

MONTEREY

Grab life by the moments:

Visitor Services

May 2017

The Visitor Services team's primary focus is to extend visitor stays and this month the team influenced 66% of the Monterey Visitors Center walk-ins to stay longer, resulting in \$2,994,387 in economic impact.

ROOM NIGHTS INFLUENCED



8,833 May

85,802 YTD

"Not only did we find accommodation here, we were given information on local amenities and events and also given great advice for our onward journey down the coast."

-Layni66 from Solihull, United Kingdom on TripAdvisor

VISITOR INQUIRIES

9,112 Visitor Engagements April

90,609 Visitor Engagements YTD



VISITOR DEMOGRAPHICS & INTERESTS YTD



Canada | Germany | Australia | United Kingdom | France



Attractions & Activities (30.69%) | Food & Wine (24.75%)
Places to Stay (24.75%) | Local Events (5.94%)
Sports & Recreation (5.94%) | Arts & Culture (7.92%)