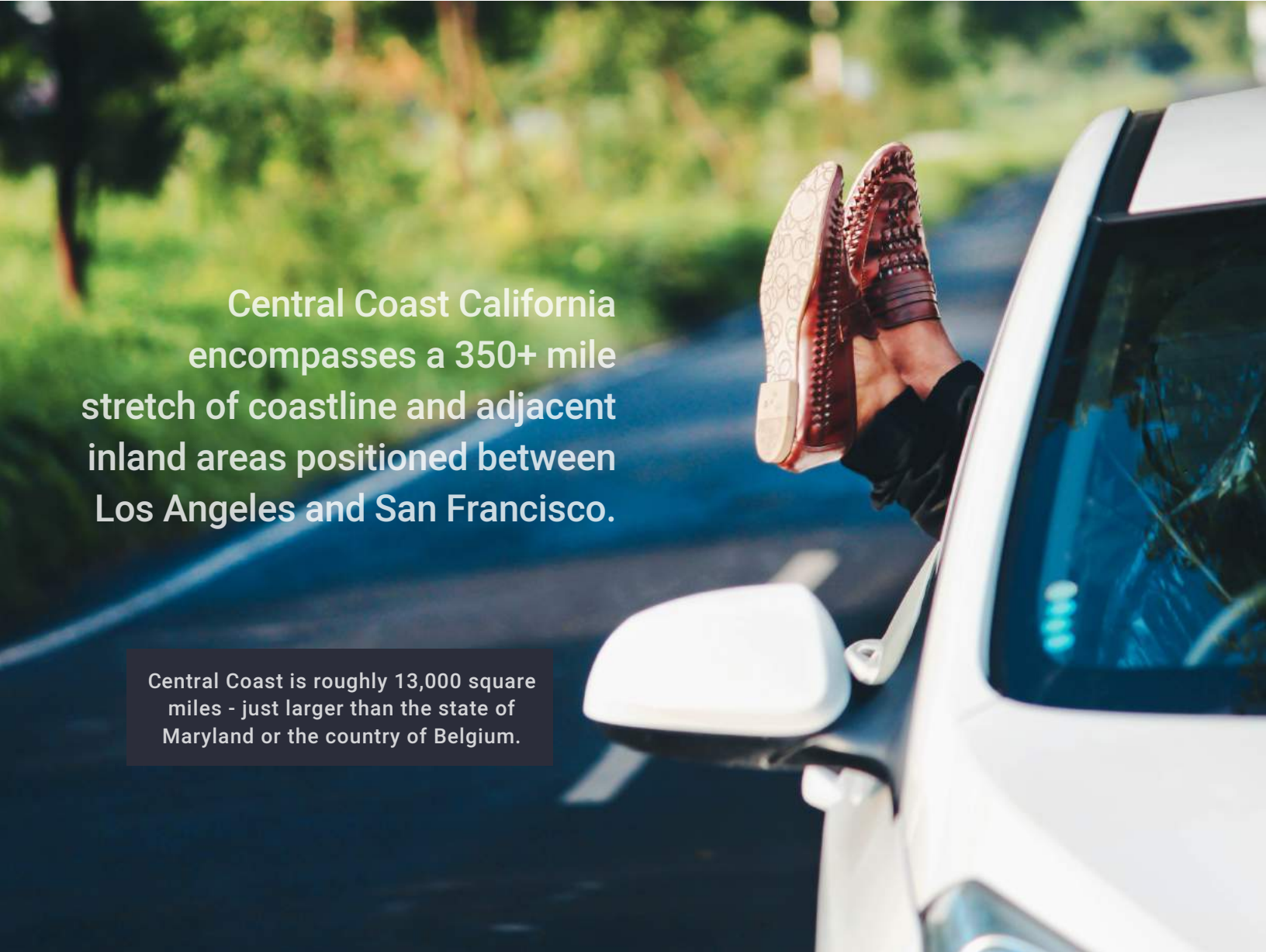


CENTRAL COAST

California

DESTINATION FACT SHEET



Central Coast California encompasses a 350+ mile stretch of coastline and adjacent inland areas positioned between Los Angeles and San Francisco.

Central Coast is roughly 13,000 square miles - just larger than the state of Maryland or the country of Belgium.

www.TheOriginalRoadTrip.com



Central Coast California is comprised of 4 REGIONS, encompassing about 50 cities and communities, listed north to south:

Monterey Bay REGION

Santa Cruz County (includes Santa Cruz, Capitola, Aptos, Scotts Valley, Felton, Davenport, Ben Lomond, Boulder Creek)

Santa Clara County (includes Gilroy, Morgan Hill)

San Benito County (includes San Benito, Hollister, San Juan Bautista, Tres Pinos, Ridgemark)

Monterey County (includes Monterey, Big Sur, Carmel, Pebble Beach, Pacific Grove, Seaside, Marina, Castroville, Moss Landing, Carmel Valley, Salinas)

San Luis Obispo REGION

San Luis Obispo County (includes San Luis Obispo, San Simeon, Cambria, Harmony, Cayucos, Morro Bay, Pismo Beach, Paso Robles, Templeton, Atascadero, Arroyo Grande, Nipomo)

Santa Barbara REGION

Santa Barbara County (includes Guadalupe, Santa Maria, Lompoc, Santa Ynez Valley, Santa Ynez, Buellton, Los Olivos, Ballard, Solvang, Goleta, Santa Barbara, Montecito, Summerland, Carpinteria)

