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VISIT SLO CAL BOARD OF DIRECTORS APPOINTS NEW PRESIDENT & CHIEF EXECUTIVE OFFICER

*Cathy Cartier appointed to role of President and CEO
of Visit SLO CAL, after serving as Chief Marketing Officer for three years.*



Photo Credit: Courtesy of Visit SLO CAL | High-Res image available for download [HERE](#)

San Luis Obispo County, California, June 27, 2024 – Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL) officially announced the appointment of Cathy Cartier as its new President and Chief Executive Officer (CEO), effective immediately.

During the VSC Board of Directors meeting on Thursday, June 27, 2024, Cathy Cartier was unanimously appointed President and CEO of Visit SLO CAL, following her successful tenure as interim President and CEO. Cartier joined the organization in 2021 as Chief Marketing Officer, bringing more than two decades of leadership in the tourism marketing industry.

“I am honored to step into this new role,” said Cathy Cartier, President and CEO of Visit SLO CAL. “SLO CAL is a dynamic and vibrant region and I look forward to continuing to promote the destination alongside the talented staff of Visit SLO CAL. Under my leadership, Visit SLO CAL will steadfastly collaborate with our investors, partners and stakeholders to drive exponential growth in the tourism economy and enhance community engagement.”



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Cartier, a visionary leader, brings extensive experience to Visit SLO CAL, having previously served as its Chief Marketing Officer. Cartier possesses extensive experience in brand building, audience engagement, crisis communication and marketing strategy.

“We are delighted to announce Cathy Cartier as the new President and CEO of Visit SLO CAL,” said Mark Eads, Board Chairman. “Under Cathy’s leadership, Visit SLO CAL aims to further establish itself as the premier travel and tourism organization for the region, driving economic prosperity through innovative initiatives and striving to embody the SLO CAL lifestyle of ‘people, place and pace.’”

Prior to joining Visit SLO CAL, Cartier served as President of Cartier Global Strategies, an international marketing firm associated with global companies. She also held the position of Chief Marketing Officer for the Las Vegas Convention and Visitors Authority (LVCVA), the destination marketing organization for Las Vegas and Southern Nevada.

In 2023, tourism in SLO CAL generated a significant \$60.1 million in transient occupancy tax revenue and contributed \$110 million in local tax revenue. Without the tax revenue generated by tourism, each local household would need to pay an additional \$21,415 to create the same economic benefit for the community. Furthermore, each household would need to spend an additional \$1,914 in taxes to create the same economic impact for local businesses.

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 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.

ABOUT SLO CAL:

South of the Bay and north of LA, SLO CAL (San Luis Obispo County) is conveniently located midway between San Francisco and Los Angeles. It features more than 100 miles of breathtaking coastline and expansive vineyards covering over 40,000 acres. The area’s scenic open roads are beyond compare and its stretch of Highway 1 is an unforgettable journey through some of California's most captivating coastal landscapes. For more information, go to SLOCAL.com.