



*JUST COAST*

**Brand Integration**



# Website



Imagine the road trip of your life, gliding past uncrowded beaches and wine grapes ripening in the sun. California dreaming? Think again.

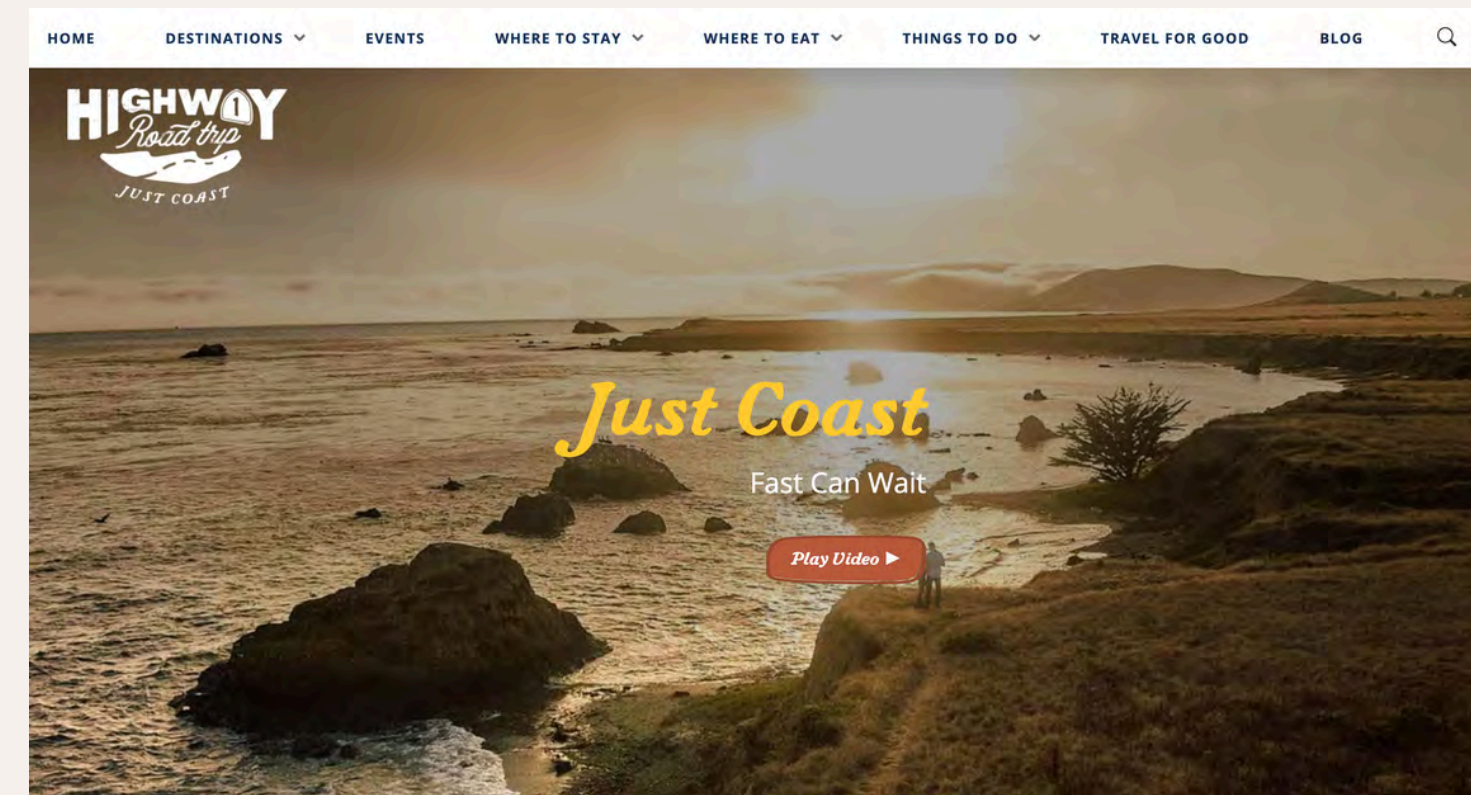
Highway 1 is the most iconic roadway in California, but not all sections are created equal. The length that passes along the coast through San Luis Obispo County (known as SLO CAL) brims with the best of the Highway 1 experience. And as the gateway to Big Sur, this SLO CAL stretch is well within reach.

