



Report to City of SLO – TBID and PCC
Public Relations Contract
 June 2024

PR ACTIVITY

Implementation/Proactive Work

Hosted sustainability influencer **Ashley Diedenhofen** in partnership with **Kind Traveler** and **Visit California**
 Hosted sustainability influencer **Delilah Harvey**
 Hosted travel writer **Craig Stoltz**
 Hosted German travel writer **Hermann Low** with **Seeluft Magazine**
 Began planning for writer **Craig Stoltz's** upcoming stay
 Began planning for SoCal Media Mission writer **Brandon Hernandez's** upcoming stay
 Began planning for SoCal Media Mission writer **Ron Donoho's** upcoming stay
 Continued planning for travel influencer **Karina Henry's** upcoming stay
 Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign

Responsive leads

Pitched "20 Ways to Celebrate California Wine Month Ahead of Its 20th Anniversary" story ideas to **Visit California**

Partnerships

Attended **TBID Partner Reception**
 Attended **Visit SLO CAL PR & Social Media Mixer**
 Continued working on **Downtown Summer Spending** campaign with the **City**
 Worked on PR handoff from **DCI to Uniquely Driven**
 Began planning for **Summer Midweekend**
 Began working on **Visit SLO Influencer Strategy** with the **City** and **Badger Branding**
 Began planning for Kind Traveler Sustainability Influencer Fam trip with **Kind Traveler**, the **City**, and **Badger Branding**
 Met with **Amtrak** team
 Continued working with the **City**, **DCI**, **Noble** and **Badger Branding** on **Sustainable SLO** marketing plan

PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS
KSBY	Residents react to San Luis Obispo being ranked among nation's best: 'I'm not surprised'	478,000.00	\$39.54	Cultural
THE TRIBUNE	SLO is one of America's top 10 towns to visit, CNN says. Where did it rank? Read more at: https://www.sanluisobispo.com	21,000.00	\$2,668.27	Cultural
KSBY	Opa! Community members gather for Greek Festival in San Luis Obispo	478,000.00	\$39.54	Cultural
THE TRAVEL	7 Surprisingly Scenic, Bikeable Cities In California	2,670,000.00	\$97.51	Sustainability
CNN	CNN reveals America's Best Towns to Visit in 2024	134,170,000.00	\$38,996.44	Cultural
CNN	The city that is pure California perfection	134,170,000.00	\$38,996.44	Cultural
MSN TRAVEL	The town that is pure California perfection	157,190,000.00	\$15,444.86	Cultural
THE MERCURY NEWS	The town that is pure California perfection	6,820,000.00	\$3,955.38	Cultural
WMTJ	Looking for your next summer vacation spot? Here are the best US cities to visit, according to CNN	1,250,000.00	\$132.89	Cultural
PASO ROBLES DAILY NEWS	Report: San Luis Obispo listed in top ten places to visit in US	85,000.00	\$6.39	Cultural
YAHOO NEWS	Looking for family-friendly fun? Circus Vargas to return to SLO County	180,340,000.00	\$156,947.30	Family
CNN	Every room in this hotel has a wildly different theme. It's a feast for the eyes	134,170,000.00	\$38,996.44	Cultural
WORLD ATLAS	10 Underrated Places to Visit in California	5,080,000.00	\$305.33	Cultural
KCBX	San Luis Obispo featured on CNN Travel's list of top 10 places to visit in America	1.21	\$22,000.00	Cultural
TOTALS				
		19	756,423,001.21	\$315,918.52
		TOTAL YTD	3,623,740,205.00	\$1,404,113.16
		167	4,380,163,206.21	\$1,720,031.68