



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, May 14, 2019

8:30 am - 10:30 am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

B. Burnham

CONSENT AGENDA – *motion required*

B. Burnham

3. Approval of April 9, 2019 Marketing Committee Minutes

Staff will ask for Committee approval of the April 2019 Marketing Committee Minutes.

BUSINESS ITEMS

B. Burnham

4. Marketing Discussions (85 min)

a. Brand Presentation: Arroyo Grande (25 min)

Visit Arroyo Grande will share their brand platform and plans with the Committee.

b. FY 2019/20 Marketing Plan Review for Approval (60 minutes) – *motion required*

Staff will review the FY 2019/20 Marketing Plan and the Committee will vote on a recommendation to the Board of Directors.

5. Advertising & Marketing Update (25 min)

Staff will review the progress on current initiatives, the paid media campaign, earned (PR) efforts and owned media programs.

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 issues 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

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Minutes

Tuesday, April 9, 2019

8:30 am – 10:30 am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Janine Dion, Lindsey Roberts, Danna Stroud, Jill Tweedie

ABSENT: Lori Keller, Gordon Jackson, Jennifer Little, Joel Peterson, John Sorgenfrei, Anne Steinhauer

STAFF PRESENT: Brooke Burnham, Derek Kirk, Jordan Carson, Haley Cahill, Vanessa Robbins

Call to Order at 8:34 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Stroud commended the Visit SLO CAL team for Taste Washington. She noted there was a great turnout and that it produced great awareness for SLO CAL.

Cano announced that the Cal Poly Open House is happening during the weekend, as well as the Poly Royal Rodeo happening Friday, April 12-13, 2019.

Allen let the Committee know that Hearst Castle is sold out every day of the week due to Spring Break travel.

Banish announced Spring Festival and Brew at the Zoo.

Burnham reminded the Committee about the Destination Summit on May 9 and the Destination Summit Award nominations due on April 16.

CONSENT AGENDA

3. Approval of March 12, 2019 Marketing Committee Retreat Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Banish/Arellano to approve the Consent Agenda as presented.

Motion carried: 10:0:1
Cuming abstained

4. Marketing Discussions

a. New Marketing Committee Applications

Burnham reviewed new Marketing Committee applications for the remaining open seat.

Public Comment – Brittany Hensley advocated for her application and explained why she would be a great addition to the Committee.

Committee Discussion – Tweedie noted the Destination Marketing Organizations (DMOs) who have agency representation in the current applications are able to have those representatives attend meetings whether or not they get approved. Cano noted that any of the other applicants can also attend as members of the public.

Committee agreed that the lodging and wine sector seem well represented on the committee.

Cuming noted the two underrepresented regions on the Committee are San Luis Obispo and Morro Bay.

Cuming asked if there are term limits on the Committee and Burnham noted currently there are no term limits, but there is proposed language for the Tourism Marketing District Management District Plan (MDP) that would enable term limits for those members of the Committee who are not representing a DMO.

ACTION: Moved by Cano/Tweedie to recommend the Board approve Brittany Hensley for the open Marketing Committee seat.

Motion carried: 11:0

b. Google My Destination

Burnham reviewed Visit SLO CAL's proposed Google Destination Partnership co-op for FY 2019/20.

Public Comment – None.

Committee Discussion – Cano noted for clarification that the DMOs can buy into this co-op for the trainings and businesses can also buy in. Burnham noted yes, DMOs can buy into this co-op and invite their businesses to partake but businesses cannot buy-in on their own. Visit SLO CAL's investment isn't dependent on DMO participation and would like the DMOs' help in getting those tourism-facing businesses to the trainings about how to manage their Google My Business profile.

Cano asked if there is an opportunity to have an additional training for buy-in partners. Burnham noted that currently, there is only one training per region but there could possibly be more. Visit SLO CAL would need to explore that with Miles Partnership.

Akers asked about the timeline for this opportunity. Burnham stated this would be a FY 2019/20 initiative beginning after July 1.

c. Recap on Retreat and Marketing Priorities

Burnham reviewed the FY 2019/20 public relations and marketing priorities as outlined in the post-Marketing Retreat survey such as media vetting, asset production and print collateral.

Public Comment – None.

Committee Discussion – Cano and Cuming asked if there was an opportunity, much like CrowdRiff, to co-op a media monitoring service like Cision. Burnham noted Visit SLO CAL could explore this and report back, and that this service is currently provided as part of Visit SLO CAL's PR contract.

5. Advertising & Marketing Update

Kirk reviewed the Destination Management Strategy draft recommendation areas from Resonance Consultancy.

Burnham reviewed Visit SLO CAL's California Plaza activation.

Carson reviewed the SAVOR activation at Taste Washington in late March.

Staff was unable to review the remaining Advertising and Marketing Update due to time limits.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 10:30 am.



BUSINESS AND MARKETING PLAN

FY 2019/20

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DEAR VISIT SLO CAL INVESTORS AND STAKEHOLDERS;

The stage has been set. As we turn the calendar on the next fiscal year, we begin the fifth and final year of the established Tourism Marketing District (TMD). Together, we have accomplished a great deal—more than most believed we could in five years—but we are just getting started. In the year ahead, our board of directors and the Visit SLO CAL team will focus on three major initiatives: (1) optimization of the programs and plans developed to date; (2) finalization and implementation kick-off of the Destination Management Strategy recommendations and (3) renewal of the Tourism Marketing District.

After monumental advancements in SLO CAL® tourism since the establishment of the TMD four short years ago, focusing on three initiatives may seem like a reduction of scope. However, these efforts are not only significant in size and scale, they are instrumental to our future success, setting the stage for the destination and decades of progress, while preparing for the next chapter of Visit SLO CAL's evolution.

FULL FORCE: COMPLETING AND OPTIMIZING CURRENT PROGRAMS

As we bring Strategic Direction 2020 to completion, major programs will reach full implementation and will be leveraged for maximum impact. In some cases, like SLO CAL Crafted, we will implement plans that have recently been introduced, while in others, such as SLOCAL.com, SLO CAL Storytellers and the Life's Too Beautiful to Rush® brand campaign, we recognize opportunities for expanded partner engagement, elevated quality and stronger optimization, driving deeper results and setting a broad, firm foundation for the next chapter.

IMPROVING QUALITY OF LIFE: DESTINATION MANAGEMENT STRATEGY

As the strategy reaches finalization, we will turn our attention to the implementation of the work plan. Visit SLO CAL will not own the majority of the recommended strategies; therefore, it is imperative that we collaborate, champion and advocate for the work on behalf of all of you and our communities in the decades ahead.

THE PATH FORWARD: NEW CAPACITY, MORE DEMAND

SLO CAL has a 20% increase in lodging inventory projected over the next four years, with more than 1,100 rooms currently under construction across the county. With that, the most recent STR forecast shows a 3.5% decrease in occupancy and a 1.7% decrease in RevPAR in 2020. Continued investment in marketing, promoting and managing SLO CAL in the years ahead will be critical to creating the demand needed to fill the increased inventory. Visit SLO CAL has been working diligently on behalf of our lodging and tourism industry to understand your needs, seek consensus with local governments and build support for the renewal of the TMD. In the following two pages, we outline the TMD renewal need and process in more detail.

As you review the plan for the coming year, you will see that we are strategically focused on the long-term success of our industry, our community and our organization. We've refined our processes, reorganized our team and solidified our major priorities—all while maintaining alignment with the Strategic Direction 2020 and planning for the future.

We invite you to come along on this year-five journey with us and join in our programs. Together, we will create the future success of SLO CAL.

Cheers to a bright future!

CHUCK DAVISON
President & CEO
Visit SLO CAL



STRATEGIC DIRECTION 2020

VISION

A vibrant and prosperous San Luis Obispo County, fueled by a collaborative and flourishing tourism industry

