

Arroyo Grande Strategy



Agenda

Agenda

Progress Completed to Date

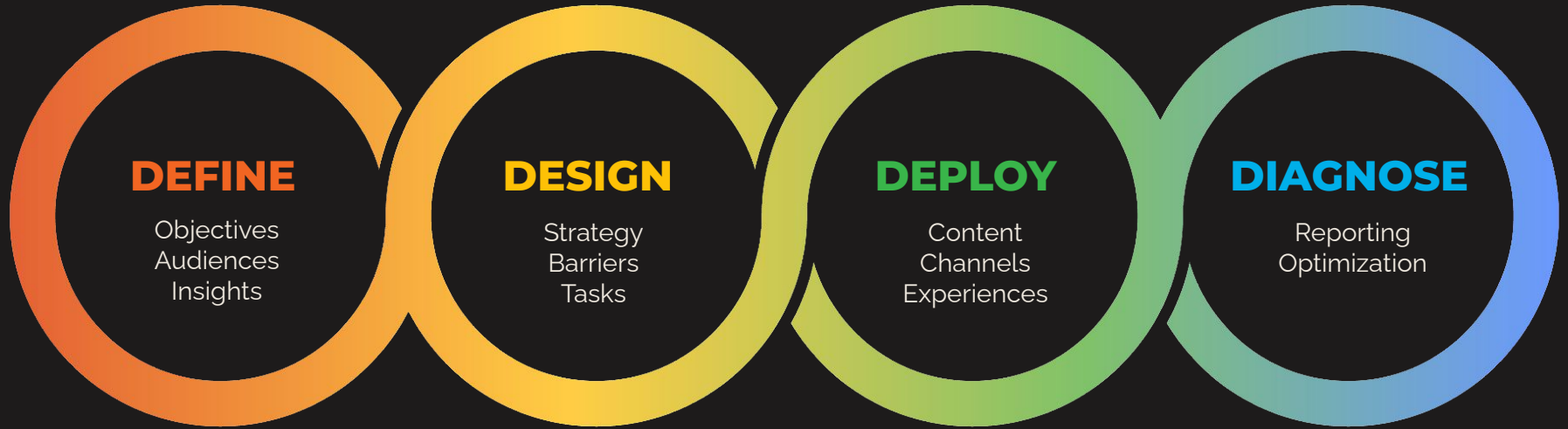
Strategy Recommendation

Paid Media Updates + Recommendation

Reporting Example

Planning Process

Planning Process



Activities By Phase

DEFINE

Discovery sessions

- Brand strategy worksession(s) with key stakeholder groups
- 1:1 Interviews

Research

- Deep dive into existing consumer and market research
- Additional research if needed
- Data analysis of audience

DESIGN

Strategy development

- Synthesis of key insights
- "Big Idea" / Creative brief
- Communications / channel strategy

DEPLOY

Creative concept development

- Presentation of several concepts
- Development of sample elements

Channel plans

- Recommended marketing and channel mix
- Paid media plan recommendation
- Content distribution plan (social calendars, content updates, etc)

