



PEBBLE BEACH®
MEETINGS

Your legendary meeting. Our legendary setting.

HERE'S WHY PEBBLE BEACH RESORTS
IS SO MUCH MORE THAN GOLF



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AMERICA'S COURSE

Since Pebble Beach Golf Links opened in 1919, Pebble Beach Resorts has become an international icon in the world of championship golf and a bucket list destination for serious golfers everywhere. Set along the rugged Pacific Coast of the Monterey Peninsula, the golf courses at Pebble Beach occupy some of the most beautiful and scenic spaces in California. For nearly 100 years, Pebble Beach has hosted the greats of the game and built an unequalled position in the storied history of golf.

Famed Pebble Beach Golf Links has been called "The St. Andrews of the United States" and "America's Course". Each year, golfers from around the world make their way to the Monterey Peninsula to test their game on the fabled fairways and greens of the resort's four championship courses. For many, this trip realizes the dream of a lifetime. Playing the storied tracks at Pebble Beach is a defining moment for golfers of all stripes and a cherished memory for those fortunate enough to experience it.

THE ALLURE OF PEBBLE BEACH

Through the years Pebble Beach Resorts has changed and grown, building on its rich golf legacy, adding new facilities and refining its services to become one of the most recognized and desirable destination resorts in the country. Each subtle change, guest enhancement and new facility is built to the same high standard set by its elite golf heritage. Its guest appeal has increased and widened with time, drawing as many non-golf guests today as golfers and making Pebble Beach Resorts a must-stay destination for discerning travelers from across the globe.

As a celebrated golf venue and sophisticated, international luxury resort, it is fitting that Pebble Beach Resorts is also one of the top corporate meeting and conference sites in America.

CORPORATE MEETING DESTINATION

Groups have always been a big part of the mix at Pebble Beach Resorts. From the very beginning, it has been a popular site for top-level meetings, conferences, client events and celebrations. Each year, The Lodge at Pebble Beach, Casa Palmero and The Inn at Spanish Bay host hundreds of meetings, conferences and group events for many of the top companies in the country. The resort's unequalled setting and compelling group environment make it a practical, positive and productive site for high-level group events.

Several factors contribute to this powerful group attraction:

- Pebble Beach Resorts has a strong reputation as a top-tier meeting and conference site helps attract new groups and build valuable repeat customers.
- Location on the magnificent Monterey Peninsula easily accessible from San Francisco, the Silicon Valley and the Bay Area.
- Easily accessible to San Francisco and San Jose International Airports and Monterey Regional Airport. Monterey Regional Airport is also serviced by daily direct flights from San Francisco, Los Angeles, Phoenix and San Diego.
- Flexible group facilities provide a productive business-oriented setting for top-level meetings and conferences.



- Championship golf is the calling card of Pebble Beach Resorts and its role and intrinsic appeal in corporate America are an ideal fit.
- Fresh and imaginative food and beverage add a special local flavor and sophistication that enhance the group experience.
- The professional group services team guides and assists their clients at every step in event planning and execution to deliver flawless group events.
- A broad range of group activities, both at Pebble Beach Resorts and in the local area, provide a wealth of experiences for group attendees and individual guests.
- An ideal year-round climate encourages outdoor activities in conjunction with meetings.

Corporate clients bring their top-tier groups to Pebble Beach because meeting here helps achieve their business objectives. This pragmatic appeal has established Pebble Beach Resorts as a preferred group destination where top companies bring their most important meetings and events. It's the success of these critical, high-level events that builds the resort's loyal repeat client base and brings them back to Pebble Beach, year after year.

