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SAN LUIS OBISPO COUNTY
TOURISM EXCHANGE
20 / 16

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TOURISM EXCHANGE

20 / 16

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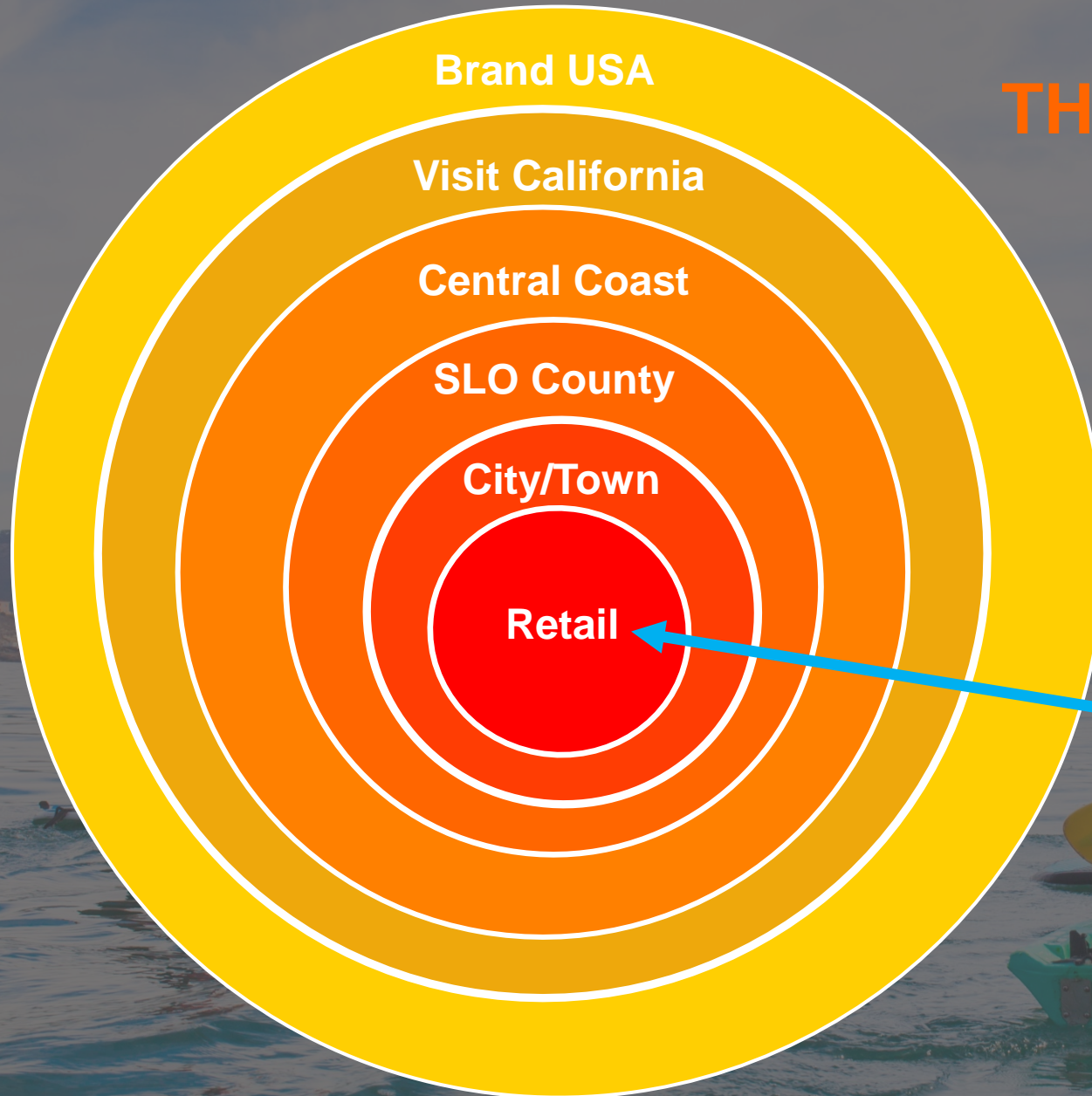
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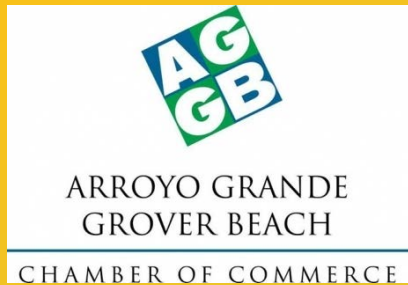




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DISCOVER
MORRO BAY



A YEAR IN REVIEW



SAN LUIS OBISPO COUNTY
TOURISM EXCHANGE

2016

A scenic photograph of a beach at sunset. In the foreground, two surfers are silhouetted against the bright orange and yellow sky as they wade through the shallow water. The surfer on the left is carrying a surfboard under their arm. In the background, a long wooden pier extends into the ocean, its structure silhouetted against the horizon. The sky is filled with soft, wispy clouds, and the water shows gentle ripples.

