



Visit
CARMEL
BY-THE-SEA



Destination Marketing Partnership



Tourism revenue is critical to the City's economy.

We are doing our part to raise the TOT revenues beyond expectation year-over-year.

Marketing programs, especially success with restaurants, contribute to sales tax base.

Historical Occupancy | Climbing YOY

Hostelry Average Daily Occupancy Rate - Bi-Monthly

How many rooms, on average, are occupied daily within the City during the reporting period?

Fiscal Year	Jul-Aug	Sep-Oct	Nov-Dec	Jan-Feb	Mar-Apr	May-Jun	Annual Avg.
2023-24	78.91%	76.89%	56.44%	51.10%	63.63%	70.84%	66.30%
2024-25	81.65%	74.72%	57.37%	53.46%*	68.36%*	75.70%	68.54%
% change vs LY	3.47%	-2.83%	1.64%	4.62%	7.44%	6.86%	3.38%

Average Hotel Occupancy Rate 68.54% (+3.38% YOY Increase)

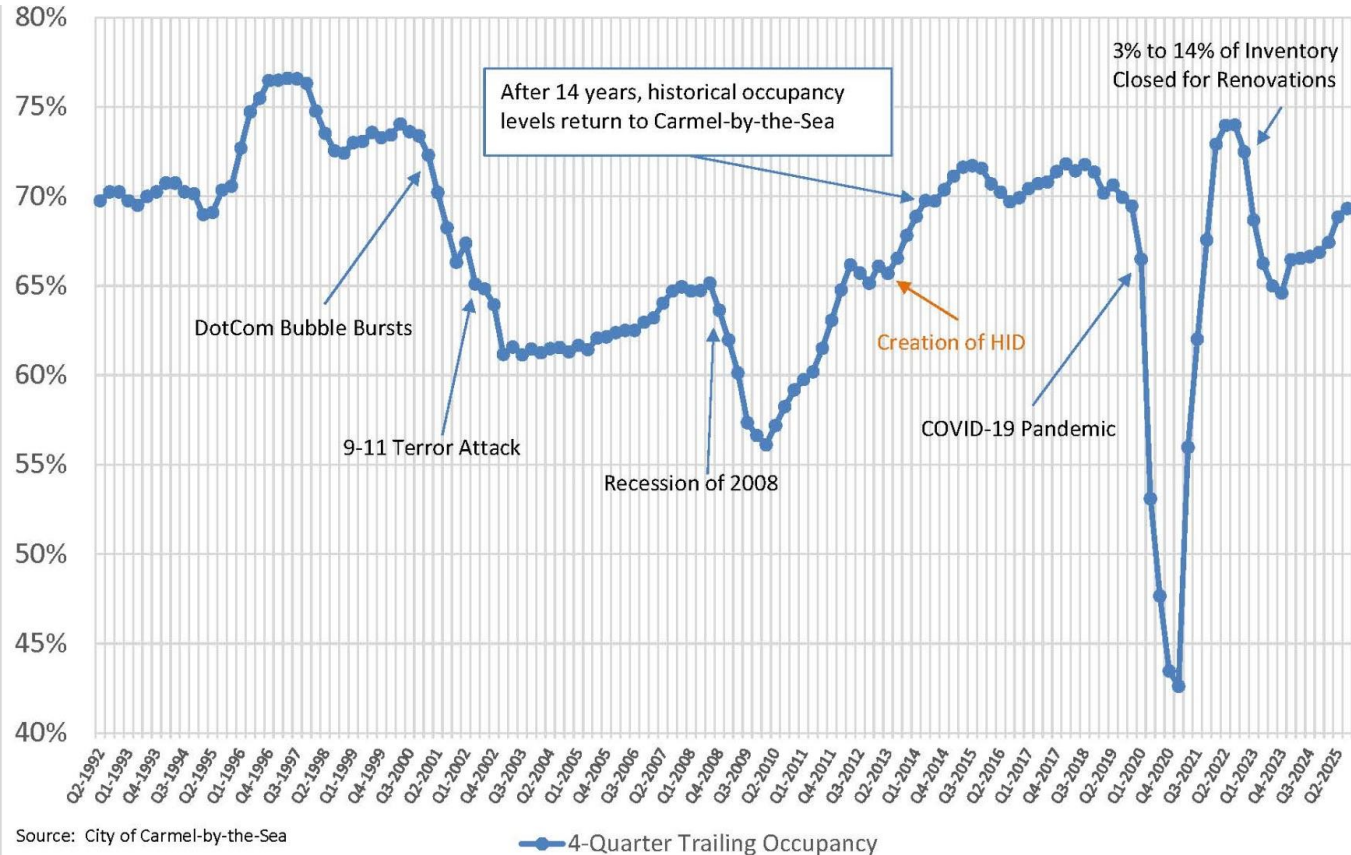
Receipts of Hostelry Tax - Bi-Monthly

How much Hostelry Tax was collected by the City for the reporting period?