"My company has held many events at Pebble Beach Resorts my first visit was with my childhood friend to celebrate our 45th birthdays. Call it our "Thelma and Louise" trip. Sitting at the fire pits at The Inn at Spanish Bay topped off two incredible days of wine tasting and exploring the Pacific Coast Highway. Now I know why Pebble Beach is so much more than golf"

SVP Meetings and Events, Financial Services Company

MARKETING PARADOX

Pebble Beach Resorts is fortunate to enjoy an unusually high ratio of repeat group business. Its loyal corporate client base is the envy of many top hotels and resorts – but sometimes, success can also work against you. Repeat clients know that holding their meetings at the resort contributes to their effectiveness and success – but new clients really have to experience the power of Pebble Beach to understand its persuasive value. Sharing this important story is a key role for the resort's group sales team.

When most people think of Pebble Beach, the first thing that comes to mind is world-class golf. And although that image is true, the fame and preeminence of Pebble Beach in the competitive culture of championship golf can overshadow many of the resort's other wonderful features.

Although golf is always front-and-center at Pebble Beach, the resort offers many other activities and attractions that make it a leading group destination. New group clients who have never visited Pebble Beach often ask "What else is there to do at Pebble Beach besides golf?" Answering this question is really the key to introducing new clients to the special advantages of a Pebble Beach meeting.



“New customers often ask “what’s there to do at Pebble Beach besides golf?” We refer them to our many repeat customers who return often because the resort and the Monterey Peninsula have so many group event and activity options. We have many groups that come here for top-level business meetings and customer events and don’t include golf in their program at all.”

Ann McAuliffe, Director of Sales, Pebble Beach Resorts

INCOMPARABLE LOCATION

In fact, the resort’s wide variety of activities for groups and their attendees is one of the primary reasons that so many groups return to Pebble Beach again and again. The resort’s singular blend of setting, facilities and professional service staff afford endless options and possibilities for group events and activities – at the resort, on the Peninsula and in the surrounding area. And it all begins with an incomparable location.

The Monterey Peninsula is a complete, self-contained visitor destination. Located about 100 miles south of San Francisco, the Peninsula is a comfortable two hour drive from the city, Silicon Valley and other Bay Area centers. This makes it easily accessible for Bay Area residents and groups and for visitors from across the country. Like so many good things, the Pebble Beach experience begins with the trip to get there.

ROAD TRIP–PACIFIC COAST HIGHWAY

Highway One, the fabled Pacific Coast Highway is one of the most dramatic and famous roads in America. Considered by many to be one of the most scenic drives in the world, the journey south from the Bay Area on PCH is an experience all its own. In a convertible on a clear day with the top down, there’s nothing like it. It passes along the broad arc of Monterey Bay, through rolling fields of the Salinas Valley and along the coast to the magnificent Monterey Peninsula.

Here, nestled just off the highway at the edge of Del Monte Forest is one of the Peninsula’s must-see highlights; the gated entrance to Pebble Beach and the famous 17-Mile Drive. Just getting there is an enjoyable start to the Pebble Beach experience. Once at the resort, everything in and around the Peninsula is so close that new guests are often surprised by how fast and easy it is to get to all the area’s many attractions. And at the center this Circle of Enchantment is Pebble Beach Resorts.

ON PEBBLE BEACH

The exclusive environment of Pebble Beach is the perfect platform to produce successful, high-level meetings, conferences and group events. The resort’s wide selection of guest facilities, group venues, dining options, services, special events and activities create an ideal multi-day stay environment. They also offer a broad menu of appealing onsite options for groups and their attendees.



DINING AND CULINARY

- The Pebble Beach culinary team has forged special relationships with local growers, fish mongers, vintners and wine makers to procure the finest fresh local ingredients for the resort kitchens.
- Numerous restaurants and lounges offer guests and groups a wide selection of settings and cuisines, with menus built around fresh, seasonal ingredients from the local area.
- Group dining options range from small parties of six or eight in one of the resort's restaurants, to private group meals and banquets with imaginative menus and winemaker dinners with food and wine pairings.
- Cocktail receptions and wine tasting featuring the best Monterey County wineries are always an excellent ending after a day of meetings at Pebble Beach.
- Hands-on culinary classes and demonstrations presented by resort chefs are a popular group activity. They include specialties like chocolate tasting and truffle making, sauce painting and plated deserts. A favorite is the farm-to-table experience, with a local farm tour and preparation of a group meal with resort chefs in the Pebble Beach kitchen. Sitting down to enjoy the meal that they worked together to prepare is a special reward for the entire group.

