Monterey Visitor Center Town Hall

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

VISION

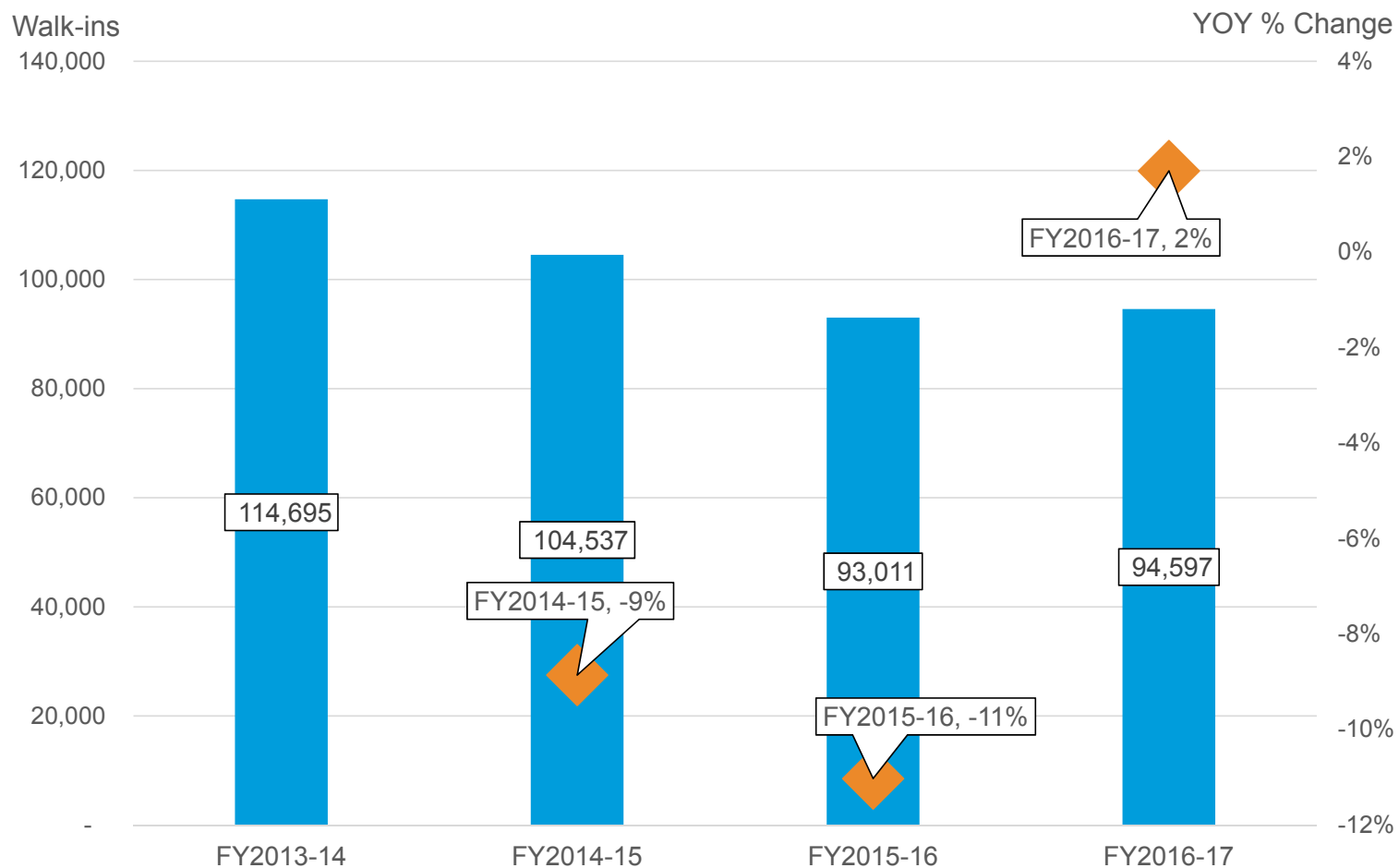*Inspire the world to experience our extraordinary destination*

