



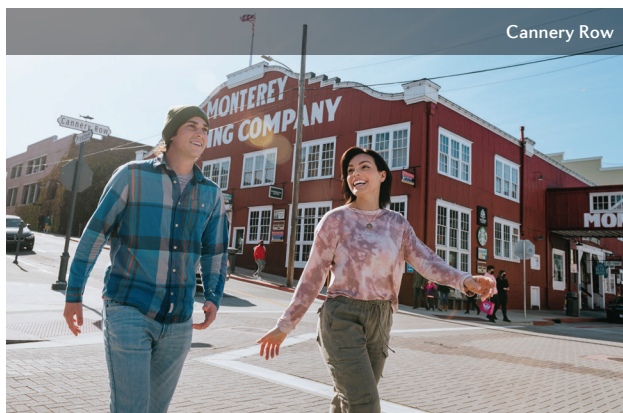
Carmel-by-the-Sea

UNFORGETTABLE CHARM

The perfect itinerary of California's Central Coast isn't complete without a visit to picturesque Carmel-by-the-Sea. This quaint town is a delightful fusion of art galleries, boutiques, charming hotels, a white-sand beach, diverse restaurants, and whimsically styled architecture. Make time to stroll through its historic streets and tucked-away courtyards for a storybook ambiance that can be appreciated by romantics of all ages.

DON'T MISS

- Book a room at one of Carmel's cozy inns – many of which are pet friendly!
- Find the perfect memento while you mosey around the charming boutiques and world-renowned art galleries along Ocean Avenue and its hidden passageways and side streets.
- Sip your way around more than a dozen wine tasting rooms, and bring your appetite as you decide between one of many delectable restaurants – all within one walkable square mile.
- Cruise along Scenic Road, a coast-hugging route that more than lives up to its name. Revel in distinct architectural styles, from storybook-esque cottages to über-contemporary designs, including Frank Lloyd Wright's Walker Residence and poet Robinson Jeffers' Tor House.
- Go back in time at the historic Carmel Mission, built in 1771 as the second in a chain of 21 missions constructed prior to California's statehood.



Monterey

BOUNTY ON THE BAY

Monterey County is a mecca for all things active. By paddle, pedal, foot or golf cart, you're going to have ample opportunity for things to do in Monterey. Its robust and remarkable history has attracted visitors for many years. Today, the abundance of restaurants, boutiques, and entertainment keeps travelers coming back time and time again to this premier vacation destination.

DON'T MISS

- Meander down Old Fisherman's Wharf to indulge in a delicious clam chowder bowl while picking up coastal souvenirs and gifts such as salt water taffy and jewelry.
- The acclaimed Monterey Bay Aquarium is a must-see. Get an up-close look at Monterey Bay's mascot, the spirited sea otter. Catch daily feedings in the Kelp Forest and Open Sea exhibits to witness fish, jellyfish, and skilled predators such as tuna and sharks speed toward lunch.
- Discover transformed sardine canneries that now house shops, restaurants, tasting rooms, and live entertainment on historic and world-famous Cannery Row.
- Book a boat tour, whale watching cruise or fishing trip on the Monterey Bay.
- Go back in time with a visit to Custom House Plaza, the Museum of Monterey, historic adobes, and downtown Monterey.
- Gear up at the Coast Guard pier next to San Carlos Beach, a highlight for scuba divers.
- Light up the night on lively Alvarado Street and Cannery Row where the area plays host to an array of restaurants and bars.



Big Sur

SCENERY BEYOND COMPARE

With its breathtaking beauty and unparalleled scenery, Big Sur beckons for you to explore. Rocky cliffs, lush mountains, coastal redwood forests, and hidden beaches combine to create an epic backdrop for recreation, romance, and relaxed exploration. This bucket list destination with its charming, eclectic populace and cosmic vibe makes for unforgettable moments.

