



# AGENDA

## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting

Tuesday, June 8, 2021

8:30 am - 10:00 am

Embassy Suites San Luis Obispo - 333 Madonna Rd, San Luis Obispo, CA 93405

Video Conference – URL: <https://us02web.zoom.us/j/81698300044> Meeting ID: 816 9830 0044

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – *motion required*

C. Tull

3. Approval of May 11, 2021 Marketing Committee Minutes  
*Staff will ask for Committee approval of the May 2021 Marketing Committee Minutes.*

CMO REPORT

C. Tull

4. Visit SLO CAL CMO Report (15 minutes)  
*Staff will provide an update on current projects, reporting and areas of focus for the months ahead.*

BUSINESS ITEMS

C. Tull

5. FY 2022 Business & Marketing Plan (40 minutes) - *motion required*  
*The Committee will review Visit SLO CAL's FY 2022 Business & Marketing Plan and staff will request a recommendation for Board approval.*
6. April Marketing & Trade Update (15 minutes)  
*Staff will review highlights from April and discuss current and future activities.*
7. Marketing Committee Member Application Approval (20 minutes) – *motion required*  
*The committee will review Marketing Committee applications and make a recommendation for Board approval.*

### ADJOURN

Brown Act Notice: Each speaker is limited to 2 minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on items not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



## MINUTES

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### Visit SLO CAL Marketing Committee

#### Visit SLO CAL Marketing Committee Meeting

##### Meeting Minutes

Tuesday, May 11, 2021

8:30 am - 10:00 am

Video Conference – URL: <https://us02web.zoom.us/j/81698300044> Meeting ID: 816 9830 0044

#### 1. CALL TO ORDER

**PRESENT:** Ashlee Akers, Jim Allen, Terrie Banish, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Lori Keller, Kathleen Naughton, Joel Peterson, Lindsey Roberts, John Sorgenfrei, Jill Tweedie

**STAFF PRESENT:** Chuck Davison, Cathy Tull, Annie Frew, Ashley Mastako, Vanessa Rodriguez, Kyla Boast, Kacey Drescher, Eric Parker

**AGENCIES PRESENT:** Tammy Haughey, Vice President – Mering, Maureen Thielen, Senior Account Executive - Mering

Call to order at 8:33am

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#### 2. PUBLIC COMMENT (On Non-Agenda Items)

Public Comment – None

#### CONSENT AGENDA

#### 3. Approval of April 13-14, 2021 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by **Banish/Peterson** to approve the April 13<sup>th</sup> & 14<sup>th</sup> Marketing Committee Retreat Minutes.

**Motion Carried: 12:0:0**

#### 4. Visit SLO CAL CMO Report

Boast provided an update on RFP's coming through for Camp Roberts which potentially would not include TOT. She noted Visit SLO CAL was working with elected officials to gain more insight and will continue to update the Committee as more information becomes available.

Tull let the Committee know there will be two seats opening for the Marketing Committee and that applications to apply would be sent out. She also provided an updated on upcoming research Visit SLO CAL will be investing in including EDI and Visitor Profile studies which will include co-op opportunities for DMO's.

Public Comment – None

Committee Discussion – Keller questioned cost of the proposed studies to which Tull responded that last study is 5 years old and that EDI will help to identify what the destination is able to own. She noted that this information will help to inform Visit SLO CAL's work for the next few years. Peterson asked when arrivals would begin for the Camp Roberts RFP's and Kyla noted that this began last week. Jacob let the Committee know she had been in contact with the same agencies sending RFP's.

## **BUSINESS ITEMS**

### **5. Mering Presentation**

Haughey provided an overview of the on the focus group results which were held online with four groups from LA, SF, SD, Out of State. Haughey read the Committee the updated brand expression Mering developed. Haughey noted the groups also had dialogue on the SLO CAL Brand Tenants, the overall agreement was that character of the people in the region as well as the natural beauty defined the destination.

Thielen gave the Committee an update on upcoming in-market shoots and shared the success of the immersion which provided the Mering team with a lot of inspiration and ideas. Haughey discussed the HoB strategy which will be handled in three-phases. The aim is to elevate and give prominence and synergy for the region, cross-linking websites and SEO/SEM strategies will also be in phase 1.

Public Comment – None.

Committee Discussion- Joel requested a graphic mock-up in relation to the HoB strategy, Tull confirmed options will be given prior to confirmation. Banish advised moving away from "California As It Used to Be" as it is not inclusive, Tull thanked Banish for the comments.

### **6. April Marketing & Trade Update**

Boast provided an update on Luxury Travel Forum which focused on domestic travel. She also met with Mexico operators and noted that since there are no travel restrictions, there is more interest than ever. Boast also provided an updated on the recent video shooting that took place in-market with Xplorit which will be used as a virtual site inspection tool and complete in the next 3-4 months.

Rodriguez provided the Committee with paid media highlights, International experiences and hiking were among the top viewed. Parker gave an update on current content including an AAPI blog and Highway 1/Sensorio reopening initiatives. He asked the Committee to send over any information on businesses with LGBTQIA+ flags in windows of businesses. Drescher introduced herself to the Committee and provided an update on upcoming short and long leads. Mastako let the Committee know that Google My Business was in full-swing with in-market shooting scheduled for June. She also provided an update on Spartan which has been rescheduled for the weekend of March 19, 2022.

Public Comment – None.

Committee Discussion- None.

## **ADJOURNMENT**

Adjourned at 9:40 am.

BUSINESS &  
MARKETING PLAN

FY 2022





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## LETTER FROM THE PRESIDENT & CEO

### Dear Visit SLO CAL Investors, Partners & Stakeholders,

On January 14, 2020, when the Board of Supervisors approved the renewal of the Tourism Marketing District for an additional 10-year term, we never could have imagined the challenging times just months ahead. Nor could we have imagined those challenges lasting as long as they have. As an organization and industry, we had major plans post-renewal to advance tourism's impact in SLO CAL, both by increasing off-peak visitation and continuing to lead the destination's management strategy to maintain and improve resident quality of life, while creating ambassadors for our region through new visitation. Like much in 2020, those plans changed quickly, and without the ability to market to a closed world, our efforts shifted to supporting our industry in new and unique ways. I am extremely proud of our organization's work over the past year, but I'm also ready to return to the implementation of the pre-pandemic plans we created together.

One of the silver linings over this past year has been SLO CAL's tourism performance against our competitive set of Santa Barbara, Monterey, Napa and Sonoma. In almost every way, our destination has outperformed our counterparts. Lower COVID-19 case counts and hospitalization rates, open and safe preparedness, occupancy, Average Daily Rate (ADR), Revenue per Available Room (RevPAR), visitation, air service enplanement and deplanement rates and pace of recovery all performed better in SLO CAL than in those other markets during the pandemic period. Those results, and our deep cost-cutting measures in March 2020 prior to the shutdown, have put us one step ahead of our competitors in returning our tourism communities to pre-pandemic levels.

As we embark on FY 2022, we have built our most strategic business and marketing plan to date. We have worked diligently to align organizational Objectives and Key Results (OKRs) with those of departments and team members to ensure we are channeling and prioritizing our work to achieve optimal results. We hired the gold standard in California tourism marketing—Mering—as our Agency of Record (AOR). You may be familiar with Mering's work as Visit California's AOR for the last 20+ years. Mering is tasked with building out our House of Brands strategy and the next evolution of our brand campaign set to launch this fall. We've hired one of the sharpest minds in destination marketing with the addition of Cathy Cartier as our Chief Marketing Officer. Cathy led one of the largest, most strategic and well-known tourism destinations in the United States, and now she has brought her talent to SLO CAL to help us deliver on our promises. We have added capacity with team members when it made sense and have said no when it didn't. We have aligned our strategies with the dollars conserved during the pandemic in preparation for the launch of our most robust advertising and marketing initiatives to date.

This year is promising to be better than the last, but that's not our measurement of success. We have great things in store for FY 2022, and have outlined many of them in the pages ahead. We are excited to partner with you in bringing these plans to life!

Together we can,



**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](https://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 OBJECTIVES

For FY 2022, 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**

- Fill open positions by December 31, 2021
  - Public Relations Manager
  - Director of Marketing
  - Finance/HR Manager
  - Assistant to the President & CEO
  - Marketing Coordinator
- Achieve quarterly employee Net Promoter Score (eNPS) of 60 or higher
- Ensure 90% of candidates state they had a professional, well-organized recruitment experience, even if Visit SLO CAL does not extend an offer or hire them
- Ensure 100% of new hires state their onboarding experience was good or great
- Ensure 100% of team members score and reestablish their key results within three weeks of each quarter ending



## **IMPERATIVE 2 OBJECTIVE:**

**Activate a House of Brands strategy that creates a pathway for community adoption and increased visitation to and within the county**

### **KEY RESULTS**

- Achieve adoption of Phases 1-3 of House of Brands strategy by all local destination partners by June 30, 2022
- Complete visitor profile study and personas by December 1, 2021
- Complete Equity, Diversity and Inclusion Audience and Asset Alignment Study by October 1, 2021
- Identify key assessment metrics quarterly in order to evaluate, monitor and pivot.



### **IMPERATIVE 3 OBJECTIVE:** **Implement recovery and resiliency planning initiatives**

#### **KEY RESULTS**

- Achieve 60 new partner registrations for SLO CAL Crafted by December 31, 2021, and 20 registrations per quarter, beginning Q2
- Launch Events & Festivals Strategy by April 30, 2022
- Launch Customer Service Training Initiative by May 31, 2022
- Develop pathway, toolkit and engagement opportunities for unified advocacy voice by February 28, 2022
- Develop and launch Xplorit virtual site inspection program by December 1, 2021



### **IMPERATIVE 4 OBJECTIVE:** **Increase engagement with investors, partners, stakeholders and communities**

#### **KEY RESULTS**

- Onboard 96 new partners by June 30, 2022
- Achieve average engagement of 2+ actions for all partners monthly
- Increase Net Promoter Score (NPS) to 40 as defined by biannual survey (2020 = NPS 27)
- Set a resident sentiment benchmark of 75% satisfaction by June 30, 2022
- Achieve score of 75% or higher (by June 30, 2022) on resident approval of Visit SLO CAL's efforts to maintain or improve resident quality of life

# STRATEGIC & INDUSTRY PARTNERS

**Visit SLO CAL believes that a resilient destination is fundamental to destination management and the region's success. VSC is part of a dynamic ecosystem with industry and business partners, key community-based organizations and government stakeholders that collaboratively identify critical issues and promote policies designed to improve resident quality of life and the visitor experience. FY 2022 efforts focus on initiatives outlined in Experience SLO CAL 2050 and identifying other pathways that are integral to building and maintaining a resilient SLO CAL.**

## STRATEGIES

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- Engage in local working groups, community boards and conversations to understand community issues and strengthen impact through sustained partnerships and a shared focus on economic vibrancy
- Provide educational and engagement opportunities for investors, partners and stakeholders for travel and tourism related issues and conversations
- Partner with stakeholders and local agencies to collaborate on and advocate for issues surrounding 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 SLO CAL

## OBJECTIVES

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- Create a unified effort with strategic partners to explore issues around building a resilient SLO CAL
- Strengthen Visit SLO CAL's impact on the community through civic engagement opportunities
- Position Visit SLO CAL as a community leader and a voice for our countywide travel and tourism industry
- Amplify successes and initiatives to our community at large to demonstrate the integral value of the local travel and tourism industry

## KEY RESULTS

- Complete board-approved Experience SLO CAL 2050 recommendations by June 30, 2022
- Meet quarterly with six strategic partners to advance shared initiatives surrounding economic development and resident quality of life
- Meet quarterly with three community-based organizations to discuss shared values and initiatives and explore areas for collaboration
- Meet quarterly with key community stakeholders to discuss issues surrounding the local travel and tourism industry, and shared objectives to increase recovery and resiliency efforts
- Serve on key boards or committees, and engage in planning efforts for projects impacting community development and resilience efforts
- Host two educational workshops for investors and partners by June 30, 2022
- Achieve score of 75% or higher (by June 30, 2022) on resident approval of Visit SLO CAL's efforts to maintain or improve resident quality of life

## RESILIENT DESTINATION



# 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 2021



In July 2020, when the industry needed it most, Visit SLO CAL worked with Miles Partnership to launch a \$1.7 million media campaign aimed at increasing visitation from California drive markets and market share. With a rolling launch, SEM was introduced in July as part of VSC's always-on tactics, followed by Social in August and the bulk of Display in September.



In January 2021, after the landslide at Rat Creek led to the abrupt closure of Highway 1, the Visit SLO CAL team quickly reactivated its Highway 1 closure crisis plan, including content and navigation resources on SLOCAL.com. Creating a consistent communication message, VSC distributed laminated one-sheets with navigation information and detour routes to lodging investors and visitor centers. VSC also engaged with SLO CAL's state representatives to advocate for the efficient and safe reopening of Highway 1.



In February 2021, a contract agreement was reached with Mering Holdings to serve as Visit SLO CAL's Agency of Record. Mering, which also represents destination organizations such as Visit California, will be responsible for the execution of VSC's FY 2022 creative and production services, media plan and the evolution of the SLO CAL brand.



In April 2021, as a result of Visit SLO CAL's advocacy efforts, an agreement was reached with county officials to offer COVID-19 vaccine appointment times reserved solely for lodging employees. Those appointment times were later extended to employees of wineries, breweries, distilleries and attractions.



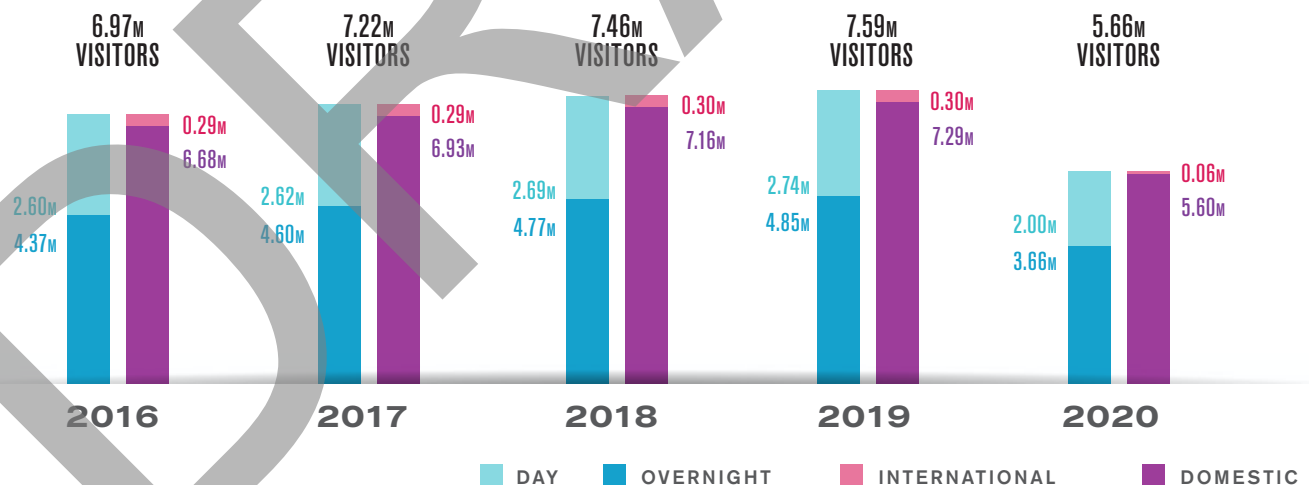
In March 2021, Visit SLO CAL hired Cathy Cartier as Chief Marketing Consultant to lead the marketing vision, strategy and brand evolution for the organization. Her tenure as a full-time team member and status as VSC's Chief Marketing Officer became effective June 1, 2021.

