

MONTEREY

MONTEREY COUNTY CONVENTION
& VISITORS BUREAU

Visitor Services

March 2020

SCORECARD RESULTS

Visitors Influenced to
Stay Longer

66%

(72% YTD)

Annual Goal is 60%

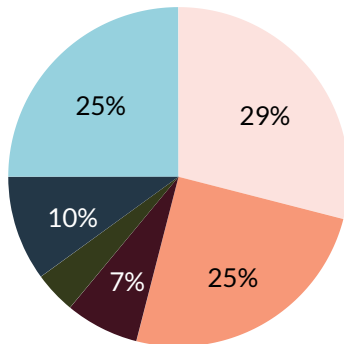
Economic Impact of
Influenced Room Nights

\$592,848

(\$13,799,672 YTD)

-24% STLY

VISITOR INTERESTS



- Places to Stay (25%)
- Attractions & Activities (29%)
- Food & Wine (25%)
- Local Events (7%)
- Sports & Recreation (4%)
- Arts & Culture (10%)

TEMPORARY CLOSURE



Due to the Shelter in Place established for Monterey County and the growing concern for team member and visitor safety against the COVID-19, the Monterey County Visitors Center is temporarily closed as of March 16, 2020.

VISITOR ENGAGEMENTS

Influenced Room Nights

1,611

(37,826 YTD)

-11% STLY

Emails, Requests, Calls

196

(2,616 YTD)

-12% STLY

MONTEREY VISITOR CENTER WALK-IN DEMOGRAPHICS



47%



18%



5%



5%



5%

Misc. 20%

