



**Carmel-by-the-Sea Unveils Newly Enhanced Website,
Celebrates With ‘Like-and-Win’ Facebook Promotion**

Lodging, Dining, Wine Tasting Giveaways Highlight Spring Sweepstakes



CARMEL-BY-THE-SEA, Calif. (March 18, 2014) – A dramatically enhanced website, which features an exclusive new city historical timeline dating back to 1770, has been unveiled by the City of Carmel-by-the-Sea. The site, which can be accessed at carmelcalifornia.com, gives visitors an expanded look at offers, packages, things to do, special events, convenient itineraries, and a photo and video gallery.

In conjunction with the website’s debut, a “like-and-win” Facebook Spring Sweepstakes promotion has been introduced. At the bottom of the new site’s landing page, visitors need to click on the link to the city’s [Facebook](#) page, hit “like” and become eligible to win a Carmel-by-the-Sea getaway. A random drawing that will be conducted after April 30 entitles the winner to:

- *Free lodging.* Three complimentary nights at the AAA Four-Diamond rated [Carriage House Inn](#), which is located on Junipero between 7th and 8th and just a few short blocks from downtown.
- *Free dining.* Two \$100 gift certificates at the popular [Little Napoli](#) and [Vesuvio](#) downtown restaurants, courtesy of the Pepe Family.
- *Free wine tasting.* Two \$90 [Carmel Wine Walk](#) passports, which include nine downtown wine tasting rooms, all within a few blocks of each other.

The package can be used Sundays through Thursdays and expires Jan. 31, 2015. It is not eligible for use during holidays and special events, or during July and August.

The newly enhanced website also features a new meetings microsite, which illustrates how Carmel-by-the-Sea can offer small groups a getaway experience unlike most any other destination. Also available are expanded microsites for those seeking to plan a wedding in the village, as well as members of the media researching stories.

A new cultural activities section gives visitors a thorough look at available events that range from architecture to history to literature to art. The all-new historical timeline provides information and nuggets that are unavailable elsewhere. A “fun facts” section documents some of the reasons why Carmel is unique and appreciated – such as, the fact there are no street addresses or chain restaurants to be found in the village.

It’s never been easier to get to Carmel. Monterey Regional Airport ([MRY](#)), a 10-minute drive from downtown Carmel, has recently added direct flights to and from San Diego. Other direct flight routes include San Francisco, Los Angeles, Las Vegas, Denver, and Phoenix.

The newly formed Carmel Hospitality Improvement District – a joint organization of the City of Carmel, Carmel Chamber of Commerce and Carmel Innkeepers Association – is working to promote the village’s abundant attractions, events, and stunning seaside location. From its incomparable white-sand beach to many choices of distinctive meeting venues and lodging properties, Carmel-by-the-Sea has it all. For more information, visit www.carmelcalifornia.com.

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