# DATA INSIGHTS & TRENDS

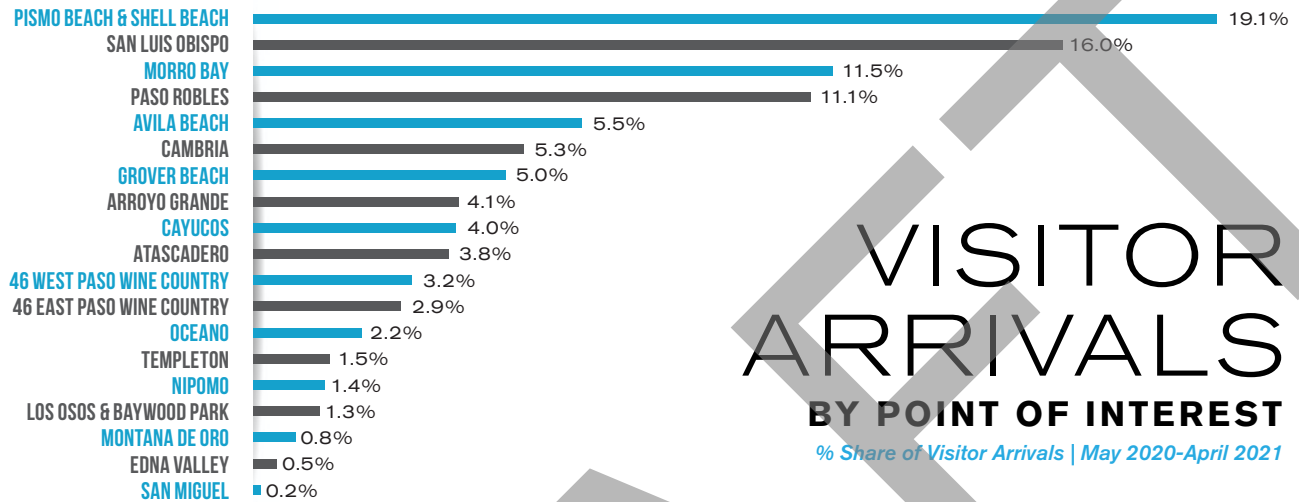
While the SLO CAL lodging community was severely impacted by the COVID-19 pandemic, the county demonstrated its resiliency and has outperformed competitive destinations in its recovery, offering a promising outlook for FY 2022. VSC has partnered with its agencies to identify trends and develop a strategic response to ensure the recovery continues.

## DATA INSIGHTS

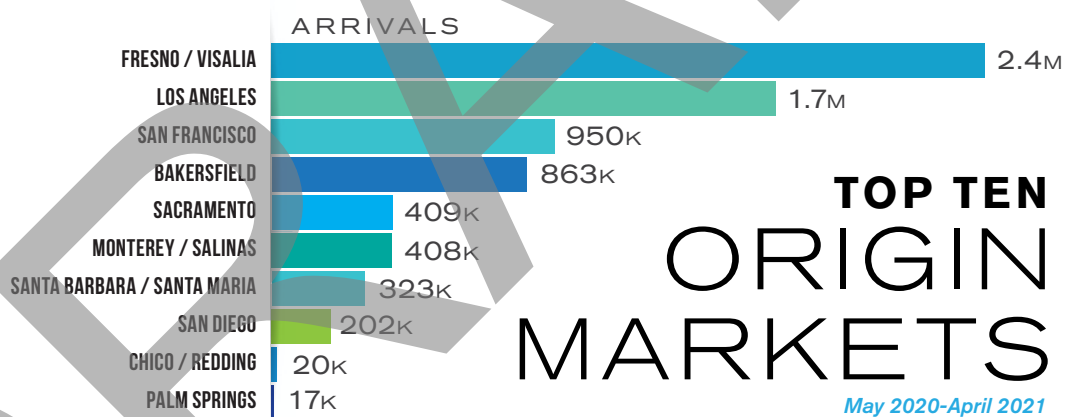
With an organizational initiative to “innovate in the development of data resources for our tourism industry,” Visit SLO CAL understands the value of collecting, analyzing and sharing the latest data insights with the tourism industry.



Source: Tourism Economics



Source: Arrivalist



Source: Arrivalist

## CROSS-VISITATION

1.82 ↑ 4.6% YOY

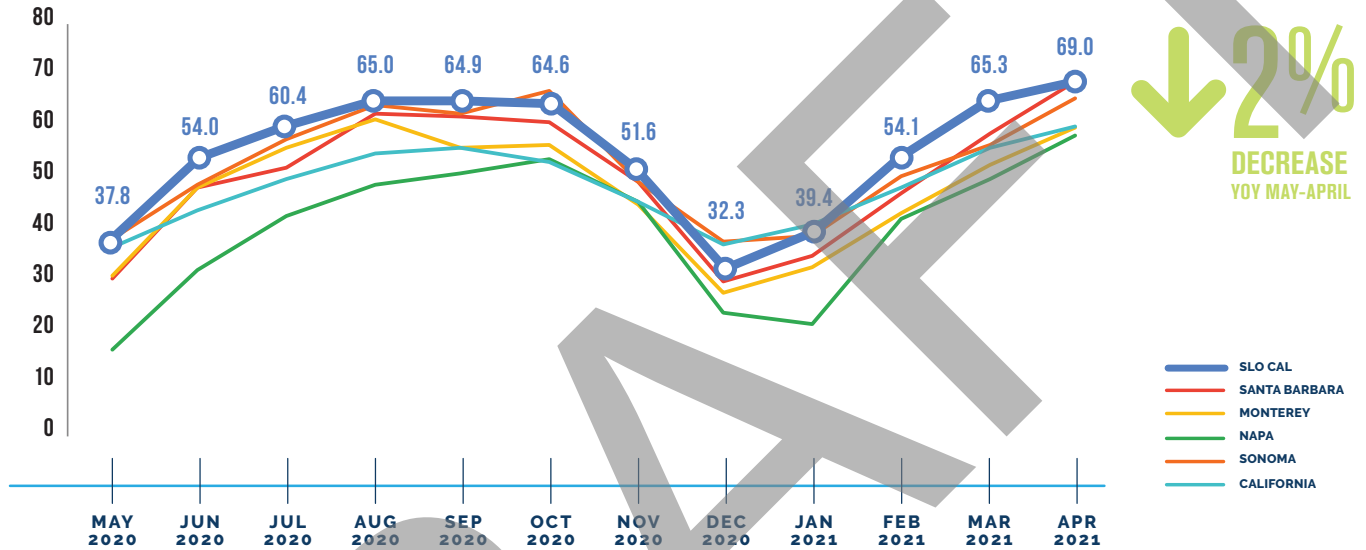
COMMUNITIES PER UNIQUE ARRIVAL  
May 2020-April 2021

1.35 ↑ 7.5% YOY

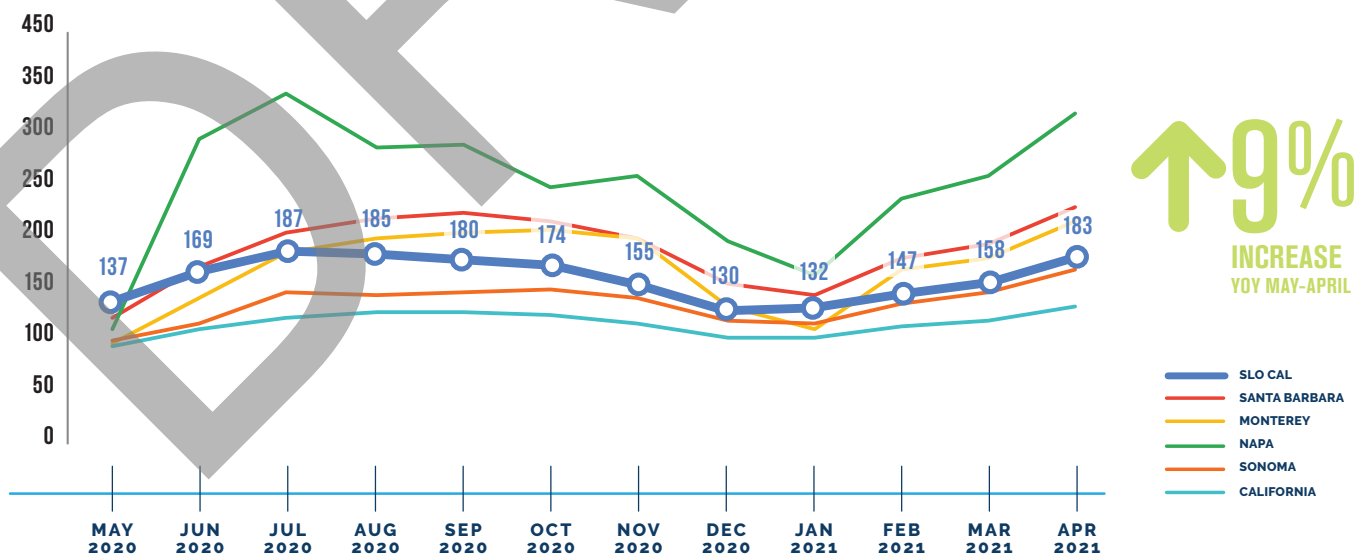
DAYS  
May 2020-April 2021

# DATA INSIGHTS & TRENDS (CONTINUED)

## HOTEL OCCUPANCY (OCC)

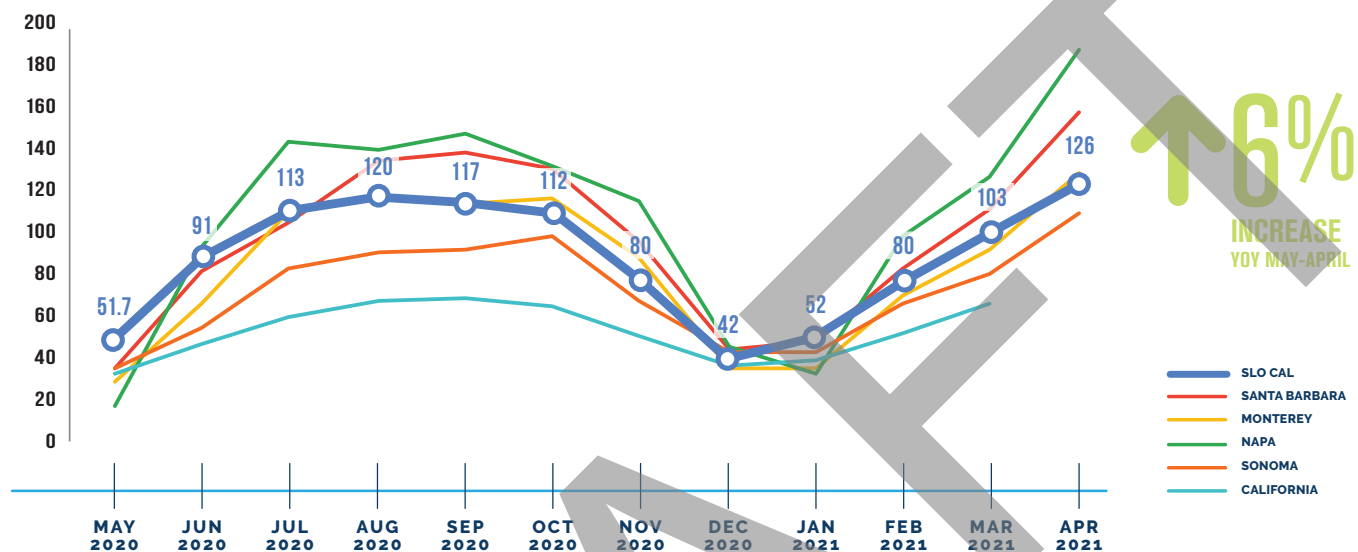


## AVERAGE DAILY RATE (ADR)

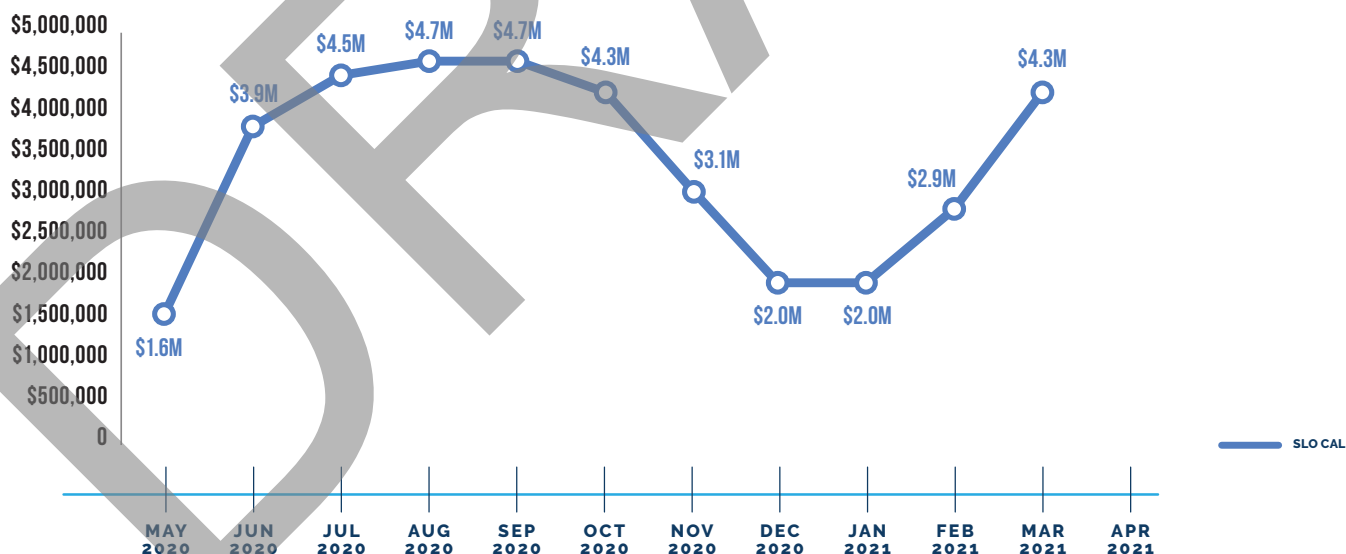


Sources: STR, Inc., Visit SLO CAL

## REVENUE PER AVAILABLE ROOM (REVPAR)



## TRANSIENT OCCUPANCY TAX (TOT)



Sources: STR, Inc., Visit SLO CAL

# WHY TOURISM MATTERS



## TRAVEL spending

\$1.19B

\$3.3M  
a day

\$136k  
an hour

\$2.3k  
a minute

\$38  
a second



## INDUSTRY earnings

\$661M

## TOURISM PUTS



10,450

PEOPLE TO WORK EACH DAY

## DIRECT SPENDING BY SECTOR

LODGING



\$411M

FOOD SERVICE



\$310M

RETAIL



\$150M

RECREATION



\$120M



## TOURISM CONTRIBUTES



\$35.9M

15.6%  
YOY DECREASE

IN TRANSIENT OCCUPANCY TAX REVENUE

WITHOUT TOURISTS  
EACH SLO CAL HOUSEHOLD  
WOULD NEED TO SPEND  
AN ADDITIONAL

\$11,121

TO CREATE THE SAME ECONOMIC BENEFIT  
for the community

## TRAVEL SPENDING CREATED

\$66M

IN LOCAL TAX REVENUE

which could cover the expenses for



614 POLICE OFFICERS' SALARIES

OR



760 FIREFIGHTERS' SALARIES

OR



1,401 TEACHERS' SALARIES

OR



106 MILES OF 2-LANE RESURFACED ROADS

WITHOUT STATE & LOCAL TAX REVENUE  
GENERATED BY TRAVEL & TOURISM

EACH SLO CAL HOUSEHOLD WOULD



PAY AN ADDITIONAL

\$1,113 in taxes

# TOURISM TRENDS

## WELLNESS

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After learning the art of self-care during lockdown, travelers are looking for places to improve their mental and physical health. Destressing, relaxation and self-healing are top motivators for wellness-related travel services, with being in nature and participating in outdoor activities recognized as strong prescriptions for well-being.

### **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. Visit SLO CAL will continue to capitalize on the region's many outdoor experiences that travelers desire on a wellness break.

