

DISCOVER
SAN LUIS OBISPO



ITINERARY INSPIRATION AND MAP

Table of Contents

Outdoor & Recreation 4
Hiking & Biking 6
SLO Skate Park 8
Other Adventures 9

Trails Map 10

Eat & Drink 12
Wine 14

Wine Map 16
Beer 18

Beer Map 20

Family 22

Arts, Culture & Attractions 24
SLO Theaters 26
Performing Arts Center 27
Mission San Luis Obispo de Tolosa 28
Hearst Castle 29
Bubblgum Alley 30
Museums & Other Attractions 31
Farmers' Markets 32

Cal Poly San Luis Obispo 34

Events 36

When In SLO 40

Lodging Map 42

For more information
call our visitor line at 1-877-SLO-TOWN
or visit SanLuisObispoVacations.com.

Welcome to SLO

Welcome to the City of San Luis Obispo, where authentic, friendly people and breathtaking landscapes will rejuvenate and inspire you. SLO, as the locals call it, has it all: hikes to take you up in the clouds, a vibrant Downtown core with dozens of boutique shops and cafés, family-friendly experiences like the Children's Museum and SLO Skate Park, artisanal restaurants serving up local fare, and award-winning wineries and breweries. SLO is located halfway between Los Angeles and San Francisco just a few minutes from the Pacific Ocean. Come experience our SLO lifestyle and see for yourself why we were named the Happiest City in North America.



Outdoor & Recreation

San Luis Obispo is an outdoor enthusiast's dream. Miles of trails provide stunning views for hikers and mountain bikers.

For a list of some of the great trails in and around SLO, see the Trails Map on page 10.



Hiking

With tens of thousands of acres of open space encircling the city, it's no wonder that hiking is a favorite pastime for SLO locals. Conquer one of the peaks for 360-degree views or hike deep into a canyon to explore creeks and waterfalls. There's a hike for everyone in SLO, no matter your age or fitness level. Learn more on the Trails Map, page 10.

Cycling & Mountain Biking

Winding back roads take cyclists through scenic rolling hills and vineyards, while tough climbs and incredible views make SLO a mountain biker's paradise.



SLO Skate Park

If you're looking for a thrill, try dropping into a halfpipe at the SLO Skate Park.



More Outdoor Adventures

Golfers can tee-up at a handful of courses and water enthusiasts will find nearby beaches the perfect spot for stand-up paddle boarding, surfing, and kayaking. If staying on the sand is more your style, rev up an ATV on the sand dunes. Or take to the sky with a zip lining adventure.

For more outdoor and recreational activities, be sure to check out:

- Mustang Waterpark
- Kayaking & Stand-Up Paddling
- Horseback Riding
- Emerson Park
- Laguna Lake Park
- Mitchell Park
- Meadow Park
- Santa Rosa Park

TRAILS MAP

TRAILS MAP KEY

BOB JONES TRAIL
Trail off of Prado Rd.

BOWDEN RANCH OPEN SPACE
Trail off of Lizzie St.

CERRO SAN LUIS
Trailhead at Fernandez Rd.

IRISH HILLS
Trailhead at end of Madonna Rd.

ISLAY HILL OPEN SPACE
Trailhead at end of Sweetbay Ln.

JOHNSON RANCH OPEN SPACE
Trailhead at end of S. Higuera St.

LAGUNA LAKE PARK
Trails start at Dalidio Dr.

RESERVOIR CANYON
Trailhead at end of Reservoir Canyon Rd.

SOUTH HILLS OPEN SPACE
Trailhead off of Woodbridge Rd.

STENNER SPRINGS NATURAL RESERVE
Trailhead at end of Stenner Creek Rd.

