

AGENDA

See Monterey Joint Marketing & Sales Committee - Regular Meeting
Wednesday, July 29, 2026, 3:00pm - 4:30pm
Location: Monterey Conference Center - Steinbeck 1
1 Portola Plaza, Monterey CA 93940

CALL TO ORDER

PUBLIC COMMENT

This portion of the meeting is reserved for members of the public to address the Marketing and Sales Committees on any matter not on this agenda but under the jurisdiction of the Committees.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes of the April 14, 2026 Joint Marketing & Sales Committee Meeting
Recommended Action: Approve minutes as presented
- B. Monthly Reports
Recommended Action: Receive June Reports

REGULAR AGENDA

New Business

- A. Fiscal Year 2025-26 Year End Results
Recommended Action: Receive presentation and discuss year-end results.
- B. Fiscal Year 2026-27 Business Plan
Recommended Action: Receive presentation and discuss sales & marketing business plan and activities.

GOOD OF THE ORDER

NEXT MEETING OF THE COMMITTEES:

- Wednesday, October 21, 2026, 3:00pm - 4:30pm: Sales Committee
- Thursday, October 22, 2026, 3:00pm - 4:30pm: Marketing Committee

ADJOURN

AGENDA

Joint Marketing & Sales Committee

Tuesday, April 14, 2026; 3:00pm – 4:30pm

Residence Inn by Marriott Sand City Monterey; Ponderosa Room
800 Morgans Way, Sand City CA 93955

Chris Sommers called the meeting to order at 3:03pm.

PUBLIC COMMENT: None

MEMBER AND STAFF ANNOUNCEMENTS

Teresa Savage welcomed Dawn Mathes-Park, Vice President of Marketing and Community Relations to her first committee meeting. Rob O'Keefe announced Monterey will be hosting the Visit CA Outlook Forum in March 2027 bringing 1,000+ industry attendees and \$1.5 million in economic impact to the area. Teresa highlighted a group sales activation in partnership with Pebble Beach Food and Wine. She also highlighted new air service developments including additional seats added to existing flights and new service to Chicago. Trenton Platt announced they have hired a new CEO on the Monterey Bay Aquarium. Sue Dreyer shared several upcoming events in partnership with WeatherTech Raceway to include a WAGs of Race Drivers event and fireside chat dinner. Amy Herzog announced the upcoming Carmel Culinary Week June 5-13th. Evan Loewy shared the opening of Other Brother Beer in Aptos. Natascha Vanderlaan shared several upcoming events at Asilomar Conference Grounds including the return of Friday's Sunset Music Series.

CONSENT AGENDA

There was a motion to approve the Consent Agenda as presented. M/S. Amy Herzog/Mandy Linquist. The motion carried unanimously.

REGULAR AGENDA

New Business

A. FY 2025-26 YTD Results and Business Plan Updates

Teresa reviewed the 2026-2027 forecast noting revenue growth of 16.4% over last year and occupancy growth of 7.6% year over year. Business Development productivity was reviewed with a 20% increase in leads along with highlights of upcoming sales events and future booking data software being purchased by See Monterey. Leslie Chavez highlighted Marketing Communications KPI progress and Jennifer Chiesa reviewed Public Relations KPI's noting both departments on track to meet year end goals. Leslie highlighted progress made in Q4 major projects including promoting Hwy 1, the Chicago flight launch, and Monterey's feature on Wheel of Fortune airing April 22nd. Rob O'Keefe discussed expanding See Monterey's marketing reach noting significant increase in traffic to the Chicago, Austin, Nashville and Detroit markets.

Big Sur | Carmel-by-the-Sea | Carmel Valley | Marina | Monterey
Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City |
Seaside | South County

B. Fiscal Year 2026-27 Business Plan and Budget

Dawn Mathes-Park spoke to leveraging leisure and luxury market travel trends that Monterey County is perfectly positioned to capitalize on. Rob O’Keefe review the 2026-27 strategic priorities of extending the leisure markets, targeting group business opportunities large and small, and maintaining focus on international marketings. Key programs to support these initiatives included wine and culinary, luxury programs, destination stewardship and responsible travel. He noted leveraging the global spotlight on Monterey County with two key partnerships next year with the US Men’s Open and Outlook Forum. Joe Marcy and Dawn reviewed department goals and KPI’s for the next year with metrics that show increased reach, new business growth and visitor intent. Both Business Development and Marketing Communications budgets noted a slight increase of 4% each in the upcoming fiscal year.

GOOD OF THE ORDER: The committee recommended taking a look at how to optimize content and social media posts using AI.

NEXT MEETINGS: TBD July 2026

ADJOURN: Chris Sommers adjourned the meeting at 4:27pm.

Big Sur | Carmel-by-the-Sea | Carmel Valley | Marina | Monterey
Moss Landing | Pacific Grove | Pebble Beach | Salinas | Salinas Valley | Sand City |
Seaside | South County



SEE
MONTEREY

Monthly Summary Report

June 2026



Executive Summary

June 2026



Highlights

Demand for Monterey hotels was +8.1% YOY higher than last year easily filling +2.1% YOY more rooms resulting in a +5.9% YOY gain in occupancy at 79.5%. Short term rental demand was also up at +1.5% YOY but with -3.2% YOY less supply, occupancy increased +4.9% YOY at 73.2%.

ADR was lower for both types of lodging at -5.2% YOY for hotels at \$260 and -2.6% YOY for short term rentals at \$527. The increase in hotel demand offset lower ADR generating a +2.5% YOY increase in revenue to \$78.1M for the month. In contrast, despite more demand, the drop in short term rental ADR resulted in a -1.2% YOY decrease in revenue at \$13.6M.

The increase in hotel transient occupancy at +11.2% YOY offset the -18.8% drop in group occupancy. Transient ADR was -2.6% YOY lower than last year at \$265 and -18% YOY lower for Group at \$239.

The USTA Travel Price Index declined 2.0% in June month-over-month, marking the largest monthly drop in four years. Despite the decrease, the U.S. Travel Price Index remained 8.1% above year-ago levels, reflecting elevated prices for gas and airfares, both more than 25% higher than a year ago.

U.S. hotel performance remained strong in June, as ADR growth (+6.7% YOY) and demand outpacing new supply drove RevPAR up 8.4% despite only modest occupancy gains (+1.6%). Luxury hotels led performance (+15.1% RevPAR), while every chain scale posted YOY RevPAR growth.



