

MONTEREY

MEETINGS

INSPIRATION MEETS HERE

GROUP & MEETINGS CAMPAIGN TOOLKIT
FALL 2024

THE PURPOSE OF THIS TOOLKIT IS TO:

- Share See Monterey's new Monterey Meetings brand identity and "Inspiration Meets here" campaign.
- Ensure See Monterey and Monterey County businesses catering to the group and meetings market are conveying unified messaging.

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BRAND IDENTITY

Naturally Connected. This is the foundation that the new See Monterey brand is built upon. It's not just the natural beauty, a wide range of accommodations, coastal cuisine or world-class events that make Monterey County special. It's all of it. It's all here, and it's all connected.

Monterey County is a place where great meetings happen naturally. Where epic landscapes and cutting-edge venues come together. Where world-class accommodations are found next to world-renowned attractions. Where an unbeatable event is followed by unforgettable team-bonding. Bring your event to Monterey County. Because inspiration meets here.

New attributes include a new logo and tagline: "Inspiration Meets Here"

The new logo and updated brand guidelines can be found [HERE](#).



"INSPIRATION MEETS HERE" CAMPAIGN CONCEPT

Every story of success, every goal reached, and every motivated team member starts with a little inspiration. In Monterey County, that's built into every event. It's in the jaw-dropping backdrops; the cutting-edge venues; the unforgettable post-meeting activities. So bring your team to Monterey – because inspiration meets here.

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PROGRAM OVERVIEW

Leveraging a strategic mix of paid, owned and earned media, "Inspiration Meets Here" aims to attract meeting planners by showcasing Monterey County as a unique, memorable and effective venue. It highlights the destination's compelling visuals and communicates that Monterey County offers inspiring meeting and conference experiences that drive attendance, boost productivity, and spark innovation.

Layered media

- Digital incl. Paid Search, Social, Display and Retargeting
- Online Video Advertising
- Key Print Publications
- Press Release and Media Pitching
- On-site Activations at Tradeshows and Events
- Updated landing page for MeetInMonterey.com

Target audiences

- Corporate | Association | Incentive Meeting Planners in direct flight markets and Chicago, DC + NYC

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MONTEREY CONFERENCE CENTER CAMPAIGN EXTENSION

Support branding & awareness of the Monterey Conference Center and downtown Conference Connection hotels and business in alignment with the “All In” campaign.

The layered media approach includes:

- Digital incl. Paid Search, Social, Display and Retargeting
- Online Video Advertising
- Key Print Publications
- Press Release and Media Pitching
- On-site Activations at Tradeshows and Events
- Updated landing page on MeetInMonterey.com

Target audiences include:

State | Regional | National
Association Meeting Planners & Decision Makers

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CAMPAIGN MESSAGING

New Monterey Meetings Brand Identity

- **Brand Introduction:** “Naturally Connected” embodies not just the natural beauty of Monterey County but the holistic experience the destination offers.
- **Uniqueness:** Defining the Monterey County experience for meetings are its diverse range of accommodations, cutting edge venues, exceptional coastal cuisine and world-class events.
- **Unmatched Experience:** From renowned, centrally located accommodations to unrivaled team-building experiences (road rallies, coastal hikes, foraging), Monterey County will leave a lasting impression for attendees.

“Inspiration Meets Here” Campaign

- Inspiration Meets Here is a celebration of the unique motivational experiences Monterey County offers.
- Every story of success starts with inspiration; Monterey County is designed to spark creativity and motivation for teams.
- Monterey County has unique features including stunning backdrops and cutting-edge venues that cater to modern meeting needs.
- A wealth of post-meeting activities that foster team building and relaxation will enhance the overall event value for both planners and attendees alike.
- Create lasting connections among teams through shared, inspiring experiences while offering opportunities for networking and collaboration.

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ASSET OVERVIEW

The campaign explores how Monterey County is a place to feel inspired, with images and videos showcasing both recognized locations and nontraditional venues, shots of quintessential coastal scenery and inspiring inland locales.

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

- [“Inspiration Meets Here” Long Form](#)
- [Photography Library](#) (Password: SeeMonterey2024) > Group > Inspiration Meets Here
- [New logo and updated brand guidelines](#)

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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.

Please credit www.SeeMonterey.com

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DESTINATIONS MEETINGS GUIDE



Monterey County is a place where great meetings happen naturally. Where epic landscapes and cutting-edge venues come together. Where world-class accommodations are found next to world-renowned attractions. Where an unbeatable event is followed by unforgettable team-bonding. So bring your event to Monterey County. Because inspiration meets here.

Why Monterey?

LOGGING VARIETY With over 220 lodging facilities and over 11,000 rooms you will find a wonderful variety of venues for all budgets and service levels.

YEAR-ROUND ATTRACTIONS

Attendees can enjoy whale watching, the Monterey Bay Aquarium, over 20 public and private golf courses, including world-renowned Pebble Beach Golf Links, and several world-class annual golf, automotive, music, art and culinary events.

AWARD-WINNING FOOD & WINE Enjoy farm-to-table sustainable produce, fresh seafood and wines from more than 175 vineyards, over 60 wineries and tasting rooms and 32 varietals.

