



INTRODUCTION TO THE FLY MONTEREY ALLIANCE

WHAT IS THE FLY MONTEREY ALLIANCE?

The Fly Monterey Alliance is a non-profit venture that includes the Monterey Peninsula Airport (MRY), serving as an economic engine for the region, the Monterey County Convention and Visitors Bureau (MCCVB) and supporters of the airport in its efforts to improve and expand air service to Monterey County. Supporters of the airport include local governments, chambers of commerce, members of the tourism and hospitality industries, wineries and agriculture, banks and businesses, and others in the region. The mission of the Fly Monterey Alliance is to promote outbound and inbound air service and to increase local awareness of the positive economic impacts the airport makes on all communities, business interests, and individuals living within the area the airport serves.

The Alliance targets two passenger categories: (1) the *local resident* who could fly from MRY and 2) the *destination visitor* flying to our region.

The Airport will coordinate promotion to local residents and heartily encourages Monterey County organizations and businesses to participate in the Alliance, integrating the *Fly Monterey* message into their marketing programs.

MCCVB will be the primary organization that will promote the *Fly Monterey* message to destination markets. Although MCCVB will coordinate the destination markets efforts, we encourage companies and organizations that have a “destination visitor” marketing budget to join the Fly Monterey Alliance and work with us.

Note: This program is limited financially by the annual budget and a DOT grant. It is offered only for three years.

WHY FLY MONTEREY?

Traveling via Monterey Peninsula Airport:

- Provides Convenience to Travelers: Local residents and guests to Monterey County will find exceptional convenience when flying to and from Monterey, bypassing long security lines at other airports, long travel times to and from home, inconvenient long term parking, and traffic along the Highway 101 and Highway 17 corridors.

- Access to New Markets: Direct flights to and from Denver, Las Vegas, and Salt Lake City allow for connections to and from other markets, expanding sales and marketing opportunities in hundreds of connecting cities including: St. Louis, Chicago, Ft. Lauderdale, Philadelphia, Atlanta, Washington D.C. and New York.

- Overall Cost-Effectiveness: Leisure and Business Travelers alike can enjoy the overall cost-effectiveness of using the Monterey Peninsula Airport. While airfare costs may be higher, when combined with the rising cost of gasoline and long-term parking costs, flying Monterey is more affordable. For business travelers, the extra travel time equates into loss

productivity and staff time, which means that Flying Monterey versus other airports or driving is an obvious affordable choice.

- Extended Stay: Instead of spending time traveling to another airport or driving, visitors can extend their stay to Monterey County. This equates to an extra meal, more time for shopping, or an extra night's stay. A longer stay also means more overall spending in Monterey County.

- Reduce County-wide Traffic Congestion and Reduce Emissions: Each traveler using Monterey Peninsula Airport means one less car on Highway 101 or Highway 17. Driving to Monterey Airport instead of San Jose Airport equates to a reduction in over 6 pounds of pollution. The reductions are even greater when flying Monterey instead of Oakland or San Francisco.

WHAT'S IN IT FOR ME?

Members will gain exclusive access to programs and promotional opportunities available only to Fly Monterey partners. Benefits to all members include co-ops and opportunities in new markets with Fly Monterey advertisements, promotional vacation packages included with airfare, and placement in partner-only web pages. Other benefits include representation in quarterly meetings, research results from airport traffic demographics and participation in an organization that increases the economic vitality of the region. Your business will also be eligible to apply for a Fly Monterey Alliance Grant, reimbursing from 5% up to 25% of advertising expenses when prominently mentioning Fly Monterey in advertising. If approved for a grant, an administrative fee of \$1,000 will be required.

WHAT IS THE FLY MONTEREY ALLIANCE GRANT PROGRAM?

Members of the Fly Monterey Alliance that mention the *Fly Monterey* message prominently in their promotions are eligible to receive a grant, reimbursing up to 25% of the cost of their promotions. It allows members to leverage the costs of their promotional budgets, recapturing up to 25% to further expand their budgets to promote the Fly Monterey message. For example, a business or industry organization that advertises in destination markets, promoting visitors to travel to the Monterey region and includes in the ad the *Fly Monterey* message to use the airport, may qualify for the rebate. The same concept applies to local advertising and promotions.

WHAT ARE OTHER REQUIREMENTS TO BECOME AN OFFICIAL FLY MONTEREY ALLIANCE MEMBER?

Official Alliance Members are organizations and businesses that embrace the Fly Monterey message of convenience to travelers, access to new markets, overall cost-effectiveness, extended stay, and reduction in traffic congestion and emissions. There are a number of no-cost participation criteria that members are required to include in their advertising and promotional efforts to qualify for the marketing rebate. Another requirement is a representative of the business or organization must attend the quarterly Fly Monterey Alliance meetings. The following no-cost membership criteria have little or no cost to the members and are ways in which members can participate:

- Mention the available flights on all corporate e-mail signatures
- Provide complimentary goods or services for out-of-market promotion packages
- Affix Fly Monterey stickers on hard copy or envelope correspondence
- Mention of MRY air service in newsletters
- *Other methods of participation are listed in the 'Fly Monterey Four-Wall Marketing Ideas' sheet.*

HOW DO I BECOME AN OFFICIAL HOTEL PARTNER?

Organizations and businesses whose primary market is the *local resident* can contact Jennifer Donat at the Monterey Peninsula Airport at (831) 648-7000 x 200. Organizations and businesses whose primary market is the *destination visitor* can contact Nat Rojanasathira at the Monterey County Convention & Visitors Bureau at (831) 657-6416.