



CONTACT:

Jessica Keener, Monterey County CVB
(831) 657-6413; jessica@seemonterey.com

FOR IMMEDIATE RELEASE

MONTEREY COUNTY VISITORS SPENT MORE PER DAY IN 2016, PLUS “GRAB LIFE BY THE MOMENTS” PROGRAM CREATES \$160 MILLION FOR LOCAL ECONOMY
MCCVB Releases the 2016 Monterey County Visitor Profile Study & Additional Findings

MONTEREY, Calif., January 25, 2017 – From the vineyards of Salinas Valley to the awe-inspiring cliffs of Big Sur, Monterey County’s incredible natural beauty continues to inspire visitors to travel to the region. In total, two-thirds of visitors reported that scenic beauty was most important to their decision to visit the destination (66.4%). This key driver was announced today as the Monterey County Convention and Visitors Bureau (MCCVB) released findings of the 2016 Monterey County Visitor Profile Study and the biannual Communication Effectiveness Study report during the MCCVB’s Second Quarterly Forum, held at the InterContinental The Clement Monterey.

The Visitor Profile Study found that visitors to Monterey County spent more per day in 2016, from \$142.02 in 2015 to \$157.37 in 2016, a 10% increase. With an array of activities offered in the region, visitors say their top three activities are dining in restaurants (87.1%), shopping (62.8%) and outdoor recreation (34.5%). In addition, more than half of visitors say they feel “carefree” and “peaceful” while visiting the county. Visitors were extremely satisfied by their visit with 98% reporting they would return.

“The increase in spending per visitor is an important economic factor and a key part of our strategy to target high-value travelers. That spending significantly impacts our community – local businesses, hotels, restaurants and attractions. And visitors enjoy a life-enriching experience. It’s a win-win!” says Rob O’Keefe, CMO of the Monterey County Convention and Visitors Bureau. “Visitors continue to be inspired to come to our destination for vacations and weekend getaways, and we are also seeing a boost in business travel as well as convention and group meetings. With the opening of the Monterey Conference Center this spring, we believe that number will continue to increase in 2017.”

As the MCCVB continues the “Grab Life by the Moments” brand program, which began in the fall 2013, the Communication Effectiveness Study, which measures MCCVB promotions, report finds the advertising has created \$160 million in local economic benefits, up 30% from fall 2015. The campaign also influenced more than 332,000 room nights to Monterey County.

The 2016 Monterey County Visitor Profile Study was conducted by Destination Analysts, Inc. and collected in 2015 and 2016. The survey was distributed in a selection of lodging properties, and an intercept survey of visitors was conducted at locations around Monterey County. The MCCVB utilizes SMARI, a third party research company, to analyze the effectiveness and impact of its marketing

programs. SMARI conducted a baseline measure in April 2013, with subsequent measures every six months.

For the complete 2016 MCCVB Annual Marketing Intelligence Report, which includes the Visitor Profile Study and the biannual Communication Effectiveness Study report, please visit:

www.seemonterey.com/members/tools/reports.

ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU

The Monterey County Convention & Visitors Bureau (MCCVB) is a 501©6 organization that drives tourism for Monterey County and in recent years has led the destination to record levels of growth. 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 sales initiatives that maximize the benefits of tourism to our guests, members and the community. Travel spending in Monterey County was more than \$2.7 billion in 2015, representing a 4.5 percent increase from 2014. Visitors also generated \$109 million in local tax receipts, a 7.4 percent increase and supported 24,390 jobs.

###