

MONTEREY

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

Visitor Services

January 2020

SCORECARD RESULTS

Visitors Influenced to Stay Longer

77%

(77% YTD)

Annual Goal is 60%

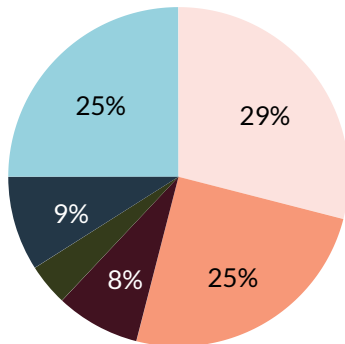
Economic Impact of Influenced Room Nights

\$1,410,912

(\$12,226,840 YTD)

-7% STLY

VISITOR INTERESTS



- Places to Stay (25%)
- Attractions & Activities (29%)
- Food & Wine (25%)
- Local Events (8%)
- Sports & Recreation (4%)
- Arts & Culture (9%)

EXPERIENTIAL DISPLAY



The theme for the January Experiential Display at the Visitors Center was "The Ocean is Calling," featuring ocean view lodging and dining, activities and attractions on the water and the 10th Annual Whalefest Monterey. Thank you to Sail Monterey, Discovery Whale Watch, Princess Whale Watch, Monterey Bay Kayaks, Abalonetti Bar and Grill, and the Fisherman's Wharf Association for helping to create this engaging display.

VISITOR ENGAGEMENTS

Influenced Room Nights

3,834

(33,552 YTD)

-5% STLY

Emails, Requests, Calls

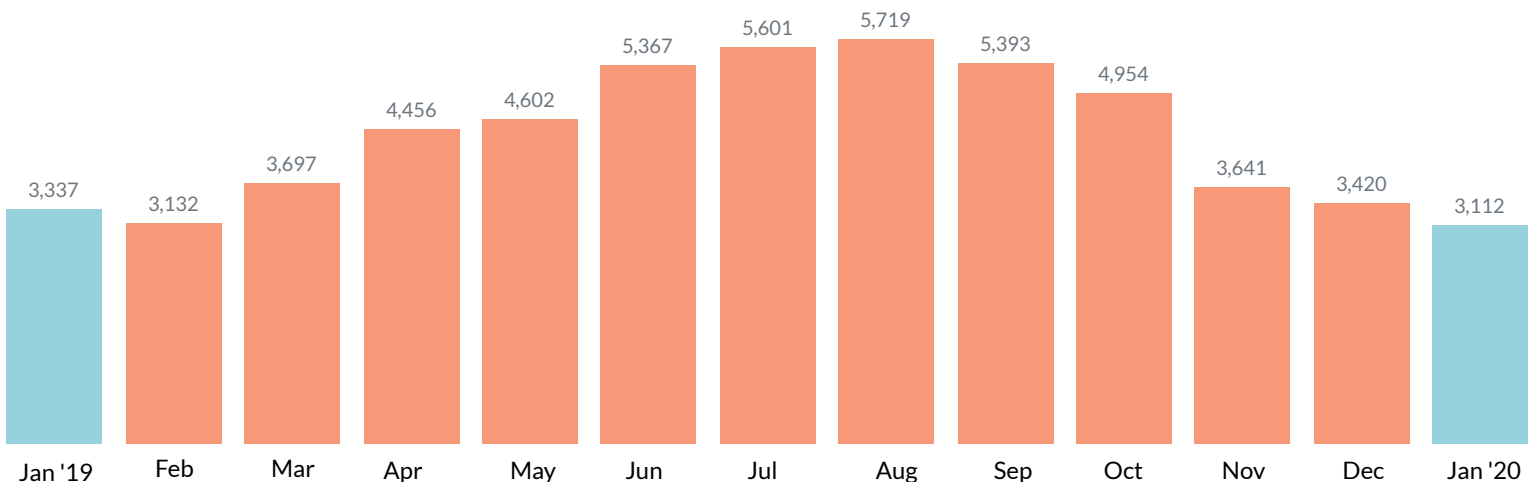
366

(2,051 YTD)

-9% STLY

VISITOR CENTER WALK-IN TRACKER

(-7% STLY)



YTD = Year to Date

STLY = Same Time Last Year