DON'T MISS

- Drive over historic Bixby Bridge, a 714-foot-long and 260-foot-high wonder of engineering built in 1932 – an integral passage along Highway 1.
- Pull up a chair, kick off your shoes and dip your toes into the Big Sur River while sipping on your favorite beverage at the ever-popular Big Sur River Inn.
- Make a pit stop or stay for dinner at Nepenthe, with its delicious menu and views perfect for whale watching.
- Vacation as celebrities do at Post Ranch Inn, where nature walks and an edible tour of the onsite chef's garden are the norm.
- Explore miles of trails that wind through meadows, beaches and hilltops at Andrew Molera State Park.
- For a truly unique experience, Alila Ventana Big Sur beckons you to become one with nature and relax at the lodge or hot springs—guaranteed to refresh the spirit, body, and mind.
- Hike the Overlook Trail at Julia Pfeiffer Burns State Park and bask in the majesty of McWay Falls as it plunges into the Pacific Ocean below.



Marina

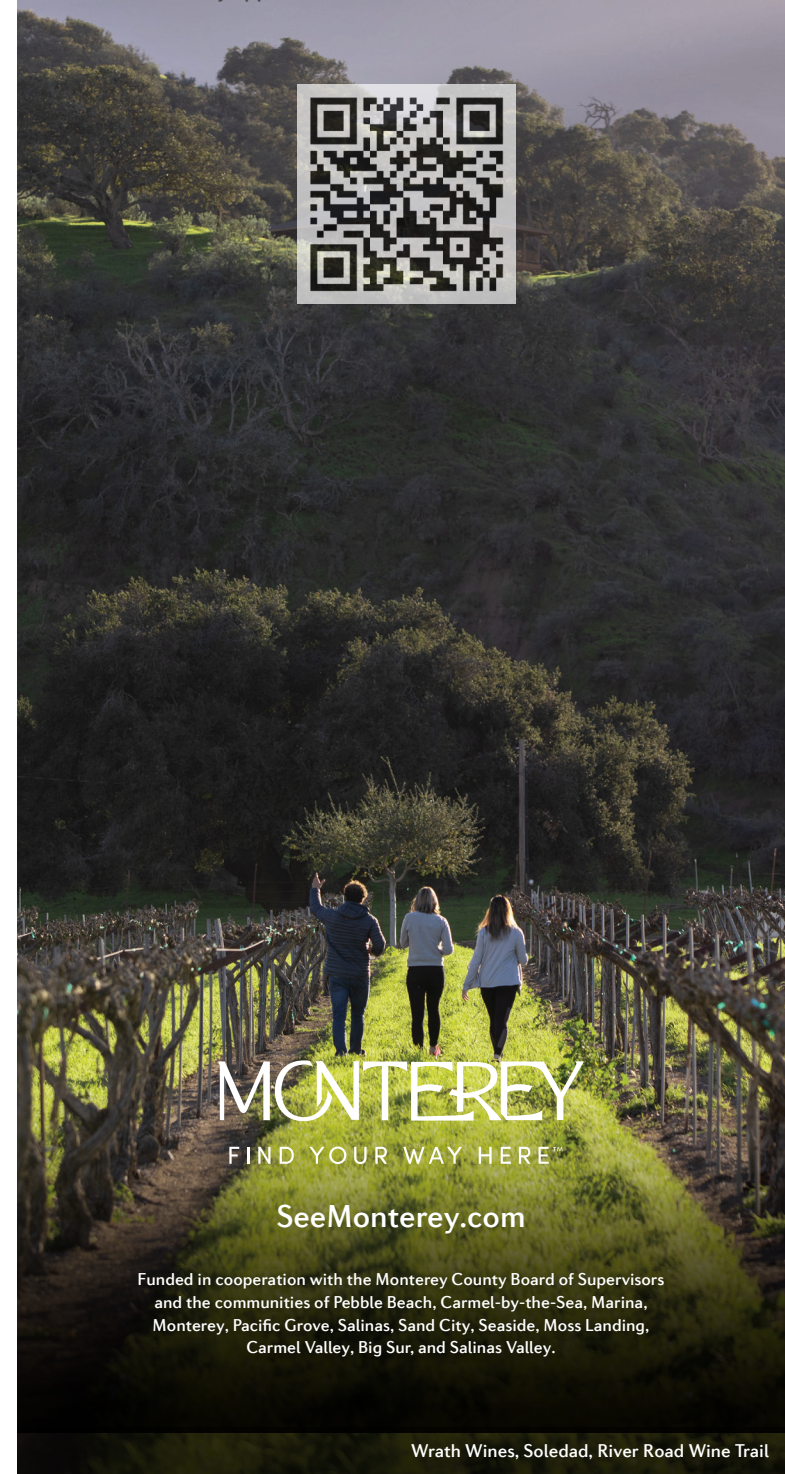
ADVENTURE ON LAND, SEA & AIR

Marina is wonderfully diverse, teeming with options for food, culture, and adventure. It's scenic trails and seascapes afford endless possibilities for fun and exploration, attracting bicyclists, hang gliders, paragliders, kite enthusiasts, and admirers of Mother Nature. Vast stretches of dunes and rolling hills, a great restaurant selection, and historic and renowned attractions make Marina a destination to see, stay, and play.

