



WHAT'S NEW THIS SUMMER IN MORRO BAY

Hotel renovations and upgrades, new restaurant and hotel openings, and new events

MORRO BAY, Calif. (May 2023) — [Visit Morro Bay](#) is gearing up for the summer season with the opening of new businesses and renovations of existing ones. The picturesque coastal town is already renowned for its abundance of eateries, accommodations and events, but will be offering delightful new alternatives for visitors to enjoy come warmer weather.

Below are the restaurant and hotel openings and renovations in Morro Bay.

Restaurants

- [Kicker's](#) is a recently-opened restaurant with a menu featuring fresh and locally caught seafood from the raw oyster bar, hot and delicious housemade creations, and a broad spectrum of craft beers and cocktails.
- Opened on May 1, [Rock Tacos](#) is serving up tacos, burritos and more with a perfect view of Morro Rock.
- Now open, [La Katrina Authentic Mexican Cocina](#) draws inspiration from the flavors of various Latin American regions.
- The bar at [Dorn's Breaks Cafe](#), a Morro Bay community staple since the 1940s, underwent a full renovation, resulting in an additional 10 seats.

Hotels

- [Pacific Shores Inn's](#) newly refurbished rooms showcase the latest in elegant appointments and furnishings.
- Morro Bay will be welcoming a [Hampton Inn](#) in early June.
- [HarborWalk Plaza](#) will be opening in August, just in time to wrap up the summer months.

Events

The Morro Bay Maritime Museum will be showcasing their newest event as they invite visitors to experience history come alive with this full-scale replica of Juan Rodriguez Cabrillo's legendary ship, [San Salvador](#).

"We're excited to see our beloved local businesses in Morro Bay expanding, with more joining the list," said Michael Wambolt, Executive Director of Visit Morro Bay. "The growth of our coastal town has been instrumental in the character and livelihood of Morro Bay and we look forward to continuing business and visitor growth in the coming years."

Situated along coastal Highway 1 in San Luis Obispo County, Morro Bay is one of the few remaining true seaside fishing villages along the California Coast. With a bustling waterfront, visitors can expect a picture perfect getaway featuring culinary delights, wine paradise and outdoor adventures set upon an awe-inspiring natural setting.

These additions and upgrades come six months after the launch of Visit Morro Bay's new 'Come Get Salty' brand launch. The destination marketing organization for Morro Bay launched a new brand that includes a logo update, new creative assets, and a fresh take on visiting the California Central Coast.

For more travel information on what's new this summer in Morro Bay, visit www.morrobay.org or follow Morro Bay on [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#).

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About Morro Bay

Morro Bay is unlike any other California seaside town. Just off its shore an ancient volcanic monolith known as Morro Rock rises 576 feet from the ocean, amplifying the magnificence of this stunning coastal backdrop. The walkable town has an active seaside fishing village and bustling waterfront Embarcadero filled with shops, art galleries and restaurants. For travelers who seek local wine, fresh seafood and adventures filled with wildlife watching and iconic coastal experiences, look no further than Morro Bay. With Highway One on one side and the bay on the other, outdoor activities are abundant: kayaking, whale-watching tours, sailing, kite-flying, ocean-side golf, biking, stand-up paddle boarding and world-class surfing are all in a day's fun.

Located just minutes from world-renowned Hearst Castle, historic missions, breathtaking Montana de Oro State Park, and surrounded by vineyards from Paso Robles to Edna Valley, Morro Bay is a destination designed to fit any style and budget for families, couples or groups. Morro Bay also offers a myriad of year-round events including food, wine and music festivals, art fairs and car shows unique to the town. For more travel information visit www.morrobay.org or follow Morro Bay on Facebook, Instagram, twitter and Pinterest.

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