

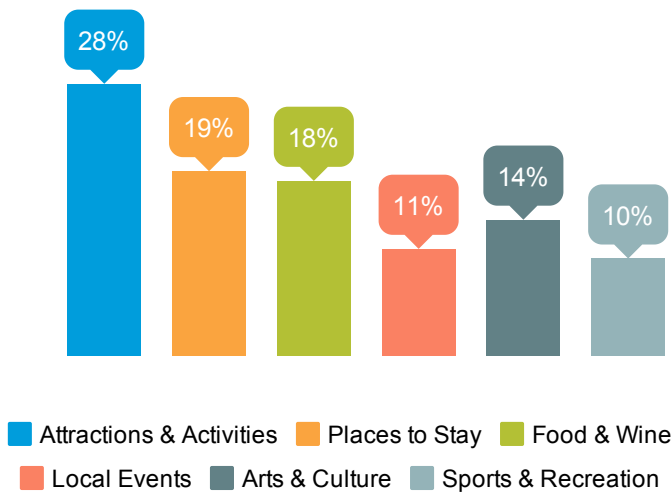
# Visitor Services

March 2019

Visitor Center walk-in traffic continues to trend upward for the 5th consecutive month over the same months last year; but still down 15% year-to-date. Destination Specialists staffed a Visitor Information Table for over 350 meeting delegates attending the California Association of Family Physicians (CAFP) conference.

% of Visitors Influenced to Stay Longer  Mar 58%  YTD 67% Annual Goal is 60%	= Influenced Room Nights =  Mar 3,574  YTD 42,637 -5% from STLY	Influenced Room Nights Economic Impact  Mar \$1,236,604  YTD \$18,143,094 +3% from STLY
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## VISITOR INTERESTS & ENGAGEMENTS



Walk-ins: 3,697  
 SeeMonterey.com Live Chats: 253  
 Emails, Requests, Calls: 291  


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 Total March Engagements (+1% STLY): 4,241

*Survey Says...*

"Very helpful - we were struggling to find a hotel but Pam sorted it out! Excellent service!!" - Visitor Survey

## VISITOR CENTER WALK-IN TRACKER

