

visit
California

Visit SLO CAL Education Symposium

OCT. 23, 2019



Ryan Becker

Vice President of Communications
Visit California



Who is Visit California

- Founded in 1996
- Nonprofit 501 (c)6
- Global Marketing Programs in 14 markets
- \$131 Million Annual Global Marketing Investment
- Over 21,000 Assessed Businesses



Board Leadership



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Former Vice Chair of Marketing



President, Martin Resorts

DMO Leadership Council

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Convention Board

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Chuck Davison

President & CEO, Visit SLO CAL



Our Mission:

Create desire for the California experience

USA

visit
California

INSPIRATION

PLANNING

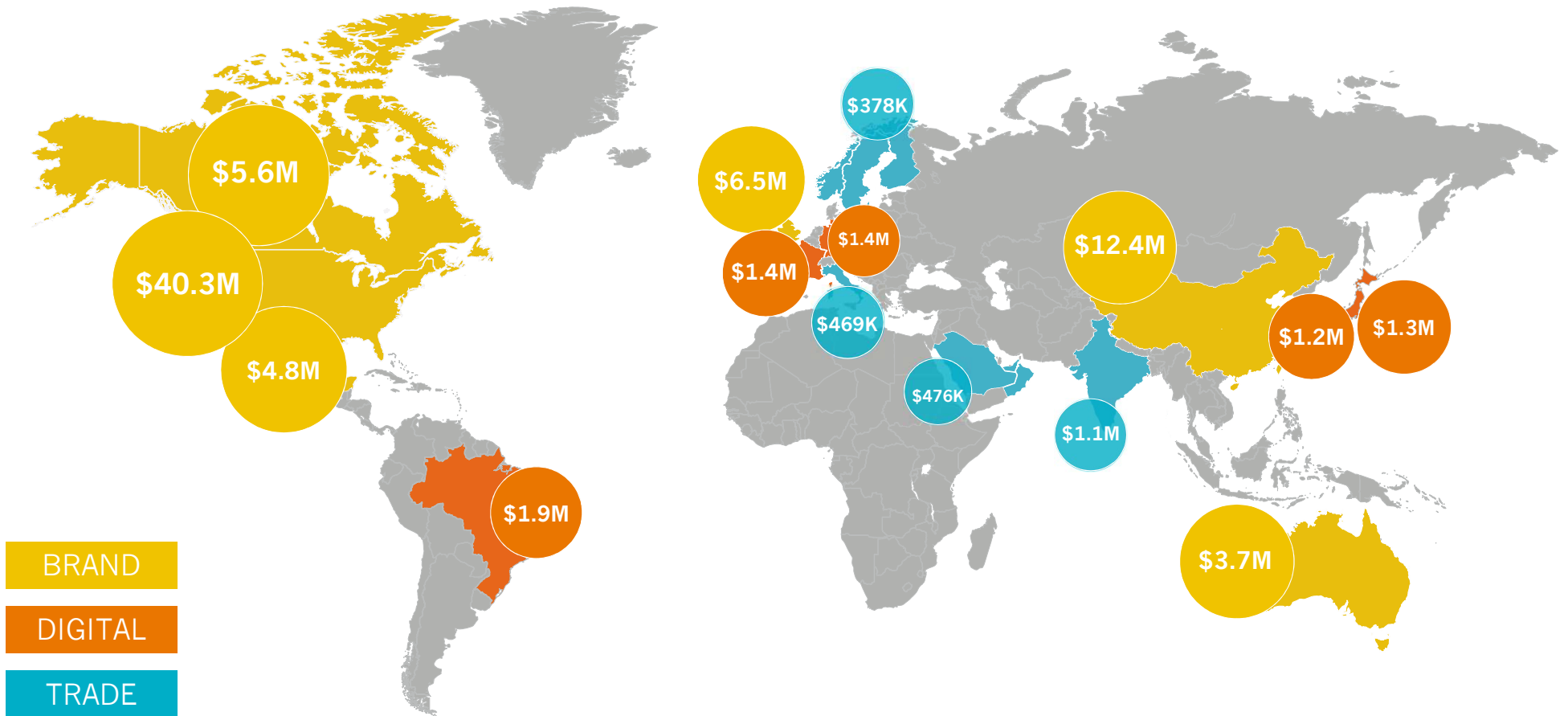
TRANSACTION



RENTAL CARS
ACCOMMODATIONS
ATTRACTIONS
RESTAURANTS & RETAIL
TRANSPORTATION

FY19/20

Global Investments



A light blue outline map of California is positioned in the background, showing county boundaries. The text 'California dream big' is overlaid on the map. The word 'California' is in a large, white, sans-serif font with a yellow underline. 'dream' and 'big' are in a smaller, white, sans-serif font stacked below it. A trademark symbol (TM) is located at the top right of the word 'California'.