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
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Plan Your Trip Hu

Home > Camping Articles > Camping Activities for Your Next Outing

Camping Activities for Your Next Outing

By Jessica Sanders
ReserveAmerica.com



Relaxing at the campsite is great, but exploring a new area is even better. Depending on the region you're in, there are a number of camping activities you can take advantage of. Check with the campground beforehand so you can head out prepared for a weekend of adventures.

Trail Hiking

Whether you're climbing rocks, wandering along a coastal path, or hiking a rigorous mountain slope, most campgrounds have scenic trails nearby. It's best to head out in the morning, but be sure to check distance and difficulty before embarking on any trek.

Shoreline Horseback Riding

Horseback riding can be a peaceful experience, but combine that with the gentle rhythm of ocean waves and you have a match made in heaven. Not all campgrounds will offer this activity, but be sure to take advantage of the ones that do.

Bike Riding

What better way to explore the region you're camping in than on a bike ride? Strap on your pedaling shoes, and head out for a day of cycling. Whether you prefer mountain biking or street biking, most campgrounds support both camping activities. Don't forget to ask about bike-specific mountain trails or recreational bike paths.

Plant Identification

Though you might not notice at first, the plants at your campground may be very different from those where you live. Instead of hiking just to hike, spend your day identifying plants in the local forest. This not only gives you the chance to explore and stay active, but to learn something new, as well.

Bird Watching

You wake up to their songs in the morning, but do you know what those beautiful songbirds look like? Be sure to bring a bird identification book, and head out to discover who those singers are.



More Camping Articles

- ➔ Stargazing: How and Where to View the Night Sky
- ➔ Backpacking 101: What You Need to Know to Get Started
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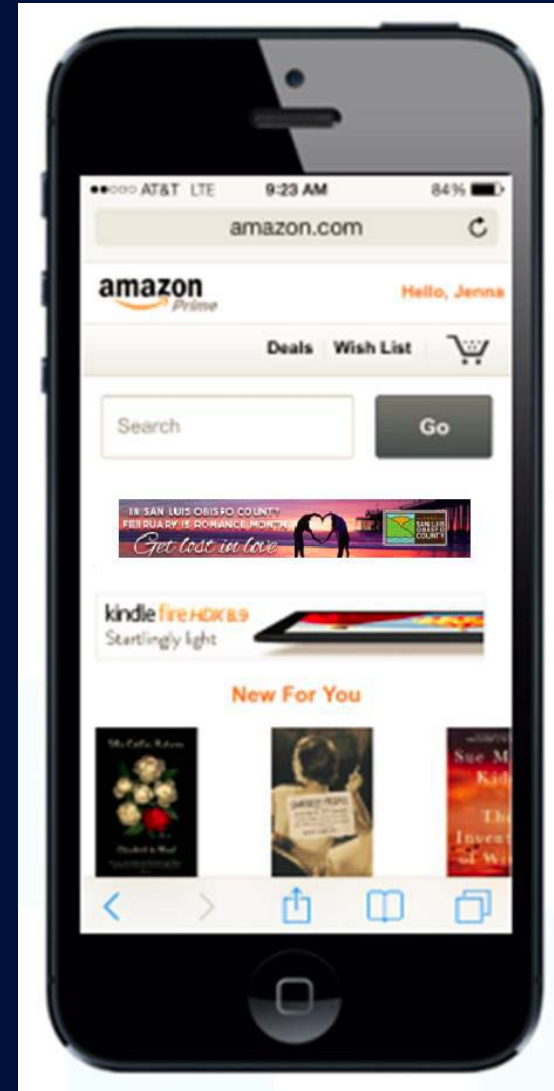
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Antanyl linked to six deaths and overdoses in Sacramento area

Joseph Serna

Fatal even in small doses is the latest front in a nationwide epidemic of street drug abuse, recently cash of overdoses that killed six people in less than a week in Sacramento County.

Morning Report

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Passengers Reached

PROMOTION

HERE TO PLAY

Why should L.A. get all the fun? Sunny **San Luis Obispo County**, on the coast of California, is full of opportunities for adventure and is a worthy match for its famous neighbors. From wineries and beaches to countless outdoor activities, this destination promises to show you a good time

A visit to America's west coast invariably features the big hitters: San Francisco, Los Angeles and San Diego. But between the bright lights of these famous cities lies the lesser-known San Luis Obispo County, which has all the charm of small towns paired with the sights and adventures you'd expect to find in its illustrious neighbors.

