



YOUR GUIDE TO
ALL THINGS
FALL IN SAN
DIEGO

SAN DIEGO FALL GUIDE



HEY, I'M ALLIE

Your go-to real estate girl in San Diego.

Maybe you're tired of the chatter at work about the real estate market and you want to finally know what you're talking about. Or maybe you've just thought about moving and what to know what to expect.

Either way, this is the guide for you!

Allie

LET'S GO!!





"What should I do this fall?"

Fall is such a beautiful time of year. The air is crisp and fresh. The Pumpkin Spice Lattes are flowing. Life is good! But, there's more to fall in San Diego than what meets eye. This guide shares activities, food, drinks, and tips to keep your entire family busy. Thanks to this guide, you'll never hear, "I'm bored" or "There's nothing to do" this season.

Let the fall festivities begin! Here's your guide to all things fall in San Diego. Like a pile of leaves, let's jump in!

SAN DIEGO FALL HIGHLIGHTS: SEPTEMBER

LABOR DAY BBQs

There's no better way to close out summer and welcome fall than with a three-day weekend. Fire up the grill, grab your favorite snacks, and invite the neighbors over for a backyard BBQ. If you'd rather let someone else do the cooking, head to Mission Bay for a picnic by the water or Carlsbad Lagoon for paddleboarding before burgers. It's the perfect chance to soak up sunshine and get into the cozy, social rhythm of fall.

JULIAN APPLE DAYS FESTIVAL

Sept 21–22 Julian is the spot for classic fall vibes in Southern California. Just an hour and a half from the coast, this mountain town transforms into an autumn wonderland with apple picking, hayrides, live music, and (of course) famous Julian apple pie. Families, couples, and friend groups all pile into town to wander Main Street and sip hot cider. Pro tip: bring a cooler to stock up on apple butter, hard cider, and pies to bring home.

OUTDOOR MOVIES

Cooler evenings mean perfect weather for cozy movie nights under the stars. Rooftop Cinema Club at the Embarcadero makes it feel like a trendy night out with headphones, cocktails, and San Diego skyline views. For a more retro vibe, load up the car with snacks and head to the Santee Drive-In, where you can watch a double feature from the comfort of your blanket-fort in the backseat. Either way, it's a fall tradition worth adding to your calendar.



SAN DIEGO FALL HIGHLIGHTS: OCTOBER

PUMPKIN PATCH SEASON

Pumpkin spice is great, but nothing says fall like picking out your own pumpkin. Carlsbad Strawberry Company transforms into a pumpkin-picking paradise, complete with a sunflower maze and food trucks. Over in East County, Oma's in Lakeside has a more rustic farm feel with hayrides and a petting zoo. Down south, Imperial Beach Pumpkin Patch offers family fun with carnival games and photo ops. Wherever you go, plan for cider donuts, caramel apples, and more photos than your camera roll can handle.

FRIDAY NIGHT LIGHTS

There's something nostalgic about pulling on a hoodie and watching football under the lights. Local high school games are buzzing with community pride, while SDSU Aztecs games at Snapdragon Stadium bring the big-stadium energy with tailgates, marching bands, and post-game celebrations. Even if you're not a die-hard football fan, the atmosphere alone makes it a must-do October outing.

HALLOWEEN FUN

October is packed with spooky (and not-so-spooky) events across the county. For true thrill-seekers, the Haunted Trail at Balboa Park is a mile of terrifying fun through the woods. If you prefer culture over creepiness, head to Old Town for Día de los Muertos, where the streets fill with altars, marigolds, and live performances. For something family-friendly, downtown Encinitas hosts a community trick-or-treat night with costumes, music, and plenty of candy.



SAN DIEGO FALL HIGHLIGHTS: NOVEMBER

FALL STREET FAIRS

Fall in San Diego means the return of big community street fairs.

Carlsbad Village Faire (Nov 2) is the largest one-day street fair in the nation, with over 800 vendors selling everything from crafts to food.

Escondido's Grand Avenue Festival (Nov 10) is another local favorite, featuring live music, artisan booths, and plenty of bites to sample. Both are great for holiday shopping while soaking up crisp autumn weather.

VETERANS DAY PARADE

One of San Diego's most meaningful traditions, the Veterans Day Parade downtown honors the men and women who have served in our military. The parade runs along Harbor Drive, set against the backdrop of the bay and USS Midway Museum. Expect marching bands, floats, and a lot of community pride. Bring a chair, wave a flag, and cheer on our local heroes.

SAN DIEGO BEER WEEK

Beer lovers, rejoice! This week-long celebration brings out the best of San Diego's legendary craft beer scene. Breweries across the county host special events, beer pairings, and limited releases. You can start in Miramar (a.k.a. "Beeramar"), hop up to Oceanside's beachside breweries, and finish in North Park for some of the most creative craft pours. Even casual beer drinkers will find something fun, from pumpkin ales to seasonal sours.

TURKEY TROTS

Thanksgiving in San Diego is a mix of tradition and community spirit.

Kick off the morning with a Turkey Trot. Oceanside offers a beautiful coastal run, while Father Joe's Thanksgiving Day 5K downtown raises money for a great cause. Afterward, gather with family and friends for dinner, or volunteer at local food drives to help others celebrate too. It's a holiday that reminds us why community matters most.

SAN DIEGO FALL SPOTS

01

WINE TASTING

When the weather cools down, nothing feels cozier than a glass of red with a view. Head to Ramona for a rustic day trip through rolling vineyards (think casual tastings, live music, and golden hills at sunset). If you're up for a full wine-country adventure, Temecula is just a short drive from North County and offers everything from boutique family wineries to big estates with breathtaking views. Pro tip: Bernardo Winery in Rancho Bernardo is San Diego's oldest operating vineyard and a fall classic for food + wine pairings.