Hotel Demand
300.3K
+8.1% YOY



Hotel ADR
\$260.23
-5.2% YOY



Overnight Trip Share
89%



MRY Checkpoint Volume
36.1K
+8.5% YOY



Website Sessions
127.5K
+6.1% YOY



L&H Jobs
26.8K
+3.1% YOY

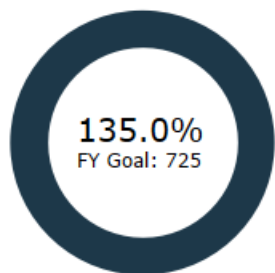


Organization Goals

Fiscal Year-to-Date as of June 2026

SEE
MONTEREY

Sales Leads



June 2026

95

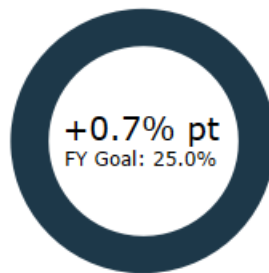
+82.7% YOY

Fiscal Year-to-Date

979

+61.3% YOY

Sales Conversion



June 2026

42.1%

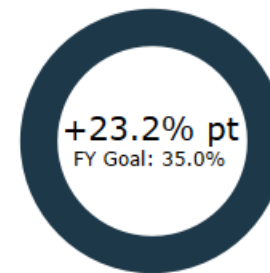
+173.7% YOY

Fiscal Year-to-Date

25.7%

+43.3% YOY

Sales New Business



June 2026

62.7%

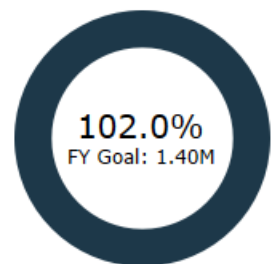
+296.8% YOY

Fiscal Year-to-Date

58.2%

-10.1% YOY

Engaged Sessions



June 2026

127,510

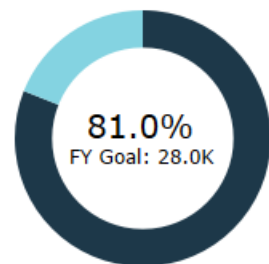
+6.1% YOY

Fiscal Year-to-Date

1,428,211

+1.1% YOY

Social Media Follower Growth



June 2026

1,120

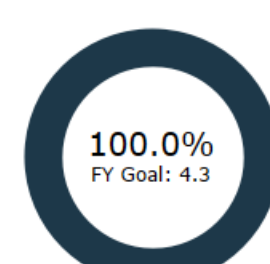
-32.3% YOY

Fiscal Year-to-Date

22,690

+146.3% YOY

Intent to Visit Score



As of January 2026,
the brand measures
achieved 4.3

*Note: The Intent to Visit Score is
updated biannually

Previous Goal: 1.0M. Adjusted to 1.4M on 2/18.

Previous Goal: 22k. Adjusted to 28k on 2/18.

Hotel Review

Monthly Performance by Market

		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Apr	Limited+	72.8%	+0.5%	\$174	+6.5%	\$126	+7.0%
	Full Service+	77.2%	-1.1%	\$296	+6.8%	\$229	+5.6%
	Luxury+	78.9%	+6.2%	\$965	+13.2%	\$761	+20.2%
	Group properties+	77.5%	+0.6%	\$451	+12.0%	\$350	+12.7%
	Cannery Row+	82.6%	+5.3%	\$364	+3.7%	\$300	+9.3%
	City of Monterey, CA+	76.3%	+0.1%	\$235	+5.1%	\$179	+5.1%
	Monterey County, C..	73.9%	+0.5%	\$274	+9.9%	\$202	+10.5%
	Unincorporated Mon..	79.0%	+5.9%	\$393	+9.7%	\$310	+16.2%
May	Limited+	68.9%	-2.3%	\$186	+4.5%	\$128	+2.1%
	Full Service+	74.6%	+2.8%	\$297	+1.0%	\$221	+3.8%
	Luxury+	83.9%	+6.8%	\$1,063	+12.5%	\$892	+20.2%
	Group properties+	76.4%	+4.2%	\$489	+8.2%	\$374	+12.7%
	Cannery Row+	83.8%	+9.9%	\$380	+3.7%	\$319	+13.9%
	City of Monterey, CA+	72.4%	+1.2%	\$241	+1.1%	\$175	+2.3%
	Monterey County, C..	71.0%	-0.5%	\$298	+8.5%	\$212	+8.0%
	Unincorporated Mon..	78.5%	+8.2%	\$410	+8.7%	\$322	+17.6%
Jun	Limited+	78.3%	+6.4%	\$188	+6.8%	\$147	+13.6%
	Full Service+	83.7%	+6.7%	\$306	+7.6%	\$256	+14.8%
	Luxury+	84.5%	+1.8%	\$655	-32.2%	\$554	-31.0%
	Group properties+	83.8%	+7.1%	\$387	-13.5%	\$324	-7.4%
	Cannery Row+	88.6%	+3.1%	\$400	+10.7%	\$354	+14.1%
	City of Monterey, CA+	82.2%	+6.9%	\$247	+7.6%	\$203	+15.1%
	Monterey County, C..	79.5%	+5.9%	\$260	-5.2%	\$207	+0.4%
	Unincorporated Mon..	84.4%	+6.9%	\$432	+10.0%	\$365	+17.5%