VALUES

FUTURE FOCUSED

Delivering today with an eye on tomorrow

COLLABORATION

Our partnerships inform and support economic success

DRIVE

We bring enthusiasm to our initiatives and focus on results

STEWARDSHIP

We are mindful of our resources and the SLO CAL brand

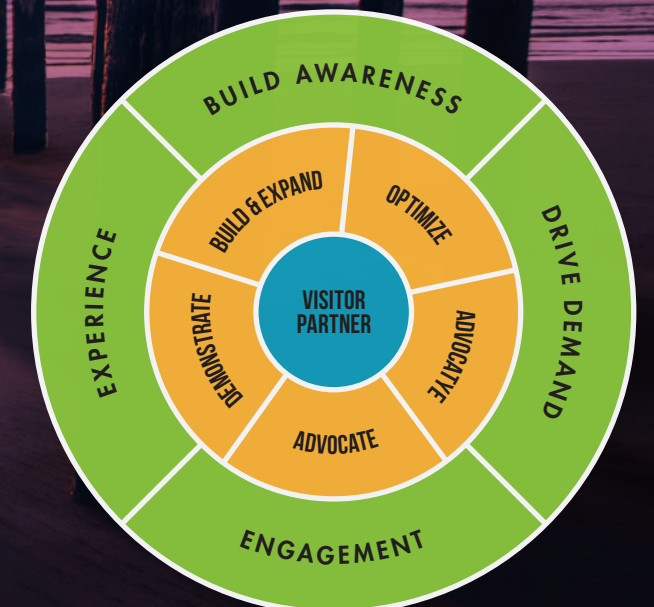
MISSION

Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County

BRAND INTENTION

STRATEGIC CONNECTOR

CREATIVE
INSPIRING
ESSENTIAL



IMPERATIVES



OPTIMIZE
OUR ORGANIZATIONAL CAPACITY



ADVOCATE
FOR THE DEVELOPMENT OF CRITICAL
TOURISM INFRASTRUCTURE



ESTABLISH
BRAND CLARITY AND INCREASED
AWARENESS THROUGH UNIFIED EFFORTS



DEMONSTRATE
VALUE TO OUR STAKEHOLDERS,
PARTNERS AND COMMUNITIES



BUILD & EXPAND
STRATEGIC PARTNERSHIPS



Visit SLO CAL (VSC) is a small, but mighty team of destination marketing and management professionals who work with, and on behalf of, the community, the local partners and investors to promote SLO CAL® (San Luis Obispo County, California) to travelers from around the world. As the sole countywide non-profit destination marketing and management organization (DMMO) for SLO CAL, VSC's goal is to work with partners to build the SLO CAL brand and experience through a data-driven, efficient and dynamic business and marketing program. Built on research, with a strategy of continuous improvement, this program 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.

TOURISM MARKETING DISTRICT

When the Tourism Marketing District was first approved for installation in July 2015 for a five-year term, few were thinking of today. Now, after four years of Visit SLO CAL's groundbreaking work and results, it is time to embark on the district renewal process. In November 2018, the VSC Board of Directors unanimously approved the first step to ensure the future of this essential organization.

Seeking a ten-year renewal term, VSC explored what the future competitive landscape of tourism will look like and how to best compete for visitors, discussing those findings with lodging investors. Through those conversations, the industry identified four areas of priority requiring long-term, strategic investment to keep SLO CAL® competitive.

Investment in these priorities will be required to overcome an initial 11.8% increase in lodging inventory currently under construction in SLO CAL, with a projected 3.5% decrease in occupancy and 1.7% decrease in RevPAR forecasted*. Industry-identified priorities include:

- Increase advertising to drive longer stays and increase spend in VSC's key domestic markets. Increased advertising will also continue to grow awareness, demand and market share for SLO CAL.
- Elevation of key sales initiatives and support to ensure there are travelers to fill the new lodging room inventory and increase demand for travel mid-week and during off-peak seasons.
- Growth of international markets through long-term, strategic trade and public relations efforts in the top five international and key emerging markets, delivering longer stays mid-week and during off-peak seasons.
- Continued support and expansion of air service development to increase flight frequency and establish additional flights and new feeder markets (markets under development include San Diego, Portland, Las Vegas and others.)
- Advancement of VSC owned, tourism-related Destination Management Strategy recommendations (examples may include assisting in product development, a countywide customer service training program, etc.) VSC would play a leadership role in their development, funding and/or facilitation.

With the increase in SLO CAL lodging supply (1,100+ rooms currently under construction and expected to open in the next 18 months), growing competition for travelers, continued California crises (wildfires, floods, etc.) and predicted economic downturn, there is a heightened sense of urgency to make these timely investments in increased marketing, sales, air service and product development. Not doing so, risks the implementation of all new programs and the sustainability of many current programs, including advertising in present air service markets, travel trade development and research.

RENEWAL

In order to achieve the required results, additional funds will be necessary. Therefore, VSC plans to pursue an increase in the TMD assessment from 1% to 1.5% for the next ten-year term as the district renews. Projected timeline:

- Lodging investor petition collection process - May 2019
- City council hearings - Summer 2019
- Three Board of Supervisor hearings - to be completed by December 2019

BUSINESS AND MARKETING OBJECTIVES

Visit SLO CAL's programs are built to meet four overarching objectives that evolve slightly as the tourism landscape in SLO CAL® and worldwide changes over time. Efforts are made to ensure consistency, yet allow for continuous improvement and adaptation to new market forces.

1

BUILD AWARENESS OF SLO CAL BRAND AND DESTINATION

Leverage the strength of the countywide brand and relationships with partners to magnify the reach and amplify the message of SLO CAL.

2

DRIVE DEMAND FOR HIGH-IMPACT VISITATION TO THE COUNTY

Deliver integrated programs and campaign built to:

- Engage target audiences with the highest potential for visitation during need times (mid-week and off-peak seasons), longer stays and higher expenditures.
- Support activity in destination management and sales channels (Travel Trade, film, etc.).

3

DEVELOP STRONGER AND DEEPER ENGAGEMENT WITH VISITORS

Collaborate with and empower partners to tell engaging stories, deliver on expectations and provide memorable experiences, creating lifelong ambassadors and economic growth for the county.

4

PROTECT QUALITY OF COMMUNITY AND DESTINATION EXPERIENCE

Promote, support and invest in products and services, activities and events that preserve and create a high quality of life and guest experience for residents and visitors that reflect the unique environment, culture and diversity of SLO CAL.

HIGHLIGHTS FY 2018/19



As part of the Destination Management Strategy, Visit SLO CAL conducted countywide collaboration to protect, improve and enhance the region's long-term quality of life and economic prosperity and to develop recommendations going forward. (See page 14)



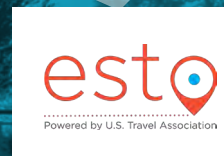
Visit SLO CAL began working with MILES Partnership to develop and deploy data-driven paid media placement and optimization across search, display, connected TV and social media.



Destinations International officially certified Visit SLO CAL for the globally-recognized Destination Marketing Accreditation Program (DMAP), indicating VSC has satisfied the 93 rigorous standards joining only 200 destination organizations worldwide, including 14 from California, who have obtained this accreditation.



Visit SLO CAL, Visit California and destination partners celebrated the reopening of Highway 1 at the Dream Drive event with 90+ international media and representatives in Morro Bay and hosted 61 media and digital influencers across SLO CAL.



Visit SLO CAL was a finalist for Best Digital Campaign at the ESTO Awards hosted by the U.S. Travel Association as part of their annual ESTO Conference held in Phoenix, Arizona. VSC competed for the honor with well-established organizations, Visit Seattle (winner) and Visit St. Pete/Clearwater.



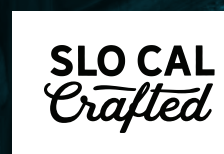
In November 2018, Visit SLO CAL's creative agency, BCF, traveled around SLO CAL to capture new brand photography and videography to be used throughout VSC's marketing and branding materials.



Visit SLO CAL partnered with San Luis Obispo County Regional Airport to deliver a new daily flight from Dallas-Fort Worth International Airport on American Airlines in April, opening 89 new one-stop connections around the world.



Visit SLO CAL earned the rights to the service mark for the phrase "SLO CAL®" in Class 035 advertising and business services from the United States Patent and Trademark Office.

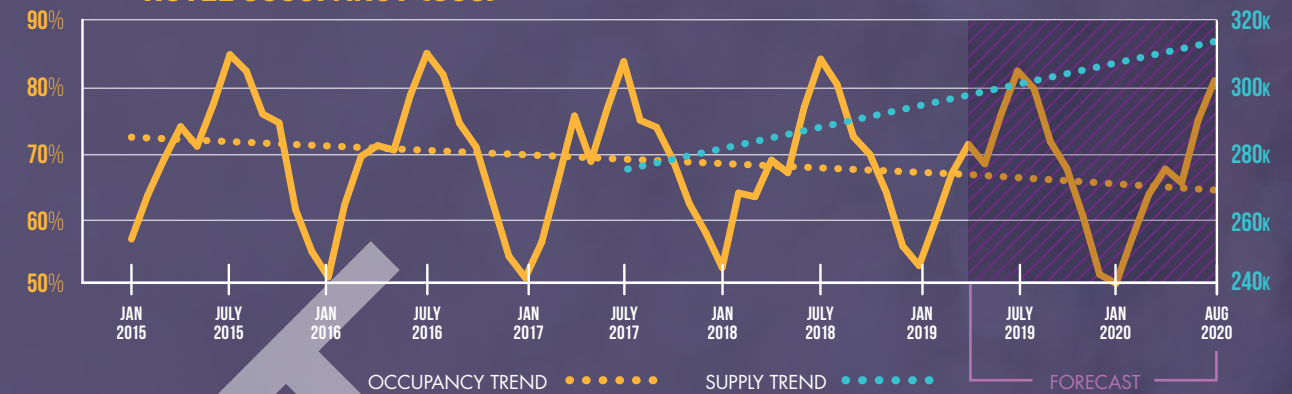


To promote the bevy of artisan product makers in SLO CAL, Visit SLO CAL developed the SLO CAL Crafted sub-brand and accompanying logo. This logo will be utilized across VSC's owned channels and will be available for use by the businesses in SLO CAL handcrafting local products.

