# PAID MEDIA SNAPSHOT **IMPRESSIONS CLICKS** \$0.96 147% INCREASE YOY VIDEO COMPLETION RATE CLICK-THROUGH RATE COST PER CLICK SLOCAL.COM SNAPSHOT 1.97m 175k 30% 27% 46% INCREASE YOY SESSIONS PARTNER REFERRALS E-NEWSLETTER OPEN RATE INCREASE YOY E-NEWSLETTER ORGANIC SESSIONS SUBSCRIPTIONS VISITOR MAGAZINE REQUESTS SOCIAL O O O D FOLLOWING 14.7% CLICKS 122.8% 131.435 FY 2022 FY 2022 FY 2021 125.567 FY 2021 PARTNER ENGAGEMENT SIO (AL 79 CERTIFIED 10 - 10 CERTIFIED 79 PARTNERS VIDEOS SPARTAN RACE 1M 9.5K ATHIETES SPECTATORS & VOLUNTEERS IMPRESSIONS **SLO CAL OPEN** 506.8 IMPRESSIONS 658.2K VIDEO VIEWS **1M REACH IN MEDIA COVERAGE RESTAURANT MONTH 45** PARTICIPATING RESTAURANTS **10.5**K SESSIONS PARTNER REFERRALS AVG. TIME ON LANDING

## PAID MEDIA BY MARKET **6**% **46**% 28% CALIFORNIA DALLAS LOS ANGELES IN-STATE DENVER LAS VEGAS **6**% PHOENIX 14%0 PORTLAND SEATTLE SAN FRANCISCO SAN DIEGO **BREAKDOWN BY CHANNEL 69**% 11% DISPLAY/ SOCIAL SEM OTHER According to Arrivalist paid media resulted in an 196% lift ir arrivals and -18% lift in length of stay compared to the contro group that was not exposed to paid media in FY 2022. SALES **277 APPOINTMENTS 6 TRADE SHOWS 191 LEADS 444 BUYERS TRAINED EARNED MEDIA 195 ARTICLES \*** \$3.5M AD VALUE EQUIVALENCY **♦** 1.14B IMPRESSIONS FILM SIC (A] **FILM SLO CAL 54 PRODUCTIONS 93 FILMING DAYS**

- 66 62 LEADS
- **\$581**K ESTIMATED SPEND IN SLO CAL

# **Experience SLO CAL 2050**

Visit SLO CAL advanced key ESC 2050 recommendations — a customer service training for the SLO CAL Travel & Tourism Industry, new thematic routes developed to promote cross-visitation and a signed agreement between Visit SLO CAL and key partners and city/county stakeholders to further advance a countywide Events & Festivals Strategy.

## **Customer Service Training Initiative** - SLO CAL Welcome

Hired Calgary-based agency ICOM Productions to develop customer service training program, SLO CAL Welcome, to launch Fall 2022

## **Events & Festivals Strategy**

- Fall 2022, Visit SLO CAL engaged Matthew Landkamer to facilitate sessions for a countywide events and festivals strategy
- March 2022, a Commitment to Collaborate was signed by destination partners and city and county stakeholders
- May 2022, Visit SLO CAL engaged MMGY NextFactor to complete the development and creation of the actual Events & Festivals Strategy

## Paso Robles Wine Country Alliance & **SLO Coast Wine Collective**

Working with Tourism Economics, PRWCA and Community Benchmark, Visit SLO CAL created a Wine Industry Report that features average sales, winery visitations and comparisons to the other wine regions in California

# Advocacv



2 in-person meetings with federal and state elected representatives

> 12 issue advocacy letters and industry engagements

3 government hearing expert testimonials

## **Key Advocacy Initiatives**

### Industry Advisory Group

Hosted meetings with lodging owners and elected representatives to address challenges facing tourism industry

### Tourism Advocacy Partnerships with Cal Travel & U.S. Travel

VSC partners with the industry's leading advocacy organizations to create a unified voice on policies that impact the tourism industry

## Advocacy Support & Engagement

Engaged with lawmakers on key industry issues such as support for Vandenberg Space Force Base to be STARCOM headquarters and state and federal employee lodging per diem rates

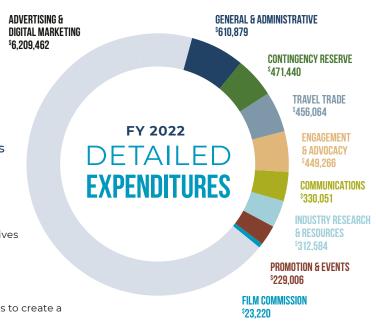
### **International Visitors**

Visit SLO CAL re-engaged Black Diamond for trade and PR representation in the UK and Ireland and attended several international missions in Europe and Mexico

