THE OFFICIAL GUIDE TO SAN LUIS OBISPO





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WE'RE SAN LUIS OBISPO.

BUT YOU CAN CALL US SLO.

We're small-town California with big-time charm, ready to welcome you. This is the change of pace you've been looking for. We're laid back, and we let loose. We're a breath of fresh air. We're all about waking up every day to have your best day ever. It's a way of life for locals (and when you're here, you're a local).

Come experience it for yourself. Come live the SLO Life.



YOUR HOMEBASE AWAY FROM HOME

Located between San Francisco and Los Angeles on the historic Highway 1, the city of San Luis Obispo sets itself apart as the perfect hub for exploring the Central Coast of California. It's the perfect place to lay your head after a long day of exploration, and once you experience it, you'll fall in love. Because there's no life like the SLO Life.



GETTING HERE

DRIVE

There's nothing quite like a drive along the historic Pacific Coast Highway. Take Highway 1 or the 101 North from Los Angeles or south from San Francisco. It'll land you right in downtown San Luis Obispo.

FLY

The San Luis Obispo County Regional Airport (SBP) offers a convenient, stress-free way to access San Luis Obispo and the surrounding region.

BUS AND TRAIN

Catch the Amtrak to the San Luis Obispo station or hop on a Greyhound. Both are beautiful and budget-friendly ways to sightsee and get to SLO.



OUR NEIGHBORHOODS

MOJO

The surrounding areas of Monterey and Johnson cross streets are home to many hotels, a variety of fun dining options, and the main entrance to Cal Poly.

RAILROAD DISTRICT

In the historic Railroad District, you can explore the family-friendly Railroad Museum, access the bustling Amtrak station, and sample several local eateries. Bicycle and pedestrian paths allow for easy connectivity to downtown and the nearby neighborhoods.

LOBRO

Art meets craft with a splash of outdoor adventure in the Lower Broad area of SLO. Explore the South Hills Open Space and reward yourself after by visiting local craft breweries, cideries, wineries, restaurants and more.



LEARN ABOUT DOWNTOWN SLO ON PAGE 12





SAN LUIS OBISPO AND THE SURROUNDING REGION STUNS 365 DAYS A YEAR.

The wine always flows, the Downtown SLO Farmers' Market always delights, and the views on every hike are sure to take your breath away.

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DOWNTOWN SLO

Downtown SLO is the epicenter of the city—where you can stay, eat, drink, shop, explore and relax.



SHOP LOCAL

In Downtown SLO, local shops thrive. From jewelers to artists to surfer swag and trendy clothes, there is a rich and unique shopping experience to be found as you stroll the charming streets.



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. What can we say? We love sticky situations.



DOWNTOWN SLO FARMERS' MARKET

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.



MISSION SAN LUIS OBISPO DE TOLOSA

Traverse to the center of SLO to explore the Mission San Luis Obispo de Tolosa. Founded in 1772, the mission offers a museum, docent tours, a gift shop and more. Residents and visitors enjoy Friday night concerts in the Mission Plaza during the summer, and the plaza attracts thousands of people each year for dozens of community events.

SLO YOUR STROLL.

Stop in at that local shop. Spend one more minute enjoying your cocktail in the sun.

OUTDOOR RECREATION

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. Explore the trail map on page 16.

CYCLING & MOUNTAIN BIKING

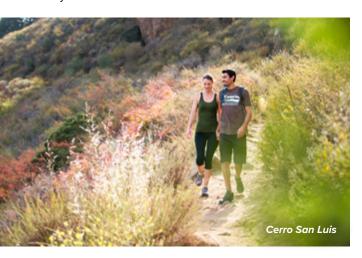
Winding back roads take cyclists through scenic rolling hills and vineyards, while tough climbs and incredible views make SLO a mountain biker's paradise.

SLO SKATE PARK

Drop in with your skates or skateboard in the California sun.

GOLFING

San Luis Obispo's golf courses offer variety for all skill levels from juniors to life-long players. Play along the coast at Morro Bay or Avila Beach or play in town at the San Luis Obispo Country Club.







