



Monterey County Car Week Intercept Economic Impact & Attendee Survey Report

October 2014

Overview & Methodology

This report presents the findings of a survey of attendees of Monterey County “Car Week” related events, conducted by Destination Analysts, Inc. on behalf of Monterey County Convention & Visitors Bureau for the objective of estimating the economic impact of this event for the County.

The primary tool used to gather this data was an intercept survey of event attendees. From August 13th through 15th, Destination Analysts' survey team fanned out across multiple Car Week related events around the County and randomly interviewed attendees. In total, 320 fully completed surveys of event attendees were gathered. To provide inputs for the economic impact estimates, the survey collected data on attendee place of residence, spending in the Monterey County area, and motivations for attending Car Week.

While the primary purpose of the survey was to provide data for the economic impact estimates, a number of additional questions were asked to develop an understanding of attendees. The results of these questions are shown in the Detailed Findings and Demographics sections of this report.

Overview & Methodology (continued)

IMPORTANT NOTE: Attendee spending is defined as spending in Monterey County by Car-Week related event attendees *who reside outside Monterey County*. Event attendees from outside Monterey County include travelers from outside the Monterey County area visiting specifically to attend a Car Week related event. Spending by Monterey County residents related to the event is specifically excluded from this analysis, as it cannot be claimed as an injection of new spending in the local economy.

Economic Impact Estimates

Total unique event attendees -----	85,000
Influenced attendees* -----	39,176
Influenced visitor days in Monterey County -----	172,373
Total influenced trip spending -----	\$53,584,192
Influenced visitors in Monterey County hotels -----	17,978
Influenced room nights sold in Monterey County hotels -----	36,214
Tax revenues generated by Car Week ** -----	\$4.8 million
Transient Occupancy Tax generated by Car Week-----	\$1.4 million
Sales tax revenues generated by Car Week-----	\$3.4 million

**An influenced attendee is defined as residing outside Monterey County and visiting the County specifically for Car Week*

***Includes transient occupancy and sales taxes generated for governmental entities in the county*

Economic Impact Estimates—

Detailed Influenced Trip Spending

Estimated total spending in Monterey County by influenced attendees—those who reside outside of Monterey County and visited specifically for Car Week—is detailed by category below.

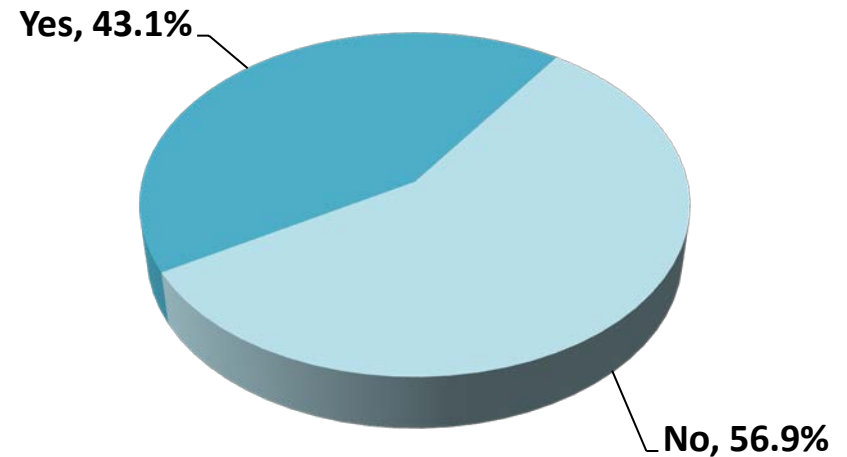
Hotel/motel/inn	\$ 13,342,469
Restaurants	\$ 11,277,789
Retail purchases	\$ 6,262,003
Entertainment & sightseeing	\$ 7,247,029
Car rental fees	\$ 6,182,876
Gas, parking and local transportation	\$ 3,956,563
Other	\$ 5,315,463
TOTAL	\$ 53,584,192

Detailed Survey Findings

Monterey County Resident

Over 50 percent of Monterey Car Show attendees that were surveyed live outside Monterey County (56.9%).

Chart 1: Monterey County Resident

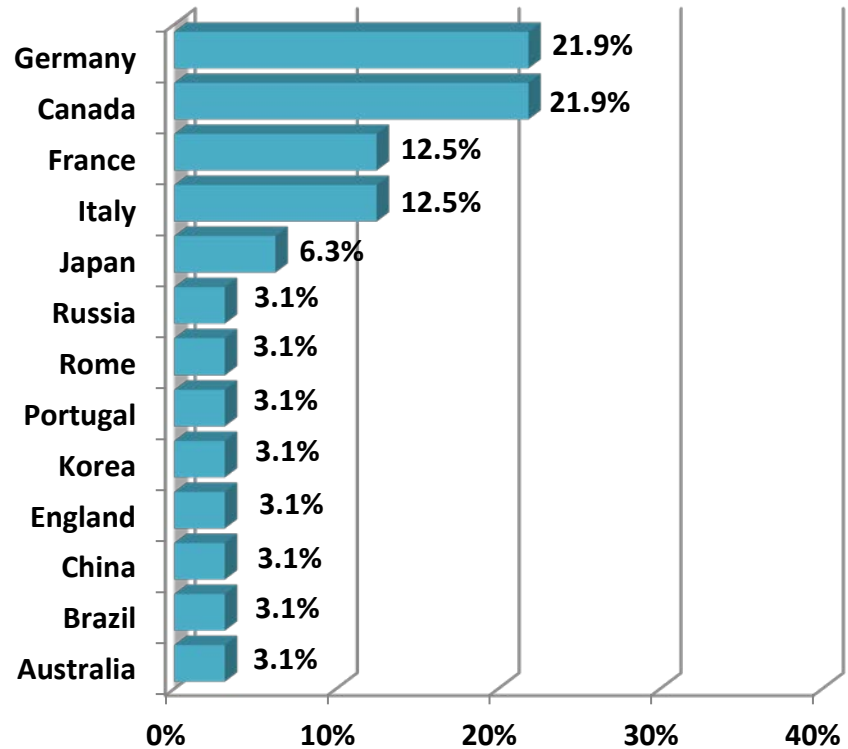


Question: Do you live in Monterey County, California? Base: All Respondents. 320 completed surveys.

