



Carmel Plaza
CARMEL-BY-THE-SEA, CA



THE PLAZA

Carmel Plaza is an upscale, outdoor lifestyle shopping center containing approximately 111,980 square feet on three levels, situated in the heart of internationally renowned Carmel-by-the-Sea, California, at Ocean Avenue and Mission Street. Carmel is a celebrated destination for site-seeing, shopping and dining, and a mecca for golf enthusiasts worldwide, attracting millions of visitors to Monterey County per year. More than 100,000 residents live within a 20 minute drive of Carmel Plaza and within 3 miles of the center, the average annual household income is over \$170,000.





RENOVATION

Carmel Plaza has completed its multi-million dollar cosmetic renovation

which provides a more contemporary aesthetic, featuring a sophisticated color palette, new wrought iron railings, new stone staircases, improved lighting and access. The common area renovation includes a transformation of the interior Courtyard,

with low-profile limestone planters, fire pits, resort-style furnishings and vastly improved sight-lines to stores and restaurants. The renovation provides a refreshing and inviting atmosphere, to further establish Carmel Plaza as the retail anchor of Carmel-by-the-Sea.



DEMOGRAPHICS

In And Around Carmel-by-the-Sea

20,944

2024 Total Population
for Carmel Zip Codes

\$195,899

2024 Average HHI for
Carmel Zip Codes

129,977

2024 Total Households in
Monterey County

35.1

2024 Average Age in
Monterey County

30,007

2024 Total Population
in Monterey

\$84,669

2024 Median HHI in
Monterey

\$2.2M

Dec. 2024 Median Home
Price in Carmel

60.5

2024 Average Age in
Carmel Zip Codes

TRADE AREA & LOCATION

WITHIN 30 MINUTES OF CARMEL PLAZA

- ◆ Carmel-by-the-Sea has been featured in publications like Condé Nast Traveler, Travel + Leisure, HGTV, Sunset Magazine, AAA, and, Vogue.
- ◆ Just minutes from numerous luxury hotels and resorts including The Lodge at Pebble Beach, L'Auberge Carmel, Carmel Mission Ranch, La Playa Carmel, Hyatt Carmel Highlands and the historic Cypress Inn.
- ◆ Some of the many attractions to the area include: Big Sur, Cannery Row, Monterey Wine Country, Monterey Bay Aquarium, 17-Mile Drive, Pebble Beach, The Sunset Cultural Center, Carmel Mission Basilica, and Point Lobos State Reserve.
- ◆ Year round direct flights into Monterey include Las Vegas, Los Angeles, Phoenix, San Diego, Denver, San Francisco, Seattle, and Dallas/Fort Worth with seasonal flights from Minneapolis, Burbank, and Orange County.
- ◆ Carmel-by-the-Sea is located 100 miles south of San Francisco and 240 miles north of Los Angeles.
- ◆ Tourism is the leading industry in the City of Carmel-by-the-Sea generating almost \$7.5 million in TOT (Transient Occupation Tax or Bed Tax) revenue in 2023.
- ◆ There are a total of 222 lodging facilities with 11,878 hotel rooms in Monterey County and plans for 1,000 new rooms in the next five years.
- ◆ About 4.6 million people visit Monterey County annually.
- ◆ Tourism is a \$3 billion industry in Monterey County.

SOURCES:

See Monterey 2023 Monterey Travel Impact Report
County of Monterey Government Website
Visit Carmel 2022/23 Annual Report

AERIAL

■ Golf Clubs ■ Tourist Attractions ■ Resorts & Spas





MARKET STATS

COMMUNITY

- ◆ Over 100,000 residents live within a 25 minute drive of Carmel Plaza
- ◆ The average household income in Carmel-by-the-Sea was \$170,512 in 2024
- ◆ The median home price in Carmel-by-the-Sea was \$3.2 million in December 2024
- ◆ 4.6 million people visit Monterey County annually
- ◆ Visitors to Carmel-by-the-Sea spend a mean of \$515.62 per day

ECONOMY

- ◆ 2023 spending on food service in Monterey County was \$843 million
- ◆ 2023 spending on retail in Monterey County was \$401 million and on arts & entertainment was \$309 million
- ◆ 2023 travel spending in Carmel specifically was \$215 million
- ◆ Over \$3.5 million was generated in sales tax revenue for Carmel-by-the-Sea in 2023 and several Carmel Plaza businesses are top producers for the City of Carmel



KEY RETAILERS

FASHION & LIFESTYLE



TIFFANY & Co.

BRUNELLO CUCINELLI

ARHAUS

ATHLETA

jenni kayne

COLE HAAN

COS BAR

ANNE FONTAINE

BOTTEGA VENETA

DINING & TASTING

JEJU
KITCHEN

**PERFECTLY
PRESSED**
CARMEL

