

SANTA MONICA

Social Media: Tag us today using #SeeSantaMonica
Facebook: Visit Santa Monica | Twitter: @GoSantaMonica |
Instagram: @SeeSantaMonica

Santa Monica is an unforgettable beach city filled with eye catching people, cutting edge culture, and bold innovations.

Reasons to visit Santa Monica:

- A walkable 8.3 square miles (21.5 square km)
- 3.5 mile (5.6 km) stretch of coastline
- Over 280 sunny days each year
- 41 hotels from budget to luxury all within an easy walk to beautiful Santa Monica Beach, boardwalk, 3rd Street Promenade and the world-famous Santa Monica Pier
- Perfectly combines laid-back beach town vibes with big city sophistication
- International leader at the forefront of health and wellness
- 8 unique neighbourhoods offering a diverse mix of shopping, dining, entertainment and outdoor recreation
- Its location within Los Angeles makes Santa Monica the perfect base for leisure and business travellers
- Santa Monica's "**Secret Summer**" - September through November is a quieter time to visit and still reap the benefits of Santa Monica's warm weather.

Reasons to base yourself in Santa Monica when visiting LA:

- Easy to go car free with the Metro Expo Line, extensive bike paths and the free Santa Monica Circuit electric shuttle
- Only 8 miles (13 km) north of Los Angeles International Airport (LAX)
- Only 13 miles (21 km) from the heart of Downtown Los Angeles
- Easy access to neighbouring areas and attractions such as Malibu and Venice Beach
- Close to other popular Southern California cities such as Beverly Hills and Hollywood
- Santa Monica's 4 weekly farmers markets. Once you experience shopping at one of the city's 4 weekly farmers markets, you will see how easy it is to adopt a healthy lifestyle in LA's beach city. This is where the city's residents and chefs pick up the country's freshest produce, flowers, meats, cheeses, nuts, fish, and more. Named the best in the country by Travel + Leisure, the Santa Monica farmers markets truly set the tone for local dining scene and the city's emphasis on farm-to-table cuisine.

- The popular Downtown Farmers Markets take place weekly on Wednesday and Saturday morning. These markets feature foods and other products exclusively from local farmers, artisans and designers
- At the Saturday morning market at Virginia Avenue Park on Pico Boulevard the local growers often sell more than just fruits and vegetables, with the wild local seafood a major attraction.
- The Sunday morning market on Main Street has entertainment such as live music, arts and crafts. Local artisans and businesses also take part in the markets to give shoppers a “one-stop” shopping experience.

Yoga/ Health & Wellness in Santa Monica

- Santa Monica is the epicenter of the healthy Southern California lifestyle. Home to a 3.5 mile (5.6 km), long soft sand beach, warming sunshine, and boasting abundant outdoor activities, this beach city has a wellness culture of its own.
- Santa Monica is a health-conscious community that attracts those seeking wellness, healthy dining options, unique experiences, and like-minded visitors who love to get outside and exercise while enjoying the fresh air and sea breeze.
- Here you’ll find yoga on the beach, surf lessons, beach spinning, or bike riding along one of the longest oceanfront paved bike paths in the U.S.
- The fitness craze was born here in the 1930s at Original Muscle Beach! Locals and visitors still test their strength at the outdoor gym on the beach.
- Santa Monica has long held a reputation as a go-to wellness hub in the Los Angeles area, featuring dozens of spas, yoga studios, fitness classes and innovative self-care offerings.
- Leave your troubles behind and relax and unwind in one of the city’s finest spa days for a wellness experience that will enlighten your awareness to the infinite healing power of the human body, mind, and spirit!

Santa Monica’s Foodie Scene

- A sophisticated yet relaxed beach setting combined with a world-class dining scene that is brought alive with charming walkable neighborhoods, a lively cultural scene and friendly locals is exactly what the beach city of Santa Monica is all about. An abundance of outdoor dining is a hallmark of the local lifestyle, and the alfresco options ensure fresh air and people watching elevate the experience.
- Over 400 restaurants all within 8.3 square miles (21.5 square km). Santa Monica’s size means that visitors can find a variety of restaurants with different cuisines, price points and atmosphere, all within close proximity to each other.
- Many local chefs who are at the forefront of the farm-to-table lifestyle source their goods at the renowned downtown farmers market, which has been lauded as one of the 10 Best in the U.S.
- Santa Monica is home to two Michelin recognized restaurants – Melissè with two stars and Citrin with one star. Colapasta and Tumbi have both earned Bib Gourmand status for the second consecutive year.