TRENDS IN TOURISM

SLO CAL® continues to see consistent increases in tourism's contribution to the local economy and Visit SLO CAL expects that trend to continue through FY 2019/20.

HOTEL OCCUPANCY (OCC)



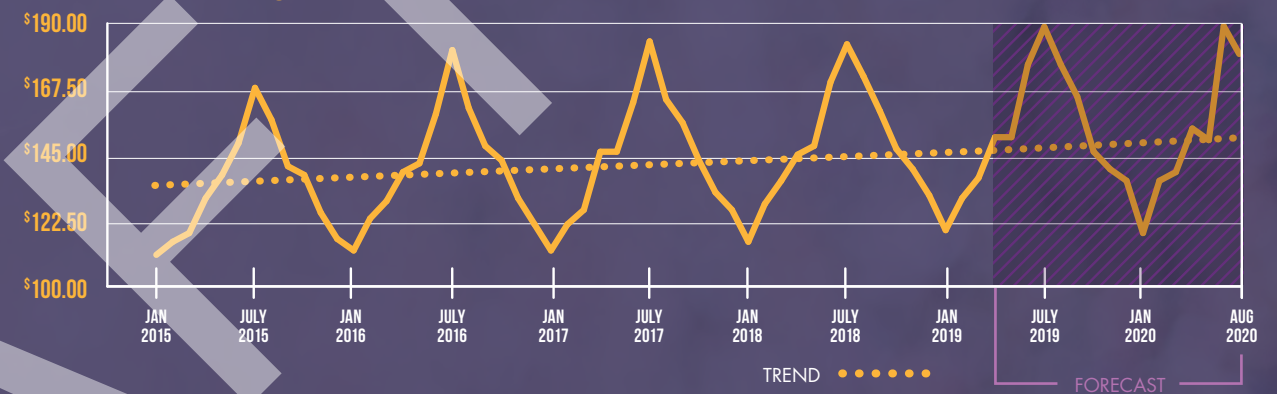
12% INCREASE

JULY 2017-
AUG 2020
ROOM SUPPLY

4% DECREASE

JAN 2015-
DEC 2018
OCCUPANCY

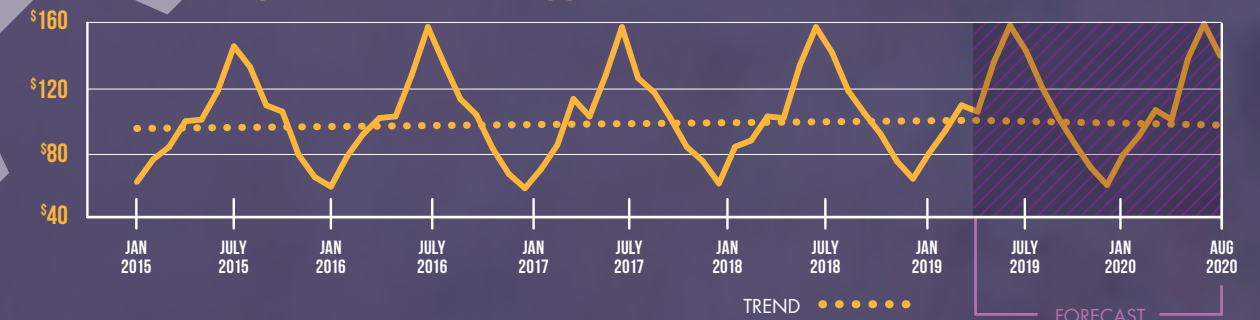
AVERAGE DAILY RATE (ADR)



11% INCREASE

JAN 2015-
DEC 2018
ADR

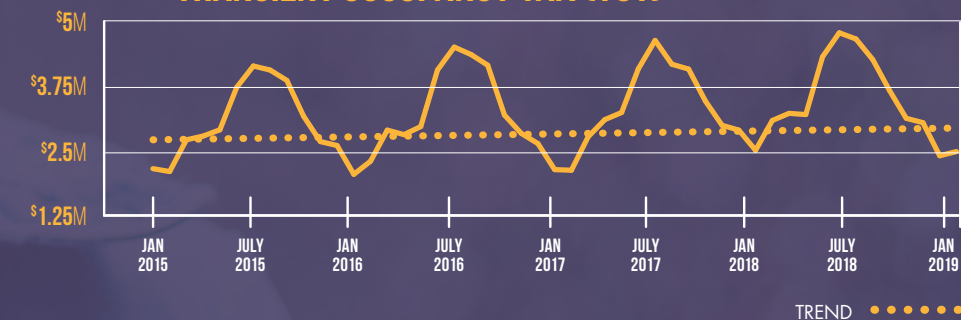
REVENUE PER AVAILABLE ROOM (REVPAR)



7% INCREASE

JAN 2015-
DEC 2018
REVPAR

TRANSIENT OCCUPANCY TAX (TOT)



16% INCREASE

JAN 2015-
DEC 2018
TOT

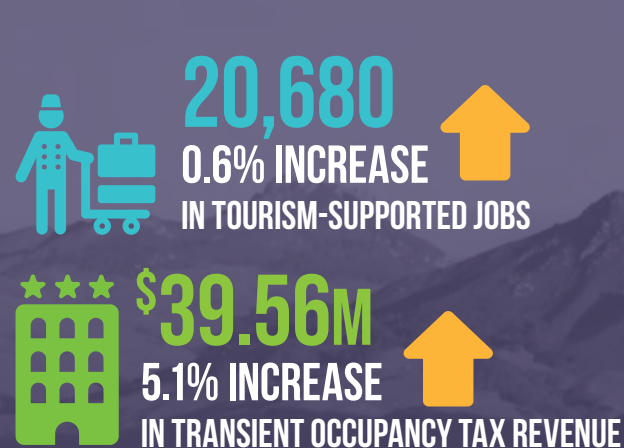
SOURCES: STR, INC.; VISIT SLO CAL *These figures reflect the impact in visitation due to the Highway 1 closure.

NEW LODGING INVENTORY IN SLO CAL



There are currently 1,100+ rooms under construction in SLO CAL with much of the inventory opening in the next 12 months. The 20% increase in lodging inventory planned over the next four years means SLO CAL is going to see a noticeable change in the charts above as new properties open and visitors have a wider variety of options.

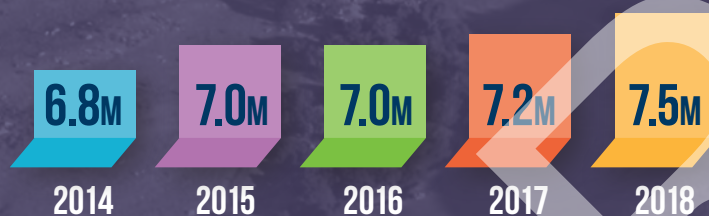
2018 TOURISM IMPACT



TRAVEL SPENDING:
\$1.89B

INDUSTRY EARNINGS:
\$696M

VISITOR VOLUME:
10.2% GROWTH
2014-2018
SOURCE: TOURISM ECONOMICS



TRAVEL SPENDING CREATED **\$80.1M** IN LOCAL TAX REVENUE

WHICH COULD COVER EXPENSES FOR:



Source: Dean Runyan, Bureau of Labor Statistics, Census Bureau and San Luis Obispo County Office of Education

WITHOUT TOURISTS, EACH SLO CAL HOUSEHOLD
WOULD NEED TO SPEND \$17,231 TO CREATE THE SAME ECONOMIC
IMPACT FOR THE COMMUNITY

WITHOUT THE STATE & LOCAL TAX
REVENUE GENERATED BY TRAVEL & TOURISM

EACH SLO CAL HOUSEHOLD WOULD PAY AN
ADDITIONAL \$1,582 IN TAXES

TRAVEL TRENDS

AUTHENTIC VOICES

Travelers are increasingly seeking destinations that promise meaningful reasons to visit, local stories to discover and original experiences to share.

- **Opportunity:** With a plethora of unique and diverse narratives to share, telling compelling stories is key.
- **Visit SLO CAL's Response:** Utilize local voices to share SLO CAL® experiences and stories on owned channels and amplify via paid and earned media. (see page 31)

- SLO CAL Storytellers
- SLO CAL Crafted

PERSONALIZED CONTENT

Online algorithms have conditioned users to expect curated content and personalized messages, making anything remotely generic easy to ignore.

- **Opportunity:** Personalization helps messages break through the clutter, improving audience engagement and enhancing the user experience.
- **Visit SLO CAL's Response:** Deliver relevant content to potential visitors at every step in the consumer funnel, from awareness to conversion.

