

Another Day in Monterey Hotel Promotion Pilot Program



Program Outline

- Pilot program by See Monterey designed to drive “one more night” bookings and boosting length of stay and visitor spending
- Includes a “Buy Two, Get One...” discount
- April – June offer period



1. OFFER

- Book two nights, get the third night FREE
- Similar to Santa Barbara's 3rd Night Free program:

[View Santa Barbara offer page](#)

Sample Landing Page from Visit Santa Barbara

NOW THAT'S SANTA BARBARA SAVVY

From exhilarating to the sublime, Santa Barbara is brimming with next-level reasons to turn your next visit into an extended escape along our beautiful crescent of coast. Home to a bounty of breathtaking beaches and epic, fresh-air activities in the great outdoors, it's impossible to experience all Santa Barbara has to offer in just two days. If you're looking for a serene coastal getaway and or a well-earned staycation, **book a three-night stay and receive your third night free** at participating hotels and resorts listed below.

*Before booking, please carefully review Terms and Conditions for specific details and blackout dates. Book and stay by dates, restrictions and terms may vary by property.



Inn by the Harbor

Reflecting the Spanish style of Santa Barbara, the white adobe Inn by the Harbor features red tile roofs, inlaid tile staircase and wrought iron embellishments. Relax in the enclosed sun deck courtyard or use complimentary beach cruisers to explore the boutiques and wine-tasting rooms of the nearby Funk Zone. Book 2 nights, get the 3rd night free. No resort fees; parking, WIFI, continental breakfast and wine happy hour are always complimentary.

Terms & Conditions: Book now for stays from Sundays to Thursdays through May 22, 2025. Blackout dates apply; available exclusively online. Blackout dates apply; available exclusively online.

[BOOK NOW](#)



Hotel Santa Barbara

No need to wait for the weekend to have some fun! Treat yourself to a midweek stay in the heart of downtown Santa Barbara. Book two nights and get your third night free when you stay Sunday through Wednesday. Take a stroll or grab a bicycle to explore the Funk Zone, endless dining options and pristine beaches at Stearns Wharf. Blackout dates may apply. Book online or call the hotel directly at 1 (800) 549-9869 and mention the three-night promotion.

Terms & Conditions: Offer valid through May 30, 2025. Promotional blackout periods may apply due to seasonal periods or special events, and normal arrival/departure restrictions apply (unless otherwise noted). This offer may be altered or withdrawn at any time without notice. Not applicable on all room types. Advance reservations required; rates do not apply to groups. Rates listed are per room, per night, based on single or double occupancy, exclusive of taxes, gratuities, fees and other charges unless otherwise noted. Blackout dates may apply.

[BOOK NOW](#)