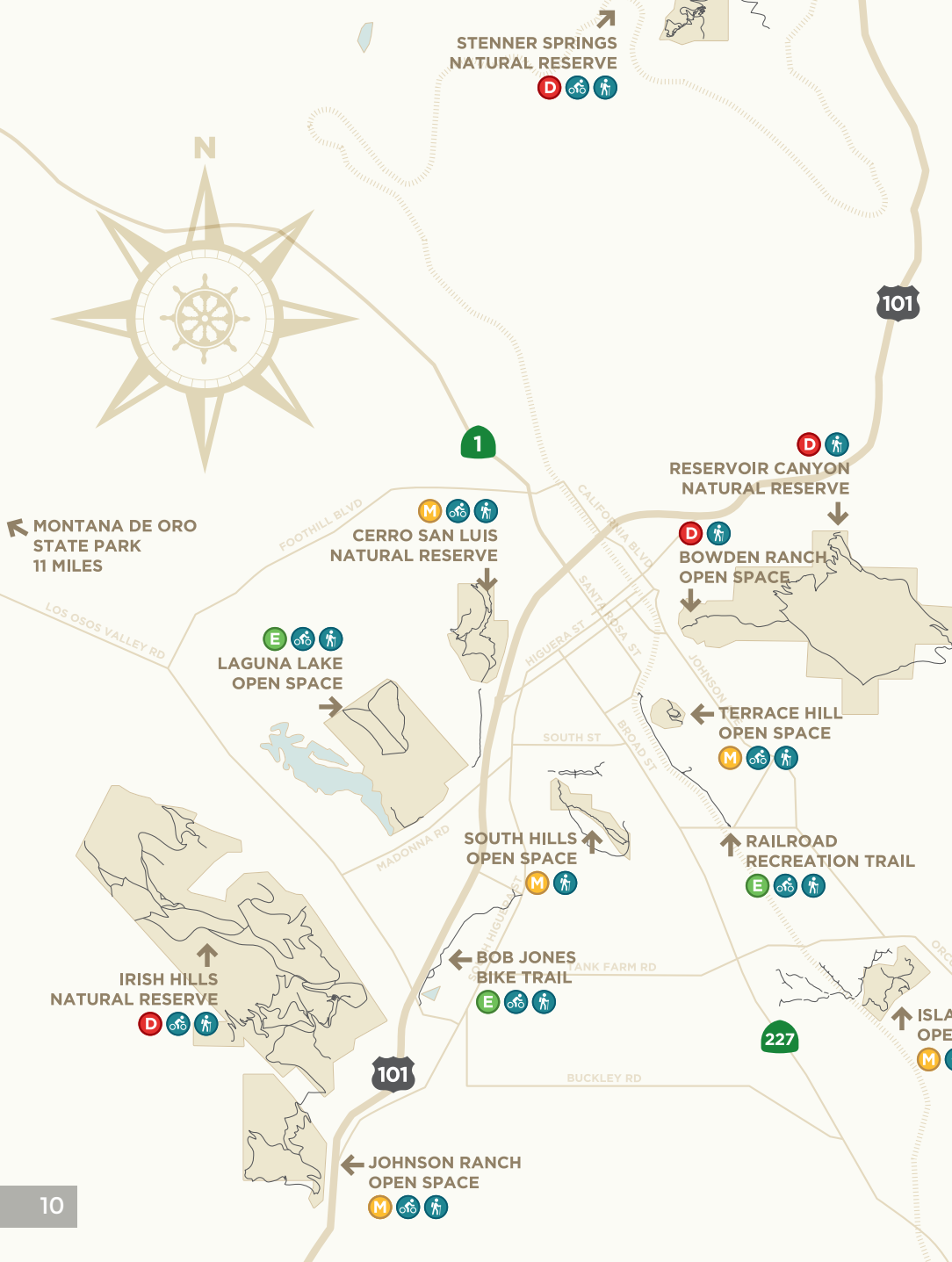
Bike Trail 

Hiking Trail 

Difficult 

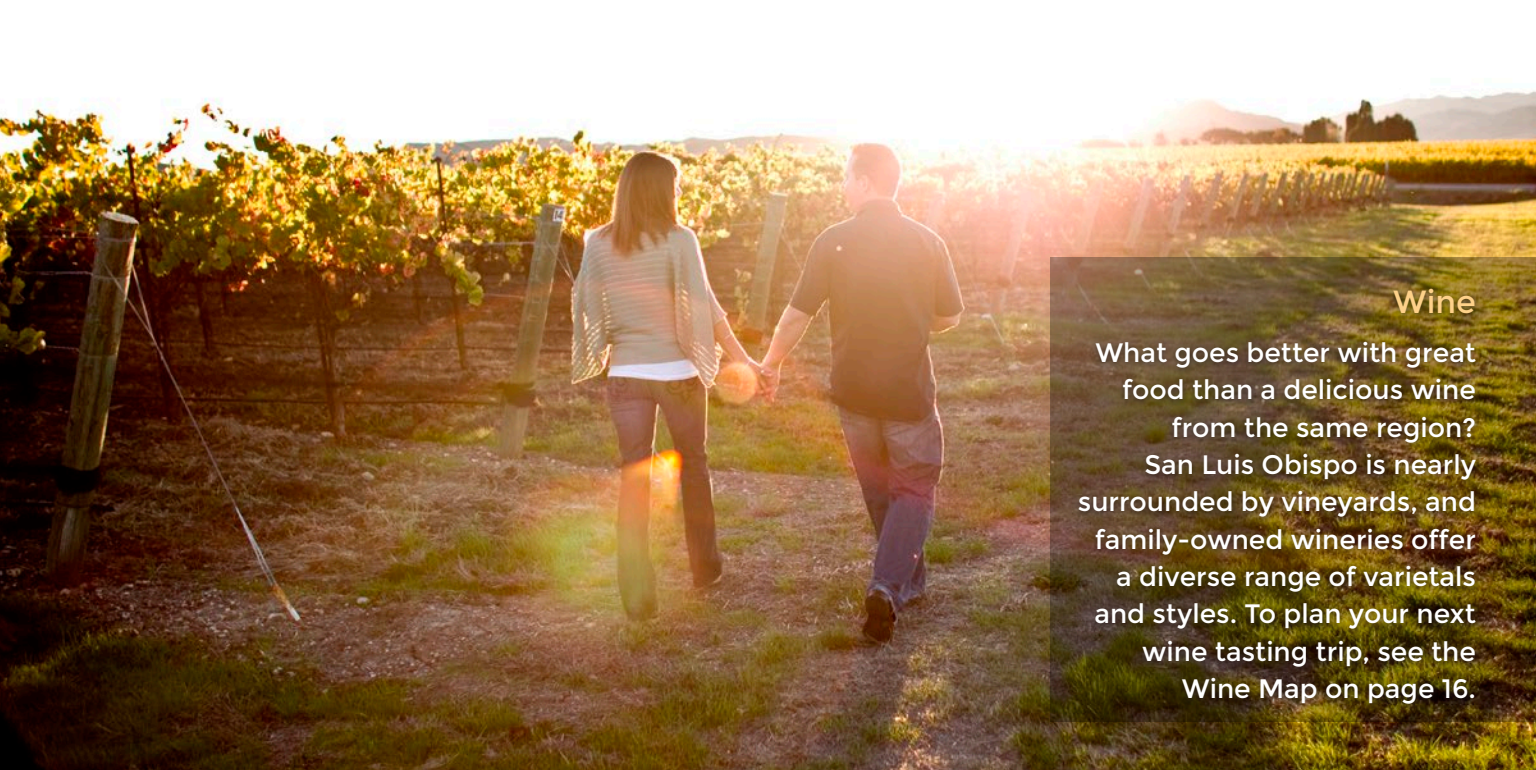
Moderate 

Easy 



Eat & Drink

Locals love San Luis Obispo for its farm-to-table philosophy, and the city isn't short on restaurants that show off what the Central Coast has to offer. From California cuisine to Italian, barbeque to Thai, and seafood to sandwiches (be sure to ask a local which sandwich shop is best), SLO is a foodie paradise.



Wine

What goes better with great food than a delicious wine from the same region? San Luis Obispo is nearly surrounded by vineyards, and family-owned wineries offer a diverse range of varietals and styles. To plan your next wine tasting trip, see the Wine Map on page 16.