Web updates

- Revised UX / Content recommendations

DIAGNOSE

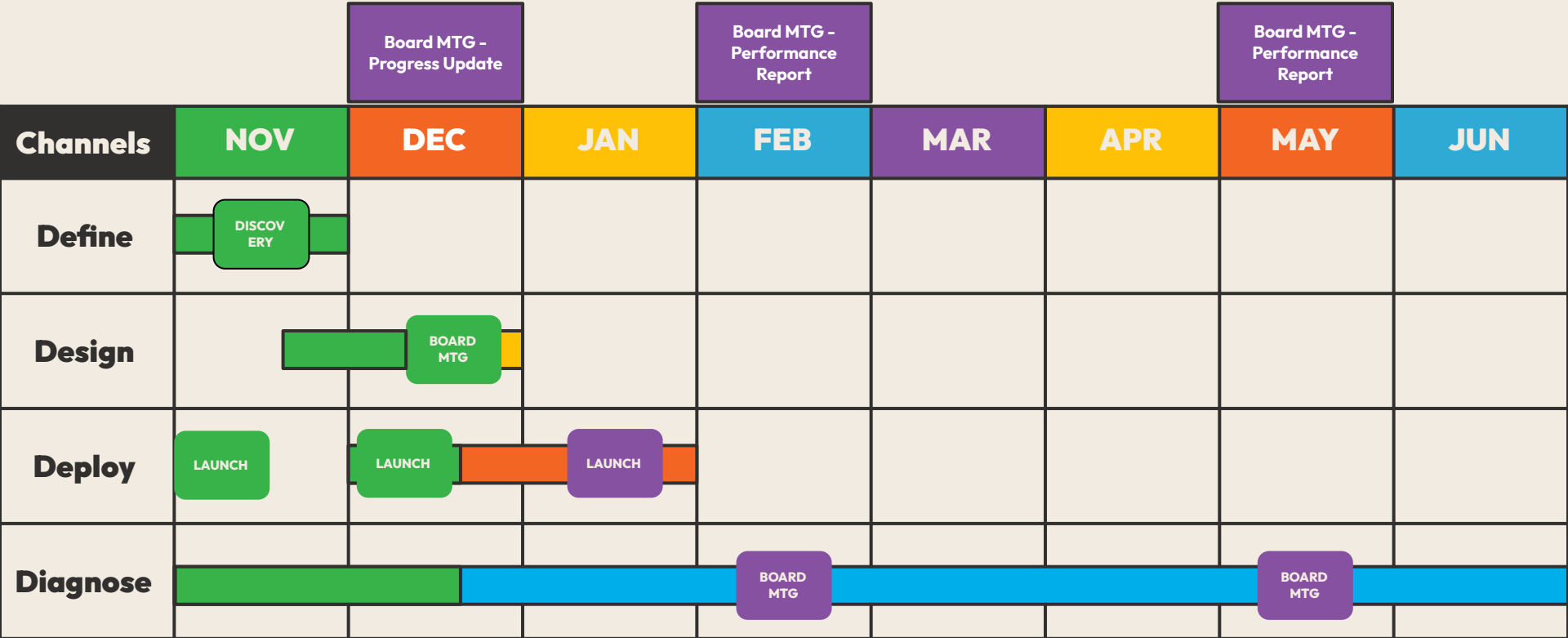
KPI development

- Establishing marketing objectives
- Prioritizing key metrics
- Establishing benchmarks

Data / reporting infrastructure

- Tagging/Pixels
- Dashboard development
- Platform integration
- Setting up reporting cadence and structure

Campaign Progress Overview



Discovery Meetings

Planning Meeting

Board Meeting

NOV

DEC

Channels

11/4

11/11

11/18

11/25

12/2

12/9

12/16

12/23

12/30

Define

Kick Off
11/1

Research + Audience Analysis

Design

Strategy Development

Deploy

Creative Concepts

Concept Selection

Creative Development

Media Plan Recommendation

Media Plan Approval

Diagnose

Tagging, Dashboard Development, Platform Integration

KPI Development

Reporting Cadence + Structure Setup

Campaign Progress

Campaign Development

Define

9 interviews and work sessions were conducted with internal and external stakeholders to gain a deeper perspective on marketing opportunities and challenges.

Reviewed existing client studies and 3rd party research to better understand consumer sentiment and the emerging travel landscape

Evaluated current visitation by feeder market to identify growth opportunities

Design

Conducted on-location visits to capture high-quality assets, including photography and video to serve as a foundation for the campaign concepts.

Based on the insights gathered, a detailed creative brief was completed to guide the development process.

Initiated the ideation phase for campaign concepts, focusing on themes that align with the insights and strategy.

Deploy

Updated creative for Meta and TikTok to test performance of messaging, length with variations on the “Time Well Spent” campaign assets.

Launch

Visit Arroyo Grande's paid media included a continuation of the "Time Well Spent" campaign for November across paid search, CTV/OTT, standard display banners, high impact interstitials, and programmatic video pre-roll.

We tested two different calls to action for the standard display banners and high impact interstitials, the top performer was "Plan Your Visit Today".

Optimize

As we continually monitor and analyze the search engine marketing (SEM) performance data, we optimize to high-performing keywords, headlines, and descriptions based on performance.

Additional sizes of banners for programmatic display and high impact interstitial ads created to increase distribution.

Update

With the start of December, Meta and TikTok channels were added to the paid media landscape. The "Time Well Spent" campaign will continue through December with efforts in paid search, CTV/OTT, standard display banners, high impact interstitials, and programmatic pre-roll.

November 2024

Owned + Earned
Media

Social

9 feed posts and 9 stories were published across Meta gaining Visit Arroyo Grande 1,208 combined likes and new followers in less than one month.

There were 17.8k total views across all content and we reached 6.39k unique accounts highlighting local events, activities, and business promotions.

Pitches

Aiming to expand visibility of Arroyo Grande through partnership with Visit SLO CAL, a pitch was submitted for inclusion in their “*What’s New in 2025*” content including special events, unique experiences, and sustainability initiatives supported throughout the community.

Website

To maximize the effectiveness of our paid campaign efforts, enhancements have been made to optimize performance and improve data tracking based on a comprehensive audit.

Tracking pixels for key platforms were strategically placed across the website allowing for improved data collection.

visitarroyogrande.org was moved to our high performance infrastructure and began SEO optimization.



