

# MONTEREY

## MEETINGS

INSPIRATION MEETS HERE

GROUP & MEETINGS CAMPAIGN TOOLKIT  
FALL 2024



# THE PURPOSE OF THIS TOOLKIT IS TO:

- Share See Monterey's new Monterey Meetings brand identity and "Inspiration Meets here" campaign.
- Ensure See Monterey and Monterey County businesses catering to the group and meetings market are conveying unified messaging.

MONTEREY  
MEETINGS

INSPIRATION **MEETS** HERE





# BRAND IDENTITY

Naturally Connected. This is the foundation that the new See Monterey brand is built upon. It's not just the natural beauty, a wide range of accommodations, coastal cuisine or world-class events that make Monterey County special. It's all of it. It's all here, and it's all connected.

Monterey County is a place where great meetings happen naturally. Where epic landscapes and cutting-edge venues come together. Where world-class accommodations are found next to world-renowned attractions. Where an unbeatable event is followed by unforgettable team-bonding. Bring your event to Monterey County. Because inspiration meets here.

New attributes include a new logo and tagline: "Inspiration Meets Here"

The new logo and updated brand guidelines can be found [HERE](#).



# "INSPIRATION MEETS HERE" CAMPAIGN CONCEPT

Every story of success, every goal reached, and every motivated team member starts with a little inspiration. In Monterey County, that's built into every event. It's in the jaw-dropping backdrops; the cutting-edge venues; the unforgettable post-meeting activities. So bring your team to Monterey – because inspiration meets here.



MONTEREY  
MEETINGS

INSPIRATION MEETS HERE

# PROGRAM OVERVIEW

Leveraging a strategic mix of paid, owned and earned media, "Inspiration Meets Here" aims to attract meeting planners by showcasing Monterey County as a unique, memorable and effective venue. It highlights the destination's compelling visuals and communicates that Monterey County offers inspiring meeting and conference experiences that drive attendance, boost productivity, and spark innovation.

## Layered media

- Digital incl. Paid Search, Social, Display and Retargeting
- Online Video Advertising
- Key Print Publications
- Press Release and Media Pitching
- On-site Activations at Tradeshows and Events
- Updated landing page for MeetInMonterey.com

## Target audiences

- Corporate | Association | Incentive Meeting Planners in direct flight markets and Chicago, DC + NYC

MONTEREY  
MEETINGS

INSPIRATION MEETS HERE





# MONTEREY CONFERENCE CENTER CAMPAIGN EXTENSION

Support branding & awareness of the Monterey Conference Center and downtown Conference Connection hotels and business in alignment with the “All In” campaign.

**The layered media approach includes:**

- Digital incl. Paid Search, Social, Display and Retargeting
- Online Video Advertising
- Key Print Publications
- Press Release and Media Pitching
- On-site Activations at Tradeshows and Events
- Updated landing page on MeetInMonterey.com

**Target audiences include:**

State | Regional | National  
Association Meeting Planners & Decision Makers

MONTEREY  
MEETINGS

INSPIRATION MEETS HERE



# CAMPAIGN MESSAGING

## New Monterey Meetings Brand Identity

- Brand Introduction: “Naturally Connected” embodies not just the natural beauty of Monterey County but the holistic experience the destination offers.
- Uniqueness: Defining the Monterey County experience for meetings are its diverse range of accommodations, cutting edge venues, exceptional coastal cuisine and world-class events.
- Unmatched Experience: From renowned, centrally located accommodations to unrivaled team-building experiences (road rallies, coastal hikes, foraging), Monterey County will leave a lasting impression for attendees.

## “Inspiration Meets Here” Campaign

- Inspiration Meets Here is a celebration of the unique motivational experiences Monterey County offers.
- Every story of success starts with inspiration; Monterey County is designed to spark creativity and motivation for teams.
- Monterey County has unique features including stunning backdrops and cutting-edge venues that cater to modern meeting needs.
- A wealth of post-meeting activities that foster team building and relaxation will enhance the overall event value for both planners and attendees alike.
- Create lasting connections among teams through shared, inspiring experiences while offering opportunities for networking and collaboration.

MONTEREY  
MEETINGS

INSPIRATION MEETS HERE





# ASSET OVERVIEW

The campaign explores how Monterey County is a place to feel inspired, with images and videos showcasing both recognized locations and nontraditional venues, shots of quintessential coastal scenery and inspiring inland locales.

