



Report to City of SLO – TBID and PCC
Public Relations Contract
 July 2023

PR ACTIVITY						
Implementation/Proactive Work						
Continued planning for travel writer Eileen Ogintz's upcoming visit in partnership with DCI						
Continued planning for travel writer Lina Lecaro's upcoming visit in partnership with DCI						
Sent out a press release to regional media announcing Visit SLO's website redesign						
Added new images to Visit SLO media library						
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign						
Responsive leads						
Pitched "Barbie-Inspired Trip Idea" to CCTC						
Contributed photos to AAA Westways for an apple picking-themed story						
Pitched "National Red Wine Day" and "Vino Vibes: Wine Pairings for Each California Destination" story ideas to Visit California						
Partnerships						
Met with new DCI PR representative Siobhan Chretien						
Met with Visit SLOCal's temporary PR/media coordinator						
Attended a Noble/SLO City training on uploading events to the new Visit SLO website						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
AFAR	The 8 Best Things to Do, Eat, and See in and Around San Luis Obispo, California	1,300,946.00	\$12,022.00	Cultural	HOSTING IN PAR	
MATADOR	In San Luis Obispo, Come For the Fine Wine and Stay For the Arts and Outdoors.	1,300,000.00	\$408.93	Cultural	FAM HOSTING IN	
SWIRLSTER	Visit These 5 Places In California If You'd Like To Live Out Your Barbie Fantasy	166,000.00	-	Cultural	RESPONSIVE PITC	
NEWS BREAK	San Luis Obispo: Why you should visit California's last sleepy stretch of coast, hidden in plain sight	1,490,000.00	\$343.68	Cultural		
NEWS BREAK	32 Central Coast restaurants listed in 2023 MICHELIN Guide. Here's who made the cut.	1,490,000.00	\$343.68	Culinary		
MSN CANADA	These Weird Tourist Attractions Should Be on Your Bucket List	67,150,000.00	\$15,444.86	Cultural		
MSN	12 West Coast small towns you should visit	67,150,000.00	\$15,444.86	Cultural		
MICHELIN GUIDE	MICHELIN Guide Hotels as Stylish as the MICHELIN Guide Restaurants Inside	1,240,000.00	\$285.61	Culinary		
WOODSTOCK SENTINEL-REVIEW	California coast offers beaches, vineyards and natural wonders	8,000.00	\$1.80	Outdoor		
KEYT	New community grant application window opens in San Luis Obispo	38,000.00	\$8.80	Support Local		
KEYT	Visit SLO's updated website allows visitors to "live the SLO life"	38,000.00	\$8.80	Support Local		
TOTALS						
		11	141,370,946.00	\$13,423.30		
		TOTAL YTD	141370946	13423.2		
		11	141,370,946.00	\$13,423.30		