

WiFi: SUNSET/sunset14

Experience Management Plan for Carmel-by-the-Sea

**Community Input Session
August 20, 2026**

Today's Agenda

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- **Introductions**
- **The Planning Process**
- **Overview of Carmel-by-the-Sea Tourism**
- **Facilitated Community Discussion**
- **Upcoming Events**

Town of Vail



Tahoe Regional Planning Authority



Glacier Country
Tourism



Hawai'i Tourism Authority



Grand County/Moab UT



Travel Nevada





The Objective

Identify opportunities to manage Carmel tourism while safeguarding the community's unique character, economic vitality, resident quality of life, and visitor experience.

A Solutions-Focused, Community-Led Process

**Parking & Circulation - Business Partnerships – Environmental
Stewardship – Visitor Flow & Timing – Wayfinding & Messaging –
Infrastructure Readiness**

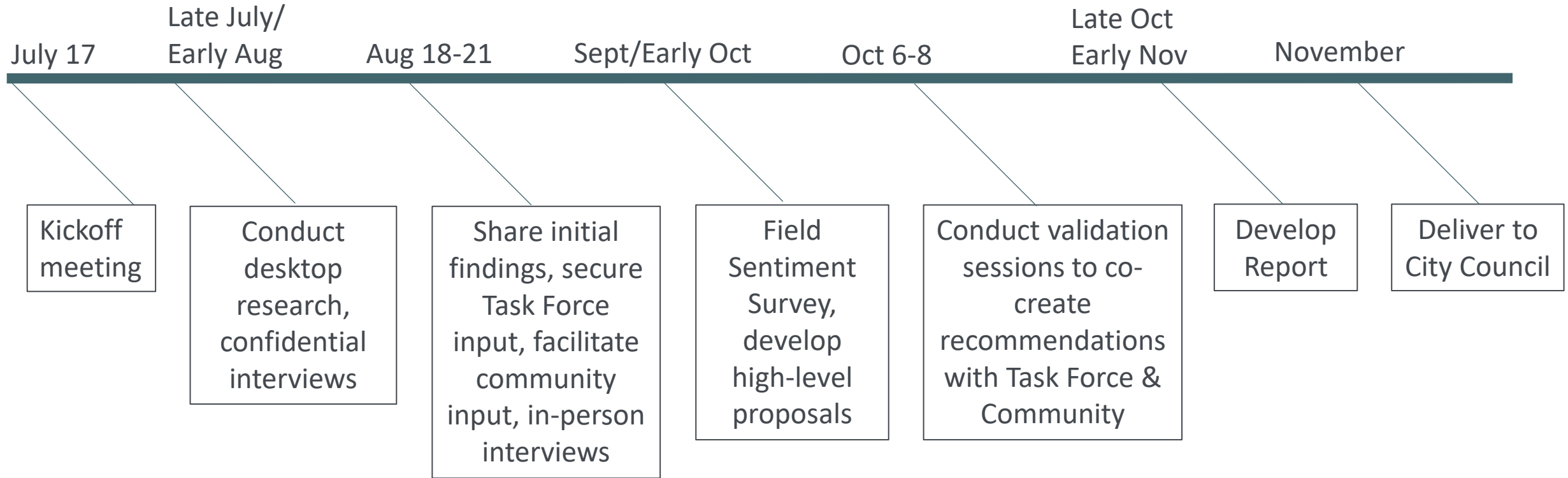
Key Players

- **Community-led Tourism Task Force:** A first-time coalition — CRA, the Chamber, Visit Carmel — is overseeing the initiative. Sharing insights, research, and resources for community engagement.
- **The Community:** Approximately 30 confidential interviews, two community input sessions, and a sentiment study aim at delivering insight into resident, business, and worker perspectives of how best to manage Carmel tourism.
- **See Monterey:** Fund research and plan development.
- **Carmel City Council:** Will receive recommendations in mid-November for consideration in next budget cycle and beyond.

The Assignment

Facilitate	Facilitate a transparent community-led process guided by the Community Tourism Task Force to address the tourism experience.
Assess	Assess resident, business and visitor perspectives of Carmel's tourism experience.
Identify	Identify opportunities and best practices to enhance the visitor and resident experience while supporting a healthy tourism economy.
Deliver	Deliver practical, data-driven recommendations informed by stakeholder input and research.