WINERIES & TASTING ROOMS

Map on Page 16

- 1. AUTRY CELLARS**
5450 Edna Rd., SLO

2. BIDDLE RANCH VINEYARD
2050 Biddle Ranch Rd., SLO

3. CAL POLY WINE & VITICULTURE
Cal Poly, SLO

4. CENTER OF EFFORT
2199 Corbett Canyon Rd.,
Arroyo Grande

5. CHAMISAL VINEYARDS
7525 Orcutt Rd., SLO

6. CHÊNE VINEYARD
1990 Corbett Canyon Rd.,
Arroyo Grande

7. CLAIBORNE & CHURCHILL
2649 Carpenter Canyon Rd., SLO

8. CROMA VERA
445 1st St., Avila Beach A

9. EDNA VALLEY VINEYARD
2585 Biddle Ranch Rd., SLO

10. FILIPPONI RANCH CELLARS
1850 Calle Joaquin, SLO

11. KELSEY SEE CANYON WINERY
1947 See Canyon Rd., SLO

12. KYNSI WINERY
2212 Corbett Canyon Rd.,
Arroyo Grande

13. LAETITIA VINEYARD & WINERY
453 Laetitia Vineyard Dr.,
Arroyo Grande

14. BAILEYANA-TANGENT-TRUE MYTH WINERY
5828 Orcutt Rd., SLO

15. PELOTON CELLARS
470 Front St., Avila Beach

16. PHANTOM RIVERS WINERY
211 E. Branch St.,
Arroyo Grande

17. SAUCELITO CANYON VINEYARD
3080 Biddle Ranch Rd., SLO

18. SEXTANT WINES
1653 Old Price Canyon Rd., SLO

19. SINOR-LAVALLEE
550 1st St., Avila Beach

20. SILVER HORSE
6985 Ontario Rd., SLO

21. STEPHEN ROSS WINE CELLARS
