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FOR IMMEDIATE RELEASE

VISIT SLO CAL TO HOST SLO CAL SUMMIT 2023 CELEBRATING THE TOURISM INDUSTRY ON OCT. 5

[SLO CAL Summit 2023](#), “*The Power and Prosperity of a Tourism Brand*,”
Visit SLO CAL’s Annual Address on the State of Local and Global Travel.

*The Sold-Out Event Presents an Engaging Agenda Featuring Insights
on Regional Tourism, a Keynote Address on the Importance of a Robust
Destination Brand and Informative Expert Panels.*

San Luis Obispo County, California, September 28, 2023 – Visit SLO CAL (VSC), the official destination marketing and management organization for San Luis Obispo County (SLO CAL), is thrilled to announce its annual SLO CAL Summit, celebrating the tourism industry and uniting over 200 participants from multiple sectors throughout the region, including lodging investors, tourism-related businesses, elected officials and destination marketing organization (DMO) partners. The sold-out event promises an afternoon of educational sessions, networking opportunities and a destination update from Visit SLO CAL’s President and CEO.

This year’s summit theme is “The Power and Prosperity of a Tourism Brand,” featuring a welcome address, “The State of SLO CAL” by Chuck Davison, President and CEO of Visit SLO CAL, and a keynote speech by Michael Dominguez, President & CEO of Associated Luxury Hotels International, on the topic, “Value of a Strong Destination Brand.”

“We look forward to gathering together investors, stakeholders and partners during this year’s event,” said Chuck Davison, President and CEO of Visit SLO CAL. “Our annual SLO CAL Summit is not just a celebration of tourism but also a testament to the resilience, creativity and collaborative spirit of SLO CAL. I look forward to engaging discussions, fresh insights and the opportunity to strengthen our bonds within the community.”

There will be two panel discussions:

- “What Sets Us Apart” – Moderated by Visit SLO CAL’s Chief Marketing Officer, Cathy Cartier. Panelists include Tammy Haughey, The Shipyard; Nick Evans, Pensara; Joel Peterson, Paso Robles Wine Country Alliance; and Michael Dominguez, Associated Luxury Hotels International.
- “Issues Facing our Community, a Fireside Chat” – With Chuck Davison, Visit SLO CAL; Barb Newton, CalTravel and Ryan Becker, Visit California.



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SLO CAL Summit 2023 will occur Thursday, Oct. 5, 2023, with registration beginning at 11:00 a.m. and the program kicking off at 12:00 p.m. The event will be held at The Embassy Suites by Hilton in San Luis Obispo. Attendees will be treated to a buffet lunch at 11:30 a.m. and a networking reception from 4:00 p.m. to 5:30 p.m., featuring complimentary wine, beer and light appetizers. During the reception, attendees will have the opportunity to purchase local SLO CAL Crafted items at a pop-up market.

For more information on SLO CAL Summit 2023, visit SLOCAL.com/Partners/Destination-Summit.

For more information about Visit SLO CAL, visit SLOCAL.com or email Mayla Lohnes, Mayla@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 opportunities 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.

ABOUT SLO CAL CRAFTED:

SLO CAL Crafted celebrates the outstanding quality of farmers, crafters and artists in San Luis Obispo County (SLO CAL). Fine wines, hand-shaped surfboards and award-winning olive oils are just a few of the exceptional SLO CAL Crafted products coveted by locals and adored worldwide. SLO CAL Crafted is an initiative of Visit SLO CAL, and an organization working to inspire travel and foster unique experiences to create life-long ambassadors and economic growth for SLO CAL. For more information, go to SLOCAL.com/SLOCALCrafted.