

Explore, Play, Stay, Dine and Travel for Good on the South Coast

Welcome to your special [Highway 1 Discovery Route](#) Season of Coastal Discovery personal itinerary.

Highway 1 is the most iconic roadway in California, but not all sections are created equal. [Highway 1 Discovery Route](#), the 100-mile stretch that weaves through San Luis Obispo County along California's Central Coast, connects 10 artisan communities. This region is known for wide open spaces, uncrowded white sand beaches, an abundance of outdoor adventure, wildlife, and award-winning and sustainable wineries. This scenic coastal route includes 13 State Parks, an up-close view of a raucous elephant sea rookery, and one of the largest, most beautiful Monarch Butterfly colonies in North America.

Use this itinerary to guide you in making the most of your weekend travel experience. This is not your typical itinerary. You'll find it more enriching, enjoyable, and meaningful (not to mention delicious)!

You will find bite-sized activities for higher levels of involvement that help make a difference to the places you visit. From beach clean-up opportunities, to trail restoration, to visiting parks and historic sites - you choose from the menu of memory inspiring activities. All activity contributions go to help preserve and conserve the places you'll visit and fall in love with. *Thank you!*

For even more choices, use the NEW [Coastal Discovery Trail](#) to discover and help sustain the best beaches, wildlife, and hikes for solo, family and pet-friendly experiences along the Highway 1 Discovery Route.

Thank you for joining with us to be a traveler that cares!

Now go have some fun!



DAY 1

Saturday

- Explore Downtown Avila Beach
- Stop at the Whale Trail Sign on the Avila Beach Pier
- Pick up your FREE Clean-Up Kit & Complimentary Tote Bag and Have Lunch at Avila Beach Golf Resort
- Celebrate our Beaches and Participate in a Beach Clean-Up on Avila Beach
- Explore Edna Valley and Stop at Some of Our Favorite Wineries
- Wine Taste at Biddle Ranch Vineyard
- Wine Taste at Claiborne & Churchill Winery
- Dinner at Blue Moon Over Avila - A Property that Cares!

DAY 2

Sunday

- Breakfast at Fat Cats Cafe
- Kayak or SUP to the Historic Port San Luis Lighthouse
- Walk Down the Harford Pier to View Sea Otters, Sea Lions & Read About History
- Stop at Quintessa Coffee Roasters for a Coffee or Tea
- Visit the Monarch Butterfly Grove
- Lunch at Willow
- Hike Guadalupe-Nipomo Dunes or Oso Flaco Preserve
- Thank you for Traveling for Good Along the Highway 1 Discovery Route!



DAY 1

Saturday



Explore Downtown Avila Beach

📍 Avila Beach, United States -

More images:



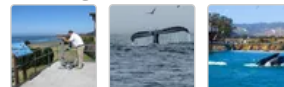
[Avila Beach](#) takes its independent spirit seriously. Situated near the ocean, the hills, and wine estates, the walkable village hosts galleries and boutiques to suit most any aesthetic whim. It's hard to imagine that there's so much to do and see in one place like Avila Beach, and we haven't even discussed the surfing, kayaking, paddleboarding or fishing off the pier. The town has long embraced its role as the liaison between the sea and the woodlands and between the field and the vineyard. Avila Beach is a place where you can pick your perfect paradise.



Stop at the Whale Trail Sign on the Avila Beach Pier

📍 Avila Beach Pier, Avila Beach, United States -

More images:



When it comes to whale watching, the Central Coast boasts an embarrassment of riches, especially along the Highway 1 Discovery Route. Here, whales, dolphins, [sea otters](#), seals and seabirds play within full view of the shoreline.

To make the most of wildlife viewing, the [Whale Trail](#) organization has identified the best whale watching spots on the West Coast. Of those 100 Whale Trail sites, San Luis Obispo County contains a whopping ten. (That's the most in one county along the entire California coast!) Six of those whale watching viewpoints stand along the Highway 1 Discovery Route.

Each of the [Whale Trail](#) viewpoints offers interpretive signs containing helpful information about the sealife commonly seen there. Species, seasonal and migration facts augment the whale watching experience. (And one special site in San Simeon even provides telescopes for easy viewing!)

Feel great using the [Stewardship Travel for Good Wildlife Tips](#) for helpful hints on how to best see wildlife.



Pick up your FREE Clean-Up Kit & Complimentary Tote Bag and Have Lunch at Avila Beach Golf Resort

6464 Ana Bay Road, Avila Beach, United States -

More images:



Enjoy lunch outside on the spacious outdoor beach front patio at Mulligans Bar & Grill at the [Avila Beach Golf Resort](#).

