



Monterey Car Week 2026 Delivers Record Hotel Revenue and Charitable Giving Across Monterey County

Countywide hotel occupancy, room revenue and philanthropic giving reached new highs during the destination's largest annual event

MONTEREY, Calif., August 26, 2026 — [Monterey Car Week](#) delivered a banner year for [Monterey County](#), with countywide hotel occupancy reaching 87.6 percent and hotel room revenue climbing to \$51.5 million, alongside more than \$4.3 million raised for charity by the Pebble Beach Concours d'Elegance during the 10-day celebration held August 7-16, 2026. The destination's largest countywide event also drives strong demand for local businesses, traditionally attracts more than 100,000 visitors and generates an estimated \$130 million in visitor spending each year.

Hotel occupancy rose 3.8 percent year over year, driven by a 5.6 percent increase in demand, while hotel room revenue grew 14.4 percent from last year's event. Even amid this peak demand, hotels made rooms available at discounted rates for those displaced due to the Timber Fire in Big Sur and for firefighters – a commitment that continues with ongoing partnership support extending to neighboring San Luis Obispo County.

Philanthropy has long been at the heart of Monterey Car Week. The Quail Auction by Broad Arrow Auctions direct a portion of proceeds to local nonprofits, including Rancho Cielo, which provides education and vocational training to local youth, while The Monterey Auction by RM Sotheby's supports the Rotary Club of Monterey for distribution to local nonprofits. Concours for a Cause in Carmel-by-the-Sea draws on vehicle entry fees and public donations to benefit more than 25 local charities, including Meals on Wheels of the Monterey Peninsula and Peace of Mind Dog Rescue. That same spirit of generosity carries through to the Pebble Beach Concours d'Elegance, which has anchored Car Week's philanthropic tradition for decades.

This year's 75th celebration pushed the Concours' lifetime charitable giving past the \$50 million milestone —more than half of that total raised in the past decade. Through the Pebble Beach Company Foundation, funds support more than 130 nonprofits dedicated to improving the education, health and well-being of children throughout Monterey County. Beneficiaries include the Boys & Girls Clubs of Monterey County, Natividad Medical Foundation, Monterey County Youth Museum (MY Museum), Montage Health Foundation, Salinas Valley Health Foundation, Seneca Family of Agencies, and United Way Monterey County, among others.

Shattering auction records in the collector car market, the top sale, a 1964 Shelby Cobra Daytona Coupe, commanded \$42.905 million, becoming the most expensive American car ever sold at auction. Close behind, a 2026 Ferrari Luce "Tailor Made" charity lot fetched \$40 million, with all proceeds benefiting educational programs through the Ferrari Foundation.

"Monterey Car Week is extraordinary not only for the cars and events that attract visitors from around the world, but for what it gives back to Monterey County," said Janine Chicourrat, chair of the See Monterey Board of Directors and managing director of the Portola Hotel & Spa. "It's a powerful

example of how tourism can create lasting local benefits and extend well beyond the visitor experience.”

That impact is tangible, according to Rob O’Keefe, president and CEO of See Monterey. “It extends to our hotels, restaurants and small businesses, supports our nearly 28,000 hospitality workforce and importantly, generates meaningful funding for organizations serving our local communities.”

Held across Carmel-by-the-Sea, Carmel Valley, Marina, Monterey, Pacific Grove, Pebble Beach and Seaside, Monterey Car Week featured more than 35 automotive events in 2026, including more than 15 free events for visitors and residents.

For information, images and – coming soon - Monterey Car Week 2027 dates and details, please visit [See Monterey’s online Media Resource Center](#).

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About See Monterey

See Monterey is a 501(c)(6) non-profit organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the county. See Monterey is a partnership of the hospitality community and local governments that aims to generate community prosperity and enrich economic vitality for Monterey County through the responsible growth of the tourism economy. In 2025, travel spending in Monterey County was \$3.3 billion, supporting nearly 28,000 jobs and generating \$346 million in state and local tax revenue that directly benefited the community. For more information, visit [SeeMonterey.com](#) and follow us on [Facebook](#), [Instagram](#), [TikTok](#) and [LinkedIn](#).

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