



Visit  
**CARMEL**  
BY-THE-SEA



Destination Marketing Partnership



3 reasons the City of Carmel-by-the-Sea  
is integrated into the destination marketing.

# #1

Tourism revenue is critical to the City's economy.



# #2

Carmel-by-the-Sea is a world-renowned tourism destination and the City needs to be part of the marketing decisions.





# #3

Carmel's official tourism website is a free marketing tool to all visitor-serving businesses.



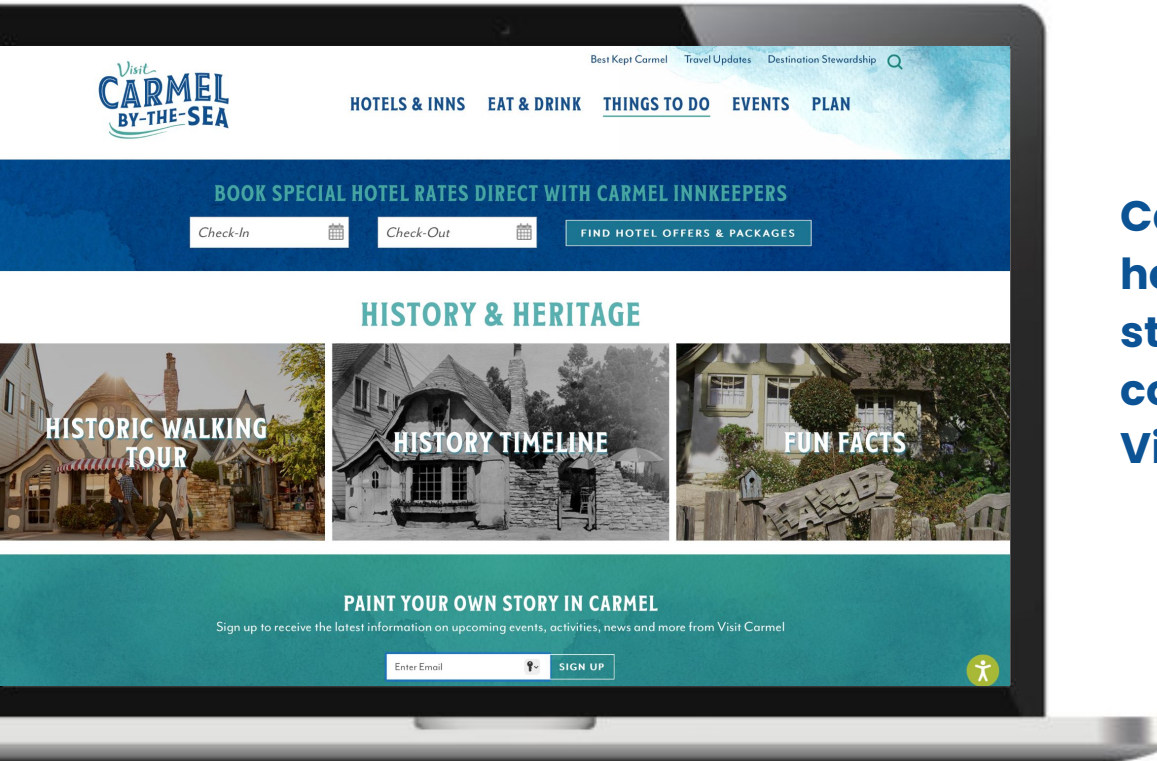
# Carmel Businesses | Free Microsite



**Art galleries, retailers,  
performing arts & more—All  
get added exposure for free!  
Plus, Visit Carmel provides  
tech support to all businesses.**



# Carmel Heritage | Robust Web Content



**Carmel's rich history and heritage are showcased with stories, images, videos, and a comprehensive timeline on Visit Carmel's website.**