Support a property that cares by grabbing a [beach clean-up kit](#) after lunch. Ask your server for the supplies. *Thank you!*



Celebrate our Beaches and Participate in a Beach Clean-Up on Avila Beach

Avila Beach, United States -

More images:



[Travel for Good](#) by participating in the [Avila Beach Clean-Up](#). *Thank you!*

Spend as little as 10 minutes or more to pick up debris and plastics from the beach - this is a great activity to get the kids involved in! Micro plastics are harmful to wildlife so look closely as you scour the sand for items to pick up.

"What a great feeling to be a part of keeping this beautiful beach clean. I was suprised to see so many small pieces of trash." Sally Taschannen, Human Resource Director



Explore Edna Valley and Stop at Some of Our Favorite Wineries

Edna, United States -

More images:



Toast to the good that you participated in this weekend!

In the [Edna and Arroyo Grande Valleys](#), taste a whole new world of wine. Nestled only four miles from the beach, the Edna Valley and Arroyo Grande Valley are home to over 30 wineries. As always in our part of California, the experience and vibe are unpretentious and easygoing. Specialties in the region include Pinot Noir, Chardonnay, and aromatic white varieties like Albariño, all of which are known for exceptional balance due to coastal growing conditions. Most tasting rooms are open daily during business hours, though a few require appointments.



Wine Taste at Biddle Ranch Vineyard

📍 2050 Biddle Ranch Road, San Luis Obispo, United States -

More images:



[Biddle Ranch Vineyard](#) was conceived by a group of friends with a passion for fine wine and good food. They are perfectly situated in the heart of the Edna Valley, just south of San Luis Obispo, where wine and fruit benefit from early morning fog, cool ocean breezes, and sunny afternoons. Known for one of the longest ripening seasons in California, with bud break starting in late February and harvest in early November, this valley provides all the essential conditions necessary for creating rich and fruit-forward wines.

If you want to relax and let someone else do the planning and the driving, contact [101 Wine Tours](#).

Note: Reservations are required.

Contact: 805.543.2399



Wine Taste at Claiborne & Churchill Winery

📍 2649 Carpenter Canyon Road, San Luis Obispo, United States -

More images:



Founded in 1983 by Claiborne Thompson and Fredericka Churchill, [Claiborne & Churchill](#) is a small family-owned winery specializing in hand-crafted, award winning wines: Dry Riesling, Dry Gewurztraminer, Pinot Noir and other limited production wines.

Their two-acre Estate Riesling Vineyard, planted in the spring of 2005 is SIP (Sustainability in Practice) Certified.

Bring a picnic lunch and savor these wines while enjoying the lovely mountain and vineyard views. Located in the heart of the Edna Valley on Highway 227 between Price Canyon Road and Corbett Canyon Road.

If you want to relax and let someone else do the planning and the driving, contact [101 Wine Tours](#).

Note: Reservations are required.

Contact: 805.544.4066



Dinner at Blue Moon Over Avila - A Property that Cares!

460 Front Street, Avila Beach, United States -

More images:



Located steps from the sand, [Blue Moon Over Avila](#) is seaside dining at its finest. Guests will enjoy a rotating menu of seasonal and signature dishes along with imported beer and wine selections designed to impress and satisfy the most discriminating tastes.

Note: Reservations are not required but are recommended.

Contact: 805.595.2583

DAY 2

Sunday



Breakfast at Fat Cats Cafe

3920 Avila Beach Drive, San Luis Obispo, United States -

More images:



Named for a big black and yellow cat who kept the construction crew company more than 25 years ago, [Fat Cats](#) is a local Avila Beach favorite. There's a cozy diner-style interior for those rare blustery days or chilly mornings, and an inviting outdoor patio, both with views of the ocean just steps away. The menu features terrific house-made diner fare for breakfast, lunch, and dinner, and fresh seafood choices as well such as lobster ravioli and local sand dabs. If you have a favorite fat cat at home, bring in a photo to add to the board. There's plenty of fat cat pin-ups there, so they'll be in good company.

Contact: 805.595.2204



Kayak or SUP to the Historic Port San Luis Lighthouse

📍 3915 Avila Beach Drive, San Luis Obispo, United States -

More images:



Pick up your kayak or SUP at [Avila Beach Paddlesports](#) and [Kayak back in time to the historic Point San Luis Lighthouse](#), the only surviving Prairie Victorian model lighthouse that remains in existence on the West Coast of the United States. Beach the kayaks and climb the stairs to explore the property. For a tour of the interior, information about a docent-led virtual tour is available [here](#).

