Monterey Bay Region Tourism

Total direct travel spending

Monterey Bay region

2017 $3,950M → 2018 $4,187M

Monterey County 2017 2018
$2,820M $2,984M

Santa Cruz County 2017 2018
$1,023M $1,088M

San Benito County 2017 2018
$107M $115M

Travel generated local tax revenue*

Monterey Bay Region $184.6M
Monterey County $134.7M
Santa Cruz County $47.1M
San Benito County $2.8M

*As of 2018

Tourism generated employment*

Monterey Bay Region 37,493
Monterey County 25,194
Santa Cruz County 11,403
San Benito County 896

Leisure and hospitality percentage of employment*

Monterey Bay Region 11.4%
Monterey County 11.9%
Santa Cruz County 11.4%
San Benito County 8.2%

*As of 2018

Motivation for visiting Monterey County*

Scenic beauty 60%
Ambiance & atmosphere 40%
Area Attractions 30%
Outdoor recreation 20%
Special event or attractions 10%

*As of 2017

We all have a role to play. Many indicators can’t be solved without addressing drivers of another.
Gross crop production value by county*

- Monterey Bay Region: $5358m
- Monterey County: $4259m
- Santa Cruz County: $683m
- San Benito County: $353m

**Rank**

- Monterey County: 4
- Santa Cruz County: 21
- San Benito County: 27

*Lower number rank represents a higher gross crop production value

**as of 2018 **out of 58 counties

Agriculture percentage of total employment*

- Monterey Bay Region: 12.1%
- Monterey County: 18%
- Santa Cruz County: 5.1%
- San Benito County: 6.8%

**Rank**

- Monterey County: 4
- Santa Cruz County: 24
- San Benito County: 18

*Lower number rank represents a higher percentage of agriculture employment as a percentage of total employment

**out of 58 counties

Top crop production by county

<table>
<thead>
<tr>
<th>Monterey County</th>
<th>Santa Cruz County</th>
<th>San Benito County</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Leaf lettuce</td>
<td>Strawberries</td>
<td>Misc. veggies</td>
</tr>
<tr>
<td>$733.2 m</td>
<td>$220.7 m</td>
<td>$48.9 m</td>
</tr>
<tr>
<td>2 Strawberries</td>
<td>Raspberries</td>
<td>Spinach</td>
</tr>
<tr>
<td>$698.5 m</td>
<td>$168.5 m</td>
<td>$37.6 m</td>
</tr>
<tr>
<td>3 Head lettuce</td>
<td>Nursery</td>
<td>Lettuce, salad</td>
</tr>
<tr>
<td>$459.5 m</td>
<td>$83.2 m</td>
<td>$37.3 m</td>
</tr>
<tr>
<td>4 Broccoli</td>
<td>Cut Flowers</td>
<td>Wine grapes</td>
</tr>
<tr>
<td>$388.9 m</td>
<td>$26.6 m</td>
<td>$33.9 m</td>
</tr>
<tr>
<td>5 Wine Grapes</td>
<td>Blackberries</td>
<td>Broccoli</td>
</tr>
<tr>
<td>$247.8 m</td>
<td>$45.2 m</td>
<td>$22.2 m</td>
</tr>
</tbody>
</table>

Total organic crop acreage

- 2007: 17,653
- 2018: 68,868

Total organic crop gross sales

- 2007: $202M
- 2018: $412M

*As of 2018 **out of 58 counties

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