

VISIT



TRAVEL TRADE TOOLKIT





Getting to SLO CAL

Location

SLO CAL is located in the center of California's Central Coast. The land of picturesque beaches, rolling vineyards, small-town charm and a thriving culinary scene. SLO CAL is made up of lots of different regions, expanding landscapes of turquoise waters to spectacular dunes, each offering something unique. Known for its lively downtown of San Luis Obispo, this historic county is home to countless hiking trails, museums and art galleries, wineries and more!

How to Get There

UK passengers can fly direct into key California gateways including San Francisco, Los Angeles and San Diego, and then drive to SLO CAL. Other gateway cities from the UK include Dallas (DFW), Denver (DEN) and Seattle (SEA).

Los Angeles to SLO CAL is a 3 hour drive, San Francisco is 3.5 hours and San Diego is 5 hours. SLO CAL is conveniently located on the iconic Highway 1, that runs along most of the Pacific coastline of California making it ideal for fly drive holidays.

Travellers can also access SLO CAL through the AMTRAK's Coast Starlight and Pacific Surfliner train that offer a daily service.





Key Regions

The Land of SLO CAL is split into three distinct regions that surround San Luis Obispo, and are all within an hour's drive. The North Coast is home to the largest population of elephant seals, stunning views and seaside towns including San Simeon, Cambria, and Morro Bay to name a few. The North of SLO CAL is made up of vine draped hills, majestic oaks, world-class wines and farm-to-table produce. Paso Robles and Atascadero are two of the areas that make up the Northern region of SLO CAL. Further down in the South is miles of sandy beaches and farmland, here is where you will find areas such as Pismo & Shell Beach, Arroyo Grande, Grover Beach and Oceano.

For a breakdown of each area that makes up SLO CAL and what region they are in click [here](#).

San Luis Obispo

This city is located just 15 minutes drive inland from the California Coast and is the heart and soul of SLO CAL. Its warm Mediterranean climate and thousands of acres of open space offer stunning 360 views and countless hiking options. The central location means travellers can be in Edna Valley's world-class wine region or on the beach in minutes. The walkable downtown area is filled with eclectic shops, eateries, murals, and museums to explore.

HOTELS IN SAN LUIS OBISPO

- [Embassy Suites by Hilton](#)
- [The Wayfarer](#)
- [Madonna Inn](#)
- [Towneplace Suites](#)
- [San Luis Creek Lodge](#)
- [Peach Tree Inn](#)
- [Granada Hotel & Bistro](#)
- [Hotel Cerro](#)
- [Apple Farm Inn](#)
- [Hotel San Luis Obispo](#)





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San Simeon

Located just off Highway 1, San Simeon offers dramatic coastal cliffs and wide-open ocean views. Home to the world-famous [Hearst Castle](#), picturesque pools, lush gardens and an opulent art collection. San Simeon is also home to [Elephant Seal Vista Point](#), the only elephant seal viewing area in the world that is easily accessible, free and open to the public all year round.

HOTELS IN SAN SIMEON

- [Cavalier Oceanfront Resort](#)
- [San Simeon Lodge](#)
- [Coast Riders Inn](#)
- [Sea Breeze Inn](#)
- [The Morgan at San Simeon](#)
- [Silver Surf Motel](#)
- [Quality Inn Near Hearst Castle](#)

Cambria

Nestled in between Cayucos and San Simeon, sits the village of Cambria, where life takes a slower pace. Enjoy historic architecture, art galleries, boutique shops and gourmet eateries. Cambria is home to the region's most luxurious wines and the idyllic Moonstone Beach.

HOTELS IN CAMBRIA

- [Blue Dolphin Inn](#)
- [Moonstone Cottages](#)
- [Cambria Pines Lodge](#)
- [Sand Pebbles Inn](#)
- [Pelican Inn](#)
- [Oceanpoint Ranch](#)
- [Creekside Inn](#)
- [Castle Inn](#)
- [Fogcatcher Inn](#)
- [Sea Otter Inn](#)
- [Cambria Shores Inn](#)
- [White Water](#)





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Paso Robles

Translated as “The Pass of the Oaks” due to the abundance of oak trees sprinkled all over the region, Paso Robles is nestled among the vine-draped hills and where cowboy-country meets world-class wine country. Boasting nearly 250 tasting rooms, craft breweries, distilleries, and farm-to-table fare and fine dining in Paso’s charming downtown. Here visitors can also find hot springs, golfing, museums, art galleries and [Sensorio](#).

