

Visitor Services

October 2019

Destination Specialists engaged with hundreds of meeting delegates by promoting Monterey County attractions, restaurants and services at information tables provided for the 17th Regiment US Army Fort Ord Reunion, CA Lawyers Association 2019 Annual Meeting and Transform Our World Global Conference 2019 Reunion.

SCORECARD RESULTS

Visitors Influenced to Stay Longer

79%

(77% YTD)
Annual Goal is 60%

Economic Impact of Influenced Room Nights

\$1,912,864

(\$8,148,296 YTD)
+6% STLY

VISITOR ENGAGEMENTS

Influenced Room Nights

5,198

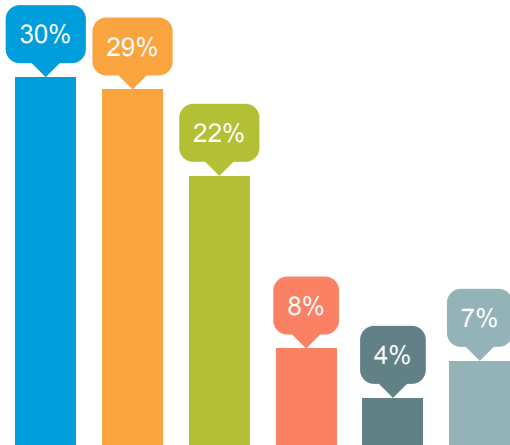
(22,469 YTD)
-9% STLY

Emails, Requests, Calls

285

(1,303 YTD)
-7% STLY

VISITOR INTERESTS

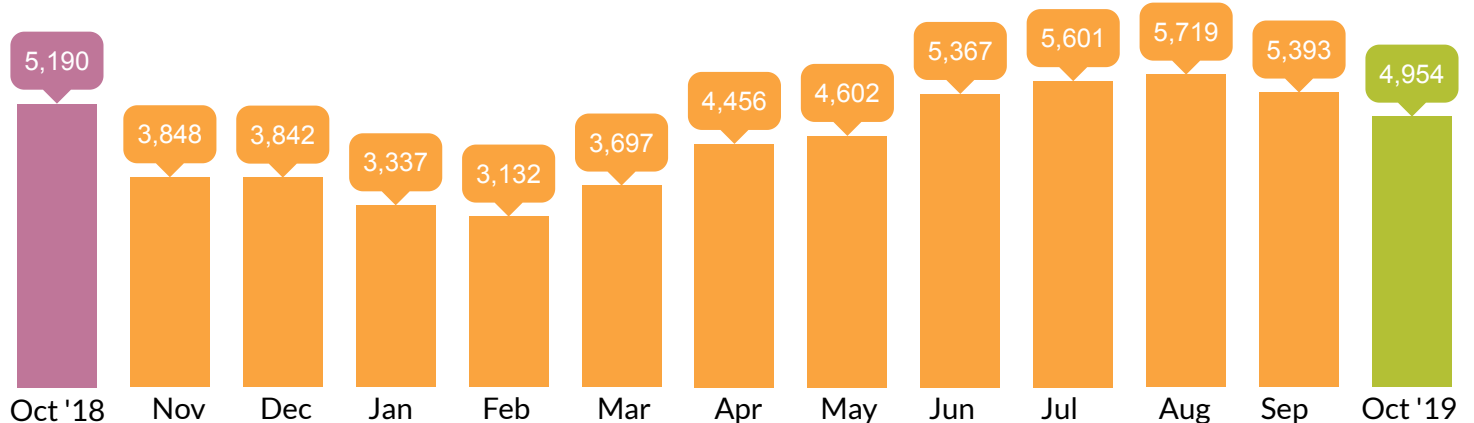


■ Attractions & Activities
 ■ Places to Stay
 ■ Food & Wine
■ Local Events
 ■ Sports & Recreation
 ■ Arts & Culture



Thank you to MCVGA for providing props and materials to promote Monterey County Wine Country in the Visitors Center.

VISITOR CENTER WALK-IN TRACKER



YTD = Year to Date STLY = Same Time Last Year