

WELCOME TO THE CALIFORNIA LESS TRAVELED

FAST FACTS

80 MI / 129 KM OF COASTLINE 3,316 MI² / 5,819 KM² OF ADVENTURE 220+ HOTELS, RESORTS AND INNS 80+ UNIQUE B&BS
2,000 VACATION RENTALS OVER 250 WINERIES 10 GOLF COURSES 315 DAYS OF SUNSHINE 72°F / 22°C YEAR-ROUND



BY CAR
SLO CAL is accessible from Highway 1 + Highway 101

San Diego	337 mi / 542 km (about 6hrs)
Las Vegas	412 mi / 663 km (about 7hrs)
Yosemite	227 mi / 365 km (about 5hrs)
San Francisco	200 mi / 322 km (about 3.5hrs)
Los Angeles	150 mi / 241 km (about 3hrs)
Monterey	115 mi / 185 km (about 2hrs)
Fresno/Bakersfield	108 mi / 174 km (about 2hrs)
Santa Barbara	70 mi / 113 km (about 1.5hrs)



GET HERE



NON-STOP FLIGHTS

SLO CAL is serviced by San Luis Obispo County Regional Airport, ten minutes outside of the City of San Luis Obispo.

UNITED
AIRLINES

Denver + Los Angeles +
San Francisco

Alaska
AIRLINES
Seattle

American
Airlines
Phoenix



BY TRAIN

Amtrak's Coast Starlight and Pacific Surfliner trains offer daily service at Paso Robles, San Luis Obispo and Grover Beach Stations.

LODGING

In addition to full-service resorts and budget friendly hotels, SLO CAL is home to quaint bed and breakfasts nestled in the heart of nature, modern vacation rentals and RV parks fully loaded with amenities.



We are here to assist with every aspect of your tour.
From initial planning, suggested itineraries, accommodations, and more.

Trade@SLOCAL.com or call 805.541.8000

Contact direct for FAM opportunities.

LIFE'S TOO BEAUTIFUL TO RUSH



SLOCAL.com

NORTH COAST

- 1 SAN SIMEON** Home to the world-renowned Hearst Castle, elephant seals and amazing cliff views along the Pacific Coast Highway.
- 2 CAMBRIA** Eclectic art galleries, wine tasting rooms and fine dining masterpieces create an enchanting seaside trifecta amidst Monterey Pines.
- 3 CAYUCOS** Stroll the quiet, old-school downtown where famous Brown Butter Cookies, unique antiques and a vintage tavern offer a slice of bygone California charm.
- 4 MORROBAY** From the bustling Embarcadero to famed Morro Rock and golf with an ocean view, this fishing town works hard and plays hard.
- 5 LOS OSOS + BAYWOOD PARK** Home to the scenery, trails and wonder of Montana de Oro State Park and the El Moro Elfin Forest, these seaside communities offer adventures for all ages and abilities.

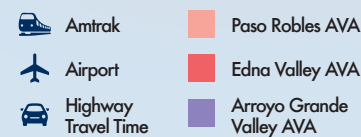
SOUTH COAST

- 6 AVILA BEACH** With a working pier, amazing dining and relaxed wine tasting, this scenic, sandy beach town pleases every palate.
- 7 PISMO BEACH** Award-winning clam chowder, sweet surf spots and monarch butterflies make this town extra golden.
- 8 GROVER BEACH** Lay down tracks and ignite an unforgettable bonfire: this beach is different.
- 9 OCEANO** Known for its mesmerizing 4,000 acres / 1,619 square hectares of sand dunes and one of California's rare drive-on beaches where you can drive your car right out to the water.