Place of Residence

One in four Car Week attendees surveyed who live outside of the U.S. reported residing in Germany (21.9%) or Canada (21.9%). Another 12.5 percent reported living in France, while an additional 12.5 percent of respondents reside in Italy. It is important to note that the survey was only available in English.

Chart 2: Place of Residence

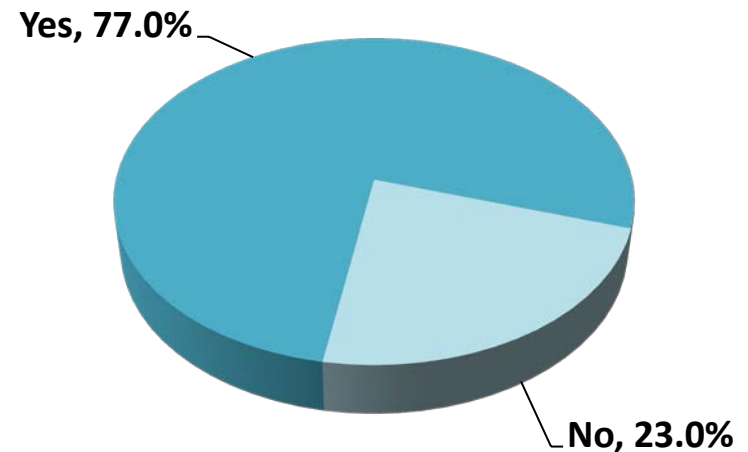


Question: What town do you live in? Respondents who live outside of the U.S. Base: 32 completed surveys.

Overnight Stay

Over three fourths of attendees surveyed who live outside Monterey County stayed overnight in Monterey County during their trip (77.0%). The remaining 23.0 percent did not stay overnight anywhere in Monterey County.

Chart 3: Overnight Stay

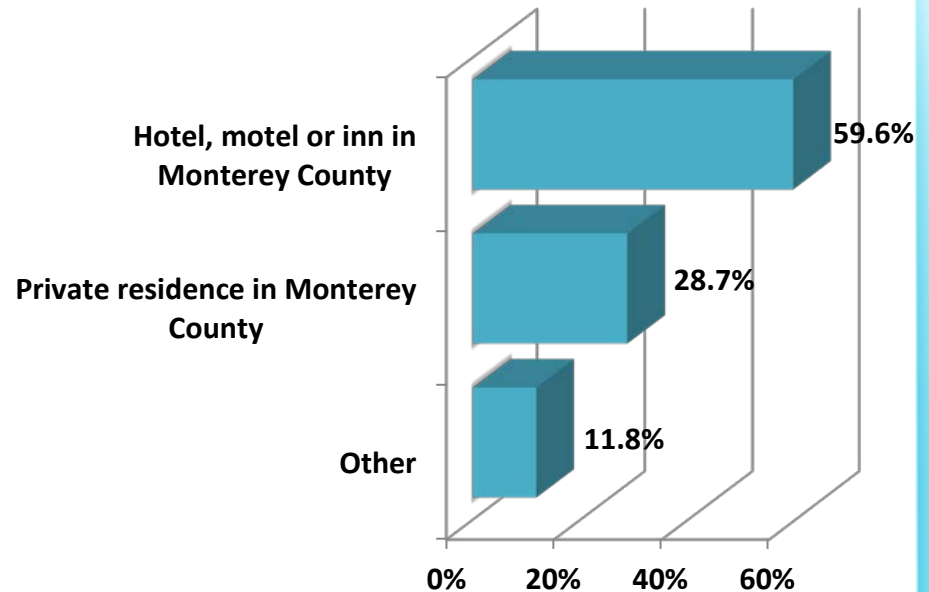


Question: Are you staying overnight (last night or tonight) anywhere in the Monterey County? Respondents who live outside of Monterey County. Base: 178 completed surveys.

Place of Stay

Over half of Car Week attendees surveyed who stayed overnight in Monterey County stayed in a hotel, motel or inn within Monterey County during their trip (59.6%), while 28.7 percent stayed in a private residence in Monterey County. On average, overnight visitors spent approximately 4.6 nights in Monterey County.

Chart 4a: Place of Stay

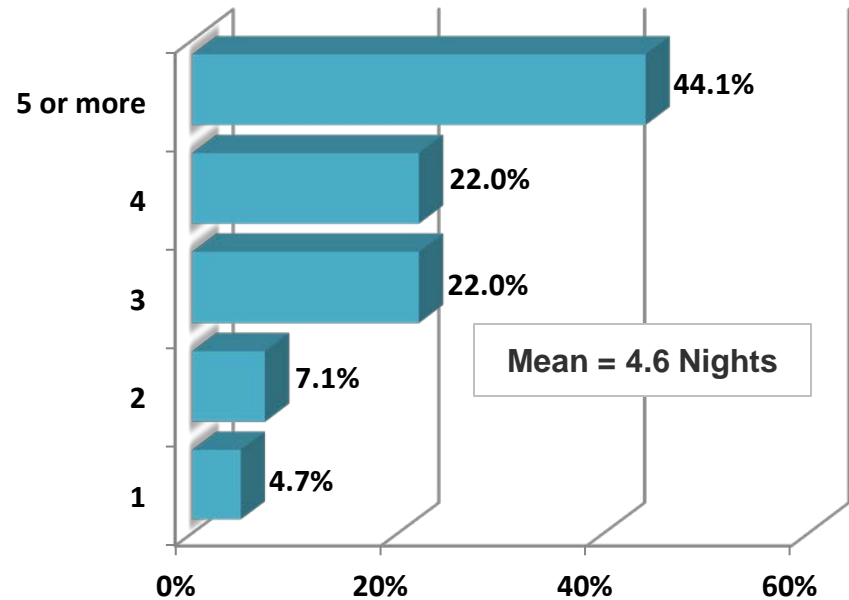


Question: Where did you (or will you) stay overnight? Respondents who live outside of Monterey County. Base: 136 completed surveys.

