

# Visit SLO CAL Strategic Direction 2026



<b>CLARITY</b>	VISION	MISSION	CORE VALUES	POSITION
	A vibrant and sustainable SLO CAL, fueled by a collaborative and flourishing tourism industry.	Inspire travel, foster our unique experiences and champion quality of life to create life-long ambassadors and economic growth for SLO CAL.	<p><b>STEWARDSHIP</b> We value our people and care for our community and resources.</p> <p><b>AUTHENTICITY</b> We strive to embody the SLO CAL lifestyle of “people, place and pace”.</p> <p><b>INCLUSION</b> We engage and collaborate with an array of voices and perspectives.</p> <p><b>EXCELLENCE</b> We are ambitious in our work and prioritize initiatives to achieve results.</p> <p><b>FUTURE FOCUS</b> We deliver today with an innovative eye on tomorrow.</p>	<p>To best support SLO CAL's tourism economy, Visit SLO CAL provides:</p> <ul style="list-style-type: none"> <li>• Strategic research and vital tourism knowledge to investors, partners, stakeholders and communities.</li> <li>• Impactful marketing and sales initiatives tailored to reach regional, national and international target markets.</li> <li>• A long-term, collaborative and holistic roadmap that enables success for our community.</li> <li>• Leadership in destination management and community engagement to enhance quality of life for residents and quality of experience for visitors.</li> </ul>

<b>FOCUS</b>	OBJECTIVES	KEY RESULTS
	<b>Enhance our organizational effectiveness.</b>	<ul style="list-style-type: none"> <li>• Maintain or grow average employee engagement score over 2023 baseline.</li> <li>• Grow average employee satisfaction on quarterly survey over 2023 baseline.</li> <li>• Grow values alignment score on quarterly employee survey over 2023 baseline.</li> </ul>
	<b>Amplify and steward the SLO CAL brand through unified efforts.</b>	<ul style="list-style-type: none"> <li>• Year-over-year increase in unaided visitor Net Promoter Score from baseline of -9.</li> <li>• Grow incremental travel impact as measured by ROAS in the annual Brand Awareness Study.</li> <li>• Grow partner participation in Visit SLO CAL marketing efforts.</li> <li>• Increase cross-visitation over FY24 baseline.</li> </ul>
	<b>Lead the county tourism industry in fostering a vibrant destination.</b>	<ul style="list-style-type: none"> <li>• Deliver Sustainable Tourism Strategy by June 30, 2024.</li> <li>• Deliver Regional Tourism Industry Workforce Plan by June 30, 2025.</li> <li>• Outperform statewide tourism economic impact growth.</li> </ul>
	<b>Demonstrate value to investors, partners, stakeholders and communities.</b>	<ul style="list-style-type: none"> <li>• Maintain or improve resident sentiment score over baseline of 2023 survey.</li> <li>• Year-over-year increase in investor, partner and stakeholder engagement over FY24 baseline.</li> </ul>

STRATEGIES	<b>ACTION</b>
<ul style="list-style-type: none"> <li>• Audit and streamline processes, procedures and workflows.</li> <li>• Cultivate a values-centered culture reflective of the SLO CAL lifestyle.</li> <li>• Perform a skills and capabilities audit and act on findings.</li> <li>• Celebrate, recognize and develop the Visit SLO CAL team.</li> </ul>	
<ul style="list-style-type: none"> <li>• Continue to build on House of Brands marketing strategy.</li> <li>• Increase share of voice through integrated storytelling efforts.</li> <li>• Increase local adoption of SLO CAL nomenclature.</li> <li>• Develop a holistic approach to promoting SLO CAL as an authentically sustainable destination.</li> </ul>	
<ul style="list-style-type: none"> <li>• Champion improvements in intra-county transportation.</li> <li>• Develop a Sustainable Tourism Strategy for SLO CAL.</li> <li>• Create a Regional Tourism Industry Workforce Plan.</li> </ul>	
<ul style="list-style-type: none"> <li>• Build awareness and deepen engagement of investors, partners, and stakeholders.</li> <li>• Build local understanding of positive impact tourism has on community.</li> <li>• Advance our efforts to educate, inform and collaborate with our investors, partners and stakeholders.</li> </ul>	