



SEE
MONTEREY

**Monterey County Tourism
See Monterey
May 20, 2025**

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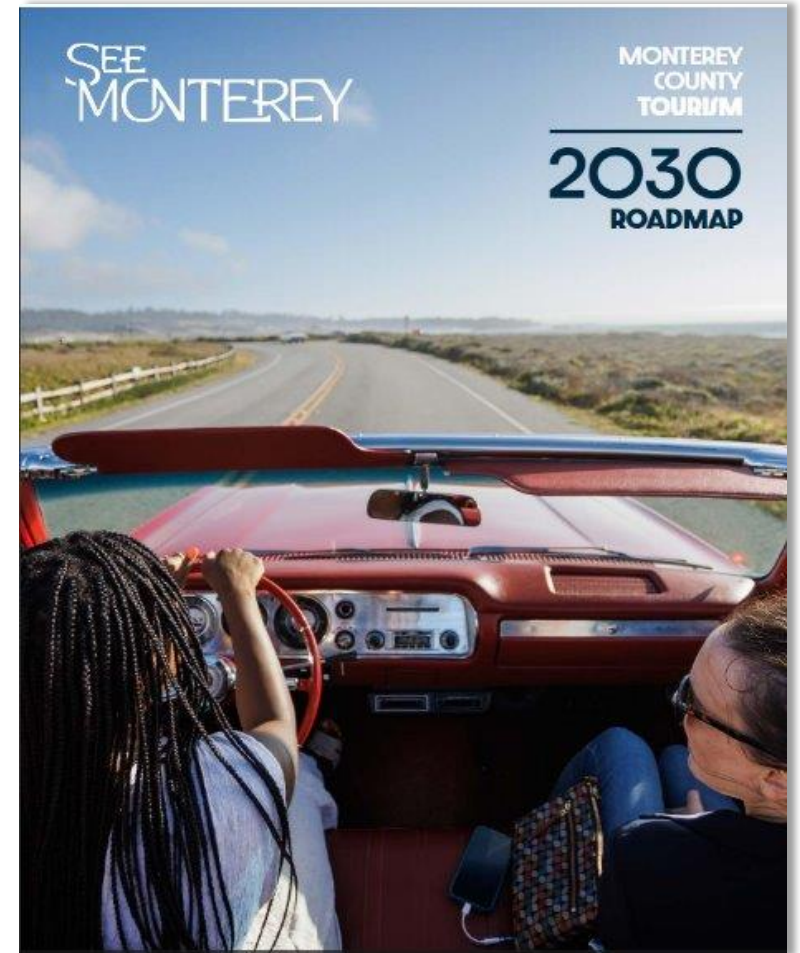
Destination Marketing Organization

VISION

A thriving tourism economy that enriches Monterey County's economic vitality and quality of life.

MISSION

To generate community prosperity for Monterey County through the responsible promotion and growth of the tourism economy



FY2024-25 Summary by the Numbers (July-March)

Leveraging the County of Monterey's YTD investment with the combined jurisdiction and hotel investments yielded a tremendous ROI for our entire community. See Monterey's marketing communications efforts contributed to reaching over **5.3 million** travel-ready households and more than **400,000** ad-influenced trips to Monterey County.

Unincorporated County Business Development ROI

- **Economic impact: \$2,044,890**
- Leads: **240**
 - Potential room nights: **39,673**
 - Potential new business: **17,163**
- Booked groups: **18**
- Booked room nights: **3,020**
- Annual full-time jobs supported: **22**
- Business Referrals: **173**

Unincorporated County Marketing Communications ROI

- Partner Site Conversions: **8.9K clicks** from SeeMonterey.com to a local business
- Cross Channel Posts: **183**
Social Engagements: **111K** likes, comments, shares, link clicks and video views
- Earned media impressions: **1.25+ billion**
- PR ad equivalency: **\$1.3+ million**