Fiscal Year	Jul-Aug	Sep-Oct	Nov-Dec	Jan-Feb	Mar-Apr	May-Jun	Annual Total
2023-24	\$ 1,951,202	\$ 1,676,903	\$ 1,060,305	\$ 850,282	\$ 1,256,345	\$ 1,552,645	\$ 8,347,682
2024-25	\$ 2,290,176	\$ 1,769,436	\$ 1,202,872	\$ 984,305*	\$ 1,368,398*	\$ 1,724,775	\$ 9,339,961
% change vs LY	17.37%	5.52%	13.45%	15.76%	8.92%	11.09%	11.89%

Total TOT Revenue \$9,339,961 (+11.89% YOY Increase)

Historical Occupancy | Room to Grow



Growth from 69% to 72% occupancy would result in \$500,000+ more in TOT revenue for the City

Source: City of Carmel-by-the-Sea

While the hotel and restaurant marketing programs (focused on overnight stays and elevating our culinary scene) are self-assessed and self-funded...

By being an investment partner in Visit Carmel, the City plays a significant role in overall destination marketing plans and decisions.



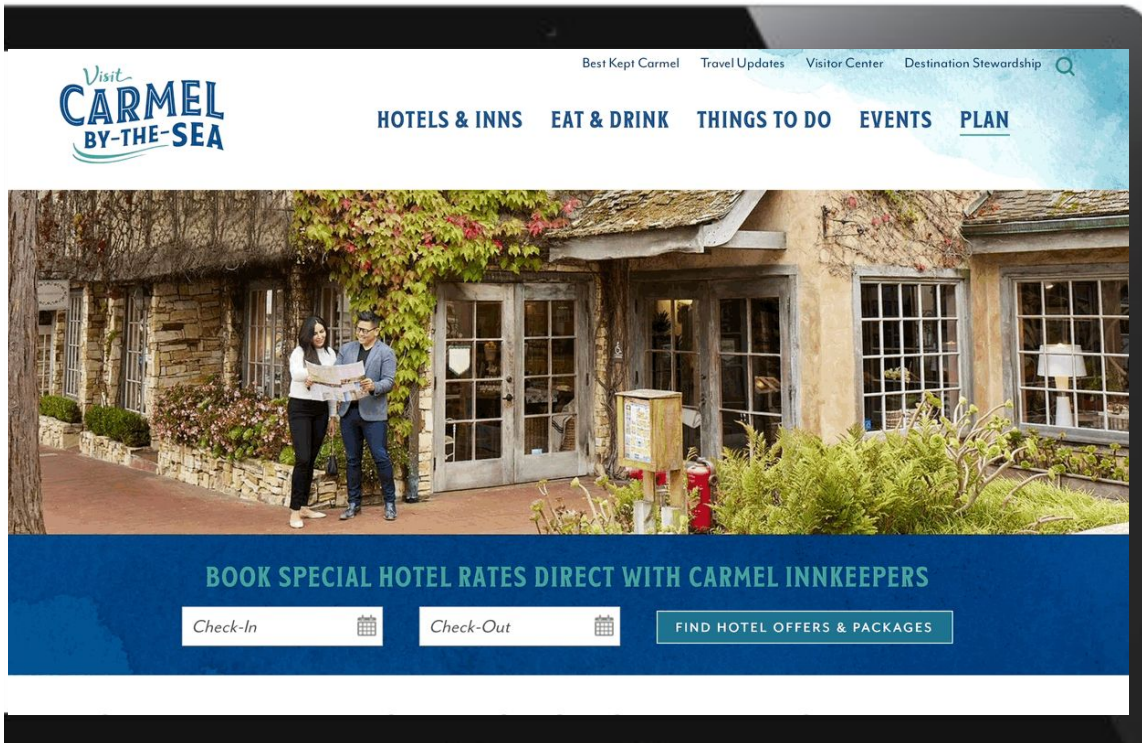
Let's focus on other elements of our partnership

Some have expressed concern that the City
“doesn't need to invest in more marketing.”

So let's make clear what the City's funds are
supporting.



City funds support visitor management



Chamber Visitor Center

- Visit Carmel invests \$30,000 to support and partner (since 2024)
- Engages with and enhances the Visitor Experience
- Drives Visitors to Local Businesses
- Personal contact = opportunity to direct and influence visitors positively

City funds provide key information to visitors

Official Visitors Guide



HISTORIC WALKING TOUR

Discover Carmel's rich history through a series of guided walks and tours. Key highlights include:

- Point Loma State Coastal Preserve:** A 1,000-acre park with stunning views of the coastline.
- Historic Carmel Mission:** A beautiful Spanish Colonial mission founded in 1771.
- Point Loma Lighthouse:** One of the tallest lighthouses in the United States.
- Historic Carmel City:** A walk through the heart of the town, past historic buildings and landmarks.