PEBBLE BEACH GROUP DINING OPTIONS

- There are many exciting choices for group dining and dine-arounds at the resort. They include Stillwater Bar and Grill at The Lodge. Pèppoli and Roy's at The Inn at Spanish Bay or The Beach Club & Tennis Club overlooking Monterey Bay.

THE SPA AT PEBBLE BEACH

- Located next to The Lodge at Pebble Beach and adjacent to Casa Palmero, the resort's 22,000 square-foot Five-Star rated spa, is the premier spa in the area. It offers a full menu of relaxing spa services, luxurious pampering and post-golf therapy.

THE BEACH & TENNIS CLUB AND THE SPANISH BAY CLUB

- With three hotels at two separate locations along 17-Mile Drive, the resort offers two complete tennis and fitness clubs to serve resort guests at each location.
- Each club has its own heated pool, state-of-the-art fitness facility and complete tennis center with multiple championship courts, pro shop and expert professional instruction. The clubs are ideal for group tournaments.

PEBBLE BEACH EQUESTRIAN CENTER

- The Pebble Beach Equestrian Center offers escorted group rides of various lengths through Pebble Beach, Del Monte Forest and along the coast.

PEBBLE BEACH 17-MILE DRIVE

- Bike or hike to get your exercise while you explore 17-Mile Drive, Del Monte Forest, the Pacific Coast, Pacific Grove and Cannery Row.



Savvy event planners use these and other resort activities to build social and recreational features into their programs and enhance the group experience. This allows meeting and conference groups to be totally self-contained at the resort, elevating their focus, interaction and productivity. But beyond Pebble Beach, there is much more for groups to discover and enjoy. As a central location Pebble Beach is the perfect portal to the many sites and attractions around the magnificent Monterey Bay.

“Each year we program new activities into our agenda to engage our attendees; something fun that builds teamwork and communication. We have played bocce ball and croquet on the 18th lawn, had a billiard tournament, and used glow in the dark golf balls for a closest to the pin contest during our welcome reception. Every year we challenge our Conference Service Manager to come up with something new and she delivers.”

Sr. Chairman, Risk Management, Insurance and Reinsurance Brokerage

MONTEREY BAY AND THE PENINSULA

Just outside the gates of Pebble Beach, the coastal towns of Monterey, Pacific Grove and Carmel-by-the-Sea extend and compliment the area’s relaxed resort environment. Their small town charm and slow-paced lifestyles fit comfortably with the area’s intrinsic natural beauty. Each has its own allure and distinctive appeal and offers interesting options for group activities and off-site dining.

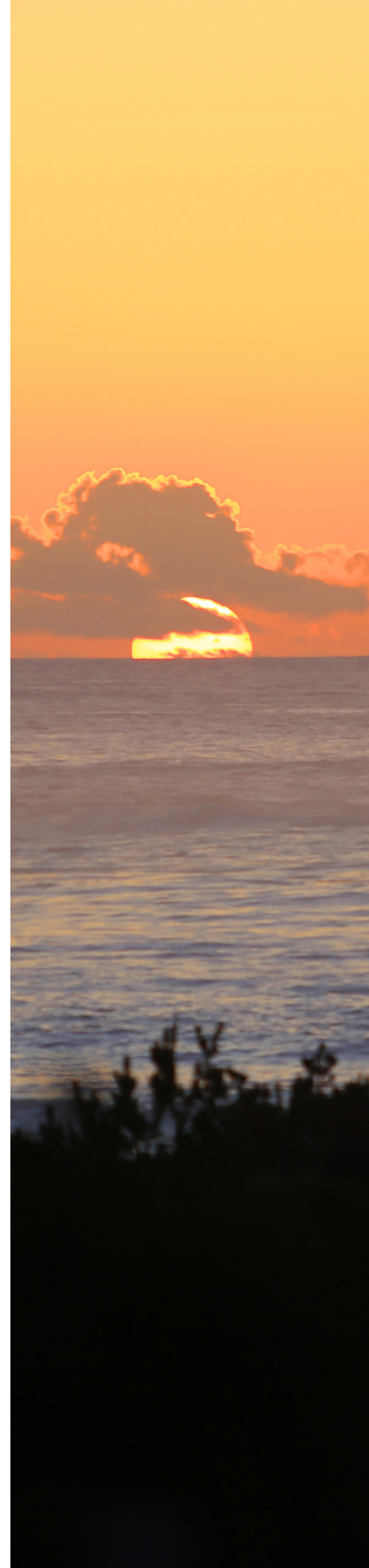
MONTEREY AND PACIFIC GROVE

As California’s first capital, Monterey has played a prominent role in the state’s history. Located just north of the resort, it was here at the Old Customs House on the waterfront that the American flag was first raised over California in 1846. Spanish Colonial buildings in its historic downtown reflect its colorful Spanish and Mexican heritage. Monterey Bay’s abundant fishery supports a vibrant local fishing industry out of the harbor in Monterey.

Perched along the edge of Monterey Bay, the seafood restaurants and colorful shops of historic Cannery Row are a popular visitor destination. At the northwest end of Cannery Row, remarkable displays of fish and marine life at the famous Monterey Bay Aquarium are a top group attraction. The scientists here at the National Marine Sanctuary are a driving force behind the sustainable seafood movement.

Monterey and Cannery Row offer some interesting options for off-site group events:

- Whale watching on the bay is available on boats out of Monterey Harbor. Humpback and blue whales, dolphins and porpoises can be seen.
- The Monterey Bay Aquarium is a popular site for group receptions and dinners set amongst its striking displays of rare and exotic fish and sea life.
- Set in an old, colonial era adobe home in downtown Monterey, Restaurant 1833 dining rooms can fit groups of various sizes and for private events.
- The Sardine Factory restaurant’s opulent Winery Room is a step-back-in-time setting for private, high-level group dining at one of the area’s top restaurants.
- Fandango in Pacific Grove features classic European cuisines and a range of private dining rooms for selective group events.



"Top clients look forward to our events at Pebble Beach Resorts. The group activities and golf at the resort are always successful. Many attendees extend their stay to visit with friends, family or business colleagues and enjoy a few days of golf or to relax and enjoy the area."

Account Director, Global Sports and Entertainment Marketing

CARMEL-BY-THE-SEA

Carmel-by-the-Sea is a walking town and its many unusual shops, quaint cafes, restaurants and tasting rooms for local wineries offer many interesting choices. Artist studios and upscale galleries offer a wide variety of art in many styles and mediums. Painting, photography, sculpture, literature and music are all represented in this eclectic artistic haven. Summer attracts classical music lovers to the annual Carmel Bach Festival. Longtime resident and former Carmel mayor Clint Eastwood continues the area's Hollywood heritage each fall as co-chair of the annual Carmel Film Festival.

At the foot of town, the road ends at lovely Carmel Beach. A walk along this beach, in any weather, is a marvelous experience.

Carmel also offers some are intriguing options for group activities.

- Casanova restaurant provides charming European dining with several rooms for group receptions and banquets.
- Two local facilities provide unique locations for off-site group events:
 - The courtyard at the historic Carmel Mission's adobe compound is a lovely site for outdoor group events in an iconic Old California setting.
 - Overlooking scenic Point Lobos and the Pacific, the restaurant and group facilities at Clint Eastwood's bucolic Mission Ranch are ideal for group dining and receptions.
- Kayaking and paddle boarding are popular outdoor fitness activities, and Carmel Beach and Stillwater Cove at Pebble Beach are great spots to enjoy these active aquatic sports.