Unincorporated County Business Membership

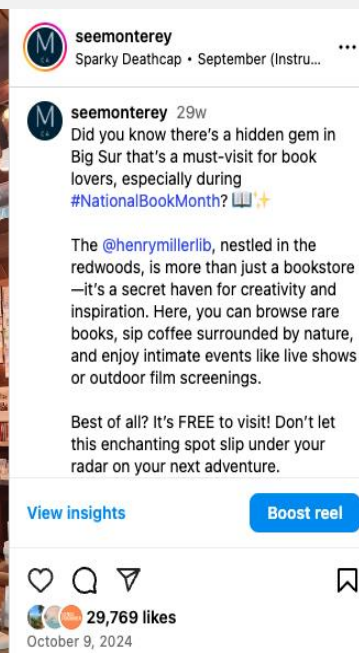
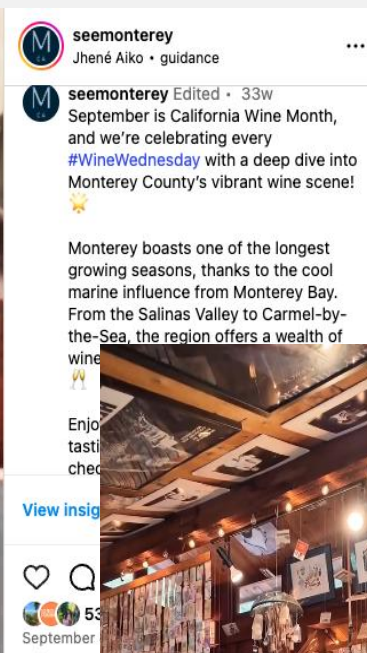
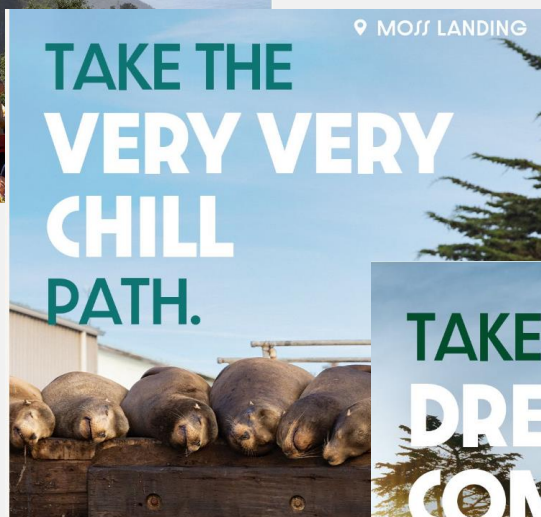
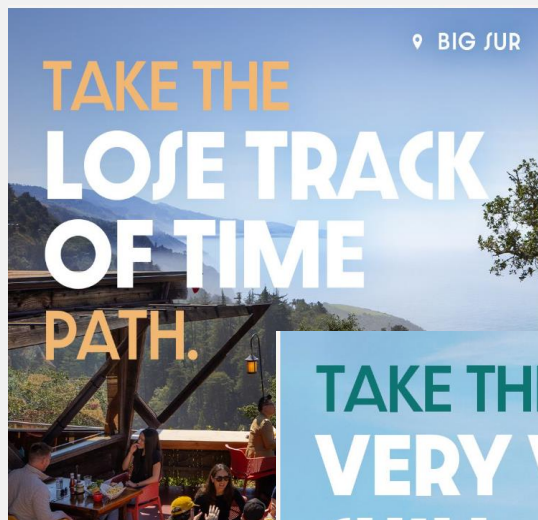
- New members: **37 new members**
- Total members: **260 businesses**
- Events: **106 events** published and promoted

See Monterey Website & Visitor App Results

- Total web sessions: **18,800 sessions**
- New downloads of app: **1,867 downloads**
- Total App users: **1,415 Monthly Average Users**

Marketing Communications

Paid Advertising & Social Media



Marketing Communications

Public Relations



Credit: Lauren Breedlove/Travel + Leisure

Best Things to Do

Go wine tasting:

Monterey County is a productive wine region, so sipping local varietals is a must. There are numerous tasting rooms right in Carmel (and a suggested [Wine Walk](#)), but you can also take a quick drive into Carmel Valley for tastings at venues like [Folktale Winery & Vineyards](#) and [Cowgirl Winery](#).

