



## Travel Paso Named a Finalist in Upcoming Poppy Awards

*The Visit California Poppy Award nomination lauds Travel Paso for its successful public relations campaign during the pandemic.*

**January 20, 2022** (*Paso Robles, Calif.*) – [Travel Paso](#), Paso Robles’ destination marketing organization, is proud to announce it has been named a finalist for **Best Public Relation Campaign** in the upcoming [2022 Visit California Poppy Awards](#).

The statewide bi-annual awards honor the best and brightest in California tourism promotion and feature eight separate categories.

In response to the pandemic, Travel Paso – whose marketing and public relations are managed by [Solterra Strategies](#) – launched a public relations program to sustain and strengthen top-of-mind awareness with the national media. The added focus on drive-market media was developed to inspire more California tourists to road trip to Paso Robles, positioning the destination as wide-open wine country and safe to visit. The campaign began soon after the pandemic and was ramped up significantly in the run-up to California’s June 2021 reopening.

The public relations campaign resulted in extensive earned media and influencer coverage that cited Paso Robles as a must-visit destination. Outlets included the *Today Show*, *The New York Times*, *Travel + Leisure*, *Condé Nast Traveler*, *Los Angeles Times*, *Thrillist* and *San Diego Tribune* among many others. Overall, Paso Robles’ coverage earned more 14.4 billion impressions during the campaign.

The public relations strategy was executed in tandem with Travel Paso’s marketing and content campaigns. As a result, in July 2021 – a month after the June reopening – Paso Robles saw a record number of visitors, earning more than \$1 million in Transient Occupancy Tax (TOT).

“Effective PR puts storytelling front and center, supporting marketing initiatives with invaluable earned media. This category recognizes the best use of earned media and media activations to draw attention to destinations,” says the Poppy Awards citation.

Two other San Luis Obispo County organizations have been named finalists. Visit SLO CAL is nominated for Best Influencer Campaign, and Grover Beach is nominated for Best Overall Destination Brand Identity (under \$1 Million). A full list of the finalists can be seen [here](#).

Poppy Award winners will be announced at the upcoming Visit California Outlook Forum February 14-15, 2022.

### **About Paso Robles**

The leading destination marketing organization, Travel Paso’s objective is to promote Paso Robles as the destination of choice to leisure, family, meeting and group travelers resulting in more frequent visitation, longer stays and increased revenue. #pasorobles #travelpaso | [travelpaso.com](#)

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