



Monterey County CVB Launches Next Phase of Group Strategy

Destination invests in expanding staff and markets, adding hybrid offering

Monterey, Calif., September 21, 2021 – Meeting and events business is an important mix to any destination, as attendees tend to stay longer, spend more and fill hotel rooms midweek and during the shoulder seasons when leisure travelers are less active. In a continued effort to reestablish and grow this important business segment, Monterey County Convention and Visitors Bureau (Monterey County CVB) has expanded its business development staff and target markets and invested in new hybrid meetings technology.

“Monterey County has been inspiring meeting planners and business travelers for decades, whether you’re a corporation, association or incentive meeting planner,” said Teresa Savage, vice president of business development at Monterey County CVB. “The destination is easily accessible from major California cities including San Jose and San Francisco, as well as expanded direct flight markets nationwide, and has the facilities and space to accommodate meetings and motivate attendees.”

In 2020, when in-person meetings were paused, Monterey County CVB began reimagining its approach to meetings and conferences. The intentional efforts were meant to maintain awareness and communications with meeting planners throughout the pandemic, allowing an even stronger return when restrictions were lifted. Following the addition of Savage to lead the business development team in fall 2020, the organization recently expanded the staff even further by hiring Richard Hud, a 30-year veteran in sales and hospitality management. Based in Illinois, Hud will help broaden the CVB’s focus to the Midwest and East Coast regions, ripe with incentive companies and industries that host meetings between 300 to 800 attendees: Monterey County’s sweet spot.

“We are thrilled to add industry veteran Rick Hud to our team,” said Savage, vice president of business development at Monterey County CVB. “Rick has extensive relationships within the Midwest and deep relationships in the industry that will give Monterey County a jumpstart in regaining this important market.”

Other investments in Monterey County include the CANVAS technology platform with Immersive Design Studios, which is now available for bookings at Monterey Conference Center. It is the first partnership of its kind with a convention center, and the same service used by well-known life and business strategist Tony Robbins for his immersive events attracting more than 20,000 remote participants. The offering will continue to position Monterey County on the cutting edge of meeting capabilities as the pandemic evolves.

Additionally, since the onset of the pandemic, Monterey County hotels and businesses have enhanced their health and safety protocols, including several hotels and the Monterey Conference Center achieving GBAC STAR™ Facility Accreditation. One of the destination’s greatest assets continues to be its ability to host outdoor meetings and events with its year-round mild climate and wide range of

scenic, open-air venues. The addition of new flight markets and jet services that have been added to Monterey Regional Airport (MRY) over the last six months, making the destination more accessible to longer-haul markets. Direct flight cities include Burbank, Dallas, Denver, Las Vegas, Los Angeles, Orange County, Phoenix, Portland, San Diego, San Francisco and Seattle.

“The groups segment is a critical piece of Monterey County’s traveler mix, which is why we have continued to pursue meeting and event planners and increase promotion of our unique facility, sanitation and technology options over the last 18 months,” said Rob O’Keefe, president and CEO at Monterey County CVB. “We are eager to welcome back both those familiar with Monterey County and introduce our amazing destination to new markets and audiences.”

To incentivize meeting planners to book within the next 10 months, Monterey County CVB is offering a promotion to book and host a hybrid meeting or offsite event. The promotion includes a \$20 credit per actualized room night for groups with 25 to 500 guest rooms that book and actualize a program between Sundays through Thursdays through June 30, 2022. Visit [SeeMonterey.com/BookNow](https://www.seeMonterey.com/BookNow) for more details on how to book.

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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