Big Sur, California



Big Sur is an iconic mini-moon road trip – Photo courtesy of Kodiak Greenwood / Post Ranch Inn

For couples who find the privacy of a car the ultimate “just us” mini-moon vacation, [Big Sur](#) lays the groundwork for an iconic American road trip. Rugged cliffs, redwood forests, and the shimmering Pacific paint a picture so stunning, you might be tempted to take your eyes off your beloved (when not driving, anyway). Hike [Pfeiffer Big Sur State Park](#) or book a [whale-watching excursion](#).

WINE ENTHUSIAST



The Best Carmel Valley Wineries (and More) to Visit Right Now

The once—well, maybe still—sleepy village at the heart of [Carmel Valley](#) is now the epicenter of wine tasting in [Monterey County](#), one of the largest and most important viticultural regions in all of California. About 20 tasting rooms now huddle beneath stately oaks in the middle of town, with numerous eateries and lodging options just steps, or a few minutes' drive, away.

Also featured in...

meetings
PEOPLE + PLACES TODAY®

THE
**POINTS
GUY** ↗

FOOD & WINE

303 MAGAZINE.COM®

FT
FINANCIAL
TIMES

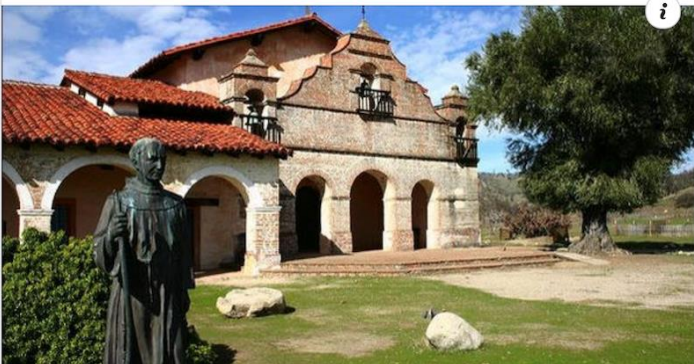
Chicago Tribune

And more.

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Atlas Obscura with **See Monterey.**
Paid Partnership · July 24 ·

Step back in time to see 18th-century Franciscan traditions in this mission; its location (some 30 miles away from the closest town) makes it the most remote of the 21 missions left in California and mostly unchanged from its origins.



ATLASOBSCURA.COM

Mission San Antonio de Padua

This mission, established in 1771, is the most remote of Calif...

[Learn more](#)

The Monterey County Agricultural and Rural Life Museum

King City, California

This museum honors the farming past of the "Salad Bowl of the World."

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Salinas Valley/South County Media Partnership

Connecting curious
travelers with
extraordinary places

10 million global
followers

New place pages
including **3** South County
inclusions

Custom itinerary with
2 South County
inclusions



From John Steinbeck
to adobe
architecture to
Indigenous traditions
that continue today

Discover the Surprising and Hidden History of Monterey County

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FIND YOUR WAY HERE™



La mejor experiencia culinaria: ¿Qué comer, hacer y visitar en Monterey?

by FERNANDA RANGEL
12 FEBRERO, 2024



Parque Nacional Pinnacles: ¡A respirar aire puro!

Este lugar recibe su nombre por las "esculturas" de roca que sobresalen de la tierra, ¡una obra de la naturaleza! Se convirtió en parque nacional en el 2013 por su huésped más querido: el cóndor de **California**.



