



K2 PUBLIC RELATIONS

Highway 1 Road Trip Activity Report – June 2026

Media Placements

Muck Rack Report: <https://highway-1-road-trip.muckrack.com/presentations/A6wJxHS7EfGO0s5eySkXpQ/view>

YTD Muck Rack Report: <https://highway-1-road-trip.muckrack.com/presentations/TPdfAnS7EfGBAk6UnRDDJQ/view>

- **Seattle Times**

“What to See, Eat and Do on a Road Trip Down California’s Central Coast

Coverage: Cambria, San Simeon

<https://www.seattletimes.com/life/travel/what-to-see-eat-and-do-on-a-road-trip-down-californias-central-coast/>

- **Fodor’s**

“The 10 Most Underrated Beach in California”

Coverage: Avila Beach

UVM: 864,870

<https://www.fodors.com/world/north-america/usa/california/experiences/news/photos/best-under-the-radar-california-beaches>

- **MSN (Syndicated)**

“The 10 Most Underrated Beach in California”

Coverage: Avila Beach

UVM: 161,053,307

<https://www.msn.com/en-us/travel/tripideas/the-10-most-underrated-beaches-in-california/ss-AA24zc7J#image=2>

- **LA Times**

“The Ultimate World Cup 2026 Road Trip: Driving California’s Coast Between Matches.”

Coverage: Edna Valley, Avila Beach

UVM: 18,216,331

<https://www.latimes.com/eta/travel-destinations/north-america/united-states/story/world-cup-2026-road-trip-california>

- **MSN Syndications for Go World Travel article in May**

“Wildlife bucket list: 8 encounters that changed the way we see the world”

Coverage: Avila Beach

- **MSN:** UVM - 161,053,307
- **MSN Malaysia:** UVM - 88,713,315
- **MSN Canada:** UVM - 88,713,315
- **MSN Australia:** UVM - 88,713,315
- **MSN New Zealand:** UVM - 88,713,315
- **MSN Philippines:** UVM - 88,713,315

Upcoming Confirmed Placements

- BLOOM (TBD 2026), Brianne Cohen - Highway 1 Road Trip
- Chicago Magazine (Summer 2026), Nina Hahn - Fall Road Trip
- 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
- 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

- Brianne Cohen & Nicole Leonetti, Freelance (Decanter, Business Insider, BLOOM) - July 16-19, 2026

Upcoming Media Visits

- Kris Ann Valdez, Freelance (Parents) - TBD
- Mindy Sink, Freelance (Denver Post) - September TBD
- Jackie Gutierrez-Jones, Freelance (Lonely Planet) - October TBD
- Stephanie Vermillion, Freelance (National Geographic) - Postponed to May 2027
- Fran Miller, Freelance (JustLuxe, US News & World Report) - TBD

Recent Media Missions

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
- 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

- 193 Articles to Date
- 16 Visiting Journalists
- 146 Direct Links to Highway 1 Road Trip Website
- 3 Media Missions
- 0 FAMS with Visit SLO CAL
- 13 Articles in Target Outlets
- 7 Additional Placements to Target Outlets
- 6 Stewardship/Sustainability Related Articles
- Journalist Shares: 1
- Total Engagement: 870
- Journalist Reach: 450
- Total UVM: 1.3B