HORSEBACK RIDING

With an incredible landscape just waiting to be explored, there's no better place to saddle up for a horseback riding adventure. The area's 1,000+ acres of equestrian trails feature sweeping views of SLO's rolling hills, state parks, and the bustling city.

OFFROADING

The Oceano Dunes SVRA is the only beach in California that offers off-highway vehicle (OHV) recreation. Just a short drive from Downtown SLO, it's the perfect place to get an adrenaline rush in an ATV or quad. And, for those who want to relax, the beach is right there—ready for lounging.

SLO COUNTY FARM TRAIL

Farms across SLO County welcome visitors for tours, workshops and, of course, shopping for local goods. Get outside and experience the agricultural side of the Central Coast.

INTERESTED IN SOME BEACH TIME?

See page 21 for a list of easy-to-access beaches.



HIT THE TRAILS

All across the city, you can access trail heads for hiking and biking.

1. BOB JONES BIKE TRAIL Trail off of Prado Rd.





2. BOWDEN RANCH OPEN SPACE Trail off of Lizzie St.



3. CERRO SAN LUIS NATURAL RESERVE Trailhead at Fernandez Rd.







4. IRISH HILLS NATURAL RESERVE Trailhead at end of Madonna Rd.





5. ISLAY HILL OPEN SPACE Trailhead at end of Sweetbay Ln.



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





7. LAGUNA LAKE NATURAL RESERVE Trails start at Dalidio Dr.





8. RESERVOIR CANYON NATURAL RESERVE Trailhead at end of Reservoir Canyon Rd.



9. SOUTH HILLS NATURAL RESERVE Trailhead off of Woodbridge Rd.





10. STENNER CREEK TRAIL Trailhead at end of Stenner Creek Rd.





MAP KEY











MODERATE



ARTS & CULTURE

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.



THEATERS

FREMONT THEATER

1940s theater with big-name performances

SAN LUIS OBISPO REPERTORY THEATRE

Non-profit regional theatre, presenting a year-round season of professional, live performances

PERFORMING ARTS CENTER

Modern performance venue comprising the Christopher Cohan Center & the Alex & Faye Spanos Theatre

SUNSET DRIVE-IN

Drive-in theater showing double-headers nightly

DOWNTOWN CENTRE CINEMA

Seven screens showing new releases

PALM THEATER

Alternative cinema showing foreign, domestic and independent films

MUSEUMS

SAN LUIS OBISPO MUSEUM OF ART

Local art museum, known as SLOMA, offering free admission for all and docent-led tours

SAN LUIS OBISPO RAILROAD MUSEUM

Historical museum inside a restored 1894 Freight House

CENTRAL COAST VETERANS MEMORIAL MUSEUM

Veteran-run military history museum with a focus on locals who have served

HISTORY CENTER OF SAN LUIS OBISPO COUNTY

Home to three rotating exhibits about local history as well as a bookstore

SLO BOTANICAL GARDEN

Non-profit garden exclusively devoted to the plants of the five Mediterranean climate regions of the world

HEARST CASTLE

SLO LIFE TIP

Home to 25,000 artifacts, spectacular design and wondrous views just outside of SLO

EMBRACE STICKY SITUATIONS.

Grab a colorful piece of bubblegum at Rocket Fizz and then leave your mark in Bubblegum Alley for a great photo op.



THE NORTHERN CHUMASH TRIBE

The yak tityu tityu yak tiłhini, Northern Chumash Tribe of San Luis Obispo County and Region, remains a prominent and important part of the area's culture. They lived on the land for thousands of years before Mission San Luis Obispo de Tolosa's walls were erected. As a local non-profit, they continue to share the tribe's culture with the community and pass it on for future generations. More information can be found at yttnorthernchumash.org

PUBLIC ART

San Luis Obispo makes art accessible to all—from murals to sculptures. Here is a small taste of what you'll see when you walk our streets.

SLO IRRESTISTBLE MURAL

570 Higuera St.

ARCHWAY TO HAPPINESS

871 Marsh St.

TEQUSKI WA SUWA, QIQSMU, YACH KA

989 Chorro St.

SEVEN SISTERS (CELESTIAL ABDUCTION)

1101 Higuera St.

MARSH ST BRIDGE POPPY MURAL

1080 Marsh St.

MOO WITH A VIEW (COW TRAIL SLO)

Top of Islay Hill



BEACHES

From the city of SLO, you can access iconic beaches along California's Central Coast. We recommend doing a little beach tasting, as we like to say. Sample them all and find your perfect place in the sand.



