



MEDIA KIT 2016





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## CONTACTS/FACT SHEET

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### MEDIA CONTACT INFORMATION

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### ASILOMAR STATE BEACH AND CONFERENCE GROUNDS

800 Asilomar Avenue  
Pacific Grove, CA 93950  
Front Desk: 831-372-8016  
Reservations: 888-635-5310  
Group Sales Office: 831-642-4222  
Website: [www.visitasilomar.com](http://www.visitasilomar.com)  
Facebook: [www.facebook.com/visitAsilomar](http://www.facebook.com/visitAsilomar)  
Instagram: [instagram.com/visitasilomar/](http://instagram.com/visitasilomar/)  
Events Calendar: [www.visitasilomar.com/activities/monterey-events.aspx](http://www.visitasilomar.com/activities/monterey-events.aspx)

### ASILOMAR STATE PARK OFFICE

804 Crocker Avenue  
Pacific Grove, CA 93950  
Office: 831-646-6440  
Park Ranger: 831-646-6442  
Website: [www.parks.ca.gov](http://www.parks.ca.gov)

### BACKGROUND

Asilomar State Beach and Conference Grounds is a unit of California State Parks, the Pacific Grove Marine Gardens Fish Refuge, and the Monterey Bay National Marine Sanctuary. The 11 original buildings are on the National Registry of Historic Places.

Since 1956, the grounds have been used as a conference and meetings destination. The grounds host groups ranging in size from 10 to 1,000 attendees.

### LOCATION

Asilomar Conference Grounds is located on 107 acres of protected California State Park beachfront land within the quaint and scenic town of Pacific Grove on the tip of the Monterey Peninsula, between Monterey and Pebble Beach. Within the historic town of Pacific Grove, the grounds share the scenic coast with Pebble Beach and Spanish Bay Resort and Golf Club.

### SEASON

The mild mediterranean climate of California's central coast makes Asilomar a year-round destination.

## HISTORY

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For over 100 years, Asilomar has been America's Refuge by the Sea. Founded in 1913 as a Young Women's Christian Association girl's camp, the name Asilomar was chosen in a contest. It is the combination of two Spanish words: "asilo" meaning refuge and "mar" meaning sea.

The original buildings on the property were designed by Julia Morgan, the famed architect of Hearst Castle. Phoebe Apperson Hearst, mother of pioneer publisher William Randolph Hearst, had embraced the YWCA and recommended Julia Morgan.

By 1921, Asilomar had the facilities and staff to accommodate 500 people, and was a year-round conference and training destination for a wide variety of groups, as well as a popular summer camp for girls.

The Great Depression challenged Asilomar's resilience and through the years, this remarkable property dealt with various plans for its future. At the height of World War II, the YWCA even opened the empty rooms as living quarters for military families of Fort Ord and the Defense Language Institute.

In 1956, the YWCA sold the grounds to the state of California to create Asilomar State Beach and Conference Grounds. By then, the Refuge by the Sea comprised 107 acres of preserved beach, sand dunes, Monterey Pine habitat, and accommodating facilities.

Over time, more buildings were added, designed by accomplished architect Jon Carl Warnecke. Today, the grounds have some 30 buildings, comprising of 312 guest rooms, 28 meeting spaces, Crocker Dining Hall, Hearst Social Hall, and best of all, over 100 years of rich California history.



## AT A GLANCE

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- The YWCA founded Asilomar Conference Grounds in 1913.
- Asilomar covers 107 acres, including one of the best-preserved coastal dune habitats in the United States.
- Asilomar State Park was created in 1956 when the State of California purchased Asilomar.
- Is the world's largest collection of Julia Morgan-designed buildings in one location.
- Declared a National Historic Landmark in 1987.
- The style of Asilomar buildings is Arts and Crafts, an architectural movement of the early 20<sup>th</sup> century.
- Phoebe A. Hearst, mother of William Randolph Hearst, recommended Julia Morgan as the architect. The relationship led to Morgan securing the Hearst Castle job—which she designed on the side until Asilomar was complete.
- John Steinbeck's sister owned a cabin at Asilomar now known as Guest Inn Cottage. Steinbeck's "Sea of Cortez" was written on the property.
- Landmark conferences held at Asilomar include the 1975 Recombinant DNA conference and the 2010 International Conference on Climate Intervention Technologies.
- The grounds consist of more than 30 buildings that house 312 guest rooms, 28 meeting spaces, a dining hall and a social hall.
- Asilomar's conference grounds is ISO 14001-certified for its sustainable management and environmental management system.

## LODGING AND DINING

### LODGING

Asilomar Conference Grounds is available for leisure guests and groups throughout the year. The property's 312 rooms are in different buildings on the grounds and offer a variety of layouts and styles.

### AMENITIES

Guest rooms feature daily maid service, irons, and ironing boards. Complimentary WiFi is available in guest rooms as well as Hearst Social Hall. Rollaway beds and cribs are available on request.

Pool tables, a heated pool, two fire pits, volleyball court, yoga/meditation room, walking paths, and two dining options are available to guests. The grounds are free of modern-day distractions such as televisions and phones, placing emphasis on group activities and networking.