DEFINE

Objectives, Audiences, Insights

Defining Objectives

BUSINESS OBJECTIVE

We will

**Increase YOY TOT revenue for
the City of Arroyo Grande**

by

MARKETING OBJECTIVES

**Attracting new visitors from top
feeder markets**

and

**Increasing our share of overnight
stays among visitors to the 5 cities
and SLO County**

So... how do we do that?

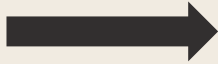
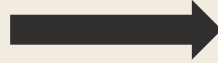
Defining Objectives

MARKETING OBJECTIVES

Attracting new visitors from top feeder markets

and

Increasing our share of overnight stays among visitors to the 5 cities and SLO County



COMMUNICATIONS OBJECTIVES

Inspire a new audience to consider SLO and Arroyo Grande as a vacation destination

and

Create a distinctive proposition and voice for Arroyo within the broader region

In other words...

We need to **ignite a spark** that makes people want to visit our area, while giving them a clear reason **to choose Arroyo Grande** over all the other options available

The Growth Opportunity

Where will growth come from?

GROW

- **High volume markets with lower per-capita visitation, suggesting opportunity for growth**
 - Los Angeles
 - San Francisco
 - Sacramento
 - San Diego

NURTURE

- **Low / Mid volume markets with high per-capita visitation, suggesting a high conversion opportunity**
 - Fresno
 - Monterey / Salinas
 - Bakersfield



Assessing prior Oct 2023 - Oct 2024 Visitation to Define Grow & Nurture Markets

NURTURE

GROW

	Unique Visitor Count	Total DMA Population	Unique Visitors per 1K Population
Top DMAs	Total from Top DMAs: 288,569		
Fresno-Visalia, CA	45,137	1,008,654	44.75
Monterey-Salinas, CA	15,552	439,035	35.42
Bakersfield, CA	29,710	931,491	31.90
Sacramento-Stockton-Modesto, CA	21,833	1,585,055	13.77
San Francisco-Oakland-San Jose, CA	51,517	3,928,741	13.11
Los Angeles, CA	110,860	10,039,107	11.04
San Diego, CA	13,960	3,325,468	4.20

Defining the Challenge

Where are we missing our growth audience?

Unaware

Aware

Consider

Purchase

Loyalty

What's Arroyo Grande?

Too many people in our growth markets simply aren't aware of Arroyo Grande or don't have familiarity with what the city has to offer

Why Arroyo Grande?

Those who are aware of Arroyo Grande, may not understand what makes us different from other destinations in the area

Defining the Consumer Challenge

FROM

I think Arroyo Grande is a town I have passed when driving up the 101

TO

Arroyo Grande is cool little town I discovered on the Central Coast that has a unique charm that you need to experience for yourself to truly appreciate

Insights

The City

What makes Arroyo Grande Special?

The City

What Makes Arroyo Grande Special?

Arroyo Grande is charming village on the Central Coast of California, boasting a range of benefits and unique experiences for travelers, including:

- A historic and accessible downtown, lined with local boutiques, dining establishments, and antique shops, all within short walking distance
- Close proximity to Lopez Lake Recreation Area, offering opportunities for camping, fishing, hiking, and boating
- A local farmer's market with a wide variety of fresh local produce
- Heritage Square Park with an open area of local gatherings, events, and picnics
- Local wineries and tasting rooms
- Fantastic year-round weather
- Close proximity to the coast and other area attractions
- The Clark Center for the Performing Arts which hosts a range of regional and national music and theater performances



But, there's more to it...

The City

What Makes Arroyo Grande Special?

Arroyo Grande is more than just a charming village with fantastic weather. It possesses a unique character, defined by the passion of the people who call it home, even if they have a hard time putting a finger on it themselves.

Whether its' an artisan spoon maker, a coffee culture obsessed cafe owner in East Grand, a retired culture vulture, or a relative newcomer chasing a meteor shower at Lopez Lake, to them, AG is more than a list of tourist attractions. It's a place with a vibe and a spirit that is difficult to express in words, but once you experience it, you instantly feel at home. At the end of the day, for them, and those in the know, **there's just something different about AG.**





The Competition

Where is the whitespace?

The Competition

STIMULATION



CULTURE

OUTDOOR
ADVENTURE



RELAXATION



The Competition

STIMULATION



CULTURE

OUTDOOR
ADVENTURE



RELAXATION



The Competition

How Can Arroyo Grande Stand Out?

The blessing for AG is that it sits within one of the most beautiful, idyllic regions of the USA, if not, the world. The curse is that we are surrounded by a host of gorgeous travel destinations, each with their own unique charm.

