



FOR IMMEDIATE RELEASE

**MONTEREY COUNTY WELCOMES NON-STOP AIR SERVICE FROM DALLAS.
AMERICAN AIRLINES TO INCLUDE FLIGHTS IN FEBRUARY 2019 AND REGULAR SERVICE IN APRIL**

Monterey, Calif., October 23, 2018 – [Monterey County Convention & Visitors Bureau](#) (MCCVB) welcomes the launch of **non-stop American Airlines flight service between Dallas Fort Worth International Airport and Monterey, California – starting April 2, 2019**. The service will have a week long preview from Feb 4 to 10, 2019 in time for the AT&T Pebble Beach Pro-Am. The new route will offer visitors over 100 connection opportunities to key domestic and international destinations that are important to growing Monterey County’s tourism economy.

“Dallas is big win for our community. It is a key feeder market and it further opens up Texas,” says Tammy Blount-Canavan, President & CEO, Monterey County Convention & Visitors Bureau, adding, “Additionally, this route is a bridge to making Monterey County more accessible to highly valuable meetings and conferences from the East Coast.”

This flight announcement follows the recent non-stop service from Denver which began in October. The new growth is a key part of MCCVB’s strategy for attracting incremental business for the destination – and results from working with the Monterey Regional Airport and other tourism leaders in the community.

“People coming from further away generally stay longer, do more and spend more,” says Rob O’Keefe, MCCVB’s Chief Marketing Officer, adding “These flights are enormously important to tapping into European markets where travelers are seeking the quintessential California experience that our destination offers.”

‘Team Fly Monterey’ is a committee created by the Monterey Regional Airport and is made up of various community businesses and industries with a vested interest in growing air service for the destination. Mike La Pier, Executive Director for Monterey Regional Airport, created the committee at the direction of the Monterey Airport Board of Directors because they recognized the value of a team effort.

“Our Board understands how essential community participation is to building air service.” La Pier explained, adding “They set forth a strategy that synergized the strengths of the community and with two new major markets so far this year – that strategy is working.”

The American Airlines regular air service begins April 2, 2019 and operates through November 3, 2019. The daily flights depart Dallas at 9:15am arriving Monterey at 10:46am. The flight from Monterey to Dallas departs at 11:16am arriving in Dallas at 4:47pm.

Located on the stunning Pacific coast of California, Monterey County is home to rugged cliffs, cobalt blue waters and endless rolling green hills. Monterey County's coastline spans miles of scenic views of Big Sur, Highway 1, Pebble Beach, Pacific Grove, and more. With the bounty of the Salinas Valley, the dunes of Marina, Santa Lucia Highlands wineries, Carmel-by-the-Sea tasting rooms, Pinnacles National Park and award-winning restaurants, Monterey County is the West coast's premier must-visit destination.

For more information, please visit SeeMonterey.com/Dallas.

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ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU

The Monterey County Convention & Visitors Bureau (MCCVB) is a 501c6 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 our guests, members and the community. Travel spending in Monterey County was \$2.85 billion in 2017, representing a 3.5 percent increase from 2016. This \$2.85 billion in visitor spending supported 24,990 jobs, contributed \$255 million in total taxes and generated \$127 million local tax dollars that directly benefited the community.

ABOUT MONTEREY REGIONAL AIRPORT

Monterey Regional Airport (MRY) is Monterey County's only commercial airport and accommodates over 400,000 passengers each year. The airport services six nonstop markets with an average of 15 daily departures. We are committed to providing our customers with superior services in a safe, secure, professional environment. Be sure to visit www.montereyairport.com or follow us on Facebook, Instagram and Twitter @montereyairport.