

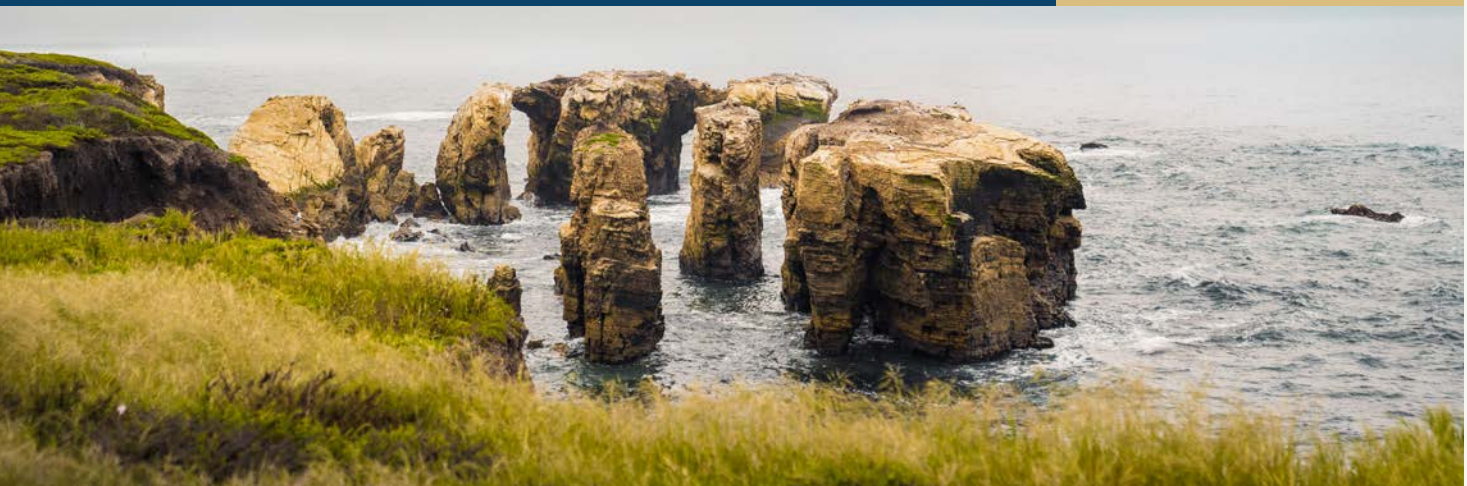


**FY
25**

**BUSINESS &
MARKETING PLAN**



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LETTER FROM THE INTERIM PRESIDENT & CEO

Dear Visit SLO CAL Investors, Partners & Stakeholders,



As we embark upon the journey into Fiscal Year 2025, I am filled with an immense sense of excitement about what lies ahead for Visit SLO CAL (VSC). With the tenth anniversary of the Tourism Marketing District upon us, it's truly remarkable to reflect on the progress we've made and the milestones we have achieved as the premier destination marketing and management organization for the San Luis Obispo region (SLO CAL).

The past three years have been instrumental in shaping the identity and trajectory of SLO CAL. Through the continued and proven success of our brand campaign, *"The Land of..."*, coupled with the launch of our new content series *"Unpacking SLO CAL,"* we have not only showcased the unparalleled beauty of our region but also fostered a spirit of collaboration and community engagement. It is that spirit that has propelled us forward in ways we could have never imagined.

Looking ahead, FY 2025 presents us with even greater opportunities for growth and impact. With deeper storytelling and increased collaborative efforts at the forefront of our agenda, together with our destination partners, we are poised to elevate the SLO CAL experience. Our Strategic Direction 2026 and Destination Management Strategy, Experience SLO CAL (ESC) 2050, serve as our guiding lights, steering us through uncertain times and reaffirming our commitment to offering visitors a respite in our stunning corner of the world.

I am particularly proud of the strides we've made in our local engagement efforts, exemplified by the successful launch of our *"My SLO CAL"* campaign. This work helps foster a sense of pride and ownership among our residents. The development of a countywide sales strategy brings to focus the necessary steps to increase visitation among both leisure and business visitors.

Our advocacy efforts have yielded tangible results, as evidenced by the findings of the Short-Term Rental Workforce Housing Nexus Study. By commissioning this study, we have taken proactive steps to address concerns around workforce housing and vacation rentals, to advocate for solutions that benefit both our community and our visitors.

As we embark on this new fiscal year, let us continue to embody the spirit of collaboration, innovation, and excellence that defines SLO CAL. Together, we will continue to make strides toward our vision of becoming the leading destination for domestic and international visitors alike.

Thank you for your unwavering dedication and support to VSC. I am confident that with our collective efforts, we will achieve even greater success in the year ahead.

A handwritten signature in black ink that reads "Cathy Cartier". The signature is fluid and cursive.

Cathy Cartier

Interim President & CEO, Visit SLO CAL

STRATEGIC DIRECTION 2026

Vision

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

Mission

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

Values

STEWARDSHIP

We value our people and care for our community and resources

AUTHENTICITY

We strive to embody the SLO CAL lifestyle of “people, place and pace”

INCLUSION

We engage and collaborate with an array of voices and perspectives

EXCELLENCE

We are ambitious in our work and prioritize initiatives to achieve results

FUTURE FOCUS

We deliver today with an innovative eye on tomorrow

Strategic Objectives

Enhance our organizational effectiveness

Amplify and steward the SLO CAL brand through unified efforts

Lead the county tourism industry in fostering a vibrant destination

Demonstrate value to investors, partners, stakeholders and communities

Visit SLO CAL (VSC) is a team of destination marketing professionals who work with, and on behalf of, its investors, partners, stakeholders and communities 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 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 2026 serves as Visit SLO CAL's North Star. The Operational Plan and Experience SLO CAL 2050, the organization's destination management strategy, works to inform the Business and Marketing Plan, which outlines the annual program of work. VSC sets Objectives and Key Results (OKRs) across disciplines, all of which align with the overarching organizational OKRs, and tracks the progress of each department and team member. The impact of this work is seen through increased destination awareness, which drives the organization's economic impact.



BUSINESS & MARKETING PLAN

Future Focused: The Roadmap to 2026

Visit SLO CAL has defined four overarching organizational objectives in Strategic Direction 2026, including strategies and measurable key results. The FY 2025 strategies and key results for each department ladder up to these objectives.

Objective 1:

ENHANCE OUR ORGANIZATIONAL EFFECTIVENESS

STRATEGIES:

- Complete updates and streamline processes, procedures and workflows
- Cultivate a values-centered culture reflective of the SLO CAL lifestyle
- Conduct a skills assessment and talent mapping exercise throughout the organization and act on findings
- Celebrate, recognize and develop the VSC team

KEY RESULTS:

- Formalize and advance a strategy focused on making VSC a desirable, sought-after place to work, committed to Diversity, Equity and Inclusion (DEI) principals by December 31, 2024
- Increase average employee tenure to two years or more by June 30, 2025
- Maintain or grow annual employee engagement and satisfaction scores over 2024 baseline by June 30, 2025

Objective 2:

AMPLIFY AND STEWARD THE SLO CAL BRAND THROUGH UNIFIED EFFORTS

STRATEGIES:

- Continue to build on House of Brands marketing strategy
- Increase share of voice through integrated storytelling efforts
- Increase local adoption of SLO CAL nomenclature
- Continue to advance sustainable tourism strategy

KEY RESULTS:

- Develop ethnographic research to fuel insights for next chapter of brand storytelling by October 31, 2024
- Grow partner participation in VSC marketing efforts by December 31, 2024
- Create two video assets focused on telling the story of sustainability in SLO CAL by December 31, 2024
- Produce and increase earned and owned assets focused on SLO CAL nomenclature by June 30, 2025



Objective 3:

LEAD THE COUNTY TOURISM INDUSTRY IN FOSTERING A VIBRANT DESTINATION

STRATEGIES:

- Champion improvements in county transportation
- Develop a Sustainable Tourism Strategy for SLO CAL
- Participate in a Regional Tourism Industry Workforce Strategy

KEY RESULTS:

- Establish a connection between the tourism industry and local stakeholders to advance discussion on the tourism industry workforce challenges by August 31, 2024
- Develop and implement a marketing and sales strategy to address increased lodging inventory by December 31, 2024
- Work with community partners to develop a roadmap for a regional sustainable tourism strategy by June 30, 2025
- Collaborate with lodging investors to advance discussions about last-mile challenges by June 30, 2025

Objective 4:

DEMONSTRATE VALUE TO INVESTORS, PARTNERS, STAKEHOLDERS AND COMMUNITIES

STRATEGIES:

- Build awareness and deepen engagement of investors, partners and stakeholders
- Build local understanding of the positive impact tourism has on the community
- Advance our efforts to educate, inform and collaborate with our investors, partners and stakeholders

KEY RESULTS:

- Activate community engagement plan by August 30, 2024
- Year-over-year increase in investor, partner and stakeholder engagement over FY 2024 baseline by June 30, 2025
- Create educational forums to increase investors' and partners' sales knowledge and opportunities by June 30, 2025
- Secure local media stories to promote positive impacts of tourism by June 30, 2025

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 cascade those down to local communities. Having a seat at the table allows VSC to leverage opportunities in larger advocacy, marketing and sales initiatives while maximizing human and financial capital.



KEY MOMENTS FY 2024

1.

In July 2023, Visit SLO CAL collaborated with Heart+Mind Strategies to conduct a comprehensive Brand Awareness Study, revealing a notable 3% increase in awareness among travelers in key markets compared to the previous year with an impressive 96% of respondents holding a favorable impression of the SLO CAL brand.

2.

Also in July, VSC released the Resident Sentiment Study which assessed the attitudes and perceptions of residents towards local government, quality of life and tourism in their communities. The study found strong resident sentiment toward tourism, with nearly three-fourths of residents agreeing that tourism is an important part of SLO CAL's future and two-thirds (66.2%) stating that tourism makes their community a better place to live, which leads the state-level metric (46.7%) about the industry.

3.

In September, the organization launched the impactful "My SLO CAL" campaign, showcasing the authentic voices of local community members expressing their love for the region and fostering stronger ties within communities. The campaign was rolled out across local media channels with the goal of increasing adoption of SLO CAL as a moniker for the region.

4.

Concurrently, a Short-Term Rental Workforce Housing Nexus Study was commissioned, shedding light on the dynamics between short-term rentals and workforce housing. The study concluded there is no nexus between the availability of workforce housing and short-term rentals, which make up only 2.7% of the housing stock in SLO CAL. In addition, the average short-term rental home price is \$1.2M.

5.

In December, the organization collaborated with the Guzo Agency to develop a comprehensive countywide sales strategy, informed by extensive market analysis and stakeholder feedback. This strategy underscores the commitment to fostering collaboration and partnership opportunities, enhancing education among lodging investors and cultivating strong relationships with meeting planners and third-party travel advisors to drive growth and contribute to SLO CAL's long-term success.

6.

In partnership with the San Luis Obispo Regional County Airport (SBP), Visit SLO CAL brought to life a new logo and brand guidelines for the airport, as well as welcomed a record number of arrivals with the advancement of new seasonal service to Las Vegas and second daily service to Dallas, LAX and San Diego.



BUSINESS & MARKETING LANDSCAPE





MACRO ENVIRONMENT

As an organization, Visit California provides California’s travel and tourism industry with critical intelligence to help inform the marketing efforts of its many stakeholders, like Visit SLO CAL. At the recent Outlook Forum, a new global platform was debuted, positioning California as “*The Ultimate Playground.*”

This evolution was born out of the reality that today, post-pandemic, we continue to live in uncertain times, navigating some of the toughest challenges in living memory. We are experiencing a ‘polycrisis’ where colliding forces of a politically divided nation, cultural discourse, wars and conflict, climate change, inflationary pressure and escalating social media echo chambers are fueling a feeling of hopelessness. People are more stressed, anxious and self-conscious than ever before, and only 12% of consumers say their well-being is where it should be. Travel can be a welcome escape and respite that brings joy and happiness.

ECONOMIC

According to the International Monetary Fund, the global economy has remained largely resilient and a global recession to the degree initially forecasted is not likely to occur in 2024. Declining inflation rates and low unemployment also point to a “soft landing” during this period of slowing economic growth. The U.S. outlook was revised up from the previous estimate.

CLIMATE CHANGE

The impact of climate change and severe weather events and their potential impacts became more apparent in 2023 when California experienced 31 atmospheric river storms, record snowfall, flooding and the first tropical storm to hit Southern California in 84 years. 2023 was the warmest year on record globally, tracking 1.4 degrees Celsius above preindustrial average temperatures. Unknown at this time is how changes in climate will impact travel decisions, as visitors may choose to avoid destinations with extreme temperatures in the summer and seek out destinations with cooler summer climates.

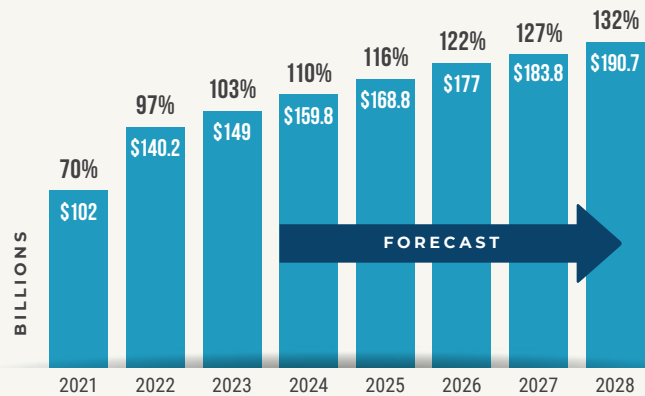
TRAVEL LANDSCAPE

Global demand for tourism remains strong despite geopolitical conflicts and macroeconomic challenges that include inflation, high interest rates and slower economic growth in advanced economies. In 2023, the U.S. tourism economy benefited from robust domestic leisure travel demand, while at the same time, international visitation continued to rebound. The U.S. travel industry experienced a robust summer travel season in 2023; however, increasing numbers of domestic leisure travelers chose international travel that had likely been put on hold over the past few years.

