

DISCOVER
SAN LUIS OBISPO



ITINERARY INSPIRATION AND MAP

Table of Contents

| | |
|--|-----------|
| Outdoor & Recreation | 4 |
| Hiking & Biking | 6 |
| SLO Skate Park | 8 |
| More Outdoor Adventures..... | 9 |
| Trails Map | 10 |
| Eat & Drink | 12 |
| Wine Map | 14 |
| Beer & Cider Map | 16 |
| Family | 18 |
| Arts, Culture & Attractions | 20 |
| SLO Theaters..... | 21 |
| Performing Arts Center..... | 23 |
| Mission San Luis Obispo de Tolosa..... | 24 |
| Hearst Castle..... | 24 |
| Bubblemum Alley | 27 |
| Museums & Other Attractions..... | 27 |
| Farmers' Markets | 29 |
| Cal Poly San Luis Obispo | 30 |
| Annual Events | 32 |
| When In SLO | 36 |
| Lodging Map | 38 |

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

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.

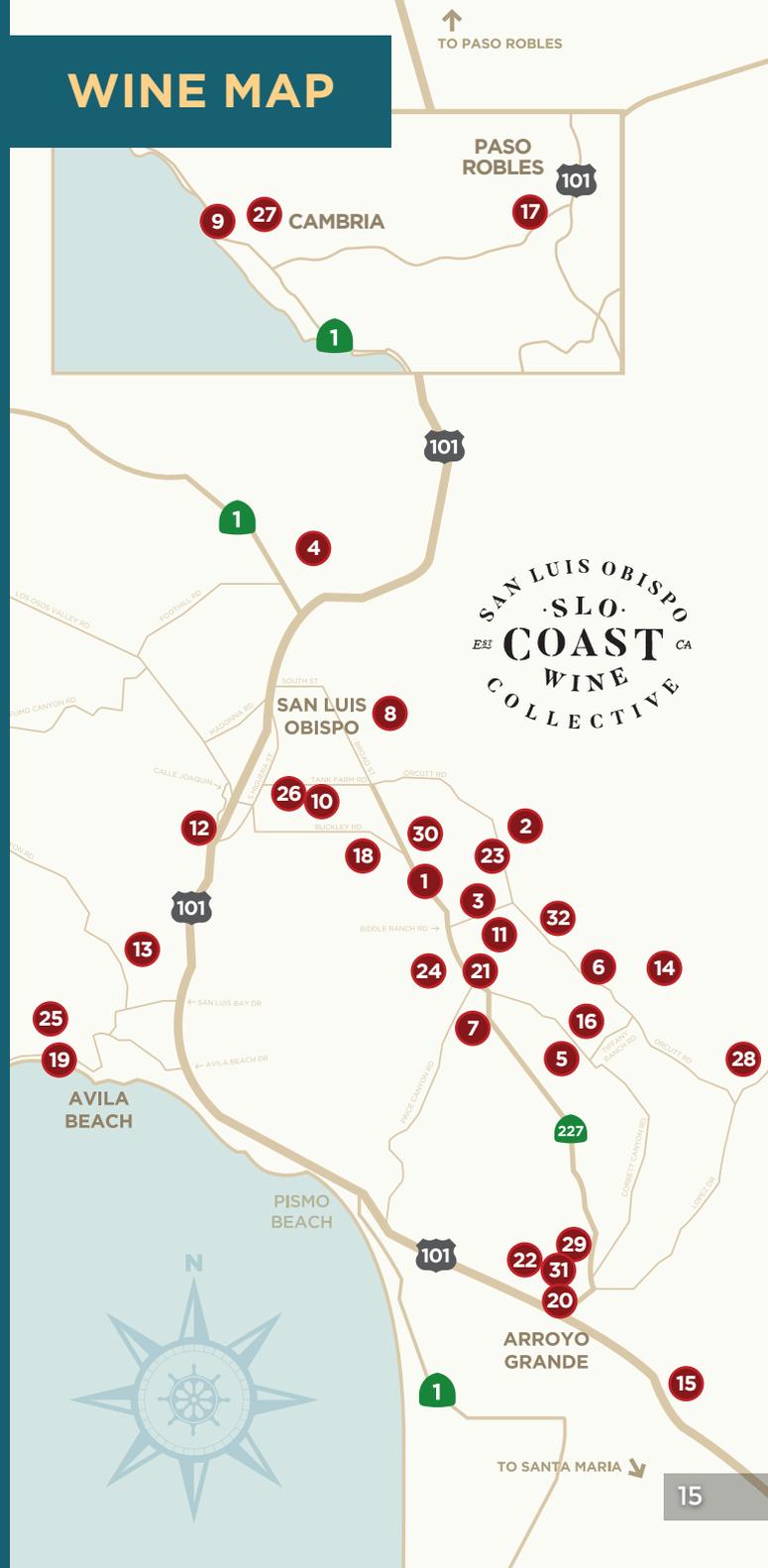
WINERIES & TASTING ROOMS

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

- | | | |
|--|---|--|
| 1. AUTRY CELLARS 5450 Edna Rd., SLO | 12. FILIPPONI RANCH 1850 Calle Joaquin, SLO | 23. SAUCELITO CANYON VINEYARD 3080 Biddle Ranch Rd., SLO |
| 2. BAILEYANA, TANGENT & TRUE MYTH 5828 Orcutt Rd., SLO | 13. KELSEY SEE CANYON WINERY 1947 See Canyon Rd., SLO | 24. SEXTANT WINES 1653 Old Price Canyon Rd., SLO |
| 3. BIDDLE RANCH VINEYARD 2050 Biddle Ranch Rd., SLO | 14. KYNSI WINERY 2212 Corbett Canyon Rd., Arroyo Grande | 25. SINOR-LAVALLEE 550 1st St., Avila Beach |