- Dynamic, personalized ads (see page 27)
- Dynamic content strategy on SLOCAL.com (see page 31)
- CrowdRiff user-generated content platform (see page 31)

TECH + PLANNING

Consumers' quickly growing preference for mobile and multi-device media consumption are fueling in-the-moment decisions, influencing travel planning and booking.

- **Opportunity:** It is increasingly important to optimize content, leverage external platforms and diversify distribution to reach audiences where they are already consuming media.
- **Visit SLO CAL's Response:** Deploy paid media across a variety of channels, optimize for mobile and invest in content on critical third-party platforms.

- Multi-channel, multi-platform paid media (see page 28)
- Google DMO Partnership & Google My Business Program (see page 31)

DESTINATION MANAGEMENT

Aligned with the four Ps of marketing (product, price, promotion, place), destination organizations have begun managing their 'product' as the holistic guest experience.

- **Opportunity:** Intertwined with and inseparable from the local quality of life, the guest experience requires a long-term view and robust, comprehensive strategy.
- **Visit SLO CAL's Response:** Develop the Destination Management Strategy. (see page 14)

- Implement Destination Management Strategy recommendations



TRAVEL TRENDS FOR 2019 RELEVANT TO SLO CAL

- Hot Springs
- Bike Tours
- Out of the Way Towns
- Zero-Waste Travel
- Fall Getaways
- Surprise (Unexpected and Undiscovered) Destinations



2019 TRAVEL MEGATRENDS RELEVANT TO SLO CAL

- Wellness is the New Hook in Travel Marketing
- Brands Give Travelers More Control Over Their Experience
- Real-World Experiences Gain Value in an Era of Tech Burnout

DESTINATION MANAGEMENT STRATEGY

In January 2018, the Visit SLO CAL Board of Directors selected Resonance Consultancy to facilitate the development of a Destination Management Strategy (DMS). This countywide undertaking was a collaborative process with the goal of outlining the evolution, marketing and management of SLO CAL® as a travel destination 20-30 years into the future. VSC engaged investors, tourism stakeholders, public officials, businesses, nonprofits and residents countywide, to create a strategy that promotes a vibrant and prosperous San Luis Obispo County.

Each of the recommendations in the Destination Management Strategy will help SLO CAL reach its goal of realizing travel and tourism's full economic potential while preserving the quality of life and unique character of the destination. In FY 2019/20, the VSC board and staff will work with partners to prioritize the recommendations and collaborate to begin implementation.



OUTDOOR ACTIVITIES

There are few places on the continent with the extravagantly beautiful, healthful and wellness-inspiring outdoor environment of SLO CAL. Building on current outdoor activities by linking and expanding on trail systems enhances this unique strength of the region, allowing visitors—as well as locals and their families—to explore more deeply and enhance their wellbeing and quality of life as they go. Facilitating experience creation will only enrich the regional narrative, encouraging longer stays and greater spends.

FOOD & DRINK EXPERIENCES

A combination of increasing numbers of more experienced and worldly travelers, the desire for authentic local experience and growing interest in health and the provenance of food, have contributed to the sharp rise of culinary tourism, making food a true reason to travel. Memorable dining experiences, hands-on cooking and connoisseurship in wines and spirits have fueled the growth of food-oriented attractions across the U.S. that provide opportunities for locals, and also attract visitors keen to learn culinary culture and touch the local experience. Showing leadership in the culinary space and telling that story enhances credibility and differentiates offerings in an increasingly crowded field.



EVENTS & FESTIVALS

There are few places on the continent with the extravagantly beautiful, healthful and wellness-inspiring outdoor environment of SLO CAL. Building on current outdoor activities by linking and expanding on trail systems enhances this unique strength of the region, allowing visitors—as well as locals and their families—to explore more deeply and enhance their wellbeing and quality of life as they go. Facilitating experience creation will only enrich the regional narrative, encouraging longer stays and greater spends.

SLO CAL CRAFTED

The appeal of craft culture—products from art to music to wine created through skilled creative artisanship—continues to grow in appeal for a society ever more enmeshed in the virtual and intangible. Inevitably a reflection of local influences, these offerings allow visitors to more deeply feel and understand sense of place, making visits more memorable and returning more desirable. In the same way, a SLO CAL Crafted nightlife is an after-dark reflection of the breezy daytime culture that is a regional signature, providing locals with more entertainment choices, diversifying the tourism offering and creating new economic contribution to the region.





WORKFORCE DEVELOPMENT

It would be impossible to speak of sustainable tourism development without facing the issue of workforce development head on. As SLO CAL begins to grow the tourism offering, it has a real opportunity—and necessity—to show leadership in this area and address the socio-economic issues that will only grow if strategies are deferred. The workforce is a key part of the infrastructure of tourism—as essential as a new hotel, festival or conference center. Thinking through and implementing living wage, transportation and housing solutions will provide long term benefits in less turnover, more loyalty and better service to our visitors.

INDUSTRY DEVELOPMENT

The need to make SLO CAL a balanced and diversified year-round destination—and to enjoy the economic benefits of that—requires the energy and will to go after new audiences and visitors, like the MICE market. This may be less a divergence than it seems: increasingly, business travelers are leisure travelers, with younger people markedly more attracted to ‘bleisure’—business + leisure—opportunities. Pre- and post-conference, this active and affluent audience is keen to experience SLO CAL’s brand of outdoor activities and lifestyle.



PLACEMAKING

Placemaking brings together partners from public, private, non-profit and community sectors to strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities. At its best, creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety and brings diverse people together to celebrate, inspire and be inspired. Applying the principles of placemaking at the Morro Bay Waterfront and the “develop and grow communities” is a future-facing strategy to enhance the experience and potential economic contribution of these beloved and future destinations.



SUSTAINABILITY

The delicate California environment in SLO CAL is a major attraction for current and future visitors. As SLO CAL seeks to protect its environment and help visitors understand that their respect of the region is an integral part of that, SLO CAL has an opportunity to grow intelligently and help people discover destinations off the (very) beaten path that will help everyone have a more enjoyable experience. Experienced and affluent visitors will seek out less-trafficked places that offer unique and authentic experiential bragging rights. As SLO CAL makes these places visitor ready, the economic benefits of tourism will be more evenly shared.



STRATEGIC AND INDUSTRY PARTNERSHIPS

Visit SLO CAL is proud to partner with a number of excellent organizations from local DMO partners to international industry associations. VSC takes pride in ensuring that every partner is aware of VSC programs and that the organization is working in tandem to accomplish various missions and reduce the duplication of efforts.



See page 38 for how to get involved with Visit SLO CAL's marketing, public relations and sales efforts.

DOMESTIC LEISURE MARKETS

Visit SLO CAL's domestic leisure markets were originally based on the FY 2016/17 feeder market study, share of wallet study and FY 2017/18 brand lift study data. Domestic leisure travel markets continue to be assessed through marketing results and industry data (such as Nielsen and Mediamark Research Inc.) and evaluated based on the following criteria:

AWARENESS LEVEL

How much of the population is aware of SLO CAL® and how familiar are they with the destination?

LIKELIHOOD TO VISIT

Does the market have access to SLO CAL and are VSC's target personas well represented in the market?

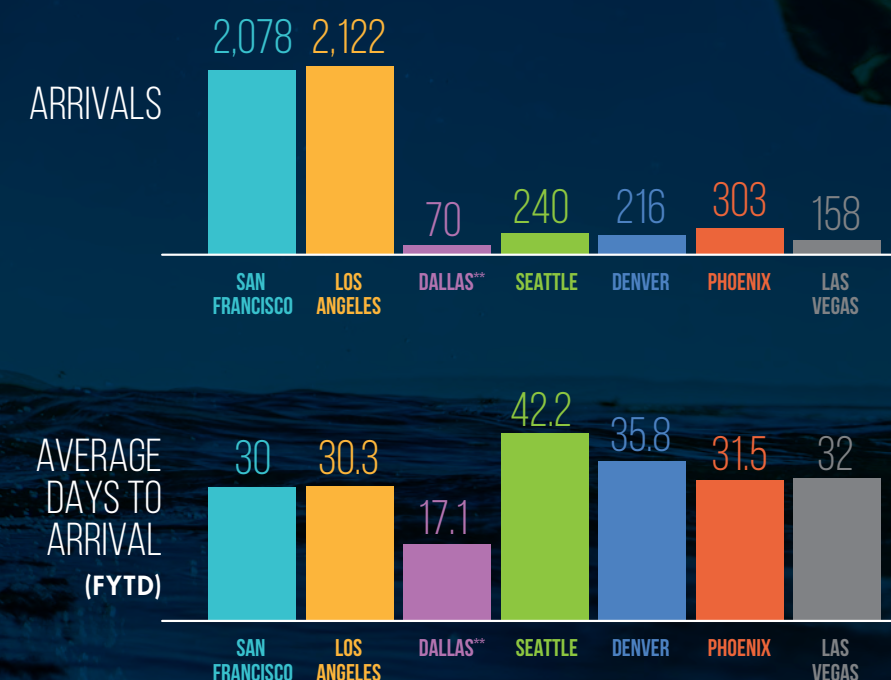
TRAVEL SPENDING

Does the market have a high population that prioritizes travel in their spending decisions?

