

SLO Chamber of Commerce

Public Relations Contract

Report to the City of San
Luis Obispo – TBID & PCC

April 2025



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

Implementation and Proactive Work

Media Hosting

- Hosted freelance travel writer Ronny Maye
 - *in partnership with Uniquely Driven*
 - *Friday, April 4 through Monday, April 7*
 - *Itinerary highlights: stayed at Petit Soleil, went wine tasting at Biddle Ranch Vineyard, ate at Luna Red, Ebony, Mistura, Old SLO BBQ and Seeds, enjoyed a show at SLO REP*
- Hosted Sustainability Influencer Group Fam
 - *in partnership with Kind Traveler*
 - *see pages 6 & 7 of this report for full trip breakdown*
- Hosted [Reuben Mourad](#), influencer on assignment for Thrillist
 - *in partnership with Uniquely Driven*
 - *Reuben was in market to shoot a social media video itinerary for Thrillist*
 - *Thursday, April 17 through Saturday, April 19*
 - *Itinerary highlights: stayed at Hotel SLO, hiked Cerro San Luis, explored Farmers' Market, went zip lining and wine tasting, ate at Luna Red, Nate's on Marsh, Jan's Place and Sally Loo's*
 - [Reuben's Instagram story while in market](#)
- Hosted The Essence of SLO(w) Travel Group Fam
 - *in partnership with Uniquely Driven*
 - *see pages 8 & 9 of this report for full trip breakdown*
- Continued planning for freelance travel writer Linda Laban's upcoming stay
 - *Linda attended one of the events on the May 2024 SoCal Media Mission*
 - *Linda will be exploring SLO Tuesday, May 13 through Friday, May 16 and staying at Hotel Cerro*
- Continued planning for travel writer Darla Hoffman's upcoming stay in partnership with Visit SLO CAL
 - *Darla is coming from Phoenix on Tuesday, May 20 through Saturday, May 24. Visit SLO CAL will host her first day and night, and Visit SLO will host her next two days and nights.*
- Continued planning for AAA staff writer Laura Powell
 - *Laura is coming Sunday, June 22 through Tuesday, June 24*

Other Implementation & Proactive Work

- Continued working with the City, Noble Studios and Badger Branding on overall tourism marketing campaign
- Met with Cheryl Cuming to align on Highway 1 Road Trip and Visit SLO's PR efforts
- Met with Jan's Place owner to talk about tourism initiatives and how they can get involved
- Met with Breda's owner to talk about tourism initiatives and how they can get involved

Responsive Work & Partnerships

Responsive leads and pitching

- Pitched story ideas to Visit California
 - *“Dining that’s all about the atmosphere”*
 - *Luna Red*
 - *Novo*
 - *Nate’s on Marsh*
 - *High Bar*
 - *Ox + Anchor*
 - *“Adrenaline Fix”*
 - *Mountain Biking*
 - *Third Wheel Tours*

Partnerships

- Visit SLO CAL
 - *Attended PR Mixer*
- Central Coast Tourism Council (CCTC)
 - *Reviewed and provided feedback for May social media content calendar*
 - *Reviewed and provided feedback for “The Artist” itinerary*

Media Features

Proactive Work

- North Peoria Lifestyle: [Live the SLO Life](#) | UVPM: 439,150, Ad Value: \$67.43
 - *As a result of hosting Susan Lanier-Green in the fall of 2023*
 - *This was also published online in City Lifestyle: [Live the SLO Life](#)*
- USA Today 10Best: [10 essential stops on the Amtrak Pacific Surfliner route](#) | UVPM: 1,057,639, Ad Value: \$3,640.21
 - *As a result of Visit SLO CAL's responsive pitching*
- KNBC-TV Online: [Explore San Luis Obispo, from the Vinyl Trail to the Architecture Graveyard](#) | UVPM: 1,680,000, Ad Value: \$631.81
 - *As a result of Visit SLO Cal's responsive pitching*