AVILA BEACH

15-minute drive from SLO

A family and dog-friendly beach with fire pits, barbeques and picnic tables

CAYUCOS STATE BEACH

25-minute drive from SLO

A long stretch of beach perfect for walking, running and tanning

MONTANA DE ORO STATE PARK

30-minute drive from SLO

An adventurous beach with dunes, caves, bluffs and sand

MORRO BAY STATE PARK BEACH

20-minute drive from SLO

A calm bay, perfect for paddleboarding and bird watching

PISMO BEACH

15-minute drive from SLO

A surfing and boogie boarding beach perfect for sports lovers

SHELL BEACH

15-minute drive from SLO

A family-friendly beach perfect for setting out on a kayak or surfing

Т

SLO LIFE TIP

SHIFT INTO SLO GEAR.

Take a drive along the California Coast to some of the most iconic beaches on the West Coast. Nothing beats the feel of the wind in your hair along the Pacific Coast Highway.

FAMILY-FRIENDLY FUN

Living the SLO Life is better when it's a family affair. Bring the whole family and discover all the attractions and activities together. We have more than enough to fill your itinerary with new memories.

HERE ARE A FEW FAVORITES:

- An evening stroll and dinner at the Downtown SLO Farmers' Market
- · Catching a movie at the Sunset Drive-In
- Living out fairy tale dreams at Hearst Castle
- Spending the day at a nearby beach
- Finding balance at the SLO Skate Park
- Leaving your mark at Bubblegum Alley
- Spending a day at the SLO Children's Museum
- Watching a SLO Blues Baseball game
- Grabbing an ice cream from Doc Burnstein's or some candy at Rocket Fizz Soda Pop & Candy Shop
- · Going for a hike up Cerro San Luis







ICONIC EVENTS

ART AFTER DARK

Join us for a self-guided art walk on the first Friday of each month from 5:00 p.m. to 8:00 p.m.

CONCERTS IN THE PLAZA

All summer long, Downtown SLO welcomes bands to play in Mission Plaza. Grab a drink and dance in the evening glow every Friday starting at 5:30 p.m. Oh, and did we mention it's free?

CENTRAL COAST PRIDE

One of SLO's largest annual community events, this event welcomes hundreds of attendees to celebrate the LGBTQ community each spring.







DIA DE LOS MUERTOS

Día de Los Muertos is a family-friendly, festive and free celebration that bridges cultures to honor the dead and comfort the living, which takes place each year in Mission Plaza.

FESTIVAL MOZAIC

With events in the winter and summer, this annual series brings world-class chamber music performances to venues across San Luis Obispo.

ROLL OUT THE BARRELS

An annual summertime hit, Roll Out the Barrels allows wine enthusiasts to sip at wineries across SLO Coast Wine Country.

BIKE HAPPENING

The Bike Happening, also known as Bike Night, is a free bicycle riding event held the first Thursday of each month starting at 9 p.m. Each month has a new theme and it's a sight to be seen even if you aren't on two wheels.

SLO INTERNATIONAL FILM FESTIVAL

Happening each spring, the SLO Film Fest brings a week of contemporary and classic film screenings in a wide variety of venues including the Fremont Theater and Palm Theater.

SLO HOLIDAY HAPPENINGS

Make holiday memories in Downtown SLO. Each year, our city transforms with holiday spirit and unique events including the transformation of Mission Plaza.

CAL POLY STATE UNIVERSITY

Cal Poly State University is ranked one of the best public universities in the nation, with more than 20,000 students who attend school here. As a result, the city of San Luis Obispo welcomes thousands of parents and alumni each year to enjoy the SLO Life.

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 athletic events year round.

ANNUAL CAL POLY EVENTS

POLY ROYAL CELEBRATION

An annual rodeo event hosted each spring

DESIGN VILLAGE COMPETITION

An annual architecture and design competition

View all Cal Poly events at events.calpoly.edu



GETTING AROUND

Once you're in San Luis Obispo, you barely need a car (unless you want to explore the larger region). Choosing to bike, walk or take public transportation is good for the environment, too.

