Professional Convention Management Association (PCMA) Convening Leaders
January 26-28, 2025: Independent Planner Education Conference (IPEC)
February 27, 2025: Meet NY
March 3-5, 2025: MPINCC ACE at the Monterey Conference Center
March 3-6, 2025: Society of Incentive Travel Excellence (SITE) Global Conference

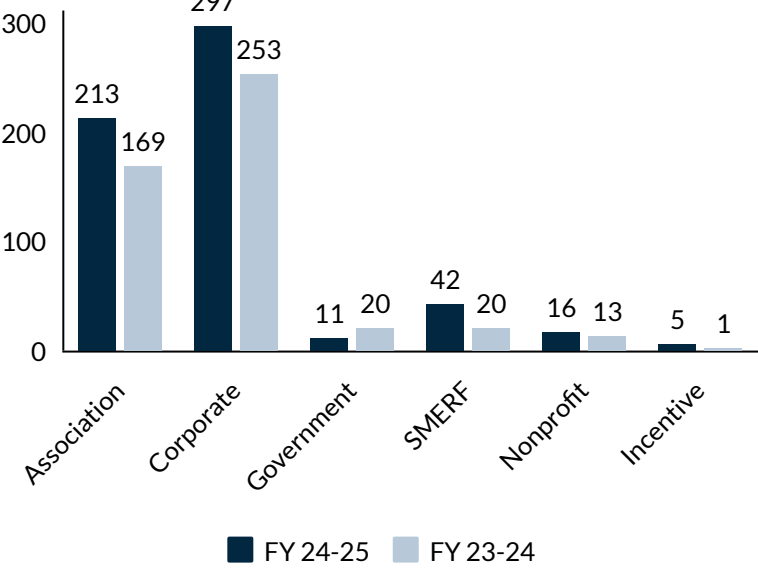
Fiscal Year Peak Room Night Bookings



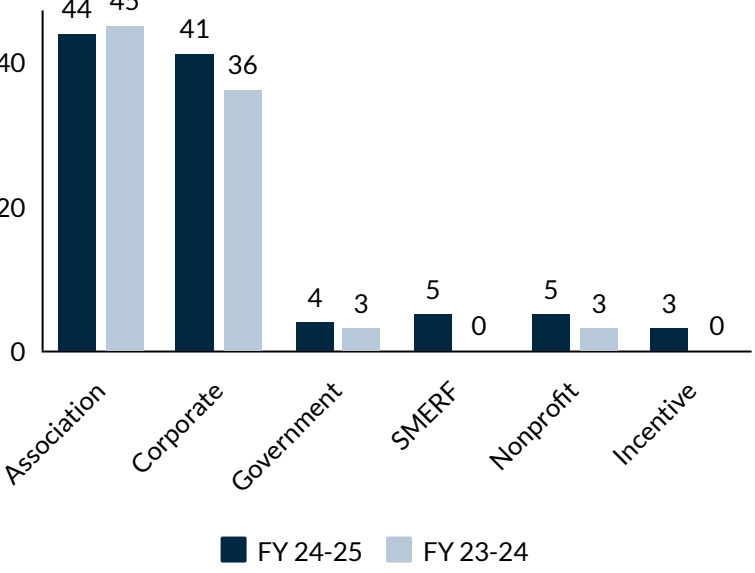
Fiscal Year Bookings by Region



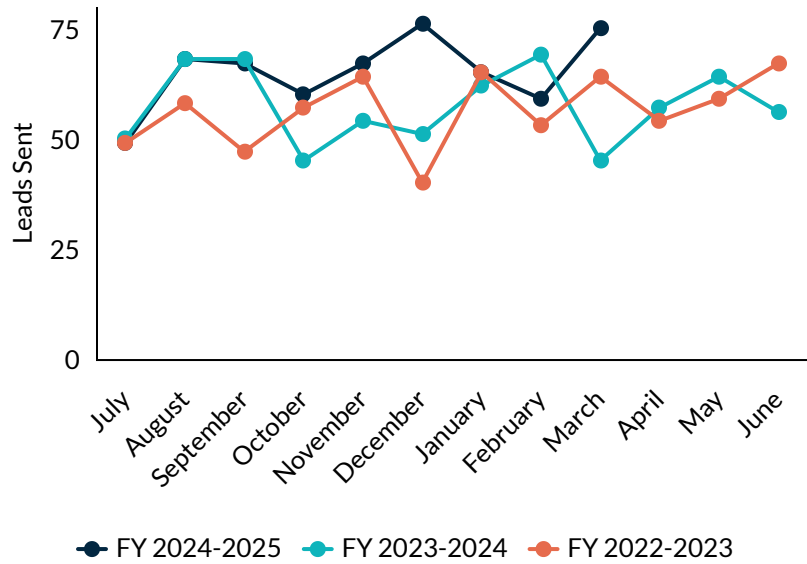
Fiscal Year Top Market Segments for Leads



Fiscal Year Top Market Segments for Bookings



Lead Generation FY Comparison



Conference Center Leads by Year

