



## Car Week Fact Sheet

### CAR WEEK 2017:

- For 2017, the Monterey County Convention and Visitors Bureau (MCCVB) in partnership with community representatives has compiled “Your Guide to Navigating Car Week 2017.” The guide includes the various event locations, road closures, shuttle information and traffic tips to help inform residents as well as visitors and encourage them to plan ahead. The MCCVB has also created an interactive map on the SeeMonterey.com website which has little red cars mapped out displaying locations of Car Week events throughout the Monterey Peninsula. Also, when you click on a car, it displays the information included in the guide. You can navigate the map on a desktop or mobile device.  
[www.seemonterey.com/carweektravel](http://www.seemonterey.com/carweektravel)
- The MCCVB worked with several partners to create this comprehensive Guide. Those partners include representatives from Cannery Row Company, Carmel Chamber of Commerce, Carmel-by-the-Sea HID, City of Carmel-by-the-Sea, City of Monterey, City of Seaside, County of Monterey, Mazda Raceway Laguna Seca, Monterey-Salinas Transit, Pacific Grove Chamber of Commerce, Pebble Beach Concours, Pebble Beach Resorts, Quail Lodge & Golf Club and the Transportation Agency for Monterey County.
- The MCCVB kindly requests that the media share this information with the public in advance in an effort to help ease traffic and assist visitors when traveling. The MCCVB has also created daily maps of Car Week events for media use, all included in the USB press kit.

### FINDINGS FROM 2014 MCCVB CAR WEEK SURVEY:

- Based on a survey conducted in 2014, Car Week attracts 85,000 visitors to Monterey County that spend \$53.5 million locally. The survey also shows that \$4.8 million in taxes are generated, which is a positive economic benefit to Monterey County.

- 57% of survey respondents attending Car Week events live outside of the Monterey County area. On average, attendees stayed 4.4 nights in the county. More than 36,200 hotel room nights were sold in Monterey County during Car Week.
- 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). During Car Week, visitors spent \$13.3 million in lodging and \$11.3 million at local restaurants.

#### **CAR WEEK CHARITY BENEFITS:**

- The 2016 Pebble Beach Concours d'Elegance raised more than \$1.7 million and supported over 80 local charitable organizations through the Pebble Beach Company Foundation. That money came in via enthusiasts from around the world, and the funds were distributed locally in Monterey County. Several charities including Boys & Girls Clubs of Monterey County, Natividad Medical Foundation, Kinship Center, Animal Friends Rescue Project and Montage Health benefited directly from the Opportunity Drawings.
- Pebble Beach also offered some of the infrastructure that was put up for the events to double as space for charity fundraisers. For example, the tent for Club d'Elegance was used to host the Annual AIM for the Cures Dinner benefitting AIM for Mental Health.
- Some key participants, notably Jay Leno, have auctioned off personal items during the Concours to raise additional funds for local charities. From the show ramp, Jay has auctioned garage tours, raising more than \$500,000 for local charities, most notably the Boys & Girls Clubs of Monterey County.
- Additional Car Week events and the charities they support include:
  - Automobilia Monterey – Monterey Rape Crisis Center
  - Carmel Mission Classic – Knights of Columbus
  - Carmel-by-the-Sea Concours on the Avenue – The Carmel Foundation
  - Ferrari Event at the Barnyard - Arts Council for Monterey County and the Rotary Club of Monterey Cannery Row
  - Mazda Raceway Laguna Seca donates to approximately 35 service organizations, clubs and charities
  - McCall's Motorworks Revival – The CHP 11-99 Foundation
  - Mecum Auctions – Curing Kids Cancer
  - Pacific Grove Rotary Concours Auto Rally – Pacific Grove High School Cross Country Team, Rotary Charities, Pacific Grove Library and the Pacific Grove Youth Center
  - Prancing Ponies Car Show - Prancing Ponies Foundation

- The Little Car Show – Pacific Grove Youth Center, Pacific Grove Library, Veterans Transition Center
- The Quail, A Motorsports Gathering: Rancho Cielo, NPS Foundation, 11-99 Foundation, and the Junior Reserve Officers' Training Corps

**FREE CAR WEEK EVENTS FOR THE COMMUNITY AND VISITORS:**

- Mazda Raceway Laguna Seca on Alvarado (Friday, August 11)
- Classic Motorsports Kick-Off Car Show and Cruise-In (Tuesday, August 15)
- Concours on the Avenue (Tuesday, August 15)
- Worldwide Auctioneers Pacific Grove (Tuesday, August 15 – Thursday, August 17)
- Pebble Beach Motoring Classic (Wednesday, August 16)
- Prancing Ponies Car Show (Wednesday, August 16)
- The Little Car Show (Wednesday, August 16)
- Pebble Beach Classic Car Forum (Thursday, August 17 – Saturday, August 19)
- Pebble Beach RetroAuto (Thursday, August 17 – Saturday, August 19)
- Pebble Beach Tour d'Elegance (Thursday, August 17)
- Exotics on Cannery Row (Friday, August 18)
- Pacific Grove Rotary Concours Auto Rally (Friday, August 18)
- Porsche Club of America Werks Reunion (Friday, August 18)
- Concours d'LeMons (Saturday, August 19)
- There are additional events with small fees.

For an interactive map of Car Week events and more info, please visit

[seemonterey.com/carweektravel](http://seemonterey.com/carweektravel).