## SLOW MOVEMENT

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The Slow philosophy is not about doing everything at a snail's pace, but seeking to do everything at the right speed. Coming out of the pandemic, the realization of what is truly important in life is fueling a strong desire for living in an intentional and purposeful way—doing everything as well as possible, and thereby gaining more enjoyment from it.

### **SLO CAL OPPORTUNITY**

The SLO CAL brand is a reflection of the Slow Movement. Visit SLO CAL will continue to embrace this core truth, while adding new depth and dimension to the idea of SLO CAL living and what it offers travelers.

## MEANINGFUL TRAVEL

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In alignment with the Slow Movement, travelers are taking a more purposeful, deliberate and considered approach to travel, choosing to visit fewer places and get more out of each place visited. Travelers are slowing down and savoring experiences, and they expect to have deeper connections with local life, communities, traditions and artisans.

### **SLO CAL OPPORTUNITY**

Visit SLO CAL will capitalize on this thoughtful approach to travel, promoting meaningful connections with people, culture, nature and the opportunity to savor SLO CAL Crafted® experiences.

## THE NEW GOOD LIFE

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The definition of what it means to live a good, happy, fulfilled life is changing. Today's version of the good life has shifted from a focus on money, status and consumption to the pursuit of a simpler, balanced life, rich with connections to people, community and environment.

### **SLO CAL OPPORTUNITY**

The SLO CAL lifestyle engenders the new good life and is a ripe opportunity to innovate and create experiences that genuinely help travelers enjoy the simple pleasures inherent to the region's way of living and realize their new definition of the good life.

## SUSTAINABLE TRAVEL

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Sustainable travel is no longer a trend, but 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, such as 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, Visit SLO CAL has already begun highlighting unique stories of sustainable businesses across channels and in earned media efforts to reach those interested in sustainable travel experiences.

# SLO CAL BRAND *REFRESH*

To bring greater opportunity for collaboration, synergy and collective impact to the region's assessed lodging businesses and local destination partners, Visit SLO CAL will launch a brand refresh in fall 2021. This effort will evolve current SLO CAL brand positioning and messaging—adding more storytelling depth and dimension that aligns with consumer trends and better resonates with today's travelers, while establishing a unifying House of Brands approach.



With a distinct opportunity to increase the meaning and comprehension of SLO CAL, Visit SLO CAL has established a BHAG (big hairy audacious goal) for the next chapter of the SLO CAL brand—to become as well-defined, well-known and well-loved as Southern California and Northern California.

## **SLO CAL BRAND BHAG** OUR BIG HAIRY AUDACIOUS GOAL

FROM THIS

TO THIS

NOR CAL

NOBODY CARES

SO CAL

**SLO CAL  
LOVE**

**BECOME AS WELL-DEFINED, WELL-KNOWN  
& WELL-LOVED AS SO CAL & NOR CAL**

# BRAND RESEARCH

## DATABASE SURVEY & STAKEHOLDER INTERVIEWS



As a first step in the brand refresh, Visit SLO CAL conducted a quantitative survey to explore trip motivations and destination perceptions among past visitors from key California volume markets (Los Angeles, San Diego, San Francisco) and fly markets (Dallas, Denver, Las Vegas, Phoenix, Portland, Seattle).

# TRIP MOTIVATIONS

Travel is strongly driven by the type of occasion, or trip, and influenced by factors such as who is in the travel party, distance traveled and trip length. Of the four Ipsos trip motivations tested, SLO CAL visitors are largely motivated by Relationships and Enhanced Perspective (over Liberation or Harmony).

## RELATIONSHIPS

- Allows me to spend moments with my loved ones
- Allows me to strengthen relationships with those close to me

The pandemic enhanced our appreciation of family and friends. People desire to be together and prioritize making memories together. To SLO CAL visitors, the destination is seen as an ideal place to be in the moment and make meaningful connections, finding joy in the company of one another and creating new travel memories.

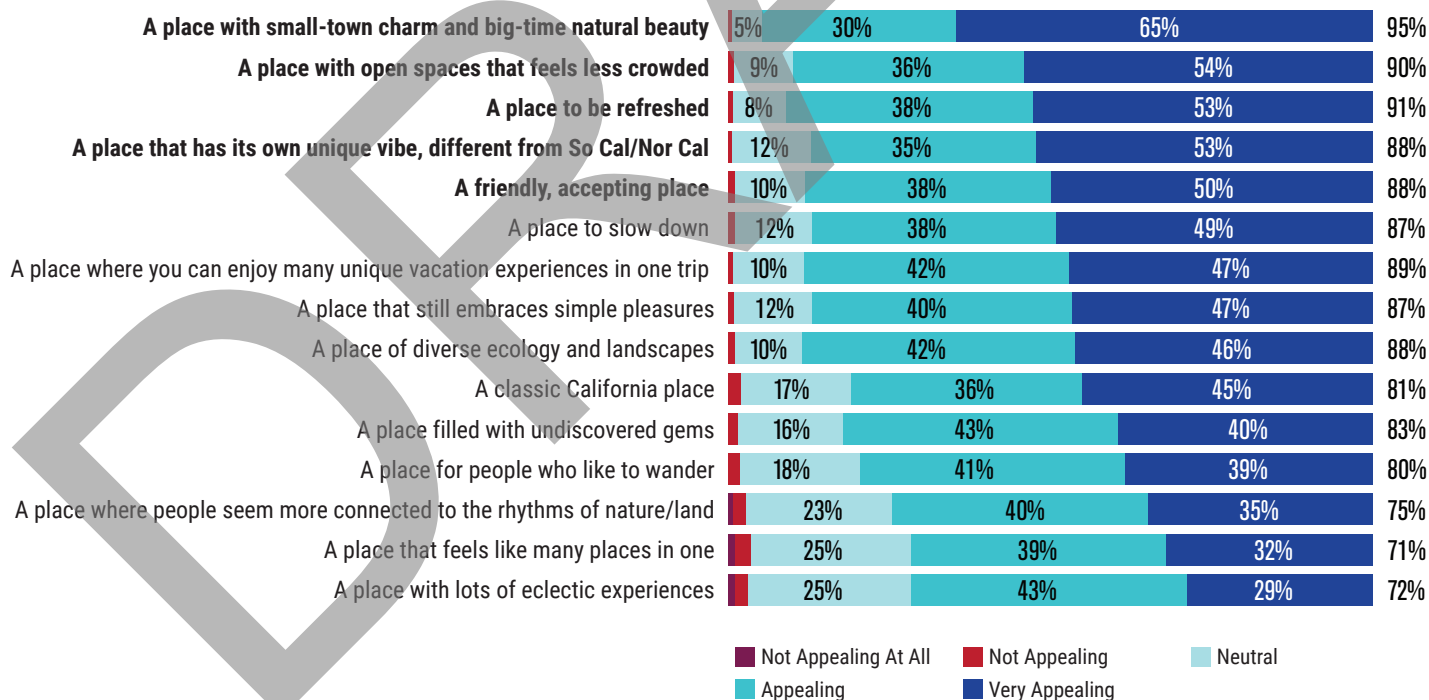
## ENHANCED PERSPECTIVE

- Provides me with unique and interesting experiences
- Broadens my knowledge and enriches my understanding of the world

Travelers want enriching experiences that will allow them to explore deeper connections with local life, learn about other cultures and traditions, and broaden their understanding through artisans and locals. The memories visitors have of SLO CAL are shaped by the people they meet and the unique and interesting experiences along the journey.

# DESTINATION PERCEPTIONS

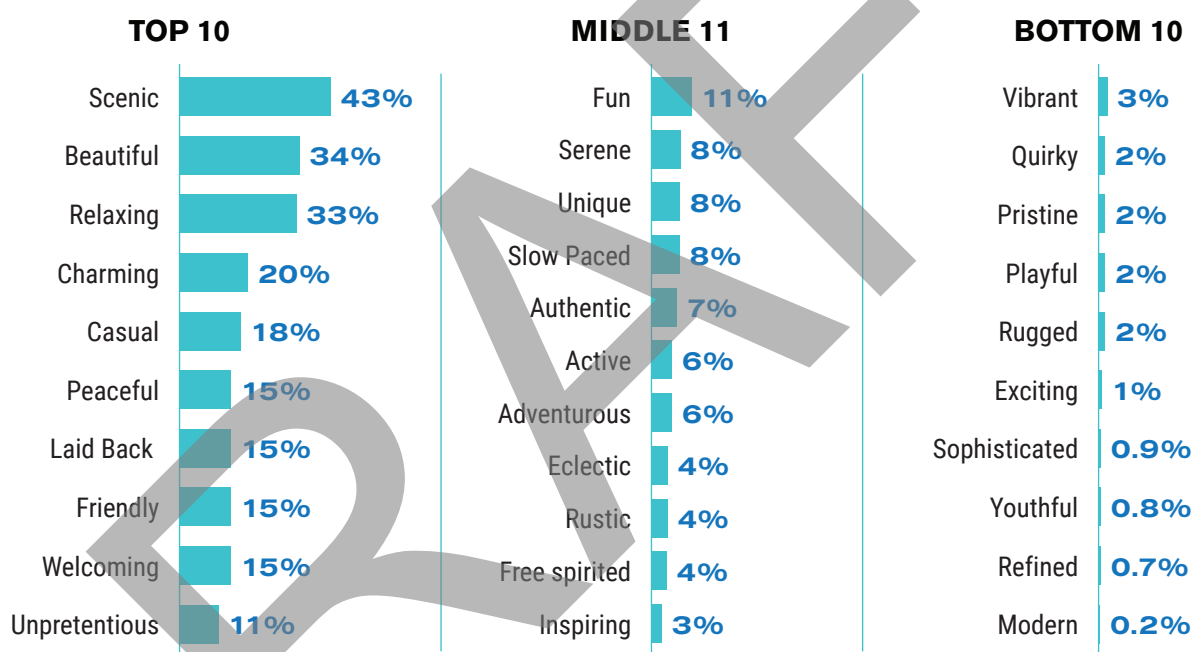
Survey respondents were asked to rate the appeal of statements that may describe SLO CAL's culture or vibe. Top-rated statements reflected the uniqueness of the destination in terms of geography, pace and people.



# DATABASE SURVEY & STAKEHOLDER INTERVIEWS (CONTINUED)

## DESTINATION ATTRIBUTES

Respondents were also asked to rank the top attributes or characteristics that best describe SLO CAL, with the Top 10 also reflecting geography, pace and people.



## STAKEHOLDER INTERVIEWS

To gather local perspectives about SLO CAL and individual destinations, interviews were conducted with key stakeholders across the region. Functional and emotional attributes described were in alignment with the quantitative findings, with important insight gleaned around the local people, or cultures, largely contributing to the region's character or vibe.

# BRAND RESEARCH

## QUALITATIVE FOCUS GROUPS



Four qualitative online focus groups were conducted with past visitors from San Francisco, Los Angeles, San Diego and a mix of out-of-state markets as follow-up to the quantitative survey. A blend of exploratory conversation and projective techniques was used to further uncover top-of-mind perceptions of SLO CAL and the region's lifestyle, while gauging reactions to a new brand refresh positioning statement and early messaging tenets for campaign development.

# QUALITATIVE FOCUS GROUPS (CONTINUED)

## TOP-OF-MIND PERCEPTIONS

Unaided top-of-mind perceptions focused on SLO CAL's beautiful natural setting and relaxing pace, which set it apart from other places.

Relaxing  
outdoors  
chill pretty  
peaceful  
Scenic  
adventurous  
fun  
Real CA  
Beautiful  
Majestic coastline  
Hills, sea, sun  
welcoming

"It's just very not super-fast paced. People are friendly. It's just a relaxing place to go so I think it's peaceful."

"It felt like a very special scenic place that you may not realize existed in California."

In terms of brand characteristics, aided responses were in alignment with the quantitative findings, with scenic, beautiful, relaxing and charming rising to the top.

## KEY THEMES

Throughout the groups, conversation around what makes SLO CAL unique can be distilled into three key themes.

### DIVERSITY OF NATURAL OFFERING

Hills, mountains, beaches, dunes, vineyards and valleys

### DELIBERATE, RELAXED PACE

A different pace and tempo are synonymous with the destination

### CULTURE CREATED BY GENUINE, REAL PEOPLE

Locals are critical to defining SLO CAL

# BRAND REFRESH POSITIONING

Participants were shown a SLO CAL positioning statement and asked to rate agreement on a 5-point scale, as well as highlight what most resonated. Across groups, the response was overwhelmingly positive with agreement the statement reflects SLO CAL, and "Life's Too Beautiful to Rush®" perfectly encapsulates the feel of the region. Other aspects of the statement that resonated included "life's tempo (being) a little more deliberate" and "a kaleidoscope of cultures all linked by one local spirit." The only negatives were around certain descriptors — "jagged" peaks, "lush" forests, which were seen as exaggerated versus the actual landscape.

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®.

Discussion around a series of early messaging tenets, designed to  
help inform creative and content development, provided valuable  
insight to brand tonality and voice. Further refinement of the brand  
positioning will be undertaken based on research conducted.

"It sums up perfectly."

"It's all a positive for  
me...when I see the  
vision from the words,  
it all works."

**4.6%**  
AVERAGE RATING

# BRAND REFRESH

## KEY LEARNING

Through the research, core truths of the SLO CAL experience were validated along with new understanding around the SLO CAL lifestyle and what it delivers for travelers. While the scenic beauty of the place, slower pace and friendly people are key brand attributes, the research brought insight around how these work together to create a unique benefit. Specifically, new dimension came to light around slow as a deliberate way of living—of living vividly, made possible by the combination of place, pace and people, which provides richer territory for brand storytelling than slow as an antidote to fast.

SLO CAL BRAND	
CURRENT	REFRESHED
Slow as an antidote to fast	Living vividly
Greater emphasis on place	Greater emphasis on people
Casual, friendly, unpretentious, playful	Genuine, warm, casual, charming, fun
Life's Too Beautiful to Rush®	Life's Too Beautiful to Rush®

# BRAND REFRESH STRATEGY

SLO CAL represents California of a simpler time—untouched, undeveloped and uncrowded, with an authentic, less complicated and more meaningful way of life. This key insight, combined with the region’s rational and emotional brand attributes, sets SLO CAL up to deliver perfectly on what travelers are looking for today.

The pandemic shifted focus back to basic human needs—health, belonging, care and love—while awakening people to what is truly important in life. The notion of living with intent and purpose has been amplified and permeated many aspects of life, including travel. Travelers are taking a thoughtful approach and seeking to savor experiences with family, friends and those they meet along the way.

When the core aspects of the SLO CAL brand are matched with consumer needs, the outcome offers one the chance to Live Vividly. This strategy will serve as the north star for the next chapter of the SLO CAL brand.

## RATIONAL BRAND ATTRIBUTES

**Diversity of ecology and landscapes:** beaches, rugged coast, sand dunes, rolling hills, agricultural valleys, mountains, lakes, open spaces

**Blend of different cultures:** wine, craft, beach, college, cowboy, agriculture, small town, outdoors/nature

**Abundance of:** unique experiences, amenities and attractions

**People with a unique character:** friendly with an appreciation for authenticity and a rich approach to living that is shared with others.



## EMOTIONAL BRAND ATTRIBUTES

**Ability to:** slow down, enjoy life more and be more conscious of sensory cues (sights, sounds, smells, tastes)

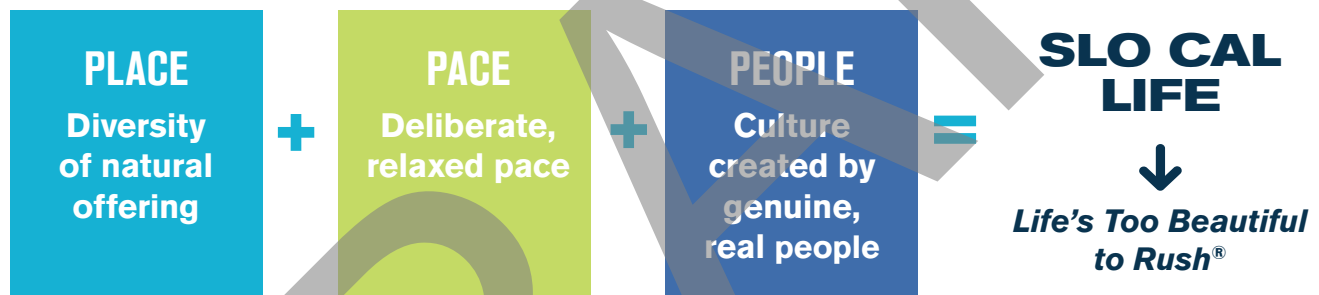
**A profound sense of:** fellowship and connection, renewal, well-being and vitality.

