

SEE MONTEREY

Discover Hidden Gems & Get a Free Night: Explore More with 'Another Day in Monterey'

Monterey County Invites Travelers to Stay Longer and Experience More with Exclusive Hotel Deal Through June 30, 2025



Monterey, Calif., May 15, 2025 – Monterey County invites travelers to **explore a little more** with [Another Day in Monterey](#), a limited-time offer that includes a **free third night** at 12 participating hotels across the county, now through **June 30, 2025**. From the redwood groves of Big Sur to the volcanic landscapes of Pinnacles National Park, this deal encourages visitors to extend their stays and discover Monterey County's diverse attractions, hidden gems, and unforgettable experiences.

"It's impossible to experience all the beauty and variety of activities in Monterey over a quick weekend getaway," said Rob O'Keefe, President and CEO of See Monterey. "With this destination-wide deal, we're welcoming travelers to slow down, spend another night, and connect more deeply with our coastal charms, culinary highlights, wine adventures and artistic spirit. We encourage guests to expand their itineraries and discover parts of the county they might otherwise miss."

[Another Day in Monterey](#) includes paid accommodations for two nights followed by a complimentary third night. Offer inclusions will vary between each of the participating hotels and resorts:

- [Casa Munras Garden Hotel & Spa](#)
- [Hotel Abrego](#)
- [Monterey Bay Inn](#)
- [Monterey Plaza Hotel & Spa](#)
- [The Inn at 1252 Monterey](#)
- [The Quail](#)
- [Spindrift Inn](#)
- [Victorian Inn](#)
- [Bernardus Lodge & Spa](#)
- [Hotel Pacific](#)
- [Hyatt Regency Monterey Hotel and Spa](#)
- [The Sanctuary Beach Resort](#)

Explore highlights from every corner of Monterey County, along with itinerary ideas to spark inspiration.

Monterey – Family fun beyond the Bay

The city of [Monterey](#) has become synonymous with its historic landmarks and world-renowned institutions such as [Cannery Row](#), [Old Fisherman's Wharf](#) and [Monterey Bay Aquarium](#). With an extra evening, go beyond the expected and tap into child-like wonder at recently reopened [High Scores Arcade](#), a retro interactive museum with classics in the video game lexicon. For an educational escape, [Monterey State Historic Park](#) brings to life the adobe structures of Old Monterey and Monterey Museum of Art serves as a visual recounting of California's history. For kids at heart, [Topsy Putt](#) blends mini-golf with local craft beer and casual Mexican fare, [Board & Brush](#) hosts sip & paint workshop, and [Monterey Glassworks](#) introduces teens (16+) and families to the basics of glassblowing.

Carmel-by-the-Sea – Hidden passageways and surprise happy hour specials

With pristine white sand beaches, fairytale-style architecture and over 50 art galleries within one-square mile, not to mention more restaurants per capita than any other small town in the United States, Carmel-by-the-Sea is a must-visit. Whether weaving through downtown's [41 secret passageways and courtyards](#) or sipping through the [wine walk](#), a mobile companion that offers discounts and directions to 13 participating tasting rooms. Additional sipping deals abound during the town's celebrated happy hour: upscale [Foray](#) offers 50% off any bites and drink specials, while Brophy's Tavern provides a more laidback vibe, specializing in "Sports, Stories and Sustenance." Don't miss the 1,000-can beer wall.

Pacific Grove – Live music by the sea

[Pacific Grove](#), nicknamed "America's Last Hometown" is home to charming Victorian architecture, thousands of Monarch butterflies during their annual migration and an inconspicuous live music scene. Dotted around this seaside town, live music can be enjoyed every day of the week. On Mondays, veg out at [Julia's Vegetarian](#) with folk jazz fusions. Tuesdays and Thursdays can be spent at neighborhood Italian eatery [Il Vecchio](#) for weekly blues and jazz nights. Switch it up on Wednesdays with DJ performances at record stores and cocktail bar [Pop & Hiss](#). "Summer Fridays" are best spent surrounded by nature at Asilomar Conference Grounds' Sunset Music Series. Saturday and Sunday stack options with shows at sustainable seafood darling [Wild Fish](#), [Lucy's on Lighthouse](#) celebrating the spirit of Northern California surf & skate and [The Grill at Point Pinos](#) at the picturesque Pacific Grove Golf Links.

