

BLACK DIAMOND

48 Hours on Route 66 in West Hollywood



Route 66 may officially end at Santa Monica Pier, but some of its most fascinating stories live on in West Hollywood. The Mother Road follows Santa Monica Boulevard through West Hollywood, passing historic roadside landmarks, legendary restaurants, vibrant LGBTQ+ cultural sites and lively music venues along the way. Follow this 48-hour guide to discover the people, places and hidden stories that continue to make West Hollywood one of the most distinctive and iconic stops along America's most famous highway.

Images available [HERE](#)

DAY 1

Step Inside Modernist California at the MAK Center

Begin the day at the [MAK Center for Art and Architecture at the Schindler House](#), one of Los Angeles' most influential architectural landmarks, right in the heart of West Hollywood. Designed by pioneering architect R.M. Schindler in 1922, the house helped shape California modernism and today hosts thought-provoking contemporary exhibitions within its historic studios, courtyards and gardens. Don't miss the latest exhibition, [SUPERFLEX: Rainbows, Sponges, Flies and Spoons](#) on until 13 September 2026, before continuing your Route 66 adventure through West Hollywood.

Follow West Hollywood's Route 66 Art Trail

Continue along Santa Monica Boulevard to discover [West Hollywood's Route 66 Centennial public art](#) features. Highlights include *Open Road* by Luciana Abait, a colourful mural inspired by the landscapes of Route 66; *Past Tense / Future Perfect* by Sylke Meyer at [Plummer Park](#), which transforms the mythology of the Mother Road into a sculptural camera obscura; and *Path Discovery* by Vinnie Hager, a series of vibrant Route 66-inspired street pole wraps celebrating exploration, diversity and travel.

Tuck in to lunch at The Formosa Cafe

Enjoy lunch at [The Formosa Cafe](#), a historic Route 66 landmark known for its Asian American cuisine and old Hollywood heritage. Serving generations of actors, musicians and locals since 1939, the restaurant pairs delicious dishes with an atmosphere steeped in entertainment history. Afterwards, take a stroll through [The Lot at Formosa](#), the neighbouring studio complex that has played a role in countless film and television productions.

Walk Route 66 Through the Rainbow District

Spend the afternoon exploring West Hollywood's [Rainbow District](#), one of the world's most celebrated LGBTQ+ neighbourhoods. Follow Santa Monica Boulevard past rainbow flags and public art before stopping for a photo at the city's iconic Inclusive Pride Crosswalks. Visit the [AIDS Monument](#), honouring those affected by the HIV/AIDS epidemic, then continue to [ONE Gallery](#) for rotating exhibitions exploring LGBTQ+ history, art and culture. Together, these landmarks reflect the activism, inclusion and community spirit that have shaped West Hollywood's identity, global LGBTQ+ legacy and important place along Route 66.

Dine at Dan Tana's and experience live music at Troubadour

Start the evening at [Dan Tana's](#), the legendary Italian-American restaurant that has been a West Hollywood institution since 1964. With its cosy red leather booths, celebrity clientele and old-school atmosphere, it's renowned for classic dishes including Chicken Parmigiana, Veal Piccata and Linguine with Clams. Afterwards, head next door to [The Troubadour](#), one of America's most influential live music venues, where generations of artists, including Elton John, have performed. Its intimate setting and energetic crowds ensure every performance feels personal and electric.

DAY 2

Rise and Refuel at Thunder Road Cafe

Start your morning at [Thunder Road Cafe](#), a Route 66-inspired neighbourhood cafe on Santa Monica Boulevard. Fuel up with ethically sourced petrol coffee, freshly baked pastries, or their hearty 'Rico Suave Breakfast Burrito'. Part coffee shop, part motorcycle shop and community hub, the cafe also serves organic wine and Californian brewed beer, capturing the laid-back spirit of West Hollywood's Eastside and making it the perfect place to begin another day on the Mother Road.

