



FOR IMMEDIATE RELEASE

**See Monterey Unveils FY2025–26 Business Plan to Drive Tourism Through
Storytelling, Events and Cultural Partnerships**

Monterey, Calif., September 2, 2025 — See Monterey released its FY2025–26 Business Plan with the objective of maximizing economic impact for the community while ensuring lasting benefit, all guided by the Monterey County Tourism 2030 (MCT 2030) long-term strategic roadmap. The plan for the year includes expanding the Monterey County brand to visitors across the country and leveraging the County’s many assets such as world-renowned events, rich history and culture and a focus on sustainability and respectful travel.

Launched last year, MCT 2030 has already driven significant success, and the current Business Plan builds on that momentum. See Monterey’s marketing communications program reached more than 9 million traveling households and influenced 547,000 overnight trips that generated \$1.1 billion in visitor spending. Business development efforts also delivered impressive results, booking more than 200 groups accounting for more than 83,000 definite room nights secured, which is projected to generate \$86 million in economic impact for Monterey County.

“Tourism is at the heart of Monterey County’s economy and our responsibility is to ensure it grows in a way that enriches the lives of both visitors and residents,” said Rob O’Keefe, president and CEO of See Monterey. “This annual Business Plan weaves in the strategies outlined in MCT 2030 for managed tourism growth, while setting the stage for elevating our destination through storytelling, partnerships and a stronger cultural connection that will sustain community prosperity well into the future.”

New Strategic Priorities for 2025–26

Targeting New Markets: See Monterey will expand its brand presence to the east through paid advertising, PR, social media and sales efforts to reach new, high-value fly-in visitors. In addition to the current fly- and drive-in markets, new brand advertising will launch in Austin and Chicago, while growing social media engagement and targeted PR campaigns will reach even further to tell Monterey’s story on a broader stage. With sales offices already established in Dallas and Chicago, the increase of brand support will boost the team’s ability to secure high-value meetings and events in Monterey County.



Bringing the Destination to Life: SeeMonterey.com will continue to evolve with new digital content that provides the in-depth tourism information travelers seek, inspiring them to explore all parts of Monterey County. Supported by AI-powered trip planning, interactive maps and personalized itineraries, new tools will guide travelers to local attractions, trails, parks and businesses—showcasing what Monterey County has to offer and how these experiences can be easily connected into a longer stay. Fresh content, including a new video series, will bring the destination’s diverse personalities to life.

Making Events Work Harder: Events present a critical opportunity to drive the tourism economy and See Monterey will focus on making existing events work harder for the destination as well as attracting new events. A new partnership with WeatherTech Raceway Laguna Seca is designed to connect race experiences with the broader destination, giving visitors even more reasons to come, stay longer, enjoy more and spend more. With See Monterey named a Preferred Travel Partner of the track, this exposure will elevate Monterey County’s global reputation as a motorsports destination and align with the county’s broader tourism economy. On the horizon are events such as Super Bowl 60 in Santa Clara, FIFA, the USGA Men’s Open at Pebble Beach in 2027 and the LA Olympics in 2028.

Expanding History, Culture and Art Tourism: New storytelling initiative, Monterey County 1000, will take the forefront in promoting Monterey County’s heritage, connecting the destination’s vast and rich history to tourism experiences available today. And also, in partnership with the Arts Council for Monterey County, See Monterey will spotlight public art, murals and cultural experiences—enhancing the region’s appeal as a creative destination.

Responsible Travel: The Right Path, a multi-faceted initiative that permeates almost everything See Monterey does, will be woven into the above initiatives, showing visitors what responsible travel looks like in Monterey County. The initiative allows See Monterey to uphold its commitment to responsible travel, ensuring tourism growth aligns with community values.

These new initiatives and proven strategies reinforce See Monterey’s commitment to MCT 2030’s vision: enhancing quality of place, stimulating economic vitality and managing tourism growth responsibly. By weaving Monterey County’s history, culture and major events into a unified narrative, See Monterey is ensuring the destination continues to compete globally while preserving the essence of what makes it unique.



For interviews with Rob O’Keefe, president and CEO of See Monterey, please contact Media@SeeMonterey.com.

About See Monterey

See Monterey is a 501(c)(6) 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. In 2024, travel spending in Monterey County was \$3.1 billion, supporting nearly 28,000 jobs and generating \$310 million in state and local tax revenue that directly benefited the community. For more information, visit www.SeeMonterey.com and follow @SeeMonterey on Facebook, Instagram and LinkedIn.

MEDIA CONTACTS

Sandy Huerta

e: sandy@seemonterey.com

p: 831-657-6413

Jennifer Chiesa

e: jchiesa@SeeMonterey.com

p: 831-657-6434