Calendar Year-to-Date Performance

Monterey County, CA+

Occupancy
69.2%
 +4.0%

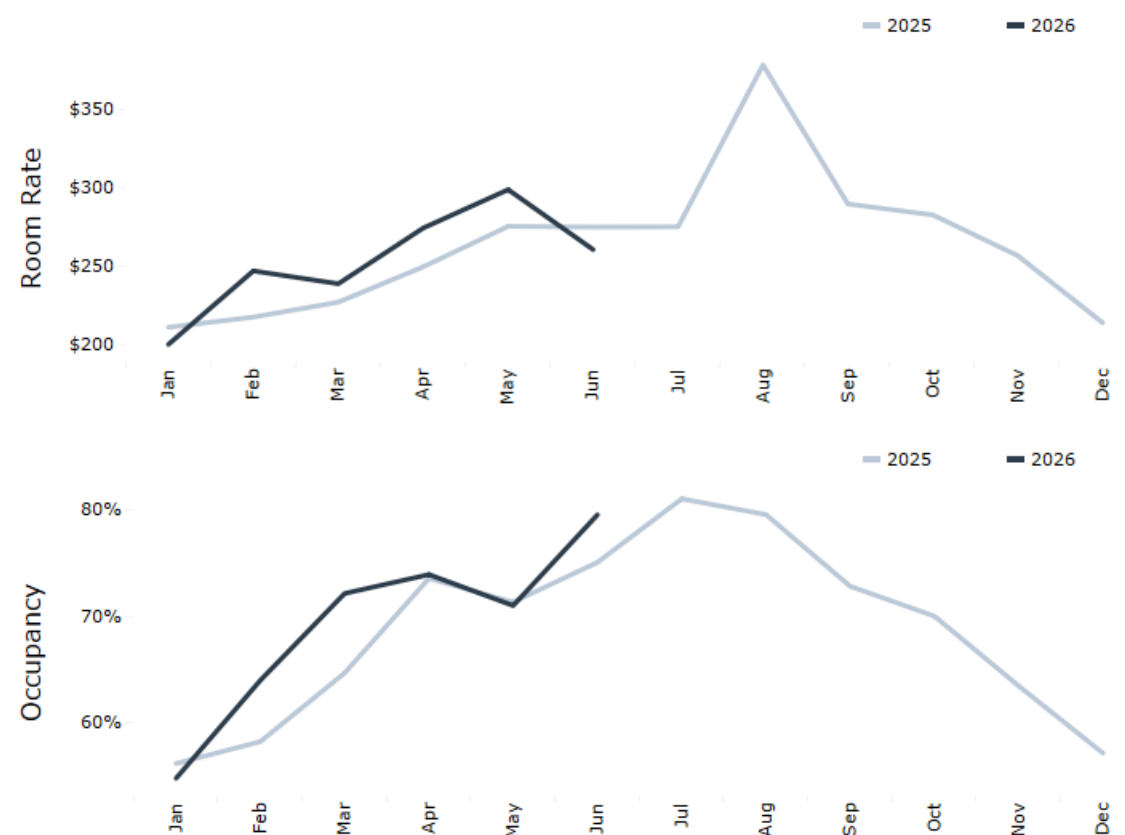
ADR
\$255
 +4.2%

RevPAR
\$177
 +8.3%

Supply
2.3M
 +2.1%

Demand
1.6M
 +6.2%

Revenue
\$403.9M
 +10.6%



Hotel Competitive Performance

Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Monterey County, CA+	73.9%	+0.5%	\$274	+9.9%	\$202	+10.5%
Napa County, CA	66.9%	+2.3%	\$421	+4.9%	\$282	+7.3%
San Francisco/San Mateo, CA	72.2%	+3.6%	\$219	-4.2%	\$158	-0.8%
San Luis Obispo County, CA	70.6%	+1.7%	\$195	+5.6%	\$138	+7.4%
Santa Barbara/Santa Maria, CA	71.0%	+3.1%	\$260	+9.4%	\$185	+12.8%
Sonoma County, CA	64.9%	+7.2%	\$211	+3.9%	\$137	+11.4%
Monterey County, CA+	71.0%	-0.5%	\$298	+8.5%	\$212	+8.0%
Napa County, CA	71.0%	-4.4%	\$546	+5.1%	\$388	+0.4%
San Francisco/San Mateo, CA	75.6%	+2.7%	\$223	+5.7%	\$168	+8.6%
San Luis Obispo County, CA	66.5%	-1.4%	\$209	+6.9%	\$139	+5.5%
Santa Barbara/Santa Maria, CA	68.2%	-1.2%	\$284	+6.8%	\$194	+5.5%
Sonoma County, CA	68.7%	+4.3%	\$246	+1.2%	\$169	+5.5%
Monterey County, CA+	79.5%	+5.9%	\$260	-5.2%	\$207	+0.4%
Napa County, CA	73.0%	+2.6%	\$458	+1.0%	\$334	+3.7%
San Francisco/San Mateo, CA	80.5%	+7.9%	\$264	+21.7%	\$213	+31.2%
San Luis Obispo County, CA	74.5%	+3.3%	\$225	+3.3%	\$167	+6.7%
Santa Barbara/Santa Maria, CA	78.9%	+8.9%	\$289	+5.5%	\$228	+15.0%
Sonoma County, CA	73.6%	+9.9%	\$242	+4.0%	\$178	+14.3%

Calendar Year-to-Date Performance

Performance by Market

Occupancy	ADR	RevPAR
San Francisco/San Mateo, CA 72.9%	Napa County, CA \$418	Napa County, CA \$261
Monterey County, CA+ 69.2%	San Francisco/San Mateo, CA \$261	San Francisco/San Mateo, CA \$190
Santa Barbara/Santa Maria, CA 68.1%	Monterey County, CA+ \$255	Monterey County, CA+ \$177
San Luis Obispo County, CA 65.6%	Santa Barbara/Santa Maria, CA \$253	Santa Barbara/Santa Maria, CA \$172
Napa County, CA 62.4%	Sonoma County, CA \$207	Sonoma County, CA \$128
Sonoma County, CA 61.8%	San Luis Obispo County, CA \$188	San Luis Obispo County, CA \$124

% Change vs. Previous Year

Occupancy % Change	ADR % Change	RevPAR % Change
San Francisco/San Mateo, CA +8.0%	San Francisco/San Mateo, CA +12.5%	San Francisco/San Mateo, CA +21.5%
Sonoma County, CA +7.0%	Santa Barbara/Santa Maria, CA +6.4%	Santa Barbara/Santa Maria, CA +10.5%
Monterey County, CA+ +4.0%	Monterey County, CA+ +4.2%	Sonoma County, CA +8.8%
Santa Barbara/Santa Maria, CA +3.8%	San Luis Obispo County, CA +3.8%	Monterey County, CA+ +8.3%
San Luis Obispo County, CA +3.0%	Napa County, CA +3.1%	San Luis Obispo County, CA +6.8%
Napa County, CA +0.9%	Sonoma County, CA +1.7%	Napa County, CA +4.0%