RELATIVE ADVERTISING COST

Is the market affordable enough for VSC to obtain an effective reach with the available advertising budget?

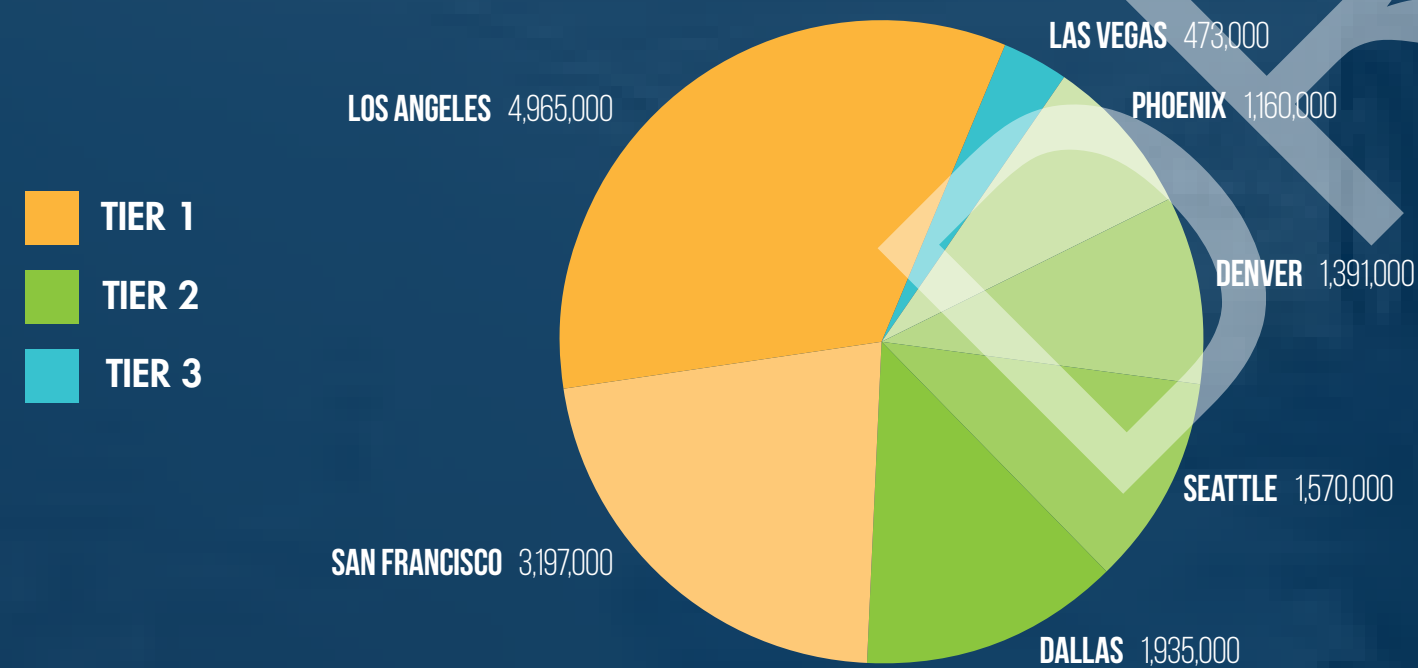
TARGET MARKET OVERVIEW



*Arrivals are based on media placements trackable through Arrivalist and are not inclusive of all arrivals resulting from the media plan. Numbers displayed are Fiscal Year to Date.
**Dallas media began Feb. 2019

		ACTIVE ADVENTURER		MOM TO THE MAX		CULTURED CLASS		TOTAL TARGET POP.
		TARGET POP.	% OF POP.	TARGET POP.	% OF POP.	TARGET POP.	% OF POP.	
UNITED STATES		32,632,000	13.37%	10,338,000	4.24%	34,897,000	14.3%	
TIER 1	LOS ANGELES	2,148,000	15.05%	733,000	5.14%	2,084,000	14.6%	4,965,000
	SAN FRANCISCO	1,295,000	22.44%	352,000	6.10%	1,550,000	26.87%	3,197,000
TIER 2	DENVER	590,000	17.60%	182,000	5.43%	619,000	18.46%	1,391,000
	SEATTLE	717,000	18.03%	179,000	4.50%	674,000	16.95%	1,570,000
	PHOENIX	535,000	13.24%	159,000	3.95%	466,000	11.55%	1,160,000
	DALLAS	881,000	15.61%	207,000	3.66%	847,000	15.0%	1,935,000
TIER 3	LAS VEGAS	238,000	14.59%	54,000	3.30%	181,000	11.06%	473,000
								14,691,000

*Numbers for Dallas CC are not statistically sound



TIER 1 MARKET



LOS ANGELES

Ventura & Los Angeles Counties

In general, Los Angeles ranks highest of all the geographic markets in awareness and past visitation. In addition, it is a close-in market with a critical mass population from which to draw.

- **AWARENESS:** #1 in Initial Awareness
- **ARRIVALS:** 30.3% of Arrivalist-Tracked Arrivals
- **ENGAGEMENT:** 12% of Organic Website Sessions
- **ACCESS:** 3 Daily Direct Flights, 214-Mile Drive
- **AUDIENCE SIZE:** 4.97M Households in Target Personas
- **PERSONAS:** Active Adventurer and Mom to the Max
- **AD COSTS:** #1 in Cost per Click and Cost per Conversion

TIER 1 MARKET



SAN FRANCISCO

City of San Francisco, Contra Costa, Alameda & Santa Clara Counties

San Francisco is another close-in market with a critical mass of population. It ranks second on the list because intent to travel to SLO CAL is the highest compared to the other target markets.

- **AWARENESS:** #XXXX in Initial Awareness
- **ARRIVALS:** 29.8% of Arrivalist-Tracked Arrivals
- **ENGAGEMENT:** 12% of Organic Website Sessions
- **ACCESS:** 4 Daily Direct Flights, 239-Mile Drive
- **AUDIENCE SIZE:** 3.2M Households in Target Personas
- **PERSONAS:** Active Adventurer, Cultured Class and Mom to the Max
- **AD COSTS:** #2 in Cost per Click and Cost per Conversion

TIER 2 MARKET



DENVER

Denver, Arapahoe, Jefferson, Adams, Douglas, Boulder, Larimer & El Paso Counties

Denver is another new fly market that has already shown expansion, as VSC has helped sufficiently drive demand for additional flights into the county.

- **AWARENESS:** Last? in Initial Awareness
- **ARRIVALS:** 3.2% of Arrivalist-Tracked Arrivals
- **ENGAGEMENT:** <1% of Organic Website Sessions
- **ACCESS:** 2 Daily Direct Flights
- **AUDIENCE SIZE:** 1.39M Households in Target Personas
- **PERSONAS:** Active Adventurer, Cultured Class and Mom to the Max
- **AD COSTS:** #6 in Cost per Click and Cost per Conversion

TIER 2 MARKET



SEATTLE

King & Snohomish Counties

Seattle ranks high on the prioritization list and provides an opportunity for expansion should VSC sufficiently manage to drive demand for additional flights into the county. Seattle ranks second in lack of prospect awareness on the whole.

- **AWARENESS:** #? in Initial Awareness
- **ARRIVALS:** 3.5% of Arrivalist-Tracked Arrivals
- **ENGAGEMENT:** <1% of Organic Website Sessions
- **ACCESS:** 1 Daily Direct Flight
- **AUDIENCE SIZE:** 1.57M Households in Target Personas
- **PERSONAS:** Active Adventurer and Cultured Class
- **AD COSTS:** #5 in Cost per Click and Cost per Conversion

TIER 2 MARKET



PHOENIX

Maricopa County

As an established fly market, Phoenix has ample access and the highest percentage of tracked arrivals of all fly markets. Phoenix ranks third lowest in prospect awareness, illustrating opportunity for growth.

- **AWARENESS:** Last XXX in Initial Awareness
- **ARRIVALS:** 3.2% of Arrivalist-Tracked Arrivals
- **ENGAGEMENT:** <1% of Organic Website Sessions
- **ACCESS:** 2 Daily Direct Flights
- **AUDIENCE SIZE:** 1.16M Households in Target Personas
- **PERSONAS:** Active Adventurer, Cultured Class and Mom to the Max
- **AD COSTS:** #6 in Cost per Click and Cost per Conversion

TIER 2 MARKET



DALLAS-FORT WORTH*

Collin, Dallas, Denton, Ellis, Hunt, Kaufman, Rockwall, Hood, Johnson, Parker, Somervell, Tarrant & Wise Counties

The newest direct fly market, Dallas-Fort Worth is also the largest of the five. With a prior marketing exposure to SLO CAL wine, significant initial growth in Google search and brand alignment with target personas, this market holds opportunity for SLO CAL.