TASTE AWARD-WINNING WINES

Experience the best of Carmel's wine scene. Key wineries include:

- Point Loma Vineyard:** Produces award-winning Pinot Noir and Chardonnay.
- Point Loma Winery:** Known for its Pinot Noir and Cabernet Sauvignon.
- Point Loma Winery:** Produces Pinot Noir, Chardonnay, and Merlot.

DISCOVER CULINARY CARMEL-BY-THE-SEA

Explore the diverse dining scene in Carmel. From casual cafes to fine dining, there's something for everyone. Key spots include:

- Point Loma Cafe:** A casual spot for coffee and pastries.
- Point Loma Winery:** Offers wine tastings and light meals.
- Point Loma Winery:** Features a full menu of seasonal dishes.

MEET LOCAL ARTISTS & EXPLORE GALLERIES

Discover the vibrant art scene in Carmel. Key galleries include:

- Point Loma Art Gallery:** Features local artists' work.
- Point Loma Art Gallery:** Showcases contemporary art.
- Point Loma Art Gallery:** Displays traditional and modern art.

LEARN ABOUT LOCAL HISTORY & CULTURE

Gain insight into Carmel's past and present. Key locations include:

- Point Loma State Coastal Preserve:** Learn about the area's natural history.
- Point Loma Winery:** Discover the region's wine-making heritage.
- Point Loma Winery:** Explore the town's cultural roots.

ANNUAL EVENTS

Event dates are subject to change. For more details, please visit CarmelCalifornia.com/Events.

FEBRUARY
AT&T Pebble Beach Pro-Am
attpbf.com

APRIL
Pebble Beach Food & Wine
pebblebeachfoodandwine.com

MAY
Carmel Art Festival
carmelartfestival.org

JUNE
Carmel Culinary Week
carmelculinaryweek.com

JULY
4th of July Celebration
carmelcalifornia.com/events

ADVENTURES NEAR CARMEL-BY-THE-SEA

Explore the Monterey area's awe-inspiring parks, beaches, hiking trails, and world-ranked golf courses. All within a short drive from Carmel-by-the-Sea, you'll find stunning natural beauty along with attractions that draw discerning visitors from around the world.

- Big Sur | Big Sur National State Park**
- Point Lobos State Reserve | pointlobos.org**
- Carmel Mission Bell | carmelmission.com**
- 17-Mile Drive at Pebble Beach | pebblebeach.com**
- Loaves Point | joatpoint.org**
- Monterey Bay Aquarium | montereybayaquarium.org**
- Historic Cannery Row | canneryrow.com**
- Old Fisherman's Wharf | weatheratcanneryrow.com**
- Laguna Seca Raceway | weatheratcanneryrow.com**
- Carmel Valley | seemonterey.com/regions/carmel-valley**

GETTING TO CARMEL-BY-THE-SEA

From north or south follow Highway 1 to Carmel-by-the-Sea or fly direct into the Monterey Airport (MRY). Once you've arrived, everything is within walking distance.

LOVE CARMEL like a local

VISIT & ENJOY OUR VILLAGE RESPONSIBLY

When you visit this naturally beautiful place, we encourage you to Love Carmel Like a Local by cherishing the environment, respecting our community, and visiting responsibly. To learn more, visit CarmelCalifornia.com/LoveCarmel.

City funds elevate historical & cultural assets

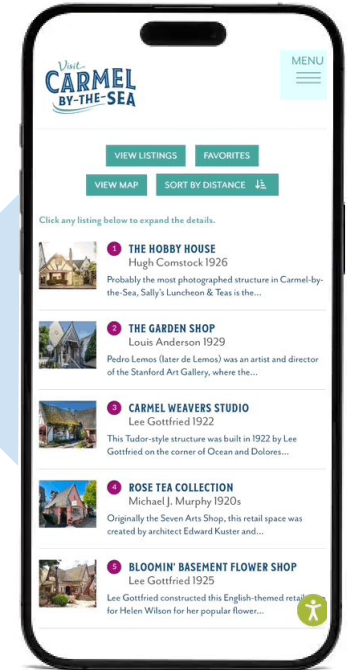
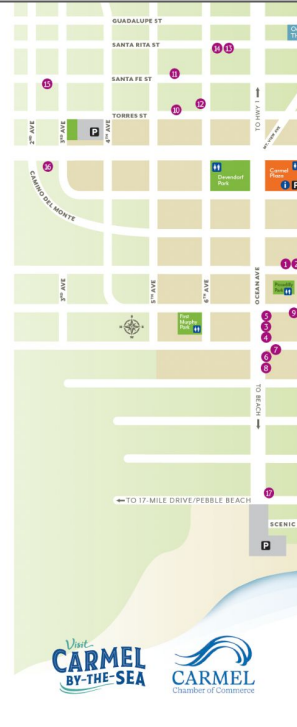
CARMEL-BY-THE-SEA Fairytale Cottages WALKING TOUR

Exploring Carmel-by-the-Sea feels like stepping into a storybook, and nowhere is that sense of wonder more enchanting than among its Fairytale Cottages.