CALIFORNIA'S TOURISM INDUSTRY
CONTINUES TO GROW

\$149B VISITOR
SPENDING
2023

TOTAL CALIFORNIA TRAVEL SPENDING
RECOVERY PERCENT RELATIVE TO 2019



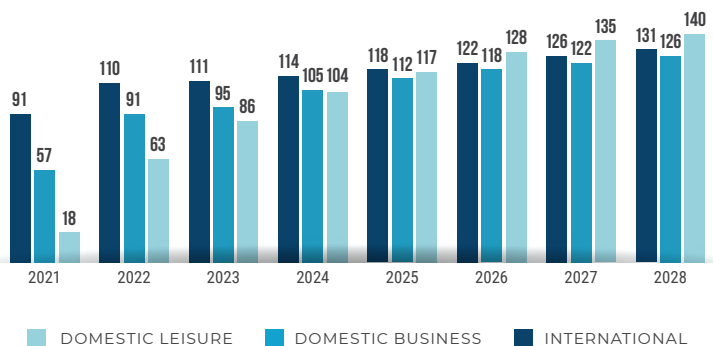
Source: Tourism Economics, February 2024

DOMESTIC LEISURE TRAVEL
DEMAND CONTINUED TO

LEAD STATE
RECOVERY
IN 2023

FORECAST COMPARISON: VISITOR SPEND TO CALIFORNIA BY KEY SECTORS

(2019 = 100)

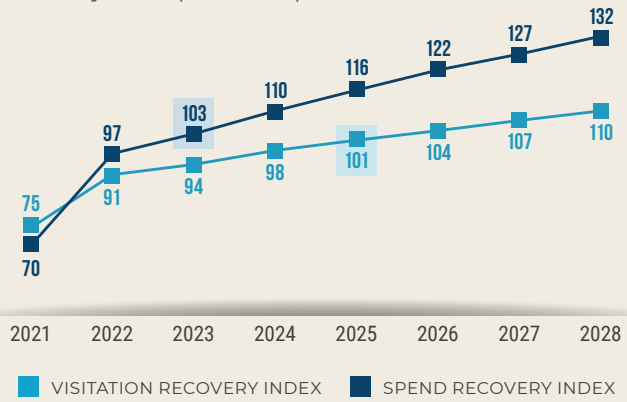


Source: Tourism Economics, February 2024

VISITOR SPENDING (BEFORE ADJUSTING FOR INFLATION)
FULLY RECOVERED TO 2019 LEVELS IN 2023
 BUT VISITOR VOLUME IS NOT FORECAST UNTIL 2025

VISITATION AND SPEND FORECAST COMPARISON

Recovery Index (2019 = 100)

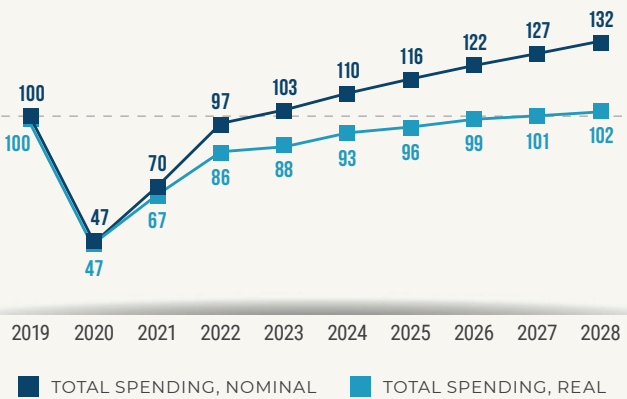


Source: Tourism Economics, February 2024

WHEN ADJUSTED FOR INFLATION, REAL VISITOR SPENDING IS FORECAST TO RECOVER TO 2019 LEVELS
IN 2027

VISITOR SPENDING RECOVERY: THE IMPACT OF INFLATION

Percent Relative to 2019

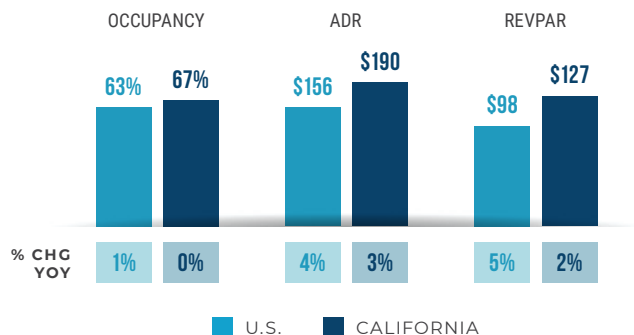


Source: Dean Runyan, Tourism Economics

CALIFORNIA'S LODGING SECTOR CONTINUED TO
OUTPERFORM THE U.S. ON KEY PERFORMANCE METRICS
 BUT YOY GROWTH RATES SLOWED AS PENT-UP TRAVEL DEMAND EASED

U.S. & CALIFORNIA HOTEL PERFORMANCE METRICS

December 2023 YTD



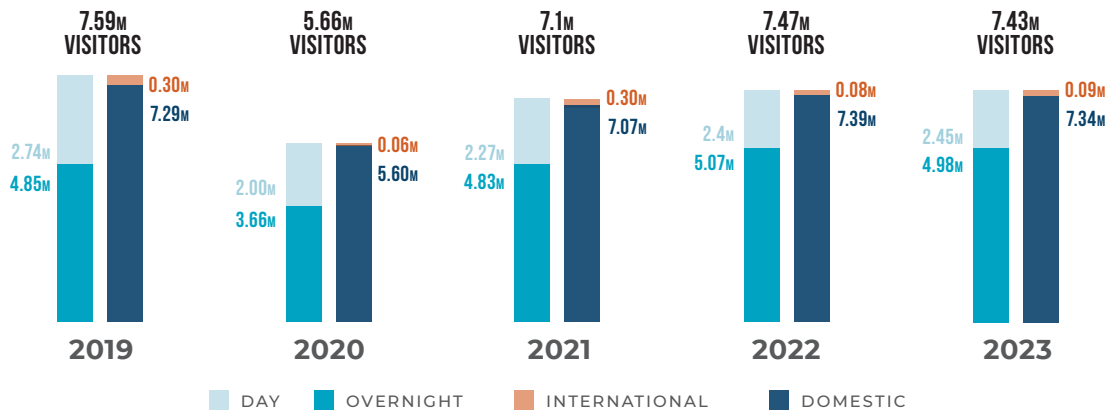
Source: STR, LLC

SLO CAL LANDSCAPE

Market & Performance Trends

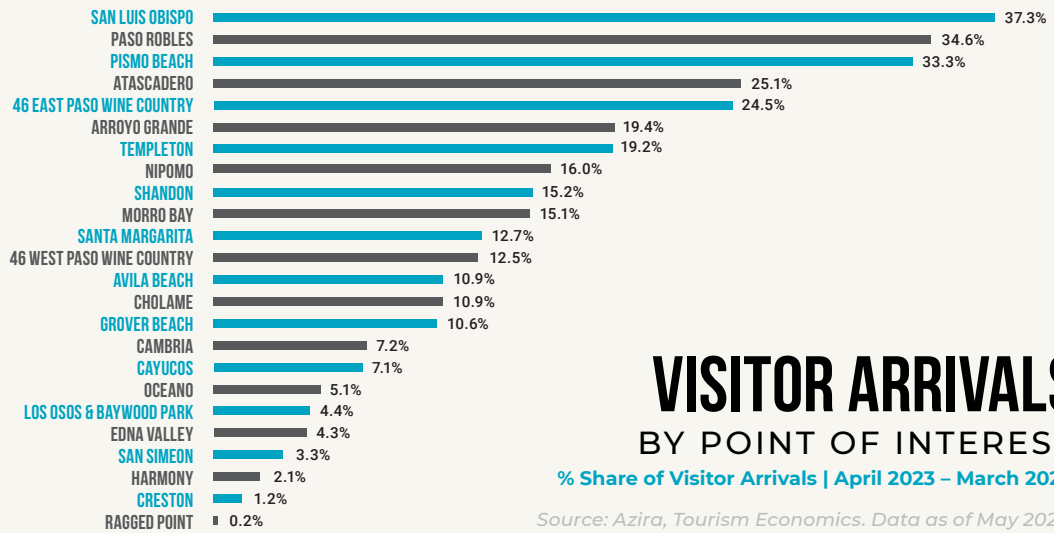
Between 2025-2031, the total number of hotel and motel rooms under construction or in planning throughout SLO CAL will increase lodging supply by 30.2%. With supply on the rise and travel demand normalizing post-pandemic, driving destination demand becomes more important than ever, particularly as the region is seeing some softening across visitor volume, occupancy, Average Daily Rate (ADR), Revenue Per Available Room (RevPAR) and Transient Occupancy Tax (TOT) as shown in the charts below.

DATA INSIGHTS



Visitor Trend data is based on 2023 calendar year. Source: Tourism Economics. Data as of April 2024.



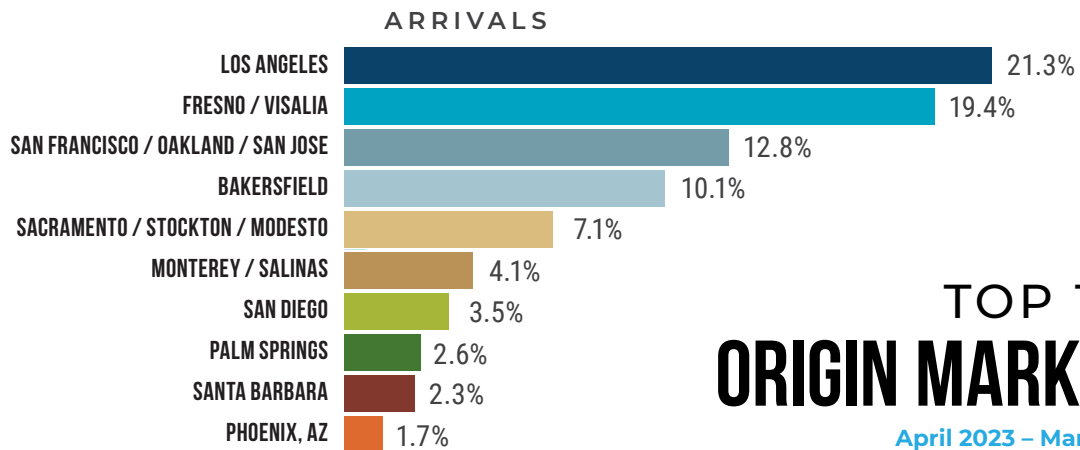


VISITOR ARRIVALS

BY POINT OF INTEREST

% Share of Visitor Arrivals | April 2023 – March 2024

Source: Azira, Tourism Economics. Data as of May 2024.



TOP TEN ORIGIN MARKETS

April 2023 – March 2024

Percentage share of visitors and origin markets represents data from tracked devices and do not estimate total devices or total visitors. Source: Azira, Tourism Economics. Data as of May 2024.

CROSS-VISITATION

1.5

COMMUNITIES PER UNIQUE ARRIVAL

April 2023 – March 2024

Source: Azira, Tourism Economics. Data as of May 2024. Due to enhancements in data collection methodology facilitated by a new data provider, the reported 'number of communities per visit' has been adjusted. This figure more accurately reflects visitor patterns, aligning with current data privacy and accuracy standards.

LENGTH OF STAY

1.7

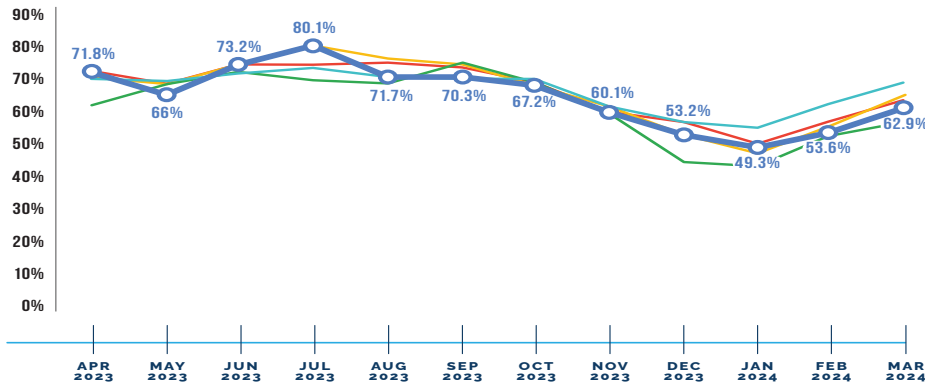
DAYS

April 2023 – March 2024

SLO CAL LANDSCAPE

Market & Performance Trends (cont.)

HOTEL OCCUPANCY (OCC)



↓ 2.5%

DECREASE
YOY APRIL-MARCH

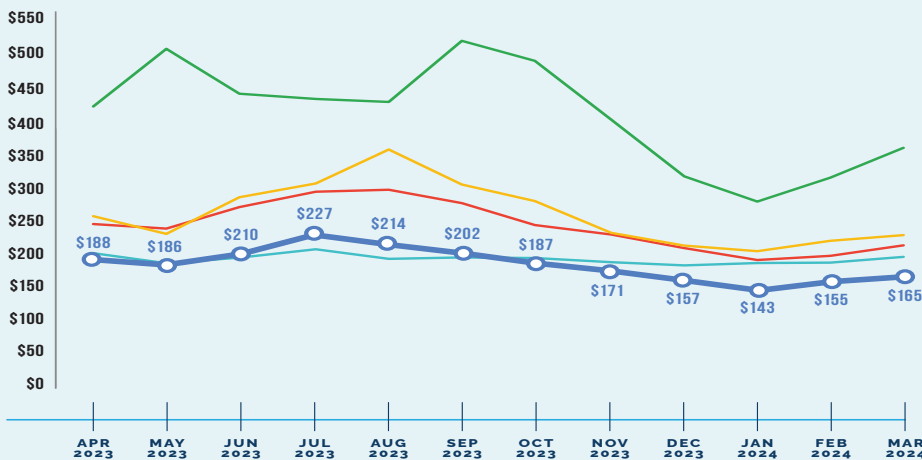
↑ 0.5%

INCREASE
YOY IN SUPPLY

- SLO CAL
- SANTA BARBARA
- MONTEREY/SALINAS
- NAPA VALLEY
- CALIFORNIA

Source: Smith Travel Research (STR), Tourism Economics. Data as of April 2024.

AVERAGE DAILY RATE (ADR)



↓ 0.4%

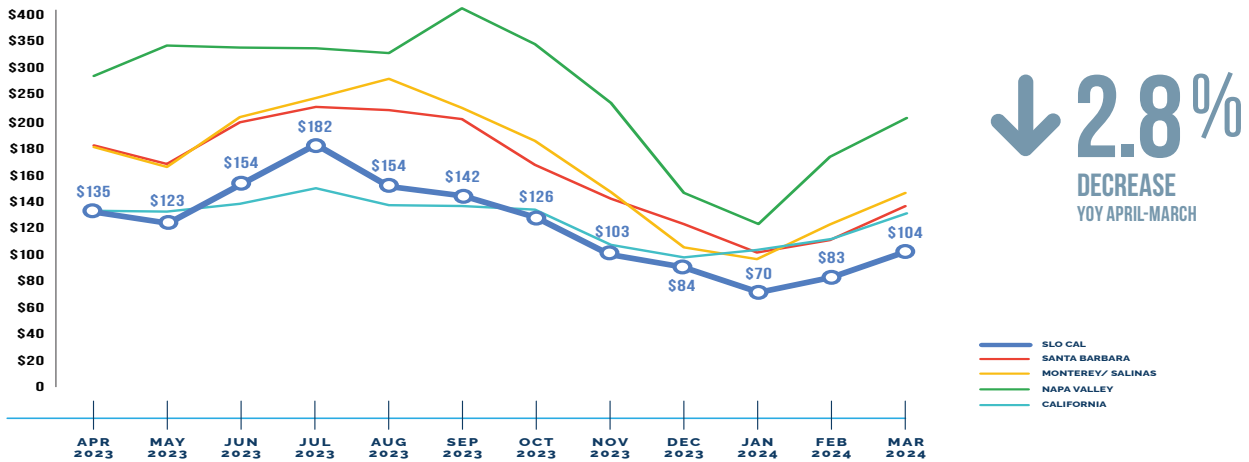
DECREASE
YOY APRIL-MARCH

- SLO CAL
- SANTA BARBARA
- MONTEREY/SALINAS
- NAPA VALLEY
- CALIFORNIA

Source: Smith Travel Research (STR), Tourism Economics. Data as of April 2024.



REVENUE PER AVAILABLE ROOM (REVPAR)



Source: Smith Travel Research (STR), Tourism Economics. Data as of April 2024.

TRANSIENT OCCUPANCY TAX (TOT)



Source: Visit SLO CAL, Tourism Economics. Data as of May 2024.

WHY TOURISM MATTERS



TRAVEL SPENDING

\$2.32B **0%**
YOY*

\$6.3M a day | \$267K an hour | \$4.4K a minute | \$73 a second

INDUSTRY EARNINGS



\$912M

↑5.9% INCREASE YOY

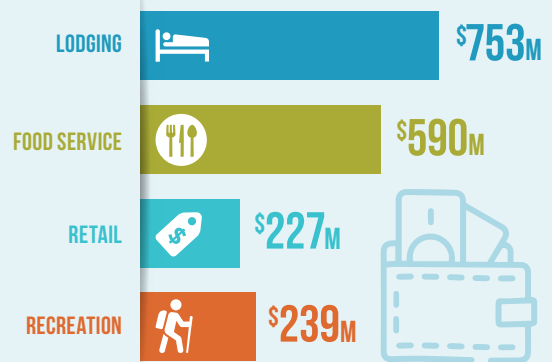
TOURISM PUTS



22,830 **↑2.0%**
INCREASE YOY

RESIDENTS TO WORK EACH DAY

DIRECT SPENDING BY SECTOR



TOURISM CONTRIBUTES



\$60.1M **↓3.1%**
DECREASE YOY

IN TRANSIENT OCCUPANCY TAX REVENUE

WITHOUT VISITORS
EACH SLO CAL HOUSEHOLD
WOULD NEED TO SPEND **\$21,415**
AN ADDITIONAL

TO CREATE THE SAME ECONOMIC BENEFIT
for the community

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



PAY AN ADDITIONAL
\$1,914 in taxes

TRAVEL SPENDING
CREATED
\$110M
IN LOCAL
TAX REVENUE

which could cover the expenses for

1,042 POLICE OFFICERS' SALARIES

OR

1,622 FIREFIGHTERS' SALARIES

OR

1,181 TEACHERS' SALARIES

OR

176 MILES OF 2-LANE RESURFACED ROADS

TOURISM COMPRISES **10.66%** OF COUNTYWIDE GDP

Data based on 2023 calendar year. Source: Visit SLO CAL, "The Economic Impact of Travel in California" from Dean Runyan Associates, Bureau of Economic Analysis, United States Census Bureau, U.S. Bureau of Labor Statistics, Tourism Economics.

