

WAY FINDING

**The Right Path to Marketing Responsible Travel
February 18, 2025**



See Monterey Team



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What is Responsible Travel?



SEE MONTEREY

Mission: To generate community prosperity for Monterey County through the *responsible* promotion and growth of the tourism economy.

MONTEREY

Grab life by the moments.®



SUSTAINABLE
MOMENTS™

Visit Responsibly.

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SUSTAINABLE
MOMENTS™
Visit Responsibly.

- Engage in environmentally friendly practices
- Selecting eco friendly accommodations
- Supporting local businesses
- Respecting wildlife habitats

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THE
RIGHT
PATH



- Promote sustainable tourism
- Support local economies and cultures
- Encourage awareness, education and safety



The Campground Principle:
Leave a place better
than you found it.

NATURALLY CONNECTED

STRATEGIC POSITIONING

KEY MESSAGE PILLARS

NATURAL BEAUTY & WILDLIFE

STUNNING SHORELINE VISTAS, TOWERING REDWOOD FORESTS, MARINE SANCTUARY, PRISTINE BEACHES AND DUNES. MILES OF SCENIC HIKING, WALKING, AND BIKING TRAILS.

ECO TO LUXE LODGING

WIDE RANGE OF ACCOMMODATIONS FROM LEGENDARY RESORTS WITH WORLD-CLASS WELLNESS SPAS, AND AMENITIES TO FAMILY AND ECO-FRIENDLY HOTELS, CAMPING AND GLAMPING

COASTAL CUISINE

VERDANT FARMLANDS AND SEA SUPPLY FRESH, LOCAL SEAFOOD & PRODUCE

ABUNDANT VINEYARDS, TOP NOTCH WINERIES, AND LOCAL BREWERIES WITH PLENTY TO SIP AND SAVOR

WORLD-CLASS EVENTS

CAR WEEK & CONCOURS D'ELEGANCE, AT&T PEBBLE BEACH PRO AM, U.S. WOMEN'S OPEN, MONTEREY JAZZ FEST, BIG SUR FOOD & WINE, BIG SUR MARATHON

SUSTAINABILITY

HOW DO WE PROTECT OUR ENVIRONMENT?

HOW DO WE LEAVE A PLACE BETTER THAN WE FOUND IT?

HOW DOES SUSTAINABILITY IMPACT OUR FOOD & WINE?

HOW DO WE LIGHTEN OUR EVENT FOOTPRINT?

PERSONALITY

PEACEFUL, WELCOMING, INSPIRING, NATURAL, AUTHENTIC

FOUNDATIONAL EQUITIES

WORLD RENOWNED AQUARIUM

LEGENDARY GOLF COURSES & EVENTS

STUNNING SCENERY PRISTINE COASTLINE

TEMPERATE CLIMATE

AGRICULTURAL JEWEL SALINAS VALLEY

// BRAND ARCHITECTURE

STRATEGIC POSITIONING

NATURALLY CONNECTED

KEY MESSAGE PILLARS

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SALINAS VALLEY



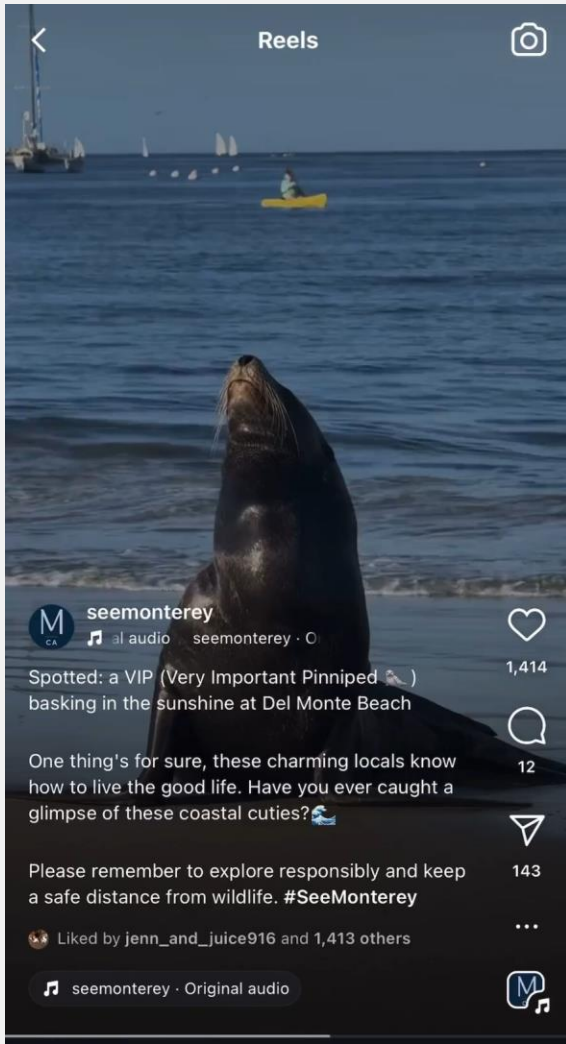
Types of sustainability information consumers want to see during their trip planning process:



