Stay on Trend for 2015 along the CA Highway 1 Discovery Route:
Experience Abundant Outdoor Adventure and
the Next Step in Eco-Tourism: Stewardship Travel

San Luis Obispo – May 29, 2015 – According to the Huffington Post/Post 50 Travel Blog, Adventure Travel and Eco-Tourism are two big trends for boomers in 2015, which can be found in abundance along the CA Highway 1 Discovery Route located midway between San Francisco and Los Angeles in San Luis Obispo County. Whether taking an exhilarating hiking or biking expedition in one of the many magnificent State Parks along the coast, or kayaking and paddle boarding along miles of coastal waterways, or cycling through acres of vineyards and mountain trails, you’re sure to find the perfect outdoor adventure or stewardship travel experience among the 10 artisan towns and villages spanning over 101 miles of prime Pacific coastline.

The Next Step in Eco-Tourism: Stewardship Travel
Vacationers can enjoy a more meaningful trip any time of the year by participating in the country’s first Stewardship Travel program, full of fun, authentic, and inspiring activities with area historians, scientists, and specialists. Have fun in the great outdoors and help preserve wildlife during a beach clean-up in the small towns of Cambria, Cayucos, and Avila Beach. Make new friends during an interpretive walk in The Elfin Forest in Los Osos or become a “citizen scientist” at a nature center. In all, there are more than 70 unique activities and/or contribution opportunities in more than ten locations along the California Central Coast designed to add deeper meaning on any vacation.

Curious to view what this destination is about? A recently launched hosted travel show On the Road With Jo focuses on local favorites, historic places to visit, and stewardship travel opportunities that bring the CA Highway 1 Discovery Route to life. Watch full episodes or short vignettes from each of the destinations along the Discovery Route to determine which historic, cultural and stewardship activities to add to your itinerary.

Outdoor Adventure
Visitors who travel along CAs Highway 1 Discovery Route to commune with nature are treated to everything from majestic views of rugged Pacific coastline in Ragged Point, and kayaking in San Simeon, relaxing or cleaning-up the beautiful beaches in the classic beach town of Cayucos, to enjoying the renowned, verdant vineyards in historic Edna Valley and Arroyo Grande Valley. Then there’s Nipomo, with gigantically famous dunes, where horses and golf carts are welcomed equally. As well as several charming artisan towns like Cambria and Avila Beach & Valley. Don’t forget to visit the rustic seaside villages of Oceano and Los Osos/Baywood Park, which are woven in between seaside state beaches and marinas where outdoor adventure abounds. Experience amazing outdoor activities and explore the many State Parks along the CA
Highway 1 Discovery Route in each of these regions below:

**Arroyo Grande Valley:**

**Lopez Lake** – Located just ten miles east of Arroyo Grande, Lopez Lake Recreation Area is one of the top choices for camping and leisure trips.

**Paulding Science Trail Restoration & Creek Clean-Up** – Visitors are invited to add a bit of “doing good and feeling good” to their vacation by working alongside local residents and watershed experts to help maintain the Paulding Science Trail and keep the Arroyo Grande Creek clear of litter on the fourth Saturday of each October, from 10am to 12 noon. This is a Stewardship opportunity.

**Natural History Boat Cruise on Lopez Lake** – Explore the far reaches of Lopez Lake on the Ranger-led boat tour.

**Lodging Options**

**Avila Beach:**

**Bob Jones Trail** – The Bob Jones Trail is the “City to the Sea” bike trail.

**Avila Beach Kayaking** – Olde Port Beach to Pirate’s Cove in Avila Beach is ideal for beginners who want to try kayaking alongside the cliffs of Avila Beach.

**Grab an Exploration Backpack in Avila Beach and Explore!** – Experience Stewardship Travel with the Exploration Backpack, filled with handy information, binoculars, guidebooks, and sampling gear for more in depth fun and learning for all ages.

**Lodging Options**

**Cambria:**

**Moonstone Beach** – Moonstone Beach is one of Cambria’s and the Central Coast’s most scenic spots.

**Harmony Headlands State Park** – Harmony Headlands State Park is a 784 acre coastal park located approximately 5 minutes north of Cayucos on Highway One.

**Fiscalini Ranch Preserve** – Once the exclusive purview of the Chumash and Salinan Native American tribes, this Stewardship activity features walking in their shoes along the breathtaking stretch of seaside bluff is now permanently protected from development and offers opportunities for contributions to help restore natural habitat.

**Lodging Options**

**Cayucos:**

**Estero Bluffs State Park** – Add an hour or two of Stewardship Travel fun by learning about the diversity of life within the kelp forest while walking along the Estero Bluffs, north of Cayucos with docent led hikes.

**Cayucos Wildlife Kayaking Tours** – Enjoy kayaking, view wildlife and learn about the natural history and heritage surrounding Cayucos.

**Cayucos State Beach** – Schedule a Stewardship Travel adventure to a natural setting like the Cayucos State Park’s sandy beach, offering mild weather, watersports such as surfing and swimming, tidepooling.

**Lodging Options**
**Edna Valley:**

**Edna Valley Cycling** – The Tiffany Ranch Road loop in Edna Valley offers a scenic tour through the San Luis Obispo Wine Region.

**County Creek Clean-Up Day for Salmon Enhancement** – Be a Stewardship Travel volunteer, joining enthusiastic locals in the countywide creek clean-up day organized annually on the third Saturday of September.