CaliforniaTM
dream
big



Visit SLO CAL Partnership

'Average Joes'



\$26.4 million invested
3.7 billion reach

'Living the Dream'



\$46.8 million invested
4.9 billion reach

'Spoiled'



\$32.7 million invested
3.4 billion reach

Owned Channel Activation

- 33 Million Global Audience





STOP 1

San Luis Obispo

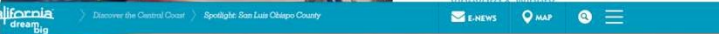
San Luis Obispo

With its nuanced food and wine scene, rich history and mellow vibe, [San Luis Obispo](#) (or as locals call it, SLO) is a Central Coast must-see. This college town has ranked in past surveys as one of the happiest cities in America.

Explore [Mission Plaza](#) and [Mission San Luis Obispo de Tolosa](#). Enjoy live music on the plaza on summer Friday nights. Year-round the first Friday of the month offers [Art After Dark](#), with downtown SLO galleries opening their doors for wine tastings, snacks, and chats with local artists. A few blocks away, every Thursday evening, you can find the city's [farmers market](#), a showcase for SLO's culinary landscape, including local tri-tip, tamales, and craft beer.

Be sure to pay a visit to the 110-room [Madonna Inn](#) when you are in town. You can finish the day with a slice of the famed pink champagne cake and then retire in one of its quirky [themed rooms](#), such as the Caveman, the Love Birds, and the Fox and Hound.

SLO delivers the goods on the wine-tasting front. Bottles bearing the world-renowned [Paso Robles](#) appellation can be found only about 30 miles away. But don't miss the nearby [Edna Valley](#) region, in particular the Chardonnays of [Edna Valley Vineyard](#) and the Pinot Noirs of [Tolosa](#). Then, check out the under-the-radar wineries of [Arroyo Grande Valley](#), including the sparkling wines at [Laetitia Winery](#) and [33 Winery](#).



SPOTLIGHT: SAN LUIS OBISPO COUNTY

SCROLL TO DISCOVER

63 OCTOBER (AVERAGE °F)

SEPT - NOV 79° 44°

This fertile stretch of the California coast, roughly halfway between San Francisco and Los Angeles, has undeniable appeal, with buzz-worthy farm-to-table restaurants, celebrated wine country, historic sites, and welcoming, low-key communities, each with distinctive charms—not to mention drop-dead gorgeous settings. Here, coastal mountains roll into a frothy sea, with whales spouting



FOUR HIDDEN GEMS ON THE CENTRAL COAST

SCROLL TO DISCOVER

Discover the Central Coast
FOUR HIDDEN GEMS ON THE CENTRAL COAST

Make sure your next Golden State road trip includes stops at these destinations

California's Central Coast offers travelers a truly iconic vision of California: a dramatically steep coastline, oak tree-studded hills, and unparalleled views of the Pacific Ocean. From distinctive beach towns and boutique wineries to luxurious hotels and restaurants specializing in farm-to-table cuisine, the Central Coast is best experienced slowly and deliberately. And travelers planning a trip to this part of the state shouldn't miss visiting these off-the-beaten-path destinations.

Pismo Beach

Some 90 minutes north of [Santa Barbara](#) by car, Pismo Beach feels like the epitome of the laid-back California beach town. Book a room at the [Inn at the Cave](#) and enjoy direct beach access and a bluff-top swimming pool. At the oceanside [Lido](#) restaurant in the [Delphin Bay Reserve](#), Chef Hector Ibarra offers a five-course tasting menu that celebrates ingredients from the surrounding farmland and the sea. Kayakers, or anyone interested in trying out the sport, should take a guided tour with [Central Coast Keyaks](#). As you paddle in the Pacific past sea lions and sea otters, a naturalist will explain the ecology of the region and share insights about local marine life. South of town, travelers can observe one of nature's most incredible migrations at the [Monarch Butterfly Grove](#), where each year, from October to February, thousands of butterflies congregate around stands of eucalyptus trees.

Avila Beach

MORE RESOURCES

- VISIT PISMO BEACH
- VISIT SLO CAL
- VISIT SAN SIMON
- VISIT CAMBRIA

See More

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visitcalifornia • #DriveHWY1 experience #AvilaBeach, a smt coastal town with lots to do loc in @slocal.