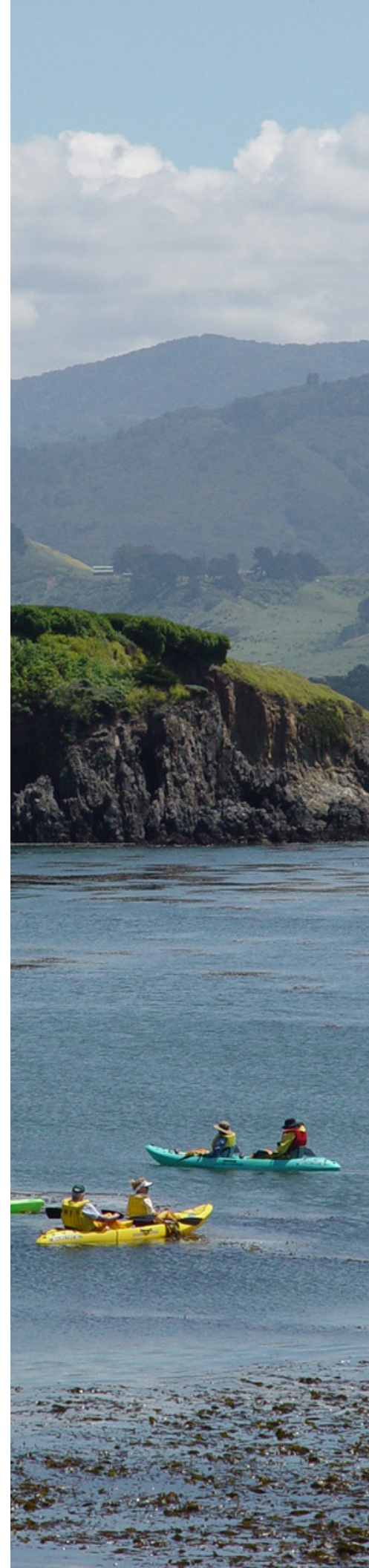
STEINBECK COUNTRY

To the east and south of Pebble Beach, the wine country of Carmel Valley and the spectacular Big Sur are both within easy drives. Together with the Monterey Peninsula and Salinas Valley this entire area is known as Steinbeck Country, made famous by the classic American novels of Salinas-born author John Steinbeck. Set during the depression in the farms of the Salinas Valley and along Cannery Row, his vivid tales gave early notice to the world of the area's distinctive charm and character.

CARMEL VALLEY WINE COUNTRY

Visitors heading east from Carmel across Highway One enter an entirely different environment. Here in the Carmel Valley and Santa Lucia Highlands, hot summer weather combines with the cooling coastal fog to create ideal climate and growing conditions for superior Pinot Noir and Chardonnay grapes. This is the Carmel Valley Wine Country.

Monterey County offers seven distinct wine appellations with many highly regarded labels including Bernardus, Boekennoogen, Chalone, Joulilian Vineyards, Morgan, Pisoni, Roar, Talbott and Wrath, among others. A visit to Carmel Valley Village to sample local and regional wines at its many winery tasting rooms is a favorite group outing.



Two local wineries are also popular sites for off-site group events:

- Folktale Winery: group spaces at Folktale Winery include extensive outdoor reception areas and the large high-ceilinged barrel room for indoor group dining.
- Holman Ranch: set in 21 acres of estate vineyards, the old stone buildings of historic Holman Ranch overlook Carmel Valley and the Santa Lucias. Its rustic compound is a stunning hilltop site for indoor and outdoor group events.

“About a 20-minute drive from the coast, Carmel Valley Village is worth a detour for an afternoon of laid-back wine tasting. The town is less than a mile from end to end, and home to almost 20 wineries.”

