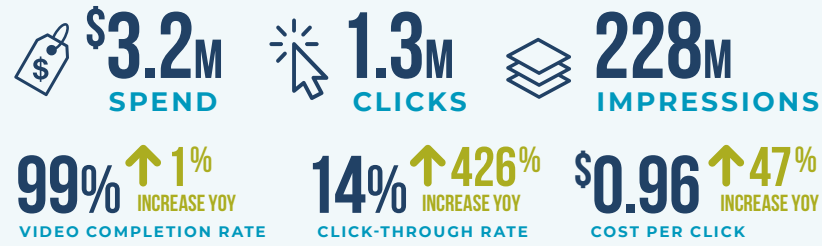
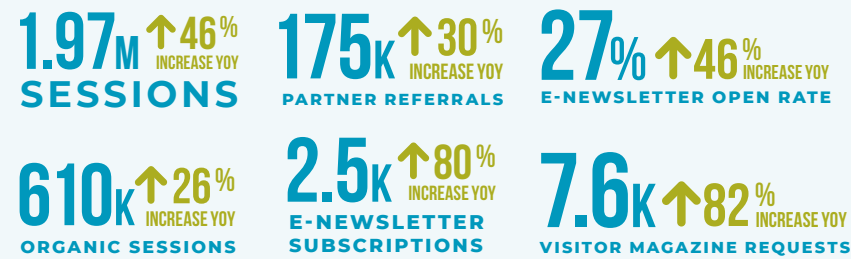


PAID MEDIA SNAPSHOT



SLOCAL.COM SNAPSHOT



SOCIAL



PARTNER ENGAGEMENT



PAID MEDIA BY MARKET



BREAKDOWN BY CHANNEL



According to Arrivalist, paid media resulted in an 196% lift in arrivals and -18% lift in length of stay compared to the control group that was not exposed to paid media in FY 2022.

SALES

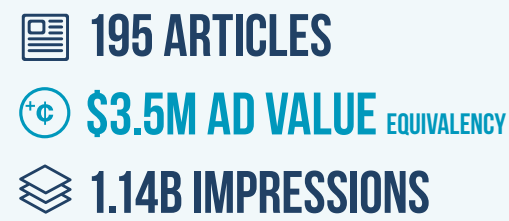
277 APPOINTMENTS

6 TRADE SHOWS

191 LEADS

444 BUYERS TRAINED

EARNED MEDIA



FILM 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

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

↑ **21% INCREASE**
IN SEATS vs. CY 2021

✈️ **720,000** ↑1.8%
PROJECTED SEATS
IN CY 2022
ABOVE CY 2019

Advocacy

- 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

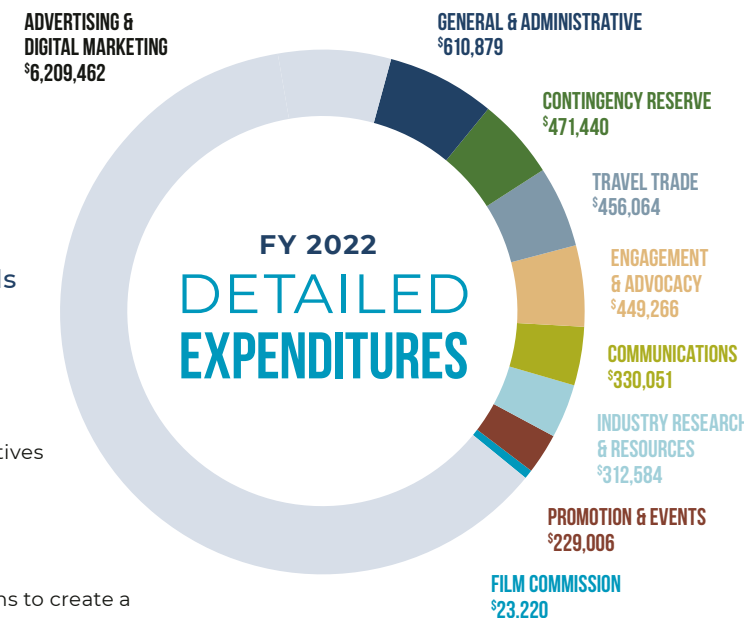
Hosted meetings with lodging owners and elected representatives to address challenges facing tourism industry