# STRATEGY (CONTINUED)

**SLO CAL OFFERS TRAVELERS THE OPPORTUNITY TO LIVE VIVIDLY.** It is a place that enables you to be fully present and see more clearly on every level: sensory, physically and emotionally. The benefit of living vividly is made possible by the blend of place, pace and people that make up SLO CAL life. This is the foundation of the SLO CAL brand and what will be reflected in the new campaign.

## BRAND STRATEGY

**Key Insight:** California of a simpler time



**Consumer Benefit/Messaging Strategy: Living Vividly;** where you can be fully present, see more clearly (sensory, physically and emotionally)

*"It felt like going from black and white to color...by slowing down I was able to take in the beauty of the beach, and the smell of the ocean...everything became more vivid."*

(Source Qualitative Online Focus Group, May 2021)

**Brand Character:** genuine, warm, casual, charming, fun



# SLO CAL HOUSE OF BRANDS

In pursuit of the SLO CAL brand “big hairy audacious goal” (BHAG) is the creation of a House of Brands approach that seeks to add greater definition and showcase individual destination partners while simultaneously unifying them under the SLO CAL brand. Visit SLO CAL is in development of a new brand campaign that will bring the promise of Living Vividly to life for consumers while providing a foundation of shareable assets for partners in FY 2022.

The House of Brands approach will be phased to allow destination buy-in at varying degrees and distribution of budgets across multiple years.

# PHASE 1

## HOUSE OF BRANDS

### CONNECTIVITY/RECIPROCITY

The SLO CAL brand is made up of a myriad of individual destination identities. Currently, SLO CAL as a master brand is not clearly connected to the individual brands and the individual brands are, for the most part, not clearly connected to the SLO CAL brand. To create a SLO CAL brand that stands out and is more easily understood by potential travelers, greater connectivity and reciprocity are needed between the SLO CAL brand and the individual destinations.

#### OBJECTIVES

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- Adoption of SLO CAL brand identification (logo lock-up and/or identifying line) on individual destination partner websites and in all advertising to signify the destination is part of the SLO CAL brand family
- Implementation of cross linking/handoffs back to SLOCAL.com from individual destination websites
- Development of complementary SEO/SEM strategies across SLO CAL and individual destination websites

#### KEY RESULTS

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- Universal adoption of SLO CAL brand identification by all local destination partners by December 31, 2021
- Universal adoption of website cross linking by all local destination partners by December 31, 2021

# HOUSE OF BRANDS CONNECTIVITY RECIPROCITY



# PHASE 2

## HOUSE OF BRANDS WAYFINDING

SLOCAL.com serves to inform consumers about the region and help them access experiences. Today, the cumbersome structure of the Explore SLO CAL navigation in the current website, which features 22 individual destination choices, makes it challenging to navigate and understand, while standardized individual destination landing pages lack any meaningful differentiation. To create greater clarity and make navigation easier for potential travelers, Visit SLO CAL will refresh SLOCAL.com in FY 2022.

### OBJECTIVES

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- Implement new geographic architecture that makes it easier to understand the region, its diverse offerings and the proximity of individual destinations to each other
- Integrate new storytelling depth and dimension to better showcase individual destinations on SLOCAL.com landing pages
  - Development of microsite options for individual destinations interested in integrating into SLOCAL.com
  - Depending on need and buy-in, the level of integration/depth of navigation will vary (e.g., bookings, listings, calendars of events, galleries, widgets)
- Develop a unified SLO CAL brand aesthetic for individual destination websites not looking to integrate into SLOCAL.com
- Develop cross-region itineraries, events and/or promotions

### KEY RESULTS

---

- Launch of new SLOCAL.com website by December 31, 2021
- Evolution of individual local destination partner and Highway 1 Discovery Route websites to reflect a unified SLO CAL brand aesthetic by March 31, 2022
- Migration of three individual destination partner websites into SLOCAL.COM landing page or microsite by June 30, 2022
- Creation of 12 cross-region itineraries, events and/or promotions by June 30, 2022

# PHASE 3

## HOUSE OF BRANDS CAMPAIGN/ UNIFIED SLO CAL BRAND

Looking forward, Visit SLO CAL will seek to collaborate with individual destination brands to further unify marketing communications throughout the region and continue to amplify the SLO CAL brand. Building from a base of shareable assets created at the outset of the new brand campaign, Visit SLO CAL will work with interested local destination partners to develop a dedicated micro-campaign and suite of assets for use across paid, owned and earned channels. The micro-campaign and suite of assets will include expanded storytelling that honors the experiences of the individual destination within the overarching SLO CAL brand campaign.

### OBJECTIVES

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- Establish micro-campaign approach
- Collaborate with local destination partners at the 2022 Marketing Retreat around micro-campaign concepting

### KEY RESULT

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- Conduct a collaboration workshop at the 2022 Marketing Retreat

# TARGET AUDIENCE

## THE PURPOSEFUL TRAVELER

Evolving from Visit SLO CAL's earlier audience approach that targeted consumers who take at least two or more domestic vacations annually or spend \$2,000+ on domestic vacations annually, The Purposeful Traveler target has added dimension and embodies a SLO CAL state of mind.

Purposeful Travelers live vividly and value 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 activities they enjoy.

## THE PURPOSEFUL TRAVELER: DEMOGRAPHICS

 **46% MALE 54% FEMALE**

 **57% MARRIED 29% SINGLE**

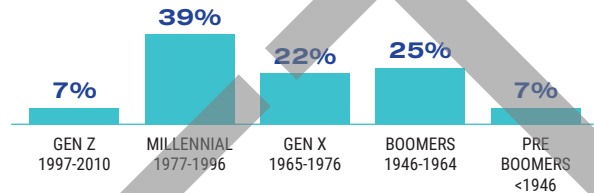
 **40% CHILDREN IN HOUSEHOLD**

 **43% GRADUATED COLLEGE**

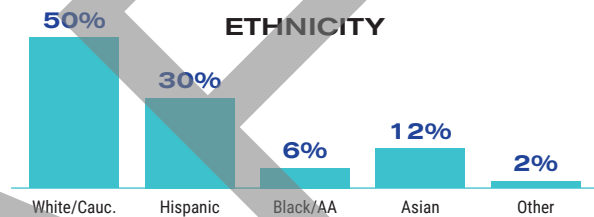
 **\$130.4K HOUSEHOLD INCOME**

 **46.0 AVERAGE AGE**

### GENERATION



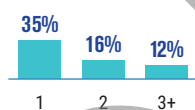
### ETHNICITY



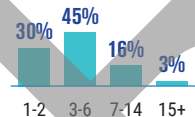
Source: MRI 2020 (Mindset & Traveled 1+ nights)

## THE PURPOSEFUL TRAVELER: TRAVEL PROFILE

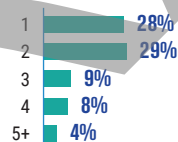
### # ANNUAL VACATION TRIPS



### # NIGHTS AWAY LAST TRIP



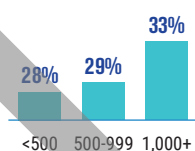
### # TRAVEL PARTY LAST TRIP



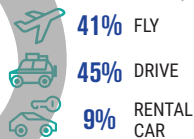
### TRAVEL WITH LAST TRIP



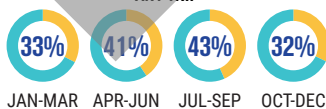
### # MILES TRAVELED LAST TRIP



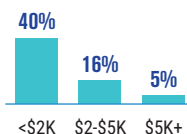
### MEANS OF TRAVEL LAST TRIP



### WHEN TRIPS TAKEN ANY TRIP

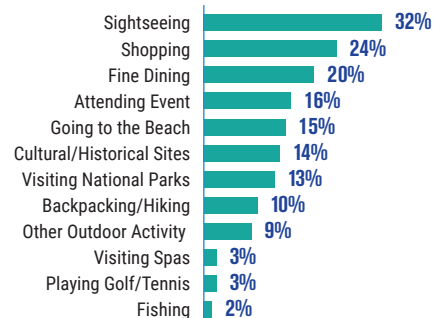


### ANNUAL TRIP SPENDING



**\$2,038**  
AVG. ANNUAL TRIP SPENDING

### TRIP ACTIVITIES ANY TRIP



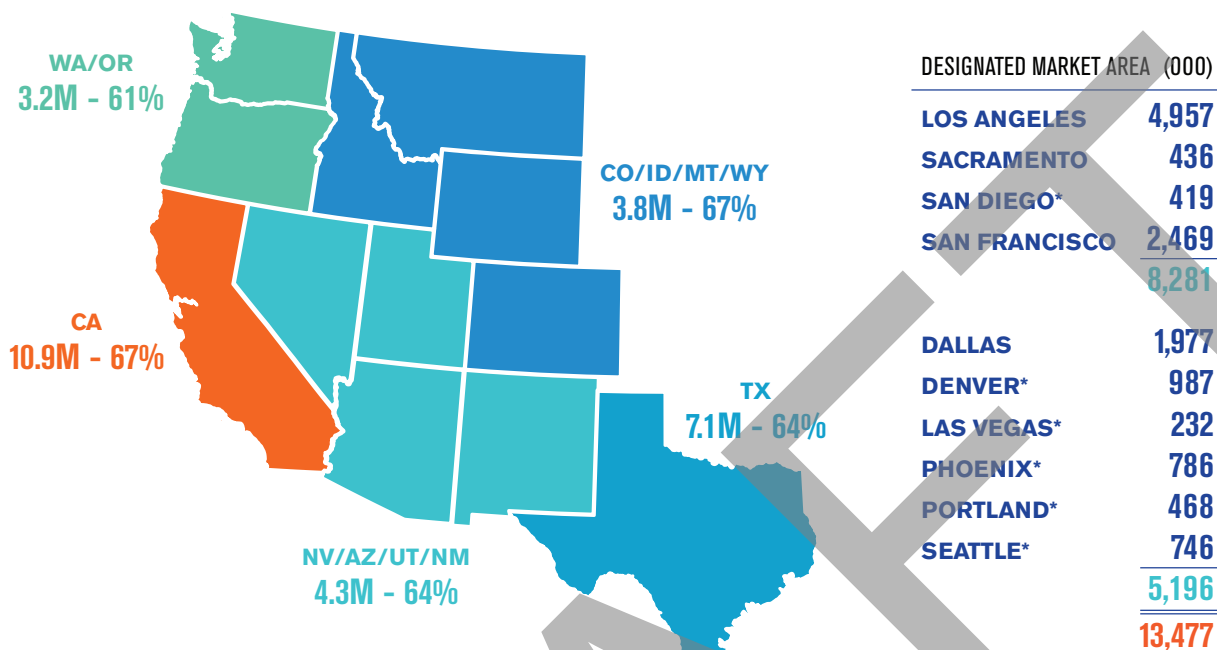
Source: MRI 2020 (Mindset & Traveled 1+ nights)

# GEOGRAPHIC PRIORITIZATION

A photograph of three people—two men and one woman—smiling and holding wine glasses, standing outdoors against a sunset background. The image is overlaid with a large, semi-transparent 'DRAFT' watermark. The overall design features teal and white geometric shapes in the corners.

Across Visit SLO CAL's target markets, The Purposeful Traveler audience is just over 13 million, with 10.9 million residing in California.

# THE PURPOSEFUL TRAVELER: TARGET UNIVERSE



Source: MRI 2020 (Mindset & Traveled 1+ nights)

\*Estimated based on % of DMA

For FY 2022, geographic markets will be prioritized 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 lies in appealing to road trippers as well as those who prefer to fly.

Investment in Tier 3 fly markets will be limited to support of new flights and/or to capitalize on growth opportunities as needed.

## 2019 SLO CAL ARRIVALS BY ORIGIN MARKET

DESIGNATED MARKET AREA	% OF ARRIVALS	PRIORITY
LOS ANGELES	21.23%	Tier 1 (Drive)
SAN FRANCISCO/OAKLAND/SAN JOSE	9.61%	
SACRAMENTO/STOCKTON/MODESTO	5.96%	
SAN DIEGO	1.89%	Tier 2 (Drive/Fly)
PHOENIX	0.50%	
LAS VEGAS	0.34%	
PORTLAND	0.17%	Tier 3 (Fly)
SEATTLE/TACOMA	0.12%	
DENVER	0.08%	
DALLAS/FORT WORTH	0.03%	

# PAID MEDIA

As the country begins to emerge from the COVID-19 crisis and vaccinations fuel traveler confidence, travel searches are showing increased activity as consumers look to capitalize on pent-up wanderlust. Adding to the increase in travel demand will be increased competition as destinations look to rebound from a challenging year. Driving awareness and establishing a strong share of voice will be critical for SLO CAL to break through the clutter and create impact.

**With this in mind, the FY 2022 media plan is built on a foundation of flexibility, creativity and innovation, providing maneuverability as travel trends evolve. Flexibility within the media plan will be paramount, allowing for shifts in strategies based on real-time signals. Creativity and innovation will be at the core of the media plan, delivering new opportunities for greater depth and dimension of storytelling while driving brand engagement to keep SLO CAL top of mind.**

## STRATEGIES

- Build upon previous campaign learnings to maintain the momentum created with current audience segments during recovery
- Engage media partners with the ability to deliver against The Purposeful Traveler: SLO CAL State of Mind
- Reprioritize target geographies using a tiered approach to focus dollars for maximum impact
- Implement a phased media approach to account for potential changes in the travel landscape, allowing SLO CAL to break through the clutter by increasing share of voice as competition and demand increase
- Deploy a diverse media mix, leveraging channels with strong reach and engagement of target segments, while offering opportunities for greater depth of messaging
- Explore opportunities to leverage first-party data as third-party cookies begin to disappear

## OBJECTIVES

- Build top-of-mind awareness of the SLO CAL brand
- Create greater engagement with SLO CAL content, educating consumers on the unique destinations that make up the SLO CAL House of Brands
- Aid air service recovery by generating awareness of routes in key fly markets and driving demand for visitation

## TACTICS

### VIDEO

- Media: Pre/Mid-Roll, In-stream and Out-stream Video
- Channels: Smart TVs, Streaming Platforms and Cross-Device Retargeting

### DISPLAY ADVERTISING

- Media: Native Content, Rich Media and Banner Ads
- Channels: Native and Programmatic Display Networks, High Reach Partnerships with Travel Synergies

### SOCIAL MEDIA ADVERTISING

- Media: Video Ads and Traffic Driving Ads
- Channels: Social Media Platforms

### PAID SEARCH

- Media: Text Ads
- Channels: Search Engine Results Pages

## KEY RESULTS

- Key results and campaign benchmarks will be clearly defined two weeks prior to the launch of all media activity.

# PHASED APPROACH

As traveler confidence grows, a gradual increase in travel intent and visitation can be anticipated. FY 2022 paid media activity will maintain a phased approach with the flexibility to adjust as needed based on travel signals and emerging trends.