MISSION

Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community
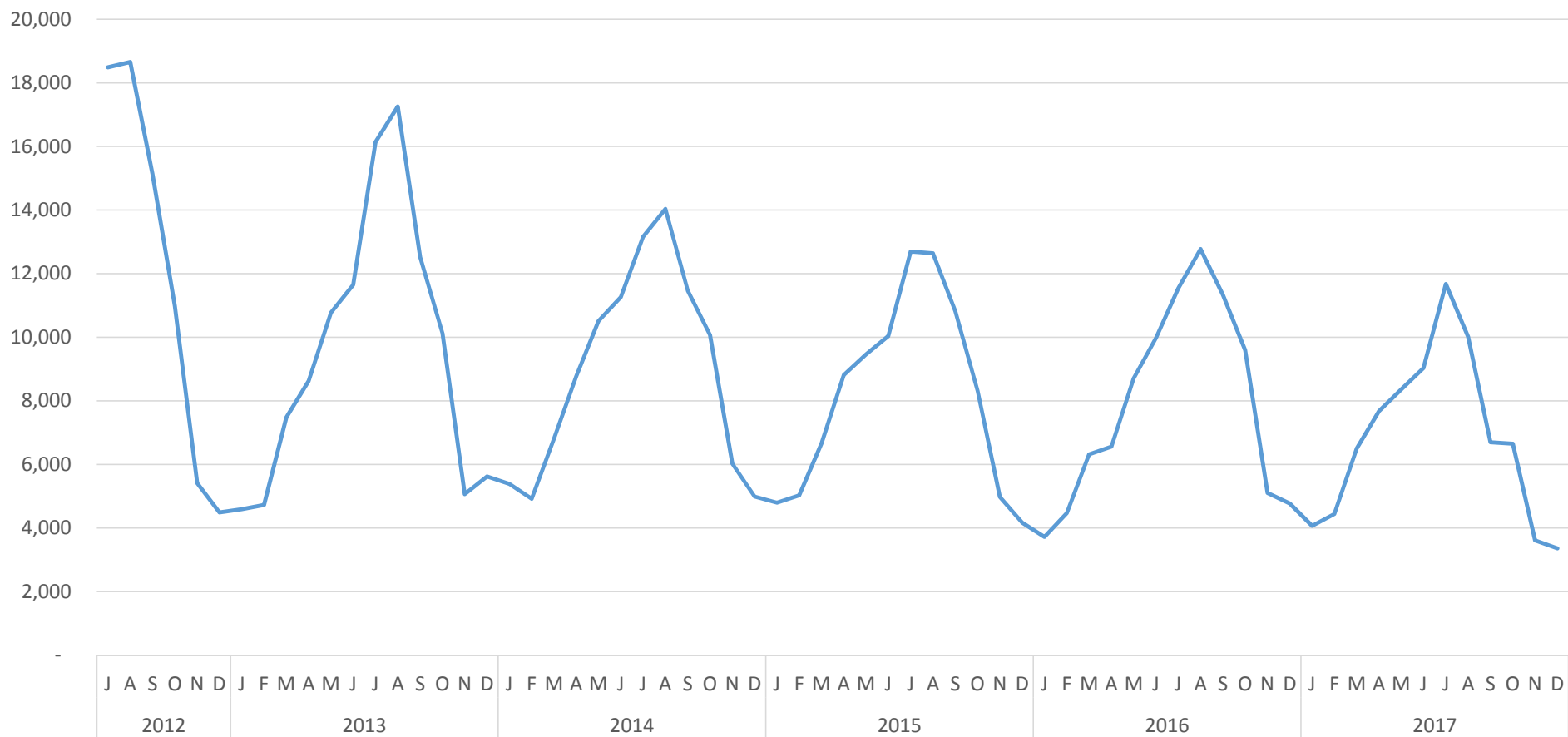
MONTEREY VISITOR SERVICES

- Professional Destination Specialists

- Brochures and information on activities, food and beverage, attractions, shopping, etc.

