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FOR IMMEDIATE RELEASE

VISIT SLO CAL ANNOUNCES DEPARTURE OF CEO CHUCK DAVISON, NAMES CATHY CARTIER AS INTERIM CEO

San Luis Obispo County, California, March 8, 2024 – Visit SLO CAL (VSC), the official destination marketing and management organization for San Luis Obispo County (SLO CAL), announces the departure of Chuck Davison, President & CEO since 2015. The organization's Board of Directors have appointed Cathy Cartier, Chief Marketing Officer, to assume the role of Interim President & CEO of Visit SLO CAL, effective immediately.

VSC's Board of Directors expresses its sincere appreciation to Mr. Davison who has played a pivotal role in the establishment of the tourism marketing district and the remarkable growth of Visit SLO CAL, elevating it into a formidable and successful organization. Having served as the CEO of Visit SLO CAL for nearly nine years, Chuck's leadership has been instrumental in shaping Visit SLO CAL into the thriving entity it is today.

"We extend our heartfelt gratitude to Chuck for his service and dedication in fostering the growth of Visit SLO CAL," said Mark Eads, Board Chairman. "The organization stands ready to build upon his legacy and continue to drive tourism's growth and positive economic impact in the region. I want to emphasize the Board's dedication to ensuring the ongoing prosperity and success of the organization."

Since 2015, Visit SLO CAL has achieved significant milestones, establishing itself as an industry leader. The creation of the destination management plan, Visit SLO CAL 2050, Strategic Direction 2026, and the annual Business and Marketing Plan, have positioned the organization to further enhance SLO CAL's appeal as a premier tourism destination.

For the past three years, Cathy Cartier has served as Chief Marketing Officer at Visit SLO CAL, where she supervised all marketing, advertising, and public relations initiatives for the organization. Before her tenure at Visit SLO CAL, Cathy served as the President of Cartier Global Strategies, an international marketing firm associated with global companies in the US, Canada, and Europe. She also previously held the position of Chief Marketing Officer for Las Vegas.

"I am thrilled to announce Cathy's elevated role as Interim President & CEO," said Mark Eads, Board Chairman. "Cathy's remarkable track record and unwavering dedication will undoubtedly propel us to new heights, showcasing San Luis Obispo County as a premier destination under her visionary guidance."

For more information about Visit SLO CAL, visit SLOCAL.com or email Lisa Marie Belsanti, lisab@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.