A Fast-Paced Timeline



Tourism In Carmel-by-the-Sea: An Overview

A scenic view of a coastal cliff. The cliff face is rugged and yellowish-brown, with patches of green vegetation. Above the cliff, a green hillside slopes down towards the sea. A sandy beach is visible at the base of the cliff, and the ocean is a deep blue with white waves crashing against the shore. The sky is blue with some light clouds. The text "What is influencing this discussion now?" is overlaid on the right side of the image in white, bold, sans-serif font.

**What is
influencing
this discussion
now?**

Mega Sports Events Drive Travel, Too



SEE
MONTEREY

Sets strategic direction
for Monterey County's
tourism economy

SEE
MONTEREY

MONTEREY
COUNTY
TOURISM

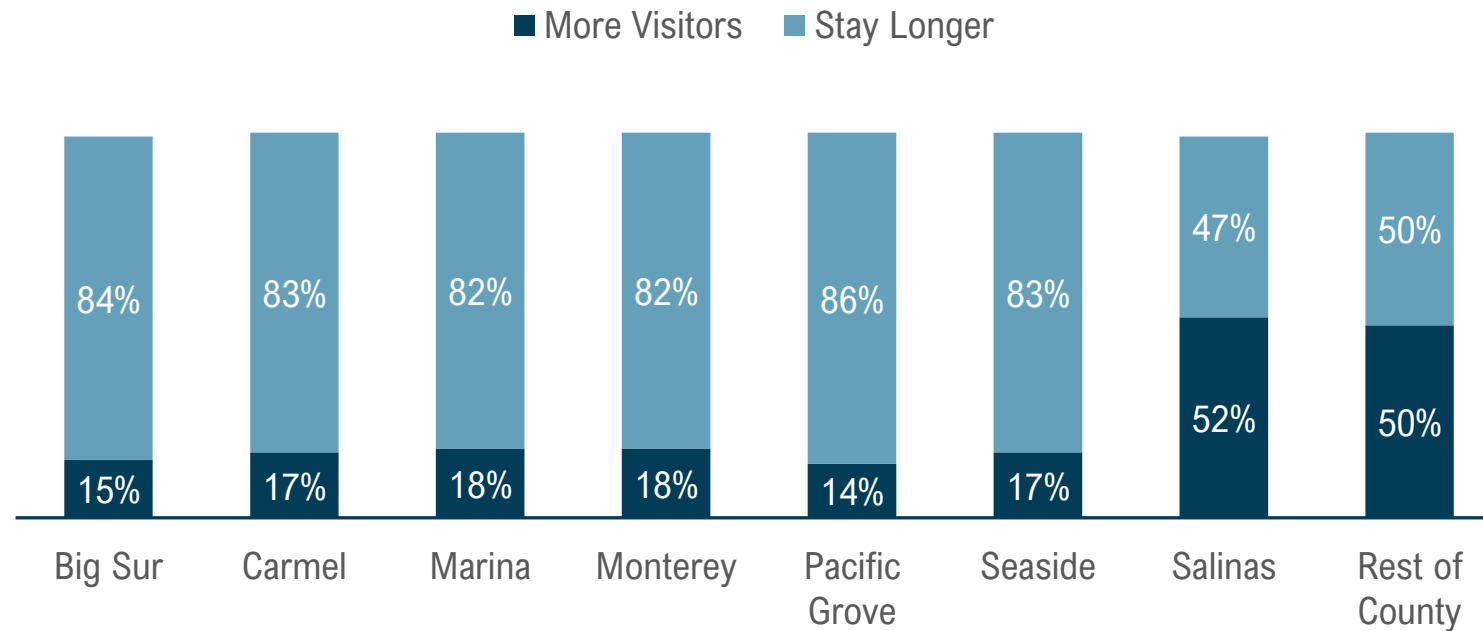
2030
ROADMAP



More versus Longer

- In the Peninsula, residents strongly prefer visitors who stay longer. Elsewhere, residents have a strong desire for more visitors.
- A key challenge/opportunity for See Monterey is how to disperse visitors to different parts of Monterey County.