Hotel Booking Segmentation

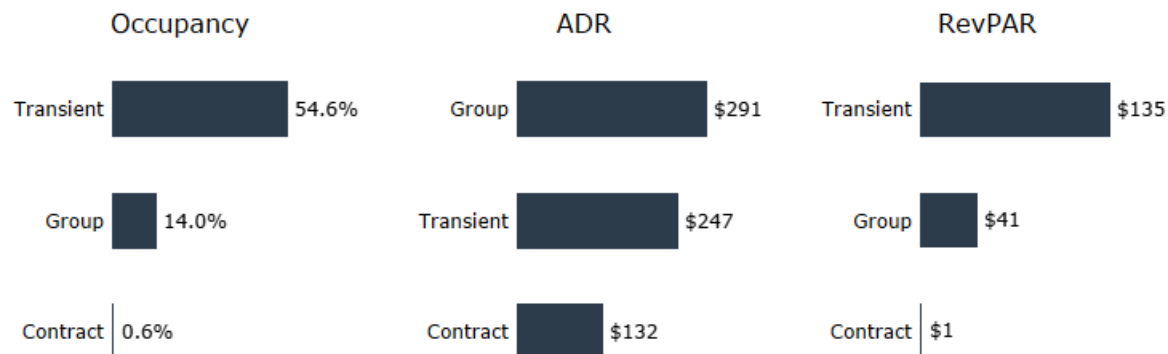
June 2026 Performance by Segment

	Segment	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Monterey County, CA+	Transient	67.3%	+11.2%	\$265	-2.6%	\$178	+8.3%
	Group	11.5%	-18.8%	\$239	-18.0%	\$27	-33.4%
	Contract	0.8%	+69.2%	\$176	+43.0%	\$1	+142.0%
Napa County, CA	Transient	51.5%	+3.2%	\$465	+4.1%	\$239	+7.4%
	Group	21.4%	+1.2%	\$442	-5.8%	\$95	-4.6%
	Contract	0.1%	+27.0%	\$177	-8.1%	\$0	+16.7%
San Francisco/San Mateo, CA	Transient	59.0%	+4.9%	\$267	+25.6%	\$158	+31.7%
	Group	15.7%	+23.8%	\$295	+11.1%	\$47	+37.6%
	Contract	5.8%	+2.0%	\$152	-1.6%	\$9	+0.4%
San Luis Obispo County, CA	Transient	68.4%	+4.3%	\$225	+3.0%	\$154	+7.4%
	Group	6.1%	-6.2%	\$222	+5.4%	\$13	-1.1%
	Contract	0.1%	-24.4%	\$237	+26.3%	\$0	-4.4%
Santa Barbara/Santa Maria, CA	Transient	64.2%	+3.5%	\$284	+6.0%	\$182	+9.7%
	Group	13.1%	+48.1%	\$323	-2.6%	\$42	+44.3%
	Contract	1.6%	+1.2%	\$184	+17.2%	\$3	+18.6%
Sonoma County, CA	Transient	56.3%	+6.1%	\$216	+1.3%	\$121	+7.5%
	Group	16.9%	+24.3%	\$329	+6.1%	\$56	+31.9%
	Contract	0.4%	+13.9%	\$201	+49.5%	\$1	+70.3%

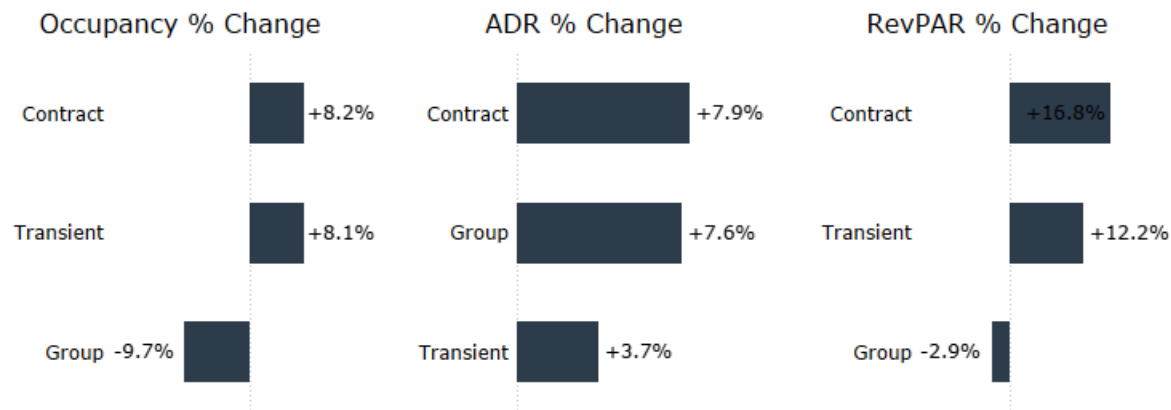
Monterey County, CA+ Segment Performance

