



NEWS RELEASE

Visit Oceanside Launches Responsible Travel Platform “Love O’side”

Oceanside, Calif. (April 2024) — Coinciding with Earth Month, [Visit Oceanside](#) has launched a responsible travel platform, [Love O’side](#), that helps travelers make thoughtful choices while taking advantage of Oceanside as a sustainable travel destination.

The Love O’side platform makes it simple to plan an environmentally, socially and culturally conscious trip to Oceanside. It features drop down menus outlining everything from how to **Stay Green** by choosing lodging options like [The Brick Hotel](#) that is designated a “Sustainable Travel Destination” by Booking.com, **Eat Green** at sustainable culinary choices like [The Plot](#) and [Brine Box](#) which specialize in zero-waste and locally-sourced ingredients, **Go Green** by using better-for-the-environment travel methods like the [gO’side](#) electric shuttle and convenient train routes, **Shop Green** at vintage stores, zero-waste refilleries, and eco-local businesses like [Rais Case](#), and **Play Green** by being thoughtful when enjoying Oceanside’s plethora of outdoor adventures. The Love O’side platform also shares **Voluntourism & Give Back** opportunities for travelers and **Social & Cultural** events that celebrate the diversity of the city’s population and allow visitors to connect more deeply with the destination.

“Responsible travel is about more than being eco-friendly; it’s also about supporting local economies and respecting indigenous and community cultures,” says Visit Oceanside CEO Leslee Gaul. “Travel research tells us that more and more visitors are looking for this type of information in making their destination decisions. For everyone, the goal is minimizing any negative impacts of travel so that we all benefit.”

The launch of Love O’side aligns with Visit Oceanside’s newly completed [Sustainable Tourism Master Plan \(STMP\)](#), which recently was unanimously accepted by the Oceanside City Council after a year-long development process. The plan provides a 10-year action plan for responsible tourism growth in a way that benefits the economy while also nurturing the environment and local community.

As part of its stewardship and sustainability efforts, Visit Oceanside invested last year in the relaunch of the gO’side electric shuttle program, which assists visitors and residents with getting around town while reducing traffic congestion and CO2 emissions. Later this year, Visit Oceanside will also launch a new collaboration with [Kind Traveler’s](#) ‘Every Stay Gives Back’ program that supports local causes including coastal renourishment and healthy food access.

For more about what's new in Oceanside, visit www.visitoceanside.org.

About Oceanside

Perfectly situated between metropolitan San Diego and Los Angeles, Oceanside is a quintessential California coastal escape that includes wide sandy beaches, a quaint New England-style harbor, historic wooden pier and charming bungalow neighborhoods. O'side (as locals affectionately call it) is a destination of discovery where visitors can explore everything from California history at the "King of Missions" to surf culture at the California Surf Museum and awe-inspiring sea life through exciting ocean adventures. This playful and fun destination thrives on taking recreation to the next level and boasts world-class surfing, skateboarding, bike riding, boating and even skydiving. A flourishing farm-to-table food and craft beer, wine and spirit scene reflects Oceanside's creative and entrepreneurial spirit, as do exciting arts and culture programs that earned Oceanside one of just 14 California Cultural District designations in 2017. Classically charming, eclectic and always genuine, Oceanside is an ideal place to stay and a true O'iginal. www.visitoceanside.org

About Visit Oceanside

Visit Oceanside Conference and Visitors Bureau is the official tourism marketing organization in Oceanside, Calif., promoting travel to the city for both leisure and group visitors. The organization influences about one-third of the \$568 million that is generated by visitor spending in Oceanside each year, which supports nearly 3,500 jobs. Visit Oceanside also operates one of the state's official California Welcome Centers. With just one stop, visitors can find local, regional and state maps, purchase discount tickets to major Southern California attractions, make hotel reservations or shop for the perfect California keepsake. The Visit Oceanside CVB and California Welcome Center- Oceanside are conveniently located just off Interstate 5 at 928 North Coast Highway. For more information, please call (800) 350-7873 or visit www.visitoceanside.org.

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