



PEBBLE BEACH®  
MEETINGS

THE BEST KEPT SECRET AT PEBBLE BEACH REVEALED:  
SHINING THE LIGHT ON CASA PALMERO

PEBBLE BEACH  
*Your legendary meeting. Our legendary setting.*

**THE BEST KEPT SECRET AT PEBBLE BEACH REVEALED:  
SHINING THE LIGHT ON CASA PALMERO**

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# PREMIER RESORT MEETING DESTINATION

Where is the ideal site for an important high-level, small group event? Corporate meeting planners know that choosing the right site for each meeting is an important decision. Many meetings are driven by purpose and budget and can be accommodated in any number of hotels. But a few of the most important meetings demand a special setting to be most successful. Executive leadership groups, board of directors meetings and executive strategic planning retreats require a private and productive environment. Social groups and top customer events call for a luxury hotel at a world-renowned destination.

Pebble Beach Resorts is famous for its breathtaking location on the Monterey Peninsula and unequalled championship golf. A top-tier golf and leisure travel destination for over a century, it is also one of the most popular meeting sites on the West Coast. Over the years, The Lodge at Pebble Beach and The Inn at Spanish Bay have hosted countless corporate meetings, conferences, group events and social gatherings. And for those most important, small, high-level group events, Pebble Beach offers its most refined and elegant hotel.

## THE CASA PALMERO STORY

In 1994, Pebble Beach Resorts made an important addition to their hotel portfolio. A large, Mediterranean-style estate located near The Lodge at Pebble Beach came on the market after being held privately for many years. Sensing an opportunity to create a truly special new lodging facility, Pebble Beach Company acquired the property. The concept was simple: craft a small, self-contained luxury hotel with a welcoming, warm personal environment, all in an elegant, residential setting. The team set about transforming the estate, already called Casa Palmero, into an exclusive, one-of-a-kind retreat. The new enclave opened for guests in 1999.

Nestled along the first fairway at Pebble Beach Golf Links and next door to the lavish Spa at Pebble Beach, Casa Palmero is a hidden gem. Secluded, private and apart, Casa Palmero is just a short walk to the shopping, dining and activities at The Lodge or to the fabled first tee at Pebble Beach Golf Links. Its guests also have special access to the members-only Beach & Tennis Club, with its extensive fitness center, oceanfront deck and swimming pool as well as its panoramic dining room and bar overlooking magnificent Carmel Bay.

Set behind a vine-covered wall on Cypress Drive, Casa Palmero is hidden in plain sight at the very heart of Pebble Beach Resorts. The low profile and understated style convey a particular charm that makes it a treasured discovery for first-time guests. Once discovered, many return often as loyal repeat customers. Its convenient central location and easy access to all the features of Pebble Beach Resorts offer the perfect setting for this unique lodging concept.

*“Casa Palmero is the place to stay at Pebble Beach. It’s away from the crowds at The Lodge, but still every bit Pebble Beach. It is a serene and relaxing spot with excellent rooms that make our Board of Directors’ guests very happy.”*

President, Independently Owned and Operated Mortgage Bank



## UNIQUE RESORT CONCEPT

Creating Casa Palmero and transforming the old estate into a world-class luxury hotel took a few years. The plan called for repurposing and enhancing the public rooms of the estate's main house into a central gathering place where guests could relax, socialize, and entertain during their visits. It envisioned the living room, library and billiard room clustered around a comfortable central bar, lounge and outdoor patio as the property's social center. Here, the guests come together, meet and interact, and make new friends in the process.

A new wing of 24 guest rooms constructed within the compound walls features oversized, residential-style rooms with wood-burning fireplaces and luxurious bathrooms. A discrete doorway off the courtyard at Casa Palmero affords guests direct access into the adjacent Spa at Pebble Beach. Just a few short steps from their guest rooms, guests can enjoy the pampered relaxation and escape of this luxurious, five-star-rated spa. Or, if they prefer, guests can enjoy private spa treatments in their room.

The result is an intimate, secluded sanctuary with the warm residential feeling of an elegant Mediterranean villa. It is ideal for leisure guests, golf groups, high-level meetings and important group events. When Casa Palmero opened after an extensive renovation, it hosted a group of high-value VIP clients for a top corporate sponsor of the 2000 U.S. Open at Pebble Beach. The clients loved it, and have returned often.

