

MONTEREY COUNTY TOURISM MATTERS

Tourism is one of Monterey County's strongest economic drivers - the largest industry on the Monterey Peninsula and second largest in the County. The impact of hospitality and tourism is critical to driving economic prosperity and quality of life for residents county wide.

DIRECT TRAVEL IMPACTS

TOTAL OF
4.3 MILLION

VISITORS



VISITORS SPENT
\$3.1 BILLION

SUPPORTING LOCAL BUSINESSES



VISITOR DETAILS

AVERAGE TRIP LENGTH
2.9 NIGHTS

AVERAGE PARTY SIZE
2.8 PEOPLE

VISITORS GENERATED

\$310 MILLION

IN STATE AND LOCAL TAX REVENUE

This tax revenue supports critical services and programs the community relies on.



First
Responders



Recreation
& Trails



Road
Conditions



Public
Safety

AVERAGE TRIP SPEND
\$1,702

THE TOURISM INDUSTRY
SUPPORTS
27,600+ JOBS

CITY-LEVEL SUMMARY

	Carmel	Marina	Monterey	Pacific Grove	Salinas	Seaside	Unincorporated /Salinas Valley	Monterey County
Spending (\$Millions)								
Total	268.8	130.8	872.4	141.6	397.3	194.8	1,117.6	3,123.3
Employment (Jobs)								
Employment	2,375	1,155	7,709	1,251	3,511	1,721	9,875	27,596
Tax Revenue (\$Millions)								
Total	26.7	13.0	86.6	14.1	39.4	19.3	111.0	310.1