

2025 ANNUAL EVENTS

MONTEREY

FIND YOUR WAY HERE™

JANUARY

AT&T Pebble Beach Pro-Am
January 29-February 2

One of the most exciting events on the PGA TOUR is contested annually in front of thousands of spectators and millions of television viewers on Monterey County's premiere golf courses.

📍 PEBBLE BEACH RESORTS

MARCH

Jazz Bash By The Bay
March 7-9

The Jazz Bash By The Bay has been a wall-to-wall weekend of traditional jazz and swing since 1980. The festival brings together the many colorful forms of the roots of early jazz: traditional, swing, gypsy, ragtime, blues, zydeco and big bands.

📍 MONTEREY CONFERENCE CENTER

APRIL

**Pebble Beach
Food & Wine Festival**
April 10-13

The West Coast's premier epicurean lifestyle event is back for four days of wine tastings, cooking demos and some of the most exclusive, unique dining opportunities available in the world. 250 acclaimed wineries and 100 celebrity chefs assemble to bring you the culinary experience of a lifetime on one of the most picturesque strips of coastline in the world.

📍 PEBBLE BEACH

Sea Otter Classic
April 10-13

Sea Otter Classic is the largest cycling festival and consumer trade show in North America. It includes a wide variety of bike races and fun rides for every kind, level and age of rider, an expo with more than 250 exhibitors, a product demo area, a ride zone, stunt shows and kids activities.

📍 WEATHERTECH RACEWAY LAGUNA SECA

WhaleFest
April 12-13

WhaleFest Monterey includes fun activities for all ages, musicians, boat displays and dozens of fascinating marine-related exhibits by numerous local organizations.

📍 OLD FISHERMAN'S WHARF



**Big Sur International
Marathon**
April 27

The Big Sur Marathon is 26.2 miles of the most beautiful coastline in the world - and, for runners, the most challenging. At the Expo, participants in the Marathon will pick up their race bibs, goody bags and check out fitness apparel and equipment.

📍 BIG SUR



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MAY

Pacific Grove Good Old Days Celebration

May 3-4

Home to the County's largest arts and crafts show, with over 225 art and food vendors in downtown, a parade down Pine Avenue, live entertainment on four stages, old-fashioned games and contests and lots of family fun.

 LIGHTHOUSE AVENUE PACIFIC GROVE

Motul Course de Moterey Powered by Hyundai N

May 9-11

Showcasing some of the most advanced sports cars and prototypes in endurance racing, battling it out on one of the most challenging circuits in North America.

 WEATHERTECH RACEWAY LAGUNA SECA

Carmel Art Festival

May 16-18

Gallery events, lectures, receptions and demonstrations take place at several art galleries in addition to a plein-air painting competition where final works are showcased on mission street.

 MISSION STREET CARMEL-BY-THE-SEA

California Roots Festival

May 23-25

The California Roots Music and Arts festival is a three-day event packed with live music, fantastic food, refreshing beverages, creative artwork and sustainable practices. Reggae acts from around the globe culminate at the Monterey County Fairgrounds for unforgettable fun.

 MONTEREY COUNTY FAIRGROUNDS

Spartan Race

May 31 – June 1

Located only six miles from downtown Salinas, the park is a vast, sprawling venue covering almost 5,000 acres. With punishing hills, fields and prairies as well as many picturesque, wooded areas, it's easy to understand why this venue is a favorite amongst Spartans.

 SALINAS – MONTEREY

JUNE

Artichoke Festival

TBD

The Artichoke Festival celebrates all things artichoke, featuring cooking demos, art exhibits, a parade and a variety of artichokes (plus veggies) for sale at the farmers' market, prepared in every way imaginable

 MONTEREY COUNTY FAIRGROUNDS



JULY

4th of July Celebrations

July 4

Celebrate Independence Day here in Monterey County, where California was first born! Monterey, Pacific Grove, Carmel-by-the-Sea and Spreckels each throw their own hometown bashes. See details on 4th of July events happening throughout the county on SeeMonterey.com

 MONTEREY COUNTY



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JULY CONT.

MotoAmerica Superbike Speedfest

July 11-13

Enjoy practice and qualifying on Friday plus all-day racing on Saturday and Sunday. Plus, meet the riders in the open race paddock!

 WEATHERTECH RACEWAY LAGUNA SECA

California Rodeo Salinas

July 17-20

The largest rodeo in California is filled with professional rodeo events like team roping, steer wrestling, bull riding and barrel racing, shopping, food (don't miss the churros!) and western performers.

 SALINAS SPORTS COMPLEX



Firestone Grand Prix of Monterey (IndyCar)

July 25-27

The Firestone Grand Prix of Monterey is an adrenaline-packed IndyCar Series race showcasing top drivers from around the world.

 WEATHERTECH RACEWAY LAGUNA SECA



AUGUST

Moss Landing Street Fair

TBD

Enjoy the outdoor market that features antique, vintage, collectible and artisan goods from over 200 booths.

