

BUSINESS & MARKETING PLAN **FY 2023**



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Letter from the President & CEO

Dear Visit SLO CAL Investors, Partners & Stakeholders,



As we begin the eighth year of our Tourism Marketing District (TMD) funding model, I've been reflecting on just how far we have come. During the initial years, we had ambitious plans for where the district could take us, but I'm not sure anyone truly understood how much the TMD would change the county's tourism and hospitality trajectory, nor how quickly we would overtake our competitive set, in both funding and community impact. During the height of the pandemic, SLO CAL performed better in almost every category against our competing regions, as well as throughout the state. The momentum we built over the first five years of the district—with the new SLO CAL branding, millions in marketing efforts, new air service, extensive programming, advocacy and the collaborative work with all of you—enabled us to hold our position and increase market share during the most challenging times in recent memory.

Coming into the endemic stage of COVID-19, we are refocusing our efforts on the strategic plans we crafted during our campaign to renew the district in early 2020. Pre-pandemic, we saw a 20 percent increase in lodging inventory across the county. Now, the rebuilding and expansion of our sales team will allow us to create new avenues for a deeper pipeline of trade and meeting and conference business for our lodging community. With the reactivation of our United Kingdom partners, we will work to educate and train an entirely new workforce of trade and travel agents across the pond. We will expand our international activation with new partnerships in Canada, opening the northern border to SLO CAL. Both strategies will target increased off-peak visitation. We will continue to advance Experience SLO CAL 2050, the destination management strategy focused on maintaining and improving resident quality of life, while creating new economic activity for our region. From 2021's rollout of our new House of Brands strategy, we will continue to leverage our marketing on behalf of each of our communities, advancing awareness of SLO CAL through deeper and more compelling storytelling across the world.

As we begin our FY 2023 scope of work, I'm proud to say we have again built our most strategic business and marketing plan to date. We've added critical capacity and expertise to our team this year. We've partnered externally with some of the brightest tourism minds to help advance our initiatives. Our organizational Objectives and Key Results (OKRs) are strategically aligned with those of departments and team members to ensure we are prioritizing the most important work and challenging ourselves to achieve optimal results.

The promise of FY 2023 looks bright. In the pages ahead, we have outlined many of the exciting programs in store over the next year. More than ever, we look forward to advancing this work through our partnership with you!

Together we can,

A handwritten signature in dark ink that reads "Chuck Davison".

Chuck Davison, CDME
President & CEO, Visit SLO CAL

Strategic Direction 2023

Vision

A vibrant and prosperous SLO CAL, fueled by a collaborative and flourishing tourism industry

Mission

Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for SLO CAL

Values

STEWARDSHIP

We are mindful of our resources and seek to enhance the SLO CAL lifestyle

AUTHENTICITY

We are attuned to our own well-being and strive to bring the SLO CAL brand to life

INCLUSION

We engage and collaborate with an array of voices and perspectives

DRIVE

We bring enthusiasm to our work and prioritize initiatives to achieve results

FUTURE FOCUS

We deliver today with an innovative eye on tomorrow

Imperatives

Enhance Our Organizational Capacity and Culture

Amplify and Steward the SLO CAL Brand Through Unified Efforts

Lead the County Tourism Industry in a Collaborative Resilience Planning Effort

Demonstrate Value to Investors, Partners, Stakeholders and Communities

To read the complete Strategic Direction 2023 plan, visit SLOCAL.com/about-us.

Visit SLO CAL (VSC) is a team of destination marketing professionals who work with, and on behalf of, its investors, partners, stakeholders and community to promote SLO CAL® (San Luis Obispo County, California) to both domestic and international visitors. As the countywide nonprofit destination marketing and management organization (DMMO) for SLO CAL, VSC's goal is to collaborate with partners to build the SLO CAL brand through a data-driven, efficient and dynamic marketing and sales program while simultaneously enhancing the resident quality of life. Built on research with a strategy of continuous improvement, VSC aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences.

Aligning the Vision

Strategic Direction 2023 serves as Visit SLO CAL's north star. The Operational Plan and Experience SLO CAL 2050, the organization's destination management strategy, work to inform the annual Business & Marketing Plan, which outlines the annual program of work for each department. VSC internally tracks the progress of projects, and the Objectives and Key Results (OKRs) of each department and team member, all of which align with the overarching organizational OKRs. The impact of this work is most vividly seen through increased destination awareness that drives the organization's economic impact.



Business & Marketing Plan

For FY 2023, Visit SLO CAL has defined four overarching organizational objectives aligned with each of the four Strategic Direction 2023 imperatives, along with measurable key results for each objective. The Objectives and Key Results of each department ladder up to these four strategic objectives.



Imperative 1 Objective: Continue to build an engaged, best-in-class team

KEY RESULTS:

- Refresh Net Promoter Score (NPS or equivalent) survey by July 31, 2022 and establish goals for FY 2023 and beyond
- Develop a strategy by September 30, 2022 to make Visit SLO CAL a desirable, sought-after place to work committed to Equity, Diversity and Inclusion (EDI) principles
- Fill open positions approved in FY 2023 budget by December 31, 2022

Imperative 2 Objective: Advance the SLO CAL brand strategy to achieve increased visitation across the county

KEY RESULTS:

- Develop cross-visitation strategies to achieve score of 2+ communities by July 31, 2022 and execute by June 30, 2023
- Complete advertising awareness study by August 31, 2022 and adjust campaign metrics accordingly
- Develop integrated brand voice and storytelling between paid, owned and earned channel activity by December 31, 2022
- Deliver and execute House of Brands “always on” core strategies by June 30, 2023

Imperative 3 Objective: Advance resiliency planning initiatives

KEY RESULTS:

- Create, rollout and achieve adoption of advocacy toolkit to advance the industry through formalized education on advocacy process and value by June 30, 2023
- Promote adoption of new Customer Service Learning Platform modules (beginning, intermediate, advanced and EDI) by 100 businesses and 350 individuals by June 30, 2023
- Identify new signature, SLO CAL-branded event opportunity by June 30, 2023
- Advance a plan for the development of a county-wide trail system by June 30, 2023
- Finalize and advance Air Service Recovery plan in partnership with SBP and Volare Aviation by June 30, 2023
- Develop and launch Phase 2 Xplorit virtual site inspection program to advance activities featured by June 30, 2023

Imperative 4 Objective: Increase engagement with investors, partners, stakeholders and communities

KEY RESULTS:

- Deliver Oceano Dunes Economic Impact & Mitigation Study by January 31, 2023
- Implement Resident Sentiment Survey to inform future marketing and advocacy objectives by February 28, 2023
- Onboard and engage 250 investors, partners, stakeholders and community members by June 30, 2023
- Increase Investor Net Promoter Score (NPS) to 50 as defined by biannual survey (2021 NPS = 47)

Strategic & Industry Partners

As one of four key imperatives in Strategic Direction 2023, Visit SLO CAL (VSC) believes that a resilient destination is fundamental to the overall success of the region. VSC is part of a dynamic ecosystem of industry and business partners, key regional, strategic and community-based organizations and government stakeholders who work collaboratively to identify critical issues and promote policies designed to improve resident quality of life and the visitor experience. The FY 2023 scope of work focuses on key initiatives outlined in Experience SLO CAL 2050 while identifying other pathways that are integral to building and maintaining a resilient SLO CAL.

Strategies

- Continue to engage in local working groups, community boards and conversations to understand community issues and strengthen impact through advancing partnerships with a shared focus on economic vibrancy and resident quality of life
- Provide travel and tourism educational and engagement opportunities for investors, partners and stakeholders
- Partner and collaborate with key stakeholders and local agencies to advocate on issues that advance resident quality of life, visitor attraction and opportunities for economic development
- Engage as an essential partner and leader as policies are developed and decisions are made about the future of the region
- Evaluate resident sentiment for tourism in and across SLO CAL

Objectives

- Create a unified effort to explore opportunities and overcome challenges around building a resilient SLO CAL
- Position Visit SLO CAL as a community leader and a leading voice for the countywide travel and tourism industry
- Amplify Visit SLO CAL's successes and initiatives to our community at large to demonstrate the integral value of the regional travel and tourism industry

RESILIENT DESTINATION



Key Results

- Meet with a minimum of six strategic partners quarterly to advance shared initiatives surrounding economic development and resident quality of life
- Meet with a minimum of three community-based organizations quarterly to discuss shared values and advance initiatives and explore areas for collaboration
- Meet with key community stakeholders at the federal, state and local level quarterly to discuss issues surrounding the regional travel and tourism industry, and shared objectives to increase resiliency efforts
- Achieve score of 75 percent or higher, by June 30, 2023, on resident approval of Visit SLO CAL's efforts to maintain or improve resident quality of life

Destination Partners

Representing the voice of the larger community, Visit SLO CAL partners with organizations on a state and national level to foster the greatest impact for local destination partners and tourism businesses. VSC reviews the broad array of opportunities offered, strategically identifying the initiatives that will create the strongest return on investment, and cascades those down to local communities. Having a seat at the table allows Visit SLO CAL to leverage opportunities in larger advocacy, marketing and sales initiatives while maximizing human and financial capital.



Key Moments

FY 2022

1.

In August 2021, Visit SLO CAL conducted two important studies: a Future Visitor Profile Study (VPS) and an Equity, Diversity and Inclusion (EDI) Asset Alignment Study. The VPS worked to measure post-COVID changes in travel attitudes and plans, and provide visitor and trip characteristics. It also provided a roadmap for attracting potential visitors and explored the image of SLO CAL in comparison to our competitive set. The EDI Study, a first of its kind for Visit SLO CAL, worked to clarify SLO CAL's image among under represented travel populations and to establish an ideal trip for various travel groups. It also worked to identify gaps in product offerings to inform tourism development initiatives.

2.

In September 2021, Visit SLO CAL launched a new "Land of" brand campaign, celebrating the multitude of experiences and kaleidoscope of cultures to be enjoyed against backdrops of vivid scenic splendor. The campaign is rooted in the region's strong farming and ranching heritage and offers a range of Hero Brand and House of Brands advertising assets including video, display, native and social, along with longer storytelling in the form of custom content.

3.

In January, Visit SLO CAL launched a new SLOCAL.com website, incorporating an accessible, content-first approach to expand upon the House of Brands strategy. The new website brings engaging video to the forefront of VSC's editorial footprint.

4.

In January, Visit SLO CAL hired Tracy Campbell as Vice President of Community Engagement and Advocacy, and David Fields as Vice President of Finance and Operations. Campbell is a proven communications, advocacy and marketing strategist with experience in building brands, and launching new products and programs. Fields is a seasoned finance and operations leader with experience as a non-profit CFO, private company CFO and COO, and in investment banking. These additions round out the senior leadership team and ensure Visit SLO CAL is set up for future success.

5.

In March, a Commitment to Collaborate in the development and implementation of a strategy for tourism related events and festivals was signed by destination partners, and city and county stakeholders. This countywide collaborative effort, part of Experience SLO CAL 2050, will result in a strategy providing tools and resources to assist local communities.

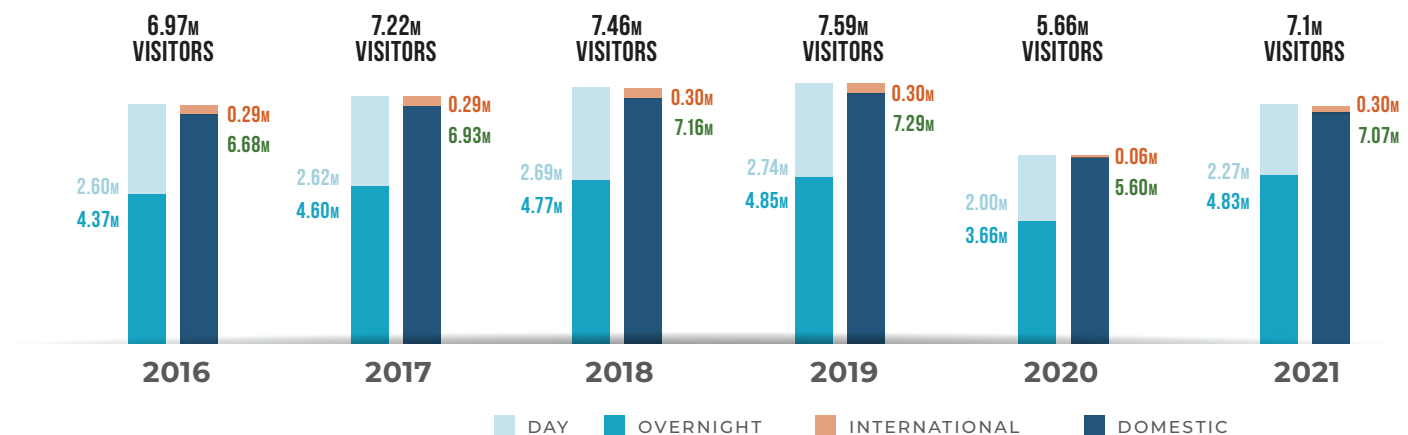
6.

Visit SLO CAL launched Xplorit virtual site inspection technology to train meeting and conference planners, as well as showcase the destination to domestic and international trade and media. The tool brings SLO CAL to life and helps deepen awareness of the destination and the variety of experiences throughout the communities that make up the county.

Data Insights & Trends

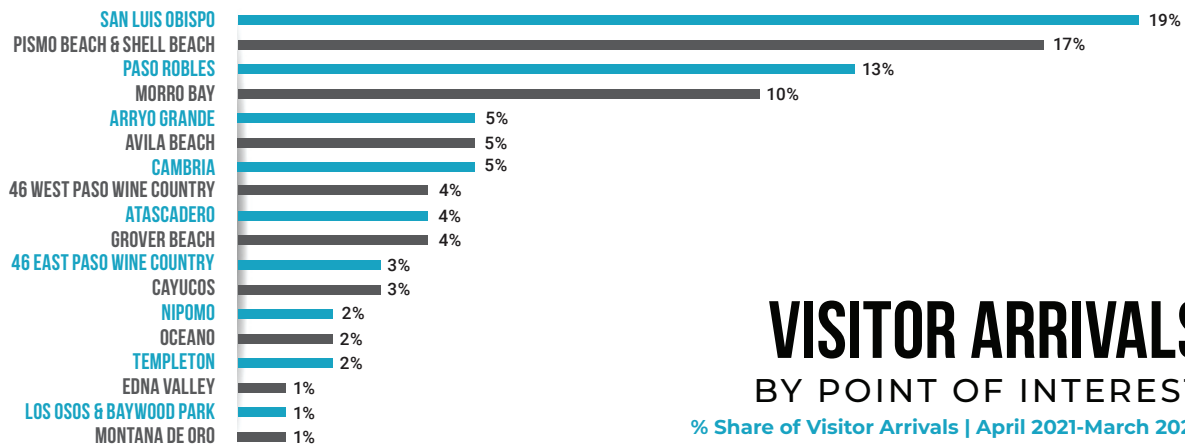
With an organizational initiative to “innovate in the development of data resources for our tourism industry,” Visit SLO CAL understands the value of collecting, analyzing and sharing the latest data insights with the tourism industry.

