



CONTACT:

Jenna Palacio

Associate Director of Communications

P: 831.657.6402

Jenna@mccvb.org

John David Van Kirk

Communications Coordinator

P: 831.657.6413

JohnDavid@mccvb.org

NEW MONTEREY COUNTY MOBILE APP LETS TRAVELERS “EXPLORE MONTEREY” INSTANTLY

iPhone and Android Application Helps Plan and Enhances Monterey County Vacations

MONTEREY, CALIF. – Techie travelers can download a new mobile application, “Explore Monterey,” to put the very best of Monterey County at their fingertips. “Explore Monterey” will be a mobile platform for the destination’s official visitors guide and provide county-wide information spanning Moss Landing to Big Sur. The [Monterey County Convention & Visitors Bureau](#) recently launched the app **as a free download for Android, iPhone, iPad and iPod Touch devices.**

“Explore Monterey” will feature a diverse selection of categories: Dining, Wine, Things to Do, Shopping, Outdoor Activities, Scenic Drives, Lodging, Events and Services. Designed with ease of use and intuitive functionality in mind, the app features map functions, a “What’s Near Me” button that presents businesses within a 10-mile radius, visuals and links to additional visitor information.

“The exponential growth of mobile internet use plays an important role in the travel and tourism industry; we wanted to ensure our destination is available to our customers in that context,” said John Reyes, MCCVB President & CEO.

“Whether planning a trip or looking for ways to explore Monterey County during a visit, travelers will find this app informative and easy to use.”

The easiest way to download “Explore Monterey” on iPhone or Android smart phones is to search “Explore Monterey” in the Android Market or Apple Store, providing a free and direct download to the device. For more information on Monterey County, visit www.SeeMonterey.com.

The Monterey County Convention & Visitors Bureau offers the “Explore Monterey” app in partnership with Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside and Soledad.

VISITOR INFO.

Monterey County is located 120 miles/192 km south of San Francisco and 345 miles/552 km north of Los Angeles along the classic California corridor. The region boasts 99 miles of prime Pacific Coastline, the Monterey Bay National Marine Sanctuary, three historic missions, 40,000 acres of premium vineyards, 24 golf courses and over 250 lodging properties. Monterey County includes the Monterey Peninsula, Big Sur, North County and the Salinas Valley. The Monterey Peninsula Airport (MRY), just three miles from historic downtown Monterey and minutes from the area’s major attractions, is served by non-stop flights to and from Denver (DEN), Las Vegas (LAS), Phoenix (PHX), Los Angeles (LAX), San Diego (SAN) and San Francisco (SFO). www.SeeMonterey.com.

#