Foto: Especial

Encuentra Tu Monterey

Initiative designed to reach Spanish-speaking readers domestically and in Mexico.

International Sales & Marketing



International Trade & Media FAMs



VisitTheUSA.com

Brand USA

UK, Canada and Mexico
Ad Campaign co-ops with Brand USA and Visit California

Business Development Group & Travel Trade

Pebble Beach Food & Wine FAM

Hosted 15 Luxury Meeting Planners and showcased Carmel Valley Ranch and Bernardus Hotels

HelmsBriscoe FAM

Hosted 15 high value BayArea Corporate Meeting Planners and showcased Carmel Valley

TradeShows

Virtuoso Travel Week, ILTM North America, ILTM Cannes, Brand USA Travel Week

Trade Marketing campaigns –drive off peak travel

Internova, Signature Travel Network, Bonotel, Hopper



Building Membership Collaboration & Connectivity

Business outreach

- Door-to-Door (ENG/SPA)
- Team FAM trips

Business engagement

- Site Visits, VMAM
- Wayfinding Workshops: marketing, PR, social media, responsible travel

Community Partnerships

- SVTVB, MCBC, etc.
- County JIC participation
- Bixby Bridge Task Force
- BSBO administrative support
- Highway 1 Roundtables



260 businesses in unincorporated county receive **FREE** membership because of your investment



Managing Crisis

Activation, Response and Recovery

Highway 1

- **Regent's Slide**

- Immediate crisis response and messaging
- Ongoing work to support "Open for Business" message for Big Sur businesses