Explore The Fairytale Cottages of CARMEL-BY-THE-SEA

 1 The Hobby House Hugh Comstock 1926	 2 The Garden Shop Louis Anderson 1929	 3 Carmel Weavers Studio Lee Gottfried 1922	 4 Rose Tea Collection Michael J. Murphy 1920s
 5 Bloomin' Basement Flowers Lee Gottfried 1925	 6 N.B. Flower Shop Robert Stanton 1925	 7 Stanton's Office Robert Stanton 1925	 8 Normandy Inn Robert Stanton 1936
 9 Church of the Wayfarer Robert Stanton 1940	 10 Hansel & Gretel Cottages Hugh Comstock 1924-25	 11 Pink Cottage Hugh Comstock 1929	 12 Ober Cottage Hugh Comstock 1925
 13 Fables Cottage Hugh Comstock 1928	 14 The Honeymoon Cottage Hugh Comstock 1924	 15 Windhorst Cottage Hugh Comstock 1942	 16 Curtain Call Hugh Comstock 1929
 17 Heart Cottage Michael J. Murphy 1920s	 18 Marchen House Hugh Comstock 1928	 19 Bonham House Mark G. Whitcomb 1926	 20 Edgemere Cottage Michael J. Murphy 1920s



City funds support local artist-owned galleries...

CARMEL ART WALK
ARTIST OWNED GALLERIES

SECOND SATURDAY EVERY MONTH FROM 4-7PM

Founded and run by local artists, the Carmel Art Walk is a free and family-friendly event. Support our local artists and keep the HEART of Carmel beating strong!

www.CarmelArtWalk.com

OPEN



BACK AT THE TURN OF THE LAST CENTURY. Carmel's small population was dominated by artists. In fact, a 1910 report stated that over 50% of homes in Carmel were owned by individuals pursuing a life in the arts. The pristine beauty, the free-thinking community, and the solitude of Carmel, made it an exciting place in which to develop an artistic voice.

This was born Carmel's Bohemian art colony. These early artists regularly opened their doors, welcoming the public into their humble studios for an opportunity to socialize and to see the artist at work.

A century later, the tradition continues...Welcome to Carmel Art Walk, held from 4-7 PM on the second Saturday of each month. Here's your chance to tour **ARTIST OWNED GALLERIES** and to meet the artists who today carry on the Carmel art colony legacy.

Carmel Art Walk is supported by



FOLLOW THE BLUE LANTERNS AT EACH GALLERY ON THE SECOND SATURDAY EVERY MONTH FROM 4-7PM



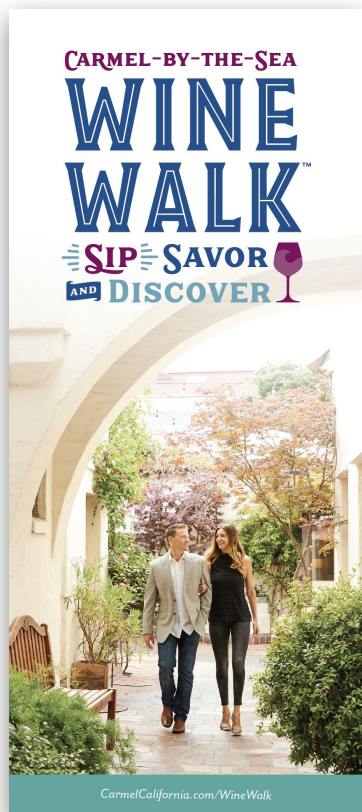
FOLLOW THE BLUE LANTERNS AT EACH GALLERY ON THE SECOND SATURDAY EVERY MONTH FROM 4-7PM

Follow us at Facebook.com/CarmelArtWalk

<p>7</p> <p>David Mayes 6th btwn Dolores & Lincoln galleriesur.com</p>	<p>8</p> <p>Carmel Modern 6th btwn Dolores & Lincoln carmelmodern.art</p>	<p>9</p> <p>Joaquin Turner Gallery Dolores btwn 5th & 6th (Su Vecino Court) joaquinturner.com</p>
<p>10</p> <p>Austen Cohen Gallery Lincoln btwn Ocean & 7th austencohenartgallery.com</p>	<p>11</p> <p>Kerly Sharpe Gallery Mission & 7th (Court of the Fountains) kerlysharpestudio.com</p>	<p>12</p> <p>Musee Gallery on Ocean Ocean & Monte Verde museegallery.com</p>
<p>13</p> <p>Jennifer Perlmutter Gallery Dolores btwn 5th & 6th jenniferperlmuttergallery.com</p>	<p>14</p> <p>Carmel Art Association Dolores btwn btwn 5th & 6th carmelart.org</p>	<p>15</p> <p>Lilli-anne Price Fine Art 6th btwn Dolores and Lincoln lliprice.com</p>
<p>16</p> <p>Nicole Cromwell Gallery Dolores btwn 5th & 6th (Su Vecino Court) nicolecromwellart.com</p>	<p>17</p> <p>Robin Winfield Gallery Ocean btwn Dolores and San Carlos (Behind Carmel Coffee House) robinwinfield.com</p>	<p>18</p> <p>Carmel Vibes Gallery Lincoln btwn 5th & 6th (Su Vecino Court) carmelvibesgallery.com</p>



