

VISIT
MORGAN HILL

Board Meeting

April 15, 2024



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Visit California OUTLOOK FORUM



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Visit California OUTLOOK FORUM

- Kicked off with a Regional Strategic Planning session with JLL and other Bay Area and Urban CA centers. Discussed transportation.
- Attended multiple sessions including Visit CA “The Ultimate Playground” campaign platform debut and Poppy Awards.
- Spent meaningful time with Visit San Jose, San Jose Airport, Visit Gilroy, Gilroy Gardens, Visit Santa Cruz, Central Coast Tourism Council, and Visit Walnut Creek.
- In the photo to the right, Ruby from Ventura Harbor and I talk about how to make storing, sharing, and using high volumes of video files easier!



Visit California

18,568 followers

California is the **ULTIMATE PLAYGROUND**

Nothing quite drives this point home like
round of golf ... or sip of wine ... or maybe
bowling is more your jam. 🎳 #CAOutlook

CONFERENCE TAKEAWAYS


Generative AI	Misc.	Culinary Media
<ul style="list-style-type: none"> • Great for supporting concept development • Copywriting needs fact checking, but good for grammar and tone • Images not quite there yet, not likely to take over DMO photography • Many DMOs using AI chat boxes but watch out for landmines 	<ul style="list-style-type: none"> • Influencers: Twice is coincidence, 3x is a trend • Gordon Biersch is making cider now! • UK and Germany growing interest in US culture, particularly sports like NFL • Continued Euro interest in unknown, rural, light/soft adventure 	<ul style="list-style-type: none"> • They want stories that are interesting and different • Authenticity to a place • Hidden history • Things that nobody else is doing (exclusivity, unique corner on market) • Limited edition items • Regenerative farming • Native ingredients • Cacao will be big

Current Advertising

Wine Auction

 **Santa Clara Valley Wine Auction**
Sponsored · 🌐

Don your best Kentucky Derby attire and saddle up for a night of wine, bites, and bids at Clos LaChance Winery on Sat., May 4, 2024! 🍷 🐎



santaclaravalleywineauction.org
Get your tickets today!
Discover hidden gem wineries...

[Sign up](#)

👍 🤔 13 2 shares

Mushroom Fest



PJIFF



POPPY JASPER
FILM FEST
APRIL 10-17, 2024

GET
2
VIP
PASSES

*Cinema
& CHILL*

<-- MORGAN HILL
GILROY -->
HOLLISTER --->
SAN JUAN BAUTISTA ---->

WHEN YOU
BOOK
2 NIGHTS
IN MORGAN HILL

VISIT
MORGAN HILL

Current Advertising


Visit USA Parks Media Network



(DRAFT) Morgan Hill,
Northern California's
Culinary Destination

Nestled in Northern California's Santa Clara Valley, Morgan Hill offers the perfect mix of outdoor recreation and one-of-a-kind agricultural experiences. From nightshades to night caps, kick back for a meal on a farm or knock back a few local beverages right at the source.

AMERICAN WEST CALIFORNIA HIKING STATE PARKS WINE/BEER/CI DER TASTING



PREPARED BY:
Nick Cote




Visit USA Parks
Just now · 🌐

(MORGAN HILL- DRAFT 2/2) Long before Silicon Valley became a tech hub, it was known for being an agricultural powerhouse. Morgan Hill, California, is still firmly rooted in that tradition. It's a place where Michelin-starred chefs turn to local farms for heirloom ingredients, 100 year-old vineyards turn out award-winning wines, and farms and orchards open their doors for everyone to relax, learn, and even take home some edible souvenirs.





Like Comment Share



Visit USA Parks
Just now · 🌐

(MORGAN HILL- DRAFT 1/2) Surrounded by parks and open space, Morgan Hill, California, is a dream no matter how you choose to enjoy the trails. The best part? Dozens of wineries, breweries, and restaurants stand ready to help you wind down and refuel for the next adventure.



Like Comment Share

Paid Media Opportunities

NBC Universal

- Recommend pushing to summer production, fall launch

Oakland Ballers

- Alternative to SF Giants print “yearbook” -- in stadium marketing
- Batting circles and commercial on stadium screen
- 168K people in person + 135K KPIX TV audience = 303,000 reach
- Market visibility for families and sports enthusiasts, positive press

Influencer FAM?

Sports Sponsorships:

- ✓ Confirmed Bay Area Panthers 2024 Season
- ✓ Confirmed Santa Clara Swim Club Meets – May 25-26 & July
- Possible NFL Alumni Golf Tourney Sponsorship



Owned Channel Marketing

Ongoing Owned and Earned channel marketing efforts!

Owned

- Quarterly themed eblasts and blogs (spring-summer)
- Ongoing monthly social posts (2 reels, 1 carousel + any additional in-house)
- Agency visit for video content creation - April 26-27
- Brochure distribution around Bay Area and Monterey Bay travel hubs

Earned

- Visit California Now newsletter (CCTC collab Gilroy, San Benito Co.)
- Journalist Visit: Sedona Magazine - April 19-20
- Ongoing VCA reactive pitches
- Ongoing proactive media pitches

Tourism Market Report

A High-Level Assessment of Hotel & Visitor Spending Data and Forecasting in Morgan Hill

Overview

- MHTBID – Historic levels and YOY changes
- STR – historic OCC, ADR, RevPAR levels for Morgan Hill
- Visit California Lodging Forecast – Revenue Change YOY through 2026
- National Economic Summary
- Strategic Implications for Morgan Hill

Board feedback before going to print?