**The following assets are available for you to use on your owned and earned channels:**

- [“Inspiration Meets Here” Long Form](#)
- [Photography Library](#) (Password: SeeMonterey2024) > Group > Inspiration Meets Here
- [New logo and updated brand guidelines](#)

MONTEREY  
MEETINGS

INSPIRATION MEETS HERE





# USAGE RIGHTS

As a part of the Monterey County tourism and hospitality community, you may use these photo and video assets in your owned channels including websites, social media, email and limited collateral. You may use assets in your earned channels including PR and travel trade. Assets may not be used in paid media channels including but not limited to broadcast, print, digital and out-of-home advertising. Assets may not be modified from their original form.

Please credit [www.SeeMonterey.com](http://www.SeeMonterey.com)



# DESTINATIONS MEETINGS GUIDE



Monterey County is a place where great meetings happen naturally. Where epic landscapes and cutting-edge venues come together. Where world-class accommodations are found next to world-renowned attractions. Where an unbeatable event is followed by unforgettable team-bonding. So bring your event to Monterey County. Because inspiration meets here.

### Why Monterey?

**LODGING VARIETY** With over 220 lodging facilities and over 11,000 rooms you will find a wonderful variety of venues for all budgets and service levels.

#### YEAR-ROUND ATTRACTIONS

Attendees can enjoy whale watching, the Monterey Bay Aquarium, over 20 public and private golf courses, including world-renowned Pebble Beach Golf Links, and several world-class annual golf, automotive, music, art and culinary events.

**AWARD-WINNING FOOD & WINE** Enjoy farm-to-table sustainable produce, fresh seafood and wines from more than 175 vineyards, over 60 wineries and tasting rooms and 32 varietals.

**STUNNING LANDSCAPE** The land is marked with extraordinary natural beauty from Pinnacles National Park to the rugged Big Sur coastline.

**MILD WEATHER** With consistently mild climate, an average temperature of 60°-70° F, you can plan your event with confidence that the weather will cooperate.

**SUSTAINABLE DESTINATION** We take personal responsibility to protect Monterey County's natural assets and can provide CSR opportunities for your group to help as well.

**DESTINATION EXPERTS** Whatever your need or desire, our team will work with you to craft your most inspirational meeting yet.

**EASY TO GET TO** Monterey is easy to get to with 500+ direct flights to the Monterey Regional Airport (MRY). It's also only a couple hours' drive from San Francisco and Silicon Valley, or a scenic five-hour trip from Los Angeles.



### Inspiring Offsite Venues

Monterey County has meeting and offsite facilities that will accommodate groups from 10 to 1,000. Enhance your meeting with breakouts and meals at offsite venues. The area has restaurants offering large group facilities as well as other types of unique venues like Monterey Bay Aquarium, Monterey Beach House, The Barns at Cooper Molera, Folktale Winery, and Memory Gardens available for food and beverage functions, meetings or gatherings.

BIG SUR | CARMEL-BY-THE-SEA | CARMEL VALLEY | MARINA | MONTEREY  
MOSSLANDING | PACIFIC GROVE | PEBBLE BEACH | SALINAS | SALINAS VALLEY  
SAND CITY | SEASIDE | SOUTH COUNTY

MONTEREY  
MEETINGS  
INSPIRATION MEETS HERE

Getting Here

Monterey is easy to get to with 500+ direct flights to the Monterey Regional Airport (MRY). It's also only a couple hours' drive from San Francisco and Silicon Valley, or a scenic five-hour trip from Los Angeles.

There are over 500 direct and 1-stop flights to Monterey County from most U.S. and international cities.

Driving Time From...

|             |       |
|-------------|-------|
| San Jose    | 1 hr  |
| SF/Oakland  | 2 hrs |
| Sacramento  | 3 hrs |
| Los Angeles | 5 hrs |

### Meeting Facilities

Monterey County has a variety of meeting facilities, from conference centers to hotels with meeting space to unique offsite locations sure to wow your attendees. The lodging properties listed here can accommodate meetings of 200 or more people.



