

# Group Business Development

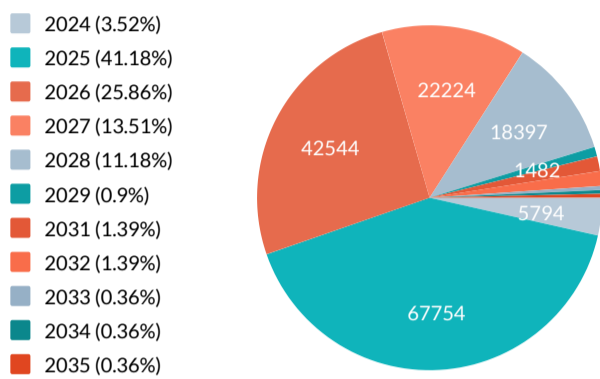
## Q2: October - December 2024

### HIGHLIGHTS

- See Monterey exhibited at IMEX America, which brought 15,800 meeting professionals together.
- See Monterey attended/sponsored numerous holiday events including SITE SoCal Holiday, SITE Texas, Holiday Showcase, MPI San Diego Deck the Palms, CalSAE Seasonal Spectacular and mor.
- See Monterey hosted the MPI Regional Business Exchange & Corporate FAM bringing 50+ meeting planners in market to experience the destination.

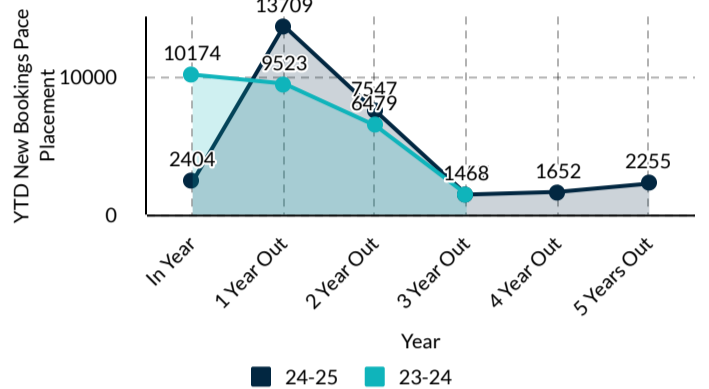
	Number of Leads Sent	Leads Room Nights Sent	Leads Booked	Room Nights Booked	Conversion
Dec	76	31,450	39	13,555	51.32%
YTD	388	167,517	103	43,631	26.61%

### Requested Arrival Year of Leads



### Pace Report

#### YTD New Bookings Pace Placement:



### STR Occupancy

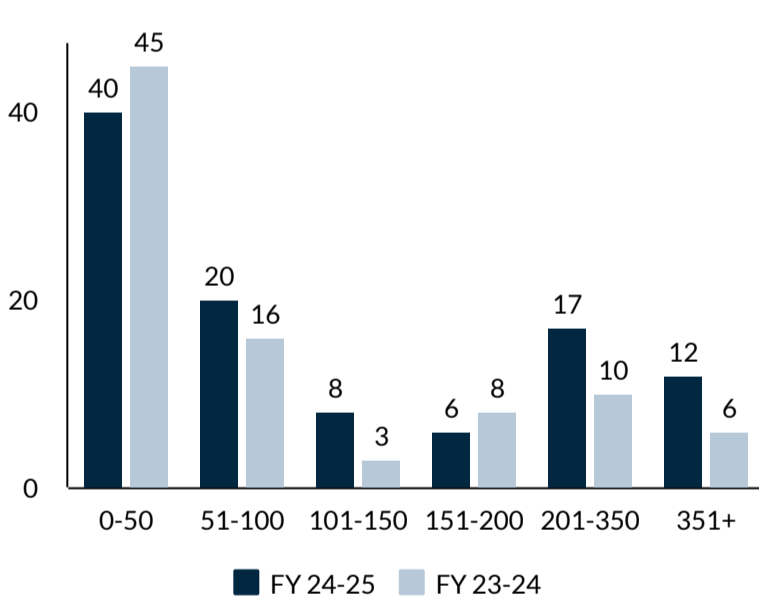
	DEC	YTD
<b>MONTEREY</b>	53.8%	66.9%
Napa Valley	47.9%	62.8%
Santa Barbara	57.8%	67.7%
San Francisco	52.8%	65.4%
Sonoma County	48.4%	61.1%
San Luis Obispo	53.0%	64.7%

	DEC	YTD
City of Monterey	55.1%	68.3%
\$1.50 Limited +	52.2%	65.4
\$4.50 Full Service+	57.4%	70.2%
\$7.00 Luxury +	59.2%	72.0%
Group Properties+	56.1%	69.9%

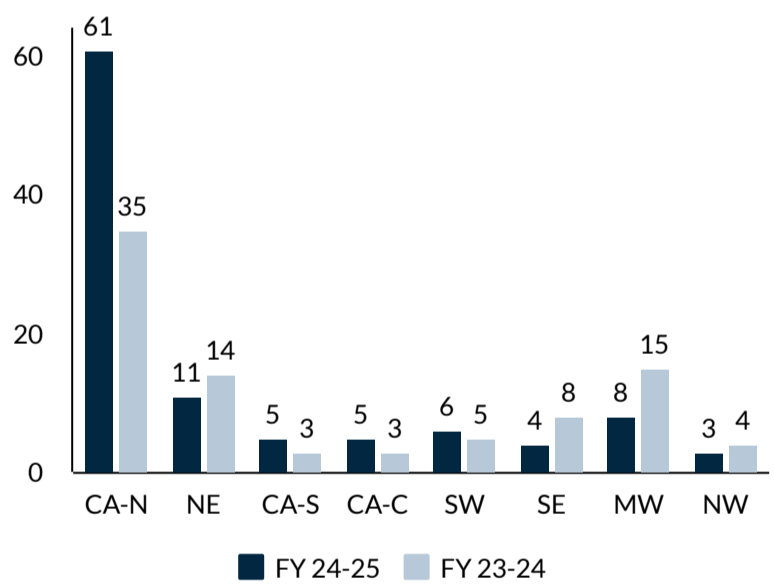
### Events

- October 8-10, 2024: IMEX America
- November 13-15, 2024: ConferenceDirect Forum
- November 17-19, 2024: MPI Regional Business Exchange & FAM
- December 4-5, 2024: CalSAE Seasonal Spectacular

