



See Monterey Appoints Senior Conference Sales Manager to Enhance Destination's Innovative Growth Strategy

Monterey County encourages group travel from new markets in tandem with sustainable tourism initiatives

Monterey, Calif., December 5, 2023 – [See Monterey](#), the tourism board promoting Monterey County as an inspiring coastal destination, today announced the appointment of Michele Pearce as the new senior conference sales manager. With nearly 20 years of industry experience, Pearce will serve as a key member of the See Monterey team and support its multifaceted strategy to drive diverse group business to all corners of the destination.

“Coming from a local who has lived here many years, Monterey County is a vast mosaic of California’s best experiences across 12 jurisdictions, where each complements the other,” said Pearce. “Personally and professionally, I’ve always been passionate about introducing our inspiring destination to visitors, and am thrilled to delve into new markets to share our inspiring capabilities for groups.”

As senior conference sales manager, Pearce will help drive corporate meetings and events business to Monterey County, pushing high-value compression group business to hotels and hospitality partners throughout the destination. Monterey County’s plethora of diverse lodging and pursuits cater to travelers visiting for meetings and conferences, who tend to stay longer, do more and, according to a recent study, spend 158% more than leisure travelers. With rising competition for meetings both small and large, Pearce’s appointment cements See Monterey’s strategic focus on groups that benefit and drive visitors throughout the entire destination.

“Bringing on Michele is part of a strategic shift for See Monterey,” said Rob O’Keefe, president and CEO at See Monterey. “We’ve expanded our scope with sales offices in Chicago and Dallas and we’re focusing more on corporate and national association business; she is the key to not only securing the leads but converting them to booked business.”

While larger group business has historically been fixated around the City of Monterey anchored by the LEED® Platinum-certified Monterey Conference Center and the Hyatt Regency Conference Center, group business benefits every corner of the county, even parts of the destination that are not immediately connected.

“We often see group travelers stay in the City of Monterey for a conference and then extend their stay and book a room in Carmel Valley, Marina or Pebble Beach,” said O’Keefe. “Michele’s position is not only to close business but to be another See Monterey concierge to promote all parts of the County.”

Group travelers often arrive early or stay later to enjoy various parts of the destination, from exploring the renowned Monterey Bay Aquarium with their family to hiking the numerous shorelines and beaches, spectacular parks and challenging trails across Monterey County. Across Monterey's 12 jurisdictions – from Big Sur to Moss Landing to Salinas Valley – there are 99 miles of prime Pacific coastline, 45,000 acres of premium vineyards, over 65 tasting rooms, 82 wineries, 28 golf courses including the famed Pebble Beach Golf Links, hillside elevations of over 5,500 feet and more than 220 lodging properties ranging from ultra-luxury to affordable comfort. With a northern border approximately 100 miles south of San Francisco and direct flights from Denver, Dallas, Seattle, Las Vegas, Los Angeles, San Francisco, Seattle and Phoenix, Monterey is an accessible and inspiring destination for groups of all backgrounds with diverse interests.

For more information on Monterey County, visit www.MeetInMonterey.com.

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About See Monterey

See Monterey is a 501c6 non-profit organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. See Monterey is a partnership of the hospitality community and local governments that aims to generate community prosperity and enrich economic vitality for Monterey County through the responsible promotion and growth of the tourism economy. Travel spending in Monterey County was nearly \$3 billion in 2022, supporting 25,370 jobs and generating \$307 million in state and local tax revenue that directly benefited the community. For more information, visit SeeMonterey.com and follow us on [Facebook](#), [Instagram](#) and [X](#) (Twitter).

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