

SEE MONTEREY

Monterey County Convention & Visitors Bureau is now See Monterey

The name change is just the beginning of launching an elevated brand identity and complementary business plan focused on long-term strategies

Monterey, Calif., August 31, 2023 — The Monterey County Convention & Visitors Bureau (MCCVB) is now See Monterey – just one of a dynamic series of changes and initiatives that will shape the trajectory of the organization and its promotion of Monterey County as a world-class destination. The organization is unveiling its new approach today at its Annual Meeting. The approach is a transformative journey including a full rebranding of the destination, the annual Business Plan and a new Visitor Profile Study that provides insights on traveler origin, trip characteristics and spending patterns.

"We are thrilled to embark on this transformative journey as See Monterey. Our new business plan builds upon the successes of last year's Long Term Strategic Plan while embracing innovation and sustainability for the future," said Rob O'Keefe, President and CEO of See Monterey. "The rebranding captures the spirit of exploration that defines Monterey County and our elevated approach to planning and research helps us to better grow responsible tourism that ultimately generates community prosperity."

A Rebranding Journey: Find Your Way Here

The rebrand is headlined by a new brand platform called "Find Your Way Here" – it's more than a tagline, it's an open invitation to not only travel to Monterey County but to seek connectivity within. It speaks to the many paths, literal and figurative, people find themselves on while exploring and enjoying the destination. The new name, "See Monterey," embodies the essence of exploration and diversity of experiences and provides a streamlined and more recognizable name for the organization. After more than 10 years of "Grab Life by the Moments," the new tagline, "Find Your Way Here," reflects a renewed focus on the ways the destination is naturally connected, from the pristine coastline to the redwood forests and verdant valley. The tagline is designed to inspire travelers to have moments of connection with the people you're with and even within yourself. Monterey County's composure of several diverse communities offers a vast mosaic of experiences and endless paths, which the new tagline aims to tie all of Monterey County together. A new logo echoes the connectivity of the destination to the organization, alongside fresh color palates, redesigned advertisements and digital footprint. The rebrand follows nearly a year of research and development including focus groups and surveys with drive, short-haul and long-haul markets.

"Monterey County's superpower has always been 'inspiration' and this new approach applies that power towards creating greater authentic connectivity. Connectivity with the natural beauty of the destination and our many diverse experiences," said O'Keefe. "Our research strongly indicated a desire for a heightened level of natural connectivity and that Monterey County provides it. Not just connections with the place but with friends, family and even within oneself."

No matter where your path takes you in Monterey County, one thing is guaranteed: inspiration is ahead.

A New Business Plan Ushers in a Visionary Era

Building upon the momentum of last year's Long Term Strategic Plan, meant to guide the destination and tourism economy into the future, the new 2023-24 Business Plan continues the ongoing effort to drive the potential growth of \$2.2 billion in incremental visitor spending over the next decade. Focusing on the innovation and transformation of the destination, this comprehensive strategy maps out a course to further Monterey County as a premiere destination and generate the ideal visitation for our destination, with sustainability efforts and the encouragement of longer stays underscoring the plan. The Business Plan encompasses a multifaceted approach, including strategic marketing campaigns, an expansion of the visitor profile study, community engagement and collaboration with local partners and integrated business development sales initiatives – all aimed at fostering sustainable and responsible tourism growth.

The evolution to See Monterey aligns seamlessly with its business plan and strategic plan, both designed to reimagine the way visitors view the destination by embracing modern technologies, fostering sustainable practices and creating authentic connections between visitors and the local community.

Enhanced Visitor Profile Study Unveils Deeper Insights

See Monterey is taking significant strides to enhance its understanding of Monterey County visitors and their preferences by leveraging technology-enabled intercepts to elevate its research efforts across the destination. This research initiative marks the first comprehensive visitor profile study undertaken by the MCCVB since 2017 when in-person intercepts were solely conducted in high-traffic areas such as Cannery Row and Main Street in Salinas. The new study will embrace technology using QR codes in hotels, hospitality businesses, events and even on the MST Trolley. The initial report marks the differences in travel patterns coming out of the COVID pandemic. The technology-enabled intercepts are expected to survey double the number of individuals as previous studies, allowing for a more robust, data-driven and real-time analysis of visitor behaviors and preferences.

MCCVB encourages all local tourism-related businesses and attractions to actively participate in this groundbreaking study, as it seeks to build a comprehensive understanding of the factors that shape visitor experiences. Businesses interested in participating should reach out to Info@SeeMonterey.com.

For more information, please visit www.SeeMonterey.com and view the 2023-24 Business Plan at www.SeeMonterey.com/Members/Tools/Reports.

For the new See Monterey logo, visit our [gallery here](#), or reach out to Media@SeeMonterey.com.

###

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 promotion and growth of the tourism economy. Travel spending in Monterey County was nearly \$3 billion in 2022, supporting 25,370 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 [Twitter](#).

Media Contact

Emily Evans

Emily@SeeMonterey.com

831-657-6434