

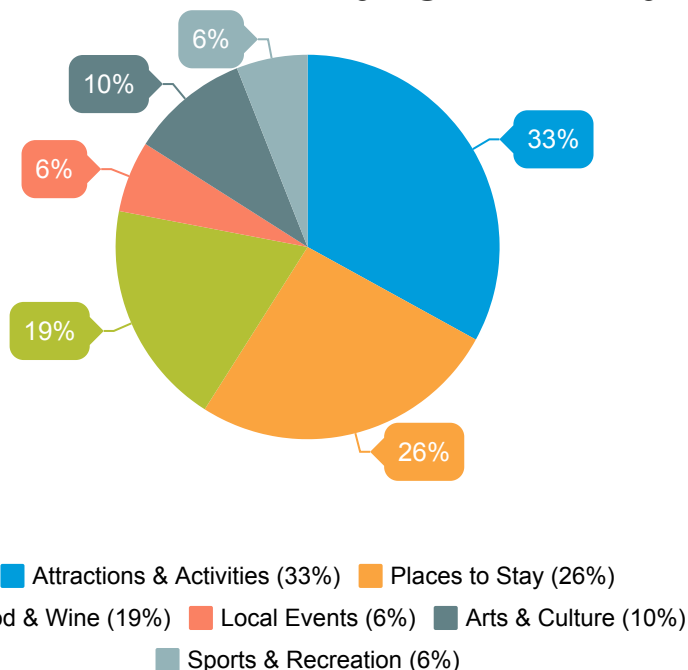
Visitor Services

June 2019

Destination Specialists staffed satellite tables at the Institute of Transportation Engineers Annual Western District Conference and the American Peptide Society Symposium, engaging over 300 attendees, creating opportunities to drive incremental business through the promotion of Monterey County

% of Visitors Influenced to Stay Longer	=	Influenced Room Nights	=	Influenced Room Nights Economic Impact
June 68%		June 4,605		June \$1,593,330
YTD 67%		YTD 57,003		YTD \$19,722,853
Annual Goal is 60%		-4% from STLY		-2 % from STLY

VISITOR INTERESTS & ENGAGEMENTS



Walk-ins	5,361
SeeMonterey.com Live Chats	289
Emails, Requests, Calls	291
Total May Engagements (-6% STLY):	5,941

VISITOR CENTER WALK-IN TRACKER

