

ojai, california



unplugged. unchained.
unforgettable.



ojai

visitors bureau

press kit 2011



Photo: Michael McFadden

*Unplugged. Unchained.
Unforgettable.*

Chumash
Indians were
the early
inhabitants
of the valley.
They called
it Ojai, which
means "Valley
of the Moon."

introducing ojai

Nestled in a picturesque valley, surrounded by scenic hills and intoxicating orchards, Ojai is brimming with small town charm and creativity.

Casual yet classy. Artsy and eclectic. Romantic and rejuvenating. It's a breath of fresh air. Everything BUT the same old, same old.

You won't find chain stores in Ojai. When we say "one-of-a-kind" we really mean it. Downtown is dotted with owner-operated boutiques, galleries and cafes found nowhere else in the world.

Ojai is a place where horseback riding, mountain biking, hiking and tennis are popular outdoor pastimes. It's a culture where creativity flourishes for painters, playwrights, composers, musicians, and storytellers. And it's an oasis where soul-searching takes on new meaning.

It's Ojai – a place to unplug, and connect with real life.

Visitor Information:

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The Ojai Visitors Bureau is administered by the Ojai Valley Chamber of Commerce.



media images available

Visit www.ojaivisitors.com. On the bottom right-hand corner of the site, you'll see a Login button. **Username: press;** **Password: imagegallery.** Use the drop-down menu under Press Room to navigate to the Photo Gallery page. There, you can download high-resolution images.

ojai fast facts

Brief History: The Chumash Indians are the first known residents of Ojai. The city is named after the Indian term "A'hwai," meaning "Moon." Ojai was first known as Nordhoff and adopted the name Ojai in 1917. Ojai was settled in the 1800's and incorporated as a city in 1921.

Population: The population of Ojai is approximately 8,150 people.

Location: Ojai is located 15 miles inland from Ventura, and 65 miles north of Los Angeles.

Climate: Ojai enjoys a Mediterranean climate with warm summer days and mild winters. Summer temperatures average in the low 70's with daytime highs around 90 degrees. Winter temperatures average in the low 50's with daytime highs typically in the mid to upper 60's.

Major Industries: Agriculture, Tourism, Education

Getting to Ojai

Just 20 minutes from Ventura, 30 miles south of Santa Barbara, 65 miles north of Los Angeles, Ojai can be reached by car, bus, train or even bicycle.

Driving Directions

From Los Angeles and points south:

Take 405 Freeway north, to 101 west to Ventura. Exit 101 at Highway 33. Follow 33 into Ojai Valley; merge onto Ojai Avenue. Proceed into town.

From Santa Barbara and points north:

Take 101 Freeway south to Ventura. Exit 101 at Highway 33. Follow 33 into Ojai Valley; merge onto Ojai Avenue. Proceed into town.

From Santa Clarita and Interstate 5:

From Interstate 5, take Highway 126 west to Ventura. Merge onto 101 north in Ventura. Exit 101 at 33. Follow 33 into Ojai Valley; merge onto Ojai Avenue. Proceed into town.

Nearest Airports

Santa Barbara Airport (SBA) – 45 miles

Bob Hope Burbank Airport (BUR) – 70 miles

Los Angeles International Airport (LAX) – 85 miles

Rental car agencies are available at all three airports.

Getting Around Town

Ojai is a foot-friendly destination. Many of the best hotels and inns are located right in town, an easy stroll to shops, restaurants, galleries, theatre and the museum. The Ojai Trolley (just 50 cents) runs daily through town, and the Topa Topa Taxi company provides local service.



Photo: Michael McFadden

ojai story ideas



Photo: Ron Kelley

California's Shangri-La

Vibrant with natural beauty, Ojai gained fame decades ago when the valley was photographed to represent Shangri-La in the 1939 movie, *The Lost Horizon*.

Suspended in Time

Located in fast-paced Southern California, Ojai remains a place apart, suspended in time, unplugged and unchained. Surrounded by citrus groves that fill the valley with the perfume of orange blossoms, and majestic mountains in the Los Padres National Forest, this small town features only specialty shops and one-of-a-kind restaurants – no chain stores or fast food outlets are permitted within city limits.

Artsy Inspiration

Ojai is an artsy enclave of writers, photographers, painters, sculptors, composers, potters, weavers, and spiritual seekers. The city embodies the essence of a thriving arts community with world-renowned artists, downtown galleries, an inspiring public arts program, a dynamic art center, and signature cultural events including The Ojai Storytelling Festival (May), Ojai Music Festival (June), Ojai Playwrights Conference (August) and Ojai Studio Artists Tour (October). New this year – the Ojai WordFest in March!



Photo: Ojai Studio Artists Tour

Outdoor Paradise

Ojai beckons the adventurous traveler to discover its great outdoors and uncover many of the wonders of the Ojai Valley and nearby Los Padres National Forreest. With miles of hiking and biking trails, premier golf courses, top-rated tennis, scenic campgrounds, and other points of interest throughout the city, Ojai is truly an outdoor paradise. Nearby Lake Casitas offers bass fishing, kayaking, boat rentals and camping. Back country jeep tours are an exciting way to see hidden landmarks, working ranches, and spectacular vistas.