What sets us apart? One-hundred miles of Pacific coastline, half of which are protected. A national marine sanctuary and a national estuary. Thirteen state parks. An elephant seal rookery and Monarch butterfly preserves. A Scenic Byway designation from the U.S. Department of Transportation. Two historic lighthouses and five historic piers. The only drivable beach in California. Centuries-old forests. Hundreds of acres of coastal vineyards. Uncrowded white sand beaches. History and heritage at every turn with nine locales on the National Register. And Hearst Castle, a hilltop beauty that is a State and National Historic Landmark.

And that's just the beginning.

Bury your toes in the sand and get to know the locals. Indulge in farm-fresh and ocean-fresh cuisine, and wines from family-owned vineyards. Glimpse abundant wildlife and historic wonders, all in the comfort of a laid-back culture and picture-perfect climate.

Want to plan the road trip of a lifetime? Follow your curiosity to our SLO CAL stretch of Highway 1, and let the wonder begin.



## California dreaming? Think again.

Some people take trips. They lock dates and make plans.

Then there are those who let the trip take them.

Folks like these look across the cliffs, the vines, and the waves along our stretch of Highway 1 in SLO CAL, and they see a world that's just their speed. They venture out to the edge of the Earth and watch the sun take the day's last breath. They turn a roadside stop into a stay.

Because you can't stroll magical **Moonstone Beach** with a seat belt on, or comb the endless **tidepools** at **Montaña de Oro State Park** with your hands at ten-and-two. Want to hobnob above the clouds at **Hearst Castle**, or meet **Monarch Butterflies**, **Elephant Seals** and **Gray Whales** in the wild? You'll need to leave the temperature controls behind. The towering **Oceano Dunes** can fill you with awe, and the oak-studded view above **Lopez Lake** can take your breath away—but only if you get out of the car. Here, you won't find flavor by searching "restaurants near me," but by ditching the map and digging in. Because adventure demands one small thing of you: to get out there.

Whether it's **Cambria** or **Cayucos**, **Avila Beach** or **Arroyo Grande**, our small towns will slow you down. So put it in park and silence the ringer. Time to set the wanderer inside you free and just coast.







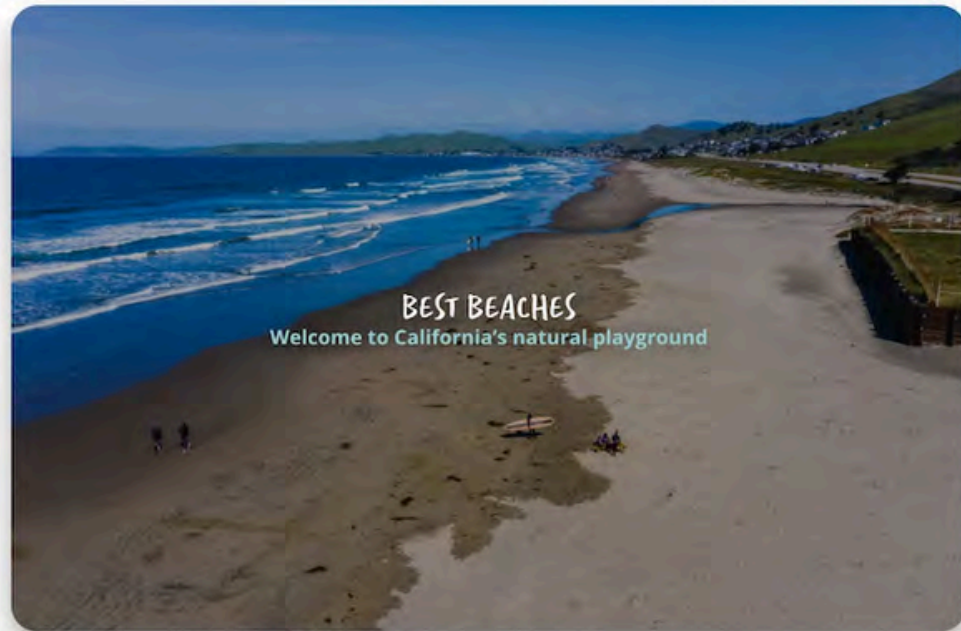
### STATE PARKS AND BEACHES OF THE CENTRAL COAST