WINE COUNTRY

- 10 ARROYO GRANDE** This cozy village has a quirky, freewheeling attitude along with a bustling local foodie scene. Don't forget to hit the links in nearby Nipomo.
- 11 SAN LUIS OBISPO** Named the "Happiest City in America," San Luis Obispo is your hub for bustling farmers' markets, craft breweries, local wineries and award-winning eateries.
- 12 SANTA MARGARITA** Explore natural wonders with wildlife, lake sports and adrenaline-inducing zip-lines.
- 13 ATASCADERO** There's no limit to playtime at this all-ages hub for foodie fun and outdoor recreation.
- 14 PASO ROBLES** With more than 200 wineries, a happening fine dining scene and a quaint downtown, this friendly destination has impeccable taste.
- 15 SAN MIGUEL** Row after row of vineyards, almond trees and ranches cover the countryside, along with the historic gem of Mission San Miguel Arcángel.

MAP KEY



OUTDOOR FUN

BEACHES + WATERSPORTS

SLO CAL's 315 days of sunshine a year go beautifully with our 80 miles / 128 kilometers of pristine coastline ranging from dramatic cliffs to soft, sandy beaches. Surfing, swimming, kayaking, snorkeling, paddle boarding, sailing, fishing and or our favorite, relaxing on the sand, are some of SLO CAL's popular year-round pastimes.

WILDLIFE VIEWING

SLO CAL is a popular stop for wildlife viewing including elephant seals, monarch butterflies, migrating whales, dolphins, sea otters and even bald eagles soaring overhead.

LAND ADVENTURES

Otherworldly sand dunes, rolling hills, rugged cliffs, canyons and beautiful preserved lands provide an outdoor lover's playground for hiking, biking, horseback riding, ziplining, ATV excursions and yes, even sandboarding.

OPEN SPACES + STATE PARKS

SLO CAL prides itself in protecting its wide-open spaces, offering guests plenty of natural breathing room. For even more Mother Nature hang time, explore the forests, waterfalls, natural and cultural preserves at one of SLO CAL's 10 State Parks, like the 8,000-acre / 3,237-hectare Montaña de Oro State Park.



CULTURE + HISTORY

ARTS + MUSEUMS

SLO CAL's culture is as diverse as its landscapes, with cultural escapes ranging from art galleries, museums and studios to live concerts, dance performances and lively cultural festivals.

HEARST CASTLE

Hearst Castle is one of the world's great attractions and a showcase for ancient art that rivals museum collections around the globe. Explore 165 rooms and 127 acres / 51 hectares of gardens, terraces and pools with stunning views of ocean waters and rolling hills.

MISSIONS

Mission San Luis Obispo de Tolosa in downtown San Luis Obispo was founded in 1772 and features a rare collection of early California photographs and artifacts, authentic Chumash Indian vessels and the original Mission altar.

Mission San Miguel Arcángel in San Miguel was established in 1797 and is one of the few missions that remains as originally constructed.

SHOPPING

SLO CAL's diverse mix of welcoming unique boutiques, local artisan shops and Prime Outlets offer a diverse array of retail experiences that you can peruse at your own pace.

CRAFT FOOD + DRINK

WINE REGIONS

PASO ROBLES, ARROYO GRANDE VALLEY + EDNA VALLEY

Set in one of California's most bucolic and visually stunning regions, SLO CAL is home to three award-winning wine areas: Paso Robles AVA in the north is known for reds and unique blends, while Arroyo Grande and Edna Valley AVAs in the south are better known for white wines. In all, there are over 250 wineries and 32,000 vineyard acres / 12,950 hectares to enjoy.

BREWERIES + DISTILLERIES

The SLO CAL craft beverage scene is gaining a refreshing amount of attention. In fact, we're home to one of "America's Beeriest Beach Towns", as dubbed by CraftBeer.com!

SLOCAL CRAFTED

Agritourists rejoice! SLO CAL is a haven for locally produced and handcrafted goods from local olive oil, aromatic lavender and goat cheese to our famous Brown Butter Cookies.

FARMERS' MARKETS

SLO CAL loves to celebrate its rustic roots with gatherings of farmers, vendors and artisans collaborating to put on markets every day of the week around SLO CAL, where people can come to socialize, be entertained and buy from a wide variety of fresh, locally grown products year-round.