178 Suburban Rd., SLO

22. TALLEY VINEYARDS
3031 Lopez Dr.,
Arroyo Grande

23. TOLOSA WINERY
4910 Edna Rd., SLO

24. WOLFF VINEYARDS
6238 Orcutt Rd., SLO

WINE MAP

Key on Page 15

TO PASO ROBLES ↑

58

SANTA
MARGARITA

101

MORRO
BAYBAYWOOD -
LOS OSOS

1



3

SAN LUIS
OBISPO

21



10

101



11



19



15



8



20

AVILA
BEACHPISMO
BEACH

101

1

ARROYO
GRANDE

16



13



22



4



6



12



5



18



7



2



9



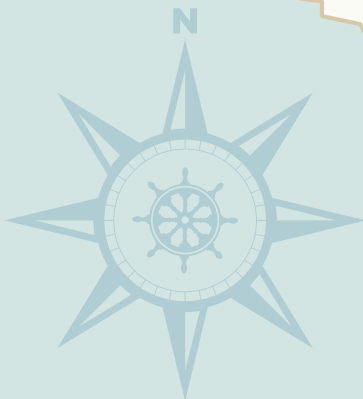
14



23



24



TO SANTA MARIA ↓



BREWERIES

Map on Page 20

1. BANG THE DRUM

950 Orcutt Rd., SLO

2. BARRELHOUSE BREWING CO. & SPEAKEASY

1033 Chorro St., SLO

3. CENTRAL COAST BREWING

1422 Monterey St., SLO

4. FIGUEROA MOUNTAIN BREWING CO.

1462 E. Grand Ave., Arroyo Grande

560 E. Betteravia Rd., Santa Maria

5. FIRESTONE WALKER BREWING CO.

1400 Ramada Dr., Paso Robles

6. SLO BREWING CO.

736 Higuera St., SLO

7. TAP IT BREWING CO.

675 Clarion Ct., SLO

8. LIBERTINE BREWING CO.

1234 Broad St., SLO

9. METRO BREWING CO.

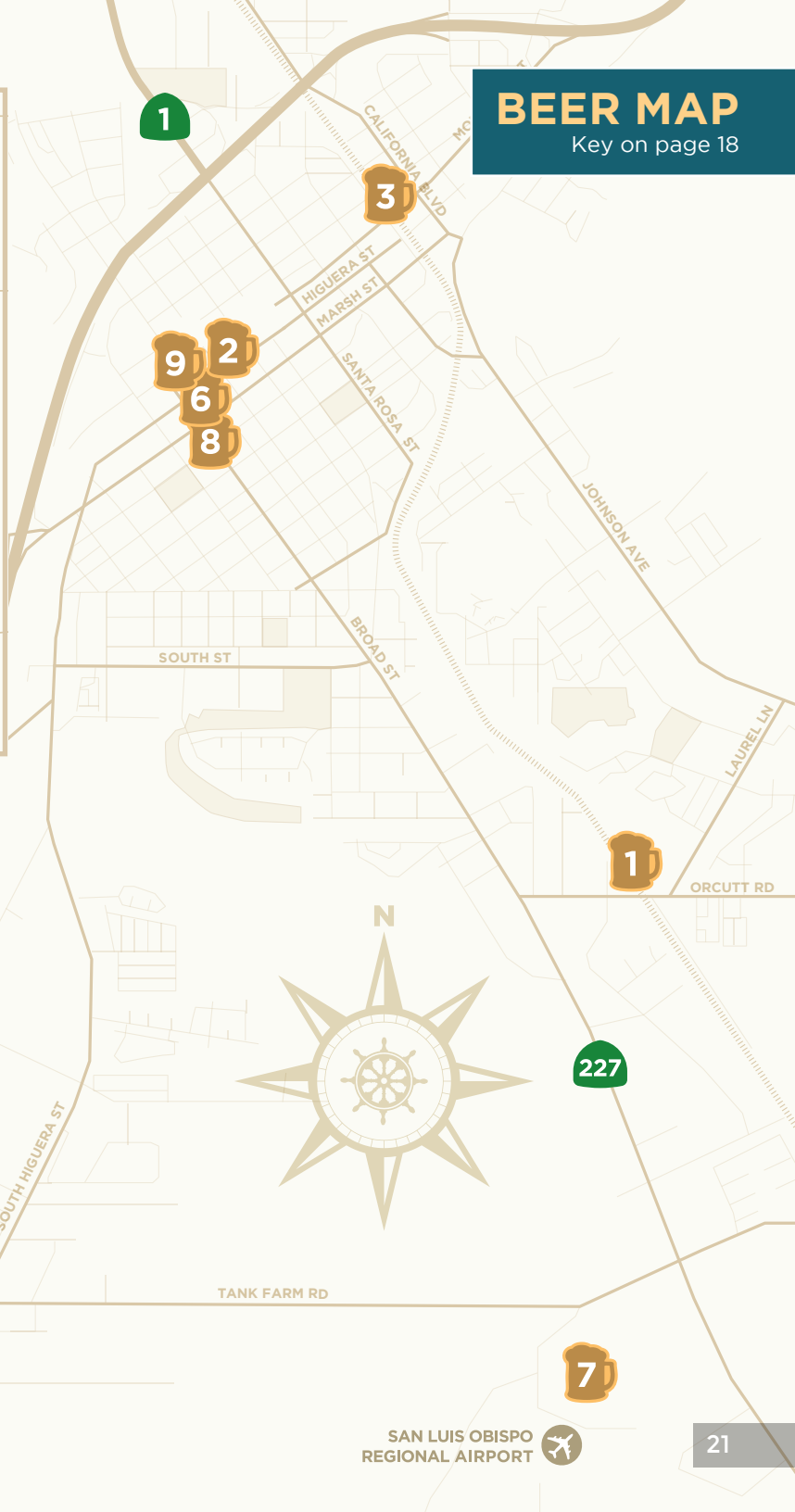
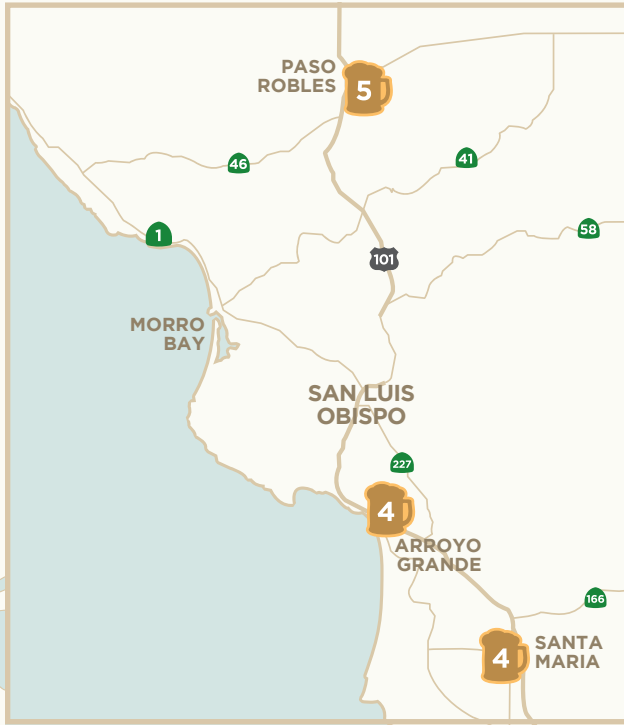
1040 Broad St., SLO

