
**COASTAL PHOTOGRAPH BY SAN DIEGO
CONVENTION & VISITORS BUREAU**

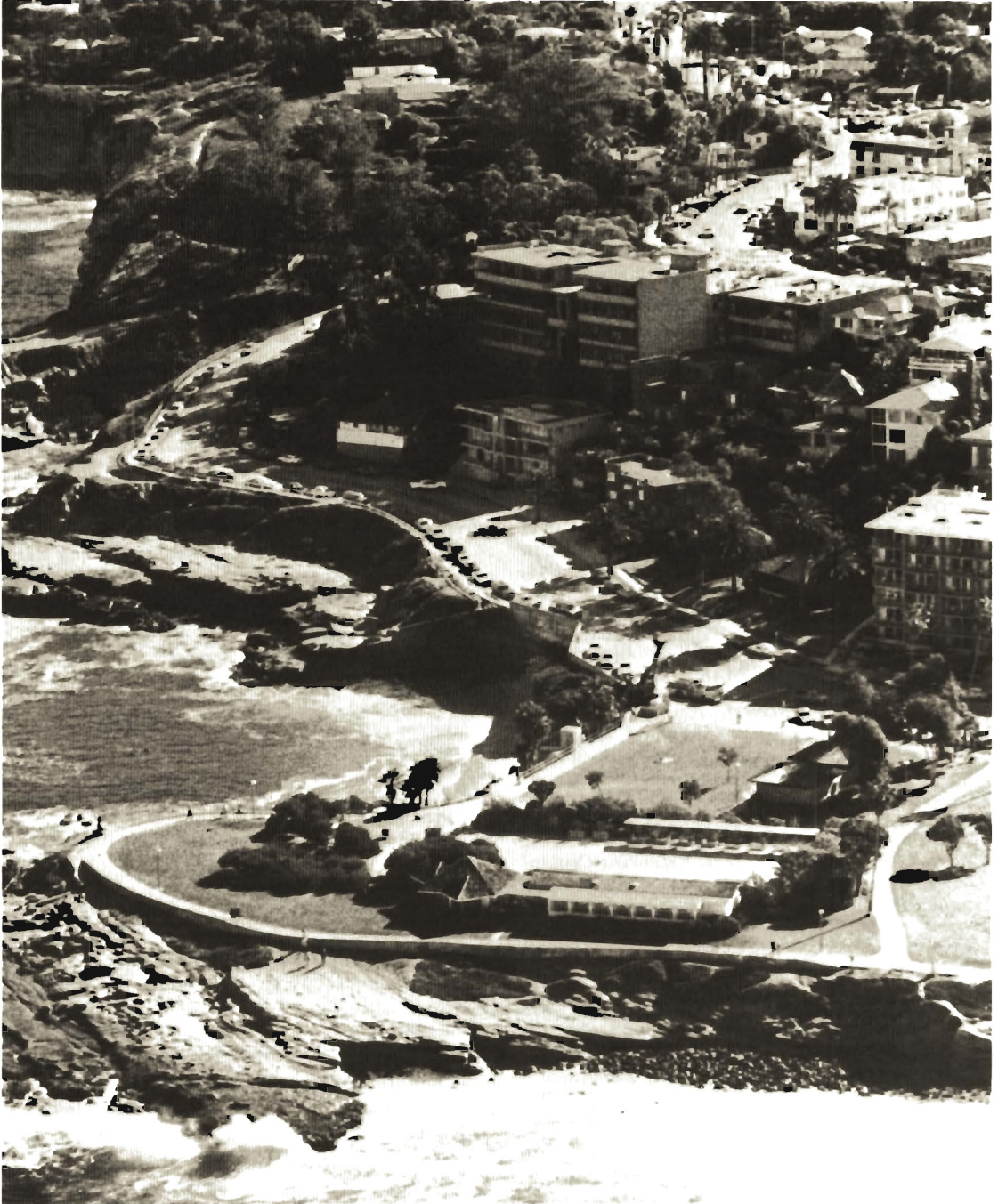


PHOTO 70 *La Jolla*, Spanish for “the jewel,” this community of San Diego is considered the ‘Riviera of the West Coast.’ Located ten minutes north of San Diego’s city center, La Jolla is famed for its resort shops, beautiful beaches, and spectacular homes. It is culturally important to San Diego County as the site of the University of California (San Diego), The Salk Institute for Biological Sciences, and Scripps Institution of Oceanography. (Photography by San Diego Convention & Visitors Bureau, 1200 Third Avenue, San Diego, CA 92101).