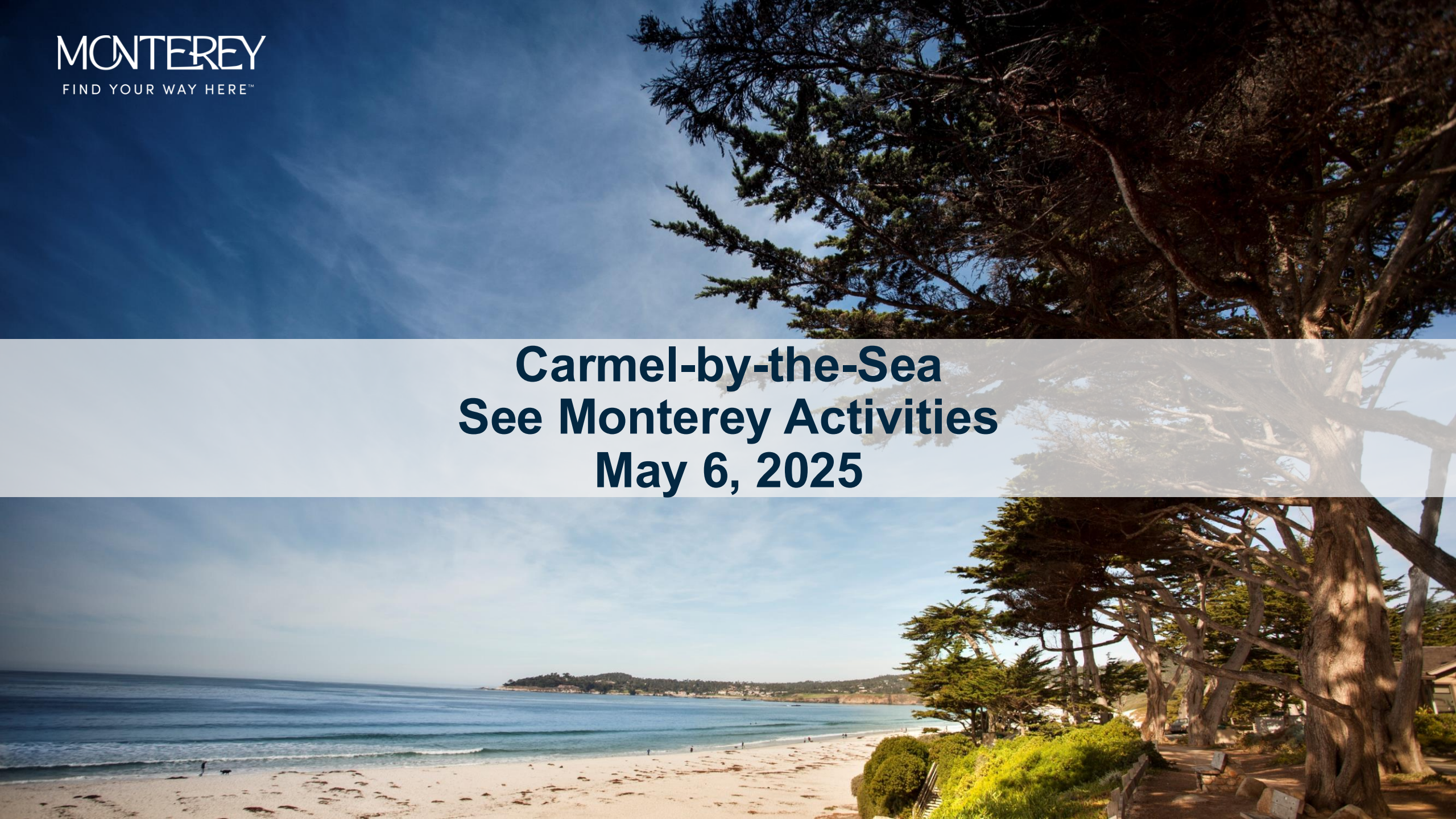


**Carmel-by-the-Sea  
See Monterey Activities  
May 6, 2025**





# SEE MONTEREY

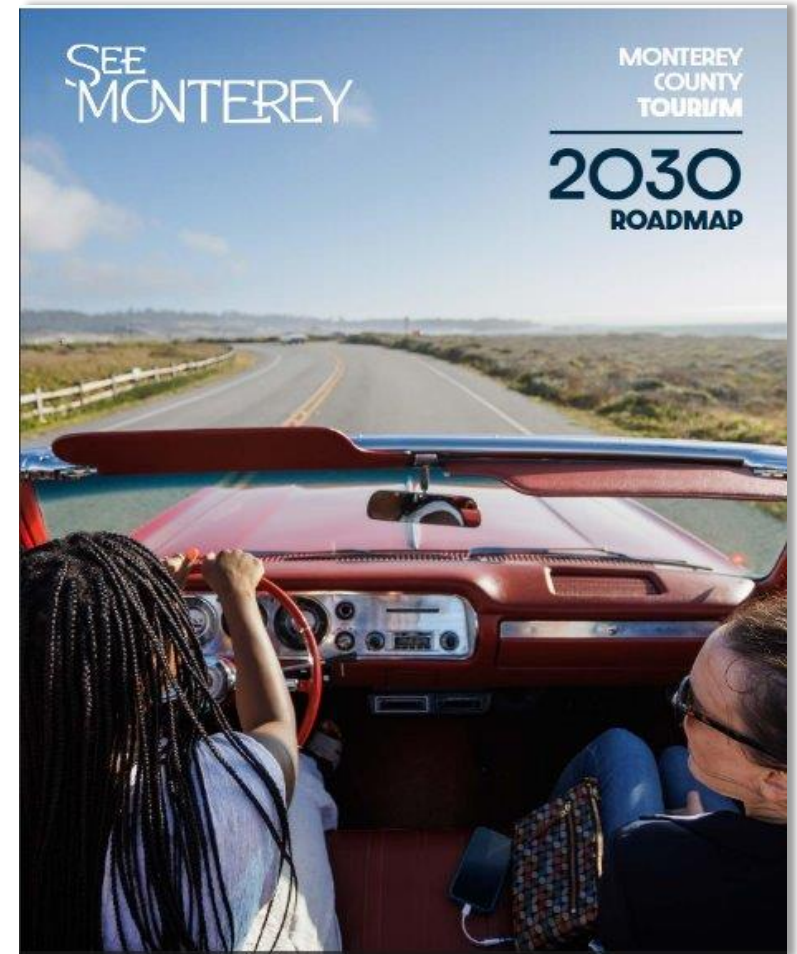
## Destination Marketing Organization

### VISION

A thriving tourism economy that enriches Monterey County's economic vitality and quality of life.

### MISSION

To generate community prosperity for Monterey County through the responsible promotion and growth of the tourism economy



## FY2024-25 Summary by the Numbers (Jul-Dec)

Leveraging the City of Carmel-by-the-Sea's YTD investment of \$113,148.5 with the combined jurisdiction and hotel investments yielded a tremendous ROI for our entire community. See Monterey' marketing communications efforts contributed to reaching over **5.3 million** travel-ready households and more than **400,000** ad-influenced trips to Monterey County.

### City of Carmel-by-the-Sea Business Development ROI

- **Economic impact: \$62,456**
- Leads: **48**
  - Potential room nights: **3,467**
  - Potential new business: **1,801**
- Booked groups: **3**
- Booked room nights: **110**
- Business Referrals - **91**

### City of Carmel-by-the-Sea Marketing Communications ROI

- Partner-site conversion: **32.9k clicks** from SeeMonterey.com to a local business
- Social engagements: **13,600 engagements** (likes, comments, shares, link clicks, and video views)
- Earned media impressions: **233.2M**
- PR ad equivalency: **\$685,250**