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



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

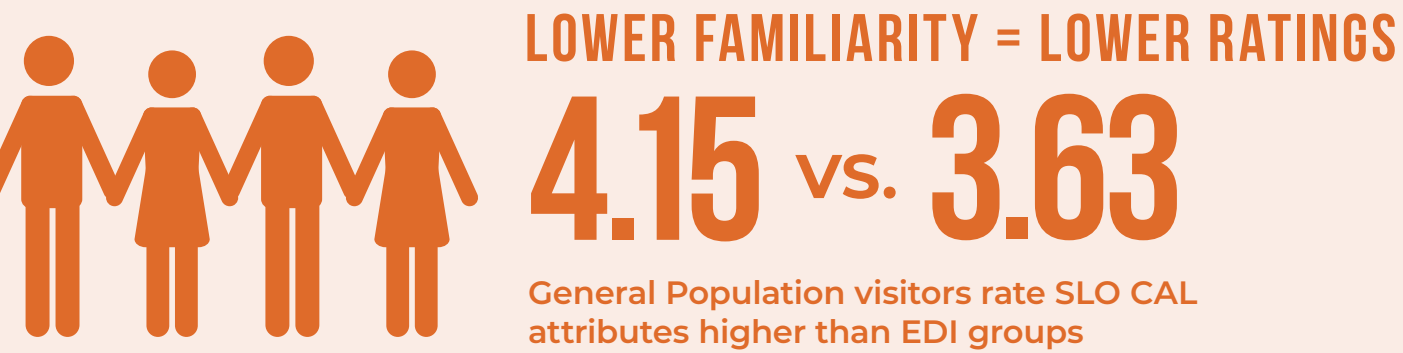
Lead the County Tourism Industry
in a Collaborative Resilience
Planning Effort

Demonstrate Value to Investors,
Partners, Stakeholders and
Communities

BRAND RESEARCH: EQUITY, DIVERSITY AND INCLUSION ASSET ALIGNMENT STUDY

BLACK TRAVELERS		HISPANIC TRAVELERS	
TOP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES	TOP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES
1. Fun	1. Authentic	1. Fun	1. Accepting & inclusive
2. Rich history & heritage	2. Friendly, accepting place	2. Unique vibe	2. Value for the money
3. Amazing scenery	3. Place to be refreshed	3. Big-time natural beauty	3. Easy to get around

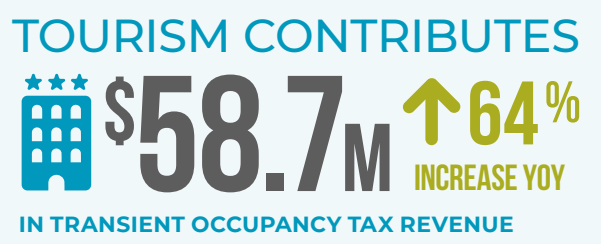
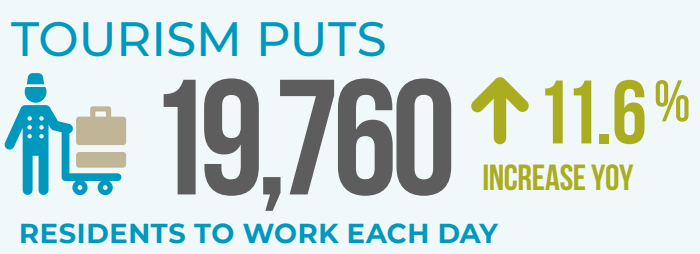
ASIAN TRAVELERS		LGBTQ+ TRAVELERS	
TOP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES	TOP 3 RATED ATTRIBUTES	LOWER RATED OPPORTUNITIES
1. Amazing scenery	1. Fun	1. Big-time natural beauty	1. Accepting & inclusive
2. Big-time natural beauty	2. Place with lots to see/do	2. Relaxing	2. Great family place
3. Charming	3. Makes me feel welcome	3. Fun	3. Friendly, accepting place