HOTELS IN PASO ROBLES

- [La Quinta Inn & Suites](#)
- [Bellasera Hotel & Suites](#)
- [Allegretto Vineyard Resort](#)
- [The Piccolo](#)
- [Paso Robles Inn](#)
- [Hampton Inn & Suites Hotel Paso Robles](#)
- [Adelaide Inn](#)
- [The Oaks Hotel Paso Robles](#)
- [Courtyard by Marriott](#)
- [Hotel Cheval](#)
- [Oxford Suites Paso Robles](#)
- [Farmhouse](#)
- [River Lodge](#)

Atascadero

This hidden gem offers a unique small-town charm with plenty of open space and fun to be had. Explore its lively downtown lined with craft breweries, locally owned restaurants and charming boutique shops. Nature lovers can picnic at Atascadero Lake Park or visit the Sunken Gardens and Central Coast Zoo.

HOTELS IN ATASCADERO

- [The Carlton Hotel](#)
- [Home2 Suites](#)
- [Holiday Inn Express Atascadero](#)
- [Springhill Suites](#)
- [The Vino Inn & Suites](#)





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Avila Beach

Avila Beach is a small seaside town with big-time charm, tucked into the coastal cove of San Luis Obispo. This secluded oasis is a hub for activity, whether clients would like to browse the boutique shops, sip local vino, soak in the natural hot springs or explore the multiple beaches and piers.

HOTELS IN AVILA BEACH

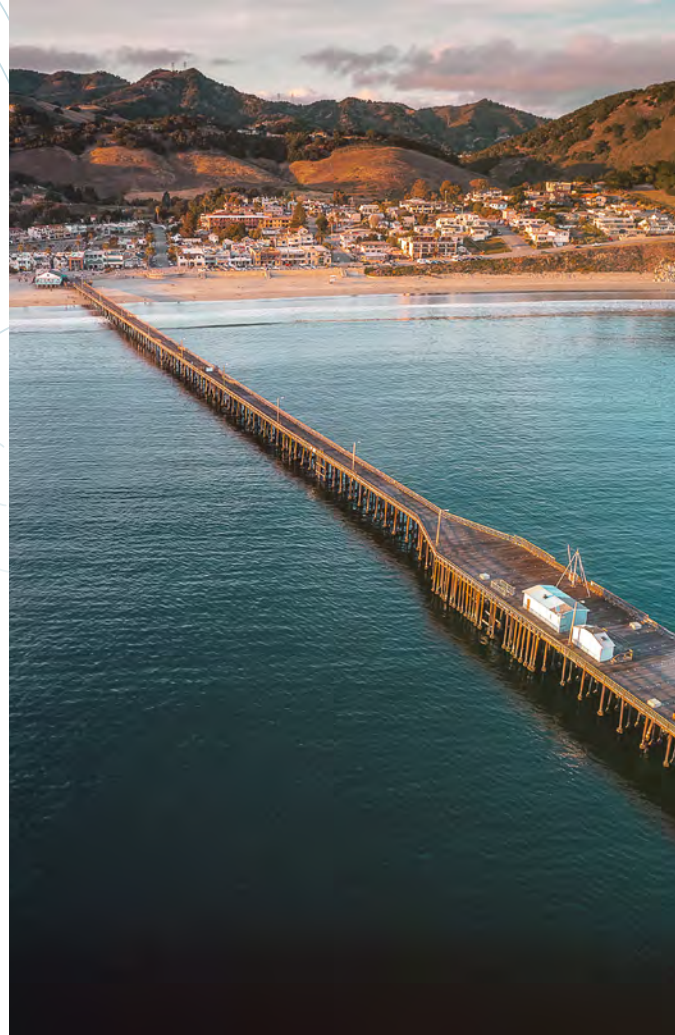
- [Avila Lighthouse Suites](#)
- [Avila Village Inn](#)
- [Sycamore Mineral Springs Resort & Spa](#)
- [Avila La Fonda Hotel](#)
- [San Luis Bay Inn](#)
- [Inn at Avila Beach](#)

Pismo & Shell Beach

Just a stone's throw from the scenic Highway 1, and a couple miles from downtown San Luis Obispo, these seaside towns share a coastline, yet each has its own unique beach vibe. Pismo Beach offers hiking, horseback riding & fishing, or for a more relaxed feel, stroll along the iconic Pismo Pier or visit downtown for surf shops, wine tasting and Pismo's famous clam chowder. In Shell Beach, beautiful sights and aquatic wonders are the standard. Look out for native seabird, beautiful sunsets, dolphins and migrating whales.