Total Nights in Monterey County

40.9 percent of Car Week attendees surveyed who live outside Monterey County stayed five or more nights. 22.1 percent stayed four nights and only 6.5 percent stayed one night. On average, overnight visitors spent approximately 4.4 nights in Monterey County.

Chart 4b: Total Nights in Monterey County



Question: How many nights did you, or will you, stay in Monterey County? Respondents who live outside of Monterey County. Base: 127 completed surveys.

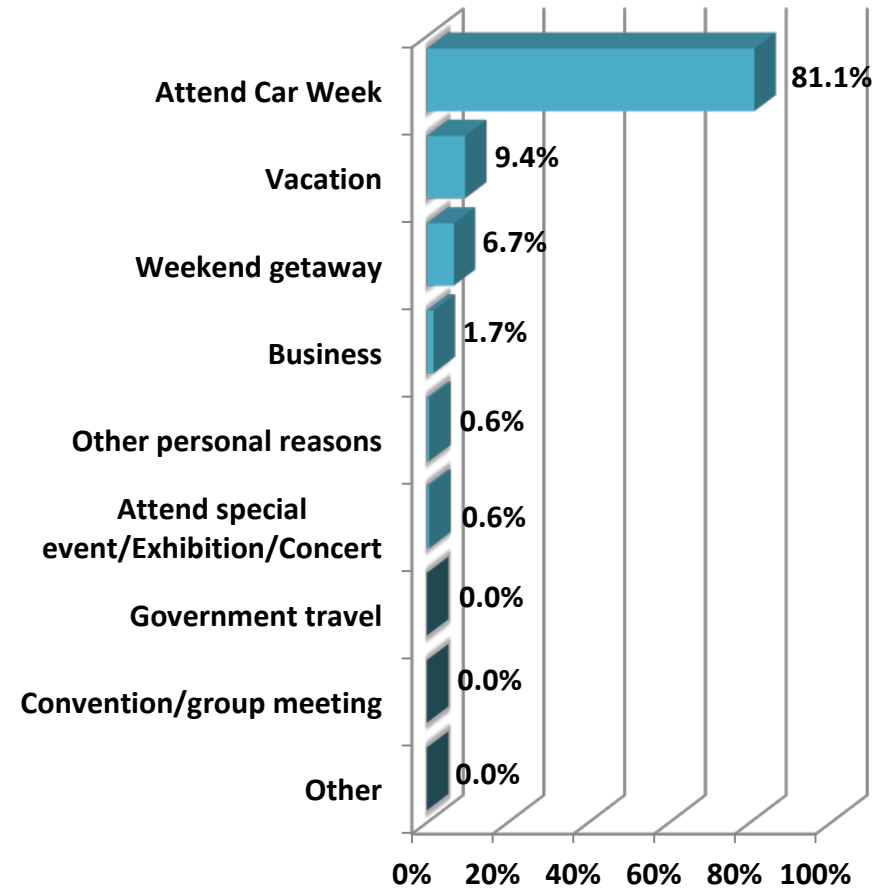
Reason for Visiting Monterey County

81.1 percent of Car Week attendees surveyed who live outside Monterey County primarily visited the city to attend Car Week. This distinction is important, as spending by this group contributes to the total direct incremental spending used in the economic impact estimates presented earlier.

Smaller proportions of attendees who live outside Monterey County came to the area primarily for vacation (9.4%) or for a weekend getaway (6.7%).

Question: What is your PRIMARY REASON for this visit Monterey County? Base: 180 completed surveys.