[Travel for Good](#) and [donate](#) to the Port San Luis Lighthouse to help preserve this historic gem! *Thank you!*

Have a blast using the [Stewardship Wildlife Tips](#) for helpful hints on how to best see wildlife. See if you can spot a dolphin or a whale!

Note: Reservations are required.

Contact: 805.704.6902



Walk Down the Harford Pier to View Sea Otters, Sea Lions & Read About History

More images:



[Travel for Good](#) by reading about the history and best ways to spot [Sea Otters](#). *Thank you!*

Enjoy using the [Wildlife Viewing Tips](#), a great tool for spotting the abundance of marine life just off the pier!

"My kids spent hours on the pier watching the family of sea otters splash in the water. We learned so much about these waters pups!" Ashley Norton, Mom



Stop at Quintessa Coffee Roasters for a Coffee or Tea

📍 1945 Front Street, Oceano, United States -

More images:



[Quintessa Coffee Roasters](#) is a family-owned and operated company on the Central Coast of California. They focus on small-batch, specialty coffee. Never roasting more than 25 pounds at a time, they are able to extract consistent and precise flavors with every batch for a quality and delicious cup of coffee every time.

They source coffees only using high quality, organic, fair trade, traditionally grown coffees from around the world. The combination of a quality product and precise roasting makes for a great cup of coffee.

Swing by the shop to taste the delicious coffees or watch the roasters in action!



Visit the Monarch Butterfly Grove

📍 400 California 1, Pismo Beach, United States -

More images:



Pismo State Beach is home to one of the West's largest over-wintering populations of the Western [Monarch Butterfly](#). The Grove becomes active in late October each year, and the last of the Butterflies are gone toward the end of February.

State Parks had provided educational monarch videos during COVID. Be sure to check out their You Tube Channel to learn more: <https://www.youtube.com/c/oceanodunesdistrictcastateparks>. Help Secret

Help agent Molly Monarch on her mission to discover the Pismo State Beach Monarch Butterfly Grove. Download the [Agents of Discovery](#) App on your smartphone or tablet and select the Pismo State Beach Monarch Butterfly Grove mission!

[Travel for Good](#) and continue your education on the monarch conservation efforts and have a chance to [donate](#) to help preserve their natural habitat: <https://xerces.org/monarchs>. Thank you!

Contact: 805.773.7170

"Watching the butterflies up close was incredible. I have visited the area many times and never knew about this place." Robert Smith, Hotel Manager



Lunch at Willow

📍 1050 Willow Road, Nipomo, United States -

More images:



[Willow](#) is a craft beer and wine bar, deli/restaurant, and specialty market all in one.

They offer organic coffee and specialty drinks, as well as breakfast goodies for their early patrons. Come afternoon, you can stop in and create a deli sandwich of your choice, alongside weekly specials. Also available for your delight are their hand-tossed flatbread pizzas, house-made soups, and salads.



Hike Guadalupe-Nipomo Dunes or Oso Flaco Preserve

📍 6999 West Main Street, Guadalupe, United States -

More images:



A trail from the [Guadalupe-Nipomo Dunes Preserve](#) to Mussel Rock spans 5.2-miles out and back. Walk on trails and a boardwalk near a beautiful lake, grasslands, coastal brush, and a wide beach with rolling dunes. Have a blast using the [Wildlife Viewing Tips](#) to spot the abundance of wildlife you will see along the way!

To reach [Oso Flaco](#), take Highway 1 south from Oceano and turn west onto Oso Flaco Lake Road, then travel three miles until you reach the trailhead. To check out the Guadalupe-Nipomo Dunes Center, travel Highway 1 south to the small town of Guadalupe, where the road becomes Guadalupe Street. You'll find the Dunes Center just past 11th Street.



Thank you for Traveling for Good
Along the Highway 1 Discovery
Route!

Safe travels home and we hope to see you again along the [Highway 1 Discovery Route!](#)

For your next visit, check-out the [History & Heritage Trail](#), a collection of landmarks and significant points along Highway 1 designed to bring visitors closer to the roots of coastal San Luis Obispo County. Step back in time and step up to help preserve the places, cultures, and stories of this rich, varied region.

Thank you for joining us to be a traveler that cares!
Joining us hits the 75-85% that want to visit a destination that preserves itself!

[We run on Tripcreator](#)