

THE MONTEREY BAY ECOTOURISM REGION: NEXT STEPS AND THE ROAD AHEAD

SHYAM KAMATH
& JOHN AVELLA

MBETR
February 2,
2018



California State University
MONTEREY BAY
Extraordinary Opportunity



STRATEGIC VISION FOR MBETR



California State University
MONTEREY BAY
Extraordinary Opportunity



- By 2025, MBETR as the leading sustainable hospitality, ecotourism and eco-recreation region in the United States
- Goal: Create jobs and livelihoods for MBETR region community development through profitable and sustainable ecotourism, eco-recreation and wellness business creation

IMMEDIATE STRATEGIC GOALS



California State University
MONTEREY BAY
Extraordinary Opportunity



- Goal #1: To identify the MBETR key elements and program
- Goal #2: To transform the opportunities into real projects
- Goal #3: To establish eco-lodges, eco-recreation & wellness businesses in a sustained manner
- Goal #4: To establish broad-based certification programs and DMC networks

PHASE I MILESTONES ACHIEVED



California State University
MONTEREY BAY
Extraordinary Opportunity



- Fall, 2015: Launch of CSUMB SHM program
- June, 2016: Costa Rica visit & partnership
- February, 2017: SHD symposium partnered with MBETR hospitality industry & CR
- October, 2017: CR delegation in MBETR
- November 2017: U.S. delegation to CR for model development
- December 2018: Establishment of MBETR Working Group
- February, 2017: 2nd CR Visit to MBETR

PHASE II NEXT STEPS: 4 PRIORITIES



California State University
MONTEREY BAY
Extraordinary Opportunity



- **Priority 1: Collect and convene expanded MBETR Working Group to identify scope & tasks**
- **Priority 2: Facilitate & Implement keystone eco projects (Bella/Eco-Recreation & Wellness Complex)**
- **Priority 3: Establish certification program(s)**
- **Priority 4: Convene and hold 2nd SHD Symposium**

IMPLEMENTING THE NEXT STEPS I



California State University
MONTEREY BAY
Extraordinary Opportunity

- **P1: MBETR-WG expansion and convening**
- **P2: Catalyze Project Bella/ERWC/Maingate**
- **P3: MCCVB/FOR A/CSUMB ETN Study**
- **P4: MBMS Whale Tail certification study (HOSP 403) & Broad Certification Study (Capstone)**
- **P5: November 8 2nd SHD Symposium (WG?)**



IMPLEMENTING THE NEXT STEPS II



California State University
MONTEREY BAY
Extraordinary Opportunity



- Trip II to Costa Rica and tie up with key Costa Rican organizations
- Identify and attract DMCs
- Brand and launch nationwide MBETR marketing and media campaign

IMPLEMENTING THE VISION: PHASE III



California State University
MONTEREY BAY
Extraordinary Opportunity



- **2019: First eco-hotel established with 360 Wellness Center**
- **2019: Formation of MBETR PPP Taskforce**
- **2020: MBETR officially designated as ETR Region**
- **2021: CR & MBETR formal partnership**
- **2020-2023: Other EHs and ER&W startups**

2025 PROGRAM TARGETS & OUTCOMES



California State University
MONTEREY BAY
Extraordinary Opportunity



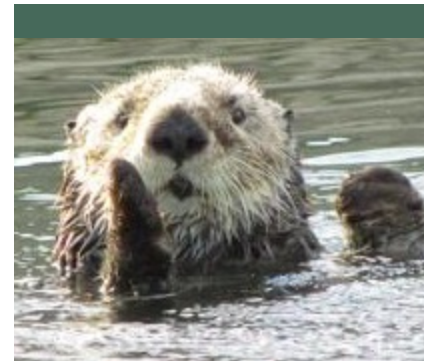
- MBETR as a recognized national ER and global ETERW destination
- 10+ eco-hotels and eco-lodges
- Biodynamic wine corridor & agri-tourism center
- National cultural heritage region
- Center for community-based tourism
- Additional 10,000+ ETERW jobs
- Green tourism infrastructure
- Inter-state and international partnerships & collaborations

THANK YOU QUESTIONS?

MBR
August 3,
2017



California State University
MONTEREY BAY
Extraordinary Opportunity



MBETR WORKING GROUP (BASE)



California State University
MONTEREY BAY
Extraordinary Opportunity



- Mary Adams
- Tony Baker
- CJ Elizabeth
- Jody Hansen
- Laura Kasa
- Michelle Knight
- Josh Metz
- Kelly O'Brien
- Rob O'Keefe
- Britt Rios-Ellis
- Larry Samuels
- Kevin Saunders
- Tony Tollner
- Shyam Kamath
- John Avella