- Recommendations for locally owned businesses/restaurants
- Transportation options with lower environmental impact
- Information on how to best engage with local cultures and communities
- Environmentally conscious lodging/accommodations
- Recommendations for destinations that support indigenous cultures and heritages

Encourage travelers to adopt responsible travel practices before they arrive...

San Francisco Chronicle



56 Sunday, June 16, 2024 | Advertising Feature

The breakfast room at Seven Gables Inn overlooks Monterey Bay in Pacific Grove. The bed and breakfast has an on-site pastry chef who creates a daily vegetarian breakfast.

Monterey lodging options feature Victorian charm, sustainable luxury, communal dorms

By Carey Sweet

For many travelers, selecting a place to stay ranks high on their priorities. More than just a place to lay their weary heads, a hotel or resort visit should offer an experience.

In my case, part of the joy of a hotel stay (besides a sparkling clean room that I don't have to clean) is a unique memory. I like to know the story of a property and how it fits into the destination I'm exploring. I want a sense of place alongside that comfy, fluffy bed.

In Monterey, the lodging options are many, ranging from budget to ultra-deluxe. Here are some you'll want to check out for that extra special check-in:

Seven Gables Inn
I've driven past the canary yellow Seven Gables Inn in Pacific Grove several times and thought, "what a gorgeous Victorian home." It turns out I was partly right. Built in 1886 as a beachside home, it was converted to a B&B in 1982. Acquired in 2021 by

Left: The main house at Seven Gables Inn in Pacific Grove was built in 1886 and was converted to a bed and breakfast in 1982. Right: A lobby area in the main house at Seven Gables Inn reflects the estate's Victorian charm.

Details
Seven Gables Inn: 555 Ocean View Blvd., Pacific Grove, 831-372-4341, www.sevendablesinn.com
Sanctuary Beach Resort: 3295 Dunes Drive, Marina, 855-693-6583, www.thesanctuarybeachresort.com
Monterey Hostel: 778 Hawthorne St., Monterey, 831-677-6060, www.montereyhostel.com
Coachman's Inn: San Carlos St. between 7th Ave. and 8th Ave., Carmel, 831-624-6421, www.coachmansinn.com

and solar lighting, biodegradable food packaging and non-toxic housekeeping cleaning products. Even the beach volleyball court and bocce ball courts are bedded with recycled oyster shells.
Rooms and suites are clustered in bungalows

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Encourage visitors to adopt responsible travel practices *before they arrive...*

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WHI
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New chat

Monterey County When 2 travelers Budget Trip 0

Where to today?

Welcome to your travel planning journey for Monterey County! As you start thinking about your trip, what kind of experiences are you most excited about exploring in this beautiful region? Whether it's indulging in local cuisine at charming restaurants, relaxing at a cozy hotel, or discovering unique activities, there's so much to consider. Let's dive into planning your perfect getaway!

What can I ask?

can you give me |

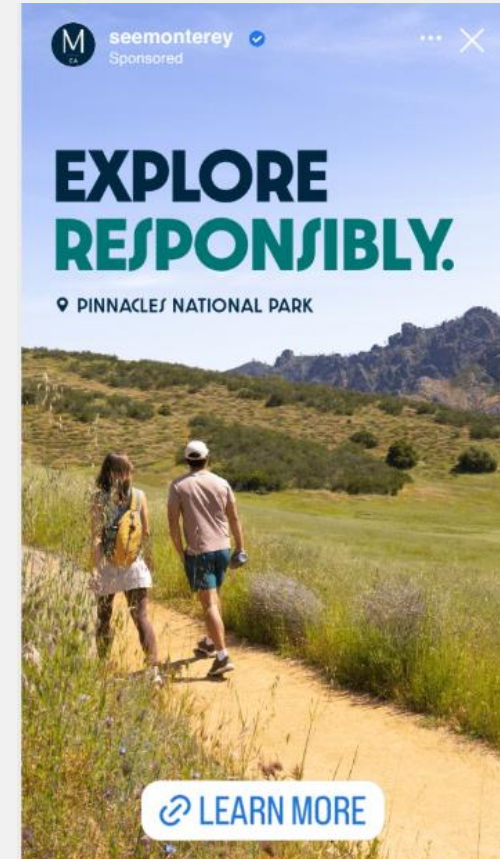
Mindtrip.