Beer

A burgeoning craft beer movement is putting SLO on the map. A quick glance at the Beer Map on page 20 shows you where to grab a local pint.

BEER MAP

Key on page 18



Family

Generations of families can enjoy time together in and around San Luis Obispo. Family favorites include the popular Downtown Farmers' Market, the historic Fremont Theatre, Hearst Castle and numerous parks, beaches and trails.

Additional kid-friendly things to do:

- SLO Skate Park
- Sinsheimer Park and Public Pool
- Mustang Lanes Bowling Alley
- Blues Baseball Stadium
- Sunset Drive-In
- Bubblegum Alley
- SLO Children's Museum
- SLO Railroad Museum
- Doc Burnstein's Ice Cream Lab
- Rocket Fizz Soda Pop and Candy Shop
- Powell's Sweet Shop

See parks on page 9
and theaters on page 27

Arts, Culture & Attractions



From its historical movie theater to a monument built for a king, arts and culture excursionists will find landmarks in San Luis Obispo that range from fascinating to wonderful to downright weird.

Fremont Theatre

Fremont Theatre, built in the 40s, plays host to the San Luis Obispo International Film Festival each year and offers daily movie showings.



More SLO Theaters

San Luis Obispo Little Theatre

Live performances nearly every week

Alex and Faye Spanos Theatre

498-seat theater offering a variety of live performances on Cal Poly's campus

Sunset Drive-In

Drive-in theater showing double-headers nightly

Downtown Centre Cinema

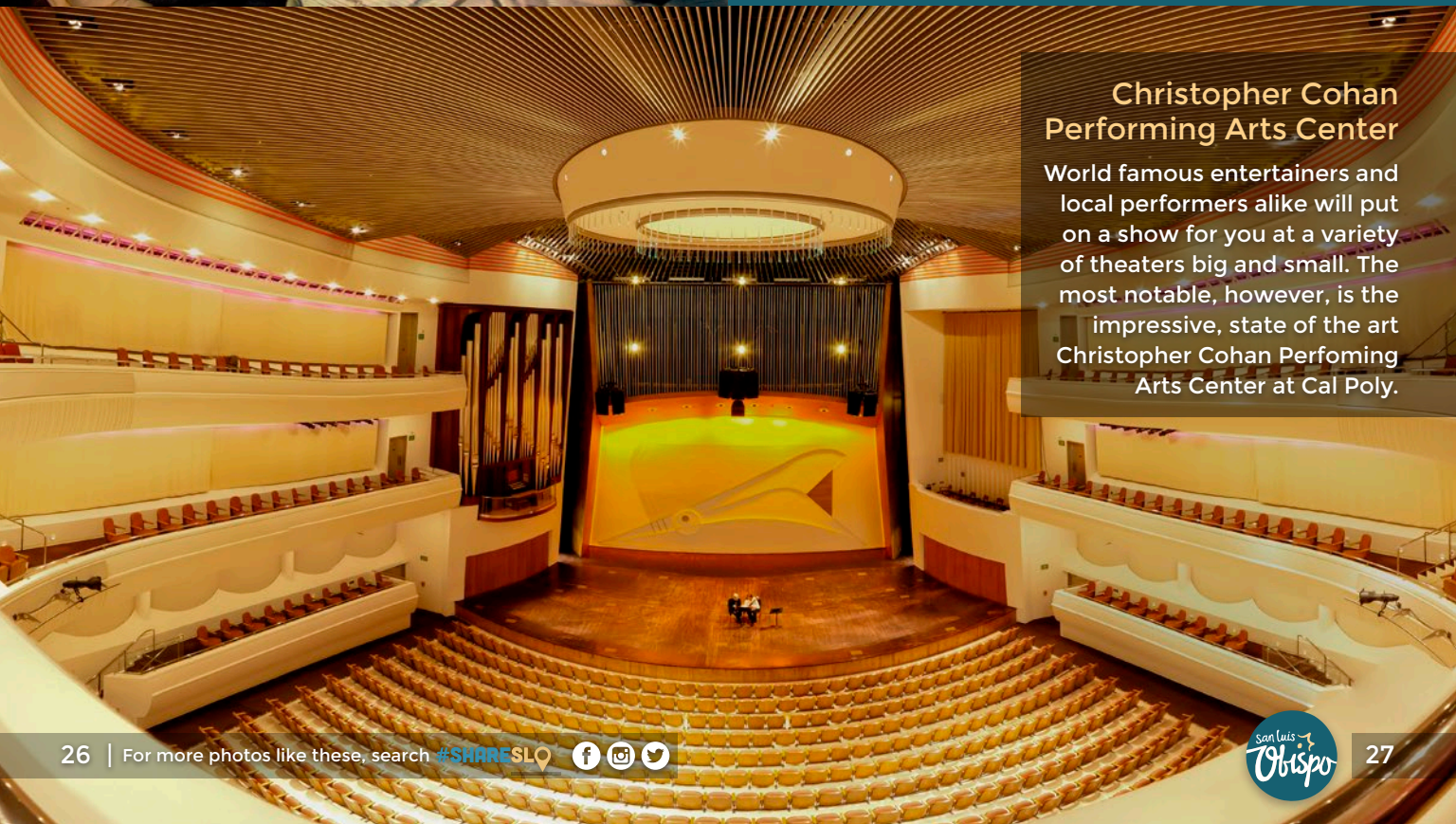
Seven screens showing new releases

