

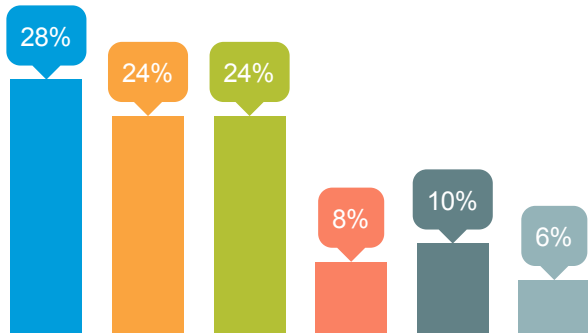
Visitor Services

February 2019

Visitor Center walk in traffic is still trending down YTD and nationwide; however there has been a 7% growth over the last few months in comparison to the same months last year. Destination Specialists staffed the Capital Case Defense Seminar at MCC and the SEMI /FlexTech Conference at the Hyatt Regency Monterey reaching more than 300 attendees with maps, brochures and tips on how to make the most of their Monterey County experience.

% of Visitors Influenced to Stay Longer	= Influenced Room Nights	= Influenced Room Nights Economic Impact
Feb 76%	Feb 3,401	Feb \$1,176,558
YTD 68%	YTD 38,825	YTD \$14,341,209
Annual Goal is 60%	-13% from LY	-6% from LY

VISITOR INTERESTS



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

What Visitors are Saying:

"Lovely, convenient location. So historical! Thank you for this valued service. Very informed and friendly staff."
 - Visitor Survey

VISITOR ENGAGEMENTS

Total February Engagements: 3,652
 +17% LY

Walk-ins	3,132
SeeMonterey.com Live Chats	196
Emails, Requests, Calls	327

VISITOR CENTER WALK-IN TRACKER

