



THE RANCH AT LAGUNA BEACH NAMED #1 IN VISIT CALIFORNIA'S POPPY AWARDS FOR DESTINATION STEWARDSHIP AND SUSTAINABLE TRAVEL

The industry awards honor the best and brightest of California tourism



www.theranchlb.com

Laguna Beach, California (February 2022) – Visit California announced the results of its 2022 Poppy Awards, recognizing The Ranch at Laguna Beach as #1 in the “Destination Stewardship and Sustainable Travel” category. This specific category recognizes tourism destinations and businesses across the state that preserved the local culture and natural resources through sustainability and responsible-travel campaigns.

The Ranch at Laguna Beach’s core values lie in the commitment to minimizing its environmental impact. As the importance of meaningful travel rose during the pandemic, the hospitality industry adapted to the changing consumer behavior, thus providing an opportunity for the resort to create innovative and strategic measures to appeal to the sustainable traveler and further reinforce its mission. Notably, the property began recycling glass bottles into sand for its golf course bunkers, swapped plastic key cards with biodegradable bamboo room keys, and installed “Planet Care” laundry filters – catching 90 percent of microplastics that would otherwise enter landfills. Most recently, the resort introduced a compost program to its employees for organic waste to be reused at the property’s half-acre organic farm.

“To be recognized by our travel industry peers for our efforts on sustainability means more than most can imagine, we work very hard – really just trying to do the right thing, said General Manager, Kurt Bjorkman. I hope more will join us on this very important element of hospitality!”

The industry event features eight categories that encompass core disciplines in tourism marketing and destination management. Submissions are reviewed by Visit California staff, then selected by a panel of industry committee leadership. For more information on winners, categories, and awards methodology, please visit <https://industry.visitcalifornia.com/events/current/poppy-awards-2022>.

For more information or reservations for The Ranch at Laguna Beach, please contact: (949) 499-2271 or email reservations@ranchlb.com.

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ABOUT THE RANCH AT LAGUNA BEACH – Laguna Beach, California www.theranchlb.com

The Ranch at Laguna Beach is a boutique coastal ranch resort nestled in the majestic Aliso and Wood Canyons in the heart of Orange County. Set on an iconic piece of land where canyon meets sea, The Ranch at Laguna Beach blends the rich history of its location, once home to an 1800's rancho homestead, and the artistry that is Laguna Beach. Spread over 87 acres, The Ranch LB offers 97 guest rooms and suites reflecting its iconic beach community. The resort also features a half-acre biodynamic farm, the only golf course in Laguna Beach and a 3,000 square foot indoor/outdoor Sycamore Spa by Hudson. The resort's diverse dining program includes seasonal garden-sourced California comfort cuisine at HARVEST restaurant, upscale grab-and-go coffee and picnic provisions at Ben's Pantry, and locally sourced hook-to-fork beach cuisine at Lost Pier Café, the resort's coastal extension located on the sands of Aliso Beach. Guests of all ages can embark on dolphin safaris, world-class whale watching, yoga, stargazing, sand volleyball and bocce ball, while kids can get immersed in the Great Outdoors with the Junior Explorers Program. A sustainable pioneer, the property features several planet-forward programs, from recycling glass bottles into sand for its golf course bunkers to saving 20 million gallons of water annually by irrigating with reclaimed water. The Ranch LB is Sharecare Health Security VERIFIED® and a founding member of Beyond Green, a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. A quintessential California lifestyle resort, The Ranch at Laguna Beach continues to earn industry awards for excellence in hospitality, including the recent Condé Nast Traveler Readers' Choice Awards 2021, Travel + Leisure World's Best Awards 2021, Travel + Leisure 2021 T+L 500, US News & World Report Best Hotels List 2021, and the Forbes Travel Guide 2021 Star Awards.

About Visit California – www.visitcalifornia.com

Visit California's mission is to develop and maintain marketing programs – in partnership with the state's travel industry – that inspire travel to, and within, California. From the mountains to the beaches, the redwoods to the deserts and from our metropolitan cities to our unique small towns, the Visit California site is designed to inspire travel to this amazing state, one visitor at a time.