Media Features

Media Monitoring

TRIBUNE	The SLO Film Festival is here! See photos from opening night and the schedule	377,000.00	\$55.10
MSN	The world's first motel opened 100 years ago, but now only ruins remain	136,500,000.00	\$10,687.04
CNN	The world's first motel opened 100 years ago, but now only ruins remain	131,090,000.00	\$35,451.25
YAHOO	16 Underrated Summer Travel Destinations in the U.S. to Add to Your List	54,290,000.00	\$11,983.00
AOL	The Most Underrated Town in Every State	17,350,000.00	\$7,237.76
NEWS BREAK	Never fear, Apple Farm fans: Restaurant at SLO inn isn't closed permanently.	10,380,000.00	\$353.35
NEWS BREAK	14 U.S. Cities With Unexpectedly Awesome Live Music Scenes	10,380,000.00	\$353.35
TRAVEL + LEISURE	25 Best Places to Visit in California	9,155,057.00	\$324.16
CULTURE TRIP	Best Places To Visit In July This Year	4,220,000.00	\$253.23
IBN LIVE	Hidden Spring Gems: 10 Underrated American Cities To Visit This Season	2,400,000.00	
VINEPAIR	The World's Top 10 Wine Destinations for 2025	1,360,000.00	\$51.36
TRIBUNE	Never fear, Apple Farm fans: Restaurant at SLO inn isn't closed permanently.	377,000.00	\$55.10
COWBOYS & INDIANS	4 More Of The Best Getaway Destinations In The West	99,000.00	\$6.47
TRAZEE TRAVEL	6 Breweries and Distilleries to Visit in San Luis Obispo, California	23,000.00	\$0.63
THE NETWORK JOURNAL ONLINE	7 Gen X Friendly Locations in California You'll Love Visiting	5,000.00	\$0.50

APRIL TOTALS:

Articles: 18

UVPM: 380.518,751

Ad Value: \$71,151.75

YEAR TO DATE TOTALS:

Articles: 136

UVPM: 5,319,603,794

Ad Value: \$1,376,898.94



Sustainability Influencer Group Fam

Wednesday, April 16 through Friday, April 18

Influencers

- [Kirsten Alana](#)
- [Suzie Hicks](#)
- [Megan McSherry](#)
- [Nelzon Zé Pequeno](#)

More information about influencer attendees [can be found here](#).

Itinerary Highlights

- Pacific Surfliner
 - *All attendees rode the Pacific Surfliner from Los Angeles to SLO and back on comped tickets courtesy of the Pacific Surfliner team*
- Hotel SLO
 - *Attendees toured the property with a sustainability-focused lens and had a happy hour at High Bar*
- Cerro San Luis Hike
 - *We made it to the top of Cerro San Luis, which is super rare for media to be able/want to do!*
- City Farm SLO Tour & Harvest
 - *The group loved learning about regenerative agriculture in the heart of SLO and getting their hands dirty*
- Thursday Night Farmers' Market
 - *The group really enjoyed exploring and grabbing dinner at Farmers' market and learning more about SLO's farm-to-table culture*
- Keys for Trees tree planting
 - *ECOSLO hosted a special tree planting for our fam, allowing them to get their hands dirty and plant trees while getting a firsthand glance into our Keys for Trees program*
- Wolff Vineyards
 - *The group were smitten by Jean Pierre Wolff and talked with him for a few hours about Wolff's sustainability practices and regenerative agriculture*
- Free time to explore and options to "choose your own adventure"
 - *The itinerary had built in free time as well as an unstructured morning with options for each influencer to choose from. Three chose to walk to Sally Loo's together and check out the Railroad District, while one chose to grab a hotel bike and ride on the bike path to The Bunker.*
 - *We're hearing more and more from media that packed itineraries aren't what they're looking for, and this implementation of that feedback proved successful.*
- Dined at:
 - *Novo | learned about Blue Mango's farm-to-table structure and sustainability practices*
 - *Seeds | dined with Laura Fiedler and Bob Hill, City of SLO Sustainability Manager*
 - *Ebony | met and dined with Feben Teffera and connected on veganism*
 - *Linnaea's | met and ate with the owners, Rusty and Alex Quirk*

Sustainability Influencer Group Fam (continued)

