

# Monterey Bay Region Tourism



## Total direct travel spending

Monterey Bay region

2017  
\$3,950M

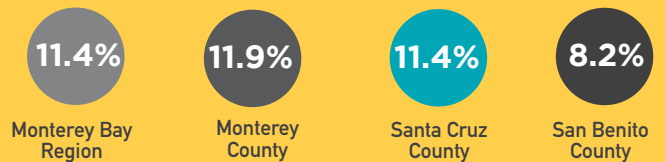
2018  
\$4,187M

	2017	2018
Monterey County	\$2,820M	\$2,984M
Santa Cruz County	\$1,023M	\$1,088M
San Benito County	\$107M	\$115M

## Tourism generated employment\*



## Leisure and hospitality percentage of employment\*



\*As of 2018

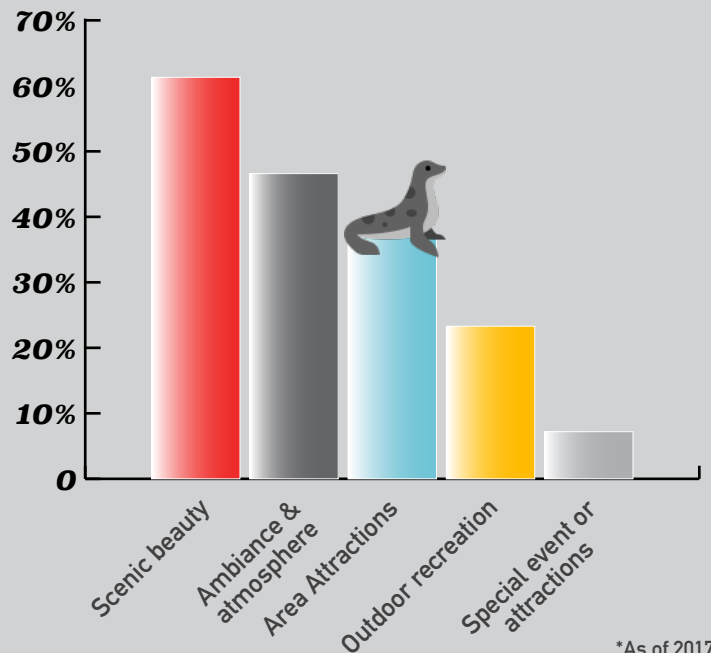
## Travel generated local tax revenue\*



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

\*As of 2018

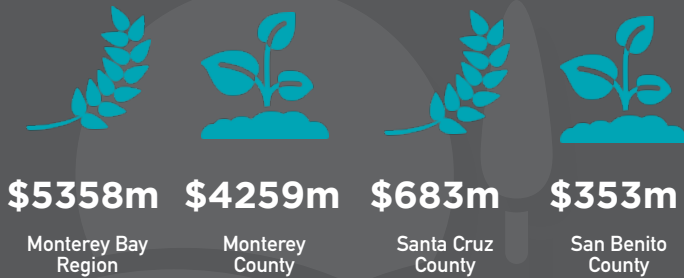
## Motivation for visiting Monterey County\*



\*As of 2017

# Monterey Bay Region Agriculture

## Gross crop production value by county\*

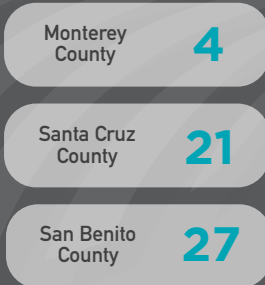


### Rank\*\*

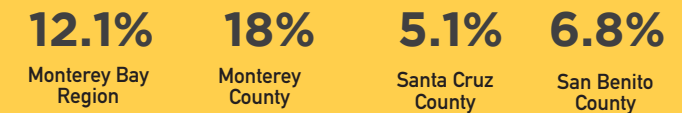
Lower number rank represents a higher gross crop production value

\*as of 2018

\*\*out of 58 counties



## Agriculture percentage of total employment\*



### Rank\*\* 4 24 18

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

\*As of 2018

\*\*out of 58 counties



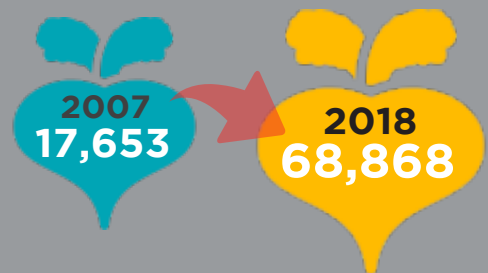
## Top crop production by county



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

## Monterey County organic crop production is up

### Total organic crop acreage



### Total organic crop gross sales