as well as our local winemakers and wine tasting rooms



CARMEL-BY-THE-SEA
WINE WALK
SIP SAVOR AND DISCOVER

PARTICIPATING WINE TASTING ROOMS:

1 Bar Napoli
Corner of Dolores & 7th
(831) 626-7373
chefpepe.com

2 Blair Estate
Ocean & Mission,
inside Carmel Plaza
(831) 625-WINE
blairwines.com

3 Chalone Vineyard
Ocean & Mission,
inside Carmel Plaza
(831) 223-0120
chalonevineyard.com

4 Dawn's Dream Winery
San Carlos & 7th,
Plaza San Carlos
(831) 659-2649
dawnsdreamwinery.com

5 De Tierra Vineyards
Mission between 5th & 6th
(831) 622-9704
detierra.com



6 Galante Vineyards
Dolores between Ocean &
7th, Der Ling Passageway
(831) 624-3800
galantevineyards.com



7 Manzoni Cellars
7th between San Carlos &
Dolores, Hampton Court
(831) 620-6541
manzoniwines.com



8 Scheid Vineyards
San Carlos & 7th,
Plaza San Carlos
(831) 620-9463
scheidvineyards.com



9 Shale Canyon Wines
San Carlos between
Ocean & 7th, Paseo
San Carlos Courtyard
(831) 250-7603
shalecanyonwines.com



10 Talbott Vineyards
Lincoln between
5th & 6th Ave
(831) 659-3500
talbottvineyards.com

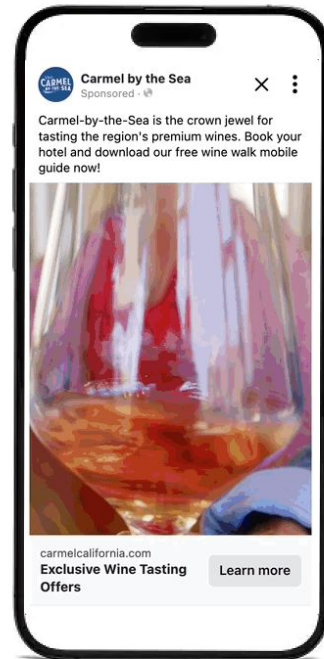


**11 The Annex at 7th &
Dolores Restaurant**
7th & Dolores
(831) 309-9463
theannexcarmel.com



12 Windy Oaks Estate
Lincoln between
Ocean & 6th
(831) 574-3135
windyoaksestate.com

SCAN TO DOWNLOAD THE FREE WINE
WALK MOBILE GUIDE & DISCOVER
EXCLUSIVE EXPERIENCES!



4,000 redemptions
in two years

City funds support a signature event promoting art, wine & walkability

CARMELCALIFORNIA.COM/MEETTHEMAKERS FOR TICKETS

PRESENTED IN PARTNERSHIP BY
CARMEL ART WALK
CARMEL BY THE SEA
WINE WALK

BEGIN AT
DEVENDORF PARK
Ocean Avenue & Junipero

PICK UP YOUR WINE GLASS & WRISTBAND

CARMEL-BY-THE-SEA
MEET THE MAKERS
Art & Wine Walk
LOCAL ARTISTS AND WINERIES
SATURDAY OCTOBER 11 4:00-7:00PM

\$50 TICKETS
for Wine & Food Tasting
ART WALK IS FREE

MEET LOCAL ARTISTS @ TOUR THEIR GALLERIES
SIP MONTEREY COUNTY WINES
TASTE ARTISAN FOOD CREATIONS
ENJOY LIVE MUSIC!

BEGIN AT
DEVENDORF PARK
Ocean Avenue & Junipero

PICK UP YOUR WINE GLASS & WRISTBAND

SCAN FOR DETAILS, EVENT MAP & PURCHASE TICKETS

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Art & Wine Walk
OCTOBER 11 4:00-7:00PM

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CELEBRATING CARMEL'S BOHEMIAN ARTIST COLONY

Back at the turn of the last century, Carmel's small population was dominated by artists. In fact, a 1910 report stated that over 60% of homes in Carmel were owned by individuals pursuing a life in the arts. The pristine beauty, the free-thinking community, and the solitude of Carmel made it an exciting place in which to develop an artistic voice.

