



Highway 1 Road Trip Activity Report – September 2026

Media Placements

Muck Rack Report: <https://highway-1-road-trip.muckrack.com/presentations/oAipNL0ZEfG7HrJBmgvt3A/view>

YTD Muck Rack Report: <https://highway-1-road-trip.muckrack.com/presentations/J1U4qL0aEfGEHdZDGXODew/view>

- **Travel + Leisure**

"These are the 10 Coolest Christmas Market in the U.S.- With Millions of Twinkle Lights, Ice Skating, and European Holiday Charm"

Coverage: Cambria

UVM: 9,798,816

<https://www.travelandleisure.com/best-christmas-markets-us-for-2026-12110656>

- **Yahoo (Syndicated)**

UVM: 471,324

<https://travel.yahoo.com/guides/articles/10-coolest-christmas-markets-u-131600459.html>

- **Travel + Leisure**

"This California Beach Town was Named the West Coast's Best Hidden Gem-With Hot Springs, Scenic Trails, and Whale Watching"

Coverage: Avila Beach

UVM: 9,798,816

<https://www.travelandleisure.com/best-hidden-gem-beach-west-coast-12032458>

- **Yahoo Travel (Syndicated)**

UVM: 471,324

<https://travel.yahoo.com/guides/united-states/california/articles/sunny-beach-town-named-best-150400105.html>

- **Food + Wine**

"These Ancient California Vineyards Make Some of American's Most Interesting Wines Today"

Coverage: Avila Beach

UVM: 8,282,085

<https://www.foodandwine.com/historic-old-vine-california-12134684>

- **Conde Nast Traveler**

"On California's Central Coast, an Indoor-outdoor Museum Connects Visitors With Centuries of Chumash Heritage "

Coverage: Highway 1

UVM: 4,420,300

<https://www.cntraveler.com/story/on-californias-central-coast-an-indoor-outdoor-museum-connects-visitors-with-centuries-of-chumash-heritage>

- **MSN.com (Syndicated)**

"On California's Central Coast, an Indoor-outdoor Museum Connects Visitors With Centuries of Chumash Heritage "

Coverage: Highway 1

UVM: 78,771,421

<https://www.msn.com/en-us/entertainment/general/on-california-s-central-coast-an-indoor-outdoor-museum-connects-visitors-with-centuries-of-chumash-heritage/ar-AA2bPsKi>

- **Islands**

"Goodbye Napa Valley, So Long Sonoma County: This Less-Crowded California Wine Region Has Award-Winning Sips"

Coverage: Highway 1

UVM: 2,885,571

<https://www.islands.com/2270993/edna-valley-california-goodbye-napa-sonoma-county-less-crowded-wine-region-award-winning-sips/>

Upcoming Confirmed Placements

- TravelGirl Magazine (TBD 2026), Sheeka Sanahori - Highway 1 Road Trip
- Outlet TBD, Mindy Sink - Seaweed Foraging
- Outlet TBD, Natalie Zimmerman - Cambria Christmas Market / Holiday Experiences
- Outlet TBD, Jamie Sanders - Cambria Christmas Market / Holiday Experiences
- BLOOM (TBD 2026), Brianne Cohen - Highway 1 Road Trip
- California 101 Traveler's Guide (Fall 2026), Nicole Leonetti - Highway 1 Road Trip
- AAA Extra Mile (TBD), Erin Gifford - PCH
- London Telegraph (TBD), Barbara Noe Kennedy - Highway 1 Road Trip
- 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

- Mindy Sink and Heather Mundt, Freelance – September 30 – October 4, 2026

Upcoming Media Visits

- Natalie Zimmerman, Freelance – November
- Jamie Sanders, Freelance – December 2026
- Jackie Gutierrez-Jones, Freelance (Lonely Planet) – November TBD
- Kris Ann Valdez, Freelance (Parents) – Spring 2027
- Wildflowers, Wildlife, & Wine Spring FAM Trip – April 26-28, 2027
- 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
- IMM (NYC) – January 21, 2027

Press Releases

- Recent
 - What's New for Fall/Winter - Sent

Collaboration

- LFA/Tourism Partners
 - Sent media requests to tourism partners and LFA's for quick turnaround media leads via the hot leads list
 - Conducting a PR push around holiday lights on the Central Coast with Cambria Pines Lodge, Hearst Castle and Paso Robles
- Visit California/SLO CAL
 - Provided content for upcoming PR initiatives

- Attended the quarterly PR Mixer at Edna Valley
- 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

- 15 Articles to Date
- 4 Visiting Journalists
- 1 Direct Links to Highway 1 Road Trip Website
- 0 Media Missions
- 1 FAM with Visit SLO CAL
- 5 Articles in Target Outlets
- 4 Additional Placements to Target Outlets
- 2 Stewardship/Sustainability Related Articles
- Journalist Shares: 0
- Total Engagement: 55
- Journalist Reach: 0
- Total UVM: 210.36M