*0% change due to adjusted 2022 data.



TRAVEL TRENDS

“Travel is the only thing you buy that makes you richer.”

— ANONYMOUS

Today’s travel trends have a consistent undercurrent, with travelers leaning into places and experiences that bring a sense of joy and connection.

TRAVELING WITH INTENT

Personal values, behaviors, choices and how they are expressed have become much more purposeful globally, with travelers aspiring to gain wisdom and make every moment count.

EVOLUTION OF LUXURY TRAVEL

Driven by a more intentional mindset and a younger, aspirational luxury segment that will be the High-Net-Worth households of the future, there is a broadening definition of luxury travel where cultural enrichment, sustainability/conscious travel, wellness and even adventure collide.

LUXURY WILL BE LESS ABOUT GRANDEUR AND MORE ABOUT SENSITIVITY

ADVENTURE Whether through exciting new food experiences, active pursuits, or meaningful human interaction, travelers will seek moments of awe and wonder to ground and inspire them.

AUTHENTICITY Gone are the days when travelers were content to discover little about their destination; tomorrow’s travelers will seek experiences that respect cultures and communities.

NATURE The great outdoors will take center stage as travelers pursue new ways to immerse themselves in the natural world – shown not just to delight but to heal and enhance.

RESPONSIBILITY Deeply troubled by the climate crisis and global inequality, travelers of the future will demand not just sustainability but regenerative travel that leaves a positive legacy.

TRAVEL IS WELLNESS, WELLNESS IS TRAVEL

There is a continued blurring of travel and wellness, where people seek travel to improve themselves holistically, as a natural extension of their self-care pursuits. The intentionality fueling this same drive for greater well-being intersects with regenerative travel, or 'people positive' travel, and considering what is positive for people and the planet.

CULINARY LENS

Culinary travel has evolved as people want to absorb the culture of a destination through the food and beverage experience, seek to engage with locals and communities past and present, and honor/taste the land and its influences (i.e., terroir, fog, etc.).

“GO-CCASION” GRAND GATHERINGS

Nearly two-thirds of Americans are interested in traveling with extended families or a small group of friends in the next year, and any excuse will do. From “Puppymoons” and “First-date-iversaries,” travelers are finding altogether more interesting reasons to celebrate.

CULTURAL EXPLORATION & EXPERIENCES

Cultural immersion continues to go off the beaten path to new destinations and into local communities.

TRAVELERS ARE SEEKING CULTURAL EXPLORATION IN A VARIETY OF FORMS, INCLUDING:

Finding **LESSER-KNOWN VACATION SPOTS** before they become popular

Partaking in **A DAY IN THE LIFE OF LOCALS** in the destination they are visiting

Learn about **LOCAL CUSTOMS AND TRADITIONS** themselves



SLO CAL Opportunity

As the destination where Life's Too Beautiful to Rush®, SLO CAL is well positioned to take advantage of these travel trends. With its distinct people, place and pace, there is a wealth of opportunities to vector these motivations into marketing communications across channels and provide would-be travelers with fresh reasons to choose SLO CAL in the coming year.

Sources: American Express, Black Tomato, Bloomberg, booking.com, Condé Nast Traveler, Expedia, Forbes, Future Partners, Global Wellness Institute, Skyscanner, TravelPulse, VML, VRBO, Wunderman Thompson Intelligence, YouGov



MEDIA TRENDS: PAID

TREND	IMPLICATIONS
<p>DIGITAL MEDIA COMMANDS MAJORITY OF TIME SPENT</p> <ul style="list-style-type: none"> Digital media use tops eight hours per day, with half that time spent on mobile devices 	<p>Continue to invest in a multichannel digital strategy to reach SLO CAL target audiences where they are spending time</p>
<p>PAY TV HOUSEHOLDS HAVE REACHED AN ALL TIME LOW</p> <ul style="list-style-type: none"> Streaming video on demand (SVOD) subscriptions have risen with more publishers moving to more ad-supported models 	<p>New opportunities within the SVOD space with more platforms leaning into ad-supported models have become available, creating increased fragmentation in TV viewing</p> <p>Visibility and impact will be key in order for SLO CAL to stand out within the crowded TV landscape</p>
<p>TIKTOK LEADS TIME SPENT WITH SOCIAL</p> <ul style="list-style-type: none"> While TikTok consumption tops other channels, consumers prefer to interact with brands on Facebook and YouTube 	<p>Continue to lean into proven channels where SLO CAL growth and engagement are strong, while keeping an eye on secondary platforms with potential to reach target audiences where they spend their time</p>
<p>THE COOKIELESS FUTURE IS (STILL) COMING</p> <ul style="list-style-type: none"> Google has projected Q3 2024 as the date when Chrome cookies will be removed Many advertisers have yet to adopt cookie alternatives, and while numerous solutions are being developed, no true winner has been identified 	<p>Partnering with media entities with strong first-party data and cookieless targeting options will continue to be a priority for SLO CAL in FY 24/25</p> <p>Additional opportunities to test cookieless targeting solutions will be integrated as a means to finding the most optimal approach to the cookieless future</p>
<p>AI IS RAPIDLY GROWING AND WILL CHANGE HOW MEDIA IS PLANNED AND BOUGHT</p> <ul style="list-style-type: none"> AI is expected to impact all phases of media, from targeting to creative optimization: Identify lookalikes and new audience segments without need of cookies Dynamically create and optimize creative/messaging Evaluate and score ads at the impression level, increasing the ability to optimize performance Mark Zuckerberg says AI will “touch every single one” of Meta’s products 	<p>AI will not change SLO CAL target audiences or engagement approaches but may add ways to improve effectiveness/efficiencies</p> <p>A learning agenda to test AI-driven media tactics will provide new intelligence, particularly on key platforms such as Facebook and Google.</p>

Sources: Expedia, Hotels.com, Cision, Skyscanner, Axios, TIME

MEDIA TRENDS: OWNED

TREND	IMPLICATIONS
<p>VIDEO CONTENT, CAREFULLY CREATED, REMAINS KING & QUEEN</p> <ul style="list-style-type: none">• Feeds are even fuller, with a 57% increase in reels created	<p>An increase in content means a more competitive playing field and requires making each moment with a viewer matter – it must be meaningful</p>
<p>GROWTH & EVOLUTION OF THE CREATIVE CLASS</p> <ul style="list-style-type: none">• In-platform video editing and templates have provided tools to catalyze a new wave of 'couch creative' and drive an uptick in organic performance of more authentic style content	<p>Organic social content strategy needs to balance brand content with 'no edit, edits' to balance engagement and key messaging</p>
<p>THE LINES BETWEEN B2B AND B2C ARE BLURRING</p> <ul style="list-style-type: none">• Corporate voices are taking a more consumer tone across LinkedIn and the platform has seen an increase in consumer style messaging from both brands and individuals	<p>It is increasingly more natural to post traditionally consumer content on LinkedIn</p>
<p>SOCIAL MEDIA IS THE NEXT GENERATION SEARCH ENGINE</p> <ul style="list-style-type: none">• There is a broadening of social media's use case to include search driving research and discovery surrounding content discovery	<p>40% of Gen-Z prefers searching on TikTok or Instagram over Google making it increasingly important to ensure these channels hold a base of content that allows for discovery</p>

Sources: Expedia, Hotels.com, Cision, Skyscanner, Axios, TIME



MEDIA TRENDS: EARNED

TREND	IMPLICATIONS
<p>DRY TRIPPING — LOW TO NO ALCOHOL HOLIDAYS</p> <ul style="list-style-type: none"> • Sobriety is trending up, with more travelers likely to book a detox trip in the next year, and half of travelers interested in staying at hotels that offer decent alcohol-free drink options 	<p>SLO CAL offers visitors the opportunity to create multifaceted stays that include or exclude alcohol</p>
<p>FOR THE VIBE OF IT</p> <ul style="list-style-type: none"> • More and more travelers are looking for hotels with specific vibes – retro, quirky, or modern, with reviews mentioning a hotel’s ‘vibe’ trending way up 	<p>SLO CAL offers many unique lodging opportunities across the region from Madonna Inn to Cass Winery’s newly Leed Certified sustainable Geneseo Inn, providing fresh angles for stories</p>
<p>DESTINATION DUPES</p> <ul style="list-style-type: none"> • TikTok loves a good dupe – something that looks and feels like something else but is not quite the real thing • Travelers are looking for more affordable, less busy alternatives to some of the world’s most sought-after destinations 	<p>SLO CAL’s diversity of landscapes and cultures provides a cost-effective, less busy alternative to international travel with equally appealing landscapes, providing fresh angles for stories</p>
<p>MEDIA HOUSE CONSOLIDATIONS & RISE OF THE FREELANCER</p> <ul style="list-style-type: none"> • Layoffs, closures, and strikes are having significant impact on the media landscape, with journalists turning to freelancing out of necessity and anchor media hubs in Los Angeles and New York now decentralized 	<p>Fragmentation is making it harder to get in front of large media houses with dwindling resources making relationships with key freelancers critical to future earned placements</p>
<p>HEIGHTENED MEDIA POLICIES & RESTRICTIONS</p> <ul style="list-style-type: none"> • Press trip policies and restrictions, combined with editors beholden to producing more content under tighter deadlines, are making face to face media engagement more challenging: <ul style="list-style-type: none"> • Highly selective about which events to attend in person • Preference to conduct interviews over the phone or video conference • Limited FAM tour opportunities 	<p>Continue to develop SLO CAL media events that offer rich ideas for new story angles and opportunities to meet with destination partners and engage in experiences that bring the region to life</p>

Sources: Expedia, Hotels.com, Cision, Skyscanner, Axios, TIME



BUILDING THE SLO CAL BRAND



SLO CAL BRAND POSITIONING



In 2021, Visit SLO CAL research validated core truths about the SLO CAL experience and uncovered 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, how these work together creates a unique benefit. Specifically, new dimension came to light around slow as a deliberate way of living—of living vividly.

SLO CAL BRAND BENEFIT

**SLO CAL ENABLES ONE TO BE FULLY PRESENT
AND MORE AWARE ON EVERY LEVEL:
PHYSICALLY, EMOTIONALLY AND WITH ALL YOUR SENSES.**

Over the past three years, VSC has invested in building the SLO CAL destination brand through a blend of cross-channel storytelling and collaboration. As a region, SLO CAL is home to many unique towns and a kaleidoscope of cultures, all linked by one local spirit, and the marketing program reflects that – not only in assets and content distributed across paid, owned and earned channels, but also in the contributions of the destination partners and tourism businesses that actively participate with VSC.

EACH YEAR, MORE DEPTH AND DIMENSION HAVE BEEN ADDED TO VSC'S BRAND ARSENAL

BRAND CAMPAIGN LAUNCH

FY 22

Hero Brand campaign launch

HOUSE OF BRANDS

FY 22

Developed suite of House of Brands co-op assets

SLO CAL CRAFTED

FY 23

Expanded owned channels for launch in paid program



YEAR 1

“The Land of...” Brand Campaign

“The Land of...” campaign serves as the Hero brand storytelling layer, showcasing the region of SLO CAL and its overarching consumer promise:

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

YEAR 1

“The Land of...” House of Brands

Working with each of the region’s individual destination partners, VSC developed a House of Brands approach to unify and connect each to the SLO CAL brand in meaningful ways that aid understanding by potential travelers. Co-branded logo lockups express that each unique town contributes to the friendly feeling of community among the individual communities.

Through “The Land of...” co-op, destination partners have dedicated storytelling assets specific to their town, and these are used as a secondary layer of VSC’s brand campaign.

YEAR 2

“SLO CAL Crafted”

“SLO CAL Crafted” celebrates local artisans and the unique character of their locally made products through custom content that encapsulates the people, place, and pace of the region. Certification in the “SLO CAL Crafted” program requires businesses to locally make and sell tourism-leaning products or experiences available for purchase in the county and employ at least one resident full time. Currently there are more than 100 businesses who celebrate being “SLO CAL Crafted”, from Morro Bay Oyster Company and Kelpful to Pasolivo Olive Oil, Surf Gems, and many others.

CROSS VISITATION & FAMILY

FY 23

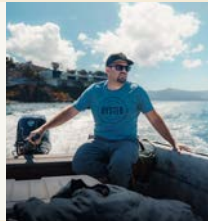
Expanded storytelling to build greater understanding of proximity and ease of experience



SUSTAINABILITY

FY 24

WTTC content partnership



LOCAL: MY SLO CAL

FY 24

Local nomenclature campaign launched in service of the BHAG



YEAR 2

“The Land of...” Cross-Visitation

Cross-visitation storytelling was added to “The Land of...” campaign to connect experiences across SLO CAL communities and reinforce the proximity and ease of getting around. Featuring distinct experiences in two different towns around the region with a simple call to action to “start planning your journey across the land of SLO CAL now,” these assets provide greater context for the SLO CAL experience, while the cross-visitation messaging construct provides an opportunity for destination partners to engage with one another across social channels to demonstrate the proximity and complementary nature of their tourism offerings.

YEAR 3

“Sustainably SLO CAL”

Beyond its breathtaking landscapes, SLO CAL has embraced a holistic vision of sustainability that goes beyond mere environmental preservation to responsible travel and community well-being. In a visionary alliance with the World Travel and Tourism Council (WTTC), VSC illuminated the region’s stewardship path through a Destination Spotlight program featuring content that showcases sustainable narratives, elevates sustainable practices, and advocates for responsible tourism through empowerment of visitors and residents alike. “Sustainably SLO CAL” has expanded beyond the initial WTTC content to continue to shine a spotlight on compelling stewardship stories across communities.

YEAR 3

“My SLO CAL”

VSC serves as a community connector, working in service of all stakeholders across the region. Introduced in FY 2024, “My SLO CAL” is a locally focused effort that turns the lens inward and exposes residents to the SLO CAL brand story. The strategy is to tap into the deep sense of pride and affinity that comes with being a member of the SLO CAL community with the intended outcome to enhance adoption of the “SLO CAL” moniker.



BRAND PERFORMANCE





In July 2023, Visit SLO CAL conducted a second Brand Awareness Study with Heart+Mind Strategies, having previously established the baseline study in FY 2022. These studies determine the impact of the brand advertising campaign on key performance indicators and assess the return on advertising investment. Research objectives include assessing awareness of SLO CAL brand advertising in target Designated Market Areas (DMAs), understanding perceptions of the advertising, analyzing differences in brand perceptions and behavior (recent visitation, travel intention, spending, likelihood to recommend) and tracking key metrics to understand the impact of the campaign over time.



MODE	Online Survey
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LENGTH	15 Minutes
---------------	------------

DATES	July 27 – August 9, 2023
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AUDIENCE	18 years of age or older
(n=3,537)	Traveled 50+ miles for leisure travel in past 12 months and stayed overnight in paid accommodation

GEOGRAPHY	Los Angeles (n=502) San Francisco (n=403) Phoenix (n=410) Dallas (n=403) Sacramento (n=304) San Diego (n=306) Seattle (n=303) Portland (n=305) Las Vegas (n=301) Denver (n=300)
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Objective #1

Assess Awareness of SLO CAL Brand Advertising in Target Designated Market Areas (DMAs)

AD RECALL STABLE IN MOST DMAS

One in eight travelers (12%) in targeted DMAs recall having seen SLO CAL advertising in the past year without prompting, a +3% increase year-over-year.

