



San Luis Obispo Story Ideas

Make the most of the long weekend

In San Luis Obispo, the weekend starts on Thursday, when thousands of visitors and locals roam the Downtown Farmers' Market eating barbecue, corn on the cob, and other local delicacies. The first Friday of every month is Art After Dark, a self-guided tour through the town's galleries and performance venues, while Fridays during the summer equal free concerts in Mission Plaza. But no, we're not done yet; the Downtown is fully walkable and you can wine-bar hop from Luis to Wine Shed to Central Coast, then catch some live acoustic music outdoors at Luna Red or hit one of the many craft breweries that are thriving in SLO's emerging craft beer scene. And speaking of walking, SLO is unique because the Downtown offers easy access to more than 55 miles of hiking and biking trails so you can explore California's famous Central Coast.

Happy Town, USA – San Luis Obispo, California

Nestled in between rolling hills and the coast, the downtown is filled with charming shops and restaurants in turn-of-the-century mercantile buildings that line the. Neighborhoods teem with classic California bungalows and gently rolling vineyards give way to the famous wine region just south of town. This is San Luis Obispo, otherwise known as Happy Town, USA. Featured as the Happiest Town in America in the National Geographic book "Thrive" and on the Oprah Winfrey Show, San Luis Obispo has become known for not only the enchanting scenery but for the San Luis Obispo lifestyle.

San Luis Obispo's Amazing Outdoor Adventures

The almost endless supply of sunshine makes it easy to find an outdoor adventure in San Luis Obispo. With rolling hills, breathtaking coastal vistas, and oak trees as far as the eye can see, there's a scenic backdrop to suit every outdoor enthusiast's taste. Miles of off-road trails and back-country roads that wind through vineyards and farmland beckon cyclists, hikers and runners of all levels.

Experience the arts in a whole new way

In SLO, the arts are not treated as a luxury but as a necessity. From painted utility boxes, a skate park that has been described as an interactive museum, a 70-foot alley covered in bubblegum designs and an 'architectural graveyard' San Luis Obispo's public art runs the gamut from high end to open source. And when it comes to music, the scene is even more varied. In one weekend you can experience the Symphony playing in one of the most beautiful performing arts centers in California to a dive bar where Neil Young debuted his most recent album in a surprise show.

For more information about events, attractions and visitor services in San Luis Obispo, call 1-877-SLO-TOWN or visit www.VisitSLO.com.