- **AWARENESS:** #XXX in Initial Awareness
- **ARRIVALS:** 0.6% of Arrivalist-Tracked Arrivals
- **ENGAGEMENT:** <1% of Organic Website Sessions
- **ACCESS:** 1 Daily Direct Flight
- **AUDIENCE SIZE:** 1.94M Households in Target Personas
- **PERSONAS:** Active Adventurer and Cultured Class
- **AD COSTS:** #7 in Cost per Click and Cost per Conversion

*VSC Dallas-Fort Worth marketing began in February 2019. Dallas-Fort Worth daily flight began in April.

TIER 3 MARKET



LAS VEGAS

Clark County

Las Vegas is a relatively longstanding fly market but with a target population of less than half the next largest market. In addition to this relatively small population, Las Vegas only indexes high for one of VSC's target personas resulting in this market's sixth place ranking.

- **AWARENESS:** #? in Initial Awareness
- **ARRIVALS:** 2.3% of Arrivalist-Tracked Arrivals
- **ENGAGEMENT:** <1% of Organic Website Sessions
- **ACCESS:** 4 Weekly Direct Flights
- **AUDIENCE SIZE:** 473K Households in Target Personas
- **PERSONAS:** Active Adventurer
- **AD COSTS:** #3 in Cost per Click and Cost per Conversion

BRAND ARCHITECTURE & PERSONAS

BRAND FOUNDATION

Traditional demographics alone are not enough to build a strategic picture of the target audience for Visit SLO CAL. Psychographic segmentation takes the nuance of the targets' lives into account. It goes beyond household income, age, education level, etc., to uncover the beliefs, motivations, aspirations and lifestyles that will enable VSC to engage the person, not just the target. Research and testing helps VSC understand the way people in the target geographies interact with information, what their travel habits are and what informs their decisions.



ACTIVE ADVENTURER

ACTIVE, MID-HIGH AFFLUENT, EDUCATED, DEEPLY PASSIONATE EXPERIENCE-SEEKERS

PAID MEDIA PROFILE

- All Genders
- Ages 25-65
- HHI \$70K+

INTERESTS

Adventure travel, outdoor recreation, hiking, RV/camping, health and wellness, pet-friendly travel and recreational gear

PAIRS WELL WITH SLO CAL®

- Open space, ocean, trails, recreation and 300+ days of sunshine
- Laid-back, healthy and sustainable lifestyle
- SLO CAL Crafted healthy foods, craft beer and spirits
- Outdoor, athletic and wellness events: outdoor concerts, races, yoga in the park
- Vacation rentals, RV parks near recreation and unique, walkable hotels
- #SoSLOCAL local's secret spots and SLO CAL Crafted goods



MOM TO THE MAX

SCHEDULED, CONNECTED, AFFLUENT, TRANSPARENT (THE GOOD AND THE UGLY)

PAID MEDIA PROFILE

- Identifies as Female
- Ages 28-55
- HHI \$100K+

INTERESTS

Family-friendly activities, dining and locations, cultural and educational experiences, wildlife, date-night activities, high-value and free activities

PAIRS WELL WITH SLO CAL

- Beach days, tidepools, wildlife and nature
- Family- and parent-friendly dining, wineries, breweries and shopping
- Cultural attractions, family-friendly events and festivals: zoo, farmers markets, kite festival, car shows
- Vacation rentals, mid-level hotels and high-value RV parks
- #SoSLOCAL mom perspective on fun things to do with kids



CULTURED CLASS

EDUCATED, RISK TAKERS, GRACIOUS, CONFIDENT, PROFESSIONALS

PAID MEDIA PROFILE

- All Genders
- Ages 28-65+
- HHI \$100K+

INTERESTS

Unexpected, educational and cultural activities and attractions, high-quality travel and food experiences, arts and nature

PAIRS WELL WITH SLO CAL

- Trails, beaches and tailored excursions from whale watching to wine tasting
- Unique shopping, locally-produced goods, fresh and local culinary experiences
- Cultural attractions and experiences: missions, Hearst Castle, Sensorio, Vina Robles, performing arts
- Boutique hotels, unique vacation rentals, full-service resorts and quality RV parks
- SLO CAL Crafted goods, arts and related experiences

PAID MEDIA

Visit SLO CAL's persona-based targeting and data-driven media strategy focuses primarily on digital executions. Consumers are increasingly influenced by their online interactions, where VSC can build brand awareness and affinity, while supporting lower funnel travel planning and booking channels like paid search and social. VSC's strategy aims to be in front of the right audience in the right place and at the right time to create top-of-mind awareness and intention to visit SLO CAL®, which will increase demand.

OBJECTIVES

- To increase awareness of SLO CAL with target audiences in critical feeder markets
- To grow the perception of SLO CAL as a favorite California vacation destination
- To drive demand for travel to SLO CAL during critical need times of mid-week and off-peak seasons
- To increase the economic impact of each visitor while minimizing the negative impacts on local resources
- To increase the ROI of paid media campaigns



STRATEGIES

- Leverage established and ongoing research to identify, refine and reach optimal audiences and markets based on:
 - Propensity to travel to SLO CAL during need times of mid-week and off-peak seasons
 - Propensity to stay 3+ nights in SLO CAL, longer than average
 - Evidence of alignment with SLO CAL's products, experiences and community values
- Employ customization techniques and software to deliver cultivated, specialized and personalized messages that will resonate with each audience
- Curate, amplify and empower local, authentic storytelling throughout marketing channels
- Continuously monitor and optimize paid media for a balance of reach by market, cost efficiency, website activities and arrivals per thousand
- Deliver messages through a variety of channels to reach consumers multiple times, in multiple places and where they are seeking and/or consuming travel inspiration
- Support SLO CAL's niche lodging communities through specialized tactics and messages

TACTICS

• DISPLAY ADVERTISING

- Media: Native Content, Rich Media, Pre-Roll Video & Banner Ads
- Channels: Native, Travel-Centered and Programmatic Display Networks

• CONNECTED TV

- Media: Pre-Roll Video and Banner Ads
- Channels: Smart TVs and Cross-Device Retargeting

• SOCIAL MEDIA ADVERTISING

- Media: Content Marketing, Dynamic and Video Ads
- Channels: Facebook, Instagram and Pinterest



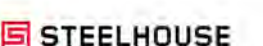
• PAID SEARCH

- Media: Content Marketing and Video Ads
- Channels: Google and YouTube



• NICHE DIRECT BUY

- Media: Print Display, Print Advertorial and Supporting Digital Content
- Channels: RV and Film Publications

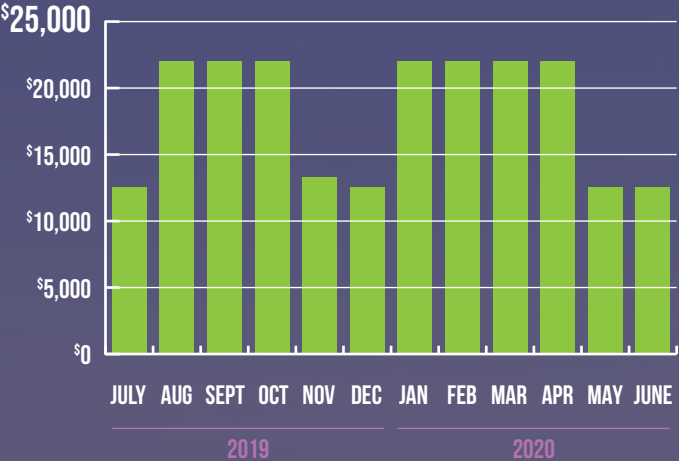


• TEST-AND-LEARN

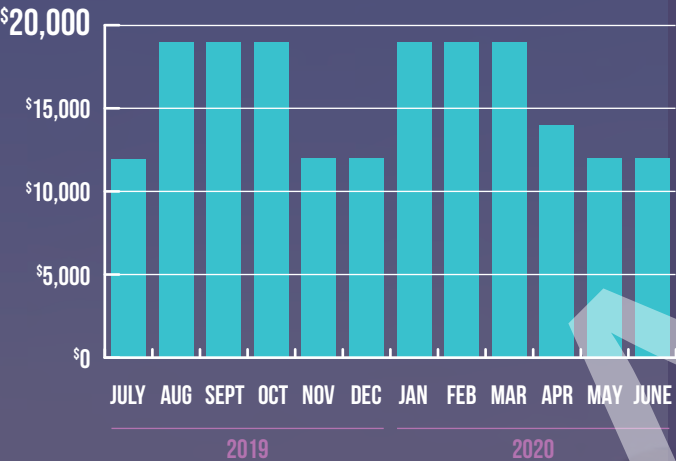
- Conduct Testing on New Media Opportunities

