

VISIT



SAN LUIS OBISPO COUNTY  
CALIFORNIA®

***City Nation Place Conference  
June 6, 2019***

ABOUT SLO CAL

# WHERE WE ARE



ABOUT SLO CAL

# FAST FACTS



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

# ***STRATEGIC DIRECTION 2020***



OPTIMIZE ORGANIZATIONAL CAPACITY



ESTABLISH BRAND CLARITY &  
INCREASED AWARENESS THROUGH  
UNIFIED EFFORTS



BUILD & EXPAND STRATEGIC  
PARTNERSHIPS



ADVOCATE FOR THE DEVELOPMENT OF  
CRITICAL TOURISM INFRASTRUCTURE



DEMONSTRATE VALUE TO  
STAKEHOLDERS, PARTNERS &  
COMMUNITIES

*BRAND DEVELOPMENT*

# *SLO CAL BRAND*



BRAND DEVELOPMENT

# CHALLENGES & OPPORTUNITIES



MORRO BAY  
PUT LIFE ON COAST

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SAN LUIS OBISPO COUNTY  
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Arroyo Grande  
CALIFORNIA

CALIFORNIA

Pismo Beach  
ClassicCalifornia.com



California  
Highway 1  
Discovery Route

VISIT  
Atascadero  
CALIFORNIA



PASO  
PASO ROBLES, CA

DESTINATION AWARENESS

# COMPETITIVE ANALYSIS

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

# 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

\*Economic data not available for sub-county level DMOs

\*\*Employment in the recreation, food services and accommodation sectors

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





COMMUNITY ENGAGEMENT

# LOCAL SLO CAL BRAND ENGAGEMENT



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*Thank you!*

*Chuck Davison  
President & CEO  
Chuck@SLOCAL.com*