



PARTNERSHIP CALENDAR 2025/26

*PARTNER KEY A: LODGING B: DMOS C: RESTAURANTS + ACTIVITIES D: ALL VISIT [SLOCAL.COM/PARTNERS](https://slocal.com/partners) FOR MORE DETAILS

		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	HOW TO GET INVOLVED
SALES	TRADESHOWS AND MISSION CO-OPS		Connect Marketplace Dates: August 25–27 Miami, FL	Destination California Dates: September 7–9 San Diego, CA	Brand USA Travel Week Dates: October 20–23 London, UK			American Bus Association Marketplace Dates: January 10–13 Reno, NV				US Travel's IPW Dates: May 17–21 Fort Lauderdale, FL *Partners: A Co-op		For more information about trade shows, sales missions and co-ops, contact Kristen Carlson, Director of Sales kristen@slocal.com
EARNED	MEDIA PITCHES	D: Content Calls (slocal.com/media/story-ideas/)												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
	FAM TOUR	Hosting Opportunities: A & C												
	MEDIA CO-OP			B: Los Angeles Media/Influencer Partner Co-Op Dates: September TBD					B: Phoenix Media/Influencer Partner Co-Op Dates: February TBD					
PAID	ADVERTISING & MEDIA	SLO CAL Visitor Magazine Advertising Cost Varies *Partners: D												If you are interested in paid marketing opportunities, contact Matt Halvorson, Director of Marketing matt@slocal.com
PARTNERSHIPS	PARTNERSHIP OPPORTUNITIES	Enhanced Listings on SLOCAL.com Free *Partners: D												To participate in partnership opportunities, contact Alyssa Manno, Partner & Events Manager alyssa@slocal.com
		In-Kind Event Sponsorship *Application periods listed on slocal.com												
		Access to SLO CAL Connection Free *Partners: D												
		SLO CAL Crafted® Free												
OWNED	CONTENT STORIES PARTNERS: ALL	Outdoor Activities	Adventure	Wine Month + Surfing Day + Hispanic Heritage Month	Fall + Halloween	SLO CAL Crafted + Thanksgiving + Native American History Month	Holiday	Culinary + Wellness	Valentine's Day + Black History Month	Spring Break + Women's History Month	Earth Day + Film Festival	Mother's Day + AAPI	LGBTQ+ Pride + Father's Day	To submit information for upcoming blog content or to find out how you can be featured on SLO CAL's owned channels, contact Megan Leininger, Marketing Operations Specialist. megan@slocal.com
EVENTS	INDUSTRY & ADVOCACY EVENTS				CalTravel Summit Dates: October 6–8 North Lake Tahoe, CA	SLO CAL Summit Dates: November 13 San Luis Obispo, CA						CalTravel Advocacy Days Dates: May 2026 Sacramento, CA		For more information about industry events, contact Whitney Chaney, Director of Community Engagement & Advocacy wchaney@slocal.com
		DI Annual Convention Dates: July 9–11 Chicago, IL	U.S. Travel Association ESTO Dates: August 17–19 Phoenix, AZ		DI Advocacy Summit Dates: October 21–23 Sacramento, CA					Visit California Outlook Forum Dates: March 10–12 Chula Vista, CA		CA Tourism Month National Travel & Tourism Week Dates: May 3– 9		