Ventura REGION

Ventura County (includes Ventura, Oxnard, Port Hueneme, Ojai, Heritage Valley, Santa Paula, Fillmore, Camarillo, Simi Valley, Conejo Valley, Thousand Oaks)

TRANSPORTATION

Primary Roads within Central Coast

- U.S. Route 101
- State Route 1 (also known as Pacific Coast Highway, California Highway 1, CA HWY 1)

4 Regional Airports within Central Coast

Monterey (MRY) Santa Barbara (SBA)
 San Luis Obispo (SBP) Santa Maria (SMX)

6 Gateway & Adjacent Airports

San Francisco (SFO) Los Angeles (LAX)
 San Jose (SJC) Long Beach (LGB)
 Oakland (OAK) Burbank (BUR)

3 California Welcome Centers

- Gilroy
- Salinas
- Pismo Beach

10 Rail Stops within Central Coast

Amtrak Coast Starlight and Pacific Surfliner

Travel Distances & Times

TRAVEL DISTANCES & TIMES ARE APPROXIMATE MILES & HOURS

	SAN FRANCISCO	75	80	123	125	205	231	243	262	294	325	360	362	383
1.5	SANTA CRUZ	42	42	46	137	163	176	195	226	257	291	295	342	
2	1	GILROY	40	43	127	153	165	184	216	247	281	284	310	
2.5	1	1	MONTEREY	4	115	141	154	172	204	235	270	272	320	
2.5	1	1	.5	CARMEL	118	144	157	175	207	238	272	276	323	
3	2	2	2	2	PASO ROBLES	33	45	64	95	126	160	163	206	
4	3	2.5	2.5	2.5	1	SAN LUIS OBISPO	13	32	64	95	128	132	189	
4	3	2.5	2.5	2.5	1	.5	PISMO BEACH	19	50	82	115	119	176	
4.5	3	3	3	3	1	.5	.5	SANTA MARIA	33	63	97	101	172	
5	3.5	3	3	3.5	1.5	1	1	.5	BUELTON	44	77	81	138	
5	4.5	4	4	4	2.5	1.5	1.5	1.5	1	SANTA BARBARA	34	38	95	
6	5	4.5	4.5	4.5	3	2	2	2	1.5	.5	VENTURA	8	78	
6	5	4.5	4.5	4.5	3	2.5	2	2	1.5	1	.5	OXNARD	76	
6.5	5.5	5	5	5	3.5	3.5	3.5	3	2.5	2	1.5	1.5	LOS ANGELES	

Personal or rental auto is the most common mode of transportation

SEASONALITY

Central Coast California is a year-round destination, offering a relatively warm climate Labor Day through Memorial Day, or fall through spring.

Weather is mild throughout the winter, with temps averaging 50-70 degrees Fahrenheit, but daytime averages in low to high 60s, depending on location.

Visitors are encouraged to dress in layers and wear comfortable shoes

For suggested itineraries, visit CentralCoastItinerary.com

DESTINATION ASSETS

Central Coast California offers an abundance of approachable experiences.



stats subject to fluctuation

See Destination Features, next page

DESTINATION FEATURES

- Charming coastal and rural communities
- Protected areas, wildlife, and natural history
- Strong agricultural influence, with active culinary and wine industries
- Variety of landscapes lending to abundant outdoor adventure opportunities
- Coastal California history and modern-day culture
- Moderate year-round

- 1. Unique Coastal Communities:**
scenic, uninterrupted coastline, small town charm, open space, the original road trip, rural, artistic, unique California culture, slower pace than gateways
- 2. Culinary & Agriculture:**
farms, wine, a true farm-to-fork experience, "Salad Bowl of America", u-pick farms, barns, locally sourced, craft, artisan style, fresh and local, wellness
- 3. Wildlife, Protected Areas & Natural History:**
migratory birds, whales, monarch butterflies, marine life, otters, Channel Islands, Monterey Bay National Marine Sanctuary, State and National Parks, sustainability
- 4. Variety of Landscapes lending to Outdoor Adventure:**
dunes, mountains, interior valleys, beaches, forests, plains, lakes for watersports, kayaking, ziplining, hiking, surfing, biking
- 5. Local History & Culture:**
California missions, adobe, ranchos, John Steinbeck, Native American Chumash, Henry Miller, Hearst Castle

ASPECTS TO HIGHLIGHT

DESTINATION THEMES

- Ecotourism
- Multi-generational and Family travel
- Couple escapes
- Culinary tourism
- Transformational travel
- Wellness
- Adventure
- Sustainable travel



Central Coast California is about spending time; it can take up to 8-12 hours to drive across the entire region



Central Coast California is a great destination for weekday and "off-season" travel (fall through spring)



Central Coast California is perfect for sustainable and responsible travel



Central Coast California is known for scenic drives



CCTC can provide travel planning resources: Tips/Maps/Itineraries; start with TheOriginalRoadTrip.com

OTHER RESOURCES

Roads & Traffic: dot.ca.gov/travel

State of CA: visitcalifornia.com

Responsible Travel:

recreateresponsibly.org



ABOUT CCTC

The mission of Central Coast Tourism Council (CCTC) is to inspire and influence travel to the Central Coast of California.

CCTC is a non-profit, cooperative marketing membership organization with a very active, all-volunteer board of tourism and hospitality professionals representing each area within the Central Coast region since 1989.

CCTC's national and international marketing initiatives are accomplishing collectively what individual tourism entities cannot do alone - promote the entire California Central Coast as a top destination in California and maximizing our members' tourism revenue.



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