Wednesday, April 16 through Friday, April 18

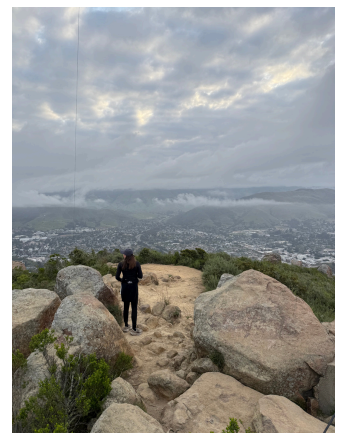
Deliverables

Each of the four influencers will be producing:

- 1 vertical video crossposted to Instagram and TikTok and
- One of the following in addition:
 - A second Reel, crossposted to TikTok;
 - A static carousel on IG consisting of 5+ images;
 - An IG Story Set of 3-4 frames minimum detailing the trip and SLO's sustainability practices (must live as a highlight for 90 days after posting)
- Recap report within 30 days of visit that includes all content created and analytics (reach, shares, saves etc.).

Key Takeaways

- Working with influencers that have a niche, i.e. sustainability, yields great success. The group was really engaged, attended all group activities, captured lots of content, took notes throughout and asked great questions.
- SLO is positioned to be a key player in the sustainable travel marketplace. These influencers live and breathe in the world of sustainability and they were all incredibly excited about all SLO's sustainability policies and the great work happening here.
- Separating influencers and writers on trips (i.e. influencer-only group trips or travel writer-only group trips) is better for all media and ensures media get what they need.



The Essence of SLO(w) Travel Group Fam

Thursday, April 24 through Sunday, April 27

Media

- Sharael Kolberg | Freelance writer with regular placements in Us News & Travel, Fodor's Travel, CNBC, Thrillist, Travel + Leisure and more
- Lesley Balla | Freelance writer with regular placements in USA Today 10Best, MSN and more
- Fiona Chandra | Freelance writer with regular placements in Yahoo, LA Times, SF Gate and more
- Caterina Balzano | On staff and on assignment for La Opinion
- Brenda Alexander | On staff and on assignment for Blavity

More information about attendees [can be found here](#).

Itinerary Highlights

- Film Festival
 - *Attended Opening Night, Surf Nite and had breakfast with SLO Film Fest team and four filmmakers*
- Hotel SLO
 - *Attendees stayed at Hotel SLO and dined at High Bar and Piadina*
- SLO Ranch Farms + Marketplace
 - *The group toured the new SLO Ranch Farms + Marketplace, did a candlemaking workshop and grabbed lunch in the food hall*
- Thursday Night Farmers' Market
 - *The group really enjoyed exploring and grabbing dinner at Farmers' market and learning more about SLO's farm-to-table culture*
- Chocolate-painting workshop and high tea at Breda
 - *Breda hosted the group in their new location for a tea service and chocolate painting workshop*
- Chamisal Vineyards
 - *The group really enjoyed learning about SLO's unpretentious wine culture and Chamisal's history and sustainability initiatives*
- Cal Poly's 50th Annual Design Village
 - *Some of the group hiked out to Poly Canyon to check out the first-year architecture competition*
- Free time to explore
 - *Similar to the Sustainability Influencer Fam, this groups' itinerary had built-in free time and, as a result, everyone attended all group events*
- Dined at:
 - *Mistura Chef's table | with Mistura's Chef Nicola and his wife, Jacqueline*
 - *Nate's on Marsh | with Lloyd Tanner from festival Mozaic and Joan Hurwit from the CPAC*
 - *Seeds | with Film Fest team and filmmakers*

Check out some of the attendees' [Instagram stories](#) from while in market!

The Essence of SLO(w) Travel Group Fam

Thursday, April 24 through Sunday, April 27

Key Takeaways

- Built-in free time to itineraries yields great feedback from media
- Customizing itineraries to each person, even on a group trip, makes media feel that we are going above and beyond
 - Sharael doesn't drink and writes about wellness, so when the group went wine tasting, she went to a wellness experience at SLOCO Health + Wellness
 - Brenda wanted to meet Black business owners during free time, and introducing her to them made it feel more personal and intentional
- Separating influencers and writers on trips (i.e. influencer-only group trips or travel writer-only group trips) is better for all media and ensures media get what they need.
- More and more media on trips are expecting 100% of their expenses to be covered while in market and no longer shy away from asking about it