Discover Route 66 Icons: Tail O' the Pup, Lucky Tiki & The Doors Workshop

No Route 66 visit is complete without a stop at [Tail O' the Pup](#). Opened in 1946, this iconic hot dog-shaped stand is one of Southern California's best-loved roadside landmarks. After grabbing a signature Baseball Pup, head upstairs to the hidden [Lucky Tiki](#) speakeasy for a tropical cocktail in its fun, retro Polynesian-inspired setting. The bar also occupies the historic building once known as [The Doors Workshop](#), where The Doors recorded their legendary 1971 album *L.A. Woman*.

Explore the Design District and Follow the Neon Lights

Spend the afternoon exploring West Hollywood's [Design District](#), where contemporary art, architecture and design meet Hollywood history. Just a short stroll from Route 66, keep an eye out for the neighbourhood's vintage neon signs, which recall the golden age of American road trips and the heyday of the Sunset Strip. Continue to legendary music venues [Whisky a Go Go](#) and [The Roxy Theatre](#), whose glowing marquees have illuminated another iconic WeHo neighbourhood, Sunset Boulevard, for decades and helped launch the careers of some of rock music's biggest names.

Dinner at Barney's Beanery

Step into another piece of Route 66 history with dinner at [Barney's Beanery](#), a West Hollywood institution that has welcomed locals, musicians and Hollywood icons since the 1920s. Located on historic Santa Monica Boulevard, this classic gastropub is renowned for hearty American comfort food, from its famous chilli and burgers to loaded nachos and sandwiches. With vintage memorabilia covering the walls and decades of stories woven into every corner, it's the perfect place to soak up the nostalgic spirit of the Mother Road, including license plates from original travelers on the iconic road.

Sunset Cocktails at Harriet's Rooftop

Toast your West Hollywood getaway with sunset cocktails at [Harriet's Rooftop](#), perched atop [1 Hotel West Hollywood](#) on the Sunset Strip. Boasting sweeping views across the Los Angeles skyline, the chic rooftop lounge pairs handcrafted cocktails with an elegant yet relaxed atmosphere. Arrive at golden hour to watch the sun dip behind the Hollywood Hills—a fitting finale to 48 hours exploring the history, culture and creative spirit of Route 66 in West Hollywood.

Where to Stay

Kimpton La Peer Hotel

Located in the heart of the Design District, [Kimpton La Peer Hotel](#) offers contemporary California luxury with stylish guestrooms, a secluded outdoor pool and acclaimed dining. Just moments from Santa Monica Boulevard, it's the perfect base for exploring Route 66 landmarks, world-class shopping and West Hollywood's vibrant cultural scene. Find Ladyhawk restaurant downstairs, from Top Chef fame, in addition to a rooftop racquetball court to soak in the sun and vibes.

The Charlie Hotel

For a stay steeped in Hollywood history, [The Charlie Hotel](#) offers charming English-style bungalows once owned by actor Charlie Chaplin and occupied by Marilyn Monroe. Tucked away on a quiet residential street, each individually designed suite combines old Hollywood character with modern comforts, providing a peaceful retreat just a short walk from Route 66, the Sunset Strip and West Hollywood's renowned attractions.

Soho House Holloway

Set on a leafy residential street just off the Sunset Strip, [Soho House Holloway](#) brings the brand's signature design-led style to West Hollywood. The boutique property features beautifully designed rooms and exclusive access to its rooftop pool, terrace and restaurant for Soho House members and their guests. With sweeping views across Los Angeles and a relaxed, private atmosphere, it's an ideal retreat close to Route 66, the Sunset Strip and West Hollywood's celebrated dining and nightlife. Even non-members can book the property to enjoy all the amenities unique to West Hollywood.

- Ends -

About Visit West Hollywood

Visit West Hollywood is the official marketing organisation that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 20 hotels - soon to be 21 with the opening of the PUBLIC - and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow Visit West Hollywood on Facebook ([westhollywood](#)), Instagram ([@visitweho](#)), TikTok ([@visitweho](#)), and Youtube ([@VisitWestHollywood](#)).

For more information on West Hollywood, please go to: [VisitWestHollywood.com](#). Additional press images can be found [HERE](#).

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