



PARTNERSHIP CALENDAR 2024/25

*PARTNER KEY A: LODGING B: DMOS C: RESTAURANTS + ACTIVITIES D: ALL

		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	HOW TO GET INVOLVED
SALES	TRADESHOWS AND MISSION CO-OPS			Destination California Dates: September 5-7 Huntington Beach, CA	Destination California Dates: September 5-7 Huntington Beach, CA	UK Sales Agent FAM Dates: November 16-21 SLO CAL		Go West Dates: January 6-9 Palm Springs, CA		UK Reverse Mission SLO CAL			US Travel's IPW Dates: June 14-18 Chicago, IL *Partners: A Co-op	For more information about trade shows, sales missions and co-ops, contact Kristen Carlson, Director of Sales kristen@slocal.com
					UK Sales Mission Dates: October 28-30 UK *Partners: A Co-op								The California Cup Dates: June 8-12 Santa Ynez, CA	
EARNED	DOMESTIC MEDIA PITCHES	Locally Sourced	Pet Friendly Wineries	SLO CAL Crafted (Saturday)	Where to Go in 2025	Pushing the Limits (Meetings & Events)	New Year, New Adventures	Forthcoming	Forthcoming	Forthcoming	Forthcoming	Forthcoming	Forthcoming	If you have questions or would like to submit pitch story information (150 words + photos) please contact Mayla Lohnes, PR & Communications Manager mayla@slocal.com *Please note, pitches are subject to change.
		European Summer (sort of)	Ready for Liftoff	Honoring Sustainability	Donut Miss Out!	Best of Both Worlds	Revenge Trip							
	FAM TOUR				Unpacking Media/ Influencer FAM Dates: October TBD					UK Group FAM Tentative Dates: March 23-28				
	MEDIA TOUR			San Diego Media/ Influencer Partner Co-Op Dates: September 19								TBD - Visit California: Denver Media Dinner Dates: May TBD		
PAID	ADVERTISING & MEDIA													If you are interested in paid marketing opportunities, contact Matt Halvorson, Director of Marketing matt@slocal.com
		SLO CAL Visitor Magazine Advertising Cost Varies *Partners: D												
PARTNERSHIPS	PARTNERSHIP OPPORTUNITIES	Enhanced Listings on SLOCAL.com Free *Partners: D												To participate in partnership opportunities, contact Alyssa Manno, Partnership Engagement Manager alyssa@slocal.com
		Access to SLO CAL Connection Free *Partners: D												
		SLO CAL Crafted® Free												
OWNED	CONTENT STORIES PARTNERS: ALL	Summer Holidays	Adventure	Wine Month/Hispanic & Latin American Heritage Month	Fall/Hispanic & Latin American Heritage Month	Thanksgiving	Holidays	Culinary	Valentines Day/Black History Month	Spring Break/Women's History Month	SLO International Film Festival	Mother's Day/Asian American & Pacific Islander Heritage Month	Pride	To submit information for upcoming blog content or to find out how you can be featured in SLO CAL's consumer newsletter, contact Megan Leininger, Marketing Operations Specialist megan@slocal.com
						SLO CAL Crafted							Father's Day	
EVENTS	TOURISM INDUSTRY			SLO CAL Summit Dates: September 25, 2024 San Luis Obispo, CA										For more information about industry events, contact Whitney Chaney, Director of Community Engagement & Advocacy wchaney@slocal.com
				CalTravel Summit Dates: September 9-11, 2024 Oceanside, CA	DI Advocacy Summit Dates: October 22, 2024 Rio Grande, Puerto Rico									
		DI Annual Convention Dates: July 16-18, 2024 Tampa, FL	U.S. Travel Association ESTO Dates: August 11-13, 2024 Columbus, OH	Luxury Forum Dates: September 15-18, 2024 Newport Beach, CA	Brand USA Travel Week Dates: October 21-24, 2024 London, UK				Visit California Outlook Forum Dates: March 3-5, 2025 Los Angeles, CA		CA Tourism Month National Travel & Tourism Week Dates: May 4-10, 2025			