

PUBLISHER: Anne M. Fearm CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081 (760) 727–5100 FAX: (760) 727–1583 • www.certifiedfolder.com MONTEREY BAY CENTRAL COAST REGIONAL OFFICE: Certified Folder Display Service, Inc., P.O. Box 1490, Seaside, CA 93955 • (831) 901-1083

POINTS OF INTEREST

MONTEREY COUNTY

Welcome to Monterey County – with breathtaking beauty of a dazzling coastline, North America's #1 rated golf courses at Pebble Beach, and the world-renown Monterey Bay Aquarium. As the birthplace for John Steinbeck, it is the setting for many of his novels. And now Monterey County has grown into being one of the premier wine regions of the world.

Monterey Wine Country

More wine grapes are grown in this county than in any other nationwide. Monterey Wine Country Associates provides visitors with maps and information introducing the region's 28 wineries. Celebrate a Gala Dinner and Wine Auction in February. The Wine Auction Gala takes place in February, the Winemaker's Celebration takes place in August and the Great Wine Escape takes place in November. (831) 375-9400

MONTEREY

Monterey is California's birthplace, named in 1602 and in 1849, the place where the State's constitution was written. Relive and learn the past by retracing these steps of history.

Cannery Row

A popular visitor area located along the waterfront in the heart of downtown Monterey. Offers galleries, shopping, restaurants, hotels, Monterey Bay Aquarium.

Fisherman's Wharf

Seafood restaurants, fish markets and specialty shops line this historic pier, once the bustling center of Monterey's fishing industry. Diving, sightseeing, whale watching, fishing, sailing companies operate off the Wharf daily to offer visitors an in-depth look at the life and beauty of Monterey Harbor.

Historic Downtown Monterey

Has a wonderful mix of specialty stores selling jewelry, wine, clothing, accessories, books, chocolates, china, furnishings, antiques, collectibles, gifts and more, art galleries, international restaurants, 5 British pubs, theaters and nightclubs – all nestled amongst historic adobes and surrounded by trees, fountains and fragrant flowers.

Monterey Bay Aquarium

Offers spectacular exhibits which include a towering, 3story kelp forest, 1 million gallon Outer Bay exhibition, a walk-through aviary and hands-on touch pools. Admission charge. Open daily, 886 Cannery Row, Monterey. (831) 648-4888

Monterey State Historic Park

Offers a collection of 43 buildings scattered throughout Old Monterey. Included are several early adobes, Monterey's original customs house and California's first theater. Self-guided tour. Pick-up walking map "Path of History" at visitors center.20 Custom House Plaza, Monterey. (831) 649-7118

PACIFIC GROVE

A beloved neighborhood of the Monterey Peninsula offers unique shopping, great restaurants and a coastal boardwalk to bike or walk.

17-Mile Drive

A world-famous drive which winds along Monterey Peninsula's dramatic coastline through Del Monte Forest and past stately mansions and world-class golf courses. Admission charge. Open daily. Begin tour at any of the 5 gates (see map).

Pacific Grove Museum of Natural History

Offers displays of California minerals, insects, seashells, plants, animals and artifacts relating to the region. Tide pool with shells and crabs. Free admission. Open Tuesday-Saturday 10am-5pm. 165 Forest Avenue, Pacific Grove. (831) 648-5716

CARMEL

This one-square-mile town is full of art galleries, jewelry stores, unique shops, exquisite restaurants – each chock full of local charm. The white sandy beaches beckon a stroll, especially at sunset!

Carmel Mission Basilica

The second of the California Missions was built in 1770. The mission was Father Serra's headquarters and his final resting place. Open daily. 3080 Rio Road, Carmel. (831) 624-3600

CARMEL VALLEY

The Valley's rolling hills, dotted with specialty Inns and Resorts, intermixed with wineries, galleries, and golf courses, make this area a delightful drive and fun area to explore.

BIG SUR

Drive along Highway One's jagged coastline to Big Surwhere the redwoods meet the ocean. Each turn provides yet another stunning view of the sparkling coastline. Special galleries, Inns, hikes, restaurants, and views, make this a "must-see" for all visitors!

Point Sur State Historic Park

Features a century-old lighthouse. Guided 3-hour walking tour. Open year-round. Admission charge. Call for hours/tour information. (831) 625-4419 or visit www.pointsur.org

SALINAS

Known as the birthplace and home of the famous writer John Steinbeck, Salinas boasts the National Steinbeck Center, a museum highlighting his life, and the Steinbeck House Restaurant. his bowhood home.