@jayolsonphotography

#VisitCalifornia #SLOCAL

58w

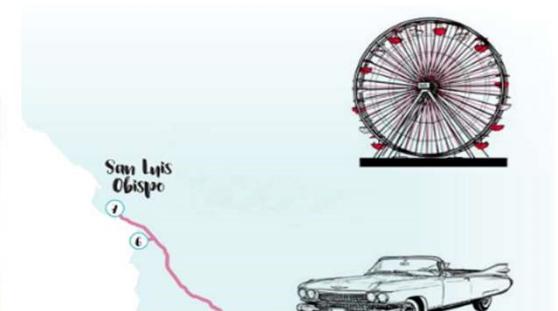
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5,623 likes

AUGUST 31, 2018

Ventura, Santa Barbara & Beyond

California's many charms burst into vivid display on this 180-mile drive along the coast. The journey ranges from lively urban scenes in Santa Monica and Santa Barbara's Funk Zone to the natural beauty of Malibu, where the Santa Monica Mountains plunge to the edge of the Pacific. And with stops for seafood, premium craft beers, and wine tastings, this unforgettable road trip is positively delicious, too.



Visit California • Follow
@VISITCA

See a super bloom in a new light. Don't miss Bruce Munro's Field of Light at @SensorioPaso in @TravelPaso. 58,800 stemmed spheres lit by fiber-optics! #VisitCalifornia



9:01 AM - 15 May 2019

9 Retweets 23 Likes

CALIFORNIA TASTEBLAZERS



Curated



User Generated

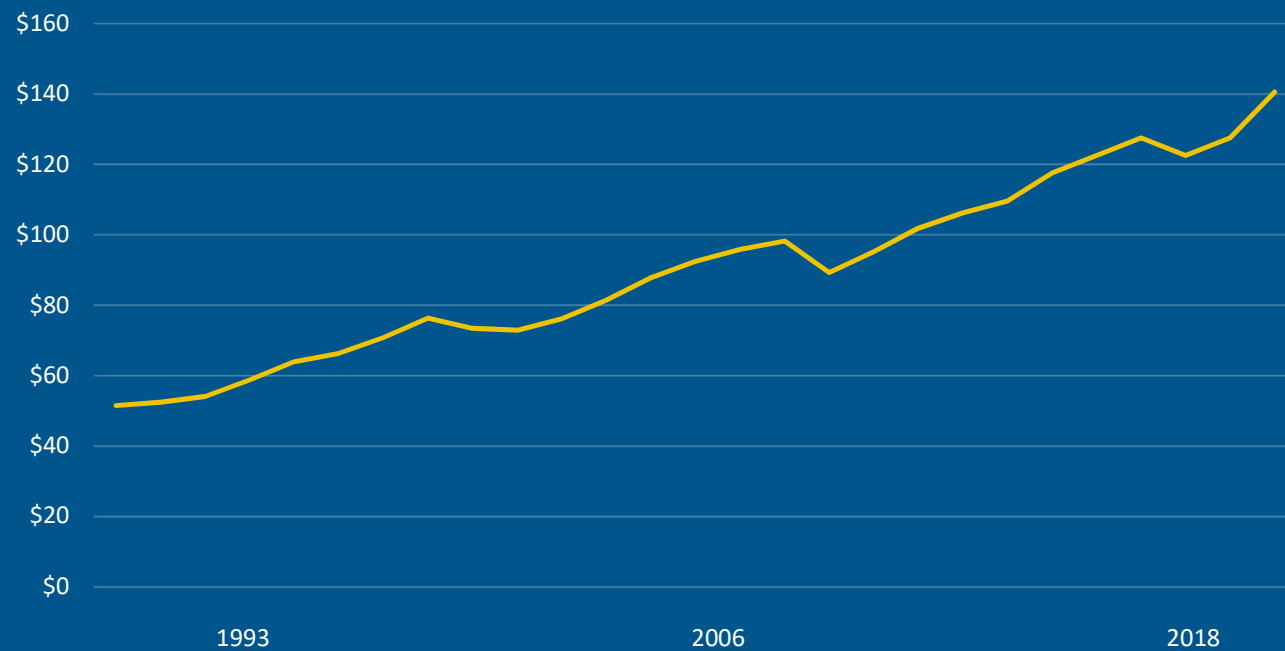


Owned



Tourism Drives California

9 Years of Growth



\$140.6
billion

TRAVELER
SPEND 2018

Source: Dean Runyan



Challenges Ahead



Dream Drive



Dream Drive



Dream Drive





California Plaza





Media Trips

- 733 Global Placements
- 886M Global Impressions
- 154 Media Hosted



Stronger Together

VOTE  YES
MARKETING RENEWAL

November 27: Ballots mailed

December 31: Voting concludes

January 2020: Results announced

February 2020: Outlook Forum



VOTE  YES
MARKETING RENEWAL

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