

A&K GUIDE

HOW TO SELL CALIFORNIA

*A land of sunny cities, beckoning beaches, verdant vineyards
and seminal sights: California, where legends live large*



Abercrombie & Kent

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From crossing the Golden Gate Bridge to driving Route One, it's hard to think of a Californian experience that isn't iconic...

BIXBY CREEK BRIDGE, NEAR BIG SUR, ON ROUTE ONE

BRIGHT LIGHTS, BIG CITIES

San Francisco Known as the 'City by the Bay', bustling San Francisco is packed full of vibrant neighbourhoods, set against the backdrop of the iconic Golden Gate Bridge. When in SF, must-visits include: Fisherman's Wharf, starring sunbathing sea-lion and old-fashioned, family-fun attractions; and Alcatraz, the infamous penitentiary in the world, (for which tickets must be pre-booked). Self-guided bike tours are a great way for your clients to explore at their own pace.

Recommended A&K experiences: a sailing lesson onboard an America's Cup yacht; an Alcatraz evening visit; exploring SF by private cable car; a VIP food scene tour.

Stay: Hotel Zetta – a sophisticated property that doesn't take itself too seriously, located in SoMa.

Los Angeles L.A. is one of those rare places that always lives up to its reputation. There's an arresting

art scene, world-class food, perpetually blue skies and famous farmers' markets. Bucket-list sights include: the Hollywood sign, the Walk of Fame and Rodeo Drive. Clients should put on their shades and head to Beverly Hills; Getty Villa; Warner Bros. Studio; West Hollywood; and La Brea Avenue for its quirky shops.

Recommended A&K experiences: VIP tour of a movie or television-programme set; an awards' show afterparty; a sunset hike in the Hollywood Hills.

Stay: Beverly Hills Hotel – a beacon of glamour and part of the Dorchester Collection.

San Diego With nearly 100km of golden beaches, 92 golf courses, laid-back locals and bright skies, San Diego is a sun-worshipper's paradise. The oldest port on the West Coast, this maritime city is known for its naval station and zoo. It's most associated with its glorious sunsets. When clients visit, recommend they experience the buzzing Gaslamp Quarter.

Recommended A&K experiences: a tour of the city's craft-beer scene; a private surf lesson; exclusive whale-watching tour onboard a chartered yacht.

Stay: Hotel del Coronado – the Victorian-era property with its red turrets and tall cupolas. Fans of *Some Like It Hot* will recognise The Del (as it's known locally) from its starring role in the film.

CHILLED-OUT LOCATIONS

Carmel by the Sea Storybook cottages meet epic coastline in this artist-colony-turned-upscale-town in northern California. It's buzzing with top-notch restaurants, boutique wineries and hip shops.

Stay: La Playa Carmel – the town's grandest dame. Built in 1905, this newly restored, 75-room property is mere steps from the beach.

Pismo Beach Wine and waves come together in this unmissable stop along Route One, between San Francisco and Los Angeles. Clients can enjoy a dune-buggy adventure. Located close by is William Randolph Hearst's worth-a-visit castle.

Stay: The Cliffs – an oceanfront, 160-room resort with breath-taking views and first-class amenities.

Santa Barbara Sometimes called the American Riviera, this celebrity-resident-rich city has glamour in spades, but the stars of the show remain the beaches. Exploring the town's wineries on the Santa Barbara Urban Wine Trail is an unmissable experience.

Stay: Belmond El Encanto – life is luxe at this historic hotel. The style is Spanish-Colonial meets Californian craft at this sprawling seaside estate.

Santa Monica Its iconic pier and golden beaches have appeared in countless films, TV programmes and music videos. Blessed with five kilometres of wide beaches and perpetually blue skies, Santa Monica has myriad farmers' markets, a famous pier, a cool food and arts scene and laid-back locals.

Stay: Loews Santa Monica Beach Hotel – kilometres of beach to the back and all the excitement of the city to the front. Loews is light and breezy with huge palm trees inside the four-storey, glass-roofed lobby.

THE GREAT OUTDOORS

Yosemite National Park Located in California's Sierra Nevada mountains, this unparalleled parkland is famed for its ancient, giant sequoia trees and for Tunnel View, the granite monoliths of El Capitan and Half Dome. Designated as a UNESCO World Heritage Site in 1984, four million visitors come here every year and with good reason: there are more than 1,200 kilometres of trails to be explored.

Stay: Tenaya Lodge – an elegant resort in the High Sierra. An all-season 'basecamp' from which to explore Yosemite.

FOOD & WINE PAIRINGS

Sonoma Travellers will become intoxicated with all that rustic Sonoma County has to offer – excellent boutiques, art galleries and restaurants. More than double the size of its more famous neighbour, Napa, the Valley's ideal climate and rich soil produce a wide variety of grapes and excellent vintages.

Stay: Farmhouse Inn – experience sommelier-led wine tours, a Michelin-starred restaurant, rooms with curated wine refrigerators at this highly rated hotel.

Napa Opulent wineries, trendy eateries and tasting bars, spectacular restaurants and stunning landscapes.

Stay: The Carneros Inn – a sprawling, modernist California luxury retreat in the heart of wine country.

Recommended A&K experiences: guided bike tours around Yountville; Napa Valley sunrise hot-air balloon trip; visit Repris, Kamen and Donum Estate wineries for exclusive tours.

DESERT DREAMING: JOSHUA TREE NATIONAL PARK



Our favourite Californian self-drive routes



California State Route One & Route 101

The two roads occasionally merge on their 1200km coast-clinging path, together these routes are one of the famous drives in the world. From Capistrano Beach in Orange County to Leggett in northern Mendocino, clients can tackle the drive in parts or just pick one section. This route captures the heart and soul of 'the Golden State'.

Route 66

One of the most famous highways of all, Route 66 was created in 1926 as one of the first numbered highways. It originally stretched the nearly 4,000km through the eight states from Chicago to Santa Monica. Most of the highway is now gone but sections such as Santa Monica to San Bernardino still remain.

Joshua Tree National Park

Starting near Palm Springs, driving the 143km on California State Route 62, Cottonwood Springs Road, Park Boulevard and Pinto Basin Road will take you through the Joshua Tree National Park to where the Mojave and Colorado deserts merge. The iconic, ever-green Joshua trees dot the landscape here.

Yosemite Valley & Tioga Pass Road

(Highway 41 & California State Route 120)

Some of California's most spectacular scenery awaits clients on this 190km drive. Recommend nature lovers enter Yosemite National Park through south entrance on Highway 41, journey through Yosemite Valley and over Tioga Pass in the Sierra Nevada mountains, California's highest highway pass. Please note: the pass closes annually from November to late May/early June.

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