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## NEWS RELEASE

### What's New in San Luis Obispo County ~ Spring/Summer 2009

*What's New in San Luis Obispo County is a quarterly release, produced by the San Luis Obispo County Visitors & Conference Bureau, which lists new cultural, culinary and eco-geo tourism news along with other new tourism developments & events in San Luis Obispo County, California. For more detailed visitor information about San Luis Obispo County, visit [www.SanLuisObispoCounty.com](http://www.SanLuisObispoCounty.com).*

#### New Tourism Developments

**Econo Lodge San Luis Obispo is now an America's Best Value Inn!** Improvements are ongoing & include newly installed vanities with granite top, new tile bathroom floors and new carpet. Enjoy new amenities such as a free USA Today newspaper, onsite guest laundry, free High Speed Internet access, free continental breakfast, in room coffee, microwave & refrigerator, iron/board, hair dryer & new premium TV channels such as HBO. Located at 950 Olive Street San Luis Obispo, CA 93405. For more information call 805-544-8886 or visit [www.americasbestvalueinn.com/bestv.cfm?idp=1500](http://www.americasbestvalueinn.com/bestv.cfm?idp=1500).

**Holiday Inn Express San Luis Obispo Undergoing \$2.5 Million Renovation!** Each of the hotel's 100 rooms is being redone with new carpet, paint, draperies and white vinyl dual-glazed low-E windows, with corridors on all three floors also getting new carpet, painting, wall treatments and updated lighting fixtures. The public areas are being enhanced with a Craftsman-style decor that includes a new front desk, wood flooring and carpet, new tables and chairs in the breakfast room, an updated fitness room and upgrades to a large meeting room that can be divided into two smaller rooms that open out to a courtyard. Located at 1800 Monterey St., San Luis Obispo, CA 93401. For reservations, call 1-888-HOLIDAY (888-465-4329), or 805-544-8600, or visit [www.hiexpress.com](http://www.hiexpress.com). For more information contact Lori Keller, Pacifica Hotel Company, 805-957-0095 or [lkeller@pacificahotels.com](mailto:lkeller@pacificahotels.com).

**San Luis Obispo Children's Museum Now Available For Special Events!** Located in the heart of downtown San Luis Obispo, CA the Museum's three floors and outdoor patio feature over 20 fun exhibits. The facility can be tailored to suit your event perfectly, with a variety of setting and flow options. Events include exclusive use of all three floors of the Museum for up to 250 guests and an event advisor who coordinates all services and is on-site for the duration of your event. Located at 1010 Nipomo San Luis Obispo, CA 93401. Please call 805-547-1924 for availability and fees or email [events@slocm.org](mailto:events@slocm.org) or visit [www.slocm.org](http://www.slocm.org).

**Villa Toscana in Paso Robles Now Available For Meetings!** Villa Toscana, a five-star diamond award winning bed & breakfast, has long been noted for its ideal location providing relaxing getaways and elegant weddings is now available to the business meeting market. The staff at Villa Toscana can assist you with all of your planning and day-of needs. Whether you are looking for a small site to conduct a meeting with close partners (up to 50 people), or a larger venue to incorporate more of your employees (up to 200 people), Villa Toscana offers a variety of intimate locations that will inspire your employees while providing you with a functional workspace. Located at 4230 Buena Vista in Paso Robles, CA 93446. For more information call 805-238-5600 or email [myvillatoscana@martinweyrich.com](mailto:myvillatoscana@martinweyrich.com) or visit [www.myvillatoscana.com](http://www.myvillatoscana.com).



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## Events

**Murder in Mind in Pismo Beach Announces New Spring Murder Mystery Dinner Shows!** *The Altos Meet Marty Stewart* takes place Sunday evenings at 5pm from March 15<sup>th</sup> through May 3<sup>rd</sup>. *SLO Legal* takes place Sunday evenings at 5pm from May 15<sup>th</sup> through September 6<sup>th</sup>. The \$48.95 ticket price includes dinner, show, sales tax and wait staff gratuity. Reservations are required. Dress is casual. Show lasts approximately 2 hours. The performances are at The Spyglass Inn Restaurant, 2305 Spyglass Drive Shell Beach. For more information or to make reservations please call Murder In Mind Productions at 805-489-3875 or visit [www.murderinmind.com](http://www.murderinmind.com)

**River Oaks Hot Springs in Paso Robles, CA Announces Spring & Summer Events!** Location: 800 Clubhouse Drive Paso Robles, CA 93446. For more information visit [www.EstrellaAssociates.com](http://www.EstrellaAssociates.com) or call 805-238-1031.