# Carmel Events | Top Searched Web Content

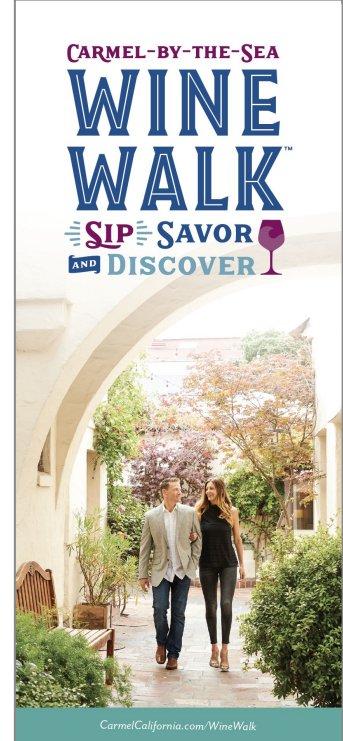
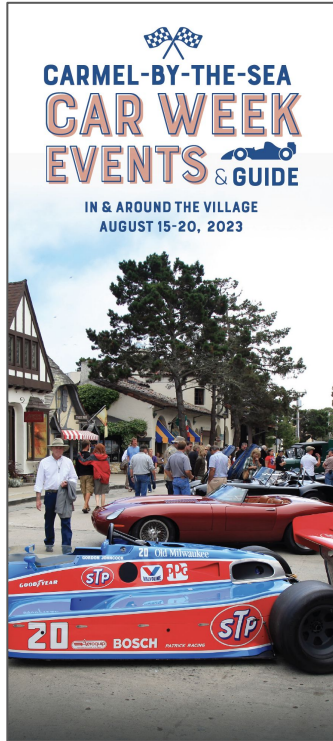


**All annual events are promoted to attract visitors and locals to experience these exciting citywide happenings.**





# Signature Events & Experiences





# Official Visitors Guide

OFFICIAL VISITOR GUIDE & MAPS

Visit  
**CARMEL**  
BY-THE-SEA  
California

EXPLORE CALIFORNIA'S COASTAL GEM  
CarmelCalifornia.com

**HISTORIC WALKING TOUR**  
Discover Carmel's rich history and architecture on a guided tour of the historic district. The tour includes stops at the Carmel Mission, the Carmel City Hall, and the Carmel Public Library. The tour is led by a knowledgeable guide and is available in English and Spanish.

**TASTE AWARD-WINNING WINES**  
Carmel is home to several award-winning wineries, including the Carmel Valley Winery, the Carmel Valley Vineyard, and the Carmel Valley Vineyard & Winery. The wineries offer a variety of wine tasting experiences, from casual to formal.

**WINE WALK**  
Discover the best of Carmel's wine scene on a guided tour of the Carmel Valley Winery. The tour includes stops at the winery, the Carmel Valley Vineyard, and the Carmel Valley Vineyard & Winery. The tour is led by a knowledgeable guide and is available in English and Spanish.

**DISCOVER CULINARY CARMEL-BY-THE-SEA**  
Carmel is a food lover's paradise, with a variety of restaurants and cafes offering delicious cuisine. From casual dining to fine dining, there is something for everyone. The Carmel Culinary Walk is a guided tour of the best restaurants in Carmel.

**MEET LOCAL ARTISTS & EXPLORE GALLERIES**  
Carmel is a hub for local artists, with a variety of galleries and studios. The Carmel Art Walk is a guided tour of the best galleries in Carmel.

**COURTYARDS & PATIOES**  
Carmel is known for its beautiful courtyards and patios, which offer a peaceful retreat from the hustle and bustle of the city. The Carmel Courtyard Walk is a guided tour of the best courtyards in Carmel.

**SCENIC DRIVES & HIKES**  
Carmel is a beautiful coastal town, with a variety of scenic drives and hikes. The Carmel Scenic Drive is a guided tour of the best scenic drives in Carmel.

**VISITOR CENTER**  
The Carmel Visitor Center is located in the heart of the historic district. It offers a variety of services, including maps, brochures, and information about local events and attractions.

**PARADES IN CARMEL-BY-THE-SEA**  
Carmel is known for its annual parades, which are a highlight of the town's calendar. The Carmel Parade is a guided tour of the best parades in Carmel.

**LOCAL LOCAL ARTISTS & EXPLORE GALLERIES**  
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**COURTYARDS & PATIOES**  
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**ANNUAL EVENTS**  
Event dates are subject to change. For more details, please visit CarmelCalifornia.com/Events.

