

# Visitor Services

April 2019

A Visitor Services Task Force was established to address programming, trends and way-finding for the Monterey Visitors Center. Big Sur Marathon and Sea Otter Classic, two big marquee event partners of the destination, participated in creating the Experiential Display at the Visitors Center.

% of Visitors Influenced to Stay Longer Apr <b>68%</b> YTD <b>67%</b> Annual Goal is 60%	= Influenced Room Nights =	Influenced Room Nights Apr <b>4,901</b> YTD <b>47,298</b> -6% from STLY	= Influenced Room Nights Economic Impact Apr <b>\$1,695,746</b> YTD <b>\$16,364,923</b> -3% from STLY
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## VISITOR INTERESTS & ENGAGEMENTS



Walk-ins	4,256
SeeMonterey.com Live Chats	303
Emails, Requests, Calls	267
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Total April Engagements (+4% STLY):	4,826

## VISITOR CENTER WALK-IN TRACKER