Big Sur – Reopening of The Village Big Sur; Wellness rebirth

Big Sur's rugged coastline and ancient redwoods remain untouched by time, yet new energy emerges in the form of [The Village Big Sur](#), a fresh wellness concept, incorporating an organic cafe, daily yoga classes, an art gallery, and a dynamic event space. Punctuated by its restaurant, [Solstice](#), Big Sur Bakery alum Chef Tim Eelman delivers woodfired California coastal cuisine cooked over the hearth.

Marina – Smith's Blue Butterfly

The Smith's Blue Butterfly is an endangered species that makes its way to Marina's coastal sand dunes every year from early June through September. [The Sanctuary Beach Resort](#), included in the 'Another Day in Monterey' offer, enjoys an unbeatable vantage point to the species' habitat located in the Dunes

Preserve. This June, the resort will launch its Smith's Blue Butterfly Guided Experience with local experts leading tours and providing guests the opportunity to view the rare species up close while learning more about the property's habitat restoration initiatives.

Salinas – Craft beer galore in the heart of Steinbeck Country

Downtown Salinas has quietly emerged as a craft brewery hub cultivating the many flavors of its local communities. With six unique taprooms within a 600-foot walking radius, each establishment brings its own character to the vibrant beer scene. The [XL Public House](#) offers a cozy atmosphere with an extensive beer selection, while beer enthusiasts can also visit [Dubbers Oldtown Bar & Grill](#), a beloved local spot, the [Bearded Bean](#) (known for combining coffee and craft beer expertise), [Farmers Union Pour House](#) with its impressive tap selection, and the newest addition, [Alvarado on Main](#), housed in a stunning 1930s Art Deco bank building.

Carmel Valley – Wine experiences beyond the tasting room

Carmel Valley embodies the spirit of Monterey County wine — approachable, expansive, and full of character. With over 45,000 vineyard acres and more chardonnay production than any U.S. region, the valley houses more than 20 tasting rooms, including [Georis Winery](#) and [Folktale Winery & Vineyard](#). Go beyond the tasting room and zoom through vineyards with [ATV Tours at Holman Ranch](#), or travel retro-style with [Kombi Tours](#), where guests hop in the “sweet pickle,” a 1970s Volkswagen, with three wine tasting stops included.

Soledad – Gateway to Pinnacles National Park

Use Soledad as a launch point to California's youngest national park, [Pinnacles National Park](#). Formed by volcanic activity 23 million years ago, Pinnacles now boasts talus caves, towering rock spires, and 30 miles of hiking trails, ranging from one-mile strolls to nine-mile challenges. Refuel with pambasos and chimichangas at local favorite [Cocuyo's Restaurant](#).

King City – History and a slice of rural life

King City offers a true taste of Monterey County's agricultural heritage. Each May, the [Salinas Valley Fair](#) brings events from tractor pulls to motorcycle racing, plus the Grand Tasting, where local wines take center stage. Uncover the history of the “Salad Bowl of the World” at [Monterey County Agricultural and Rural Life Museum](#) – across seven buildings, observe hyper-local agricultural history from the 18th century to World War II.

Seaside – Culinary gems

Seaside is a burgeoning culinary destination, home to more than 70 diverse dining options. Notable among them is Bib Gourmand-awarded [Maligne](#), with approachable dishes like grilled rockfish with asparagus and au poivre sauce and a grilled porkchop with salted yogurt, snap peas and radish. Local favorite [The Butter House](#) serves up classic American breakfast items with a Pacific Islander twist, like fried rice with two eggs or a chimichurri breakfast sandwich.

Sand City – Mural art on display + West End Celebration

Small in size but bold in personality, Sand City has a vibrant art scene. Known for its striking outdoor murals which transform industrial walls into open-air galleries, the city celebrates creativity year-round, culminating in the colorful [West End Celebration](#) each August. This dynamic event draws artists, musicians, and food vendors from across the region, filling the streets with live performances, pop-up studios, and local flavor. A haven for makers and muralists alike, Sand City is where the coast meets the canvas.

For more information, visit [SeeMonterey.com](#). To download high-resolution images, visit our [media gallery](#).

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ABOUT SEE MONTEREY

See Monterey is a 501c6 non-profit organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. See Monterey is a partnership of the hospitality community and local governments that aims to generate community prosperity and enrich economic vitality for Monterey County through the responsible growth of the tourism economy. Travel spending in Monterey County was nearly \$3 billion in 2023, supporting 26,799 jobs and generating \$307 million in state and local tax revenue that directly benefited the community. For more information, visit [www.SeeMonterey.com](#) and follow us on Facebook, [Instagram](#) and [X](#).

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