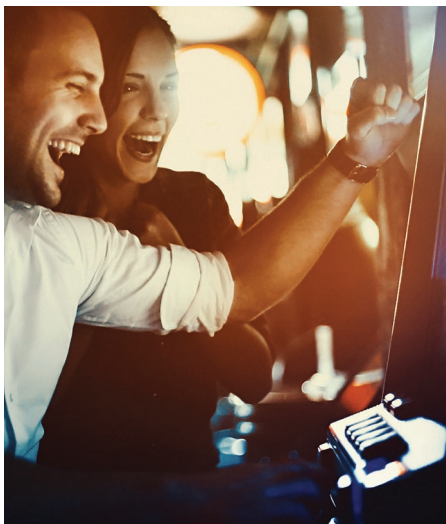




VISIT  
**TEMECULA**  
VALLEY

*I know*  
**TEMECULA VALLEY**

*concierge knowledge for the frontline worker*



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# About our DESTINATION

*sunny, relaxed  
temecula valley southern california  
wine country welcomes visitors to  
celebrate tourism.*

We are fortunate to work in beautiful Temecula Valley where visitors, residents, and employees enjoy a sunny, relaxed destination. Temecula Valley offers an award-winning wine region, incredible local foods, a historic Old Town, a variety of shopping options, three Farmers Markets, diverse arts and culture, pristine golf courses, and the celebrated Pechanga Resort Casino.

**60 minutes from**  
*San Diego  
Orange County  
Palm Springs*

**90 minutes from**  
*Los Angeles*





# 3.14

million

visitors  
each year



Located within minutes of each other are  
three compelling attractions:

- Downtown Old Town Temecula
- Temecula Valley Wine Country
- Pechanga Resort Casino

Each has a unique character  
that invites exploration. All are sincerely committed to the local lifestyle of  
celebrating the richness of the valley with others.

# *I know* TEMECULA

Thank you for being a tourism ambassador for the Temecula Valley. Your efforts to better understand what the region has to offer will help you engage with our visitors and represent the Temecula Valley with pride.

This *I Know Temecula Valley* booklet provides knowledge for frontline employees and is designed to provide concierge-level information, as well as encouragement to empower you with facts about everything Temecula Valley has and more. Temecula Valley supports more than 9,110 hospitality and tourism professionals and welcomes more than 3.14 million visitors annually.

There is never a better time to become the expert on where to shop, eat, play, do and see. The benefits of this destination training will help you to become a local Tourism Ambassador. This booklet will help educate you on the main attractions in Temecula Valley: Pechanga Resort Casino, Old Town Temecula, Temecula Valley Wine Country, and offer a few tidbits along the way you can share to keep visitors intrigued.

Hotel front desk, guest services, tasting room, restaurant, and salespeople front line staff will benefit from knowing about the Temecula Valley in order to answer visitors' number one question: What is there to do and see in Temecula?



*Empower yourself!*





# Seasonal Events & FESTIVITIES

## SPRING MARCH 1– MAY 31

### MARCH

*Temecula Rod Run*

### APRIL

*Reality Rally Temecula Valley*

*Taste of Temecula Valley*

### MAY

*National Tourism Week*

*Temecula Valley Craft Brew Month*

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## SUMMER JUNE 1– AUGUST 31

### JUNE

*Temecula Valley Balloon & Wine Festival*

*Cultural Heritage Day*

*Temecula Art & Street Painting Festival*

*Pechanga Microbrew Festival*

*Old Town Live*

### JULY

*Star-Spangled 4th of July Parade*

*Fireworks Extravaganza*

*Old Town Live*

### AUGUST

*Old Town Live*



## AUTUMN SEPTEMBER 1-NOVEMBER 30

### SEPTEMBER

*Temecula Valley Wine Month*

*Temecula Valley CRUSH Wine & Culinary Showcase*

### OCTOBER

*Old Town Temecula Outdoor Quilt Show*

*Greek Festival*

*Big Horse Corn Maze & Harvest Festival*

*Peltzer Pumpkin Farm*

## WINTER DECEMBER 1-FEBRUARY 28

### DECEMBER

*Temecula Chilled*

*Santa's Electric Light Parade*

*Outdoor Ice Skating Rinks*

*Pennypickle's Winter Wonderland*

*Temecula Grape Drop*

*New Year's Eve Celebrations*

### JANUARY

*Temecula Valley Annual Barrel Tasting*

### FEBRUARY

*Pechanga Wine Festival and Chocolate Decadence*

*Wine Country Romance*



## Things to do in *Old Town*

### SPECIAL EVENTS

*Rod Run, Reality Rally,  
Cultural Heritage Day, Quilt Show,  
Art & Street Painting Festival,  
Greek Festival, Old Town Live*