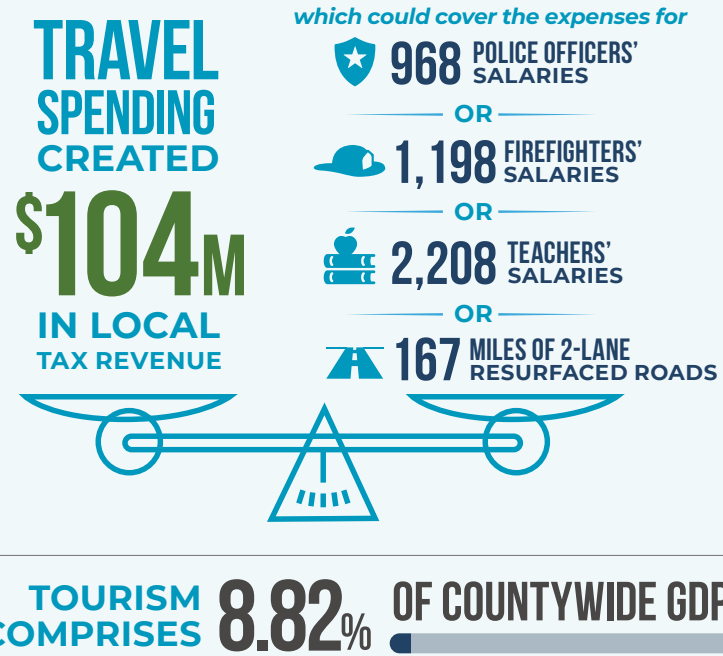
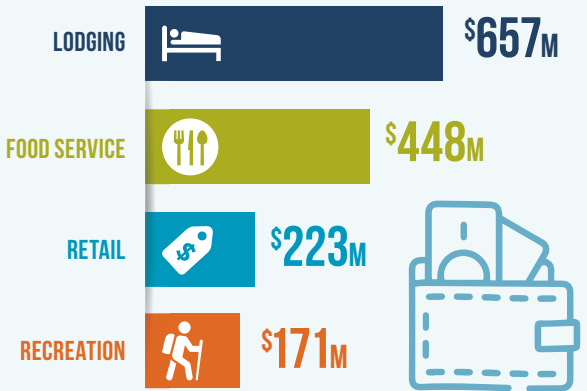
BRAND AWARENESS STUDY



Why Tourism Matters

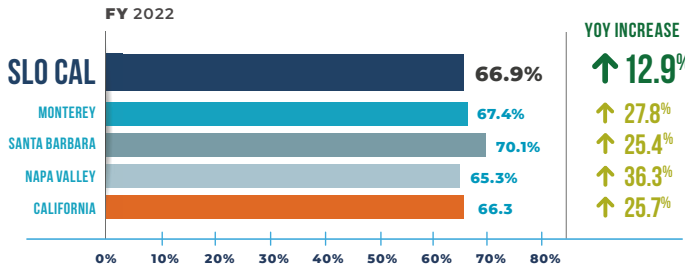


DIRECT SPENDING BY SECTOR

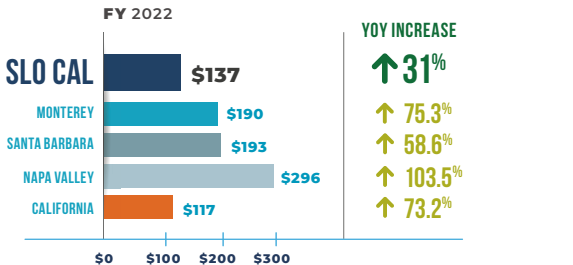


January–December 2021 Source: Visit SLO CAL, Dean Runyan Economic Impact Report, County of San Luis Obispo, United States Census Bureau, Tourism Economics Calculations based on percentage, not actual salaries and cost

