



Media Contact:
Mayla Lohnes, Public Relations Manager
805.541.8000
Mayla@SLOCAL.com

FOR IMMEDIATE RELEASE

**VISIT SLO CAL WELCOMES ASHLEE AKERS AS NEW
VICE PRESIDENT OF MARKETING & COMMUNICATIONS**

*Seasoned marketing leader brings more than 15 years of experience
in brand strategy and destination storytelling.*



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

San Luis Obispo County, California, May 1, 2026 – Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL) is pleased to announce the appointment of Ashlee Akers as Vice President of Marketing and Communications.

Akers brings more than 15 years of experience in marketing, communications and strategic brand development, with deep roots in San Luis Obispo County. In her role, she will lead Visit SLO CAL's integrated marketing and communications efforts, helping to further position SLO CAL



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as a premier travel and tourism destination. She will report directly to Chief Marketing Officer Molly Cano.

“We are thrilled to welcome Ashlee to Visit SLO CAL,” said Molly Cano. “She brings a thoughtful, strategic approach and a genuine passion for this work. Her leadership and industry knowledge will play an important role as we continue to elevate SLO CAL’s story and inspire travel to the county.”

Akers will oversee key marketing functions including public relations, social media, design and brand strategy. Her work will support Visit SLO CAL’s mission to promote the destination responsibly while driving demand and supporting the local economy.

“I’m honored and excited to join Visit SLO CAL,” said Ashlee Akers. “This region has been a meaningful part of my professional journey, and I look forward to continuing that work at the countywide level alongside such a talented team.”

Most recently, Akers served as Partner & Chief Strategy Officer at Verdin, leading strategic initiatives and client partnerships across California. During her tenure, she was an active member of Visit SLO CAL’s Marketing Committee, representing multiple local partners.

Prior to that, she worked at The Tribune as an Account Specialist. Akers holds a bachelor’s degree from California Polytechnic State University, San Luis Obispo.

Visit SLO CAL also announces updates to its marketing team, with Molly Cano stepping into the role of Chief Marketing Officer and Matt Halvorson serving as Director of Destination Insights & Digital Innovation.

For more information about Visit SLO CAL, visit slocal.com or contact 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 across over 15 communities and towns, including San Simeon, Cambria, the Town of Harmony, Cayucos, Morro Bay, Avila Beach, Pismo Beach, Grover Beach, Atascadero, Templeton, Paso Robles, San Miguel, Santa Margarita, San Luis Obispo, Shell Beach, Arroyo Grande, Oceano, Nipomo, Creston, and Los Osos–Baywood Park. 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, go to slocal.com.