Sensational Spas

Ojai is a great place to unplug and retreat from everyday life and urban stress, and offers an appealing menu of spas and treatments. The Oaks at Ojai is an affordable destination spa promoting successful weight loss and stress free health programs. The Ojai Valley Inn & Spa offers a luxurious experience and is the only spa in the country to offer Kuyam, a Moroccan mud treatment and guided meditation. The private setting of Shangri-La Paradise follows Ojai's alternative mindset promoting healing and wellness in a tropical venue. And the Day Spa of Ojai is a place to reconnect the spirit within with its many rejuvenating and tranquil treatments.

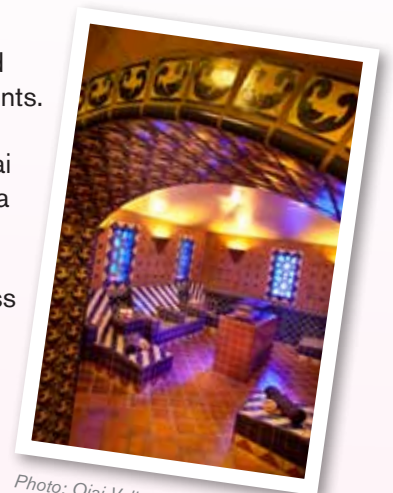


Photo: Ojai Valley Inn & Spa

Farm and Ranch Tours

Agriculture is not only a top industry in Ojai, but also a top attraction. The Ojai Olive Oil Company offers tours, free samples and bottles of orange and rosemary infused oil. Take in the scent of lavender while picking blossoms among the rows of graceful lavender plants at the New Oak Ranch. And in the spring, Ojai Pixies are in season. You can even “pick your own” with special tours offered Friends Ranch, a family-owned business that has been growing citrus in Ojai Valley for over 100 years!



Photo: Ojai Hospitality Group

Foot Friendly Ojai

Just a short drive from the hustle and bustle of LA and fast-paced freeway traffic, Ojai stands apart as a foot-friendly destination, easy to explore by foot, bike or trolley while taking in the sights along the way. Stay in town, put your car keys away, and take a stroll down Ojai's main street, lined with distinctive shops, restaurants, wine tasting rooms and galleries. Rent a bike and explore the scenic Ojai Valley Trail, a converted rail line that extends 12 miles to the Ventura coast. Or hop aboard the Ojai Trolley (just 50 cents!) for a pleasant ride through Ojai and nearby towns.

Libbey Bowl Reopens as Ojai's *Al Fresco* Center for the Arts

Set amongst majestic oak trees in the center of Ojai, Libbey Bowl has been the heart of Ojai's cultural community for more than 50 years.

Originally designed by esteemed architects Austen Pierpont and Roy Wilson, Libbey Bowl hosts numerous events which have awarded Ojai considerable recognition, most notably the prestigious Ojai Music Festival, which attracts renowned artists and thousands of music lovers to town every summer. Through a major community fundraising effort and city support, Libbey Bowl is undergoing a year-long renovation slated for completion in May 2011 that will modernize and enhance the facility. A grand opening weekend celebration on June 4 and 5 will feature a Gala & Concert with acclaimed soprano and 2011 Music Festival Director Dawn Upshaw and a free "Day of Music: Ojai's Community & Arts Celebration" highlighting Ojai Valley musicians and performing arts groups. The following weekend, June 9-12, the Ojai Music Festival celebrates its 65th season at the new venue.



Photo: Robert Millard

Places to Browse

- Artful Living
- Bart's Books
- Human Arts Gallery
- Kava
- Kindred Spirit
- Made in Ojai
- Ojai Art Center
- Ojai Farmers Market
- Ojai Valley Museum
- Ojai House
- Primavera Gallery
- Rains Dept. Store
- Serendipity Toys
- Treasures of Ojai



Photo: Michael McFadden



Photo: Will and Stephanie Coeler

🌸 Top Ten Things to Do

- Take a scenic hike
- Bike the Ojai Valley Trail
- Go horseback riding
- Dine at an outdoor café
- Visit art galleries
- Indulge in spa treatments
- Shop village boutiques
- Play golf or tennis
- Boat, kayak, or fish at Lake Casitas
- Taste locally made wines and olive oils

places to stay

Fresh Local Eats

- Azu
- Boccali's Pizza & Pasta
- Bonnie Lu's
- Bodee's
- Feast Bistro
- Los Caporales Restaurant & Tequila Bar
- Ojai Café Emporium
- Osteria Monte Grappa
- Rainbow Bridge
- Suzanne's Cuisine
- The Ranch House

Inns/Bed & Breakfasts

Emerald Iguana Inn

Enchanting and peaceful oasis, with lush gardens and a myriad of architectural details consisting of Craftsman and Art Nouveau-style design. Easy walk to town.

