DISCOVER
SAN LUIS OBISPO

San Luis Obispo
CALIFORNIA

ITINERARY INSPIRATION AND MAP
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.

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

More Outdoor Adventures

Golfers can tee-up at a handful of courses and families can find the perfect spot to enjoy time together. Or take to the sky with a zip lining adventure.

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

- Mustang Waterpark
- Horseback Riding
- Emerson Park
- Laguna Lake Park
- Mitchell Park
- Meadow Park
- Santa Rosa Park
- Sinsheimer Park
- French Park
- Laguna Lake Golf Course
- Dairy Creek Golf Course
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.
WINERIES & TASTING ROOMS

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 the right. For tasting room hours and additional information, go to VisitSLO.com

1. AUTRY CELLARS
   5450 Edna Rd., SLO

2. BAILEYANA, TANGENT & TRUE MYTH
   5828 Orcutt Rd., SLO

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

4. CAL POLY WINE & VITICULTURE*
   Cal Poly, SLO

5. CENTER OF EFFORT*
   2199 Corbett Canyon Rd., Arroyo Grande

6. CHAMISAL VINEYARDS
   7525 Orcutt Rd., SLO

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

8. CROMA VERA WINES
   3592 Broad St., #106, SLO

9. CUTRUZZOLA VINEYARDS
   555 Main St., Cambria

10. DEOUVLET WINES
    203 Suburban Rd., #2, SLO

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

12. FILIPPONI RANCH
    1850 Calle Joaquin, SLO

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

14. KYNSEI WINERY
    2212 Corbett Canyon Rd., Arroyo Grande

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

16. MALENE WINES
    7767 Orcutt Rd., SLO

17. NINER WINE ESTATES
    2400 CA-46, Paso Robles

18. OCEANO WINES*
    827 Buckley Rd. SLO

19. PELOTON CELLARS
    470 Front St., Avila Beach

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

21. PIE德拉 CREEK WINERY
    6425 Mira Cielo, SLO

22. QUPE & VERDAD TASTING ROOM
    134-A W. Branch St., Arroyo Grande

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

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

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

26. STEPHEN ROSS
    178 Suburban Rd., SLO

27. STOLO VINEYARDS
    3776 Santa Rosa Creek Rd., Cambria

28. TALLEY VINEYARDS
    3031 Lopez Dr., Arroyo Grande

29. TIMBRE WINERY
    225 E. Branch St., Arroyo Grande

30. TOLOSA WINERY
    4910 Edna Rd., SLO

31. VERDAD & LINDQUIST FAMILY WINES
    130 W. Branch St., Arroyo Grande

32. WOLFF VINEYARDS
    6238 Orcutt Rd., SLO

* By reservation only. Call for details.
BREWRIES & CIDER BARS

Beer & Cider

A burgeoning craft beer and cider movement is putting SLO on the map. A quick glance at the Beer & Cider Map shows you where to grab a local craft beverage.

1. BARRELHOUSE BREWING CO. & SPEAKEASY
   1033 Chorro St.

2. BANG THE DRUM
   950 Orcutt Rd.

3. CENTRAL COAST BREWING
   1422 Monterey St.
   6 Higuera St.

4. CIDER BAR
   570 Higuera St., Ste. 101

5. LIBERTINE BREWING CO.
   1234 Broad St.

6. SLO BREW ROCK
   855 Aerovista Pl.

7. SANTA MARIA BREWING CO.
   675 Clarion Ct.

8. SLO CIDER COMPANY
   3419 Roberto Ct.

9. 7 SISTERS BREWING COMPANY
   181 Tank Farm Rd., Ste. 110

10. THERE DOES NOT EXIST
    4070 Earthwood Ln, Suite 110
Generations of families can enjoy time together in and around San Luis Obispo. Family favorites include the popular Downtown Farmers’ Market, the historic Fremont Theater, Hearst Castle and numerous parks 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
- SLO Sweets

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 Theater**

Fremont Theater, built in the 40s, plays host to the San Luis Obispo International Film Festival each year and offers a variety of concerts and shows.
More SLO Theaters

SLO REP
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 Theater
Mixture of concerts and events

Palm Theatre
Alternative cinema showing foreign, domestic and independent films. First solar powered theatre in America.

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
The Octagon Barn
Veterans Memorial Museum
Historic Jack House and Gardens

For more photos like these, search #SHARESLO
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 34.
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.