Fremont Theatre

Mixture of movie showings and live events

Palm Theatre

Alternative cinema showing foreign, domestic and independent films



Christopher Cohan Performing Arts Center

World famous entertainers and local performers alike will put on a show for you at a variety of theaters big and small. The most notable, however, is the impressive, state of the art Christopher Cohan Performing Arts Center at Cal Poly.

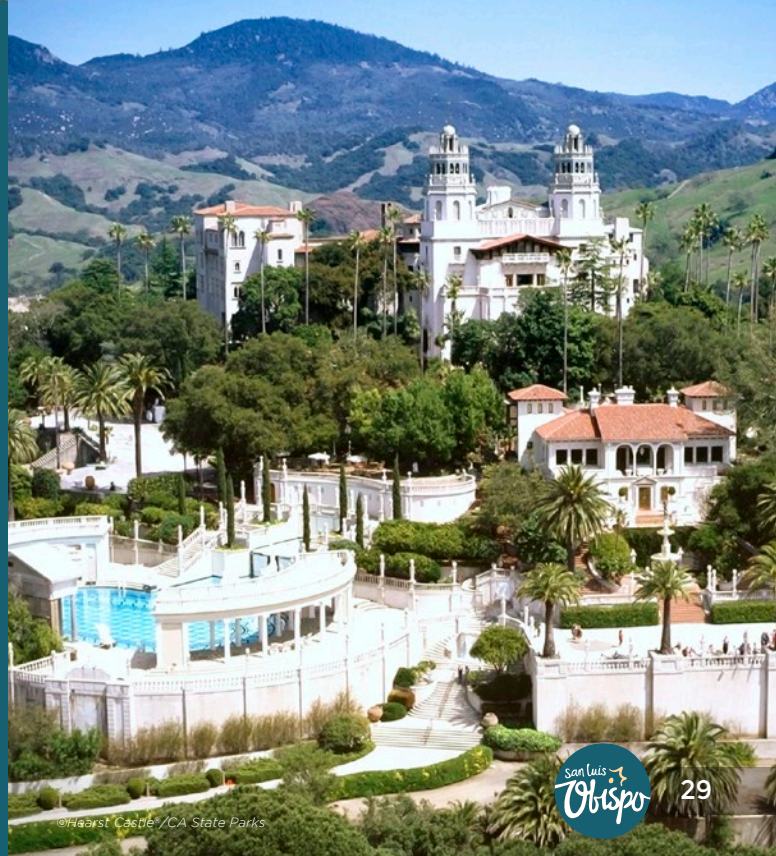


Mission San Luis Obispo de Tolosa

Traverse to the heart of SLO to explore one of the city's gems: Mission San Luis Obispo de Tolosa. Founded in 1772 by Junipero Serra, the landmark is much more than a Catholic church. Residents and visitors enjoy Friday night concerts in Mission Plaza during the summer, and the plaza attracts thousands of people each year for dozens of community events.

Hearst Castle

Travel up Highway 1 a bit to the mansion of the late William Randolph Hearst, perched atop a mountain on the San Simeon coast. Hearst Castle was designed by architect Julia Morgan.





Bubblegum Alley

Don't forget to leave your mark on Bubblegum Alley while you're in town. The attraction is one of the strangest yet most popular in SLO, and has been named one of the world's most bizarre must-see places.

Museums

There's no shortage of museums in Downtown San Luis Obispo. Explore the city's rich history at the San Luis Obispo Museum of Art, the San Luis Obispo County History Center, and the Children's Museum.

