

# SEE MONTEREY

## Talking Points

### Diversity of Monterey County

- Monterey County is nestled along California's central coast, offering 99 miles of stunning coastline along Highway 1.
- The region boasts a diverse landscape, from majestic redwood forests to verdant valleys and pristine coastlines.
- These natural wonders provide an immersive blend of beauty that inspires visitors to explore and connect with the environment.
- Monterey County offers a wide range of activities to cater to all types of travelers.
- From moments of tranquility to thrilling adventures, the region fosters a sense of discovery and exploration for everyone.

### Outdoor Enthusiast's Paradise

- Monterey County is a playground for nature lovers with hidden vistas and unspoiled landscapes.
- Wildlife excursions, the Monterey Bay Aquarium and the chance to spot unique creatures like California condors and marine life are abundant in Monterey County.
- Soft adventurers can enjoy leisurely electric catamaran tours of Elkhorn Slough and short cliffside and river walks in Big Sur.
- Big adventurers can dive underwater amongst the kelp forests, skydive over the pristine Monterey Bay and kayak alongside the sea otters.

### Wellness Escapes

- Wellness travelers connect with themselves in mind, body and spirit through a breadth of different experiences.
- Wellness retreats in Monterey County provide rejuvenation in a natural setting, nurturing the body and spirit.
- Immersive and alternative wellness experiences in Big Sur and Carmel Valley, or indulge in luxury experiences and spas.

### Rich Cultural History

- The county has a storied past with historic sights to explore.
- Visitors can relive the history of Cannery Row, Old Fisherman's Wharf and the artistic charm of Carmel-by-the-Sea.
- Literary enthusiasts can delve into the life and works of John Steinbeck at the National Steinbeck Center in Salinas.

### Culinary, Wine & Craft Beer Scene

- Culinary experiences in Monterey County are inspired by the coast and feature locally sourced ingredients.
- The region offers a wide variety of dining options, from Michelin-starred restaurants to casual seafood eateries and family-owned Mexican restaurants.
- Monterey County's viticultural heritage is evident in its vineyards and wineries in Carmel and Salinas Valleys.
- The area is renowned for its Chardonnay production and offers hands-on winemaking experiences.
- The vibrant local beer scene includes numerous craft breweries, offering a diverse range of brews that capture the creative spirit of Monterey County.

### **Family Travel**

- Monterey County is a destination that fosters family connections and creates lasting memories for all. Whether it's exploring the outdoors, enjoying cultural experiences or dining together, the region is a place for connecting with loved ones.
- Explore interactive exhibits at the internationally recognized Monterey Bay Aquarium, where kids can marvel at marine life and learn about ocean conservation, or head to the inclusive and accessible Orchard Lane Park in South County.
- For educational experiences, the National Steinbeck Center in Salinas is a great destination where families can gain insights into the life and works of the iconic American author John Steinbeck.
- Experience family-centric accommodations that offer amenities and services tailored to families and kid-friendly activities, ensuring a comfortable and enjoyable stay.