- All destinations saw improvements in unaided ad recall

Once shown SLO CAL ads, recall stays largely the same as unaided recall (11%).

- Fewer travelers in Phoenix and Denver recall seeing SLO CAL ads than in 2022
- Those in LA are most likely to recall SLO CAL ads
- Three quarters of those who recall seeing the ads say they saw them online, though half say they saw the ads on television

Key Measures	Total	LA	SF	PHX	DAL	SAC	SD	SEA	POR	LV	DEN
Base Survey Size											
Unaided ad awareness	12%	18%	17%	8%	10%	13%	14%	10%	11%	8%	8%
Aided ad awareness	11%	17%	13%	7%	11%	13%	11%	8%	10%	9%	6%



Objective #2

Understand Perceptions of the Advertising

SLO CAL ADS ARE PRODUCING INCREMENTAL IMPROVEMENT IN BRAND PERCEPTIONS

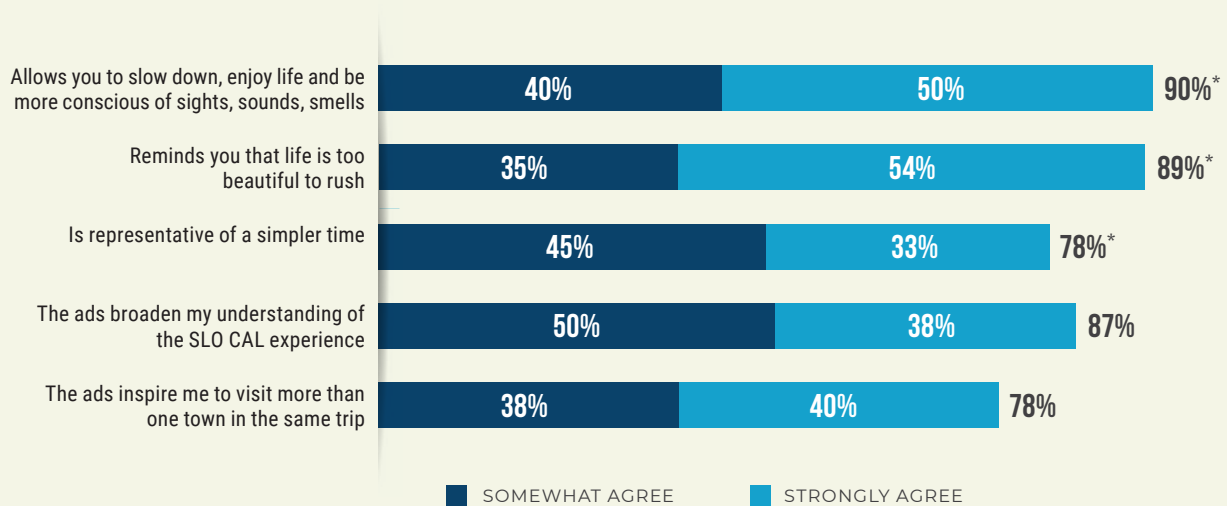
SLO CAL ads remain universally well liked, with 96% having a favorable impression.

- Ad favorability is stable over 2022 suggesting the messages are still relevant and viewers have not tired of the ads

Key Measures	Total	LA	SF	PHX	DAL	SAC	SD	SEA	POR	LV	DEN
Ad favorability % top 2 box on a 5-pt scale	96%	98%	96%	95%	97%	96%	95%	96%	98%	96%	95%

The ads are effective at communicating the key idea that “life is too beautiful to rush.”

- Travelers also agree that the ads encourage them to slow down, enjoy life, and be aware of the sights and sounds around them
- The ads help broaden viewers’ understanding of the SLO CAL experience and inspire cross visitation as three of four say the ads encourage them to visit more than one town in the same trip



*Indicates statistically significantly higher/lower vs. 2022 at 95% confidence level

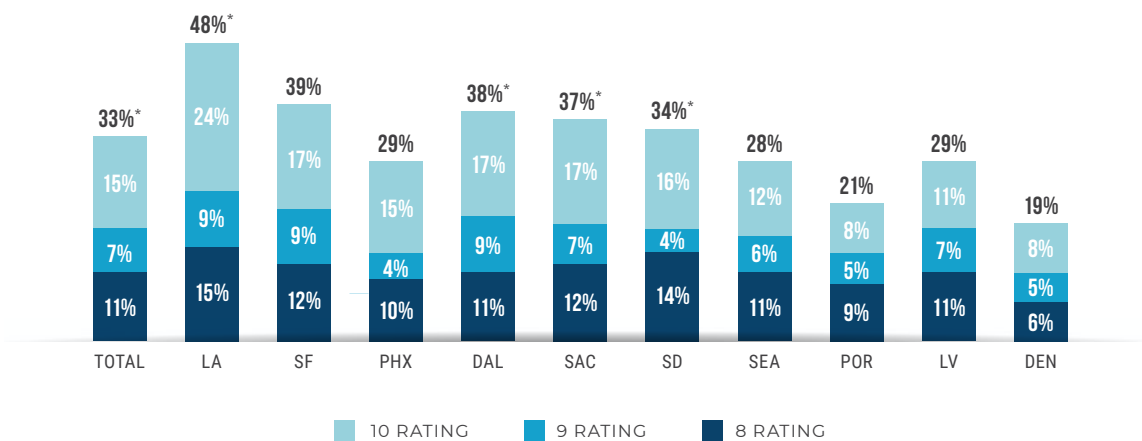
Objective #3

Analyze Differences in Brand Perceptions and Behavior

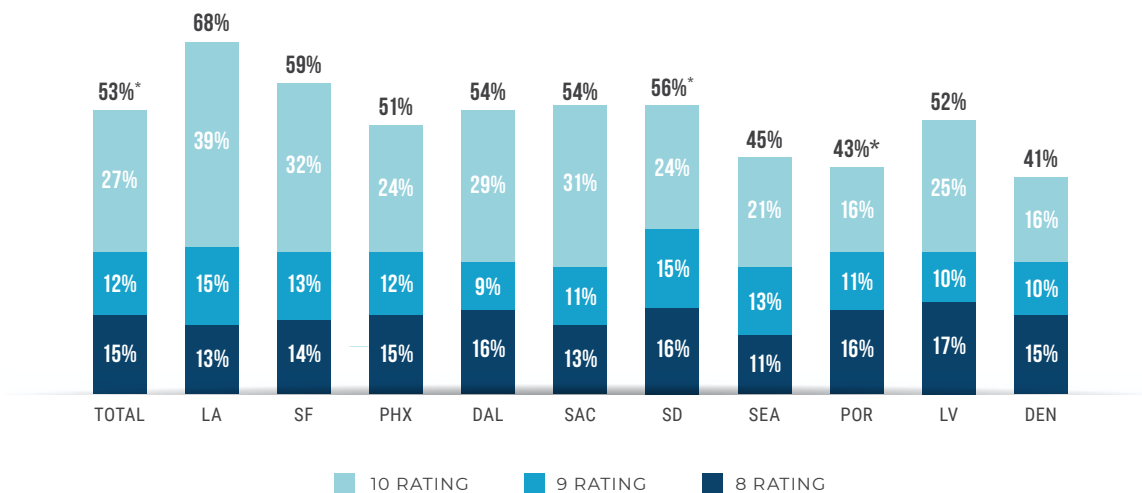
THOSE AWARE OF SLO CAL ADS EXHIBIT POSITIVE ATTITUDINAL AND BEHAVIORAL DIFFERENCES

Ad awareness continues to have a positive impact on brand and visitation metrics, with likelihood to visit SLO CAL, statistically, significantly higher versus 2022 in several markets.

LIKELIHOOD TO VISIT SLO CAL NEXT 3-4 MONTHS
10-PT SCALE



LIKELIHOOD TO VISIT SLO CAL NEXT 12 MONTHS
10-PT SCALE



*Indicates statistically significantly higher/lower vs. 2022 at 95% confidence level



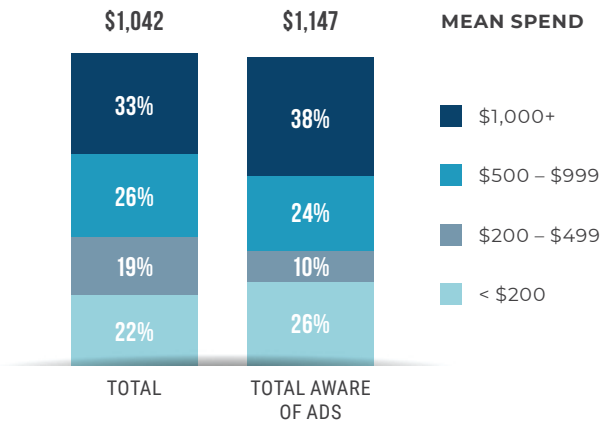
Those aware stay more nights, spend more money and visit more locations.

NUMBER OF NIGHTS STAYED

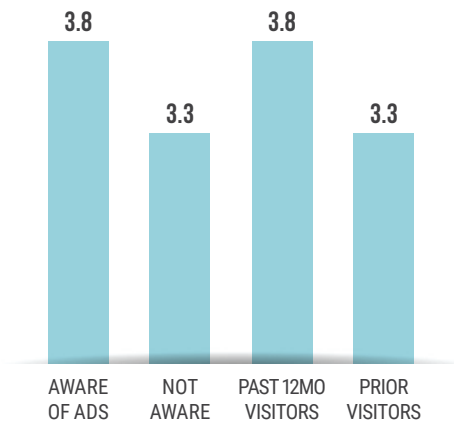


- 5+ NIGHTS
- 3 - 4 NIGHTS
- 1 - 2 NIGHTS

TOTAL TRIP SPEND



AVERAGE # OF LOCATIONS VISITED





Perceptions of SLO CAL are far more positive among those who have seen the ads.

Brand Imagery	Total	Aware of Ads
Has amazing scenery	68%	86%
Is a place that has its own unique vibe	66%	86%
Is relaxing	65%	85%
Is a place with big-time natural beauty	65%	82%
Is charming	64%	83%
Is authentic	60%	82%
Is fun	60%	84%
Is a friendly, accepting place	58%	81%
Is a place to be refreshed	59%	80%
Is rich in history and heritage	57%	78%
Is a place with lots to see and do	56%	79%
Has open spaces that feels less crowded	54%	73%
Is a great family place	53%	76%
Is a place with many unique small towns	54%	75%
Is accepting and inclusive	51%	75%
Makes me feel welcome	51%	78%
Is easy to get around	51%	74%
Is culturally diverse	51%	72%
Offers luxurious experiences	48%	74%
Has entertainment and nightlife	45%	69%
Provides a good value for the money	40%	70%
Has big city amenities	41%	63%
A classic California place	68%	83%
Is a place that has its own unique vibe, different from both Southern California and Northern California	66 %	80%

Brand Imagery	Total	Aware of Ads
A place to be refreshed	64%	83%
A place of diverse ecology and landscapes	63%	83%
A place that still embraces simple pleasures	63%	83%
A place to slow down	63%	79%
Has small-town charm and big-time natural beauty	65%	82%
A friendly, accepting place	59%	78%
A place for people who like to wander	62%	82%
You can enjoy many unique experiences in one trip	60%	79%
A place with open spaces that feels less crowded	59%	77%
A place filled with undiscovered gems	54%	77%
Where people connect to the rhythms of nature/land	51%	75%
A place with lots of eclectic experiences	49%	74%
Beautiful	77%	90%
Scenic	77%	87%
Casual	74%	83%
Relaxing	73%	88%
Laid-back	70%	80%
Peaceful	71%	86%
Charming	70%	86%
Friendly	67%	84%
Fun	68%	87%
Welcoming	65%	83%
Unpretentious	46%	61%

Objective #4

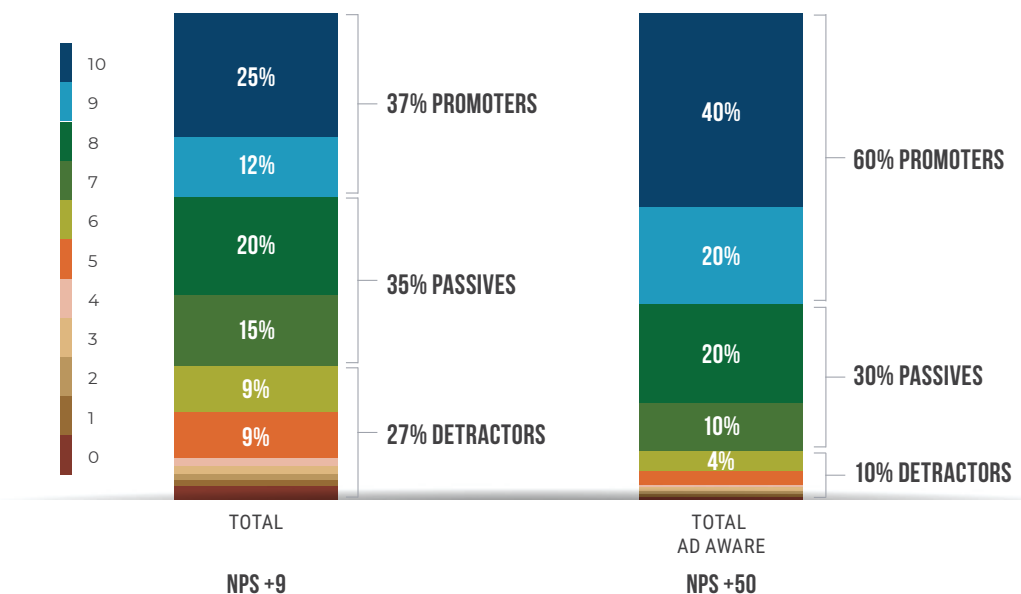
Track Year-Over-Year Changes in Key Metrics to Understand the Impact of the Campaign Over Time

ONGOING IMPROVEMENT AS BRAND CAMPAIGN CONTINUES

Notable improvements are seen in many key indicators:

- Unaided ad awareness (up from 9% to 12%)
- Net Promoter Score (NPS; up from -9 to +9, with ad aware +50)
- Travel intent (up from 49% to 53%)

LIKELIHOOD TO RECOMMEND



Travelers rate SLO CAL higher on several brand imagery attributes this year compared to 2022, such as:

- A place with big time natural beauty
- A place for people who like to wander
- A place that feels like many places in one
- Along with other perceptual statements

PROJECTED RETURN ON INVESTMENT

The Heart+Mind study found the campaign’s expected economic contribution to SLO CAL is estimated between \$1B and \$1.4B. Expected room tax revenue generated by the campaign totals \$5.3M to \$7.7M, representing around a 2:1 ratio of tax revenue versus the cost of the campaign. Estimates are based on examining past visitation behavior (number of visits and spending for the past 12 months) and future travel bookings of those recalling the ads versus not.

