



K2 PUBLIC RELATIONS

## **Highway 1 Road Trip Activity Report – April 2026**

### **Media Placements**

**Muck Rack Report:** <https://highway-1-road-trip.muckrack.com/presentations/5m1jdEhXEfGUQiprt6C3Ag/view>

**YTD Muck Rack Report:** <https://highway-1-road-trip.muckrack.com/presentations/EVcOgkhYefGrYFac7hzoWg/view>

- **Time Out Worldwide**

“The World’s Greatest Places To Visit in 2026”

Coverage: Highway 1

UVM: 10,441,178

<https://www.timeout.com/news/the-worlds-greatest-places-to-visit-in-2026-from-an-iconic-american-highway-to-the-brand-new-grand-egyptian-museum-031726>

### **Upcoming Confirmed Placements**

- MICHELIN Guide (TBD), Justin Holdman - F&B Highlights
- AAA Extra Mile (TBD), Erin Gifford - PCH
- London Telegraph (TBD), Barbara Noe Kennedy - Highway 1 Road Trip
- Parents (TBD), Kris Ann Valdez - Family Friendly Destinations
- Conde Nast Traveler (TBD), Carrie Honaker - Chumash Heritage National Marine Sanctuary
- TerraDrift (TBD), Alisha McDarris - Outdoor Adventure FAM
- San Diego Family (TBD), Lisa Gipson - Highway 1 Visit
- TBD Outlet, Ruksana Hussain - Highway 1 Visit
- TBD Outlet, Kristy Alpert - Seaweed Foraging
- Santa Monica Observer, Donna Sozio - Harvest FAM

### **Media Visits**

### **Upcoming Media Visits**

- Kris Ann Valdez, Freelance (Parents) - July TBD
- Jackie Gutierrez-Jones, Freelance (Lonely Planet) - October 9-12
- Stephanie Vermillion, Freelance (National Geographic) - October TBD
- Fran Miller, Freelance (JustLuxe, US News & World Report) - TBD

### **Recent Media Missions**

### **Upcoming Media Missions**

- Phoenix Media Mission with Visit SLO CAL - May 12-13, 2026

### **Press Releases**

- Upcoming
  - Parade Small Town Awards (pending a win) - June 2026

### **Collaboration**

- LFA/Tourism Partners
  - Sent media requests to tourism partners and LFA's for quick turnaround media leads via the hot leads list
  - Sent what's new for spring/summer media request to hot leads list
- Visit California/SLO CAL
  - Provided content for upcoming PR initiatives
- CCDT
  - Continued collaborative pitching initiative between Highway 1 Road Trip, Santa Maria Valley, Santa Barbara, and Monterey.
- CCTC
- Central Coast PRSA

### **Target Outlets**

<https://docs.google.com/spreadsheets/d/1WB5T-D6xS-koVuqisWnc4jUYkAP8jNnOXwDIZgkKeA8/edit?gid=0#gid=0>

## **YTD Figures**

- 180 Articles to Date
- 13 Visiting Journalists
- 146 Direct Links to Highway 1 Road Trip Website
- 3 Media Missions
- 0 FAMS with Visit SLO CAL
- 12 Articles in Target Outlets
- 4 Additional Placements to Target Outlets
- 5 Stewardship/Sustainability Related Articles
- Journalist Shares: 1
- Total Engagement: 863
- Journalist Reach: 450
- Total UVM: 651.94M