	PHASE 1	PHASE 2	PHASE 3
<b>ESTIMATED TIMING</b>	July–August	September–January	February–June
<b>MANAGING FOCUS</b>	Inspirational & Informative	SLO CAL Brand/ House of Brands Campaign Potential Shoulder Season Message	SLO CAL Brand/ House of Brands Campaign
<b>TACTICAL FOCUS</b>	Maintenance level full-time support	Expanded exposure to include content program to drive engagement	Emphasis on high- and mid-funnel tactics
<b>MARKET FOCUS</b>	Tier 1 Drive Markets: Los Angeles, Sacramento & San Francisco Tier 2 Fly/Drive Markets: Las Vegas, Phoenix, San Diego	Tier 1 Drive Markets & Tier 2 Fly/Drive Markets as needed Tier 3 Market: Portland	Tier 1: Drive Markets & Tier 2 & 3: Support as needed
<b>BUDGET ALLOCATION</b>	8% per month	Sep–Nov: 11% per month Dec: 6%	Jan: 6% Feb–Apr: 9% per month May–Jun: 6% per month

# CAMPAIGN TIMING

**Over the past year, travel bookings have occurred in a shorter window than what was the norm pre-COVID-19, with more trips planned spur of the moment. Arrivalist data from 2019 indicated nearly half of all visitation occurring 91+ days following an ad exposure; this narrowed to 60 days in 2020 (even shorter for closer California markets).**

Current industry data indicates planning lead times are beginning to extend further out as people plan for the future. Due to changing lead times, paid media may impact visitation anywhere from 30 to 90 days following exposure, indicating a need for an always-on presence with seasonal heavy-ups.



# FY 2022 MEDIA TIMELINE

## FY 2022 MEDIA TIMELINE



The always-on layer will launch in Phase 1 with activity flighted throughout the fiscal year, establishing the foundation of the campaign. Continual optimizations will ensure the pool of prospective travelers is continually refreshed, while current audiences are pulled further through the funnel.

The new SLO CAL brand/House of Brands campaign will deploy in early fall, marking the launch of Phase 2. Increased media exposure will focus on engagement as the work of educating prospective visitors on all SLO CAL has to offer begins.

As competition is anticipated to pick up in the second half of the year, paid media funds have been allocated to further heavy-up and break through, keeping SLO CAL at the forefront of travelers' minds. Activity will not only evolve to leverage efficiencies for top-of-mind awareness, but will include new opportunities to further elevate SLO CAL storytelling.

Air service messaging in spot markets will be flighted according to seasonality of the selected regions and time periods with opportunity for growth.

# MEDIA MIX/BUDGET ALLOCATION

The media mix was developed with an emphasis on upper- and mid-funnel exposure. Current media usage trends along with previous Visit SLO CAL campaign results were analyzed to determine the most effective mix to deliver on campaign objectives and strategies as efficiently as possible. As new data is collected, the media mix will be optimized based on real-time key performance indicators (KPIs).

## TOTAL NET SPEND \$1.6M\*

SEM

10%

CO-OP

12%

CONTENT

17%

VIDEO

23%

DISPLAY

15%

SOCIAL

23%

\* Print advertising <1%

# 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 KPIs.

<b>TACTICS:</b> VIDEO CONTENT RICH MEDIA	<b>AWARENESS</b> 50%	<b>Primary KPIs:</b> Video Completion Rate Content Views	<b>Secondary KPIs:</b> Video Views Time with Content Engagement Rate
NATIVE SOCIAL	<b>CONSIDERATION</b> 30%	Click-Through Rate Sessions Pageview	Time on Site Onsite engagement
DISPLAY SOCIAL SEARCH	<b>INTENT</b> 20%	Partner Handoffs/ Referral Rate Booking Searches/ Search Rates	Arrival Lift/ Arrivals per 1k impressions

Tracking partners such as Campaign Manager, Integral Ad Science and MOAT will be used to monitor campaign performance, as well as quality and brand safety, while providing opportunities for campaign optimizations. Campaigns will be monitored weekly for pacing against primary KPI goals established at the onset of each campaign. Optimizations will be implemented as needed throughout each flight to ensure delivery of high-quality impressions is creating desired results for each campaign tactic.

The primary campaign KPIs will provide insight into audience interest and engagement, but will not be able to deliver on brand awareness lift. In order to track brand awareness growth, awareness studies will need to be conducted at various points throughout the fiscal year. When possible, brand lift studies will be negotiated with media partners to determine awareness levels for specific campaign elements.



# OWNED MEDIA

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

## STRATEGIES

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- Launch a new SLOCAL.com website, incorporating an accessible, content-first approach to expand upon the House of Brands strategy
- Bring engaging video to the forefront of VSC's editorial footprint
- Utilize best-in-class email marketing automation and SLOCAL.com to deliver more personalized experiences for consumers
- Consistently use create once, distribute everywhere (CODE) method for efficient distribution and stronger return on investment to grow digital audiences
- Promote events and festivals with a consolidated and countywide calendar system to increase visitation
- Amplify and empower local, diverse and authentic storytelling that is compelling and engaging to target audiences



## OBJECTIVES

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- Implement new technologies and industry best practices to refine usability, user experience and personalization targeting for SLOCAL.com
- Create a diverse, equitable and inclusive editorial footprint to promote SLOCAL as a top destination for domestic and international audiences
- Align VSC's owned channels to promote a House of Brands strategy to increase reach, performance and engagement key performance indicators (KPIs) through consistent brand messaging
- Utilize the new website and brand evolution to implement the recovery and resiliency plan for key marketing initiatives
- Increase partner handoffs, SEO ranking and return on investment from owned media campaigns, website and social media channels
- Strengthen SLOCAL as the county's premier brand identity to increase reciprocity and threads of connectivity to each partner destination

## KEY RESULTS

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- Create Equity, Diversity and Inclusion (EDI) digital content strategy by September 30, 2021
- Completion and launch of a new, immersive, mobile-first website redesign by December 31, 2021
- Develop a lead scoring model via the Act-On platform to create an integrated ecosystem of the consumer journey through list segmentation and customized campaigns by December 31, 2021
- Transition annual Official Visitors Magazine to an inspiration guide with a digital focus by December 31, 2021
- Following completion of website redesign on December 31, 2021, increase annual partner referrals 15% by June 30, 2022
- Execute EDI digital content strategy and marketing efforts by June 30, 2022, curating 30 editorial pieces and 30 original video assets through local writers and digital influencers/tastemakers
- Increase website sessions, social media followers and e-communication subscribers' open rates and click rates engagement with target audience by 5% by June 30, 2022
- Increase non-paid web traffic by 5% from 2019 baseline by June 30, 2022
- Complete the first three phases of the House of Brands initiatives, including creation of landing pages and/or microsites tailored to each community, by June 30, 2022

# EARNED MEDIA & PUBLIC RELATIONS

**Earned media allows Visit SLO CAL to strengthen destination exposure through third-party endorsements from journalists and social media influencers. VSC and its national public relations agency, TURNER PR, will continue to work collaboratively to bring domestic media to SLO CAL to expand media knowledge of destination-specific offerings and create storytelling opportunities that increase awareness and ultimately visitation.**

## STRATEGIES

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### PROACTIVE PITCHING

- Leverage media relationships to secure quality SLO CAL coverage across national consumer (e.g., travel, culinary, eco/adventure, families) and trade outlets, in addition to key regional publications in drive and fly markets
- Focus on arranging qualified media and influencer visits to discover SLO CAL firsthand for larger feature opportunities that highlight the entire region
- Consistently reach out to local and regional business and tourism media with ongoing news and updates, developing relationships and a steady cadence of thought leadership positioning

### KEY MARKETS, EVENTS AND ACTIVATIONS

- Dedicated focus on out-of-state direct fly markets, including virtual deskside media missions, to boost potential visitation from those key areas as air travel returns post-pandemic
- Leverage Xplorit virtual site inspection technology content in deskside media meetings, media missions, and in small event and experiential programs
- Continued focus on national coverage and media-rich markets that VSC partners do not have the budget or bandwidth to be present in, such as Chicago, Denver, Dallas, Las Vegas, Portland, Phoenix, Salt Lake City, and Seattle.

### PARTNER RELATIONS

- Increase and streamline communication between VSC, lodging investors and community partners through new programs and key initiatives, including an opt-in media leads distribution system and a quarterly PR newsletter



## OBJECTIVES

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- Use narrative-driven storytelling to introduce SLO CAL as a top vacation destination, increasing overall destination recognition within core national and regional consumer media and trade outlets that reach the target audience
- Embrace recovery efforts by emphasizing the diversity of SLO CAL's landscapes and adventures with the California Less Traveled<sup>SM</sup> messaging, appealing to key regional drive markets, with an emphasis on increasing demand
- Increase SLO CAL's voice and reach with local media outlets by making visibility and accessibility a priority, continually spotlighting the important role that tourism plays in the overall economy and community
- Grow and maintain SLO CAL's share of voice within targeted regional fly markets and national media to place a spotlight on the destination and set it apart from competitors
- Leverage brand awareness of SLO CAL and its partners' destinations to help increase traffic and cross-visitation, creating room night demand and growing revenue

## KEY RESULTS

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### MEDIA COVERAGE (QUALITY + QUANTITY)

- At least 60% of annual earned media coverage secured in outlets will be found on the approved priority publications list of national and international consumer media and trade outlets that reach the target audience
- At least 65% of annual coverage secured will include a direct link and/or quotes from Visit SLO CAL
- At least 60% of all articles secured will mention two or more areas/partners in the SLO CAL region
- Launch of hot leads program will allow response to quick turn media opportunities by September 30, 2021

### MEDIA HOSTING

- Host 20 media representatives who contribute to agreed-upon national and/or regional (fly market focus) priority publications

### MEDIA MISSIONS & ACTIVATIONS

- Host four virtual deskside media missions, one per quarter, in markets where SLO CAL partners are not currently present (complete by June 30, 2022)

### PREPAREDNESS

- As part of the fall educational symposium, educate destination partners on the updated crisis communication plan by November 30, 2021

# EARNED MEDIA & PUBLIC RELATIONS (CONTINUED)

## NARRATIVES

### REVENGE TRAVEL

As consumers embrace travel experiences following the COVID-19 pandemic and subsequent lockdowns, they are looking for opportunities to make up for lost time, celebrating with family and friends in new ways. Engaging in what is being coined as “revenge travel,” where consumers splurge on luxury travel experiences or extended stays, will be a priority.

### MEANINGFUL TRAVEL

Destination decisiveness and purposefulness will lead consumers to practice more deliberate and thoughtful approaches to travel. Consumers are choosing to visit fewer attractions and to gain more from each place they visit. They desire to savor each moment and expect to have deeper connections with local life, communities, traditions and artisans. Multigenerational travel and celebration trips with family and friends are expected to increase as people gather again and make up for lost time. Eight in 10 travelers are expected to prioritize creating new travel memories, and SLO CAL is uniquely positioned to offer a wide variety of authentic experiences. VSC will take advantage of the diverse makeup of its communities through imagery and targeted messaging.

### SLO CAL CRAFTED®

As consumers look for authentic travel experiences, they seek locally made products by artists and artisans creating fine wine, craft beer and spirits, artisan cheeses, honey, lavender and much more. Opportunities to highlight a refreshed and cohesive SLO CAL Crafted® brand and drive consumer visitation and engagement as part of a larger November 2021 initiative will bring into focus SLO CAL's diverse offerings.

### ACTIVE OUTDOOR

The outdoors in SLO CAL is for everyone—no matter if you're an uncompromising thrill seeker or in search of a romantic walk on the beach. Almost every quintessentially Californian adventure is easily accessible here. The diversity of outdoor experiences in SLO CAL makes planning an active getaway—of any kind—a snap.





# PARTNERSHIPS & EVENTS

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

## SLO CAL CRAFTED®

### STRATEGIES

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- Create equity in the SLO CAL Crafted brand, tapping into consumers' desire for authentic experiences and products
- Establish the SLO CAL Crafted brand within the larger House of Brands strategy

### OBJECTIVES

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- Certify partners who meet established requirements, which include requiring businesses to be headquartered in SLO CAL with primary design and manufacturing done in SLO CAL
- Develop opportunities in overarching marketing initiatives to highlight the quality, local products made, farmed and grown in SLO CAL
- Highlight various communities throughout the destination by incorporating SLO CAL Crafted certified businesses into the House of Brands strategy

### KEY RESULTS

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- Achieve 60 new partner registrations for SLO CAL Crafted by December 31, 2021, and 20 registrations per quarter, beginning Q2, for inclusion in content, itineraries and future events and activations centered around SLO CAL Crafted experiences
- Create content strategy and itineraries focused on authentic SLO CAL Crafted experiences, listed on a dedicated landing page by December 31, 2021
- Create a countywide map of SLO CAL Crafted certified businesses and collateral that connects the rooms within the House of Brands together by June 30, 2022



## RESTAURANT MONTH

### STRATEGIES

- Highlight culinary opportunities in SLO CAL during the January 2022 shoulder season
- Create opportunities for additional partnerships with VSC

### OBJECTIVES

- Launch Restaurant Month focused on special deals throughout the county
- Create a participation baseline for event deals and incentives
- Establish paid and owned media opportunities to drive consumer demand
- Host a Restaurant Month kick-off event to drive media and social media awareness

### KEY RESULTS

- Create a special deals strategy by collaborating with past participants by August 31, 2021
- Balance participation throughout the county by compiling an inventory of eligible restaurants with a goal of every community having appropriate representation in the program by August 31, 2021
- Register 60 restaurants from around the county to participate in the 2022 event
- Engage 25% of participating restaurants to donate a dining experience that can be used in social media and digital contests with commitments made by November 30, 2021
- Kick off Restaurant Month the first week of January 2022

## SPARTAN RACE, SLO CAL OPEN & OTHER 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 in need periods
- Create brand alignment with national and international brands that fit SLO CAL's personality in order to increase destination awareness

### KEY RESULTS

- Update bid criteria for event sponsorships to align with cross visitation goals (completed by July 31, 2021)
- Increase awareness and exposure of the SLO CAL Open through the promotion of two competitors who will have the opportunity to compete in larger events based on qualifying at the SLO CAL Open
- Identify and negotiate a new Visit SLO CAL sponsored event, by June 30, 2022, to drive shoulder season visitation in FY 2023



# PARTNERSHIPS & EVENTS (CONTINUED)

## PARTNER ENGAGEMENT

### STRATEGIES

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

### OBJECTIVES

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- Utilize SLO CAL Connection to provide partner value through the dissemination of timely research and reports as well as give partners ownership of their listing, 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 *This Week in SLO CAL*
- Utilize the Act-On platform to drive engagement of subscribers to *This Week in SLO CAL* to increase partner participation in key marketing initiatives

### KEY RESULTS

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- Onboard 20 new partners each quarter who engage in two or more VSC opportunities, not including partners involved with SLO CAL Crafted initiatives
- Create CRM reporting mechanism to track free listings updated by partners and create a baseline by August 31, 2021
- Achieve 30% participation rate of new partners in owned and earned media activities by June 30, 2022

## LIFE'S TOO BEAUTIFUL TO RUSH® MURAL TRAIL | DESTINATION PARTNERS

### STRATEGIES

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- Brighten and beautify the communities while incentivizing Instagrammable public art murals

### OBJECTIVES

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- Catalog existing murals throughout SLO CAL to create a mural trail and identify opportunities for mural creation by leveraging partnerships with local destination partners and community engagement with artists

### KEY RESULTS

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- Inventory and map existing murals through SLO CAL by December 31, 2021
- Develop digital countywide mural trail by highlighting existing trails and creating new artwork by January 31, 2022
- Identify and leverage four public art funds that can be used in specific destinations to increase footprint and create artwork by March 31, 2022

# SALES

COVID-19 gravely impacted the travel and tourism industry across all verticals; tour and travel and meeting and conference are no exception. Due to travel and event restrictions over the past year, Visit SLO CAL shifted its short-term sales strategy to a more in-state approach. Moving forward, VSC will continue to nurture and grow relationships with California-based meeting and event planners and domestic travel advisors, and will reactivate international representation in key markets when the time is right. In addition, VSC will work closely with lodging investors and meeting facilities partners to increase bookable hotel and meeting space products through strategic platforms, making it easier for tour operators and meeting planners to choose SLO CAL.

