



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

21,203

Current Population
for Carmel Zip Codes

\$134,322

Latest Available Median
HHI for Carmel Zip Codes

132,489

Total Households in
Monterey County

61.2

Median Age in
Carmel Zip Codes

28,953

2025 Total Population
in Monterey

\$102,846

Latest Available Median
HHI in Monterey

\$3.5M

Current Median Home
Price in Carmel

36

Median Age in
Monterey County

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.
- ◆ Monterey Regional Airport currently offers daily service from Chicago, Dallas, Denver, Las Vegas, Los Angeles, Orange County, Phoenix, San Diego, San Francisco, and Seattle, with one-stop access to more than 95 domestic and international destinations.
- ◆ See Monterey reports 252 lodging facilities with 12,004 guest rooms county-wide.
- ◆ Over 100,000 residents live within a 25 minute drive of Carmel Plaza

SOURCES:

See Monterey, County of Monterey Government, Visit Carmel, Census Reporter, U.S. Census Quick Facts, Redfin

AERIAL

■ Golf Clubs ■ Tourist Attractions ■ Resorts & Spas





TRAVEL IMPACT

- ◆ *Carmel-by-the-Sea remains one of Monterey County's premier visitor destinations, located approximately 100 miles south of San Francisco and 240 miles north of Los Angeles.*
- ◆ *Monterey County travel spending reached \$3.3 billion in 2025*
- ◆ *2025 travel spending in Carmel reached \$270.7 million*
- ◆ *2025 visitor spending in Monterey County included \$945.1 million on food service, \$424.1 million on retail sales, and \$341.5 million on arts, entertainment, and recreation*
- ◆ *Travel spending generated \$346 million in total tax receipts countywide, including \$28.7 million in Carmel*
- ◆ *Visitors to Carmel-by-the-Sea spend a mean of \$515.62 per day*
- ◆ *4.6 million people visit Monterey County annually*
- ◆ *Direct travel-generated tax receipts reached \$346 million in Monterey County in 2025 preliminary estimates.*
- ◆ *Carmel-by-the-Sea tourism/hotel performance remains strong, with Visit Carmel reporting \$9,339,961 in total TOT revenue for FY 2024-25, an 11.89% year-over-year increase.*



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 FONTAINE

BOTTEGA VENETA

ANTHROPOLOGIE

DINING & TASTING

Wrath

JEJU
KITCHEN

PERFECTLY
PRESSED
CARMEL



BLAIR



RISE+ROAM
BAKERY AND PIZZERIA
CARMEL, CALIFORNIA





CARMELPLAZA.COM |    

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