



FOR IMMEDIATE RELEASE

MONTEREY COUNTY WELCOMES THE LAUNCH OF UNITED AIRLINES DIRECT FLIGHT FROM DENVER, COLORADO BEGINNING OCTOBER 4, 2018

Monterey, Calif., October 1, 2018 – Beginning October 4, [Monterey County Convention & Visitors Bureau](#) (MCCVB) will welcome the launch of **direct United Airlines flight service between Monterey, California and Denver, Colorado**. Known for its scenic beauty and picturesque coastline, Monterey County, California draws millions of visitors each year and is now planning on welcoming a greater number of visitors from the Rocky Mountain region and beyond. The new route will offer visitors nearly 100 connection opportunities to key domestic and international destinations throughout the country. With two daily flights, passengers will be able to travel seamlessly between California’s golden coast and the “Mile High City.”

“The launch of United’s non-stop flight from Denver is a tremendous opportunity to grow tourism and welcome new visitors to the Monterey region,” says Tammy Blount-Canavan, President & CEO, Monterey County Convention & Visitors Bureau. “Now more than ever, Monterey County is positioned as an easily accessible destination for both business and leisure travelers from across the country and all over the world.”

“We are particularly excited that the new direct flight from Denver further opens up Monterey County to the East Coast, and allows us to introduce California’s golden coast to prospective meetings and group business in the Eastern United States,” says Mark McMinn, Vice President of Group Sales and Services, Monterey County Convention & Visitors Bureau.

“United is excited to begin Monterey-Denver service, connecting this beautiful part of the world with our expansive domestic and international network from Denver,” said Janet Lamkin, United President, California. “As California’s global airline, United is committed to bringing more people to California, and to connecting Californians to the world.”

The 50-seat regional jet aircraft will depart twice daily from Denver at 11:16AM and 7:00PM and arrive in Monterey at 1:17PM and 9:01PM respectively. Return flights depart at 7:38AM and 1:03PM from Monterey, arriving in Denver at 11:20AM and 4:45PM, respectively. Monterey Regional Airport will celebrate the inaugural flight on October 4 with an afternoon of fun plane-side activities and celebrations for passengers. For more information, or to book a flight visit the United Airlines website [here](#).

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 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/Denver.

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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 UNITED

United Airlines and United Express operate approximately 4,600 flights a day to 357 airports across five continents. In 2017, United and United Express operated more than 1.6 million flights carrying more than 148 million customers. United is proud to have the world's most comprehensive route network, including U.S. mainland hubs in Chicago, Denver, Houston, Los Angeles, Newark/New York, San Francisco and Washington, D.C. United operates 757 mainline aircraft and the airline's United Express carriers operate 551 regional aircraft. The airline is a founding member of Star Alliance, which provides service to 193 countries via 28 member airlines. For more information, visit united.com, follow @United on Twitter or connect on Facebook. The common stock of United's parent, United Continental Holdings, Inc., is traded on the Nasdaq under the symbol "UAL."