

Paso Robles Inn

- Historic:
- Wine: David Sams - wineries and wedding photography in Paso Robles, prior hotel photographer
- Culture: Daniel Sinton of Avenales Ranch
- Unique culinary: Trumpet Vine Catering

The Piccolo

- Wine: local wine makers, partnership with Daou Winery, Cass Winery
- Arts & Culture: Derek Schultz, artist/painter in Paso/SLO, Bobbi Matuk (couleur_delavie) - hand dyer
- Relaxed Luxury: Caili Wilk - wedding, portrait and place photographer in Paso, elevated style
- Lifestyle: spiceoflifepaso - tea/herbalist

Avila Lighthouse Suites

- Wildlife: Christopher Petro, the Californist - nature photographer
- Family: local mother/family influencer
- Exploration: local surf instructor, local nature guide
- Eats/Culinary: EnjoySLO on Instagram, Naomi Irons (foodieinthe805)

Pismo Lighthouse Suites

- Family: Jord Talley Photography, family and couple portraiture in Pismo
- Wildlife: Jay Swiny, nature photographer
- Adventure: Pismo Beach Adventures
- Eats: Pismo Beach Foodies, local chefs

Shore Cliff Hotel

- Romance: Jordan Kelm, wedding photographer, Dylan Kyle, SLO couples photographer
- Wildlife: Lance Wilson landscape photographer
- Wellness: Coastal Wellness Connections, local yoga studio manager
- Lifestyle: Meghan of megs.travelling

Vespera Resort

- Enrichment: ShareSLO on Instagram, local mother/luxury influencer-type
- Surf Culture: SurfingForHope, local non-profit supporting those challenged by cancer through surfing, local surf photographer
- Sustainability: Gather Natural Market
- Spirited California: partnership with ShabangSLO, local musicians