The county has 80 miles of coastline bordering the Pacific Ocean and its many coastal communities — such as Cambria, Cayucos, Morro Bay, Avila Beach and Pismo Beach — all boast a sea-to-spoon philosophy that has created a flourishing culinary scene. When you're not eating oysters, abalone and fresh fish from its waters, you can explore the county's coastline and find a rookery of elephant seals, whale watching opportunities and every kind of water sport imaginable.

San Luis Obispo County boasts a sea-to-spoon philosophy that has created a flourishing culinary scene

Foodies will feel right at home as they wander around any one of the 13 farmers' markets that pop up in various cities and beach towns throughout San Luis Obispo County. And if you want to experience the region's tastiest dishes, embark on a "food-ucation" with organizations such as FARMstead Ed, which takes guests on a tour of local farms for a day of tastings and hands-on experiences, from milking goats to growing your own tomatoes. Or, learn to cook from the comfort of your hotel. Classes are available at many of the budget-friendly hotels, quiet bed and breakfasts and vacation rentals that fill the area.

If wine tasting is more your thing, check out Paso Robles. The rural city was named Wine Enthusiast's Wine Region of the Year in 2013 and offers wine trails and tasting rooms that cover more than 200 wineries. You'll find Rhône varieties of Grenache and Viognier on the trails along Highway 46, traveling

both east and west, as well as bold Bordeaux reds such as Cabernet Sauvignon and fantastic Rosés if you stick to the scenic back roads of the Adelaide District. Meanwhile, the vineyards of Edna Valley, less than an hour's drive south, and the flowering fields of Arroyo Grande Valley offer up award-winning, cool-climate Pinot Noir and Chardonnay.

Distilling has also become a popular trend among wineries, which take their premium grapes to create high-end vodka, gin, brandy and whiskey spirits. There are also 15 local craft breweries, with more in development, to pay a visit to.



The Oceans Dunes at Pismo State Beach offer the only drive on beach in California. Wind down at the end of the day with a picnic and beach bonfire.

PROMOTION



DON'T MISS
1. Hearst Castle
Possibly the county's most elaborately ornate estate — the grand Hearst Castle. Built by media mogul William Randolph Hearst in the early 20th Century, the 250,000-acre estate is California's only castle and stands in all its glory.



2. The vineyards
In the north of the county is Paso Robles. Named Wine Enthusiast's Wine Region of the Year in 2013, it offers wine trails and tasting rooms that cover more than 200 wineries.



3. Seaside cycling
California's 80-mile-long coastline doesn't get more beautiful — or peaceful — than this. Rent a bike and cycle along the promenade, just don't forget to take a dip in the great surf on offer too.

HOW THE LOCALS DO IT



The Beach

Head down to Avila or Pismo Beach in the early evening to catch the fiery sunset from the sand.



The Drink

Make sure you sample a glass from each of the vineyards in Paso Robles, Edna Valley and Arroyo Grande.



The Sport

Californian weather teamed with green coastal cliffs, equals the best golf. Head to Sea Pines in Los Obos.



The Activity

The county is brimming with farmers' markets. Head to SLO city center for the biggest party.

Visit San Luis Obispo County – Tourism Exchange 2016 CO-OP

PROMOTION



From Avila Beach to the Oceano Dunes, the county's vast sandy coastline and great waves are a big draw for surfers and sun worshippers.

If you head toward the coast you can spend a day (or a week) sunning yourself on San Luis Obispo County's peaceful beaches

One of the best ways to take in the county's vast network of wineries is by bike. There are a dozen open trails to cycle down, each offering picturesque views of either the coast, vineyards or the rolling hills. The routes aren't exclusively for two wheels either, they also make fantastic hikes so grab your boots and take in the scenery. If you head towards the coast you can spend a day (or a week) sunning yourself on the county's peaceful beaches. Many argue they're more gorgeous than those found further south towards L.A., and far less populated, so you'll have your pick of the water sports. Try your hand at deep-sea fishing, kayaking and stand-up paddle boarding. Or head out on a boat tour — choose between a glass-bottomed boat for the shallows and the larger offerings for whale watching.

For more adventure, rent a dune buggy or all-terrain vehicle and head for the Oceano Dunes at Pismo Beach State Park, which is the only drive-on beach in California. Alternatively, you could see it all from above by flying a biplane over the Pacific Ocean.

For a touch of luxury, stay in one of the county's full-service spa resorts and take in a show at the Opera SLO, the Little Theatre or the San Luis Obispo Symphony. The county has a vibrant music scene, from classic and contemporary music festivals to intimate gigs at

the smaller SLO Brew. Meanwhile, the Vina Robles Amphitheatre in Paso Robles is a stunning outdoor venue for world-class concerts and the Pozo Saloon, built in 1858, adds a touch of old-California charm.

