

CALIFORNIA

THE GOLDEN STATE OF LUXURY

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Editor's Letter

From Caroline Beteta, President & CEO, Visit California

Welcome to the The Golden State of Luxury.

California's signature interpretation of laid-back luxury and its incredible wealth of only-in-California experiences have always appealed to discerning travelers from around the globe. The Golden State offers superior quality, authenticity, exclusivity and meaningful experiences—all with a distinctly Californian vibe.

From world-class resorts and one-of-a-kind culinary offerings, to the vibrant culture and entertainment landscape inherent to the state's DNA, California is the ultimate dream vacation destination.

This publication is a California luxury travel primer and trip-planning inspiration guide to help you bring those dreams to life. In addition to the statewide destination overview, our luxury manifesto will help you better understand California's singular position within the marketplace.

We have curated a collection of California's top destinations and luxury properties to introduce you to the best of the best. A sampling of extraordinary experiences and thematic, regional itineraries showcase just some of the noteworthy experiential elements that can be integrated into a California journey—one that will be remembered for a lifetime. We also point you to online resources for a deeper dive into the state's luxury product along with timely news and updates.

So sit back, relax and put yourself in the Golden State of mind. We look forward to welcoming you to California soon!

Dream Big,



Caroline Beteta
President & CEO
Visit California



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I

Introduction

California is the ultimate dream vacation destination. A place of pioneering innovation, endless adventure, jaw-dropping natural wonders, life changing deliciousness and creative abundance, the Golden State is a promised land that beckons visitors and residents alike to expand mind, body and soul. Here we introduce you to a sampling of what California has to offer and define the very ethos that drives California's unique brand of luxury without pretense.



California: The Ultimate Dream Vacation Destination

Whatever luxury looks like to you, you'll find it within the gilded borders of the Golden State. From its spectacular cities and storybook-perfect coast, to its dazzling resorts and breathtaking natural wonders, extraordinary experiences abound in California whether it's fine dining in celebrated restaurants, driving the iconic Pacific Coast Highway or wine tasting with the makers at cult favorites. The abundance of only-in-California experiences also includes the likes of playing postcard-perfect Pebble Beach Golf Links™, hiking Half Dome or pulling off the feat of surfing and skiing in the same day.

As the third-largest state in the United States, California has a vast variety of natural features in its 150,000 square miles/389,000 square kilometers. Nature has left her mark here in beautiful ways, with glaciers creating enormous granite monoliths trimmed by waterfalls in Yosemite National Park. Towering volcanoes jut into the sky in the state's northeastern corner. Dramatic deserts like Death Valley and Anza-Borrego stretch across the state's southeastern corner, while the jagged Sierra Nevada range forms a granite backbone near the Nevada border. This is a land of extremes, with the continental United States' tallest mountain, Mt. Whitney, and lowest point, Death Valley's Badwater, located only 100 miles/161 kilometers from each other, as the crow flies.

Californians treasure these natural riches: roughly one-fourth of the state is protected against development, with well over five million acres set aside as state or federal parkland. Perhaps California's most distinctive natural feature is its remarkable coastline, ranging from the romantic wildness of the Mendocino Coast in the northwest to the spread-out-the-beach-towel perfection of San Diego's flawless sandy crescents. In between are hundreds of miles showcasing secret coves, soaring ocean bluffs and broad beaches, as well as unforgettable road trips. Charming beach towns up and down the coast range from the kickback surf scene in towns like Santa Cruz and Huntington Beach to the relaxed luxury of Spanish-tiled Santa Barbara and the city-side glamour of Santa Monica.

Wherever your adventure dreams lead you—snow-capped summits, waves and whitecaps or solitary desert trails—California has an experience waiting to challenge and reward you. Adventure is serious business in California. Some of the world's leading adventure lifestyle brands including Patagonia, O'Neill, The North Face, Channel Islands



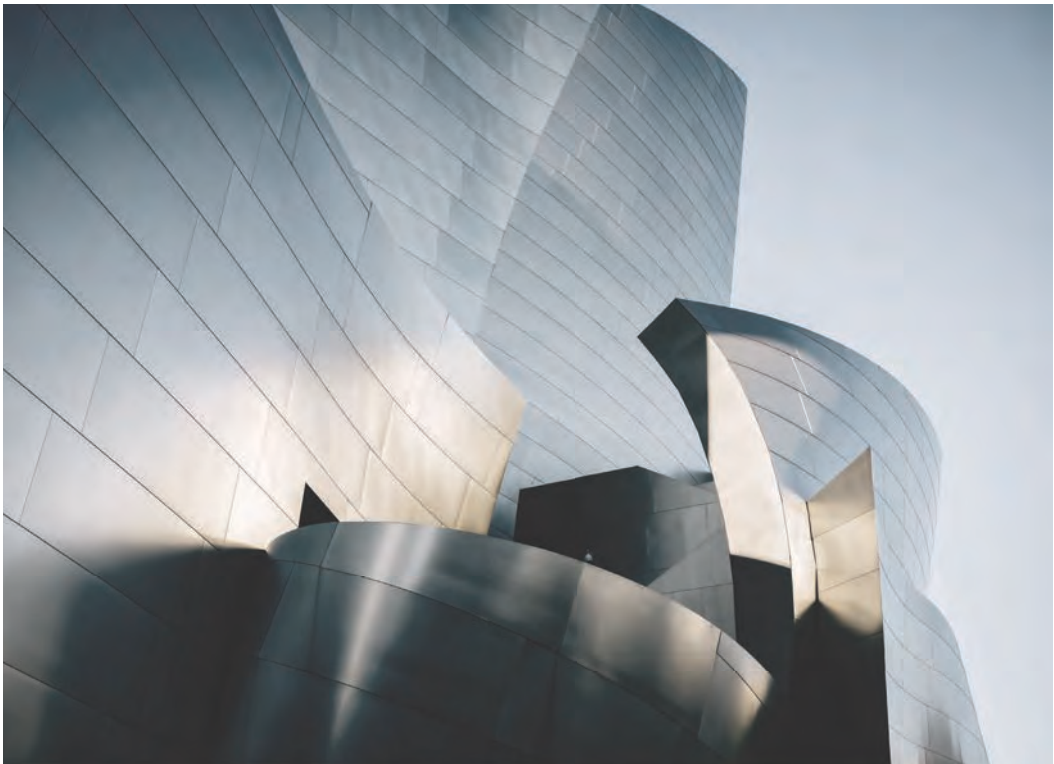


Surfboards and Hobie were founded in California. Along the 800 miles/1,287 kilometers of coastline, you'll find waves suitable for everyone from novice stand up paddle boarders to veteran big wave surfers. Climbers can scramble boulders in Joshua Tree National Park or scale the massive granite walls of Yosemite. And for skiers and boarders, runs, trails and terrain parks stretching from north to south await. Just ask any paraglider taking off from the chiseled bluffs of Torrey Pines State Preserve—the sky's the limit when it comes to adventure in California.

California is also the promised land when it comes to fitness and well-being. It's where for a century legendary health gurus from strength training pioneer Jack LaLanne to Billy Blanks of Tae Bo fame have set up shop to share their take on getting fit and fabulous. Whether it's for mind, body or spirit, from boot camps to Zen Buddhist retreats, you'll find a regimen designed to get you to the next level—usually accompanied by extras like stunning scenery and state-of-the-art facilities.

There's always something fabulous cooking in California to nourish your body and delight your palate. Just like in a great restaurant, it all starts with the ingredients. California is home to a 500-mile/805-kilometer long "supermarket" known as the Central Valley. Name it and it probably grows here. California's Central Valley is the source of 90 percent of U.S. wine and 400 other food products and commodities. California's plate is definitely full, especially when you consider the Golden State is the place where notable culinary trends including sustainable and organic food, farm-to-table cuisine, fusion cooking and gourmet food trucks either started or were refined.

California's rich harvest doesn't end with orchards and trellises. Beyond the breakers—and at an increasing number of sustainable aquaculture operations—the state's richness can be experienced through its abundant seafood. If you can't make it to the orchards



or the pier, the next best thing is one of California's many farmers markets and food festivals. With more than 800 farmers markets and festivals celebrating everything from abalone to zucchini, California is truly always in season.

As home to both Hollywood and the Silicon Valley, California can lay claim to being the most important center of popular entertainment in the world. But it gets even better. That's because wherever you travel throughout the Golden State, you'll find a passion for all things related to the creative sharing of arts and entertainment. It could be ballet or a Broadway musical in San Francisco's Theater District. Catching a blockbuster film's world premiere in Hollywood or attending Comic-Con in San Diego. Seeing the latest exhibitions at The Broad and SFMOMA. Or enjoying the astounding recreation of Renaissance art with live models in the plein air paradise of Laguna Beach. It all adds up to a rich palette of experiences that can be enjoyed on any level, from gritty, powerful street art in Oakland to the evocative symphonic music echoing through the Walt Disney Concert Hall.

There's a whole other world to explore beyond California's gateway cities and big attractions. Indulge in a romantic getaway at a luxurious wine country resort in Napa Valley, Sonoma County or Santa Barbara. Or find a cozy mountain hideaway overlooking lapis-blue Lake Tahoe. Lean back and look way, way up to experience the staggering beauty of the world's tallest living things, 1,000-year-old coastal redwood trees found in parklands dotting California's lush northwest corner.