Chart 5: Reason for Visiting Monterey County

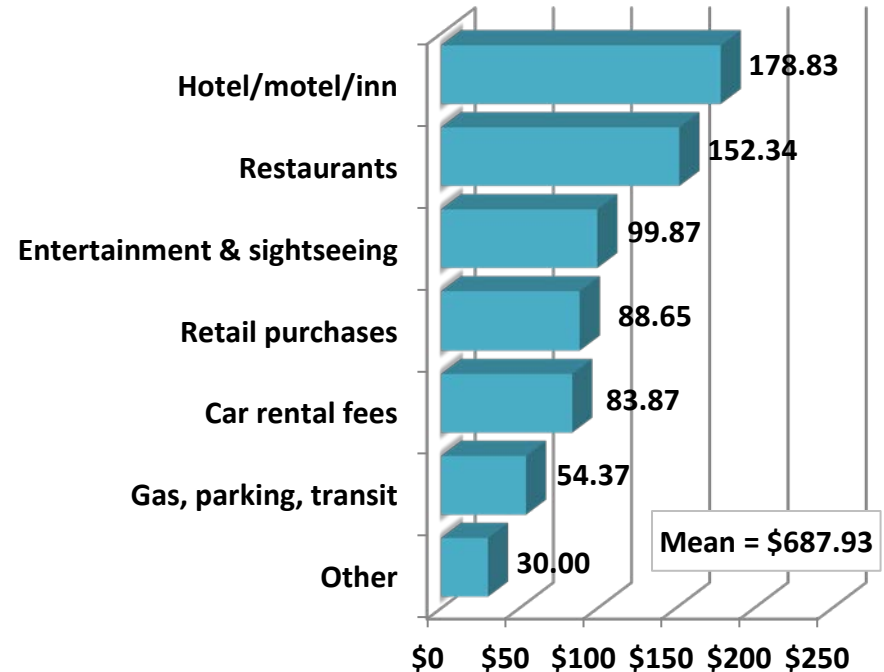


Spending in Monterey County

Car Week attendees who live outside Monterey County spent an average of \$687.93 per day while in Monterey. The largest share of this spending went to overnight accommodations (\$178.83), followed by restaurants and dining (\$152.34), and entertainment and sightseeing (\$98.87). As shown in the table below, Car Week attendees staying overnight in Monterey County hotels represent the greatest visitor spending impact at \$837.42 per day.

	All Visitors	Day Trippers	All Over-Night Guests	Hotel Guests
Hotel/motel/inn	\$178.83	\$81.00	\$199.95	\$245.64
Restaurants	\$152.34	\$89.34	\$167.33	\$176.74
Entertainment & sightseeing	\$99.87	\$37.39	\$113.24	\$120.84
Retail purchases	\$88.65	\$30.21	\$103.41	\$107.86
Car rental fees	\$83.87	\$55.00	\$91.80	\$101.52
Gas, parking and local transportation	\$54.37	\$53.00	\$55.48	\$64.81
Other	\$30.00	\$0.00	\$30.00	\$20.00
Total	\$687.93	\$345.94	\$761.21	\$837.42
Base	156	29	125	76

Chart 6: Spending in Monterey County

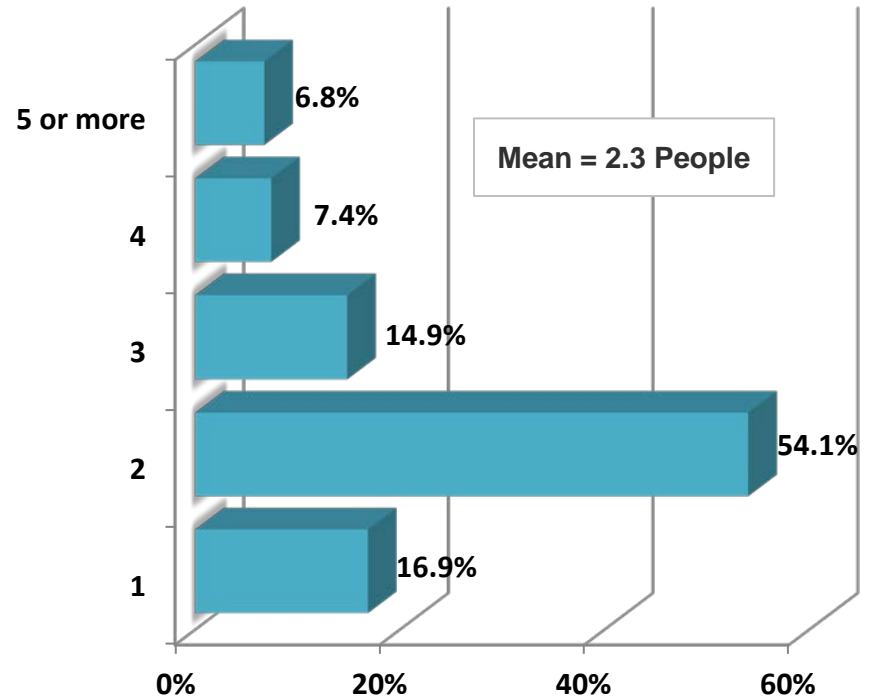


Question: Approximately how much PER DAY will you spend on the following while in Monterey County? Please only include spending inside Monterey County. Base: 156 completed surveys.

Attendees Covered by Spending

Over half of Car Week attendees surveyed who live outside Monterey County said the spending they reported covered two people (54.1%). With an average of 2.3 people covered by the reported spending, the per person daily spending in Monterey County was approximately \$296.25.

Chart 7: Attendees Covered by Spending

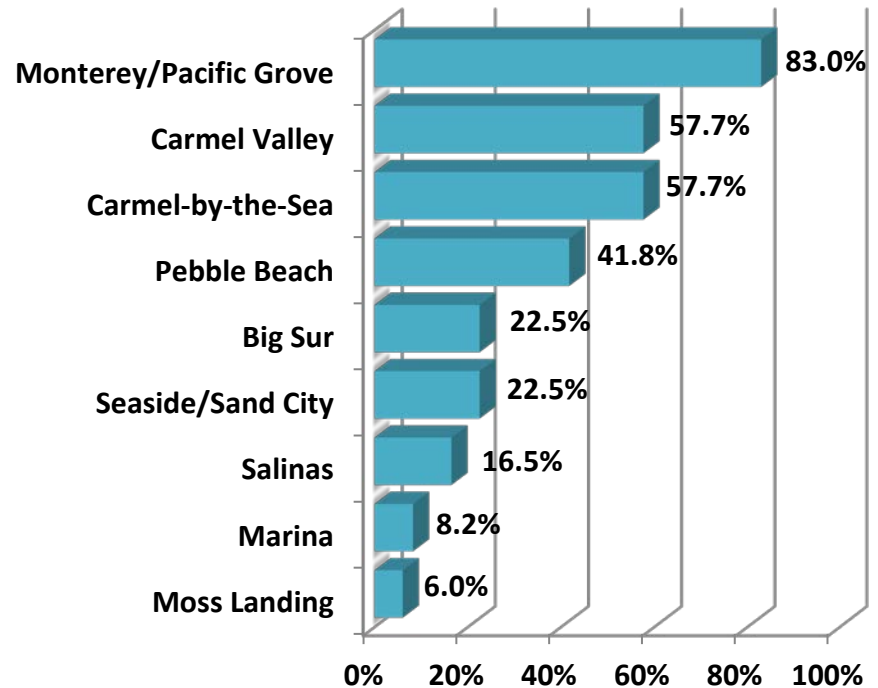


Question: How many Car Week attendees did this spending cover?
Base: 148 completed surveys.