In order to stand out, we must define not only what makes us great, but what makes us distinctive from other destinations just minutes away. While some other towns offer restaurants and wineries, and others offer coastal proximity or outdoor adventures, no one is able to combine those benefits while also offering the peaceful small-town atmosphere that makes visitors feel truly at home. Arroyo Grande is the one place you can stay in SLO, where no matter how long you stay, you can still **feel like a villager**.





The Consumer

What do our customers want?

The Consumer

Who do we need to reach?

Currently, Arroyo Grande attracts a wide cross-section of visitors from both the nearby valley region, as well as major metros in the SoCal and the Bay Area, including:

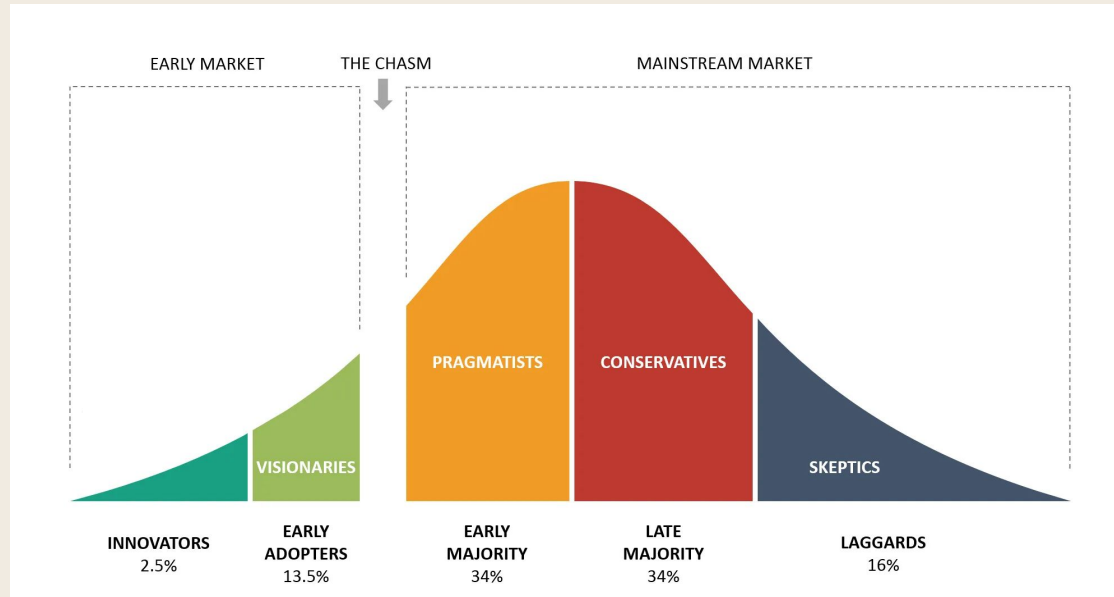
- Younger families with children
- Older couples and empty-nesters
- Young couples
- Outdoor adventure seekers
- Food and wine lovers
- Solo travelers



The Consumer

Who do we need to reach?

In order to shift perceptions of AG, we will need to build positive word-of-mouth with slightly younger, more influential consumers who can help spread the word