Each season has its own charms and surprises. In spring, discover waterfalls tumbling into Yosemite Valley and wildflowers painting the coastal hills and desert dunes. Come summer, watch surfers along Southern California beaches and dine alfresco at sunset. In autumn, take part in harvest time at vineyards north to south. In winter, look for migrating whales along the coast, or schuss down Sierra ski slopes. Snow is virtually guaranteed in the Sierra Nevada during the winter months. Mammoth Mountain has one of the longest skiing seasons in North America, with really big years stretching from October to July or even August. Or dodge the snow and indulge in the poolside splendor and golf-greens luxury of Palm Springs, the ultimate desert oasis.

So stick your toes in the California sand, or carve fresh tracks in the Sierra snow. Ride a bike across the Golden Gate Bridge, or take in the grandeur of Big Sur. Sit courtside at a Lakers game, or renew your spirit on a wellness retreat. And when you're done with all that, start dreaming up your next visit to The Golden State of Luxury.

Discover More
[On the Web]

Dive deeper into California's luxury offerings and stay up to date on travel product developments online.

VisitCalifornia.com/luxury

What's Hot Now

From luxury ski resorts to spa getaways, VisitCalifornia.com/luxury spotlights what's new at premier accommodations as well as awe-inspiring experiences, exclusive events and more.

The California Questionnaire

Read interviews with noteworthy California Dreamers such as Alice Waters, Gabby Reece, Tyler Florence and Annie Lawless. Discover how California inspires them and get a taste of where they live, work and play in the Golden State.

12 Splurge Worthy Getaways

Discover pamper-perfect destinations from casbah-like desert retreats to iconic oceanfront resorts.

8 Jump Start Fitness Vacations

Learn about 8 fitness vacations that offer a chance to detox, toughen up and unwind in beautiful destinations across California.

Dream365 TV

Watch inspiring videos on Visit California's dedicated video network at VisitCalifornia.com/dream365TV. Follow our three original series: California Dream Eater, California Dreamers and Always in Season.

For a daily dose of visual inspiration, follow us on Instagram [@visitcalifornia](https://www.instagram.com/visitcalifornia).

The Golden State
of Luxury Manifesto

Like all things Californian, our philosophy on luxury is guided by an adventurous spirit, a playful approach to life, and a love of the original, the unique and the innovative. We believe in luxury that is personal and unburdened by stuffy or staid traditions. And we embrace a relaxed approach to the elevated and extraordinary that is free of pretense, but full of passion, enthusiasm and discovery.

Be Laid-Back/Casual/Relaxed

We are influenced by our surroundings, taking cues from nature to create indoor/outdoor harmony and a sense of effortless hospitality and elegance.

**Be Unburdened by Tradition: Pioneering/
Original/Innovative/A Game-Changer**

We are open and collaborative, part of a community where sharing new ideas is celebrated. We are champions of environmental sensitivity and design innovation.

Be Committed to Health & a Youthful State of Mind

We believe in being your best self regardless of age, and view healthy living as a religion.

Be a Conduit To Self-Discovery

We believe in curiosity and the pursuit of lifelong learning.

**Be Approachable/Authentic/
Grounded but Irreverent/Playful**

We are serious about our pursuits, but we don't take ourselves too seriously.

Be a Culinary Trendsetter

We embrace our local bounty and seek to continually reinvent/redefine "California cuisine."



II

Extraordinary Experiences

Ever since California's Gold Rush caused a flood of prosperity to flow into the state, California has developed a refined taste for the good life. An epic vantage from Fairmont San Francisco's storied penthouse suite. Extreme retail therapy in Beverly Hills' Golden Triangle. A pulpy grape-infused spa treatment steps from a Napa vineyard. These are just the tip of the titanium iceberg of extraordinary experiences that abound in California.

Transformative Wellness

Devote a week to transforming mind, body and spirit at The Golden Door in Escondido. The legendary holistic retreat was founded in Northern San Diego County more than a half-century ago. Set on 600 acres that include over 20 miles/32 kilometers of hiking trails, the blissful setting features Japanese gardens, a vaunted spa with sought-after treatments and state-of-the-art fitness facilities. The weeklong retreats include private Zen-like accommodations, customized physical training programs, nourishing wholesome cuisine and indulgent spa therapies. Golden Door accepts no more than 40 guests per week to maintain a superior level of personalized attention.





Live Like a Local

Book a residential vacation home for an extended stay or long weekend getaway to enjoy superb design, exclusive neighborhoods and bespoke service. Go through [onefinestay](#) to get keys to a stylish Los Angeles pad that has also played a starring role in a film or television show. Family-focused [Kid & Coe](#) has strong inventory across the state including regions like the Bay Area, Lake Tahoe and San Diego. [Newport Beach Vacation Rentals](#) specializes in idyllic beachfront and Balboa bayfront homes. For a wine country escape, [BeautifulPlaces](#) offers a collection of dreamy villas and estates in picturesque locations throughout Sonoma County.

The Ultimate Music Festival Experience

The Coachella Valley Music & Arts Festival is considered one of the most civilized music festival experiences in the world. And “Glamping” with VIP access is the most authentic, upscale way to rock out under the desert sun and stars. Valley Music Travel offers onsite packages with lodging options in air-conditioned Safari Tents and their newest offering, The Resort at Coachella. A limited number of Resort packages are available and include fully furnished Yurts, Artist-level access to the festival, a dedicated golf cart driver to get you between stages and the resort, daily meal service, a personal concierge to arrange spa and golf activities “off campus” and much more.





Get Effortless California Style

Style is the ultimate travel souvenir. Beauty gurus to celebrities and “civilians” alike, a trio of California native tastemakers known as the Streicher Sisters give clients a touch of their signature effortless California cool style. They offer hair styling, make-up application and brow grooming services in their Beverly Hills studio, STRIIIKE, and also take offsite bookings, whether you need to get red carpet ready for a big event or want to refresh your look. Kristie Streicher is the Feathered Brow expert, Jenn Streicher is one of Hollywood’s most sought after make-up artists and Ashley Streicher is a celebrated hairstylist.

The Ticket to Dream Eats

If pulling strings isn't an option, securing a coveted booking at one of California's top restaurants is all about strategic timing and tapping into online booking platforms. Chef Thomas Keller's revered French Laundry recently started taking prepaid online bookings through the Tock system. Chef Corey Lee's Benu in San Francisco accepts bookings two months in advance and last minute openings can even be found on OpenTable. Los Angeles-based Chef Ludo Lefebvre's Trois Mec doesn't take reservations; instead the five-course tasting menu tickets go on sale every other week for a two-week period. Australian Chef Curtis Stone's Maude in Beverly Hills releases tickets on the first of the month for the following month's 10-course tasting menu.





Fabulous Film Festivals

Many of California's film festivals offer VIP passes that grant exclusive access to screenings and gala events. The Palm Springs International Film Festival (January) and Santa Barbara International Film Festival (February) are known for celebrating Hollywood talent on the Award Season campaign trail leading up to the Oscars. San Francisco's International Film Festival (March) is the longest running of its kind in the Americas. The Newport Beach Film Festival (April) celebrates classic and contemporary filmmaking. The Los Angeles Film Festival (June) includes special events like poolside chats with stars and filmmakers. The San Diego International Film Festival (September/October) celebrates the best of independent cinema. Naturally, the Napa Valley Film Festival (November) and Sonoma International Film Festival (March/April) both pair food and wine with film going.

Rise Above

Get to know the dynamic cities of San Francisco and Los Angeles from an aerial perspective on a private helicopter tour. See Orange County's beaches, luxury homes and landmarks on a helicopter tour over Newport Beach. In Santa Barbara, get a bird's eye view of the city, Channel Islands National Park and Santa Ynez Valley, where you can land in wine country for a tasting. In Northern California, float over Sonoma County's serene countryside, miles of rugged ocean coastline and giant coastal redwood groves in a hot air balloon. Or try the Vin de Luxe "Over the Moon" tour which includes a 30-minute biplane flight over Moon Mountain with visits to two exclusive wineries on the mountain for private tastings and a gourmet picnic.





Retail Therapy

California's premier shopping destinations cater to special clientele with VIP services, from private shopping sessions and personal stylists to bag storage and package delivery. In Orange County, Fashion Island's personal shopping stylist services are complimentary and South Coast Plaza offers stylists and a VIP lounge. Santa Monica Place also has a concierge lounge and will arrange private shopping appointments. Santa Monica based LALALUXE customizes shopping tours, wardrobe makeovers and other divine retail experiences including private in-store parties and limousine rides down Rodeo Drive. They can even act as your full service lifestyle concierge while in Los Angeles.

Hot Wheels

California has a deep appreciation for the automobile and it's an epic place to get behind the wheel. Luxury Line Auto Rentals serves locations from Beverly Hills to San Francisco with their fleet of vehicles ranging from the Mercedes C Class to the Rolls Royce Ghost. In Newport Beach, take it a step further and purchase your dream car at one of the dozen of luxury car dealerships including Aston Martin, Ferrari and Tesla. If you're more interested in driving for sport, learn to drive on the edge of physics at the BMW Performance Center West in Greater Palm Springs. The private racetrack has a "no holds barred" attitude, with attendees grabbing gusto in responsible driving classes before strapping in for signature Hot Laps with pros scorching the track up to 135mph.





Game On

California has more professional sports teams than any other state in the U.S. so opportunities to catch a game from the front row or a luxury suite are available year round. San Diego is home to the Padres. Los Angeles welcomed the NFL back with the Rams and Chargers, and is also home to the Dodgers, Clippers, Lakers and NHL Kings. In the O.C., the Angels carry the baseball torch while the Ducks entertain hockey fans. Sacramento's brand new downtown arena is home court to the NBA Kings. And the Bay Area is home to the San Jose Sharks, Oakland A's and Raiders, Golden State Warriors and San Francisco Giants and 49ers.



