

The American Road Trip: A brief History.

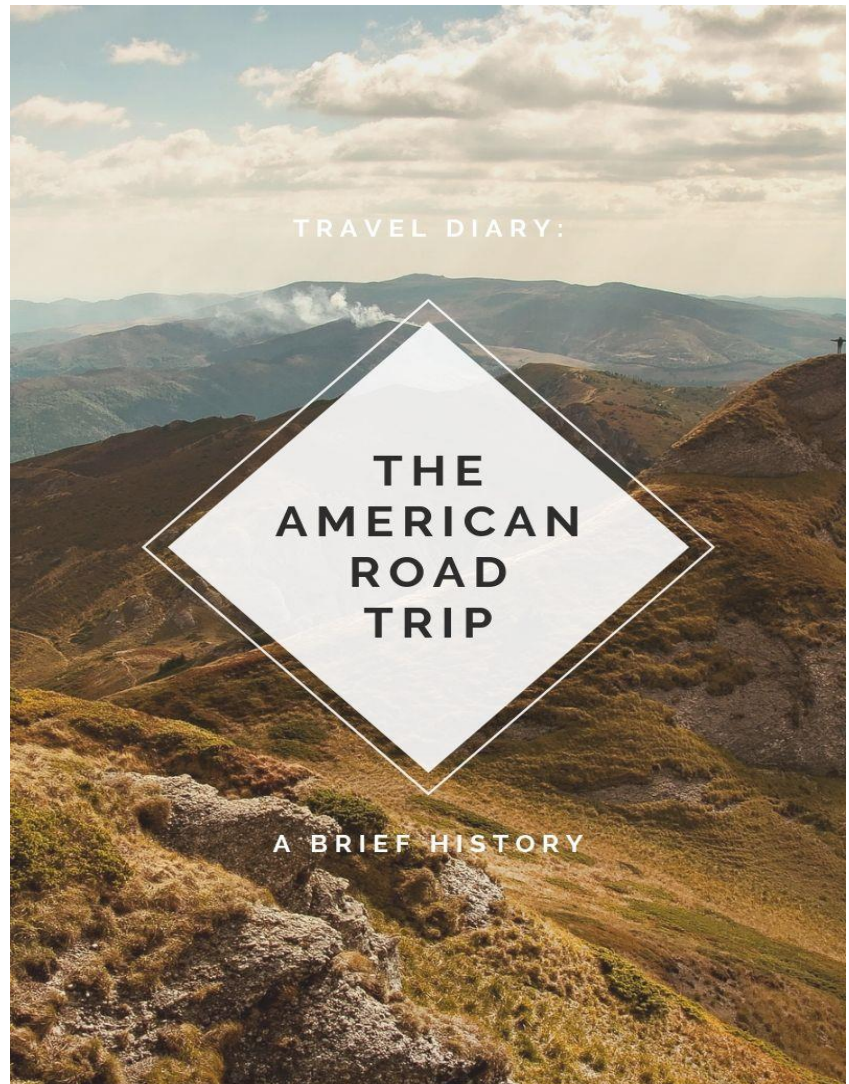
Lisa Phelps

America's fascination with life on the road began long before the *#vanlife* movement of today, hitchhiking hippies, or completion of the iconic route 66.

As the story is told, the first road trip across the United States occurred in 1903. When Horatio Jackson made a \$50 bar bet that he could drive from San Francisco to New York City in less than 90 days.

1903: Horatio Jackson, a gasoline engine mechanic- Sewall Crocker, and dog Bud set off to cross the United States by 20 horse power Winton touring car. Up until this point all that attempted this trips Failed. This was mostly due to lack of signage, unpaved roads, and car trouble. Against all odds Jackson was successful in his endeavor And completed the journey in only 63 days.

1930's: By the late 1930's Route 66, is almost entirely paved, allowing Americans in search of a better life to migrate out west.



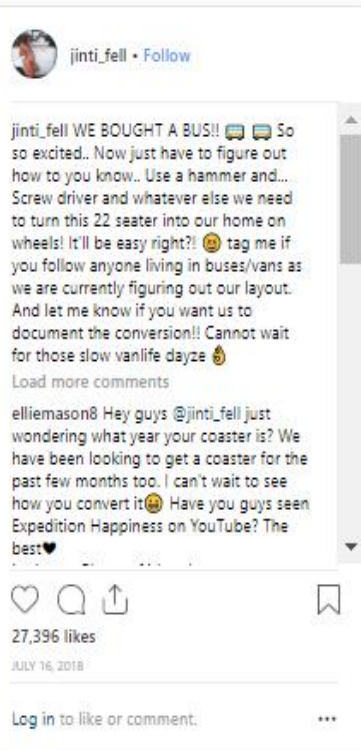
In addition to allowing American's to migrate Route 66 opened up a new way to Vacation in the United States.

