

Visitor Services

January 2019

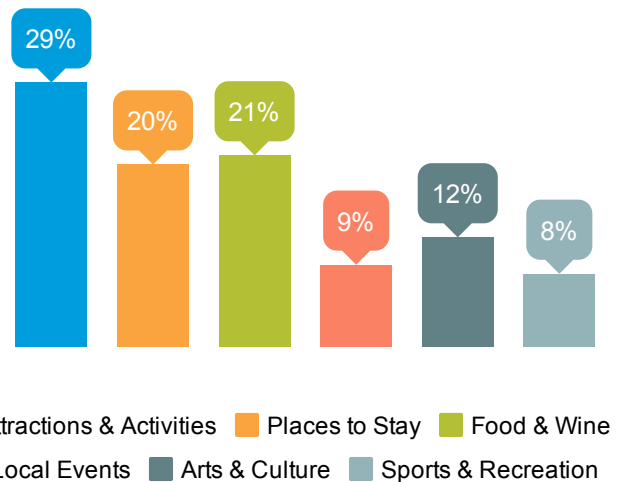
Destination Specialists fulfilled 268 requests for a Monterey County Destination Brochure, outpacing the average monthly requests for collateral for the first half of the fiscal year. MCCVB partnered with Regional Waste Management District and Sustainable Communities of Monterey County in creating an engaging and educational display at the Monterey Visitors Center, showcasing sustainability in the destination.

% of Visitors Influenced to Stay Longer Jan 64% YTD 67% Annual Goal is 60%	=	Influenced Room Nights Jan 2,621 YTD 35,424 -14% from LY	=	Influenced Room Nights Economic Impact Jan \$1,813,775 YTD \$13,164,651 -4% from LY
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What Visitors are Saying:

"The best visit ever at an information center - now you will have us coming back often!!!"
 - Visitor Survey

VISITOR INTERESTS



VISITOR ENGAGEMENTS

Total Engagements: 3,969
 +16% STLY

Walk-ins	3,337
SeeMonterey.com Live Chats	231
Emails, Requests, Calls	401

VISITOR CENTER WALK-IN TRACKER