National Steinbeck Center/ Rabobank Agriculture Museum

An \$11 million museum features interactive exhibits for all ages celebrating John Steinbeck's life and works. The Rabobank Agricultural wing features interactive exhibits on the areas leading agricultural industry, which provides food for the world! Open daily, Admission charge. Located in the heart of Oldtown Salinas. One Main Street, Salinas.

(831) 775-4721 www.steinbeck.org

Steinbeck House Restaurant and Gift Shop

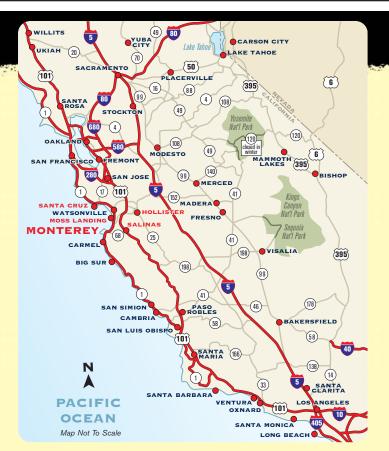
Enjoy lunch at a charming Salinas Victorian home where the author John Steinbeck was born. John Steinbeck wrote *The Red Pony and Tortilla Flat* while living here. Reservations recommended. Located at 132 Central Avenue. (831) 424-2735

www.steinbeckhouse.com

SAN BENITO COUNTY

Rugged and beautiful, San Benito County is home of the Pinnacles National Park for hiking and exploring, the Hollister Hills State Park for ATVs and dirt bikes, Cienega Wine Trail, the San Juan Bautista Mission, three top golf courses, and Historic Downtown Hollister for unique shops and dining.

-



DISTANCE IN MILES BETWEEN MONTEREY AND .

| Big Sur30 | Paso Robles119 | San Luis Obispo135 |
|-------------|------------------|--------------------|
| Carmel10 | Salinas17 | Santa Barbara240 |
| Fresno152 | San Francisco120 | Santa Cruz45 |
| Hollister40 | San Jose71 | Watsonville31 |

HELPFUL TELEPHONE NUMBERS

| ALL EMERGENCIES | 911 |
|--|----------------|
| AAA (emergency road svc.) | (800) 222-4357 |
| American Airlines | (800) 433-7300 |
| United Airlines | (800) 241-6522 |
| Community Hospital | (831) 624-5311 |
| Natividad Medical Center | (831) 755-4111 |
| Monterey County Parks | (831) 755-4895 |
| Monterey County Fairgrounds | (831) 757-3110 |
| Yellow Cab (taxi) | (831) 646-1234 |
| Monterey/Salinas Transit | (831) 899-2555 |
| Big Sur Chamber | (831) 667-2100 |
| Carmel Valley Chamber | (831) 659-4000 |
| Marina Chamber | (831) 384-9155 |
| Monterey Peninsula Chamber | (831) 648-5360 |
| Monterey County Convention and Visitors Bureau | (831) 649-1770 |
| Pacific Grove Chamber | (831) 373-3304 |
| Salinas Valley Chamber | (831) 424-7611 |
| San Benito County Chamber | (831) 637-5315 |

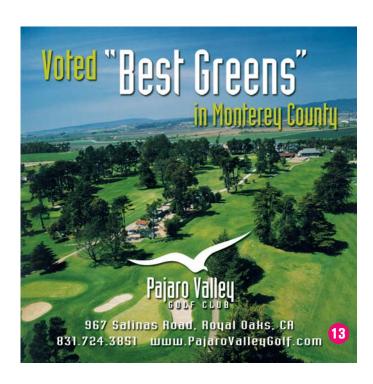
PUBLISHER: Anne M. Fearn CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081 (760) 727–5100 FAX: (760) 727–1583 • www.certifiedfolder.com MONTEREY BAY CENTRAL COAST REGIONAL OFFICE: Certified Folder Display Service, Inc., P.O. Box 1490, Seaside, CA 93955 • (831) 901–1083



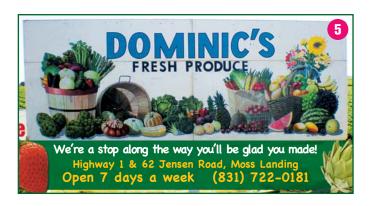


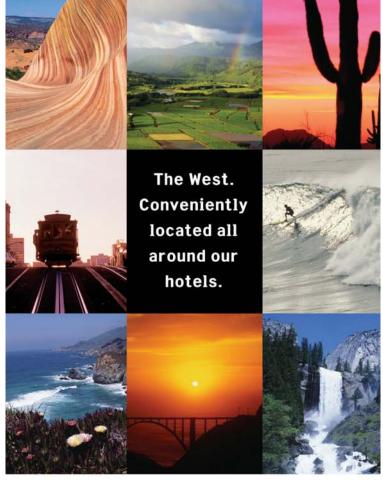


PUBLISHER: Anne M. Fearm CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081 (760) 727–5100 FAX: (760) 727–1583 • www.certifiedfolder.com MONTEREY BAY CENTRAL COAST REGIONAL OFFICE: Certified Folder Display Service, Inc., P.O. Box 1490, Seaside, CA 93955 • (831) 901-1083









Visit the West and save 15%* at participating Choice hotels.