| *Luxury properties bolded  | rooms | large indoor sq footage | total indoor sq footage | outdoor space |
|--|-------|-------------------------|-------------------------|---------------|
| <b>Allie Ventana Big Sur*</b>  | 58    | 1,450                   | 1,978                   | ✓             |
| <b>Aulamar Conference Grounds</b>  | 313   | 5,703                   | 30,500                  | ✓             |
| <b>Bernardus Lodge &amp; Spa*</b>  | 73    | 2,160                   | 4,000                   | ✓             |
| <b>Carmel Mission Inn</b>  | 165   | 3,650                   | 6,670                   | ✓             |
| <b>Carmel Valley Ranch*</b>  | 181   | 3,378                   | 9,411                   | ✓             |
| <b>Casa Munoz Garden Hotel &amp; Spa</b>   | 171   | 2,240                   | 3,775                   | ✓             |
| <b>Embassy Suites Monterey Bay-Seaside</b>   | 225   | 8,838                   | 14,921                  | ✓             |
| <b>Hilton Garden Inn</b>   | 204   | 4,955                   | 6,841                   | ✓             |
| <b>Hotel Abrego</b>  | 95    | 645                     | 932                     | ✓             |
| <b>Hotel Pacific</b>   | 105   | -                       | -                       | ✓             |
| <b>Hyatt Regency Monterey Hotel &amp; Spa</b>  | 560   | 11,970                  | 40,000                  | ✓             |
| <b>InterContinental The Clement Monterey</b>   | 208   | 3,284                   | 12,500                  | ✓             |
| <b>La Playa Carmel</b>   | 75    | 2,160                   | 3,470                   | ✓             |
| <b>Monterey Conference Center Complex*</b> (includes Hotel Pacific, Marriott Monterey and Portola Hotel & Spa) | 925   | 10,150                  | 40,000                  | ✓             |
| <b>Monterey Marriott</b>   | 741   | 8,100                   | 16,500                  | ✓             |
| <b>Monterey Plaza Hotel &amp; Spa</b>  | 290   | 3,725                   | 17,000                  | ✓             |
| <b>Monterey Beach Hotel, a Tribute Portfolio Hotel</b>   | 195   | 4,500                   | 9,700                   | ✓             |
| <b>Portola Hotel &amp; Spa</b>   | 379   | 10,855                  | 40,000                  | ✓             |
| <b>Quail Lodge and Golf Club</b>   | 94    | 2,070                   | 6,180                   | ✓             |
| <b>The Inn at Spanish Bay™</b>   | 260   | 5,664                   | 16,500                  | ✓             |
| <b>The Lodge at Pebble Beach*</b>  | 202   | 4,407                   | 10,000                  | ✓             |
| <b>The Sanctuary Beach Resort</b>  | 60    | 850                     | 2,050                   | ✓             |

Download and use this collateral piece when working with clients to sell the destination and showcase all that Monterey County has to offer.

>>Download the [Guide](#)



MONTEREY  
MEETINGS

INSPIRATION MEETS HERE



# GET INSPIRED & START THE CONVERSATION

## Spread the inspiration and engage your audiences by:

- Sharing “Inspiration Meets Here” campaign videos, photos and messaging with your audiences! This collective promotion gives our industry a united voice and will keep Monterey County top-of-mind in a competitive group business market to drive the rate of recovery.
- Asking planners to go to [MeetInMonterey.com](https://MeetInMonterey.com) for inspiration to plan their meeting in Monterey County now and share their experience using [#MeetInMonterey](#) and [#InspirationMeetsHere](#).
- Creating your own series of *inspiring* content to showcase the unique experiences and epic views at your venue or property.
- Creating a special or deal for meeting planners to include on our Meeting Planner Promotions page. Incorporate limited-time offers to inspire planners to book now. (We are happy to showcase any offers at any time, just be sure to share them with us!)





A man and a woman are walking together on a brick patio. The woman is pulling a purple rolling suitcase with a plaid bag on top. They are both smiling and holding hands. The patio is surrounded by a brick wall and has some outdoor furniture, including a white armchair and a small table. The ceiling is made of dark wooden beams.

**CAMPAIGN LANDING PAGE**  
[MeetinMonterey.com](http://MeetinMonterey.com)





# CAMPAIGN QUESTIONS

Paid Media & Creative:  
Leslie Chavez,  
[Leslie@seemonterey.com](mailto:Leslie@seemonterey.com)

Earned Media & Public Relations:  
Emily Evans,  
[Emily@seemonterey.com](mailto:Emily@seemonterey.com)