Areas Visited During Trip

When asked which areas of the County they visited on their trip to Monterey County for Car Week, fully 83 percent of Car Week attendees surveyed reported visiting Monterey/Pacific Grove. Carmel Valley and Carmel-by-the-Sea were the next most visited areas reported by respondents, at 57.7 percent. Pebble Beach followed with 41.8 percent.

Chart 8: Areas Visited During Trip

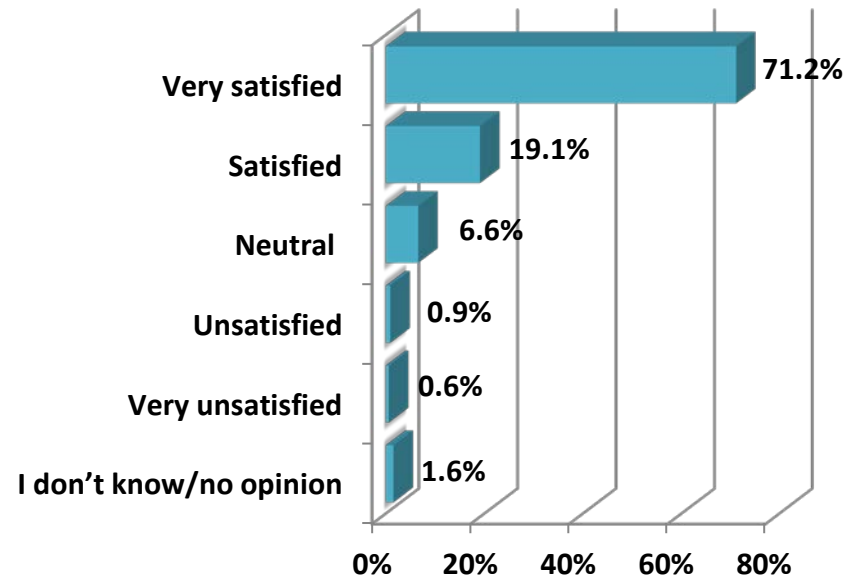


Question: Which of these Monterey County areas did you visit on this trip? (Select all that apply) Base: 182 completed surveys.

Satisfaction With Car Week Experience

Monterey Car Week provides a highly satisfactory experience. Using a five-point scale from “Very satisfied” to “Very unsatisfied,” survey respondents were asked to rate their satisfaction with Car Week. Nine in ten attendees said they were “Satisfied” (19.1%) or “Very satisfied” (71.2%) with their experience.

Chart 9: Satisfaction With Car Week Experience



Question: How satisfied are you with your experience at Car Week?
Base: All Respondents. 319 completed surveys.

Car Week Events Attended

Car Week attendees were asked which Car Week events they attended or planned on attending. Nearly one in three said they would attend the RM Auction (31.7%). This was followed by the Pebble Beach Tour d'Elegance (24.6%) and the Rolex Monterey Motorsports Reunion (24.6%). The Concorso Italiano and Carmel Mission Classic were the next most frequented events reported by respondents with 22.5 percent and 21.6 percent, respectively.

Question: Which of the following events did you or will you attend? (Check all that apply) Base: All Respondents. 334 completed surveys.

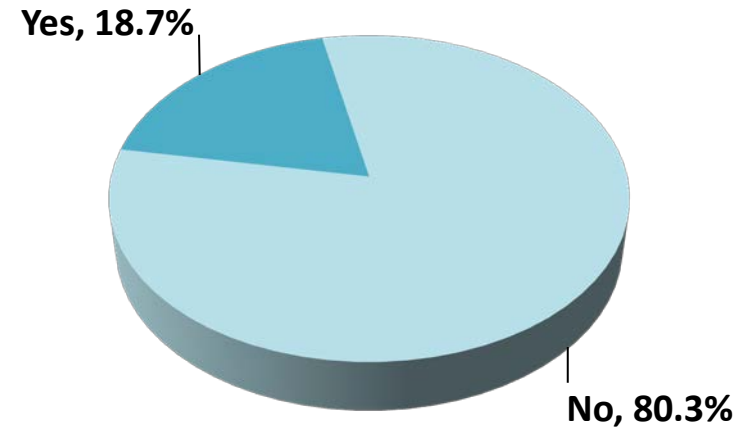
Chart 10: Car Week Events Attended

	Total
RM Auction	31.7%
Pebble Beach Tour d'Elegance	24.6%
Rolex Monterey Motorsports Reunion	24.6%
Concorso Italiano	22.5%
Carmel Mission Classic	21.6%
The Little Car Show)	20.7%
Concours on the Ave	18.9%
Pebble Beach Concours d'Elegance	18.3%
Russo and Steele's 14th Annual Sports and Muscle Auction	15.6%
Crash d'Concours	15.0%
The Quail, A Motorsports Gathering	13.2%
Pebble Beach Auction	12.9%
Mecum Muscle Cars & More	12.6%
Bonhams Quail Lodge Auction	9.9%
20th Annual Pacific Grove Concours Auto Rally	9.6%
Automobilia Monterey	9.3%
Legends of the Autobahn	9.3%
Rick Cole Auctions	8.7%
Gordon McCall's Motorworks Revival	7.8%
Werks Reunion	7.5%
Concours d'LeMons Monterey	7.2%
The Barnyard Ferrari Event	7.2%
Classic Motorsports Magazine Kick-off Cruise	5.1%
Automobilia Monterey	5.1%
Dine in DeVine	4.5%
Automotive Film and Arts Festival	4.5%
Monterey Car Week Rally	4.2%
Italian Stampede	3.3%
Serata Italiana	1.5%

Children in Party

Less than one fifth of respondents attended Monterey Car Week with children under the age of 18 (18.7%), suggesting this event has a much higher appeal for adults.