DATA INSIGHTS



Source: Arrivalist, Tourism Economics, April 2021- March 2022



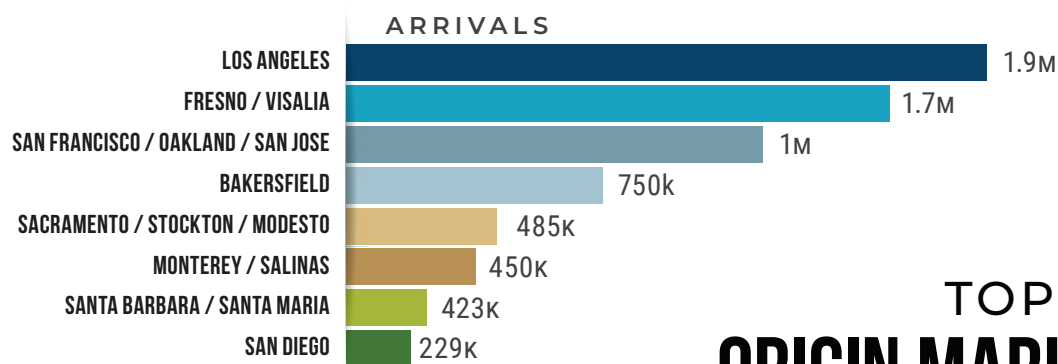


VISITOR ARRIVALS

BY POINT OF INTEREST

% Share of Visitor Arrivals | April 2021-March 2022

Source: Arrivalist



TOP TEN ORIGIN MARKETS

April 2021-March 2022

Source: Arrivalist

CROSS-VISITATION

1.82 ↑ 4%
YOY

COMMUNITIES PER
UNIQUE ARRIVAL

April 2021-March 2022

Source: Arrivalist

LENGTH OF STAY

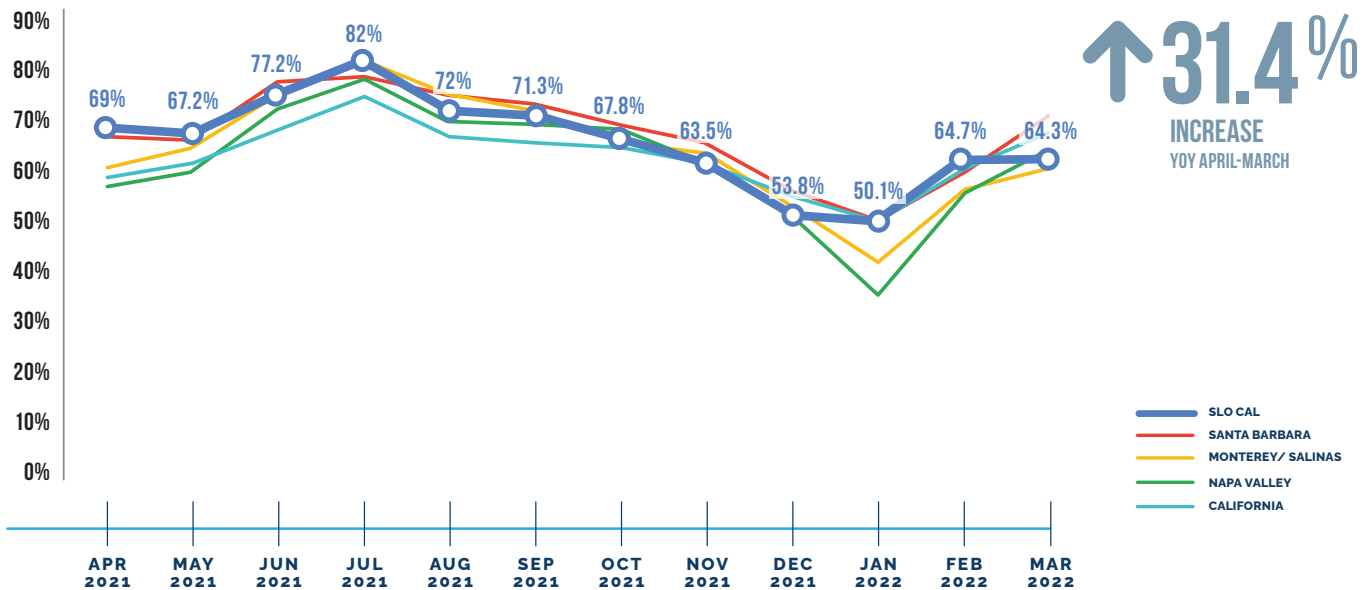
1.37 ↑ 1%
YOY

DAYS

April 2021-March 2022

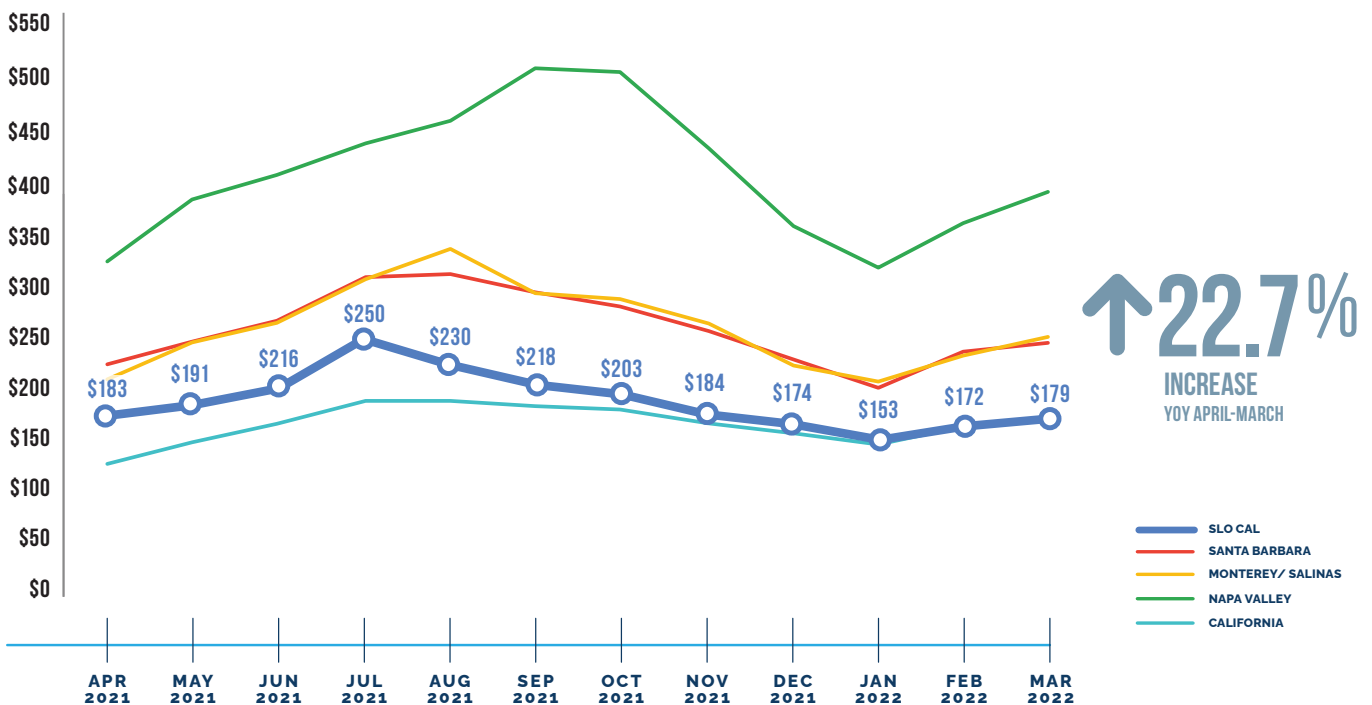
Data Insights & Trends Continued

HOTEL OCCUPANCY (OCC)



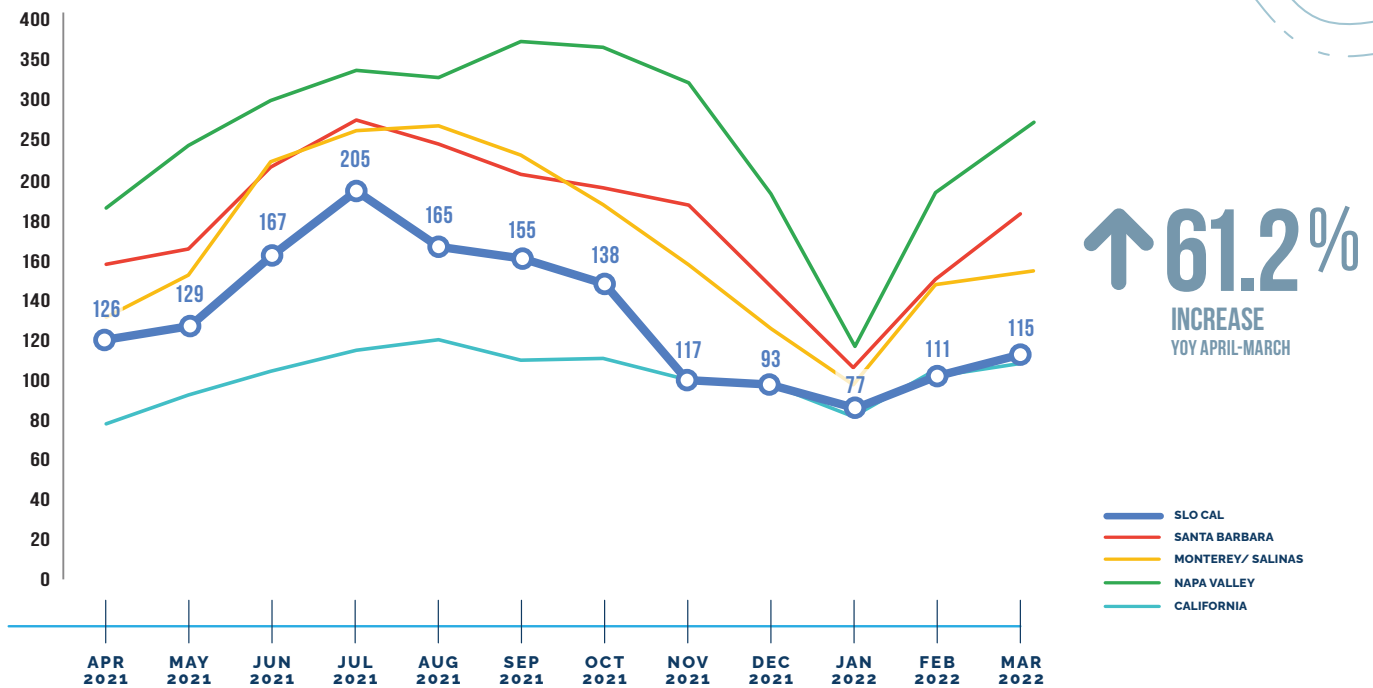
Source: STR

AVERAGE DAILY RATE (ADR)



Source: STR

REVENUE PER AVAILABLE ROOM (REVPAR)



Source: STR

TRANSIENT OCCUPANCY TAX (TOT)



Source: Visit SLO CAL, Tourism Economics, March 2021- February 2022

WHY TOURISM MATTERS



TRAVEL SPENDING

\$1.78B ↑ **32.2%**
INCREASE YOY

\$4.9M
a day

\$203K
an hour

\$3.4K
a minute

\$56
a second



INDUSTRY EARNINGS



\$760M

↑ **15.9%** INCREASE
YOY

TOURISM PUTS



19,760 ↑ **11.6%**
INCREASE YOY

RESIDENTS TO WORK EACH DAY

DIRECT SPENDING BY SECTOR

LODGING



\$657M

FOOD SERVICE



\$448M

RETAIL



\$223M

RECREATION



\$171M



TOURISM CONTRIBUTES



\$58.7M ↑ **64%**
INCREASE YOY

IN TRANSIENT OCCUPANCY TAX REVENUE

WITHOUT VISITORS
EACH SLO CAL HOUSEHOLD
WOULD NEED TO SPEND **\$16,753**
AN ADDITIONAL
TO CREATE THE SAME ECONOMIC BENEFIT
for the community

WITHOUT STATE & LOCAL TAX REVENUE
GENERATED BY TRAVEL & TOURISM
EACH SLO CAL HOUSEHOLD WOULD



PAY AN ADDITIONAL

\$1,751 in taxes

TRAVEL
SPENDING
CREATED
\$104M
IN LOCAL
TAX REVENUE

which could cover the expenses for



968 POLICE OFFICERS'
SALARIES

OR



1,198 FIREFIGHTERS'
SALARIES

OR



2,208 TEACHERS'
SALARIES

OR



167 MILES OF 2-LANE
RESURFACED ROADS



TOURISM
COMPRISES **8.82%** OF COUNTYWIDE GDP



Tourism Trends

Following two years of pandemic restrictions, travelers are approaching their upcoming trips with what is widely being referred to as the GOAT (Greatest Of All Trips) mentality.

Regenerative Travel

As part of a growing collective consciousness focused on sustainability, regenerative travel—or travel as a force for good—is on the rise. Visitors are increasingly looking through a lens of kindness and considering the wellbeing of communities, the environment, animal welfare, and their own wellness to make a positive impact.

SLO CAL OPPORTUNITY

As a place where people live purposefully, SLO CAL is a region that is well-aligned with regeneration. These stories of sustainability will be woven into VSC's storytelling framework.

Family Fun

After two years of pandemic life, families long to return to a sense of normalcy in travel. They are prioritizing spending time away together and putting extra effort into unplugging and maximizing fun. They enjoy going to the beach, as well as attractions such as zoos, aquariums, and theme parks, and visiting state and national parks.

SLO CAL OPPORTUNITY

VSC will capitalize on pent up family travel demand by developing “Land of” family campaign assets. This is an opportunity to target the largest party size and trip spend of SLO CAL visitors in off peak periods.

Equity, Diversity And Inclusion

There is a major drive towards equity, diversity and inclusion within the travel industry which has lagged behind other sectors. The formation of groups such as the Black Travel Alliance and consumer magazines such as Attitude reflect this increased awareness.

SLO CAL OPPORTUNITY

One of the most important aspects of social media content is to immerse target audiences in the moment. Visit SLO CAL will ensure that we are representing all groups and all types of travelers in that moment.

Social Swell

Facebook remains the leader in total platform users, while TikTok and Pinterest grew considerably during the pandemic: 38 percent and 32 percent respectively. This growth was fueled by the 35-to-64-year-old demographic.

SLO CAL OPPORTUNITY

Visit SLO CAL will explore expansion of its social media channel mix to take advantage of Pinterest and enable SLO CAL storytelling on this growing platform.



Sustainability

Sustainable travel has grown from a trend to a lifestyle. As citizens become more responsible and accountable to their place in society and the environment, they are parlaying lifestyle choices into travel decisions. They are prioritizing spending on businesses with sustainable practices and ensuring the money they spend supports the local community.

SLO CAL OPPORTUNITY

With stewardship as a core value, VSC has already begun highlighting unique stories of sustainable businesses across owned and earned channels. VSC will continue expanding on initiatives including the Sustainable Wine Trail and SLO CAL Crafted to establish the brand and the destination as a leader in sustainable travel.

Wellness

Travelers are seeking trips that prioritize their emotional well-being. Nature and participating in outdoor activities are a strong component of the wellness traveler's mindset. They are searching for destinations that make them feel relaxed, welcome, and easy—a place where they can turn off their screens and engage in authentic and meaningful connection.

SLO CAL OPPORTUNITY

SLO CAL has benefited through the pandemic as a place to get away, go off the grid, and explore less crowded places. VSC will continue to capitalize on the region's many outdoor experiences that travelers desire on wellness breaks.

Splurge-Vacation

Travelers are more likely than ever to splurge on their future travels, with 80 percent of Americans planning on taking a "wish trip" this year. After two years of experiential spending at a minimum, travelers are ready to go all in.

SLO CAL OPPORTUNITY

Continue to highlight SLO CAL's luxury businesses and experiences, as well as the best-in-class culinary scene, lively arts culture, and romantic getaways.

Work From Anywhere

With more people working remotely, there is less of a need to strategically plan travel around holidays or breaks. Travelers are finding the best of both worlds by working from wherever they choose. This is bringing travelers in for longer periods of time, as well as boosting previously slower shoulder seasons.

SLO CAL OPPORTUNITY

Amplify the peaceful atmosphere, quiet towns, and plethora of charming cafes that make SLO CAL an ideal destination to escape the city work life and spend some time working in a relaxed environment.

Tourism Trends Continued

Family Reunions

Families are prioritizing spending time away together, putting extra effort into maximizing their time off by unplugging and making trips special for the whole family. Post-pandemic, families are more inclined to let their children choose the vacation, and are more likely to stay at a vacation rental for an extended period of time.

SLO CAL OPPORTUNITY

VSC will lean into more family-focused stories highlighting all the activities, restaurants, and experiences that create a memorable and meaningful vacation.

Variety Seekers

There is a growing population of variety seekers who are driven by the idea of different experiences. Particularly, younger generations prioritize time well spent over material goods.

SLO CAL OPPORTUNITY

Visit SLO CAL will focus on creating content that regularly highlights the abundance of experiences throughout the region. Social carousel posts and video content will line up different experiences, offering a sense of unlimited opportunity.



Brand Research

In August 2021, Visit SLO CAL conducted two studies via SMARInsights: a Future Visitor Profile Study (VPS), and an Equity, Diversity and Inclusion Asset Alignment Study (EDI Study). The purpose of this research was the following:

FUTURE VISITOR PROFILE STUDY	EDI STUDY
<ul style="list-style-type: none">• Measure post-COVID changes in travel attitudes and plans• Profile visitor and trip characteristics• Profile potential visitors for familiarity and likelihood to visit SLO CAL versus a competitive set• Explore the image of SLO CAL in the context of a competitive set, and evaluate the importance of these attributes for motivating travel• Segment visitors and develop personas	<ul style="list-style-type: none">• Clarify SLO CAL's image among underrepresented travel populations• Compare travel groups with each other and the general population• Establish ideal California trip to identify gaps in product offerings to inform tourism development initiatives• Measure perceptions of safety, diversity, tolerance and welcoming


18+ YEARS OLD + LEISURE TRAVELERS + DECISION-MAKERS

LOS ANGELES

SAN FRANCISCO

SAN DIEGO

OTHER CALIFORNIA



1,608

CALIFORNIA

PHOENIX

SEATTLE

DENVER


DALLAS

CHICAGO

SALT LAKE CITY

LAS VEGAS

PORTLAND



1,328

FLY MARKETS

SAME MARKETS

TRAVELER GROUP


• BLACK

• HISPANIC


• ASIAN

• LGBTQ+

• PEOPLE WITH DISABILITIES

 538

FLY

 514

CA

147

OTHER

1,199

OVERNIGHTS

Brand Research Continued

Visitor Profile Study

The Visitor Profile Study included a mix of past visitors and non-visitors, with the goal of understanding the motivations of visitors and the barriers/motivations of non-visitors. Based on their answers regarding past visitation and interest in SLO CAL, respondents were sorted into three groups:

VISITORS

Visited the area in 2019 or 2020

HIGH-POTENTIAL VISITORS

Have not visited, but expressed likelihood to visit in the next two years

LOW-POTENTIAL VISITORS

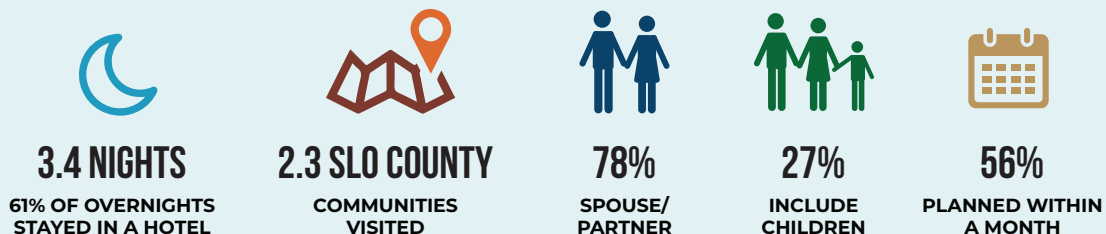
Have not visited, and are unlikely to visit in the next two years

Prior to the pandemic, length of stay, average party size, and the average number of activities undertaken by visitors was strong.

