



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, February 9, 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
2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – *motion required*

C. Davison

3. Approval of November 10, 2020 Marketing Committee Minutes

Staff will ask for Committee approval of the November 2020 Marketing Committee Meeting Minutes.

BUSINESS ITEMS

C. Davison

4. Visit SLO CAL CEO Report (15 minutes)

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

5. Highway 1 Update (10 minutes)

Visit SLO CAL will lead a discussion on the recent northern closure of Highway 1.

6. California Welcome Center Presentation (15 minutes)

Marketing Committee will receive an overview of the newly opened California Welcome Center from Megan Leininger, CWC Manager.

7. Miles Presentation – Google My Business (30 minutes) – *motion required*

Miles Partnership will provide a summary of Google My Business progress to date and make a recommendation for the future.

8. January Marketing & Trade Update (20 minutes)

Staff will review highlights from January and discuss current and future activities.

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

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Meeting Minutes

Tuesday, November 10, 2020

8:30 am - 10:00 am

Video Conference – URL: <https://zoom.us/j/412892721> Meeting ID: 412 892 721

Call-in Phone Number (669) 900-6388

1. CALL TO ORDER: Lisa Verbeck

PRESENT: Ashlee Akers, Audrey Arellano, Jim Allen, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Stacie Jacob, Gordon Jackson, Lori Keller, Megan Leininger, Joel Peterson, Lindsey Roberts, John Sorgenfrei, Jill Tweedie

ABSENT: None.

STAFF PRESENT: Kyla Boast, Chuck Davison, Annie Frew, Taylor Grantham, Ashley Mastako, Eric Parker, Vanessa Rodriguez, Lisa Verbeck

Call to Order by Verbeck at 8:30am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

3. Approval of October 13, 2020 Minutes

Public Comment – None

Committee Discussion – None

Action: Moved by Cano/Tweedie to approve the Consent Agenda, as presented.

Motion carried: 15:0:0

4. Visit SLO CAL AOR Recommendation

Verbeck updated the Committee on Visit SLO CAL's RFP process. The RFP was sent to twenty agencies, including the current agency of record, Sunshine & Bourbon, who did not bid. Three Marketing Committee members participated in the scoring of the original written responses as well as the oral presentations, in which they unanimously rated Mering as the highest scoring agency.

Cano noted that participating members took into account the needs of all Marketing Committee members when looking at these agencies, and she noted that Mering's thoroughness and ability to define and pivot stood out in their presentation.

Sorgenfrei gave the Committee a summary of the creative presented and touched on the ability for Mering's experience to translate to a smaller destination, including all of the communities that represent SLO CAL. Akers added that Visit SLO CAL would still be a large account for Mering and saw opportunity to leverage partnerships on both the campaign and research front.

Public Comment – None.

Committee Discussion – Peterson asked how many accounts Mering had in total as well as where their physical office was located. Verbeck answered that they have a total of seven accounts with offices located in both Sacramento, CA and San Diego, CA. Cano added that Mering has not taken on new agency of record clients in the recent past as they don't overcommit, which contributes to the longevity that they have with their clients.

ACTION: Moved by Peterson/Banish to recommend that the Board allow the CEO to enter into contract negotiations with Mering as Visit SLO CAL's marketing agency-of-record

Motion carried: 15:0:0

5. October Marketing & Trade Update

Boast shared an update on recent trade efforts which included attendance at Travel Weekly's Western US Trade Show. She shared that the virtual nature of the show was very productive and resulted in 10 appointments as well as 376 views from advisors of the brand video. Overall sentiment was that until there is a vaccine, they do not foresee clients resuming to a normal meeting schedule. She noted that she is currently working on CALSAE's annual tradeshow, which provides the opportunity to meet with 20 California based meeting planners. Boast also gave update on her maternity leave and that Charles Crellin will be stepping in while she is gone.

Verbeck provided an update on campaigns and media.

Rodriguez gave an update on owned media highlighting partner referrals that are up YOY. She also let the Marketing Committee know that we are currently consolidating all owned media channels.

Grantham updated the Committee on recent PR efforts, including pitches focused on drive market pods and holidays in SLO CAL as well as upcoming media trips with journalists from Eating Well, Travel Pulse, LA Time and AFAR. She also let them know that she would be leaving Visit SLO CAL effective November 18.

Mastako provided an update on the Spartan National Series sponsorship, which currently has 4 communities committed. She also updated the committee on the process of upgrading all listings to "enhanced," which is slated to be complete by the end of the year. A Restaurant Month announcement was also given, the event will take place the entire month of January in similar fashion to past years. There will also be opportunities for restaurants to be featured on Visit SLO CAL's event landing page and owned channels.