Other attractions in SLO

San Luis Obispo Railroad Museum
Dallidet Adobe & Gardens
SLO Botanical Gardens




Farmers' Markets

We don't just enjoy local food in San Luis Obispo, we celebrate it. You'll find a handful of Farmers' Markets around town, but most notable is the Thursday night Downtown SLO Farmers' Market that takes over Higuera Street every week from 6:00 p.m. – 9:00 p.m.

For a schedule of all the SLO Farmers' Markets, see page 38.





Cal Poly State University is ranked one of the best public universities in the nation. San Luis Obispo has a spot in the hearts of more than 20,000 students who attend school here, and the city attracts thousands of parents and alumni each year.

Visitors without a Mustang connection can still take part in campus culture: enjoy a show at Spanos Theatre, watch the Tractor Pull or Rodeo during Poly Royal, or explore the campus during Open House. Plus, there are athletics events taking place year round. The Mustangs boast an NCAA Division I title and 20 varsity sports.

Cal Poly State University

Annual Events



SLO Bike Night

Once a month, dozens of bicyclists meet in Downtown following the Thursday night Downtown SLO Farmers' Market before cruising the streets of SLO. Everyone is welcome, but don't forget your costume. Each month has a different theme, including zombie night, pirate night, and even Dr. Suess night.

SLO Bike Night happens on the first Thursday of each month and begins at 9 p.m. in Mission Plaza.

But Bike Night isn't the only way to see the sights and have a blast in SLO. Grab your calendar, because there are plenty of great things going on throughout the year.

Farmers' Markets (weekly)

Tuesday afternoon, SLO Grange Hall,
3 p.m. – 6 p.m.

Thursday evening, Higuera Street,
6:00 p.m. – 9 p.m.

Saturday morning, World Market parking lot,
8 a.m. – 10:45 a.m.

Art After Dark (monthly)

Art After Dark takes place on the first Friday of each month from 6 p.m. to 9 p.m. More than 20 local galleries and non-traditional art venues spotlight the best of local artists.

SLO Marathon + Half (annual)

The SLO Marathon + Half attracts thousands of experienced and novice runners and walkers for a variety of races, including a marathon, half marathon, 5k, and Fun Run.

More annual events in SLO

Spring

SLO International Film Festival
Roll Out the Barrels
SLO Jazz Festival

Summer

Festival Mozaic
Concerts in the Plaza

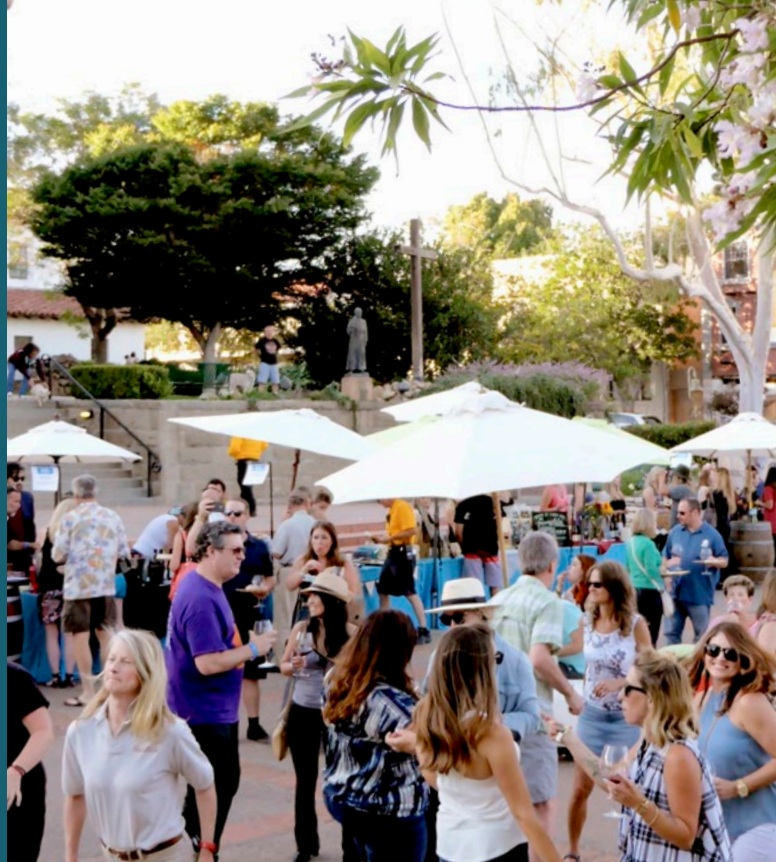
Fall

Mustang Family Weekend

Winter

Festival Mozaic WinterMezzo
Restaurant Month

For even more events, visit
SanLuisObispoVacations.com.



When In SLO



Downtown

Approximately 35 square blocks of café-lined streets, boutique shopping, and a variety of restaurants and bars make Downtown SLO an entertainment hotspot. During the day, the vibe is relaxed, casual, and friendly. At night, it's energized with live music, dancing, and plenty of watering holes pouring local craft beers and mixing up inventive cocktails.

