

SAN LUIS OBISPO COUNTY DESTINATION MANAGEMENT STRATEGY

DRAFT RECOMMENDATIONS
MAY 9, 2019



OBJECTIVES

1. Resident Quality of Life
2. Visitor Experience
3. Investment
4. Employment
5. Environment



STRATEGIES

1. Attract Visitors in Off-Season and Mid-Week
2. Attract Visitors to less Frequented Destinations
3. Increase Visitor Expenditure
4. Manage Peak-Season Visitors



FOCUS AREAS

1. Outdoor Activities
2. Food & Drink Experiences
3. Events & Festivals
4. SLO CAL Crafted
5. Workforce Development
6. Industry Development
7. Placemaking
8. Sustainability

1. OUTDOOR ACTIVITIES



Experience Incubator





Countywide Trail System





Bike Tourism



2. FOOD & DRINK EXPERIENCES



SAVOR SLO CAL





Culinary Arts Campus



3. EVENTS & FESTIVALS

Events & Festival Strategy



XXX

Signature Event(s)





Space Launch Tourism



4. SLO CAL CRAFTED



SLO CAL Crafted Brand



Nightlife, Music and Entertainment





Paso Robles and SLO Wine





Cannabis Tourism



5. WORKFORCE DEVELOPMENT

A group of seven people, four women and three men, are standing outdoors in front of a brick building. They are all wearing white long-sleeved shirts and are smiling at the camera. The group is arranged in two rows, with some people slightly behind others. The background shows a brick wall and some greenery.

Talent Attraction, Development and Careers



Workforce Transportation





Workforce Housing





Customer Service



6. INDUSTRY DEVELOPMENT

Meeting & Events Center(s)







Airlift Development



XXX

Ground Transportation

A photograph of a car's interior from the passenger side. A purple and blue Lyft sign is mounted on the dashboard. In the background, two women are visible: one is driving and smiling, and the other is a passenger, also smiling. The car is parked outdoors, with trees and a building visible through the windows.

lyft

International Visitors





Visit SLO CAL and Funding



7. PLACEMAKING



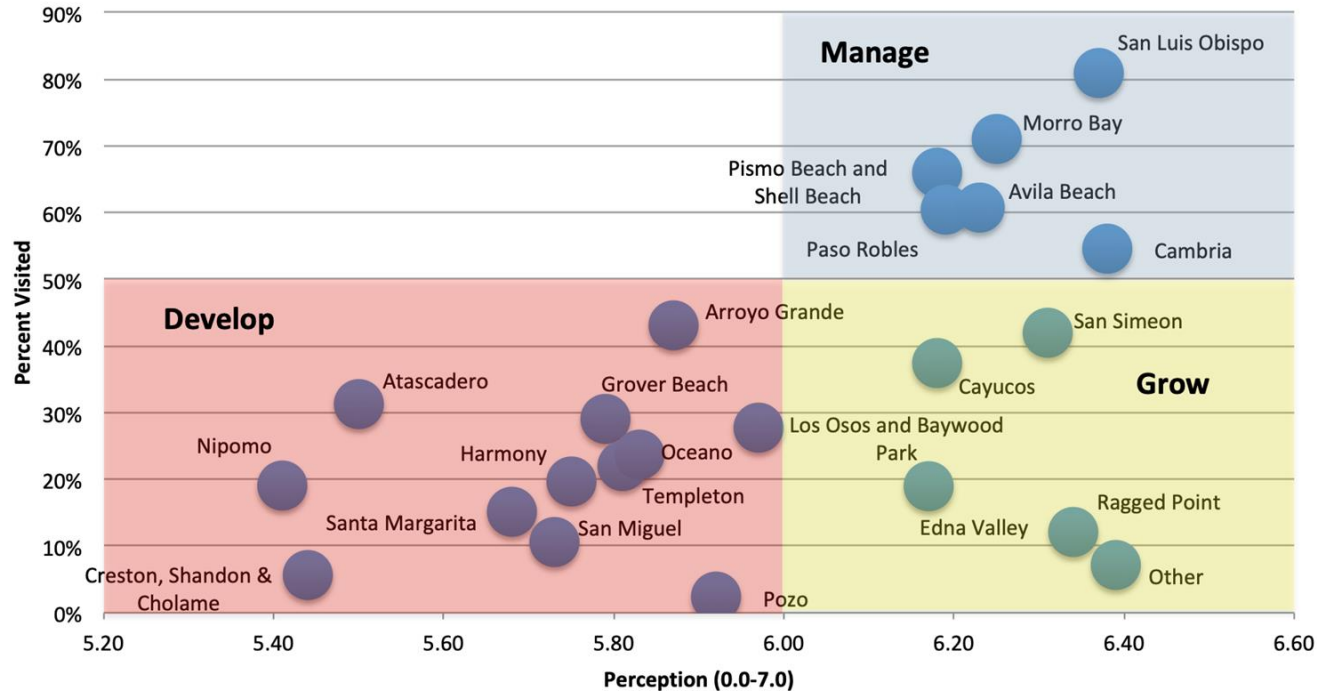
Morro Bay Waterfront





Develop and Grow Communities

Destinations Visited and Perception



Authentic Communities





Thematic Routes



8. SUSTAINABILITY



Tourism Management





Sustainable Tourism





THANK YOU!