For another glimpse into the county's long history, pay a visit to Mission de Tolosa, which was founded in 1772, in the city center of San Luis Obispo. Also from the 18th Century is the rustic Mission San Miguel, which sits further north on the road past Paso Robles wine country, and has been a national landmark for more than 200 years. At either end of San Luis Obispo County's coastline lie the Piedras Blancas Light Station, in the north, and the Port San Luis Lighthouse on the southern tip of Whalers Island. Both historic lighthouses are open for decent-led tours.

If a historical tour isn't enough to keep the little ones placated, then the family-friendly county is happy to oblige with more entertainment. Head to Atascadero for the Charles Paddock Zoo. Dedicated to the conservation of both local and exotic species, the zoo is home to the rare Malayan tiger, which is bound to get the kids excited, as well as spider monkeys, meerkats, and a beautiful aviary filled with numerous bird species.

Neighboring San Francisco and Los Angeles might get all the fame and the glamour, but the softly spoken San Luis Obispo County is just as adventurous and proves itself a worthy match for a fun-filled getaway.

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“SLO” IT DOWN ON CALIFORNIA’S WEST COAST

The city of San Luis Obispo serves as the hub of the county and is just minutes from world-class wine country and beaches. Picturesque surroundings aside, the city's charming downtown is a must-see destination in its own right.

The city of San Luis Obispo, which sits roughly 10 miles inland from its nearest beach, half way between the bright lights of San Francisco and Los Angeles, has quietly been garnering a stellar reputation as a foodie paradise nestled into the countryside. San Luis Obispo, or SLO as its loving fan base likes to call it, is the centerpiece for the wider county of the same name and it epitomizes the small-town charm its flashier neighbors have lost.

In and around the city, you'll find dozens of hiking and biking trails that make the most of the county's verdant countryside. Or, for water babies, there are several peaceful beaches just 10 minutes' drive away.

But branch out from the picturesque surroundings — though they are a big hit — and spend a few days in the center of SLO where you'll experience its culinary scene. While award-winning restaurants,

wineries and breweries come as standard through its streets, it's the famous Farmers' Market that is the city's stand-out star. Agriculture still plays a vital role in the local economy and it's evident on Thursday nights, during the second largest farmers' market in the western United States. For three hours every week, six blocks of Higuera Street are closed off for a street party featuring a selection of the county's fresh produce, hot barbecues and engaging entertainers.

For the little ones, the Children's Museum is a must-do, and skaters in the family will love the new state-of-the-art SLO Skateboard Park. The kids will also have fun leaving their mark on San Luis Obispo's infamous Bubblegum Alley — where thousands of pieces of chewed gum line the 70-foot-long alley wall just off Higuera Street.

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DON'T MISS

1. Farmers' Market

Party with the locals every Thursday night.

2. Child's Play

Take the tykes to the Children's Museum and SLO Skateboard Park.

3. Sips & Suds

SLO's city center teems with brewpubs, wine bars and restaurants.

PROMOTION

DECANT TO CALIFORNIA'S WINE COUNTRY

With acres of vineyards and olive orchards, Paso Robles is a foodie and wine-lover's dream. But it's the city's warm hospitality that turns every guest into a life-long friend

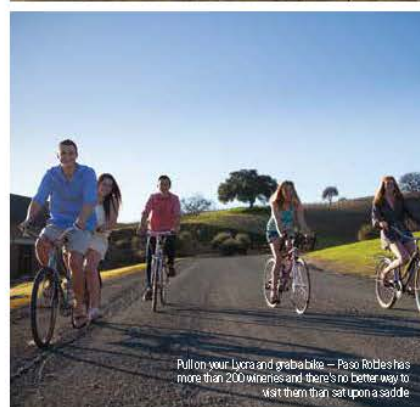
No trip to California is complete without a visit to wine country. Paso Robles, which translates from Spanish to mean Pass of the Oaks, is so named for the breath-taking oak-studded countryside that surrounds the city. Scattered between the rolling hills are row after row of grapes that form the backbone of the city's award-winning wines. Recognized a few years ago as Wine Enthusiast's Wine Region of the Year, the rural city is home to wine trails and tasting rooms that cover more than 200 neighboring wineries.

In May, these award-winning winemakers gather together for the 34th Annual Paso Robles Wine Festival — from 19-22 — in the downtown historic square. As the city's epicenter, the square plays host to many wine, food and cultural events throughout the year, such as its regular farmers' markets and summer concerts. And this year's calendar is already jam-packed with opportunities to sample the region's delicious wines. In late March, the city dedicates a weekend to the Zinfandel grape, which is the region's heritage grape, first planted back in 1880s, with its Vintage Paso Zinfandel Festival. Meanwhile, October sees Harvest Wine Weekend come to town.

