

Group Business Development

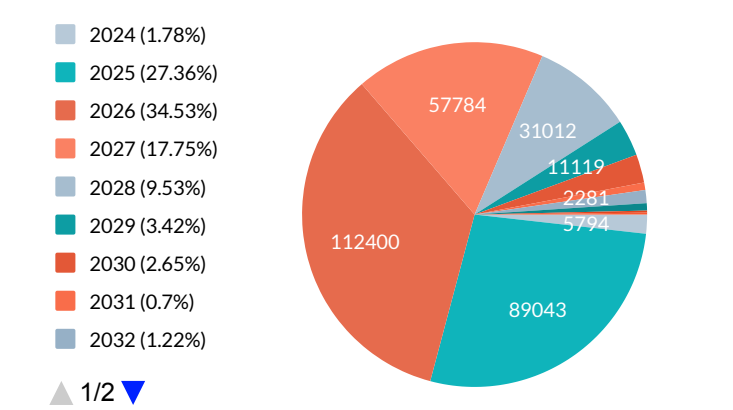
Q4: April - May 2025

HIGHLIGHTS

- See Monterey hosted a successful PB Food & Wine FAM with 17 Maritz/Corporate Luxury Clients
- Sponsored The Beyond Collection in-market with 20 NorCal Regional Clients
- Hosted CalSAE ELEVATE in-market with 153 California State Association Planners
- 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

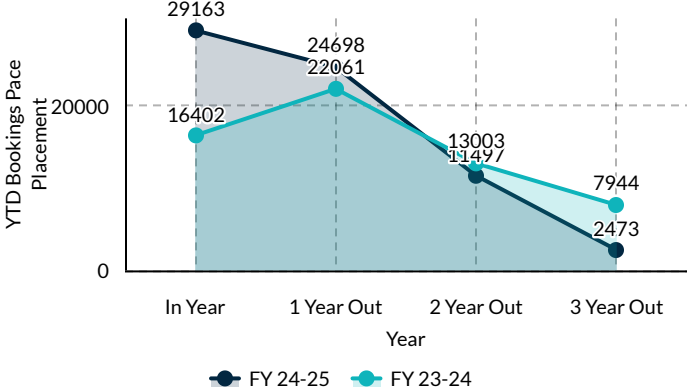
	Number of Leads Sent	Leads Room Nights Sent	Leads Booked	Room Nights Booked	Conversion
May	68	38,849	19	9,499	27.94%
YTD	721	328,465	194	80,799	26.91%

Requested Arrival Year of Leads



Pace Report

YTD Bookings Pace Placement:



STR Occupancy

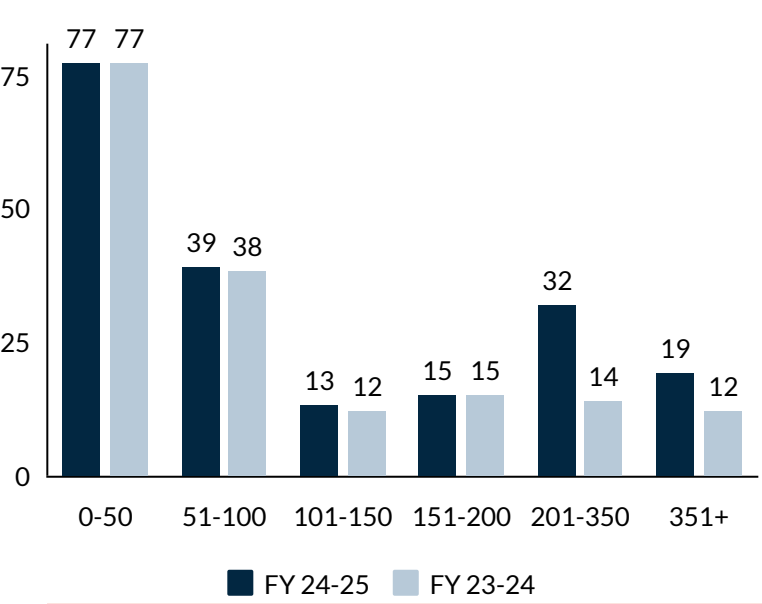
	MAY	YTD
MONTEREY	71.3%	64.9%
Napa Valley	74.2%	59.9%
Santa Barbara	69%	64.3%
San Francisco	73.7%	66.1%
Sonoma County	66%	55.9%
San Luis Obispo	67.8%	62.2%

	MAY	YTD
City of Monterey	71.5%	67.5%
\$1.50 Limited +	70.5%	63.5%
\$4.50 Full Service+	72.6%	69.3%
\$7.00 Luxury +	78.3%	68.2%
Group Properties+	73.4%	68.4%

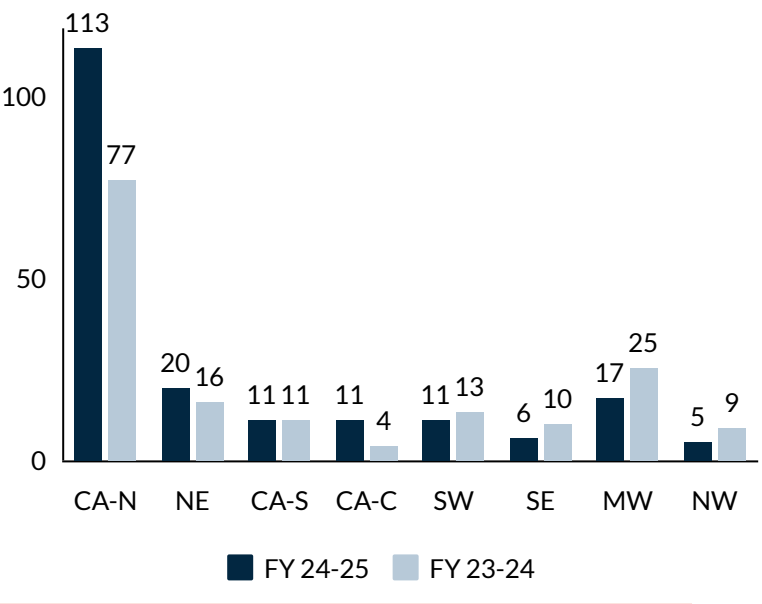
Events

- June 9-12, 2025: Cvent Connect
June 18-20, 2025: Meeting Professionals International World Congress
June 23-24, 2025: Arizona Sales Mission
June 28-July 1, 2025: HelmsBriscoe Annual Business Conference