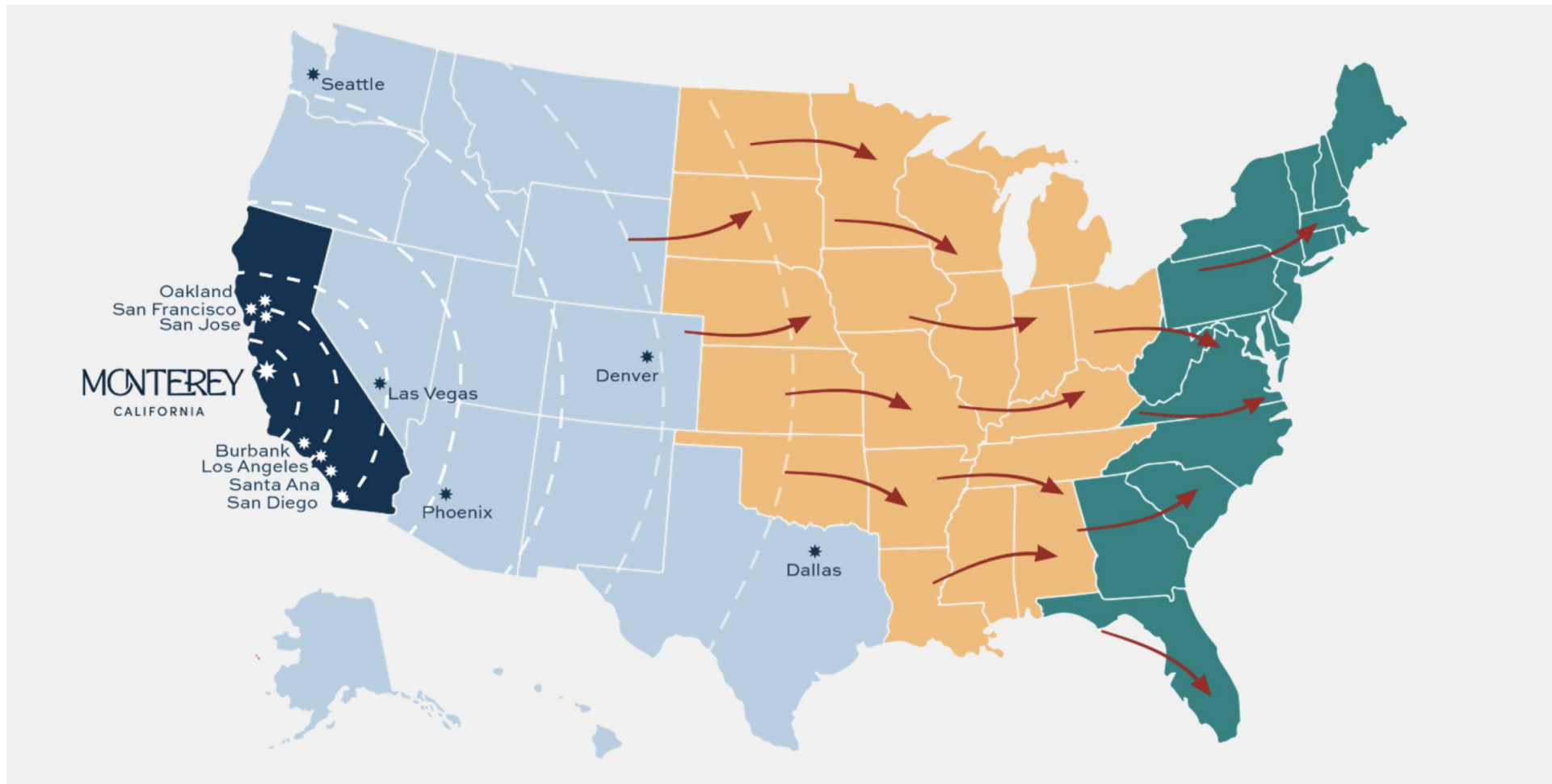
Preference for Increasing Visitor Impact



'Sweep to the East and Beyond'

Target Fly-In Visitors – Domestic & International

80% of resources target long-haul travelers who stay longer and spend more





**What's in it for
Carmel-by-the-Sea?**

City's Major Revenues Historical



A FINAL THOUGHT

1,400 new hotel rooms in the works

Increases the stakes for all Monterey County destinations to manage more visitors.



Kimpton Mirador Hotel opened in Pacific Grove in January.

More ways to participate

ONGOING

Encourage your neighbors to participate.

AUG 28 - SEPT 21

Respond to the sentiment study.

SMARinsights

OCT 8 COMMUNITY INPUT SESSION, SUNSET CENTER

Hear survey results.

Help shape recommendations for the report.



Thank you

Questions?