Coming, Going, & Getting Around

Amtrak offers train and bus service, Greyhound also offers bus service, and San Luis Obispo County Regional Airport offers a variety of daily flights.

Uber also services the city, as do a handful of taxi companies. And don't forget the trolley, which travels a specific route Downtown.

Where To Stay

For a list of many of the great places to stay during your visit, see the Lodging Map on page 42.

San Luis Obispo Lodging

1. Americas Best Value Inn

950 Olive St.
805-544-8886

2. Apple Farm Inn

2015 Monterey St.
800-255-2040
or 805-544-2040

3. Avenue Inn Downtown San Luis Obispo

345 Marsh St.
805-543-6443

4. Budget Inn

1001 Olive St.
805-544-0400

5. The Butler Hotel

1511 Monterey St.
805-548-1884

6. Courtyard By Marriott

1605 Calle Joaquin
805-786-4200

7. Economy Motel

652 Morro St.
805-543-7024

8. Embassy Suites Hotel

333 Madonna Rd.
805-549-0800

9. Garden Street Inn Bed & Breakfast

1212 Garden St.
800-488-2045

10. Granada Hotel & Bistro

1126 Morro St.
805-544-9100

11. Hampton Inn & Suites

1530 Calle Joaquin
805-594-1445

12. Heritage Inn

978 Olive St.
805-544-7440

13. Holiday Inn Express

1800 Monterey St.
888-465-4329

14. Homestead Motel

920 Olive St.
805-543-7700

15. Hostel Obispo

1617 Santa Rosa St.
805-544-4678

16. Inn at San Luis Obispo

1895 Monterey St.
805-544-0973

17. La Cuesta Inn

2074 Monterey St.
800-543-2777

18. Lamplighter Inn & Suites

1604 Monterey St.
805-547-7777

19. Lexington Inn

2050 Garfield St.
805-549-9911

20. The Lofts at SLO Brew

738 Higuera St.
805-543-1843

21. Los Padres Motel

1575 Monterey St.
805-543-5017

22. Madonna Inn

100 Madonna Rd.
800-543-9666

23. Motel 6 South

1625 Calle Joaquin
805-541-6992

24. Motel 6 North

1433 Calle Joaquin
805-549-9595

25. Peach Tree Inn

2001 Monterey St.
800-227-6396

26. Petit Soleil

1473 Monterey St.
805-549-0321

27. Quality Suites San Luis Obispo

1631 Monterey St.
800-767-9407

28. Ramada Olive Tree Inn

1000 Olive St.
805-544-2800

29. Rose Garden Inn

1585 Calle Joaquin
805-544-5300

30. Royal Oak Hotel

214 Madonna Rd.
805-544-4410

31. San Luis Creek Lodge

1941 Monterey St.
800-593-0333

32. San Luis Inn & Suites

404 Santa Rosa St.
805-544-0881

33. San Luis Obispo Travelodge

1825 Monterey St.
805-543-5110

34. Sands Inn & Suites

1930 Monterey St.
800-441-4657

35. Sunbeam Motel

1656 Monterey St.
805-543-8141

36. Super 8 Motel

1951 Monterey St.
805-544-6888

37. Vagabond Inn

210 Madonna Rd.
805-544-4710

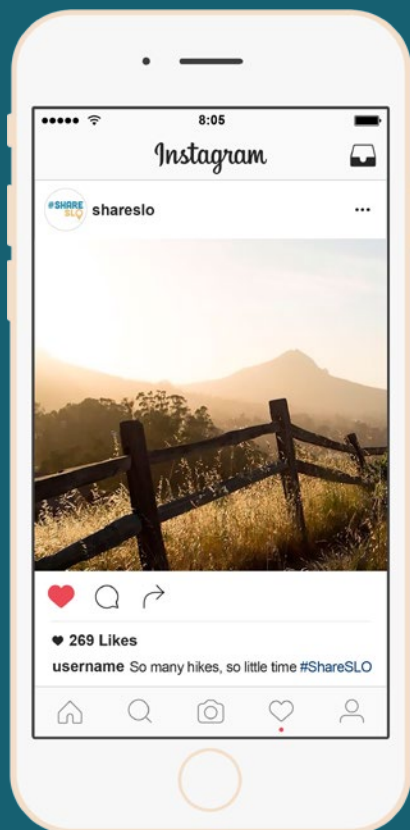
38. Villa Motel

1670 Monterey St.
805-543-8071

LODGING MAP



#SHARESLO



Stopping into your favorite haunt Downtown?
Mustangs scored at a Cal Poly football game?
Tasting your new favorite wine? **#ShareSLO**.

With the simple hashtag **#ShareSLO**, we're making it easy for you to share your SLO experiences and help others discover SLO, too. So next time you're out enjoying everything this city has to offer, snap a photo and **#ShareSLO** on Instagram, Twitter and Facebook.



#SHARESLO

For more information call
1-877-SLO-TOWN
SanLuisObispoVacations.com