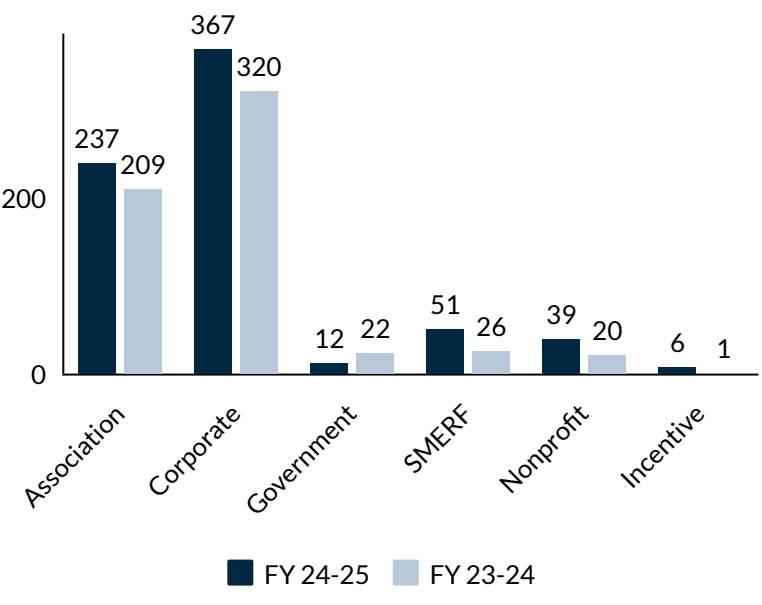
Fiscal Year Peak Room Night Bookings



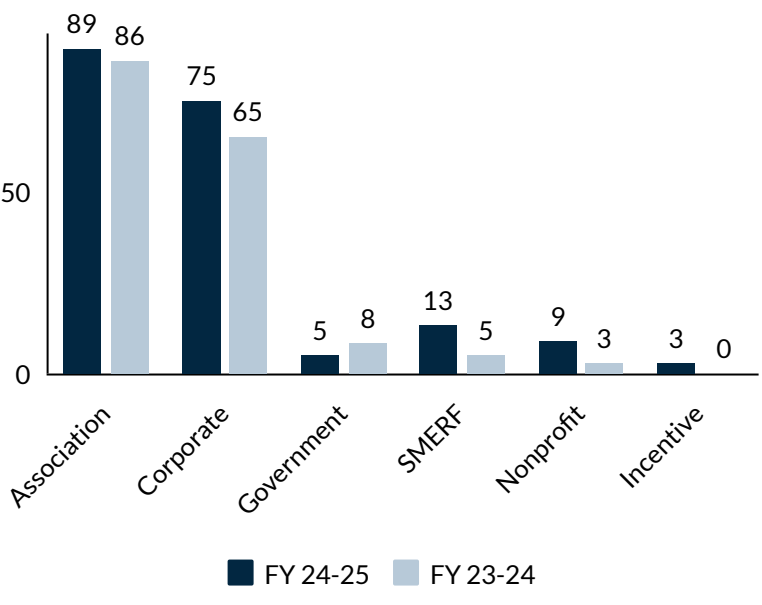
Fiscal Year Bookings by Region



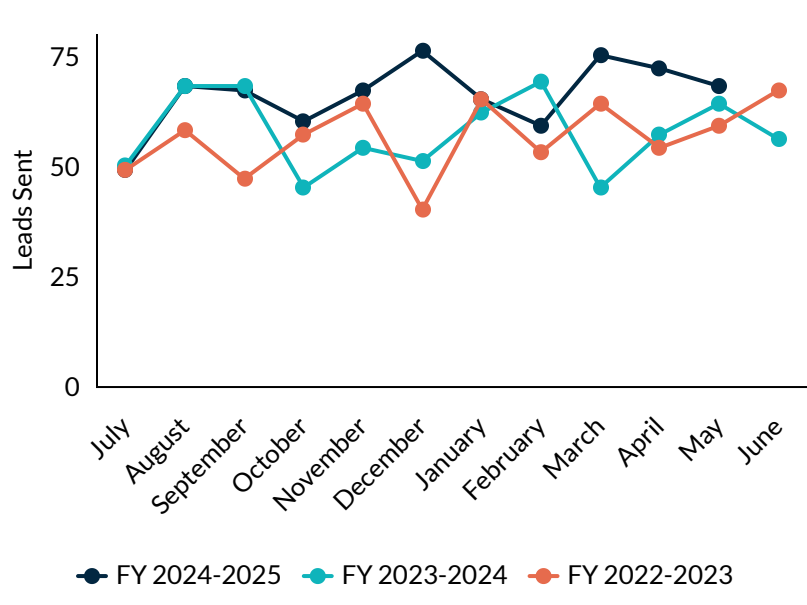
Fiscal Year Top Market Segments for Leads



Fiscal Year Top Market Segments for Bookings



Lead Generation FY Comparison



Conference Center Leads by Year

