



MEDIA CONTACT

Rachel Dinbokowitz

rachel@seemonterey.com

831-657-6434

**Monterey County Convention and Visitors Bureau
Receives CalTravel 2019 Sustainability Advocate Award**

Monterey, Calif., September 17, 2019 – On Thursday, September 12, Monterey County Convention and Visitors Bureau (Monterey County CVB) was honored with the Sustainability Advocate Award for 2019 by the California Travel Association at their annual ‘CalTravel’ Summit. Monterey County CVB received this prestigious award for its industry-leading work that has set an example for inspiring responsible travel. CalTravel is the statewide association representing destination marketing organizations (DMOs), travel associations, transportation companies and other associations and businesses in the travel and hospitality industry.

Monterey County CVB began promoting responsible tourism in 2015 through its Sustainable Moments initiative. The program is a call-to-action by the organization’s leadership team to help ensure that the natural beauty of Monterey County is respected and preserved for its visitors and residents.

“While our community has long been a leader in sustainable practices, our organization sought to educate visitors on how to travel responsibly,” said Rob O’Keefe, interim president and CEO at Monterey County CVB. “A successful tourism economy hinges upon a careful balance between providing visitors with inspiring experiences they desire while preserving and maintaining quality of life for residents. Sustainable Moments encourage guests to respect the beautiful destination that many of us call home, to stay safe during their trip and ‘leave no trace’ by being mindful of our environment.”

Monterey County CVB created a variety of informational resources both online and through collateral for residents, businesses and travelers that focus on conservation, safety and convenience practices. These tools aid to create awareness both before and during a visitor’s experience. The destination also actively promotes responsible travel messaging through advertising during marquee events and peak travel times.

“We are honored that our work and passion in promoting responsible tourism has been recognized by CalTravel,” said O’Keefe. “We hope awards like this inspire other destinations to follow suit as we continue to seek ways to strike a balance within our core mission—driving the economic benefits of tourism while maintaining a pristine place to live for residents.”

For more information on Monterey County CVB, Sustainable Moments, and to plan and book a visit to Monterey County, visit www.SeeMonterey.com.

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Monterey County Convention and Visitors Bureau (Monterey County CVB) is a 501c6 organization that drives tourism for Monterey County. The county includes Big Sur, Carmel-by-the-Sea, Carmel Valley, Del



Rey Oaks, Marina, Monterey, Moss Landing, Pacific Grove, Pebble Beach, Salinas, Salinas Valley, Sand City and Seaside. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The Monterey County CVB 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 our guests, members and the community. Travel spending in Monterey County was \$2.98 billion in 2018, representing a 5.8 percent increase from 2017. The \$2.98 billion in visitor spending supported 25,190 jobs, contributed \$271 million in total taxes and generated \$135 million local tax dollars that directly benefited the community. For more information, visit www.SeeMonterey.com and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).