



## **See Monterey Launches New Website to Transform the Travel Planning Experience**

*First destination in the U.S. to launch new site with innovative AI technology from Mindtrip*

**Monterey, Calif., December 11, 2024** — [See Monterey](#) is leading the way in travel planning innovation with the launch of its new, fully rebuilt website that integrates AI trip planning technology. The new SeeMonterey.com combines advanced technology and user-centric design, while embodying the destination’s core tenet of connectivity, to revolutionize how visitors explore Monterey County. It is the first destination in the United States to launch a new site with AI-powered itinerary-building technology from tourism tech leader, [Mindtrip](#). At the heart of this transformation is a blend of forward-thinking technology, data-driven development and engaging design, the result of months of work with See Monterey’s website development partner, [Madden Media](#).

“Launching this new site is in direct alignment with our Monterey County Tourism 2030 Roadmap, a guide to navigating the ever-evolving landscape,” said Rob O’Keefe, president and CEO of See Monterey. “Evolving and enhancing our digital presence gives us the power to connect people around the globe with Monterey County and inspire them to visit, while providing them with real-time information and connectivity to our many hospitality businesses.”

Inclusion in the pilot program with Mindtrip, an AI-driven platform enabling visitors to personalize trip plans and sequential itineraries, further positions See Monterey as a pioneer in the travel industry. The seamless integration of AI enhances the user experience by connecting visitors with local businesses, hotels, restaurants and activities for an authentic insider experience. Monterey County is just one of six destinations worldwide with access to the intuitive and integrative Mindtrip technology.

Designed to engage both leisure travelers and meeting planners, enhanced features on the site include intuitive navigation, faster load times and a streamlined, clutter-free design that makes trip planning effortless. Immersive animations throughout the site mirror the natural hues of Monterey County to create an emotional connection. Interactive tools, such as an enhanced map feature, bring trip planning to life with storytelling and visual exploration.

Reflecting See Monterey’s commitment to digital innovation, the new website has been meticulously developed to meet the latest digital recommendations, ensuring maximum

visibility through search engines and AI tools. Post-launch, it will continue to evolve ensuring it remains fully aligned with See Monterey's goals and objectives, reinforcing the organization's mission of generating community prosperity through the responsible promotion and growth of the tourism economy.

Experience the future of travel planning today at [SeeMonterey.com](https://www.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 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](https://www.SeeMonterey.com) and follow us on [Facebook](#), [Instagram](#) and [X](#).

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