PAID MEDIA PLAN

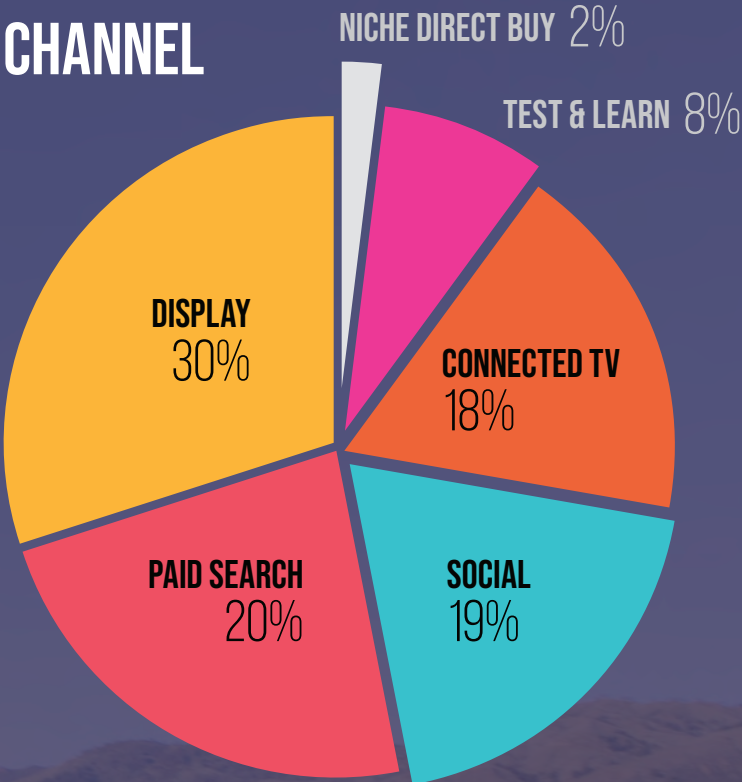
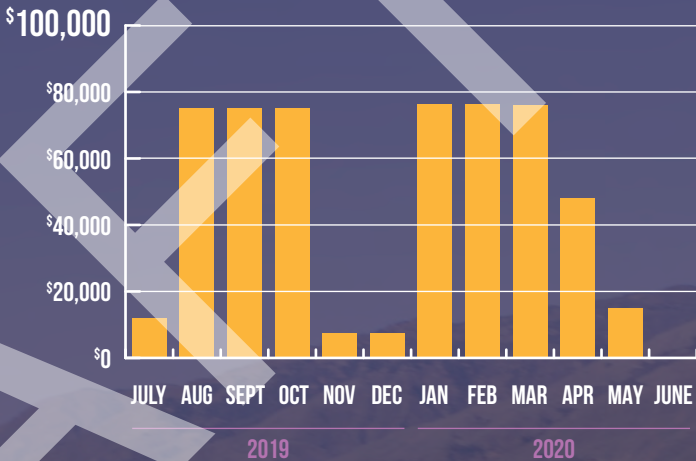
SEM



SOCIAL

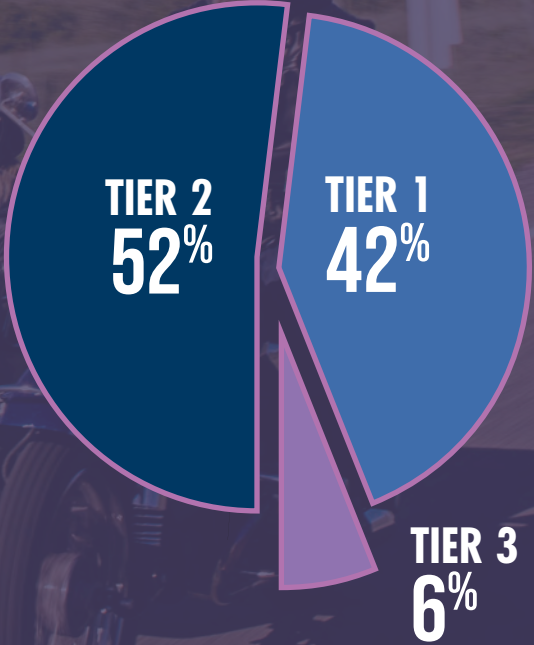


DISPLAY



	2019						2020						
	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	
		SHOULDER SEASON		OFF SEASON			OFF SEASON		SHOULDER SEASON				FY 2020 COST
SEM	\$12,500	\$22,000	\$22,000	\$22,000	\$13,000	\$12,500	\$22,000	\$22,000	\$22,000	\$22,000	\$12,500	\$12,500	\$217,000
SOCIAL	\$12,000	\$19,000	\$19,000	\$19,000	\$12,000	\$12,000	\$19,000	\$19,000	\$19,000	\$14,000	\$12,000	\$12,000	\$188,000
DISPLAY	\$11,875	\$75,042	\$75,042	\$75,042	\$7,500	\$7,500	\$76,708	\$76,708	\$76,708	\$49,200	\$15,000	\$0	\$546,325

MEDIA SPEND BY GEOGRAPHY



PARTNERS

- SEM: Google, YouTube
- SOCIAL: Facebook, Instagram, Pinterest
- DISPLAY: MIQ, Sharethrough, Jun Group, Undertone, Adtheorent, Steelhouse, Hulu, Sojern, Test & Learn

OWNED MEDIA

Visit SLO CAL's owned media continues to be a source for consumers to be inspired by the SLO CAL® way of life, driving them down-funnel and engaging them with authentic stories. While paid media captures their attention and creates an immediate connection, owned media educates, inspires and converts users to visitors and visitors to ambassadors.

OBJECTIVES

- To increase awareness and drive demand for SLO CAL with target audiences in key feeder markets
- To grow the perception of SLO CAL as a favorite California vacation destination
- To build and foster long-term relationships with potential and past visitors
- To increase reach, performance and engagement levels of owned channels and platforms
- To improve SEO ranking for target keywords and search topics on local resources
- To increase the ROI of paid media campaigns

STRATEGIES

- Employ a dynamic content strategy to deliver cultivated, specialized and personalized messages that will resonate with target audiences on SLOCAL.com
- Utilize content testing, market research, Arrivalist, social media, paid media and SEO data to drive content creation and delivery optimization
- Leverage partners, visitors and SLO CAL Storytellers to curate, amplify and empower local, authentic storytelling for efficient and effective content and asset creation
- Enhance and build the SLO CAL Crafted sub-brand through video, written content and locally distributed promotional tools
- Consistently use CODE (create once distribute everywhere) method for efficient distribution and stronger ROI
- Utilize SLO CAL Connection, partner social media and the CRM to effectively communicate opportunities and information with local partners
- Exploit the power of state and national programs to amplify VSC promotions, such as Restaurant Month, California Wine Month, Surf Day, Plan for Vacation Day and the AMGEN Tour of California
- Showcase SLO CAL directly to consumers in key markets through engaging, interactive in-person destination experiences

TACTICS

• CONTENT DELIVERY

- Social Media Channels: Facebook, Instagram, Twitter, YouTube, Pinterest
- Web: SLOCAL.com, SLO CAL Blog
- Email: Monthly E-newsletter
- Print: SLO CAL Official Visitors Magazine

• CONTENT CREATION

- Producers: SLO CAL Storytellers, Local Writers, SLO Life Media
- Sub-Brands: SLO CAL Crafted, Wine Flies Free, SAVOR
- UGC: CrowdRiff, Fan Friday
- Google Destination Partnership

• PARTNER ENGAGEMENT

- SLO CAL Connection: Content Leads and Opportunities
- Industry Social Media
- This Week in SLO CAL Industry Email Newsletter

• CONSUMER ACTIVATIONS

- SAVOR - A San Luis Obispo County Experience Activations in Two Key Feeder Markets Annually

CrowdRiff

Pinterest

YouTube

SAVOR
A SAN LUIS OBISPO COUNTY EXPERIENCE

Instagram

facebook

twitter

simpleview

SLO CAL
Crafted

EARNED MEDIA & PUBLIC RELATIONS

Earned media allows Visit SLO CAL to strengthen exposure for SLO CAL® through third-party endorsements from journalists and social media influencers. VSC and TURNER PR will continue to work collaboratively to bring domestic media to SLO CAL. VSC's international earned media account is also out for review searching for a firm to compound international exposure. Together, these firms will assist VSC's marketing goals by gaining consistent exposure for SLO CAL in target publications.