## MEETING & CONFERENCE

### STRATEGIES

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- Advance partnership with Cvent
- Organize and execute in-person sales missions
- Attendance at the following industry trade shows
  - CalSAE Seasonal Spectacular
  - MPI ACE
  - All Things Meetings Reception & Tradeshow
- Develop and launch Xplorit virtual site inspection program
- Continue to build and promote the advanced facilities module on Visit SLO CAL website

### OBJECTIVES

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- 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

### KEY RESULTS

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- Generate 96 sales leads through Cvent's online venue sourcing software (increase of 15%, 13 leads over 2019) by June 30, 2022
- Participation of 11 lodging investors or partners in co-op sales initiatives by March 31, 2022
- Provide 52 meeting and conference tradeshow sales leads for lodging investors per quarter
- Develop and launch Phase 1 of Xplorit virtual site inspection program by November 30, 2021
- Review and update 30 meeting venue listings per quarter in the advanced facilities module on SLOCAL.com

## TOUR & TRAVEL

### STRATEGIES

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- Attendance at the following industry trade shows
  - IPW (September 2021 and June 2022)
  - National Tour Association Travel Exchange
  - Go West Summit
- Organize and execute in-person sales mission
- Leverage relationship with Visit California to partner on sales programs
- Host Visit California's fall Luxury Forum

### OBJECTIVES

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- Build and nurture relationships with international and domestic tour operators and travel buyers to increase shoulder season 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

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- Facilitate and confirm five direct contracts per quarter between receptive tour operators and lodging investors/partners
- Increase shoulder season hotel room revenue (October - March) by 15% over 2019 through top producing tour operators, by March 31, 2022
- Participation by seven lodging investors or partners in co-op sales initiatives by June 30, 2022.
- Generate 100 tour and travel sales leads for lodging investors and partners by June 30, 2022
- Participation in one Visit California sales program per quarter



# FILM SLO CAL

**Film SLO CAL, the San Luis Obispo County Film Commission, and 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, supporting and managing production leads for motion pictures, television and commercials, as well as encouraging a strong, collaborative film industry within SLO CAL.**

## STRATEGIES

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- Position Film SLO CAL as the local film industry leader and the first point of contact for film professionals with SLO CAL
- Increase awareness of SLO CAL as a unique filming location due to its diverse landscapes and accessibility to different scenic areas
- 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

## OBJECTIVES

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- Generate earned media to create awareness about the variety of opportunities to film in SLO CAL
- Further develop communication channels and foster one-on-one relationships with location managers, producers and scouts
- 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 the filming industry's contribution to SLO CAL
- Educate the local film industry on the role of Film SLO CAL and opportunities to partner
- Leverage partnership with the San Luis Obispo International Film Festival (SLOIFF) to attract filmmakers, producers, film crews and consumers to SLO CAL
- Collaborate with city, county and state liaisons to turn leads into tangible opportunities and to ensure reporting and tracking are updated and accurate

## KEY RESULTS

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- Create two earned media stories highlighting film locations throughout SLO CAL by December 31, 2021
- Create and activate communication plan to build relationships with local managers, producers and/or scouts by September 30, 2021
- Attend CFC and FLICS monthly/quarterly meetings and annual events to network and strengthen relationships
- Deliver pre and post local scout familiarization tours, increasing industry engagement through partnership with SLOIFF annual event
- Conduct and leverage local quarterly film commission meetings with municipalities and county
- Create base performance levels in line with FY 2019 including over 100 productions, 250 film days, 1,200 room night and over 100 leads, and report results within 30 days of the end of each quarter

# EXPERIENCE SLO CAL 2050



Visit SLO CAL has concentrated on addressing immediate concerns and needs affecting the county's Travel and Tourism Industry during the COVID-19 pandemic. Due to this, the momentum with the Experience SLO CAL 2050 recommendations, previously approved by the Board of Directors, has slowed. As California advances toward a post-pandemic mindset and travel and tourism steadily increase, VSC is once again focused on advancing the Experience SLO CAL 2050 recommendations.



## ITEMS VISIT SLO CAL WILL ADVOCATE FOR IN FY 2022

### COUNTYWIDE TRAIL SYSTEM

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Beginning fall 2021, Visit SLO CAL will partner with trail organizations and county and municipal stakeholders to begin working on an agreement for a joint strategy, plan and advocacy approach for a countywide connected trail system in SLO CAL. 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.

### TALENT ATTRACTION, DEVELOPMENT & CAREERS

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The Workforce Development Board of San Luis Obispo County Local Plan 2017-2020 identified "Accommodation and Food Service" as the largest economic sector in San Luis Obispo County. Visit SLO CAL will continue to advocate for and support countywide economic development organizations and educational institutions to strengthen talent development opportunities for current residents and attract new talent to the market.

### WORKFORCE HOUSING & TRANSPORTATION

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Visit SLO CAL will continue to partner with the broader Coalition of Housing Partners in exploring and creating strategies to address the need for greater workforce housing availability. At the same time, VSC will work with the San Luis Obispo Council of Governments (SLOCOG) and the Regional Transit Authority (RTA) to research and explore transportation options and the potential for allocating (or reallocating) resources and assets to improve and/or enhance public, private and industry transportation options for Travel and Tourism industry workers.

## ITEMS TO BE COMPLETED/FUNDED BY VISIT SLO CAL

### CUSTOMER SERVICE TRAINING INITIATIVE

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Visit SLO CAL has recently moved forward with the Customer Service Training Initiative by releasing an RFP to interested agencies specializing in program development. The selected agency and Visit SLO CAL will collaborate with investors and industry partners to develop customer service and destination awareness training. This platform will be web and mobile based and will be available at no cost to participants, allowing for every employee in the travel and tourism industry to develop their understanding and skill set in providing enhanced guest experiences. This platform will also allow industry employees to be more informed on things to do across the market, better leveraging existing assets and promoting cross-visitation between communities. The training program is expected to be completed and available by May 31, 2022.

### EVENTS & FESTIVALS STRATEGY

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In spring 2021, Visit SLO CAL released an RFP to interested agencies skilled in strategic planning related to events and festivals. The selected agency and Visit SLO CAL will collaborate with key lodging investors and partners within the tourism community, county and municipal stakeholders, as well as those involved with organizing and producing countywide events, to create a comprehensive countywide Events & Festivals Strategy. The process will begin with a thorough analysis of existing events and festivals to understand current situations, strengths, and weaknesses. That data will inform the basis of the strategy, which will establish strategies and planning for creating, incubating and facilitating visitor-related events and festivals. It will provide an analysis of high-impact rated events, best locations, and key off-season and mid-week periods to drive lodging demand and yield top rates throughout the year. The Events and Festivals Strategy will also include defined performance measures for continued resources and a plan for program sponsorship and funding. A newly updated countywide events calendar to be housed on SLOCAL.com will be the final component of the strategy. The overall focus of the strategy is to bring positive economic contributions to SLO CAL and enhance the quality of life for residents.

### SPACE LAUNCH EVENTS

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In line with the Thematic Routes recommendation, Visit SLO CAL will work to develop itineraries for launch viewing opportunities and work with lodging investors and partners to create multiday stay packages for visitors when space launch events are scheduled at Vandenberg Space Force Base. This will not only create a memorable stay in SLO CAL, but promote cross-visitation within the county. As the launch events are scheduled, Visit SLO CAL will increase event promotion, featuring the routes and packages created.

### THEMATIC ROUTES

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Visit SLO CAL will work with local destination partners and communities to identify, create and strengthen existing thematic routes as well as build and promote multiday packages that travelers can use to plan their trips. Thematic routes based on personal interests, such as the Highway 1 Discovery Route, Farm Trail or Wine Trail, will help visitors understand SLO CAL's diverse region, while also encouraging cross-visitation to less-traveled areas of the county.

## VISIT SLO CAL'S EXISTING SCOPE OF WORK

### AIR SERVICE & AIRPORT DEVELOPMENT

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

### PASO ROBLES WINE COUNTRY ALLIANCE & SLO COAST WINE COLLECTIVE

Visit SLO CAL will continue partnering with the Paso Robles Wine Country Alliance and SLO Coast Wine Collective to feature and celebrate the wines, vineyards, people and experiences associated with the wineries in these regions.

### SLO CAL CRAFTED®

A major focus for the upcoming year will be highlighting various communities throughout SLO CAL by incorporating SLO CAL Crafted businesses into Visit SLO CAL's House of Brands strategy. A countywide map featuring SLO CAL Crafted certified businesses will be created and included as part of the Experience SLO CAL 2050 Thematic Routes initiative.



# EQUITY, DIVERSITY & INCLUSION

**Visit SLO CAL is committed to ensuring its work fosters equity, diversity and inclusion within SLO CAL as a destination that embodies those qualities, 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 be focused on the following programs over the coming year.**

## **EDI AUDIENCE AND ASSET ALIGNMENT STUDY**

Gaining a clear understanding of the audience SLO CAL is working to attract, as well as the product availability within SLO CAL, is paramount to the destination's success. An EDI Audience and Asset Alignment Study will help inform product and service development and provide information on tourism experiences that currently meet or exceed visitor expectations by assessing specific EDI market segmentation. VSC's aim is to strengthen destination opportunities to identify, upgrade and enhance the market readiness of tourism products and services aimed at improving the visitor experience.

## **BUILDING EDI ASSETS**

Once the EDI Audience and Asset Alignment Study is complete, Visit SLO CAL will be well-positioned to create a focused marketing plan to meet diverse customer needs and expectations, thereby growing SLO CAL's visitor base. Visit SLO CAL is committed to working with destination partners and individual municipalities on their business plans to develop new products and services that will authentically target and attract visitors to a destination that is welcoming to all.

## **TARGETING MORE DIVERSE AUDIENCES THROUGH PR AND MARKETING EFFORTS**

Visit SLO CAL is working in partnership with TURNER PR and Mering to develop public relations and marketing campaigns that begin with better understanding SLO CAL's diverse marketplace audiences, and tailor 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 lifelong learners. VSC is partnering with an 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.

## STRATEGIES

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- Further refine 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

## OBJECTIVES

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- Position Visit SLO CAL as a leader in the EDI travel and tourism space
- Identify SLO CAL's diverse assets and raise awareness of those assets in order to increase 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

## KEY RESULTS

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- Complete EDI Audience and Asset Alignment Study by September 30, 2021
- Create EDI digital content strategy by September 30, 2021
- Complete social media campaigns for commemorative and heritage months to ensure an authentic representation of travel and tourism related businesses
- Meet quarterly with three EDI-focused, local agencies that align with and further Visit SLO CAL's EDI Plan and initiatives
- Integrate an EDI training into new hire onboarding by June 30, 2022



# ADVOCACY

**Visit SLO CAL's advocacy priorities were created to ensure the travel and tourism industry is represented on matters that impact the community. The industry's voice should be leveraged at all levels of government to ensure regulations and policies provide support and advancement for lodging investors and partners. The COVID-19 pandemic has disproportionately devastated the travel and tourism industry throughout the county, the state and the nation. VSC's efforts this year will continue to focus on providing relief that bolsters local hospitality businesses and supports a recovering travel industry.**

## STRATEGIES

- Continue to advance the Visit SLO CAL Advocacy Plan for local, state and federal legislation
- Continue to strengthen relationships with U.S. Travel Association, CalTravel and other strategic partners to stay informed on current state and federal legislation
- Leverage relationships with tangential, community-based organizations to partner on advocacy issues that increase residential quality of life and visitor experience
- Continue to build and foster relationships with elected officials and government partners to identify legislative pathways that are integral to building and maintaining a resilient destination

## OBJECTIVES

- Develop an advocacy pathway, toolkit and engagement opportunities for partners to share resources and ensure a united local advocacy voice on pertinent measures and regulations
- Position Visit SLO CAL as an advocacy leader for local travel and tourism industry partners and lodging investors
- Amplify Visit SLO CAL's voice with local, state and federal legislators and agencies
- Provide resources and communicate engagement opportunities so that partners may utilize their voices
- Increase awareness of Visit SLO CAL as a resource in order to develop and boost local advocacy efforts



## KEY RESULTS

- Host Advocacy Workshop in February 2022 to educate and promote advocacy tools and engagement opportunities
- Meet and onboard newly elected officials within their first 90 days of taking office
- Deliver Oceano Dunes Economic Impact Assessment data and analysis results by December 31, 2021; dictated by the results from the assessment
- Host biannual Hospitality Roundtable with state and federal legislative representatives
- Participate in U.S. Travel Destination Capitol Hill and CalTravel Advocacy Day
- Identify advocacy opportunities and provide the tools and resources needed for our investors and partners to effectively communicate their position on important travel and tourism related issues
- Deliver letters of support or opposition on policy issues that align with VSC's Advocacy Plan

## TRAVEL INDUSTRY RECOVERY AND RELIEF

In partnership with state and federal advocacy groups, VSC will continue to meet with the region's federal lawmakers to advocate for travel business relief, advance stimulus measures to drive travel demand, position the U.S. to welcome international visitors again, and restore business, meetings and events travel. As key items move through the legislative process, VSC will engage with lawmakers and encourage partners to share their voices on how restoring the travel economy is pivotal to SLO CAL.

To learn more about Visit SLO CAL's advocacy efforts or request action on a legislative item, contact [Advocacy@SLOCAL.com](mailto:Advocacy@SLOCAL.com).

# ENGAGE WITH VISIT SLO CAL

		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
SALES	TRADESHOWS AND MISSION CO-OPS			IPW		
	ADDITIONAL TRADE SHOWS				RVIA California RV Show Vacation Rental Management Association's Annual Conference UK Sales Mission	National Tour Association Travel Exchange
EARNED	DOMESTIC MEDIA PITCHES	SHORT LEAD: Labor Day Escapes	SHORT LEAD: California Wine Month	SHORT LEAD: Fall Happenings	SHORT LEAD: Thanksgiving Retreats	SHORT LEAD: Holidays in SLO CAL
		LONG LEAD: Holiday Travel	LONG LEAD: Animal Migrations	LONG LEAD: Weddings & Romance	LONG LEAD: Pet-Friendly Destinations	LONG LEAD: Spring Hikes
	GROUP FAM TOURS					Media FAM
PAID	ADVERTISING & MEDIA	Life's Too Beautiful to Rush Mural Project				
		CrowdRiff				
		SLOCAL.com Advertising				
		SLO CAL Visitor Magazine Advertising				
PARTNERSHIP	PARTNERSHIP OPPORTUNITIES AND LOCAL EVENTS	House of Brands Photoshoot + Video Co-op				
OWNED	CONTENT STORIES PARTNERS: ALL	Summer Holidays	Harvest SLO CAL	Hispanic Heritage Month	Fall Festivities	Native American Heritage Month
				SLO CAL Wine Month		SLO CAL Crafted®
EVENTS	TOURISM INDUSTRY		U.S. Travel Association ESTO	CalTravel Summit		

Visit SLO CAL is your partner in promotion, education and collaboration, working on behalf of the entire community to elevate the positive impact and perception of the tourism industry in SLO CAL. Take advantage of VSC's investment in marketing, sales, media and film promotion by getting involved today. Below you'll find a calendar full of ways to engage with VSC throughout the year. Attend trade shows to grow your business. Participate in free co-ops throughout the year. Share your business with top national and international media by hosting press or sharing your stories. Visit SLO CAL is all about you—so get involved today!

DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CalSAE Seasonal Spectacular	Tour & Travel Winter Sales Mission		Meeting Professionals International Northern CA Expo			IPW
Meeting & Conference Sales Mission			Meeting & Conference Sales Mission			
		Go West Summit				
SHORT LEAD: Wellness	SHORT LEAD: Romantic Getaways	SHORT LEAD: Spring Break Travel	SHORT LEAD: Scenic Drives	SHORT LEAD: Mother's Day Escapes	SHORT LEAD: Coolest Pools	SHORT LEAD: Fourth of July
LONG LEAD: Sustainability & Eco-Road Trips	LONG LEAD: Family Summer Getaways	LONG LEAD: Best Beaches	LONG LEAD: Vineyards & Villas	LONG LEAD: Outdoor Adventure	LONG LEAD: Culinary	LONG LEAD: Spa & Wellness (Sept. is National Yoga Month)
	Media FAM	Media FAM				
Life's Too Beautiful to Rush Mural Project						
CrowdRiff						
SLOCAL.com Advertising						
				Brand Refresh Pop-up Activation		
Enhanced Listings on SLOCAL.com						
Access to SLO CAL Connection						
SLO CAL Crafted®						
	SLO CAL Restaurant Month	Industry Educational Symposium				
Persons with Disabilities Day	Restaurant Month	Black History Month	Women's History Month	Earth Day	AAPI Month	Pride
					Bike Month	
Holiday	National Plan for Vacation Day	Valentine's Day	Easter Prep	Beer Day	Tourism Month	Father's Day
			SLO CAL in Bloom		Mother's Day	
		Visit California Outlook Forum		U.S. Travel Association Destination Capitol Hill	CA Tourism Month National Travel & Tourism Week	
					CalTravel Advocacy Day	

# ENGAGE WITH VISIT SLO CAL (CONTINUED)

## SALES

Visit SLO CAL provides opportunities for lodging investors and partners to build relationships and increase exposure through participation in industry trade shows, sales missions and familiarization tours, and through SLOCAL.com. For more information on the opportunities below, please visit SLOCAL.com/Partners or email [Sales@SLOCAL.com](mailto:Sales@SLOCAL.com).

## TOUR & TRAVEL

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

### **Tour & Travel Familiarization (FAM) 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 | January 2022 | 3 Lodging Investors/Destination Partners | \$250**

Join Visit SLO CAL on a sales mission to southern California. Visit tour operators and inbound receptives from SLO CAL's top markets. Partners will meet with tour companies to build relationships and gain potential sales opportunities.

### **IPW | June 4 - 8, 2022 | 5 Lodging Investors/Destination Partners | \$4,500**

Join Visit SLO CAL as a booth partner at IPW, the largest Tour and Travel trade show in North America. During the three-day trade show in Orlando, Florida, co-op partners meet and network with tour companies from SLO CAL's top markets. Co-op partner participants will have exclusive access to all notes and leads for 30 days following the show before those leads are distributed to lodging investors countywide.

## MEETINGS & CONFERENCES

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

### **CalSAE Seasonal Spectacular | December 2021 | 5 Lodging Investors/Destination Partners | \$1,000**

Meet with over 30 meeting and event planners in Visit SLO CAL's destination booth.

### **Meeting & Conference Sales Missions | December 2021 & March 2022 | 3 Lodging Investors/Destination Partners | \$250**

Travel with Visit SLO CAL to northern California to meet in person with meeting planners to learn how your property can help it achieve its event goals and objectives.

### **MPI ACE | March 2022 | 5 Lodging Investors/Destination Partners | \$1,000**

Meet in person with over 30 meeting and event planners in Visit SLO CAL's destination booth.

## RV PARKS

### **RV Industry Association (RVIA) California RV Show | October 1 - 10, 2021**

Visit SLO CAL attends the California RV Show to showcase SLO CAL as a diverse recreation destination. RV Park investors can provide VSC with promotional materials to be distributed at the show and are given the opportunity to increase awareness through sweepstakes.



## MARKETING AND PR

Visit SLO CAL provides a variety of different marketing opportunities that are tailored to partners' specific goals. For more information on the opportunities below, please visit [SLOCAL.com/Partners](https://SLOCAL.com/Partners) or email [Marketing@SLOCAL.com](mailto:Marketing@SLOCAL.com).

### **CrowdRiff | All Partners**

CrowdRiff allows organizations to effectively discover and activate engaging visual content from the social web, 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.

### **House of Brands Photoshoot + Video Co-Op | Destination Partners | July - August 2021**

This co-op allows destination partners to create refreshed assets within the new SLO CAL brand campaign creative while procuring a source to develop their own assets. The co-op will include one :15 video asset and three :06 video assets, still image library and raw source footage. If a participating partner wants to capture additional footage and/or still assets for their own library, Visit SLO CAL will work with Mering to ensure the second crew works directly with the destination partner on obtaining those assets at an additional cost. Costs will be outlined based on need.

### **Life's Too Beautiful to Rush® Mural Trail | Destination Partners**

This ongoing project will brighten and beautify the 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 and amplify brand awareness by identifying existing murals and commissioning artists to create murals in major SLO CAL communities.

### **Brand Refresh Pop-Up Activation | Destination Partners | April 2022**

Visit SLO CAL will partner with Mering to launch a brand refresh activation event in either one of its drive markets (SF, LA or SD) or out-of-state fly markets (Portland, Seattle, Dallas, Denver, Phoenix) as VSC works to attract travel consumers during the post-pandemic recovery. VSC will showcase the rollout of key initiatives, including Xplorit unveil the new website and invite media, trade partners and social media influencers to experience all that SLO CAL has to offer.

### **Featured Listing on SLOCAL.com | Non-Lodging Partners**

All partners receive a free enhanced listing that allows for businesses to provide information as well as photos and detailed description—plus website link, social media links, events integration, special offers, amenities, booking link for OpenTable and optional TripAdvisor and/or Yelp integration. A featured listing allows for the benefits included in the enhanced listing while also sorting the partner's listing at the top of the industry set, as well as an eye-catching featured banner. For more information, please contact [advertising@dttnads.com](mailto:advertising@dttnads.com).

### **Official Visitors Magazine | Lodging Investors & Non-Lodging Partners**

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 2021. Please reach out to [Marketing@SLOCAL.com](mailto:Marketing@SLOCAL.com) if you are interested in purchasing an advertisement.

### **Opportunities to Be Featured 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.

# ENGAGE WITH VISIT SLO CAL (CONTINUED)

## 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. Visit SLO CAL 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](http://FilmSLOCAL.com) or email [Film@FilmSLOCAL.com](mailto:Film@FilmSLOCAL.com).

### Film Scout Familiarization (FAM) Tours

Visit SLO CAL hosts filmmakers, producers, film crews and consumers on familiarization tours to introduce them to the destination. If you are interested in showcasing your venue, send your information to [Film@FilmSLOCAL.com](mailto:Film@FilmSLOCAL.com).

## PUBLIC RELATIONS

Visit SLO CAL works with domestic and international journalists on SLO CAL travel stories with angles 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](http://SLOCAL.com/Partners) or reach out to [Media@SLOCAL.com](mailto: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 TURNER PR through SLO CAL Connection, Visit SLO CAL's extranet system.

## 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.

### COVID-19 Recovery Tracker | Monthly

Visit SLO CAL has partnered with Tourism Economics to develop and refine a new monthly report focused specifically on the SLO CAL tourism industry's COVID-19 recovery and how it compares with its competitive set, California and the U.S. as a whole.

## 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 wishes are genuinely considered on issues that impact the industry. For more information on the advocacy opportunities below, please visit [SLOCAL.com/Partners](https://SLOCAL.com/Partners) or reach out to [Advocacy@SLOCAL.com](mailto:Advocacy@SLOCAL.com).

### **U.S. Travel Association | Destination Capitol Hill | April 2022**

Visit SLO CAL participates with the U.S. 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.

### **CalTravel | Tourism Advocacy Day | TBD 2022**

Visit SLO CAL participates in Tourism Advocacy Day with CalTravel, the state advocacy association representing the Travel and Tourism industry. This two-day event takes place in Sacramento, with an advocacy training session, meetings with members of the state legislature and an annual PAC dinner. 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.

## PARTNERSHIP

### **Enhanced Listings on SLOCAL.com | All Partners | No Charge**

All partners have access to a free enhanced listing on SLOCAL.com, which allows businesses to provide a more detailed business description, photo gallery, website link, social media links, events integration, special offers, amenities, booking link for Booking.com or OpenTable and optional Trip Advisor and/or Yelp integration.

### **SLO CAL Connection | All Partners | No Charge**

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 you have been featured in and network with your community.

To sign up for a SLO CAL Connection account, visit [SLOCAL.com/Partners](https://SLOCAL.com/Partners) or reach out to [Partnership@SLOCAL.com](mailto:Partnership@SLOCAL.com).

### **SLO CAL Crafted®**

SLO CAL Crafted celebrates the quality, local products made, farmed and grown in SLO CAL. Partner requirements include being headquartered in SLO CAL, with primary design and manufacturing done in SLO CAL, as well as products sold through brick and mortar or retail locations 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 on Visit SLO CAL's website.

### **SLO CAL Restaurant Month | Restaurants | No Charge**

All restaurant partners are able to participate free of charge in SLO CAL's annual Restaurant Month, taking place the entire month of January. Restaurants will be featured on SLO CAL's Restaurant Month landing page and printed collateral, and given opportunities for additional exposure through giveaways and on SLO CAL's blog and Instagram. A program strategy outlining participation specifics will be shared in September 2021.

# FUTURE ITEMS FOR CONSIDERATION



As the industry recovers and FY 2022 initiatives progress, Visit SLO CAL will be nimble and address additional opportunities to market and manage the destination as those opportunities become feasible.

# EXPERIENCE SLO CAL 2050 RECOMMENDATIONS

## AUTHENTIC COMMUNITIES

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Visit SLO CAL will continue advocating alongside municipal and county governments to preserve the authenticity of each community. In addition, VSC will work with those communities that are hoping to develop and grow their experiences and those that are looking to better understand and implement tourism management practices.

## INTERNATIONAL VISITORS

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

### **Sales & Public Relations**

Visit SLO CAL's presence in the international marketplace was significantly impacted in FY 2021 due to the COVID-19 crisis. As the world continues to reopen, VSC will reengage in international public relations representation and sales programs in the UK and Ireland, as well as sales programs in Canada and Mexico. Until then, through the following strategies, VSC will continue to nurture and grow relationships with international travel buyers in key markets to ensure SLO CAL is top of mind.

- Partner with Visit California on virtual sales opportunities and itinerary distribution
- Proactive outreach to and prospecting of international tour operator companies in key markets
- Serve as a liaison between wholesalers and receptive operators to ensure bookable product is available throughout SLO CAL's top markets

## VICE PRESIDENT OF HOSPITALITY COMMUNITY INVESTMENT

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Visit SLO CAL will work with a consultant to develop the scope of work in preparation for the hire of a Vice President of Hospitality Community Investment. The consultant, once selected, will assist in the development of the job description and Objectives and Key Results for the role. The consultant will work with local municipalities and county government, in concert with regional strategic partners, to establish a portfolio of hospitality and tourism investment opportunities to be shared with possible investors and will also develop a schedule of essential investment conferences. The role, once created, will be responsible for representing SLO CAL and presenting potential investment opportunities to investors across the country and around the globe.



**SLOCAL.COM**

805.641.8000



SLOCAL



@VisitsLOCAL



@SLOCAL



## VISIT SLO CAL

### MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Lori Keller  
COMPANY: Blu Hotel Management  
ADDRESS: 2602 Silverwood Way, Paso Robles, CA 93446  
PHONE: 805-453-6022 EMAIL: lkeller@bluhotels.com  
TOTAL YEARS IN HOSPITALITY INDUSTRY: 30  
TOURISM-RELATED MARKETING EXPERIENCE:

Regional marketing roles with Harrah's Entertainment; VP Marketing for Pacifica Hotels

#### Employment History

CURRENT EMPLOYER: Blu Hotel Management YRS OF SERVICE: 3  
TITLE: Principal  
PAST EMPLOYER: Martin Resorts YRS OF SERVICE: 5  
TITLE: VP Sales & Marketing/Chief Executive Officer

#### Community/Board Involvement

ORGANIZATION: Visit SLO CAL marketing committee TITLE: member  
DATES OF INVOLVEMENT: current  
ORGANIZATION: Pismo Beach CVB TITLE: member  
DATES OF INVOLVEMENT: various terms through 6/18  
ORGANIZATION: Economic Vitality Corp TITLE: member  
DATES OF INVOLVEMENT: 6/16-6/18

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to [Ashley@SLOCAL.com](mailto:Ashley@SLOCAL.com). For more information, contact Visit SLO CAL at (805) 541-8000.



2602 Silverwood Way  
Paso Robles, CA 93446

May 12, 2021

Regarding Visit SLO CAL Marketing Committee

To Whom It May Concern:

It would be my pleasure to serve on the Visit SLO CAL marketing committee for another term. I have watched the organization grown and change and would be eager to continue my commitment to bringing my background in marketing and a lodging perspective to help support the future efforts.

Regards,

Lori Keller



## Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Lindsey Roberts  
COMPANY: Martin Resorts  
ADDRESS: PO Box 3650 Paso Robles, CA 93447  
PHONE: 714-882-9656 EMAIL: lindseyr@martinresorts.com  
TOTAL YEARS IN HOSPITALITY INDUSTRY: 11  
TOURISM-RELATED MARKETING EXPERIENCE:

Spearhead strategic marketing plans end-to-end across owned, paid, and earned initiatives

### Employment History

CURRENT EMPLOYER: Martin Resorts YRS OF SERVICE: 9  
TITLE: Director of Marketing  
PAST EMPLOYER: Sycamore Mineral Springs YRS OF SERVICE: 2  
TITLE: Front Desk Agent

### Community/Board Involvement

ORGANIZATION: Visit SLO CAL Marketing Committee TITLE: Member  
DATES OF INVOLVEMENT: 2018-2021  
ORGANIZATION: Cal Poly Alumni Association TITLE: Member  
DATES OF INVOLVEMENT: 2012-Present  
ORGANIZATION: HSMIA Central Coast TITLE: Member  
DATES OF INVOLVEMENT: 2013-2014

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# Lindsey Roberts, CHDM

lkhartig@gmail.com • (714) 882-9656  
www.linkedin.com/in/lhartig • San Luis Obispo, California

May 12, 2021

Dear Visit SLO CAL Board of Directors, Marketing Committee and Team,

I would like to re-apply for the position of Marketing Committee Member with Visit SLO CAL. I am a passionate marketing professional representing the lodging sector and would love the opportunity to continue to serve Visit SLO CAL's Marketing Committee.

In my role as Director of Marketing at Martin Resorts, I spearhead strategic marketing plans end-to-end across owned, paid and earned initiatives for five hotels to achieve revenue goals and increase market share. My experience has an emphasis on digital advertising, branding and social media marketing. Martin Resorts represents three different communities on the Central Coast; Pismo Beach, Paso Robles and Avila Beach. Representing three diverse communities, allows me to think about marketing for the County more broadly than just representing one community.

I've recently received my Certified Hospitality Digital Marketing Certification through HSMAI and am well versed on current marketing strategies and trends in the hospitality industry.

Having already served on the Visit SLO CAL Marketing Committee, I'm up to date on the goals, objectives, strategies and tactics of the organization and there will be no time lost on onboarding.

With my background and knowledge I believe I would continue to serve as an excellent Visit SLO CAL Marketing committee member.

My attached resume provides additional details about my responsibilities as it pertains to my experience. If I can provide any additional information or answer questions, please do not hesitate to reach out to me personally.

Thank you for your consideration and time.

Sincerely,

*Lindsey Roberts*

Lindsey Roberts



## VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Patricia Harden  
COMPANY: SpringHill Suites Paso Robles/Atascadero  
ADDRESS: 900 El Camino Real, Atascadero, Ca 93422  
PHONE: 805.462.3500 EMAIL: pharden@springhillpasorobles.com  
TOTAL YEARS IN HOSPITALITY INDUSTRY: 15  
TOURISM-RELATED MARKETING EXPERIENCE:

Director of Sales & Marketing for 4 years, board member/interim VP of Atascadero TBID



### Employment History

CURRENT EMPLOYER: SpringHill Suites by Marriott YRS OF SERVICE: 2  
TITLE: Director of Sales & Marketing  
PAST EMPLOYER: Courtyard by Marriott YRS OF SERVICE: 4  
TITLE: Director of Sales & Marketing/Sales Coordinator

### Community/Board Involvement

ORGANIZATION: Atascadero TBID TITLE: Interim VP  
DATES OF INVOLVEMENT: May 2020-Present  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to [Ashley@SLOCAL.com](mailto:Ashley@SLOCAL.com). For more information, contact Visit SLO CAL at (805) 541-8000.

