



Monthly Destination Promo: Rural Road Trips

Starting in September 2017, the H1DR will invest \$12,000/month and feature each destination supported by several content assets. These assets are available for your use – just email admin@SLOcountyBID.com.

- **Bucket List landing page:** <http://highway1discoveryroute.com/highway-1-bucket-list/>

- **Videos**

H1DR Overall: https://youtu.be/oFzwfjDQV_Q

San Simeon: <https://youtu.be/JYDHzwmvkq0>

Cambria: <https://youtu.be/51sCDkTdpCI>

Cayucos: <https://www.youtube.com/watch?v=MLMho1Jydsk>

LOPB: <https://www.youtube.com/watch?v=40HpgAA9fbM>

Avila: <https://www.youtube.com/watch?v=s8tSi1uYTgQ>

Oceano/Nipomo:

Edna Valley & Arroyo Grande Valley:

**native video files available here:* <https://www.dropbox.com/sh/qowtp6o1imxonhx/AACzxmHxamkoxAftzSWU3ZI4a?dl=0>

- **Press releases**

San Simeon: <http://highway1discoveryroute.com/wp-content/uploads/2017/08/San-Simeon-and-Ragged-Point-Open.pdf>

Cambria: <http://highway1discoveryroute.com/wp-content/uploads/2017/09/Cambria-Bucket-List-.pdf>

Cayucos: <http://highway1discoveryroute.com/wp-content/uploads/2017/10/Cayucos-Bucket-List-0102517.pdf>

LOBP: https://www.dropbox.com/s/4it5kat8ily4hhx/Los%20osos%20and%20Baywood%20Park%20Bucket%20List_011818.docx?dl=0

Avila: https://www.dropbox.com/s/ynamc9hh88b1wys/Avila%20Beach%20021318_final%20draft.docx?dl=0

Oceano/Nipomo:

Edna Valley & Arroyo Grande Valley:

- **Blogs**

San Simeon: <http://highway1discoveryroute.com/open-san-simeon-ragged-point>

Cambria: <http://highway1discoveryroute.com/cambria-spain-europe-southamerica/>

Cayucos: <http://highway1discoveryroute.com/cayucos-bucket-list/>

LOBP: <http://highway1discoveryroute.com/los-osos-baywood-bucket-list/>

Avila: <http://highway1discoveryroute.com/avila-beach-bucket-list/>

Oceano/Nipomo:

Edna Valley & Arroyo Grande Valley:

- **RoadTrippers:** Website 2.5M UMV | Social 2.5M reach | email 550,000

Collections Page: <https://roadtrippers.com/collections/78>

Overall H1DR: <https://roadtrippers.com/trips/19190237>

blog: <http://highway1discoveryroute.com/cruising-highway-1/>

San Simeon: <https://roadtrippers.com/trips/19191185>

blog: <http://highway1discoveryroute.com/san-simeon-the-mightiest-mile-in-california/>

Ragged Point: <https://roadtrippers.com/trips/19191006>

blog: <http://highway1discoveryroute.com/rustic-adventure/>

Cambria: <https://roadtrippers.com/trips/19264408>

blog: <http://highway1discoveryroute.com/cambria-where-the-pines-meet-the-sea/>

Cayucos: <https://roadtrippers.com/trips/19264763>

blog: <http://highway1discoveryroute.com/cayucos-quintessential-beach-town/>

Los Osos Baywood: <https://roadtrippers.com/trips/19265871>

Blog: <http://highway1discoveryroute.com/los-osos-baywood-bucket-list-2/>

Avila Beach: <https://roadtrippers.com/trips/19271598>

Blog: <http://highway1discoveryroute.com/avila-beach-bucket-list-2/>

Oceano: <https://roadtrippers.com/trips/19272737>

Nipomo: <https://roadtrippers.com/trips/19275095>

Edna Valley: <https://roadtrippers.com/trips/19280010>

Arroyo Grande Valley: <https://roadtrippers.com/trips/19280566>

- **Other assets generated for month-long promo:**
 - Social Media including Facebook | Instagram | YouTube
 - Bucket list E-blast with embedded video
 - \$2,000 destination-specific getaway package