### City of Carmel-by-the-Sea Business Membership

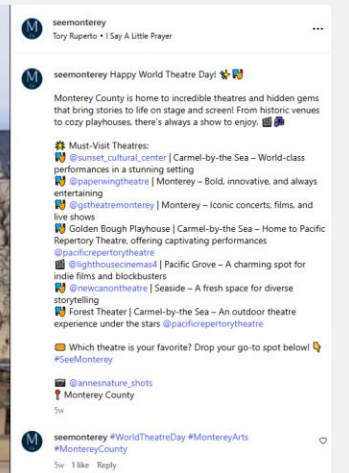
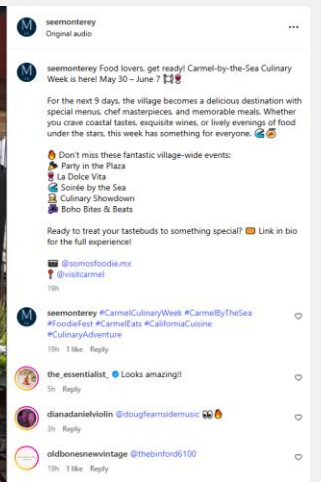
- Total members: **68 members**
- Events promoted: **39 events promoted**
- Member workshops: Social Media, Responsible Travel, Travel Trade & International Travel
- Collaboration: Visit Carmel, Carmel Chamber, Carmel Cares

### See Monterey website & visitor app results

- Total web sessions: **18,800 sessions**
- New downloads of app: **1,867 downloads**
- Total App users: **1,415 Monthly Average Users**



## Marketing Communications Advertising, PR, Social Media





# Business Development Travel Trade

## 6 familiarization trips (FAMs)

44 international tour operators and travel advisors experienced 13 partners' product

## New packaged travel product selling online

Example: Journeyscapes and Ocean Holidays (UK)

## FIT distribution

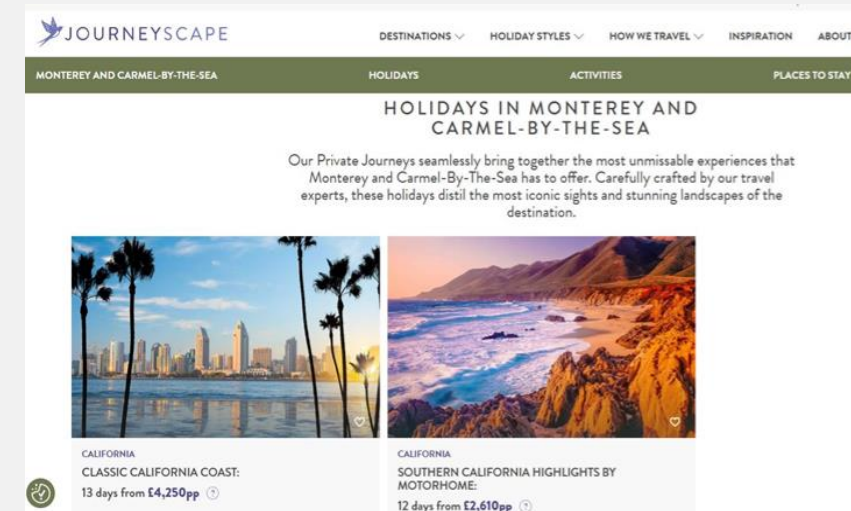
7 hotels are now bookable to int'l tour operators and agents on global distribution channels through wholesale partners Bonotel and TourMappers