# Patricia Harden

**Director of Sales**

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Patricia Harden  
8240 Shirdon Place  
Paso Robles, Ca 93446  
805.610.7463  
[pharden@springhillpasorobles.com](mailto:pharden@springhillpasorobles.com)

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20 MAY 2021

## Visit SLOCAL Marketing

To Whom It May Concern,

Please let this letter serve to express my interest in becoming a part of the Visit SLOCAL Marketing Committee.

As the Director of Sales & Marketing to SpringHill Suites, the largest hotel in Atascadero, and former DOSM to Courtyard in Paso Robles, I believe I have a good understanding of the tourism pulse in North County and can offer valuable input to the Marketing Committee.

I also currently serve as the Interim Vice President to the Atascadero TBID and am interested in continuing to be a valuable part of the tourism market in SLO County.

I am a lifelong local, sixth generation Paso Robles resident and have thoroughly enjoyed seeing this area grow and flourish throughout the years. Continuing to capitalize on what makes our area unique as well as creating new and inviting interest pieces for tourists will be pivotal in maintaining growth for this county. I would be honored to be a part of this movement and am happy to be considered for the position.

Sincerely,

**Patricia Harden**



## Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Leann Standish  
COMPANY: San Luis Obispo Museum of Art  
ADDRESS: 1010 Broad Street  
PHONE: 805.543.8562 EMAIL: lstandish@sloma.org  
TOTAL YEARS IN HOSPITALITY INDUSTRY: 27  
TOURISM-RELATED MARKETING EXPERIENCE:

I have overseen Visitor Service and Marketing and PR programs for Museums throughout

### Employment History

CURRENT EMPLOYER: San Luis Obispo Museum of Art YRS OF SERVICE: 7 mos  
TITLE: Executive Director  
PAST EMPLOYER: Foundation for the Performing Arts Center YRS OF SERVICE: 4  
TITLE: Executive Director

### Community/Board Involvement

ORGANIZATION: SLO Chamber TITLE: Membership committee  
DATES OF INVOLVEMENT: Spring 2019 - Spring 2020  
ORGANIZATION: SLO Chamber TITLE: Economic Dev Comm  
DATES OF INVOLVEMENT: Spring 2018- Spring 2019  
ORGANIZATION: Girls Going Greater TITLE: Board Member  
DATES OF INVOLVEMENT: Spring 2018 - Spring 2019

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May 24, 2021

Visit SLO CAL

To Whom It May Concern:

Please accept this letter as my formal request to be considered for Visit SLO CAL's Marketing Committee. Committee member Kathleen Naughton shared this information with me and suggested it may be beneficial for me to participate.

I have been a resident of the Central Coast since the fall of 2016, however my love of this region started in the 90's when I lived and worked in Fresno. During that time I served as the Deputy Director of the Fresno Metropolitan Museum of Art, History and Science.

My career since that time has taken me all across the United States serving in leadership roles for major museums including, the Oregon Museum of Science and Industry, the Indianapolis Museum of Art, Minneapolis Institute of Arts and the Perez Art Museum Miami.

Consistently throughout my career marketing and communications has been a primary focus of my work. In Indianapolis, my team launched a wildly successful brand identity campaign "It's My Art" which resulted in significant increases in attendance. In Minneapolis, my group launched the "please don't lick the art" campaign which resulted in a drop in the average age of Museum attendees by more than 6 years.

In October I accepted the role as Executive Director of the San Luis Obispo Museum of Art, which is experiencing a significant and necessary renaissance. The Museum will be host to internationally significant artists over the next two years as we seek to redefine the Museum's role in the region.

I reside in Arroyo Grande, work in San Luis Obispo and enjoy the most exquisite commute up Highway 1 every day.

It would be my honor to serve as a member of the your marketing committee, thank you for your consideration.

Regards,

Leann Standish



## VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Brooke Burnham  
COMPANY: Arrivalist  
ADDRESS: 3214 Rockview Pl. Apt. B, San Luis Obispo, CA 93401  
PHONE: 970-646-3966 EMAIL: Brooke@Arrivalist.com  
TOTAL YEARS IN HOSPITALITY INDUSTRY: 4 in Hospitality, 12 in Destination Marketing  
TOURISM-RELATED MARKETING EXPERIENCE:

I have spent the past 12 years working in destination/tourism marketing, including three y  
Prior to that, I spent several years working for, managing and marketing tourism-industry



### Employment History

CURRENT EMPLOYER: Arrivalist, Inc. YRS OF SERVICE: 1  
TITLE: Sr. Account Director  
PAST EMPLOYER: Visit SLO CAL YRS OF SERVICE: 3  
TITLE: VP of Marketing

### Community/Board Involvement

ORGANIZATION: CalTravel TITLE: Board Member  
DATES OF INVOLVEMENT: 12/2020-Present  
ORGANIZATION: Central Coast Tourism Association TITLE: Board Member  
DATES OF INVOLVEMENT: 2017-2020  
ORGANIZATION: Front Range Tourism TITLE: Board Mamber  
DATES OF INVOLVEMENT: 2012-2016

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## Brooke M. Burnham, MBA

[BrookeBurnham@me.com](mailto:BrookeBurnham@me.com) | (970) 646-3966 | [LinkedIn.com/in/BrookeBurnham](https://www.linkedin.com/in/BrookeBurnham)

3214 Rockview Place, Apt. B, San Luis Obispo, CA, 93401

May 25, 2021

Dear Visit SLO CAL Board, Marketing Committee and Staff:

I appreciate you considering me for a seat on Visit SLO CAL's Marketing Committee, as I am excited about the opportunity to serve my local community through my tourism experience and marketing expertise.

Since leaving the Visit SLO CAL team at the end of 2020, I have been working in the private sector, supporting other destination marketing and management organizations (DMMOs) and airports through location-data based research and analysis.

Including my time as VP of Marketing for Visit SLO CAL, I spent 11 years leading marketing and communications programs for non-profit DMMOs and eight years managing and marketing small retail and hospitality businesses in Colorado resort communities.

Through my career experience, as well as my public relations and business degrees, I have developed an expertise and a dynamic perspective relevant to the discussions and decisions of the Visit SLO CAL Marketing Committee. Together with my spirit for collaboration and my personal investment in the SLO CAL community, I believe this would make me a great asset to the group and to your organization.

I thank you in advance for your time in reviewing my application and I hope for the opportunity to discuss further how I could support Visit SLO CAL's organization, mission and strategy.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brooke Burnham', with a stylized, cursive script.

Brooke Burnham



## VISIT SLO CAL

### MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Elise Quick  
COMPANY: The Cliffs Hotel and Spa + Boutique Hotel Collection  
ADDRESS: 2757 Shell Beach Road Pismo Beach Ca 93449  
PHONE: \_\_\_\_\_ EMAIL: Elise@cliffshotelandspa.com  
TOTAL YEARS IN HOSPITALITY INDUSTRY: 13 years

#### TOURISM-RELATED MARKETING EXPERIENCE:

- Oversees all ad creative and investment for The Cliffs
- Help develop Marketing Campaigns for BHC
- ~~Properties~~ social media creative + control for The Cliffs.

#### Employment History

CURRENT EMPLOYER: The Cliffs Hotel and Spa YRS OF SERVICE: 11  
TITLE: General Manager  
PAST EMPLOYER: The Andaz San Diego YRS OF SERVICE: 3  
TITLE: Front Office Manager

#### Community/Board Involvement

ORGANIZATION: CALM Santa Maria TITLE: Event Volunteer  
DATES OF INVOLVEMENT: 2015-2019  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_

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To Whom It May Concern,

What an exciting opportunity to potentially sit on the marketing committee as a representative of the Hospitality Industry in San Luis Obispo County. As a long time employee of The Cliffs Hotel and Spa and as the current General Manager, I have a deep love and appreciation for the effects of what intelligent and thoughtful marketing can have on both our hotel and the community at large. Over the past year alone, it has been exciting to watch a “discovery” of sorts of the Pismo Beach community! California locals who without the opportunity to travel out of state or out of country have instead explored their home state and found some special vacation spots like our own.

San Luis Obispo County boasts such a plentiful and unique experience for those who visit; and while VisitSLO has done an excellent job both detailing and “selling” what we have to offer; the community continues to develop and create new specialty experiences. Thrillingly this allows for ongoing marketing to drive more business and awareness about our county; leading to continued growth and investment back into our community. From the creation of the Pismo Preserve, to the multitude of new and exciting culinary adventures, and new hotels alike there are so many special experiences to continue to share.

I believe my years of experience both at The Cliffs, as well as my time spent both at The Disneyland Hotel and Andaz San Diego has yielded a knowledge of the different type of travelers we experience here in California, both from abroad and from the United States. Additionally, being born and raised in Santa Maria; has allowed me to watch and appreciate the growth of this community, and also grow with the community. I’ve experienced it as a child, a teenager, college student home for a visit, a young professional and now as a mother. Experiencing the community now in a new role of mom has led to new explorations; walking the estuary in Morro Bay, exploring Cambria and Moonstone beach (finding all the fun delicious places to eat), and many a days of biking the bob jones trail.

The culmination of my experience has led me to take a larger role in the marketing of The Cliffs, I am now creating all of our advertising; both paid and organic, using monthly analytics to tweak or enhance our current and future campaigns. I have also invested in understanding the benefits and the technology behind social media to harness its ability to drive more business and awareness of our property. After launching a new spa (Dia Feliz Spa) here at The Cliffs in 2016; we have built a ground up reputation both online and in the community through specialty events, social media, and community outreach. We have increased our revenue from the first year of business by 250% just in 5 years.

Should I be accepted to the marketing committee; I would not just be representing The Cliffs and Pismo Beach, I would also represent Sycamore Mineral Springs, SeaVenture Hotel, and Fernwood Big Sur all sister properties to The Cliffs. With a close working relationship between all properties, we welcome and engage with a huge subset of California travelers, and have a vested interest in continued thoughtful marketing for our community.

Thank you in advance for your consideration, I truly look forward to the potential opportunity to serve on an integral part of our communities’ team!

Warm Regards,

Elise Quick



## VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Lynette Sonne  
COMPANY: FARMstead ED / SLO Co Farm Trail  
ADDRESS: 5989 Mustard Creek Rd., Paso Robles, CA 93446  
PHONE: (805) 226-2081 EMAIL: info@farmsteaded.com  
TOTAL YEARS IN HOSPITALITY INDUSTRY: 7  
TOURISM-RELATED MARKETING EXPERIENCE:

Founder of FARMstead ED / SLO Co Farm Trail

### Employment History

CURRENT EMPLOYER: Lynette Sonne Consulting Inc. YRS OF SERVICE: 20  
TITLE: President  
PAST EMPLOYER: Craig Realty Group YRS OF SERVICE: 3  
TITLE: Tenant Coordinator / Project Manager / Partner

### Community/Board Involvement

ORGANIZATION: California Women for Agriculture TITLE: Fundraising Event Chair  
DATES OF INVOLVEMENT: 2009-2017 Chair. Current member.  
ORGANIZATION: SLO Co Sheriff's Posse TITLE: 2nd Lt. Training Officer  
DATES OF INVOLVEMENT: 2004-2014  
ORGANIZATION: SLO Co Cattlewomen TITLE: member  
DATES OF INVOLVEMENT: 2017-present

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Brand – Market  
Promote



May 27, 2021

Dear SLO CAL Board of Directors and Marketing Committee,

Thank you for the opportunity to be considered for a seat on the **SLO CAL Marketing Committee**.

The following information will inform, and I hope, encourage you to consider me as a continuing value-added partner contributing to and promoting **San Luis Obispo County** as a chosen destination to both local and global visitors. The continuous growth and interest in our local agriCULTURE and agritourism is what we build our **FARMstead ED** and **SLO Co Farm Trail** programs on; we believe it crucial to both our local tourism and agri-economic well-being. It takes a village of many talents and skillsets to make it happen. I believe my multifaceted experience of local agri-marketing and project management unique and valuable and will assist in further promoting **SLO County** through the eyes of agritourism.

As you know, at FARMstead ED, our goal is to promote & market local farms, ranches and ag related businesses. We showcase their products, skills & practices via educational experiences, workshops & gatherings at farms, ranches & ag related venues. Examples of past experiences I have cultivated, managed and executed include **The Goat & Alpaca Experience, Cocktail 101: From Garden to Glass, Pop-up Paso, Windrose Farm Heirloom Tomato Festival, Table to Farm dinners, Inside the Olive, Grow Your Own: Beneficial Garden, Holiday Infusions, Plant Your Palate, Pasture to Plate, The Central Coast Cheese & Dairy Tour, to name a few!**

At one of our workshops, our guests were introduced to goat milking, taught about breeding and sustainable farming. While being provided the How To's to create & craft their own goat milk soap and felting with alpaca fiber, they were exposed to and used our uniquely special locally grown and made materials and ingredients. This workshop introduced our guests to 9 local businesses; growers, purveyors and a local restaurant. 85% of our guests were from out of County. 50% spent at least one night at a local hotel or vacation rental while they attended the workshop. In addition to guests being introduced to so many unique products & businesses, they are also encouraged to visit the in-town establishments, further supporting local!

Heading into my 6<sup>th</sup> year of offering these uniquely special agriCULTURAL experiences, I felt ready to take the next step...on to the **SLO Co Farm Trail!** While agriculturally rich in resources and ag-related experiences, were one of the few counties in the state not currently boasting a farm trail. Sonoma County is doing it, so is Nevada County, Sierra Oro, Capay Valley, and the list goes on... to further celebrate our local farms, ranches and purveyors, in 2019 we launched the all new **SLO Co Farm Trail**.











**More, More, More I say!** My goal is to get even more involved within the community in which I live and work by supporting the **SLO CAL Marketing Committee**. Let's taking our local & tourist guest experiences to the next level, further building a multi-dimensional promotional platform and broadening our network. This will allow **SLO County** to offer more options & possibilities to more visiting guests, tapping in to more interests while we continue to cross pollinate with even more local businesses. Guests visiting our area are looking for additional unique activities to pair with their wine tasting tours and outdoor adventures that will enhance and complete their experience, creating memories to take home with them.

Marketing to bring guests to **SLO County** is essential and creating unique experiences for them to *stay and spend* their money at our hotels, restaurants, wineries and businesses is where I can share a bit of my savvy experience with the **SLO CAL Marketing Committee**. Communication and sharing of our collective know-how via various mediums of this unique and special place we call home is key to our success.

### Local Spotlights – Key Accomplishments – Successes:

-  Ground up creator of **FARMstead ED**, promotor of our locally grown and made (7+ years)
-  FAM Tour curator & coordinator for **SLO CAL & Travel Paso** media & industry tours
-  Fundraising Chair for **California Women for Agriculture, SLO Chapter**, gathering and leading efforts to build resources for agricultural scholarships. (7 years)
-  **SLO Co Farm Trail** founder / developer, agriCULTURAL matchmaker to our farms & visiting guests
-  2<sup>nd</sup> Lt. Training Officer for **SLO Co Sheriff's Dept Posse**; public service and outreach via search & rescue, parades and gatherings. (10 years)
-  President of **Lynette Sonne Consulting Inc.**, a project management consultancy specializing in retail and commercial development projects. (20+ years)

Thank you so very much for taking time to consider my qualifications for a seat on the **SLO CAL Marketing Committee**. I am excited and welcome the opportunity to further review, discuss and answer questions about my qualifications and how together we will make **SLO County** a #1 tourist, and locals, destination!

Looking forward...

*Lynette Sonne*





Lynette Sonne, Founder & Herd Boss  
805.226.2081 [info@FARMsteadED.com](mailto:info@FARMsteadED.com)



Bringing folks together with locally grown



A few of the fine folks I have worked with locally, and beyond:

-  **Brent Burchett, Exec Director SLO Co Farm Bureau**
-  **Shonna Howenstine, Community Engagement, City of Paso Robles**
-  **Danna Stroud, Paso Chamber of Commerce**
-  **Penny Leff, Agritourism Coordinator, UC SAREP**