



Media Alert: Monterey Car Week Returns With Strong Economic Benefit for County

Monterey, Calif., August 25, 2021 - Hundreds of classic, exotic and contemporary model cars filled the streets of Monterey County for the return of Monterey Car Week, a world-renown 10-day automotive celebration that includes events, auctions, lectures and more. An annual economic boost for the destination, this year's event continued to stimulate the economy with overnight visitation, dining and retail spending, including ushering in millions of dollars in visitor spending.

According to estimates, overnight visitation was slightly down by 8.6% from 2019, though Monterey County saw an estimated increase in year-over-year hotel revenue from \$39.9 million in 2019 to \$40.9 million in 2021. Additionally, Monterey County Convention and Visitors Bureau's (Monterey County CVB) event website, [SeeMonterey.com/CarWeek](https://www.seeMonterey.com/CarWeek), which provides event details, maps, schedules and safety protocols, saw a 46.5% increase in web traffic to its Monterey Car Week site compared to 2019.

Safe and responsible behavior was heavily promoted by Monterey County CVB and area communities, as well as by event producers. All events followed current health and safety protocols, and many went beyond what was mandatory by requiring proof of vaccination or a negative COVID test.

"Monterey Car Week has been a cornerstone event for our destination," said Rob O'Keefe, president and CEO of Monterey County CVB. "Though there was a slight dip in visitation as expected due to restrictions on international travelers, its successful return is another step in the right direction for our recovery and for future events to come."

Another significant beneficiary of Monterey Car Week is the hundreds of local charities that event organizers donate to throughout the county. This year's Car Week events raised nearly \$3 million in charitable donations.

For more information on Monterey County Convention and Visitors Bureau, visit [SeeMonterey.com](https://www.seeMonterey.com).

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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 \$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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