

Updates from Visit Carmel, including marketing opportunities available to Carmel-by-the-Sea innkeepers, restaurants and visitor-serving businesses.



Happy 2020 Carmel-by-the-Sea!



As the year comes to an close, our sincere thanks and appreciation to our Visit Carmel Board of Directors, City of Carmel elected officials and staff, all our hotel and restaurant partners, the Carmel Innkeepers Association, Carmel Chamber of Commerce, Sunset Center, Carmel Residents Association, Monterey County Convention & Visitors Bureau, Team Fly Monterey, Central Coast Tourism Council, Visit California, and all community members who have supported our efforts, participated in our programs, and provided the feedback to make us even better.

We are excited and energized about the year ahead and look forward to working with you again in 2020. Happy New Year to all!



Carmel-by-the-Sea Culinary Week: New Updates



As you have likely heard by now, our village will host the first Annual [Carmel-by-the-Sea Culinary Week](#) from January 19-26, 2020. Twenty-five restaurants throughout town are participating in the 8-day event by offering special prix fixe menus, intimate and immersive events, and complimentary items. For a full list of all the offerings [check out the website](#) now.

At the beginning of January we will be ready to activate the mobile passport for download which will be the key to getting the most from Carmel Culinary Week. Be sure to enter your email address [here](#) so we can notify you when the Passport is ready.

In addition to a digital, PR, and social media campaigns, ads are planned for the *Pine Cone* and, with KSBW as an event sponsor, TV spots will be running regionally to promote the event.

Brochures (which describe the event options and especially the Passport Program in more detail) will be distributed in early January to all hotels and participating restaurants.

In the meantime, we encourage all Carmel-by-the-Sea businesses to start to spread the word to visitors and locals alike! And here are some tools available for your use:

- **Posters** - [email Amy Herzog](#) if you would like a 11x17 poster to display in a business window.
- **Check Presenter Cards** - [Email Amy](#) if you are a restaurant and will insert little reminder cards in your check presenter folders.
- **Digital Graphics** - Follow [this link](#) for a selection of graphics and flyers for your use. There are different sized graphics to insert into e-blasts, and flyers for printing and posting at your businesses.
- **Like and share our Facebook event.**

Example Descriptive Text for Promotional Use: Join us for the first annual [Carmel-by-the-Sea Culinary Week](#), January 19-26, 2020. Experience the "Art of the Plate" when 25 restaurants within our one-square-mile village will offer special menus and immersive events throughout the week. Learn about making gnocchi, the wines of Tuscany, or a trifecta of flambé desserts, for example, while taking advantage of special menus, complimentary offerings, and lower hotel rates during the cozy and intimate month of January in Carmel-by-the-Sea.



Top 10 Earned Media Placements in 2019

5 Reasons to Love Carmel by the Sea
Discover the quirky charm of this artistic seaside town.
DONNA SOZIO - UPDATED ON MAY 7, 2019

With a nod to David Letterman, here are The Abbi Agency's Top 10 Earned Digital Media Placements of 2019 on behalf of Visit Carmel.

[5 Best Places To Travel To In The U.S. Alone, For A Sweet Escape From Adulting](#), Elite Daily, Est. Readership: 3,079,861

[Smitten With Carmel-by-the-Sea, Oakland/Alameda Magazine](#), Est. Readership: 12,731

[My Winter Trip to Beautiful Monterey County](#), KRON 4, Est. Readership: 436,576

[The Best Way to Drive California's Highway 1, Outside Magazine](#), Est. Readership: 1,594,558

[5 Reasons to Love Carmel by the Sea, Organic Authority](#), Est. Readership: 196,000

[The Most Beautiful Seaside Towns in America](#), MSN, Est. Readership: 87,985,118

[One day, one place: Carmel-by-the-Sea, San Francisco Chronicle](#), Est. Readership: 1,814,934

[If You Can't Bear The Thought Of Leaving Your Pooch At Home On National Dog Day, Head to Carmel-by-the-Sea, Forbes](#), Est. Readership: 32,525,912