2. DETAILS

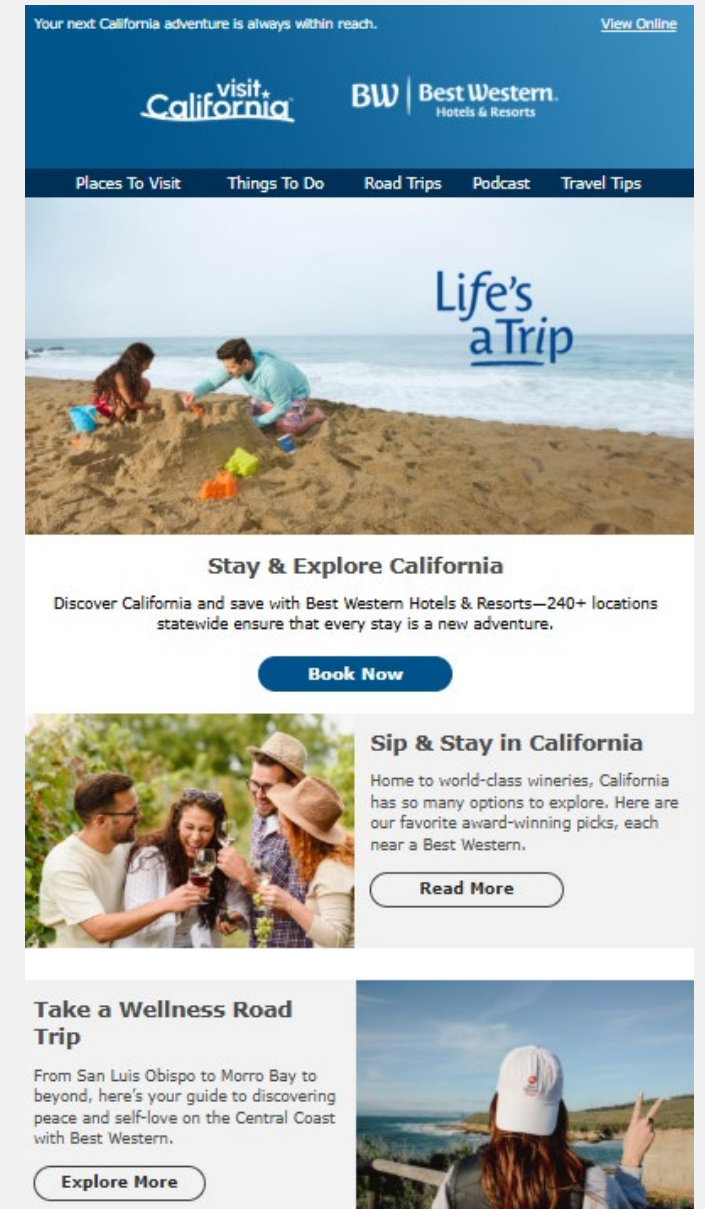
- Participating hotels set restrictions, blackout dates and T&Cs as needed
- Offer should be good to book and stay April 1 – June 30
 - Does not apply to stays after June 30
- Discount can be structured as needed by hotel
 - Ex: three nights at full rate discounted by 33% each, two nights at full rate with one night comped, etc.
 - Be sure to include TOT, sales and other applicable taxes for 3rd night
- Commit to sharing redemption information with See Monterey to determine success

Sample T&Cs:

Terms & Conditions: Book by May 16, 2025 for stays through May 18, 2025. Offer is subject to availability and cannot be combined with any other offer. Not applicable on all room types. Advance reservations required; rates do not apply to groups. Rates listed are per room, per night, based on single or double occupancy, exclusive of taxes, gratuities, fees and other charges unless otherwise noted. Not applicable for Rewards redemption. Void where prohibited. Blackout dates may apply.

3. PROMOTION

- See Monterey will create and manage campaign landing page
- See Monterey will provide marketing promotion
 - See Monterey visitor database
 - Organic social and website content
 - Paid social media
 - Visit California dedicated e-newsletter to 200,000+ subscribers
 - Public Relations
 - Possible content campaign with travel-focused media partner
- Hotels can share with their own databases



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Life's a Trip

Stay & Explore California

Discover California and save with Best Western Hotels & Resorts—240+ locations statewide ensure that every stay is a new adventure.

[Book Now](#)

Sip & Stay in California

Home to world-class wineries, California has so many options to explore. Here are our favorite award-winning picks, each near a Best Western.

[Read More](#)

Take a Wellness Road Trip

From San Luis Obispo to Morro Bay to beyond, here's your guide to discovering peace and self-love on the Central Coast with Best Western.

[Explore More](#)

Sample Visit California dedicated e-newsletter

Next Steps

1. Hotels to confirm participation offers, details, booking links/promo codes and image by March 21
2. Landing page and campaign development March 24 – 31
3. Offers live and campaign launch April 1

For questions or more information please contact Lindsey Stevens, VP of Marketing Communications at Lindsey@SeeMonterey.com.

To submit your offer, please fill out **THIS FORM** with all offer details.