

Group Business Development

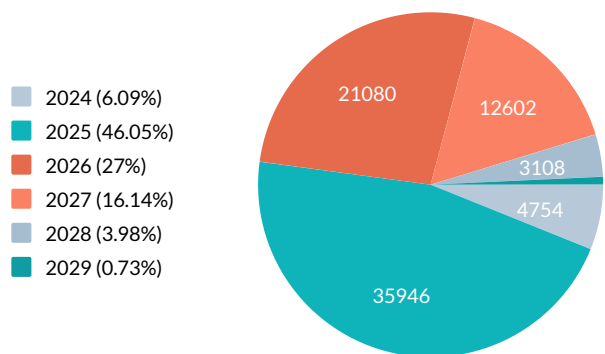
Q1: July - Sept 2024

HIGHLIGHTS

- See Monterey attended ASAE Annual in Cleveland, Ohio connecting with 120+ meeting planners at the tradeshow.
- See Monterey attended Virtuoso Travel Week in Las Vegas and ILTM North America in the Bahamas meeting with 180+ travel trade representatives.
- See Monterey hosted the SITE Northern CA event "SITE For the Senses" bringing 50+ meeting planners in market to experience the destination.

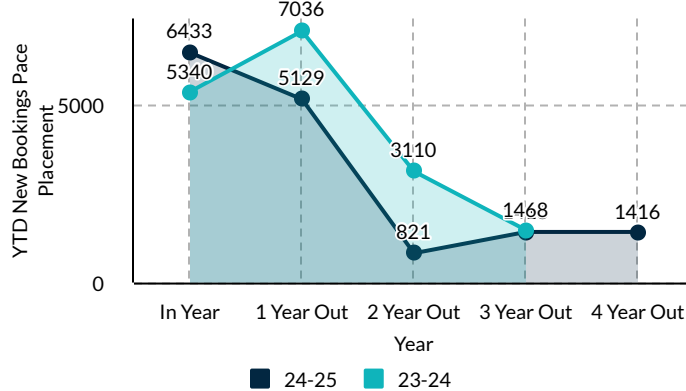
	Number of Leads Sent	Leads Room Nights Sent	Leads Booked	Room Nights Booked	Conversion
Sept.	68	29,152	4	1,235	5.88%
YTD	186	78,062	38	15,125	20.43%

Requested Arrival Year of Leads



Pace Report

YTD New Bookings Pace Placement:



STR Occupancy

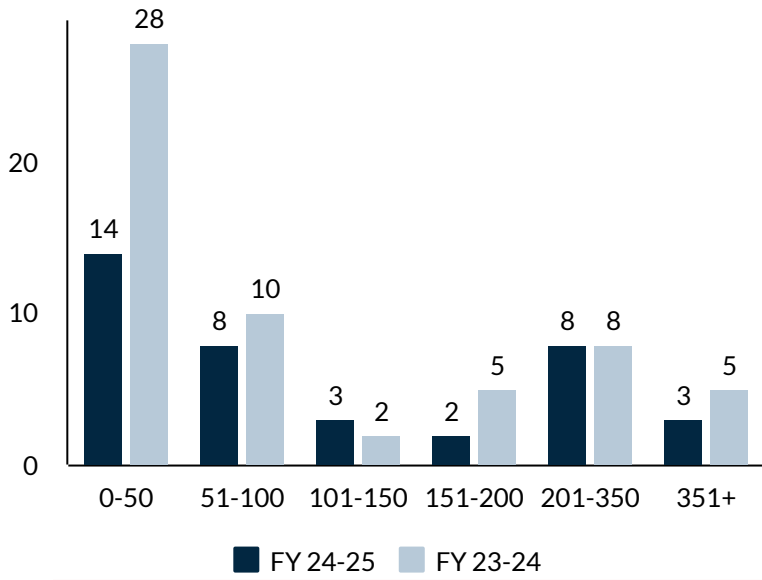
	SEPT	YTD
MONTEREY	73.0%	68.6%
Napa Valley	71.9%	63.5%
Santa Barbara	72.0%	68.9%
San Francisco	75.0%	66.9%
Sonoma County	69.9%	62.6%
San Luis Obispo	68.0%	66.2%

	SEPT	YTD
City of Monterey	75.2%	69.9%
\$1.50 Limited +	70.9%	67.3%
\$4.50 Full Service+	77.6%	71.6%
\$7.00 Luxury +	77.1%	73.2%
Group Properties+	77.2%	71.5%

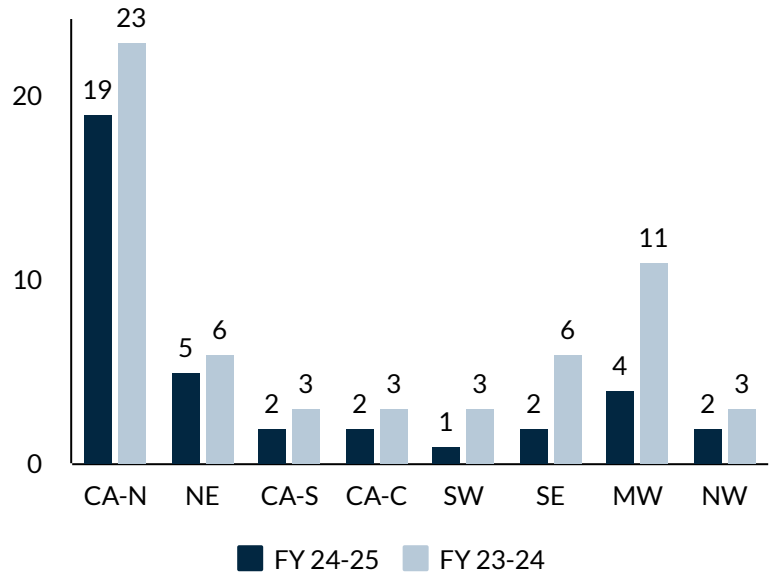
Events

- July 27: SF Travel + MPI Greater NY Chapter Golf Outing, New York
- July 28-30: Smart Meetings Inclusive, Miami
- August 8-13: Virtuoso Travel Week, Las Vegas
- August 10-13: ASAE Annual, Cleveland