III

Featured Destinations

Let us introduce you to the premier luxury destinations in California. We start in the North with Bay Area gems San Francisco, Napa Valley and Sonoma Wine Country. Then we head inland to the High Sierra for a stop in majestic Lake Tahoe before traveling down the Central Coast to Monterey County and Santa Barbara, The American Riviera®. Santa Monica, Beverly Hills, Los Angeles, Newport Beach and San Diego show off Southern California's vibrant, relaxed glamour. And the dynamic desert oasis of Greater Palm Springs rounds out the selection.



Sonoma Wine Country

Just 45 minutes north of San Francisco's Golden Gate Bridge, Sonoma County provides a genuine and adventurous California wine country experience. With more than 425 friendly wineries, 40-plus spas, 55 miles/88 kilometers of stunning Pacific Coast, farm-to-table restaurants, rivers to kayak or float down, redwood forests to explore, shops and galleries that entice and hiking and biking trails that meander over oak-covered hills, Sonoma Wine Country beckons the adventurous, the curious and the lovers of the laid-back Northern California lifestyle.

Great wine begins in the vineyard and Sonoma County has been blessed by Mother Nature. Through a commitment to preserving the natural landscape, nurturing the crops and balancing generations of harvesting traditions with the technology of today, Sonoma County has a hand in producing some of the world's finest wines. Visit a vineyard, meet a winemaker, write your name in the sand, pop in for a locally grown bite to eat or head off on a new trail—your adventurous spirit is at peace in Sonoma Wine Country!

Film stars and the international elite come to Sonoma County to stay in private villas, relax at amazing spas and eat at Michelin-starred restaurants. But they also come to stroll farmers markets, enjoy amazing farm-to-table cuisine and try some of the best wines in the world. The lady next to you in the tasting room? She didn't get here in a limo. She was flown here in her private jet.

In Sonoma County, luxury isn't about flaunting it, it's about private moments enjoying the finer things in life.

sonomacounty.com

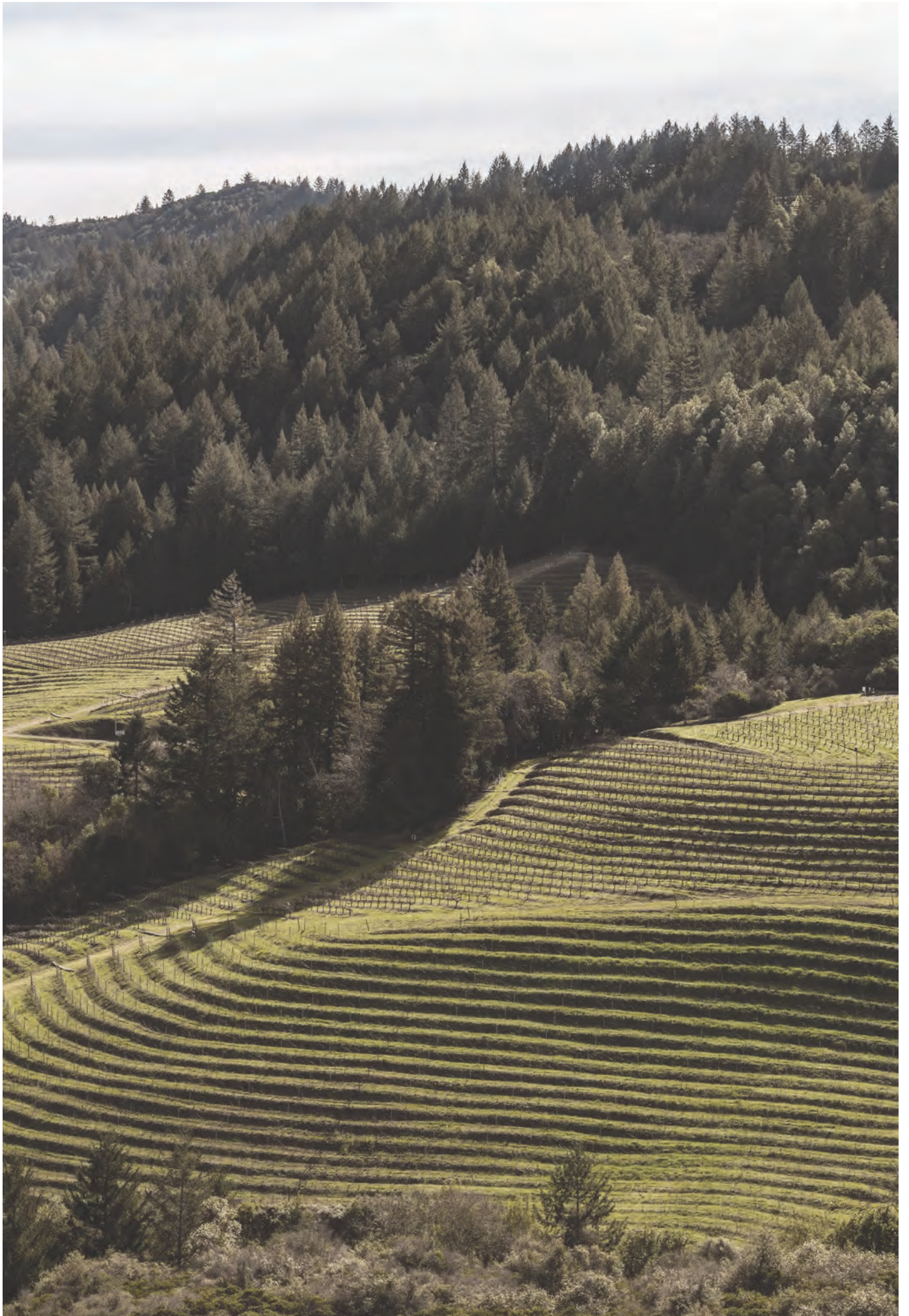
Napa Valley

The Legendary Napa Valley delivers an unforgettable experience that nourishes the body and soul. Visitors may come to the Napa Valley for the spa resorts, wine and food, but these are only part of the legend that makes up the Napa Valley. The unexpected moments are what truly transform a Napa trip from lovely to legendary—from a spectacular sunset over a vineyard and a piece of art that’s been passed down generations to a hot air balloon ride and a feast for the ages. The Napa Valley has been endowed with the perfect environment to cultivate some of the world’s finest wines, but that is just the beginning of what visitors can find here. With more than 780 square miles/2,020 square kilometers of friendly faces, breathtaking views, luxurious accommodations, decadent spas, incredible art and some of the world’s best food, Napa is the perfect destination to relax, savor and restore.

Dine in one of the 11 Michelin star restaurants or preview the work of future top chefs at the Culinary Institute of America’s two establishments. Visit the charming towns of St. Helena, Angwin, Calistoga, Yountville, Oakville and Rutherford and spend time in Downtown Napa where you can stroll among tasting rooms, shops, restaurants and galleries. Get outdoors to hike, bike or kayak, or paddle board on Lake Berryessa. Afterwards, pamper yourself with a soak in the healing mineral waters and mud baths at one of the renowned spas.

Napa Valley is the pinnacle of laid-back luxury, with a fabled legacy that continues to produce the best-of-the-best in one place.

visitnapavalley.com





San Francisco

San Francisco, one of the world's most beloved cities, has a magnetic appeal that makes it an ideal year-round destination. Century-old cable cars, the stunningly beautiful Golden Gate Bridge, lively Fisherman's Wharf, mysterious Alcatraz Island, bustling Chinatown, charming Victorians—San Francisco overflows with iconic landmarks. San Francisco has the spectacular scenery of America's most beautiful city. Its climate is spring-like, its character cosmopolitan, its topography unique and its cuisine renowned.

San Francisco International Airport is the gateway to the city and Northern California with service to over 38 international destinations. It opens its doors to many diverse, unique neighborhoods, all with their own flavor, personality and areas to discover. With world-renowned opera, symphony and ballet, the largest contemporary art museum in the world (SFMOMA) and dozens of galleries and museums, the dynamic, diverse calendar of events puts San Francisco at the forefront of the national arts scene.

For the young, and young at heart, sophisticated traveler who enjoys the finer things in life, San Francisco's 49 Michelin star restaurants, top local wineries, amazing spas and unforgettable luxury hotels perched amid breathtaking scenic beauty allow you to indulge yourself in a laid-back California lifestyle setting. Welcome to the most interesting, diverse and innovative 49 square miles on the planet.

Never the same. Always San Francisco.

