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***MIXING WORK AND PLAY IS THE ONLY WAY TO MEET IN MONTEREY: FROM PRIME PACIFIC VENUES TO WILD WEST
RANCHES AND WORLD-CLASS WINERIES***

Bump Up the Break Out Sessions With a Hot List of Experiential Adventures

MONTEREY COUNTY, CALIF. – From Wild West guest ranches to extravagant estates and the nation’s top-ranked aquarium, Monterey County is straight out of central casting when it comes to unique meeting venues and off-beat excursions for groups of all sizes. Factor in 99 miles of prime Pacific coastline, 2,000 group hotel rooms within a three-mile radius (12,000 rooms countywide) and an “A” list of iconic attractions -- Pebble Beach(including 17-Mile Drive), Carmel-by-the-Sea, Big Sur, Cannery Row and Monterey Bay National Marine Sanctuary -- and the options for hosting a memorable meeting are endless.

Planners with a penchant for the unconventional will find plenty of play within Monterey County. Outside of the Downtown Monterey Conference Center (41,000 sq. ft. of meeting space) and diverse layout at 250 hotel properties with guest rooms for groups up to 3,000, this region is a magnet for mid-size to large groups seeking more than a board room and PowerPoint. Consider a meeting under the sea at the Monterey Bay Aquarium followed by a break out beach clambake and cruise down the 17-Mile drive in a cadre of classic cars or go outback at Carmel Valley’s newly-renovated Holman Ranch with an elegant combination of vineyards, olive groves and meeting spaces ideal for an equestrian-style executive retreat. Break out with a trail ride on nearly 400 acres and line dancing lesson in the new Carriage House. Nearby, combine a corporate retreat at the Inn at Spanish Bay with a yacht excursion and hot laps at Mazda Raceway Laguna Seca or pull out all the stops for a group getaway at Big Sur’s Ventana Inn & Spa followed by a guided redwood hiking tour and team building among the hot tubs. For the budget minded, Asilomar Conference Grounds offers a seaside sanctuary for break-outs, Julia Morgan-designed digs and 31,000 sq. ft., of meeting space along with 313 guestrooms.

New and noteworthy is Portola Hotel & Spa’s Silver LEED® certification saluting the 379-room property’s commitment to green initiatives and newly-remodeled Carmel Valley Ranch with a \$35 million redux, including 10,000 sq. ft., of naturally-lit meeting space, Adventure Kitchen and beekeeping program. Along legendary Cannery Row a wealth of options make this a top meetings pick including the beachfront venues at Monterey Plaza Hotel & Spa (19 meeting rooms totaling 17,000 sq. ft.), InterContinental The Clement Monterey (13 meeting venues totaling 16,000 sq. ft.) and new

(June/2010) Cannery Row Brewing Company with 2,500 sq. ft. of new meeting space and a 50-seat heated patio as well as 73 brews on tap to wash away the day.

Meeting services are available to planners working with the Monterey County Convention and Visitors Bureau: complimentary local resource assistance from our destination specialists, liaison to local businesses, convenient RFP distribution, site inspection coordination, delegate housing services, registration assistance, collateral/promotional materials, dine-around planning, access to exclusive and unique local assets, notices of promotions and special events. For more information on working with MCCVB to plan meetings in Monterey County, see www.seemonterey.com/meeting-convention-planners/ and www.seemonterey.com/docs/sales/MontereyConferenceGuide.pdf

In addition, meeting planners can now access booking offers and special discounts from Monterey County businesses all in one place. The MCCVB will be unveiling a "[Hot Rates, Hot Dates](#)" program in March including hotel value dates, short term booking incentives and other special opportunities for planners.

Monterey County at a Glance

- Monterey Conference Center—total meeting Sq Ft: 61,000, capacity 2,400
- 2,000 committable guestrooms within a 3 mile radius (251 hotels countywide with a combined total of 12,000 rooms)
- Popular Attractions: Monterey Bay Aquarium, golf courses, wineries, shopping, dining, beaches, Big Sur excursions, sporting events, outdoor activities (e.g., kayaking and hiking), art galleries, historical tours, scenic tours, music festivals
- Events: Mazda Raceway Laguna Seca, Path of History Walking Tours, Carmel Walks, Monterey Movie Tour, Monterey Jazz Festival, Carmel Bach Festival, Carmel Art Festival, AT&T Pebble Beach National Pro-Am, Pebble Beach Concours d' Elegance, Monterey Bay Restaurant Week, Pacific Grove Feast of Lanterns, and much more!
For a complete listing of events, visit www.seemonterey.com/calendar

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