

PARTNERSHIP CALENDAR 2024/25

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

APRIL

HOW TO GET INVOLVED

US Travel's IPW

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			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	
					UK Sales Mission Dates: October 28–30 UK *Partners: A Co-op								The California Cup Dates: June 8-12 Santa Ynez, CA	Director of Sales kristen@slocal.com	
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	Women Leading the Way in Travel	Sip into SLO CAL	Sustainably SLO CAL	Roadside Revival	Preserving Paradise	Chasing Summer Sunsets	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	The 3-Day Escape	Hidden Hotspot	Goods Getaways	Dinner with a View	Father's Day Adventures	Rosé All Day		
	FAM TOUR									UK Group FAM Tentative Dates: March 23–28					
	MEDIA TOUR			San Diego Media/ Influencer Partner Co-Op Dates: September 19	Visit California LA Media Reception Dates: October 10										
	ADVERTISING & MEDIA													If you are interested in paid marketing opportunities, contact Matt Halvorson, Director of Marketing	
PAID		SLO CAL Visitor Ma Cost \ *Partr	agazine Advertising Varies ners: D											of Marketing matt@slocal.com	
PARTNERSHIPS	PARTNERSHIP OPPORTUNITIES		Enhanced Listings on SLOCAL.com Free *Partners: D												
		Access to SLO CAL Connection Free *Partners: D													
		SLO CAL Crafted® Free												alyssa@slocal.com	
OWNED	CONTENT STORIES PARTNERS: ALL			Wine Month/Hispanic	Fall/Hispanic & Latin American Heritage Month	Thanksgiving		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	
		Summer Holidays	Adventure	& Latin American Heritage Month		SLO CAL Crafted	Holidays						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 U.S. Travel Associated STO	ESTO	Luxury Forum Dates: September 15-18, 2024 Newport Beach, CA	Brand USA Travel Week Dates: October 21-24,	ek				Visit California Outlook Forum Dates: March 3-5, 2025 Los Angeles, CA		CA Tourism Month National Travel &			
		Tampa, FL	Dates: August 11–13, 2024 Columbus, OH	Tourism Cares Summit Dates: September 30– October 2, 2024 Eugene, OR	2024					Los Angeles, CA		Tourism Week Dates: May 4–10, 2025			

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER