

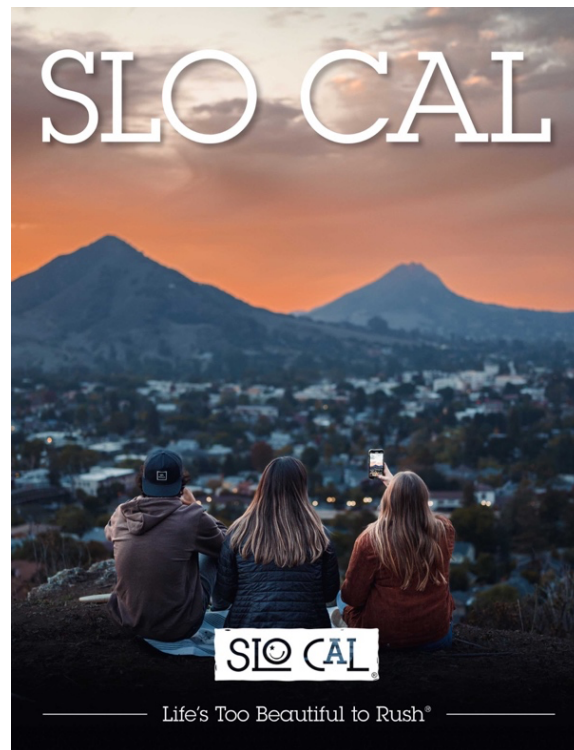


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FOR IMMEDIATE RELEASE

VISIT SLO CAL OFFICIALLY LAUNCHES 2023 SLO CAL VISITOR'S MAGAZINE

Visit SLO CAL will distribute copies across key fly and drive visitors' centers, airports, rental car locations and local businesses



For a high-resolution version, click [HERE](#)

SAN LUIS OBISPO COUNTY, Calif., [January 19, 2023] – Visit SLO CAL, the countywide nonprofit destination marketing and management organization of San Luis Obispo County, officially launches the 2023 SLO CAL Visitor's Magazine. Copies are now available for distribution individually to consumers or in bulk to local partners at SLOCAL.com. Visit SLO CAL distributes the annual run of 45,000 magazines across multiple states in key fly markets, as well as California Welcome Centers, local chambers of commerce and lodging properties.

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The official guide to San Luis Obispo County—SLO CAL Visitor’s Magazine—brands the region as a choice destination for regional, national and international travelers and features pages on trip inspiration, wine tasting, dining, lodging, shopping and experiences. The production and distribution is targeted to attract visitation to SLO CAL year-round.

“We are proud to elevate the production of the 2023 SLO CAL Visitor’s Magazine highlighting more hidden gems, curated itineraries and local faces that make our community so special,” says Eric Parker, PR/Communications Manager at Visit SLO CAL. “Every year we aim to increase the value of the printed product and we are confident travelers will find the magazine an inspiration to booking their future travel to SLO CAL.”

Key features within this issue highlight Visit SLO CAL’s local product initiative, [SLO CAL Crafted](#), which now has over 100 local businesses certified. Visit SLO CAL works diligently to bring a focus to every region of SLO CAL, whether it be visiting a vineyard in Paso Robles Wine Country, taking a Highway 1 Road Trip or supporting products all grown, farmed and made locally.

The official SLO CAL Visitor’s Magazine will be available online in digital format at [SLOCAL.com](#), with the option for consumers to request a free printed version. Printed versions will also be available for businesses through SLO CAL Connection. For more information about the issue, email Alyssa Manno, Alyssa@SLOCAL.com.

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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](#).