



Extensive Renovations Put Monterey County, Calif. On The Map For 2021 Meetings and Beyond

Hotels offer refreshed accommodations and enhanced safety and cleanliness procedures

Monterey, Calif., January 21, 2021 – Despite weathering a challenging year, particularly for meetings and conventions, [Monterey County Convention and Visitors Bureau](#) (Monterey County CVB) announces a comprehensive list of hotel property renovations completed recently or set to open in the coming weeks. Features added or refreshed include everything from room décor and in-room technology to new onsite eateries and celebrity-designed golf courses.

“While statewide COVID-19 restrictions prevented our properties from actually hosting meetings during most of 2020, hotel and event space officials were able to spend time updating their facilities and strategically planning for the future of the meetings industry in Monterey County,” said Teresa Savage, vice president of business development, Monterey County CVB. “With a vaccine in motion and public confidence in business travel slowly increasing, we are ready to welcome meeting and group attendees when the time is right.”

In addition to extensive renovations, multiple Monterey County properties have secured the Global Biorisk Advisory Council (GBAC) STAR Facility Accreditation, which recognizes facilities that have the work practices, procedures and protocols in place to prepare, respond to and recover from outbreaks and pandemics. Accredited facilities must meet 20 GBAC STAR Program Elements, ranging from comprehensive cleaning and disinfection protocols to infection disease prevention measures. In Monterey County to date, Monterey Conference Center, Hyatt Regency Monterey Hotel & Spa and Carmel Valley Ranch have earned this industry gold standard. Additionally, one of Monterey Conference Center’s sales professionals is now certified as a Pandemic Compliance Advisor (PCA) for Meeting & Event Professionals – further enhancing the site’s pandemic preparedness and expertise.

“While health and safety are always top priorities for our guests, operating during a global pandemic certainly makes peace of mind even more vital for those staying away from home,” said Kevin Ellis, general manager at Hyatt Regency Monterey Hotel & Spa and board chair at Monterey County CVB. “Monterey County hotel properties, as a whole, have gone above and beyond what is required to ensure that guests feel confident traveling to the area and staying in our properties. At Hyatt Regency Monterey Hotel & Spa, we’re even prouder to have taken those efforts a step further with the GBAC STAR Facility Accreditation.”

Specific facility updates and health and cleanliness efforts in Monterey County include:

- A multi-million-dollar renovation at [Hyatt Regency Monterey Hotel & Spa](#), which includes redesigns of the lobby, guest rooms, suites and exterior landscaping, as well as the addition of two new spaces set to open in the spring: Central Coast Provisions, a market-style shop, and Sea Root Restaurant, an onsite eatery. The overall renovation helps to blur the lines between indoor and outdoor spaces, creating a relaxing and luxurious experience for guests. Considered Monterey County’s largest meetings hotel with 40,000 square feet of event space and 560



rooms, Hyatt Regency received GBAC STAR Facility Accreditation and appointed a Hygiene and Wellbeing Champion to oversee health and sanitation efforts.

- [Monterey Marriott](#), located in the heart of historic downtown Monterey and connected to the Monterey Conference Center, recently completed a multi-million-dollar guest room renovation. All 341 guest rooms and suites offer guests a modern coastal California experience with a new design that incorporates a cool and calming palette of ocean blues and grays along with contemporary finishes, sophisticated artwork and unique architectural touches that reflect Marriott's modern aesthetic. Marriott has a 90-year-long tradition of service excellence and commitment to cleanliness. The Monterey Marriott honors that tradition by providing guests with a safe environment and has implemented expert and government approved protocols as part of Marriott International's global [Commitment to Clean](#) program.
- [Portola Hotel & Spa](#), just minutes away from historic Old Fisherman's Wharf and connected to the Monterey Conference Center, recently completed a multi-million-dollar room renovation featuring coastal inspired accommodations with modern, timeless interiors and upgraded amenities. The guest room design, created by RoseBernard Studio, recalls the Hispanic roots of Monterey by incorporating the palettes and patterns of the region's earliest settlers. The design honors the coastal city's history, simultaneously elevating the property to meet the needs of today's travelers. The hotel has instituted a Health and Sanitation Program following recommended guidelines from the Centers for Disease Control and Prevention (CDC), World Health Organization (WHO), Occupational Safety and Health Administration (OSHA), California Department of Public Health (CDPH) and the Monterey County Department of Public Health.
- In Carmel-by-the-Sea, [L'Auberge Carmel](#) – known for its European-style, boutique luxury accommodations and site of the central coast's only Michelin-starred restaurant, [Aubergine](#) – is updating its onsite kitchen with new walk-in and wine refrigerators, revived undercounter refrigerators, a new oven and modernized flooring. The hotel has added additional [wellbeing efforts](#) in accordance with the CDC and additional governmental authority guidelines.
- Set to reopen in January 2021, the boutique [Casa Palmero](#) at Pebble Beach Resorts, known as a "resort-within-a-resort," offers luxurious Mediterranean-inspired design sensibility. Tucked below the first and second holes at Pebble Beach Golf Links, Casa Palmero is an elegant and intimate estate with 24 private rooms. Pebble Beach Resorts also has launched a new [Health & Sanitization Program](#) in response to the COVID-19 pandemic, implementing actions like temperature testing and health screenings of all employees at shift starts; reducing touch points for guests and staff, and frequent disinfection of unavoidable touch points; and requiring staff use of personal protective equipment (PPE) at all times. Additionally, Pebble Beach Company is slated to open a [Tiger Woods designed short course](#) in spring 2021 including nine par-3 holes; a 20,000-square-foot putting course; and a 5,000-square-foot food and beverage venue with



indoor and outdoor seating and the resort's largest patio, overlooking the new course, Carmel Bay and Point Lobos.

For more information on Monterey County and how to book a transformative 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](#).

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