**FEBRUARY**  
AT&T Pebble Beach Pro-Am  
attpgolf.com

**APRIL**  
Pebble Beach Food & Wine  
pbfw.com

**MAY**  
Carmel Art Festival  
carmelartfestival.org

**JUNE**  
Carmel Culinary Walk  
carmelculinarywalk.com

**JULY**  
4th of July Celebration  
carmel4thofjuly.com

**AUGUST**  
Monterey Car Week  
seemontreycarweek.com

**SEPTEMBER**  
Annual Sandcastle Contest  
carmelsandcastlecontest.com

**OCTOBER**  
Taste of Carmel  
tasteofcarmel.com

**NOVEMBER**  
Veterans Day Ceremony  
veteransdaycarmel.com

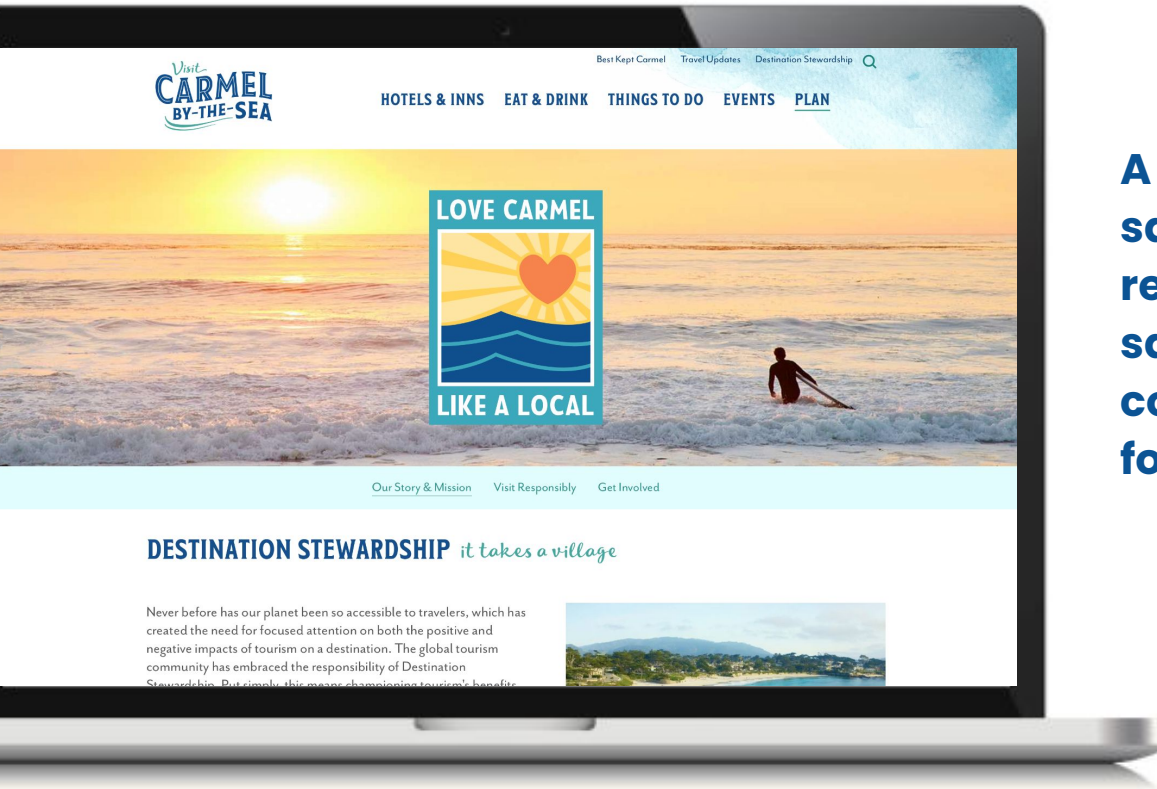
**DECEMBER**  
Holiday Tree Lighting  
carmelholidaytree.com

**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.

**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 (MRV). 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.

# Destination Stewardship | Visit Responsibly



**A commitment to promote safe, responsible, and respectful travel which, in turn, safeguards the vital components of our community for a vibrant future.**



# Destination Stewardship | Love Carmel

**Carmel by the Sea**  
Sponsored · 🌐 ...

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



carmelcalifornia.com  
**Love Carmel Like a Local** [Learn more](#)

 Like  Comment  Share


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 Like  Comment  Share



# Robust Destination Marketing | Web Traffic

45.5% YOY website growth  
for the last 12 months

New users

1.6M

↑ 45.5%





# 2025 Results | YTD City Traffic Growth

+42.83%

1	Los Angeles	48,194 (6.77%)
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-9.37%

2	San Jose	42,828 (6.02%)
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+46.46%

3	San Francisco	35,325 (4.96%)
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4	(not set)	29,859 (4.19%)
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+118.22%

5	Sacramento	20,085 (2.82%)
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+106.38%

6	San Diego	16,989 (2.39%)
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7	London	14,962 (2.1%)
8	Phoenix	13,866 (1.95%)
9	Seattle	12,322 (1.73%)
11	Dallas	11,599 (1.63%)
12	Denver	7,810 (1.1%)