| 4. CAL POLY WINE & VITICULTURE* Cal Poly, SLO | 15. LAETITIA VINEYARD & WINERY 453 Laetitia Vineyard Dr., Arroyo Grande | 26. STEPHEN ROSS 178 Suburban Rd., SLO |
| 5. CENTER OF EFFORT* 2199 Corbett Canyon Rd., Arroyo Grande | 16. MALENE WINES 7767 Orcutt Rd., SLO | 27. STOLO VINEYARDS 3776 Santa Rosa Creek Rd., Cambria |
| 6. CHAMISAL VINEYARDS 7525 Orcutt Rd., SLO | 17. NINER WINE ESTATES 2400 CA-46, Paso Robles | 28. TALLEY VINEYARDS 3031 Lopez Dr., Arroyo Grande |
| 7. CLAIBORNE & CHURCHILL WINERY 2649 Carpenter Canyon Rd., SLO | 18. OCEANO WINES* 827 Buckley Rd. SLO | 29. TIMBRE WINERY 225 E. Branch St., Arroyo Grande |
| 8. CROMA VERA WINES 3592 Broad St., #106, SLO | 19. PELTON CELLARS 470 Front St., Avila Beach | 30. TOLOSA WINERY 4910 Edna Rd., SLO |
| 9. CUTRUZZOLA VINEYARDS 555 Main St., Cambria | 20. PHANTOM RIVERS WINERY 211 E. Branch St., Arroyo Grande | 31. VERDAD & LINDQUIST FAMILY WINES 130 W. Branch St., Arroyo Grande |
| 10. DEOUVLET WINES 203 Suburban Rd., #2, SLO | 21. PIEDRA CREEK WINERY 6425 Mira Cielo, SLO | 32. WOLFF VINEYARDS 6238 Orcutt Rd., SLO |
| 11. EDNA VALLEY VINEYARD 2585 Biddle Ranch Rd., SLO | 22. QUPE & VERDAD TASTING ROOM 134-A W. Branch St., Arroyo Grande | |

WINE MAP



BREWERIES & 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.