	Total to Date	Total from Future Bookings	Combined	Campaign Cost	ROI
Economic Contribution to SLO CAL	\$411,700,000	\$819,200,000	\$1,230,900,000	\$3,377,744	\$364 per ad dollar spent
Incremental Contribution for Visit SLO CAL	\$2,478,000	\$4,333,000	\$6,446,000		\$1.91 per ad dollar spent



SLO CAL BRAND BHAG

(Big Hairy Audacious Goal)

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



INTEGRATED MARKETING OBJECTIVES

OBJECTIVE	
Amplify and steward the SLO CAL brand through unified efforts	
STRATEGY	KEY RESULTS
<p>Continue to seed and nurture local adoption of SLO CAL nomenclature</p>	<ul style="list-style-type: none"> • Create a toolkit for use by local businesses by September 13, 2024, to be rolled out at the annual SLO CAL Summit • Create and produce three additional SLO CAL Zine editions by March 31, 2025 • Increase SLO CAL nomenclature social assets by June 30, 2025 • Cultivate partnerships and launch four new SLO CAL branded products by June 30, 2025
<p>Continue to build on House of Brands marketing strategy to advance destination engagement</p>	<ul style="list-style-type: none"> • Develop creative, media co-ops for destination partners by July 12, 2024 • Develop and provide House of Brands social and earned media framework for partner activation by August 31, 2024 • Deploy ethnographic research to fuel insights for next chapter of brand storytelling by October 31, 2024
<p>Continue to advance the SLO CAL sustainable tourism strategy</p>	<ul style="list-style-type: none"> • Identify one new paid media partnership focused on sustainability messaging by August 31, 2024 • Develop two “Sustainably SLO CAL” video assets by December 31, 2024 • Educate visitors and potential visitors on interactive sustainable tourism experiences throughout SLO CAL via three earned media stories by June 30, 2025
<p>Advance integrated storytelling through creation and development of a social series framework</p>	<ul style="list-style-type: none"> • Grow coordination and collaboration between social and earned media efforts through quarterly planning alignment by August 31, 2024 • Develop and launch eight social content series by June 30, 2025



OBJECTIVE

Demonstrate value to investors, partners, stakeholders and communities

STRATEGY

KEY RESULTS

Provide education and thought leadership to industry investors, partners and stakeholders through an annual SLO CAL Summit

- Create and produce annual SLO CAL Summit by September 30, 2024
- Recruit industry thought leaders to provide keynote and panel discussions
- Increase paid participation in Summit by 10%

Deepen engagement of destination partners through co-op programs

- Create and execute five co-op programs including paid, owned and earned opportunities by June 30, 2025



INTEGRATED STORYTELLING





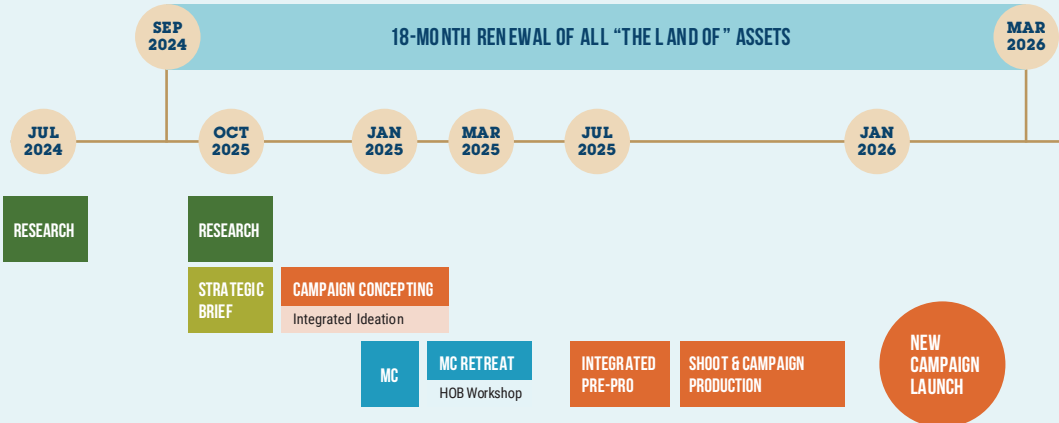
As demonstrated in the previous sections of this plan, Visit SLO CAL has built a strong foundation for marketing SLO CAL, adding new depth and dimension to brand storytelling to give potential travelers more reasons to visit the region. A robust suite of brand advertising assets has been developed, along with a vast library of video content and imagery to fuel social media and support earned media efforts. The cumulative effect of this production investment will allow VSC to continue to deliver a layered program of work despite reduced year-over-year budgets moving into a time when demand is softening.

“THE LAND OF...” BRAND CAMPAIGN – TODAY & TOMORROW

Based on campaign performance and consumer response (as monitored through the Brand Awareness Study), VSC will renew most of the current assets, which are set to expire in September 2024 after the initial three-year use lifecycle. While costs to renew talent for a second use period will run more on a per-talent basis, this investment is considerably less than a new production and will allow for new research and planning for the next chapter of the integrated brand campaign.

Beginning in FY 2025, Visit SLO CAL will move forward with an 18-month development timeline. Revisiting historical learning from the performance of the current campaign and assessing key trends will be part of the go-forward understanding, along with new ethnographic research.

ROADMAP: THE NEXT CHAPTER OF SLO CAL BRAND STORYTELLING





ETHNOGRAPHIC RESEARCH

To gather a deeper understanding of the consumer mindset, specifically what matters and what motivates visitors in their own words while they are experiencing SLO CAL, ethnographic research will be conducted. The intention of this approach is to allow for in-the-moment learning while visitors are “living vividly” and tease out more nuance around destination positioning and new ways into creative strategy for the next chapter.

This research will include a mix of age, gender, and ethnicity, as well as trip make-up (i.e., couples, families, friends, solo travelers). Under consideration is timing to intercept varying visitor types based on peak summer and fall seasonality. The research learning agenda and discussion guide, along with the in-market intercept plan, will be developed in June.

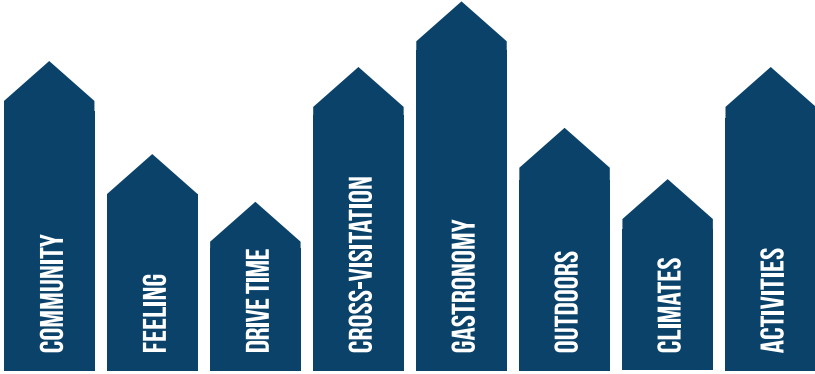


INTEGRATED IDEATION & DESTINATION PARTNER COLLABORATION

Concepting and development of new campaign directions, including integrated ideation across VSC’s agency partners, will occur through the end of 2024, with Q1 2025 designated for review and collaboration with VSC’s Marketing Committee and destination partners.

INTEGRATED STORYTELLING FRAMEWORK

Visit SLO CAL’s agency partners and internal staff work as an integrated team to ensure optimal effectiveness and efficiency for every dollar spent. From creative strategy and production, to messaging and media synergies, this cross-agency approach is proving to enhance performance, with year-over-year metrics moving up and creating a greater impact across channels.



FY 25 INTEGRATED PROGRAM OF WORK

Visit SLO CAL will continue to leverage the arsenal of brand storytelling assets developed over the past three years. This cumulative production investment established a solid foundation with "The Land of..." Hero and House of Brands campaigns, with added depth and dimension introduced through Cross-Visitation, "SLO CAL Crafted," "Sustainably SLO CAL" and "My SLO CAL." These campaigns will be deployed in FY 2025 through an omni-channel approach and continue to shine a spotlight on the people, place and pace that sets SLO CAL apart.

SLO CAL BRAND STORYTELLING ECOSYSTEM



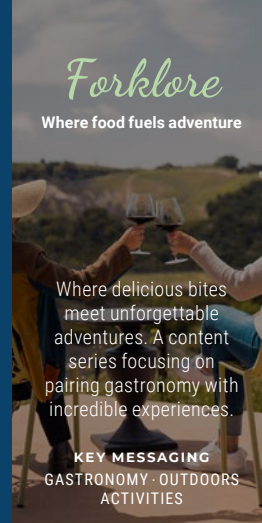


SOCIAL CONTENT SERIES

New for FY 25

Social media is a marketing platform in a constant state of evolution. As such, it is critical that SLO CAL's approach and strategy evolve in parallel with the industry advancements. From a content and programming perspective, VSC will transpose the previously developed 'always on' social media messaging matrix – aligning with the overarching program storytelling framework supporting its successful approach and elevating the key messages into a series-based, narrative format. This will allow for an even deeper and more meaningful engagement with the consumer that delivers on the objectives surrounding destination awareness and understanding, as well as driving visitation.

This evolution will see eight different 'narrative series' designed and deployed tactically to convey all messages with the 'always on' approach. This approach provides interesting and engaging content deploying repeat, captivating, social optimized video assets that ensure message retention through frequency. Additionally, this allows us to showcase a more comprehensive exploration of the destination's diverse offerings. Sharing this framework and strategy to all destination partners will significantly dial-up social media collaboration and leverage the amplification potential across all organizations. The content developed will also seek to incorporate a wider range of demographics, lining up with key audience understandings and targets.



Forklore
Where food fuels adventure

Where delicious bites meet unforgettable adventures. A content series focusing on pairing gastronomy with incredible experiences.

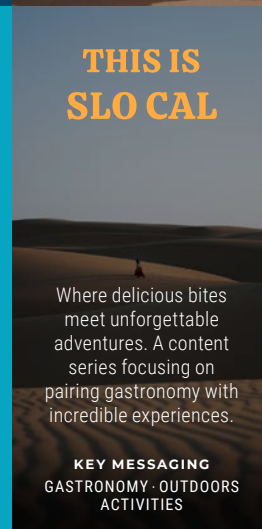
KEY MESSAGING
GASTRONOMY · OUTDOORS
ACTIVITIES



BEYOND THE DASHBOARD

From winding roads to scenic vistas, this series is all about showcasing adventure on the open road in SLO CAL.

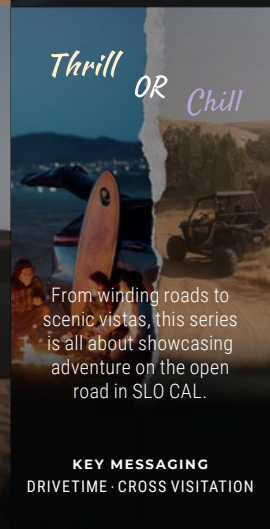
KEY MESSAGING
DRIVETIME · CROSS VISITATION



THIS IS SLO CAL

Where delicious bites meet unforgettable adventures. A content series focusing on pairing gastronomy with incredible experiences.

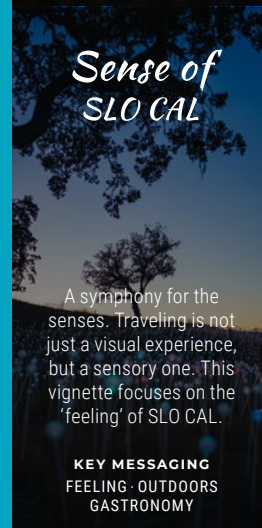
KEY MESSAGING
GASTRONOMY · OUTDOORS
ACTIVITIES



Thrill OR Chill

From winding roads to scenic vistas, this series is all about showcasing adventure on the open road in SLO CAL.

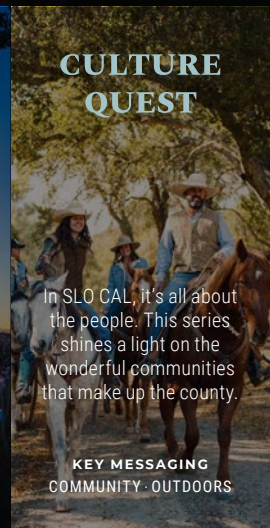
KEY MESSAGING
DRIVETIME · CROSS VISITATION



Sense of SLO CAL

A symphony for the senses. Traveling is not just a visual experience, but a sensory one. This vignette focuses on the 'feeling' of SLO CAL.

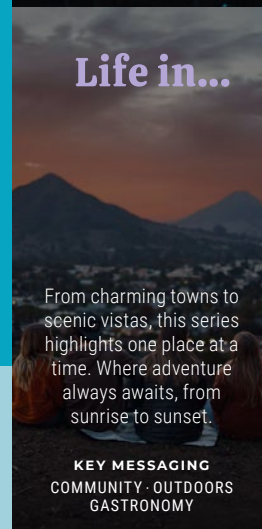
KEY MESSAGING
FEELING · OUTDOORS
GASTRONOMY



CULTURE QUEST

In SLO CAL, it's all about the people. This series shines a light on the wonderful communities that make up the county.

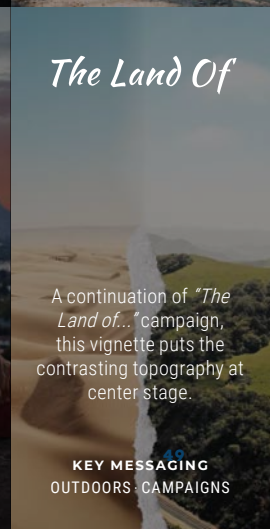
KEY MESSAGING
COMMUNITY · OUTDOORS



Life in...

From charming towns to scenic vistas, this series highlights one place at a time. Where adventure always awaits, from sunrise to sunset.

KEY MESSAGING
COMMUNITY · OUTDOORS
GASTRONOMY



The Land Of


A continuation of "The Land of..." campaign, this vignette puts the contrasting topography at center stage.

KEY MESSAGING
OUTDOORS · CAMPAIGNS



FY 25 PAID MEDIA





As the media landscape and consumer consumption habits continue to change, and advertisers face inflationary challenges, paid media is tasked with doing more than ever before. The need to break through clutter in a cost-effective way, while delivering a balanced media approach to meet consumers where they are, requires creative solutions.

Digital media commands the greatest share of time spent among consumers; however, usage has become more fragmented due to the vast number of channels consumed, at times, simultaneously. Linear TV still leads video viewing with overall time spent, but cord-cutting has become more prevalent, with users opting for streaming on-demand subscriptions.

Social media consumption has continued to evolve, led by short-form videos. Platforms such as TikTok, Facebook/Instagram and YouTube are primary channels for distribution of content, but vary in audience demographics, with many catering to younger consumers. While social platforms have delivered strong historical results, reliance on short-form content has limited storytelling potential. Continued collaboration and integration across paid and owned efforts provides Visit SLO CAL with a one-two punch to deliver more depth and dimension around the SLO CAL experience.

Artificial Intelligence (AI) is considered a strong option to replace cookies when Google phases them out.

With an ability to identify lookalike and new audience segments, AI will strengthen the ability to optimize campaigns in real-time, dynamically deliver more relevant and personal messages to consumers, and ultimately lead to improved results. As the paid media landscape continues to unfold in this area, establishing a learning agenda will be important.

AUDIENCES

The travel landscape continues to evolve, shifting as generations age and arrive at new milestones. Baby Boomers and Gen X have a greater share of wealth and disposable income for travel. Millennials are well into adulthood, with the oldest now in their 40s, and many of their Gen Z counterparts are now in the workforce.

No longer a hallmark of status or income, travel is a priority across generations. For younger generations, travel is seen as a vehicle of self-expression, to celebrate milestones large and small and serve as a point of access to adventure and immersion in new cultures and experiences.