In addition to the city's square, on the edge of town there's another breathtaking venue, the Vina Robles Amphitheatre, which has played host to some of the world's biggest bands. Built in 2013, the outdoor site was designed to reflect the historic missions dotted throughout California. There's also a bulging catalog of cultural attractions, including Studios on the Park — an art center in downtown Paso Robles — and numerous local galleries. pasowine.com, travelpaso.com
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DON'T MISS

- 1. Wine Festivals**
Find a festival for every palate year round.
- 2. Trails & Tastings**
More than 200 wineries surround Paso Robles.
- 3. World-Class Dining**
Because you can't live on wine alone (or can you?)



Pull on your Lycra and grab a bike — Paso Robles has more than 200 wineries and there's no better way to visit them than set upon a saddle



FROM CITY TO SHORE

A stunning highway connects Atascadero with Morro Bay to create a unique road trip that spans from the warm climes of wine country to the sealion-studded coast

As you drive towards the coast, Highway 41 — also known as the E.G. Lewis Highway — connects the historic Atascadero with Morro Bay to form an idyllic mini road trip. Atascadero is California as it used to be. Founded by E.G. Lewis as a utopian society, the town has many stunning remains from its creation in 1913, such as the historic City Hall. The recently refurbished building features a domed roof and grand white columns at its entrance, and serves as the centerpiece to the town's Sunken Gardens. Known for its simple pleasures, Atascadero is also home to and burgeoning craft brewing scene and San Luis Obispo County's only zoo.

After exploring inland, the connecting highway rises from the countryside, on the fringes of Paso Robles wine country, to reveal sweeping vistas with every winding turn, before dropping down onto the coast at Morro Bay. With the iconic Morro Rock standing impos-

ingly at its harbor entrance, Morro Bay is a memorable and strikingly scenic addition to California's coastline. The seaside fishing village is one of the best places to grab fresh ocean-to-table seafood, which is caught daily through sustainable fishing practices. Aside from the delicious cuisine, sea life is also something of an attraction in Morro Bay, and you'll find its protected waters are home to a colony of barking sealions.

Sitting just off the scenic Highway 1 route, the small family-friendly town is easy to get to and has plenty to offer, from its bustling emporium, filled with seaside shopping and dining, to the expansive undeveloped beaches where you'll find stand-up paddle boarding, kayaking and renowned surfing. There's also a series of bike trails around the bay so you can explore with ease.

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DON'T MISS

- 1. SLO County's Zoo**
Because the kids (and you) will love to see the animals.
- 2. A Mini Road Trip**
Head inland to old-world Atascadero.
- 3. Fresh Seafood**
The fishing port offers ocean-to-table dining.



BEACH LOVERS, WELCOME HOME

Avila Beach is best loved for its fun in the sun philosophy — just make sure you take a day off from the beach to test out its natural mineral hot springs

For some guaranteed fun in the sun, Avila Beach is your go-to destination with its laid-back vibe and family-friendly activities. The community is home to a unique still-working fishing pier, Harford Pier, built in 1873, which today is one of the very few left in the state that you can drive a car along. Head out to its tip and you might catch a glimpse of the whales, sea lions and seals that roam the ocean.

The seaside community is loved for its well-maintained small-town charm, which is never more apparent than in the enchanting lighthouse, built in the 1890s. There's also the long-established oceanfront promenade, which houses the farmers' market every Friday from spring through to late summer.

For a more modern itinerary, Avila Beach has plenty of dining, a seaside 18-hole golf course and numerous shopping options, as well as a selection of eclectic celebrations, such as May's Tequila Festival and Harvest on the Coast in November.

There's also the chance to escape the everyday as you navigate the winding roads of nearby Avila Valley and its charming wineries. Find the tasting rooms of See Canyon and Avila Valley just five minutes away from the beautiful beaches.

Check out the community's Instagram account for envy-inducing snaps of its fiery sunsets and vast sandy beach, which is dog-friendly and offers the chance to try kayaking, stand-up paddle boarding and fishing. While its coastline is undoubtedly beautiful, Avila Beach is also home to rarer waters: mineral hot springs. Find hot tubs hidden among the oak forests, luxury retreats offering massages and yoga classes from some of the best practitioners in health and wellness.

visitavilabeach.com
AvilaBeachCa



Avila Beach has all the charm of an old Californian beach town. Check out its candy-colored houses and the historic Harford Pier.

PROMOTION

WINE AMONG THE WAVES

While we don't necessarily mean that literally, it's true that there's no better place that combines the delicious Californian wines with west-coast surf than Pismo Beach



Pismo Beach, just 12 miles from the center of San Luis Obispo, is dripping with old-California cool. The coastal city is also just minutes from the vineyards that blanket the hills of Edna Valley and Arroyo Grande — making it the ideal place to enjoy a glass of chilled wine with the waves.

