



## **Highway 1 Road Trip Activity Report - March 2026**

### **Media Placements**

**Muck Rack Report:** <https://highway-1-road-trip.muckrack.com/presentations/vxY1Ji0iEfG1V6p7w8XtCw/view>

**YTD Muck Rack Report:** <https://highway-1-road-trip.muckrack.com/presentations/Kshkfi0jEfGDCIZ2h4vqcA/view>

- **Forbes**  
"American's Favorite Road Trip is Back"  
Coverage: Highway 1  
UVM: 55,151,804  
<https://www.fodors.com/world/north-america/usa/california/experiences/news/californias-highway-one-reopens-early-after-years-long-big-sur-closure>
- **Time Magazine of the Year**  
"World's Greatest Places 2026"  
Coverage: Highway 1  
UVM: 12,173,356  
Circulation: 1,032,687  
<https://time.com/collection/worlds-greatest-places/2026/california-highway-1/?filters=North+America>

### **Upcoming Confirmed Placements**

- 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**

#### **Upcoming Media Visits**

- 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
  - What's New for Spring/Summer - April 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

- 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**

- 179 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: 641.5M