

MONTEREY

Monterey County Convention & Visitors Bureau

Visitor Center Survey Analysis for 1st Quarter FY 14-15

The MCCVB conducts on-going visitor surveys at our Visitor Information Center to gain valuable insights and information from travelers from across the country and around the world. The VIC assisted nearly 125,000 out-of-county visitors in the past fiscal year – the following is a first quarter report for FY14-15 (July-September) on survey findings.

Key Stats YTD

- # Respondents – 993
- # Newsletter Opt Ins – 43
- # who stay longer after VIC – 562
- Total Additional Nights Stayed – 882
- % of Influence – 57%
- Visitor Center Rating – 93% Excellent
- 962 respondents with country selected - International 61% to 39% Domestic

Interests Breakdown

- Attractions and Activities – 80% of respondents
- Food and Wine – 52% of respondents
- Places to Stay – 59% of respondents
- Local Events – 28% of respondents
- Sports and Recreation – 17% of respondents
- Arts and Culture – 17% of respondents

Visitor Origin Breakdown

1. United States – 377
2. Canada – 119
3. Germany – 95
4. Australia – 69
5. United Kingdom – 48
6. France – 43

Q1 Breakdown

- # Respondents – 768
- # Newsletter Opt Ins – 33

- # who stay longer after VIC – 420
- Total Additional Nights Stayed – 420
- % of Influence – 55%
- Visitor Center Rating – 96% Excellent
- 737 respondents with country selected - International Visitors 59% to 41% Domestic