

Visitor Services

September 2019

Destination Specialists helped promote the races at WeatherTech Raceway Laguna Seca, including IMSA the return of IndyCar. MCCVB and Monterey Jazz Festival partnered together in promoting the destination and responsible travel through an information satellite table at the 62nd festival. Influenced room nights were up 26% over last month.

SCORECARD RESULTS

Visitors Influenced to Stay Longer

63%

(67% YTD)

Annual Goal is 60%

Influenced Room Nights

6,593

(17,271 YTD)

-6% from STLY

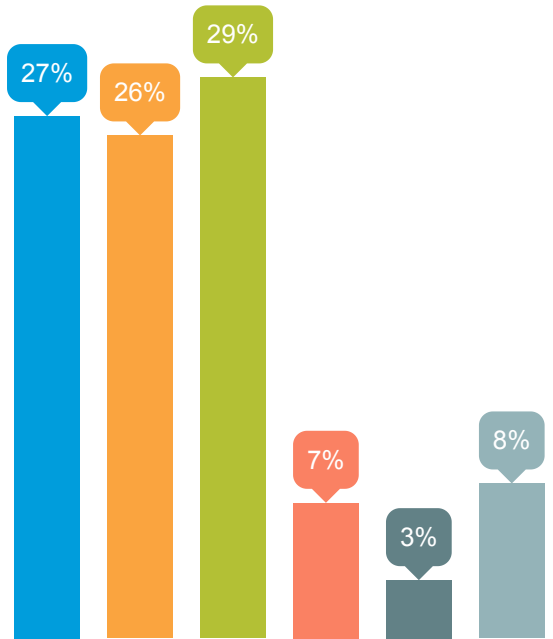
Economic Impact of
 Influenced Room Nights

\$2,426,224

(\$6,234,432 YTD)

+0.05% from STLY

VISITOR INTERESTS



FROM THE LODGING ROOM

Great help in finding all the best attractions and a wonderful hotel.

-Visitor Survey

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

VISITOR ENGAGEMENTS

Walk-ins	5,393
SeeMonterey.com Live Chats	159
Emails, Requests, Calls	247
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Total September Engagements (-5%):	5,799

VISITOR CENTER WALK-IN TRACKER

