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FIVE HOT SUMMER VACATION TRENDS

PASO ROBLES, CA (July 13, 2010) - Summer is here, and for many, that means fun, sun and vacations. To make the most of a summer getaway the California tourism agency Travel Paso Robles Alliance is highlighting some summer trends with tips to maximize the enjoyment and minimize the stress.

#1 - Get the Insider Scoop – Tourist traps are out. Off the beaten track restaurants, lesser known activities and affordable, unique accommodations with just the right amount of character and comfort are in. Savvy travelers are increasingly putting down their guidebooks, picking up their mobile devices and logging into Twitter, blogs, Facebook and Four Square to get the insider scoop. “Destinations seeking to entice the modern traveler need to not only keep pace but stay ahead of visitors’ desire for insider area knowledge and wayfinding through social media,” says Maryann Stansfield, marketing manager for the Travel Paso Robles Alliance. “We are finding more and more visitors are seeking information about where to find distinctive boutique wineries, what unique events they should attend and where the locals like to dine. We make sure we give them the inside scoop through our blog <http://blog.travelpaso.com> and through our twitter.com/travelpaso and facebook.com/travelpaso pages.”

#2 - Let’s Make a Deal – In the past, traveling on a budget wasn’t the sexiest way to go, but as a result of the still-challenged economy it has become a hot trend. Regardless of being on a budget or not, visitors are still craving exceptional experiences and they want deals. There are myriad incentives to be had online. Check out your travel destination’s Visitor’s and Conference Bureau or Chamber of Commerce websites. Look for free attractions and events, be sure to look beyond what seems like a good hotel rate, and don’t be afraid to call the hotel directly to try and get an even better one. “Some privately-owned, smaller hotels and motels actually offer the best rates when you call directly,” says Stansfield. “It’s nice to talk directly with the front desk staff, sometimes you can reach the owners themselves.” Seek out options - free nights on a multiple night stay, gift cards, spa credits, complimentary breakfast, and more. Find great deals on Paso Robles lodging, wine and attractions can be found at www.travelpaso.com.

#3 – Get Adventurous! – Summer days are long, making it the best time of the year to spend time outdoors in the fresh air and sunshine. But why do the same-ol’-same-ol’? Shake it up a bit and to try something you’ve never done before. Pick a destination that offers a wide range of

outdoor activities that appeal to everyone in the group. For example, in Paso Robles you can get your heart racing with skydiving; get your giddy-up on and learn how to drive a stagecoach; visit old lighthouses, or Historic Missions; or finally don that wetsuit and learn how to surf. “Unique travel and adventure are great opportunities for couples and families to bond,” says Stansfield. “There are plenty of new adventures to be had, so think outside the box and you’ll find plenty to keep the thrill seekers in your group happy.”

#4 - Make it Hands On - Today's travelers want to get beyond the superficial, the mass-produced, the mass-consumed, and the mass-experienced. They look for the unique and authentic in people, places, and things. It's about having a one-of-a-kind experience. Paso Robles Wine Country provides the perfect mix as a lesser known spot in well-traveled California that offers a wide range of unique, hands-on experiences for visitors to roll up their sleeves and get busy. Spend the day learning the life of rancher as you tend to cows, goats and chickens at Work Ranch. Pick your own lavender at Central Coast Lavender Farm. Learn how wine is made at First Crush where a wide range of hands-on classes are available. Milk a goat and make your own goat cheese at Happy Acres—it's a blast.

#5 - Make it a Weekday Getaway - There's nothing worse than being on a “relaxing” vacation and waiting in line for attractions, packing into overcrowded restaurants, and paying top dollar for everything. More and more, destinations are catering to weekday travelers, with special deals, promotions and special discounts. Paso Robles offers weekday specials on www.travelpaso.com and also through their twitter feed twitter.com/travelpaso.

ABOUT TRAVEL PASO ROBLES ALLIANCE

From luxurious inns to leading brand hotels, reliable budget and specialty accommodations, members of the Travel Paso Robles Alliance offer the value of quality accommodations with comprehensive conference, spa, dining, business and sight-seeing amenities. Mid-week and extended stay packages ensure visitors have all the time they would like as they explore the many attractions of this culturally rich destination: vibrant downtown, internationally known, award-winning wineries, gourmet dining, equestrian activities, fairs, concerts, cultural events, Hearst Castle State Park, lakes, hiking, early California missions, and a gateway to beaches and the state's most beautiful recreation areas.

The Travel Paso Robles Alliance (www.travelpaso.com) is a group of 19 area hoteliers formed in 2008 so business; leisure and large group travelers can discover the Authentic California™ experience of the Central Coast.

For information on how to make the most of your stay in Paso Robles, contact: 888-988-PASO (7276), info@travelpaso.com.

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