Chart 9: Children in Party

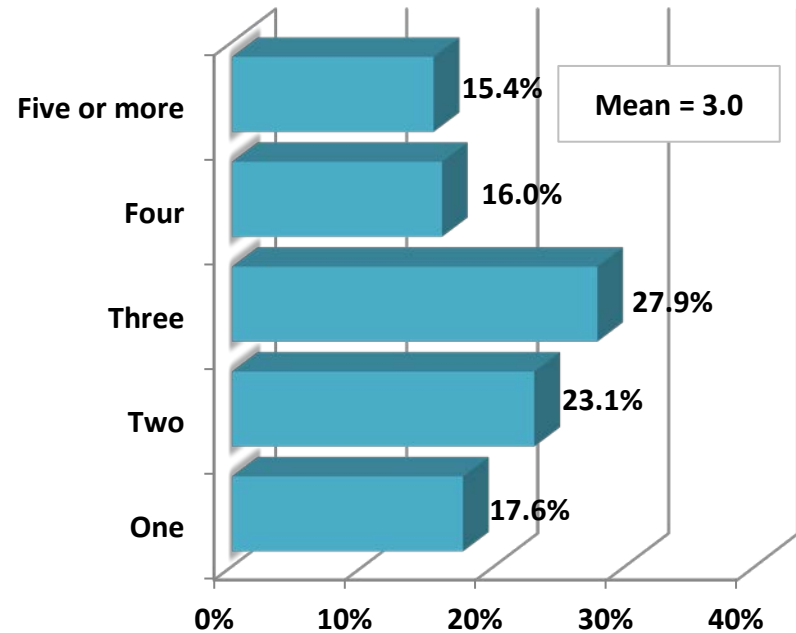


Question: Do you have children under 18 with you at the event today? Base: All Respondents. 315 completed surveys.

Days Spent at Car Week

27.9 percent of respondents spent three days at this year's Monterey Car Week. Another 23.1 percent spent two days and nearly one in three respondents spent four or more days at the event (31.3). On average, attendees (including Monterey County residents) spend approximately 3 days at Monterey Car Week.

Chart 10: Days Spent at Car Week



Question: How many days will you attend Car Week? Base: All Respondents. 313 completed surveys.

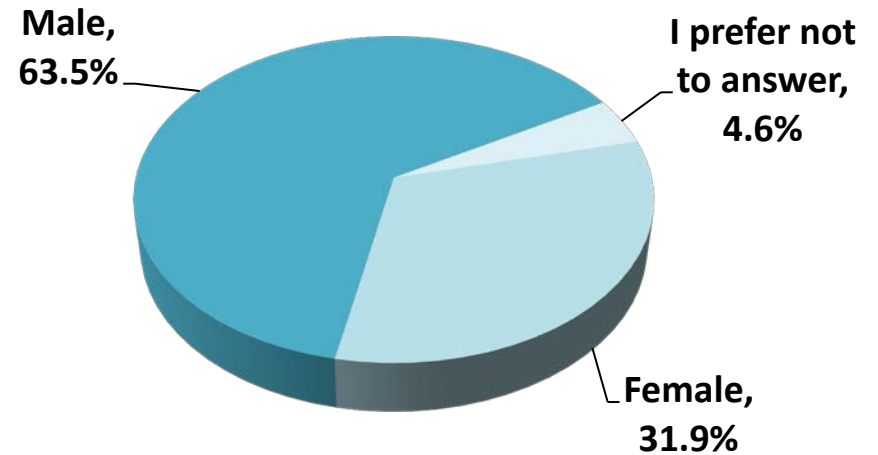
Sample Demographics

Gender

Survey respondents skewed male at 63.5 percent.

	All Respondents	Non-Monterey County Residents
Male	63.5%	69.6%
Female	31.9%	24.6%
I prefer not to answer	4.6%	5.8%
Base	304	171

Chart 12: Gender



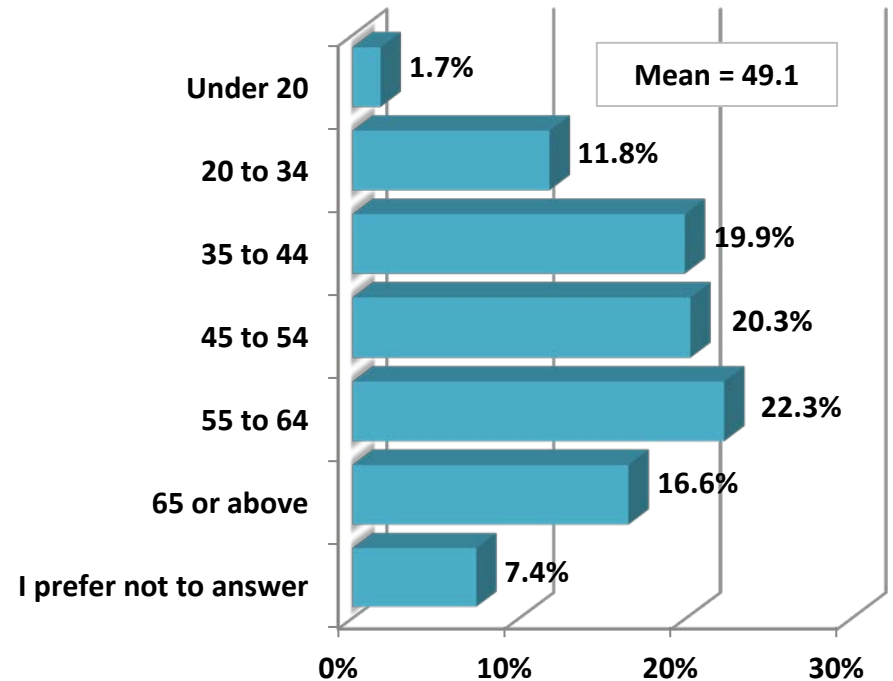
Question: Are you? Base: All Respondents. 304 completed surveys.