When you visit participating Choice hotels throughout the West, you can receive 15% off your stay. And with over 300 locations throughout the West, we make it easy to fit your travel plans and budget. Call today and ask for the Gowest Rate or for hotel information, visit us online at www.gowest.choicehotels.com

866.973.4466 Ask for the GOWEST Rate or visit www.gowest.choicehotels.com





* Advance reservations required. Offer cannot be combined with any other discount or offer. Subject to availability at participating hotels throughout the West through 12/31/2010. @ 2009 Choice Hotels International, Inc. All rights reserved

PUBLISHER: Anne M. Fearn CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081 (760) 727-5100 FAX: (760) 727-1583 • www.certifiedfolder.com MONTEREY BAY CENTRAL COAST REGIONAL OFFICE: Certified Folder Display Service, Inc., P.O. Box 1490, Seaside, CA 93955 • (831) 901-1083

PASSPORT to MONTEREY

Great Seafood Restaurants & Whale Watching!



The Fish Hopper offers fresh seafood in several shrimp. Also available are great steaks, a variety of pastas, exotic flaming drinks, delicious desserts made in-house and a children's

combinations with fish, crab, lobster, scallops and

700 Cannery Row • www.FishHopper.com (831) 372-8543





851 Cannery Row www.AustinosPatisserie.com (831) 655-5015



90 Old Fisherman's Wharf #1 (831) 372-7151 7



for over 5 decades, the Shake family has owned this "must-visit" seafood restaurant Specializing in the largest selection of fresh seafood, a variety of steaks, Italian pastas, poultry, king crab, lobster and freshly prepared desserts.

39 Old Fisherman's Wharf #1 • www.OldFishermansGrotto.com

(831) 375-4604

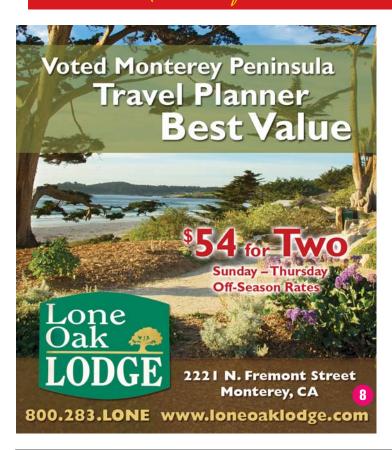


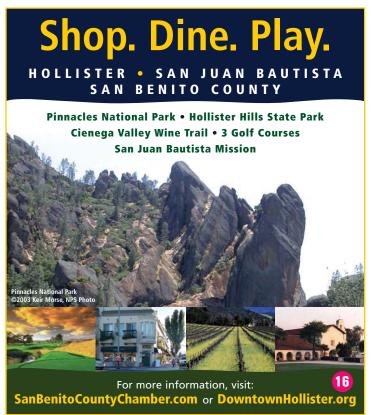
96 Old Fisherman's Wharf #1 www.MontereyWhaleWatching.com (800) 200-2203 or (831) 372-2203 **10**



42 Old Fisherman's Wharf (831) 372-6688

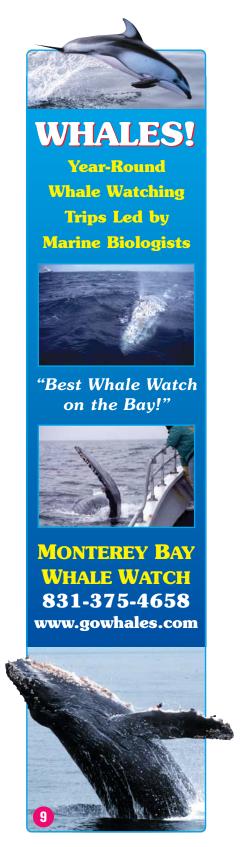
for more information, visit us at: www.Passport2Monterey.com





