

Visit SLO CAL Strategic Direction 2029



CLARITY

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 our communities.

CORE 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.

POSITION

To best support SLO CAL's tourism economy now and into the future, Visit SLO CAL provides:

- Strategic research and vital tourism knowledge to investors, partners, stakeholders and communities.
- Impactful marketing and sales initiatives tailored to reach regional, national and international target markets.
- Collaborative destination management, advocacy and community engagement to enhance the quality of life for residents and quality of experience for visitors.

FOCUS

OBJECTIVES

Future-proof our organization.

KEY RESULTS

- Grow or maintain staff Net Promoter Score (NPS) over 2025 established baseline.
- Grow or maintain average Staff Engagement score over 2025 established baseline.
- Successful Tourism Marketing District renewal in FY 28.

Amplify and steward the SLO CAL brand.

- Grow or maintain brand awareness over FY 24 established baseline.
- Grow unaided visitor NPS score over FY 24 established baseline.
- Grow or maintain partner participation in co-op marketing opportunities.

Lead the county tourism industry in fostering a vibrant destination.

- Grow year-over-year visitation.
- Grow year-over-year number of inbound air service seats.
- Completion of 'Experience SLO CAL 2050' update.

Demonstrate value to investors, partners, stakeholders and communities.

- Grow or maintain investor, partner and stakeholder Net Promoter Score (NPS) over 2025 established baseline.
- Grow or maintain average county-wide resident sentiment over 2023 established baseline.
- Grow or maintain total investor, partner and stakeholder engagement over FY 26 established baseline.

STRATEGIES

- Develop and execute a plan to renew the Tourism Marketing District.
- Develop a talent retention strategy and succession planning framework rooted in our values and culture.
- Engage in scenario-based agility planning that prepares Visit SLO CAL to respond to changing macroeconomic market conditions.
- Drive internal efficiency and external effectiveness through activation of an innovation working group with agency partners.

- Develop and execute demand-driving marketing programs across opportunity audiences.
- Leverage end-to-end storytelling and content to drive consideration.
- Continue to foster adoption of SLO CAL nomenclature.
- Align House of Brands activity to inspire cross-visitation.
- Engage Marketing Committee in the identification of new co-op opportunities.

- Develop an advocacy framework for Visit SLO CAL that defines our role and approach to advocacy issues.
- Refresh 'Experience SLO CAL 2050', Visit SLO CAL's destination management strategy, informed by the advocacy framework.
- Invest resources to advocate on issues important to the visitor economy.
- Continue to develop air service in collaboration with SBP.

- Share industry knowledge, best practices and actionable insights tailored to audiences within investor, partner and stakeholder categories.
- Build local understanding of the positive impact Visit SLO CAL's marketing and advocacy has on the community.
- Expand Visit SLO CAL connections and partnerships through collaboration and shared ideation.

ACTION