Age

The average age of survey respondents is 49.1 years.

	All Respondents	Non Monterey County Residents
Under 20	1.7%	1.8%
20 to 34	11.8%	8.3%
35 to 44	19.9%	19.0%
45 to 54	20.3%	22.0%
55 to 64	22.3%	23.2%
65 or above	16.6%	17.9%
I prefer not to answer	7.4%	7.7%
Mean	49.1	50.3
Base	296	168

Chart 13: Age



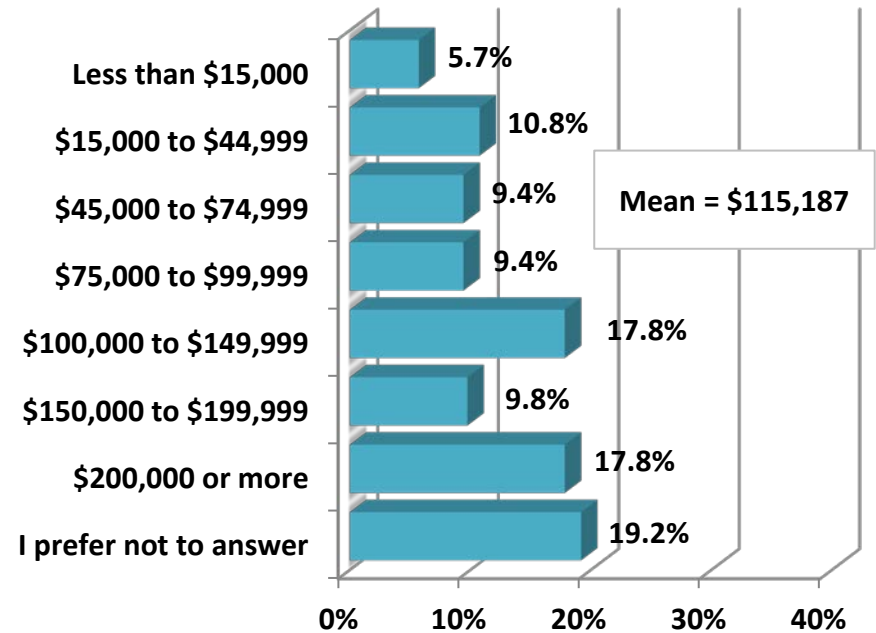
Question: What best describes your age? (Select one) Base: All Respondents. 296 completed surveys.

Annual Household Income

On average, survey respondents reported an annual household income of \$115,187.

	All Respondents	Non Monterey County Residents
Less than \$15,000	5.7%	3.6%
\$15,000 to \$44,999	10.8%	8.9%
\$45,000 to \$74,999	9.4%	6.0%
\$75,000 to \$99,999	9.4%	8.9%
\$100,000 to \$149,999	17.8%	16.7%
\$150,000 to \$199,999	9.8%	10.1%
\$200,000 or more	17.8%	24.4%
I prefer not to answer	19.2%	21.4%
Mean	\$115,187	\$129,753
Base	297	168

Chart 14: Annual Household Income



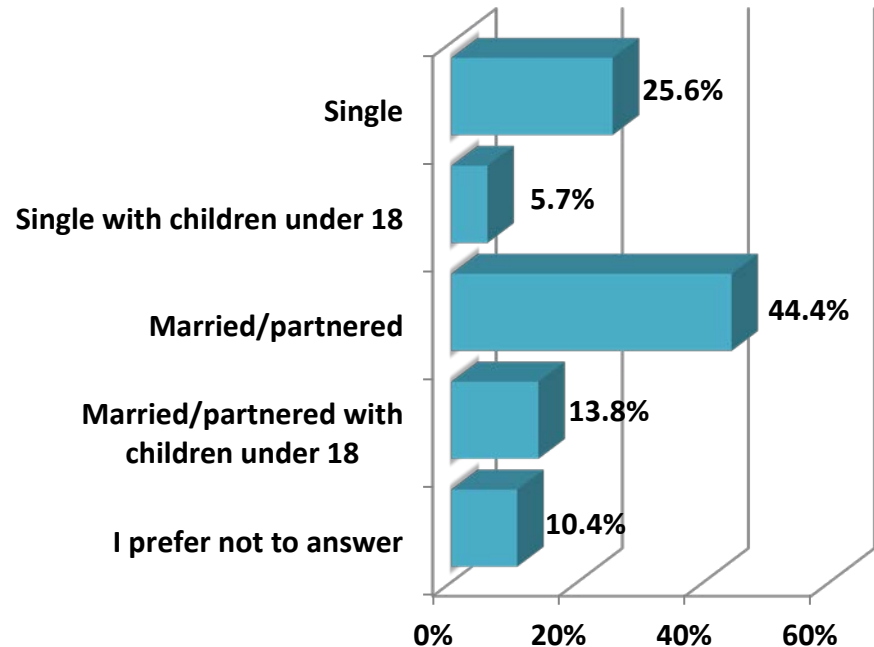
Question: Which best describes the combined annual income of all members of your household? (Select one) Base: All Respondents. 297 completed surveys.