- Upcoming launch of HOW 2 HWY 1 to support travel in Big Sur and Salinas Valley

- **Rocky Creek Slipout**

- Immediate crisis response and messaging
- Community collaboration and evacuee hotel rate support
- Reopening push to reinvigorate travel to Big Sur

Moss Landing Power Plant Fire

- Immediate crisis response and messaging
- Alignment with County and participation in JIC
- Destination recovery support for Moss Landing businesses

5280 DENVER'S MILE HIGH MAGAZINE

It's Not Too Late to Book the Perfect Spring Break Trip for You

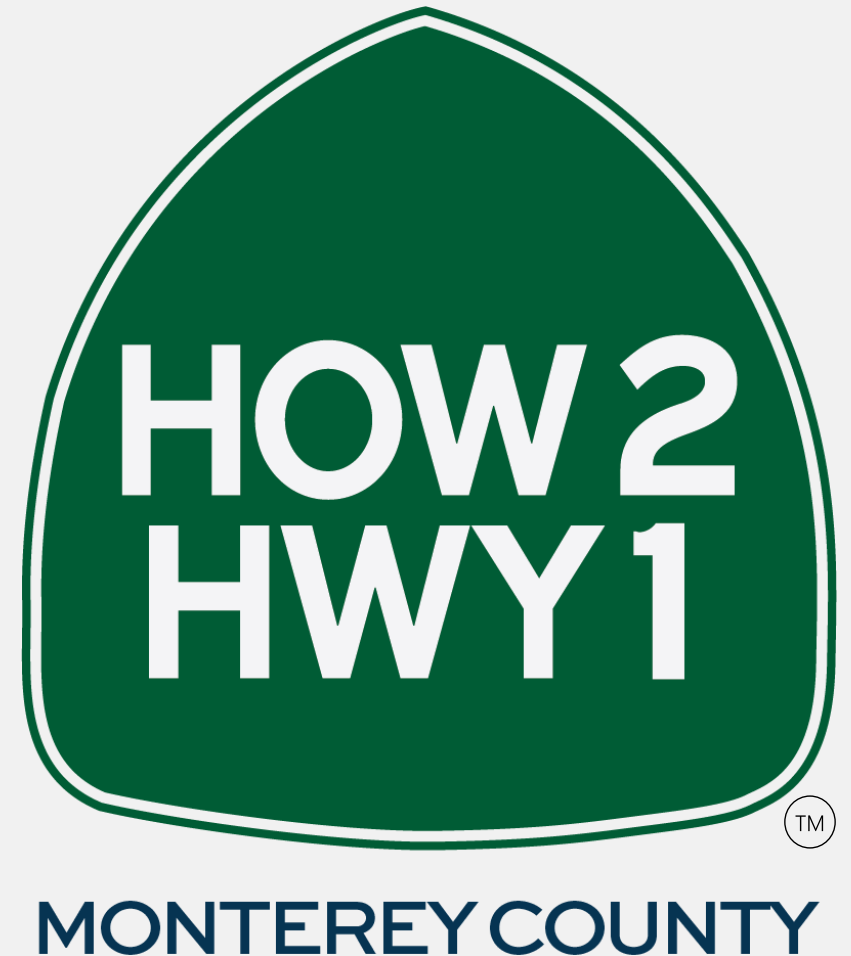
Monterey, California Begin your trip by jumping directly into the deep end—or at least boating over its surface. An excursion with [Princess Monterey Whale Watching](#) delivers a 99 percent success rate of spotting humpbacks, orcas, Risso's dolphins, or any of the other swimming species that call the 12,743-foot depths of Monterey Bay home. Once you've met some of the locals from a distance, get up-close and personal with the harbor seals, great whites (herons, that is), and an anemone or two during a guided kayak tour of Elkhorn Slough with [Monterey Bay Kayaks](#) (kiddos and beginners welcome). Just be careful not to distract the sea otters from their tasty lunch of giant innkeeper worms. For waterfalls and redwoods, hop on Highway 1 and head south toward Big Sur, where a dramatic coastline offers numerous Insta-worthy overlooks.

