



K2 PUBLIC RELATIONS

Highway 1 Road Trip Activity Report - May 2026

Media Placements

Muck Rack Report: <https://highway-1-road-trip.muckrack.com/presentations/9aLDF7NEfGlrAZAcLqug/view>

YTD Muck Rack Report: <https://highway-1-road-trip.muckrack.com/presentations/Opb5xF70EfGFGVaHBEGkBQ/view>

- **Travel + Leisure**

"I've Lived in California My Whole Life - These are the Most Underrated Destinations to Visit in The State"

Coverage: Edna Valley, Cayucos, Cambria, San Simeon

UVM: 11,189,213

<https://www.travelandleisure.com/underrated-california-destinations-11944716>

- **Yahoo News (Syndicated)**

"I've Lived in California My Whole Life - These are the Most Underrated Destinations to Visit in The State"

Coverage: Edna Valley, Cayucos, Cambria, San Simeon

UVM: 44,872,004

<https://malaysia.news.yahoo.com/ve-lived-california-whole-life-200000909.html?guccounter=1>

- **Go World Travel Magazine**

"Wildlife Bucket List: 8 Encounters That Changed the Way We See the World"

Coverage: Avila Beach

UVM: 39,450

<https://www.goworldtravel.com/wildlife-bucket-list/>

- **Ciao Bambino**

"Hit the Open Road on California's Central Coast"

Coverage: Cayucos, San Simeon

UVM: 20,635

<https://ciaobambino.com/california-central-coast>

Upcoming Confirmed Placements

- MICHELIN Guide (TBD), Justin Goldman - 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

- Camille Scherr (in partnership Visit SLO Cal)
- Linda Laban, Freelance

Upcoming Media Visits

- Kris Ann Valdez, Freelance (Parents) - July TBD
- Brianne Cohen, Freelance (Decanter, Business Insider) - July TBD
- Jackie Gutierrez-Jones, Freelance (Lonely Planet) - October 9-12
- Stephanie Vermillion, Freelance (National Geographic) - Postponed to May 2027
- Fran Miller, Freelance (JustLuxe, US News & World Report) - TBD

Recent Media Missions

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

Upcoming Media Missions

- Travel Classics West (Santa Fe) - November 5-8

Press Releases

- Upcoming
 - What's New for Fall/Winter - To send in August/September

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

- 184 Articles to Date
- 15 Visiting Journalists
- 146 Direct Links to Highway 1 Road Trip Website
- 4 Media Missions

- 0 FAMS with Visit SLO CAL
- 12 Articles in Target Outlets
- 5 Additional Placements to Target Outlets
- 5 Stewardship/Sustainability Related Articles
- Journalist Shares: 1
- Total Engagement: 869
- Journalist Reach: 450
- Total UVM: 663.15M