

# MONTEREY

Grab life by the moments:

## Smith Travel Research 2014-2017 Monterey County Performance Report

September 2017


### Overall


### Group

Occupancy

September


FYTD


 **13.0%**  
82.1%

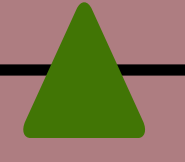
 **5.1%**  
84.6%

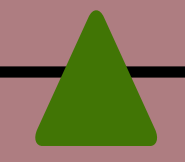
September

FYTD

 **8.0%**  
27.0%

 **-7.7%**  
22.1%

FYTD Compset Growth Ranking: **10** 2014  **9** 2017

FYTD Compset Growth Ranking: **10** 2014  **8** 2017

ADR

September


FYTD

 **11.2%**  
\$216.37

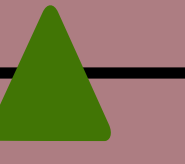
 **11.0%**  
\$236.26

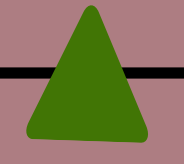
September

FYTD

 **13.6%**  
\$198.07

 **22.7%**  
\$234.44

FYTD Compset Growth Ranking: **10** 2014  **3** 2017

FYTD Compset Growth Ranking: **8** 2014  **2** 2017

RevPAR

September

FYTD

 **25.7%**  
\$177.70

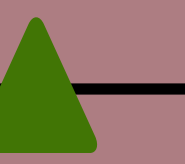
 **16.7%**  
\$199.87

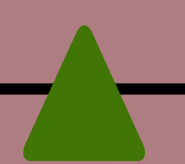
September

FYTD

 **22.7%**  
\$53.45

 **13.2%**  
\$51.88

FYTD Compset Growth Ranking: **10** 2014  **7** 2017

FYTD Compset Growth Ranking: **10** 2014  **4** 2017

FYTD = Fiscal Year to Date July - September  
Source: Smith Travel Research, September 2017

# Monterey County Competitive Set

Laguna Beach

Napa County

Newport Beach

Palm Springs

San Diego

San Francisco

San Jose-Santa Cruz

Santa Barbara

Sonoma County

South Lake Tahoe