

“Now is the Moment” Recovery Campaign

TALKING POINTS 2021

Recovery Marketing Framework

- Monterey County CVB is running a multi-faceted national campaign, “Now is the Moment,” that launches on April 26 and will accelerate Monterey County’s tourism economy and inspire domestic travel.
- The first step in a multi-year recovery strategy, the campaign will expand into the summer and fall and will also include extensions into the group and meetings market.
- The timing of “Now is the Moment” strategically aligns with travel research studies that indicate spring 2021 will provide a significant opportunity to influence travel. This also aligns with the upcoming statewide reopening and Visit California’s national campaign rollout, which will increase awareness for the state, providing the opportunity to reinforce Monterey County’s campaign messaging.
- The goal of the campaign is to:
 - Drive overnight visitation and tourism spending within the county, especially mid-week and low-season
 - Increase awareness of Monterey County nationally with high-value travelers and inspire travelers who have not considered the destination before
 - Promote responsible travel to ensure the county remains a safe, sustainable place for residents, employees and visitors
 - Accelerate Monterey County’s economic recovery

Now is the Moment

- Monterey County is made up of inspiring moments through the destination’s tranquil beauty and storied history. These moments turn to memories to be cherished for years to come.
- Monterey County is a destination that lends itself to restoration of body, mind and soul and brings moments of inspiration to one’s spirit.
- The “Now is the Moment” campaign is designed to invite viewers out of their everyday at-home environments and step into Monterey County’s boundless wide-open spaces and iconic experiences.
 - Highlights include reconnecting with loved ones to rejuvenate and rediscover incredible outdoor adventure, food and wine and the destination’s iconic scenic beauty, safely and responsibly.
- Now is the Moment to recharge and reconnect with nature, family and friends. Now is the moment to rejuvenate your soul in awe-inspiring Monterey County.
- Travelers can go to [SeeMonterey.com/NOW](https://www.seemonterey.com/NOW) for inspiration to plan their trip to Monterey County now and share their adventure using #SeeMonterey.

Economic Recovery

- As restrictions lessen across the state and country, and with the reopening of Highway 1, Monterey County is well positioned to welcome visitors back safely and responsibly.
- The Now is the Moment campaign will keep Monterey County top-of-mind in a competitive travel market to drive the rate of recovery.
- While the local industry ramps up for the return of visitors, there is a long way to go for our tourism and hospitality community. Businesses have not returned to previous staffing levels, nor is their customer mix near what it was in 2019.

MONTEREY

CALIFORNIA

- Full recovery isn't estimated to return until 2025, so it is important, now more than ever, for us to collectively support this campaign for the benefit of our economic recovery.
- Monterey County has implemented long-term health measures across the County so visitors can feel welcomed, safe and confident in their travels.