



Season of
Coastal
Discovery
Social Media
Toolkit



Tis' the season for watching a wealth of wildlife on the Highway 1 Discovery Route!

Winter is peak viewing season for marine mammals, butterflies, and birds- and you can see them all along our 100 miles of pristine and protected Pacific coastline.

Ready for an adventure? Be sure to check out our [Wildlife Viewing Tips](#) to ensure everyone enjoys the experience, including the wildlife.



This road trip stop will surely get the "seal" of approval (cheesy pun intended) from the whole family!

If you visit the Piedras Blancas Elephant Seal Rookery during the winter months, you will see mating, pupping season, and fighting/challenging among males!

Let us know what you think these two elephant seals are saying to each other in the comments below and be sure to tag #Highway1DiscoveryRoute in your own pics for the chance to be featured.

Image by @sanluisobispoguide



Monarch butterflies are so breathtaking, it's no wonder they're named after royalty.

See them by the tens of thousands as they cluster on trees and in groves across Highway 1 this winter!

For optimal viewing, visit the local grove in Pismo Beach on a sunny morning around 10 AM, and don't forget binoculars!



Whale watching on the Highway 1 Discovery Route is truly the experience of a lifetime!

The Whale Trail organization identifies the best places for whale watching on the West Coast. And guess what...? San Luis Obispo County boasts 10 of those sites — the most of any county in California!

Find a trail sign, learn what to look for, and enjoy the search for one of these most majestic creatures.

Image by @photos_by_phox



"Abundance of Wildlife" Video

From Zebras up north to Butterflies down south, there are so many species to be spotted on the Highway 1 Discovery Route.

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We make it easy with our downloadable Wildlife Viewing map, which will make planning the trip of a lifetime a walk in the park.

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Immerse yourself in our natural world and see what happens... download the map here:



We bird watching on Highway 1!

Here's a mind-blowing fun fact for ya'- 42 percent of all bird species in the United States have been seen in San Luis Obispo County.

Bring your binoculars and you're bound to become a better birder on your next voyage along the Highway 1 Discovery Route: <https://highway1discoveryroute.com/activities/central-coast-bird-watching/>

Suggested Hashtags:

#SeasonofCoastalDiscovery

#TravelForGood

#WatchableWildlife

#Hwy1DiscoveryRoute

#nature

#CABeaches

#travel

#roadtrip

#SLOCAL

#OutdoorTravel

#CaliforniaCoast

#Highway1/ #Hwy1