Ann Abel, Forbes.com, March 18, 2013

BIG SUR

Further south on Pacific Coast Highway One, the Big Sur beckons. Here the highway narrows to a winding two-lane road as it passes high above the Pacific, through majestic stands of ancient redwoods along California’s weathered western edge. Hiking down misty trails through the giant coastal Redwoods to hidden coves and beaches reveals the rugged character of this tranquil and secluded place.

Rustic lodges, eclectic shops and creative local restaurants, some with panoramic ocean vistas, provide intriguing stops along the road as PCH winds through the Big Sur. The excellent restaurants at Ventana and Post Ranch on Highway One make excellent lunch destinations for group excursions from Pebble Beach. Dining here amidst the serene beauty of the Big Sur completes the picture of the varied and colorful character of the legendary Steinbeck Country.

Long famous as a must-see destination for travelers from all over the world, the Monterey Peninsula is simply one of the most beautiful places in America. The forests of the Coast and Santa Lucia Mountain Ranges reach down canyons to meet the broad and fertile Salinas Valley. Here, at the edge of the Pacific, this magnificent convergence of land and sea creates an enchanting natural setting like no other. This special sense of place enriches the relaxed group environment at Pebble Beach encouraging group interaction and collaboration.

“At Pebble Beach, inspiration comes with the destination. Meeting at Pebble Beach encourages group interaction and creativity and makes it an outstanding group retreat.”

Vice President, Western Region, Global Leader in Meetings Procurement

FARM-TO-TABLE DINING

This dramatic coastal plane is also one of the largest and most prolific food production areas in the country. The culture here combines a rich legacy of fishing on Monterey Bay with the farming history and traditions of the Salinas Valley. The area’s vibrant agriculture and fishing industries provide a welcoming home to the rapidly growing fresh and sustainable food movement.



First-time visitors driving down the coast to the Monterey Peninsula are often surprised to find miles of verdant farm land as they pass through the northern Salinas Valley. East of the Edenic Peninsula, this expansive and productive valley is popularly known as the Salinas Salad Bowl. Its lush farms grow numerous fruit and vegetable crops including lettuce, broccoli, strawberries, grapes and the famous local artichokes. Further south, vineyards cover the sides of the Santa Lucia foothills, producing lush varietal grapes for the region's thriving wine industry. California is the largest agriculture producing state in the country and each year, the fertile soil of the valley contributes a high percentage of the state's food output.

In the culinary arts as in real estate, location is everything – and around Monterey Bay, a bounty of fresh local seafood and produce is close at hand. This rich farming and fishing culture gives the community a special relationship with the land and the sea. The emphasis here is on fresh fish and organic, local farm fruits and vegetables grown in the valley with a low carbon footprint. In keeping with this culture, the food style here is inspired, healthy and authentic – and made from the best ingredients imaginable. The area's talented chefs at Pebble Beach and local restaurants compete to produce the freshest possible, farm-to-table dining experiences.

“Our Pebble Beach Culinary and Conference Services teams are blessed to be surrounded by some of the best farm lands in the United States. From these we are able to create menus rich with local ingredients and a farm-to-table model that is memorable to the group experience. Because we live together in a special place, it also means we are taking care of the wonderful natural environment in which we live and it also means working with others to improve our community.”

Barry Peterson, Director of Resort Catering and Conference Services, Pebble Beach Resorts

FOOD AND WINE DESTINATION

The Monterey Peninsula is recognized as one of the leading food and wine destinations in the country. Its easy access to this abundance of fresh ingredients draws top chefs, rising young culinarians, innovative wine makers and restaurateurs from around the country. This infusion of youthful creativity, energy, and culinary skill drives an enticing menu of area dining options. The result is a tremendous wealth of unique and exciting dining experiences – at the many fine restaurants at Pebble Beach Resorts, and throughout the region.