OBJECTIVES

- To increase awareness of SLO CAL with target audiences and with target media
- To grow the perception of SLO CAL as a favorite California vacation destination
- To position tourism as a positive economic force on the community and VSC as a leader in regional economic development and destination marketing
- To increase coverage of SLO CAL in travel-related content in international, local and top-100 national publications
- To drive demand and increase domestic and international visitors
- To increase the number and variety of partners, experiences and SLO CAL destinations featured in SLO CAL earned media coverage
- To increase the ROI of earned media campaigns

STRATEGIES

- Use research, relationships and expertise to identify, refine and reach target publications, media and audiences for optimal earned media coverage
- Identify and plan a variety of media engagement events and opportunities throughout the year to align with coverage needs, media calendars and partners
- Leverage partner support, organizational news and information to obtain local and regional media coverage of VSC and the SLO CAL tourism industry
- Curate, amplify and empower local, authentic storytelling through partner communication, partnerships and media engagements
- Lead and facilitate coordination of efforts with local, regional and state partners in earned media efforts
- Utilize SLO CAL Connection, partner social media and the CRM to communicate opportunities and results with local partners

TACTICS

- **MEDIA ENGAGEMENT**
 - Proactive Year-Round Pitch Schedule
 - Distribute Monthly Press Releases for Visit SLO CAL
 - Agency-Led
- **MEDIA RELATIONSHIP BUILDING**
 - Media Familiarization Trips
 - In-Market Deskside Appointments
 - Visit California Media Receptions
 - Local Media Relations
- **PREPAREDNESS**
 - Crisis Communications Plan
 - Local Community Public Information Officer Engagement
 - Press Materials: Backgrounder, Fact Sheets, Online Media Room
- **PARTNER ENGAGEMENT**
 - Agencies: Turner PR and (TBD) Representation in UK and Ireland
 - Partners: Local DMOs, CCTC PR Firm, Visit California Domestic and International PR Representatives

TURNER
a fahlgren mortine company

**INTERNATIONAL
MEDIA
marketplace** 
A TravelMedia Event

**visit
California**

ipw
Powered by U.S. Travel

TRAVEL TRADE

Visit SLO CAL's vibrant Travel Trade program allows lodging investors and destination partners to actively take part in enhancing SLO CAL® as a premier tour and travel destination and competitive meeting and conference market. VSC will continue to work closely with state, national and international organizations to actively pitch and educate the industry on all that SLO CAL offers, creating and expanding market share.

OBJECTIVES

- To grow the perception of and increase demand for SLO CAL as a multi-night destination among domestic and international tour operators
- To increase generation of qualified meeting and conference leads
- To build awareness of SLO CAL's unique lodging mix
- To foster and develop deeper relationships with lodging investors in SLO CAL

STRATEGIES

- Leverage trade shows and sales missions to generate leads for co-op partners and lodging investors overall
- Utilize familiarization trips to showcase SLO CAL as a multi-night destination
- Target "Experiential Travel" tour operators that specialize in fully inclusive tour travel products
- Take advantage of key association memberships and industry organizations to enhance SLO CAL's presence among meeting planners and tour operators
- Lead and facilitate coordination of regional, state and international sales efforts with local lodging investors
- Actively, thoroughly communicate opportunities, leads and context with lodging investors
- Engage and educate activity and experience partners to develop digital booking for tour operators
- Deliver multi-night itineraries to tour operators that include bookable activities and experiences

TACTICS

- **SALES**
 - Trade and Meeting and Conference Shows
 - Host Tour and Travel Familiarization Trips
 - Sales Missions for Tour and Travel and Meeting and Conference in Southern and Northern California
 - Attend Visit California International Sales Missions
- **PARTNER ENGAGEMENT**
 - Lead Tracking and Distribution: SLO CAL Connection, Mailchimp and the CRM
 - Educational Resources and Outreach to Assist Local Lodging Investors
- **AGENCY EXPERTISE**
 - International Travel Trade Representatives in UK and Ireland



FILM SLO CAL

Film SLO CAL aims to grow the overall awareness of SLO CAL® as a filming location and to increase the overall economic impact of filming in the region. 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.

OBJECTIVES

- To increase economic impact of filming in SLO CAL through increased leads, productions and filming days
- To build Film SLO CAL's reach and exposure with film scouts, local industry and film industry media
- To position Film SLO CAL as a local film industry leader and the first point of contact for San Luis Obispo County with film professionals
- To increase awareness of SLO CAL as an efficient and optimal film location



STRATEGIES

- 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
- 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
- Leverage partnership with the San Luis Obispo International Film Festival (SLOIFF) to attract target audiences to the SLO CAL destination
- Educate local tourism partners on the filming industry, the opportunity to attract film scouts and the filming industry's contribution to SLO CAL
- Collaborate with county, city and state liaisons to turn leads into tangible opportunities and to ensure reporting and tracking is updated and accurate
- Educate the local film industry on the role of Film SLO CAL and opportunities to partner

TACTICS

• PARTNER ENGAGEMENT

- Bi-Annual Local Industry Events for Networking and Education
- CFC and FLICS Events and Board Meetings
- Quarterly Local Industry Newsletters
- SLOIFF Partnership and Promotion

• LOCATION PROMOTION

- Proactive Outreach, Hosting and Annual Group FAM Trips
- Industry Trade Shows and Events
- Advertise in Key Film Industry Location Publications
- FilmSLOCAL.com, Online Location Gallery and Local Industry Listings



ENGAGE WITH VISIT SLO CAL

SLOCAL.com/Partners

Visit SLO CAL is your partner in promotion, education and collaboration, working on behalf of you and the entire community to elevate the positive impact and perception of the tourism industry in SLO CAL®.

Take advantage of Visit SLO CAL's investment in marketing, sales, media and film promotion by getting involved today. Below you'll find a calendar full of ways to get involved with Visit SLO CAL throughout the year. Attend trade shows to grow your business. Learn industry best practices and the latest trends at educational events. 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!

SALES

EARNED

PAID

OWNED

EVENTS

	JULY 2019	AUGUST 2019	SEPTEMBER	OCTOBER 2019	NOVEMBER 2019	DECEMBER 2019	JANUARY 2020	FEBRUARY 2020	MARCH 2020	APRIL 2020	MAY 2020	JUNE 2020
CO-OP			\$ Tour & Travel Mission	\$ RVIA California RV Show		\$ CalSAE Seasonal Spectacular Meeting & Conference Sales Mission	\$ Tour & Travel Winter Sales Mission	\$ MPI Northern CA Expo Meeting & Conference Sales Mission				\$ IPW
TRADE SHOWS & MISSION PARTICIPATION				VRMA National	WTM	NTA			Go West Summit UK Sales Mission	VCA China Asia Sales Mission		
MEDIA PITCHES	SHORT LEAD: Summer Getaway LONG LEAD: Fall Harvest	SHORT LEAD: National Yoga Month (September) LONG LEAD: What's New Fall/Winter 2019	SHORT LEAD: Female-Focused Travel LONG LEAD: Culinary Adventures	SHORT LEAD: SLO CAL Haunts LONG LEAD: Where To Go in 2020	SHORT LEAD: Holidays in SLO CAL LONG LEAD: Winter Warm Up	SHORT LEAD: SLO CAL Crafted LONG LEAD: Highway 1 Roadtrip	SHORT LEAD: SLO(CAL) in Love LONG LEAD: Family-Focused Spring Break	SHORT LEAD: Last-Minute Spring Break Giveaways LONG LEAD: Responsible Wildflower Tourism	SHORT LEAD: What's New Spring/Summer 2020 LONG LEAD: Celebrate Great Outdoors Month (June)	SHORT LEAD: Biking Winery Tours LONG LEAD: Central Coast Weddings & Honeymoons	SHORT LEAD: SLO CAL Cocktail Month (June) LONG LEAD: Last-Minute Summer Getaways	SHORT LEAD: 4th of July LONG LEAD: Skip-Gen Gradcation Travel
FAM TOURS					Media FAM		Winter Media FAM			Spring Media FAM		
MEDIA EVENTS		Visit SLO CAL New York Media Deskside Tour		Visit CA San Francisco Media Reception Visit CA Canada Media Mission			IMM New York Media Event		UK Media Mission			
ADVERTISING & MEDIA	Google DMO Partnership SLO CAL Official Visitors Magazine SLOCAL.com Paid Listings & Advertising						SLOCAL.com Paid Listings & Advertising					
CONTENT THEMES	Summer Adventures & Events	Outdoor Adventures	SLO CAL Wine Month	Fall/Harvest Activities	Holiday	Holiday	Restaurant Month	Spring Break Getaways & Deals	Wildflower Peeping	Bike Tourism	SLO CAL Crafted Cocktails & Spirits	Family Summer Vacation Ideas & Deals
SLO CAL CRAFTED	Brewers & Breweries	Outdoor Gear & Accessories	Wine & Winemakers	Harvest Around SLO CAL	Artist Features	SLO CAL Crafted Gift Guide	Chef & Restaurant Features	Chocolatiers & Sweets	Farms & Agritourism	Tours	Spirits, Mixers and the People Who Make Them	Beach & Summer Accessories
SLO CAL STORYTELLERS			Excursion Trip			Excursion Trip			Excursion Trip			Excursion Trip
TOURISM INDUSTRY	DI Annual Conference	ESTO	Industry Mixers (4) CalTravel Summit	Industry Educational Symposium				VCA Outlook Dorum		Destination Capital Hill	Visit SLO CAL Destination Summit CA Tourism Month	CaTravel Rally Day
CONSUMER MARKETING					SAVOR - LA or SF				SAVOR - Fly Market		AMGEN Tour of California	



SLOCAL.COM