- Accommodations services

- Phone assistance

- Collateral fulfillment

- Live Chat

- Conference support

2017 HOURLY VISITOR COUNTS

2017 Average of Hourly Visitor Counts

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
9am-10am												
10am-11am												
11am-12pm												
12pm-1pm												
1pm-2pm												
2pm-3pm												
3pm-4pm												
4pm-5pm												
5pm-6pm												

VISITOR RESOURCES – BEFORE ARRIVAL

Before arriving in Monterey County, visitors cited online travel agencies as the most utilized resource used to plan their trip (27.2%) followed by information gathered on a mobile phone (22.4%), user-generated content (20.6%) and opinions of friends/relatives (18.5%). Additionally, 5.0 percent reported using SeeMonterey.com to plan their trip to the area before arrival (up from 3.6% in 2016) and 3.9 percent also reported using the Monterey County official Travel Guide (similar to findings in 2016 at 3.1%).

Figure 16: Travel Planning Resources Used Before Arrival

Resource	Percentage
Online travel agencies	27.2%
Info gathered on mobile phone	22.4%
User-generated content/Review websites	20.6%
Opinions of friends or relatives	18.5%
Monterey County CVB's website	5.0%
Travel agency (traditional, offline)	3.9%
Monterey County Official Travel Guide	3.9%
Facebook content	3.8%
Free travel guide book(s)	2.7%
Lifestyle or travel magazines	2.3%
YouTube or other online videos	1.6%
Newspaper travel section	1.5%
Commercial guide book(s)	1.4%
Travel-related e-mail newsletter	0.9%
Television programming	0.7%
Twitter content	0.4%

Question: Which of the following resources did you use to plan your Monterey County trip BEFORE ARRIVING and which did you use WHILE IN THE COUNTY?
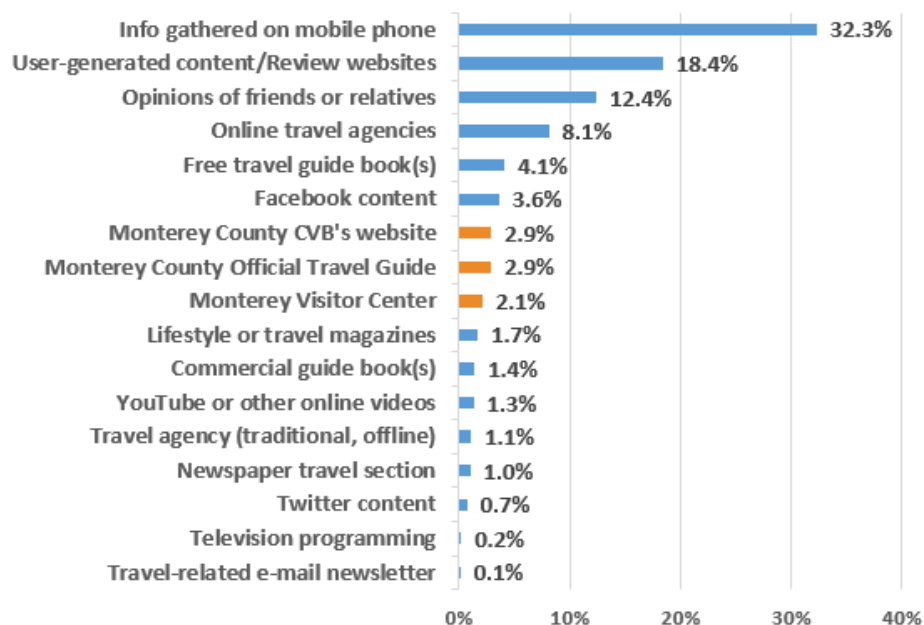
Detail by Type of Visitor

	Lodging Guests	Visiting Friends & Relatives	Day-Trippers
Online travel agencies	40.3%	14.3%	11.3%
Info gathered on mobile phone	22.5%	26.0%	26.5%
User-generated content/Review websites	25.9%	18.2%	13.0%
Opinions of friends or relatives	17.8%	33.8%	17.4%
Monterey County CVB's website	7.0%	5.2%	1.7%
Travel agency (traditional, offline)	5.7%	3.9%	1.3%
Monterey County Official Travel Guide	4.3%	5.2%	2.6%
Facebook content	4.8%	5.2%	2.6%
Free travel guide book(s)	3.9%	0.0%	1.7%
Lifestyle or travel magazines	2.6%	3.9%	0.4%
YouTube or other online videos	2.2%	2.6%	0.0%
Newspaper travel section	1.4%	3.9%	0.9%
Commercial guide book(s)	2.9%	0.0%	0.0%
Travel-related e-mail newsletter	1.9%	0.0%	0.0%
Television programming	0.9%	1.3%	0.4%
Twitter content	0.5%	0.0%	0.4%
Sample size:	628	83	246

Base: All respondents. 1,066 completed surveys.