Su Nido Inn

Mission Revival style inn, featuring one and two-room suites overlooking center courtyard. Steps to shops and restaurants in Ojai village.

The Lavender Inn

Ojai's first schoolhouse, built in 1874, transformed into a B & B. Gourmet breakfast. Garden weddings. Gourmet cooking classes featuring locally grown ingredients.

Blue Iguana Inn

Artistic old-world style boutique villa-inn, just two minutes to the historic Ojai village. Rooms, suites, bungalows and vacation cottages. Pool.

The Ojai Retreat

A haven of tranquility nestled on a five-acre hilltop featuring 12 completely renovated guest rooms, most with private garden or patio, all with views.

The Pepper Tree Retreat

This bed and breakfast inn featuring vegan/vegetarian cuisine is the former home of philosopher J. Krishnamurti, perhaps Ojai's most famous resident.

Resort/Health Spas

Ojai Valley Inn & Spa

Luxurious five-diamond award-winning resort. Tranquil spa. Championship golf course. Tennis courts. Restaurant. Pet friendly. Pool.

The Oaks at Ojai

Ojai's destination health spa - a casual place to let your hair down and take in the nurturing elements of a healthy lifestyle. Daily fitness activities, spa cuisine, spa services. Pool. Guided mountain hikes.

Hotels/Motels

Casa Ojai Inn

Eco-friendly rooms. Near downtown, across from Soule Park Golf Course. Continental breakfast. Pet friendly. Pool.

Chantico Inn & Suites

Old world style meets modern comfort in the heart of town. Continental breakfast. Pool.

The Oakridge Inn

Located in Oak View, the Oakridge Inn is the closest motel to the fishing haven of Lake Casitas.



The Oaks at Ojai



The Lavender Inn



The Ojai Valley Inn & Spa



Casa Ojai Inn



*Photo, top: Feast Bistro;
bottom: The Ranch House*

suggested itineraries

Flavors of Ojai

The year-round Mediterranean climate of the Ojai Valley makes it ideal for growing organic produce, citrus, olives, nuts and lavender. Much of these locally grown ingredients are celebrated in the creative cuisine at Ojai's bistros and award-winning restaurants.

- Book a private cooking class at the Ojai Culinary School
- Meet organic farmers at Sunday's Certified Farmers Market
- Splurge on dinner and wine at The Ranch House
- Sip organic wines at the Casa Barranca Tasting Room
- Shop for locally produced products at Made in Ojai
- Try the olive oil body soufflé treatment at The Oaks at Ojai
- Find out why Suzanne's Cuisine is a local favorite
- Chat with the chef in the open kitchen at Feast Bistro

Romantic Getaway

Romance is in the air, from your first glimpse of Ojai Valley's rolling hills to the unforgettable "Pink Moment" sunset at the end of the day.

- Kayak for two on Lake Casitas
- Pack a picnic from Rainbow Bridge Market and head for the hills
- Take couples therapy to a new level with side-by-side spa treatments
- Explore the Ventura County Wine Trail with stops at Ojai tasting rooms
- Dine by candlelight at Osteria Monte Grappa
- Enjoy a leisurely stroll through the Ojai village shops and galleries
- Experience Ojai's Pink Moment sunset – from the balcony of your inn

Ojai Inspiration

Ojai nurtures its art and artists, and has long been a haven for health enthusiasts and spiritual-seekers. Inspiration is everywhere - in the scenery, in the art, and in the friendly people.

- Admire local art in the village galleries and studios
- Take an art lesson at Janis' Art Garden Gallery and Ojai Art Workshop
- Relish the quiet at Meditation Mount
- Rejuvenate mind and body with a Kuyam Treatment at Spa Ojai
- Browse through Soul Centered for metaphysical offerings
- Celebrate a renowned local artist at the Beatrice Woods Center for the Arts
- Enjoy trail-blazing theatre productions at Theater 150

Family Fun

Unplug from video games, iPods and television, and reconnect with nature and the more simple things in life. In Ojai, making memories is easy to do.

- Hold a bunny or feed a goat at Wachter's Hay & Grain
- Satisfy your sweet tooth at Kingston Candy Company
- Pick Pixie tangerines or lavender bouquets at local farms
- Rent bikes and ride the Ojai Valley Trail
- Go for a trail ride with Ojai on Horseback
- Carve and grind at the new skate park
- Enjoy a family dinner under the oaks at Boccali's Pizza & Pasta
- Make a splash at Lake Casitas – the water park is open in summer!



Twice a year Ojai Valley famously fills with floral fragrances: springtime, when the orange trees are in blossom, and early summer, when the scent of lavender gives Ojai the air of romance.



Photo: Theater 150



*Photos, clockwise from top left:
Michael McFadden, Elise DePuydt,
and Oatley Kidder.*

Many of these photos and more are available for press use!
See instructions for Media Images on page two.



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