Calendar Year-to-Date

Performance by Market



% Change vs. Previous Year



Airport TSA Checkpoint Volume & Visitor Origins

MRY - Monterey Regional

Monthly TSA Checkpoint Volume

June 2026 Volume

36.1K

+8.5% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

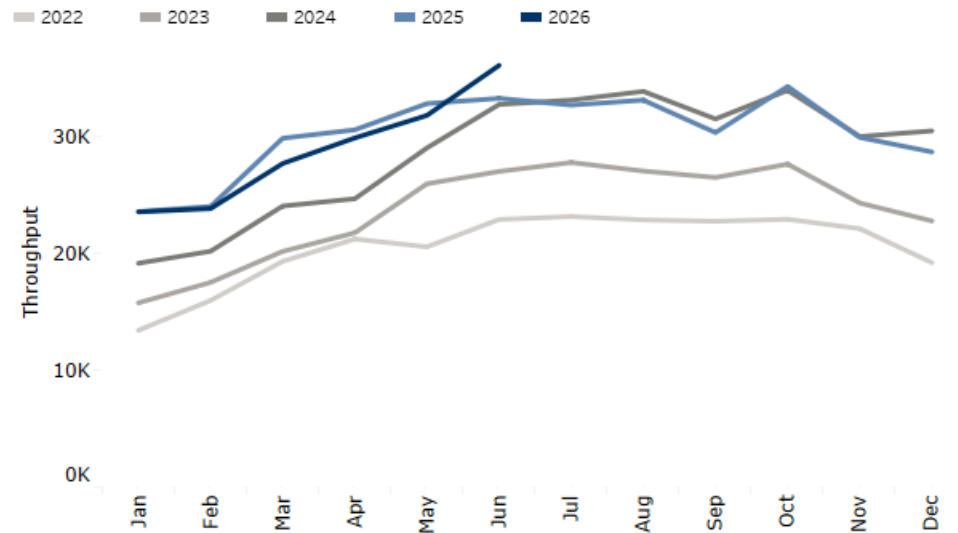
Jan - Jun 2026 Volume

172.7K

-0.7% YOY

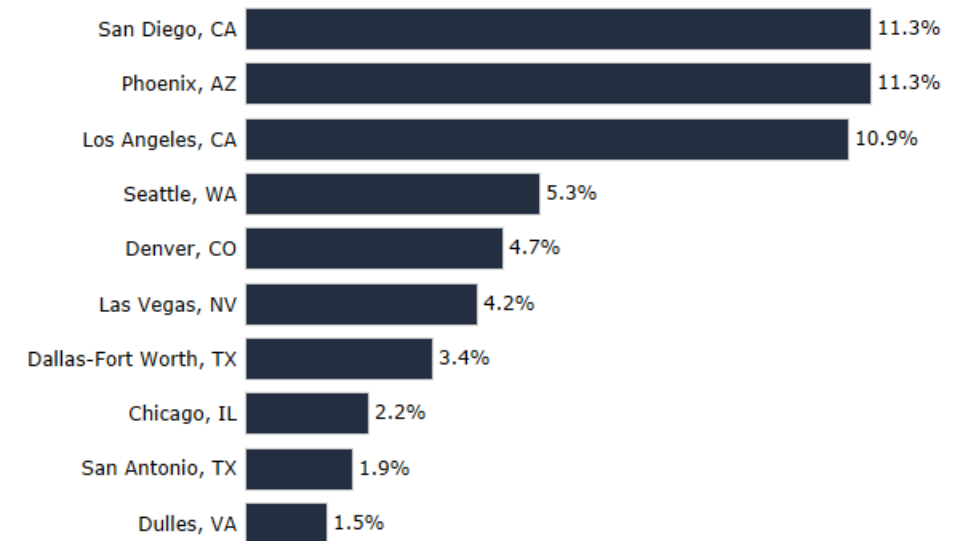
Source: Transportation Security Administration

TSA Checkpoint Volume by Month Last Five Calendar Years



Source: Transportation Security Administration

Top Origin Markets - Air Jan - May 2026 Visitor Arrivals



Source: OAG



Visitor Profile

June 2026 Domestic Visits



1.3 days
Avg. Length of Stay

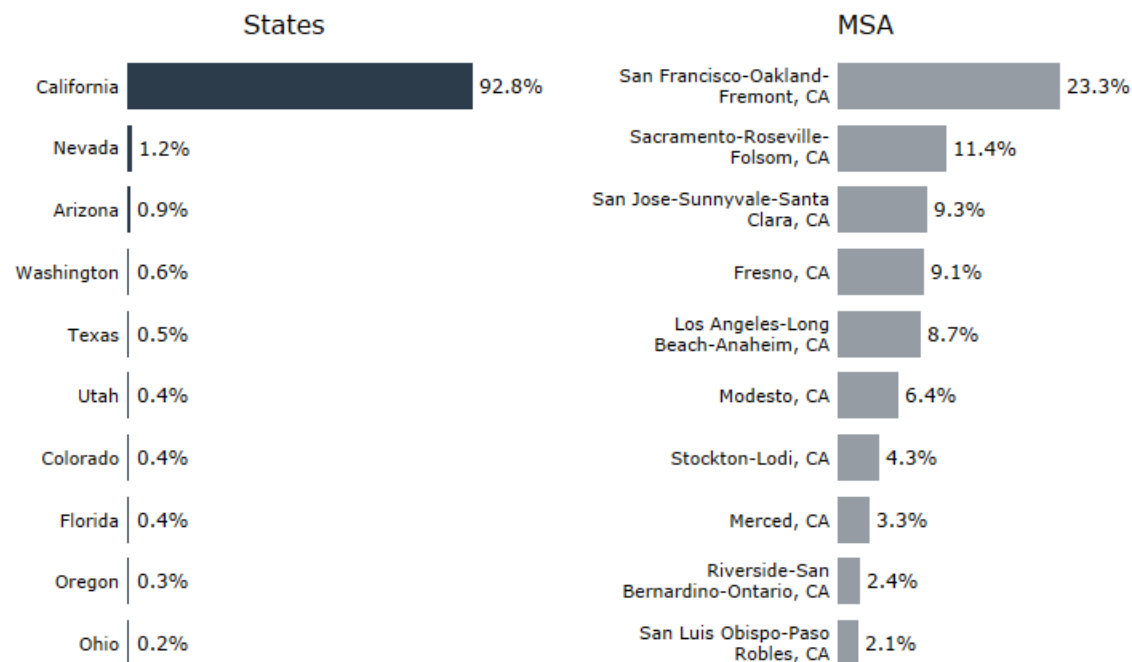


89%
Overnight Trip Share



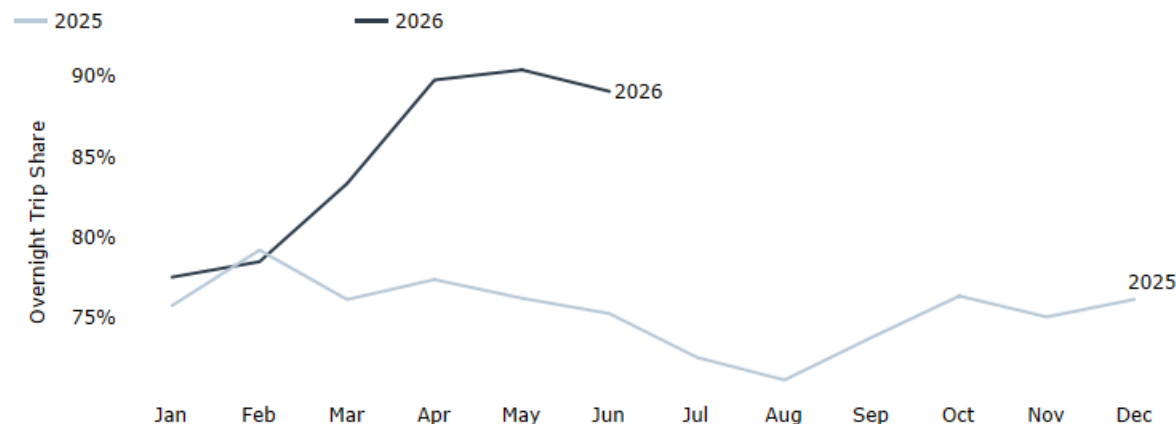
47%
Repeat Trip Share

Top Origin Markets



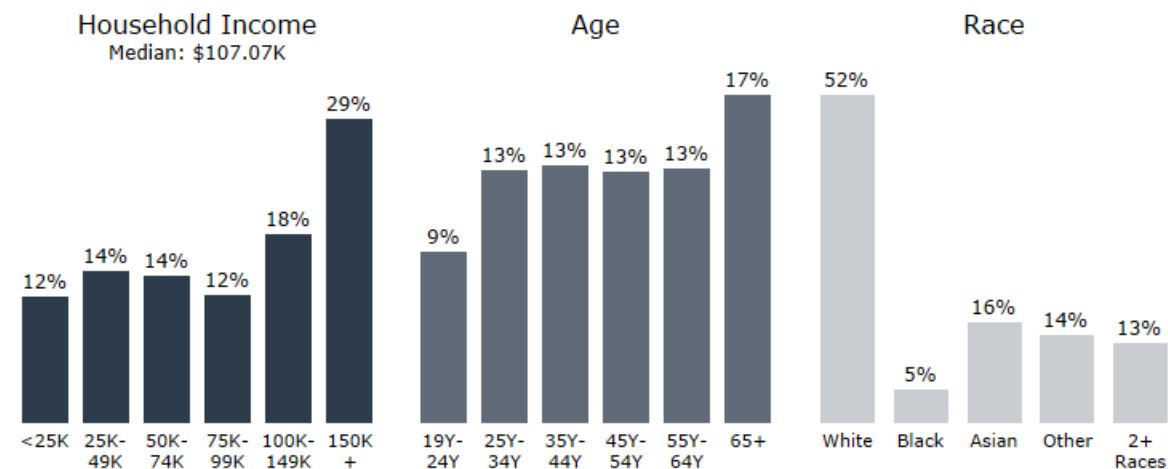
Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month



