

Tourists. Who Needs 'Em?

We do. Here's why...

The fact is **tourism matters** to Monterey County and its residents. Tourism is the #1 industry on the Monterey Peninsula and the #2 industry in the county. \$3 billion in visitor spending means \$135 million in local tax receipts—tax revenues that support our schools and local services, repair and build roads, and enable businesses that residents count on to thrive.

Monterey County Convention & Visitors Bureau is dedicated to upholding the positive economic aspects of tourism by encouraging all visitors to visit responsibly through the Sustainable Moments initiative. Responsible travel minimizes impact, brings economic benefits to the community and preserves natural resources. Join us in celebrating, sharing and preserving our scenic beauty for generations to come.

Find out more at

[SeeMonterey.com/TourismMatters](https://www.seeMonterey.com/TourismMatters)

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks | Marina | Monterey | Moss Landing
Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City | Seaside

25,000
Hospitality Jobs

\$3 Billion
In Visitor Spending



MONTEREY
Monterey County Convention
& Visitors Bureau