

## San Francisco Bay Area: Party On!

BY JANET KORNBLUM ON APRIL 01, 2016



*Photo courtesy of Christopher Dydyk*

## Super Bowl brings out the best in the Bay Area

Super Bowl 50, held in Santa Clara, California, on Feb. 7, sparked events, exhibits, parties and more throughout the entire [San Francisco Bay Area](#) for nearly two weeks. The [regionwide party](#) included not only football-related activities, but also the chance for visitors to engage with the Bay Area's cutting-edge technology, visit natural wonders such as the Pacific Ocean and redwood forests, and enjoy the nation's best-known wines and food, prepared by world-renowned chefs.

And that was just for starters. Let's just say the San Francisco Bay Area knows how to throw a party. There were tons of events, as local cities, counties and organizations used the Super Bowl spotlight to highlight their destinations, from Sonoma to Monterey counties.

"The people of San Francisco were big winners in Super Bowl 50," says Joe D'Alessandro, president and CEO of San Francisco Travel. "Our hotels were nearly filled with visitors spending not only on hotel rooms, but on restaurants, transportation, shopping, entertainment and more."

The Super Bowl brought out the best in the San Francisco Bay Area, so if you're thinking about holding a meeting, event or convention there, look no further than the super venues and cultural experiences on display during the festive time before, during and after the big game.

# Monterey Joins the Party



*Photo courtesy of Rachel Capil Photography*

Visitors flocking to the San Francisco Bay Area for the Super Bowl in February were lured through a clever campaign to the other bay in Northern California, Monterey Bay.

Known for otters, whales, a world-class aquarium, views, fine dining, top-notch shopping and luxury hotels, Monterey is a two-hour scenic drive from San Francisco. It features several convention-ready hotels as well as restaurants able to accommodate just about any private dining needs.

“The View is Bigger than the Game” campaign by Monterey County Convention & Visitors Bureau highlighted several Monterey treasures, including:

Sea otters playing with flavored footballs at Monterey Bay Aquarium, because who doesn't love these adorable sea mammals?

A list of the top 10 selfie sites in Monterey, where breathtaking views are so common that it's hard to choose the top 10. Don't miss the iconic Bixby Bridge in Big Sur (pictured). If you're lucky, you may spot an endangered California condor flying overhead or a humpback whale swimming below. And of course, no trip to Monterey would be complete without a visit to Monterey Bay Aquarium, where visitors can watch otters, jellyfish and sharks, and touch sea stars and other small aquatic life from the bay.

Recipes for delectable snacks, including a Dungeness crab, kale and artichoke dip recipe by Matthew Beaudin, executive chef at Cindy's Waterfront restaurant at Monterey Bay Aquarium.

A list of Super Bowl parties at favorite venues, including Peter B's Brewpub, which offers private dining for parties up to 16; Cannery Row Brewing Company, which provides an assortment of private options, including dining for up to 150 people; and Esteban restaurant in historic Casa Munras Hotel & Spa, which features private dining for groups up to 30.

A list of escape deals to fine hotels and activity sites such as the majestic Monterey Plaza Hotel & Spa and Del Monte Golf Course.