

SAN JOSE
SANTA CRUZ *and*
MONTEREY BAY



CALIFORNIA USA







**YOUR GUIDE TO
SILICON VALLEY
AND THE BEST OF
CALIFORNIA**

WELCOME TO SAN JOSE AND THE MONTEREY BAY

Flying direct to San Jose International Airport makes exploring San Jose and the Monterey Bay easy. Upon arrival, feel the contagious energy of innovators and dreamers at the crossroads of culture and innovation. Cruise through the redwoods on an easy, scenic drive to Santa Cruz, and kick back on the beach, or take a hike through a magnificent redwood forest. Drive further south along iconic Highway 1 to Monterey County and enjoy the world's most breathtaking coastal views.

DAY 1 SAY HEY TO SAN JOSE

DAY 2 SILICON VALLEY'S SECRET SUBCULTURE

DAY 3 SANTA CRUZ: WHERE SURFING BEGAN

DAY 4 LET'S CRUZ TO A COASTAL REDWOOD FOREST

DAY 5 NATURAL BEAUTY, MONTEREY

DAY 6 SHOP, WINE TASTE AND PLAY BY THE BAY

DAY 7 TAKE IT SLOW



DAY 1
SAY HEY TO SAN JOSE

Morning

- Shake the jet lag with a cappuccino and warm croissant at Caffe Frascati
- Gallery crawl through SoFA District and drop in the Museum of Quilts & Textiles (first of its kind in the U.S.)

Afternoon

- Hop on a pedicab and cruise over to Olla Cocina – the duck carnitas are a must!
- Stroll to the Tech Museum of Innovation to experience the future – now

Evening

- Head to San Pedro Square Market for fresh “farm to fork” and live music
- Stargaze during a summer concert at Lick Observatory
- Or get spooked during a flash light tour at the Winchester Mystery House



DAY 2

SILICON VALLEY'S SECRET SUBCULTURE

Morning

- Rise and shine at Bill's Café in Willow Glen for a monstrous fresh squeezed mimosa
- Experience where it all started, tour the famous tech startup garages
- Visit the giants, the Google Sculpture Garden and the Apple campus store to buy one-of-a-kind merch

Afternoon

- Walk-up to the Falafel Drive-in for fresh hummus, gyros and a banana milkshake
- Stop for selfies at the Tesla showroom on Santana Row and shop at Silicon Valley's version of Rodeo Drive

Evening

- Sink a craft beer and nosh on hot links at Original Gravity
- Step next door to Paper Plane for gastropub eats and hand-crafted cocktails
- Rock-out at the Ritz and dance to house at the Continental Bar and Lounge



DAY 3

SANTA CRUZ: WHERE SURFING BEGAN

33 miles from San Jose

Morning

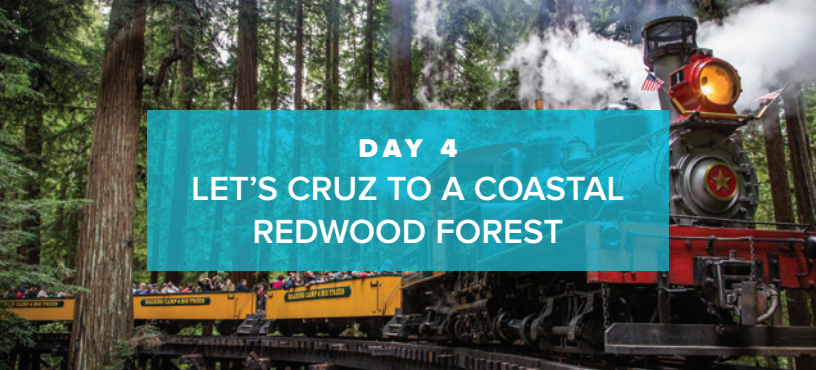
- Take an early-morning surf lesson at Cowell's Beach
- Enjoy a casual coast-side breakfast at The Picnic Basket
- Stop in the Seymour Marine Discovery Center and learn about the Monterey Bay

Afternoon

- Visit the Santa Cruz Surfing Museum and walk West Cliff Drive
- Take a picnic lunch to Nicholson Vineyards, a rural winery in mid-county, and sip with the winemaker

Evening

- Start your night with a romantic walk along Capitola Village's esplanade, followed by a seaside dinner
- Catch a local event such as the First Friday Art Tour or a performance at the Tannery Arts Center
- Pack some s'mores and blankets for a beach bonfire on the sand at Seabright State Beach