### DINING

*Speakeasies, gastropubs,  
breweries, approx. 30 restaurants*

### SHOPPING

*Boutique, artisan, antiques, specialty  
items and made-in-Temecula products*

### ARCHITECTURE

*City Hall, Old Town Bridge,  
gateway arches, The Merc, The Bank*

### HISTORY

*Historical buildings and hotels,  
jail cell, granite hitching posts*

### MUSEUMS

*Temecula Valley Museum,  
Pennypickle's Workshop*

### ART/THEATER

*The Merc (art & entertainment),  
Old Town Community Theater*

### WINE TASTING

*Lorimar Loft, Big Nose Winery*

### BREWERIES

*Ironfire, Stone Church, Craft Brewing Co.*

# *Old Town* **TEMECULA**

A trip to Temecula Valley Southern California Wine Country isn't complete without a stroll in historic Old Town. Come experience the rich heritage and contagious energy of this downtown foodie district with its restaurants, charming shops, and vibrant nightlife.

### VISITOR CENTER AT CIVIC CENTER

*Open Monday through Friday,  
resource for information, maps,  
coupons and souvenirs.*

#### Located at:

*28690 Mercedes St. Suite A,  
Temecula, CA 92590  
951-491-6085*





PUBLIC ART

Two beautiful art pieces in Old Town pay tribute to our heritage, one is the centerpiece of the neighborhood, a Luiseño basket-artistry inspired fountain. Water flows from granite walls into a mosaic-tile fountain bowl that resembles the exceptional weave and textural design of Luiseño grass-woven baskets. The other is “The Emigrant Trail” mosaic mural hanging on the outside wall of the Civic Center. This beautiful rendering depicts the early trails across California that made their way through Temecula. Two outdoor murals decorate the sides of buildings on Sixth Street and Fourth Street. These make for great photo opportunities.

About  
OLD TOWN

Old Town is home to a historical museum, Temecula Valley Museum; and a Children’s Museum, Pennypickle’s Workshop.

Temecula Valley Museum accurately portrays the stories of Temecula Valley’s past and present through dynamic, fun, and exciting exhibits.

Pennypickle’s Workshop, Temecula Children’s Museum, is Professor Pennypickle’s home, all 7,500 square feet of it, cluttered with hands-on inventions, gadgets, and experiments for kids of all ages to discover and play.

Special events in Old Town occur every season, celebrating the arts, the heritage, and the seasons.



# WINE COUNTRY *Overview*

Temecula Valley Southern California Wine Country spans more than 33,000 acres—the largest viticultural area in Southern California—yet is one of the state’s best-kept secrets. The region is now home to nearly 50 wineries, from boutique to large-production, rustic to modern. Wine Country sees over 1.5 million visitors annually.



# Wine Country *unique features*

AKASH WINERY – RV accommodations, bocce ball area

AVENSOLE WINERY – Oldest vineyards, “Heritage” Zinfandel clone

BAILY ESTATE - Library vertical wine tasting & tour at the Estate Tasting Room

BOTTAIA WINERY - Pool, splash pad, cornhole, and cocktails

CARTER ESTATE WINERY & RESORT - Methode Champenoise sparkling wine production

CHAPIN FAMILY VINEYARDS - Imported koi fish, 1947 cabover engine (COE)

DOFFO WINERY - Vintage motorcycle collection and museum

FAZELI CELLARS - Persian-style architecture

FOOT PATH WINERY - Certified organic farm

FRANGIPANI ESTATE WINERY - Bocce ball area

JULIE’S DREAM WINERY - Brandy distillery

LEONESS CELLARS - Walking path in vineyards

LONGSHADOW RANCH WINERY - Bonfire (Sat. nights) and petting farm

LORIMAR VINEYARDS & WINERY - Art gallery

LUMIERE WINERY - Small family run boutique winery since 1987

MAURICE CAR’RIE VINEYARD & WINERY - Baked brie and sourdough bread and craft faire (weekends only)

MONTE DE ORO WINERY - Glass floor looking down into barrel cellar

OAK MOUNTAIN WINERY - First mined wine cave in Southern California

PELTZER FAMILY CELLARS - Harvest activities, bocce ball, ice skating (Nov.-Jan.)