June 2026 Visitor Origin Demographics

Share of Total



✕ Date Range Start
7/1/2025

Date Range End
6/30/2026



MCC

Leads	Booked Leads	Contract Rooms	Economic Impact
178	59	49,259	\$42.1M
+15.6% YOY	+18.0% YOY	+11.3% YOY	-17.6% YOY



Single Property

Leads	Booked Leads	Contract Rooms	Economic Impact
802	193	35,697	\$30.6M
+30.0% YOY	+26.1% YOY	-7.4% YOY	-12.0% YOY

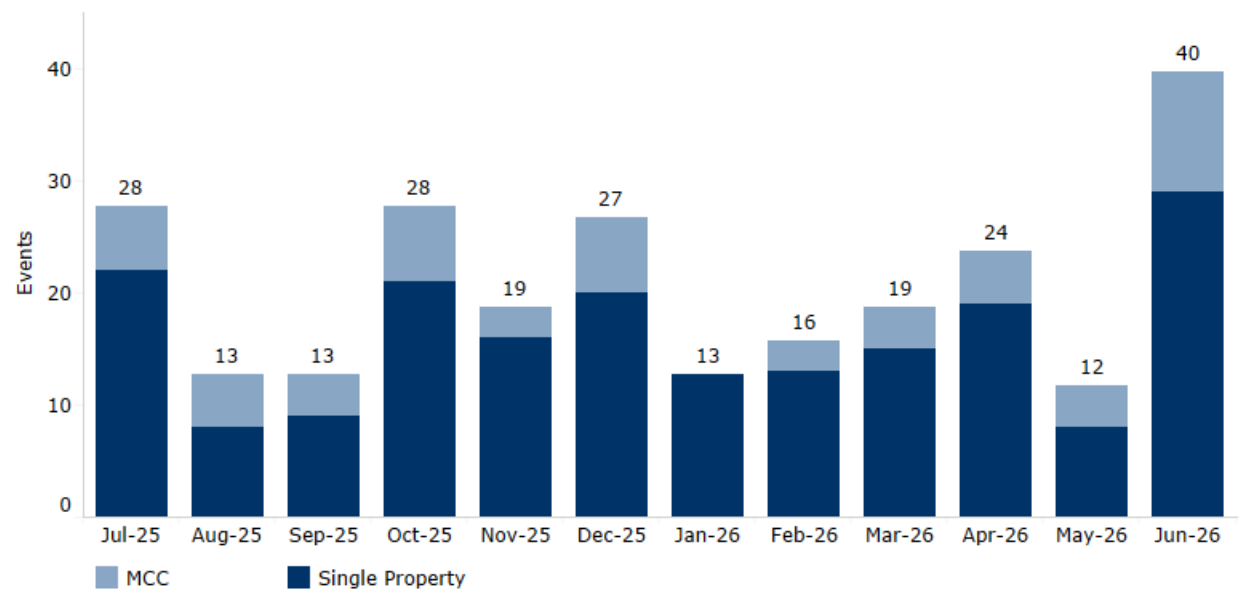


Total

Leads	Booked Leads	Contract Rooms	Economic Impact
980	252	84,956	\$72.7M
+27.1% YOY	+24.1% YOY	+2.6% YOY	-15.3% YOY

