



# How to Promote Your Business through Travel Paso

## OUR MISSION:

*To promote Paso Robles, California as the destination of choice to targeted leisure, family, meeting and group travelers resulting in more frequent visitation, longer stays and increased revenue.*

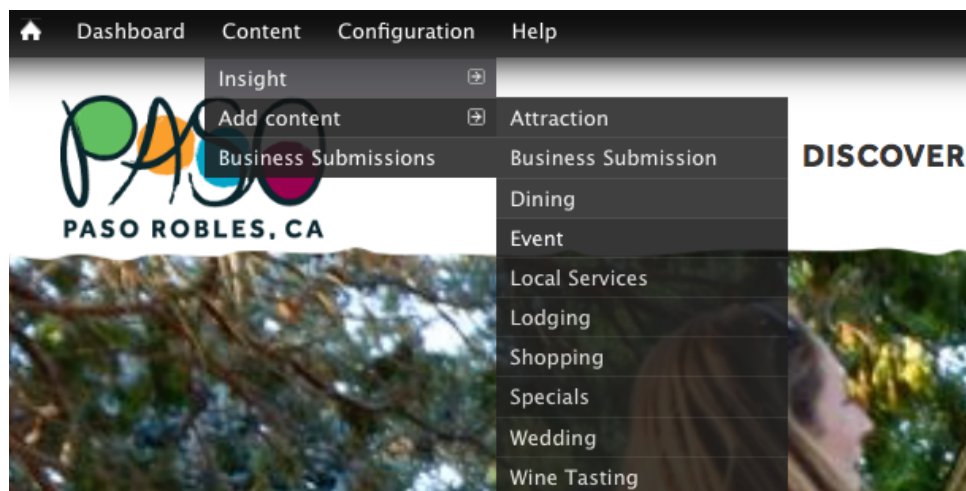


**TRAVEL PASO**

**TRAVELPASO.COM**

# Website

1. If you do not yet have a business profile on [TravelPaso.com](https://TravelPaso.com), you can request one by visiting [travelpaso.com/submit-your-business-listing](https://travelpaso.com/submit-your-business-listing). A link to Submit Business Listing is also located in the footer area of the website.
2. Keep your profile current by adding new images and updating your business description. Access your profile from the [Partner Login](#) link located in the footer area of TravelPaso.com.
3. When logged in to your user account, submit events to our event calendar by navigating from the Dashboard menu at the top of your screen to Content > Add content > Event. See image below. Events on our calendar have the opportunity to be featured in our monthly consumer newsletter (12k+ recipients).



4. You can also submit special deals and promotions to be featured on our [Special Offers](#) page. From the Dashboard menu at the top of the screen, navigate to Content > Add content > Specials.
5. **For additional website support and detailed instructions on navigating your user account**, please access the TravelPaso.com User Guide and Image Specs available at [travelpaso.com/content/partner-resources](https://travelpaso.com/content/partner-resources).



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# Social Media

1. Follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).
2. Interact with any of our social media channels and tag us using @TravelPaso for a chance to have your content shared through our channels.
3. Sign up for our monthly consumer email newsletter to stay in the know on upcoming events and activities in Paso Robles. Share this content through your own social channels. Users can sign up for this email list through the email form located at the bottom of the homepage at [TravelPaso.com](#).

# Public Relations

1. Have noteworthy news that you would like to share? Let us know about your awards, recognitions, renovations, new events and any other big happenings by sharing your press releases or details with [info@travelpaso.com](mailto:info@travelpaso.com). This information will have the opportunity to be featured in upcoming Travel Paso press releases or included in national or international media coverage.
2. Host visiting journalists during familiarization (FAM) tours hosted by Travel Paso throughout the year.

# Promotional Opportunities

1. Subscribe to our weekly industry newsletter by visiting [travelpaso.com/content/partner-resources](http://travelpaso.com/content/partner-resources). This email features special promotional and media opportunities available to Travel Paso tourism partners as well as the latest tourism industry news.

## Questions?

For questions about promoting your business through any of the avenues noted above, please contact [info@travelpaso.com](mailto:info@travelpaso.com).



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