- Rent a bike or borrow one from your hotel.
- Catch the Old SLO Trolley for 50 cents.
- Take the public bus.
- Call an Uber, Lyft or taxi to take you around.
- Of course, you can rent a car, if needed, and there's plenty of parking at hotels and in parking structures around downtown.







LOCALS LOVE SAN LUIS OBISPO FOR ITS FARM-TO-TABLE PHILOSOPHY.

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.





COFFEE CULTURE

We don't mess around when it comes to caffeine and some great ambiance. Get your daily fix at one of these awesome local coffee shops:

ACTIVE COFFEE CO

570 Higuera St., Suite 190

BLACKHORSE ESPRESSO & BAKERY

1065 Higuera St. and 3590 Broad St., Suite 150

FIELD DAY COFFEE

1185 Monterey St.

KIN COFFEE BAR

847 Higuera St.

KREUZBERG COFFEE COMPANY

685 Higuera St.

LIBERTINE COFFEE BAR

1240 Broad St.

LINNAEA'S CAFÉ

1110 Garden St.

LUCY'S COFFEE COMPANY

1279 Laurel Ln.

NAUTICAL BEAN

11560 Los Osos Valley Rd. and 2010 Parker St.

SALLY LOO'S WHOLESOME CAFÉ

1804 Osos St.

SCOUT COFFEE

1130 Garden St. and 880 Foothill Blvd.

SKIPPER'S BREW COFFEE HOUSE

1242 Monterey St., Suite 110

SLO LIFE

NEVER CHOOSE JUST ONE FLAVOR.

Whether it's ice cream, wine or beaches, delight in the variety of San Luis Obispo.





SLO SANDWICHES

Living the SLO Life means always hunting for the perfect sandwich. Luckily, we're starting you off with a list of some of the best places in town, then you can be the judge of the best wraps, hoagies and paninis around.

BEN FRANKLIN'S DELI

313 Higuera St.

BROAD STREET GIANT GRINDER

1901 Broad St.

FIRESTONE GRILL

1001 Higuera St., Ste A

GUS'S GROCERY

1638 Osos St.

HIGH STREET DELI

350 High St.

LINCOLN MARKET & DELI

496 Broad St.

MR. PICKLE'S SANDWICH SHOP

1075 Olive St.





WINERIES

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.

- 1. ABSOLUTION CELLARS 845 Embarcadero #H, Morro Bay
- 2. AEQUOREA 3050 Limestone Way, Paso Robles
- 3. AUTRY CELLARS 5450 Edna Rd., SLO
- 4. BAILEYANA-TANGENT-TRUE MYTH WINERY 5828 Orcutt Rd., SLO
- 5. BIDDLE RANCH VINEYARD 2050 Biddle Ranch Rd., SLO
- 6. CAL POLY WINE & VITICULTURE Cal Poly, SLO
- 7. CENTER OF EFFORT 2199 Corbett Canyon Rd., Arroyo Grande
- 8. CHAMISAL VINEYARDS 7525 Orcutt Rd., SLO
- 9. CLAIBORNE & CHURCHILL 2649 Carpenter Canyon Rd., SLO
- 10. CROMA VERA WINES 3592 Broad St. #106, SLO
- 11. CUTRUZZOLA VINEYARDS 555 Main St., Cambria
- DUNITES WINE CO.
 1133 Garden St., SLO
- **13. EDNA VALLEY VINEYARD** 2585 Biddle Ranch Rd., SLO
- **14. EL LUGAR WINES** 710 Fiero Ln., SLO

WINERY

- **15. FILIPPONI RANCH CELLARS** 1850 Calle Joaquin, SLO
- 16. KELSEY SEE CANYON

1947 See Canyon Rd., SLO

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

18. LAETITIA VINEYARD & WINERY

453 Laetitia Vineyard Dr., Arroyo Grande

- 19. MALENE WINERY 7767 Orcutt Rd., San Luis Ohispo
- **20. NINER WINE ESTATES** 2400 CA-46, Paso Robles
- **21. PELOTON CELLARS** 470 Front St., Avila Beach
- 22. RAGTAG WINE CO 779 Higuera St., SLO
- 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 WINE CELLARS

78 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
 134 W Branch St., Arroyo Grande
- **32. WOLFF VINEYARDS** 6238 Orcutt Rd., SLO

San Luis Obispo County is home to even more wineries than we can list here. Say hello to even more of them while you're in town! Learn more on the county's website at SLOCAL.com.





