



DART

DRONE AUTOMATION & ROBOTICS TECHNOLOGIES

&

STARTUP
MONTEREY BAY
CONNECT



2024 OUTLOOK FROM REGIONAL INDUSTRIES • TUESDAY, JANUARY 9 @6PM | ONLINE



AG & AG-TECH



HEALTH



HOSPITALITY

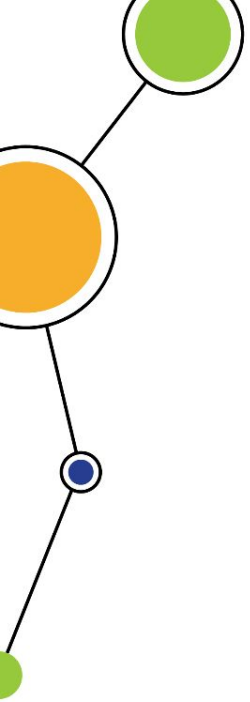


ENERGY



ELECTRICAL AERIAL RIDESHARING

SPONSORED BY  The **James Irvine** Foundation



Teresa Savage
VP Business Development
See Monterey



See Monterey

January 2024



SEE
MONTEREY

What We'll Cover

See Monterey

The importance of the tourism economy to our community

2024 Travel Outlook

Positioning for Success



See Monterey

Vision & Mission

VISION

A thriving tourism economy that enriches Monterey County's economic vitality and quality of life.

MISSION

To generate community prosperity for Monterey County through the responsible promotion and growth of the tourism economy.

Marketing Communications



Generated
\$712M
Influenced
Visitor Spending



Resulted in
\$369
In Visitor Spending
for Every Ad Dollar
Spent



Accounted for
30%
Of Hotel Room
Demand



Influenced
330K
Overnight
Visitor Trips

Business Development



Accounted for
169
Groups
Booked



Accounted for
45K
Room Nights
Booked



Booked
\$42M
In Economic
Impact

Importance of the Tourism Economy



See Monterey – Visitor Profile

Primary Reason
for Visiting
Monterey County



59% VACATION



20% CULINARY

2.9
Nights

Average stay duration
for lodging guest
visitors



AVERAGE TRAVEL
PARTY IS 3 PEOPLE

MOST POPULAR ACTIVITIES:
**Dining, Shopping &
Outdoor Recreation**

\$2,000
AVERAGE TRIP SPENDING

\$278 /day
AVERAGE LODGING
SPEND

- Most are married
- Most have children
- Average age: 47
- High Household Income (HHI)

The Importance of Tourism Economy to the Community

A \$3.1B Hospitality/Tourism Industry



25K

Employment provided throughout the county



224

Total Lodging Properties



11,768

Total Hotel Rooms



4.6M

Annual Overnight Visitation



\$96.4M

Hotel Transient Occupancy Tax per year

\$307M

In City and County tax revenue per year



TOT funds parks, libraries, emergency services, road repairs and more

Ultimate Beneficiary of Tourism = Residents + Community



Outlook

Leisure, Group & International



Leisure Forecast

US Travel, Tourism Economics, SmithTravel Research

- Current U.S. hotel forecasts for 2024 anticipate demand to be 3% higher than 2023, with average daily rates (ADR) 3.1% higher, for a year-over-year increase in RevPAR of 4.6%.
- Tourism Economics' mid-year forecast update anticipated growth will slow but demand will continue to increase given the return of group business and international travel.
- Although the current year's ADR is expected to be 17% higher than 2019, real ADR, which adjusts for inflation, is expected to be 2% lower than 2019.
- Given 2023 will see the return of occupancy back to pre-pandemic levels, the current forecast from STR and Tourism Economics for 2024 anticipates 3% more demand than 2019 and average daily rates 21% higher, resulting in RevPAR 19% higher than 2019.

Group Forecast

American Express, US Travel, NorthStar

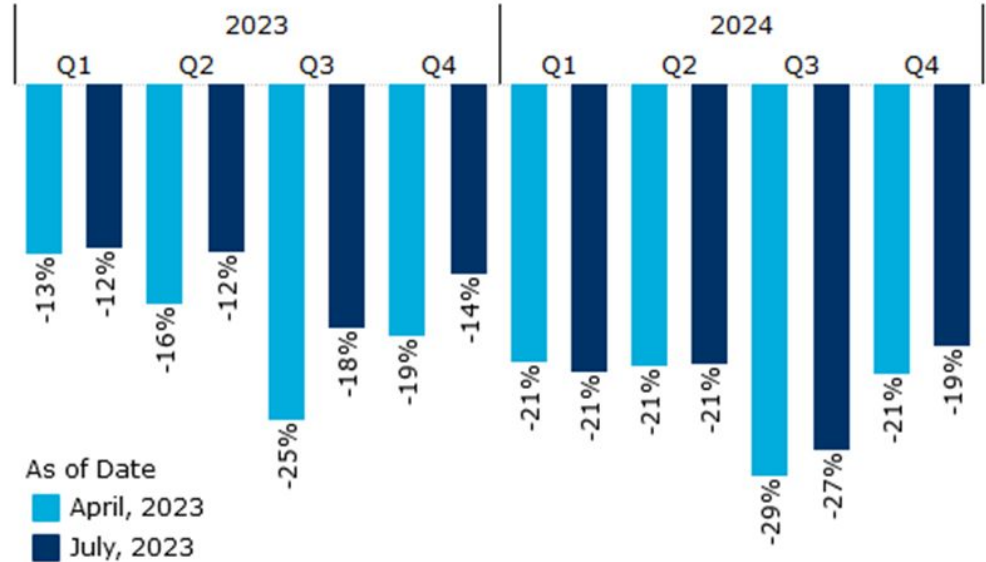
Booking window for sourcing meetings is much shorter

DMO group room nights on the books for 2024 remain more than 20% below the same period in 2019

Trend - meeting planners are looking more for Urban destinations with direct flights as we move into 2024

Group rates are up 30% to 2019, but net (considering inflation) ADR is only up 2%

DMO Room Nights on the Books
(Pace for future dates vs. same period in 2019)



International Forecast

Visit California, US Travel

- California Overseas recovery is up to 72%
- Mexico and Canada are CA's top markets for visitor spending, followed by China
- Stronger European markets are supporting overseas recovery that is being pulled down by the lack of Asian markets
- U.S. authorities approved new airlift from 3 airlines in China flying into San Francisco and Los Angeles – expected to nearly double over next 6 months
 - China full recovery in spend should happen in 2026
 - Expansion of the Visa Interview Waiver

**Global Market Profiles available @
industry.visitcalifornia.com/research**

Positioning for Success



Growth & Vitality – The Future of Monterey County Tourism

- Bigger investment in Tourism with increase in TID
- Partnering with Monterey Airport
 - Chicago, re-engaging Portland
- New hotels-
 - 2,000+ more rooms by 2026



The
MONTEREY
Beach Hotel.

Trends in Travel

- The Boomer Market
- Luxury Travel
- Blended Travel
- AI Adoption
- Meeting Attendance Returns
- Travel Motivators
- Traveling Sustainably