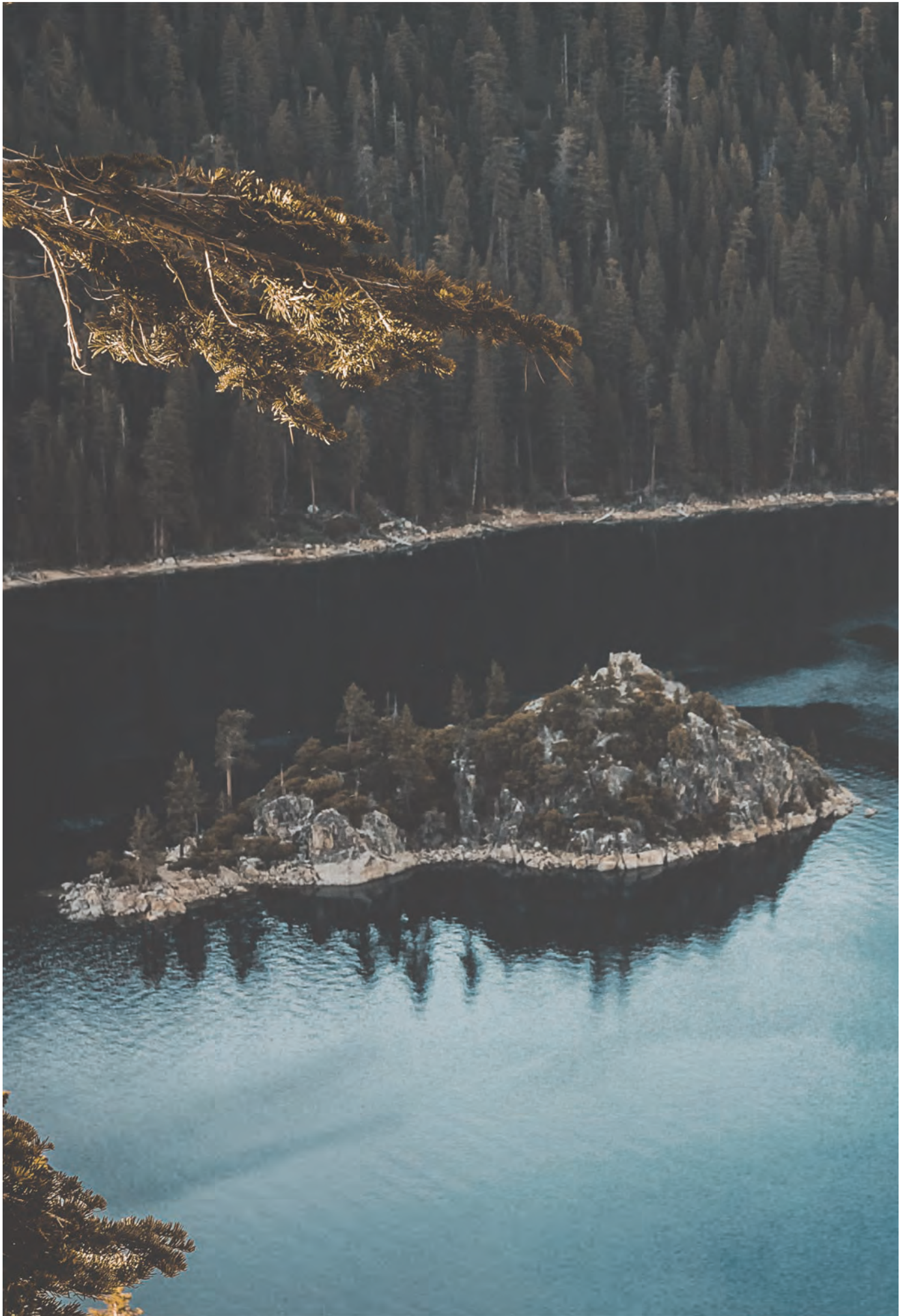
sftravel.com

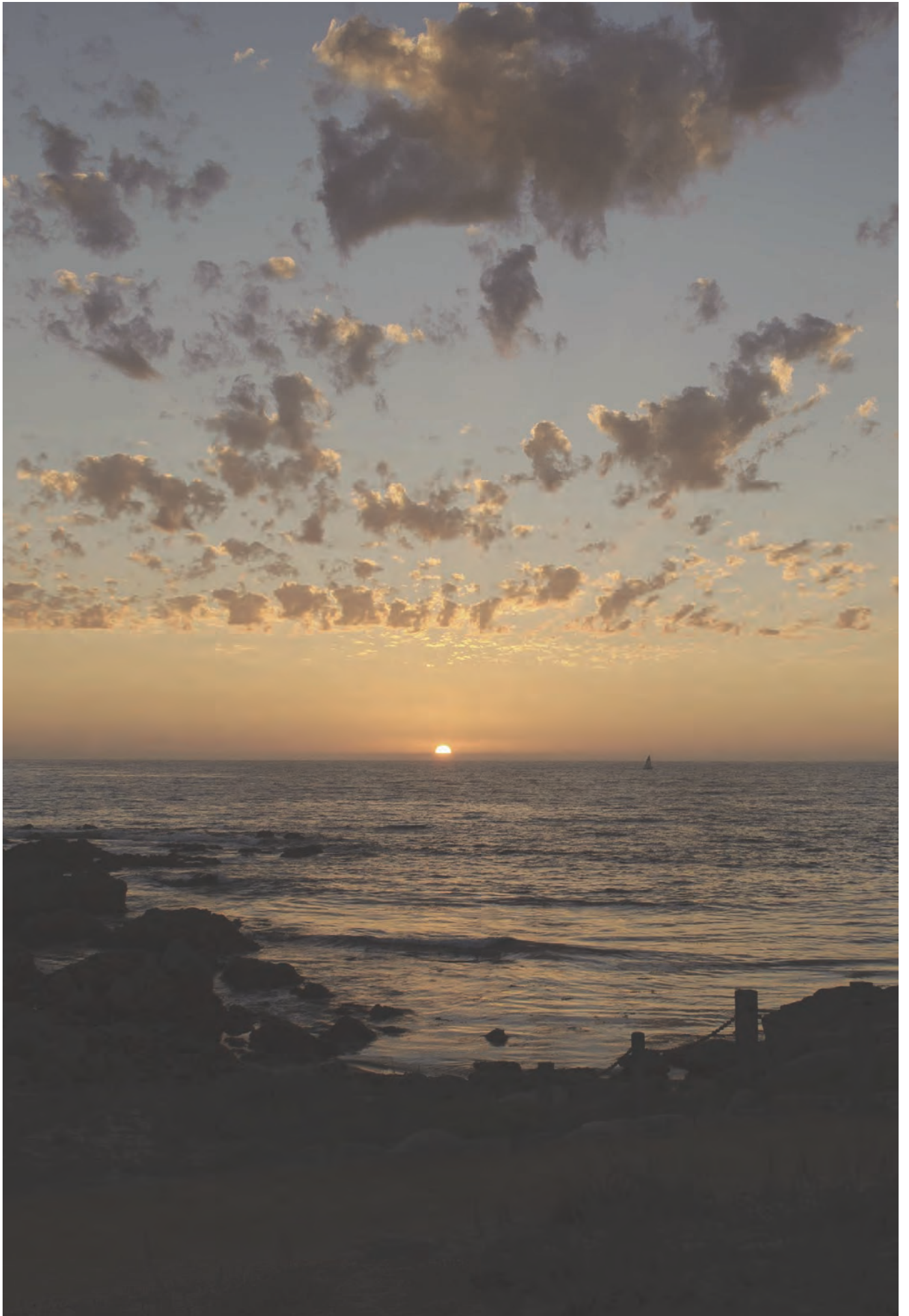
Lake Tahoe

One of the top recreation destinations in the United States, Lake Tahoe's timeless beauty has captivated imaginations for eons—from its original Native American inhabitants and past visitors like Mark Twain and Frank Sinatra, to modern day adventurers and wellness seekers. An eco-conscious paradise considered the crown jewel of the High Sierra, legendary Lake Tahoe is the largest alpine lake in the country at 22-miles/35-kilometers long. The two million year old lake is a scientific marvel famous for its unmatched, shimmering blue waters that reach 1,685 feet/513 meters at the deepest point with a purity of 99.7%. Forests ring much of the 72-mile/116-kilometer shoreline, dotted with rocky coves, white sand beaches, plunging cliffs and glacier carved granite peaks.

Lake Tahoe's spectacular natural beauty and ageless splendor are enhanced by the contemporary luxuries of today. Tahoe is a vacationer's paradise, providing four-season access, jaw-dropping scenery and inviting alpine resorts. Divided into the north and south shores, the region spans two states and boasts dozens of beaches, ski resorts and charming communities, plus hundreds of miles of biking and hiking trails, more than 50 golf resorts and a growing number of nationally recognized human-powered events, races and festivals. In fact, the world-famous Wanderlust Festival started in Squaw Valley, which was also home to the 1960 Winter Olympics. Whether you're seeking adrenaline-fueled adventures or simply looking to unplug and unwind, the resorts and towns of Lake Tahoe offer an enticing mix of attractions and activities.

Lake Tahoe's timeless beauty has captivated imaginations for eons.





Monterey County

Monterey offers iconic California experiences, with a little something special for everyone. Experience the top road trip in the United States as you wind along the breathtaking Big Sur coastline on Highway One. Check into an ocean view hotel and then explore the shops and attractions of iconic Cannery Row. Sip handcrafted wines in tucked-away tasting rooms where the winemaker might just be the person pouring. Play 18 holes at legendary golf courses, or just hang out at the 19th hole and watch the pros practice. When it comes to where to stay, the choices are as varied the landscape—from historic mansions transformed into bed-and-breakfast inns and world famous beachfront resorts to ultra-luxurious Big Sur retreats and decadent spa hideaways.

Monterey County is a premier destination for outdoor recreation, whether you want to watch whales in the bay or rock climb at Pinnacles National Park. Biking, hiking, walking, boating, kayaking and SCUBA diving are just a few of the activities that lure visitors to Monterey. If you want to discover marine life in Monterey's bay without leaving dry land, spend the afternoon at the Monterey Bay Aquarium. Dedicated to inspiring conservation of the oceans, the aquarium is known throughout the world for its interactive exhibits. And the destination's booming wine country is not to be missed. Distinctive microclimates created by coastal environments and inland sunbelts have yielded nine distinct wine appellations unique to the County. The rich diversity of growing conditions is reflected by the astounding 42 varietals grown here.

