

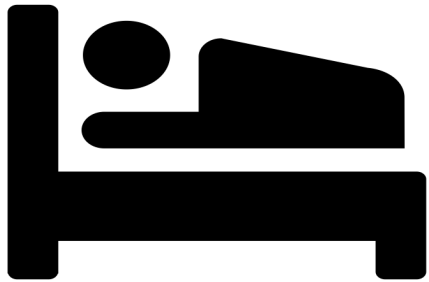
Visitor Services Report

February 2017

The Visitor Services team's primary focus is to extend visitor stays and this month the team Influenced 77% of the visitors at the Monterey Visitors Center to stay longer, resulting in \$1,831,833 in economic impact.

In addition, the team continues to participate in events and conferences throughout the County with Satellite Visitor Services.

ROOM NIGHTS INFLUENCED



5,501 February

62,537 YTD

VISITOR INQUIRIES

4,506 Visitor Engagements February

67,307 Visitor Engagements YTD



VISITOR DEMOGRAPHICS_{YTD}



USA (37%) Germany (11%) Canada (7%)
Australia (6%) United Kingdom (6%) Other (33%)