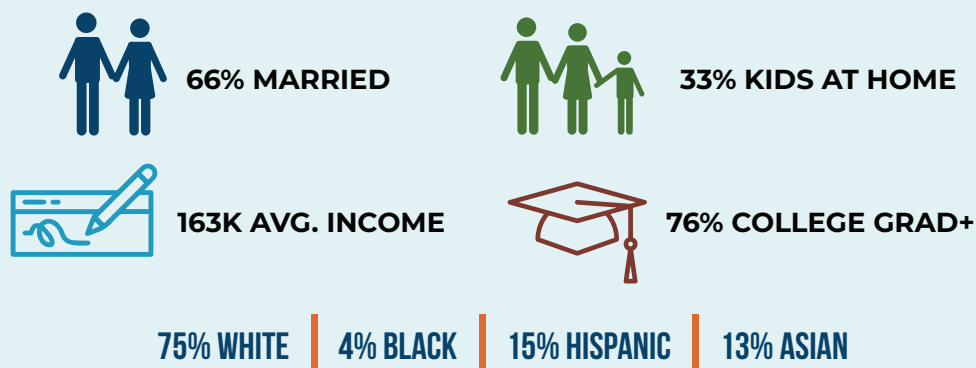
During the pandemic, these metrics were directly impacted before beginning to rebound in 2021.

SLO CAL visitors are younger, more likely to be married and have children, and more highly educated with a higher income than either high-potential visitors or low-potential visitors. Millennials make up the largest group of current visitors; they are 35 percent of the population and nearly 45 percent of SLO CAL visitors.

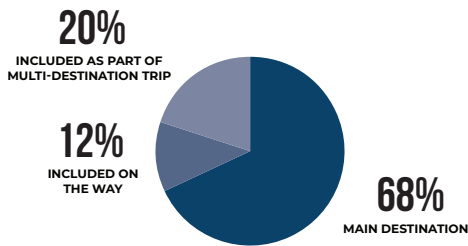
VISITORS



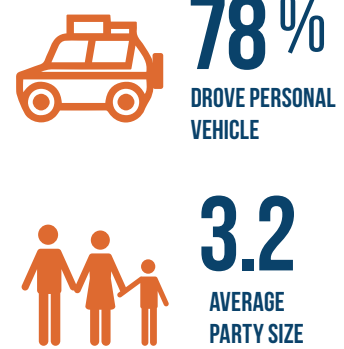
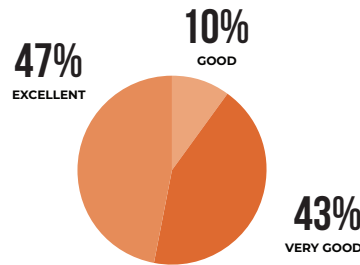
47 YEARS OLD



SLO CAL TRIP



RATING OF TRIP EXPERIENCE



Source: SMARInsights Visitor Profile Study, 2021

The most popular activity by far is visiting a beach, followed by driving a scenic highway, dining at an independent restaurant, visiting a winery/brewery/distillery, and visiting a park or nature area.

While fewer visitors participated in activities like attending an event or festival, camping at the beach, or taking part in health and wellness programs, they are motivated by these activities and as such provide good opportunities for expanded marketing messages.

Activity	Did	Motivated	Net
Visited a beach	63%	57%	36%
Drove a scenic highway	50%	33%	17%
Dined in an independent restaurant	54%	24%	13%
Went to a winery/brewery/distillery	28%	40%	11%
Visited a park or nature area	36%	30%	11%
Toured wine country	19%	48%	9%
Visited a historic site/historic landmark	24%	31%	7%
Hiked	29%	25%	7%
Attended an event or festival	12%	51%	6%
Camped at the beach	11%	50%	6%
Shopped	43%	12%	5%
Live music/Entertainment/Nightlife	13%	36%	5%
Spa/Health and wellness activity	11%	42%	5%
Aquarium/Zoo/Children's museum	10%	36%	4%
Farmers Market/Food or farm tour	19%	18%	3%
Art gallery/Museum	11%	27%	3%
Golfed	7%	38%	3%
Water sports - swimming, surfing, paddle boarding	12%	22%	3%
Biked	9%	19%	2%
Dined at a national brand restaurant	13%	13%	2%
Boating or water tour	5%	25%	1%
Fished	5%	22%	1%
Rock climbing	3%	26%	1%
Other	4%	19%	1%
Watched a space launch	4%	8%	0%

Competitive Landscape & Positioning

Visitors rated SLO CAL and key competitors across a range of destination attributes. A score of 4.0 or higher is strong, and among visitors, SLO CAL receives this in most categories. While SLO CAL's ratings are high, so are those of the competition.



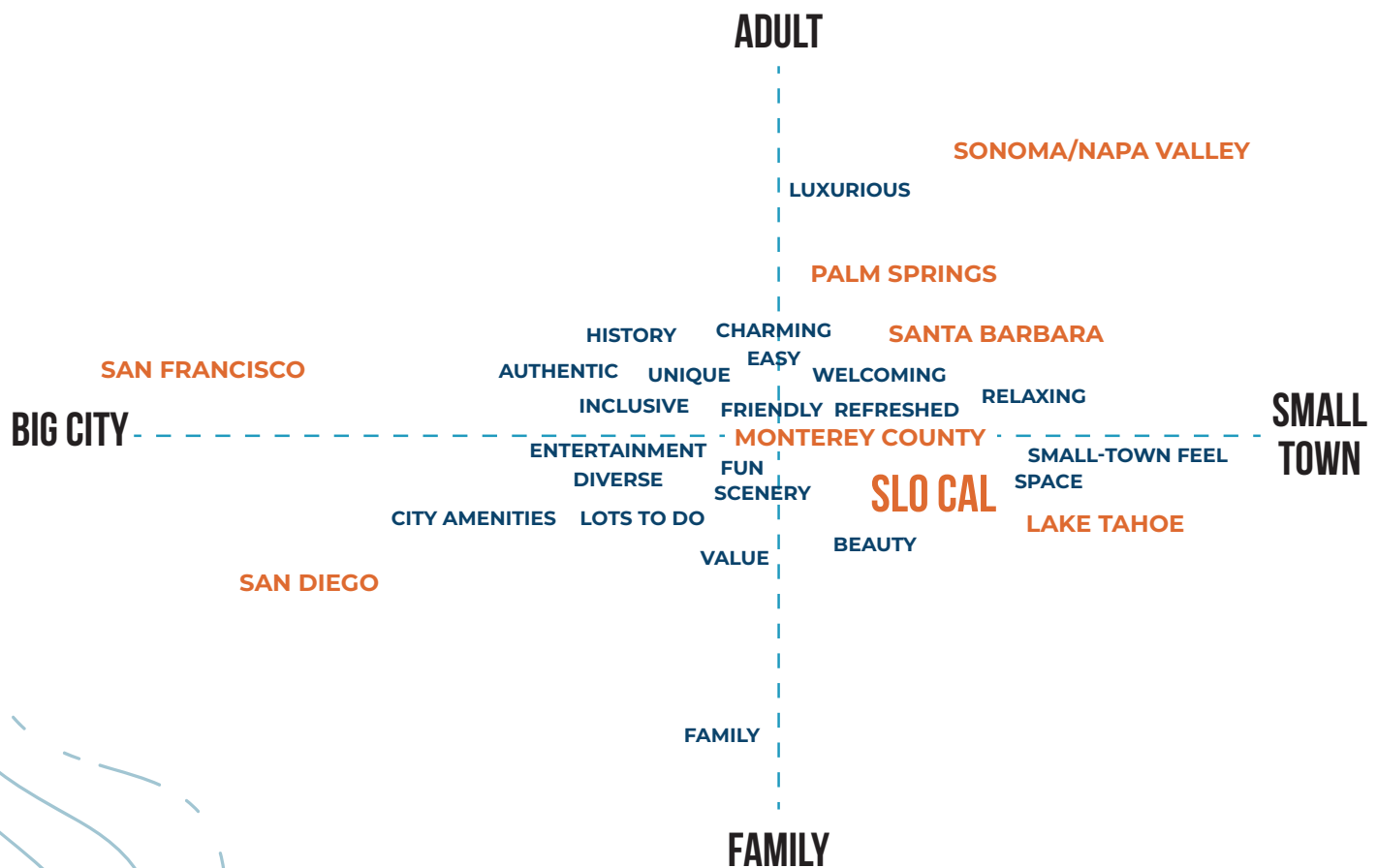


Visitors	SLO CAL	Monterey County	Sonoma/ Napa Valley	Santa Barbara	Palm Springs	San Francisco	San Diego	Lake Tahoe
Is a place with big-time natural beauty	4.37	4.63	4.1	4.4	3.87	4.05	4.12	4.5
Is fun	4.27	4.16	4.16	4.17	4.13	4.16	4.36	4.37
Offers luxurious experiences	3.9	4.47	4.06	4.23	4.39	4.27	4.3	4.17
Has amazing scenery	4.45	4.69	4.35	4.23	4.04	4.11	4.24	4.47
Has entertainment and nightlife	3.74	3.75	3.68	3.91	4.04	4.49	4.27	3.93
Is a place with open spaces that feels less crowded	4.19	3.97	4.29	3.8	4.13	2.73	3.64	4
Is a great family place	4.23	4.09	3.71	3.94	3.7	3.57	4.15	4.07
Is charming	4.29	4.31	4.32	4.09	3.7	3.89	3.94	4.1
Is a place to be refreshed	4.23	4.31	4.35	4.09	3.91	3.62	4	4.07
Is a place that has its own unique vibe, different from both Southern California and Northern California	4.32	4.47	4.26	4.03	4.35	4.49	4.33	4.23
Has big city amenities	3.59	3.63	3.32	3.8	4.13	4.62	4.39	3.7
Is easy to get around	4.11	3.91	4.06	3.97	4.04	3.46	3.97	3.9
Is relaxing	4.38	4.28	4.35	4.37	4.09	3.51	4.09	4.13
Is accepting and inclusive	4.12	4	3.94	3.94	4.09	4.22	4.09	3.97
Is a friendly, accepting place	4.24	4.19	4.29	4.14	3.96	3.78	4.21	4.03
Is authentic	4.23	4.13	4.29	4.11	4	4.16	4.06	4.03
Is a place with lots to see and do	4.23	4.38	4.03	4.26	3.83	4.65	4.42	4.1
Provides a good value for the money	3.95	3.5	3.84	3.6	3.7	2.95	3.85	3.6
Has a small-town feel	4.13	4.06	4.29	3.8	3.78	2.16	3.48	3.67
Is culturally diverse	3.9	3.87	3.97	3.71	3.78	4.51	4.27	3.73
Makes me feel welcome	4.26	4.16	4.19	4.06	4	3.7	4.12	3.87
Is rich in history and heritage	4.14	4.38	4.42	4	3.74	4.43	4.24	3.83

Competitive Landscape & Positioning Continued

Considering the ratings for these competitive destinations viewed on a continuum from big city to small town, and from more adult oriented to more family oriented, the perceptual map below demonstrates SLO CAL is seen as a small town, family oriented destination, similar to Lake Tahoe. Monterey is viewed as slightly more adult, but the perception is very similar to SLO CAL.

While SLO CAL is highly rated for its scenic beauty, the competitive destinations also offer scenic beauty. That is the price of entry to be considered among this set, but not enough to differentiate SLO CAL. Looking at a high/low rating assessment indexed to the competition, attributes that are highly rated by consumers (charming, a place to be refreshed, authentic, good value, great family place, welcoming) are also attributes most linked to likelihood to visit. SLO CAL's position can be strengthened by communicating that the destination is also a fun place that is friendly and accepting.





Not Important – Higher Index (Monitor these attribute ratings)

Small-town feel
Open spaces and fewer crowds
Easy to get around
Big-time natural beauty



Important – Higher Index (Reinforce these attributes)

Relaxing	A good value for the money
Charming	Great family place
A place to be refreshed	Welcoming
Authentic	



Not Important – Lower Index (Do not focus on these attributes)

Amazing scenery	Culturally diverse
Unique vibe	Entertainment and nightlife
Accepting and inclusive	Big-city amenities
Lots to see and do	Rich in history and heritage
Luxurious experiences	



Important – Lower Index (Focus on these attributes)

Friendly and accepting
Fun

Visitor Segmentation

One of the key goals of the research was to develop a system to segment visitors for more effective target marketing. Visit California developed a motivational-based segmentation system in 2019, and those findings were included with trip-specific behavior to develop SLO CAL specific segments as follows:



In terms of potential visitors, Outdoor Families indicate the strongest likelihood to visit in the next 24 months. YOLO and Explorers also express fairly high levels of likelihood, but interest is lower among the Beach & Wine Couples.



31%

OUTDOOR FAMILIES

People traveling with kids under 18 motivated by bonding/recharging and active outdoor pursuits

Largest party size, trip spend & cross-visitation; valuable segment to grow

Highest likelihood to visit in the next 24 months



25%

BEACH/WINE COUPLES

Couples traveling without kids motivated by bonding/recharging and visiting the beach and wineries

Frequent travelers with shorter trips, less trip spend and least cross-visitation

Lower likelihood to visit in the next 24 months



14%

YOLO

(You Only Live Once)

Visitors motivated by excitement, thrills and living life to the fullest

Young, active segment with high trip spend and repeat visitation

High likelihood to visit in the next 24 months



14%

EXPLORERS

Visitors motivated by unique experiences and exploring specific activities and culture of an area

Higher percentage of first-time visitation with longest trip length and lower trip spend

High likelihood to visit in next 24 months

Source: SMARInsights Visitor Profile Study, 2021

Brand Research: Equity, Diversity and Inclusion Asset Alignment Study

The EDI Study reiterated the importance of being welcoming, and noted that while visitors share many similarities, they may be inspired by subtle differences when traveling. While an ideal trip is similar across EDI groups, understanding the needs and expectations of diverse audiences requires an understanding of how these groups view SLO CAL and what makes the destination appealing, safe and welcoming.



Key Finding:

People are multidimensional sharing more similarities than differences, with some nuances in what makes SLO CAL appealing.



Being Welcoming is More Important than Being Diverse

Diverse representation in marketing is important to EDI groups; seeing "people who look like me" is most important to Black travelers

BLACK TRAVELERS

TOP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES
1. Fun	1. Authentic
2. Rich history & heritage	2. Friendly, accepting place
3. Amazing scenery	3. Place to be refreshed

HISPANIC TRAVELERS

TOP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES
1. Fun	1. Accepting & inclusive
2. Unique vibe	2. Value for the money
3. Big-time natural beauty	3. Easy to get around

ASIAN TRAVELERS

TOP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES
1. Amazing scenery	1. Fun
2. Big-time natural beauty	2. Place with lots to see/do
3. Charming	3. Makes me feel welcome

LGBTQ+ TRAVELERS

TOP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES
1. Big-time natural beauty	1. Accepting & inclusive
2. Relaxing	2. Great family place
3. Fun	3. Friendly, accepting place

Lower Familiarity =
Lower Ratings

4.15 vs. **3.63**

General Population visitors rate SLO CAL attributes higher than EDI groups

Low Familiarity but High Appeal Among EDI Groups

VERY/SOMEWHAT FAMILIAR	VERY/SOMEWHAT APPEALING
41% B	92% B
42% PD	93% H
53% H	95% PD
54% LGBTQ+	96% A
57% A	98% LGBTQ+

B > BLACK H > HISPANIC
PD > PEOPLE W/ DISABILITIES
A > ASIAN LGBTQ+

Ideal Trip is Similar Across EDI Groups with Key Differences

	BEACHES Less Interest: A
	ENTERTAINMENT & SHOPPING More Interest: B
	HIKING Less Interest: B, PD
	WINERIES, BREWERIES & SCENIC HIGHWAYS Less Interest than General Population: B, H, PD, A, LGBTQ+

SLO CAL Brand Positioning & Big Hairy Audacious Goal (BHAG)

SLO CAL OFFERS TRAVELERS THE OPPORTUNITY TO LIVE VIVIDLY.