ROBERT RENZONI VINEYARDS & WINERY - 1889 bell tower, bocce ball, picnic area

SOMERSET VINEYARD & WINERY - Rose garden

SOUTH COAST WINERY RESORT & SPA - Four-time California State Winery of the Year award winner

THORNTON WINERY - Seated tastings, summer jazz concert series

VINDEMIA WINERY - Exclusively outdoors

VITAGLIANO VINEYARDS & WINERY - Lakeside tasting room

WIENS FAMILY CELLARS - Paired seated tastings in the exclusive Cellar Room

WILSON CREEK WINERY - Cork oak tree, walking path in vineyards



# Things to do in Wine Country

DINING

ENTERTAINMENT

HOT AIR BALLOONING

LIVE MUSIC

OLIVE OIL TASTING

PICNICS

SCENIC BEAUTY

SHOPPING

SPECIAL EVENTS

TOURS AND TRANSPORTATION

WEDDINGS

WINE TASTING

ZOO ANIMALS



## Travel Tip:

MIDWEEK VISITS ARE THE PERFECT WAY TO ENJOY WINE TASTINGS AT A LEISURELY PACE. YOUR CHANCES OF ENJOYING A PRIVATE WINERY TOUR OR MEETING THE WINEMAKER ARE MORE LIKELY.

## WINE COUNTRY *Amenities*

	Accommodations	Bocce Ball Court	Deli	Gift Shop	Tours
Akash Winery	X	X		X	X
Altisima Winery				X	X
Avensole Winery				X	
Baily Vineyard & Winery					
Bel Vino Winery				X	X
Bella Vista Winery				X	
Bolero at Europa Village	X			X	X
BOTTAIA Winery				X	
Briar Rose Winery				X	
Callaway Vineyard and Winery	X			X	X
Carter Estate Winery & Resort	X		X	X	X
Chapin Family Vineyards	X			X	
Inn at Churon Winery	X			X	
Cougar Vineyard & Winery			X		
Danza Del Sol Winery				X	X
Doffo Winery	X			X	X
Europa Village	X			X	X
Falkner Winery					
Fazeli Cellars Winery				X	X
Foot Path Winery				X	
Frangipani Winery		X	X	X	X
Gershon Bachus Vintners					
Hart Winery				X	
Julie's Dream Winery	X			X	
Leoneess Cellars				X	X
Longshadow Ranch Vineyard & Winery	X	X			
Lorenzi Estate				X	
Lorimar Vineyards & Winery	X			X	
Lumiere Winery				X	
Masia de la Vinya Winery					
Maurice Car'rie Winery				X	X
Miramonte Winery				X	
Monte De Oro Winery			X	X	X
Mount Palomar Winery				X	
Oak Mountain Winery				X	X
Palumbo Family Winery					
Peltzer Family Cellars		X		X	X
Ponte Winery	X			X	
Robert Renzoni Vineyards & Winery		X		X	X
Somerset Vineyard & Winery	X			X	X
South Coast Winery Resort & Spa	X		X	X	X
Thornton Winery				X	X
Vindemia Winery					
Vitagliano Vineyards & Winery					X
Wiens Family Cellars				X	
Wilson Creek Winery	X			X	X