## Product education to over 1,200 qualified travel buyers at tradeshow, sales missions and webinars

Virtuoso Travel Week, ILTM North America, ILTM Cannes, Brand USA Travel Week

## 4 trade marketing campaigns to boost winter, spring hotel bookings

Internova, Signature Travel Network, Bonotel, Hopper





# What's Next?

## MCT 2030

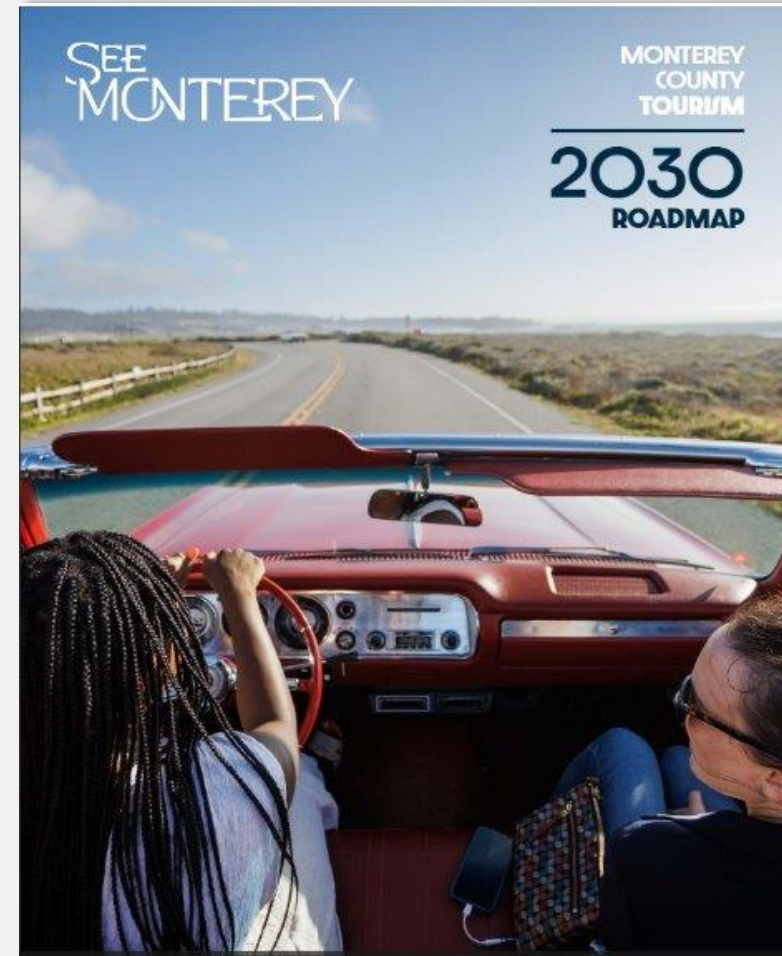




# Monterey County Tourism 2030 Roadmap

## Maximizing Tourism Economy Potential

- Intended to sharpen focus over next half decade
- Includes new Resident Sentiment Study & Visitor Profile Study
- Considers major challenges and opportunities in the coming years
- Relies on community-wide collaboration, planning and implementation



# CHALLENGES

## Economic Uncertainty

 The New York Times

### Traveling Abroad? If You're Paying With Dollars, Your Trip Is on Sale.

The dollar's strength against the euro, the yen and other foreign currencies means bargains for U.S. travelers.



BUSINESS  
**Tariff threats and uncertainty could weigh on consumers, drag down US economy, gov't report suggests**

**US tourism industry faces drop-off as immigration agenda deters travellers**

**LOCAL NEWS**

### International tourists are rethinking travel to the U.S.: What this means for L.A.

by: [David Lazarus](#)

