

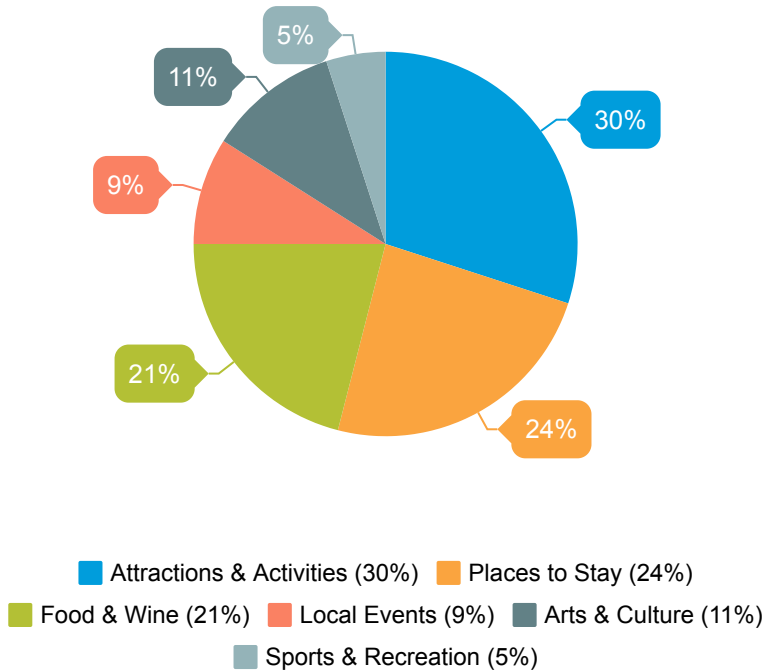
# Visitor Services

May 2019

Destination Specialists promoted marquee events including the Ferrari Challenge, Carmel Art Festival and the California Roots Music & Arts Festival. MCCVB's Quarterly Member Orientation was held at the Monterey Visitors Center where members learned about ways to participate in Visitor Services programs to maximize the benefits of their membership.

% of Visitors Influenced to Stay Longer May 66% YTD 67% Annual Goal is 60%	=	Influenced Room Nights May 5,100 YTD 52,398 -5.5% from STLY	=	Influenced Room Nights Economic Impact May \$1,764,600 YTD \$18,129,523 -3.5% from STLY
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## VISITOR INTERESTS & ENGAGEMENTS



"The staff at the Visitors Center was extremely helpful and informative. They pointed out several attractions we had not previously considered and may now stay an extra day in Monterey."  
 -Visitor Survey

Walk-ins	4,602
SeeMonterey.com Live Chats	284
Emails, Requests, Calls	319
<b>Total May Engagements (-8% STLY):</b>	<b>5,205</b>

## VISITOR CENTER WALK-IN TRACKER