More annual events in SLO
Spring
SLO International Film Festival
Poly Royal Rodeo
Summer
Festival Mozaic
Concerts in the Plaza
Live Oak Music Festival
Renaissance Festival
Pride in the Plaza
Fall
Mustang Family Weekend
Dia De Los Muertos San Luis Obispo
City to the Sea Half Marathon
Winter
Festival Mozaic Winter Mezzo
Restaurant Month
SLO Craft Beer Festival
Downtown Holiday Parade

For even more events, visit VisitSLO.com.
When In SLO

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 and Lyft also service 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.

SLO Visitor’s Center

The San Luis Obispo Visitor Center has everything you need to make your SLO vacation fun and flawless. Pick up maps of the city and county as well as a Visitors Guide which will help you plan the perfect stay. You can also purchase locally made souvenirs and wine.

(805) 781-2777
895 Monterey Street, San Luis Obispo, CA 93401
Sunday - Wednesday, 9:30 a.m. - 5 p.m.
Thursday - Saturday, 9:30 a.m. - 6 p.m.
San Luis Obispo Lodging

1. Apple Farm Inn
   2015 Monterey St.
   800-295-2040

2. Avenue Inn
   Downtown San Luis Obispo
   345 Marsh St.
   805-543-6443

3. Best Western Plus Royal Oak
   214 Madonna Rd
   805-544-4410

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. Downtown SLO Inn
   950 Olive St.
   805-544-8886

8. Economy Motel
   652 Morro St.
   805-543-7024

9. Embassy Suites by Hilton
   333 Madonna Rd.
   805-549-0800

10. Garden Street Inn Bed & Breakfast
    1212 Garden St.
    805-545-9802

11. Granada Hotel & Bistro
    1126 Morro St.
    805-544-9100

12. Hampton Inn & Suites
    1530 Calle Joaquin
    805-594-7445

13. Heritage Inn
    970 Olive St.
    805-544-7440

14. Homestead Motel
    920 Olive St.
    805-543-7700

15. Hostel Obispo
    1617 Santa Rosa St.
    805-544-4678

16. Hotel Buena Vista SLO
    2050 Garfield St.
    805-549-9911

17. Hotel Cerro
    1125 Garden St.
    805-548-1000

18. Hotel San Luis Obispo
    877 Palm St.
    805-235-0700

19. The Inn at San Luis Obispo
    1825 Monterey St.
    805-544-0973

20. The Kinney
    1800 Monterey St.
    805-544-8600

21. La Cuesta Inn
    2074 Monterey St.
    805-543-2777

22. Lamplighter Inn & Suites
    1604 Monterey St.
    805-547-7777

23. La Quinta
    1845 Monterey St.
    805-543-4555

24. Los Padres Inn
    1575 Monterey St.
    805-543-5017

25. Madonna Inn
    100 Madonna Rd.
    805-543-3000

26. Mission Inn
    1931 Monterey St.
    805-544-6888

27. Motel 6 North
    1433 Calle Joaquin
    805-549-9995

28. Motel 6 South
    1625 Calle Joaquin
    805-541-6992

29. Olive Tree Inn & Suites
    1000 Olive St.
    805-544-2800

30. Peach Tree Inn
    2001 Monterey St.
    802-227-6396

31. Petit Soleil
    1473 Monterey St.
    805-549-0321

32. Quality Suites San Luis Obispo
    1631 Monterey St.
    805-541-5001

33. Rose Garden Inn
    1885 Calle Joaquin
    805-544-5300

34. San Luis Creek Lodge
    1941 Monterey St.
    805-541-1122

35. San Luis Inn & Suites
    404 Santa Rosa St.
    805-544-0881

36. Sands Inn & Suites
    1330 Monterey St.
    805-544-0050

37. SLO Brew Lofts
    738 Higuera St.
    805-543-1843

38. Sunbeam Motel
    1636 Monterey St.
    805-543-0141

39. UNIVERSITY INN at San Luis Obispo
    1825 Monterey St.
    805-543-5110

40. Vagabond Inn
    210 Madonna Rd.
    805-544-0710

41. Villa Motel
    1670 Monterey St.
    805-543-8071

Visit VisitSLO.com for alternative lodging and to book your stay.
Stoping 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.

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