Explore the wonders of our State Parks



### WIDE OPEN SPACES

Top 5 Ways to Revel in the Central Coast's Wide Open Spaces



### BEST BEACHES

Welcome to California's natural playground



### SCENIC DRIVE: YOUR HIGHWAY 1 ROAD TRIP

The most iconic drive in all of California



### BLOG

See what's happening along Highway 1



### THINGS TO DO ON HIGHWAY 1

Go out and discover these must do activities



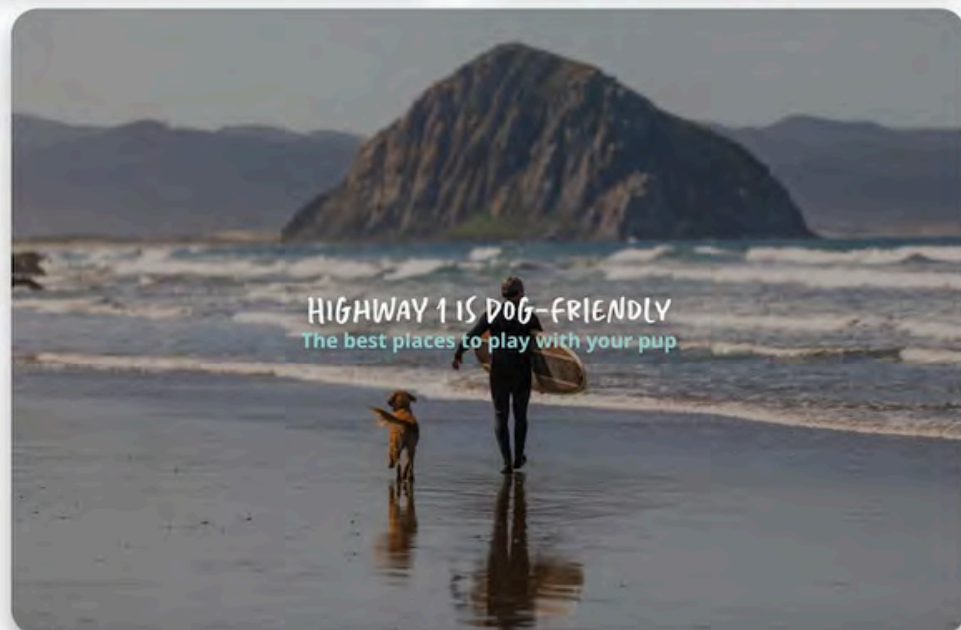
### FAMILY FRIENDLY THINGS TO DO

Family activities galore



### HIKING IN PARADISE

Get Off the Beaten Path



### HIGHWAY 1 IS DOG-FRIENDLY

The best places to play with your pup



### Plan Your Stay

Craft your itinerary balancing must-see attractions with hidden gems, while leaving room for serendipitous encounters that often become the most cherished memories of any adventure.

[What To Do](#)

[Where To Stay](#)

[Best Restaurants](#)

[Events](#)

[Hearst Castle](#)

[Scenic Drives](#)

[Family Friendly](#)

[Pet Friendly](#)

### Outdoor Activities

Highway 1 in San Luis Obispo County is a coastal paradise where sun-drenched beaches invite surfing and tide pool exploration, while inland trails wind through rolling vineyards and rugged mountains, offering a diverse array of adventures.

[Best Beaches](#)

[Biking](#)

[Hiking](#)

[Golfing](#)

[Fishing](#)

[Surfing](#)



### Around Town

Strung like pearls along the Central Coast, San Luis Obispo County's charming beach towns – from the laid-back surfer's haven of Cayucos to the artist haven of Cambria – each offer a unique slice of California coastal life, where salty breezes carry the promise of sun-soaked days and vibrant sunsets over the Pacific.

[Small Towns, Big Experiences](#)

[Downtowns](#)

[Shopping](#)

[Arts and Culture](#)

[Farmer's Markets](#)

[Wineries](#)

[Breweries and Beer Gardens](#)

[Spas and Wellness](#)





## DESTINATIONS

Get to know our beach towns and vineyard-framed villages.