The Peninsula supports a variety of restaurants and cuisines, and its vibrant food and wine scene is the ideal environment for culinary innovation. Food styles range from casual and fun to gourmet and elegant, but they all feature the freshest seasonal ingredients from their own backyard. Residents and visitors can sample the farm-to-table experience first-hand as they mingle with local chefs and restaurateurs at the weekly series of Farmers Markets in Monterey, Pacific Grove, Carmel and other area locations.

Pebble Beach Resorts has long been at the forefront of culinary excellence and creativity in Northern California. Each spring, an elite collection of celebrity chefs, restaurateurs, winemakers, sommeliers, farmers and food producers gather at Pebble Beach Food & Wine for a four-day festival of gourmet food and exceptional wine and libations. This food-focused celebration draws a sophisticated crowd of food lovers from across the country to enjoy one of the most important and exclusive food and wine events in America.



THE PEBBLE BEACH ADVANTAGE

All of these possibilities contribute to the powerful group appeal of Pebble Beach. The resort's many advantages define it and set it apart, making it the ideal venue for important meetings and group events. They also provide valuable benefits for group sponsors and event planners:

- The area's natural beauty creates a positive group environment that fosters productive meetings that help groups achieve their business objectives.
- The resort's popular meeting and conference venue creates a relaxed atmosphere that animates group interaction and participation.
- It's creative and flexible culinary team uses the area's rich food and wine bounty to craft fresh and innovative group dining, nurturing the group experience.
- Meeting at Pebble Beach sets a level of importance for a meeting that recognizes the value and contribution of its attendees to the company.
- Pebble Beach also drives turnout at client events. Regardless of the industry, top customers always make time to attend group events at Pebble Beach.
- The resort staff produces one-of-a-kind events for all its groups. It is these relaxed times and social interactions that build and enrich the group experience.
- Many group guests take the opportunity to stay over at Pebble Beach for a day or two after their meeting to enjoy the resort, play golf and explore the area.

Attending a meeting or conference at Pebble Beach Resorts is often the first exposure for group attendees to the resort and to the many attractions of the Monterey Peninsula. Although group events have busy agendas and little free time, the exposure tends to work its magic. Once attendees experience Pebble Beach, many return for vacations, getaways or golf weekends and become part of the resort's legion of loyal repeat guests.



PRODUCTIVE PARTNERSHIP

The list of repeat Pebble Beach group clients includes many of the leading companies in corporate America. Many of these customers return often because the resort's relaxed atmosphere, extraordinary setting and wide range of group options help them produce successful and productive group events. They know that meeting at Pebble Beach helps them achieve their business objectives. The resort's high percentage of repeat group business reflects the value that these clients find from meeting at Pebble Beach Resorts.

Leading companies understand the critical role that their top meetings and group events play in their success:

- They bring their corporate leaders together to make plans for the future and set the course to grow their business.
- They gather their key executives to communicate their corporate goals, direction, priorities and to build teamwork.
- They come to share time with their top customers to get to know them and build valuable client relationships.
- And they come together to recognize the accomplishments of their top performers and celebrate shared success.

Pebble Beach Resorts is a valued partner for the key high-level events that help top companies thrive and grow. These are serious business investments and clients expect a clear ROI for their meetings and group events. Corporate clients understand the contribution the resort's practical and productive environment makes to the success of their most important groups. The special spirit of Pebble Beach and its constructive group environment are valued resources. That is why for many, meeting at Pebble Beach Resorts is part of their corporate culture and an important tool in their continued growth and success.



Thank you for considering Pebble Beach Resorts.

To discuss how we can assist you, contact Tim Ryan, Vice President, Global Business Development at (831) 647-7406 or RyanT@PebbleBeach.com



Pebble Beach Resorts is in Del Monte Forest on the coast of California's Monterey Peninsula. The Pebble Beach Resorts is 118 miles (190 km) south of San Francisco, 80 miles (129 km) south of San Jose and 327 miles (527 km) north of Los Angeles.



PEBBLE BEACH® MEETINGS

17-Mile Drive, Pebble Beach, California 93953
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