*Grab life by the moments in
Monterey County.*

seemonterey.com

Santa Barbara

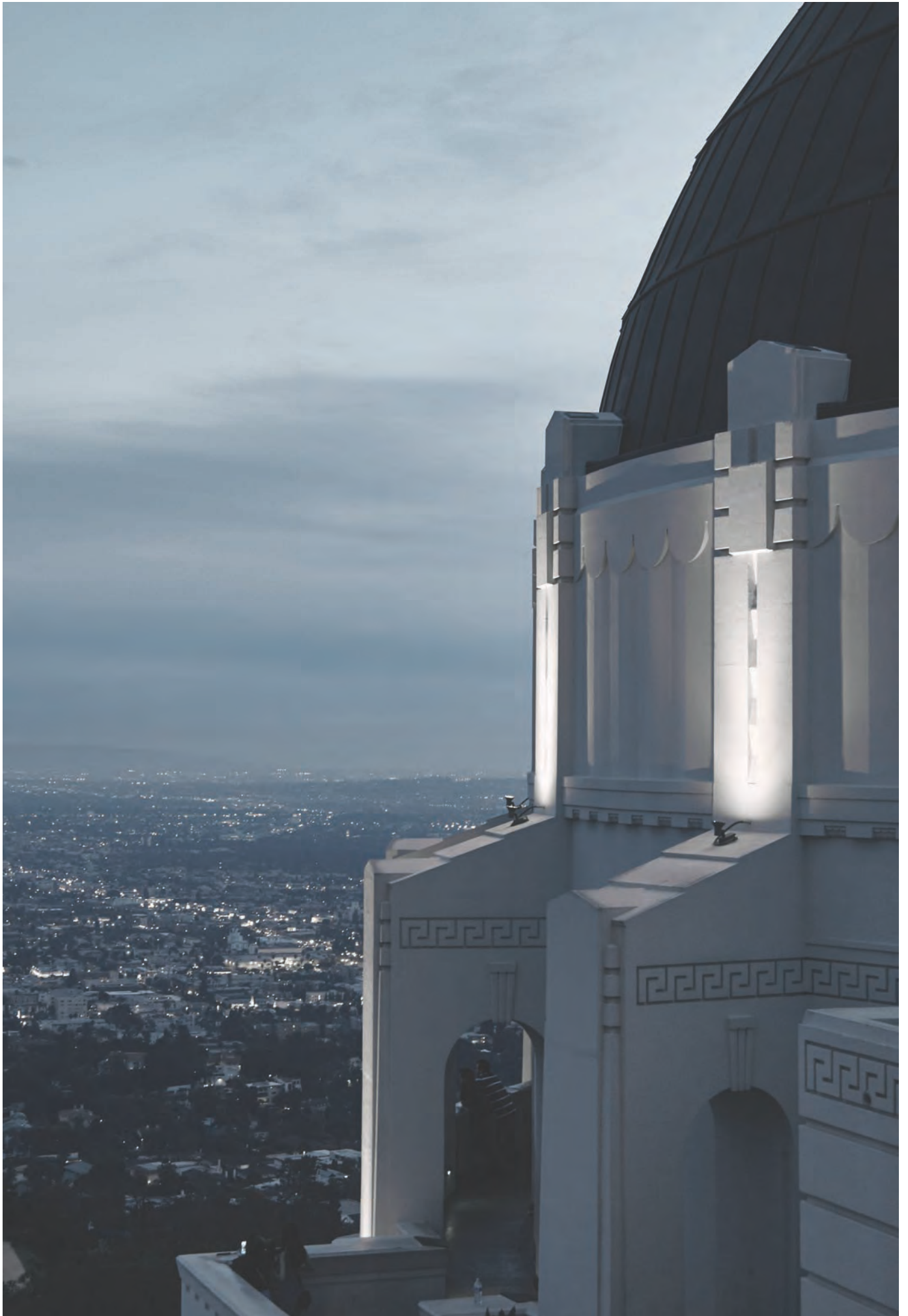
Santa Barbara has been considered “The American Riviera®” for over a century. A self-contained paradise conveniently located between Los Angeles and San Francisco, Santa Barbara is surrounded by undeveloped coastline with the Channel Islands National Park offshore and the Los Padres National Forest inland. The city’s signature red tile roofs, white washed buildings and lush gardens are nestled between a dramatic mountain range and the sparkling sea, evoking the topography and architectural aesthetic of the European Riviera—with a distinctly Californian twist. Santa Barbara is the northernmost part of Southern California and the southernmost part of Northern California. It’s where the two cultures converge and you get the best of both worlds. Equal parts earthy and glamorous, The American Riviera® is truly a place to revive.

Simultaneously sophisticated and bohemian, easy-going and energetic, Santa Barbara offers big city caliber arts and entertainment, a refined collection of resorts and hideaways, well-curated shops and boutiques and abundant outdoor adventures both on land and at sea. Add a thriving wine country world-renowned for its pinot noir and a hyper-local cuisine scene fueled by local fisheries, farms, ranches and artisan purveyors, and there’s no denying that Santa Barbara is a place that has elevated living well to an art form.

*Santa Barbara is The American Riviera®,
where modern California luxury meets
understated Old World elegance.*

santabarbaraca.com





Los Angeles

Los Angeles is a collection of vibrant neighborhoods, each one a destination in itself. Stunning beaches and picturesque mountains, beautiful weather and an array of outdoor activities entertain, energize and inspire visitors. The diverse culinary landscape boasts some of today's most acclaimed chefs and restaurateurs. Shopping options are limitless among an eclectic mix of shopping districts, retail stores, haute couture outposts and boutiques dedicated to made-in-L.A. designer fashions and accessories. L.A.'s dynamic nightlife and endless entertainment present something for every taste and interest on the entertainment spectrum. Los Angeles has emerged as a leading arts destination, whether it's street art, contemporary art at The Broad or classic works at The Getty.

Luxury accommodations span the glittering coast from Malibu to Rancho Palos Verdes and inland all the way to Pasadena. Food lovers have equal reverence for the trendsetting, James Beard and Michelin star award-winning restaurants as they do for the food trucks and hole in the wall establishments that have helped make L.A. one of the world's top culinary destinations. Visitors can get up close and personal with Hollywood through a range of red carpet experiences, from Award Season to the regular line-up of film premieres. Scoring VIP seats to the hottest sporting events and concerts are classic only-in-L.A. experiences—you never know who you'll find sitting right next to you.

*Los Angeles offers endless entertainment,
vibrant cultural diversity and superior
“Only-In-L.A.” experiences for the
discerning traveler.*

discoverlosangeles.com

Santa Monica

Santa Monica is Los Angeles' beach city. A charming seaside town set on one of the most iconic stretches of California coastline, Santa Monica also offers all of the culture, events and urban amenities of a bustling metropolis. The city's impressive hotel collection is celebrated for its beachfront locations, luxurious amenities, sprawling layouts and stunning views. Santa Monica's lavish dining scene is noted for its farm fresh ingredients, curated seasonal menus and customizable culinary experiences, from Bordeaux-inspired tasting menus to private, chef-led farmers market tours and cooking classes. High-end shopping, enticing spa options and a view of the sparkling Pacific Ocean around every corner emanate a feeling of true luxury.

Santa Monica's beautiful scenery and near-perfect climate has attracted wellness and fitness gurus to its shores since the original Muscle Beach opened at the foot of the Santa Monica Pier in the early 1920s. Today, the city continues to thrive on an active, healthy lifestyle and remains an international leader of health trends and innovative fitness experiences. Pampering is also serious business. Those seeking relaxation and unique spa treatments will find no shortage of options in this city by the sea.

A dynamic hybrid of a city and beach town, seaside Santa Monica has perfected the balance of sun-soaked West Coast adventure with sophisticated Southern California glamour.





Beverly Hills

Centrally located in greater Los Angeles and home to the most famous zip code in the world, iconic Beverly Hills boasts exceptional shopping and dining experiences as well as acclaimed full-service and boutique hotel accommodations. Filled with picturesque, tree-lined streets and manicured parks and gardens, visitors can explore the city by foot, bicycle or trolley—or join the parade of incredibly luxurious vehicles. Identified as the city that defines luxury by its commitment to delivering superior craftsmanship and offerings, Beverly Hills is one of the most sought-after destinations in the world.

Stroll along famed Rodeo Drive with its luxury boutiques such as Chanel, Louis Vuitton, Valentino and Rolex. Or shop the vast department stores along Wilshire Boulevard's Department Store Row, home to retailers including Barney's New York, Saks Fifth Avenue and Neiman Marcus. Experience the finest cuisine at some of the region's most talked about restaurants helmed by celebrity chefs like Wolfgang Puck (Spago), Thomas Keller (Bouchon) and Curtis Stone (Maude). Visit legendary landmarks from the historic Greystone Mansion & Gardens: The Doheny Estate and the Wallis Annenberg Center for Performing Arts to the more contemporary The Paley Center for Media. And make yourself at home in the city's 16 hotels, tastefully adorned in either modern décor or classic European-style.