HOTELS IN PISMO & SHELL BEACH

- [Vespera Resort on Pismo Beach](#)
- [Dolphin Bay Resort & Spa](#)
- [Cliffs Hotel & Spa](#)
- [SeaCrest OceanFront Hotel](#)
- [Spyglass Inn](#)
- [Shore Cliff Hotel](#)
- [Cottage Inn by the Sea](#)
- [Inn at the Cove](#)
- [Inn at the Pier](#)
- [SeaVenture Beach Hotel](#)





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Morro Bay

Here visitors will find one of the most iconic landmarks in SLO CAL, Morro Rock. Chances are guests will encounter dolphins, seals & otters swimming around the Bay here. The Embarcadero is filled with unique shops and galleries, and the perfect place to quench your thirst on the town's famous barrel-aged sour beer. Whale watching tours, fishing charters and sunset dinner cruises are available here.

HOTELS IN MORRO BAY

- [456 Embarcadero Inn & Suites](#)
- [Hampton Inn](#)
- [Masterpiece Hotel](#)
- [La Serena Inn](#)
- [Hotel Avis](#)
- [Bay View Inn](#)
- [Estero Inn](#)
- [Ascot Suites](#)
- [Anderson Inn](#)
- [Inn at Morro Bay](#)
- [Sea Air Inn](#)
- [Harbor House Inn](#)
- [Rhapsody in View](#)

Arroyo Grande

Arroyo Grande is where travellers will find tasting rooms, casual eateries, and unique boutiques that cater to foodies alike. Guests can stroll through the streets of the historic downtown, tour a local farm, or kick back by Lopez Lake.

HOTELS IN ARROYO GRANDE

- [The Agrarian Hotel](#)
- [Best Western Casa Grande](#)
- [Hampton Inn & Suites Arroyo Grande](#)





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Oceano

Nestled along the Pacific ridge, the Highway 1 coastal community of Oceano is home to the wonderland of untouched, undulating golden hills. At 18 miles long, The Oceano Dunes are the largest dunes complex in California. Oceano is the beach town where the entire family can get on board, whether it's spending days in the sun, afternoons fishing in the surf, or nights huddled around the crackling bonfire.

HOTELS IN OCEANO

- [Dunesurfer Inn](#)
- [Pacific Plaza Hotel](#)

Highway 1 Route

The Highway 1 route is routinely named one of the world's best scenic drives, from the majestic rocky shore off Ragged Point all the way down to the expansive dunes of Oceano. SLO CAL's ideal location off the beaten path provides endless activities for travellers of all ages, from whale watching to wine tasting, to surfing and shopping, no road trip is complete without a stay in SLO CAL. More information on hotels, restaurants, beaches, activities and ways to incorporate SLO CAL into an itinerary [here!](#)





Things to Do

SLO CAL boasts more than 80 miles of pristine beaches, farm-to-table food and wine culture, an emerging art scene and countless outdoor activities. Meaning there are endless opportunities for things to do!

Attractions & Tours

SLO CAL has an abundant history and array of natural wonders to explore. [Hearst Castle](#), located in San Simeon is considered a jewel in the county, and is a decadent and meticulously preserved hilltop estate that brings history to life. Founded in 1772 is one of the historic Spanish California missions, [Mission San Luis Obispo de Tolosa](#) the still active Mission church lies at the centre of modern-day downtown San Luis Obispo city centre. [Sensorio](#) is a stunning multi-acre outdoor exhibit dedicated to the intersection of art, technology and nature. SLO CAL's [aquariums and zoos](#) capture the attention of all family fun enthusiasts, and the tours on offer range from boating, to adventure, wine & food, historic and cultural.

Beaches

SLO CAL offers beach lovers a plethora of stunning shores to discover, whether it's surfing or sunbathing they're after. [Pismo & Shell Beach](#) are some of Central Coast's most sought-after beaches, and just a stone's throw away from Highway 1 and a few miles from San Luis Obispo. Guests can stroll along the iconic Pismo Pier, explore the Dinosaur Caves, or enjoy horseback riding & fishing. Just up the road is [Avila Beach](#), the charming beach town with a family friendly vibe. Here visitors can rent a bike and cruise along the beachfront, soak up the sun or check out the [natural hot springs](#).





