







BY CAR SLO CAL is accessible from Highway 1 and Highway 101

San Diego	337 mi. (about 7hrs)
Las Vegas	412 mi. (about 7hrs)
Yosemite	227 mi. (about 5hrs)
San Francisco	200 mi. (about 3.5hrs)
Los Angeles	150 mi. (about 3hrs)
Monterey	115 mi. (about 2hrs)
Fresno / Bakersfield	108 mi. (about 2hrs)
Santa Barbara	70 mi. (about 1.5hrs)



NON-STOP FLIGHTS

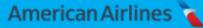
SLO CAL is serviced by San Luis Obispo County Regional Airport, ten minutes outside of the City of San Luis Obispo.



Denver + Los Angeles + San Francisco



Seattle



Phoenix + Dallas

80 MILES OF COASTLINE

3,616 SQUARE MILES OF ADVENTURE

170 HOTELS, RESORTS AND INNS

51 UNIQUE B&BS

1,166 VACATION RENTAL HOMES OVER 250 WINERIES

10 GOLF COURSES

315 DAYS OF SUNSHINE

71' TEMP. YEAR ROUND







BRAND DEVELOPMENT

CHALLENGES & OPPORTUNITIES





Hascadero CALIFORNIA











COMPETITIVE ANALYSIS

	SLO CAL (A)	Santa Barbara County (B)	Napa County (C)	Sonoma County (D)	Monterey County (E)
Base: Prospective SLO CAL Visitors	656	656	656	656	656
S7. Aware (without SLO					
CAL community list)	64%	91% ACDE	88% ADE	76% A	77% A
S7./S8. Aware					
Aware*	100% BCDE	91% CDE	88% DE	76%	77%
S11. Visited					
Visited	2%	28% ACDE	23% ADE	13% A	17% AD

DMMO FUNDING

COMPETITIVE ANALYSIS

Destination	DMO Budget (M)	County Size (sq. miles)	Hotel Rooms	Accommodation Wages (M)	L&H** Employment
Newport Beach	\$9.5	*	3,351	*	*
Napa County	\$7.1	748	5,020	\$248	12,916
Monterey County	\$7.1	3,281	11,981	\$428	23,874
Santa Barbara	\$5.6	*	5,573	*	*
Sonoma County	\$5.5	1,576	6,609	\$184	24,409
Huntington Beach	\$5.0	*	2,343	*	*
SLO CAL	\$4.4	3,299	9,091	\$172	19,215
Stockton	\$1.4	*	2,704	*	*
Ventura	\$1.1	*	1,978	*	*

Sources: Destinations International (DI); U.S. Census Bureau; DMO websites; STR; BEA

Budget data is for most recently FY available, typically 2018, hotel rooms data is for 2018, economic data is for 2017



^{*}Economic data not available for sub-county level DMOs

^{**}Employment in the recreation, food services and accommodation sectors

COMMUNITY ENGAGEMENT

LOCAL SLO CAL BRAND ENGAGEMENT