PRIMARY TARGET AUDIENCE

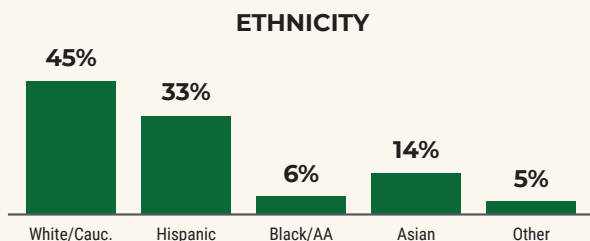
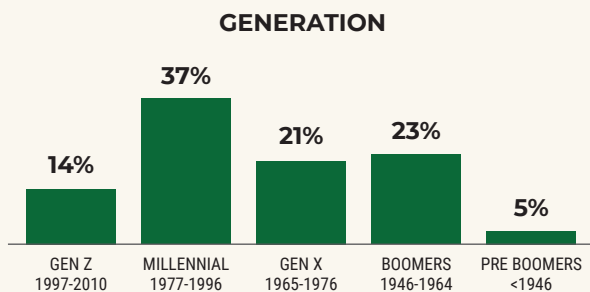
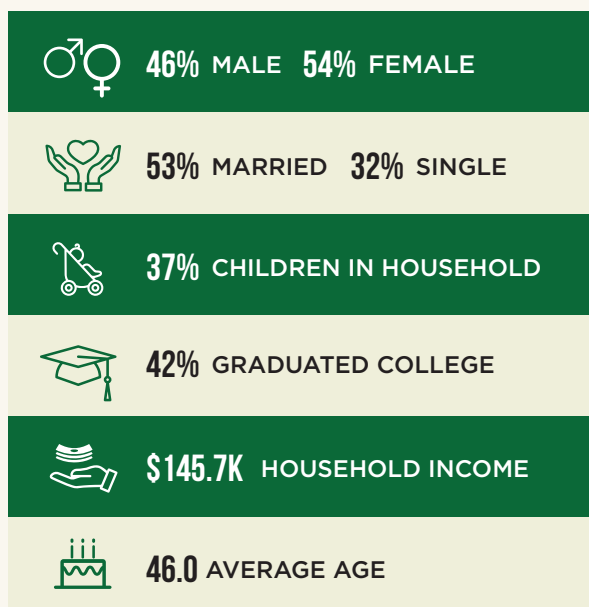
THE PURPOSEFUL TRAVELER

Creativity & Simplicity: Mindset

57% **9.4M**
CALIFORNIA

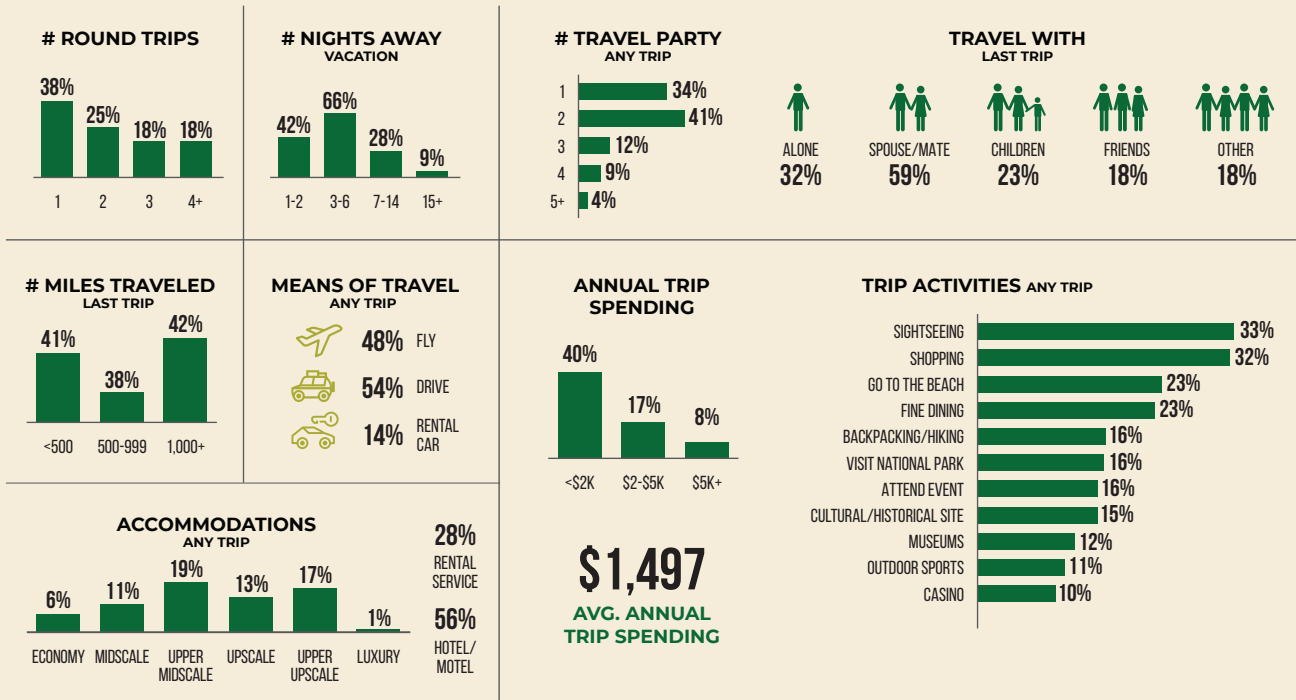
'The Purposeful Traveler' lives vividly and values simplicity, keeping life and the mind as uncluttered as possible. Authenticity and being true to oneself while maintaining strong personal relationships with family and friends is particularly important. Curious and creative, they are open-minded, want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

THE PURPOSEFUL TRAVELER: DEMOGRAPHICS

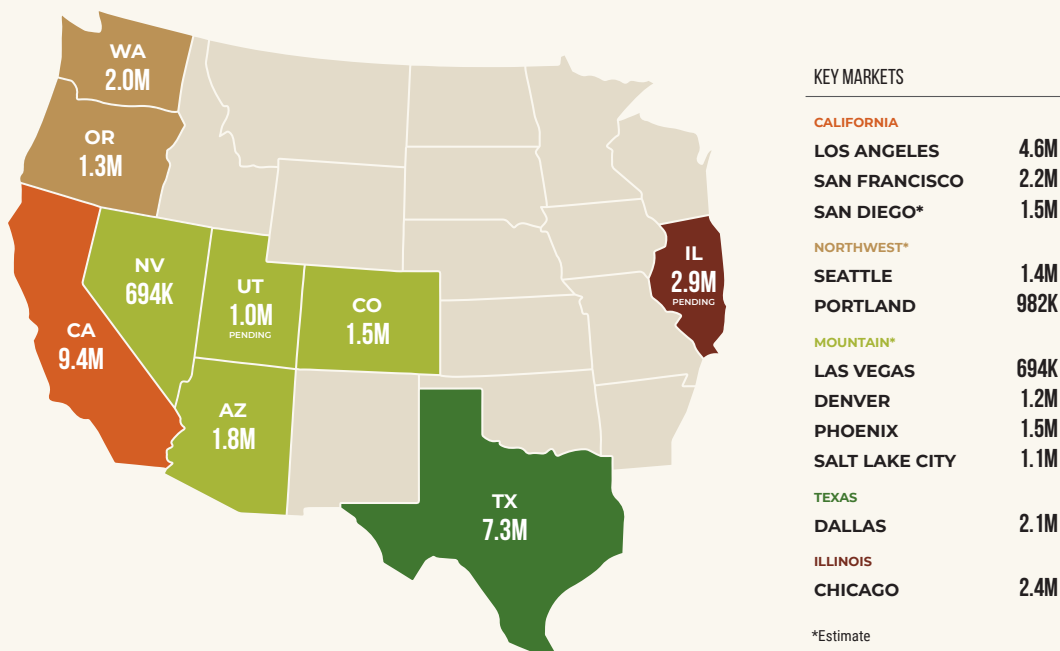


Source: MRI-SIMMONS SPRING 2023 Doublebase: California Traveler Base

THE PURPOSEFUL TRAVELER: TRAVEL PROFILE



THE PURPOSEFUL TRAVELER: POPULATIONS



SECONDARY TARGET AUDIENCE

FAMILIES

The Purposeful Traveler &
Travel With Children

13% 2.1M
CALIFORNIA

'Purposeful Traveler' Families span generations in the same proportion with two-thirds having children in the household. Due to party size, their trip spending is nearly 25 percent higher. Whereas the majority of 'Purposeful Travelers' come from further away (1,000+ miles), families are more apt to travel shorter distances (500-999 miles) and prioritize going to the beach.

Source: MRI-SIMMONS SPRING 2023 Doublebase: California Traveler Base



GEOGRAPHY

Visit SLO CAL will continue to prioritize geographic markets using a tiered system. To strengthen its presence in select markets, VSC will focus on markets in need of more exposure. Tiers will be prioritized based on past visitation, familiarity with the destination and consideration to visit, balanced with load factor and changes to air service.

TIER 1 MARKETS	TIER 2 MARKETS	TIER 3 MARKETS
Represent those with the greatest need for increased exposure	Have higher visitation rates; however, familiarity/consideration is on the lower end representing an opportunity for growth	Are primarily in-state drive markets generating a large volume of overnight stays and will continue to be a priority for investment at maintenance levels

FY 24 SLO CAL ARRIVALS BY ORIGIN MARKET					
PRIORITY	DESIGNATED MARKET AREA	FLIGHT STATUS	% OF ARRIVALS	% OF BUDGET	YOY BUDGET ADJUSTMENT
TIER 1	Dallas/Fort Worth, TX	+2nd Daily Flight	0.50%	16%	+7%
	Denver, CO		0.50%	8%	—
	Phoenix, AZ		1.70%	10%	-9%
TIER 2	Las Vegas, NV	Resuming Service 12/15/24	1.20%	6%	-25%
	Portland, OR	Resume Daily Flight	0.50%	6%	+10%
	Seattle/Tacoma, WA	+2nd Daily Flight	0.80%	8%	+14%
TIER 3	Los Angeles, CA	+2nd Daily Flight	21.50%	23%	+7%
	Sacramento/Stockton/Modesto, CA		7.20%	6%	-14%
	San Diego, CA	+2nd Daily Flight	3.50%	9%	+21%
	San Francisco/Oakland/San Jose, CA		12.90%	10%	-9%

Source: Arrivals data sourced from Symphony. Spending for these markets will be adjusted based on opportunity and capacity.



FY 25 PAID MEDIA OBJECTIVES & STRATEGIES

FY 25 PAID MEDIA OBJECTIVES

- Continue to drive awareness of the SLO CAL brand
- Foster consideration and drive engagement with SLO CAL brand content
- Provide air service support by generating awareness of routes in key fly markets while driving demand for visitation

FY 25 PAID MEDIA STRATEGIES

- Build upon previous campaign learnings to reach 'Purposeful Travelers' and drive awareness and consideration of SLO CAL
- Leverage new opportunities to connect with the 'Purposeful Traveler,' maximizing efficiencies and driving improved engagement
- Optimize tiered approach to target geographies, with customized programming in each market to focus dollars for maximum impact
- Maintain a layered media approach to reach 'Purposeful Travelers' across a diverse mix of media channels
- Lean into always-on media balanced with successful co-opportunities to advance destination engagement and continue to build momentum from FY 2024
- Incorporate seasonal 'heavy-ups' to reach 'Purposeful Travelers' at all points within their travel planning journey and support cross-visitation, midweek and seasonal messaging to drive stays during typically lower visitation periods

FY 25 PAID MEDIA MIX & BUDGET ALLOCATION



The FY 2025 media mix was developed using media usage trends and current campaign performance intelligence and will deploy a range of awareness-driving channels with opportunities for robust and highly engaging tactics. Heavier video allocation implemented year-over-year will continue to build familiarity while driving brand preference. This multifaceted paid media program will optimally deliver on the campaign objectives and strategies, and as new data is collected, the media mix will be optimized according to real-time Key Performance Indicators (KPIs).