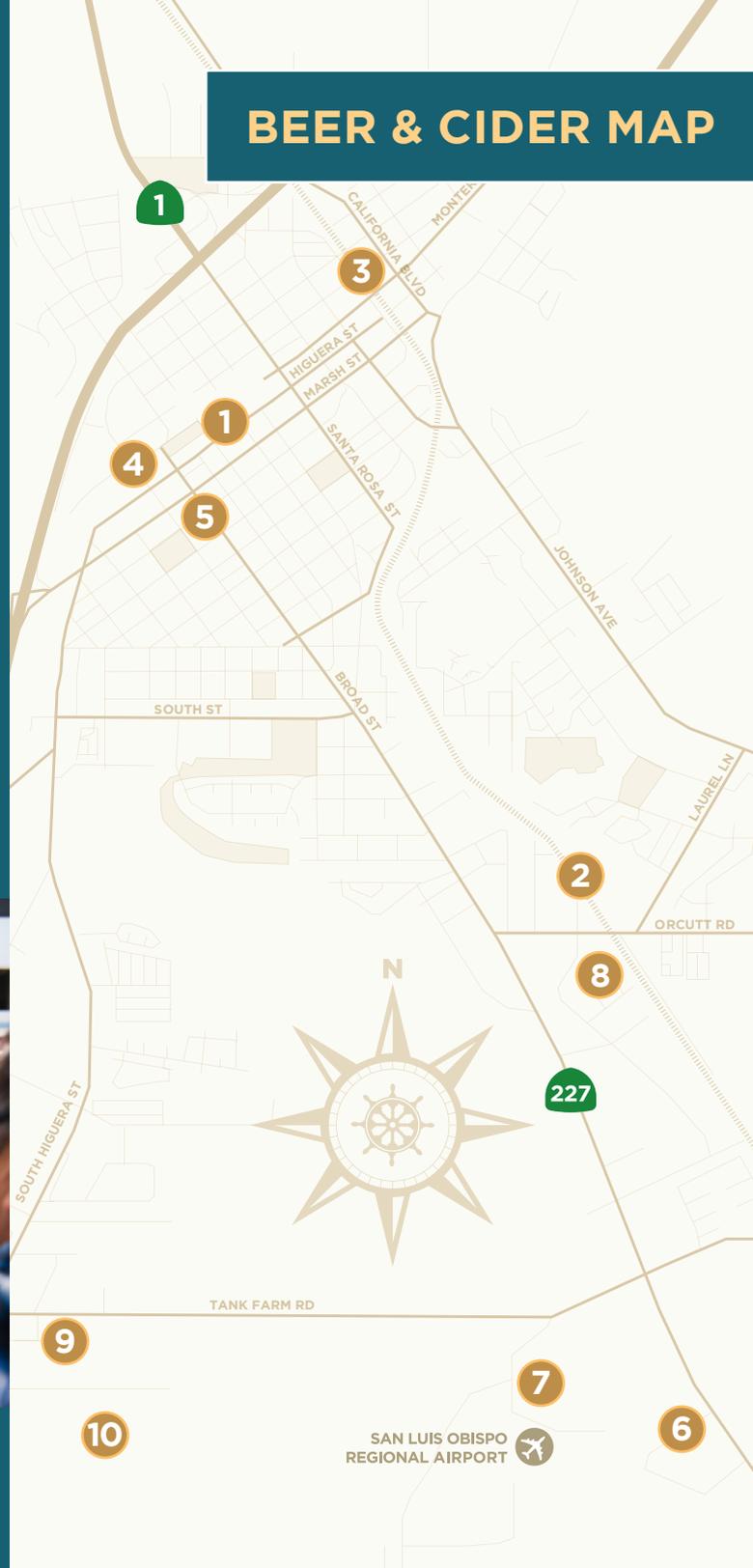
8. SLO CIDER COMPANY
3419 Roberto Ct.

9.7 SISTERS BREWING COMPANY
181 Tank Farm Rd., Ste. 110

10. THERE DOES NOT EXIST
4070 Earthwood Ln, Suite 110



BEER & CIDER MAP



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 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

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 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.