DON'T MISS

- Marina State Beach is a favored spot for paragliding, hang-gliding, kite flying and surfing. Grab your bait and cast away from the beach, or kick back, relax and watch for dolphins and whales.
- Try skydiving from the Marina Airport for above-and-beyond views of the Monterey Bay.
- Comfortably explore Fort Ord Dunes State Park on the site of the historic military base. Experience the beach and trails by foot or bicycle with access to the north end of the Monterey Bay Coastal Recreation Trail.
- Hike or bike through Marina's rolling hills, oak woodlands, and pockets of chaparral. Discover Fort Ord National Monument, which extends into Marina and offers more than 86 miles of serene trails and panoramic vistas.
- Check out the newest addition to Monterey County's wine scene: Marina's Urban Wine Row. Various wineries in Marina's business district open tasting rooms on select Saturdays to showcase their bounty in a fun, friendly setting.
- When it's time to refuel, there are more than 30 locally owned dining spots representing Marina's diverse ethnic make-up, with choices like Vietnamese, Mexican, Japanese, Hawaiian, and more.

Monterey County boasts 99 miles of coastline and 3,771 square miles of magnificence that begs for exploration. From submarine depths to elevations of over 5,500 feet, Monterey County invites you to grab life by the moments and discover a unique array of things to see and do. Plan your next trip and explore more with the See Monterey app. Scan the QR code to learn more.



SeeMonterey.com

Funded in cooperation with the Monterey County Board of Supervisors and the communities of Pebble Beach, Carmel-by-the-Sea, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, Moss Landing, Carmel Valley, Big Sur, and Salinas Valley.

Wrath Wines, Soledad, River Road Wine Trail



Carmel Valley

REVEL, RECREATE, RELAX

Sun-kissed days make Carmel Valley one of Monterey County's prized wine appellations, and the perfect rustic wine country getaway. Whether you set off on a self-directed tasting adventure or sign up for a guided tour, you can sip your way down Carmel Valley Road, the main artery of the lush countryside. Dine at award-winning restaurants with menus crafted to showcase local vintages, or get active at one of Carmel Valley's championship golf courses, tennis courts, or fitness clubs that offer day use.

DON'T MISS

- Pay a visit to Carmel Valley Village for a walkable stretch of tasting rooms, art galleries, and eateries.
- Garland Ranch Regional Park is wonderful for outdoor enthusiasts and trailblazers on foot or horseback. Hike up roughly 2,000 feet to be rewarded with amazing views of the ocean or enjoy an easier trail along the valley floor.
- Take the plunge at Refuge with its soothing thermal therapy cycle for one-of-a-kind relaxation and a variety of optional massage treatments.
- Escape to Bernardus Lodge and Spa, one of Carmel Valley's most acclaimed luxury resorts. This Carmel Valley oasis boasts wellness, wine and plenty of cozy fire pits.
- Retreat to family-friendly Carmel Valley Ranch with its 500-acre golf course, horseback riding, and yoga classes.
- Stay and play at Quail Lodge & Golf Club. Play bocce ball on the lawn, golf on the par-71 course, or take the wheel at the Land Rover Experience Driving School.



Salinas & Salinas Valley

SALAD BOWL OF THE WORLD

Just inland from Monterey, you'll come upon an agricultural jewel known as Salinas and the Salinas Valley. In addition to serving as the backdrop for two of America's great literary works by John Steinbeck, the Salinas Valley is home to a number of vineyards and wineries, and grows much of our nation's produce like lettuce, cauliflower and broccoli. Traveling by train? Salinas is home to Monterey County's only Amtrak station.

