

# Region Tourism

**2020**  
**\$2,062M**

## Monterey Bay region

880

San Benito  
County

\*As of 2020

8.2%

San Benito  
County

\*\*As of 2019

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

**\$106.7M**

**\$82.2M**

**\$21.8M**

**\$2.7M**

\*As of 2020

Factor	Percentage
Scenic beauty	62%
Ambiance & atmosphere	47%
Weather	44%
Area Attractions	37%
Cuisine/Food Culture	29%

\*As of 2019

\*As of 2017



# Monterey Bay Region Agriculture

## Gross crop production value by county\*



### Rank\*\*

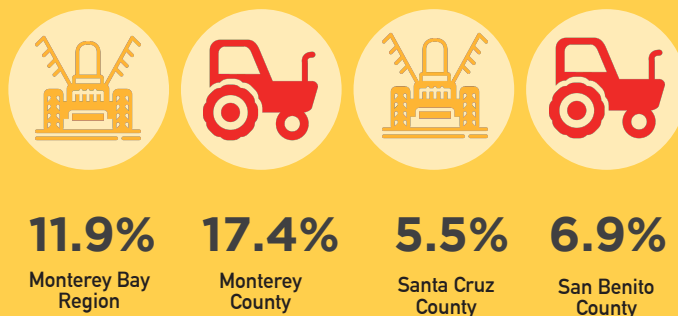
Lower number rank represents a higher gross crop production value

\*as of 2020

\*\*as of 2019, out of 58 counties



## Agriculture percentage of total employment\*



### Rank\*\* 4 26 19

Lower number rank represents a higher percentage of agriculture employment as a percentage of total employment.

\*As of 2019

\*\*out of 58 counties



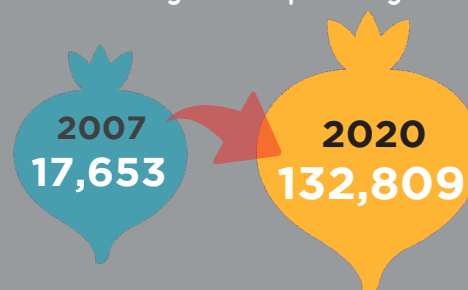
## Top crop production by county



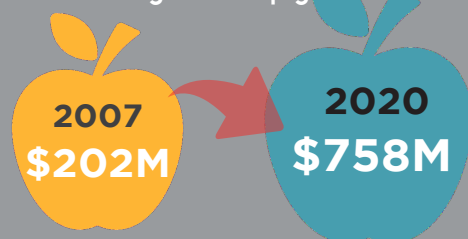
	Monterey County	Santa Cruz County	San Benito County
1	Strawberries \$922.7 m	Strawberries \$193.9 m	Misc. veggies \$46.2 m
2	Leaf lettuce \$712.7 m	Raspberries \$139.9 m	Lettuce, salad \$36.8 m
3	Head lettuce \$428.6 m	Nursery \$108.1 m	Wine grapes \$34.8 m
4	Broccoli \$341.5 m	Blackberries \$63.3 m	Spinach \$34.4 m
5	Cauliflower \$192.8 m	Misc. Veggies \$50.1 m	Peppers \$16.4 m

## Monterey County organic crop production is up

### Total organic crop acreage



### Total organic crop gross sales



**Monterey Bay**  
ECONOMIC PARTNERSHIP

*We all have a role to play. Many indicators can't be solved without addressing drivers of another.*