

# Los Angeles Times

## 12 secret stops on California's iconic road to Big Sur

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You're in a [hurry to see Big Sur](#), which makes sense. There's no place like it.

But the coastline on the way is remarkable enough to make a destination in itself. And often it's a more affordable, less crowded destination.



## 1. Go luxe at the Hotel San Luis Obispo

If you haven't visited in a while, you haven't seen SLO's new high end. The [Hotel San Luis Obispo](#) opened on Palm Street in late 2019, aiming to add some luxe luster to a college town with cowboy leanings. The pandemic posed a challenge, but this 78-room "modern urban resort" has survived, along with its two restaurants (Ox + Anchor and Piadina) and bars on the patio and rooftop. Its location means you can do all your downtown exploring without a car (loaner bikes are included) and you'll have a spa and a pool on hand for hot days. This sleek style carries a price that will send a lot of people running for the hills — weekend rates for most rooms are \$459 to \$629.

The similarly stylish 65-room [Hotel Cerro](#), which opened on Garden Street in 2020 with Brasseries SLO on site and a pool on its roof, has comparable prices.

Looking to spend a little less? Cal Poly parents get [“up to 25%” off](#) at the Hotel SLO and [at the Hotel Cerro](#).