



**Visit Arroyo Grande**  
2021-2024 Strategic Plan



<p><b>Vision</b></p> <p>A thriving community rooted in authentic hospitality and nourished by a strong economy</p>	<p><b>Mission</b></p> <p>To market Arroyo Grande as a desirable travel destination, create memorable experiences and support a prosperous economy and community</p>	<p><b>Position</b></p> <p>Visit Arroyo Grande is the city's primary source for destination marketing services and tourism leadership. We are:</p> <ul style="list-style-type: none"> <li>• Storytellers of the Arroyo Grande tourism experience</li> <li>• Providers of tourism related information and data</li> <li>• Collaborators championing the value of tourism and supporting key tourism drivers</li> <li>• Stewards balancing the benefits of tourism with Arroyo Grande's quality of life</li> </ul>	<p><b>Values</b></p> <ul style="list-style-type: none"> <li>• Truth</li> <li>• Excellence</li> <li>• Teamwork</li> <li>• Community</li> <li>• Impact</li> </ul>	<p><b>Reputation</b></p> <ul style="list-style-type: none"> <li>• Transparent</li> <li>• Forward-thinking</li> <li>• Reliable</li> <li>• Humble</li> <li>• Partners</li> </ul>
<p><b>Imperatives</b></p> <p><b>Support the Destination in Tourism Recovery and Strengthen Organizational Capacity for Future Impact</b></p>	<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Recover/Achieve 2019 Occupancy Rate</li> <li>• Increase Staffing budget</li> </ul>	<p><b>Initiatives</b></p> <ul style="list-style-type: none"> <li>• Align on and implement tiered re-opening marketing and communication plan with key partners and stakeholders</li> <li>• Advocate for organizational capacity to ensure the resiliency of AG's tourism economy</li> <li>• Enhance the tourism industry's position and importance in AG's economic recovery</li> </ul>		
<p><b>Increase Brand Awareness as a Central California Destination of Choice</b></p>	<ul style="list-style-type: none"> <li>• Increase share of county visitor volume</li> <li>• Increase use of shared brand assets</li> </ul>	<ul style="list-style-type: none"> <li>• Differentiate AG brand's position in the larger SLO CAL travel market</li> <li>• Create a content library and tool kit to influence a unified brand approach</li> <li>• Pursue opportunities for collaborative and aligned promotional partnerships and messaging</li> </ul>		
<p><b>Ensure the Quality of our Brand Promise and Visitor Experience</b></p>	<ul style="list-style-type: none"> <li>• Increase number of visitor hours in market</li> <li>• Increase length of stay</li> </ul>	<ul style="list-style-type: none"> <li>• Create a framework to evaluate and promote events that generate new and repeat visitors to the destination</li> <li>• Encourage the availability of downtown and nightlight opportunities</li> <li>• Design attractive trip itineraries to drive visitation to AG's portfolio of experiences</li> </ul>		
<p><b>Expand Stakeholder and Community Engagement to Create a Collaborative and Supportive Tourism Industry</b></p>	<ul style="list-style-type: none"> <li>• Increase representation of lodging partners on the Board</li> <li>• Grow stakeholder participation</li> <li>• Increase resident approval of tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Create a stakeholder engagement and outreach campaign to educate and promote the value of the TBID to lodging partners</li> <li>• Collaborate with stakeholders to design and expand co-operative marketing programs</li> <li>• Increase the voice of tourism with key governmental, businesses and community decision makers and leaders</li> </ul>		