- The Gourmandise School is one of the best cooking schools in Southern California and offers hands-on recreational cooking experiences for all ages where one can learn how to create amazing meals out of locally sourced and sustainable ingredients.
- Santa Monica cuisine is varied and international, but we are best known for:
 - California Fusion** - Santa Monica is an international dining destination and the reputed birthplace of “California” and “fusion” food, which is marked by its artistic blending of culinary styles and use of the freshest organic ingredients.
 - Farm-to-table** - Santa Monica was on the vanguard of the local foods movement long before it became mainstream, and the use of sustainable, organic ingredients is central to the cooking approach of the leading chefs around town.
 - Healthy Alternatives** - Throughout Santa Monica you’ll find innovative restaurants that use locally sourced organic ingredients in vegetarian and vegan dishes, providing that what’s good for you can taste good too.
- Eater LA recently published an article naming Santa Monica’s Main Street as one of the coolest places to eat in LA and a new “it” spot in LA for dining!

In The News

The World of Barbie Coming to Santa Monica Place

The World of Barbie will make its way to Santa Monica Place on Friday, April 14. The global toy maker Mattel collaborated with entertainment company Kilburn Live and fashion company IMG to produce the 20,000 square-foot attraction for all generations. Visitors will enjoy interactive installations from Barbie’s Dreamhouse, Space Center and more. The immersive experience will also feature new after-hours and special events from Movie Days and Sips After Sunset.

ARTE Museum to Open at Santa Monica Place

Set to open in late 2023, this will mark the first U.S. flagship location for global art and technology phenomenon ARTE MUSEUM. The 48,000 square-foot immersive art destination will replace the former ArcLight Cinema on Santa Monica Place’s third level. ARTE MUSEUM is Korea’s most popular media art exhibition space, attracting more than 3.7 million visitors in the 26 months since its debut in 2020.

Regent Santa Monica Beach replaces Loews Santa Monica Beach Hotel

This is the first destination in the Americas for the reimagined Regent Hotels & Resorts – part of IHG’s luxury and lifestyle portfolio. Poised to open in late 2023, Regent Santa Monica Beach will welcome a new era of experiences to the California coastline. The resort will feature tranquil rooms and suites, a stunning beachfront pool deck with multiple pools and a destination spa and wellness center. Additionally, Regent Santa Monica Beach will offer a restaurant concept created in collaboration with an acclaimed celebrity chef as well as a high-end artisanal marketplace.

The Pierside Hotel

A new lifestyle hotel situated steps from the beach, The Pierside offers a true taste of California coastal living with panoramic views of the Santa Monica Pier. The hotel features seven floors and 132 rooms with floor-to-ceiling windows designed with natural textures and ocean-inspired colors, taking cues from Santa Monica's lush landscape and unique style. Amenities include a multi-story mural by Artist Shepard Fairey, an outdoor saltwater pool and on-site activity outfitter for surfboard, skateboard, and GoPro rentals. The hotel will also debut a new restaurant called The Surfing Fox, slated to open in spring, the casual hideaway will feature local flavors and familiar favorites that will activate and enliven the Colorado Esplanade with a large outdoor dining area.

The Beacon

Hotel Shangri-La bids farewell to Santa Monica and Sonder's The Beacon takes its place. The tech-focused hotel features a digital concierge and self-check-in, ideal for the digital nomads and families looking for extended stays. Each room has modern amenities with a classic touch including a soaking tub, Roku TV and access to the fitness room, pool and cabanas.

The Return of The Georgian Hotel

The famous Georgian Hotel known for its 1940's Old Hollywood glamour, recently completed renovations. The design revitalization serves as a homage to the hotel's story and Santa Monica's rich history. Some of the highlights include two open-to-the-public restaurants; dining terraces; a library; lobby bar; an art collection by Sharon Stone; and archival images procured from the Santa Monica History Museum.

<https://www.thegeorgian.com/>

Downtown Farmers Market Named 10Best by USA Today

According to USA Today, the fast-growing farm-to-table movement has led to a surge of farmer's markets popping up all over the country, with over 8,600 markets registered in the United States. Many have become a weekly highlight for regulars, with food stalls and produce quality that can't be found anywhere else. A panel of experts partnered with 10Best editors to pick the initial 10Best Farmers Market nominees, and the top 10 winners were determined by popular reader vote. Santa Monica's very own Downtown Farmers Market was #10 in the top 10 winners list in the Best Farmers Market category in 2022.

Sustainability in Santa Monica

Santa Monica is a sustainable city – from green initiatives to eco-friendly architectural designs – set along one of California's most iconic stretches of coastline. As the first city to achieve Platinum level certification in LEED for Cities Version 4.1, Santa Monica has long championed sustainability. Boasting 3.5 miles (5.6 km) of sun-kissed beach and year-round warm weather, Santa Monica was the first city (1994) to adopt a comprehensive Sustainability Plan.