### DINING

**Crocker Dining Hall:** The spacious hall accommodates 800 guests and serves a fresh selection of seasonal, locally-sourced creations. Meal tickets can be purchased at the front desk, if not provided by a group or conference.

**Phoebe's Café:** A casual café/coffee shop by day, a local wine/beer bar by night, Phoebe's offers fresh, sustainable options including soups, paninis, and salads. Phoebe's is located within the Hearst Social Hall, with indoor and patio seating.

### MEETINGS

Located between San Francisco and Los Angeles, with a variety of meeting rooms and a breathtaking natural setting, Asilomar Conference Grounds is known worldwide as a one-of-a-kind meeting destination. The grounds accommodate groups from 10 to 1,000.

Full service audio visual services are available for meetings and conferences .

Asilomar is perfect for:

- Association Meetings
- Corporate Meetings and Events
- Religious and Spiritual Gatherings
- Family, Military and Group Reunions
- University/Education Meetings
- Weddings
- Rehearsal Dinners
- Social Events



## ACTIVITIES

### RANGER-GUIDED TOURS

Complimentary ranger-guided tours give guests the unique opportunity to discover the property's cultural, historical, and natural history. The hour-long tours may be scheduled by calling the local California State Park at 831-646-6443.

**Beachwalk:** Take a soul-refreshing stroll along Asilomar's rocky shores and sandy beaches. The State Park staff shares fascinating information on how life has adapted to survive in the unique environment.

**Architecture/History:** Discover what life was like in the early days of Asilomar. Tour the historic buildings as State Park staff share interesting stories of the grounds.

**Dune Experience:** The sand dunes, the original reason for Asilomar's preservation, are a rare ecosystem that supports diverse, unique life. Learn about the dunes' natural and cultural role at Asilomar.

**Asilomar Ramble:** For those who want to see it all, the Asilomar Ramble is a combination of all three walks that touch upon the grounds' history, architecture, ecology, and habitat.

### VOLLEYBALL

Asilomar's volleyball courts and equipment can be reserved at the front desk.

### BIKING

Trail and beach riding, adjacent to the Asilomar grounds, offer exercise while soaking up the scenery. Bike rentals are available at the Park Store located inside the Hearst Social Hall.

### BIRD WATCHING

The preserved environment surrounding the grounds is perfect for bird watching. Check the front desk for a list of species and the best places to catch a glimpse of local birds.

### WALKING TRAILS

Scenic trails and walkways are ideal for exploring Asilomar's 107 acres. The boardwalk meanders through the dunes to Asilomar State Beach, where it meets with the extensive coastal trail for extended treks by the shore and past the tide pools.

### BILLIARDS

Antique pool tables located within the Hearst Social Hall are complimentary for guests.

### SUNBATHING

The mile-long Asilomar State Beach provides the perfect balance of sand and sunshine. Beach supplies are available for purchase at the park store.

### SWIMMING

Asilomar guests can unwind in the outdoor heated swimming pool, open year-round from dawn to dusk. Access is required. Guest-room towels provided.

### SURFING

Grab your board and hit the beach! Asilomar is one of Monterey Peninsula's best places for catching waves.



## ABOUT ARAMARK

Aramark seeks to create memorable experiences at destinations by bringing the best in environmental stewardship, sustainable cuisine, and interpretive programs to the guests it serves. For more information on Aramark, please visit [www.aramarkleisure.com](http://www.aramarkleisure.com).

Asilomar State Beach and Conference Grounds is a unit of the California State Parks and operated by Aramark.

In addition to Asilomar State Beach and Conference Grounds, Aramark operates concessions in or adjacent to:

Denali National Park, Alaska

Glacier Bay National Park, Alaska

Lake Powell, Glen Canyon National Recreation Area, Arizona/Utah

Lake Tahoe, California/Nevada

Mesa Verde National Park, Colorado

Olympic National Park, Washington

Togwotee, Wyoming

Yosemite National Park, California

### COMMITMENT TO THE ENVIRONMENT

At Aramark, we have a deep respect for and commitment to protecting and improving the environment. We work to reduce our environmental footprint while developing exceptional operational results. We also offer expertise and practical solutions to our clients to help them reduce their environmental impacts. Throughout the Leisure Division, we develop and implement long-term environmental stewardship programs and policies within the areas of responsible sourcing, waste minimization, efficient operations and transportation management.

To view Aramark's 2014 Environmental Stewardship Report, visit this link:  
[aramark.com/~media/Files/2014-leisure-environmental-stewardship-report.ashx](http://aramark.com/~media/Files/2014-leisure-environmental-stewardship-report.ashx)

### CALIFORNIA STATE PARKS AND RECREATION

California Department of Parks and Recreation manages more than 270 park units, which contain the state's finest and most diverse collection of natural, cultural, and recreational resources. These parks protect and preserve an unparalleled collection of culturally and environmentally sensitive structures and habitats, threatened plant and animal species, ancient Native American sites, historic structures and artifacts. They represent the best of California's natural and cultural history.

