



***Agritourism Intensive
Central Coast
February 16, 2021***



THE BASICS

TRAVEL & TOURISM'S ROLE



WHY TRAVEL & TOURISM MATTERS?

TRAVEL SPENDING CREATED **\$80.1M** IN LOCAL TAX REVENUE

WHICH COULD COVER EXPENSES FOR:

800
POLICE OFFICERS' SALARIES

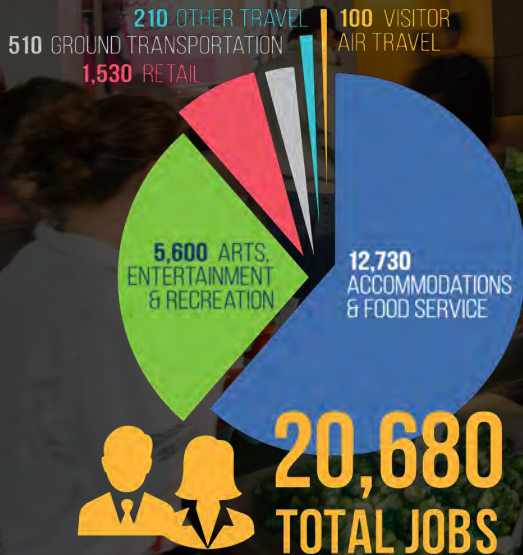
1,084
FIREFIGHTERS' SALARIES

1,736
TEACHERS' SALARIES

128MI
OF 2-LANE RESURFACED ROADS

111
PARKS

Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics, U.S. Census Bureau, San Luis Obispo County Office of Education and ARTBA



\$1.81B **5.2%** **YOY**



\$5.0M A DAY

\$208k AN HOUR

\$3.5k A MINUTE

\$58 A SECOND

THE BASICS

TOURISM ECOSYSTEM



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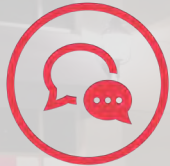
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WHO IS VISIT SLO CAL?



DESTINATION ARCHITECT

Product Design & Development



DESTINATION PROMOTER

Marketing, Sales & Services



DESTINATION PLANNER

Research, Strategy & Planning



DESTINATION PARTNER

Leader, Partner, Team & Coalition Builder



DESTINATION ADVOCATE

Community & Industry Relations & Advocacy

WHO DO WE MARKET TO?



ACTIVE ADVENTURER

ACTIVE, MID-HIGH AFFLUENT, EDUCATED, DEEPLY PASSIONATE EXPERIENCE-SEEKERS

PAID MEDIA PROFILE TOTAL TARGET POPULATION

- All Genders
- Ages 25–45
- HHI \$70K+

6.4M



MOM TO THE MAX

SCHEDULED, CONNECTED, AFFLUENT, TRANSPARENT (THE GOOD AND THE UGLY)

PAID MEDIA PROFILE TOTAL TARGET POPULATION

- Identifies as Female
- Ages 28–55
- HHI \$100K+

1.9M



CULTURED CLASS

EDUCATED, RISK TAKERS, GRACIOUS, CONFIDENT, PROFESSIONALS

PAID MEDIA PROFILE TOTAL TARGET POPULATION

- All Genders
- Ages 28–65+
- HHI \$100K+

6.4M

DESTINATION MARKETING

WHERE DO WE MARKET?



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DESTINATION MANAGEMENT

STRATEGY DEVELOPMENT

OUTREACH PROCESS



13 MONTHS

RESIDENT SURVEY

5,053

RESPONSES



VISITOR SURVEY

2,080

RESPONSES



STAKEHOLDER MEETINGS

175

STAKEHOLDERS



8 STEERING COMMITTEE MEETINGS

4 VISIONING WORKSHOPS

7 COMMUNITY LEADER BRIEFINGS



DESTINATION MANAGEMENT

CORE AREAS OF FOCUS



**EXPERIENCE
DEVELOPMENT**



**INDUSTRY
ADVANCEMENT &
ADVOCACY**



**INFRASTRUCTURE
& INVESTMENT**

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TOGETHER WE CAN SECURE SLO CAL'S SUCCESS



CULTIVATE AWARENESS



ESTABLISH NEW MARKETS



FOSTER INTERNATIONAL VISITATION



DRIVE MORE DEMAND

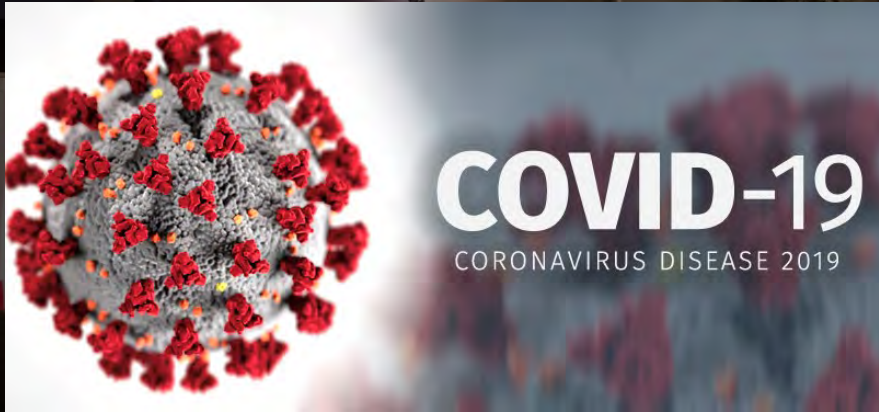


ADVOCATE FOR OUR FUTURE

COVID-19 Pandemic and Highway 1

Visit SLO CAL's Role

1. Leader in response and recovery
2. Information and data gathering and sharing
3. Support and resources for our partners
4. Advocacy for a better future



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Agritourism

Opportunities at SLO CAL



FARMstead ED
← *SLO County Farm Trail* →

Bringing folks together with locally grown

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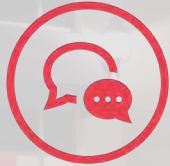
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Opportunities at SLO CAL



SLO CAL PROGRAMS



ONLINE LISTINGS



PRESS RELATIONS



INDUSTRY RESEARCH



SOCIAL MEDIA





Questions



Thank you!

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