SEE ALL



## Cambria

"Quaint" doesn't begin to describe this coastal hamlet, where antique shops and cafes line the street. Reminiscent of a New England village, Cambria invites you to hunt for moonstones and sea glass on the beach, or sit down to a juicy slice of olallieberry pie. The town also boasts one of the largest herds of Clydesdale horses in the nation, and you can book a ride. Savor the season with the annual scarecrow festival or a German-style Christmas market that lights up the town beneath the pines. Or embark on a history walk through Cambria's streets, full of stories and well-preserved architectural treasures.

LEARN MORE

BOOK YOUR STAY

NEXT DESTINATION →



Highway 1 Road Trip

## Upcoming Events

Your next adventure awaits





#HIGHWAY1ROADTRIP



HIGHWAY 1 FEATURED IN



SEE THE ARTICLES >

HIGHWAY 1 HAS BEEN VOTED  
"BEST ROAD TRIP FOR 2022"  
BY TRAVEL + LEISURE MAGAZINE

<p>HIDDEN SECRETS ALONG HIGHWAY 1</p> <p>GET MAP</p>	<p>WILDLIFE VIEWING ALONG HIGHWAY 1</p> <p>GET MAP</p>	<p>BEST BEACHES ALONG HIGHWAY 1</p> <p>GET MAP</p>	<p>COASTAL HIKING ALONG HIGHWAY 1</p> <p>GET MAP</p>
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#Highway1RoadTrip

Let's See Your Highway 1 Highlights!

Caught a sunset that took your breath away? Discovered a hidden gem along the coast? We want to see it all! Share your Highway 1 Road Trip adventures by tagging @highway1roadtrip, and you might just find your photos featured right here, sparking wanderlust in fellow travelers.

Go the extra mile and upload your favorite shots using our Photo and Video Collector. By doing so, you'll be contributing to the vibrant story of the Highway 1 Road Trip, and your memories could be featured across our marketing channels.



<p>HIDDEN SECRETS ALONG HIGHWAY 1</p> <p>GET MAP</p>	<p>WILDLIFE VIEWING ALONG HIGHWAY 1</p> <p>GET MAP</p>	<p>BEST BEACHES ALONG HIGHWAY 1</p> <p>GET MAP</p>	<p>COASTAL HIKING ALONG HIGHWAY 1</p> <p>GET MAP</p>	<p>BEST ROAD TRIP ALONG HIGHWAY 1</p> <p>GET MAP</p>
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- Home
- Destinations
- Events
- Where To Stay
- Where To Eat
- Things To Do



BOOK YOUR STAY

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# Brand Integration - Maps

## Download a Free Hidden Secrets Map

Sign up to receive your **free Highway 1 Hidden Secrets map** with insider knowledge to the best hidden spots for your Highway 1 roadtrip.

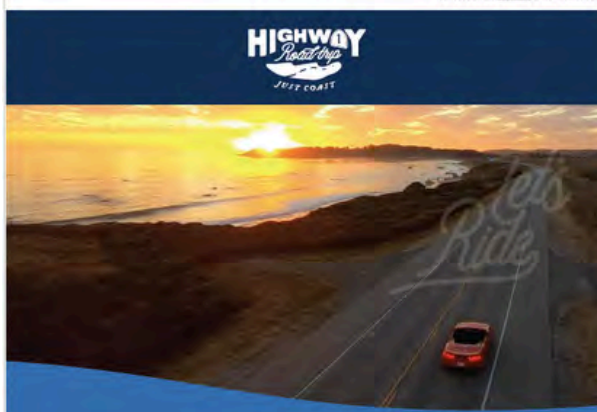




# Brand Integration - Drip Email Automation

Email: H1RT\_DripAutomationsRefresh\_Email\_1 (Welcome to Highway 1 Road Trip)  
 Subject Line: Welcome, Wanderer, to Highway 1  
 Preheader: Your detour from ordinary starts here.

Can't see email? [Click here to view in browser.](#)



**Some people take trips.**

Others let the trip take them. They are the ones for whom our 100 miles of Highway 1 exist.