STUNNING LANDSCAPE The land is marked with extraordinary natural beauty from Pinnacles National Park to the rugged Big Sur coastline.

MILD WEATHER With consistently mild climate, an average temperature of 60°F, you can plan your event with confidence that the weather will cooperate.

SUSTAINABLE DESTINATION We take personal responsibility to protect Monterey County's natural assets and can provide CSR opportunities for your group to help as well.

DESTINATION EXPERTS Whatever your need or desire, our team will work with you to craft your most inspirational meeting yet.

EASY TO GET TO Monterey is easy to get to with 500+ direct flights to the Monterey Regional Airport (MRJ). It's also only a couple hours' drive from San Francisco and Silicon Valley, or a scenic five-hour trip from Los Angeles.



Inspiring Offsite Venues

Monterey County has meeting and offsite facilities that will accommodate groups from 10 to 1,000. Enhance your meeting with breakouts and meals at offsite venues. The area has restaurants offering large group facilities as well as other types of unique venues like Monterey Bay Aquarium, Monterey Beach House, The Barns at Cooper Molera, Folk Tale Winery, and Memory Gardens available for food and beverage functions, meetings or gatherings.



BIG SUR | CARMEL-BY-THE-SEA | CARMEL VALLEY | MARINA | MONTEREY
MOSS LANDING | PACIFIC GROVE | PEBBLE BEACH | SALINAS | SALINAS VALLEY
SAND CITY | SEASIDE | SOUTH COUNTY

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There are over 500 direct and 1-stop flights to Monterey County from most U.S. and international cities.

Getting Here
Monterey is easy to get to with 500+ direct flights to the Monterey Regional Airport (MRJ). It's also only a couple hours' drive from San Francisco and Silicon Valley, or a scenic five-hour trip from Los Angeles.

Driving Time From...

San Jose	1 hr
SF/Oakland	2 hrs
Sacramento	3 hrs
Los Angeles	5 hrs

Meeting Facilities

Monterey County has a variety of meeting facilities, from conference centers to hotels with meeting space to unique offsite locations sure to wow your attendees. The lodging properties listed here can accommodate meetings of 200 or more people.



*Luxury properties bolded

	rooms	large indoor sq footage	total indoor sq footage	outdoor space
Allie Ventana Big Sur*	58	1,450	1,978	✓
Auilomar Conference Grounds	313	5,703	30,500	✓
Bernardus Lodge & Spa*	73	2,100	4,000	✓
Carmel Mission Inn	165	3,650	6,670	✓
Carmel Valley Ranch*	181	3,378	9,411	✓
Casa Munoz Garden Hotel & Spa	171	2,240	3,775	✓
Embassy Suites Monterey Bay-Seaside	225	8,838	14,921	✓
Hilton Garden Inn	204	4,955	6,841	✓
Hotel Abrego	95	645	932	✓
Hotel Pacific	105	—	—	✓
Hyatt Regency Monterey Hotel & Spa	660	11,970	40,000	✓
InterContinental The Clement Monterey	208	3,284	12,500	✓
La Playa Carmel	75	2,180	3,470	✓
Monterey Conference Center Complex* (includes Hotel Pacific, Marriott Monterey and Portale Hotel & Spa)	625	10,150	40,000 (80,000 w/10,000sq)	✓
Monterey Marriott	341	8,100	16,500	✓
Monterey Place Hotel & Spa	290	3,225	17,000	✓
Monterey Beach Hotel, a Tribute Portfolio Hotel	196	4,500	9,700	✓
Portale Hotel & Spa	379	10,855	40,000	✓
Quail Lodge and Golf Club	94	2,070	6,180	✓
The Inn at Spanish Bay™	260	5,664	16,500	✓
The Lodge at Pebble Beach*	202	4,407	10,000	✓
The Sanctuary Beach Resort	60	850	2,050	✓

Download and use this collateral piece when working with clients to sell the destination and showcase all that Monterey County has to offer.

>> Download the [Guide](#)



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GET INSPIRED & START THE CONVERSATION

Spread the inspiration and engage your audiences by:

- Sharing “Inspiration Meets Here” campaign videos, photos and messaging with your audiences! This collective promotion gives our industry a united voice and will keep Monterey County top-of-mind in a competitive group business market to drive the rate of recovery.
- Asking planners to go to MeetInMonterey.com for inspiration to plan their meeting in Monterey County now and share their experience using [#MeetInMonterey](https://twitter.com/MeetInMonterey) and [#InspirationMeetsHere](https://twitter.com/InspirationMeetsHere).
- Creating your own series of *inspiring* content to showcase the unique experiences and epic views at your venue or property.
- Creating a special or deal for meeting planners to include on our Meeting Planner Promotions page. Incorporate limited-time offers to inspire planners to book now. (We are happy to showcase any offers at any time, just be sure to share them with us!)



A man and a woman are walking together on a brick patio. The woman is pulling a purple suitcase with a plaid bag on top. They are both smiling and holding hands. The patio has a brick wall, a wooden chair, and a small table. There are plants and a railing in the background.

CAMPAIGN LANDING PAGE
MeetinMonterey.com



CAMPAIGN QUESTIONS

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

Earned Media & Public Relations:
Emily Evans,
Emily@seemonterey.com