It is a place that enables one to be fully present and see more clearly on every level: physically, emotionally and with all your senses. This distinct benefit is made possible by the unique blend of place, pace and people who embody the SLO CAL lifestyle.



Here in SLO CAL, life's tempo is a little more deliberate. Surrounded by abundant natural beauty, it's easy to see how the people here stay so grounded and generous of heart.

Rich, fertile fields and vine-draped hills. Jagged peaks and rugged coastal cliffs. Cool, lush forests that give way to golden dunes, warm sandy beaches and aquamarine waves. These surroundings are home to many unique towns and a kaleidoscope of cultures all linked by one local spirit. A warm, accepting ethos that makes it easy to connect with what matters to you.

And when you find yourself in this bountiful place—with friends, family, loved ones or simply solo—life becomes more vivid. Here, you don't just live in the now...you thrive, chill, laugh, play, sip, ride and thrill in the now.

Because in SLO CAL, Life's Too Beautiful to Rush®.

Brand Character, Tone & Voice

Fun Charming Warm
Genuine Casual



BRAND BHAG (BIG HAIRY AUDACIOUS GOAL)

On behalf of the region's assessed lodging businesses and local destination partners, Visit SLO CAL is in pursuit of a big hairy audacious goal (BHAG). We are working for San Luis Obispo County, SLO CAL, to become as well-defined, well-known, and well-loved as Southern California, So Cal, and Northern California, Nor Cal.



“Land of...”

Campaign Messaging

When you visit SLO CAL, it feels like a land unto itself, nestled somewhere between excited anticipation and relaxed contemplation. Closely connected to nature yet far beyond the reaches of our frenzied everyday lives, it’s home to a unique blend of beautiful landscapes, warm-hearted folks and surprising adventures just waiting to be discovered. And when you find yourself in this land—with friends, family, loved ones or your own thoughts—you’re inspired to live life to its vivid-est.

The “Land of...” campaign includes a range of Hero Brand and House of Brands advertising assets, including video, display, native and social, along with longer storytelling in the form of custom content.



The Land of
COMPLEX
WINES
& SIMPLE
PLEASURES



PASO ROBLES ★

**SIO
CAL**

Life's Too Beautiful to Rush®

The Land of SCENE-STEALING SCENERY

Welcome to The Land of big-time landscapes ready made for the big screen. Nestled halfway between L.A. and SF, SIO CAL offers 3,616 square miles of wide-open coast, classic beach towns, sprawling ranch lands, and lush vineyards. So, you're sure to find the perfect backdrop for your next commercial, photo shoot, TV series or feature film. And with 315 days of sunshine here, it's always a beautiful day on set.

Start scouting your perfect location at FilmSLOCAL.com



FILM
**SIO
CAL**
SAN LUIS OBISPO COUNTY
FILM COMMISSION

ATASCADERO ★

The Land of
SUNKEN GARDENS &
ELEVATED AFTERNOONS



**SIO
CAL**

Life's Too Beautiful to Rush®

SLO CAL House of Brands

As a region, SLO CAL is made up of a myriad of individual destinations, each with their own logo and brand identity. In FY 2022, Visit SLO CAL sought to create a phased House of Brands approach to unify and connect its destination partners to the SLO CAL brand in meaningful ways that aid understanding by potential travelers.

SLO CAL's unique towns and kaleidoscope of cultures all come together as a unified local spirit; a friendly feeling of community among the individual communities. This insight was translated into a new SLO CAL connector and adopted by destination partners in the form of co-branded lockups or adapted brand marks.



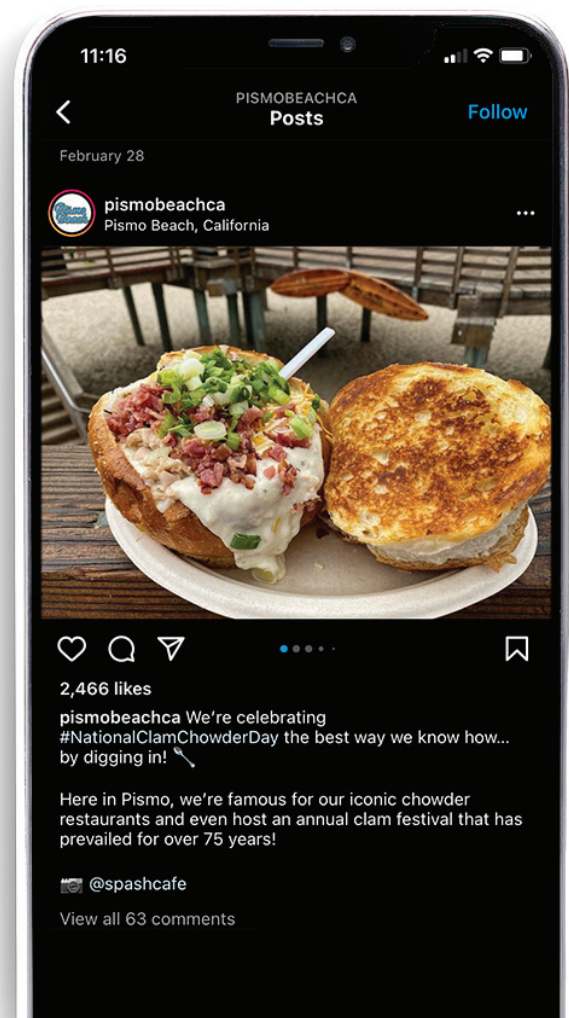




In addition to A COMMUNITY OF SLO CAL identification, SEO/SEM strategies were developed, as well as cross-linking handoffs from destination partner sites to SLOCAL.com, and #SLOCAL began universal use in social media posts.

A new SLOCAL.com website was launched to enhance wayfinding and make navigation easier for potential travelers, including a geographic architecture logic and interactive map, along with new storytelling depth on House of Brands destination partners.

As part of Visit SLO CAL's "Land of..." shoot and production, House of Brands destination partners participated in an asset development co-op resulting in campaign-aligned custom assets for use in individual marketing efforts.



SLO CAL House of Brands:

Always On

In FY 2023, Visit SLO CAL will shift from a phased approach to an “always on” approach for House of Brands activity. At the heart of this approach is the intention for “SLO CAL” to become ubiquitous both within San Luis Obispo County and outside of it. As “SLO CAL” gains traction as the official acronym for the county, it will aid in advancing key organizational imperatives while helping to foster greater understanding of the region and its many communities.

HOUSE OF BRANDS “ALWAYS ON” CORE STRATEGIES



CONNECTION

Continue to foster connection between local destination partners and SLO CAL throughout cross-channel marketing communications



COLLABORATION

Collaborate with local destination partners on programming and promotions that expand individual House of Brands storytelling while amplifying the SLO CAL brand



COMPREHENSION

Foster comprehension of SLO CAL across communities within the county

Objectives

- Engage in two-way conversation across VSC and local destination partner social media channels to foster community connection
- Develop cooperative programming for participation across paid, owned, earned and trade activity

Key Results

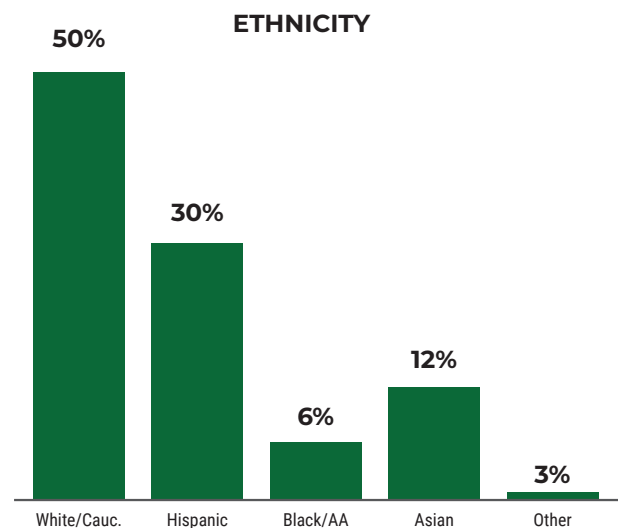
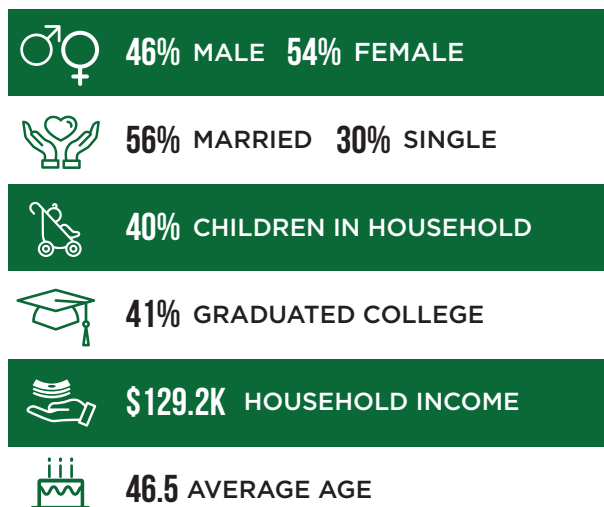
- Create a new social media integration task force by September 31, 2022 resulting in regular cross-channel communication by December 31, 2022
- Achieve co-op participation from four destinations by June 30, 2023

Target Audience Primary:

The Purposeful Traveler

The Purposeful Traveler lives vividly and values simplicity, keeping life and the mind as uncluttered as possible. Authenticity and being true to oneself while maintaining strong personal relationships with family and friends is very important. Curious and creative, they are open-minded, want to explore and learn about new things, and seek stimulating experiences. They are in tune with nature and themselves, doing things because they like them and get enjoyment from them.

THE PURPOSEFUL TRAVELER: DEMOGRAPHICS

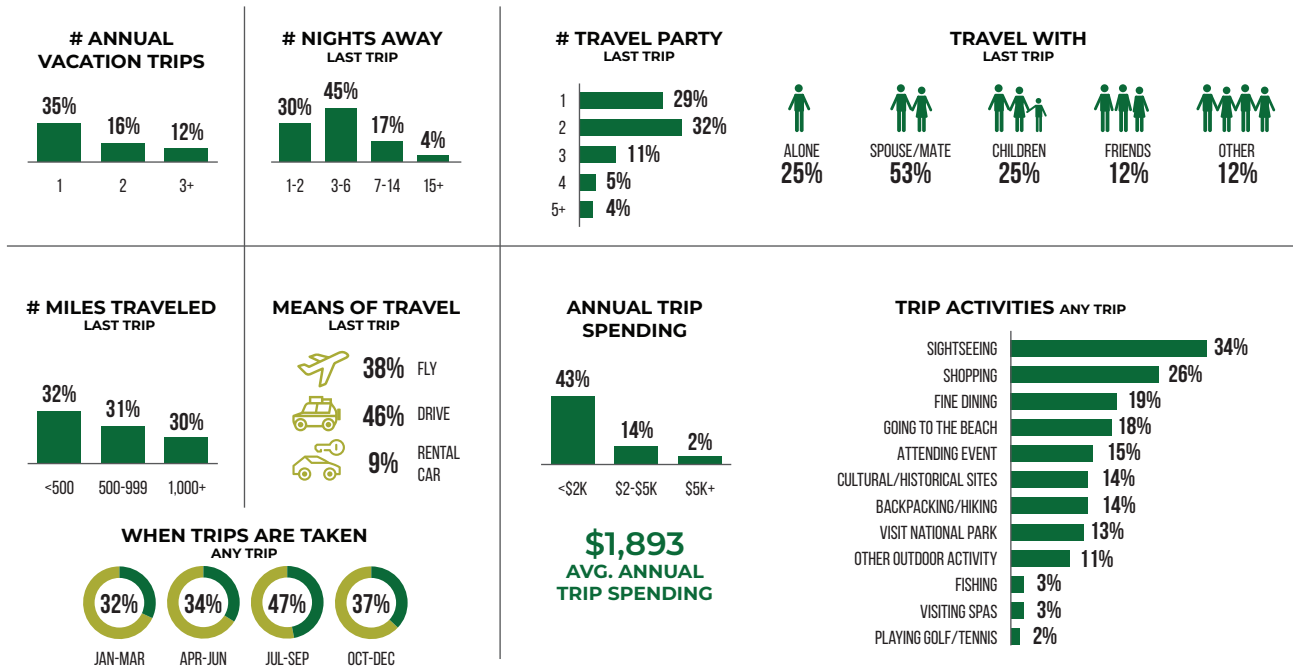


Source: MRI-Simmons Spring 2021 Doublebase - California traveler base, mindset & traveled 1+ nights

As part of the SLO CAL brand refresh in 2021, the Purposeful Traveler target was developed, leveraging MRI Simmons Data. This approach provided SLO CAL with a primary target audience of California overnight traveler with psychographic attitudes embodying a SLO CAL state of mind. Different from the SMARInsights Visitor Profile, the Purposeful Traveler is a broader target audience, with a lower percentage of

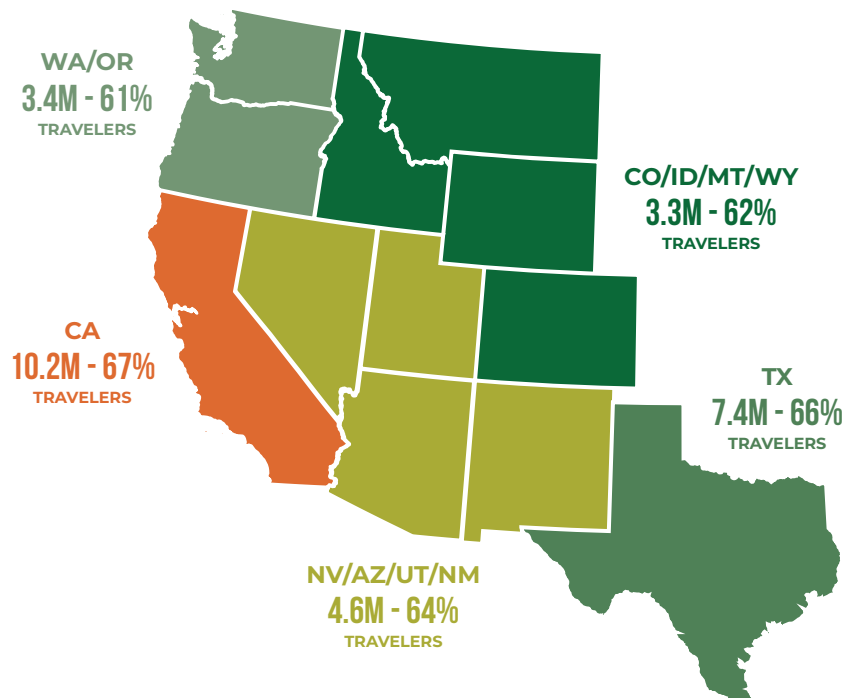
college graduates and household incomes. However there are consistencies across the broader traveler target and those who are visiting SLO CAL including ethnicity, with White ranking highest followed by Hispanic, Asian and Black, and Millennials making up the largest percentages of both. Layering in the SMARI Data on the secondary audience profiles provides SLO CAL with another avenue of targeting.

THE PURPOSEFUL TRAVELER: TRAVEL PROFILE



Source: MRI-Simmons Spring 2021 Doublebase - California traveler base, mindset & traveled 1+ nights

THE PURPOSEFUL TRAVELER: TARGET UNIVERSE



DESIGNATED MARKET AREA	(000)
LOS ANGELES	4,986
SAN DIEGO*	2,310
SAN FRANCISCO	392
	7,688
DALLAS	2,066
DENVER*	857
SEATTLE*	793
PHOENIX*	840
PORTLAND*	497
LAS VEGAS*	248
	5,301
	12,989

*Estimated based on % of DMA

Source: MRI-Simmons Spring 2021 Doublebase

Secondary Audiences:

Family, Yolo, Explorer

Based on findings from the Visitor Profile Study, Visit SLO CAL will expand FY 2023 targeting to include secondary audiences modeled after the identified visitor segmentation using the SMARI research conducted in July 2021.