FY 24 PAID MEDIA ENGAGEMENT



34 MILLION
COMPLETED VIDEO VIEWS



158,079 HOURS
SPENT WITH SLO CAL VIDEO CONTENT



USERS SPENT
6,169 HOURS
ENGAGING WITH SLO CAL WEBSITE CONTENT



743,981
CLICKS

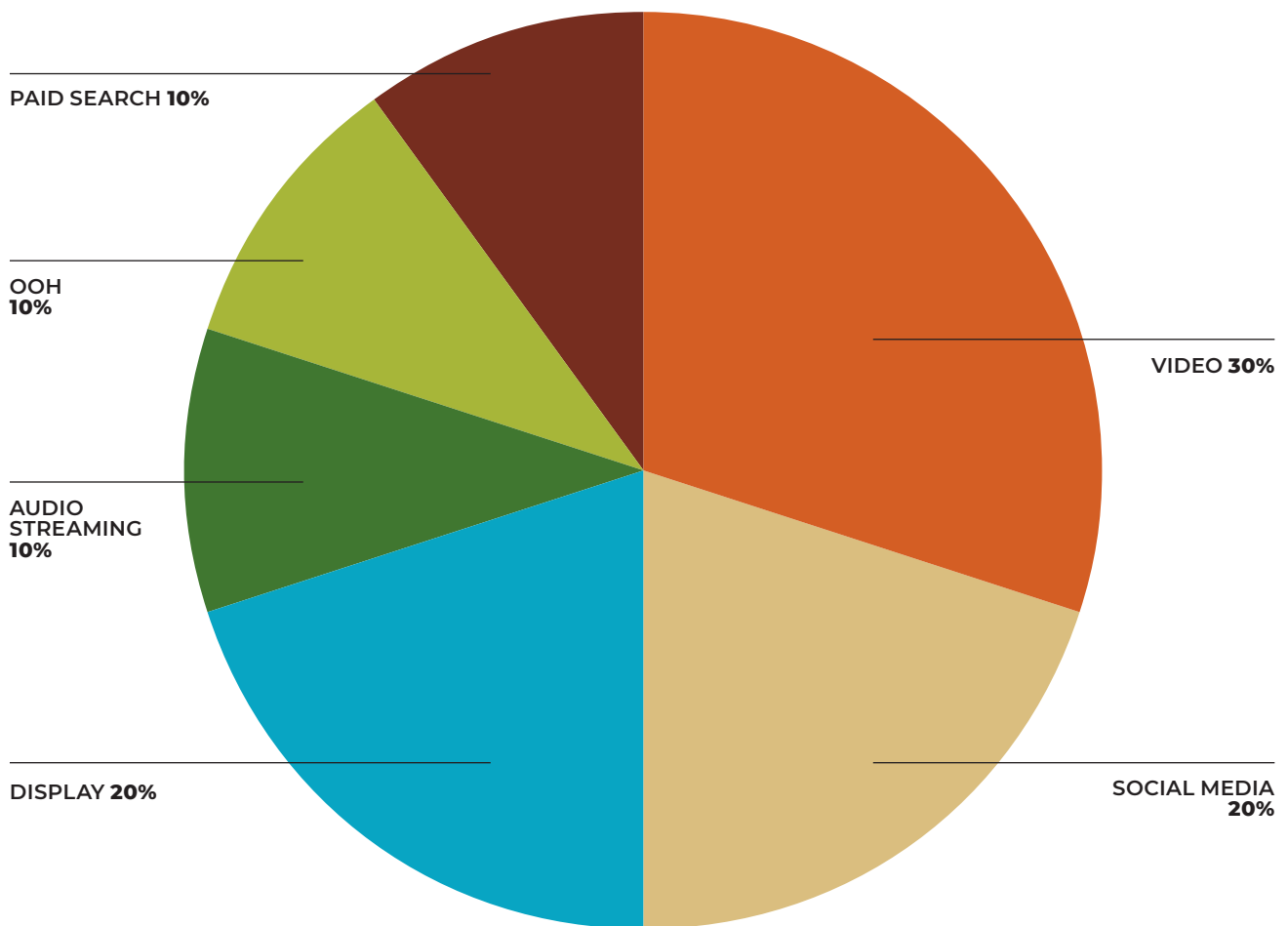


631,417 SLOCAL.COM
WEBSITE SESSIONS

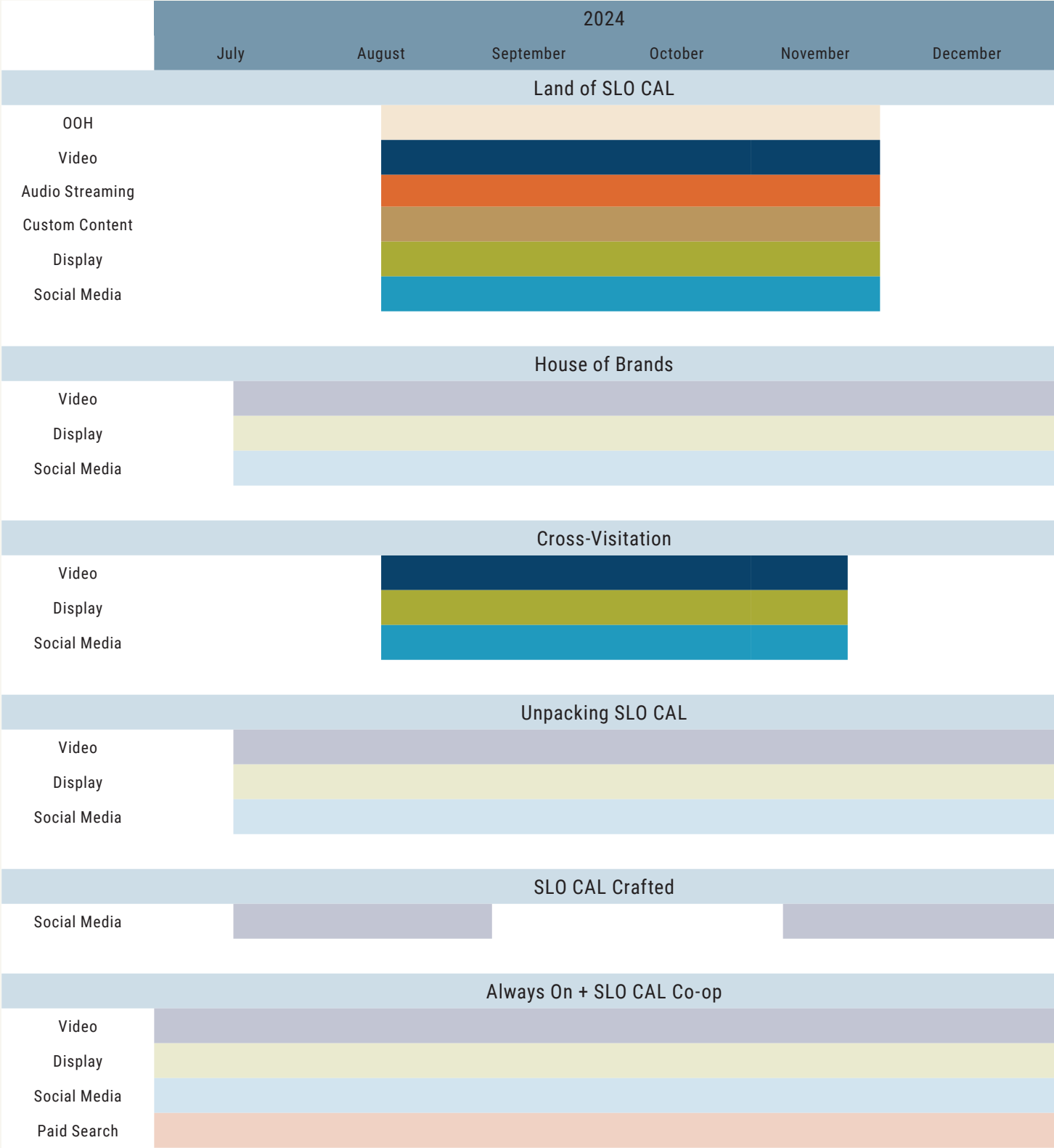
Campaign performance July 1, 2023 through April 30, 2024



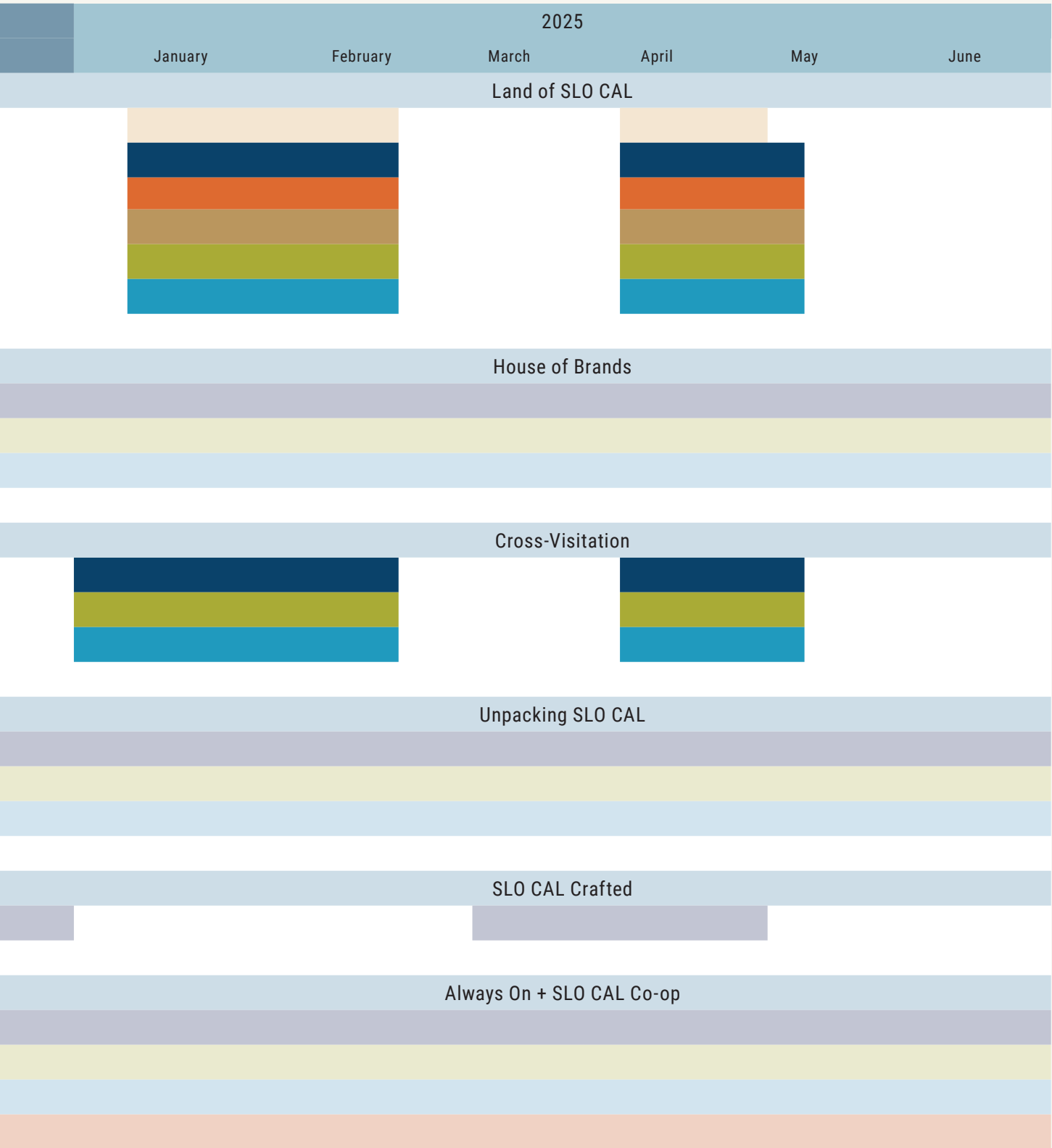
FY 25 PAID MEDIA BUDGET: \$2,900,000



FY 25 PAID MEDIA FLIGHTING

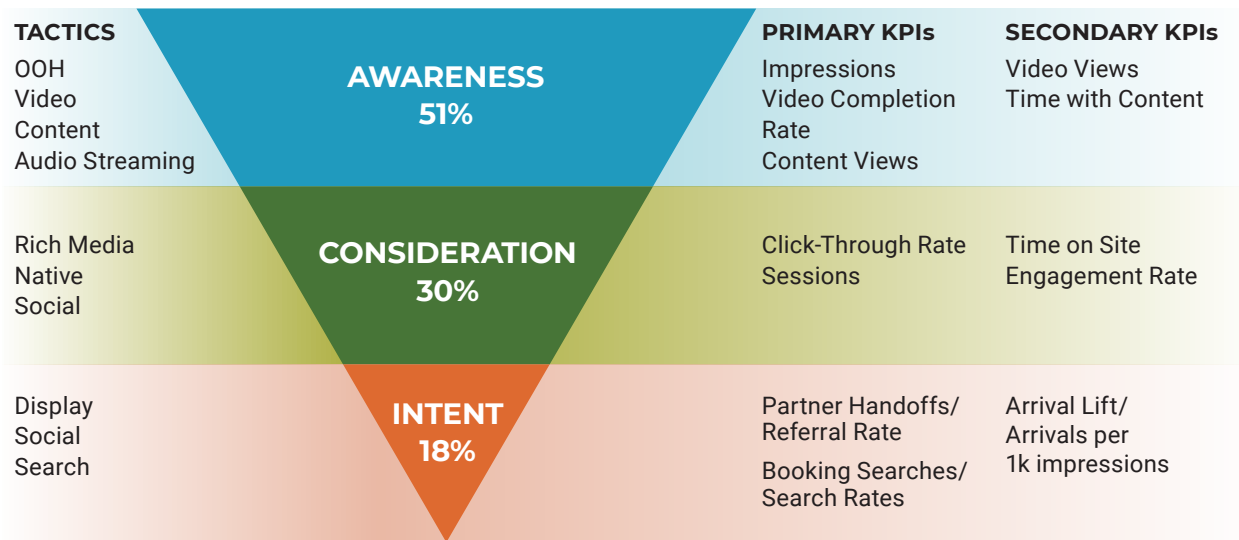


Note: Brighter color bars indicate additional media spend



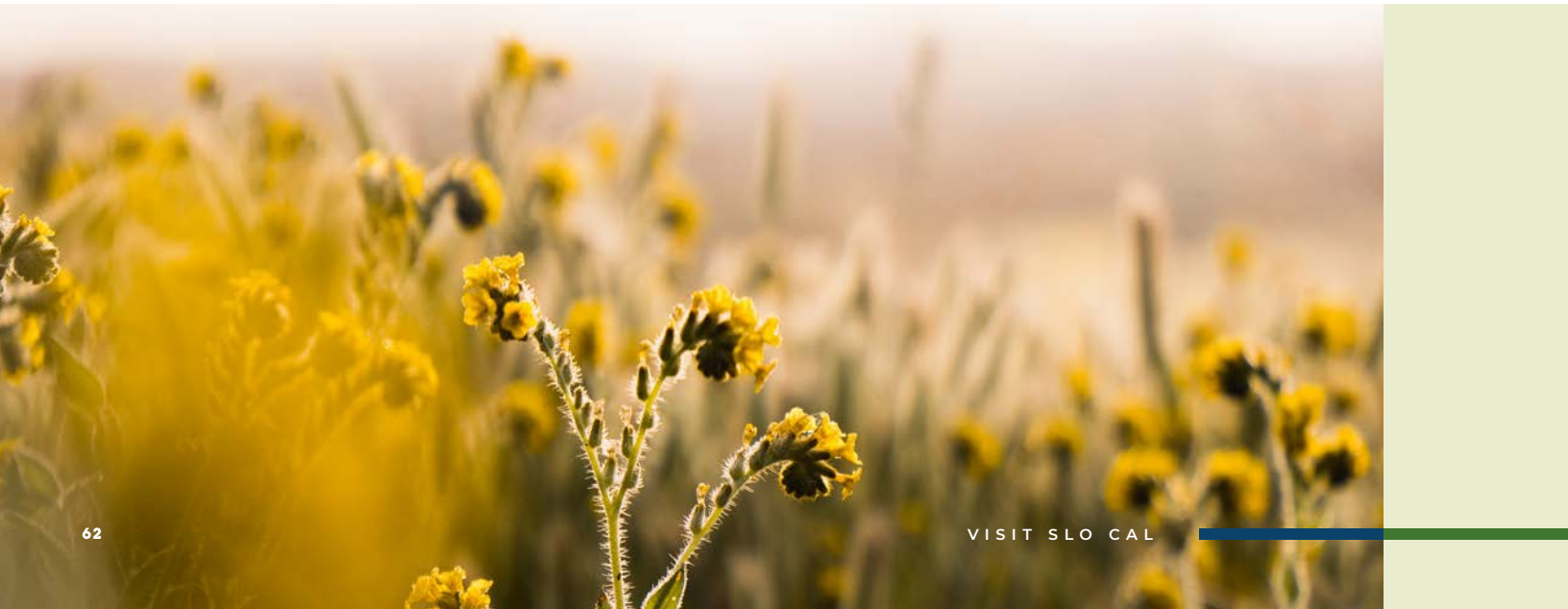
FY 25 PAID MEDIA MEASUREMENT

Each component of the paid media plan has a specific purpose and will be measured and optimized according to clearly defined KPIs.



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

The various methods of measurement noted will provide insight into audience interest and engagement with a direct correlation to media placements.







OWNED MEDIA



Visit SLO CAL is set to optimize its owned media channels, such as its website, social media, email marketing and CRM systems, aiming to maximize reach among potential travelers. This strategic enhancement seeks to deepen engagement, strengthen partner support and elevate SLO CAL's status as a top travel destination. By focusing on measurable improvements, the strategy intends to promote cross-visitation and showcase the region's diversity, catering to the varied interests of travelers.

WEBSITE

OBJECTIVES

Enhance engagement, traffic and satisfaction across all owned media platforms

Elevate content quality to position SLO CAL as a must-visit destination

Optimize integration among owned, earned and paid media to maximize brand awareness

Represent Diversity Equity and Inclusion and accessibility elements of the region

STRATEGIES

- Implement user experience (UX) improvements based on feedback and analytics
- Optimize content strategies to emphasize interactive and visually compelling posts
- Publish high-quality, original articles or stories that highlight unique aspects of SLO CAL
- Conduct cross-promotional campaigns with local businesses and influencers to uplift combined audience reach
- Communicate diverse stories originating from and delivered to a wide variety of demographics

KEY RESULTS

- Achieve an 8% improvement in search rankings, elevating content currently ranked 4th-10th to the top 3 positions by December 31, 2024
- Boost website-originated partnership referrals by 5%, directing more visitors to local partners' sites, by May 31, 2025
- Increase organic traffic engaged sessions by 5% by June 30, 2025
- Create six blogs highlighting diversity, equity and inclusion by June 30, 2025

OWNED MEDIA Continued

SOCIAL MEDIA

OBJECTIVES

Drive heightened social media engagement across our partner network through creative collaboration, fostering a cohesive SLO CAL community

Increase representation and amplify voices from diverse communities across all social media channels, fostering a more inclusive online community and showcasing SLO CAL as a welcoming destination for all

Elevate the visibility of the SLO CAL region through a strategic increase in campaign-driven content, optimizing balancing strategic messaging across all content such as nomenclature, drive time and partner involvement to foster deeper engagement and connection with the SLO CAL brand

STRATEGIES

- Leverage analytics and user engagement data to refine content strategies, focusing on high-performing formats and themes to increase user interaction and website traffic
- Harness the extensive library of existing assets by creatively repurposing and reimagining content, generating fresh, compelling assets that reinforce the SLO CAL brand and attract wider audience engagement
- Allocate additional organizational resources of budget and time toward social media efforts to enhance content creation, audience engagement and platform optimization

KEY RESULTS

- Increase content creation and posting cadence by 25% year-over-year starting November 15, 2024
- Develop and launch eight social content series by June 30, 2025
- Over index on engagement benchmarks by 5% on all platforms by June 30, 2025
- Start launching one reel per quarter, amplifying diverse communities across SLO CAL by September 30, 2024



EARNED MEDIA





Visit SLO CAL oversees external communications and media relations in consultation with its domestic and international PR agencies. Earned Media prioritizes securing third-party endorsements by collaborating with destination partners to attract tourism’s top journalists, influencers and content creators. By fostering diversity and inclusivity, VSC showcases SLO CAL’s charm globally to expand destination awareness through curated media touchpoints and alignment with owned media strategies.

