



## PARTNERSHIP GUIDE



## WHO WE ARE

Visit SLO CAL is the official destination marketing and management organization for SLO CAL (San Luis Obispo County).

## OUR MISSION

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

## WHY PARTNER WITH SLO CAL?



**7.5M**  
VISITORS A YEAR\*



**1.96M**  
WEBSITE VISITORS A YEAR



**33.5K**  
VISITOR MAGAZINE  
REQUESTS



**165K**  
REFERRALS TO PARTNER  
BUSINESSES A YEAR



**35.6K**  
MONTHLY EMAIL  
REACH



**2.2M**  
SOCIAL REACH

Data based on FY22/23. \*Source: Tourism Economics, 2022 calendar year.



## WHO CAN BECOME A PARTNER

Visit SLO CAL works with a variety of organizations globally and locally. Becoming a SLO CAL partner means that you are invested in the economic vitality of tourism in SLO CAL as well as growing visitation through shared marketing channels.

**MARKETING PARTNERS** are tourism-facing businesses that enhance the visitor experience (hotels, wineries, restaurants, boutiques, etc).

**EVENT PARTNERS** are event promoters that attract visitors to SLO CAL (SLO International Film Festival, Spartan Race, World Surf League, etc).

**STRATEGIC PARTNERS** contribute to the economic viability of tourism in SLO County through education, training, infrastructure, policy or other unique views that support tourism in San Luis Obispo County (Cal Poly, REACH, San Luis Obispo County Regional Airport, etc).



# MARKETING PARTNER BENEFITS

Partnership with Visit SLO CAL is free to businesses in San Luis Obispo County! Our tourism-facing businesses receive the below benefits:



**SLOCAL.COM  
BUSINESS LISTING**



**ACCESS TO POST YOUR EVENTS  
ON SLOCAL.COM LEISURE  
CALENDAR**



**CO-OP MARKETING  
OPPORTUNITIES**



**BLOG & VIDEO CONTENT  
OPPORTUNITIES**



**EARNED MEDIA  
OPPORTUNITIES**



**TRAVEL TRADE LEADS  
AND SERVICE REQUESTS  
OPPORTUNITIES**

All partners receive:

- Access to strategic research and reports.
- Access to SLO CAL Welcome, our free customer service training program.
- Advertisement opportunities in the SLO CAL Official Visitors' magazine.



*Photo courtesy of Hotel Cerro*

## HOW IT WORKS

1. Fill out the partnership form on [slocal.com/partners](https://slocal.com/partners).
2. Upon activation, access SLO CAL Connection, our partner portal.
3. On SLO CAL Connection, review your account and contact information. Tourism-facing businesses can create a website listing, upload images, post events and more!
4. Subscribe to the weekly partner newsletter for opportunities available to you and the latest tourism industry news.



# WAYS TO ENGAGE

- Learn how to review SLO CAL Connection training materials to maximize your exposure.
- Follow @SLOCAL on social channels & use #SLOCAL on your social posts.
- Post your special offers & coupons.
- Review the partner calendar and submit content.
- Submit earned media content.
- Update your website listing regularly.
- Take our free customer service training program, SLO CAL Welcome.
- Attend SLO CAL Summit, our annual event that celebrates the travel and tourism industry.
- Stay up to date by adding slocal.com domain to your safe senders lists.
- Engage our team by inviting us to experience your business.



## CONTACT US

Visit SLO CAL is committed to supporting our local partners while creating a vibrant and sustainable SLO CAL, fueled by a collaborative and flourishing tourism industry.

Contact [partnership@slocal.com](mailto:partnership@slocal.com) for more information.



[slocal.com/partners](https://slocal.com/partners)





**slocal.com**

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