Image by Bryce Edwards

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

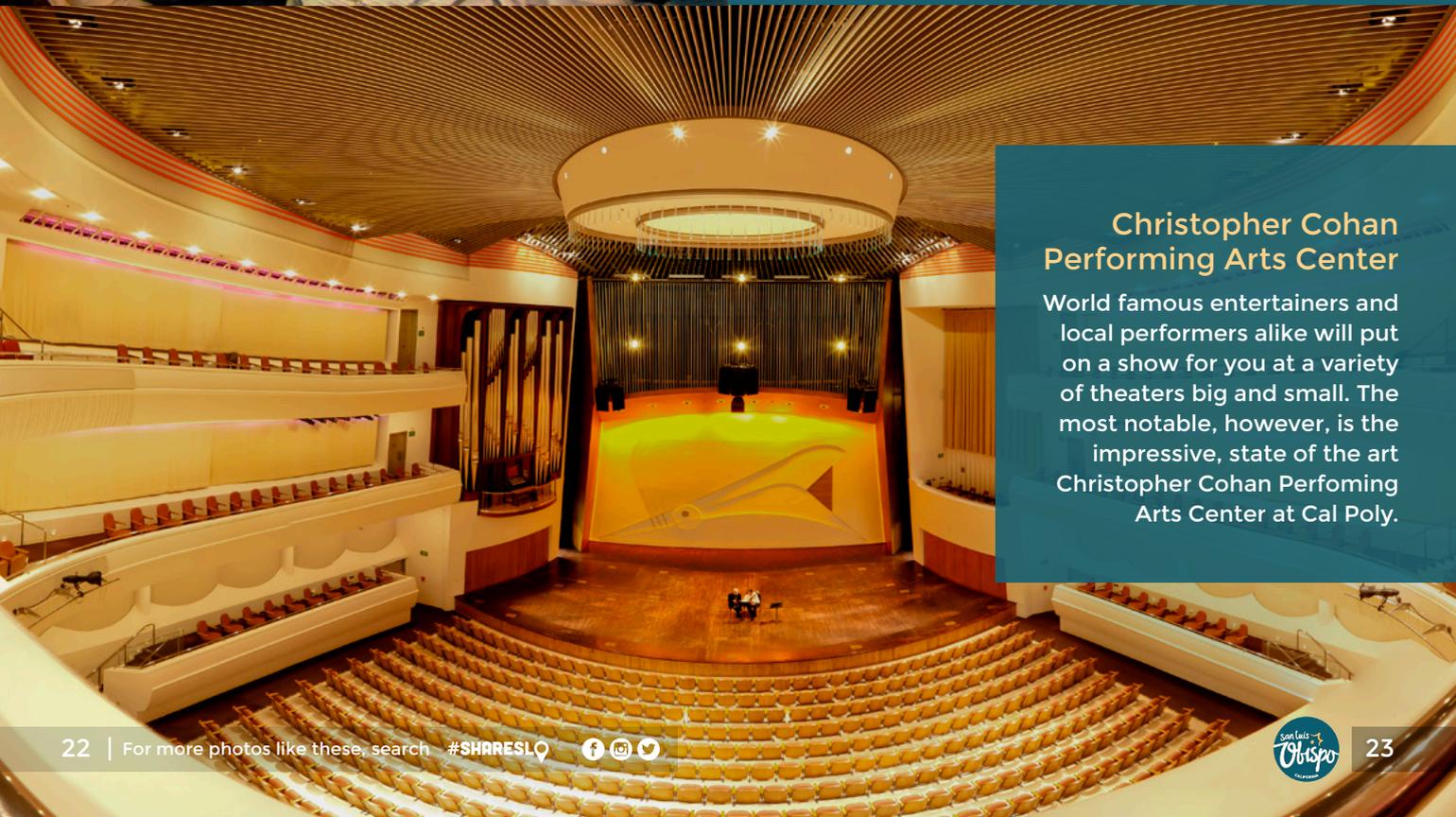
Seven screens showing new releases

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



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.

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. Seuss 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



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.

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.

