

# HALF MOON BAY

COASTSIDE CALIFORNIA

## HALF MOON BAY, CALIFORNIA ECOTOURISM PROGRAM *“Experience Nature’s Bounty”*

**Coastside Ecotourism: Responsible travel to natural areas and directly related cultural resources that conserve the environment, provide extensive opportunities to learn, and sustain the well being of local people.**

The Half Moon Bay Coastsides Chamber of Commerce and Visitors’ Bureau is home to California’s first broad-based ecotourism visitor program, which allows the bounty of the area to be shared with people from around the world. Located just 45 minutes south of San Francisco, Half Moon Bay is filled with an abundance of natural, historical, and cultural wonders including rich marine reserves and wetlands, small farms, a working harbor, and many parks, hiking trails, and bird refuges.

More than 30 farmers, fisherman, and business community members have come together to offer visitors a large menu of exciting hands-on activities and a chance to meet local residents who make the Coastsides such a special place; all the while, building a balanced and sustainable tourism economy.

To help visitors experience Half Moon Bay's ecological offerings, a four-color, two-sided Ecotourism Map features several hands-on Half Moon Bay adventures such as wineries, kayak and adventure trips, fishing and whale watching, eco-friendly lodging facilities, farm tours and stays, and beaches and parks. To be included in the Ecotourism Map, all businesses had to agree to follow important environmental standards.

For more information about the HMB Ecotourism Program, contact the Half Moon Bay Coastsides Chamber of Commerce and Visitors’ Bureau (650) 726-8380 or visit [www.visithalfmoonbay.org/discover/ecotourism](http://www.visithalfmoonbay.org/discover/ecotourism). To order a map, visitors may call the Half Moon Bay Coastsides Chamber of Commerce and Visitors’ Bureau (650) 726-8380 or pick one up at 235 Main Street, Half Moon Bay, CA.

### **About the Half Moon Bay Coastsides**

The Half Moon Bay Coastsides is a charming seaside respite located 45 minutes south of San Francisco. Nestled between the Santa Cruz Mountains and the Pacific Ocean, this breathtaking region consists of four distinct areas - the North Coast, Half Moon Bay, the South Coast and the Redwood Region. Featuring the best of Northern California all in one place, visitors will enjoy miles of white sandy beaches, redwood forests, a historic downtown filled with local artisan shops, beautiful state parks, fields of wild flowers, and trails along ocean bluffs and mountain ridges as far as the eye can see. A sampling of activities includes horseback riding on the beach, farm fresh dining, shopping, biking, hiking and world-class golfing and surfing.

For more information on visiting Half Moon Bay, visit [www.visithalfmoonbay.org](http://www.visithalfmoonbay.org) or call (650) 726-8380. Like our [Facebook](#) page and follow us on [Twitter](#) @visithmb and [Instagram](#) @visithalfmoonbay.

###

**Media Contact:**  
Kelly Chamberlin  
Chamberlin Public Relations  
(415) 336-4332  
[kelly@chamberlinpr.com](mailto:kelly@chamberlinpr.com)