Thus, Carmel's Bohemian art colony was born. These early artists regularly opened their doors, welcoming the public into their humble studios for an opportunity to socialize and to see the artist at work.

A century later, the tradition continues.

PRESENTED IN PARTNERSHIP BY
CARMEL ART WALK
CARMEL BY THE SEA
WINE WALK

CarmelCalifornia.com

Carmel by the Sea Sponsored

Meet Carmel artists and enjoy tasting local wines and food creations at the 6th annual "Meet the Makers" on Oct 11th from 4-7pm.

MEET THE MAKERS CARMEL

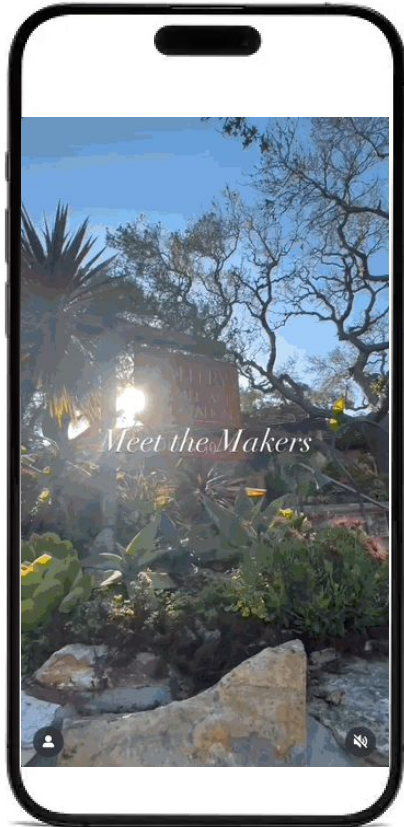
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carmelcalifornia.com
Meet the Makers
on Oct 11

Learn more

754 22 comments 45 shares

...and it means a lot to our art galleries and winemakers



- "Most common remark from locals is this is the one time a year they take time to come into the galleries."
- "I met so many art curious people and connected to collectors and closed sales."
- "Huge thanks to Visit Carmel for the organization, publicity, and support to all the art galleries!"
- "People were engaged, and the overall vibe was just right...The art lovers expressed how much they like the event, some returning year after and others a first time."
- "...Attracted a more sophisticated crowd, the atmosphere felt elevated, the crowd seemed more engaged and genuinely interested in the art and wine."

Visit Carmel is controlling the narrative

LIFESTYLE > TRAVEL IDEAS

12 Most Walkable Cities That Are Simply STUNNING to See in the Fall

Skip the rental car and take in the scenery on foot.

BY JAMES BARRETT | PUBLISHED: OCT 9, 2025



Carmel-by-the-Sea in Monterey County, California, defines what a beach town should be. Travelers won't need their vehicle here to walk the main downtown, which is filled with coffee shops, galleries, local vendors, restaurants, and more. It's also one of the most **dog-friendly towns** in the country. Don't miss walking down to Carmel Beach for one of the most surreal sunsets that you'll ever see.

Notable stops in town include **Cafe Luna**, **Stationary Toro**, and **Mad Dogs & Englishmen**, a local bike shop where travelers can rent a bike with a sidecar for their dog—because you simply need to bring your pup along for the ride! Design aficionados will love to call the charming **Le Petit Pali at 8th Ave** their home away from home—the 24-room **craftsman-style** property has so much character without feeling outdated.

TOWN&COUNTRY



A Snob's Guide to Escaping L.A. for

How to get out of La La Land like a true Angele

The allure of California's coastline is undeniably curving into mountainsides blanketed in car wildflowers, seals lazing about on rugged oc valleys draped in sloping vineyards, chic lake essentially a sprawling outdoor playground. And Los A starting point for any fabulous California road trip, w destinations that can be reached via car in just a few h reopening of Highway 1 is all the more reason to get o Here's where we would go.

Carmel-by-the-Sea

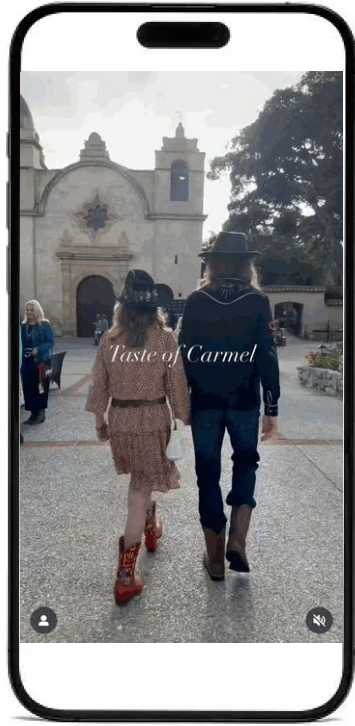


SIMONIN / J. CETY IMAGES

Primary Sources for AI

What's not to love about this gem, with its misted cypress trees and old storybook cottages turned into boutiques, hotels, and restaurants? A small downtown includes one square mile of galleries that open their doors during **Carmel Art Walk** every second Saturday, plus more than a dozen **intimate wine tasting** rooms where oenophiles can get their splashes of pinot noir and chardonnay.