Highway 1

It's no longer a question of "open or closed" it's a matter of **HOW**.

OBJECTIVES

1. Change the paradigm on how to approach a Highway 1/Big Sur experience
2. Provide a "how to" marketing program for visitors
3. Support advocacy organizations with data and education
4. Establish unified regional and statewide messaging and collaboration



A Culinary Road Trip Through Coastal California



- Partnership with the esteemed James Beard Foundation at their PLATFORM venue in NYC
- Media-facing culinary experience for top national and NYC media on May 21
- Consumer-facing dinner on May 22
- 5 chefs, 1 sommelier and 1 mixologist
- Representing the range of aspirational and approachable options for incredibly inspiring culinary adventures and accommodations in Monterey County

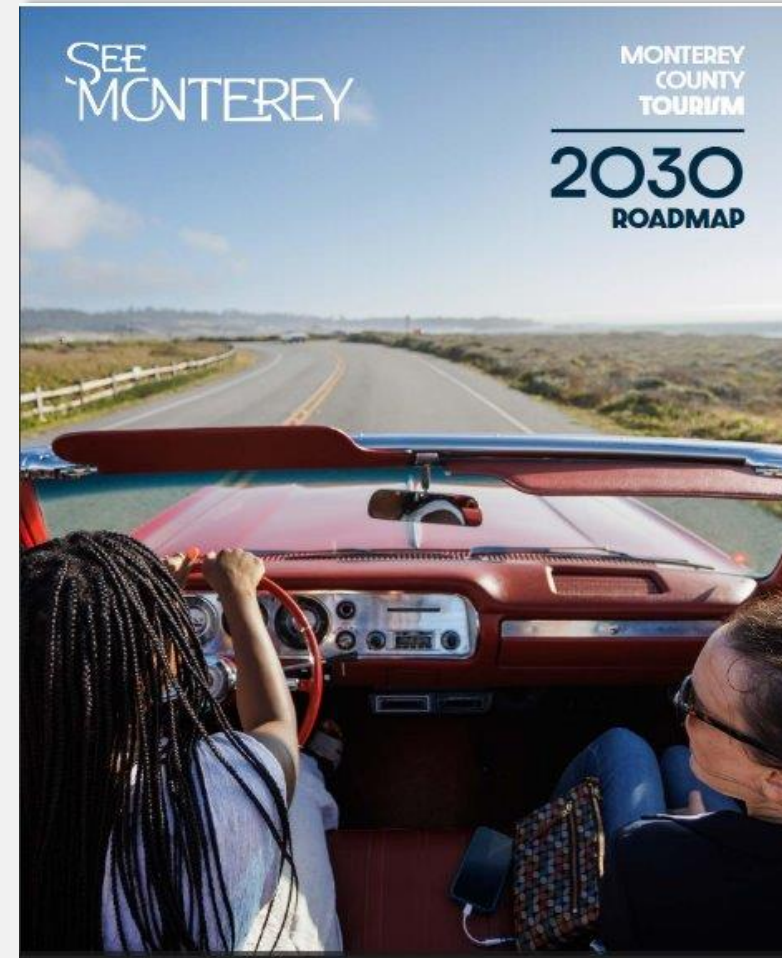


What's Next? MCT 2030

Monterey County Tourism 2030 Roadmap

Maximizing Tourism Economy Potential

- Intended to sharpen focus over next half decade
- Includes new Resident Sentiment Study & Visitor Profile Study
- Considers major challenges and opportunities in the coming years
- Relies on community-wide collaboration, planning and implementation



CHALLENGES

Economic Uncertainty

 The New York Times

Traveling Abroad? If You're Paying With Dollars, Your Trip Is on Sale.

The dollar's strength against the euro, the yen and other foreign currencies means bargains for U.S. travelers.



BUSINESS

Tariff threats and uncertainty could weigh on consumers, drag down US economy, gov't report suggests

US tourism industry faces drop-off as immigration agenda deters travellers

LOCAL NEWS

International tourists are rethinking travel to the U.S.: What this means for L.A.

by: [David Lazarus](#)

Posted: Mar 27, 2025 / 07:44 AM PDT

Updated: Mar 27, 2025 / 07:44 AM PDT



THE CHALLENGE

Competitive Disadvantage

Tourism Competition is Fierce

Monterey County is
outspent per room vs. the
comp set.

Destination	Total Rooms	Budget Per Room	Total Budget
Newport Beach	3,285	\$2,132	\$7,005,000
Napa	5,377	\$1,692	\$9,100,000
Palm Springs	19,000	\$1,474	\$28,000,000
San Luis Obispo	7,800	\$1,338	\$10,436,175
Average		\$1,309	
Sonoma	8,346	\$1,078	\$9,000,000
Monterey County FY26	12,740	\$1,060	\$13,500,000
Santa Barbara	10,803	\$1,013	\$10,941,430
Monterey County	12,590	\$953	\$12,000,000
San Diego	64,228	\$681	\$43,733,000

