



Monterey County Hospitality and Tourism Organizations Stand United

The blow to a critical industry is being monitored, mitigated and will be overcome

Monterey, Calif., March 17, 2020 - As the situation with the COVID-19 pandemic continues to evolve, Monterey County's hospitality and tourism industry organizations are working together to collectively monitor developments and impact; share resources and ensure consistent communication with businesses, hospitality workers, residents and elected officials; and, at the appropriate time, move in a unified fashion to recover as thoughtfully and quickly as possible.

[Monterey County Convention & Visitors Bureau](#) (Monterey County CVB), [Monterey County Hospitality Association](#) (MCHA), [Visit Carmel](#), and Chambers of Commerce throughout the County have unified to guide the industry through these extraordinary times towards a complete and robust recovery.

Tourism is the number one industry on the Monterey Peninsula and the second largest industry in the County. In 2018, travelers injected \$2.98 billion into the local economy, supporting over 25,000 jobs and generating \$135 million in local tax revenue. While Monterey County and the nation face unprecedented circumstances that will significantly affect the daily lives of everyone in the community, one thing is certain: people have always had a lust for travel experiences, and while it is stifled now it *will* come back.

Monterey County CVB continues to work with Visit California, U.S. Travel Association and Brand USA for the latest information on tourism industry updates. Monterey County CVB also has altered its marketing plan to preserve resources now so that they can aggressively market the county when the time is right. The organization is conducting ongoing modelling to assess the economic tourism impact.

MCHA is closely monitoring the Centers for Disease Control and Prevention and World Health Organization's guidelines and urging all guests and associates to use the same personal best practices standard for a typical flu season. This includes thoroughly and frequently washing your hands, covering your cough or sneeze with a tissue or by coughing/sneezing into your elbow, avoid touching their eyes/nose/mouth, and practicing social distancing strategies that limit your exposure to those that may be ill. Area hotels are committed to the wellbeing of their guests and associates.

The [Monterey Peninsula Chamber of Commerce](#) and area chambers are coordinating with other business groups, community organizations, and local governments in the region for success in two stages of the coronavirus threat: (1) response to the immediate threat, and (2) economic recovery when the threat diminishes. In recognition of their exceptional strengths in strategic coordination and public policy analysis, the Monterey Peninsula Chamber is a partner with the City of Monterey in the "[COVID-19 Business Action & Economic Recovery Team](#)."

CONTACT INFORMATION

Questions and requests for information should be directed to the following:

- **Monterey County CVB** – *questions on the overall tourism economy; general impact to the destination including groups/conferences and events; and changes in destination marketing*
CONTACT: Rob O'Keefe, Interim President and CEO, Rob@SeeMonterey.com

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- **Monterey County Hospitality Association** – *questions about employee impact*
CONTACT: Jeroen Gerrese, Board Chair, JGerrese@TheSanctuaryBeachResort.com
- **Monterey Peninsula Chamber of Commerce** – *questions about individual business impact*
CONTACT: Frank Geisler, CEO, Monterey Peninsula Chamber, frank@montereychamber.com
- **Questions about businesses and employees in specific areas throughout the County:**
Big Sur Chamber of Commerce, Kirk Gafill, President, info@bigsurcalifornia.org
Carmel Chamber of Commerce, Jenny MacMurdo, CEO, ceo@carmelchamber.org
Carmel Valley Chamber of Commerce, Elizabeth Suro, Managing Director,
evsuro@sbcglobal.net
Marina Chamber of Commerce, Elizabeth Plante, President, info@montereybaymoves.com
Pacific Grove Chamber of Commerce, Moe Ammar, President,
moeammar@pacificgrove.org
Salinas Valley Chamber of Commerce, Paul Farmer, CEO, President@SalinasChamber.com
Visit Carmel, Amy Herzog, Executive Director, Amy.Herzog@CarmelCalifornia.com