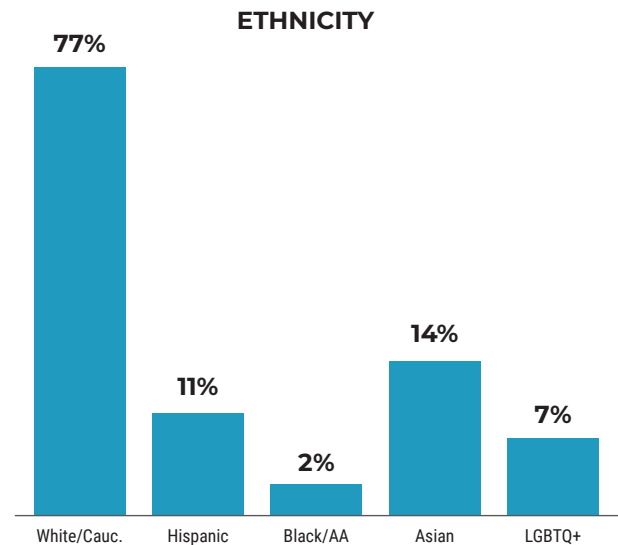
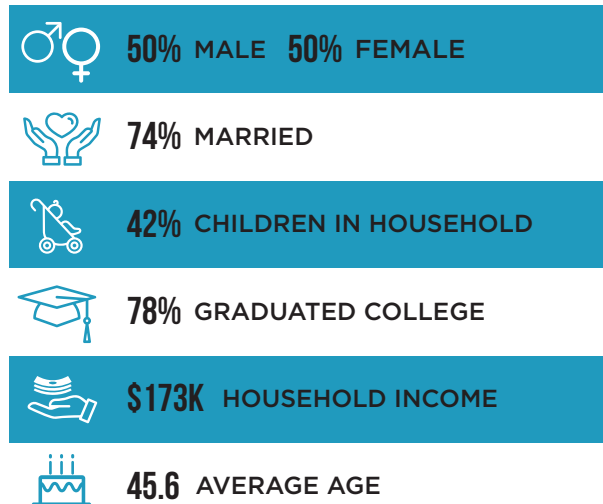
Outdoor Family Target

Outdoor families are frequent visitors to SLO CAL, and are likely to take an annual trip. These families represent the largest travel parties and longer stays, making this group the highest spending segment.

This segment indicates the strongest likelihood of visiting in the next 24 months and are more likely to drive to the destination, and participate in a range of outdoor activities on vacation, including going to the beach.



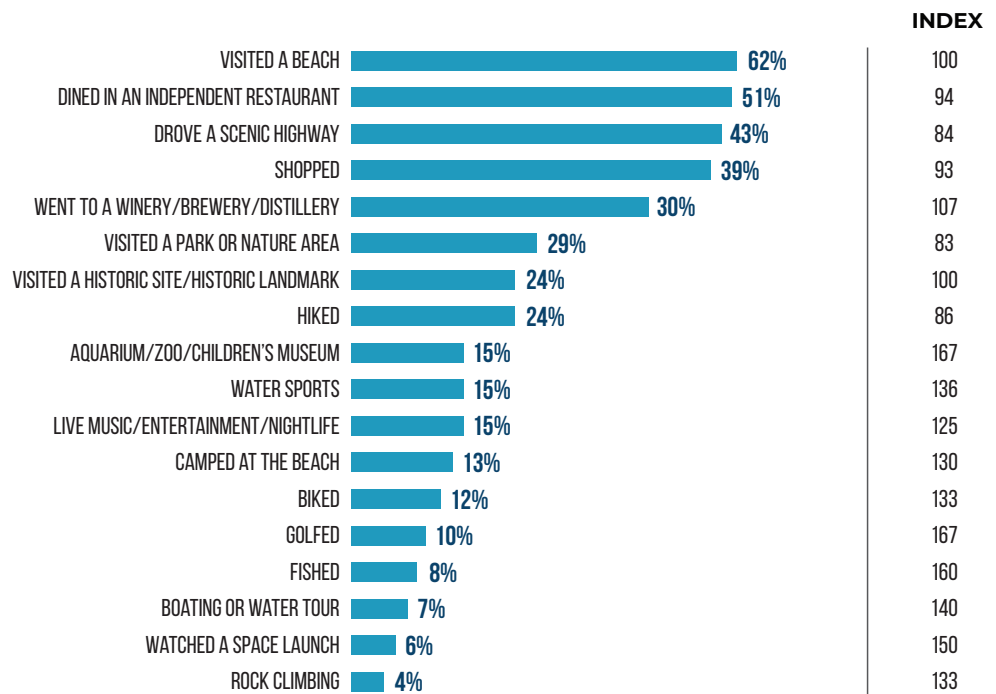
THE PURPOSEFUL FAMILY TRAVELER: DEMOGRAPHICS



THE PURPOSEFUL FAMILY TRAVELER: KEY ACTIVITIES



PARTICIPATED IN
4.7
ACTIVITIES

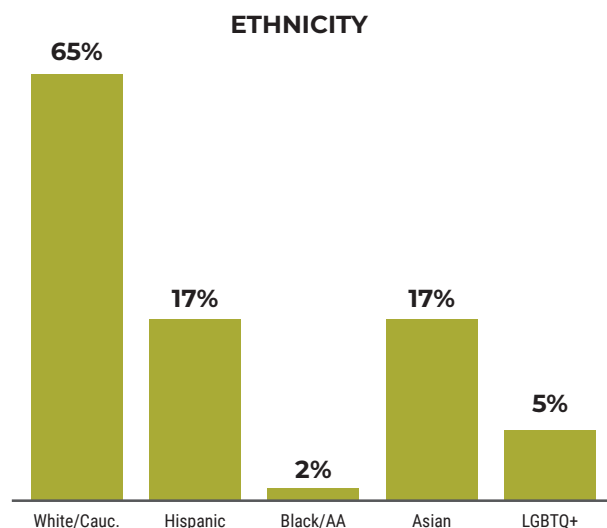
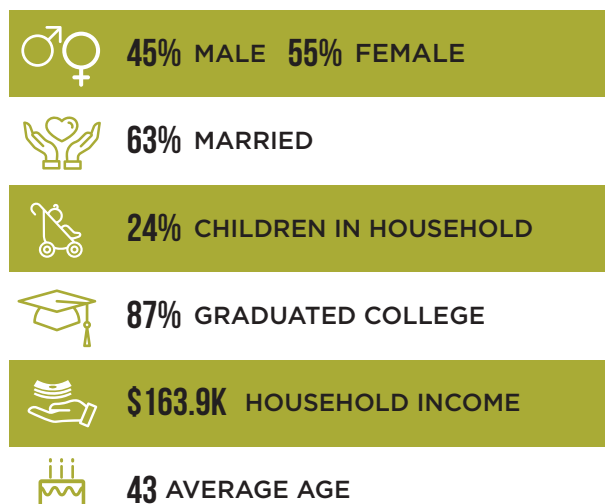


Target Audience: Yolo (You Only Live Once)

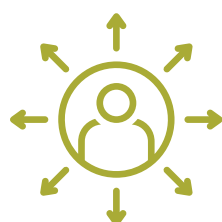
Younger in average age, YOLO travelers are highly educated and high earners, but have the lowest household income—a function of their age. They prioritize spending money on travel and are willing to pay for quality. Vacations are often spontaneous and a time to meet new people, be active, and seek adventure/thrills.



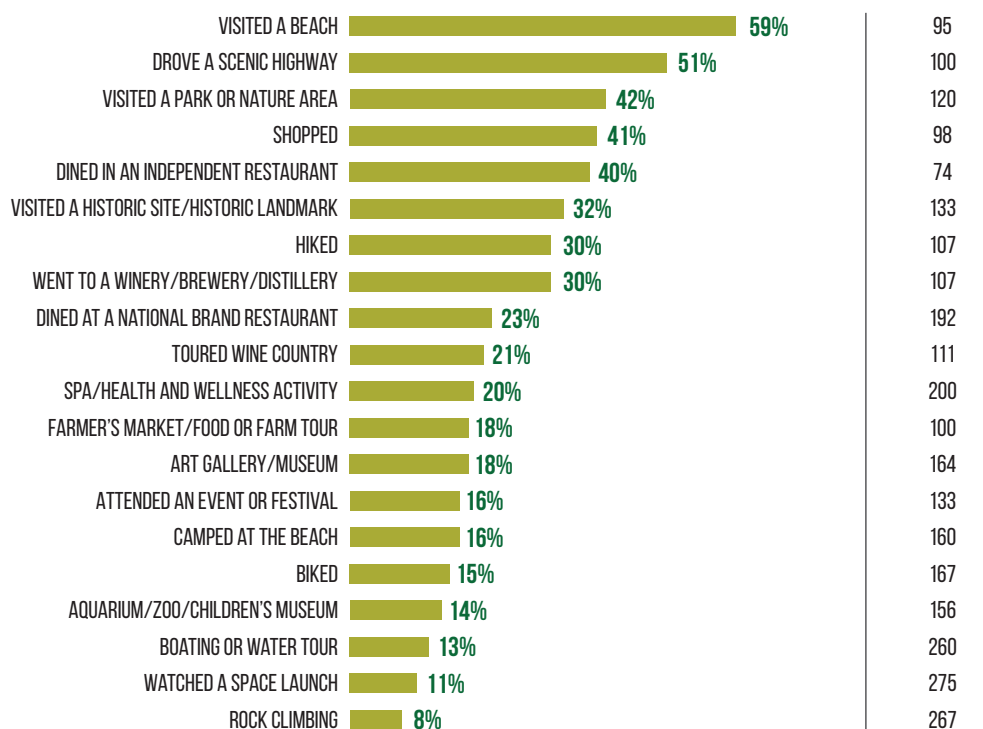
THE PURPOSEFUL YOLO TRAVELER: DEMOGRAPHICS



THE PURPOSEFUL YOLO TRAVELER: KEY ACTIVITIES



PARTICIPATED IN
5.5
ACTIVITIES

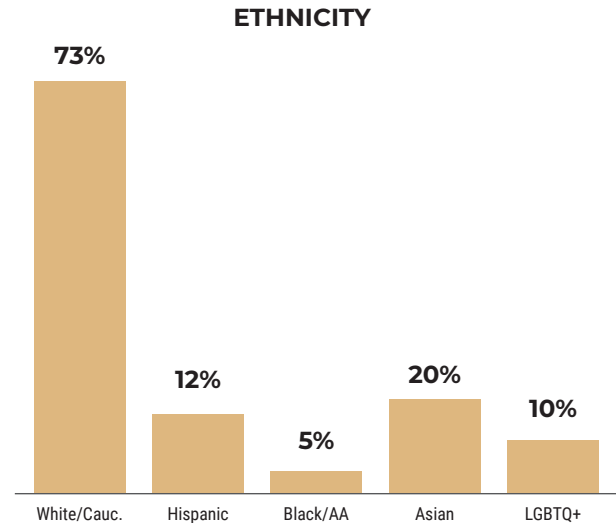
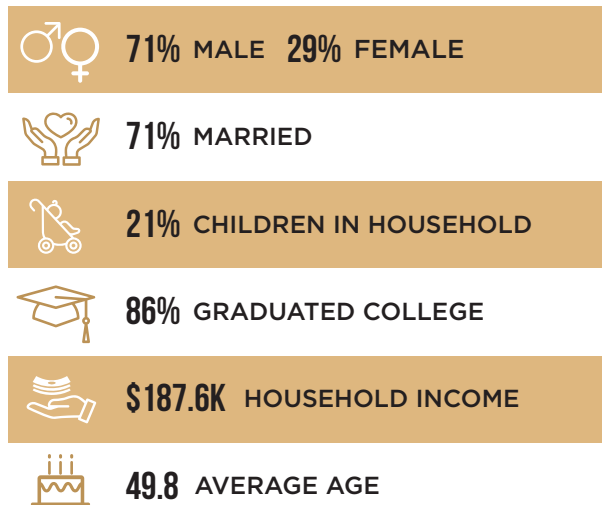


Target Audience: Explorer

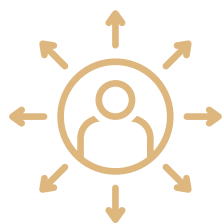
Explorer travelers are highly educated, high earners. This segment is predominantly male with the highest representation of LGBTQ+ travelers. They are more inclined to take longer trips and travel farther distances to immerse themselves in the destinations and local culture. They choose active vacations that include attending events or festivals, visiting historical sites and national parks.



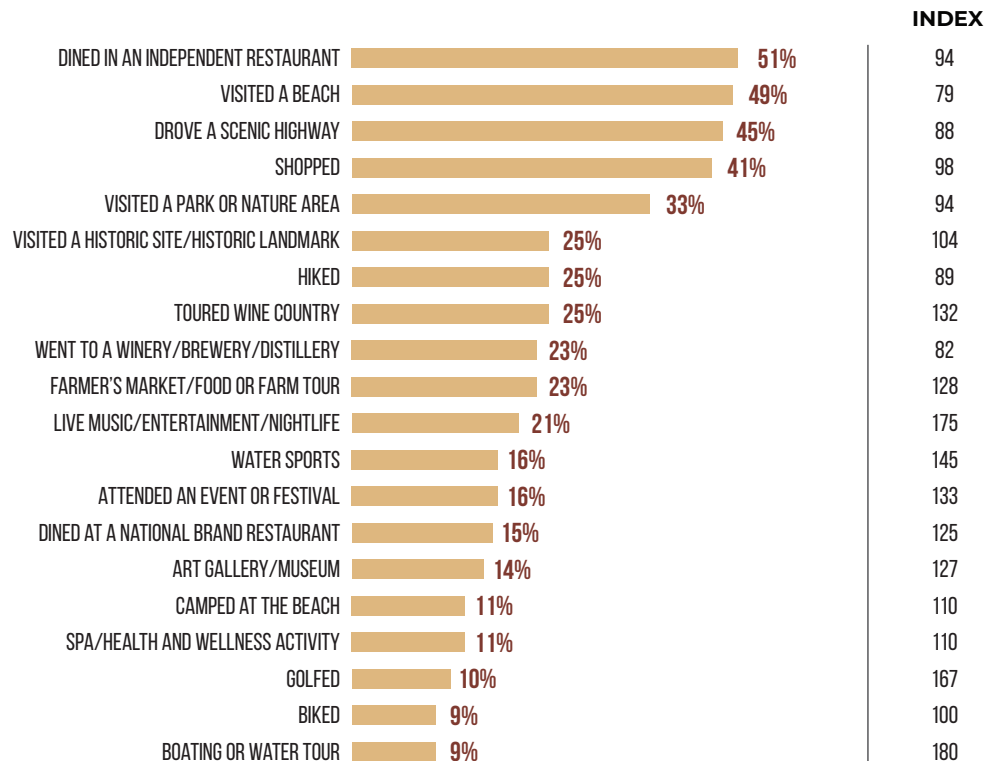
THE PURPOSEFUL EXPLORER TRAVELER: DEMOGRAPHICS



THE PURPOSEFUL EXPLORER TRAVELER: KEY ACTIVITIES



PARTICIPATED IN
4.9
ACTIVITIES



Geographic Prioritization

Visit SLO CAL will continue to prioritize geographic markets using a tiered system. Tier 1 markets represent the greatest share of visitation to SLO CAL. These in-state drive markets generate a large volume of overnight stays and will continue to be the top priority for investment based on population, existing awareness, and destination interest. While the Tier 2 drive/fly markets do not represent the same volume of overnight visitation as Tier 1 markets, the opportunity for growth is high. Investment in Tier 3 fly markets will be focused on new flights and/or to capitalize on growth opportunities.

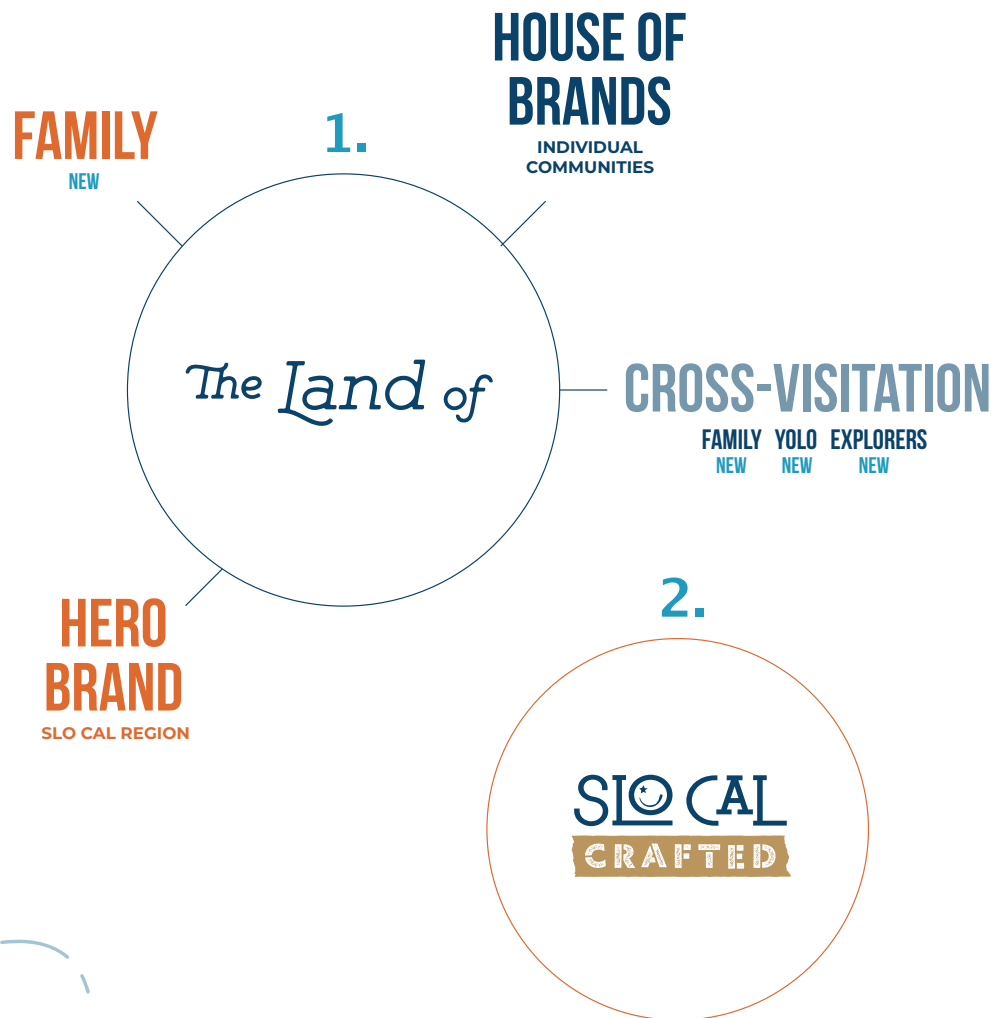
2021 SLO CAL ARRIVALS BY ORIGIN MARKET		
DESIGNATED MARKET AREA	% OF ARRIVALS	PRIORITY
LOS ANGELES	24.90%	Tier 1 (Drive)
SAN FRANCISCO/OAKLAND/SAN JOSE	14.60%	
SACRAMENTO/STOCKTON/MODESTO	6.40%	
SAN DIEGO	3.50%	Tier 2 (Drive/Fly)
PHOENIX	0.30%	
LAS VEGAS	0.20%	
SEATTLE/TACOMA	0.20%	Tier 3 (Fly)
DENVER	0.10%	
PORTLAND-OR	0.10%	
DALLAS/FORT WORTH	0.10%	

Source: Arrivalist, January 2021- December 2021



FY 2023 Marketing Storytelling Framework

Having established a new foundation for the SLO CAL brand in FY 2022, Visit SLO CAL will be focused on developing an integrated brand voice and approach to storytelling in FY 2023, looking to create greater synergy across its paid, owned and earned channel activity. The storytelling framework includes the Land of SLO CAL and SLO CAL Crafted campaigns.