San Luis Obispo Lodging

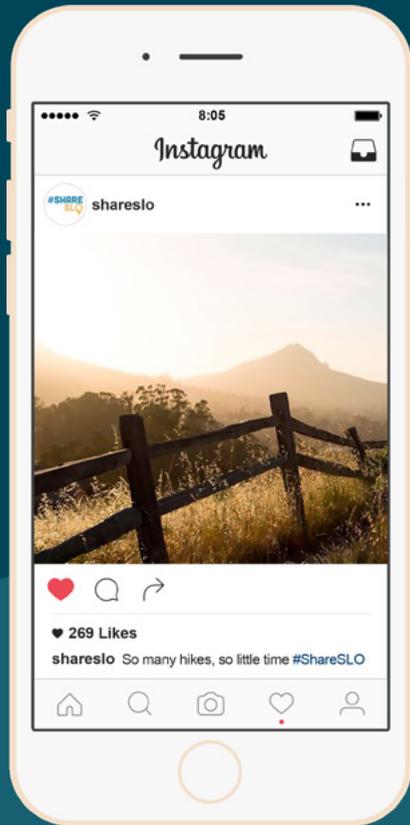
- | | | |
|---|---|--|
| <p>1. Apple Farm Inn 2015 Monterey St. 800-255-2040</p> <p>2. Avenue Inn Downtown San Luis Obispo 345 Marsh St. 805-543-6443</p> <p>3. Best Western Plus Royal Oak 214 Madonna Rd 805-544-4410</p> <p>4. Budget Inn 1001 Olive St. 805-544-0400</p> <p>5. The Butler Hotel 1511 Monterey St. 805-548-1884</p> <p>6. Courtyard By Marriott 1605 Calle Joaquin 805-786-4200</p> <p>7. Downtown SLO Inn 950 Olive St. 805-544-8886</p> <p>8. Economy Motel 652 Morro St. 805-543-7024</p> <p>9. Embassy Suites by Hilton 333 Madonna Rd. 805-549-0800</p> <p>10. Garden Street Inn Bed & Breakfast 1212 Garden St. 805-545-9802</p> <p>11. Granada Hotel & Bistro 1126 Morro St. 805-544-9100</p> <p>12. Hampton Inn & Suites 1530 Calle Joaquin 805-594-1445</p> <p>13. Heritage Inn 978 Olive St. 805-544 7440</p> | <p>14. Homestead Motel 920 Olive St. 805-543-7700</p> <p>15. Hostel Obispo Luis Obispo 1617 Santa Rosa St. 805-544-4678</p> <p>16. Hotel Buena Vista SLO 2050 Garfield St. 805-549-9911</p> <p>17. Hotel Cerro 1125 Garden St. 805-548-1000</p> <p>18. Hotel San Luis Obispo 877 Palm St. 805-235-0700</p> <p>19. The Inn at San Luis Obispo 1895 Monterey St. 805-544-0973</p> <p>20. The Kinney 1800 Monterey St. 805-544-8600</p> <p>21. La Cuesta Inn 2074 Monterey St. 800-543-2777</p> <p>22. Lamplighter Inn & Suites 1604 Monterey St. 805-547-7777</p> <p>23. La Quinta 1845 Monterey St. 805-439-4555</p> <p>24. Los Padres Inn 1575 Monterey St. 805-543-5017</p> <p>25. Madonna Inn 100 Madonna Rd. 805-543-3000</p> <p>26. Mission Inn 1951 Monterey St. 805-544-6888</p> <p>27. Motel 6 North 1433 Calle Joaquin 805-549-9595</p> <p>28. Motel 6 South 1625 Calle Joaquin 805-541-6992</p> | <p>29. Olive Tree Inn & Suites 1000 Olive St. 805-544-2800</p> <p>30. Peach Tree Inn 2001 Monterey St. 800-227-6396</p> <p>31. Petit Soleil 1473 Monterey St. 805-549-0321</p> <p>32. Quality Suites San Luis Obispo 1631 Monterey St. 805-541-5001</p> <p>33. Rose Garden Inn 1585 Calle Joaquin 805-544-5300</p> <p>34. San Luis Creek Lodge 1941 Monterey St. 805-541-1122</p> <p>35. San Luis Inn & Suites 404 Santa Rosa St. 805-544-0881</p> <p>36. Sands Inn & Suites 1930 Monterey St. 805-544-0500</p> <p>37. SLO Brew Lofts 738 Higuera St. 805-543-1843</p> <p>38. Sunbeam Motel 1656 Monterey St. 805-543-8141</p> <p>39. UNIVERSITY INN at San Luis Obispo 1825 Monterey St. 805-543-5110</p> <p>40. Vagabond Inn 210 Madonna Rd. 805-544-4710</p> <p>41. Villa Motel 1670 Monterey St. 805-543-8071</p> |
|---|---|--|

LODGING MAP



Visit VisitSLO.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.



#SHARESLO

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