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FOR IMMEDIATE RELEASE

**VISIT SLO CAL ANNOUNCES LINE UP FOR ITS ANNUAL EVENT
CELEBRATING THE TOURISM INDUSTRY
SLO CAL SUMMIT 2024: “RADICAL COLLABORATION”**

Cathy Cartier, President & CEO of Visit SLO CAL to deliver “State of SLO CAL”

*Keynote speakers include Geoff Freeman, President & CEO of U.S. Travel Association
and Dr. Eric Solomon, CEO of The Human OS*

Event to take place on September 25 – [Tickets on sale now](#)

San Luis Obispo County, California, July 16, 2024 – Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL), is thrilled to announce that tickets for the highly anticipated SLO CAL Summit 2024 are now on sale on slocal.com. The event will take place on Wednesday, September 25, 2024, from 11:30 AM - 5:00 PM at the Embassy Suites in San Luis Obispo and will begin with lunch.

The [SLO CAL Summit](#) is VSC’s annual celebration of the tourism industry, bringing together over 200 participants from various sectors, including investors, partners, stakeholders and business owners. This year’s theme, “Radical Collaboration,” underscores the importance of innovative partnerships and community growth and will include a regional update from Visit SLO CAL’s President & CEO, Cathy Cartier, educational keynote and panel discussions central to the summit’s theme and an open networking reception.

Key Highlights of SLO CAL Summit 2024:

- Welcome Address & “State of SLO CAL” Delivered by Cathy Cartier, President & CEO of Visit SLO CAL
- Keynote Speakers:
 - Geoff Freeman, President & CEO of U.S. Travel Association – “State of the Industry – Top Priorities and Opportunities to Seize”
 - Dr. Eric Solomon, CEO of The Human OS – “From More to Better: What it Means to be Human Right Now”
- Discussion Panel – “Radical Collaboration” Moderated by Tammy Haughey, Managing Partner at The Shipyard, featuring:



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- Jack Penning – Managing Partner, Volaire Aviation Consulting
- Stacie Jacob – Executive Director, Solterra Strategies
- Karen Tillman – Economic Development Advisor, Cal Poly San Luis Obispo

“We are excited to host our annual SLO CAL Summit, bringing together our dedicated investors, partners, stakeholders and business community for this educational event,” said Cathy Cartier, President and CEO of Visit SLO CAL. “This summit showcases our unwavering commitment to working together and building strong, innovative partnerships that drive growth and success in our community, while fostering a collaborative environment that benefits our entire region.”

The summit will wrap up with an on-site reception featuring a SLO CAL Crafted pop-up market, a SLO CAL Crafted giveaway basket, open networking, hosted wine and beer, a Paso Robles Distillery Trail signature cocktail and a charcuterie board from Central Coast Creamery.

Tickets are currently available on [eventbrite](https://www.eventbrite.com):

- General Admission: \$75
- Early Bird Table of 10 (through July 31): \$700
- Table of 10 (beginning August 1): \$750

In 2023, tourism in SLO CAL reached \$2.32 billion in direct travel spending, marking a consistent performance from the previous year. 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 on the SLO CAL Summit 2024, visit slocal.com. 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.



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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.

ABOUT SLO CAL SUMMIT:

The SLO CAL Summit, hosted annually by Visit SLO CAL, is a celebration of the tourism industry in the region. This event gathers multiple sectors across SLO CAL, including lodging investors, tourism-focused businesses, elected officials and destination marketing organization (DMO) partners. Attendees can look forward to an afternoon of educational sessions, updates from Visit SLO CAL's President & CEO and valuable networking opportunities. For more information, go to slocal.com.

ABOUT SLO CAL CRAFTED:

SLO CAL Crafted celebrates the outstanding quality of farmers, crafters and artists in SLO CAL (San Luis Obispo County). 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.