BREWERIES, CIDERIES + DISTILLERIES

A thriving craft beer scene swells from the heart of SLO, accompanied by distilleries and cideries.

- **1. ANTIGUA BREWING COMPANY** 1009 Monterey St.
- 2. AUTRY CELLARS 5450 Edna Rd.
- 3. BANG THE DRUM 1150 Laurel Ln., Ste. 130., SLO
- 4. BARRELHOUSE BREWING CO. & SPEAKEASY

1033 Chorro St., SLO

- **5. BOTTLECRAFT** 3845 S. Higuera St., Ste. 102, SLO
- 6. CENTRAL COAST BREWING 1422 Monterey St., SLO and 6 Higuera St., SLO
- 7. KROBAR CRAFT DISTILLERY 10 Higuera St., SLO
- **8. LIBERTINE BREWING COMPANY** 1234 Broad St., SLO

- 9. LIQUID GRAVITY 675 Clarion Ct., SLO
- **10. OAK AND OTTER BREWING CO.** 181 Tank Farm Rd., Suite 110, SLO
- **11. SLO BREW ROCK** 855 Aerovista Ln., SLO
- **12. ROD & HAMMER SLO STILLS** 855 Aerovista Ln., SLO
- **13. SLO CIDER CO.** 3419 Roberto Ct., Suite C, SLO
- **14. TAP IT BREWING CO.** 675 Clarion Ct., SLO
- **15. TWO BROAD CIDERWORKS** 3427 Roberto Ct. #130, SLO









WE ARE WORKING TO PROTECT OUR REGION FOR FUTURE GENERATIONS.

Our Sustainable SLO programming works with local organizations to promote and implement sustainability initiatives.

Did you know that a portion of your room charge when you stay at a San Luis Obispo hotel goes to planting trees around town? We call it our "Keys for Trees" program, done in partnership with EcoSLO. It's all a part of the city's goal to be carbon neutral by 2035.

Learn more at visitSLO.com/sustainable-SLO

SLO LIFE TIP

SHOP LIKE A LOCAL.

When you're here, you're a local. That means supporting businesses you can only find in SLO, from candy shops to thrift stores to plant nurseries.



PLACES TO STAY

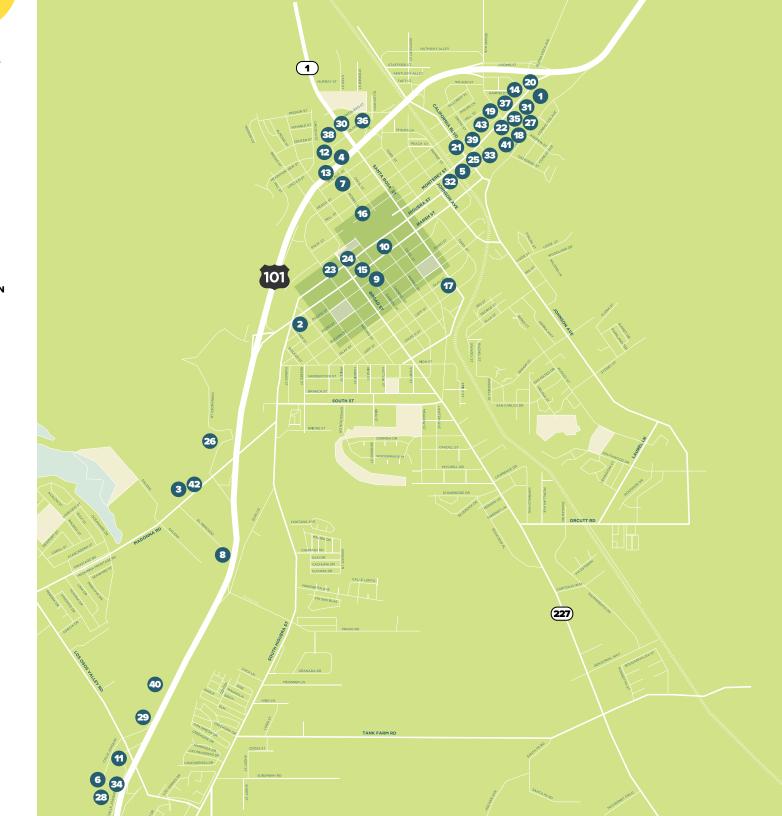
From budget-friendly hostels to luxurious boutique hotels, SLO offers places to stay for anyone because all are welcome here.