DAY 4
**LET'S CRUZ TO A COASTAL
REDWOOD FOREST**

Morning

- Enjoy delicious pastries and coffee at Santa Cruz Coffee Roasting Company in Downtown Santa Cruz
- Head out for a morning hike through Henry Cowell Redwoods
- Take a vintage steam train ride through a coastal forest at Roaring Camp Railroads

Afternoon

- Grab lunch and a pint of craft brew at the historic Cremer House restaurant in Felton
- Pick up local produce and artisan food goods at a local Farmer's Market
- Load the Mobile Ranger smartphone app and take a self-guided art, history, or eco tour

Evening

- Watch the sunset and enjoy expansive ocean views from Vino Prima, a wine tasting room on the Santa Cruz Wharf
- Experience farm-to-table dining along downtown Santa Cruz's Pacific Avenue
- Catch great live music at Moe's Alley



DAY 5 NATURAL BEAUTY IN MONTEREY

72 miles from San José

Morning

- Grab a coffee and watch the sunrise over the Moss Landing Harbor
- Kayak the Elkhorn Slough alongside seals and sea otters
- Gaze at the hang gliders and parasailers over Marina & Seaside Seacoastline

Afternoon

- Feast on seafood at the legendary Phil's Fish Market, featured on the Food Network
- Experience Steinbeck's famous Cannery Row now filled with unique boutiques and quirky souvenir shops
- Dive into one of the world's richest marine regions at the Monterey Bay Aquarium

Evening

- Sample clam chowder and fried artichokes on the Old Fisherman's Wharf
- Catch a sunset sailboat tour and keep your eyes open for the dolphins



DAY 6

SHOP, WINE TASTE AND PLAY BY THE BAY

Morning

- Treat yourself to a delicious organic breakfast at Happy Girl Kitchen Co.
- 17-mile drive and Pebble Beach will take your breath away, get out at Lone Cypress and breathe it in
- Play alongside the pros at the legendary Pebble Beach Golf Links

Afternoon

- Explore charming Carmel and browse luxurious designer shops
- Warm your soul with award winning lobster bisque and crab risotto at Flaherty's Seafood Grill & Oyster Bar
- Don't miss the iconic white-sand beaches and sip Monterey County wines with the Carmel Wine Walk by-the-Sea Passport

Evening

- Drive across the Bixby Bridge, but before you do, park at a designated pull out for the best selfie location
- Stroll Big Sur's Julia Pfeiffer Burns State Park to McWay Falls – the site is incredible!
- Complete your adventure with dining on the patio overlooking the Big Sur coast at Nepenthe Restaurant



DAY 7
TAKE IT SLOW

Morning

- Sleep in and treat yourself to a breakfast feast at Deluxe Eatery - it opens at 10 am
- Visit the Japanese American Museum in the 3rd remaining Japantown in the U.S.

Afternoon

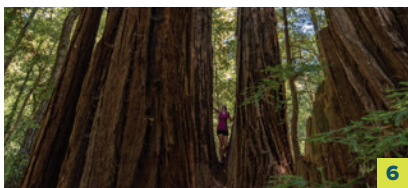
- Shop vintage Japanese décor and urban streetwear on Jackson Street
- Refuel with a sushi roll at Kazoo and grab some Psycho Donuts on the way to the airport
- Download our augmented reality app for some cool finds and visual delights at SJC airport

COME BACK SOON!

TOP 10 MUST SEES

Only have a few days? Don't miss these!

- 1** THE TECH MUSEUM OF INNOVATION
- 2** WINCHESTER MYSTERY HOUSE
- 3** SANTANA ROW
- 4** SANTA CRUZ SURFING MUSEUM
- 5** CAPITOLA VILLAGE
- 6** BIG BASIN REDWOODS STATE PARK
- 7** THE MONTEREY BAY AQUARIUM
- 8** CARMEL-BY-THE-SEA
- 9** McWAY FALLS
- 10** NEW AUGMENTED REALITY APP AT SJC







visit
san
JOSE
CALIFORNIA

SANTA * CRUZ
Let's Cruz

MONTEREY
Grab life by the moments.[®]

DIRECT FLIGHTS DAILY FROM

Baltimore, Beijing, Cabo San Lucas, Chicago,
Frankfurt, Honolulu, London, New York, Shanghai,
Tokyo, Vancouver, Washington and more

SAN FRANCISCO

48 mi / 77 km

SILICON VALLEY

SAN JOSE

**SANTA
CRUZ**

33 mi / 53 km

MONTEREY

72 mi / 116 km

BIG SUR

94 mi / 151 km



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