Marital Status

58.2 percent of respondents are either married or partnered, while 31.3 percent report being single. 19.5 percent have children under 18.

	All Respondents	Non Monterey County Residents
Single	25.6%	22.0%
Single with children under 18	5.7%	3.6%
Married/partnered	44.4%	49.4%
Married/partnered with children under 18	13.8%	13.7%
I prefer not to answer	10.4%	11.3%
Base	297	168

Chart 15: Marital Status



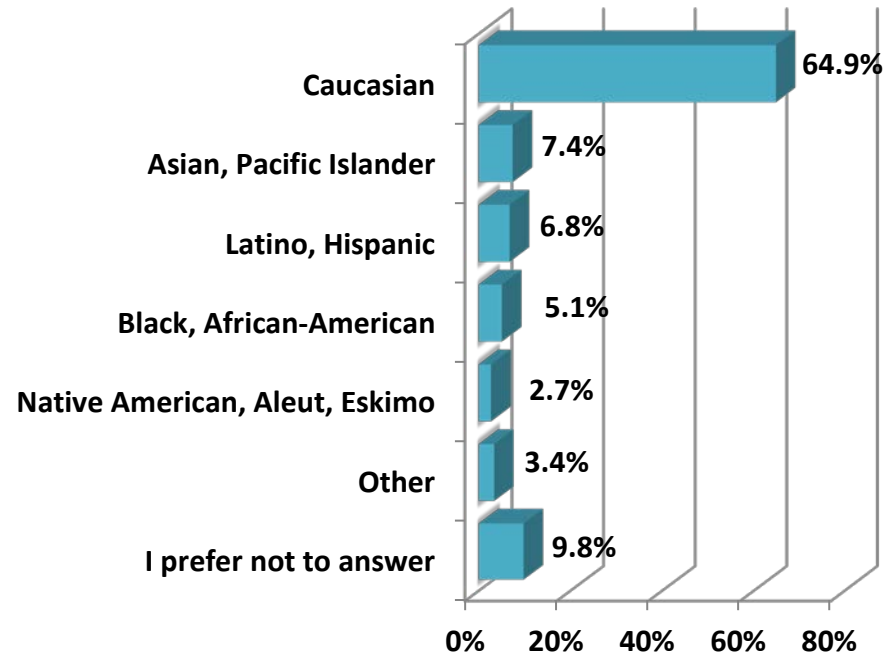
Question: Which best describes your marital status? (Select one) Base: All Respondents. 297 completed surveys.

Ethnicity

64.9 percent of respondents identify as Caucasian. 7.4 percent are Asian, Pacific Islander, followed by Latino/Hispanic (6.8%).

	All Respondents	Non Monterey County Residents
Caucasian	64.9%	68.5%
Asian, Pacific Islander	7.4%	7.1%
Latino, Hispanic	6.8%	4.8%
Black, African-American	5.1%	2.4%
Native American, Aleut, Eskimo	2.7%	3.0%
Other	3.4%	4.2%
I prefer not to answer	9.8%	10.1%
Base	296	168

Chart 16: Ethnicity



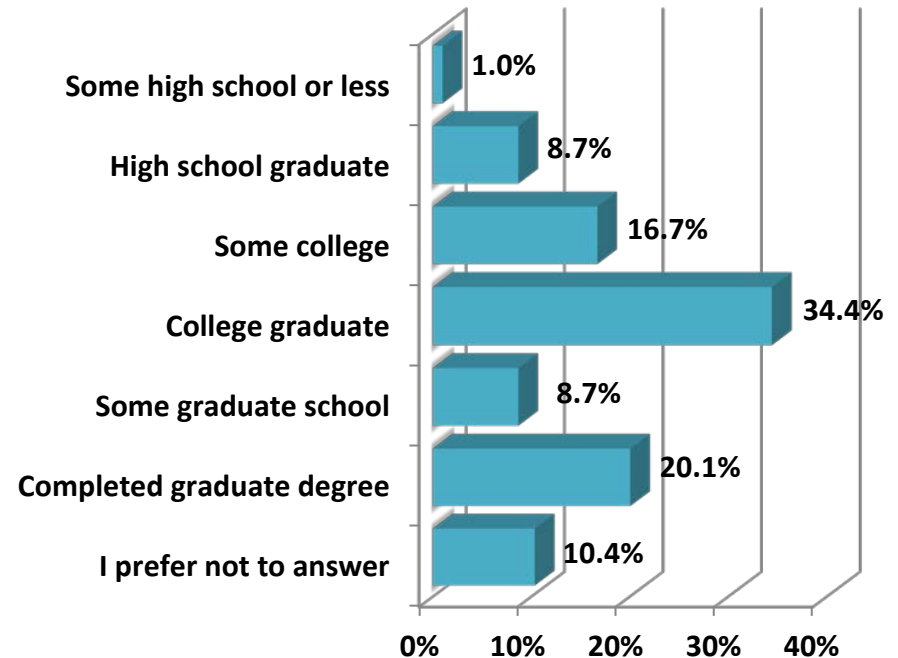
Question: Which best describes your race or ethnic background? (Select one) Base: All Respondents. 296 completed surveys.

Education

63.2 percent of survey respondents have at least received a college degree, including 20.1 percent who hold a graduate degree.

	All Respondents	Non Monterey County Residents
Some high school or less	1.0%	1.2%
High school graduate	8.7%	8.8%
Some college	16.7%	12.9%
College graduate	34.4%	37.1%
Some graduate school	8.7%	7.6%
Completed graduate degree	20.1%	21.2%
I prefer not to answer	10.4%	11.2%
Base	299	170

Chart 17: Education



Question: What is your highest level of formal education? (Select one)
Base: All Respondents. 299 completed surveys.