

MONTEREY

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COMMUNITY RELATIONS

FY 2024-25 Q2

Highlights

- Met with Dubrovnik delegates to discuss our respective tourism economies and responsible travel initiatives
- Planning for more member engagement: meeting businesses at their businesses with more door-to-door outreach
- Continued participation on Visit California's Central Coast Regional Advisory Committee for their stewardship plan

Representation

20
Q2



Report out/public
comment/presentations

Community & Member Engagements

35
Q2



Stakeholder meetings/encounters at
community events

Hosted Events

The Points Guy + Member Mixer

15 attended

Social Media Workshop

28 attended

Membership Growth

New Members

15
Q2

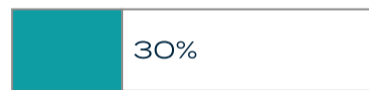


1,192 Total Members

FY2024-25 Goal

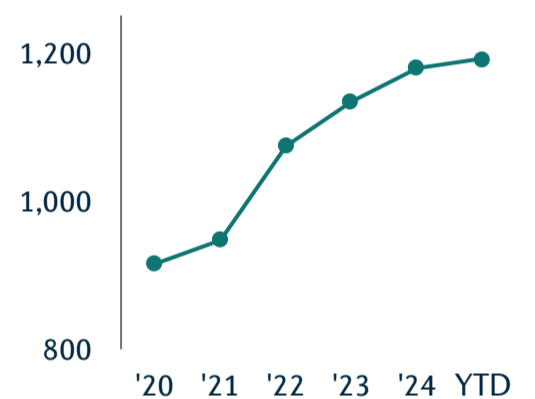
Progress

100 new
members



Goal: 30% growth from
initial 1,179 members

Growth Year Over Year



30% increase since free
membership

Member Programs



Virtual Meet-a-Member :

- 7 members featured
- Opportunity for members to present themselves to our different departments and participate in Q&A

Site Visits & Experiences:

- Odonata Winery, Chateau Coralini, Wave Street Studios, Go Car Tars
- Opportunity for our team to engage with members and to see and experience our destination first hand

New published events (visitor facing)



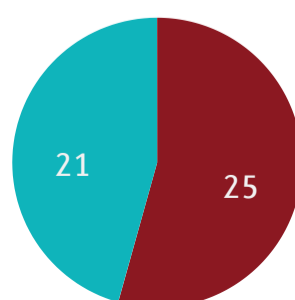
Q2
261

Visitor Services

Visitor Inquiry Topics:

- Travel guides & maps
- Camping
- Tours
- Taxi services
- Holidays

Q2 FY24-25



■ Phone calls ■ Emails

Visitor App



Q2 New downloads
458

Q2 Total users
2,859