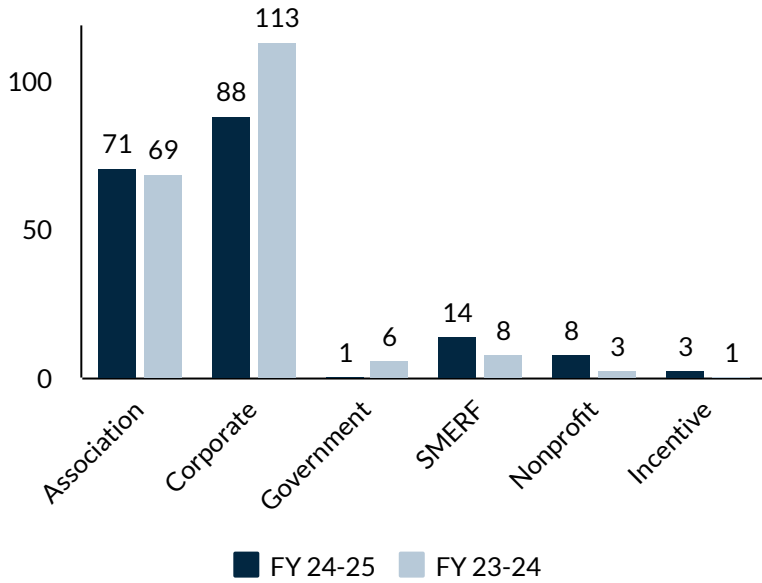
Fiscal Year Peak Room Night Bookings



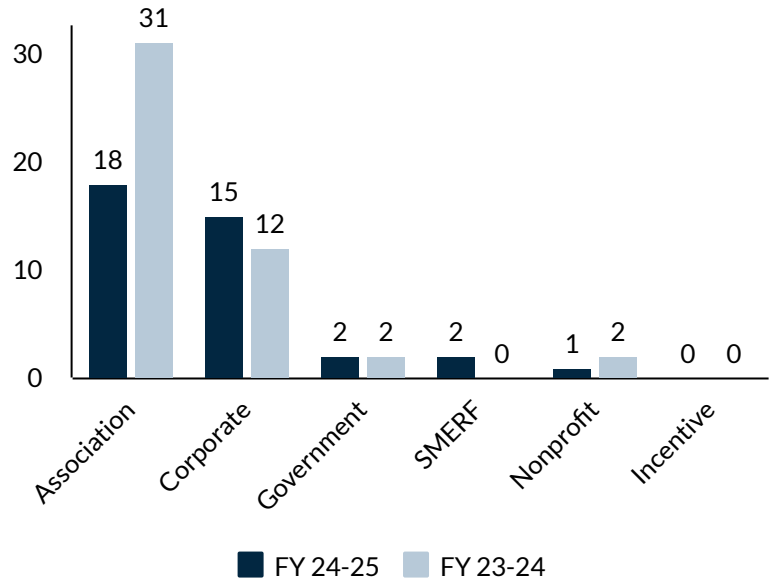
Fiscal Year Bookings by Region



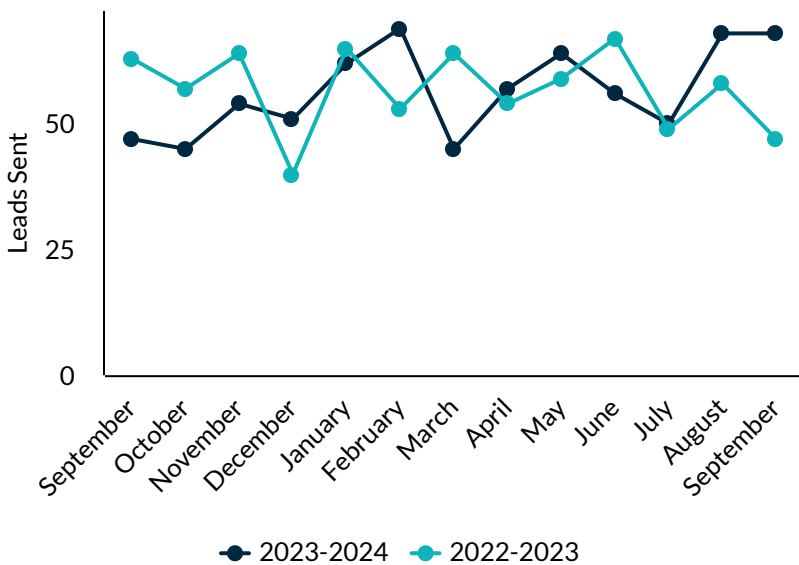
Fiscal Year Top Market Segments for Leads



Fiscal Year Top Market Segments for Bookings



Lead Generation (Sept. 2023-Sept. 2024)



Conference Center Leads by Year