Public Comment – None

Committee Discussion – None

6. Marketing Committee Member Application Approval

Verbeck presented the Committee with a Marketing Committee Member application for approval: Kathleen Naughton, Executive Director at SLO Coast Wine Collective.

Public Comment – None

Committee Discussion – None

ACTION: Moved by Peterson/Cumming to approve Kathleen Naughton's Marketing Committee Member Application.

Motion carried: 15:0:0

ADJOURNMENT

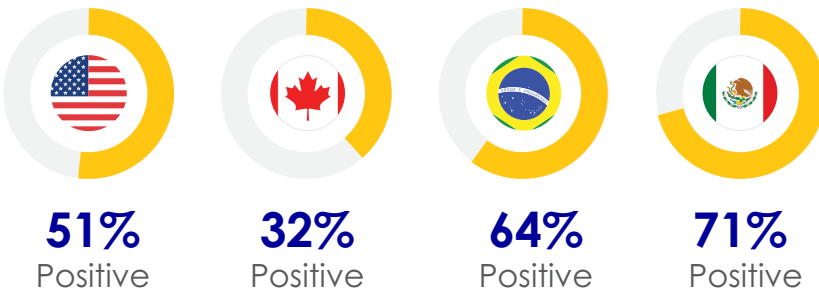
Meeting adjourned at 9:33 am.

Traveler Sentiment & Influences

Be ready with the right marketing approach and messaging by understanding how the pandemic has impacted the hearts and minds of travelers in Canada, the U.S., Mexico, and Brazil.



Traveler Confidence Varies by Country



Estimated Leisure Trips

January-September 2021

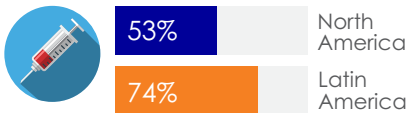


2.1 Trips
North America

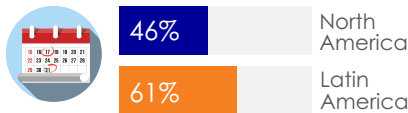
2.7 Trips
Latin America

What Instills Traveler Confidence?

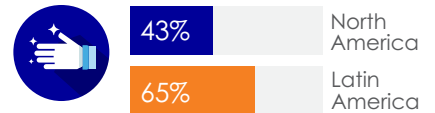
Widely available vaccine



Flexible cancellation



Guidelines on cleaning



Leading Factors Influencing Travel Decisions

Destinations

Health regulations & requirements
(mandatory mask rules, etc.)



Costs



Accommodations

Easy refunds, cancellation policy



Reduced capacity



Download the global study:
<http://bit.ly/travelsentimentstudy>

Q2 2020



Quarterly Update

Google-DMO Partnership Support Services



What We'll Cover Today

- Destination Updates & Next Steps
 - Content Views
 - Google My Business Data Edits
- Education Updates



Destination Updates

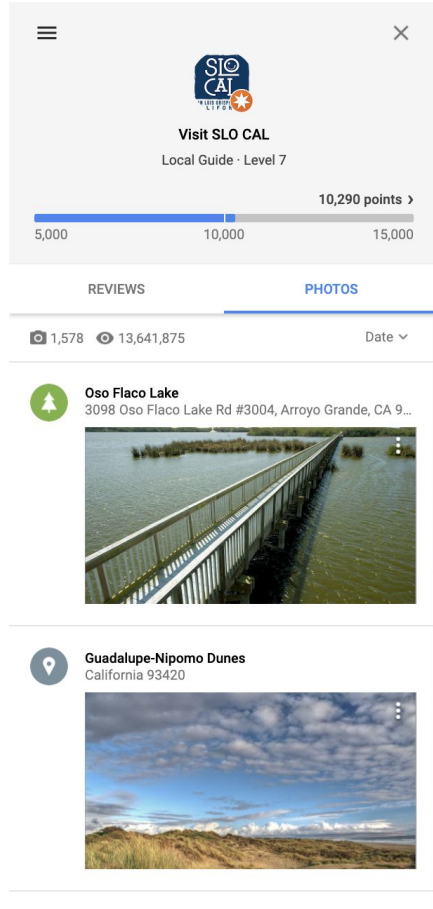
Destination Support Summary

Q2 Work & Deliverables

- Suggested edits for businesses identified with missing data pieces from GMB audits for the county and other cities.
- Uploaded up to 100 additional images to locations in Google
- Provided verification tokens to unclaimed businesses to claim their Google business profile
- Industry Education Webinar
 - Debut of Tourism Business Marketing Academy
 - Debut of GMB Health CheckUp Tool
- Quarterly Support Call