Posted: Mar 27, 2025 / 07:44 AM PDT

Updated: Mar 27, 2025 / 07:44 AM PDT

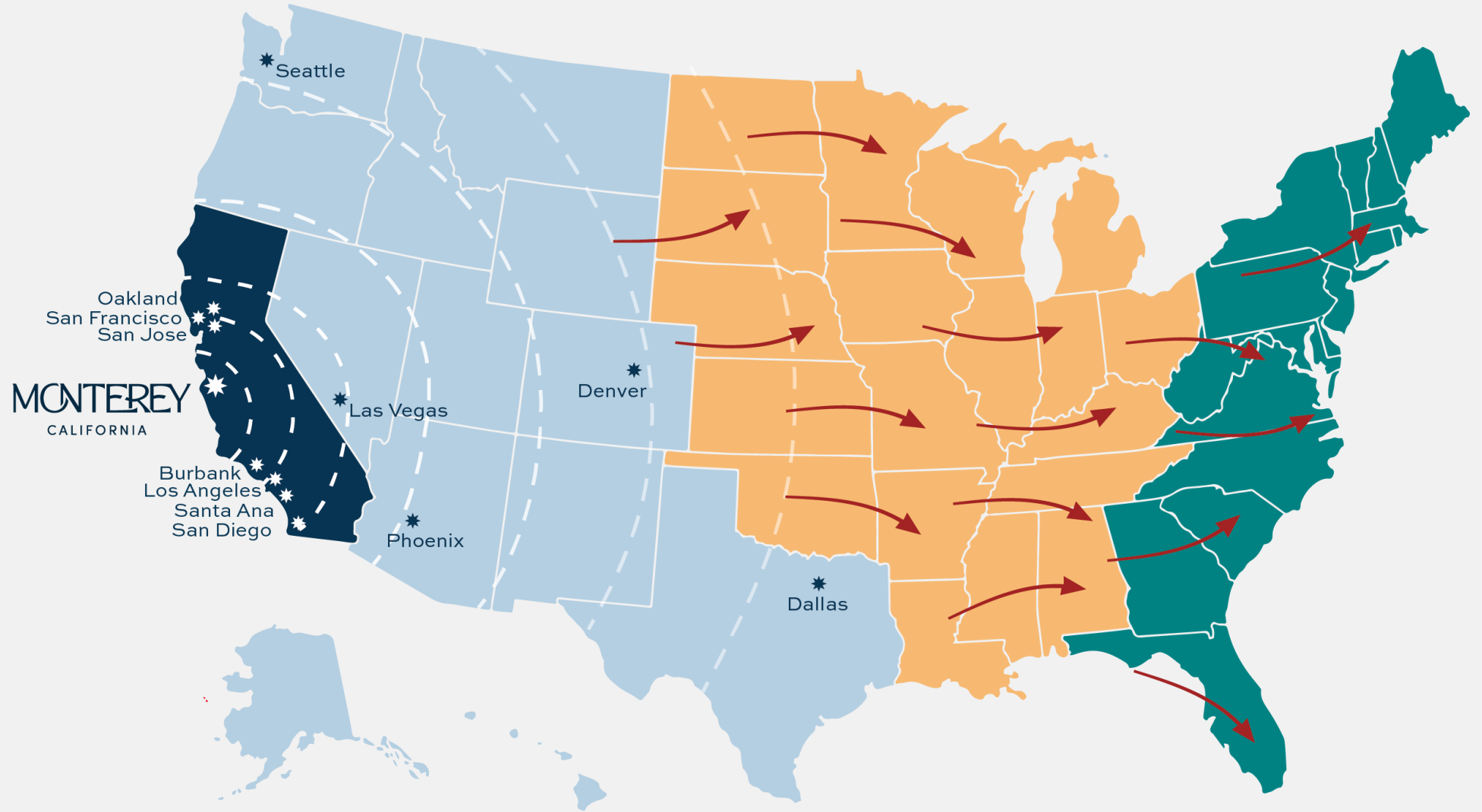






SEE  
MONTEREY

# Marketing Reach





# MCT 2030

## Key Imperatives

- Raise the tide for all – grow market share
- Attract visitors from further away – tend to stay longer and spend more
- Tourism dispersion – spread travelers throughout the entire county
- Transportation Collaboration – with MRY, MST, TAMC
- Evolve Events – make current events work harder; attract new



