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.

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

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**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 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 🟠
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.
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.
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.

**BREWRIES**

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
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.
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.
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

When In SLO

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.

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.
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 Mono 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.
    888-465-4129
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
    195 Monterey St.
    805-544-0979
17. La Cuesta Inn
    2074 Monterey St.
    800-543-2779
18. Lamplighter Inn & Suites
    1604 Monterey St.
    805-547-7777
19. Lexington Inn
    2050 Garfield St.
    805-549-3991
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.
    805-543-9666
23. Motel 6 South
    1625 Calle Joaquin
    805-541-6992
24. Motel 6 North
    1433 Calle Joaquin
    805-543-9535
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
    1831 Monterey St.
    800-767-3407
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
    1841 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.
    805-543-3110
34. Sands Inn & Suites
    1930 Monterey St.
    800-441-4657
35. Sunbeam Motel
    1636 Monterey St.
    805-543-8141
36. Super 8 Motel
    1951 Monterey St.
    805-549-6888
37. Vagabond Inn
    210 Madonna Rd.
    805-544-2710
38. Villa Motel
    1670 Monterey St.
    805-543-8071

Visit SanLuisObispoVacations.com for alternative lodging and to book your stay.
#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.

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