- **Hot Air Balloon Festival set for April 24-26, 2009!** A live concert will kick off Friday night at the River Oaks Amphitheater from 6pm to 9pm. Proceeds benefit “The First Tee Central Coast” youth golf and life skills program. The Saturday festival will have hot air balloon rides, tethering, food, music, sporting activities, children’s activities, model airplane demonstration, model boat demonstrations and event vendors. Saturday balloon launch and festival begins at 6am (weather permitting) with festivities continuing until noon. Enjoy this morning sport and festivities – something for the entire family for only \$10 per car!
- **Classic Car Auction set for May 22-23, 2009!** Kruse International, the world’s largest collector car auction house, returns to Paso Robles presenting “Paso Robles Classic Car Auction” with 200 cars expected for the two-day auction. Friday evening will kick off the event with an entertaining auction offering original first-edition movie memorabilia, autographed rock star and television star framed photographs, peddle cars and more! Beer, wine and food will be available. Gates open at 3pm. Admission is \$10 per person. Saturday hosts an array of automobiles auctioned throughout the day. Automobile related vendors will be displayed along with beer, wine, food and music. Gates open Saturday morning at 8am. Admission is \$10.00 per person. Registration and bidders can visit [www.kruse.com](http://www.kruse.com) or call 800-968-4444 for additional information.
- **The Central Coast Shakespeare Festival Announces New Venue in Paso Robles July 10- August 16, 2009!** The Central Coast Shakespeare Festival invites you to join us for a summer of classical theatre under the stars! Come enjoy an interactive, outdoor theatrical adventure every Friday, Saturday and Sunday. Performances will take center stage at River Oaks Amphitheater. All evening performances begin at 7:30pm and Sunday Matinee’s begin at 5pm. The Box office will open one half hour before each performance. Ideal family attraction! For more information and ticket sales visit [www.CentralCoastShakespeare.org](http://www.CentralCoastShakespeare.org).

**Central Coast Renaissance Festival in San Luis Obispo Celebrates its 25<sup>th</sup> Anniversary July 18 & 19, 2009!** Over 800 costumed participants will turn El Chorro Regional Park into a thriving English village complete with a marketplace, delicious foods, three stages and a real joust for the 25th annual Central Coast Renaissance Festival. The entertainment highlight is a full, authentic joust, held twice daily. There are comedy shows, dance, music, plays and skits held on multiple stages. Visitors enjoy games for all ages and pony rides, face painting and a petting zoo for children. El Chorro Regional Park is located on Highway 1, between San Luis Obispo and Morro Bay. Hours are 10am – 6pm on Saturday and until 5pm on Sunday. Tickets are \$15 for adults and \$10 for seniors and ages 6-15. Under age 6 are free. Parking is \$1.00 with a free shuttle to the festival entrance. For more information visit [www.CCRenFaire.com](http://www.CCRenFaire.com) or call 805-927-0199.



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## Cultural Tourism

**Hearst Castle® Announces A Multiple Tour Discount!** Effective immediately through May 14, 2009, visitors to Hearst Castle while booking either an Experience Tour or Evening Tour can purchase a second tour and receive a 20% discount on the additional tour for the same or following day. This value added feature allows visitors of California State Parks to enjoy the many aspects of Hearst Castle that makes it one of America's most popular house museums. Located at 750 Hearst Castle Road in San Simeon, CA 93452. For tour reservations, please call 800-444-4445 or online at [www.hearstcastle.com](http://www.hearstcastle.com). For more information, please call Dan Eller, Public Relations, Hearst Castle® 805-927-2074, or visit [www.hearstcastle.com](http://www.hearstcastle.com).

## Culinary Tourism

**The Crown Room Restaurant at Eagle Castle Winery in Paso Robles Now Available for Lunch!** Enjoy “a royal experience” at the Crown Room at Eagle Castle Winery, in the heart of Paso Robles. The luxurious dining room and outdoor dining patio overlooks our lush vineyards where the grapes are grown for their Cabernet Sauvignon. The Crown Room's menu changes weekly to showcase the vast array of organic produce, farm raised meats and seafood available in California. The Restaurant is open Friday, Saturday, and Sunday, from 11:30am- 3:30pm. Located at 2090 Anderson Road in Paso Robles, CA 93446. For more information visit [www.eaglecastlewinery.com](http://www.eaglecastlewinery.com) or call 805-227-1428.