+939.75%

+63.48%

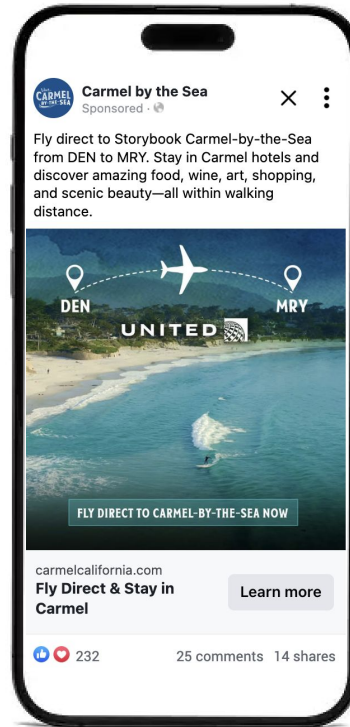
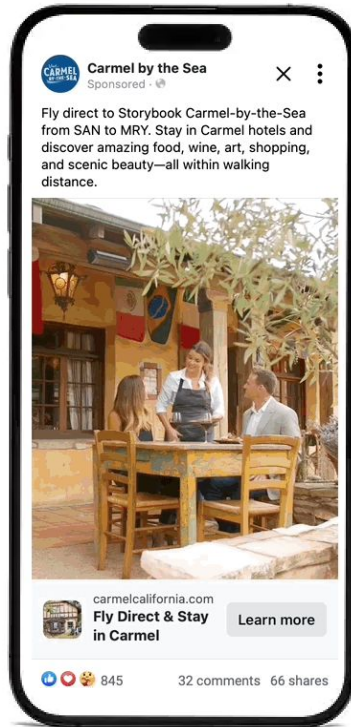
+150.14%