Over the next several days, your inbox is going to slow down and coast past rugged cliffs and rolling vineyards, through a world of unplannable moments and places your GPS has only ever dreamed about. And none of it can be experienced from the back seat.

That's what makes Highway 1 a destination rather than just a drive: the good stuff is on the other side of the car door. After all, life's greatest moments aren't on a map; they have to be found.

**READY TO ROAM?**


Follow us if you're ready to take the road trip of your lifetime!

[f](#) [@](#) [x](#) [v](#) [p](#)

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 Want to change how you receive these emails?  
 This email was sent to [email@sanluisobispo.com](mailto:email@sanluisobispo.com)  
 You can update your preferences or unsubscribe from this list.

Email: H1RT\_DripAutomationsRefresh\_Email\_2 (Our Destinations)  
 Subject Line: Unleash the Coastal-Sens of Highway 1's Central Coast  
 Preheader: Discover the close-knit communities of Highway 1.

Can't see email? [Click here to view in browser.](#)



**Dazzling Destinations, All Within Reach**

Every community along our stretch of Highway 1 begs to be explored. From quaint seaside hamlets to foothill ranch towns with the best BBQ in the West, these places are as unique as they are magical. Best of all: they're all driveable within just minutes of each other.

**VISIT HIGHWAY 1 COMMUNITIES**

**Discover the Close-knit Communities of Highway 1**


**Gateway to Big Sur**  
 Perch atop dramatic cliffs and witness the sun's daily incense in Ragged Point.



**Go Grand**  
 In San Simeon, encounter majestic elephant seals and the splendor of Hearst Castle.



**Highway 1 Road Trip JUST COAST**




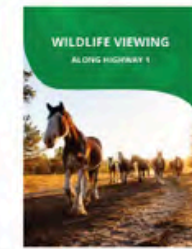

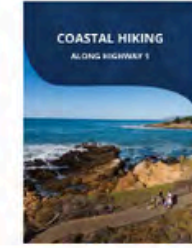
**Explore the Best of Highway 1**

Let "California dreaming" be your guide to the best things to do along Highway 1, where every small-town stop offers a big experience worth staying for. And guess what? They're all crowd-free and driveable within just minutes of each other.

So take it slow, pull over at a moment's notice, and let your curiosity get the better of you. Allow the open road to open your mind, your heart, and maybe even your schedule. Because life's most precious moments don't wait for calendar requests, and an ocean sunset can't awe you unless you're there to see it.


**SEE THE BEST OF HIGHWAY 1**

**Pick the Map That Interests You the Most**

<p><b>HIDDEN SECRETS</b> ALONG HIGHWAY 1</p>  <p><b>GET MAP</b></p>	<p><b>WILDLIFE VIEWING</b> ALONG HIGHWAY 1</p>  <p><b>GET MAP</b></p>
<p><b>BEST BEACHES</b> ALONG HIGHWAY 1</p>  <p><b>GET MAP</b></p>	<p><b>COASTAL HIKING</b> ALONG HIGHWAY 1</p>  <p><b>GET MAP</b></p>

Email: H1RT\_DripAutomationsRefresh\_Email\_4 (Events by Month)  
 Subject Line: Savor and celebrate each season  
 Preheader: Looking forward to Highway 1's many events.

Can't see email? [Click here to view in browser.](#)



**Always Something to Celebrate**

Life's too short to hurry through the most meaningful moments. That's why, on Highway 1, we plan life around our celebrations, not the other way around. Want to hit the pause button with us?

The invitation is always open.

**EVENTS ALONG HIGHWAY 1**

**Events Throughout the Year**

**January**  
 Embrace the quiet serenity of open roads and prime wildlife viewing as you discover the Central Coast's slower pace. Savor the flavors of local fare during Restaurant Month.

**February**  
 As crowds taper off, spot marine life in their natural habitats and indulge in fine wines at Blendfest and Valentine's Day adventures along the coast.


**March**  
 Witness the spring awakening! Experience lush green hills, vibrant wildflowers, and endless opportunities for outdoor exploration and discovery.

**April**  
 Immerse yourself in sustainable nature tours, verdant landscapes, and the flick-tastic SLO International Film Festival.



Email: H1RT\_DripAutomationsRefresh\_Email\_5 (Where to Stay / Where to Eat)  
 Subject Line: Spontaneous stays and sweet surprises  
 Preheader: Choose your own adventure on California's Highway 1.