Current Content Views

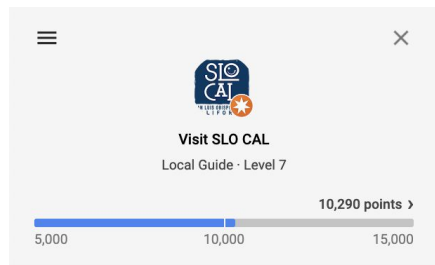
Content Views



| Locations | Views |
|------------------------|-------------------|
| San Luis Obispo County | 13,893,465 |
| San Luis Obispo | 4,385,431 |
| Pismo Beach | 3,429,233 |
| Paso Robles | 1,612,954 |
| Atascadero | 1,080,979 |
| Highway 1 | 10,414,426 |
| Total | 34,816,178 |

***Over 34M Views Across all of the accounts**
Increase of 10.6M views since Q1 (July - Sept)

Content Views in Q2



REVIEWS

PHOTOS

1,578 13,641,875

Date ▾



Oso Flaco Lake

3098 Oso Flaco Lake Rd #3004, Arroyo Grande, CA 9...



Guadalupe-Nipomo Dunes

California 93420



Locations

Views since October 1 2020

San Luis Obispo County

3,065,824

San Luis Obispo

1,227,223

Pismo Beach

493,043

Paso Robles

715,776

Atascadero

229,015

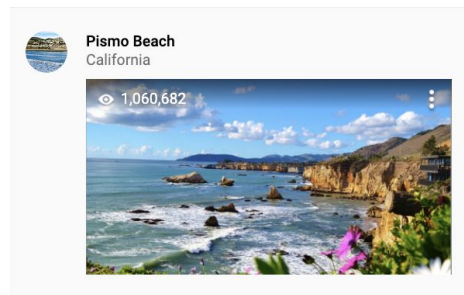
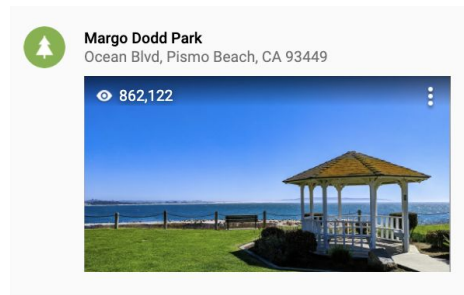
Highway 1

4,398,981

Total

10,129,862

Top Photo Views



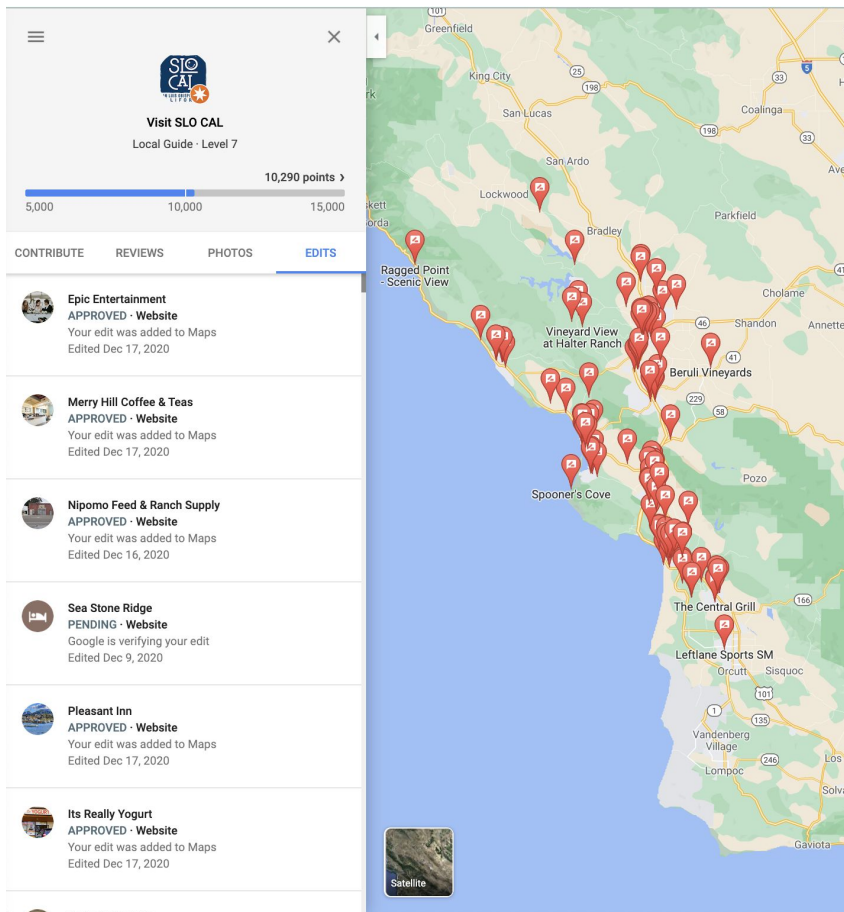
| Top Locations | Views |
|-----------------------------------|-----------|
| Mission San Luis Obispo de Tolosa | 909,051 |
| Margo Dodd Park | 862,122 |
| Galaxy Theatres Atascadero | 731,591 |
| Pismo Beach | 1,060,682 |
| Wolff Vineyards | 413,988 |
| Blacklake Golf Resort | 834,932 |

