

MONTEREY MEETINGS

A L L I N S P I R E D

Monterey County, California Is 'All In' On New Meetings Campaign

Bold marketing campaign from Monterey County CVB aims to boost awareness, expand target markets

Monterey, Calif., November 4, 2021 – In an effort to accelerate its economic recovery, Monterey County Convention and Visitors Bureau (CVB) is launching a new advertising and marketing campaign to raise awareness and generate renewed interest in the picturesque destination located on California's central coast. The campaign, named "All In," showcases Monterey County's stunning scenery and outdoor meeting options to encourage groups to plan an inspired meeting or event. The campaign also incorporates a new meetings logo, branding elements and tagline, "All Inspired."

"People are looking forward to meeting face-to-face again, and Monterey County offers both a safe and stunning environment to do that," said Chris Sommers, board chair at Monterey County CVB and managing director at Monterey Plaza Hotel & Spa. "Monterey County is the kind of place where feeling inspired is an indelible part of who we are, but it's not just the place, it's the people. Monterey County's hospitality industry is wholly invested - 'All In' - in making every meeting an inspired experience for business to get done."

In addition to its beautiful setting, Monterey County is well equipped to host meetings of all sizes and types safely, responsibly and sustainably. The destination boasts 224 lodging properties, including more than 20 that have diverse facilities that can easily welcome groups from 10 to 1,500 attendees. Many lodging properties offer outdoor spaces with coastal or mountain views, and other event venues – including world-renowned golf courses and a variety of winery settings – add to the options for meeting planners seeking expansive, open-air spaces. Monterey Conference Center (newly certified LEED® Platinum), also includes outdoor patios for breakout sessions and direct access to Monterey's downtown district including outdoor adobes, beach access and a multitude of restaurants all within walking distance.

"Monterey County is a destination that inspires creative thinking," said Rob O'Keefe, president and CEO at Monterey County CVB. "From brainstorming on the beach to conceptualizing after wine tasting – it's easy to see how these all-inspired moments have built a legacy of hosting some of the world's most recognized organizations and leaders."

The campaign highlights notable aspects of how the destination is "All In," including:

ALL INNOVATIVE highlighting Monterey County's forward-thinking [health and safety efforts](#), legacy of thought leaders (including being the inception location for TED Talks), and hybrid technology, such as the new CANVAS Studio technology platform at the Monterey Conference Center – all of which are reimagining meetings and conventions. The Monterey Conference Center's new LEED® Platinum certification, recognizes the facility's sustainability efforts impacting indoor air quality, energy, water usage and more. It is one of only a few conference and convention facilities in North America to boast this highly coveted certification.

ALL INCREDIBLE, showcasing the truly one-of-a-kind experiences available, from rugged adventures like the Land Rover Experience at Quail Lodge & Golf Club to sophisticated (and sustainable) cuisine in unexpected spots like Monterey Bay Aquarium.

ALL INVITED, signifying Monterey County's inclusive approach targeting all types and sizes of meetings and conventions, from Asilomar Conference Grounds' 17,000 square feet of meeting space and beachfront access to more historic spaces like La Playa Carmel's outdoor courtyard and The Barns at Cooper Molera, with its renovated barns from the 1800s and stunning manicured grounds..

ALL INHALE, a nod to the destination's fresh air, wide-open spaces and invigorating natural energy. From Folktale Winery & Vineyard's 15 acres of sustainably-farmed gardens along the Carmel River to Carmel Valley Ranch's 500-acre oasis packed with exhilarating experiences like hiking, equine and farm animal activities, archery and more, there are plenty of places and ways to recharge and inspire attendees.

"We are excited to reintroduce the West Coast and Southwest markets to Monterey County with this new campaign, and even more eager to show Midwest and East Coast markets what the destination has to offer in terms of meetings," said Teresa Savage, vice president of business development at Monterey County CVB. "The destination's investment in the highest health and safety protocols are perfectly paired with its award-winning food and wine, diverse lodging, incredible venues and facilities, and all-inspiring destination attractions. We are ready to help get groups back for their best meeting yet."

The All In campaign is now live, reaching meeting planners in Monterey's priority markets across the country. Key components of the campaign include new branding and visuals, digital advertising including an online video showcasing a new [destination reel](#), placements in key print publications and on-site activations at tradeshow and events.

For more information on Monterey County and how to book an all-inspired meeting in 2021 and beyond, visit www.MeetInMonterey.com.

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ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU

The Monterey County Convention & Visitors Bureau (Monterey County CVB) 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. The MCCVB is a partnership of the hospitality community and local governments that aims to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to its guests, members and the community. Travel spending in Monterey County was \$3.24 billion in 2019, representing a 3.3 percent increase from 2018. This \$3.24 billion in visitor spending supported 27,120 jobs, contributed \$296 million in total taxes and generated \$153 million local tax dollars that directly benefited the community. For more information, visit www.SeeMonterey.com and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

Media Contact

Rachel Dinbokowitz

Rachel@SeeMonterey.com

831-657-6434