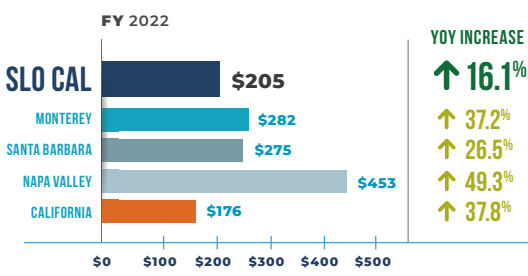
HOTEL OCCUPANCY OCC



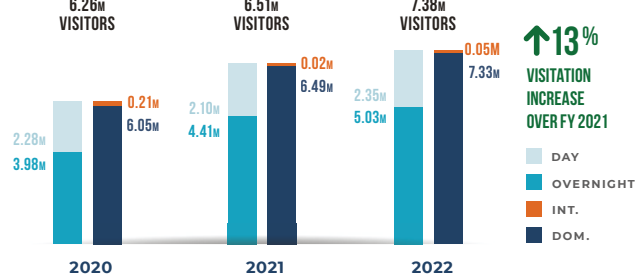
REVENUE PER AVAILABLE ROOM REVPAR



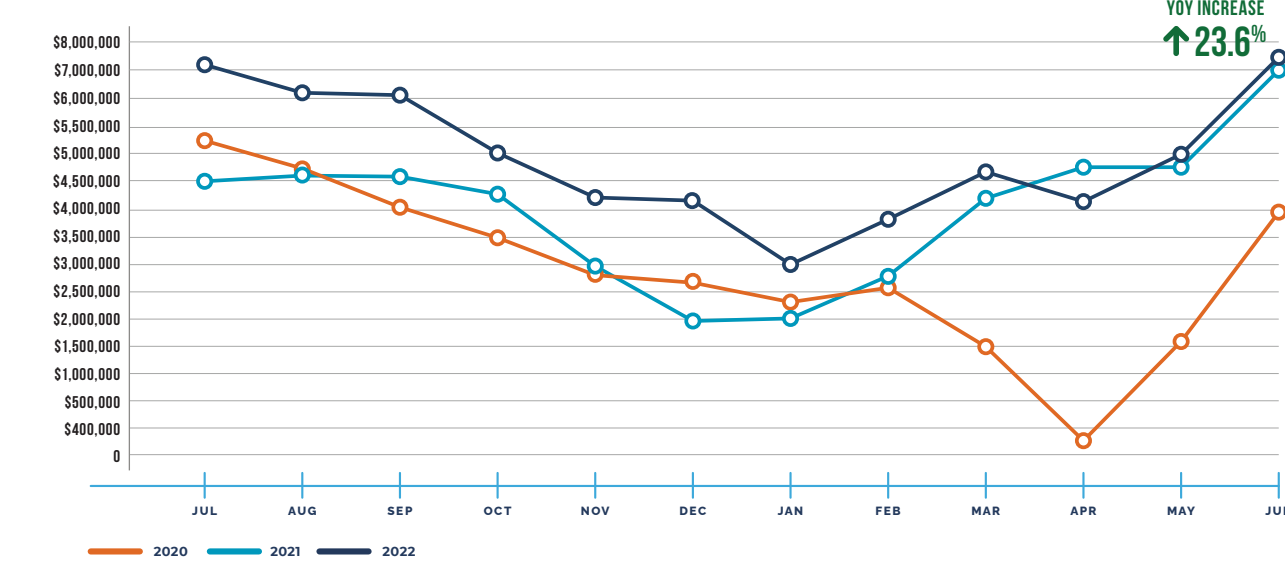
AVERAGE DAILY RATE ADR



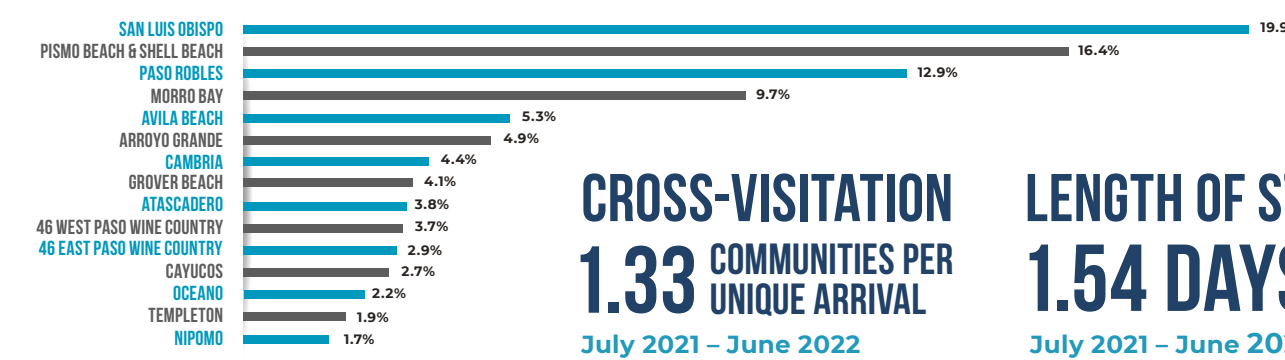
VISITOR VOLUME



TRANSIENT OCCUPANCY TAX TOT



VISITOR ARRIVALS BY COMMUNITY POINT OF INTEREST



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