Visitors will love direct access to the world's longest oceanfront bike trail (Marvin Braude BikeTrail), 120 miles (193 km) of bike facilities, 28 miles (45 km) of green biking lanes, and 150+ public electric vehicle (EV) charging stations. With 97 percent of the electricity drawn from renewable energy sources and a goal by 2050 to be carbon-neutral, Santa Monica makes for the perfect home base to explore Southern California, naturally and responsibly.

The ability to go car-free remains one of the top reasons why visitors choose to stay in Santa Monica. Visitors can move around the city via public bikeways, bike share programs, electric scooter rentals, Metro Expo Line, Big Blue Bus, and the electric Circuit Shuttle. In addition, Santa Monica offers numerous eco-friendly attractions, including the world's first and only solar-powered Ferris wheel; year-round farmers markets; acres of lush parks; and the Heal the Bay Aquarium, an environmental nonprofit dedicated to educating and advocating for the safety and cleanliness of coastal waters and watersheds in Greater Los Angeles.

There's also a new wave of opportunities for travellers to make a positive impact when visiting Santa Monica. To increase sustainability awareness, travellers have an opportunity to learn about the sustainability, wellness and community impact features of some sustainable hotel properties in Santa Monica. For example, Shore Hotel is Santa Monica's first LEED Gold Certified hotel; The Fairmont Miramar Hotel & Bungalows boasts an eco-friendly spa; and The Ambrose Hotel was the first prestigious LEED EB (existing building) hotel in the U.S. and boasts a State of California's Green Lodging Program Certificate, to name a few. Santa Monica also offers Green Business Certification that follows the guidelines of the California Green Business Network. Business that meet the criteria can apply for a certification – hotels that currently boast the certification include Ocean View and Santa Monica Motel.

12 Free Things to do in Santa Monica

Explore free ways to experience Santa Monica, California. Find all the adventure on a little-to-no budget at some of the city's best in attractions, outdoors, arts and culture.

1. **Grab a towel, sun block, and a good book** and head out to enjoy the Southern California scenery on the picturesque **Santa Monica Beach**, which stretches 3.5 miles (5.6 km) between Venice and Malibu.
2. **Take a stroll on the Santa Monica Pier**, hailed as the oldest pier on the West Coast of the United States. The pier is open year-round and is the perfect spot for viewing **Santa Monica sunsets** or taking a romantic walk under the stars.
3. **Catch a glimpse of the nine-story Ferris wheel at Pacific Park**. It is the only solar-powered Ferris wheel in the world and has been seen by millions in the opening shots of NBC's Tonight Show with Jay Leno, American Idol, and ABC's Private Practice.

4. **Pay a visit to the [3rd Street Promenade](#) by evening.** Street performers and entertainers light up this pedestrian-only boulevard with the sound of drums, acoustic guitars, and tambourines. Stop to watch the acrobats, dancers, psychic cats, mimes and bubble blowers, just to name a few.
5. **Window shop along [Montana Avenue](#),** a 10-block open-air, retail destination frequented by affluent Angelenos and well-informed visitors. This upscale and open-air retail destination is flush with stylish boutiques and innovative wellness experiences, and the perfect location to for a leisurely stroll.
6. **Stroll among the vibrant stalls of Santa Monica's weekly [farmers markets](#)** for some of the world's freshest produce at three locations throughout the city: Arizona and Third Street, Virginia Avenue Park on Pico Boulevard, and Main Street.
7. **Enjoy the pool, splash pad, public art, exhibitions, volleyball, beach tennis, and a playground** at the [Annenberg Community Beach House](#), the only public beach house in the United States. You can also join in on a free docent tour of the old Marion Davies/Hearst Beach house site, offered daily from May-February.
8. **Be amazed by the various aerialists and acrobats** flexing their muscles at [Original Muscle Beach](#). Celebrities such as Jack LaLanne, Jayne Mansfield, and Mae West were frequent visitors at Muscle Beach and helped to establish Southern California as a body builder's paradise and the home of the international fitness boom in the early 1920s.
9. **Visit the end of the historic [Route 66](#).** See the spot that is home to the "End of the Road" plaque, signaling the terminus of the original US highway that ran from Chicago to Santa Monica.
10. **See the location of Bay Watch.** Visit the beach Will Rogers State Beach, once home to the iconic television program Bay Watch. Accessible at the northern end of the bike path, Will Rogers State Beach offers excellent swimming, beach activities, and is the headquarters of the Los Angeles County Lifeguards.
11. **The Marvin Braude [Bicycle Trail](#)** runs 22 miles (35 km) from Will Rogers State Beach to Torrance County Beach and provides a unique way to see a long stretch of Pacific coastline and get some exercise. With easy points of entry and exit, cyclists can make the ride as long or as short as they desire.
12. **[Immerse yourself in the arts](#) at Southern California's largest art gallery complex, [Bergamot Station](#).** Visit over 35 contemporary art galleries, studios, and architecture design firms.