Top Sights

- ❑ Added 100 high-quality images through the SLO CAL Local Guide account



Missing Data



- Visit SLO CAL is now a Level 7 Google Local Guide.
- 80 data edits were submitted for 78 locations in the market including business phone numbers and websites.

Education

Webinars

Google My Business: Online Reputation Management & Virtual Customer Service workshop held Wednesday, December 2 with **9** attendees

- Provided office hours after session to assist businesses
- Recorded for future distribution



Tokens

- Miles generated verification tokens for 406 unclaimed businesses assist in claiming their Google business profile
- Tokens provided to the local DMOs for distribution to businesses

| Locations | Tokens Generated |
|-----------------|------------------|
| San Luis Obispo | 39 |
| Pismo Beach | 15 |
| Paso Robles | 108 |
| Atascadero | 91 |
| Highway 1 | 153 |
| Total | 406 |

Tourism Business Marketing Academy

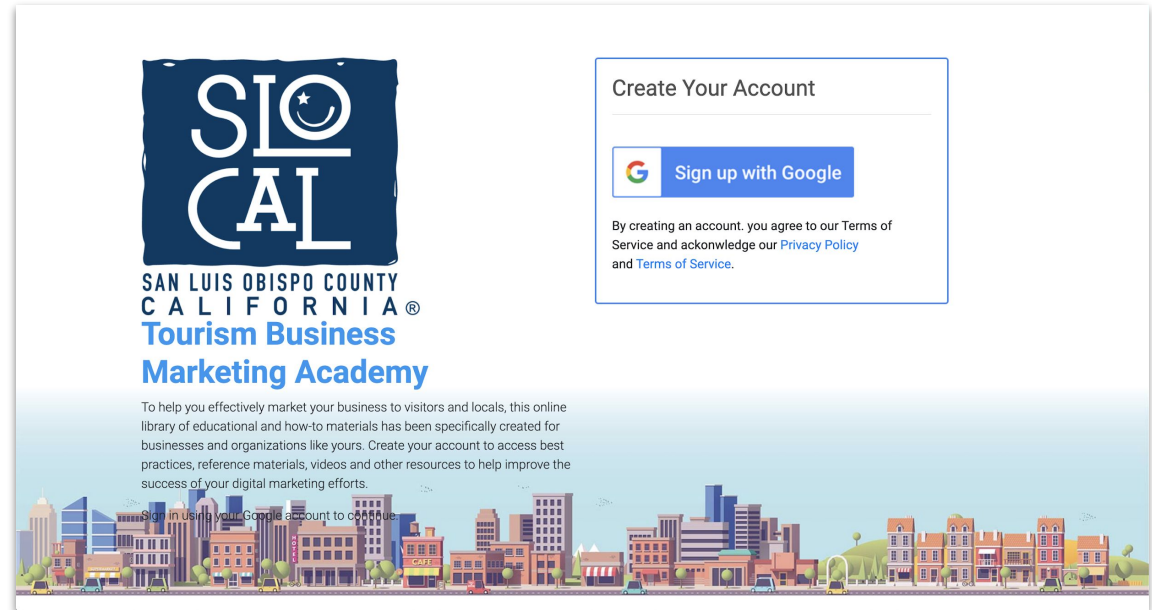
Local Marketing Academy
Portal – Visit SLO CAL branded
library of digital marketing
training for businesses

County-wide access for all
businesses.