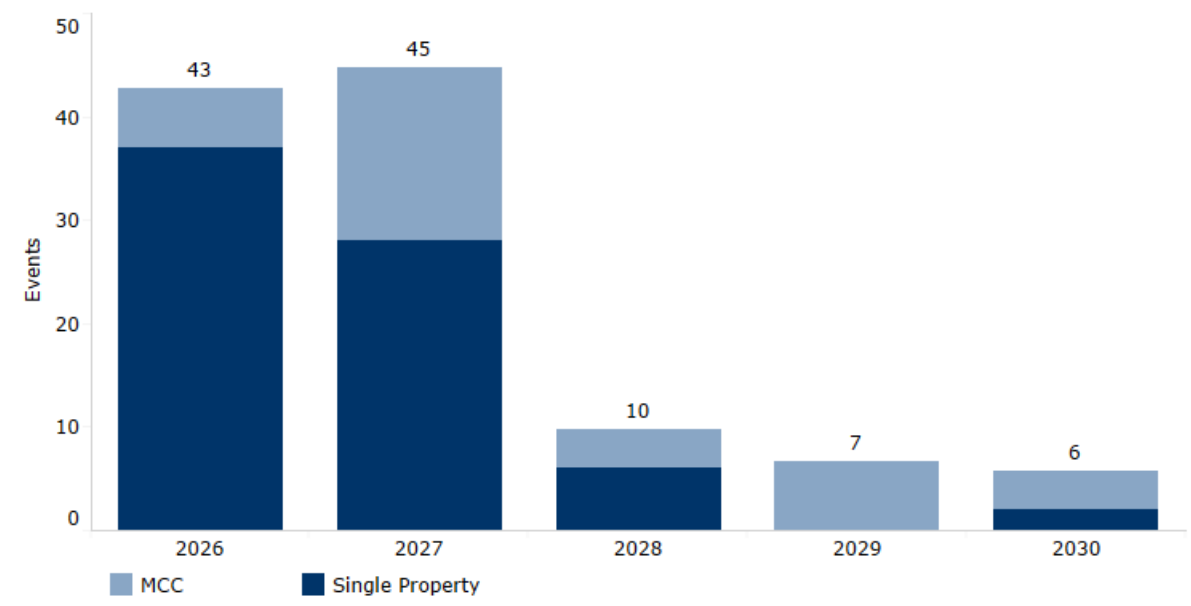
Leads by Booking Month

Leads turned definite over the last 12 months since 6/30/2026



Definite Leads by Year

Leads turned definite in range (7/1/2025 - 6/30/2026) by event start date



Hotel Occupancy Calendar

Daily occupancy for Monterey, CA hotels as of 7/15/2026

✕ Next 12 Months Starting July 2026							As of 7/15/2026							Segment Total with Group Committed							Focus Market Monterey, CA													
July 2026							August 2026							September 2026							October 2026													
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
													1 64.5%			1 37.4%	2 46.6%	3 69.0%	4 70.0%	5 73.5%					1 44.2%	2 42.0%	3 40.6%							
						18 94.3%	2 61.6%	3 75.7%	4 78.6%	5 75.1%	6 63.5%	7 62.1%	8 60.6%	6 58.1%	7 45.2%	8 53.7%	9 51.8%	10 43.3%	11 39.2%	12 40.3%	4 23.0%	5 20.7%	6 33.8%	7 43.7%	8 43.2%	9 44.0%	10 42.3%							
19 74.3%	20 79.5%	21 83.6%	22 87.8%	23 90.3%	24 87.0%	25 77.1%	16 62.9%	17 35.4%	18 37.6%	19 41.3%	20 57.5%	21 63.3%	22 60.3%	20 32.2%	21 39.8%	22 47.0%	23 59.7%	24 64.5%	25 68.6%	26 70.0%	18 64.3%	19 67.3%	20 62.0%	21 16.7%	22 25.7%	23 31.1%	24 30.9%							
26 71.6%	27 87.4%	28 83.2%	29 80.3%	30 76.6%	31 65.2%		23 42.8%	24 52.7%	25 53.8%	26 52.3%	27 38.9%	28 43.4%	29 38.1%	27 67.0%	28 58.9%	29 60.4%	30 34.0%				25 14.9%	26 27.7%	27 41.5%	28 45.4%	29 43.5%	30 16.0%	31 14.1%							
							30 21.7%	31 24.1%																										
81.3%							57.7%							53.7%							34.8%													
November 2026							December 2026							January 2027							February 2027													
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
1 15.3%	2 24.7%	3 37.0%	4 53.9%	5 54.0%	6 44.6%	7 56.8%			1 26.8%	2 30.5%	3 20.5%	4 26.8%	5 36.2%						1 3.1%	2 1.8%		1 18.3%	2 25.6%	3 32.1%	4 36.3%	5 30.4%	6 31.4%							
8 27.2%	9 12.5%	10 10.3%	11 8.5%	12 8.5%	13 17.5%	14 16.9%	6 8.8%	7 11.9%	8 11.5%	9 15.0%	10 18.3%	11 22.4%	12 27.7%	3 5.0%	4 9.5%	5 12.2%	6 13.7%	7 13.6%	8 12.3%	9 9.3%	7 31.1%	8 23.3%	9 20.6%	10 6.9%	11 5.9%	12 26.9%	13 27.3%							
15 18.4%	16 27.1%	17 61.2%	18 63.9%	19 67.4%	20 16.3%	21 15.0%	13 4.2%	14 5.3%	15 5.4%	16 5.6%	17 4.7%	18 4.0%	19 3.4%	10 2.1%	11 0.4%	12 0.9%	13 3.2%	14 6.2%	15 11.1%	16 11.1%	14 18.3%	15 0.4%	16 0.5%	17 1.3%	18 2.5%	19 7.3%	20 7.4%							
22 8.8%	23 7.4%	24 8.2%	25 10.6%	26 12.1%	27 10.8%	28 7.5%	20 3.9%	21 4.3%	22 3.5%	23 3.7%	24 4.1%	25 4.3%	26 4.8%	17 4.8%	18 4.1%	19 21.0%	20 35.0%	21 31.7%	22 8.9%	23 3.9%	21 6.1%	22 12.1%	23 22.0%	24 19.3%	25 11.0%	26 15.8%	27 19.3%							
29 5.8%	30 11.7%						27 4.6%	28 6.1%	29 5.7%	30 5.6%	31 5.3%			24 4.4%	25 10.1%	26 23.9%	27 28.1%	28 28.5%	29 26.6%	30 25.7%	28 6.7%													
24.7%							11.1%							12.4%							16.6%													
March 2027							April 2027							May 2027							June 2027													
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
	1 43.5%	2 48.4%	3 33.4%	4 27.1%	5 38.1%	6 29.4%					1 14.4%	2 9.5%	3 9.4%							1 19.9%														
7 6.6%	8 9.0%	9 19.5%	10 23.6%	11 34.9%	12 27.5%	13 23.2%	4 6.8%	5 20.9%	6 22.2%	7 27.0%	8 8.8%	9 3.9%	10 3.2%	2 16.4%	3 13.0%	4 18.5%	5 29.2%	6 28.3%	7 6.9%	8 3.6%	6 2.0%	7 6.0%	8 9.0%	9 14.1%	10 14.3%	11 7.2%	12 7.1%							
14 2.0%	15 2.0%	16 4.0%	17 3.4%	18 12.1%	19 16.2%	20 10.1%	11 7.9%	12 17.8%	13 27.1%	14 25.2%	15 18.3%	16 29.3%	17 27.6%	9 5.8%	10 8.1%	11 27.1%	12 26.6%	13 22.5%	14 8.0%	15 5.9%	13 20.7%	14 39.0%	15 44.4%	16 59.0%	17 58.3%	18 59.2%	19 58.4%							
21 12.7%	22 13.5%	23 13.5%	24 12.8%	25 4.1%	26 1.9%	27 1.1%	18 3.0%	19 14.4%	20 14.6%	21 14.3%	22 8.3%	23 24.0%	24 30.6%	16 30.3%	17 30.9%	18 13.0%	19 7.7%	20 7.8%	21 4.4%	22 2.9%	20 51.7%	21 8.0%	22 7.7%	23 6.6%	24 8.2%	25 4.7%	26 6.0%							
28 3.4%	29 7.2%	30 11.3%	31 8.6%				25 22.5%	26 16.4%	27 33.9%	28 47.7%	29 34.4%	30 20.4%		23 2.1%	24 2.3%	25 3.3%	26 3.6%	27 4.0%	28 4.2%	29 3.8%	27 8.1%	28 15.1%	29 22.5%	30 22.4%										
16.3%							18.8%							11.7%							19.9%													

