



K2 PUBLIC RELATIONS

Highway 1 Road Trip Activity Report – February 2026

Media Placements

Muck Rack Report: https://highway-1-road-trip.muckrack.com/presentations/eYfVoBv3EfGFU07w_Cx0Mg/view

YTD Muck Rack Report: https://highway-1-road-trip.muckrack.com/presentations/nUr1shv3EfGtpf4n_J1tRw/view

- **Fodors Travel**

“American’s Favorite Road Trip is Back”

Coverage: Highway 1

UVM: 1,026,544

<https://www.fodors.com/world/north-america/usa/california/experiences/news/californias-highway-one-reopens-early-after-years-long-big-sur-closure>

Upcoming Confirmed Placements

- Time Out (TBD), Laura Kiniry – Highway 1 Reopening
- Conde Nast Traveler (TBD), Carrie Honaker – Chumash Heritage National Marine Sanctuary
- TerraDrift (TBD), Alisha McDarris – Outdoor Adventure FAM
- Fodor’s Travel (TBD), Kelsy Chauvin – Highway 1 Road Trip
- 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

- Sheeka Sanahori, Freelance (Outside, T+L, Adventure.com) - Feb 16-19
- Steven Lyons, Freelance (North American publications, including the Toronto Star, BBC, AFAR, Vancouver Sun, SPIN, Winnipeg Free Press, Seattle Times, Denver Post and West Australian) - Feb 12-16 (California Gold Pass - Partnering with Santa Maria and Santa Barbara)

Upcoming Media Visits

- Jackie Gutierrez-Jones, Freelance (Lonely Planet) - October 9-12
- Fran Miller, Freelance (JustLuxe, US News & World Report) - TBD

Recent Media Missions

Upcoming Media Missions

- Phoenix Media Mission with Visit SLO CAL - April 2026

Press Releases

- Upcoming
 - What's New for Spring/Summer - March 2026
 - 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
 - Attending Phoenix Media Mission in Feb 2026
 - Participating in Visit SLO CAL influencer co-op with Cambria and San Simeon for Highway reopening

- CCDT
 - Participated with Visit Santa Maria Valley and Visit Santa Barbara on Steve Lyons media visit (California Gold Pass)
 - 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

- 177 Articles to Date
- 13 Visiting Journalists
- 146 Direct Links to Highway 1 Road Trip Website
- 3 Media Missions
- 0 FAMS with Visit SLO CAL
- 11 Articles in Target Outlets
- 4 Additional Placements to Target Outlets
- 5 Stewardship/Sustainability Related Articles
- Journalist Shares: 1
- Total Engagement: 847
- Journalist Reach: 450
- Total UVM: 632.05M