

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Media Alert:

Record-breaking Year for Monterey Car Week and Look Ahead at Labor Day Weekend

Monterey, Calif., August 30, 2022 – It was a record-setting year for Monterey Car Week—the 10-day automotive celebration that includes events, rallies, and lectures, as hotel revenue and auctions surpassed previous years.

According to estimates, Monterey County saw a record-breaking year in hotel revenue, reaching nearly \$48 million—a 10% increase from 2021. While County overnight visitation was just 4% under 2019 records, revenue far exceeded projected figures.

RM Sotheby’s three-day auction, held at the Monterey Conference Center, set a record for the highest grossing automotive auction of all time, surpassing \$239.2 million in sales. Monterey Car Week saw over \$470 million in auction sales, breaking the previous record of \$394.48 million in 2015.

Most importantly, Monterey Car Week raised nearly \$3 million in charitable donations. These donations benefit over 100 local charities, positively impacting Monterey County youth, first responders, and animals in need.

“We are pleased that Monterey County was the epicenter for some of the world’s finest auto auctions and expositions. Monterey Car Week is key for our destination, yielding positive economic impact for our local economy and the charities that benefit from the funds year-round,” said Rob O’Keefe, president and CEO of Monterey County Convention & Visitors Bureau (MCCVB).

Looking forward, MCCVB anticipates a busy Labor Day Weekend as visitors and residents relish the last of the summer in Monterey County. With the extra day off, weekend visitors are expected to add Sunday night to their stays, equating to an estimated \$8 million in added visitor spending throughout the County.

“Extending trip length is a big focus for our team,” explained O’Keefe, “Getting just one more night is worth millions of dollars in economic impact for the community.”

This weekend also sees the return of the beloved Monterey County Fair, bringing back family-friendly entertainment from September 1-5 at the Monterey County Fair & Event Center. Those seeking more events and fun ways to celebrate the end of summer can visit MCCVB’s Virtual Visitor Center and SeeMonterey app for ideas and trip planning details.

MCCVB strongly encourages visitors to practice safe and responsible travel by buying local, reducing the consumption of single-use plastics, and leaving no trace behind.

If you are interested in a quote or interview from MCCVB’s president and CEO, Rob O’Keefe, he can be available Thursday, September 1st, or Friday, September 2nd.

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ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU

The Monterey County Convention & Visitors Bureau (Monterey County CVB) is a 501c6 non-profit organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The MCCVB is a partnership of the hospitality community and local governments that aims to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to its guests, members, and the community. Travel spending in Monterey County was \$2.5 billion in 2021, supporting 21,600 jobs and generating \$264 million in state and local tax revenue that directly benefited the community. For more information, visit www.SeeMonterey.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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