*"We loved that we could accommodate all our key affiliates in one facility. They are our top VIP group and it was important that they receive the high level of service provided by Casa Palmero."*

Director Event Marketing, Cable and Satellite Television Channel

## AN UNPARALLELED MEETING PLACE

Contemporary group facilities and state-of-the-art technology make Casa Palmero an exceptional meeting site. Its handsome, well equipped board room, conference rooms and lounge host small meetings and group events. An in-house professional kitchen provides the capacity to prepare banquets and service on-site group receptions and dining. This purposeful blend of group facilities and services creates a self-contained, state-of-the-art meeting site for top-tier groups.

Casa Palmero offers an exclusive setting that is ideal for C-level meetings. Its select environment and elevated personal service provide a refined and sophisticated group experience. Small executive, owner and partner-level groups often use Casa Palmero as a retreat to meet, plan, strategize, and set the course for their companies and foundations.

*"The exclusivity that our group enjoys at Casa Palmero is one of the main reasons we meet there regularly. Our guests tell us how much they appreciate walking to venues instead of always hopping on shuttles. But it's the level of service that's really the tipping point."*

Special Projects Coordinator, Global Law Firm



# GUEST SERVICE CULTURE

What really sets Casa Palmero apart is the warm, personalized service that the staff offers its guests. Each member of the hand-picked service team takes pride in providing an exceptional and completely relaxing guest experience. The genuinely friendly staff enjoys being there, and wants to make every guest feel welcome and at home. This is the essence of Casa Palmero.

The secret is the facility's unique, guest-focused service culture. Several dynamics drive this shared ethic. First, the small hotel has its own dedicated service team that works exclusively at Casa Palmero. Qualified as Personal Coordinators, each staff member is trained to perform every guest service job in the hotel. They fill multiple roles throughout the day, serving as breakfast server, room clerk, bellman, transportation driver, room service server and bartender for the daily guest happy hour. This seamless, flexible service structure allows the personal coordinators to respond immediately to meet any request. All the guest has to do is ask!

## THE PERSONAL TOUCH

When Casa Palmero opened, Assistant Manager Cheryl Rogers was one of the first hires and she has been there ever since. She knows all the repeat guests and their families, personal preferences and favorite dining places, both at the Resorts and around the Monterey Peninsula. Many returning guests call Cheryl directly to make their reservations and she consults her extensive guest files to make all the personal preparations for their stay. She leads by example and encourages the personal coordinators to also get to know each guest and do everything to make their stay special – a once in a lifetime experience...every time.

*“It’s the little things that make a guest’s stay truly exceptional. It takes a certain type of person to deliver the warm, attentive service we provide at Casa Palmero. They have to interact easily with our guests to learn their preferences and anticipate their needs. That’s why we hire for the heart”*

Cheryl Rogers, Assistant Manager, Casa Palmero

Little touches elevate each guest stay at Casa Palmero. Every morning, the personal coordinators serve the guests breakfast in the lounge or in their room – per their request. They use this opportunity to inquire about the guests' needs and plans for the day and will offer any appropriate assistance. They use golf carts stationed in the courtyard to take guests anywhere within the larger complex of The Lodge at Pebble Beach. They can also arrange resort transportation to take guests to the other golf course, The Inn at Spanish Bay, or even into Monterey or Carmel for shopping and dining.

In the evening when guests return, a daily cocktail hour in the lounge is the perfect gathering place to relax before dinner or to mingle with other guests. The personal coordinator becomes the bartender, serving their favorite libations as guests discuss their plans for the evening and tomorrow. These are the connections, small courtesies and personal touches that truly make a difference, and affirm the special spirit of Casa Palmero.



*“We’ve held our fall board meeting at Casa Palmero six years in a row. Then we got the idea to try something new. It only took one year away to remind us why we were there for six years! I just committed to the next three years. The Casa Palmero staff remembers exactly what I need and anticipates my needs. It’s like coming home.”*

Senior Director of Event Marketing, Health Information Technology and Care Management

## FLAWLESS GROUP SERVICE

The welcoming guest experience is part of the magic that makes Casa Palmero such an attractive group meeting site. The service team is committed to providing the same friendly, responsive service to groups that they do for individual guests. Maintaining this refined service focus is imperative. The key to exceptional group events at Casa Palmero is the seamless relationship between the hotel’s in-house personal coordinators and the professional conference services team at Pebble Beach Resorts.

Every group that meets at Pebble Beach Resorts has a designated conference services manager who coordinates all the details of their entire program. Conference services handles their entire group meeting, housing, dining, transportation and activity needs from event planning to on-site execution and final billing. This gives the event planner a single go-to contact for every aspect of their group event. This teamwork and purposeful specialization allows the Casa Palmero staff to retain their consistent guest service focus while the conference services staff produces a flawless group event.