- 1. APPLE FARM INN 2015 Monterey St. 800-255-2040 or 805-544-2040
- 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. ECONOMY MOTEL** 652 Morro St. 805-543-7024
- 8. EMBASSY SUITES BY HILTON 333 Madonna Rd. 805-549-0800
- 9. GARDEN STREET INN BED & BREAKFAST 1212 Garden St. 805-545-9802
- **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. HOMESTEAD MOTEL**920 Olive St.
 805-543-7700
- **14. HOTEL BUENA VISTA SLO**2050 Garfield St.
 805-549-9911

- **15. HOTEL CERRO** 1125 Garden St. 805-548-1000
- **16. HOTEL SAN LUIS OBISPO**877 Palm St.
 805-235-0700
- **17. HOSTEL OBISPO**1617 Santa Rosa St.
 805-544-4678
- **18. INN AT SAN LUIS OBISPO**1895 Monterey St. 805-544-0973
- 19. THE KINNEY SAN LUIS OBISPO, TAPESTRY COLLECTION BY HILTON 1800 Monterey St. 805-544-8600
- **20. LA CUESTA INN** 2074 Monterey St. 800-543-2777
- **21. LAMPLIGHTER INN & SUITES**1604 Monterey St.
 805-547-7777
- 22. LA QUINTA INN & SUITES BY WYNDHAM 1845 Monterey St. 805-439-4555
- 23. THE LEITCHER HOUSE
- 667 Monterey St.
- **24. THE LOFTS AT SLO BREW**738 Higuera St.
 805-305-2168
- **25. LOS PADRES INN** 1575 Monterey St. 805-543-5017
- **26. MADONNA INN** 100 Madonna Rd. 805-543-3000
- **27. MISSION INN** 1951 Monterey St. 805-544-6888
- **28. MOTEL 6 SOUTH** 1625 Calle Joaquin 805-541-6992
- **29. MOTEL 6 NORTH** 1433 Calle Joaquin 805-549-9595

- **30. OLIVE TREE INN** 1000 Olive St. 805-544-2800
- **31. PEACH TREE INN** 2001 Monterey St. 800-227-6396
- **32. PETIT SOLEIL** 1473 Monterey St. 805-549-0321
- 33. QUALITY SUITES SAN LUIS OBISPO 1631 Monterey St. 805-541-5001
- **34. ROSE GARDEN INN** 1585 Calle Joaquin 805-544-5300
- **35. SAN LUIS CREEK LODGE**1941 Monterey St.

 805-541-1122
- **36. SAN LUIS INN & SUITES**404 Santa Rosa St. 805-544-0881
- **37. SANDS INN & SUITES**1930 Monterey St.
 805-544-0500
- **38. SLO INN** 950 Olive St. 805-544-8886
- **39. SUNBEAM MOTEL** 1656 Monterey St. 805-543-8141
- 40. TOWNEPLACE SUITES BY MARRIOTT
 - 1301 Calle Joaquin 805-783-2707
- **41. UNIVERSITY INN**1825 Monterey St. 805-543-5110
- **42. VAGABOND INN** 210 Madonna Rd. 805-544-4710
- **43. VILLA MOTEL** 1670 Monterey St. 805-543-8071



GET COMFORTABLE.

Here, you can be uniquely you, and enjoy the progressive and welcoming buzz in San Luis Obispo.







Get more travel inspiration at VisitSLO.com



VISIT US

San Luis Obispo Visitor Information Center 895 Monterey St, San Luis Obispo, CA 93401

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