1950's: America becomes one of The largest car manufactures. At this time approximately 75% of Americans own cars. Road trips become a typical way to vacation for middle class families.

1957: "On the Road"- Jack Kerouac is published. Documenting Kerouac's adventures across the United States. Giving rise to a less conventional type of traveler, "beatniks".

1970's: The “free love” generation, turn the road trip, into a lifestyle. Hippies begin converting vans and buses into homes and traveling the U.S.

1980's-1990's: With the rise of other methods of travel including air, the interest in road tripping declines.



2019:

Today, a new generation of Americans are giving new life back to the America Road Trip. With movements such as the “Van Life” movement or the increase in interest toward tiny home living. The Road Trip has evolved of the last hundred years, generations of Americans taking to the road but what has not been lost, is the spirit of the road.



Highway 1- Nestled along California's Central Coast, Hwy 1 gives access to one of the most stunning stretches of land in the United States. The perfect road trip for beach lovers wanting to reveal in the electric nature that is Big Sur

Know Before You Go:

- The weather is best between expect crowds
- Book Lodging in advance
- Check road conditions
- There is little to no cell service in the area, plan ahead.
- Big Sur can be pricey, bring cash



Figure 1. Pfeiffer Beach

Hwy 1 gives access to one of the most stunning stretches of land in the United States.

Things To Do:

1. Pfeiffer Beach:

Just south of Big Sur Station on Highway 1, you will find the entrance to Pfeiffer Beach. Pfeiffer Beach is a great place to explore tidepools, admire rock formations, and watch the sunset.



Figure 2. Bixby Bridge

2. Bixby Bridge:

An iconic spot in California, the Bixby Bridge has been featured in many films, automobile commercials and is even known to have songs written about it.



Figure 3. Concert at Fernwood

3. Henry Miller Memorial Library:

A Memorial to American writer Henry Miller, who famously lived in Big Sur from 1944-1962. During summer months the Library be sure to check for film screenings and live music.

4. Fernwood Resort and Campground:

Thinking of staying for a few days?
Or stopping in for a concert? Be sure to check out the Fernwood's Summer Music Series, which features large acts among the redwoods.



Figure 4. Pack out

The drive through Big Sur is one of the most breath taking in the United States. This draws many visitors to the area each year. In order to ensure that we are able to preserve its beauty for generations to come we must do our part. A few rules to live by when visiting the area include:

- ❖ Packing out what you bring in, or disposing of in designated receptacles
- ❖ Restroom areas are few and far between, please plan ahead.
- ❖ In addition to vehicles highway 1 is used by locals, bicyclists, motorcyclists, be respectful on the road.



Whether car camping for the weekend, or road tripping to your favorite camping spot, we have got the food covered with these simple, fool-proof camp treats.

Campfire Eggs

Ingredients:

Eggs

Water

Clarified Butter

- ❖ Add all ingredients to a sauce pan.
- ❖ Put the pot over the fire
- ❖ Once the butter is melting take the pan off the heat and keep stirring.
- ❖ Take the eggs off the heat and then back on.
- ❖ We're looking for a slow warm that barely cooks the eggs and allows the butter to melt, but nothing more. It's usually going to be a routine of 30 seconds over the fire, 15 seconds off.
- ❖ Once the butter is completely melted and mixed together you can leave the eggs on the fire a little bit longer.
- ❖ Keep stirring until your eggs just come together. Your eggs will not seem done, and they aren't. But take it off the heat anyway. The residual heat in the pan will take your eggs to perfection

Grandma's Granola

6 Cups Rolled Oats

2 Cups Pecans or Almonds

½ Cup Vegetable Oil

½ to 1 Cup Maple Syrup

1 Cup Dried Cranberries

- ❖ Fire cast iron pan nice and hot.
- ❖ Add nuts + toss them around. ⑦
Once you can smell the aroma, add the rolled oats.
- ❖ Cook slowly over the fire until it becomes brown and nutty.
- ❖ Take the pan off the heat and add the Vegetable oil and the Maple Syrup.
- ❖ Toss this together and put it in a bowl. Add the dried Cranberries and eat warm.