DON'T MISS

- Sample some of Monterey County's best wines at the tasting rooms of Hahn Estates, Rustique, Odonata or Chalona, or one of the many other tasting rooms along River Road.
- Stop by the Salinas City Center, hub of the Salinas shopping scene, featuring unique boutiques and several art galleries.
- Nosh on locally grown delicacies at The Steinbeck House – boyhood home of Nobel Prize laureate John Steinbeck and now a local-favorite eatery.
- The National Steinbeck Center occupies a place of honor at the head of Main Street in the Salinas City Center. Steinbeck's world comes alive through multi-sensory exhibits, rare artifacts, film clips, and special exhibitions.
- Get up close and personal with wild, exotic animals from around the world in a beautiful natural setting at the Monterey Zoo. Plus, you can spend the night at Vision Quest Ranch, an on-site B&B. An unforgettable family adventure!
- Plan ahead to attend one of the many Salinas festivals or events such as California Rodeo Salinas or the California International Airshow.



Seaside

A SCENIC HISTORIC COMMUNITY

The former site of Fort Ord is now an up-and-coming destination complete with a revitalized downtown, an easy entrance to Fort Ord National Monument, and some of the best beach access on California's Central Coast. Seaside's pristine stretches of coastal bliss is great for hiking, biking, and is a popular spot for kite-flying.

DON'T MISS

- Foodies rejoice at the 60+ family-owned dining spots and diverse eateries for a taste of an incredible number of cultures and cuisines.
- Breathe in the fresh ocean air at Bayonet and Black Horse Golf Course with panoramic views of the entire Monterey Bay. Not only will your golf skills be challenged, it's a beautiful scene for a 19th hole cocktail.
- Fort Ord National Monument can be accessed via Seaside, with hiking and biking trails that wind through oak woodlands as well as wildlife habitats. Bring your binoculars.
- Seaside has easy beach access for an evening sunset stroll or just to spend a sunshine-filled day.
- Check out Palenke Arts, a multicultural arts organization whose mission is to educate, inspire and transform through the arts. They offer low and no-cost classes, workshops and events.



Pacific Grove

AUTHENTIC CHARM MEETS THE BAY

With a historic downtown, beautifully curving coastline, and even a romantic spot affectionately named Lovers Point, Pacific Grove is the place to be in any season. With sweeping panoramic ocean views boasting one of the oldest continually operating lighthouses in the United States and a classic 1932 Neville municipal golf course, Pacific Grove holds many sought after and bygone charms.

DON'T MISS

- Dine at one of Pacific Grove's award-winning restaurants, including Passionfish, Fandango, and Jeninni Kitchen + Wine Bar.
- Cozy up at one of the many historic and delightful bed and breakfasts sprinkled throughout downtown and along the scenic coastline.
- Put your toes in the sand at Lovers Point Beach and discover marine life at the nearby tide pools of Asilomar State Beach.
- Play golf at the Pacific Grove Golf Links with gorgeous views of the bay—the green fees are extremely reasonable.
- Launch your canoe or kayak and glide through the quiet waters of the bay or take a stroll along the scenic Monterey Bay Coastal Recreation Trail.
- Soak in the views and see why many artists and authors, including John Steinbeck, have found inspiration here.
- Explore the historically elegant downtown shops, restaurants, galleries, and classic Main Street buildings.
- Meander through the narrow side streets of authentic Victorian storefronts and historic homes, and keep an eye open for designated plaques signifying their construction before 1926.



Pebble Beach

IN A WORD: ICONIC

Experience the awe-inspiring, harmonious marriage of golf course topography and coastal majesty at Pebble Beach. From the famed 18th hole of Pebble Beach Golf Links® to 17-Mile Drive® and The Lone Cypress™, a visit here will leave you spellbound. Even before the first commercial automobiles came along, historic 17-Mile Drive® was one of Monterey County's top scenic drives. It began as a carriage road in the early 1880s, and since then has been lauded for its magnificent scenery.