*“It was an amazing event, and you made everyone feel so welcome. You and your team have an amazing attitude and are always extremely accommodating throughout our entire stay. The service provided to our executives, customers and special guests was outstanding, and I truly want to thank you for making our week at Casa Palmero a huge success. The whole week was perfect.”*

Chairman, President, CEO, Small Business Insurance Underwriter

## THE IDEAL FIT

Successful companies know that a clear corporate strategy is essential. Small C-level meetings are the forum where corporate goals, direction and priorities are set and strategies defined. The central role the company’s Board of Directors and executive leadership team play in setting that strategy is indispensable. A private and comfortable meeting site, efficient service and a productive environment are key requirements for these important, high-level meetings.

Getting away from the immediacy and distractions of day-to-day business is important to keep the group engaged and focused on their meeting agenda. Off-site retreats keep the group together, promote interaction and build group cohesion. They encourage dialogue and one-on-one communication, focus the group discussion and continue the conversation



throughout the meeting and into the evening. This productive environment helps groups address their issues and build consensus to make strategic corporate decisions.

*“The unique environment of Casa Palmero eliminated all outside distractions and allowed our board to focus on the decisions they needed to make.”*

EVP, Disputes Consulting Firm

Casa Palmero was designed specifically with C-level groups in mind. Comfortable, quiet and secluded, it is the perfect retreat for corporate board meetings and executive planning groups where discussion and collaboration are critical. The controlled environment of the hotel’s compound is the perfect fit for groups where privacy and security are important considerations. Detached and self-contained, it provides a definitive sense of security and anonymity. Just close the gates and you have a completely private facility.

*“Since our Chairman hosted this event it was important that our attendees had the best possible experience. Our attendees were Chairmen from our largest partners. They appreciated the exclusivity, the privacy and the elevated level of service that Casa Palmero offers.”*

Sr. Chairman, Risk Management, Insurance and Reinsurance Brokerage

## THE PEBBLE BEACH GOLF ADVANTAGE

Of course, Pebble Beach is synonymous with incomparable golf, giving meetings at Casa Palmero another practical benefit. With the wide popularity of golf in corporate America, a meeting or customer event at Casa Palmero has particular appeal. Meeting sponsors know that this is a built-in incentive to stay on schedule. It encourages the group to stay focused and take care of business so they have time for a round of golf on one of the four legendary championship courses at Pebble Beach Resorts.

Golfers at Casa Palmero enjoy special access to legendary Pebble Beach Golf Links. A private gate in the hotel’s compound wall provides guests an unusual golf experience. Step through the gate and it’s a short walk from your meeting room, along the side of the first fairway, to the first tee of Pebble Beach Golf Links. Now that’s a golfer’s definition of luxury.

*“There is nothing that makes our board happier than coming to Casa Palmero. It motivates everyone to make the best of the meetings...they move along at a great clip because everyone is anxious to get out on the golf course!”*

President, Commercial Construction Contractor

And when recognition and reward are the objective, Casa Palmero is the ultimate venue for high-level incentive groups. Playing a round at Pebble Beach Golf Links is a priceless bucket list experience for any golfer. It is no surprise then, that this is a favored site for top producer events and sales meetings. The Casa Palmero golf experience builds camaraderie and is ideal for elite customer golf events and entertainment. What better





way to get to know your best customers than to share a relaxed stay at Casa Palmero and play the world-famous championship courses at Pebble Beach Resorts?

*“We held our Pinnacle Incentive at Casa Palmero in 2011. Most of the dealers left there saying it was the best trip ever! The resort sales and group service team are wonderful to work with and went above and beyond expectations for our event.”*

SVP, Field Operations, Luxury Automotive Distributor

## GROUP DINING AT CASA PALMERO

The practical, operations-friendly layout of Casa Palmero was purpose-built to produce unrivaled group dining. Its full-service commercial kitchen has all the culinary tools and equipment necessary to prepare everything on the extensive Resorts banquet menu. The banquet service staff and floral design team have easy, back-of-the-house access to the hotel’s group facilities to personally stage, decorate and serve receptions and banquets. This artful design makes it easy for the award-winning culinary team at Pebble Beach Resorts to create imaginative on-site entertaining and dining for Casa Palmero groups.