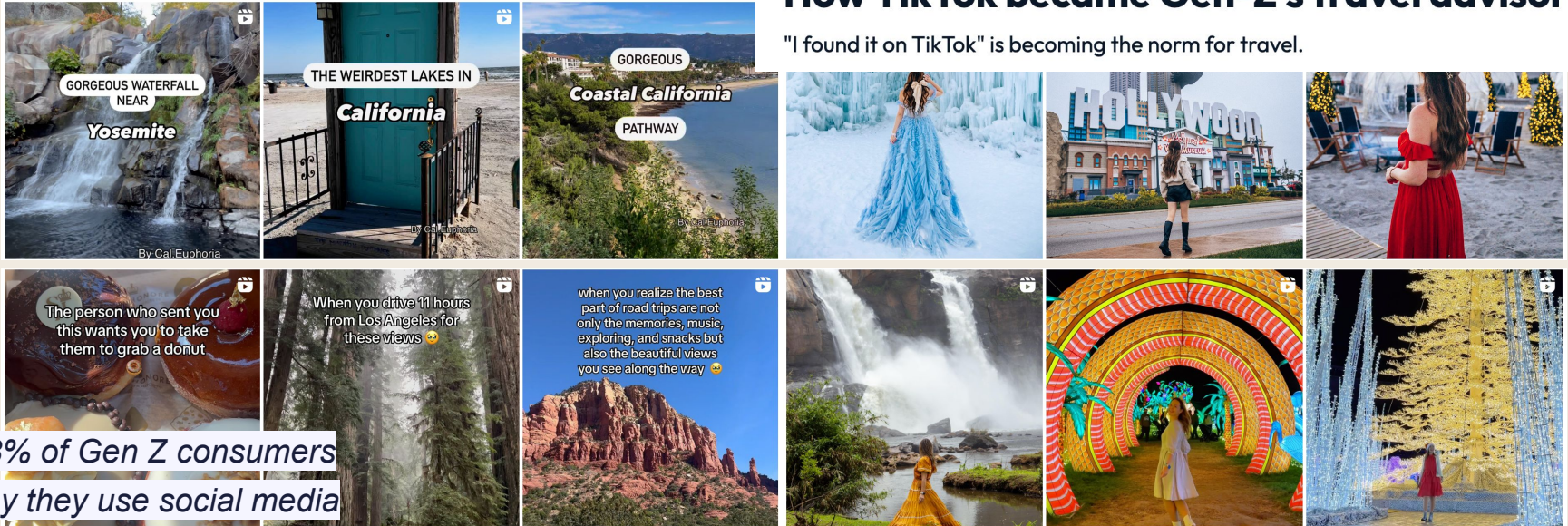
The Consumer

Where do they find travel inspiration?

In order to attract new visitors, we must reach travelers where they go to get inspired, and establish Arroyo Grande as **a destination that they aspire to visit**

How TikTok became Gen-Z's travel advisor

"I found it on TikTok" is becoming the norm for travel.



53% of Gen Z consumers say they use social media for travel inspiration

Source: 2023 Expedia Group Traveler Value Index

The Consumer

What do they want?

Increasingly, younger travelers see travel destinations not just as a place to escape, but as **an expression of their personal identity**

'Passion Travel' Is the Future

Thrillist surveyed 2,000 people, focusing on Gen Z, to better understand the state of travel today and the role it plays in our lives.

72%

of Gen Zers and Millennials say traveling is core to their identity and part of how they express themselves.



The Consumer



What do they want?

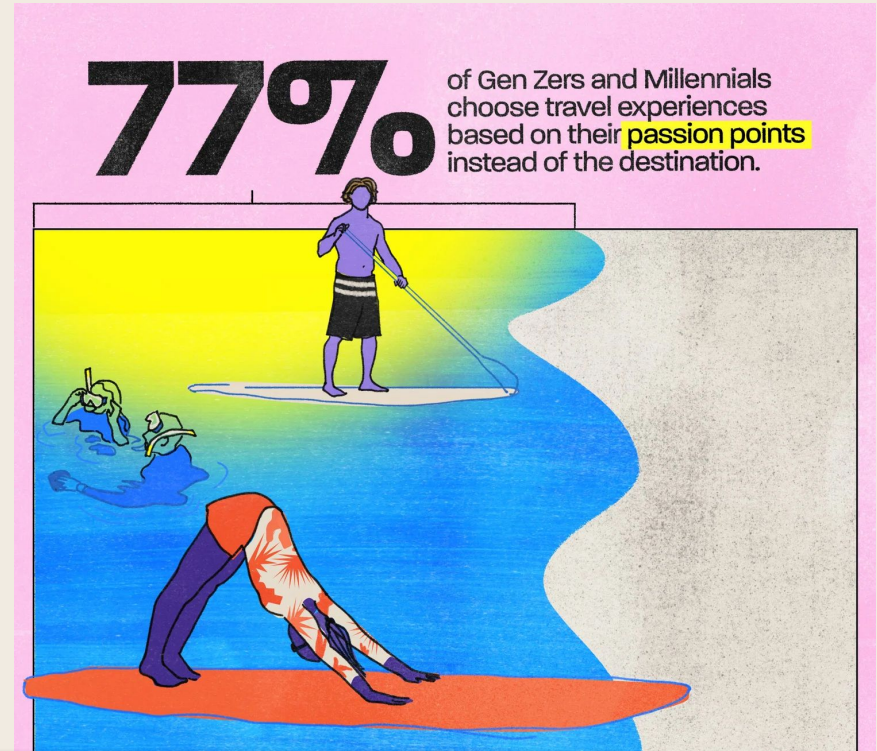
They are looking for **the excitement of discovery** and finding something unique and personal

The Consumer

What do they want?

Increasingly, younger travelers are deciding where to travel, not based on the destination, but because it **aligns with their passions**

- Eco-tourism
- Food-focused tourism
- Wellness retreats
- Music-festival trips



Travel from A to Zzz on a Sleep Retreat

When it comes to a good night's rest, the travel industry is going all in.

thrillist

CO  UNE

The Consumer

What do they want?

Increasingly, younger travelers are looking for ways to escape the stress and anxiety of life and embracing **JOMO Travel (The Joy of Missing Out)**

- 62% of travelers say JOMO Travel reduces stress and anxiety
- Nearly 50% say JOMO Travel allows them to better reconnect with loved ones.