The Land of

Visit SLO CAL will continue to tell the story of the SLO CAL region as a whole (Hero Brand), including development of new family-oriented assets. In addition we will spotlight individual communities (House of Brands) and introduce a new “Land of...” cross-visitation storytelling layer, tailored to VSC’s secondary target audiences to deliver messaging aligned with trip motivations and travel profiles.

As the primary SLO CAL storytelling layer, messaging will highlight the range of experiences available across the region. This includes beaches, parks, nature, outdoor adventure, arts, culture, entertainment and events, as well as the abundance of culinary offerings from restaurants and farmers markets to breweries, distilleries, cideries and SLO CAL Wine Country. The sustainability narrative will be reinforced by spotlights on people, places and products.



Visit SLO CAL will continue to create equity in the SLO CAL Crafted brand, tapping into traveler desires for authentic experiences and products. A dedicated layer of the FY 2023 storytelling framework, SLO CAL Crafted celebrates the outstanding quality of the region’s farmers, crafters and artists, and includes the SLO CAL Crafted Certified label to help consumers identify what is genuinely local.

Paid Media

As we emerge from pandemic recovery mode and move into a new normal, paid media will be tasked to work harder in the coming year to continue to deliver the same results. Media trends show inflation is on the rise, moving into channels once untouched by changing costs. More organizations are competing for the attention of travelers, which in turn is driving up costs.

Additionally, the demise of third-party cookies is impacting digital media costs, while creating new challenges for marketers to navigate. By the end of 2023, third-party cookies will be fully phased out, meaning advertisers will need to be prepared to shift media targeting strategies. Many publishers have already made moves to work around the loss of cookies, and Visit SLO CAL has spent the past year testing options with great success.

The FY 2023 paid media program will build upon these successes, while taking into consideration changes in media consumption as consumers return to a way of life more closely resembling pre-pandemic times. Video viewing is anticipated to remain high as fragmentation in the space continues to grow, resulting in a need to evolve video strategies to maintain strong reach. Social media audiences have shifted

with established and new platforms showing strong growth among the core target of 35 to 54 year-olds. Both video and social channels were instrumental in FY 2022 wins and will continue to be a significant part of Visit SLO CAL's FY 2023 strategic approach.

The paid media plan will explore new opportunities to engage prospective travelers, with the incorporation of out-of-home and audio streaming strategies. As travelers begin to remobilize, out-of-home presents a distinct opportunity to drive mass awareness in key markets, with changes in technology providing the ability to connect offline exposure with online activity. Audio streaming is highly mobile, providing a strong complement to out-of-home channels, while music specifically has been cited in travel studies as being a key component in inspiring travel planning and while listeners are actively traveling.



FY 2022 PAID MEDIA ENGAGEMENT



**Campaign performance July 1, 2021, through March 31, 2022*

FY 2023 STRATEGIES

- Build upon previous campaign learnings to continue to reach Purposeful Travelers and drive awareness and consideration of SLO CAL, while expanding targeting to reach new Family, YOLO and Explorer segments
- Engage media partners with the ability to deliver against VSC's primary and secondary audiences for greater efficiency
- Reprioritize target geographies using a tiered approach to focus dollars for maximum impact
- Implement a layered media approach to reach Purposeful Travelers across a diverse mix of media channels, including:

Out-Of-Home

- Media: out-of-home
- Channels: billboards, shelters, kiosks

Video

- Media: pre/mid-roll, instream video, outstream video
- Channels: smartTVs, streaming platforms, cross-device retargeting

Audio Streaming

- Media: music streaming, podcast reads, companion banners, engagement units
- Channels: music streaming platforms, podcast platforms

Display

- Media: native content, rich media, banner ads
- Channels: native/programmatic display networks, high-reach partnerships (with travel synergies)

Social Media

- Media: video ads, traffic-driving ads, pins
- Channels: social media platforms

Paid Search

- Media: text ads
- Channels: search engine results pages
- Continue to employ always-on media with seasonal heavy-ups to reach Purposeful Travelers at all points within the travel planning funnel and support cross-visitation, mid-week, and seasonal messaging to drive visitation during typically lower visitation periods
- Leverage partners with access to first-party data and contextual targeting as third-party cookies are fully phased out

Paid Media Continued

Objectives

- Drive high levels of awareness of the SLO CAL brand
- Create greater depth of storytelling and drive engagement with SLO CAL brand content
- Provide air service support by generating awareness of routes in key fly markets and drive demand for visitation

Key Results

Key results vary by channel, publisher and platform, and will be fully defined once the FY 2023 paid media plan has been finalized, but may include:

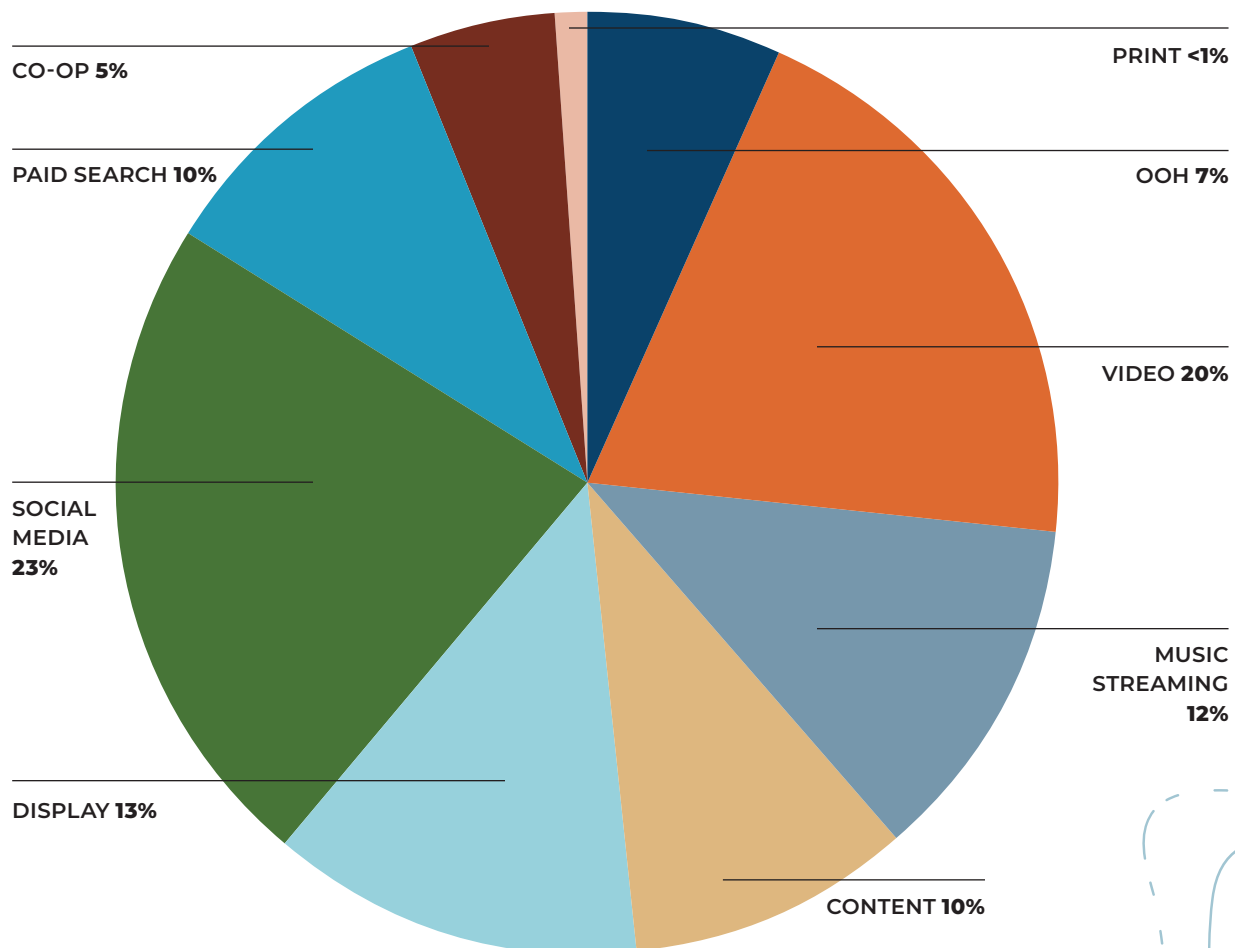
- Impressions, audience reach
- Content views, view rate, time with content
- Click-through rate, website sessions, website engagement
- Partner referrals, referral rate



Media Mix / Budget Allocation

The FY 2023 media mix was developed using media usage trends and current campaign performance intelligence and will deploy a range of awareness-driving channels with opportunities for robust and highly engaging tactics. This multifaceted paid media program will optimally deliver on the campaign objectives and strategies, and as new data is collected, the media mix will be optimized according to real-time Key Performance Indicators (KPIs).

FY 2023 MEDIA BUDGET: \$3,000,500



FY 2023 Media Timeline

(Flighting)

TRAVEL PLANNING WINDOW

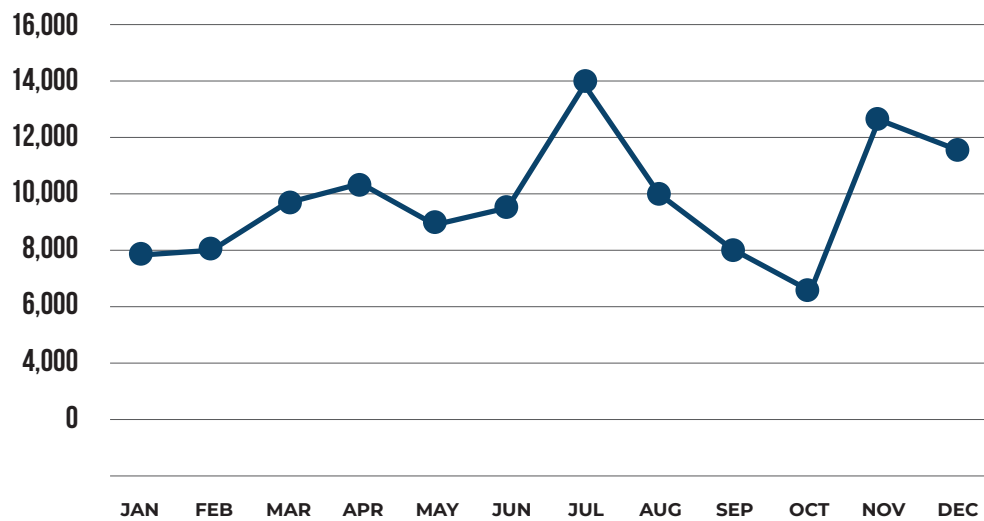
Based on the Visitor Profile Study, 56% of trips to SLO CAL were planned within a month before the trip, with another quarter of trips planned one to two months out.



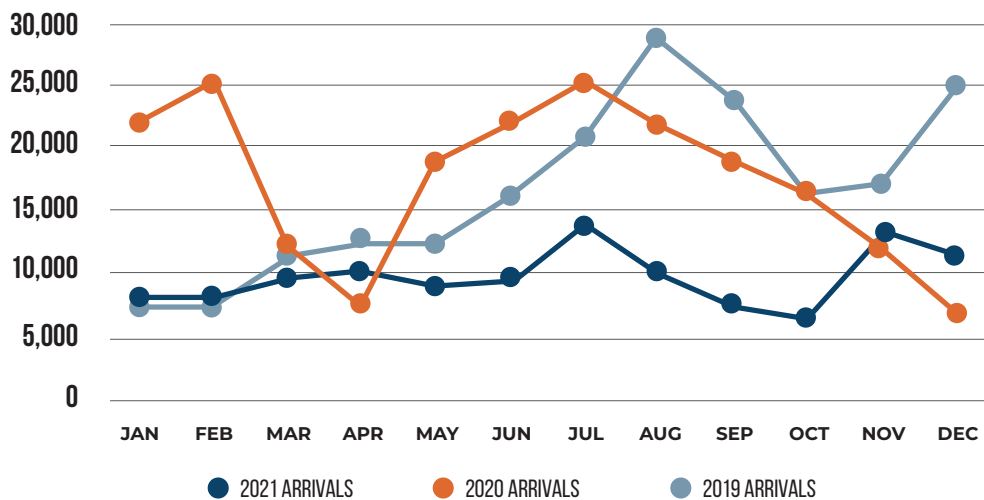
Source: SMARInsights Visitor Profile Study, 2021



2021 ARRIVALS



MONTHLY ARRIVALS



Source: Arrivalist Arrivals are based on media placements trackable through Arrivalist and are not inclusive of all arrivals resulting from the media plan

Data for 2021 shows peak visitation occurred in July, November, and December, with January, February, September and October tracking the lowest volume of arrivals. When compared with 2019 and 2020 arrivals, there is not a clear pattern outside the traditional summer peak.

FY 2023 MEDIA FLIGHTING

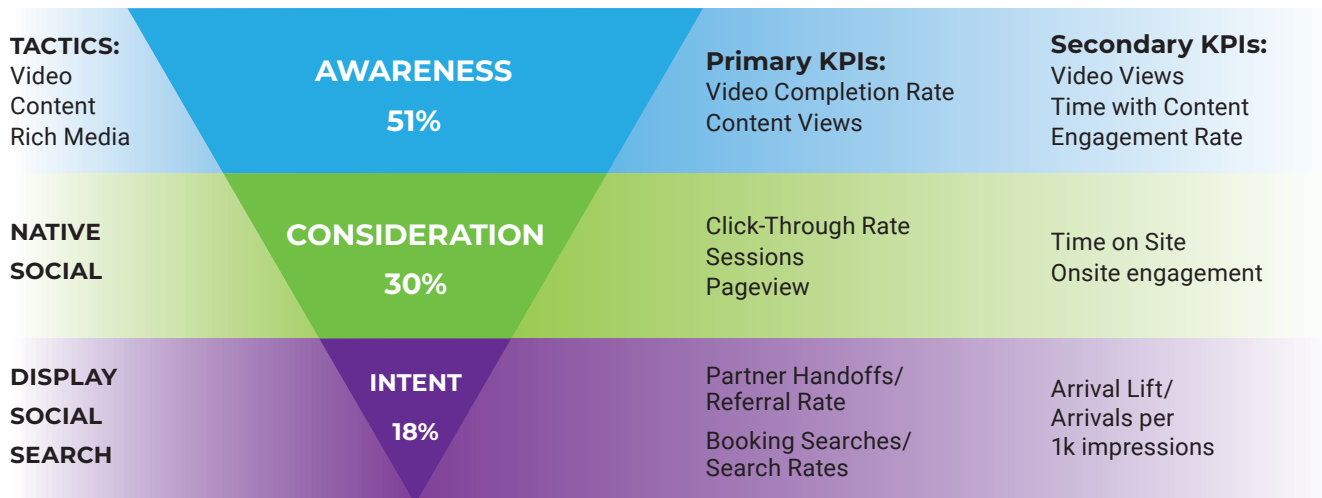


Note: Brighter color bars indicate additional media spend



Measurement, Optimization & Key Performance Indicators

Each component of the paid media plan has a specific function in the planning funnel and will be measured and optimized according to clearly defined Key Performance Indicators (KPIs).



