

A scenic photograph of two women sitting on large, light-colored rocks by the ocean. The woman on the left is wearing a purple long-sleeved shirt and dark pants, and the woman on the right is wearing a teal puffer jacket and black pants. They are both looking towards the ocean and smiling. The background shows a coastline with houses and trees under a sunset sky with soft orange and blue tones. A large white arrow graphic points from the text towards the women.

Now is the
Moment

LEISURE CAMPAIGN REFRESH
FALL 2021

MONTEREY
CALIFORNIA

GRAB LIFE BY THE MOMENTS



MCCVB'S VISION:
Inspire travelers to experience our
extraordinary destination responsibly.

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PURPOSE

This toolkit is designed to educate, unite and align the Monterey County tourism and hospitality community in our marketing recovery efforts.

Together, through collaborative and coordinated efforts, our industry can accelerate the rate of economic recovery for the County.

Included here are assets and ideas that will help your business leverage the continuation of our “Now Is The Moment” recovery campaign this fall.

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CAMPAIGN FOCUS

Where the Spring 2020 campaign focused on the collective post-pandemic need to get out, the refreshed campaign is all about arrival.

You're here and ready to experience all things Monterey County, and you're here for one heck of a memorable time. Now is the Moment to embrace the unique experiences and natural beauty of Monterey County.



PROGRAM OVERVIEW

Leveraging a strategic mix of paid, owned and earned media, “Now Is The Moment” aims to drive travel intent in key markets by amplifying inspirational messaging that speaks to Monterey County moments.

The fall campaign launches in October and will run through December.

Layered media

- Spot Market TV
- Streaming TV: Over-the-Top (OTT) & Connected Television (CTV)
- Online Video Advertising
- Paid Social & Search
- Digital/Banner Advertising

Target audiences

- Active travel intenders
- Drive Market (San Francisco, Oakland, San Jose, Fresno, Sacramento, Stockton, Modesto, Los Angeles/Long Beach)
- Direct Flight Markets (Dallas, Seattle, Portland, Phoenix, San Diego, Las Vegas)

CAMPAIGN MESSAGING

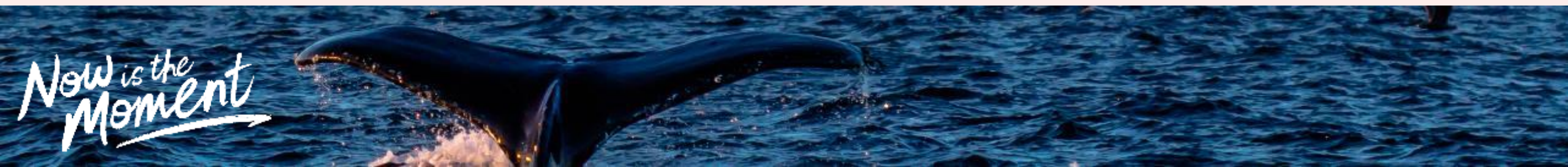
Experience all things Monterey County - the perfect place to grab life by the moments and make new memories.

Key Messages:

Arrive and rejuvenate – Breathe in that salty sea air, dip your toes in sugar white beaches, feel the warmth of California’s famous sunshine and rejuvenate in the most charming and breathtaking setting along California’s Central Coast.

Embrace outdoor adventure, food & wine, and scenic beauty – Discover unexpected adventures to grab your moment including outdoor recreation for every skillset, mouthwatering culinary finds paired with award-winning wines, immersive cultural experiences and renowned scenic drives.

Welcoming and friendly – Feel at ease in a welcoming and friendly destination with the highest health and safety protocols in place so that you can enjoy the much needed vacation you deserve.



ASSET OVERVIEW

The campaign explores how Monterey County is open, epic and as inspiring as ever. Be transported from the everyday grind to a wonderland of striking coastline, secluded forests, and amazing culinary experiences throughout Monterey.

The following assets are available for you to use on your owned and earned channels:

- Television/CTV Commercial: [“Now Is The Moment” :30](#)
- [Photography Library](#) (Password: [_seemonterey2019](#))

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USAGE RIGHTS

As a part of the Monterey County tourism and hospitality community, you may use these photo and video assets in your owned channels including websites, social media, email and limited collateral. You may use assets in your earned channels including PR and travel trade. Assets may not be used in paid media channels including but not limited to broadcast, print, digital and out-of-home advertising. Assets may not be modified from their original form. Usage expires on April 1, 2024.

For access to files or usage questions, please contact
Hoku@SeeMonterey.com

A group of seals is floating in the ocean. The water is a deep blue with gentle ripples. The seals are of various shades of brown and tan. One seal is in the foreground, looking towards the camera. Another is slightly behind it, and a third is further back. A fourth seal is visible on the left side of the frame, partially obscured. The overall scene is peaceful and natural.

CAMPAIGN LANDING PAGE
SeeMonterey.com/NOW

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CONTENT CALENDAR

MCCVB's engagement strategy aligns with brand content pillars, industry trends, research and partner activity.

Want help amplifying your content?

Reach out to Marketing@SeeMonterey.com to learn more about blog submissions that receive an average of 35K views a month and reach an audience of 215K+ on our social media channels.



