

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

## **MEDIA ALERT: Monterey County Moves To Red Tier**

Monterey, Calif., March 17, 2021 - As of today, Monterey County has moved out of California's most limited COVID-19 restriction stage and into the red reopening tier.

This shift allows for restaurants to immediately start serving indoor diners at 25% capacity, as well as the opening of indoor operations for museums, gyms, movie theaters and the beloved Monterey Bay Aquarium. While the Aquarium has not announced its exact reopening date in May, the attraction has begun to share its reopening plans seen [here](#).

"This is the next step forward in accelerating our recovery," said Rob O'Keefe, president and CEO at Monterey County Convention and Visitors Bureau. "While our robust outdoor offerings will remain in full effect, businesses can now open their doors and expand the destination's tourism footprint safely and responsibly."

Monterey County's tourism industry had been devastated over the last year, with an estimated visitor spending loss of more than \$1.6 billion, the lowest in more than two decades. Even with the next level of advancement, hotels and other businesses are expected to be well below full employment. The destination's businesses continued to adapt their business models to survive strict restrictions and implemented added safety protocols to protect visitors, their employees and the community.

For the latest information on what is open (look for "know before you go"), [COVID-19 restrictions](#), [travel alerts](#) and responsible travel practices in Monterey County, visit [SeeMonterey.com](#).

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### **ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU**

The Monterey County Convention & Visitors Bureau (Monterey County CVB) is a 501c6 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 \$3.24 billion in 2019, representing a 3.3 percent increase from 2018. This \$3.24 billion in visitor spending supported 27,120 jobs, contributed \$296 million in total taxes and generated \$153 million local tax dollars that directly benefited the community. For more information, visit [www.SeeMonterey.com](#) and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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