*“One of the best things about Casa Palmero is its full service professional kitchen. We designed it specifically so that there is no limitation on what we can do. This lets us create stylized custom menus for Casa Palmero groups and prepare them right on site.”*

Beat Giger, Director of Special Events, Pebble Beach Company

With its flexible group event spaces, public rooms and lounge Casa Palmero can offer a variety of options for group receptions and dining. The central courtyard and the private swimming pool deck are casual outdoor sites for informal group social gatherings. And the hotel’s comfortable bar and lounge area, and adjoining billiard room, are perfect for after dinner drinks, conversation and evening relaxation.

Another option which many clients enjoy is to utilize one of the renowned restaurants at The Lodge at Pebble Beach or The Inn at Spanish Bay for a group event. Both hotels have elegant private rooms for group dining adjoining their restaurants, or they can reserve tables for smaller groups in each restaurant’s dining room. The conference services manager will handle all the menu planning and transportation arrangements from Casa Palmero to any of the restaurants or other group venues at Pebble Beach Resorts.

## A PERFECT PAIR

The Lodge at Pebble Beach is one of the most famous resort hotels in the United States, and it’s a must-stay destination for golfers around the world. It is also a top-tier site for larger corporate sales meetings and customer events. Casa Palmero is the perfect complement to a room block for larger groups that convene at The Lodge. Its proximity and prestigious profile make it the ideal VIP enclave for groups that meet at the larger resort property overlooking the 18th hole at Pebble Beach Golf Links.



Just a short walk from The Lodge, Casa Palmero offers an exclusive, small luxury hotel experience for group VIPs. It's the perfect venue to house the company's best clients, sales leaders or C-level executives. It's also a convenient site to host small, private receptions where the top executives can interact with their best clients or top producers. Including Casa Palmero as part of a larger group package at The Lodge adds a special housing component that gives your VIPs an added distinction.

## IDEAL FOR COUPLES

Couples groups feel right at home at Casa Palmero. Everything about its welcoming spirit and attentive service fits the profile for couples-oriented events. Groups know that their business meetings and program will run smoothly while their spouses enjoy the facilities of Pebble Beach Resorts, whether they prefer golf, spa, horseback riding, or just lounging by the pool. And when the meetings are done, the spouses join the group for social events and dining. Many couples plan ahead for a few days of golf and relaxation at Pebble Beach Resorts after the meeting is over.

The thoughtful design of Casa Palmero makes it a welcoming couple's retreat. The staggered layout of the guest room wings enhances the cozy feeling and creates a discrete sense of seclusion. The private entry to The Spa gives couples a sensory space to unwind, refresh and recharge. Casa Palmero is the perfect getaway for couples to relax, spend time together – or with friends –and enjoy the magic of Pebble Beach.

The casual feeling of Casa Palmero encourages friendly guest interaction. At breakfast and again in the evening for the daily happy hour, guests come together in the lounge. These informal gatherings introduce guests to one another in a casual setting. Guests often meet other couples during their stay, then dine or golf together, and leave as new friends. Some have formed lasting friendships this way, and return to Casa Palmero together – again and again.

## SAME TIME NEXT YEAR

There are many reasons to return to Casa Palmero, but one of the most popular is that there is simply nothing quite like it. Once groups discover Casa Palmero, they tend to return, and it often becomes part of their annual pattern. The Pebble Beach Resorts sales team has learned to understand their client's group profile and requirements, and introduce select customers to Casa Palmero when the fit seems right. Members of the sales team have a particular perspective on selling this unique hotel.

*It's difficult to describe Casa Palmero because there's really nothing quite like it. It's a great site for exclusive group meetings and customer events, but the clients don't have anything to compare it to. They really have to see it, and then it sells itself."*

Mark Ferland, EVP Brand, Sales & Marketing

Since its opening in 1999, Casa Palmero has become an integral part of Pebble Beach Resorts. Elegant and understated, its unique sense of place makes it a treasured retreat for its many loyal guests. A cherished hideaway to its many discerning guests from around the world, Casa Palmero really offers the best of both worlds. Located at the heart of



Pebble Beach, it combines the personal experience of an elegant small luxury hotel with unmatched access to all that Pebble Beach Resorts has to offer. And for some guests, it is one of those secret, closely-held discoveries, only shared selectively with their closest friends and colleagues.

For others it is a special sanctuary and refuge. Casa Palmero easily welcomes leisure travelers for golf trips, family gatherings, spa getaways and romantic weekends. The hotel is also that long-sought, unique site for truly special group events. High-level corporate meetings, executive retreats, social events and weddings all find their requirements and special needs fulfilled. And when they leave, each guest finds their own reasons to return – and come home again to Casa Palmero.



# 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

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