+1.86%

+33.28%



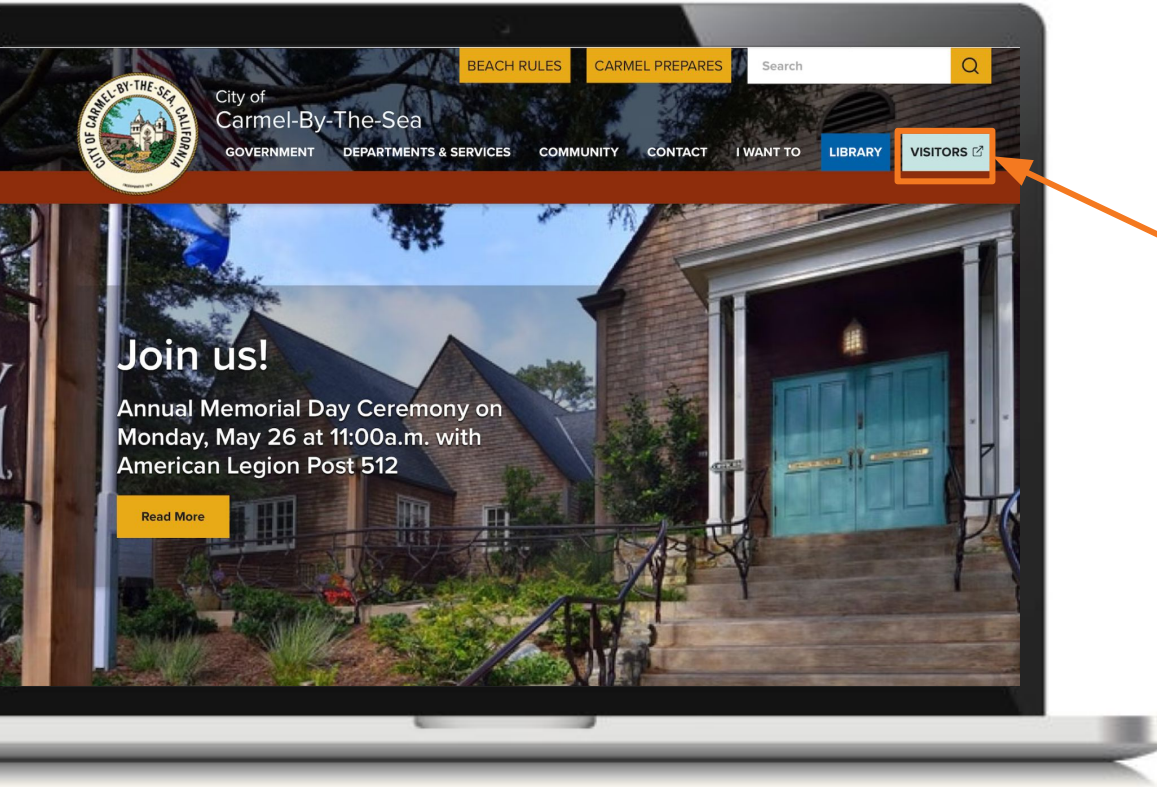
# Fly Market Campaign | Digital Media



SEE  
MONTEREY



# City Website | Visitor Link



**The City of Carmel's website uses the Visit Carmel website as the direct link for all visitors**

Visit  
**CARMEL**  
BY-THE-SEA



# Revenue for the City | Lodging Leads Growth

**% increase from  
FY21-22 to current**

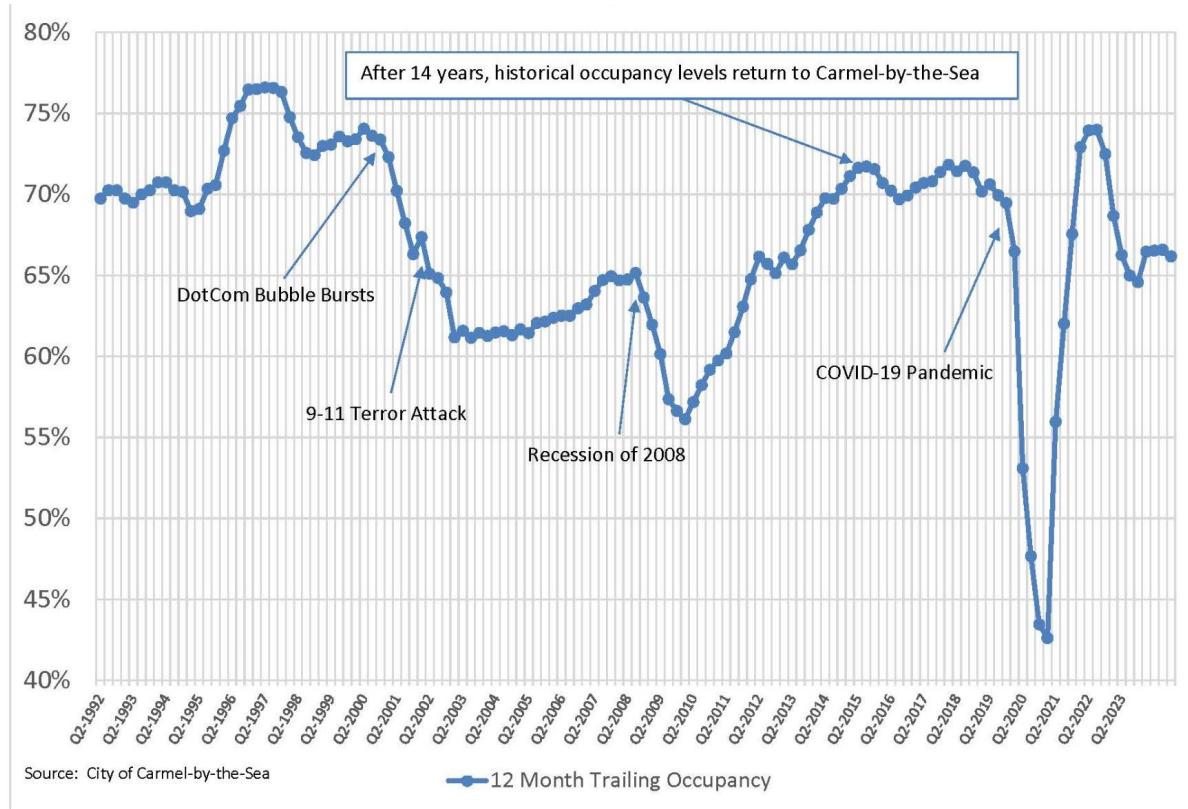
Key Revenues	FY 21-22 Actual	FY 22-23 Actual	FY23-24 Actual	FY24-25 Estimated Actual
Property Taxes	\$7,694,722	\$8,136,928	\$8,770,848	\$8,974,083
Sales Tax	\$3,626,263	\$3,469,412	\$3,692,470	\$3,753,350
Measure C	\$5,970,464	\$5,868,695	\$6,386,122	\$6,484,814
TOT	\$7,787,643	\$8,455,742	\$8,579,344	\$9,295,016
Total	\$25,079,092	\$25,930,777	\$27,428,783	\$28,507,264

**+16.6%**

**+6.7%**

**+20.8%**

# Historical Occupancy | Room to Grow



**Occupancy  
rate at  
66.8%**



We are a team and value the City's partnership to showcase the destination and support visitor-serving businesses.



An aerial photograph of a coastal scene. On the left, a sandy beach is bordered by a dense line of green trees. Beyond the trees, a row of houses is visible. In the background, a range of mountains stretches across the horizon under a clear blue sky. The ocean occupies the right and bottom portions of the frame, with white-capped waves breaking near the shore. Several people are seen in the water, some on surfboards. The text "THANK YOU" is centered in the middle of the image in a white, sans-serif font.

THANK YOU