MONTEREY MCCVB	Integrated Content Calendar FY 2021-2022		
Content Flighting	October	November	December
		Q2	
	Winter: Holiday Travel, Winter Wildlife		
Events	<ul style="list-style-type: none"> - Now is the Moment 10/4 - Sea Otter Classic 10/7-10 - Carmel Bach Fest 10/23-11/5 	<ul style="list-style-type: none"> - Big Sur Food & Wine 11/4-6 - Velocity Invitational 11/11-14 	
Holidays	<ul style="list-style-type: none"> - California Farmer Month - Indigenous Peoples Day 10/11 - Halloween 	<ul style="list-style-type: none"> - Dia de los Muertos 11/1-2 - Veteran's Day 11/11 - Thanksgiving - Black Friday 	<ul style="list-style-type: none"> - Christmas - New Years Eve
Fahlgren PR Calendar	<ul style="list-style-type: none"> - The Latest in Luxury / Resorts Roundup - Unique Monterey County Gifts 	<ul style="list-style-type: none"> - Best Places to Golf in Monterey County 	<ul style="list-style-type: none"> - New In 2022 - Wellness Experiences in the New Year
VCA PR Calendar	<ul style="list-style-type: none"> - California's Holiday Spirit - Thanksgiving and Gratitude - Winter in California 	<ul style="list-style-type: none"> - New Year's Eve - California's Sustainable Wineries 	<ul style="list-style-type: none"> - Wellness and Detox Travel - Diversity Across California's Tourism Businesses - What's Old and Still Worth Visiting
VCA Travel Stories Content	<ul style="list-style-type: none"> - Halloween Haunted Destinations/Events - Road Trips 	<ul style="list-style-type: none"> - Culinary 	<ul style="list-style-type: none"> - Holiday Focus
Attractions	<ul style="list-style-type: none"> - Spooky destinations - Monarch Butterfly Sanctuary 	<ul style="list-style-type: none"> - 7 Hikes to Take Your Breath Away 	<ul style="list-style-type: none"> - Christmas on the Coast - Pinnacles National Park
Outdoor Activities	<ul style="list-style-type: none"> - Biking, Camping 	<ul style="list-style-type: none"> - Winter Surf 	<ul style="list-style-type: none"> - Outdoor Wellness Activities
Arts, Culture & History	<ul style="list-style-type: none"> - Carmel Mission 250th Anniversary 	<ul style="list-style-type: none"> - Monterey Walking Tours - Handcar Tours 	<ul style="list-style-type: none"> - Local Holiday Gift Guide
Family	<ul style="list-style-type: none"> - Outdoor Family Activities - Velocity event Laguna Seca 		<ul style="list-style-type: none"> - Family Holiday
Food & Wine	<ul style="list-style-type: none"> - Big Sur Food & Wine - National Seafood Month - Harvest Fest 10/30 	<ul style="list-style-type: none"> - Craft Beer and Breweries 	<ul style="list-style-type: none"> - Outdoor Dining with a View
Wildlife	<ul style="list-style-type: none"> - Monarch Butterflies 	<ul style="list-style-type: none"> - Winter Wildlife 	<ul style="list-style-type: none"> - Tidepooling
Sustainable Travel	<ul style="list-style-type: none"> - Agriculture 	<ul style="list-style-type: none"> - Sustainable Big Sur 	<ul style="list-style-type: none"> - Planning Ahead for 2022
Promotions, Sweeps	<ul style="list-style-type: none"> - Business Promotions, Deals & Specials 	<ul style="list-style-type: none"> - Holiday Specials 	<ul style="list-style-type: none"> - Holiday Specials
Group Meetings	<ul style="list-style-type: none"> - Book Now Promotion 	<ul style="list-style-type: none"> - ALL INSPIRED - Book Now Promotion 	<ul style="list-style-type: none"> - ALL INSPIRED - Book Now Promotion Ends
Luxury	<ul style="list-style-type: none"> - Glamping 	<ul style="list-style-type: none"> - Luxury Food & Wine experiences 	

[Click](#) to view full-screen calendar.

ACTIVATION OPPORTUNITIES & THOUGHT STARTERS

“Now is the Moment” shows people enjoying Monterey County’s inspiring wide-open spaces. You are encouraged to spread the inspiration and engage your audiences by:

- Asking them to share a picture of themselves in the moment during their Monterey County visit using #SeeMonterey.
- Creating your own series of “Now is the Moment” content like “Now is the moment to take in this view,” to showcase your unique experiences and epic views.
- Sharing limited-time offers to inspire travelers to visit **now**. For example, offer a mid-week lodging discount that is only available when you mention “Now is the Moment.”





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RESPONSIBLE TRAVEL

MCCVB is committed to promoting responsible travel, not just through our marketing campaigns, but in all messaging. Monterey County's tourism and hospitality community is working hard to adhere to all current health and safety protocols. Travelers need to do the same. Local businesses are asked to encourage safe and responsible travel to Monterey County in their own messaging.

Safety guidelines include:

- Mask up as needed
- Stay home if you feel ill
- Leave no trace behind
- Camp responsibly and no illegal campfires
- Respect the destination and others

Visit our [Responsible Travel](#) page for details, tools and resources that will help you promote this important message, including complimentary downloadable signage.

CAMPAIGN QUESTIONS

Paid Media & Creative: Leslie Chavez, Leslie@seemonterey.com

Earned Media & Public Relations: Rachel Dinbokowitz, Rachel@seemonterey.com

Social Media & Asset Access: Hōkū Young, Hoku@seemonterey.com