Dog Friendly	Wedding Venue	Events	Picnic Area	Views and Gardens	Large Group Tastings	Scheduled Music	Restaurant (daily)	Restaurant (weekends)
X		X		X	X	X		
	X	X		X	X		X	
X	X	X		X	X	X	X	
X				X				X
	X	X	X	X	X	X		X
X			X	X	X	X		
		X			X	X	X	
	X	X		X				
X	X	X		X	X	X	X	
	X	X		X	X		X	
X	X	X		X				
X	X	X		X	X	X		X
X				X			X	
X		X	X	X	X	X		
	X	X		X	X	X		
X	X	X		X	X	X	X	
X	X	X		X	X	X	X	
X		X	X					
X	X	X	X	X	X	X		
X	X			X				
X	X		X	X		X		
	X	X		X	X			
X	X	X		X	X			X
	X	X	X	X	X	X		
				X				
	X	X		X	X	X		
	X	X		X	X	X	X	
			X	X	X	X		
				X	X	X		
X	X	X	X	X	X	X	X	
X	X	X	X		X	X	X	
X				X				
X	X	X	X	X	X	X		
X			X	X	X	X		
	X	X	X	X	X	X	X	

# DID YOU *Know?*

MANY OF OUR WINERIES HAVE CLUB AND MEMBERSHIP OPTIONS THAT OFFER EXCLUSIVE EVENTS, DISCOUNTS, AND BENEFITS TO THE VISITOR.



OUR VINEYARDS ARE VIBRANT WITH LIFE  
 SPRING - LIFE BEGINS  
 SUMMER - FULL BLOOM  
 LATE SUMMER - HARVEST



WINE COUNTRY IS MORE THAN JUST WINERIES. THERE ARE A VARIETY OF SPECIAL EVENT VENUES SUCH AS GALWAY DOWNS AND LAKE OAK MEADOWS FOR WEDDINGS, ENTERTAINMENT AND MORE.

## Things to do at *Pechanga*

### BINGO

### DINE

*11 quick bite, casual and  
fine dining eating locations*

### ENTERTAINMENT

*Concerts, Cabaret,  
Comedy Club,  
Eagle's Nest*

### GAMING

*Table Games & Slots*

### GOLF

### HISTORY & CULTURE

### SPA

### SPECIAL EVENTS

*Boxing Championships,  
Wine Festival and  
Chocolate Decadence,  
Microbrew &  
Craft Beer Festival*

### RV RESORT / RESORT LODGING

### SHOPPING

# Pechanga

*Voted the #1 casino in America by USA TODAY  
Rated a AAA Four Diamond Resort*

Since 2002, Pechanga Resort Casino offers personalized guest service, luxury, and an abundance of entertainment no matter how you define it. Pechanga offers 1,090 luxury guest rooms and suites, 11 exceptional restaurants, 24-hour gaming excitement, five themed bars and lounges plus a rooftop nightclub, championship golf course, and tranquil spa.







### *About Pechanga*

Pechanga Resort Casino offers an entertainment lover's paradise. Non-stop casino action awaits inside California's largest and best casino. The hottest slots, video poker, table games, bingo, and poker await visitors looking to return home big winners. Winner of the AAA Four Diamond Award every year since 2002 means visitors receive friendly, personalized service. People across Southern California and beyond know Pechanga Resort Casino for its top-tier entertainment. A-list concerts happen every week inside the Pechanga Theater. Acts such as John Legend, Tony Bennett, Smokey Robinson, Diana Krall, Slash, Luis Miguel and so many more have graced the Pechanga stage. Guests can also see Broadway-style shows and ethnic superstars at Pechanga Theater performances, live music gets guests dancing every night inside the Pechanga Cabaret Lounge. Visitors can even get free salsa dance lessons every Wednesday night. Nightlife abounds at Pechanga. Head to the top floor for the Eagle's Nest nightclub with a DJ spinning the hottest tracks, or stop by any of the bars and lounges for hand-crafted cocktails, beer and wine. Many visitors come to Pechanga for the food alone. With 11 restaurants, the variety offers something for everyone from fine dining to casual. The award-winning chefs at Pechanga leave diners coming back for more. No matter how you define entertainment, golfing, dining, relaxing at the spa, gaming, dancing, watching a show – it's all under one roof in the convenient, Southern California Wine Country setting of Pechanga Resort Casino.