Introduced on September 11
workshop.

<https://SLOCAL.TourismBusinessMarketing.com/>

Access Code: **SLOCAL**





A quick analysis of your Google My Business profile.

<https://SLOCAL.GMBcheckup.com/>

GMB Health Check Tool - an online self-assessment and optimization tool which helps businesses evaluate and maximize their exposure within Google's products.

GMB Health CheckUp Tool introduced to industry during September 11 workshop.

From the Frontlines: Media Updates & Insights January 2021

General Travel Landscape:

- The US Travel Association released its annual [State of the Travel Industry address](#), with President and CEO Roger Dow acknowledging the hardships the pandemic has inflicted on travel—both as an industry and as a fundamental part of American life—but striking an optimistic tone about the prospects for travel's return.
- Despite continued travel restrictions, media outlets are still publishing an array of wanderlust-stoking editorials. The New York Times' reframed its annual "52 Places to Go" column as "[52 Places to Love](#)," to the [mixed reaction of readers](#). Similarly, CNN released "[21 Places to Go in 2021](#)," Travel + Leisure ranked the [50 best places](#), and USA Today tallied [100 places of wanderlust](#).
- [Bloomberg advises travel brands look to the wealthiest consumers](#) to set the tone for the future of nonessential travel; the solutions the jetset adopt might scale for a wider audience in the years to come.
- MMGY Global coined the term "vaxications" to describe the travel that will come when the Covid-19 vaccine is more widely available. [Travel Pulse](#) and [Fortune](#) have echoed MMGY Global's findings, citing that travelers should be prepared to show proof of their vaccinations for travel.
- [President Biden will reimpose a ban on many non-U.S. citizens attempting to enter the country](#). The move is an attempt to limit the spread of COVID-19 and contain new variants of the disease that have cropped up in several countries around the globe, according to media reports Sunday. The ban, expected to start Monday, would prohibit travelers from the United Kingdom, Ireland and 26 countries in Europe's Schengen Area, according to Reuters. It will also block entry to travelers from Brazil and South Africa, where researchers discovered new variants of the virus.
- Canadian officials are working with the Biden administration to close what they describe as [a travel "loophole"](#) and to get more symmetry with Covid-19 safety protocols between the two countries.
- The crises of 2020 have caused many travelers to rethink how and where to travel, [according to the New York Times](#). Rather than taking luxury spa trips or sun-and-fun cruises, many are seeking to put more meaning into their future travels, either through a personal challenge like long-distance cycling, exploring their heritage or realizing a life goal such as visiting all 50 states.

Insider Media Updates and Publishing News

- [News from the Oprah Magazine universe](#): This spring, they are re-launching their website with a new look and more content. Plus, the brand is launching Oprah Insider, a brand-new members-only community that will offer unrestricted access to exclusive digital content plus a new quarterly premium print edition. The first issue will be out in late March.
- [Martin Baron, executive editor who oversaw dramatic Washington Post expansion, announces retirement](#). An advocate for journalistic values, the legendary "Spotlight" editor led The Post through NSA revelations and the Trump era, with the paper winning 10 Pulitzer Prizes.
- AAA Explorer has launched a new quarterly publication, reaching several million AAA members across the U.S., from Hawaii and Texas to Louisiana and New England.
- Backpacker Magazine [launched a new, fully redesigned website](#).
- [Grayson Haver Currin](#) is the new hiking columnist at [Outside Magazine](#).
- The New York Post's Nick Vega announced that he is joining CNBC's [Make It](#), covering all things money.
- Travel writers Kristin Finan, Pam LeBlanc and Mauri Elbel have teamed up to launch the new [Austin Travels](#) magazine, a women-owned travel magazine highlighting destinations throughout Texas and beyond.
- [Nichole Aksamit has been named Editor in Chief of Allrecipes magazine](#), the bi-monthly magazine of the leading multi-platform food media brand for home cooks.
- [Business Insider did nothing when the pandemic hit](#). It worked. The business-news site generated 30 percent revenue growth in 2020 despite Covid-19 crisis thanks to subscriptions and automated ads.
- Penske Media Corporation (PMC) announced that after a decade of partnership and co-ownership of [Hollywood Life](#), founder Bonnie Fuller, President and Editor-in-Chief of Hollywood Life, will buy-out PMC's stake in the company and assume full ownership and operations for the business effective Jan. 31, 2021.
- [PEOPLE Magazine will launch Royals in March](#), a quarterly publication focusing entirely on the British Royal family.
- [Rolling Stone magazine](#) is offering "thought leaders" the chance to write for its website if they are willing to pay \$2,000 to "shape the future of culture" The program has drawn criticism from many.