**Edna Valley Hiking** – Grab some hiking shoes and water and leave everything else behind as you immerse yourself in endless hiking trails throughout Wine Coast Country.

**Lodging Options**

**Los Osos & Baywood Park:**

**Montaña de Oro State Park** – Be a caring Stewardship Traveler by connecting with nature when you explore this park with or without a docent, and by dropping in for a history lesson and donating to the historic visitor center. The park features rugged cliffs, secluded sandy beaches, coastal plains, streams, canyons, and hills, including 1,347-foot Valencia Peak.

**El Moro Elfin Forest** – The Elfin Forest supports more than 200 species of plants, as well as 110 kinds of birds, 22 species of mammals and 13 species of reptiles and amphibians. Enjoy docent led walks to deepen learning and fun.

**Tide Pool Exploring** – This is a fun way for the whole family to explore, with something for everyone. Careful to observe without touching.

**Lodging Options**

**Nipomo:**

**Oso Flaco Lake** – In this Stewardship Travel activity, visitors are invited to let their senses come alive at one of the most scenic natural areas along California’s coast, Oso Flaco Lake, located just southwest of Nipomo. Join a docent led hike or explore on your own.

**Nipomo Native Garden** – The site is in the final stages of being restored to a native botanical garden which features native plant communities endemic to the Nipomo Mesa and dunes complex.

**Guadalupe-Nipomo Dunes Natural History Center** – Be a Stewardship Traveler by learning about one of the most ecologically significant and largest intact coastal dune ecosystems on earth, and by joining a docent led hike and/or donating to help maintain the restoration programs throughout The Guadalupe-Nipomo Dunes Complex, comprised of 18 miles of coastline.

**Lodging Options**

**Oceano:**

**Oceano Dune SVRA** – Welcome to Oceano Dunes State Vehicular Recreation Area (SVRA); this sand dune complex is geologically unique and also provides an impressive playground for off-highway enthusiasts.

**Monarch Butterfly Grove** – From late October to February, thousands of black and gold Monarch butterflies cluster in the limbs of a Eucalyptus grove at Pismo State Beach, providing us with a breathtaking glimpse of nature in all her vibrant glory. Host on hand to share more on the natural history of the Butterflies.

**Oceano Dunes Natural Preserve** – Walk where both the Chumash and Dunites walked.

**Lodging Options**
San Simeon & Ragged Point:
**Elephant Seals** – This special Stewardship Activity will lead visitors to a new understanding of the Northern Elephant Seal that migrates thousands of miles twice each year, from the open oceans to a land-based rookery, where it breeds, births, molts, and rests between trips.
**Coastal Discovery Center at San Simeon Bay** – Learn and experience Stewardship Travel at The Coastal Discovery Center, which offers interactive exhibits and education programs *for all ages*, highlighting the cultural and natural history of Old San Simeon, California State Parks, and the Monterey Bay National Marine Sanctuary. Become a citizen scientist and help collect water samples for research offered on most Saturdays.
**Ragged Point Beach** – The trail to Ragged Point Beach at the base of the cliffs is only a half mile, but steep with about a 400 foot change in elevation.

**Lodging Options**

For more information regarding outdoor adventures in this very special part of the world, visit www.Highway1DiscoveryRoute.com.

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**About the California Highway 1 Discovery Route**

Breathtaking natural beauty, preeminent wine regions, amazing outdoor adventure and delicious restaurants boasting culinary excellence dot the **California Highway 1 Discovery Route** along Coastal San Luis Obispo County. With 10 amazing destinations spread throughout offering over 500 extraordinary accommodations, including hotels, motels, B&Bs and vacation rentals with unique specials and packages, the California Highway 1 Discovery Route offers one fantastic vacation anytime of the year. This 101 mile span of prime Pacific coastline is conveniently located midway between San Francisco and Los Angeles, and offers a vast wine region, diverse artisan towns, charismatic seaside villages, scenic country roads rich in character and history and two world-class wine regions. Leaders in **Stewardship Travel**, the next step in eco-tourism, visitors will discover over 70 activities and donation opportunities throughout the region to help you feel good while doing good on vacation. Stewardship Travel visitors will learn more, connect deeper, and may choose to spend a couple hours helping to restore a park trail, protecting wildlife on the beaches, or planting a native tree.

Find enriching multi-day tours and discover a plethora of fun and relaxing itinerary ideas in these 10 California Highway 1 Discovery Route destinations: San Simeon & Ragged Point, Cambria, Cayucos, Los Osos/Baywood Park, Avila Beach & Valley, Edna Valley, Arroyo Grande Valley, Oceano and Nipomo. Every February, the towns along the California Highway 1 Discovery Route celebrate Coastal Discovery & Stewardship Month, offering month long special lodging packages, activities, events and movies throughout the region. For the latest news on the area join us on Facebook www.facebook.com/WineCoastCountry and follow us on Twitter twitter.com/Hwy1DiscoveryRt. For more information on the **California Highway 1 Discovery Route**, visit www.Highway1DiscoveryRoute.com or contact Chief Administrative Officer Cheryl Cuming at 805-547-CBID (2243), admin@SLOcountyBID.com.
Suggested photos:

Have fun in the great outdoors and help preserve wildlife during a beach clean-up in the small towns of Cambria, Cayucos or Avila Beach. Photo credit Jenna Dosch.
Visit state parks, take hikes and enjoy outdoor adventures during your vacation along the CA Highway 1 Discovery Route! Photo credit H1DR.