

# MONTEREY

MONTEREY COUNTY CONVENTION  
& VISITORS BUREAU

## Visitor Services

February 2020

### SCORECARD RESULTS

Visitors Influenced to  
Stay Longer

**56%**

(73% YTD)

Annual Goal is 60%

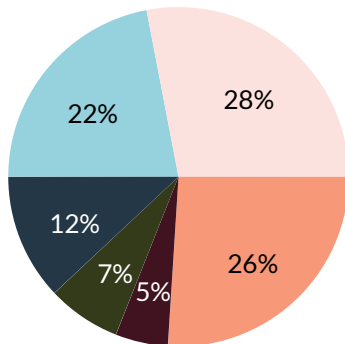
Economic Impact of  
Influenced Room Nights







**\$979,984**

(\$13,206,824 YTD)

-8% STLY

### VISITOR INTERESTS



-  Places to Stay (22%)
-  Attractions & Activities (28%)
-  Food & Wine (26%)
-  Local Events (5%)
-  Sports & Recreation (7%)
-  Arts & Culture (12%)

### EXPERIENTIAL DISPLAY



The theme for the February Experiential Display at the Visitors Center was "Do What You Love," featuring AT&T Pebble Beach Pro AM and romantic getaways throughout Monterey County. Our strategic display featured collateral from each of our different jurisdictions to spread the "love" across our region and provide information to our visitors. Thank you to the Monterey Peninsula Foundation for the items borrowed to represent the love of the game.

### VISITOR ENGAGEMENTS

Influenced Room Nights

**2,663**

(36,215 YTD)

-7% STLY






Emails, Requests, Calls

**369**

(2,420 YTD)

-8% STLY

### MONTEREY VISITOR CENTER WALK-IN DEMOGRAPHICS

-  50%
-  21%
-  8%
-  6%
-  4%
- Misc. 11%