Lavish spa treatments, world-renowned shopping along famed Rodeo Drive and star-studded events—just a few reasons to fall in love with Beverly Hills.

lovebeverlyhills.com

Newport Beach

A place so intoxicating it will keep you coming back for more, Newport Beach enjoys pride of place along the glittering coast of Orange County. Situated between Los Angeles and San Diego, the idyllic location is conveniently serviced by three major airports. A place to relax and unwind, Newport Beach provides a sun-kissed “endless summer” atmosphere year-round. Ten distinct neighborhoods make up Newport Beach, each with its own unique personality, natural beauty and story to share, from Corona Del Mar and the island communities to the Newport Coast and Balboa Peninsula.

Newport Beach encompasses miles of spectacular coastline with broad, pristine white sandy beaches, harbor-front promenades and classic piers. Home to the largest recreational harbor on the West Coast, opportunities to get out on the water are plentiful whether you charter a yacht, rent a Duffy Boat or simply take the ferry to Balboa Island. Beyond the beach and bays, breathe in the fresh air on world-class golf courses and in picturesque nature preserves. Blue skies are never far away, whether you’re driving a sports car down the Pacific Coast Highway or shopping for luxury goods at Fashion Island. Stay in distinctive resorts and hotels and enjoy fine dining. An array of annual community events celebrating the culinary arts, cinema, classic motorcars and more ensures that there’s always something happening in Newport Beach.

Newport Beach elevates the Southern California experience and beckons visitors to travel well beyond.

visitnewportbeach.com





San Diego

Known as California's beach city, San Diego features 70 miles/112 kilometers of breathtaking coastline, exclusive resorts and dynamic dining and nightlife. A laid-back and welcoming vibe invites all travelers to enjoy near perfect weather year-round and a host of stimulating activities. For the ultimate indulgent getaway, choose from sprawling waterfront resorts, boutique retreats, modern urban hotels and romantic bed-and-breakfasts. Each of San Diego's neighborhoods has a personality of its own. The Mediterranean inspired town of La Jolla, the Jewel by the Sea, is an oasis of world-class dining, luxury shopping and oceanfront golf. Coronado, an island escape just across the bay from downtown, is an indulgent world unto itself and home to the iconic Hotel Del Coronado. The seaside village of Del Mar offers thoroughbred racing and Trip Advisor's 2017 #1 Luxury Hotel in the United States, the five-star Fairmont Grand Del Mar.

Luxury sailing charters, oceanfront hiking at Torrey Pines State Park, wave runners on Mission Bay Aquatic Park and teeing off at one of San Diego's 90 golf courses are just a few must-do activities. As the birthplace of California, you'll find historic sites such as Old Town San Diego and the Cabrillo National Monument, plus renowned family-friendly attractions including SeaWorld, San Diego Zoo and Safari Park, the U.S.S. Midway Museum and more. Art enthusiasts swoon for Balboa Park, the largest cultural park in America with 17 museums, performing arts venues and beautiful gardens. And for a night on the town, the historic Gaslamp Quarter is the ultimate adult playground, serving up 16 pedestrian-friendly blocks filled with boutiques, rooftop bars, nightclubs and cafes.

*Happiness is calling from San Diego.
Answer the call.*

sandiego.com

Greater Palm Springs

Greater Palm Springs is Southern California's premier resort destination created and cultured on legendary Native American and Hollywood history. A respite for mind, body and spirit found throughout nine distinctive cities, Greater Palm Springs provides an unparalleled sense of escape with a high-style cultural events calendar rivaling that of any city, blending golf, tennis, music, art, architecture, film, fashion, food, wine and lifestyle celebrations. Sunny skies, mountain views and moonlit nights complement the destination's luxurious resorts and boutique hotels, world-class spas, championship golf, dining and designer shopping.

A place of visual splendor courtesy of Mother Nature and the fine work of Desert Modern architects, the region's resorts, residences and otherworldly desert landscapes are a creative director's dream—and frequently appear in global advertising campaigns and fashion spreads. The epic events scene draws huge crowds and fills Instagram feeds, from the Coachella Valley Music & Arts Festival and the BNP Paribas Open to the Palm Springs International Film Festival and Modernism Week. On the chill side, the powerful combination of sun, clean air and healing waters blend together to create a unique energy. Greater Palm Springs attracts some of the leading massage therapists, spiritual leaders and wellness practitioners in the world, which means you're sure to leave the Oasis healthier, happier, more relaxed and looking younger than when you arrived.

Greater Palm Springs' rich history and unique culture provide the foundation to build a personal journey in an oasis enveloped with natural beauty and perpetual sunshine.

visitgreaterpalmsprings.com





IV

A-List Accommodations

California is home to an impressive collection of luxury accommodations that have topped countless “World’s Best” lists. From sustainably minded oceanfront hideaways and grand Spanish-style resorts to historic properties and rustic luxe wine country inns, each of the properties featured here are self-contained destinations in their own right.



Cavallo Point Lodge
Sausalito, Bay Area, California

Named one of the “World’s Most Amazing Views” by *Travel + Leisure* and poised at the north end of the Golden Gate Bridge, Cavallo Point Lodge is an upscale retreat tucked in the Marin headlands featuring panoramic views of the San Francisco Bay skyline. Once a military base guarding the Gate, Fort Baker was transformed into an idyllic retreat for couples, families, weddings and group gatherings. Surrounded by miles of National Park hiking trails and offering a myriad of activities, Cavallo Point Lodge features an award-winning 11,000 square foot/1,022 square meter healing arts center and spa, a Cooking School, the *Wine Spectator* Grand awarded Murray Circle Restaurant and Farley Bar, and a mercantile and art gallery featuring acclaimed artists and photographers. The lodge received the 2013 *Travel + Leisure* Global-Vision Award and the LEED Gold certification for its environmental conservation, historic preservation, community engagement and responsible travel practices.

cavallopoint.com

Fairmont Grand Del Mar
San Diego, California

Basking in San Diego's endless sunshine, Fairmont Grand Del Mar welcomes guests to a warm Mediterranean estate, replete with signature charm and Southern California style. Unrivaled Five-Diamond service delivers every indulgence, including a championship Tom Fazio golf course, Five-Star spa and exquisite dining.

Set amidst Los Peñasquitos Canyon Preserve, this 249-room luxury San Diego resort captures the elegance and comfort of an old-world estate with a design that honors the indelible style of visionary architect Addison Mizner (1872–1933) who drew his inspiration from Spain's palaces, France's sun-washed coastal retreats and Florence's decorative arts to define the revered communities of Palm Beach and Boca Raton. The imaginative chefs of Fairmont Grand Del Mar embrace the intricate craftsmanship of the resort's architecture, creating a fluid transition from place to plate. Six venues offer an array of dining options from elegant fine dining and creative contemporary cuisine to casual poolside fare and seasonal cocktails. With an extensive wine program, cooking classes and events for oenophiles, epicureans and connoisseurs alike, there's no shortage of enticing culinary offerings. The resort's impeccable service and unrivaled amenities earned Fairmont Grand Del Mar the ranking of TripAdvisor's #1 Luxury Hotel in the United States.

[fairmont.com/san-diego](https://www.fairmont.com/san-diego)





Fairmont Miramar
Hotel & Bungalows
Santa Monica, Los Angeles County, California

Situated atop the scenic bluffs overlooking the Pacific Ocean, Fairmont Miramar Hotel & Bungalows features dramatic views of the coastline and offers 302 guest rooms including 31 newly redesigned surf modern bungalows and the beach house-style three bedroom suite, Bungalow One. Known for its unsurpassed service, prime location and on-site amenities, Fairmont Miramar Hotel & Bungalows offers guests an urban retreat for the ideal seaside escape located just steps away from the beach, the pier and the Promenade. Guests can access the very best of Santa Monica at Fairmont Miramar Hotel & Bungalows with seasonal cuisine at FIG Restaurant, The Bungalow bar and lounge by Brent Bolthouse and fitness by Exhale Mind Body Spa. Exclusive to hotel guests, the seasonal Miramar Beach Club offers beach concierge services and the opportunity to enjoy the Santa Monica beach in a reserved area.

[fairmont.com/santamonica](https://www.fairmont.com/santamonica)

Farmhouse Inn
& Restaurant
Forestville, Sonoma County, California

Located in the heart of Sonoma-Napa wine country, the Farmhouse Inn was recently voted California's #1 Resort Hotel by *Travel + Leisure*. With just 25 rooms the boutique luxury retreat offers guests the wine country experience they've always imagined—tree-topped hills, rolling vineyards, winding rivers, chefs collaborating with farmers and access to amazing wines. The rooms feature fireplaces, dry saunas or steam showers, private outdoor space, poster beds, fresh linens and unique charm. The Farmhouse Inn Restaurant is also one of the most sought after dining experiences in the Bay Area thanks to the on-site Michelin-starred restaurant housed in a historic 1873 farmhouse. The Farmhouse Spa is an open-air sanctuary offering a farm-to-spa-table menu. Guests are encouraged to take advantage of the dedicated team of six concierges who can assist in planning a customized itinerary including access to the region's best wineries and restaurants. Family owned and operated, The Farmhouse Inn is privately owned by fifth generation Sonoma locals, siblings Catherine and Joe Bartolomei.

