



Report to City of SLO – TBID and PCC  
**Public Relations Contract**  
 March 2025

**PR ACTIVITY**

**Implementation/Proactive Work**

Continued planning for **Arts + Culture** Fam in partnership with **Uniquely Driven**  
 Continued planning for **Sustainability Influencer** Fam in partnership with **Kind Traveler**  
 Continued planning for SoCal Media Mission writer **Linda Laban's** upcoming stay  
 Continued planning for travel writer **Meghan Rose's** upcoming stay  
 Continued working with the City and Noble Studios/Uniquely Driven on overall tourism marketing campaign

**Responsive leads**

Pitched "Luxury Wellness", "Culinary Delights" and "Sustainable Travel" story ideas to **Visit California**  
 Submitted quarterly SLO content to **Central Coast Tourism Council**

**Partnerships**

Attended **Visit California** Outlook Forum  
 Began planning for Marketing Plan Update with **City, Noble Studios, Uniquely Driven and Badger Branding**  
 Participated in 20/60/90 planning with **City, Noble Studios, Uniquely Driven and Badger Branding**  
 Met with **Visit SLO CAL** PR team to align on work  
 Reviewed **Central Coast Tourism Council** Itineraries  
 Reviewed **Central Coast Tourism Council** April Social Media plan

PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF
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LONELY PLANET	<a href="#">A first-time guide to San Luis Obispo, California</a>	2,850,000.00	\$10,501.00	Cultural	MEDIA HOSTING IN PARTNERSHP W/VISIT SLO CAL
EIN PRESSWIRE	<a href="#">San Luis Obispo, CA Officially Named the MidWeekend Vacation Capital of the World</a>	165,000.00	\$21.33	Cultural	PROACTIVE PITCHING BY UNIQUELY DRIVEN
MSN	<a href="#">Spring's Hottest Celebrations: 10 Chic Festivals &amp; Glam Events You Can't Miss This Season</a>	136,500,000.00	\$10,687.04	Beer/Wine	REACTIVE PITCHING BY UNIQUELY DRIVEN & HOTEL SLO
YAHOO NEWS	<a href="#">The best wildflower hiking destinations in the United States</a>	54,290,000.00	\$11,983.00	Outdoor	REACTIVE PITCHING BY UNIQUELY DRIVEN
AOL	<a href="#">The best wildflower hiking destinations in the United States</a>	34,968,755.00		Outdoor	REACTIVE PITCHING BY UNIQUELY DRIVEN
NATIONAL GEOGRAPHIC	<a href="#">The best wildflower hiking trails in the U.S.</a>	6,892,122.00	\$3,120.93	Outdoor	REACTIVE PITCHING BY UNIQUELY DRIVEN
VISIT CALIFORNIA	<a href="#">San Luis Obispo</a>	32,300.00		Cultural	REACTIVE PITCHING BY VISIT SLO CAL
INSPIRATIONS & CELEBRATIONS	<a href="#">Spring's Hottest Celebrations: 10 Chic Festivals &amp; Glam Events You Can't Miss This Season</a>	6,000.00	\$0.33	Beer/Wine	REACTIVE PITCHING BY UNIQUELY DRIVEN & HOTEL SLO
NEWS BREAK	<a href="#">17 of the Best Small U.S. Towns Recommended by Americans</a>	10,380,000.00	\$353.35	Cultural	
NEWS BREAK	<a href="#">How SLO's Duncan Alley became a hot spot for wine, beer and more: 'A mini Tin City'</a>	10,380,000.00	\$353.35	Beer/Wine	
NEWS BREAK	<a href="#">SLO ranked as a 'sought-after college town' in the West, new study says. Why Gen Z loves it</a>	10,380,000.00	\$353.35	Cultural	
TRAVEL OFF PATH	<a href="#">This Is The Most Beautiful Train Ride In America, According To Amtrak</a>	50,000.00	\$11.43	Sustainability	
TRAVEL OFF PATH	<a href="#">Move Over San Diego! These 3 Coastal Towns Have Postcard Beaches &amp; No Crowds</a>	50,000.00	\$22.85	Cultural	
SOCAL PULSE	<a href="#">Spring Break on the Rails: Coastal Getaways with Pacific Surfliner</a>	18,000.00	\$1.55	Sustainability	
CALIFORNIA UNPUBLISHED	<a href="#">Best BBQ in California: Hidden Gems Worth Discovering Throughout the Golden State</a>	12,000.00	\$0.35	Culinary	

**TOTALS**

		15	266,974,177.00	\$37,409.86	
		TOTAL YTD	4,558,566,292.00	\$1,234,595.44	
		118	4,825,540,469.00	\$1,272,005.30	