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FOR IMMEDIATE RELEASE

VISIT SLO CAL WELCOMES MOLLY CANO AS NEW VICE PRESIDENT OF MARKETING

*Molly Cano Brings Decades of Expertise and Leadership Experience
Within the Travel & Tourism Industry*



(High Res Images available for download [HERE](#), Courtesy of Visit SLO CAL)

San Luis Obispo County, California, November 4, 2024 – Today, Visit SLO CAL (VSC), the official destination management and marketing organization (DMMO) for San Luis Obispo County (SLO CAL), announces the appointment of Molly Cano as the new Vice President of Marketing. Molly brings over two decades of experience in tourism, hospitality and economic development and will report directly to VSC’s President and CEO, Cathy Cartier.

In her role, Molly will oversee all aspects of VSC’s marketing strategy aimed at promoting the region as a premier tourism and travel destination. With a focus on driving growth, increasing brand visibility and ensuring alignment with the organization’s long-term goals, Molly is set to play a pivotal role in shaping the future of tourism in SLO CAL.



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“We are thrilled to have Molly join our executive team,” said Cathy Cartier, President and CEO of Visit SLO CAL. “Her deep knowledge of the local tourism landscape, paired with her leadership experience, makes her the perfect fit to help us continue elevating SLO CAL as a must-visit destination.”

Molly most recently served as the Economic Development and Tourism Manager for the City of San Luis Obispo, where she led key initiatives to strengthen tourism and support local economic growth for over 12 years. During her tenure, she was an active member of VSC’s Marketing Committee, representing the city of San Luis Obispo and collaborating on marketing campaigns to promote the county. Molly also brings leadership experience from her roles at Pacifica Hotel Company and Chumash Enterprise. In 2009, she served as Director of Sales and Marketing at VSC for three years before transitioning to her role with the city.

“I’ve had the honor of working alongside VSC over the years, and I’m excited to return to the organization in this new role,” said Molly Cano. “Our county has always been close to my heart, and I’m ready to amplify what makes SLO CAL so special. This region is very community driven, and we have an amazing story to tell. I’m eager to help drive the marketing strategies that will attract more visitors to the area while benefiting our countywide residents.”

Molly holds a bachelor’s degree in recreation, parks and tourism administration from California Polytechnic State University in San Luis Obispo and has been recognized for her outstanding contributions to the tourism industry throughout her career.

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, known as SLO CAL. Positioned midway between San Francisco and Los Angeles, SLO CAL features more than 100 miles of breathtaking coastline, rolling vineyards covering over 40,000 acres and some of California’s most scenic open roads, including the iconic Highway 1. Visit SLO CAL promotes the region as a premier West Coast destination, celebrated for its signature slower pace of life and diverse, immersive experiences. By enhancing the area’s reputation as a dynamic place to live, work and visit, Visit SLO CAL strengthens the local economy and creates opportunities for the entire community. Built on research and a strategy of continuous improvement, the organization is committed to showcasing SLO CAL’s unique charm to travelers from around the world. For more information, visit slocal.com.