



FOR IMMEDIATE RELEASE  
September 4, 2019

**Media Contact**  
Madison Quiring  
(805) 225-7228  
Madison@SLOCALocal.com

## **Alaska Airlines Brings Two New Direct Flights to the San Luis Obispo County Regional Airport**

---

**San Luis Obispo County, CA** (September 4, 2019) – The San Luis Obispo (SLO) County Regional Airport partnered with Visit SLO CAL today to announce two new direct flights with Alaska Airlines: one to San Diego, California, with daily, non-stop service beginning January 7, 2020 and the other to Portland, Oregon, with daily service beginning June 18, 2020. These new flights will mark the fifth and sixth new routes announced within 33 short months, and brings the airport’s total nonstop destinations to nine.

“The continued confidence that airlines show in San Luis Obispo County is a clear indicator that we are not only an exciting destination but also an increasingly important part of business travel throughout California and beyond,” said SLO County Supervisor Adam Hill.

This news marks the second time that the San Luis Obispo County Regional Airport has coordinated with Alaska Airlines to open new air service. In 2017, Alaska launched their first direct flight from San Luis Obispo County Regional Airport to Seattle.

“These two new flights to Portland and San Diego, coming so close on the heels of our Dallas/Ft. Worth and Las Vegas flights, have made 2019 our most productive year on record,” said Kevin Bumen, A.A.E., Director of Airports. “We are excited to offer the Central Coast more options than ever before, and to bring more visitors to experience our incredible community.”

The additional flights will increase the ability for visitors to fly into SLO CAL (San Luis Obispo County) to explore the diverse destination, injecting spending into the local economy. Based on an [economic impact study](#) conducted by the airport, flights like these help the airport contribute more than \$85 million to the regional economy each year. To support the new flights, Visit SLO CAL will expand marketing efforts in San Diego and add Portland as a key target market, delivering strategic, targeted campaign to establish awareness for travel to SLO CAL in this new feeder market.



“In less than three years, our partnership with the airport and the county has boldly changed the landscape of air service in our community, something not traditionally seen in a region of this size,” said Chuck Davison, President & CEO of Visit SLO CAL. “These two new flights are yet another example of the tremendous progress that can happen when local government, non-profits and private business galvanize around a common goal. As we expand accessibility to SLO CAL through new air service, we not only create new opportunities for guests, but also access to travel, investment, talent and customers for our region’s overall commerce.”

The flights were announced outside the San Luis Obispo County Regional Airport terminal with the unveiling of a public chalk art piece commissioned from local artist Rachel Hamann of Dot and Cross Studio. The reveal was followed by a reception in the airport terminal, which opened in 2017, where Bumen, Davison and County Supervisor Adam Hill spoke, as well as Jeffery Etherington from Alaska Airlines. The announcement art will be on display above the airport’s main parking lot for the next few weeks.

“We are excited to expand our nonstop flight offerings from San Luis Obispo to both San Diego and Portland, two new routes we know will be popular with travel and leisure enthusiasts,” said Jeffery Etherington, Alaska Airlines spokesperson. “Alaska continues to be inspired by the West Coast and we look forward to providing our guests more opportunities to explore the celebrated food and wine scene of California’s Central Coast region.”

Tickets for the new flights are available for purchase now at [www.AlaskaAir.com](http://www.AlaskaAir.com).

### **About Visit SLO CAL**

Visit SLO CAL is a small, but mighty team of destination marketing professionals who work with, and on behalf of, our community, our local partners and our investors to promote SLO CAL (San Luis Obispo County, California) to travelers from around the world. As the sole countywide non-profit destination marketing and management organization (DMMO) for SLO CAL, our goal is to work with our partners to build the SLO CAL brand through a data-driven, efficient and dynamic marketing program. Built on research with a strategy of continuous improvement, this program aims to establish SLO CAL as a favorite West Coast destination that is known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, go to [SLOCAL.com](http://SLOCAL.com).

### **About San Luis Obispo County Regional Airport**

San Luis Obispo County Regional Airport (SBP) serves areas as far north as Southern Monterey County and as far south as Northern Santa Barbara County. The airport offers convenient access to and from the Central Coast. Residents and visitors have the choice of three commercial airlines with flights to Los Angeles, Phoenix, San Francisco, Seattle, Denver, Dallas/Ft. Worth, Las Vegas, and in 2020, San Diego and Portland. The airport is

also home to full-service general aviation and corporate facilities. For more information, or to book a flight, visit [www.sloairport.com](http://www.sloairport.com).

### **About Alaska Airlines**

Alaska Airlines and its regional partners fly 46 million guests a year to more than 115 destinations with an average of 1,200 daily flights across the United States and to Mexico, Canada and Costa Rica. Alaska Airlines ranked "Highest in Customer Satisfaction Among Traditional Carriers in North America" in the J.D. Power North America Airline Satisfaction Study for 12 consecutive years from 2008 to 2019. Learn about Alaska's award-winning service at [newsroom.alaskaair.com](http://newsroom.alaskaair.com) and [blog.alaskaair.com](http://blog.alaskaair.com). Alaska Airlines and Horizon Air are subsidiaries of Alaska Air Group (NYSE: ALK).