



*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

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## *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

J. LAWRENCE  
**KHAKI'S**  
MEN'S CLOTHIER OF CARMEL



BRUNELLO CUCINELLI

TIFFANY & Co.

ARHAUS

ATHLETA

Jenni kayne

COLE HAAN

COS BAR

ANNE FONTOINE

BOTTEGA VENETA

ANTHROPOLOGIE

## DINING & TASTING

CHALONE  
VINEYARD

**JEJU**  
KITCHEN

PERFECTLY  
PRESSED  
CARMEL



Wrath



RISE+ROOM  
BAKERY AND PIZZERIA  
CARMEL, CALIFORNIA





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