City funds promote community events & performances



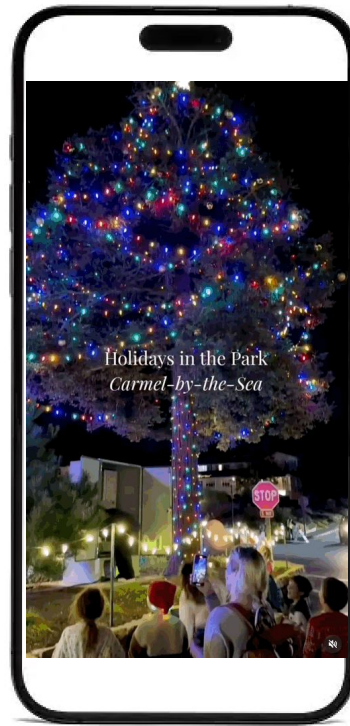
Taste of Carmel



Poodle Day



City Birthday



Holidays in the Park



Performing Arts

City funds support providing key information during our busiest time



CARMEL-BY-THE-SEA CAR WEEK EVENTS & GUIDE
AUGUST 12-17

- 1 CONCOURS FOR A CAUSE**
Tuesday, August 12 | 10am-2pm
Discover a vintage voyage of classic cars paired with international cuisine, cultural celebrations, and local artists for an epic experience.
- 2 ASTONS ON THE AVENUE**
Wednesday, August 13 | 10am-4pm
This event showcases a stunning lineup of locally owned Aston Martins, celebrating the legacy of craftsmanship and performance.
- 3 PRANCING PONIES ON OCEAN AVENUE**
Thursday, August 14 | 10am-4pm
The only all-women's car show where all car models can participate and a fundraiser for Prancing Ponies Foundation. "Cresting Women Leaders One Girl at a Time."
- 4 FERRARI OWNERS CLUB "CONCOURS CARMEL"**
Thursday, August 14 | 9am-4:30pm
A festive atmosphere of Ferraris, Maseratis, and Italian motorcycles honoring the 50th anniversary of the Ferrari 308 with Magnum PI look-alike contest, live music, owner and guest interviews, plus awards.
- 5 CONCOURS FOR A CAUSE**
Tuesday, August 13 | 10am-4pm
An appreciation of electric vehicle conversions and local vendors displayed around Devendorf Park at Mission and 6th.

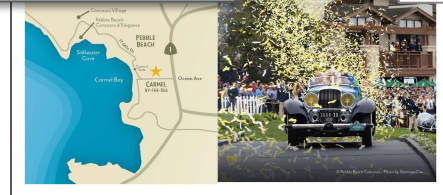
CARMEL CHAMBER OF COMMERCE
CARMEL SHUTTLES TO PEBBLE BEACH CONCOURS-ELEGANCE
Sunday, August 17 | 8am-6pm
Carmel Plaza to Pebble Beach Shuttles every 20-30 Minutes
\$40 Per Person - Unlimited Rides All Day
www.CarmelChamber.org

Find all Monterey Car Week Events from August 11-20 at SeeMonterey.com/CarWeek

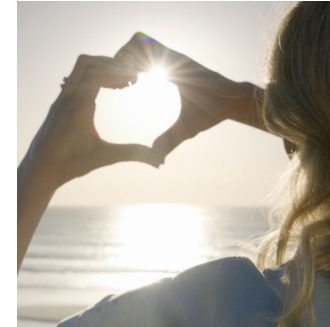
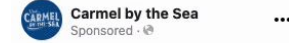
LOVE CARMEL
Like a Local

When you visit this naturally beautiful place, we encourage you to *Love Carmel Like a Local* by cherishing our environment, respecting our community, and visiting responsibly.

Presented by



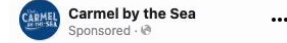
City funds promote responsible travel



carmelcalifornia.com
Top-Rated Romantic Getaway

Learn more

👍 Like 💬 Comment ➦ Share



Cherish our natural beauty, be mindful of our community, and please visit responsibly.



