



## **See Monterey Adds New Public Relations Director with Wealth of Hospitality Experience**

*New PR Director Katie Soltas brings depth of experience in communications for hotels and destinations that aligns with See Monterey's Monterey County Tourism 2030 Strategic Plan*

Monterey, Calif., January 31, 2025 – See Monterey is thrilled to announce the appointment of Katie Soltas as the new director of public relations. With more than 15 years of experience in integrated communications in the hospitality industry, most recently with Marriott International, Soltas brings a wealth of knowledge to the See Monterey team at a critical time for the destination.

With major hospitality industry growth on the horizon over the next five years, including new hotels and community development projects, See Monterey is addressing new challenges to the local tourism economy in its recently released Monterey County Tourism 2030 plan (MCT 2030). Soltas' background in executing successful marketing communications programs for hotels and destinations around the country add to See Monterey's ability to generate community prosperity through the responsible promotion and growth of Monterey County's tourism economy.

As part of the Marketing Communications team and a member of See Monterey's senior leadership team, Soltas will lead the media and influencer relations, as well as crisis communications and key integrated marketing communications programs for the organization. She will report to Vice President of Marketing Communications Lindsey Stevens while collaborating with key stakeholders in the community to increase the competitiveness of Monterey County as a group and leisure destination.

“With the addition of about 1,000 hotel rooms in Monterey County over the next five years, it made perfect sense to welcome a seasoned hospitality leader like Katie to our team,” said Stevens. “Her background lends itself perfectly to our goals of supporting managed growth for the destination. Her track record of leading innovative and results-oriented communications programs aimed at leisure travelers as well as meeting planners, will be critical to our success.”

Soltas most recently served as the area director of field marketing, MidAmerica for Marriott International where she oversaw the strategic marketing initiatives for over 300 hotels in the Midwest and Texas, led Marriott Bonvoy destination marketing campaigns and partnerships while mentoring a team of hotel-based marketers. She has garnered myriad industry awards throughout her tenure in communications leadership roles with White Lodging Services, Hyatt Hotels, Finn Partners and Starwood Hotels throughout Texas, Tennessee and Hawaii'i.

# SEE MONTEREY

"I am honored to embrace this leadership role with See Monterey and look forward to sharing our destination's stories – whether it's new offerings or hidden gems to explore – with our media partners, prospective visitors and even local residents," said Soltas. "This incredible opportunity that comes with great responsibility to our stakeholders as we embark on this path of continued, responsible growth throughout Monterey County."

For more information on the MCT 2030 Roadmap and additional reports, visit [www.seemonterey.com/members/tools/reports/](http://www.seemonterey.com/members/tools/reports/).

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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](http://www.SeeMonterey.com) and follow us on [Facebook](#), [Instagram](#) and [X](#).