**Source: Expedia Unpack '25 Travel Trends Survey*



The Consumer

What do they want?

Natural wonders like the Northern Lights have sparked an increased interest in **travel built around the experience of natural phenomena and celestial events**

Top natural phenomena travelers want to experience

- Seeing the Northern Lights (61%),
- Geological phenomena (30%) like volcanos, geysers, and hot springs.
- 80% of travelers say it's important that they can stay in a place that offers a prime viewing spot for these events*

**Source: Expedia Unpack '25 Travel Trends Survey*



Synchronous Firefly Season, Gatlinburg, TN

The Consumer

What do they want?

Travelers are increasingly finding travel inspiration on their film and television screens in a trend known as **Set-Jetting**

- Two-thirds of travelers shared that movies, streaming services and TV shows have influenced their travel choices
- 36% say TV and films are more influential on their travel plans than they were last year*

**Source: Expedia Unpack '25 Travel Trends Survey*



White Lotus Hotel, Taormina, Sicily



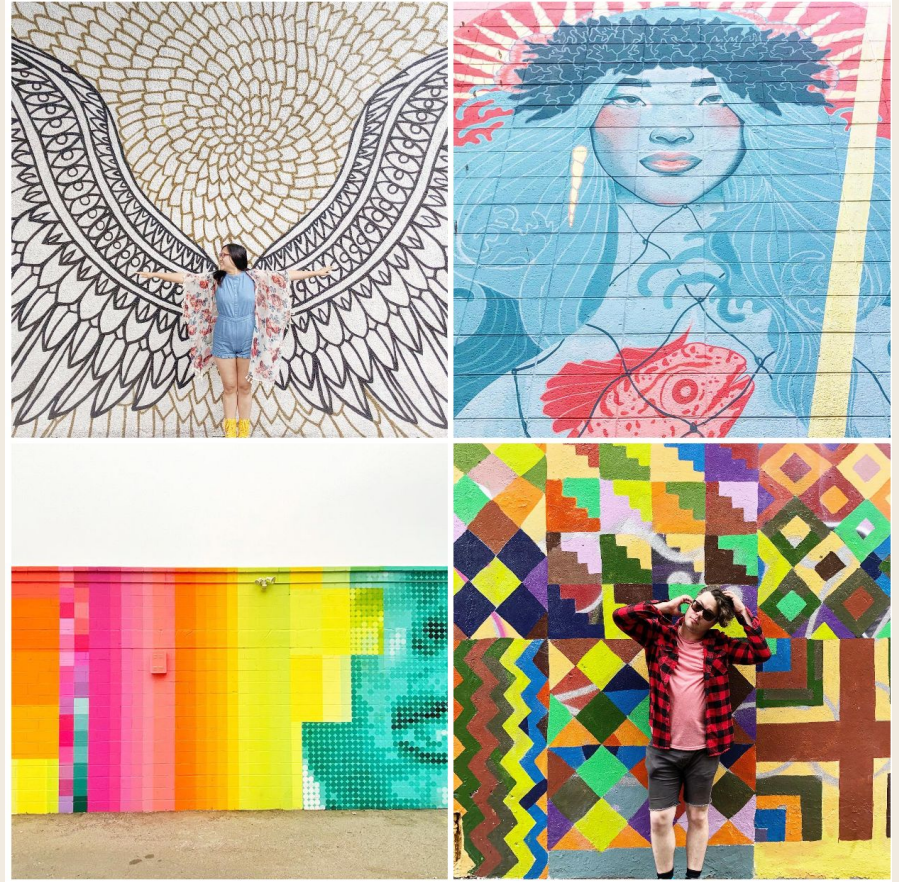
The Consumer

What do they want?

Ultimately, travel is not just about experiences, it is about creating lasting memories.

And these days, those memories only matter if they're shared.

We must establish Arroyo Grande as a top destination for share-worthy experiences



The Consumer

INSIGHTS

Social media and friends & family are the primary source of travel inspiration

Travel is an expression of personal identity

Seeking the joy of discovery

Driven by passion

IMPLICATIONS

Use social and influencers to inspire while also creating share-worthy experiences for visitors

Align communications with travelers' values and cultural roots

Position AG as a hidden gem for those “in-the-know”

Tap into niche passions like specific music genres, coffee culture, arts & crafts, etc.

THE STRATEGY

Insights Summary

The City

There's just something different about AG

The Competition

Arroyo Grande is the one place you can stay in SLO, where no matter how long you stay, you can still feel like a villager

The Consumer

Ultimately, travel is not just about experiences, it is about creating lasting memories.

And these days, those memories only matter if they're shared.

