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For Immediate Release



A Family Road Trip on California's Central Coast

The family road trip is an American right of passage and there is no more scenic and interesting a place than California's Central Coast. Whether it is beachside camping or luxury family resorts this is a vacation the whole family can enjoy and cherish.

Below is a sample one-week itinerary:

Day 1

Drive from Los Angeles to Ventura to the bustling Ventura Harbor Village and hop a ferry to the Channel Island's National Park. Channel Islands National Park encompasses five remarkable islands and their ocean environment.

Upon returning to the Ventura Harbor Village - which is home to 35 shops, galleries, restaurants and waterfront activities like the village arcade, carousel and ice cream shop - stop for lunch in a local restaurant.

Overnight: in Santa Barbara

Day 2

Spend the morning on Santa Barbara's sandy beaches then take a Land and Sea shark tour of Santa Barbara's major sites and finish at the Santa Barbara Zoo, which is home to over 500 animals on 30 acres or the scenic Botanical Gardens.

Explore the Urban Wine Trail for a sampling of local wines (children are welcome), before dinner on the town or back at the hotel or campground.

Overnight: in Santa Barbara

Day 3

Drive to Solvang and walk the Solvang Heritage Walk to see all the Danish sites including the traditional Danish windmills, the Santa Ynez Mission and art museum. Sample treats

from the famous Danish bakeries or chocolate shops. Lunch in one of Solvang's many downtown restaurants.

Drive to Quick Silver miniature horse ranch and get up close to the miniature horses that are bred there.

Spend the afternoon enjoying the hotel activities or camp environs including dinner.

Overnight: Solvang

Day 4

Morning hike at Figueroa Mountain to explore the historic mines and pioneer homesteads that are found throughout the park.

Head to Hans Christian Andersen Park and ride the famous tunnel slide, open spaces and playgrounds.

Depending on season, watch a show at the famous Solvang Festival Theater.

Overnight: Solvang

Day 5

Drive to San Luis Obispo and explore the town that has often been called the "happiest town in America" including the famous farmers markets, historic missions and bubble gum alley.

Drive to Oceano Dunes, recognized by scientists, and conservationists as the most extensive coastal dunes remaining in California, take a Humvee tour of these unique eco system.

Drive to Pismo Beach and visit the Monarch Butterfly Grove before exploring downtown Pismo Beach.

Drive to Big Sur for dinner in hotel.

Overnight: Big Sur

Day 6

Spend the Day exploring Big Sur National Park From beaches to mountains. Hike along the streams in the cool, tree-lined valleys. Climb up on the high ridges for a spectacular view of the coastline on the western slope and gaze into three million acres of wilderness in the Los Padres National Forest on the eastern slope.

Watch the sunset at Pfeiffer beach followed by dinner in area restaurant.

Overnight: Big Sur

Day 7

Spend the morning exploring Monterey including the Monterey Bay Aquarium, which is home to 35,000 creatures representing over 550 species in nearly 200 exhibits.

Drive to Santa Cruz for lunch and a stop at Steamer Beach, one of the world's best surfing beaches.

Drive to San Francisco for evening flight home.

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For more information please visit: www.theoriginalroadtrip.com

California's Central Coast consists of:

VENTURA REGION: Ventura County, Camarillo, Conejo Valley, Heritage Valley, Ojai, Oxnard

SANTA BARBARA REGION: Santa Barbara County, Buellton, Carpinteria Valley, Lompoc Valley, Santa Maria Valley, Solvang, Santa Ynez Valley

SAN LUIS OBISPO REGION: San Luis Obispo County, Arroyo Grande/Grover Beach, Atascadero, Cambria, Cayucos, Morro Bay, Nipomo, Paso Robles, Pismo Beach

MONTEREY BAY REGION: Monterey County, Santa Cruz County, Carmel, Gilroy, Hollister

About Central Coast Tourism Council

The Central Coast Tourism Council (CCTC) is a non-profit organization comprised of Convention and Visitors Bureaus ("CVBs" & "VCBs") throughout the California Central Coast. Comprised of tourism and hospitality professionals, the mission of CCTC is to jointly promote the entire California Central Coast as a destination. The four main regions that comprise the destination include Monterey, San Luis Obispo, Santa Barbara, and Ventura. The CCTC also serves as the Central Coast's voice in Sacramento, and as a partner with Visit California's global marketing and advertising campaigns.