

VISION

A flourishing Paso Robles community with authentic and welcoming experiences for visitors and residents alike

MISSION

Travel Paso markets strategically, initiates collaboration, and champions the region

VALUES

- » We have a PASSION for Paso Robles and a COMMITMENT to our community
- » We believe in COLLABORATION and INNOVATION to further our VISION for the future
- » We operate with TRANSPARENCY and ACCOUNTABILITY

REPUTATION

We intend for Travel Paso to be known as:

- » Collaborative
- » Professional
- » Results-Driven
- » Fun

POSITION

Travel Paso is the official destination marketing organization leading the tourism community in the Paso Robles region through:

- » Marketing, branding, and selling Paso Robles to our visitors
- » Advocating for our tourism ecosystem
- » Sharing critical industry data

OBJECTIVE 1

Collaboratively lead and advocate for the Paso Robles tourism ecosystem

OBJECTIVE 2

Amplify the Paso Robles Brand through strategic marketing initiatives

OBJECTIVE 3

Foster constructive relationships and strengthen existing partnerships

INDICATORS

- » Achieve DMAP accreditation by 6/30/2026
- » Increase in average stakeholder survey score on the quality of the Paso Robles tourism system
- » Increase in average stakeholder survey score on the quality of visitor experience across Paso Robles’ destination dimensions

INDICATORS

- » Year over year increase in average length of stay
- » Annual growth in TOT at or above growth percentage for county-wide TOT
- » Year over year increase in Millennial and Gen Z visitors

INDICATORS

- » Launch new organizational visual identity to be recognized by local stakeholders by 6/30/2024
- » Year over year growth in attendance at Tourism Summit

STRATEGIES

- » Inventory and leverage existing infrastructure to drive mid-week and off-peak business gatherings
- » Conduct consumer research to identify gaps in the Paso Robles visitor experience, and advocate for investments to meet those needs
- » Proactively participate in Paso Robles community conversations and workgroups related to workforce, economic development, and other relevant topics
- » Pursue accreditation through Destinations International Destination Marketing Accreditation Program (DMAP)

STRATEGIES

- » Develop and execute marketing strategies targeted to fill mid-week gaps
- » Identify and execute new collaborative marketing opportunities
- » Expand our use of data-informed marketing strategies through targeted research and data partnerships
- » Activate strategies to ignite diversification of the visitor experience and to broaden our visitor base

STRATEGIES

- » Building from the destination brand, develop a Travel Paso-specific organizational visual identity to be recognized by local stakeholders
- » Strengthen collaboration within local ecosystem, including PRWCA, the City of Paso Robles, Paso Robles Chamber of Commerce, regional DMOs, and other partners
- » Leverage relationships with Visit SLO CAL, CalTravel, and Visit California to grow brand awareness, strengthen advocacy, and foster information exchange
- » Initiate annual Tourism Summit to share data and economic impact, organizational successes, and to recognize tourism partners