# THINGS TO *Do and See*



## GAMING

*Pechanga Resort Casino*

## GOLF

*6 Championship Courses*

## HOT AIR BALLOONING

*Flights daily, year-round, sunrise launch  
(weather permitting)*

## OUTDOOR RECREATION

*Camping*

*Fishing*

*Hiking/Biking Trails*

*Horseback Riding*

## SPAS

*GrapeSeed Spa*

*Murrieta Day Spa*

*Spa Pechanga*

## SPECIAL EVENTS

*See Pages 7 and 8*

## TOURS

*Agricultural*

*Brewery*

*Historical Old Town*

## SHOPPING

*Antique Shops*

*Farmers Markets (Old Town, Vail Headquarters, Promenade)*

*Lake Elsinore Outlets*

*Old Town Shops*

*Promenade Temecula*

*Thrift Stores*

*Vail Headquarters*

*Winery Gift Shops*



## DINING

*Around Town*

*Breweries*

*Old Town*

*Pechanga Resort Casino*

*Promenade Temecula*

*Wine Country*

## ENTERTAINMENT

*Old Town Community Theater*

*Old Town Blues Club*

*Pechanga Resort & Casino*

*Pennypickle's Workshop Temecula Children's Museum*

*Temecula Stampede*

*Temecula Valley Museum*

*Temecula Valley Symphony*

*The Merc*

*For more information visit [VisitTemeculaValley.com](http://VisitTemeculaValley.com)*





# LODGING

Lodging is conveniently located throughout Temecula Valley Southern California Wine Country. Choose one of the many nationally loved hotel brands located off Interstate 15, in or near Old Town Temecula. Reserve a well-appointed room at the grand AAA Four Diamond-rated Pechanga Resort & Casino or gracious golf resort, Temecula Creek Inn. Stay among the vineyards at any of the highly rated resorts, B&Bs and vacation rentals in Wine Country. With so many options, our destination offers guest rooms for every budget. Book your stay Sunday through Thursday for the very best rates!

lodging

## B&Bs

### INN AT CHURON WINERY

33233 Rancho California Road  
Temecula, CA 92591

(951) 694-9070 • [innatchuronwinery.com](http://innatchuronwinery.com)

### THE INN AT EUROPA VILLAGE

33350 La Serena Way  
Temecula, CA 92591

(877) 676-7047 • [innateuropavillage.com](http://innateuropavillage.com)

### THE NEW INN

32615 Vista Del Monte Road  
Temecula, CA 92591

(951) 795-1000 • [thenewinn.com](http://thenewinn.com)

*For lodging information please visit [VisitTemeculaValley.com](http://VisitTemeculaValley.com)*

# Visit Temecula Valley Lodging Partners

## - HOTELS -

### BEST WESTERN COUNTRY INN

27706 Jefferson Ave.  
Temecula, CA 92590  
(951) 676-7378  
[bestwesterncalifornia.com/temecula-hotels](http://bestwesterncalifornia.com/temecula-hotels)

### EMBASSY SUITES HOTEL

29345 Rancho California Rd.  
Temecula, CA 92592  
(951) 676-5656 • [estemecula.com](http://estemecula.com)

### EXTENDED STAY AMERICA

27622 Jefferson Ave.  
Temecula, CA 92590  
(951) 587-8881 • [extendedstayamerica.com](http://extendedstayamerica.com)

### FAIRFIELD INN & SUITES

27416 Jefferson Ave.  
Temecula, CA 92590  
(951) 587-9800 • [marriott.com/ontst](http://marriott.com/ontst)

### HAMPTON INN & SUITES

28190 Jefferson Ave.  
Temecula, CA 92590  
(951) 506-2331  
[temeculasuites.hamptoninn.com](http://temeculasuites.hamptoninn.com)

### HILTON GARDEN INN

28210 Jefferson Ave.  
Temecula, CA 92590  
(800) 445-8667  
[hilton.com/en/hotels/cldteht-hilton-garden-inn-temecula](http://hilton.com/en/hotels/cldteht-hilton-garden-inn-temecula)

### HOLIDAY INN EXPRESS

27660 Jefferson Ave.  
Temecula, CA 92590  
(951) 699-2444 • [ihg.com/holidayinnexpress](http://ihg.com/holidayinnexpress)

### HOME2 SUITES

28400 Rancho California Rd.  
Temecula, CA 92590  
(951) 331-3622  
[hilton.com/en/hotels/cldteht-home2-suites-temecula](http://hilton.com/en/hotels/cldteht-home2-suites-temecula)

