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See Monterey and D.S. & Durga Debut a “Scented Itinerary” through Big Sur
*Collaboration celebrates this year's reopening of California's Iconic Highway 1
with a sensory-led travel experience*

FOR IMMEDIATE RELEASE

Monterey County, Calif. — June 16, 2026 — [See Monterey](#) and Brooklyn fragrance house [D.S. & Durga](#) have partnered to debut a multi-sensory “[scented itinerary](#)” through Big Sur. The launch coincides with the 2026 reopening of Highway 1 through Big Sur, a milestone that restores uninterrupted coastal access between Monterey and San Luis Obispo counties for the first time in more than three years.

“Big Sur is for giants—huge trees, mountains, waves, and clouds,” said David Seth Moltz, D.S. & Durga co-founder and perfumer. “It is a secret enclave that holds mystical history from trees to poets by the mighty Pacific. This itinerary is an homage to that confluence of Monterey’s wood, water, and green, a microcosm of California in some ways, that stays with you long after you’ve left.”

Few places invite travelers to slow down and breathe deeply; where the Santa Lucia Mountains meet the Pacific, Big Sur is one of them. Its beauty is immersive, from misty overlooks and forest trails to ocean air that feels freshly laundered by nature. From iconic landmarks to quiet groves, the scented itinerary reflects the layered freshness behind D.S. & Durga’s [Big Sur After Rain](#) and [Big Sur Eucalyptus](#) product lines. The curated itinerary traces these landscapes, with Moltz recommending his inspired locales in partnership with See Monterey.

“Monterey County has long inspired travelers through its breathtaking landscapes and sensory richness,” said Rob O’Keefe, President & CEO of See Monterey. “Partnering with D.S. & Durga on this immersive itinerary is a natural way to invite visitors to experience our coastline, forests, culinary scene, and luxury escapes in a way that engages all the senses while reflecting the region’s harmony of natural elegance, environmental stewardship, and thoughtful travel.”

Itinerary highlights include:

- 📍 [Julia Pfeiffer Burns State Park](#) | “The walk down to the water at Julia Pfeiffer State Park.”
 - Named after legendary lifelong Big Sur resident, rancher and pioneer Julia Pfeiffer Burns, the Julia Pfeiffer Burns State Park is a masterclass in Big Sur’s scale, featuring an 80-foot waterfall, dramatic redwood groves, and prime whale-watching perches.
- 🍷 [Big Sur Lodge](#) | “The bar at the Big Sur Lodge. Wild and fun.”
 - Surrounded by the majestic redwoods, the calming river, and the beauty of Pfeiffer Big Sur State Park, sits Big Sur Lodge. Experience the essence of Big Sur’s natural beauty over locally sourced meals and craft cocktails at the Homestead Restaurant and Bar or

on the sprawling outdoor patio overlooking the Big Sur River. With the Monterey Bay and Salinas (America's Salad Bowl) at the doorstep, each bite embodies the magic of Big Sur's landscape and climate.

 [Andrew Molera State Park](#) | *"The beach at Andrew Molera State Park—a must for the walk alone."*

- The largest state park on the Big Sur coast, Andrew Molera State Park is named after the man who brought the artichoke to California. Molera's trails wander through a wide variety of environments, from spectacular coastlines to tranquil riverbanks, from redwood-studded ridges to grassy meadows and historic structures.

 [Nepenthe Restaurant](#) | *"Nepenthe at sunset. Nepenthe all day."*

- Nepenthe Restaurant in Big Sur is perched on the edge of the continent high above the Pacific. This mecca of artists, poets, travelers, and vagabonds has served guests for more than 68 years. Enjoy lunch, dinner or sundowners overlooking spectacular views of more than 60 miles of the Big Sur coast.

 [Deetjens Big Sur Inn](#) | *"Deetjens is also cozy."*

- Tucked along the edge of a redwood forest in Big Sur, Deetjen's Big Sur Inn offers an intimate, transportive stay with thoughtfully appointed guest rooms. Each is defined by crackling fireplaces, candlelight, and simple, romantic luxuries, often set to a backdrop of classical music. A designated National Historic Landmark dating to the 1930s, the inn pairs its storied charm with an award-winning restaurant serving home-cooked breakfast and dinner five days a week.

Monterey County offers more than 2 million acres of diverse, fragile lands and ecosystems, and resilient local communities; visitors can make a positive impact and travel responsibly by following [The Right Path](#).

D.S. & Durga's Big Sur After Rain line includes candles, hand soap, hand lotion, and a hanging auto fragrance, an ideal travel companion to complement the senses with notes of coastal rain, eucalyptus shoot, magnolia, pacific spray, and wet wood during a road trip through Big Sur. D.S. & Durga's Big Sur Eucalyptus eau de parfum is available in travel-friendly sizes, including the 50ML and 100ML bottles, with notes of eucalyptus globulus, pacific spray, wet wood, cardamom, rosemary, magnolia, cypress, eucalyptus cone, and dry leaves.

Travelers can evoke the senses and plan their own Big Sur immersion by downloading the itinerary on the See Monterey app. For more information and inspired trip planning, visit [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 2025, travel spending in Monterey County was \$3.3 billion, supporting nearly 28,000 jobs and generating \$346 million in state and local tax revenue that directly benefited the community. For more information, visit [SeeMonterey.com](#) and follow us

on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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