THE OPPORTUNITY

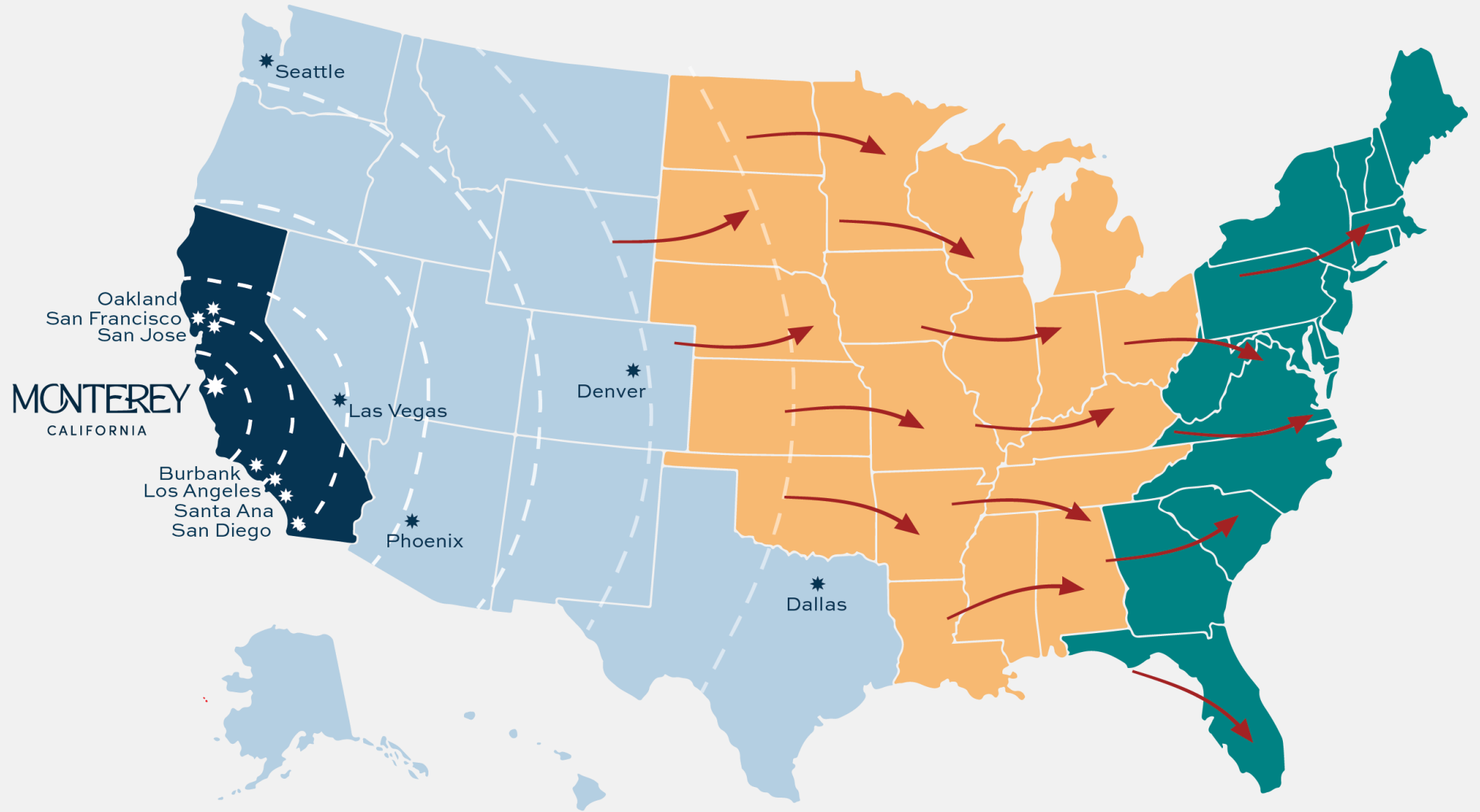
1,000 New Hotel Rooms by 2030





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Marketing Reach



MCT 2030

Key Imperatives

- Raise the tide for all – grow market share
- Attract visitors from further away – tend to stay longer and spend more
- Tourism dispersion – spread travelers throughout the entire county
- Transportation Collaboration – with MRY, MST, TAMC
- Evolve Events – make current events work harder; attract new