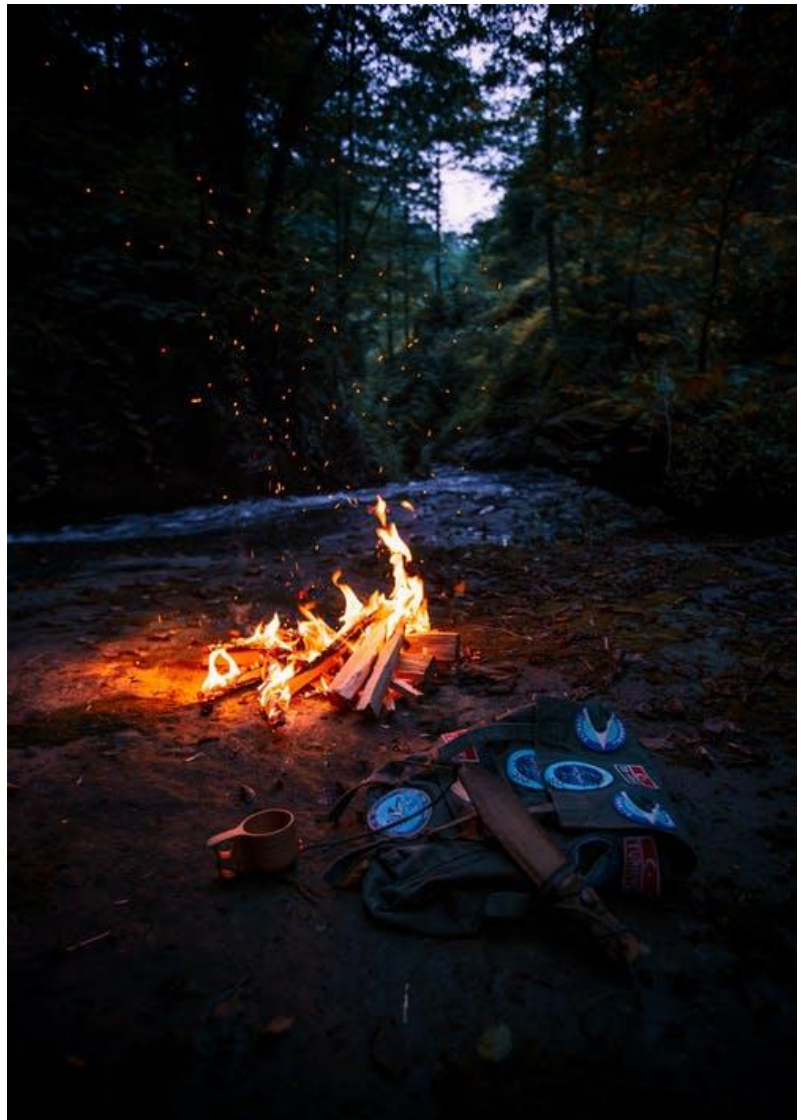



Figure 1. Campfire

Social Media Post:

Instagram:

A vertical poster for the Summer Music Series. The top half features a bright blue sky with the words "SUMMER MUSIC SERIES" in large, white, bold, sans-serif capital letters. Below this, in smaller white text, is "Fernwood Resort", "BIG SUR, CA", and "2019". The bottom half of the poster shows a scenic view of a sandy beach curving along the ocean, with mountains in the background and some dry grass in the foreground.

FernwoodResort: Find out who is coming to the Fernwood this Summer at:

<https://www.fernwoodbigsur.com/>

#fernwoodresort #summervibes #festival

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Addendum

Organization: <https://www.fernwoodbigsur.com/>

Statement of purpose: Our purpose is to provide information regarding lodging, food, and entertainment for travelers seeking to vacation at the Fernwood Resort

Age: The target audience are adults ranging from 21-60, mainly comprised of families with children, friends on vacation, and solo travelers.

Gender: The target audience can be either male or female.

Education: The target audience typically has at the minimum a high school education.

Context: The target audience is mostly urban or suburban.

Cultural Perspective: The target audience is mostly from the United States, but travelers from other countries may visit.

Socio-economic: The target audience is comprised of mainly middle to upper class.

Expertise: The target audience is familiar with the area, camping, and the outdoors.

Attitudes: The target audience is planning a trip to the area and in need of a vacation.

Trusted Writer Review

Name: Carolina

Date/time: August 05, 2019

Email address: Caroblue1919@outlook.com

Questions:

Is my writing clear? Did you find any grammatical errors?

Is my writing scan-able? Do you have any suggestions.

Reflection:

In working with Carolina, I realized it was great to have another set of eyes to review my work. She pointed out areas where I could improve sentence structure and a few grammatical errors. I was also able to bounce ideas off of her by asking for suggestions on how to engage my audience and make my blog posts easier to read.