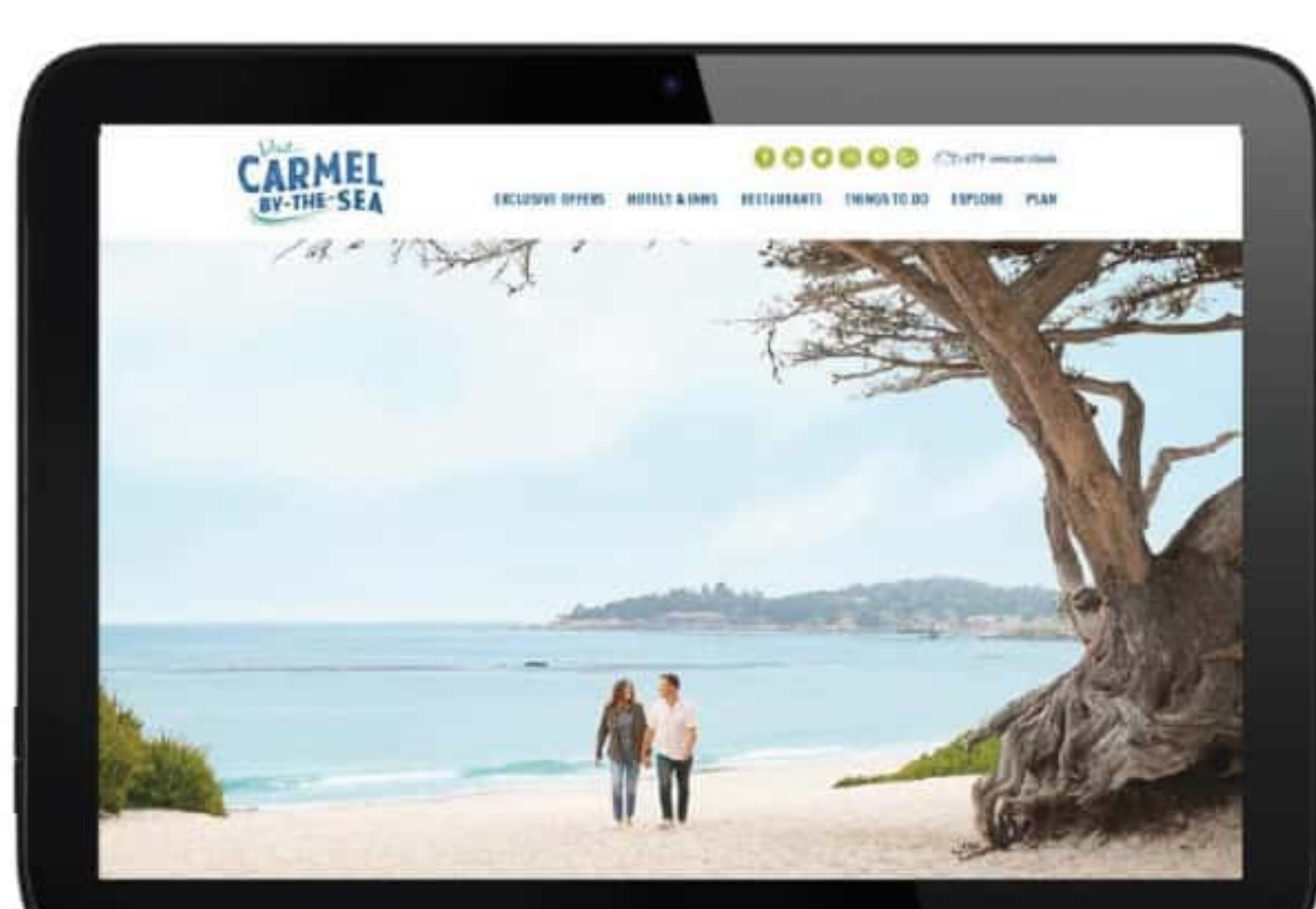
[How To Road Trip Through California's Central Coast, Forbes Travel Guide & Forbes](#), Est. Readership: 26,622,846

[Carmel-by-the-Sea: Where to eat when you're not sipping wine, Sacramento Bee](#), Est. Readership: 1,195,815



A Quick Look at the Numbers from 2019

- Website Engagement - 2.27M Pageviews (11% increase)
- Website Visits - 711K Users (20% increase)
- Top 5 (Out of Area) Cities for Web Visits - SF, LA, San Jose, Sacramento, San Diego
- Website Hotel Referrals - 136K (1% increase)
- Website Restaurant Pageviews - 217K (15% increase)
- Opt-In Email List - 68K (19% increase)
- Earned Media Placements - 76 (7% increase)
- Social Media Engagements - 284K across channels (34% increase)



Outdoor Mural Contest Still Taking Submissions



Reminder: Visit Carmel, in partnership with the City, is sponsoring a contest for a new temporary outdoor art mural, to both honor Carmel-by-the-Sea's artistic heritage as well as provide a safe and accessible spot for visitors to take photos.

Visit Carmel seeks a local artist(s) to create an eye-catching mural that is fresh, highly photographable, and unmistakably "Carmel-by-the-Sea."

There is still time to submit your design idea. Submission deadline is December 31, 2019. [For details and to enter, please visit here.](#)



UPCOMING MEETINGS: Carmel Restaurant Management Committee -- Tuesday, January 7 at 2:30 pm at 7&D. Visit Carmel Board Meeting -- Thursday, January 9 at 2:30 at Sunset Center. All meetings open to the public.



Please follow, post, share and tag @visitcarmel us so we can promote you!



VISIT CARMEL

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City of Carmel-by-the-Sea
Carmel HID and RID
Carmel Chamber of Commerce
Carmel Heritage Society
Carmel Innkeepers Association
Carmel Residents Association
Sunset Center
Fly Monterey

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Amy Herzog

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