Goals for each KPI will be established prior to the launch of each phase using a combination of historical SLO CAL campaign data and industry benchmarks. These goals will be leveraged throughout the campaign to provide insights and guide optimizations.

In addition to primary KPIs, campaign performance will be monitored for quality metrics, including viewability and brand safety, using a combination of tracking partners such as Doubleclick Campaign Manager, Integral Ad Science and MOAT.

Arrivalist data will be integrated biannually to gain additional insight into which media partners may be better at inspiring visitation than others.

The various methods of measurement noted will provide insight into audience interest and engagement with a direct correlation to media placements but will not deliver on brand awareness lift or return on ad spend, which will be tracked using a primary research study.

Advertising Tracking Study

Visit SLO CAL will deploy an advertising awareness and effectiveness study in summer 2022 to gauge impact of the FY 2022 brand program. This study will look at awareness of the "Land of..." campaign and its impact on sentiment and intent to travel. Relevant findings from this study will be applied to the FY 2023 program of work, with a similar study conducted at the end of the fiscal year media flight.





Owned Media

Working across platforms, Visit SLO CAL continues to develop and distribute a wealth of original content to engage consumers and inspire cross-visitation of SLO CAL through a robust owned channel ecosystem that includes SLOCAL.com, email marketing, and social media channels.

Strategies

- Elevate the key tourism proposition of SLO CAL and significantly strengthen the brand
- Bring SLO CAL product offerings to life
- Grow and nurture a community of empowered brand advocates and fans
- Drive traffic to owned platforms and channels to increase dwell time
- Provide real-time updates and insights through visual content aligned with consumer appetites
- Support partners and local businesses across channels
- Amplify other marketing efforts
- Position SLO CAL as a place where something exciting is always happening, giving consumers a fear of missing out
- Utilize tagging to enable partner hand-off and build a community of stakeholders within social channels

Key Results

- Create a strategic roadmap for implementation of a new social and digital strategy by July 31, 2022
- Create a social media integration task force by September 31, 2022, resulting in regular cross-channel communication by December 31, 2022
- Create a strategy for itineraries by August 31, 2022, that link multiple destinations by audience groups and begin integration on owned channels by September 30, 2022
- Identify and create cross-visitation video storytelling strategy for owned channels by August 31, 2022, with initial assets delivered by October 31, 2022
- Highlight SLO CAL Crafted businesses through earned, owned and paid efforts monthly through June 30, 2023
- Achieve 149,312 partner handoffs annually, an approximate 10% increase, year over year, on owned channels by June 30, 2023

Objectives

- Increase awareness of SLO CAL, raising awareness of the destination and the travel opportunities present
- Educate consumers from a range of target audiences about the variety of experiences available in SLO CAL to drive visitation and length of stay
- Provide a space for SLO CAL visitors and locals to share experiences and memories, and organically support each other's paths to purchase

Earned Media & Public Relations

Together with its domestic and international PR agencies, Visit SLO CAL works to bring third-party endorsements from top journalists and social media influencers. VSC aims to expand destination awareness by bringing members of the media and social media influencers to SLO CAL to expand our storytelling efforts.

Strategies

- Leverage media relationships to secure quality coverage for SLO CAL across fly/drive markets
- Focus international efforts in the UK and Canada to increase awareness and visitation among visitors traveling Highway 1
- Increase knowledge of SLO CAL through desk-side appointments, in-market FAM (familiarization) experiences and virtual pitching
- Increase and streamline communication between VSC, lodging investors and community partners to identify and aggregate the most relevant and current travel trends and opportunities
- Leverage Xplorit virtual technology content in desk-side media meetings, media missions, and in small event and experiential programs

Objectives

- Expand media and consumer awareness in key markets of SLO CAL's myriad experiences to drive travel to the region, increase tourism revenue and improve local sentiment
- Increase cross-visitation through targeted local, regional and national press through print, online, podcast and broadcast storytelling
- Increase local awareness of Visit SLO CAL and the tourism industry's positive impact on the community

Key Results

- Measuring both qualitative and quantitative aspects of media placements, at least 60% of placements will include a direct link and/or quotes from Visit SLO CAL
- Ensure 60 percent of media coverage mentions two or more destinations/partners within SLO CAL to drive cross-visitation
- Host 12 media representatives who contribute to agreed-upon national and/or regional priority publications
- Host six international media representatives who contribute to agreed-upon international publications
- Create one domestic media missions in key feeder markets by June 30, 2023
- Host four virtual desk-side media missions, one per quarter, in drive/fly markets by June 30, 2023
- Place two local media stories quarterly, focusing on Visit SLO CAL and the tourism industry's positive community impact by June 30, 2023



Partnerships and Events

Visit SLO CAL offers added value to partners by creating opportunities to participate in programs that provide exposure to new audiences through advertising and owned channels.

RESTAURANT MONTH

Strategies

- Create a year-round strategy highlighting SLO CAL's culinary scene, leading up to a celebratory Restaurant Month in January
- Elevate culinary messaging, highlighting independent restaurants and authentic farm to table fare

Objectives

- Create video assets to run across earned and owned channels, demonstrating the variety of culinary experiences across SLO CAL
- Establish paid and owned marketing opportunities to tell SLO CAL's culinary story

Key Results

- Create an overarching culinary strategy for earned, owned and paid efforts by July 30, 2022
- Create a January Restaurant month celebratory message and marketing strategy by October 15, 2022
- Kick off the celebratory Restaurant Month the first week of January 2023

SIGNATURE EVENTS

Strategies

- Increase destination familiarization and exposure to a new visitor mix through signature events
- Intentionally create cross-visitation opportunities during event participation

Objectives

- Identify and sponsor signature events to drive visitation
- Create brand alignment with national and international brands that fit SLO CAL's personality in order to increase destination awareness
- Amplify SLO CAL's brand in event activation opportunities to increase brand recognition

Key Results

- Establish promotional strategies across owned, earned and paid platforms by May 31, 2023
- Identify a new signature event sponsored by Visit SLO CAL by June 30, 2023

Partnerships and Events Continued

SLO CAL CRAFTED

Strategies

- Create equity in the SLO CAL Crafted brand, tapping into consumers' desire for authentic experiences and products
- Grow awareness of SLO CAL Crafted as a locally recognized and trusted certification

Objectives

- Certify partners who meet established requirements throughout SLO CAL and cover various product types
- Develop opportunities in overarching marketing initiatives to highlight the quality of local products farmed, cultivated, and crafted in SLO CAL
- Create opportunities for collaboration with SLO CAL Crafted certified partners to demonstrate value by elevating their brands through our platforms
- Bring awareness to the myriad of businesses within the program to drive cross-visitation

Key Results

- Certify 15 new SLO CAL Crafted partners quarterly throughout SLO CAL representing various product types
- Create a content strategy, by July 30, 2022, highlighting SLO CAL Crafted certified partners throughout the year
- Create six new SLO CAL Crafted videos by May 30, 2023

PARTNER ENGAGEMENT

Strategies

- Expand knowledge and reach of Visit SLO CAL and participation with and by tourism partners throughout the county to increase storytelling opportunities
- Provide a platform to increase advocacy efforts

Objectives

- Assist and encourage partners to utilize SLO CAL Connection to acquire research and reports as well as give partners ownership of their listings, the ability to view their benefits summary and access to respond to sales, trade and media leads
- Increase awareness of destination information and events through the email newsletter This Week in SLO CAL
- Utilize Act-On platform to drive engagement of subscribers to This Week in SLO CAL to increase participation in key marketing initiatives

Key Results

- Onboard 20 new partners each quarter, beginning September 30 2022, who engage in two or more Visit SLO CAL opportunities
- Enhance existing relationships by demonstrating value to partners through events, marketing and PR opportunities, FAM (familiarization) tours, and sales initiatives by June 30, 2023

Sales

With the pandemic portion of COVID-19 behind us, Visit SLO CAL is working hard to reactivate the segments of our sales business that stalled the past few years. We are focused on bringing to fruition some of our original sales plans outlined during the renewal of the Tourism Marketing District in 2020. Visit SLO CAL will add an additional role in the sales department to help advance this key segment of work. VSC will continue to prioritize and grow relationships with meeting and event planners and tour operators leveraging our new Xplorit site inspection technology to generate new and broader awareness of our region and its assets.

With international markets opening up, we will leverage our strategic partners to increase our efforts in the United Kingdom and establish first-time representation in Canada while also working closely with Visit California on other key markets. VSC will continue partnering with lodging investors and meeting facilities partners to increase bookable products, making it easier for tour operators and meeting planners to choose SLO CAL.

Objectives

- Generate qualified group sales leads during need times
- Provide lodging investors and partners with sales opportunities to engage target audiences and increase business
- Provide meeting and event planners with robust online venue sourcing tools

MEETING & CONFERENCE

Strategies

- Advance partnership with Cvent
- Organize and execute in-person California sales missions
- Attend CalSAE Seasonal Spectacular
- Develop and launch Phase 2 of Xplorit virtual site inspection program
- Continue to build and promote the advanced facilities module on SLOCAL.com

Key Results

- Generate 20 sales leads through Cvent's online venue sourcing software quarterly, 21 % increase over 2020, by June 30, 2023
- Participation of seven lodging investors or partners in co-op sales initiatives by June 30, 2023
- Develop and launch Phase 2 of Xplorit virtual site inspection program by June 30, 2023
- Deliver build-out and promotion of VSC's advanced facilities module by June 30, 2023



Tour and Travel

Strategies

- Attendance at the following industry trade shows:
 - National Tour Association Travel Exchange (November 2022)
 - Go West Summit (February 2023)
 - IPW (May 2023)
 - Organize and execute in-person California sales mission
- Leverage VSC's international agencies to grow segment
- Leverage relationship with Visit California to partner on international sales programs

Objectives

- Build and nurture relationships with international and domestic tour operators and travel buyers to increase shoulder season (October - March) occupancy
- Increase bookable product through receptive tour operators and bed banks to aid in long-term industry resilience
- Provide lodging investors and partners sales opportunities to engage with target audiences

Key Results

- Facilitate and confirm five direct contracts per quarter between receptive tour operators and lodging investors/partners
- Increase shoulder season hotel room revenue by 10% over 2021 through top-producing tour operators by June 30, 2023
- Participation by 10 lodging investors or partners in co-op sales initiatives by June 30, 2023

Film SLO CAL

Film SLO CAL, the San Luis Obispo County Film Commission, a division of Visit SLO CAL, promotes the county as a filming location and aims to increase the overall economic impact of filming in the destination. Film SLO CAL works to accomplish this by generating support and managing production leads for motion pictures, television and commercials, as well as encouraging a strong, collaborative film industry within SLO CAL.

Strategies

- Position Film SLO CAL as the entry point to SLO CAL for filming professionals
- Increase awareness of the diversity of filming landscapes available in SLO CAL
- Expand Film SLO CAL's reach and exposure with location scouts, production managers and film industry professionals
- Increase economic impact of filming in SLO CAL through production leads, staged productions and filming days
- Collaborate with city, county and state liaisons to turn leads into tangible opportunities and to ensure reporting and tracking is updated and accurate

Key Results

- Create two earned media stories highlighting film locations throughout SLO CAL by December 31, 2022
- Deliver pre and post location scout FAM tours, increasing industry engagement through partnership with SLOIFF annual event
- Conduct and leverage local quarterly film commission meetings with municipalities and county
- Attend quarterly state commission meetings and events to build and strengthen relationships with film industry strategic partners

Objectives

- Generate earned media to create awareness about the variety of opportunities to film in SLO CAL
- Build and strengthen relationships with the California Film Commission (CFC), Film Liaisons in California Statewide (FLICS) and other strategic partners to stay informed of industry happenings, new film incentives and overall trends in the film business
- Educate local tourism partners on the filming industry, the opportunity to attract film scouts and filming industry's contribution to SLO CAL
- Leverage partnership with the San Luis Obispo International Film Festival (SLOIFF) to attract filmmakers, producers, film crews and consumers to SLO CAL

Experience SLO CAL 2050

Experience SLO CAL 2050 is the destination management strategy focused on maintaining and improving resident quality of life, while creating new economic activity for SLO CAL. Visit SLO CAL has been making considerable strides with the advancement of Experience SLO CAL 2050 recommendations and favorable progress will continue into the next fiscal year as the county moves further into a post-pandemic mindset.

Initiatives moved forward for countywide customer service training and countywide events and festivals strategy, while new thematic routes were developed to promote cross-visitation. VSC will continue investing and supporting products, services, activities and events that preserve the high quality of resident life while promoting the must-visit destination experience of SLO CAL.



Experience SLO CAL 2050 Continued

ITEMS VISIT SLO CAL WILL ADVOCATE FOR IN FY 2023

Talent Attraction, Development & Careers

Visit SLO CAL will continue to advocate for and support countywide economic development organizations and education institutions to strengthen talent development opportunities for current residents and attract new talent to the market.

Sustainable Tourism

Visit SLO CAL will continue advocating for sustainable tourism programs that help against natural and man-made issues, such as waste management, social development, economic growth and land use, impacting the quality of SLO CAL as a visitor destination and a place for residents to live, work and play.

Workforce Housing & Transportation

Visit SLO CAL will continue to work with community stakeholders to advocate municipal and county governments for the development of additional workforce housing and better public transportation to and from businesses and existing housing. We will work closely with the San Luis Obispo Council of Governments (SLOCOG) and others to advance our community's infrastructure needs for industry workers, visitors and residents.

ITEMS TO BE ADVANCED IN FY 2023

Countywide Trail System

In fall 2023, Visit SLO CAL will partner and collaborate with trail organizations and county and municipal stakeholders to work on an agreement for a joint strategy, plan and advocacy approach for a countywide connected trail system. VSC will work to begin a comprehensive analysis of all existing county trails. The evaluation will lead to the development of a web-and mobile-facing trail platform that residents and visitors will be able to easily access. The support and promotion of a connected SLO CAL will benefit both residents and visitors who love to walk, hike, run, bike and ride horseback.

Signature Event

Stemming from the countywide Events & Festivals Strategy that will be completed in fall 2022, Visit SLO CAL will work with investors, partners, stakeholders and event planners to help identify a high-quality experience during need periods and explore the potential for a signature event or festival for SLO CAL in FY 2024. The focus will be on utilizing SLO CAL's strengths in the areas of coastal and outdoor activities, as well as food and wine and will align with SLO CAL's Events & Festivals Strategy.

VISIT SLO CAL'S EXISTING SCOPE OF WORK

Customer Service Training Implementation

With the completion of the Customer Service Training learning platform in both English and Spanish, Visit SLO CAL will continue efforts for adoption and implementation within SLO CAL's travel and tourism industry. The platform will focus on tiered customer service learning, with a specialized module also available for Equity, Diversity and Inclusion, as well as a destination awareness component. The training offered at no cost to participants, allowing for every employee to develop their understanding and skill set in providing enhanced guest experiences as well as becoming more informed on things to do across the county, leveraging existing assets and promoting cross-visitation between communities.

Thematic Routes

Visit SLO CAL will continue to work with local destination partners and communities to identify and create new themed routes as well as strengthen existing routes to continue promoting multi-day experiences that travelers can use to plan their trips. These routes help visitors understand SLO CAL's diverse region and encourages cross-visitation.

Air Service & Airport Development

Visit SLO CAL will continue working with the San Luis Obispo County Regional Airport to bring back the flights that were lost during the COVID-19 pandemic as well as attract additional flights to new markets and advocate for the continued development of airport infrastructure.

International Visitors

Visit SLO CAL will reestablish and expand our representation abroad, attracting international visitors via Travel Trade and public relations efforts. VSC will advance international readiness programs to help the industry be better prepared for international travelers.

Paso Robles Wine Country Alliance & SLO Coast Wine Collective

Visit SLO CAL will continue collaborating and partnering with the Paso Robles Wine Country Alliance and SLO Coast Wine Collective to build upon our already strong wine awareness and continue efforts for cohesive branding for the county.





Equity, Diversity & Inclusion

Visit SLO CAL is committed to fostering equity, diversity and inclusion within SLO CAL, so that all who travel to and through the region feel welcomed and embraced. In an effort to advance the Equity, Diversity and Inclusion (EDI) Plan, established June 2020, VSC will focus on the following programs over the coming year.

EDI Focused Community Relations

Visit SLO CAL is committed to ensuring a positive resident quality of life and to enhance our visitor's experiences by participating in the hard conversations around equity and inclusion, as well as leading the tourism industry to be better for all people. Through partnership, we will continue to work on building and maintaining an inclusive community where all people feel welcomed and comfortable. We strive to constantly build a deeper understanding of what it means to be an equitable and inclusive organization and work to help our industry and community to do the same.

Building EDI Content

With the completion of FY 2022's EDI Audience and Asset Alignment Study and the resulting video and photo asset development, Visit SLO CAL remains well-positioned to advance a marketing plan that meets diverse customer needs and expectations, thereby growing SLO CAL's visitor base. VSC is committed to working with destination partners and individual municipalities on their business plans to develop new products and services to authentically attract and welcome all visitors. In FY 2023, VSC will advance this work by creating diverse content that tells the SLO CAL story and promotes the adoption of a new customer service training module designed specifically to build higher awareness and understanding of EDI principles.