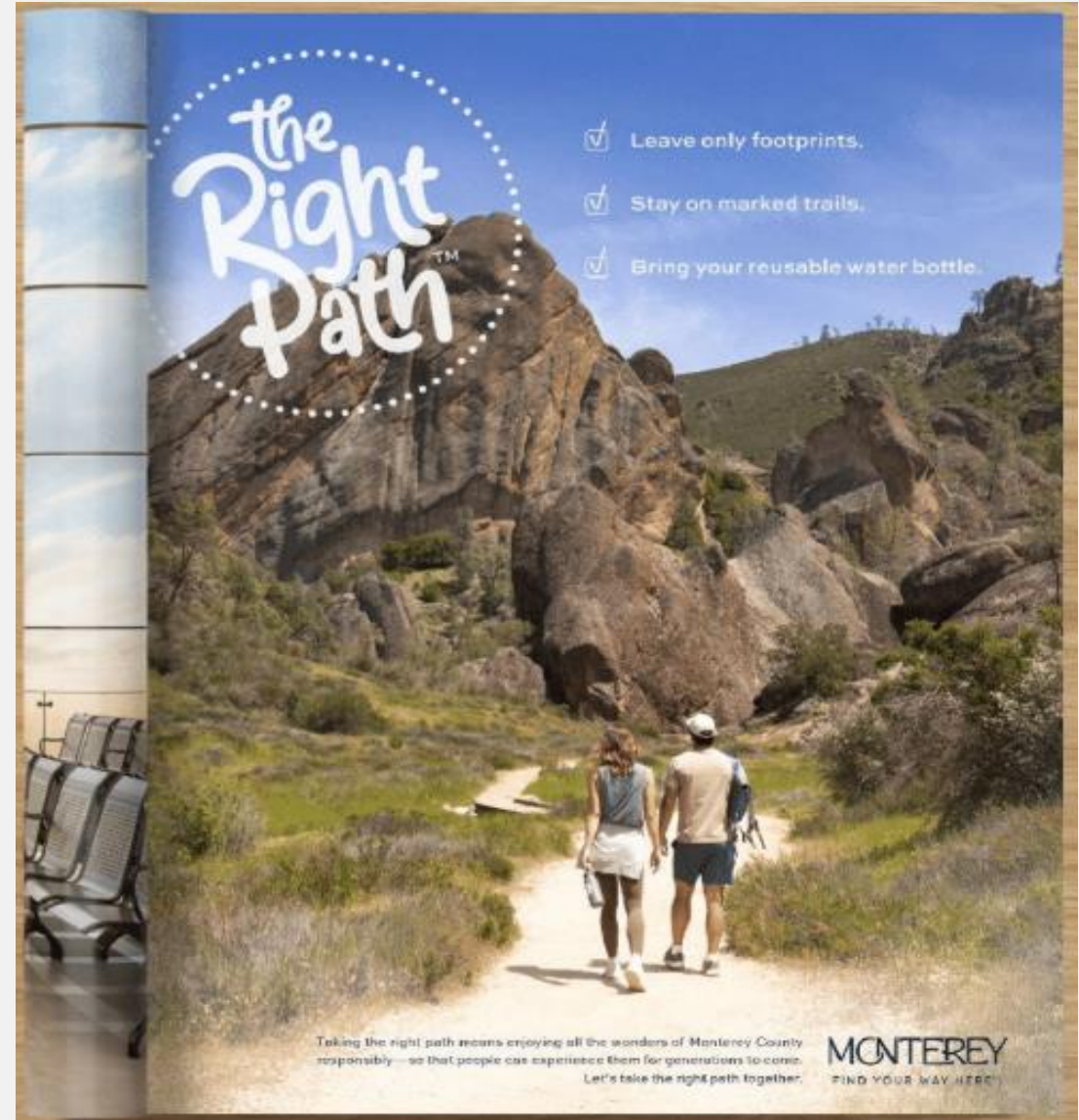


# Responsible Travel

## The Right Path

**The Right Path** goes beyond environmental sustainability, incorporating several key elements aimed at minimizing negative impacts and enhancing positive outcomes.

- Environmental Stewardship
- Cultural and Community Respect
- Support for Local Businesses
- Respect for Local Communities
- Education and Awareness





**Thank you for your continued partnership.**