Each of the city's oceanfront restaurants serves up delicious combinations of nearby vintages alongside locally grown dishes. And there's also the chance to discover new grape varieties produced throughout the historic winemaking regions. This year's International Chardonnay Symposium, held from May 12-14, is a big draw for foodies and wine lovers and features grand

tastings as well as talks by taste-makers and fellow enthusiasts (thechardonnaysymposium.com).

If you'd prefer to step away from the vineyards and into the surf, Pismo Beach has white-washed sand where you'll find world-class surfing and every kind of water sport imaginable — from kite boarding to sea kayaking. For even more adventure, rent a dune buggy or all-terrain vehicle and head for the tree-lined Oceano Dunes at Pismo Beach State Park. As the only drive-on beach in California, it's the only place you'll be able to let loose on the sand, before sitting down for a picnic under the sun. classicalcalifornia.com

PismoBeachIsClassicCalifornia
PismoBeachCa

DON'T MISS

1. **Chardonnay Celebration**
Sign and attend seminars about your favorite grape.
2. **Driving the Dunes**
Take a dune buggy out on the beach.
3. **Surfing Safari**
Hang ten with your friends.

DON'T MISS

1. **Harford Pier**
Watch for whales and sea lions.
2. **Mineral Hot Springs**
Soak and relax amid oak forests.
3. **Sunset with the dog**
Wander the beautiful coastline with man's best friend.



Visit San Luis Obispo County – Tourism Exchange 2016

CO-OP

PROMOTION

IT'S YOUR WAY ON THE HIGHWAY

Let the allure of an All-American road trip come to life along the CA Highway 1 Discovery Route through San Luis Obispo County



ADD SOME
“AAH”
MOMENTS
TO YOUR
TRIP

If you're not satisfied with just seeing the expansive coastline there's also the chance to get stuck into local life with the annual coastal discovery and stewardship celebration. Along the route you'll find a variety of ecological activities where you can learn more about Marine Protected Areas and make a difference while you're away.

A road trip down one of America's most famous highways brings to mind the roar of a Chevrolet and the kind of wild freedom that's found in a Jack Kerouac novel. But aside from the alluring adventure of sweeping bends where you can really put your foot down, a road trip allows you to discover the best an area has to offer in one fell swoop.

Located half way between Los Angeles and San Francisco along a small portion of the 655 mile long California Highway 1, is the Discovery Route through San Luis Obispo County. The coast-hugging drive begins just south of Big Sur, at Ragged Point, before heading all the way down to the Oceano-Nipomo dunes. At this point the route turns rural, heading inland towards wine country at Edna Valley and Arroyo Grande Valley.

Along the way you're guaranteed breath-taking natural beauty, preeminent wine regions and more than 500 vacation rentals, hotels, motels and B&Bs in which to crash for one or two nights.

Ragged Point and San Simeon

Kick off the drive at Ragged Point, where you'll find a cliff-side spot that looks out over the Pacific Ocean and a rocky cove of elephant seals, nicknamed the 'million dollar view', before driving south towards San Simeon. The town is one of the most visited stops because of the spectacular Hearst Castle. Built by William Randolph Hearst in 1919, the grand estate, which was named 'La Cuesta Encantada', Spanish for 'The Enchanted Hill', spans more than 250,000 acres and features ornate Gothic architecture to explore.

Cambria

Nestled between towering pine trees and the sunny coastline is a village with a bustling arts scene, which includes galleries, workshops and lively jazz bars. But the seaside village is best known for its many pine trees – totaling almost 2,000 acres



at Covell's California Clydesdales ranch. The protected conservation hosts around 100 horses for a fun day out. There's also nearby Moonstone beach where a walk through the sand will reveal the colorful moonstones for which it was named.

Cayucos

Cayucos is a beachcomber's paradise and you'll find everything from surfing and parasailing, to wild sea otters jumping through the waves. The town, which sits across a tiny cove, is also perfect for deep-sea fishing or wandering out on the Cayucos pier and watching for wild life.

COURTESY: HEARST CASTLE/STATE OF CALIFORNIA RIGHTS RESERVED

Los Osos and Baywood Park

Very much off the beaten tourist path, Los Osos sits on the southern tidal estuary of Morro Bay where it meets the neighboring Baywood Park – a sweeping peninsula that locals refer to as the 'back bay'. Just six miles south of the joint township is Montaña de Oro State Park whose name, 'mountain of gold', refers to the blanket of golden wildflowers that bloom in spring. For more than just stunning nature make sure you check out the excellent golf course at the Sea Pines Resort.

Avila Beach

Avila Beach has a unique still-working fishing pier, Harford Pier, built in 1873, where once

the Pacific Coast Railway line ran all the way out to its end. Today, the historic pier is one of the very few left in the state that you can drive a car along. The town is loved for its well-maintained small-town charm, which is never more apparent than in the enchanting lighthouse, built in the 1890s. The nearby Avila Valley is home to excellent wineries and tasting rooms for your pick of the best bottles.