**Dunning Vineyards in Paso Robles invites you to take a vacation with education!** Agritourism is a great opportunity for educational and fun travel. Dunning Vineyards Estate Winery in Paso Robles now offers a new way to learn and experience wine through their “Wine and Vineyard” educational packages. The Ag Adventure tour provides a rare opportunity to see behind the scenes of the working boutique winery and vineyard. You will experience a "Hands on" educational tour that is in-depth, fun and challenging. You will leave with a much deeper understanding of the winery and vineyard business! A Private Reserve Estate wine tasting is also included with Owners/Winemakers. Located at 1953 Niderer Road in Paso Robles, CA 93446. For more information visit [www.dunningvineyards.com](http://www.dunningvineyards.com), call 805-238-4763 or email [info@dunningwines.com](mailto:info@dunningwines.com).

**Lions Peak Wine Boutique in Cambria Now Carrying Certified Organic and Organically Grown Wines from California!** Lions Peak Wine Company is now offering wine tastings daily from 11am-6pm with organic Chardonnay, Sauvignon Blanc, Merlot and Syrah to name a few! Extended hours on Friday and Saturday nights as well as during the holidays. LIVE MUSIC most holiday weekends along with appetizers! Located at 4044 Burton Drive in Cambria, CA 93428. For more information visit [www.lionspeakwine.com](http://www.lionspeakwine.com) or call 805-927-1450.

**Tolosa Winery in San Luis Obispo is Now Offering Tours and Barrel Tastings!** The Past, Present, Future Experience offers guests the opportunity to learn about the PAST heritage of the Tolosa name, taste PRESENT releases of reserve wines, along with FUTURES from select French oak barrels in addition to a guided tour of our vineyard and production facility Sunday – Friday by appointment only. Tour Availability is limited; call 805-782-0500 ext. 10 or request your reservation online at [www.tolosawinery.com](http://www.tolosawinery.com) under Tours & Education. Every Saturday Tolosa offers four estate wines paired with four Artisan cheeses from around the World. Offered in our gorgeous Heritage Room guests can sit-down and enjoy the view. Every weekend reserve flight tastings will be offered in the Heritage Room. Flights will vary from Pinot Noir flights, to Rhone style wines or even a vertical tasting of Library wines! Located at 4910 Edna Valley Road in San Luis Obispo, CA 93401. For more information call 805-782-0500 or visit [www.tolosawinery.com](http://www.tolosawinery.com).



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## Culinary Tourism continued

**The Wine Line Brings Fun & Safety Back to Wine Tasting!** The Wine Line is the best choice for safe and fun wine tasting and touring in Paso Robles. It is a hop on/hop off shuttle service that provides flexibility in wine tasting. Modern vans travel a circular route and stop at 20+ designated wineries every 40 minutes. For a one time fee of \$39.95 you can hop on and hop off the shuttle as much as you want for that day. The Wine Line operates Thursday through Sunday, 10am – 6pm. Special arrangements can be made for Monday through Wednesday tours for groups of 8 or more. More info is available on their website at [www.HopOnTheWineLine.com](http://www.HopOnTheWineLine.com) or call 805-610-8267 or 888-9WINE-LINE, or email [info@HopOnTheWineLine.com](mailto:info@HopOnTheWineLine.com).

## Great Outdoors / Eco-Geo Tourism

**Central Coast Outdoors Offers New Half Day Bike & Wine Trips in Avila Beach and Paso Robles.** Avila Beach is the perfect area for a relaxed biking and wine tasting tour. Our new half day trip features a delightful creek side bike path, sea lions cavorting underneath Harford Pier and several local wineries for wine tasting. Out in Paso Robles a new stretch of paved road in the hills west of town has enabled us to offer a wonderful half day loop ride that takes in some beautiful secluded riding while visiting some of the best wineries in the area. You can check out the details of both new trips on our website. For more information visit [www.centralcoastoutdoors.com](http://www.centralcoastoutdoors.com) or call 805-528-1080 or 888-873-5610.

- Central Coast Outdoors is also offering a Pacific Coast Wildlife Walking tour. It's a full day tour along the north coast of the county with stops at several wildlife watching spots. For more information on this tour visit [www.centralcoastoutdoors.com/walking-tours.html](http://www.centralcoastoutdoors.com/walking-tours.html).

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