

SLO Chamber of Commerce

# Public Relations Contract

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

**November 2025**



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## Implementation and Proactive Work

- Hosted freelance travel writer Christina Silvestri
- Met with Visit Morro Bay and Visit SLO CAL joint group media fam to share about San Luis Obispo
- Began planning to host food writer Dylan Ettinger in partnership with Petit Soleil
- Created draft Visit SLO Influencer Strategy to share with contractors
- Continued working with the City, Noble Studios, Uniquely Driven and Badger Branding on overall tourism marketing campaign

## Responsive Work & Partnerships

### Partnerships

- Pitched "Dry January", "Events and Local Celebrations in 2026" and "Locally Made in California" to Visit California
- Reviewed December social media calendar for Central Coast Tourism Council
- Attended Visit SLO CAL Summit
- Launched Buy Local Bonus with the City, Badger Branding and Verdin
- Continued planning for SLO Restaurant Month with the City, Badger Branding and Verdin

## Media Features

### Proactive Work

- SLO Tribune | [You can get \\$25 gift card for shopping small in SLO for the holidays. Here's how](#) | UVPM: 377,000
  - As a result of proactive pitching
- KSBY | [Vineyard revamp, winter safety, and Buy Local Bonus program returns](#) | UVPM: 242,065
  - As a result of proactive pitching
- Visit California | [Local Treasures: California's Hidden Museums](#) | UVPM 407,995
  - As a result of responsive pitching
- Visit California | [California's Spirit of Inclusion](#) | UVPM 407,995
  - As a result of responsive pitching

## Media Features

### Media Monitoring

| PUBLICATION               | PLACEMENTS  | UVPM           |
|---------------------------|---|----------------|
| FORBES ADVISOR            | <a href="#">The Ultimate West Coast Road Trip Itinerary</a>   | 52,884,070.00  |
| YAHOO                     | <a href="#">6 reasons to visit San Luis Obispo County in 2026</a>   | 379,430,737.00 |
| YAHOO                     | <a href="#">Popular chef's new SLO restaurant blends flavors of Italy and Peru. Here's a look</a>   | 379,430,737.00 |
| FORBES                    | <a href="#">America's Vintage Motels Are Coming Back. A New Book Pays Homage</a>  | 47,836,572.00  |
| NEWSBREAK                 | <a href="#">Thanksgiving Weekend Coastal Drives &amp; Hidden Beaches: The Ultimate California Escape</a>  | 17,603,984.00  |
| WORLD ATLAS               | <a href="#">9 of the Most Welcoming Towns in Southern California</a>  | 7,515,130.00   |
| TRAVEL AND TOUR WORLD     | <a href="#">Amtrak Coast Starlight The US Travel Experience Of A Lifetime Connecting Los Angeles To Seattle With Unmatched Views Of Crater Lake The Cascade</a> | 5,213,383.00   |
| FAMILY DESTINATIONS GUIDE | <a href="#">The Classic Drive-In Theater In California That's Still Showing Movies Under The Stars</a>  | 2,128,550.00   |
| FAMILY DESTINATIONS GUIDE | <a href="#">9 Scenic Cities In California Where Retirement Feels Like A Never-Ending Getaway</a>  | 2,128,550.00   |
| TRAVEL LEMMING            | <a href="#">This is Where to Stay in San Luis Obispo</a>  | 1,376,471.00   |
| FRESNO BEE                | <a href="#">10 Festive Things to Do Near Los Angeles</a>  | 325,667.00     |
| MANTECA BULLETIN          | <a href="#">Where can you find a castle, great beaches, a big rock, wineries galore, a unique urinal &amp; gum stuck</a>  | 51,064.00      |
| JRNY                      | <a href="#">10 agritourism experiences worth packing your wellies for</a>   | 2,564.00       |
| CABBI                     | <a href="#">Meaningful Escapes: Boutique Hotels in California That Give Back</a>  |                |

**NOVEMBER TOTALS:**  
 Placements: 18  
 UVPM: 897,362,534

**YEAR TO DATE TOTALS:**  
 Placements: 83  
 UVPM: 3,134,144,144