Can't see email? [Click here to view in browser.](#)



**Travel Sustainably**

Driving our stretch of Highway 1, you might be surprised how quickly you can leave your harried world behind to adopt nature's pace, to immerse yourself in awe. Maybe that's because it's easy to happen upon thousands of Monarch butterflies up in the trees, a whale tail on the horizon, or a beach without footprints.

When you experience such wonder for yourself, you can't help but feel compelled to pay it forward to the next traveler, because every inch of shoreline, and every creature from the mighty elephant seal to the tiny hermit crab, is precious.

When this place captures your heart, it doesn't let go. That's why we created Travel For Good, a series of bite-sized experiences that bring authenticity and meaning to your stay—and leave these 100 miles of Highway 1 better than you found it, for future generations.

**TRAVEL FOR GOOD**


Follow us if you're ready to take the road trip of your lifetime!

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Email: H1RT\_DripAutomationsRefresh\_Email\_6 (Where to Stay / Where to Eat)  
 Subject Line: Spontaneous stays and sweet surprises  
 Preheader: Choose your own adventure on California's Highway 1.

Can't see email? [Click here to view in browser.](#)



**Ready to make a getaway?**

There comes a point when you have to stop dreaming and start doing: stop guessing and start going. Wherever you roam on our stretch of Highway 1, there's lodging along the way that's just your style. Choose from charming seaside inns and cozy cabins to wine country villas and budget-friendly hotels.

Bringing the family? Try lodging near the beach for easy-breezy access to miles of white sand shoreline. And Fido? He's welcome, too, in any one of Highway 1's countless pet-friendly properties. Whether you're celebrating with friends, kindling a romance, or indulging in some very necessary solo time, this is where the extraordinary begins.

Just remember: it's a destination, not a drive. You can't make memories if you're rolling right past them, and the trip isn't worth it if you arrive on time.

**BOOK YOUR STAY**

Follow us if you're ready to take the road trip of your lifetime!

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A scenic landscape featuring a large, forested hill in the middle ground. The foreground is a dry, grassy field where four people are riding horses away from the viewer. The background shows rolling hills under a clear blue sky with light clouds. The overall mood is peaceful and outdoorsy.

# *JUST COAST*

## **Campaign Execution**



# Paid Media

## Full page print ad In SF Chronicle

*Some people take trips.  
They lock dates and make plans.  
There's an itinerary. Reservations. Expectations.  
Then there are those who let the trip take them.  
Just look across the cliffs, the vines, the waves  
and see a world that's just your speed.  
Venture out to the edge of the Earth  
and watch the sun take the day's last breath.  
Turn a roadside stop into a stay.  
You see, this 100 miles of Highway 1 is not just a drive but a destination.  
There's no need to travel in a straight line or on a deadline.  
Because life's best moments can't be planned.  
And you're not making memories if you're driving right by them.  
You can't taste an olallieberry pie from the backseat.  
Or enjoy the sand in your toes through the car window.  
Adventure demands one small thing of you: to get out there.  
Leave the air conditioning and seatbelts behind  
and set the wanderer inside you free.  
You want to ride something? Try a clydesdale.  
This is so much more than a stop along the way.  
The most epic adventures don't take reservations.  
And the trip isn't worth it if you arrive on time.*

**HIGHWAY 1**  
*Road trip*  
JUST COAST

Live wonderfully exploring the hidden treasures of the California Highway 1 Road Trip in San Luis Obispo County.  
Download the map to begin your epic detour to the extraordinary.

*Just Coast*

**HIGHWAY 1**  
*Road trip*  
JUST COAST

Live wonderfully exploring the hidden treasures of the California Highway 1 Road Trip in SLO CAL.  
Download the map to begin your epic detour to the extraordinary.

## Quarter page ad

## Video

**HIGHWAY 1**  
*Road trip*  
JUST COAST

Start exploring at [highway1roadtrip.com](http://highway1roadtrip.com)

0:29 / 0:30

CC HD





# Paid Media - Display

ALL GOOD VIBES

Drive curiously.  
Live wonderfully

*Just Coast*

**HIGHWAY**  
*Road trip*

[Explore Now](#)

ALL GOOD VIBES

Fast can wait.  
Let life catch up.