There's Just Something in the Air

There are plenty of places to shop, dine, and play on the Central Coast, but there is something different about Arroyo Grande. Whether it's the charm of the historic downtown, the cozy neighborhood feel, the best weather in the region, or the locals' passion for their community, AG has a unique, indefinable character that must be experienced to be truly understood. Arroyo Grande is SLO for those in the know.

An aerial, grayscale photograph of a city, likely Los Angeles, showing a dense urban landscape with various skyscrapers and buildings. In the foreground, a large stadium with a circular roof is visible. The city extends to a waterfront with a harbor and a bridge. The overall image is dark and serves as a background for the text.

Comms Strategy

Comms Strategy

The Strategy

There's Just Something in the Air

AG has an unique, indefinable character that must be experienced to be truly understood. **It's SLO for those in the know.**

Consumer Barriers

What's AG?

Many people in key feeder markets are unaware or have low familiarity with what AG has to offer

Why AG?

Those who are aware of Arroyo Grande, may not understand what makes us different from other destinations in the area

How do I do AG?

Those who would like to visit may not know where to stay, dine, and play or be exposed to less well-known assets of the city

Comms Task

INSPIRE

Reach travelers where they go to get inspired, and establish Arroyo Grande as a destination that they aspire to visit

CONVINCE

Connect with interested travelers around shared passions and human storytelling that gives them a reason to discover more about AG

CAPTURE

Make AG travel information and experiences more engaging and easy to discover

Comms Strategy

MOMENTS TO SHARE

Use social media, programming opportunities in the city, influencer marketing, and broad reach media to create shareable snapshots of AG's unique charm

STORYTELLING

Use longer form video, image, and text stories to communicate the unique culture and emerging character of AG, while connecting with shared passions of travelers

FOR THOSE IN THE KNOW

Capture interested travelers with targeted paid media and search, while curating content for different types of travelers in easy-to-navigate digital experiences

Channels

Social Media
Influencer Marketing
Display
OOH
CTV / Video

Display
Organic Social
Newsletter
Web

Search
Display
Social Media
Web

An aerial, grayscale photograph of a city, likely New York City, showing a dense urban landscape with numerous skyscrapers and buildings. In the background, a large body of water, possibly a harbor or bay, is visible with several ships. The overall scene is dimly lit, creating a moody atmosphere.

Paid Media Updates + Recommendations

Paid Media Strategy

INSIGHTS

Target travel audiences are cross-platform digital users, between various media touchpoints, so a media mix of multiple ad distribution is needed.

Target travel audiences lean higher towards adopters of CTV/OTT, video/visual media, and Social Media.

Targeting geos for Arroyo's Nurture Markets and Growth Markets.

Drive towards better reporting for Location Visitation, including for Total Visitation, Cost Per Visit, and specific to each Hotel Partner

EXECUTION

Use CTV/OTT and Traditional Billboards for large brand positioning and brand reach. Targeting key areas focus these tactics for budget efficiency.

Use Meta and TikTok for engaging travel audiences across age groups.

Use High Impact Interstitials and Display Banners for brand reach and frequency. These are also implemented as re-targeting to users visiting the website.

Leverage Paid Search for capturing and leading people researching travel options and lodging in Arroyo Grande.

Paid Digital Media Budget - Fiscal Outlook

Up to 1/6/2025

REMAINING FISCAL (1/6 - 6/30/25)

Media Channels	Budget: \$23,000	Budget: \$47,000
Paid Search	\$4,000	\$10,500
CTV/OTT (LVR)	\$6,500	\$10,000
Display Banners (LVR)	\$4,500	\$7,000
High Impact Interstitials (LVR)	\$1,500	\$2,000
Pre-Roll (LVR)	\$2,000	\$4,000
Meta	\$1,500	\$7,000
TikTok	\$1,500	\$6,500

Example: Campaign Reporting for Digital Actions

0 M

Total Digital Impressions

0

Total Paid Social Media Impressions

0 M

Total Traditional and/or OOH Impressions

0

Total Video Impressions across all platforms

0

Total Average Overall CTR across all digital platforms

0

Total Social Media Engagements

0

Total Clicks across all digital platforms

EXAMPLE CAMPAIGN PERFORMANCE REPORT

Topline view of total campaign metrics to date

0

New Social Media Followers

Example: Campaign Location Visitation Reporting

0 M

Total Exposed Impressions

0

Total Exposed Visitors

0 M

Total Digital LVR
impressions Spend to Date
(CTV, Pre-Roll, Display)

