

SLO CAL

THE CENTER OF CALIFORNIA'S CENTRAL COAST



Life's Too Beautiful to Rush®

SLOCAL.COM



Welcome to the Land of SLO CAL, the center of California's Central Coast. Located midway between San Francisco and Los Angeles, SLO CAL boasts more than 80 miles of pristine beaches, farm-to-table food and wine culture and countless outdoor adventures.

Discover your unique SLO CAL experience:

NORTH

Up toward the northern parts of SLO CAL, you're sure to find plenty to sip, savor and simply soak up. With its vine-draped hills, majestic oaks, abundant olive trees, world-class wines and farm-to-table fare, this is where cowboys meet Cabernet.

NORTH COAST

Cool ocean breezes and warm invitations are surely what you'll discover all along the upper coastal regions of SLO CAL. Whether you're mountain biking in Montaña de Oro State Park or stand-up paddleboarding in the shadows of Morro Rock, there are activities a-plenty all around these parts.

SAN LUIS OBISPO

Touted as one of the "Happiest Places in America," San Luis Obispo is a special city full of outdoor, epicurean and cultural adventures.

SOUTH COAST

Classic California comes alive along the southernmost section of SLO CAL. Here, drive your vehicle on the beach for some 4-wheel fun or relax by the campfire at sunset. Head inland and find world-class winemaking, fertile farmland and lakeside leisure.



NORTH

Start your day with a bit of adventure and culture by visiting the San Miguel historic mission or the Carizzo Plain National Monument and end your day indulging in one of the 250 local wineries or enjoying dinner in the charming downtown of Paso Robles before experiencing the Field of Light at Sensorio.

NORTH COAST

Explore vibrant tidepools before making your way to Hearst Castle for a slice of true American royalty. Then make your way back down to the charming village of Cambria for gourmet eateries and historic architecture.



SAN LUIS OBISPO

Wander through vibrant downtown to find creekside farm-to-table dining, world-renowned farmers markets, historical architecture and the beautifully restored Mission San Luis Obispo de Tolosa.

SOUTH COAST

Spend your days wandering the coastline and watching the wildlife from the end of the Avila Beach Pier, then grab a bowl of famous clam chowder in bustling downtown Pismo Beach.





WINE

Temperate Mediterranean climate, rolling hills and perfect soils mean seriously delicious wines that attract global attention. In the Land of SLO CAL, you'll find three AVA wine regions. Whether you're a novice or sommelier, you will most certainly find a favorite (or two) among SLO CAL's 250+ wineries and tasting rooms.

SLO CAL
CRAFTED



Celebrate the quality, local products made, farmed and crafted in SLO CAL. Find the must-see markets and boutique shops with our guide to finding SLO CAL Crafted goods off the beaten path.

EXPLORE VIRTUALLY

Stroll through SLO CAL's towns, beaches, trails, attractions, and event centers from right where you are.



SUSTAINABLE WINE TRAIL

SLO CAL features nearly 50 wineries that are certified sustainable. Scan the QR code to learn how to visit these wineries.





PASO ROBLES ★



SAN LUIS OBISPO ★



GROVER BEACH ★



RAGGED POINT ★



MORRO BAY ★



SLO CAL

 **80 MILES**
OF COASTLINE

 **315** DAYS OF
SUNSHINE

 **38** MICROCLIMATES

 **3RD** LARGEST PRODUCER
OF WINE IN CALIFORNIA

 **4,000 ACRES**
OF 4-WHEEL DRIVE-ACCESSIBLE SAND DUNES

 **250⁺** WINERIES

 **LARGEST**
SEA OTTER POPULATION ON THE WEST COAST

GETTING HERE

TRAVEL BY CAR

LOS ANGELES

3 hours

MONTEREY

2 hours

BAKERSFIELD

2 hours

SAN FRANCISCO

3.5 hours

SANTA BARBARA

1.5 hours

FRESNO

2 hours

SAN DIEGO

7 hours

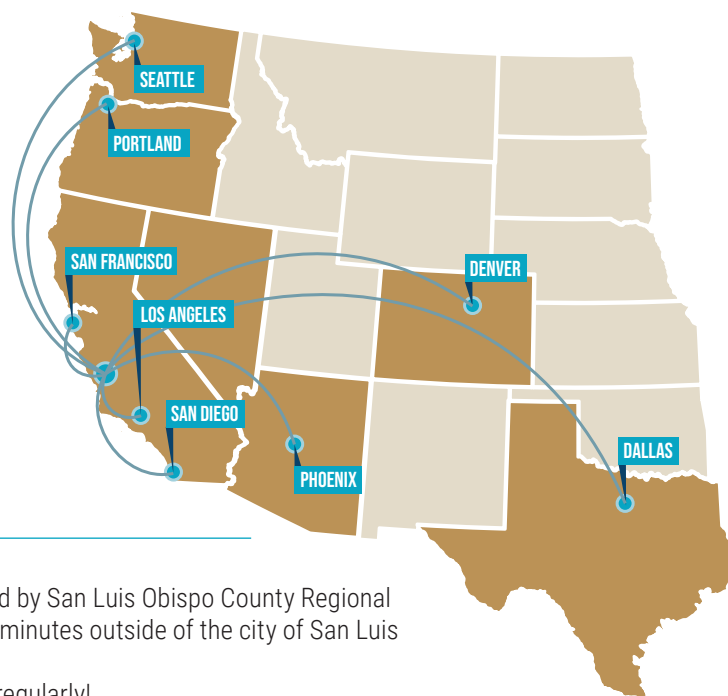
LAS VEGAS

7 hours



FLY NONSTOP

SLO CAL is serviced by San Luis Obispo County Regional Airport, located 10 minutes outside of the city of San Luis Obispo.
New flights added regularly!



LODGING

Whether you want to wake up to the sounds of the Pacific Ocean, a view of vineyards or the cultural and culinary offerings of downtown, we've got a place for you to bed down for the night. In addition to full-service resorts and budget-friendly hotels, there are 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, including initial planning, suggested itineraries, accommodations and more.

Contact our Sales Team at Sales@SLOCAL.com or call
805.541.8000.