farmhouseinn.com





Four Seasons Resort
The Biltmore Santa Barbara
Santa Barbara, California

Overlooking the Pacific Ocean and Channel Islands, Four Seasons Resort The Biltmore Santa Barbara is an exquisitely updated 1927 Spanish colonial retreat. Just steps from Butterfly Beach, with its distinctive architecture including red roof tiles, ivory adobe and graceful archways, the beautiful historic resort provides visitors a luxurious and intimate oasis on The American Riviera®. Brick pathways guide visitors through 22 acres of lush, manicured tropical gardens that surround the 207 guest rooms, suites and bungalows. The resort's luxurious accommodations are custom designed with hand-painted Andalusian Talavera bathroom tiles, wood-carved furniture and furnished patios or balconies. Amenities include the 12,000 square foot/1,115 square meter ocean view spa, Bella Vista Restaurant and Ty Lounge. Adjacent to the resort, the Coral Casino Beach & Cabana Club offers one of the most coveted Four Seasons guest experiences in the world. Registered guests receive exclusive access to the Olympic-sized lap pool, fitness center, an expansive pool deck with over 180 lounge chairs, an organic juice bar and two oceanfront restaurants: the Coral Café & Bar and Tydes, now featuring the new Coral Reef aquarium bar.

fourseasons.com/santabarbara

La Quinta Resort & Club,
A Waldorf Astoria Property
La Quinta, Greater Palm Springs, California

Set against the breathtaking backdrop of the rugged Santa Rosa Mountains and celebrating a 90th anniversary year in 2016, the legendary La Quinta Resort & Club is the longest-running resort in the Palm Springs desert area and one of only two resorts in the country for which a city has been named. Spanning 45 vibrant acres, its verdant grounds are accentuated by beds of colorful flowers; fragrant orange, lemon, tangerine, tangelo and grapefruit trees; cypress trees and cacti; sparkling pools and picturesque courtyards, all framed by towering palms. A member of Hilton Worldwide's Waldorf Astoria Hotels & Resorts, the historic property offers a variety of distinctive accommodations including 620 guestrooms, 98 villas and 41 swimming pools. A 2014 multi-million dollar restoration has now burnished the luster of this iconic resort with a fresh, modern look in line with the property's storied history and serene desert surroundings. La Quinta Resort & Club also boasts championship-caliber golf and tennis facilities, award-winning dining, expansive spa and fitness facilities, a variety of boutiques and shops and some of the region's top indoor and outdoor meeting spaces.

laquintaresort.com





Meadowood Napa Valley
St. Helena, Napa Valley, California

A long-standing member of Relais & Châteaux, and having nearly completed a \$60 million property-wide renovation, Meadowood is Napa Valley's most authentic luxury destination resort nestled in the heart of iconic St. Helena. Set within the 250-acre estate, 85 exquisitely appointed guest cottages, suites and lodges featuring fireplaces and terraces afford the utmost in privacy and serenity. Meadowood's family suites and lodges create a private, multi-bedroom residence within the Estate, combining the comforts of home with the pampering of Meadowood's vast amenities and thoughtful service. Outside entrances and terraces add an element of seclusion and solitude, the perfect balance of togetherness and independence. The Michelin Three-Star Restaurant at Meadowood is an epicurean destination for guests and non-guests alike. The sporting life at Meadowood includes golf, tennis, swimming, hiking and croquet. Opened in Fall 2015, the Meadowood Spa is exclusive to Meadowood guests and members and has redefined relaxation, renewal and wellness. Curated treatments designed to individual preferences are enjoyed in private spa suites with a bath, steam shower and daybed.

meadowood.com

Montage Beverly Hills
Beverly Hills, California

Ideally located in the heart of Los Angeles, Montage Beverly Hills is located just steps from the world-renowned shopping boutiques, restaurants and galleries along legendary Rodeo Drive. The hotel features 201 well-appointed guestrooms, including 55 suites as well as 20 private residences. Spa Montage Beverly Hills, featuring L.RAPHAEL, is an urban oasis with a private relaxation space, a mosaic-tiled mineral pool, 17 tranquil treatment rooms and the flagship full-service Kim Vō Salon. Montage Beverly Hills partnered with acclaimed chef and restaurateur Geoffrey Zakarian to introduce Georgie, his debut West Coast restaurant, which serves Modern American cuisine morning through night in a whimsical setting both indoors and out. The Garden Bar, also helmed by Chef Zakarian, is perfect for cocktail and socializing late into the evening, featuring a robust beverage program including martinis made tableside, as well as a menu of light fare. Tucked discreetly in a corner of the hotel's second floor, E10 welcomes true connoisseurs to the lounge specializing in the world's most precious whisky, The Macallan Single Malt. The Rooftop Grill is located poolside and offers Californian fare complemented by panoramic views of the Hollywood Hills.

montagehotels.com/beverlyhills





Pebble Beach Resorts®
Pebble Beach, Monterey County, California

Pebble Beach Resorts® is a legendary place that combines a dramatic coastline and mystical forest with a rich history of world-class accommodations, warm hospitality, expert service and grand recreation. The resort is situated on 5,300 acres of coastal Monterey Peninsula property between Carmel-by-the-Sea and Monterey. Practically synonymous with world-class golf, courses include the legendary Pebble Beach Golf Links™, Spyglass Hill® Golf Course, The Links at Spanish Bay™ and Del Monte™ Golf Course. Elegant four-diamond accommodations at The Lodge at Pebble Beach™, The Inn at Spanish Bay™ and Casa Palmero™ welcome the most discerning guests. Pebble Beach Resorts also includes one of the best Forbes Five-Star rated hotel spas in the world, The Spa at Pebble Beach, as well as 14 unforgettable restaurants and lounges. The Beach & Tennis Club™, The Spanish Bay Club™, Pebble Beach Equestrian Center™, Pebble Beach Golf Academy™, 17-Mile Drive™ and a diverse selection of refined retail shops and services complete the properties at Pebble Beach Resorts®. Opening late summer 2017, Fairway One will be a distinctive addition to The Lodge at Pebble Beach® and will offer an enhanced guest experience including oversized guest rooms, unique cottages and a greater sense of privacy.

pebblebeach.com

Post Ranch Inn
Big Sur, Monterey County, California

A place to celebrate, Post Ranch Inn is the ultimate destination for a luxurious escape for couples, be it for romance, relaxation or rejuvenation. Nestled high atop the cliffs of Big Sur, 1,200 feet/336 meters above the Pacific Ocean, the inn is surrounded by towering redwoods, majestic mountains and panoramic ocean vistas. Small and intimate, the oceanfront luxury resort is recognized around the world for the perfect blend of a stunning natural setting, unique guest rooms, acclaimed cuisine at the *Wine Spectator* Grand Award-winning Sierra Mar, signature spa experiences and unparalleled service. Post Ranch's organic architecture embraces the dramatic beauty of the California coastline. All 39 guestrooms, suites and three private houses meld rustic elegance, comfort and privacy. All accommodations offer panoramic vistas of the Pacific Ocean or Santa Lucia Mountains. Each offers a wood-burning fireplace, spa tub and private deck; while many feature outdoor hot tubs. All rooms have king beds; single/double occupancy only. To preserve a sense of serenity, guest rooms are television-free. Guests can enjoy two ocean view basking pools, a heated lap pool, fitness room and an Art Gallery featuring acclaimed artists and photographers. Complimentary activities include daily yoga classes, guided nature walks, stargazing and more.

postranchinn.com





The Resort
at Pelican Hill®
Newport Beach, Orange County, California

Set by the Pacific Ocean on Southern California's chic Newport Coast®, The Resort at Pelican Hill® is a Five-Star, Five-Diamond destination offering unparalleled service and luxury. Embodying the vision and principles of Italy's renowned Renaissance architect, Andrea Palladio, Pelican Hill is a sanctuary of beauty and sophistication. Inspiring architecture and ambiance, a magnificent natural setting, exquisite accommodations, spectacular facilities, unsurpassed pampering, comforts and service all blend to create a destination unlike any other. Pelican Hill features 128 two-, three- and four-bedroom villas with magnificent coastal views; 204 spacious bungalow guest rooms and suites; a five-star spa offering the world's most celebrated therapies; world-class restaurants, including Andrea serving authentic Northern Italian cuisine; an iconic Coliseum Pool, one of the largest circular pools anywhere; and Pelican Hill Golf Club with 36 dramatic holes by Tom Fazio, nearly all with ocean panoramas. Pelican Hill has earned acclaim from *Andrew Harper's Hideaway Report* (Grand Resort 2012), *Condé Nast Traveler* (World's Top-Rated Golf Resort, Readers' Choice Awards), *Travel + Leisure* (Top 100 World's Best Hotels) and *Golf Digest* (America's 100 Greatest Public Golf Courses).

pelicanhill.com

The Ritz-Carlton, Lake Tahoe
California

Nestled mid-mountain on the Northstar California Ski Resort, The Ritz-Carlton, Lake Tahoe is the first and only luxury AAA Five Diamond mountain resort in California. Ideally located just six miles from historic downtown Truckee and the North Shore of Lake Tahoe, The Ritz-Carlton, Lake Tahoe is a year-round destination. Luxury accommodations include 153 lavishly appointed guest rooms, 16 executive suites, The Ritz-Carlton Suite and private residences. Amenities at the resort include The Ritz-Carlton Spa, Lake Tahoe, a 17,000-square foot/1,579-square meter spa; a state-of-the-art fitness center; an inter-mountain gondola that connects the resort to the nearby Village at Northstar; Manzanita, the resort's signature restaurant and much more. The resort recently introduced its new lakefront Lake Club, The Ritz-Carlton Lake Tahoe, bringing an exceptional level of service and luxurious amenities—including summer recreational activities and water sports—to the North Shore.

ritzcarlton.com/laketahoe





Terranea Resort

Rancho Palos Verdes, Los Angeles County, California

Poised above coastal bluffs with sweeping views of the Pacific Ocean and Catalina Island, Terranea Resort, A Destination Hotel, debuted in June 2009 as the only luxury destination resort on the Los Angeles coast. The Mediterranean-inspired resort provides a sophisticated retreat with a relaxed ambiance and panoramic seascape views. Celebrated for its natural beauty, the 102-acre estate features guestrooms and suites, as well as spacious residential-style casitas, villas and bungalows. Other luxurious resort amenities include eight unique dining experiences, a full-service spa and fitness center, an award-winning golf course, four swimming pools, a kids' club, ecological enrichment programs and 135,000 square feet/12,542 square meters of indoor and outdoor wedding and event space. Guests enjoy a tranquil escape in this natural haven, conveniently located between Los Angeles International and Long Beach airports and just 30 miles southwest of downtown Los Angeles.

terranea.com





Itinerary Inspiration

Michelin-starred restaurants, always-on cities, awe-inspiring natural treasures— California has it all and then some. Visit landmarks like Yosemite, get lost in wine country, drive the Pacific Coast Highway. Carve out time to simply be as you soak up the magnificent scenery and take full advantage of the impeccable service at California's finest hideaways. Find trip idea inspiration in these regional itineraries to create your own transcendent experience.

