

MONTEREY MEETINGS

INSPIRATION MEETS HERE

See Monterey Launches AI-Enhanced Website and “Inspiration Meets Here” Campaign with Special Offers and Resources for Planners

Cutting-edge technology gives meetings professionals a seamless way to discover Monterey County’s best-of-California activities, coastal cuisine, naturally connected landscapes and diverse conference venues



Images available to view [here](#) (password: SeeMonterey2024) | Play campaign video [here](#)

Monterey, Calif., December 17, 2024 – [See Monterey](#) is revolutionizing the meetings and events space with the launch of its redesigned website that leverages travel AI alongside a new meetings campaign, “Inspiration Meets Here.” These initiatives position Monterey County as a forward-thinking destination where technology, creativity and natural beauty converge to deliver exceptional meeting experiences. Monterey County is where great meetings happen naturally, with epic landscapes, state-of-the-art venues and world-class accommodations found next to world-renowned attractions. The destination has inspired influential minds, from John Steinbeck penning his famous 1945 book, “Cannery Row,” to Steve Jobs and Steve Wozniak conceiving the Apple computer and the first TED Conferences held at the Monterey Conference Center in 1984.

See Monterey has become the first destination in the United States to launch a new site with AI-powered itinerary-building technology from tourism tech leader, [Mindtrip](#). The technology is an essential tool for meeting planners, providing personalized trip plans, venue recommendations and itineraries with ease. The platform’s data-driven design connects planners with Monterey’s

diverse offerings, from coastal venues to unique team-building activities, enabling them to create tailored experiences for groups of all sizes.

“Every story of success starts with a little inspiration,” said Teresa Savage, Senior Vice President of Business Operations at See Monterey. “With our redesigned website’s AI technology and new ‘Inspiration Meets Here’ campaign, we’re making it easier than ever for meeting professionals to discover how Monterey County can transform their next conference into an inspired and productive experience.”

AI Technology Meets Planning Innovation

A leader in the artificial intelligence travel space with See Monterey’s partnership with emerging tech brand, Mindtrip, the new website now offers an intuitive planning experience designed to support meetings professionals. This technology enables seamless access to resources, including:

- **Custom Itinerary Creation:** Build group-specific plans that incorporate planners’ priorities, from incorporating local businesses and sustainable practices, to suggesting team-building activities and post-event exploration.
- **Tailored Venue Recommendations:** Discover Monterey’s state-of-the-art meeting spaces, iconic coastal venues and unique settings like vineyards and the world-famous Monterey Bay Aquarium.
- **Dynamic Visuals and Data:** Explore Monterey County’s venues, activities and accommodations with rich visuals, interactive maps and user-friendly booking options.

Inspiration Meets Here

“Inspiration Meets Here” leverages a strategic mix of paid, owned and earned media to attract meeting planners by showcasing Monterey County as a unique, memorable and effective venue that drive attendance, boost productivity and sparks innovation. The campaign features images and videos of iconic and nontraditional venues, incorporating shots of quintessential coastal scenery and inspiring inland locales. The narrative focuses on a variety of meetings professionals exploring Monterey County’s endless paths during visits for a trade show and business meetings, all while illustrating the destination’s appeal for visitors to connect with themselves and each other and stay a day or two longer to explore all there is to see and do.

Several venues throughout the county are pictured in the campaign creative, including the 85,000 sq. ft. Monterey Conference Center offering state-of-the-art meeting space in the heart of downtown Monterey. With 1,200 nearby rooms, including adjoining Monterey Marriott and Portola Hotel & Spa at Monterey Bay, attendees enjoy easy access and walkability to the waterfront Fisherman’s Wharf and 60+ restaurants.

Savings Meets Value

As part of the campaign launch See Monterey is offering several [promotions and offers](#) appealing to groups of all sizes, including:

- **[Flash your Badge](#):** Local merchants and restaurants offer exclusive discounts and promotions for meeting attendees illustrating the wide variety of things to do through Monterey County. More than 35 local businesses offer redeemable incentives, with

promotions including \$10 off year-round excursions with [Monterey Bay Whale Watching](#), a glass of wine from [Comanche Cellars](#), 10% off at [Alvarado Street Brewery and Grill](#) and 10% off rentals with [Monterey Bay Kayaks](#).

- **Fresh air sparks fresh ideas.** See Monterey's experts assist planners with complimentary RFP sourcing, marketing and collateral support and attendance-building promotions. This promotion provides qualified meeting planners with roundtrip airfare, a customized site inspection, hotel accommodations, ground transportation and meals.
- Groups that book and host an event with 25 guest rooms or more before April 2025, See Monterey will credit \$20 per actualized room night.

An updated [Destination Meetings Guide](#) also directs planners to resources that illustrate why Monterey should be the next choice for inspired meetings and events.

With a northern border approximately 100 miles south of San Francisco and direct flights from Denver, Dallas, Seattle, Las Vegas, California hubs, Seattle and Phoenix, Monterey is an equally accessible and inspiring destination for meetings and groups.

For more information or to book a meeting or group experience, visit www.MeetInMonterey.com.

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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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