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Wine Country

No visit to SLO CAL is complete without a visit to the Wine Country. With more than 300 wineries, breweries, and distilleries spread across two major wine grape regions, Paso Robles and SLO Coast, SLO CAL offers a range of tasting experiences. From boutique style to large producers, SLO CAL hospitality welcomes guests in and invites them to linger. They'll feel right at home, whether they're a wine enthusiast or simply beginning a journey of discovering wines.

Outdoor Activities

With around 315 days of sunshine each year and a spectacular range of topography, SLO CAL boasts countless outdoor experiences to immerse in. Travellers can explore the region on foot by hiking, inhaling the sea air as they surf, kayak or paddle board, or get their hands dirty at the [SLO CAL Farm Trail](#). Adrenaline seekers must experience the last remaining coastal sand dunes for a [thrilling ride](#) on a United States Marine Corps Humvee.





Events

With 315 days of sunshine, SLO CAL is the perfect year-round destination, and with a jam-packed calendar of events, there truly is something for everyone! Whether clients are interested in signature festivals, sports events, art exhibitions or culinary & tasting events, there is [plenty to do](#) in SLO CAL.

Live Music & Concerts

The opportunity to enjoy live music is never far away in SLO CAL. From top-notch venues, to intimate bar stages, to high-capacity outdoor amphitheatres, visitors can find both local and internationally acclaimed musicians all year round.

Art Festivals & Events

SLO CAL's relaxed speed of life, picturesque views and diverse landscapes make it the perfect place for fine art. Home to visual artists, from painters, glassblowers, to sculptors and more, art in SLO CAL can be found all around. There is always an exhibition, event, or art festival for clients to find their next statement piece, souvenir or to simply just marvel.

Culinary & Tasting Events

With hundreds of farms producing fresh food and local ingredients year round, few places on earth boast the bountiful flavours that SLO CAL does. Guests can immerse themselves in the SLO CAL way of life through the abundance of culinary-based events & festivals throughout the year. Ranging from beer and wine, chowder to tamales, there is enough going on to satisfy any food or beverage craving.



PHOTO COURTESY OF BRITTANY APP





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Sports Events

SLO CAL's year-round great weather, diverse terrain and extremely appealing postgame activities make it the ideal place for competing in or watching a variety of sporting events. Impeccable golf courses, pristine beaches for surfers, mountain trails for triathletes, and courts for team sports to name a few!

Signature Events

Each year, SLO CAL hosts a variety of signature events that appeal to audiences of all interests. The SLO CAL International Film Festival takes place in April/May, as well as the Poly Royal Rodeo. The California Mid-State fair happens in July, the Spartan Race in November, and for any space fans, the Vandenberg Space Force Base is located near SLO CAL and means guests can have a front row seat to all West Coast space launches!





Learning Tools

SLO CAL Official Website

KEY REGIONS

- [San Luis Obispo](#) · [Hotels](#)
- [San Simeon](#) · [Hotels](#)
- [Morro Bay](#) · [Hotels](#)
- [Cambria](#) · [Hotels](#)
- [Paso Robles](#) · [Hotels](#)
- [Avila Beach](#) · [Hotels](#)
- [Pismo & Shell Beach](#) · [Hotels](#)
- [Arroyo Grande](#) · [Hotels](#)
- [Grover Beach](#) · [Hotels](#)
- [Oceano](#) · [Hotels](#)
- [Highway 1](#)

THINGS TO DO

- [Attractions & Tours](#)
- [Beaches](#)
- [Wine Country](#)
- [Outdoor Activities](#)

EVENTS

- [Live Music & Concerts](#)
- [Art Festivals & Events](#)
- [Culinary & Tasting Events](#)
- [Sports Events](#)
- [Signature Events](#)

Social Media Channels

Find an array of fantastic and informative content and videos on the SLO CAL social media channels.

- [Instagram](#)
- [Facebook](#)
- [YouTube](#)
- [Pinterest](#)

Hablo

[Hablo](#) is a travel trade platform that caters to DMOs, travel agents, airlines, DMC's and other entities of the travel industry and is the place to reconnect and engage with the trade.

SLO CAL's Hablo page includes regular posts on important updates, new attractions, upcoming events and more. Follow to keep up to date with all things SLO CAL!

Image Library

Request access to the SLO CAL image library [here](#).

Contact Us

Hills Balfour represents Visit SLO CAL for all U.K. Travel Trade enquires. If you would like any further information or specific content, please don't hesitate to get in touch.



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