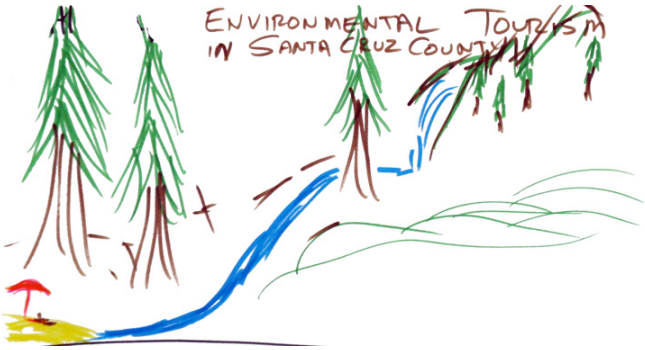
Environmental Tourism in Santa Cruz County



Our Vision

Encourage people to appreciate environmental resources and leverage for economic benefit

Descriptive Highlights

- Seymour and Longs Marine Lab
- State Park Visitor Centers
- Save our Shores Visitor Center
- Boat Tours (Whale watching and Sail)
- Organic Farms
- Sustainable Industry sites (Solar, Wastewater treatment, Hydroelectric, wind)
- Santa Cruz Natural History Museum
- Hotels and Restaurants

Key Benefits

- Preserve existing resources for future generations
- Wider environmental influence
- Attract Eco-tourists
- Promote our area as an eco-tourist destination and create eco-jobs

First Steps

- Compile local environmental resources to develop an educational packet
- Create environmental tours (winery, farm, open studios, green businesses)

Available Resources

- Travel agencies
- Local Visitor centers
- REACH existing visitor groups (bikes, boardwalk, campers)
- Green businesses
- University
- State Parks
- CVC

Other Things We Need

- Buy in from different businesses and hotels
- Organize eco-tour package
- Education package

Who's Taking the Next Step?

- **Conveners:**
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- **Participants:**
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    - Jenifer Lineau Thompson
    - Mary Arman
    - Kirsten Liske
    - Brennen Jensen