



Announcing Stewardship Travel - Ecotourism's Next Big Step
Make a Difference on Vacation in WineCoastCounty Along California's Highway 1 Discovery Route.

San Luis Obispo, CA – August 21, 2013 – Launching throughout San Luis Obispo County, CA, the country's first [Stewardship Travel program](#) heralds California's next step in eco-travel. Stewardship Travel embodies ecotourism's qualities of appreciation for place and culture, adventure, enjoyment and learning, but takes one step further by also providing clear opportunities to participate in regional conservation and preservation.

Five years in development, the program provides curious, active, and caring travelers with a well-defined road map for fun and meaningful vacations in 10 destinations along Highway 1 of the Central California Coast including [Ragged Point/San Simeon](#), [Cambria](#), [Cayucos](#), [unincorporated Morro Bay](#), [Los Osos/Baywood Park](#), [Avila Beach & Valley](#), [Edna Valley](#), [Arroyo Grande Valley](#), [Oceano](#) and [Nipomo](#).

"Stewardship Travel helps visitors make a difference on vacation," says San Luis Obispo's County Business Improvement District's Stewardship Travel Director and seasoned adventurer Diane Strachan, a leader in outdoor, adventure travel and environmental education for the past 35 years. "It's about having many opportunities to care, learn, and connect deeper while on vacation. This is tourism for the 21st century."

Spearheaded by San Luis Obispo County's Business Improvement District and the brainchild of Strachan, Stewardship Travel offers visitors to WineCoastCountry more than 70 carefully created activities and attractions to choose from. What makes this program different from others is the fact that all these activities and adventures are linked with contribution and learning opportunities, ensuring travelers will connect with locals, nature and heritage while on vacation. The opportunities are as diverse as the visitors' interests, such as enjoying [free wine tasting with a heritage tour](#), engaging in [citizen science near Hearst Castle](#), [protecting coastal habitats with restoration trail days](#), [planting seedlings in an Audubon preserve](#), enjoying naturalist-led [preservation hikes on a historical California ranch](#), participating in [wildlife education and clean-up](#) [kayak tours](#), enjoying a [California coastal light house preservation tour](#) and a [railroad history restoration day](#), joining in a [farm to fork chef-led farmers market tour and estate lunch](#), and much more.

A lighter touch than a high intensity volunteer vacation, WineCoastCountry's Stewardship Travelers can pair a luxury spa visit with a brief beach clean-up, followed by wine tasting from a Stewardship Traveler vintner, fine dining and a donation to the Pacific Wildlife Care Foundation.

A colorful activity map outlining Stewardship opportunities along the famous [Highway 1 Discovery Route](#) is available in Welcome Centers throughout California, as well as the many Hotels, Motels, B&B's and Vacation Rentals in WineCoastCountry.

For more information and to plan a Stewardship Travel adventure in any of the 10 destinations in WineCoastCountry, visit www.WineCoastCountry.com. Visitors to the site can also take a short quiz to find out if they are a Stewardship Traveler and subscribe to monthly news and special travel packages at: <http://winecoastcountry.com/slo/the-winecoastcountry-stewardship-traveler/>.

About WineCoastCountry & The San Luis Obispo County Business Improvement District

WineCoastCountry (WCC), the coastal region of San Luis Obispo County located midway between Los Angeles and San Francisco, is where the best of northern and southern California meet. The San Luis Obispo County Business Improvement District (SLO CBID) was founded in 2009 by a group of the area's leading lodging owners (hotels, motels, bed and breakfasts, and vacation rentals) to promote the region as a visitor destination ideal for road trips, family vacations, wine, adventure, agri-tourism and stewardship opportunities. Spanning 101 miles of prime Pacific coastline, this spectacular region offers lush farmland to the sparkling Pacific Ocean, vast stretches of white sandy beaches and picturesque rugged coastline, renowned wineries, the world famous Hearst Castle, bucolic farmland, wildlife, pristine forests, easy access state parks and untouched natural beauty as far as the eye can see. Visitors can experience the best of the region along the Highway 1 Discovery Route, a breathtaking drive that showcases rich offerings for relaxing, exploring, dining, and fun. For information on how to make the most of your stay in WCC, visit WineCoastCountry.com. For the latest news on the area, visit our blog WineCoastCountry.com/slo, join us on Facebook facebook.com/WineCoastCountry and follow us on Twitter.com/Hwy1DiscoveryRt.

###

ATTN EDITORS: High Resolution Photos Available

Media Contacts

Diane Strachan
Stewardship Travel Director
San Luis Obispo County Business Improvement District
di.positivefutures@gmail.com
530-926-1546