Mindtrip can make mistakes. Check important info.
If you notice any issues, please email Marketing@SeeMonterey.com

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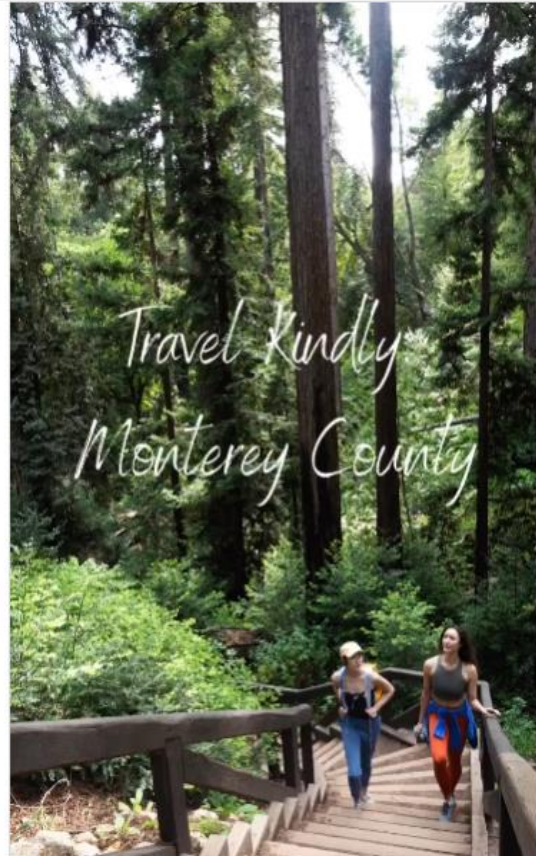
Remind travelers to be respectful *while visiting...*





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Original audio



kindtraveler Edited • 100w

The regenerative tourism mindset revolves around leaving destinations better than before you arrived ☑☑. One way you can support local communities when you travel is by giving back to local nonprofits that are essential to the health and wellbeing of the destination. In Monterey County (@SeeMonterey), Kind Hotels share exclusive offers on Kind Traveler and an opportunity to give back to @RanchoCieloYouth, or a charity of your choice. 100% of donations go to your selected charity.

Rancho Cielo Youth Campus is a local nonprofit investing in all young people in Monterey County facing challenges for success through diploma education, vocational training, counseling, and life



281 likes

March 16, 2023





Jessica Blotter
CEO, Founder, Editor-in-Chief



More Ways To Get Involved

Keep Us Informed

Tell us what your business is up to! Share any deals or discounts that you are offering for locals, upcoming events, new menu items, etc. to promote.

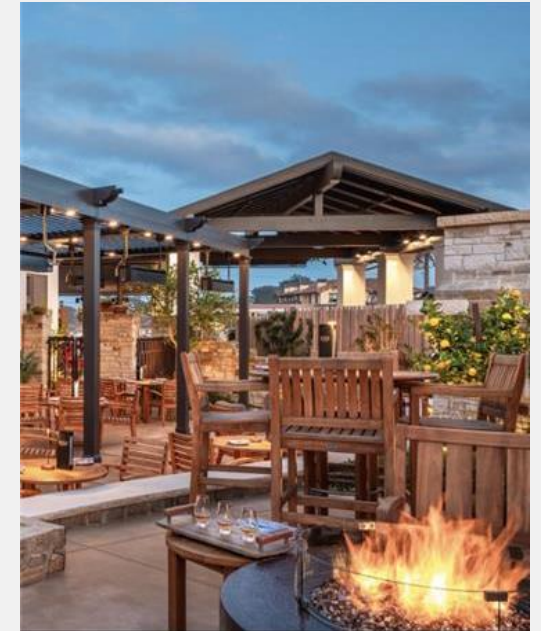
Members can update their own listing, event and special offer content via the Extranet.

Share Content with Us

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Tag Us

Use the hashtag #SeeMonterey or tag us for amplification.



seemonterey Edited • 8w
@casamunrasgardenhotelandspa is turning 200! 🎉🍰

On Saturday, September 21st, from 2-5 p.m., celebrate this milestone with an afternoon full of Spanish flair! 🎸 Enjoy live music from the Bolero Brothers and local favorite guitarist Richard DeVinck, along with a captivating performance by the Azahar Flamenco dancers, featuring Jessica Lucido. 🎭🌟

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THANK YOU!