## **AIR SERVICE DEVELOPMENT**



**1.8**% **ABOVE CY 2019 PROJECTED SEATS IN CY 2022** 



## YEAR IN REVIEW FY 2022





# **Strategic Direction** 2023 Imperatives

Enhance Our Organizational Capacity and Culture

Amplify and Steward the SLO CAL Brand Through Unified Efforts

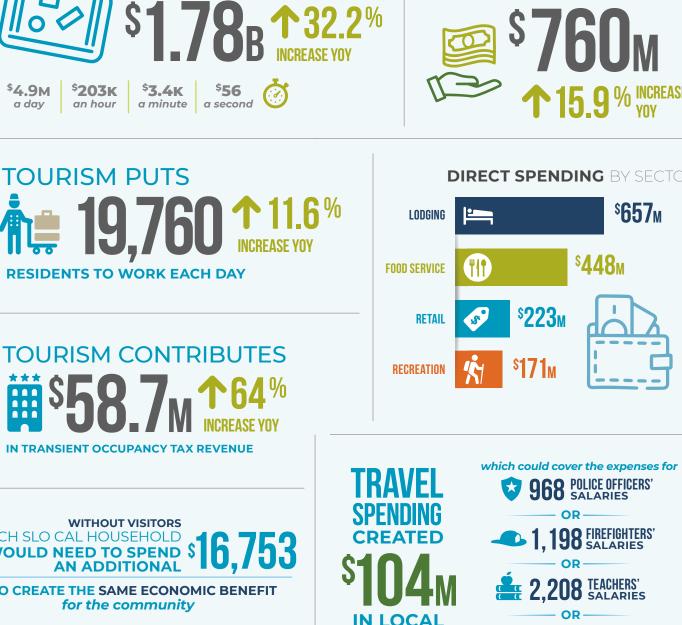
Lead the County Tourism Industry in a Collaborative Resilience Planning Effort

Demonstrate Value to Investors, Partners. Stakeholders and Communities

## **BRAND AWARENESS STUDY** AUDIENCE **15 MINUTE** 1111 N=3,500 **50+ MILES** RAVELED FOR LEISUR **GEOGRAPHY** Los Angeles (n=500) San Francisco (n=400) Phoenix (n=400) **Dallas** (n=400) Sacramento (n=300 San Diego (n=300) Seattle (n=300) Portland (n=300) Las Vegas (n=300) Denver (n=300)

# Why Tourism Matters







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



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January-December 2021 Source: Visit SLO CAL, Dean Runyan Economic Impact Report, County of San Luis Obispo,
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# BRAND RESEARCH: EQUITY, DIVERSITY AND INCLUSION ASSET ALIGNMENT STUDY

## **BLACK TRAVELERS**

IP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES
Fun Rich history & heritage	<ol> <li>Authentic</li> <li>Friendly, accepting place</li> </ol>

3. Amazing scenery

# **ASIAN TRAVELERS**

## TOP 3 RATED ATTRIBUTES

- 1. Amazing scenery
- 2. Big-time natural beauty
- 3. Charming

# LOWER RATED OPPORTUNITIES

1. Fun 2. Place with lots to see/do

3. Place to be refreshed

3. Makes me feel welcome

P 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITI
Big-time natural beauty	1. Accepting & inclusive
Relaxing Fun	<ol> <li>Great family place</li> <li>Friendly, accepting place</li> </ol>

LGBTQ+ TRAVELERS

**HISPANIC TRAVELERS** 

LOWER RATED OPPORTUNITIES

ace

1. Accepting & inclusive

2. Value for the money

3. Easy to get around

LOWER FAMILIARITY = LOWER RATINGS

**General Population visitors rate SLO CAL** attributes higher than EDI groups

TOP 3 RATED ATTRIBUTES

3. Big-time natural beauty

1. Fun

2. Unique vibe

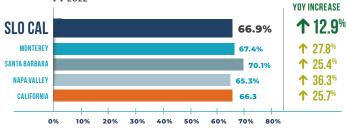
The surfaced roads **TAX REVENUE** đ

**OF COUNTYWIDE GDP** TOURISM 0 COMPRISES **O** 

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# HOTEL OCCUPANCY occ

EV 2022

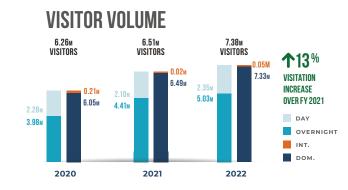


## **AVERAGE DAILY RATE ADR**

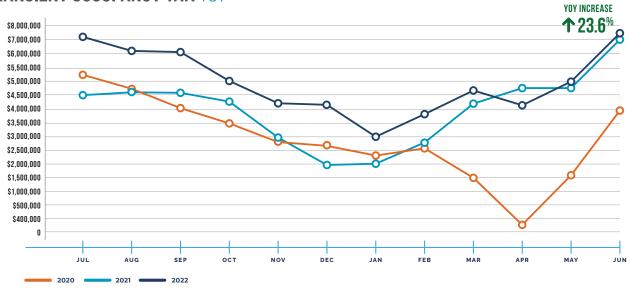


## **REVENUE PER AVAILABLE ROOM** REVPAR

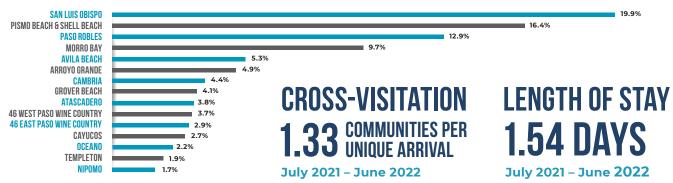




# TRANSIENT OCCUPANCY TAX TOT



### VISITOR ARRIVALS BY COMMUNITY POINT OF INTEREST e of Tracked Visitor Arrivals | July 2021 – June 202



United States Census Bureau, Tourism Economics Calculations based on percentage, not actual salaries and cost

Source: STR Inc., Tourism Economics, Visit SLO CAL, Arrivalist