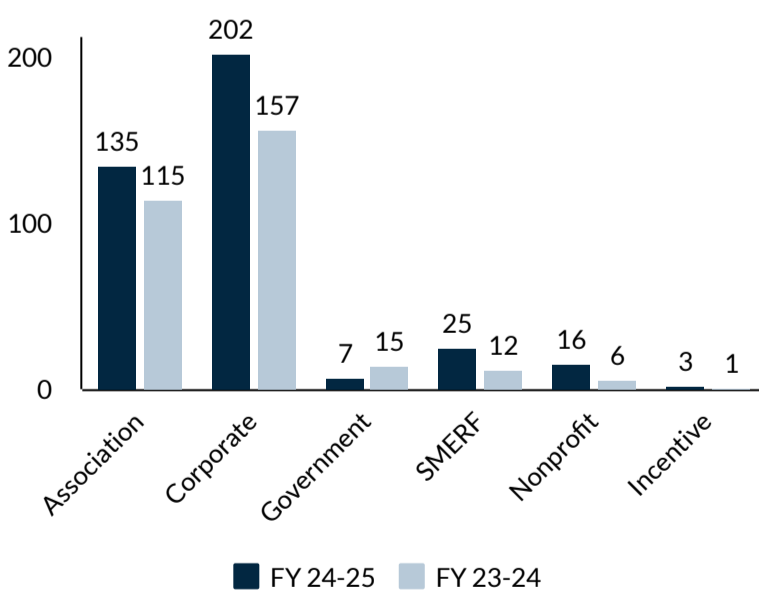
### Fiscal Year Peak Room Night Bookings



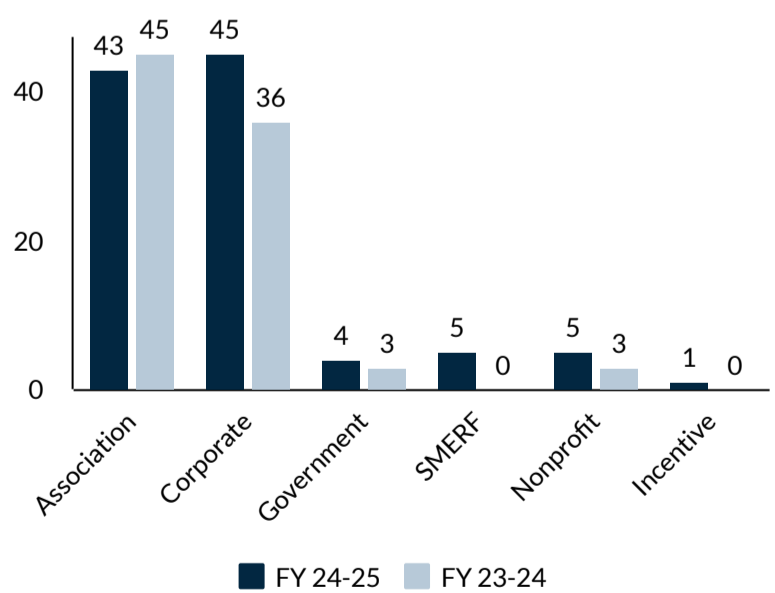
### Fiscal Year Bookings by Region



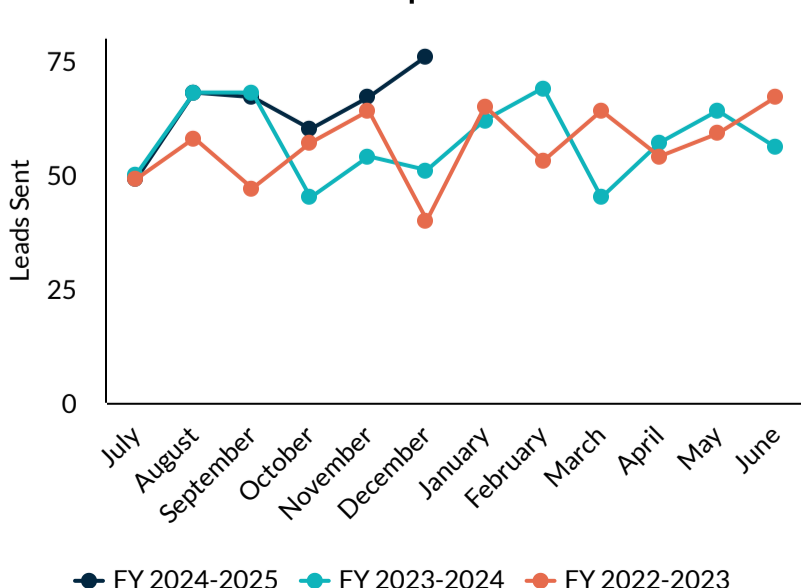
### Fiscal Year Top Market Segments for Leads



### Fiscal Year Top Market Segments for Bookings



### Lead Generation FY Comparison



### Conference Center Leads by Year

