

Visitor Services

August 2019

Destination Specialists helped promote the Scottish Games & Celtic Festival, Salinas Valley Food & Wine and the many car events surrounding the Concours d'Elegance. There was a 40% increase over last month in lodging calls made from the Visitor Information Center.

SCORECARD RESULTS

Visitors Influenced to Stay Longer

69%

Annual Goal is 60%

Influenced Room Nights

5,210

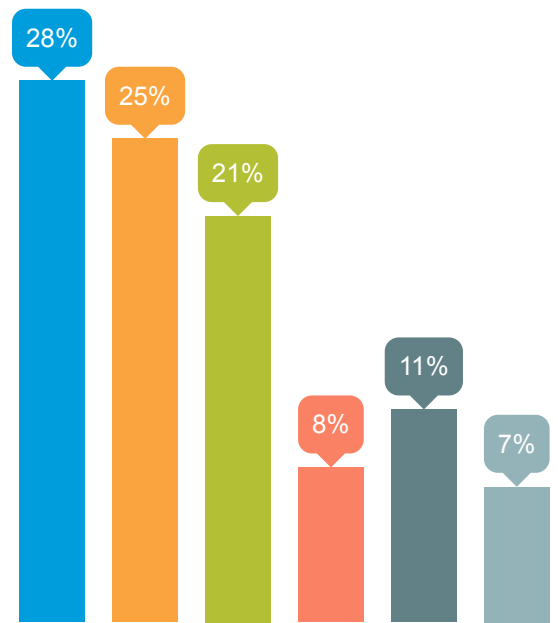
-16% from STLY

Economic Impact of
 Influenced Room Nights

\$1,917,280

-11 % from STLY

VISITOR INTERESTS



FROM THE LODGING ROOM

They helped us find a hotel for the night. It was very easy and they were very nice! Thank you!

-Visitor Survey

- Attractions & Activities
- Places to Stay
- Food & Wine
- Local Events
- Arts & Culture
- Sports & Recreation

VISITOR ENGAGEMENTS

Walk-ins	5,719
SeeMonterey.com Live Chats	246
Emails, Requests, Calls	272
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Total August Engagements (-24% STLY):	6,237

VISITOR CENTER WALK-IN TRACKER