MONTEREY
Grab life by the moments.

VISITOR CENTER ALTERNATIVES – IN MARKET

Overall use of trip planning resources typically decreases once visitors are in the destination. Utilizing information gathered on a mobile phone for trip planning increased once visitors were in-market (32.3% vs 22.4% pre-trip). Visitors most often continue to turn to user generated content/review sites (18.4%), opinions of friends/relatives (12.4%) and online travel agencies (8.1%), although to a lesser degree compared to pre-arrival usage. In total, 2.9 percent of visitors used SeeMonterey.com and 2.9 percent used the Monterey County Travel Guide to help plan their trip while in the destination.

Figure 17: Travel Planning Resources Used In-Market

Resource	Percent
Info gathered on mobile phone	32.3%
User-generated content/Review websites	18.4%
Opinions of friends or relatives	12.4%
Online travel agencies	8.1%
Free travel guide book(s)	4.1%
Facebook content	3.6%
Monterey County CVB's website	2.9%
Monterey County Official Travel Guide	2.9%
Monterey Visitor Center	2.1%
Lifestyle or travel magazines	1.7%
Commercial guide book(s)	1.4%
YouTube or other online videos	1.3%
Travel agency (traditional, offline)	1.1%
Newspaper travel section	1.0%
Twitter content	0.7%
Television programming	0.2%
Travel-related e-mail newsletter	0.1%

Question: Which of the following resources did you use to plan your Monterey County trip BEFORE ARRIVING and which did you use WHILE IN THE COUNTY? Base: All respondents. 1,066 completed surveys.

Detail by Type of Visitor

	Lodging Guests	Visiting Friends & Relatives	Day-Trippers
Info gathered on mobile phone	34.8%	31.2%	29.6%
User-generated content/Review websites	25.0%	15.6%	10.0%
Opinions of friends or relatives	9.9%	36.4%	11.7%
Online travel agencies	12.0%	7.8%	3.0%
Free travel guide book(s)	6.0%	1.3%	2.2%
Facebook content	4.5%	7.8%	2.2%
Monterey County Official Travel Guide	4.8%	2.6%	0.4%
Monterey County CVB's website	4.5%	1.3%	1.3%
Lifestyle or travel magazines	1.9%	5.2%	0.4%
Commercial guide book(s)	2.2%	1.3%	0.0%
YouTube or other online videos	1.9%	2.6%	0.0%
Travel agency (traditional, offline)	1.9%	0.0%	0.4%
Newspaper travel section	1.9%	0.0%	0.4%
Twitter content	1.2%	1.3%	0.9%
Television programming	1.0%	0.0%	0.9%
Travel-related e-mail newsletter	0.3%	0.0%	0.0%
Sample size:	628	83	246

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VISITOR CENTER – CURRENT TRENDS

- Visitor centers are an important engagement channel with a highly valuable segment of traveler

- The impact of technology on visitor centers is critical to understand and manage

- Most visitor centers are experiencing significant declines in walk-in traffic

- Hard copy and translated materials most popular reference items

- Call center inquiries are significantly reduced

The Future of Visitor Centers – Haeberlin Consulting, 2014
Organisation Service Review: Visitor Information Centers – Eurobodalla shire council, 2014
2013 DMO Visitor Information Centers Study – Destinations International, 2013

VISITOR CENTER – FUTURE TRENDS

- Mobile Applications

- Near Field Communications

- Immersive Center Environments

- Mobile Visitor Centers

- Ambassador programs

- Kiosks or "shop-within-shops"

The Future of Visitor Centers – Haeberlin Consulting, 2014
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DISCUSSION

Possibilities for Monterey County