- The race to invest in social audio app [Clubhouse](#) is on again. [Venture capital firms have approached the startup's founders](#) in recent weeks about leading its potential next round of funding at a roughly \$1 billion valuation

What are DMOs doing?

- Brand USA, the destination marketing organization for the United States, debuted its [COVID-19 Indicator Dashboard](#)—a gating criteria dashboard designed to provide high-level updates of current COVID-19-related conditions in global inbound markets for U.S. travel. The dashboard summarizes how individual markets are performing in relation to recovery targets, which have been designed to help determine when recovery is sufficient for effective marketing activity.
- Following three deaths tied to the arrival of the UK coronavirus variant in Barbados, [the country will require visitors to take COVID-19 rapid antigen tests](#) upon arrival beginning February 3.
- Mexico's states, cities and hotels are [unveiling a wide range of COVID-19 testing options](#) in compliance with the Centers for Disease Controls and Prevention (CDC) requirements for [negative COVID-19 tests](#) from air passengers entering the U.S., which took effect Jan. 26.
- [Jamaica is expanding its COVID-19 testing capacity](#) in response to [new requirements](#) for both United States- and Canada-bound travelers. Numerous hotels and resorts across the Caribbean island are already offering convenient on-site COVID-19 testing for guests, but the Ministry of Health and Wellness and the Ministry of Tourism are currently working to establish mobile testing facilities within the "resilient corridors" the country established last year.
- [Discover Puerto Rico](#) has teamed with JetBlue Airways and the San Juan Marriott to launch [a vacation-planning sweepstake](#) featuring roundtrip airline tickets to the territory, combined with a five-night stay at the [San Juan Marriott](#).
- Destination DC (DDC), the official destination marketing organization for Washington, DC, has just launched a [redesigned washington.org](#). The new mobile-first site provides an immersive experience for users while maintaining its status as a go-to hub to discover Washington, DC neighborhoods, art, culture, shopping, sports, theaters, museums, hotels, deals and up-to-date information about the city.

What are Hotels Doing?

- For hotels, the first half of 2021 will look much like 2020 as Americans start to line up for vaccine shots, [according to STR and the American Hotel & Lodging Association](#). But in the second half of the year, pent-up demand for experiences

could finally be unleashed, bolstering the industry and offering a first glimpse of post-pandemic life — though not nearly enough to yank the industry out of turmoil.

- Nationwide, [hotels will add 200,000 direct hotel jobs in 2021](#), but will remain nearly 500,000 jobs below the industry's pre-pandemic employment level of 2.3 million employees.
- Ghost kitchens, also called digital kitchens, are cooking facilities that produce food only for delivery or takeout. And as U.S. cities bounce from one lockdown to another, keeping restaurant dining rooms shuttered, [demand for the concept is booming](#). Now, [some hotels are renting their empty kitchens and banquet spaces](#) to restaurateurs hunting for cut-rate space.
- As the pandemic rages into its second year, [major hospitality brands are increasingly turning to the world of high-tech disinfection](#) to strengthen their cleaning protocols. It's a trend that's slowly transforming housekeeping — and accelerating the pace of automation in hospitality.
- Forbes reports on [the rise of the 5-star hotel quarantine](#). For those essential travelers who are abroad, for those who are returning to their own countries and have families at home, or for those who just want to treat themselves to a few indulgences during an otherwise un-fun couple of weeks (and maybe for many more, [if the UK mandates the hotel quarantine](#) that it's considering), some courageous and considerate hotels are opening their doors and becoming ports in the storm.

Consumer Behavior/Good to Know

- As we wrap up January, a look back from Gartner on the kinds of resolutions Americans are making in 2021:
 - 74% of the population say they're making a personal goal to learn something new, make a lifestyle change or better themselves.
 - Most resolutions fall in the categories of money, health, career, self-improvement, family and love.
 - About 92% of Generation Z plan to have a resolution, the number of people making resolutions gets lower as age increases. Only about 78% of Gen X, 60% of Boomers and 47% of Matures made a resolution for 2021.
 - Decidedly more than half (55%) of consumers making resolutions are convinced they'll follow through.

- Seventy-seven percent of men and 72% of women believe they'll achieve their resolution. Just like goal-making itself, overall confidence about reaching one's goal goes down with age. Seventy-two percent of Gen X, 70% of Boomers and 69% of Matures say they are likely to succeed this year.