OBJECTIVES

Expand knowledge of destination product, including diversity of offerings and highlighting SLO CAL’s unique blend of people, place and pace

Strengthen relationships with the community and local media to promote the benefits of tourism and influence the local adoption of the SLO CAL nomenclature

Offer value to and encourage engagement with investors, partners and stakeholders

STRATEGIES **KEY RESULTS**

- Align owned, paid and earned efforts to fully integrate storytelling strategy both domestically and internationally
- Leverage media relationships to secure quality coverage for SLO CAL across key fly/drive markets with emphasis on cross-visitation
- Enhance international efforts in the UK and Ireland to boost awareness of SLO CAL and increase visitation and length of stay
- Offer destination partners collaborative opportunities, networking and educational sessions and regular content calls to facilitate engagement and knowledge sharing

- Launch community engagement public relations plan by September 30, 2024, to build local awareness of the positive impact tourism
- Secure five local media stories promoting positive impacts of tourism in SLO CAL and SLO CAL nomenclature by June 30, 2025
- Secure twelve individual domestic and six international and one group media familiarization (FAM) trips touching two or more destinations by June 30, 2025
- Host a combined six PR and social media mixers/summits and one media co-op opportunity for destination partners by June 30, 2025





PARTNERSHIPS & EVENTS



Visit SLO CAL continues to strengthen its partnership initiatives, nurturing the growth and optimization of programs such as “SLO CAL Crafted” based on insights gained. The effort now extends beyond initial development, focusing on refining relationships and market strategies to ensure these partnerships are central to the SLO CAL experience.

PARTNER ENGAGEMENT

OBJECTIVES

Amplify the connection between VSC and its partners to elevate regional storytelling and consumer engagement

Generate added value for our investors, partners, and stakeholders, reinforcing the mutual benefits of collaboration

STRATEGIES

- Onboard additional partners to strengthen the reach and effectiveness of all partnership programs
- Promote the consistent use of the SLO CAL brand narrative among partners to strengthen collective marketing efforts
- Build on partner engagement programs to enhance partner capabilities and integration with VSC initiatives

KEY RESULTS

- Engage 200 partners quarterly in one or more of VSC’s partnership opportunities, programs, or tools by September 30, 2024
- Achieve a 90% partner satisfaction rate as measured via a survey of all stakeholders by June 30, 2025

PARTNERSHIPS & EVENTS Continued

“SLO CAL CRAFTED”

OBJECTIVES

Evolve the “SLO CAL Crafted” program to enhance its effectiveness, streamlining processes and optimizing marketing and distribution strategies to maximize reach and opportunities

Enhance the market presence of the “SLO CAL Crafted” brand, leveraging its authenticity reputation

Bolster the recognition and engagement of the “SLO CAL Crafted” certification among local entities

STRATEGIES

- Cultivate strategic partnerships to broaden the impact of “SLO CAL Crafted” in local markets
- Leverage VSC platforms to showcase “SLO CAL Crafted” partners, further integrating its offerings with our brand
- Innovate and launch new programs and events designed to enhance the “SLO CAL Crafted” experience, making it more engaging and beneficial for both partners and consumers

KEY RESULTS

- Facilitate and expand “SLO CAL Crafted” reach, resulting in a 15% increase in partner participation by April 30, 2025
- Successfully execute at least three high-profile collaborative events with “SLO CAL Crafted” partners, increasing the visibility of certified products and experiences, by June 30, 2025



SIGNATURE EVENTS

OBJECTIVES

Demonstrate value to investors, partners, stakeholders and shared communities through signature event opportunities

Amplify the SLO CAL brand through signature events in SLO CAL

Promote events that can occur in SLO CAL increasing visitation and consumer awareness

STRATEGIES

- Identify and sponsor signature events to drive cross-visitation throughout the county and create co-op opportunities for partners
- Steward the SLO CAL brand through event activation opportunities and amplify local adoption of SLO CAL nomenclature
- Guide and collaborate with the Events & Festival Strategy Working Group to steward unified efforts
- Research and identify events that can be grown, re-located or created in SLO CAL

KEY RESULTS

- Grow and execute annual SLO CAL Summit event by October 31, 2024
- Develop and execute Spartan Race sponsorship and activation by November 30, 2024
- In collaboration with the Events & Festival Strategy working group, research and identify new signature event by June 30, 2025
- Review and identify current events held in SLO CAL that have the potential to be grown into signature events by December 31, 2024, and create strategy required to do so by June 30, 2025



SALES

In December 2023, Visit SLO CAL worked with the Guzo Agency on formulating a new countywide sales strategy to create a clear path to accelerate growth in the market. The strategy revealed a need for education and further collaboration amongst lodging investors, regional DMOs, meeting planners and the travel trade alike. This year, VSC will focus on implementing phase one of this newly adopted sales strategy with the main theme being education.

VSC's proactive approach will facilitate education in the form of seminars, agent trainings, FAM tours, email drip campaigns, sales missions, attendance at key industry trade shows and more. By raising awareness and expanding SLO CAL's bookable products, VSC aims to streamline the decision-making process, making SLO CAL the destination of choice for tour operators and meeting planners.

As reported by Visit California in 2024, international travel spending in California is forecasted to fully recover in 2024, driven by the UK, Mexico, Canada and other key international markets. To ensure SLO CAL captures market share, VSC will amplify its efforts in the UK and Ireland by leveraging its network of strategic partners such as Hills Balfour and Visit California.

MEETING & CONFERENCE

OBJECTIVES

Increase awareness of the destination amongst meeting planners

Revitalize VSC's online planning resources for meeting planners

Generate qualified group sales leads

STRATEGIES

- Build and advance partnerships with meeting planners
- Develop new sales assets, collateral and email campaign strategies
- Pinpoint education and collaboration pathways for partners and meeting planners
- Identify key trade shows and conferences where Visit SLO CAL can engage as an exhibitor to enhance sales lead generation

KEY RESULTS

- Launch new sales assets and collateral by August 31, 2024
- Participation in a minimum of two conferences or trade shows
- Execute a new email campaign by September 30, 2024
- Participate in one Visit California meetings co-op by June 30, 2025
- Generate 30 sales leads annually by June 30, 2025



TOUR & TRAVEL

OBJECTIVES

Build and nurture relationships with international and domestic tour operators

Increase bookable product through receptive tour operators and bed banks

Provide educational opportunities for lodging investors

Increase international visitation

Provide lodging investors and partners opportunities to engage with target audiences

STRATEGIES

- Identify trade shows and events where VSC can showcase and increase exposure to key international markets
- Participate in Visit California's Tourism Exchange program
- Leverage VSC's UK agency, Hills Balfour to grow the international segment
- Develop an incentive strategy to encourage international bookings
- Identify education and collaboration opportunities for lodging investors, partners and tour operators
- Increase international adoption of SLO CAL nomenclature

KEY RESULTS

- Attend a minimum of four industry trade shows or events by June 30, 2025
- Revitalize the travel trade toolkit on slocal.com by August 30, 2024
- Deliver incentive strategy by December 31, 2024
- Facilitate a minimum of two educational workshops for lodging investors by June 30, 2025
- Host two FAM tours by June 30, 2025



FILM SLO CAL

Film SLO CAL, acting as the San Luis Obispo County Film Commission, is dedicated to enhancing the county's appeal as a premier filming destination. By leveraging technological advancements and streamlined information, the commission seeks to build upon its infrastructure, making it more efficient and accessible for film professionals.

OBJECTIVES

Enhance Film SLO CAL's infrastructure using technology to improve accessibility and efficiency for filming professionals

Promote SLO CAL's diverse landscapes and filming locations more effectively through digital platforms

Deliver comprehensive, well-organized information resources for filmmakers, ensuring they have access to everything needed to select SLO CAL as their next filming location

STRATEGIES

- Implement advanced digital tools and platforms for location scouting and production support to facilitate ease of access and improve user experience for filmmakers
- Create content celebrating SLO CAL as the perfect destination to film in, share via owned media channels and connect with film professionals
- Expand outreach efforts through industry events, targeted email campaigns and social media engagement to enhance networking opportunities, connecting filmmakers with local resources, locations and industry professionals in SLO CAL

KEY RESULTS

- Launch an updated microsite for Film SLO CAL with new resources and streamlined information by January 31, 2025
- Deliver location FAM tour for at least five film scouts, as well as an educational mixer for permitting partners alongside the SLO International Film Festival by April 30, 2025
- Increase the digital footprint and engagement of Film SLO CAL's online marketing campaign, achieving an 8% rise in inquiries from film professionals by June 30, 2025

EXPERIENCE SLO CAL 2050

Experience SLO CAL (ESC) 2050 is the destination management strategy focused on maintaining and improving resident quality of life while creating economic activity for and stewardship of our region.

As part of the Strategic Direction 2026, Visit SLO CAL will continue to maintain and advance ESC 2050 initiatives, focusing on Industry Advancement & Advocacy, Infrastructure & Investment, and Experience Development.

ITEMS VISIT SLO CAL WILL ADVOCATE FOR IN FY 25

TALENT ATTRACTION, DEVELOPMENT & CAREERS

Working in concert with strategic partners, VSC will begin phase one of collaboratively developing a regional tourism industry workforce strategy. This work will create the roadmap for VSC to advocate for and support countywide career opportunities in the tourism sector for residents and new talent.

STEWARDSHIP IN TOURISM

VSC continues to advocate for sustainable stewardship tourism programs that impact the quality of SLO CAL as a visitor destination and a place to live, work and play. In FY 2024, the “*Sustainably SLO CAL*” Marketing Strategy was launched, highlighting facets of sustainability through existing stories and examples from around the county. VSC will continue to expand on this footprint through new storytelling and advertising assets.

WORKFORCE HOUSING & TRANSPORTATION

With the completion of the commissioned Short-Term Vacation Rental/Workforce Housing Nexus Study in FY 2024, by Beacon Economics, VSC will utilize the results to inform discussions around Workforce Housing & Transportation, with an increased focus on advancing topics related to last mile transportation challenges.

TOURISM MANAGEMENT

With the completion of the commissioned Resident Sentiment Study in FY 2024 by Destination Analysts, VSC will utilize the outcome to continue to inform future tourism marketing strategies and destination growth while supporting advocacy efforts with local government leaders and municipalities.

ITEMS TO BE ADVANCED IN FY 2025

COUNTYWIDE EVENTS & FESTIVAL STRATEGY

Visit SLO CAL will advance phase three of the Countywide Events & Festivals Strategy with an updated approach to publicizing countywide events and festivals. Through this initiative, VSC will begin leading the way in how destinations and event organizers publicize events while establishing a seamless solution for visitors and residents to stay informed and engaged with signature and destination events across the county.

SUSTAINABLE TOURISM

Following the FY 2024 Sustainably SLO CAL Marketing Strategy, VSC will advance efforts to research and develop an organizational communication plan for supporting and advancing sustainable tourism in the region. As part of this effort, VSC will develop a toolkit for partners to use in their sustainable tourism efforts.

COUNTYWIDE TRAIL SYSTEM

Starting in FY 2023, VSC began researching trail systems throughout the county to develop a preliminary database. Using this research, VSC will establish a working group of trail organizations and county and municipal stakeholders to draft a plan and advocacy approach for a countywide trail system.





ADVOCACY

Advocacy remains a critical part of Visit SLO CAL's scope of work. With a seat at the table from local to federal government, VSC ensures that the tourism industry's perspectives are being considered when discussing county tourism. In addition, VSC continues to collaborate with partners and stakeholders to address tourism-related policy issues and to ensure innovative and sensible solutions are found.

OBJECTIVES

Advance awareness of the economic, cultural and lifestyle benefits generated from a vibrant tourism industry

Advance engagement with investors, partners, stakeholders and residents

In collaboration with the San Luis Obispo Regional County Airport (SBP), advance air service development strategy

STRATEGIES

- Educate the investors, partners and stakeholders within the tourism industry on how to utilize the advocacy toolkit
- Activate community engagement plan to advance engagement with investors, partners, stakeholders and residents
- Collaborate with tourism and economic development partners, with aligned interests and shared policy priorities, to advance opportunities that have a direct economic impact on tourism
- Partner with SBP to evolve current markets to larger airbus service while developing new service routes
- Collaborate with SBP to advocate for the continued development of airport infrastructure

KEY RESULTS

- Participate in relevant working groups and meetings to present the advocacy toolkit and encourage adoption by September 30, 2024
- Develop media awareness campaign communicating the positive impact tourism has on the community by February 15, 2025
- Meet with and onboard newly elected city and county officials by June 30, 2025
- Host semi-annual Hospitality Roundtable Briefings with state and federal elected representatives (Congress, State Senate and State Assembly) by June 30, 2024

ENGAGE WITH VISIT SLO CAL

SALES

VSC provides opportunities for lodging investors and partners to build relationships and increase their exposure through participation in industry trade shows, sales missions, familiarization (FAM) tours and more. Contact the team at sales@slocal.com to learn more about ways to co-op.

TOUR & TRAVEL FAM TOURS

VSC organizes FAM tours, which are designed to educate travel trade professionals about the destination's unique selling points. FAM tours provide travel agencies with firsthand knowledge and experience of the destination, which enables them to create customized travel packages for their clients. VSC offers lodging investors and partners the chance to showcase their business to this exclusive audience by offering complimentary or discounted products.

REVERSE SALES MISSION: SPRING 2025

Part FAM tour, part sales mission, this unique event will bring together top-tier international tour operators and SLO CAL lodging investors to promote their product and negotiate future business. The multi-day program will consist of networking opportunities, a FAM tour, and one-on-one business appointments between buyers and suppliers with the goal of increasing SLO CAL's international FIT business and presence on fly-drive itineraries. Participation is limited to four lodging investors.

US TRAVEL'S IPW TRADE SHOW: CHICAGO, IL, JUNE 14–18, 2025

Join VSC as a booth partner at U.S. Travel Association's IPW, the largest tour and travel trade show in North America. This three-day trade show will take place in Chicago, where SLO CAL booth participants will meet and network

with international and domestic tour operators from over 60 countries. Co-op participants will have exclusive access to leads and appointment notes for two weeks following the show before being distributed to countywide partners. Participation is limited to six partners.

MARKETING

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

CROWDRIFF

CrowdRiff allows organizations to effectively discover and activate engaging visual content from social media platforms while inspiring conversations with potential visitors. In addition, CrowdRiff provides Visit SLO CAL with the ability to increase overall social and digital efficiency and deliver content through marketing channels. Visit SLO CAL can also assist partners in setting up their own version of CrowdRiff to maximize the impact of their visual content.

OFFICIAL VISITORS MAGAZINE

Lodging investors and non-lodging partners have the opportunity to advertise in VSC's annual Official Visitors Magazine. Production is expected to begin in July 2024.

FEATURES ON VISIT SLO CAL OWNED CHANNELS

Throughout the year, VSC 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 (TWISC). To subscribe, go to slocal.com.

PUBLIC RELATIONS

VSC works with domestic and international journalists on stories covering SLO CAL as a primary travel destination. VSC provides investors and partners the opportunity to offer discounted or complimentary products for FAM tours to have a better chance at being featured in media coverage and media leads for submission collaboration. For more information, please visit slocal.com/media, or reach out to media@slocal.com.

FAM TOURS & PRESS TRIPS

FAM tours are offered to media to familiarize journalists with SLO CAL's experiences and offerings with the ultimate objective to earn media coverage. Host a journalist at your business in hopes of gaining valuable media exposure.

MEDIA PITCHES & LEADS

Respond to media pitches and leads anytime through postings in the weekly partnership newsletter This Week In SLO CAL (TWISC). Leads are offered domestically by PR agency NJF and with Visit California, while international leads come from VSC's international agency Hills Balfour. To subscribe to TWISC, visit slocal.com/partners.

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. To be considered for directory listings for locations, film crew or talent engage at filmslocal.com or email film@slocal.com.

FILM SCOUT FAM TOURS

Film SLO CAL hosts film industry professionals and scouts on an annual group FAM tour. If you are interested in showcasing your venue on this tour and providing an experience, send your information to film@slocal.com.

DATA INSIGHTS

VSC 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, and others, providing necessary information to plan for the future of communities and a benchmark of how the travel and tourism industry is performing in communities.

COMMUNITY BENCHMARK - WINE INDUSTRY REPORT / MONTHLY

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

PARTNERSHIP

SLO CAL CONNECTION

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

"SLO CAL CRAFTED"

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



slocal.com

805-541-8000