Oceano and Nipomo

The region is well known for the giant Guadalupe-Nipomo sand dunes, which encompass a 18 mile stretch of the coastline and serve as the second largest system in the state. Railway fans are also well-served by Oceano's reconstructed Southern Pacific

Railway depot, which was built to look like a classic depot and houses various authentic railroad artifacts.

Edna and Arroyo Grande Valleys

End your road trip with a visit to wine country where you can relax in the foothills of volcanic mountains with a glass of locally produced wine. Choose between a tasting at Talley Vineyards in Arroyo Grande Valley or the nearby township of Old Edna. After reaching the most southern point of the Discovery Route, the Edna Valley winds north towards San Luis Obispo.

[highway1discoveryroute.com](#)
[WineCoastCountry](#)
[Highway1DiscoveryRoute](#)



Driving along the CA Highway 1 Discovery Route allows you to tour the county's picturesque coastline, blooming wine country and best loved attractions, such as Hearst Castle, Cambria's charming downtown, and Nipomo sand dunes, in one fell swoop



A photograph of four people (two men and two women) sitting at a bar, smiling and engaged in conversation. The image has a warm, slightly desaturated color palette. The text "CONSUMER RESEARCH INITIATIVE" is overlaid in the center in a bold, yellow, sans-serif font.

CONSUMER RESEARCH INITIATIVE

FIRST OF ITS KIND CONSUMER TOURISM RESEARCH IN SLO COUNTY

- **FEEDER MARKET AWARENESS STUDY**
 - **CONSUMER AWARENESS OF SLO COUNTY**
 - **BAY AREA**
 - **CENTRAL VALLEY**
 - **LOS ANGELES**
 - **SAN DIEGO**
 - **PHOENIX**
 - **LAS VEGAS**
 - **SEATTLE**

FIRST OF ITS KIND CONSUMER TOURISM RESEARCH IN SLO COUNTY

- **DEMOGRAPHIC AND SHARE-OF-WALLET STUDY**
 - **CO-OP RESEARCH OPPORTUNITY FOR INDIVIDUAL COMMUNITIES**
 - **WHO IS THE CURRENT AND POTENTIAL SLO COUNTY CONSUMER?**
 - **HOW DO WE DEVELOP THE PERSONAS AROUND THE CONSUMERS WE WANT TO ATTRACT TO SLO COUNTY?**
 - **ARE WE GETTING OUR FAIR SHARE OF THEIR TRAVEL WALLET?**
 - **HOW DO WE INCREASE CONSUMER SPENDING IN SLO COUNTY?**
 - **SAVE-THE-DATE**
 - **MONDAY, JUNE 6TH 9:30AM-12:00PM**
 - **EMBASSY SUITES SLO**

AMGEN TOUR of CALIFORNIA



- **\$30,000 Sponsorship for Stage 4 Location Start**
- **Morro Bay on Wednesday, May 18th @ 10:00am**
 - National and International TV coverage on NBC Sports
 - 30 Second SLO County TV Spot on NBC Sports



<https://vimeo.com/164400402>

Placeholder for Video. Determine if loading, or streaming



A person is seen ziplining over a dense, green forest. The zipline cable extends from the upper right towards the lower left. In the background, a wooden platform or structure is visible among the trees. The overall scene is a lush, green landscape with a hazy mountain in the distance.

TRAVEL TRADE

Visit San Luis Obispo County – Tourism Exchange 2016
TRAVEL TRADE FAMS

California
dream
big



- Brand USA China FAM
- Visit California Australia FAM
- Visit California French FAM
- UK Super FAM
- TUI International Travel Agent FAM

57

Travel Professionals

\$20M

Buying Power

Visit San Luis Obispo County – Tourism Exchange 2016

MEETING & CONFERENCE TRADESHOWS



148+

Appointments

\$13M
+

Buying Power

Visit San Luis Obispo County – Tourism Exchange 2016
TOUR & TRAVEL



Visit San Luis Obispo County – Tourism Exchange 2016
INTERNATIONAL SALES MISSION: CHINA



**OVER 1.2 MILLION VISITS
TO CALIFORNIA FROM
CHINA FORECASTED IN
2016**

**CALIFORNIA REPRESENTS
\$1.1 BILLION IN CHINESE
SPENDING**





MEDIA / PR

Visit San Luis Obispo County – Tourism Exchange 2016
PR REACH



5

FAMs

101

Journalists Hosted

Visit San Luis Obispo County – Tourism Exchange 2016

PR PRESS TRIPS



4

Media Receptions

300+

Media Opportunities

Visit California

- San Francisco Media Event
- New York Media Event
- Texas Media Boot Camp
- Vancouver and Calgary Media Events

A romantic couple is sitting on a patterned blanket on a sandy beach at sunset. The man, wearing a teal shirt, and the woman, wearing a white top, are facing each other and smiling. A wicker basket and a jacket are on the blanket. The background shows the ocean and a colorful sky with soft clouds.

