

FACT SHEET: Stewardship Travel in WineCoastCountry.com



“Stewardship Travel is the next big step in eco-tourism and heritage travel for our visitors along the California Hwy 1 Discovery Route. It is designed to be sustainable, newsworthy, take the pressure off the summer seasons by inviting visitors in the shoulder seasons, and to enrich and extend visitor stays.

Stewardship travel is for visitors who care, promoted by businesses that care.”

Diane Strachan

CBID Stewardship Travel Director

What is Stewardship Travel?

Stewardship Travel is about offering a bit of “doing good and feeling good” to our visitor’s vacations. Research shows these values are growing trends in our target markets.

As visitors plan their trips along the [WineCoastCountry Hwy 1 Discovery Route](#), which covers all 10 SLO County regions, they now have the opportunity to add an hour or two of fun volunteer time and richer learning to their days. Visitors may decide to help preserve wildlife habitat by restoring a trail, make donations for the preservation of a historical lighthouse, make new friends and protect birds at a beach cleanup, or become a “citizen scientist” at a nature center. Visitors will go home knowing they made a difference on vacation and contributed to the local regions they visited and appreciated.

What is the Purpose of Stewardship Travel?

Stewardship Tourism is a key differentiating marketing strategy that will help increase and retain visitors in SLO County during the off season which serves to benefit our natural surroundings, our economy, and local communities. This strategy inspires visitors and residents alike to; deepen their SLO county experiences, learn more, and to help care for the region’s rich natural and cultural heritage.

Help Your Customers Find out More about Stewardship Travel Activities:

Our innovative Stewardship Travel program offers more than 70 meaningful activities and attractions that help the visitor connect with our Central Coast heritage, nature, and locals.

For complete information on all Stewardship Travel opportunities throughout our 10 destinations, including accommodations near each Stewardship Travel activity, visit

<http://winecoastcountry.com/slo/the-winecoastcountry-stewardship-traveler/>

Significant Stewardship Travel Research:

Travel Industry Association of America and National Geographic’s “New Trend in Travel Survey” shows Americans are willing to pay higher costs for travel services that protect and preserve the environment and history.

- A significant number of travelers (54 million) are inclined to select travel companies that strive to protect and preserve the local environment of the destination.
- Authenticity is important to travelers. Many (61%) believe their experience is better when their destination preserves its natural, historic, and cultural sites.
- Although most travelers are concerned with price and value, 58.5 million Americans say they would pay more to use a travel company that strives to protect and preserve the environment.