36 Hours In...

Whether you start or end your trip in one of our three gateway cities or simply pop in for a quick visit, these are just a few ways you can spend an action-packed 36 hours in California's vibrant urban centers.





36 Hours in Los Angeles

Spend your first afternoon and evening in Downtown Los Angeles. Breeze through The Broad to see the irreverent contemporary art collection owned by philanthropists Eli and Edythe Broad. Settle in for dinner with a stunning 360-degree city view at 71Above, the highest restaurant west of the Mississippi. Catch a game or concert at The Staples Center in LA Live. The next morning, start your day with a workout at the Brentwood studio of trainer-to-the-stars, Tracey Anderson. Shop the upscale boutiques of Melrose Place before a leisurely lunch in the courtyard at the Chateau Marmont. Take a private tour of the Stahl House (Case Study House #22), a Los Angeles architectural landmark and icon of modernist design perched in the Hollywood Hills. Then head to Beverly Hills for dinner at Wolfgang Puck's legendary Spago followed by a nightcap at Mastro's Penthouse.



36 Hours in San Francisco

Start your experience with a private docent-led tour of the newly renovated San Francisco Museum of Modern Art. Extend the creative inspiration to your palate with an epic multicourse feast at the three Michelin-starred Saison. The next morning, stroll through the Ferry Building and have breakfast at Boulette's Larder before boarding the yacht you've chartered for a day cruising around the Bay. See the Golden Gate Bridge from multiple vantages and stop in Sausalito for a walk around the charming Marin County village. Back in the city, unwind with a "four hands massage" at International Orange in Pacific Heights, where you can shop along Fillmore Street before or after your pampering session. Finish the day with dinner at Statebird Provisions and a masterpiece of a nightcap at Wildhawk in the Mission.

36 Hours in San Diego

Begin your sunny San Diego sojourn in the village of La Jolla. Peruse the shops, walk along the scenic seashore and, if you're feeling adventurous, paraglide along La Jolla Shores from the Torrey Pines Gliderport. Continue enjoying the spectacular ocean views over dinner at George's California Modern. The next morning, head to Coronado Island for breakfast at local landmark Clayton's followed by a beach walk and stroll through the historic Hotel Del Coronado. Linger for a spa treatment or make your way right over to North Park to get a taste of San Diego's superior craft beer scene at breweries like Mike Hess Brewing and North Park Beer Co. Stop by Balboa Park for a walk through the gardens and museums before your final destination, downtown San Diego's Gaslamp District. Have dinner at the buzzy new Lionfish in the Pendry and savor a nightcap with views of the city's sparkling night lights at Altitude Sky Lounge.



SoCal Slow Down

Soak up Southern California's sun-drenched lifestyle with coastal and desert stints.





Get into the Southern California groove in Orange County’s premier coastal destinations. Take it easy resort hopping from Laguna Beach to Newport Beach and enjoy each property’s enticing onsite amenities including award-winning golf courses and pampering spas. Shop the independent boutiques and galleries of Laguna Beach and Lido Marina, and access every designer imaginable in the impressive, sprawling South Coast Plaza and Fashion Island shopping centers. Charter a yacht for an all day cruise or rent a Duffy boat for a spin around the Newport Harbor. Spend at least one evening steeped in nostalgia at the old school Balboa Fun Zone and take the ferry over to Balboa Island for a walk around the charming island.

After filling your lungs with a heaping dose of fresh sea air in The OC, head inland to the desert for more fun under the sun. Whether you base yourself in Palm Springs proper, La Quinta, Indian Wells or one of the other desert cities, learning about the region’s signature desert modern architecture is a must—alongside ample time spent poolside. Book a private tour with The Modern Tour to access impeccably designed and decorated homes and add to your own collection while shopping in Palm Springs’ Uptown Design District. Spend a day touring the otherworldly Joshua Tree National Park and take advantage of the desert’s healing waters with a soak at one of the many area spas.

Back Country Cruisin’

Fill up on Mother Nature and see another side of California on a backcountry road trip from Lake Tahoe to Mammoth Lakes.





Due to seasonal winter road closures, this itinerary is designed for spring, summer or autumn while all roads remain open. Start your High Sierra road trip in Lake Tahoe and resort hop from the North Shore to the South Shore. Visit Emerald Bay State Park and hike the Rubicon Trail. Charter a powerboat or yacht to spend a day on the deep blue water. Spend at least one evening in the historic downtown of Truckee where you can rub elbows with the locals over dinner and drinks.

Take Highway 395 along the Eastern Sierras to make your way towards Mammoth Lakes. There will be plenty of quirky sites, small towns and natural attractions worthy of photo op stops and refueling breaks. Book a multi-day, full service, guided camping trip with Four Points Adventures if you'd like to get off the beaten path and fully immersed in nature in and around the Yosemite, Death Valley National Park and Mono Lake areas.

As you near Mammoth Lakes, stop in the eerie ghost town of Bodie and then see the tufas (rock formations) sprouting out of Mono Lake. Once settled in Mammoth, try your hand at fly fishing with a private lesson. Hike the scenic June and Parker Lake loops and visit Devils Postpile National Monument. After a refined dinner at Skadi, have a local direct you to the "secret" hot springs for a soak under the stars.

PCH Paired with Wine

California's coastal wine regions offer many delicious reasons to stop along the legendary Pacific Coast Highway.





This itinerary can be flipped from north to south and it can be accelerated or slowed down to a very leisurely pace depending on how much time you have to stop, sip and savor in each region. Of course, drinking and driving is never recommended! Fortunately, inviting hotels are located in all of these regions and guided tour companies are plentiful so you can let someone else do the driving if you opt to embark upon full-fledged wine tasting tours.

Heading north from Los Angeles, Malibu—the smallest and newest wine region on this tour—will be your first stop. Book a Malibu Wine Safari for a guided tour of Saddlerock Ranch and private Malibu Family Wines tasting. Continuing on to Santa Barbara, stop in The Funk Zone to start tasting along the Urban Wine Trail, which extends to the heart of the main downtown State Street shopping district. The next morning, move on to the Santa Ynez Valley of *Sideways* fame, where you can taste in and around charming western-style towns like Los Olivos, Los Alamos and Santa Ynez. The surrounding Lompoc and Santa Maria Valleys also offer dozens of enticing options for touring and tasting.

Moving up to San Luis Obispo County and deeper into the Central Coast, stay on Highway One to taste along the Pacific Coast Wine Trail. Ten wineries and tasting rooms are easily accessible on this scenic stretch from Arroyo Grande to San Simeon, home of Hearst Castle—do stop in the charming seaside town of Cambria en route. After Hearst Castle, you'll enter Monterey County and take a brief break from wineries as you drive through Big Sur. Stop for a stay in Carmel-by-the-Sea, home to more than 18 tasting rooms and a good base for the surrounding wine trails of Carmel Valley and Monterey. Santa Cruz County will be the last wine region before you hit San Francisco and the Bay Area. Spend a couple days touring and tasting in the vast Santa Cruz Mountains AVA.

Rest, Retreat and Rejuvenate

Find peace, tranquility and wellness north of San Francisco.





For those looking to tune into themselves and tune out the stresses of everyday life, a whole new world of wellness unfolds north of San Francisco. Based in Marin County just across the Golden Gate Bridge, The Coast Ridge offers a five-day, four-night reboot retreat featuring hiking, yoga, massage and nutrient-rich meals. For absolute quiet, Spirit Rock is a sanctuary in Marin County that offers immersive meditation retreats. Further north in the redwoods of Sonoma County, the Ratna Ling Tibetan Buddhist Retreat Center allows you to personalize retreat packages featuring yoga, meditation, massage and vegetarian cuisine. The Mayacamas Ranch in Napa Valley presents a regular line-up of active yoga and wellness retreats with luxurious accommodations. If unplugging in a more social atmosphere is the main goal, Camp Grounded is a digital detox “summer camp” created for adults that takes place in Mendocino County.

For an indulgent, resort-style retreat that is all about pampering and feeding the senses, book a stay at Calistoga Ranch, set on 157-acres in a private Napa Valley canyon. The ranch’s sister property, Solage Napa Valley, is an ecofriendly spa retreat that takes advantage of the area’s natural resources with its Bathhouse & Mud Bar. In Sonoma County, The Farmhouse Inn & Spa, Fairmont Sonoma Mission Inn and Kenwood Inn & Spa are ideal hideaways offering top-rated spa facilities and farm fresh cuisine.