FILM COMMISSION

Film Production is Growing in SLO County

100

Leads through Commission

271

Days Filming in SLO County

\$6.3M

Economic Impact



A vibrant outdoor festival scene with a large crowd of people walking along a tree-lined street. Various tents and booths are set up, including one for 'i♥rocks.com' and a colorful inflatable castle. The text 'BRAND USA / CANADA' is overlaid in the center.

BRAND USA / CANADA

Visit San Luis Obispo County – Tourism Exchange 2016

ADS – Brand USA / CANADA



SAN LUIS OBISPO

Explore cultural and culinary pursuits in a breathtaking coastal setting.

Halfway between Los Angeles and San Francisco, abundant sunshine — 315 sunny days per year on average — and miles of coastline are the perfect backdrop for this culinary and cultural escape. Discover peaceful, picturesque beaches where you can go deep-sea fishing and paddle boarding, or join a whale-watching tour. Ride a buggy over the dunes at Pismo Beach State Park or fly in a biplane over the Pacific Ocean. Indulge in local seafood prepared by world-class chefs or take a cooking class at a local bed and breakfast. San Luis Obispo County is home to more than 250 lush vineyards, so plan to spend a day tasting award-winning pinot noirs and chardonnays and an evening enjoying dinner on the golden sands of Avila or Pismo Beach. At night, check out a live music venue before tucking yourself in at a luxury spa resort, a quaint inn or something in between. Round out your visit with a trip to the Pismo Beach Outlets for discount shopping, historic Hearst Castle, or any of the missions and lighthouses that dot the region.

 VisitSLOCounty.com



A person wearing a white helmet and a grey shirt is ziplining over a lush green valley. The person is suspended in the air, holding onto the zipline. In the background, there are rolling green hills and distant mountains. To the right, there is a wooden structure, possibly a platform or a small building, with a lantern hanging from it. In the foreground, there is a pile of logs and a wooden wheel.

VISIT CALIFORNIA + VSLOC

Visit San Luis Obispo County – Tourism Exchange 2016

VISIT CALIFORNIA PARTNERSHIP



California
dream
big



An aerial photograph of a vast vineyard on a rolling hillside. The rows of grapevines are meticulously planted in a grid-like pattern, following the contours of the land. The vines have a reddish-brown hue, suggesting they might be dormant or in the early stages of a new growth cycle. A dirt road or path winds through the middle of the vineyard, separating different sections. In the background, the hillside rises further, with more rows of vines visible. The overall scene is one of organized agriculture in a natural setting.

ECONOMIC IMPACT

**In 2015,
Travel Spending
Reached**

**\$1.58
BILLION**

**up
4%
over 2014**



Arts, Entertainment,
Recreation

\$190M



Food Service

\$419M



Accommodations

\$398M



Retail

\$267M

GENERATING DIRECT EARNINGS OF

\$510 MILLION



VISITOR SPENDING BY ACCOMMODATION TYPE

***\$1.5B in destination
spending***



Hotels & Motels

\$908M



Vacation Homes

\$46M



Campground

\$137M



Private Home

\$108M



Day Travel

\$318M

\$1.58 BILLION

in travel spending means

\$59.1M in local tax revenue



886 police officers



69 paved miles of 2-lane roads



1052 firefighters

LOCAL TAX RECEIPTS: \$59.1M



***Visitor:
\$42M***

VS



***Business/Employee:
\$17M***

TOURISM IS SERIOUS BUSINESS

\$510M in industry earnings



Accommodations &
Food Service
\$331M



Arts, Entertainment,
Recreation
\$98M



Retail
\$50M

Other Travel
\$9M



Ground Transportation
\$17M



Visitor Air
Transportation
\$5M

TOURISM MEANS JOBS

17,870 jobs



Accommodations
& Food Service

10,350 jobs



Arts, Entertainment,
Recreation

5,340 jobs



Retail

1,500 jobs

Other Travel

160 jobs



Ground Transportation

440 jobs



Visitor Air
Transportation

80 jobs



LOUDER
YEAR IN REVIEW AT A GLANCE

PLACEHOLDER FOR Year in Review (4 Min) VIDEO

EMBED OR STREAM

<https://vimeo.com/164742299>



MOVING FORWARD

- Multi-Year Strategic Plan
- Research Unveiled
- New Brand
- New Website
- New Marketing Agency

PLACEHOLDER FOR Be Remarkable VIDEO
EMBED OR STREAM

<https://vimeo.com/164742299>