### LA QUINTA INN & SUITES

27330 Jefferson Ave.  
Temecula, CA 92590  
(951) 296-1003 • [lq.com](http://lq.com)

### QUALITY INN WINE COUNTRY

27338 Jefferson Ave.  
Temecula, CA 92590  
(951) 296-3788 • [staytemecula.com](http://staytemecula.com)

### SIGNATURE TEMECULA

28980 Old Town Front St.  
Temecula, CA 92590  
(951) 676-8770 • [ramada-temecula.com](http://ramada-temecula.com)

### RODEWAY INN

28718 Old Town Front St.  
Temecula, CA 92590  
(951) 676-4833 • [rodewaytemecula.com](http://rodewaytemecula.com)

### SPRINGHILL SUITES BY MARRIOTT

28220 Jefferson Ave.  
Temecula, CA 92590  
(951) 699-4477 • [marriott.com/ontst](http://marriott.com/ontst)

### THE HOTEL TEMECULA

42100 Main St.  
Temecula, CA 92590  
(951) 972-8500 • [thehoteltemecula.com](http://thehoteltemecula.com)

## - MOTELS -

### MOTEL 6

41900 Moreno Rd.  
Temecula, CA 92590  
(951) 676-7199 • [motel6.com](http://motel6.com)

### RANCHO CALIFORNIA INN

41873 Moreno Rd.  
Temecula, CA 92590  
(951) 676-5700 • [ranchocaliforniainn.com](http://ranchocaliforniainn.com)

### STAYBRIDGE SUITES

27500 Jefferson Ave.  
Temecula, CA 92590  
(951) 587-4248 • [lhg.com/staybridge](http://lhg.com/staybridge)

## - RESORTS -

### BOLERO AT EUROPA VILLAGE

41150 Via Europa  
Temecula, CA 92591  
(888) 383-8767 • [europavillage.com](http://europavillage.com)

### CARTER ESTATE WINERY & RESORT

34450 Rancho California Rd.  
Temecula, CA 92591  
(844) 851-2138 • [carterestatewinery.com](http://carterestatewinery.com)

### PECHANGA RESORT CASINO

45000 Pechanga Pkwy.  
Temecula, CA 92592  
(888) 732-4264 • [pechanga.com](http://pechanga.com)

### SOUTH COAST WINERY RESORT & SPA

34843 Rancho California Rd.  
Temecula, CA 92591  
(951) 566-4622 • [southcoastwinery.com](http://southcoastwinery.com)

### TEMECULA CREEK INN

44501 Rainbow Canyon Rd.  
Temecula, CA 92592  
(888) 974-4326 • [temeculacreekinn.com](http://temeculacreekinn.com)



# MORE THAN 500 *vacation rentals*

Perfect for romantic getaways or family reunions.  
Luxury and vineyard views included.

VISIT  
**TEMECULA**  
VALLEY

[VisitTemeculaValley.com](http://VisitTemeculaValley.com)



# IMPORTANT *phone numbers*



If any sort of emergency arises while traveling in Temecula Valley Southern California Wine Country, there are caring first responders and health professionals ready to help.

## TEMECULA VALLEY HOSPITAL

31700 Temecula Parkway  
Temecula, CA 92592  
951-331-2200

## TEMECULA 24 HOUR URGENT CARE

41715 Winchester Road, Suite 101  
Temecula, CA 92590  
951-308-4451

## EMERGENCY PET CLINIC OF TEMECULA

27443 Jefferson Ave.  
Temecula, CA 92590-2602  
951-695-5044

## CITY OF TEMECULA POLICE DEPARTMENT

For emergencies: 951-776-1078 (or 911)  
For non-emergencies: 951-776-1099

important phone numbers

*In case of public emergencies, such as earthquakes, wildfires, etc., call the City of Temecula Emergency Public Information Line at 951-506-5111.*

# STOP IN *to pick up* *Visitor* INFORMATION

Visitors guide

Maps

Things to do

Temecula merchandise

Event info

*We're here to make your visit a fun and memorable experience.*



For the most current information about *I Know Temecula Valley*  
and this booklet please visit

**VisitTemeculaValley.com/i-know-temecula-valley/**

866.363.2852 | [info@visitemeculavalley.com](mailto:info@visitemeculavalley.com)



#IKnowTemecula #VisitTemecula #DrinkTemecula #DineTemecula