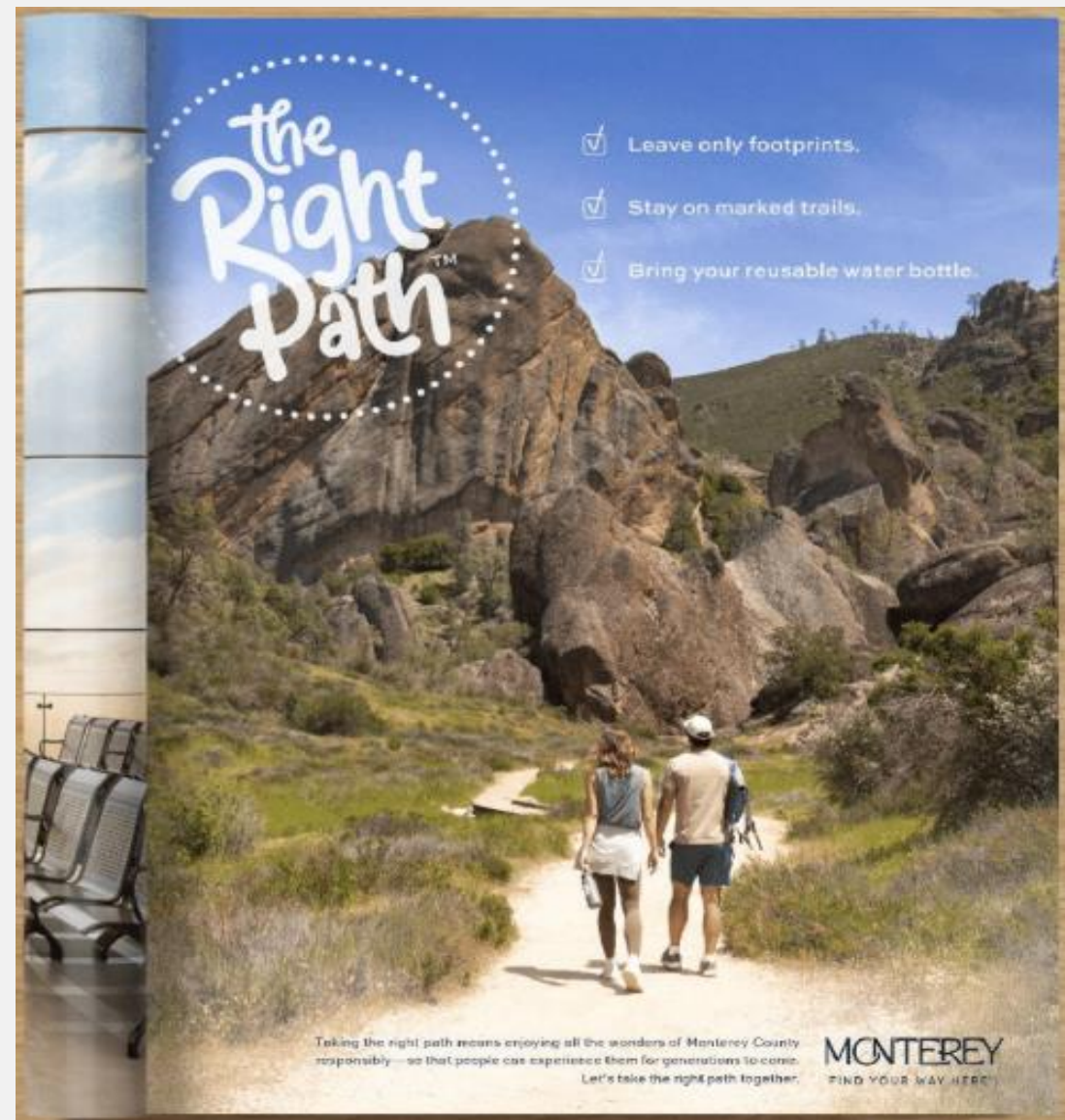


Responsible Travel

The Right Path

The Right Path goes beyond environmental sustainability, incorporating several key elements aimed at minimizing negative impacts and enhancing positive outcomes.

- Environmental Stewardship
- Cultural and Community Respect
- Support for Local Businesses
- Respect for Local Communities Education and Awareness



MCT 2030

Quality of Place

“If you build a place where people want to live, you will build a place where people want to visit.

When you build a place where people want to live and visit, you will build a place where people want to work.

If you build a place where people want to work, you will build a place where business has to be.

If we build a place where business has to be, we will be back to building a place where people want to live and to visit.”



Thank you