Monterey Pre-Reunion

TBD

Owners of more than 300 historic race cars, most of which are competing days later in the Rolex Monterey Motorsports Reunion, will get valuable track time in a more relaxed and less-crowded environment. A great chance for fans to get up close to these unique cars and watch them perform.

 WEATHERTECH RACEWAY LAGUNA SECA



Rolex Monterey Motorsports Reunion

TBD

The annual Rolex Monterey Motorsports Reunion is a museum revving to life with hundreds of historic and period-correct race and sports cars from nearly every era. Yet, they are not for show. Drivers race them in corresponding run groups to tame the challenging iconic racetrack before thousands of enthusiastic fans.

 WEATHERTECH RACEWAY LAGUNA SECA

Concours D'elegance

August 17

The Pebble Beach Concours d' Elegance is where the world's collector cars meet and compete. Only the 200 best collector cars in the world roll onto the legendary 18th Fairway of Pebble Beach Golf Links, and only a handful of those will receive official recognition for style, technical merit and historical accuracy.

 PEBBLE BEACH RESORTS



MONTEREY 2025 ANNUAL EVENTS

AUGUST CONT.

**PURE Insurance
Championship at Pebble
Beach**
TBD

The PURE Insurance Championship is a PGA TOUR Champions tournament played annually at Pebble Beach Golf Links and Poppy Hills Golf Course. The tournament, impacting The First Tee, is a 54-hole event featuring 78 PGA TOUR Champions players, 78 junior golfers (ages 15-18) from The First Tee and 156 amateurs.

📍 PEBBLE BEACH RESORTS

Monterey County Fair
TBD

Dive into a world of excitement, with thrilling rides, delicious fair food, live entertainment and exhibits..

📍 MONTEREY COUNTY FAIRGROUNDS

SEPTEMBER

West End Celebration
September 19-21

Celebrate arts, music and community at this free, family-friendly event. Discover local artist, listen to live music, savor in delicious food and find local unique crafts.

📍 SAND CITY

**Steinbeck Center's
Annual Street Fair**
TBD

The Steinbeck Center's Annual Street Fair is a free family-friendly event held in Salinas, California, on the 100 block of Main Street. The fair features live music, vintage cars, a ShutterBooth photo booth, games, prizes, activity booths, and more.

📍 SALINAS

Festa Italia
TBD

This beloved family-friendly free event, known for its immersive experience of Italian sights, sounds, food, and culture, provides a memorable celebration for attendees of all ages. Drawing both locals and visitors from the Bay Area and beyond, the festival has become a cherished tradition that highlights the essence of the Italian experience.

📍 MONTEREY

Monterey Greek Festival
TBD

Monterey becomes a part of the Mediterranean as the Monterey Bay Greek Festival takes over Custom House Plaza. While you're munching on dolmades, you can watch traditional dance, listen to music, and even learn a little at a cultural lecture.

📍 MONTEREY

**California International
Airshow Salinas**
TBD

An unforgettable event filled with stunning aerial performances, military flyovers and spectacular aerobatics. Watch top pilots showcase their skills while enjoying interactive exhibits and family-friendly activities on the ground.

📍 SALINAS

Monterey Jazz Festival
September 26-28

The Monterey Jazz Festival attracts all the top names in jazz, and boasts art exhibits, jazz clinics and seminars. The festival features over 500 artists performing on eight stages.

📍 MONTEREY COUNTY
FAIRGROUNDS



MONTEREY 2025 ANNUAL EVENTS

OCTOBER

Monterey Beer Festival TBD

Whether you're a seasoned beer enthusiast or just looking to soak in the lively party atmosphere, the Monterey Beer Festival is a good time. Enjoy beers from around the world and delectable bites.

📍 MONTEREY COUNTY FAIRGROUNDS

Monterey Bay Half Marathon TBD

The half marathon on Monterey Bay takes runners through historic downtown Monterey, over to Cannery Row, down the shore of Monterey Bay, into downtown Pacific Grove, and back along the coast to the grand finish at Custom House Plaza.

📍 MONTEREY

NOVEMBER

Big Sur Food & Wine Festival TBD

Indulge in fantastic food, great wines and exquisite scenery. Local and visiting restaurateurs, resorts and wineries from all over will team up for dinners and tastings at unique Big Sur locations.

📍 BIG SUR



Monterey Bay Half Marathon TBD

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📍 MONTEREY

DECEMBER

Christmas in the Adobes TBD

See Monterey's historic adobes beautifully decorated for the season with welcoming, candlelit luminaries at each entrance! Enjoy festive music, living history portrayals, and the warm spirit of this annual celebration that has become a family favorite during the holidays.

📍 DOWNTOWN MONTEREY



First Night Monterey December 31

A community celebration of the arts on New Year's Eve, First Night is Monterey's most exciting, imaginative and uplifting cultural event. FNM is an affordable, alcohol-free family celebration.

📍 DOWNTOWN MONTEREY

For a complete list of events, details and updates please visit
www.SeeMonterey.com/events