Hotel Rooms Sold Calendar

YOY % change in rooms on-the-books for Monterey, CA hotels as of 7/15/2026

✕ Next 12 Months Starting July 2026		As of 7/15/2026		Segment Total with Group Committed		Focus Market Monterey, CA																						
July 2026							August 2026							September 2026							October 2026							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
													1 -20.9%			1 20.6%	2 2.3%	3 25.8%	4 19.0%	5 31.0%						1 77.7%	2 34.6%	3 -6.3%
							2 -1.5%	3 39.6%	4 34.9%	5 12.1%	6 20.2%	7 22.0%	8 11.4%	6 14.7%	7 18.7%	8 50.2%	9 22.1%	10 11.2%	11 -8.4%	12 -7.4%	4 -48.0%	5 -45.3%	6 -28.5%	7 21.0%	8 74.1%	9 43.2%	10 -27.4%	
						18 13.6%	9 -16.7%	10 22.1%	11 33.4%	12 58.0%	13 35.7%	14 11.3%	15 6.5%	13 -9.3%	14 65.8%	15 6.3%	16 -36.4%	17 -42.2%	18 12.0%	19 45.3%	11 -53.8%	12 68.6%	13 18.4%	14 -33.3%	15 -26.3%	16 -6.5%	17 20.0%	
19 -16.4%	20 -4.0%	21 -4.5%	22 1.4%	23 6.3%	24 8.2%	25 -6.5%	16 -22.1%	17 -40.1%	18 -15.0%	19 -20.9%	20 8.5%	21 4.2%	22 33.1%	20 -27.3%	21 17.4%	22 48.9%	23 42.2%	24 23.1%	25 33.0%	26 26.8%	18 75.7%	19 140.8%	20 51.4%	21 -57.5%	22 -8.5%	23 -13.3%	24 -8.9%	
26 -20.0%	27 17.9%	28 22.9%	29 1.1%	30 -16.3%	31 -28.9%		23 -7.6%	24 33.3%	25 10.6%	26 6.4%	27 -17.7%	28 23.9%	29 -17.7%	27 4.9%	28 -12.5%	29 14.8%	30 -28.7%				25 -56.3%	26 -43.4%	27 -24.4%	28 -19.4%	29 94.5%	30 -16.3%	31 21.0%	
							30 -57.0%	31 -37.8%																				
-2.8% YOY							+4.4% YOY							+9.9% YOY							-1.9% YOY							
November 2026							December 2026							January 2027							February 2027							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
1 13.8%	2 128.9%	3 83.1%	4 111.9%	5 64.3%	6 26.3%	7 59.6%			1 274.1%	2 69.2%	3 -8.6%	4 61.5%	5 126.3%						1 37.0%	2 30.3%		1 97.3%	2 73.5%	3 27.6%	4 37.6%	5 31.8%	6 321.5%	
8 -41.9%	9 -48.1%	10 3.4%	11 31.8%	12 -15.5%	13 59.4%	14 -43.5%	6 -51.2%	7 70.5%	8 -25.3%	9 -7.0%	10 35.5%	11 380.2%	12 276.6%	3 40.5%	4 96.5%	5 -21.2%	6 -35.0%	7 -41.4%	8 -46.6%	9 -47.6%	7 143.1%	8 0.5%	9 -36.2%	10 -82.3%	11 -87.8%	12 -47.2%	13 -37.1%	
15 -37.8%	16 26.3%	17 88.6%	18 -8.9%	19 -2.5%	20 -75.9%	21 -15.4%	13 -85.6%	14 -63.5%	15 -62.2%	16 59.5%	17 20.4%	18 62.1%	19 -23.4%	10 -83.2%	11 -87.8%	12 -47.5%	13 81.0%	14 188.2%	15 113.7%	16 3.1%	14 -52.9%	15 -97.7%	16 -92.4%	17 -96.1%	18 -93.5%	19 -74.4%	20 -13.8%	
22 -29.4%	23 32.6%	24 39.3%	25 50.3%	26 7.9%	27 0.0%	28 -10.6%	20 -21.8%	21 61.9%	22 18.6%	23 14.1%	24 16.7%	25 14.4%	26 31.0%	17 -57.4%	18 -22.8%	19 777.2%	20 101.2%	21 59.9%	22 -21.2%	23 -66.4%	21 -29.6%	22 294.5%	23 117.4%	24 -53.0%	25 -78.5%	26 -65.6%	27 46.6%	
29 3.0%	30 169.9%						27 22.2%	28 47.5%	29 10.7%	30 17.9%	31 9.6%			24 -21.8%	25 57.5%	26 -7.5%	27 -14.1%	28 -8.6%	29 -16.1%	30 331.0%	28 -45.9%							
														31 66.1%														
+7.0% YOY							+22.2% YOY							+2.2% YOY							-34.8% YOY							
March 2027							April 2027							May 2027							June 2027							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
	1 676.7%	2 734.1%	3 455.9%	4 693.8%	5 723.6%	6 182.3%					1 523.6%	2 465.0%	3 460.0%							1 -59.6%			1 132.1%	2 237.9%	3 	4 	5 	
7 -41.6%	8 151.8%	9 21.8%	10 9.4%	11 97.9%	12 275.3%	13 86.5%	4 360.0%	5 	6 	7 	8 	9 830.0%	10 484.6%	2 -67.9%	3 22.5%	4 176.1%	5 352.9%	6 516.5%	7 63.0%	8 -18.9%	6 -29.4%	7 -59.2%	8 -62.3%	9 -46.3%	10 -28.4%	11 -60.2%	12 -24.2%	
14 -82.9%	15 -36.8%	16 -52.3%	17 -35.9%	18 120.8%	19 277.5%	20 344.4%	11 	12 	13 	14 719.2%	15 126.0%	16 248.0%	17 718.8%	9 49.5%	10 206.3%	11 633.0%	12 545.9%	13 310.8%	14 45.4%	15 -36.2%	13 299.2%	14 	15 	16 	17 	18 	19 	
21 176.1%	22 0.6%	23 -20.6%	24 -41.8%	25 -75.3%	26 -66.7%	27 -84.5%	18 -4.0%	19 345.5%	20 69.3%	21 -39.6%	22 -64.9%	23 4.4%	24 109.5%	16 157.1%	17 64.1%	18 -51.6%	19 -48.0%	20 20.9%	21 -3.7%	22 -6.8%	20 	21 -36.9%	22 -64.5%	23 -74.5%	24 -70.3%	25 -75.0%	26 -10.6%	
28 -52.4%	29 -26.1%	30 -2.5%	31 -21.5%				25 4.3%	26 10.2%	27 576.5%	28 608.8%	29 71.3%	30 -10.7%		23 -28.2%	24 61.8%	25 550.0%	26 203.6%	27 -54.4%	28 -59.6%	29 -56.9%	27 271.2%	28 620.0%	29 	30 				
														30 -28.4%	31 -79.3%													
+72.7% YOY							+147.6% YOY							+21.4% YOY							+134.4% YOY							