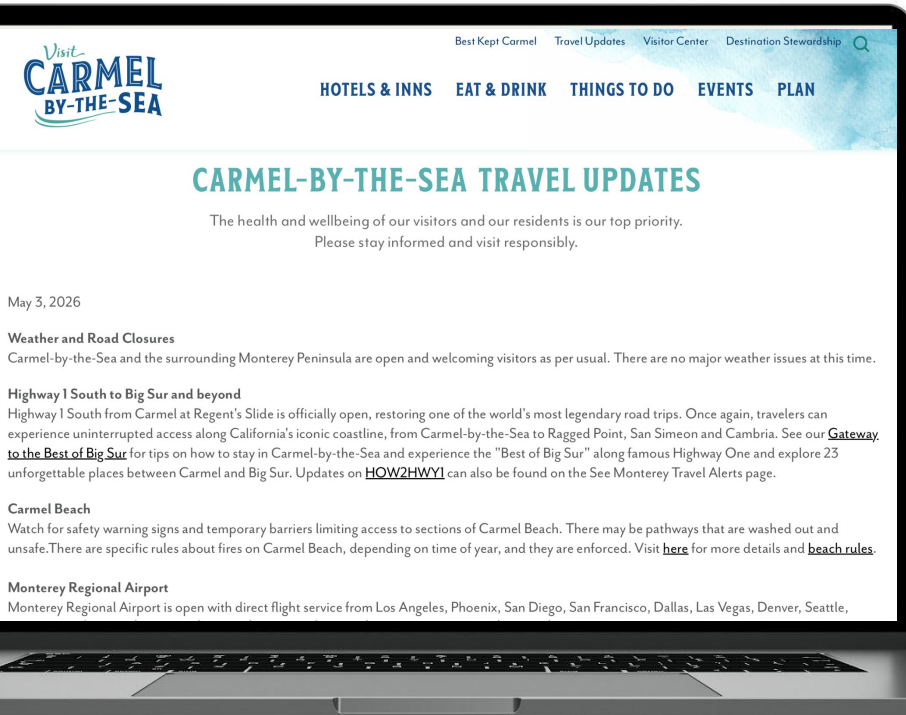
carmelcalifornia.com
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Learn more

👍 Like 💬 Comment ➦ Share



City funds support vital “crisis” communications



Power Outage

Estimated revenue loss to the City of \$341,000 just from hotels and restaurants (*these are mostly visitor dollars*) – does not account for retail losses.



We are a team and value the City's partnership to support the tourism economy, manage the visitor experience, and protect Carmel's character.

An aerial photograph of a coastal scene. The foreground shows a sandy beach on the left with gentle waves washing onto the shore. The water is a clear, vibrant blue-green. In the middle ground, several surfers are visible in the water, some on their boards and others standing. The background features a dense line of green trees along the coast, with houses and buildings partially visible. In the far distance, a range of mountains is visible under a clear blue sky with a few light clouds. The text "THANK YOU" is overlaid in the center of the image in a white, sans-serif font.

THANK YOU

CITY FUNDED PROJECTS

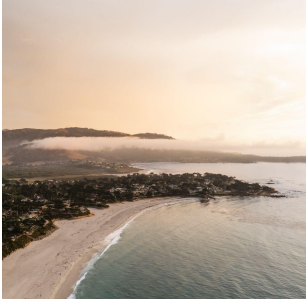
Cover actual hard costs (printing, paid advertising, fulfillment) for projects classified as “City Marketing” expenses. Funds do not go toward paying for overall destination marketing or restaurant marketing programs. Neither do they fund professional management or graphic design time, public relations, social media, or any administrative costs – all of which are paid via retainer by Visit Carmel and have substantial value.

Hard Cost Expenditures for “City-oriented” Marketing Projects FY25-26:

Website Hosting and Tech Support	\$ 15,000
Chamber Visitor Center Support	\$ 30,000
Carmel City Guide & Map Brochure Printing	\$ 9,800
Destination Stewardship Digital ads	\$ 6,100
Meet the Makers event (Supports Art Galleries & Wine Tasting Rooms)	\$ 37,100
Wine Walk Marketing and Brochure Printing	\$ 18,250
Art Walk Brochure Printing (not including design and distribution)	\$ 2,440
Car Week Brochure Printing (not including design and distribution)	\$ 1,660
Community Events/Performing Arts Marketing Support	<u>\$ 3,050</u>
	\$123,400

Side note: City also collects \$25,000 in commission for HID and RID collection

Why Social Media Strategy Matters



75%

of travelers say social influences their destination choice



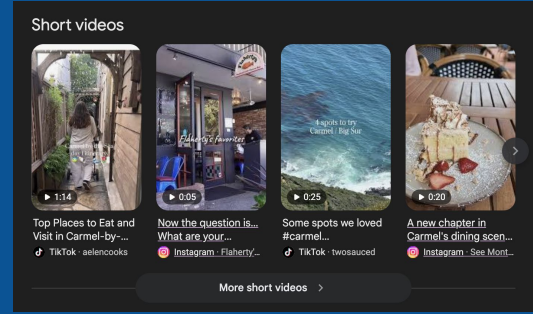
50%

of millennials look to social vs. a search engine to research a hotel or destination



50%

Nearly, of Gen Z shoppers have completely abandoned traditional search for TikTok and Instagram



As of July

Google now indexes from Instagram based on keywords