DON'T MISS

- A main stop on the famed 17-Mile Drive® is The Lone Cypress™, a 250-year-old Monterey Cypress that has survived against all odds to become one of the planet's most photographed trees.
- Mingle among celebrities, heads of state, pro athletes, and golfers from around the globe at legendary The Lodge at Pebble Beach™.
- Best bets for celebrity sightings are during flagship events: The Pebble Beach Concours d'Elegance and the AT&T Pebble Beach Pro-Am.
- Watch the triumph and tribulations of the 18th hole from The Bench, a restaurant with international influences using wood roasting and open-flame cooking.
- Grab a bite to eat at Hay's Place, the newest addition to Pebble Beach Resort's extensive lineup of dining options. This fun and lively restaurant is the perfect post-round spot to enjoy a casual, Mexican-inspired menu, craft beverages and sweeping views of Stillwater Cove.
- Relax by a cozy fire pit on the patio of The Inn at Spanish Bay. Order your favorite beverage as the sun dips beyond the horizon and a lone bagpiper beckons the evening from across the golf course.



More To Explore

Monterey County's 3,771 square miles is home to a population of over 415,000 living in 12 incorporated cities and 16 unincorporated areas, all with unique personalities and distinct characteristics. Explore these lesser-known Monterey County gems:

MOSS LANDING, in the north, started out as a wharf in 1866 but is now a bona fide destination. Located at the mouth of Elkhorn Slough National Estuarine Research Reserve, it is a quaint, walkable fishing village known for antiquing, art studios, fresh seafood markets, and excellent marine wildlife and bird watching. Go on a one-of-a-kind, electric-powered catamaran ride through the slough with Monterey Bay Eco Tours. You are guaranteed to spot a sea otter!

Nestled in the dunes between Seaside and Monterey is **SAND CITY**, a close-knit community and artsy warehouse district with a steadily growing art scene. Discover hip craft brews, coffee shops, cafes and thriving businesses. Its West End Celebration in August shuts down the streets for a three-day block party and open-air artisans fair.

Cruise down Highway 101 south for beautiful South County scenery through rolling hills and hundreds of acres of vineyards. While here, don't miss the unforgettable River Road Wine Trail. **SOLEDAD** is called the Gateway to the Pinnacles (National Park) with its seismically charged landscape. While there, keep a lookout for endangered California condors. **KING CITY** showcases the region's rich agricultural history at the Monterey County Agricultural and Rural Life Museum. For more local history, stop at Mission Soledad (California's 13th mission) and Mission San Antonio de Padua (California's 3rd mission), also located in the region.

DON'T MISS

-  FORT ORD NATIONAL MONUMENT
-  THE NATIONAL STEINBECK CENTER
-  BAYONET & BLACK HORSE
-  MONTEREY BAY AQUARIUM
-  LOVERS POINT
-  17-MILE DRIVE
-  SHOPPING ON OCEAN AVENUE
-  WINE TASTING ROOMS
-  NEPENTHE

MARQUEE EVENTS

- AT&T Pebble Beach Pro-Am, February, Pebble Beach
- Whalefest, April, Monterey
- Big Sur International Marathon, April, Big Sur
- Sea Otter Classic, April, WeatherTech Raceway Laguna Seca
- Carmel Art Festival, May, Carmel-by-the-Sea
- Pacific Grove Good Old Days, May, Pacific Grove
- Carmel Culinary Week, June, Carmel
- Artichoke Festival, June, Monterey
- California Rodeo Salinas, July, Salinas
- Moss Landing Street Fair, July, Moss Landing
- Monterey Car Week, August, Monterey County
- Concours d'Elegance, August, Pebble Beach
- Sand City West End Celebration, August, Sand City
- Monterey Jazz Festival, September, Monterey
- First Night Monterey, December, Monterey

For more info visit SeeMonterey.com/Events



DRIVE TIMES
from Monterey Regional Airport (MRY) to:

Pacific Grove	10 MIN.
Sand City	10 MIN.
Seaside	10 MIN.
Carmel-by-the-Sea	12 MIN.
Marina	15 MIN.
Pebble Beach	20 MIN.
Moss Landing	20 MIN.
Salinas/Salinas Valley	25 MIN.
Carmel Valley	25 MIN.
Big Sur	45 MIN.
Soledad	1 HR.
San Jose International Airport (SJC)/San Jose	1 HR.
San Francisco International Airport (SFO)/San Francisco	2 HRS.
Sacramento	3 HRS.
Los Angeles	5 HRS.

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Monterey County takes personal responsibility to protect our destination's incredible natural assets and pristine landscape, recognizing the importance of sustainability and giving back to the community. Learn tips on how you can travel responsibly at seemonterey.com/sustainable