*Just Coast*

**HIGHWAY**  
*Road trip*

[Explore Now](#)

ALL GOOD VIBES

Enjoy a refreshing  
change of pace.

*Just Coast*

**HIGHWAY**  
*Road trip*

[Explore Now](#)

ALL GOOD VIBES

Explore the hidden  
secrets of Highway 1.

*Just Coast*

**HIGHWAY**  
*Road trip*

[Download the Map](#)

ALL GOOD VIBES

Fast can wait.  
Discover the hidden  
secrets of Highway 1.

*Just Coast*

**HIGHWAY**  
*Road trip*

[Download the Map](#)

ALL GOOD VIBES

Step outside the car and  
discover hidden secrets.

*Just Coast*


**HIGHWAY**  
*Road trip*

[Download the Map](#)

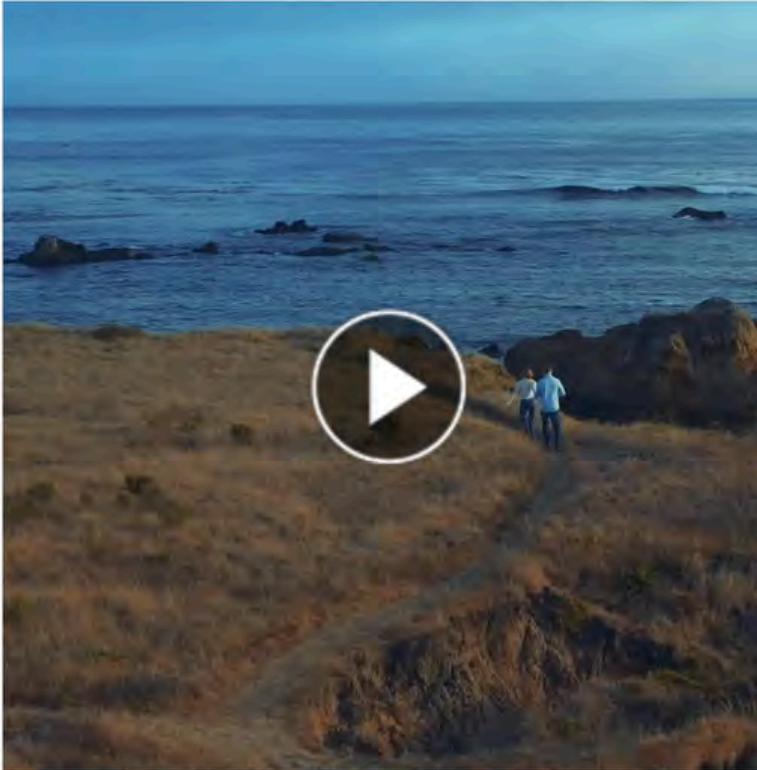







# Paid Media - Social




 **California Highway 1 Road Trip**  
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Anywhere else they're just mile markers and small towns. But on Highway 1 they're experiences you'll cherish for a lifetime.




highway1roadtrip.com  
**Live Wanderfully**  
CA Highway 1 Road Trip [Learn more](#)

   Beth Stein an... 6 comments 1 share

 Like  Comment  Share





 **California Highway 1 Road Trip**  
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Get out of the car and live wonderfully. Discover the hidden secrets of the California Highway 1 Road Trip with this map.




**Just Coast**  
FORM ON FACEBOOK [Download](#)


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highway1roadtrip Detour from Ordinary  
Power down the GPS. Let vivid California dreams and your love to wander be the only guide you need. Or download our Hidden Secrets Map to find the best sights Highway 1 has to offer!





*Questions  
or  
Comments?*



*DRIVEN  
★ BY  
DREAMING*

The image is a collage of three scenes. The top left shows a hiker in a grey jacket and black shorts walking on a dirt path through a lush green hillside. The top right shows surfers in wetsuits carrying their boards on a sandy beach. The bottom right shows a person standing on a rocky shore looking out at the ocean under a dramatic sunset sky with orange and blue hues. The text 'DRIVEN BY DREAMING' is overlaid in a yellow, cursive font with three stars.