

# Cruz News

Santa Cruz County's Latest Wave of Information for Travel Media

*Winter 2021 - 2022*

**SANTA \* CRUZ**



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Cruz News features Santa Cruz County travel-related news, information, and story ideas specific to the travel, tourism, and hospitality sector and is distributed quarterly to qualified travel, lifestyle, and consumer media outlets and representatives. Visit Santa Cruz County works with media on a year-around basis to offer story ideas, photography, b-roll footage, and itinerary suggestions to assist journalists with their assignments.

#### PRESS VISIT:

Visit Santa Cruz County hosts qualified journalists on assignment for individual media visits year-around. At this time, we do not host group familiarization tours. Our press policies are posted on [www.visitsantacruz.org/press/](http://www.visitsantacruz.org/press/)

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### COURTYARD BY MARRIOTT SANTA CRUZ AT THE BEACH OPENING Q1 2022

Brand new construction in Santa Cruz's Main Beach area is nearing completion. A 151-guest room Courtyard by Marriott featuring a mixture of Kings, Double Queens, King Suites and Double Queen Suites with views of the ocean, San Lorenzo River, and the Santa Cruz Mountains will debut in March 2022. The property is within walking distance to the Santa Cruz Beach Boardwalk, Monterey Bay National Marine Sanctuary, Santa Cruz Wharf, and scenic West Cliff Drive. Each room features 55-inch televisions and a variety of amenities. An onsite restaurant, The Bistro is open for breakfast and dinner and features a full bar with a total capacity of 130 guests. An outdoor pool, fire pits, and the onsite Spa Nalini offers a variety of treatments from facials to massage. The Courtyard by Marriott Santa Cruz is the brand's fifth property in Santa Cruz County, joining the Fairfield Inn & Suites by Marriott Santa Cruz, Four Points by Sheraton Scotts Valley, Fairfield Inn & Suites by Marriott Capitola and Hotel Paradox, an Autograph Collection by Marriott.



### SEA WALLS MURALS DEBUT IN SANTA CRUZ

New ocean and environmental-themed

public art is now on display in Santa Cruz. Fifteen ocean advocacy murals entitled Sea Walls: Artists for Oceans is the first of its kind in Santa Cruz and is made possible by the PangeaSeed Foundation, which works to create meaningful environmental change for oceans through science, education, and ARTivism (SEA). Walking maps showing where the murals are located are available and also display information on the artists – three of which are local to Santa Cruz County – who joined 12 other artists from Oakland, Emeryville, Los Angeles, Portland, Reno, Hilo, Hawaii, and Greensboro, South Carolina for this project. Environmentally friendly non-toxic paint that absorbs carbon was used for the murals, in alignment with the sustainable mission of the project.



### TENURED CHEF REVAMPS LANDMARK LOCAL RESTAURANT

Local Santa Cruz chef Jonathan Glass, who purchased landmark eatery Ristorante Avanti three years ago, has overhauled the restaurant by adding his own flavor – not only in terms of menu items but also with the décor and outdoor patio. Ristorante Avanti – located on Santa Cruz's westside – has historically been a local favorite. But when the original owners sold in 2018 the future of the restaurant suddenly came into question, as a loyal customer base suddenly questioned how the popular spot could possibly improve. Chef Glass refocused the menu to highlight seasonal farm-to-table California cuisine to accompany an artisan-based craft cocktail menu. This new endeavor reignited his passion for local seafood and he was able to capitalize on Avanti's outdoor space, a pandemic must-have.



### HILTON BRAND DEBUTING IN MID-COUNTY

The former Best Western Seacrest Inn in Aptos, six miles south of Santa Cruz will become part of the Tapestry Collection by Hilton in February 2022, with a remodel and rebrand that will conclude in Spring 2022. As part of this transition, the property is undergoing an extensive rebrand and remodel that focuses on the use of natural materials, landscaping enhancements, and the introduction of modern accents that will transform the beloved property into a refuge for travelers and a destination for the community. Keeping true to its boutique hotels roots, Seacrest Inn's unique personality, personalized services, and unmatched experiences will continue to provide the home-away-from-home stay travelers have been searching for.



### YOSO WELLNESS OPENS IN DOWNTOWN SANTA CRUZ

A new wellness boutique has opened on diminutive Cooper Street in Downtown Santa Cruz. Across the way from the Santa Cruz Museum of Art & History, Yoso Wellness Annex approaches treatment products holistically, addressing internal and external factors that impact our body, mind, and skin health. Lotions, serums, journals, skin treatments, crystals, candles, and other products contribute to a self-

care regimen – a critical practice following such a tumultuous year. Yoso means Raw Elements in Japanese. Owner Jennalee Dahlen chose a Japanese word for the spa to pull in a piece of her Japanese heritage. Jennalee's great grandfather Frank Matsuyama moved to America from Japan and married a German woman and raised their family on a 23-acre farm in downtown Sonoma. During the war, five of his children were placed in internment camps. At that time, he was training law enforcement members and the military on jujutsu and how to use the yawara stick, a device he created. Due to his government work, he was able to help get his children out of the camps and back home safely. Dahlen proudly displays a work of art by Matsuyama in the spa. It depicts Drama-San, a Buddhist priest that represents willpower. Separate from the boutique, Yoso Spa nearby offers a range of services such as facials, massage, waxing, acupuncture, cupping, cosmetic acupuncture, lashes, and advanced skin treatments.



### MONTEREY BAY NATIONAL MARINE SANCTUARY CELEBRATES 30 YEARS!

The Monterey Bay National Marine Sanctuary is celebrating 30 years on September 18th, 2022. Designated by the NOAA under the authority of the National Marine Sanctuaries Act – which was enacted exactly one hundred years after the birth of the National Park System – the Monterey Bay became the eleventh national marine sanctuary in a system of fifteen around the country. The Monterey Bay National Marine Sanctuary is the second largest in the United States – second

only to Hawaii. At 6,094 square statute miles, the Monterey Bay National Marine Sanctuary covers an area larger than that of Yellowstone National Park. It stretches from Marin at the north into Ragged Point, San Simeon and Cambria at its southern end, covering 276 miles of coastline. It is a tremendous source of pride for local Santa Cruzans, who take to the bay for sailing, surfing, kayaking, whale watching, swimming, and stand-up paddleboarding. Its nutrient-rich waters are home to diverse marine life where humpback whales breed, calve, and migrate, coral colonies flourish, sea kelp form underwater forests, and shipwrecks tell the stories of maritime history. The admission-free Monterey Bay National Marine Sanctuary Exploration Center sits at the heart of Santa Cruz's beach area and technology-enhanced exhibits showcase the depth, diversity, and beauty of the bay. In 2022, the National Marine Sanctuary System is celebrating its 50th anniversary. This nationwide network of 15 national marine sanctuaries and two marine national monuments conserve more than 620,000 square miles of spectacular ocean and Great Lakes waters, from Washington to Florida, and Lake Huron to American Samoa – an area nearly the size of Alaska.





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