Targeting More Diverse Audiences Through PR And Marketing Efforts

Visit SLO CAL is working in partnership with, MMGY-NJF, our PR agency of record and The Shipyard, our advertising agency of record, to develop public relations and marketing campaigns that begin with a better of understanding SLO CAL's diverse marketplace audiences, and tailors messaging through a lens of diversity and inclusion. VSC's purpose is to widen its narrative by looking for publications and professionals who offer diverse perspectives, authentic voices and trailblazer mentalities that broaden product appeal to a wider array of people.

Board, Committees And Team Training

Visit SLO CAL's Board of Directors and team are committed to being life-long learners. VSC is partnering with an external agency to host a mandatory training program for its board, committees and team, designed to provide a universal level of understanding on a variety of topics surrounding EDI, such as microaggressions, unconscious biases and mindfulness in the workplace.

Equity, Diversity & Inclusion Continued

Strategies

- Further advance and enhance Visit SLO CAL's Equity, Diversity and Inclusion Plan
- Collaborate with local destination partners and individual municipalities to authentically target and attract diverse audiences
- Expand awareness to more diverse audiences through public relations and marketing efforts
- Widen VSC's narrative to publications and professionals who offer diverse perspectives and authentic voices
- Amplify the voices of women-owned and minority-owned local travel-and-tourism-related businesses
- Educate Visit SLO CAL staff, board of directors and marketing committee on relative EDI topics

Objectives

- Position Visit SLO CAL as a leader in the EDI travel and tourism space
- Expand SLO CAL's diverse assets and continue to raise awareness, increasing representation and inclusion
- Prioritize building relationships with EDI-focused local agencies such as R.A.C.E. Matters SLO and GALA Pride and Diversity Center to ensure VSC maintains an authentic and inclusive voice
- Maintain diverse representation on VSC's board, committees and team
- Provide an EDI training resource for Visit SLO CAL staff, board of directors and marketing committee

Key Results

- Meet quarterly with three EDI-focused, local agencies
- Partner with ANA to host a mandatory training program for Visit SLO CAL staff, board of directors and marketing committee designed to provide a universal level of understanding on a variety of EDI topics by December 31, 2022
- Establish a strategy for soliciting diverse applications for board, committees, and team members by January 30, 2023
- Create EDI digital content strategy by February 28, 2023
- Establish an EDI training program for new hire onboarding by February 28, 2023

Advocacy

Advocacy plays an important role in protecting the economic benefits of tourism in California and in the SLO CAL region. During the past two years, COVID-19 disproportionately decimated the global travel and tourism industry. While more rural destinations like SLO CAL were able to weather the crisis better than larger urban areas, no destination was left unscathed, especially in the area of workforce. The pandemic shined a light on the industry's universal need to educate lawmakers and stakeholders about the important contributions of tourism to our economy.

Visit SLO CAL advocates for local, state and federal policies that enhance the region's economic vitality and resident quality of life. We ensure the tourism industry's perspectives are being considered when key policy issues are being discussed, and work collaboratively with partners and stakeholders to develop innovative, sensible policy solutions.



Advocacy Continued

Strategies

- Increase awareness of Visit SLO CAL as an influential advocacy organization representing the interests of the tourism industry
- Continue to strengthen relationships with existing lawmakers and develop relationships with newly elected officials at federal, state, county and local levels
- Continue to build strategic partnerships with community stakeholder groups and government agencies that have aligned interests and shared policy priorities
- Collaborate with tourism and economic development partners like U.S. Travel, Cal Travel, REACH and GO-Biz California on longer-term regional challenges impacting tourism and quality of life in SLO CAL
- Collaborate with and actively engage investors, partners and key stakeholders in issue-specific advocacy opportunities that have a direct economic impact
- Increase resident awareness of Visit SLO CAL's work and the economic, cultural and lifestyle benefits generated from a vibrant tourism industry
- Develop advocacy-focused communications strategies to amplify policy positions, advance messaging, and create influence
- Provide regional economic impact studies to inform key audiences and policy decisions
- Assess resident sentiment about tourism in SLO CAL, creating a benchmark to inform future awareness, education and advocacy opportunities

Key Results

- Develop a long-term advocacy platform and create pillars to guide collaborative advocacy efforts by August 31, 2022
- Conduct and deliver a Resident Sentiment Survey by February 28, 2023
- Meet with, and onboard, newly elected city and county officials within their first 90 days of taking office by February 2023
- Deliver Oceano Dunes Economic Impact Assessment analysis report by January 31, 2023
- Develop and implement an advocacy toolkit including issue briefs, key messages, supporting research and articles, issue infographics, and an engagement platform by June 30, 2023
- Engage investors, partners, stakeholders and residents in multiple advocacy efforts by June 30, 2023
- Host semi-annual Hospitality Roundtable Briefings with current state and federal elected representatives (Congress, State Senate and State Assembly) by June 30, 2023
- Partner with U.S. Travel and Cal Travel on a minimum of two advocacy campaigns to advance the industry's recovery in FY 2023

Objectives

- Advance SLO CAL's influence with lawmakers and regulators through collaborative advocacy efforts
- Broaden awareness of the importance of tourism on the SLO CAL economy by advancing engagement with investors, partners, stakeholders and residents
- Institute an advocacy toolkit that provides a successful, simplified pathway for partner and community engagement

Engage with Visit SLO CAL

Sales

Visit SLO CAL provides free and paid opportunities for lodging investors and partners to build relationships and increase exposure through participation in industry trade shows, sales missions and FAM tours, and through SLOCAL.com. For more information on the opportunities below, please visit SLOCAL.com/partners or email Sales@SLOCAL.com.

Tour & Travel

VSC works with domestic and international tour operators to connect them with the best accommodations, venues, dining options, activities and service providers SLO CAL has to offer.

Tour & Travel FAM (Familiarization) Tours / Ongoing

FAM tours acquaint tour operators and receptives with SLO CAL's many destinations and experiences. Host participants at your business to gain valuable exposure for future group bookings.

Tour & Travel Sales Missions / Lodging Investors / Destination Partners

Join Visit SLO CAL on a sales mission to southern or northern California. Meet with tour operators, meeting planners and inbound receptives from SLO CAL's top markets to build relationships and gain potential sales opportunities. In order to maximize exposure, VSC limits attendance to three lodging investor/destination partners per mission.

IPW / May 20-24, 2023 / Lodging Investors / Destination Partners

Join Visit SLO CAL as a booth partner in a 10' x 50' destination showcase at IPW, the largest tour and travel trade show in North America. During the three-day trade show in San Antonio, TX, co-op partners meet and network with tour companies from SLO CAL's top international markets. Co-op partners will have exclusive access to all notes and leads for 30 days following the show before those leads are distributed to lodging investors countywide. In order to maximize exposure, VSC limits attendance to five lodging investor/destination partners for this show.

Meetings & Conferences

With something for everyone, SLO CAL makes the ideal setting for a variety of meetings and conferences throughout the destination. VSC's dedicated sales department works directly with organizations and third-party meeting planners to create opportunities for lodging investors to host meetings.

CalSAE Season Spectacular / December 2022 / 5 Lodging Investors / Destination Partners

Meet with over 30 California association meeting and event planners in Visit SLO CAL's destination showcase booth in Sacramento, CA. In order to maximize exposure, VSC limits attendance to five lodging investor/destination partners for this show.

Meeting & Conference Sales Missions / 3 Lodging Investors / Destination Partners

Travel with Visit SLO CAL to northern California to meet in person with meeting planners to learn how your property can help them achieve event goals and objectives. In order to maximize exposure, VSC limits attendance to three investor/destination partners per mission.

Engage with Visit SLO CAL Continued

Marketing

Visit SLO CAL provides a variety of marketing opportunities that are tailored to partners' specific goals. For more information on the opportunities below, visit SLOCAL.com/partners or email Marketing@SLOCAL.com.

CrowdRiff

CrowdRiff allows organizations to effectively discover and activate engaging visual content from social media platforms, while inspiring conversations with potential visitors. In addition, CrowdRiff provides Visit SLO CAL the ability to increase overall social and digital efficiency and deliver content through marketing channels. Partners can buy in to use this technology for their own photo and video galleries at a cost of \$6,000 to \$10,000, depending on necessary storage capacity.

Life's Too Beautiful to Rush Mural Trail

This ongoing project will brighten and beautify SLO CAL communities while incentivizing Instagrammable public art murals to encourage visitors and locals to tag @slocal on their social media channels. Visit SLO CAL will celebrate the Life's Too Beautiful to Rush motto with a monarch butterfly-themed mural project to amplify brand awareness by creating a mural trail of existing murals throughout SLO CAL and commissioning artists to create three murals in major SLO CAL communities.

Featured Listing on SLOCAL.com

All partners receive a free enhanced listing that allows businesses to provide information, photos, a detailed description, website link, social media links, events integration, special offers, amenities, booking link for OpenTable and optional TripAdvisor and/or Yelp integration. A featured listing has the added benefit of sorting the partner's listing to the top of the industry set, as well as an eye-catching featured banner. For more information, please contact advertising@dnads.com.

Official Visitors Magazine

Lodging investors and non-lodging partners have the opportunity to advertise in Visit SLO CAL's annual Official Visitors Magazine. Production is expected to begin in August 2022. Please reach out to Marketing@SLOCAL.com if you are interested in purchasing an advertisement.

Features on Visit SLO CAL Owned Channels

Throughout the year, Visit SLO CAL executes an array of promotions based on seasonality, events and holidays, and is constantly looking for content, imagery and videos to share. Keep up-to-date with VSC content needs via SLO CAL's weekly industry email, This Week in SLO CAL). To subscribe go to SLOCAL.com.

Public Relations

Visit SLO CAL works with domestic and international journalists on SLO CAL travel stories that are both timely and relevant to today's travel market. In market, VSC provides investors and partners with the opportunity to participate in media familiarization (FAM) tours in exchange for coverage. For more information on the opportunities below, please visit SLOCAL.com/Partners or reach out to Media@SLOCAL.com.

Familiarization (FAM) Tours & Individual Press Trips

FAM tours and individual press trips familiarize journalists with SLO CAL's many destinations and experiences. Host journalists at your business to gain valuable media exposure.

Media Pitches & Leads

Respond to media pitches and leads in partnership with Visit SLO CAL, Visit California and MMGY NJF through contacts listed in VSC's weekly newsletter. To subscribe go to SLOCAL.com/partners



Engage with Visit SLO CAL Continued

Data Insights

Visit SLO CAL has long been committed to collecting, analyzing and sharing information to ensure a high-functioning and collaborative travel and tourism industry in SLO CAL. Hotel performance data through STR, visitor volume and insightful Business Intelligence Reports are made available to lodging investors, partners and stakeholders through SLO CAL Connection.

Business Intelligence Reports / Monthly

VSC has partnered with Tourism Economics to offer a first-of-its-kind data and insights dashboard available to all lodging investors, partners and stakeholders. This monthly dashboard aggregates community-specific and countywide data from sources such as STR, VisaVue, Arrivalist and others, providing necessary information to plan for the future of communities and a benchmark of how the travel and tourism industry is performing in communities.

Community Benchmark - Wine Industry Report / Monthly

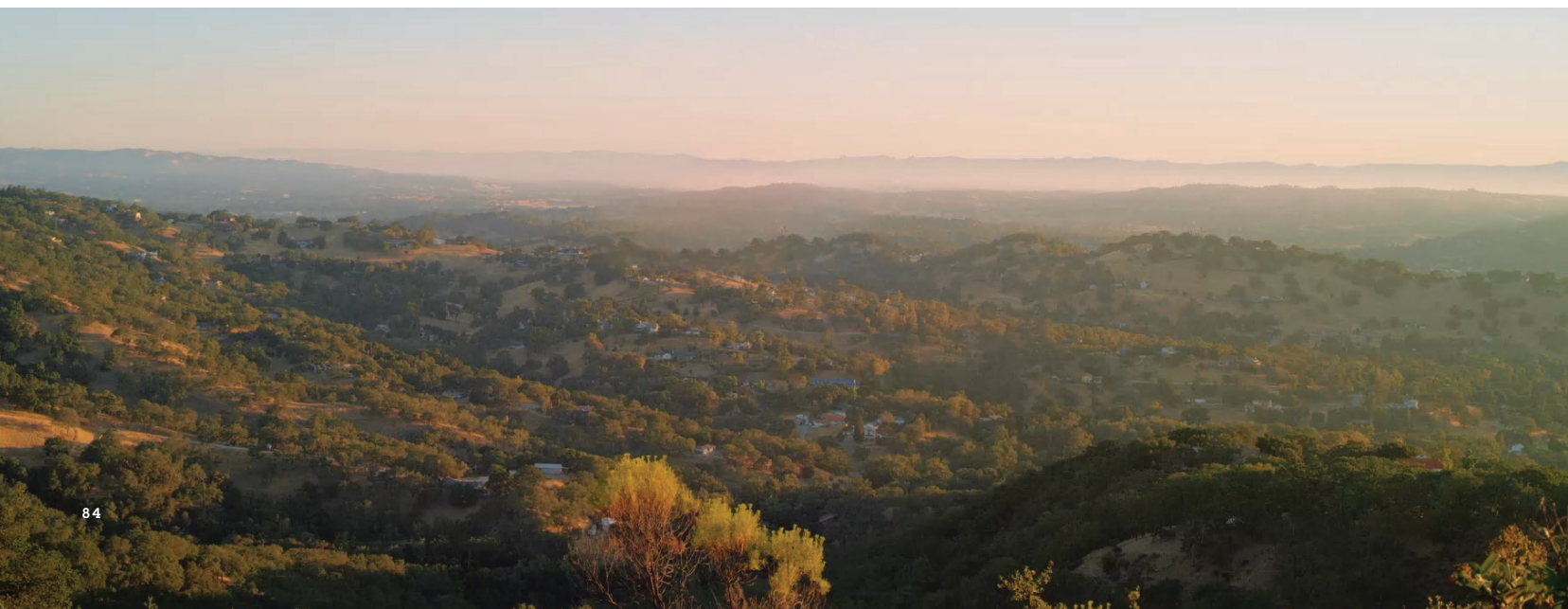
VSC has partnered with Paso Wine Country Alliance and Community Benchmark to be the first DMO to offer a detailed tourism economics report of wine sales, tasting room visitation and how it compares to the other wine regions in California.

Advocacy

Visit SLO CAL advocates at local, state and national levels to ensure that the tourism industry's voice is represented on issues that matter to its community of lodging investors and partners, and that the industry's views and priorities are genuinely considered on issues that impact the industry. For more information on the advocacy opportunities below, please visit SLOCAL.com/Partners or reach out to Advocacy@SLOCAL.com.

US Travel Association / Destination Capitol Hill / April 2023

Visit SLO CAL participates with the US Travel Association in their annual Destination Capitol Hill, an opportunity for travel and tourism industry professionals from across the country to visit Washington, D.C. and advocate on behalf of the industry and their community. This event includes scheduled meetings with members of Congress and the president's administration. Anyone from the travel and tourism industry is welcome on these trips. Registration can be completed through the VSC team to ensure a discounted rate.



Film SLO CAL

Film SLO CAL is the film commission for the County of San Luis Obispo and the point of contact for film projects in SLO CAL. VSC has a private directory featuring properties of all types to assist producers in finding the perfect backdrop for commercials, television specials, feature films and more. If you have a house, farm, vineyard or open space that you would like to add to the Film SLO CAL directory, you can be considered for productions that match what you have to offer. Provide VSC with as much information as possible about your film-worthy spot so you can be part of an upcoming Film SLO CAL production. For more information on opportunities to engage with Film SLO CAL, visit FilmSLOCAL.com or email Film@SLOCAL.com.

Film Scout Familiarization (FAM) Tours

Visit SLO CAL hosts filmmakers, producers and film crews on familiarization tours to introduce them to the destination. If you are interested in showcasing your venue, send your information to Film@SLOCAL.com.

Partnership

SLO CAL Connection

Visit SLO CAL works to represent lodging investors and all tourism-related businesses, providing guests with relevant information about our destination. SLO CAL Connection is your way to take control of your free online listing, access the most recent tourism research, respond to media and sales leads, view coverage featuring your business and network with the community. To sign up for a SLO CAL Connection account, visit SLOCAL.com/Partners or reach out to Partnership@SLOCAL.com.

SLO CAL Crafted

SLO CAL Crafted celebrates the high quality of local products made, farmed and crafted in SLO CAL. To be certified as a SLO CAL Crafted partner, businesses must be headquartered in SLO CAL, have primary design and manufacturing done in SLO CAL, sell products through a brick-and-mortar or retail location in SLO CAL, have at least one full-time employee based in SLO CAL, and create a uniquely local product, experience, or service that enhances the tourism experience in SLO CAL. Partners will be given opportunities for additional exposure by certifying as SLO CAL Crafted (at no charge) through a form that can be found at SLOCAL.com/partners.









SLOCAL.COM

805-541-8000

