

MONTEREY

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

Visitor Services

December 2019

SCORECARD RESULTS

Visitors Influenced to Stay Longer

77%

(77% YTD)

Annual Goal is 60%

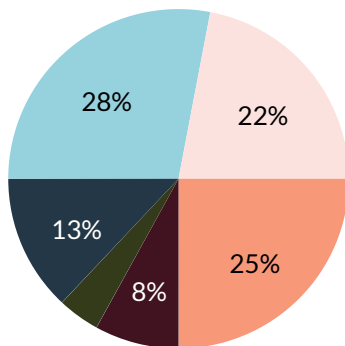
Economic Impact of Influenced Room Nights

\$1,292,048

(\$10,815,928 YTD)

-5% STLY

VISITOR INTERESTS



- Places to Stay (28%)
- Attractions & Activities (22%)
- Food & Wine (25%)
- Local Events (8%)
- Sports & Recreation (4%)
- Arts & Culture (13%)

COMMUNITY ENGAGEMENT



Destination Specialist Cathy Collum from the Monterey Visitors Center attended the Grand Re-Opening of the Courtyard by Marriott Salinas-Monterey alongside staff of the California Welcome Center and representatives from the offices of Supervisor Luis Alejo and Assemblymember Robert Rivas.

VISITOR ENGAGEMENTS

Influenced Room Nights

3,511

(29,718 YTD)

-9% STLY

Emails, Requests, Calls

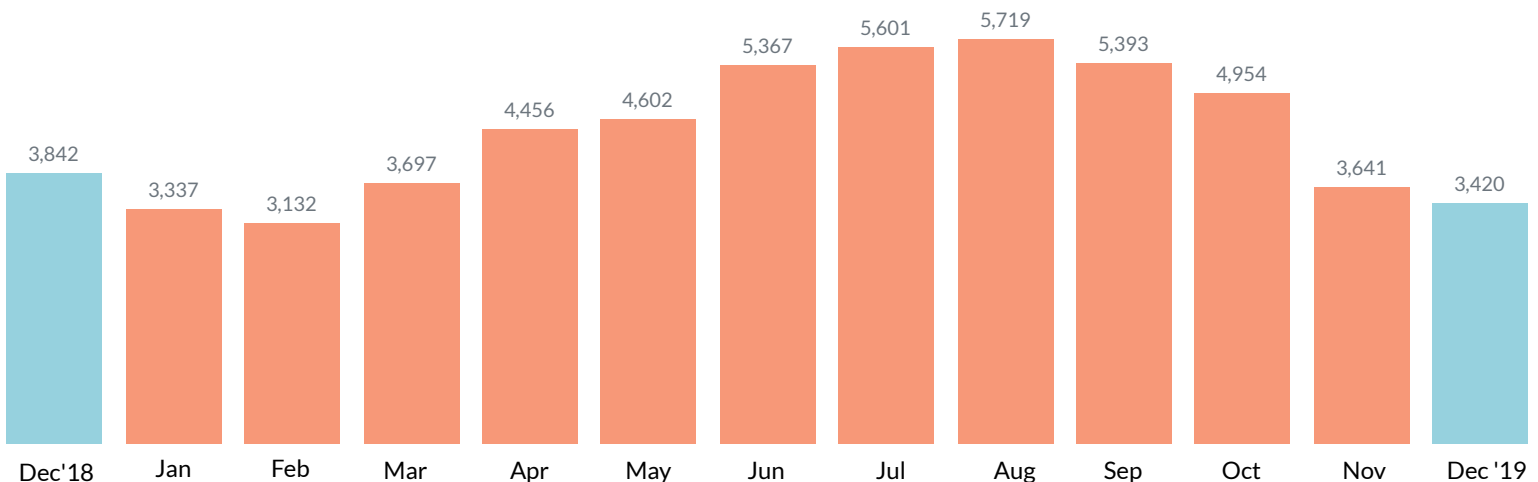
236

(1,685 YTD)

-8% STLY

VISITOR CENTER WALK-IN TRACKER

(-11 STLY)



YTD = Year to Date

STLY = Same Time Last Year