



San Luis Obispo Story Ideas

Happy Town, USA – San Luis Obispo, California

Nestled in between rolling hills and the coast, the downtown is filled with charming shops and restaurants in turn-of-the-century mercantile buildings line the streets and a beautifully preserved Spanish mission in the heart of it. Neighborhoods teem with classic California bungalows and gently rolling vineyards give way to the famous wine region just south of town.

This is San Luis Obispo, otherwise known as Happy Town, USA. Featured as the Happiest Town in America in the *National Geographic* book "Thrive" and on the *Oprah Winfrey Show*, San Luis Obispo has become known for not only the enchanting scenery but for the San Luis Obispo lifestyle.

It's time to find your happy place

San Luis Obispo is the perfect place for a stress-free family vacation

On California's fabled Highway 1, halfway between Los Angeles and San Francisco, lies a town whose name is synonymous with tranquility. San Luis Obispo, or SLO as it's commonly known, is home to relaxed cafés, sidewalks that lend themselves to a slow stroll, green hills that are great for hiking and a resident symphony that offers iconic listening. Just ask a local and they'll point the way to their favorite trail, barbecue joint or one of the many local attractions.

San Luis Obispo's Amazing Outdoor Adventures

The almost endless supply of sunshine makes it easy to find an outdoor adventure in San Luis Obispo. With rolling hills, breathtaking coastal vistas, and oak trees as far as the eye can see, there's a scenic backdrop to suit every outdoor enthusiast's taste.

San Luis Obispo takes visitors along a path of history

Part of experiencing San Luis Obispo's charm is understanding how the city came to be the gem of the Central Coast. SLO embraces and proudly displays its past, and it's easy for visitors to take it all in with a simple foot tour around the downtown area.

For more information about events, attractions and visitor services in San Luis Obispo, call 1-877-SLO-TOWN or visit www.SanLuisObispoVacations.com.