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Visit SLO CAL Partners with Local Restaurants to Host the 2023 SLO CAL Culinary Celebration

San Luis Obispo County, Calif., December 5, 2022 - Starting in January 2023, Visit SLO CAL will be promoting SLO CAL's culinary scene with a new campaign, "Every Month is Restaurant Month in SLO CAL." Visit SLO CAL will kick off the year-round campaign with the 2023 Culinary Celebration in January, promoting SLO CAL's variety of culinary creators with four giveaway promotions and digital presence.

Throughout the month of January, Visit SLO CAL's social media, website, email newsletter and YouTube channels will highlight nearly 30 participating restaurants throughout SLO CAL. Visit SLO CAL selected the restaurants from those who engaged in our outreach newsletter campaigns in the months leading up to 2023. Mistura (San Luis Obispo) is the first video to launch, followed by giveaway campaigns throughout January from Marisol at The Cliff's (Pismo Beach/Shell Beach), Fish Gaucho (Paso Robles), Windows On the Water (Morro Bay) and Flour House (San Luis Obispo).

On top of the series of four giveaways in January, Visit SLO CAL will be partnering with Enjoy SLO for a social media takeover in addition to a Reel campaign where travelers and locals are able to find various dining

options in SLO CAL, like fine dining, brunch eats in SLO CAL, restaurants perfect for date nights in SLO CAL and finger foods, drinks.

“As Visit California pivots from Restaurant Month to supporting culinary year-round, Visit SLO CAL looked at how to best engage our local culinary community,” said Eric Parker, Visit SLO CAL PR & Communications Manager. “As tourism grows, the caliber of restaurant offerings expands in SLO CAL and Visit SLO CAL is excited to remain engaged in ongoing partnerships to showcase SLO CAL in the best light. Look to our destination partners like San Luis Obispo City, which is offering a new Eat Local Bonus for discounts in January.”

In 2022, Yelp named San Luis Obispo City the No. 1 Foodie City in California (No. 3 in the United States) and Visit SLO CAL was proud to support the Michelin Guide initiative led by Visit California to increase SLO CAL Michelin Mentioned restaurants by nearly 100 percent in our county year-over-year.

Visit SLO CAL encourages everyone to tune in and learn more about the robust culinary scene we have at our doorsteps here in SLO CAL.

For more information regarding the 2023 SLO CAL Culinary Celebration or how your business can be considered in future email newsletter calls for participation, email Marketing@SLOCAL.com.

ABOUT VISIT SLO CAL:

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL). Visit SLO CAL is responsible for promoting SLO CAL as an attractive travel destination and enhancing the public image as a dynamic place to live and work. Through the impact of travel, Visit SLO CAL strengthens the economic position and provides opportunity for all people in the community. Built on research with a strategy of continuous improvement, Visit SLO CAL aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, go to SLOCAL.com.