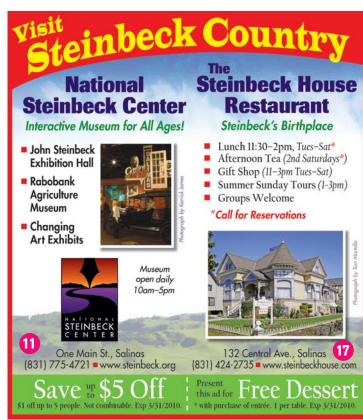
PUBLISHER: Anne M. Fearn CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081 (760) 727-5100 FAX: (760) 727-1583 • www.certifiedfolder.com MONTEREY BAY CENTRAL COAST REGIONAL OFFICE: Certified Folder Display Service, Inc., P.O. Box 1490, Seaside, CA 93955 • (831) 901-1083





PUBLISHER: Anne M. Fearn CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081 (760) 727–5100 FAX: (760) 727–1583 • www.certifiedfolder.com MONTEREY BAY CENTRAL COAST REGIONAL OFFICE: Certified Folder Display Service, Inc., P.O. Box 1490, Seaside, CA 93955 • (831) 901–1083





SUPPORT THESE ADVERTISERS

- Austino's Patisserie
 851 Cannery Row
 Monterey
 (831) 655-5015
 www.Passport2Monterey.com
 www.Passport2Monterey.com
- 2 Carmel Mission Basilica
 3080 Rio Road
 Carmel
 (831) 624-1271
 www.carmelmission.org
- 3 Central Texan Barbeque 10500 Merritt Street Castroville (831) 633-2285
- Choice Hotels
 (866) 973-4466
 www.gowest.choicehotels.com
- Dominic's Fresh Produce
 Highway 1 & 62 Jensen Road
 Moss Landing
 (831) 722-0181

- The Fish Hopper
 700 Cannery Row
 Monterey
 (831) 372-8543
 www.FishHopper.com
 www.Passport2Monterey.com
- Glass Bottom Boat Tours
 90 Old Fisherman's Wharf #1
 Monterey
 (831) 372-7151
 www.Passport2Monterey.com
- 8 Lone Oak Lodge 2221 North Fremont Street Monterey (800) 283-LONE (5663) www.loneoaklodge.com
- 9 Monterey Bay Whale Watch 84 Fisherman's Wharf #1 Monterey (831) 375-4658

or (866) 469-4253

www.gowhales.com

Monterey Whale Watching Cruises

96 Old Fisherman's Wharf #1 Monterey (800) 200-2203 or (831) 372-2203 www.MontereyWhaleWatching.com www.Passport2Monterey.com

- National Steinbeck Center
 One Main Street, Salinas
 (831) 775-4721
 www.steinbeck.org
- Old Fisherman's Grotto
 39 Old Fisherman's Wharf #1
 Monterey
 (831) 375-4604
 www.0ldFishermansGrotto.com
 www.Passport2Monterey.com
- Pajaro Valley Golf Club
 967 Salinas Road, Royal Oaks
 (831) 724-3851
 www.PajaroValleyGolf.com
- Pirate's Cove Gifts & Things
 42 Old Fisherman's Wharf #1
 Monterey
 (831) 372-6688
 www.Passport2Monterey.com

Roaring Camp Railroads
6 miles north of Santa Cruz
Graham Hill Road

Felton (831) 335-4484 www.roaringcamp.com

- San Benito County
 www.SanBenitoCountyChamber.com
 www.DowntownHollister.org
- The Steinbeck House Restaurant

132 Central Avenue Salinas (831) 424-2735 www.steinbeckhouse.com

- Wild Things
 400 River Road
 Salinas
 (831) 455-1901
 www.wildthingsinc.com
- Wild Thyme Deli & Cafe
 445 Reservation Road
 Marina
 (831) 884-2414
 www.wildthymedeli.com

PUBLISHER: Anne M. Fearm CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081 (760) 727–5100 FAX: (760) 727–1583 • www.certifiedfolder.com MONTEREY BAY CENTRAL COAST REGIONAL OFFICE: Certified Folder Display Service, Inc., P.O. Box 1490, Seaside, CA 93955 • (831) 901-1083



PUBLISHER: Anne M. Fearm CORPORATE OFFICES: Certified Folder Display Service, Inc., 1120 Joshua Way, Vista, CA 92081 (760) 727–5100 FAX: (760) 727–1583 • www.certifiedfolder.com MONTEREY BAY CENTRAL COAST REGIONAL OFFICE: Certified Folder Display Service, Inc., P.O. Box 1490, Seaside, CA 93955 • (831) 901–1083