02

HAUNTED HOUSE

Ready for a scare? The Haunted Hotel Disturbance in downtown San Diego is one of the city's most famous haunted attractions, featuring elaborate sets and professional actors that will have you screaming (in the best way). For North County folks, The Scream Zone at the Del Mar Fairgrounds delivers a whole night of chills with multiple haunted experiences, from classic haunted houses to spooky hayrides. These are not for the faint of heart, but that's what makes them a fall must.

03

CORN MAZE

Fall in San Diego isn't complete without a visit to Bates Nut Farm in Valley Center. Known for its family-friendly vibe, Bates has a sprawling corn maze that's perfect for kids to run through (or for adults to get deliciously lost in). After the maze, pick out pumpkins, feed the farm animals, or snack on their famous caramel apples. It's the kind of nostalgic fall outing you'll want to make a tradition.

04

PICTURE PERFECT

San Diego doesn't always get East Coast fall colors, but Cuyamaca Rancho State Park puts on a show with oaks that actually turn golden. Bring a picnic and your camera for those "is this really San Diego?" vibes. For a coastal twist, Torrey Pines State Reserve offers sweeping cliffside views over the Pacific, the kind of dramatic backdrop that makes family photos look like they belong on a holiday card. Whether it's leaves or ocean sunsets, these spots make fall feel magical.

05

FARMERS MARKETS

From Little Italy's famous Mercato (every Saturday, with over 150 vendors) to Carlsbad's State Street Market on Wednesdays and La Mesa's Village Market on Fridays, San Diego's farmers markets are the best way to embrace the season. Stock up on farm-fresh apples, fall flowers, and handmade treats, or just wander with a your PSL in hand and enjoy live music. It's also a great way to support local farmers and makers while soaking in that crisp autumn morning energy.

COZY PAIRINGS

COZIEST CAFE

Better Buzz is a classic (Hillcrest = city charm, Encinitas = surf-town cozy), but Dark Horse and Lofty Coffee bring quieter fall vibes. PSLs, caramel lattes, or just a good strong drip, all perfect for sweater weather.



FALL TREATS

Julian Apple Pie is the gold standard, but closer to home you'll find Lofty's pumpkin loaf, Prager Brothers' pastries, and Salt & Straw's seasonal ice creams (pumpkin spice cheesecake, anyone?).

TAKEOUT & WINE

Comfort food + local wine = magic. Think Crack Shack fried chicken with a bold red from Bernardo, Pizza Port pizza with a crisp Orfila white, or ramen with buttery chardonnay.



FALL MARKET UPDATE

WHAT'S SELLING



Homes that are selling right now are the ones that hit the sweet spot: priced competitively, presented beautifully, and marketed with intention. Sellers who invest the time to prep (think fresh paint, decluttering, and simple staging) are catching buyers' eyes right away. Add in professional photos, strong online presence, and an agent who knows how to create buzz, and you've got the recipe for multiple offers (even in a shifting market).

WHAT'S SITTING



The homes that tend to linger on the market are usually either overpriced or overlooked. Sometimes it's because they skipped the prep work; dark rooms, clutter, or outdated finishes make buyers click "next" online. Other times, the listing isn't being marketed properly (cell phone photos, bland descriptions, minimal exposure). In today's market, buyers are picky, and if a home doesn't make a great first impression, it can sit longer than the sellers expect.

HAPPY BUYER CHARACTERISTICS



Happy buyers are the ones who feel empowered. They've partnered with an agent they trust, have a solid pre-approval in hand, and know exactly what their budget can (and can't) buy. They're realistic about trade-offs and ready to act quickly when the right home pops up. For them, the process feels exciting rather than overwhelming, because they have a clear plan and the confidence to follow through.

FRUSTRATED BUYER CHARACTERISTICS



Frustrated buyers are often stuck in "scroll mode." They spend more time on Zillow than talking strategy with an agent, and they're often chasing homes outside their true price range. Without a pre-approval, they're guessing instead of planning, and when a good property hits the market, they miss out because they're not positioned to move. They can also get stuck if they need to sell a current home but haven't prepared it, leaving them feeling like their dream move is just out of reach.

SAN DIEGO FALL BUCKET LIST



Get a PSL or your favorite fall drink from Better Buzz or Dark Horse	<input type="checkbox"/>
Day trip to Julian for pie + cider	<input type="checkbox"/>
Sunset wrapped in a blanket at Oceanside Pier	<input type="checkbox"/>
Padres post-season game at Petco Park	<input type="checkbox"/>
Hike Iron Mountain (Poway) or Annie's Canyon (Solana Beach)	<input type="checkbox"/>
Beach bonfire + s'mores (Coronado Beach, La Jolla Shores, Mission Bay, Mission Beach, and Oceanside Harbor)	<input type="checkbox"/>
Brewery hop during San Diego Beer Week	<input type="checkbox"/>
Decorate with pumpkins from Bates Nut Farm or Carlsbad Strawberry Co.	<input type="checkbox"/>
Wander Balboa Park → Halloween to December Nights	<input type="checkbox"/>

Print off this checklist to stay on track with the FALL activities!

BEFORE YOU GO...



I'm Allison, your go-to real estate girl in San Diego. Most folks call me Allie.

I love selling houses, but I also love cocktails by the water in the evenings.



FOLLOW ME
@ALLIEMYPALIE
AND SAY HI!

My ideal weekend includes snuggles with my pups, date nights with my husband, and Below Deck marathons.

A hill I'll die on: social media is meant to be SOCIAL, not salesy, so I share a lot of behind the scenes on IG @alliemypalie.



I'm obsessed with San Diego and all things home and local.

If you see me around town, please say hey!