



Agency Contact: Jamie Relth [Jamie@thepressroom.com](mailto:Jamie@thepressroom.com)  
Holly Padove [holly@thepressroom.com](mailto:holly@thepressroom.com); (805) 773-1000  
[www.SanLuisObispoVacations.Com](http://www.SanLuisObispoVacations.Com)

**FOR IMMEDIATE RELEASE**

## **Set Sights on a Summer Family Road Trip to San Luis Obispo, CA** *Convenient Coastal Location, Family-Friendly Sight, and Historic Hospitality Await Staycationers*

SAN LUIS OBISPO, CA (March 19, 2012) – With trends of vacationing close to home still strong in 2012, many U.S. families are on the hunt for the next great family road trip destination. Just halfway between San Francisco and Los Angeles on scenic Highway 101, **San Luis Obispo** is the ideal place to [vacation in California](#).

### **Convenient by Car (or train or plane)**

Smack dab in the middle of California's coastline and the cultural hub of the Central Coast, San Luis Obispo is a convenient destination for road trippers from all over California. Enjoy coastal scenery on a car or train trip from Los Angeles through the beach cities of Ventura and Santa Barbara. Or, from northern cities like San Francisco, take iconic **Highway 1** through beautiful Big Sur before driving through the winding roads in downtown San Luis Obispo. The city also boasts a convenient county airport serving two major airlines.



### **Home of the First Motel**

Home of the first motel in the world, San Luis Obispo is the logical destination for a modern road trip. The Motel Inn of San Luis Obispo (originally known as the Milestone Mo-Tel), created in 1925 by Arthur Heineman, still stands at the north Highway 101 entrance to the city. Today, the historic motel is a symbol of the hospitality [San Luis Obispo hotels](#) offer weary travelers and ambitious vacationers. With 37 hotels – including motels, inns, B&Bs and even a hostel – San Luis Obispo lives up to its heritage.

### **Leg-Stretching Adventures**

Get out of the car, and breathe in the fresh air. With [things to do in San Luis Obispo](#) for every age group, the city is a [top family vacation](#) destination. Visit Mission San Luis Obispo de Tolosa, Bubblegum Alley, museums and galleries, vineyards and wineries, Hearst Castle and the beloved Thursday evening farmers' market. Then, gear up for beach adventures featuring elephant seals, kayaking, surfing and more. Or, lace up for hikes and bike rides on and around San Luis Obispo's ancient Seven Sister volcanoes.

**For more information about San Luis Obispo, visit [SanLuisObispoVacations.com](http://SanLuisObispoVacations.com). Editors seeking additional information, a media visit, or images may contact Jamie ([jamie@thepressroom.com](mailto:jamie@thepressroom.com)) at On the Horizon Communications at (805) 773-1000.**