0

Total Exposed Visits

0

Cost Per Unique Visitor

0

Net New Visitors

0

Cost Per Visit

**EXAMPLE LOCATION
VISITATION REPORT**

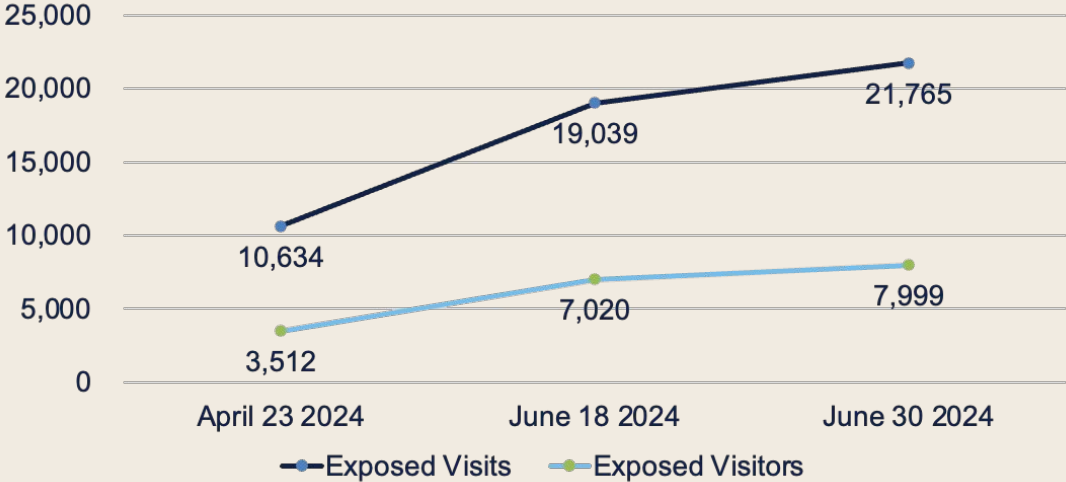
Topline view of total campaign metrics to date

0

Visits Per 1k Impressions

Example: Location Visitation Report

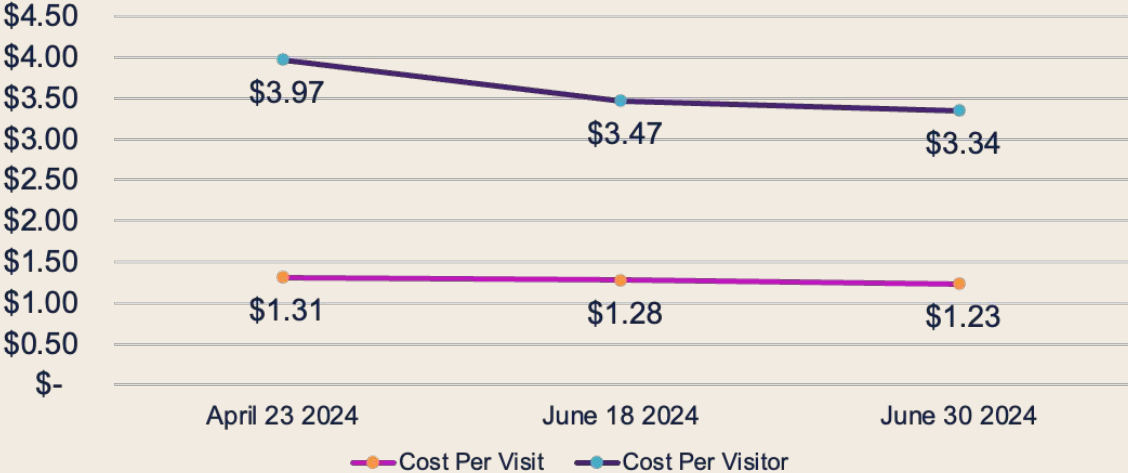
EXAMPLE CHART:
Trends: Overall Visits & Visitors



TRENDS: VISITS & VISITORS

Example: Location Visitation Report

EXAMPLE CHART:
Trends: Overall Cost Per Visit & Visitor



TRENDS: COST PER VISIT & VISITOR

Example: Location Visitation Report

	Total Exposed Visits	Total Unique Exposed Visitors
Hotel Partner	Total across all Hotels: TBD	Total across all Hotels: TBD
Arroyo Village Inn	TBD	TBD
Agrarian Hotel	TBD	TBD
Aloha Inn	TBD	TBD
Beachway Inn	TBD	TBD
Day Inn	TBD	TBD
Hampton Inn & Suites	TBD	TBD
Best Western	TBD	TBD

VISITATION PER HOTEL PARTNER

Example: Location Visitation Report

	Total Exposed Visits	Total Unique Exposed Visitors
DMA	Total across all DMAs: TBD	Total across all DMAs TBD
Fresno-Visalia, CA	TBD	TBD
Monterey-Salinas, CA	TBD	TBD
Bakersfield, CA	TBD	TBD
Sacramento-Stockton-Modesto, CA	TBD	TBD
San Francisco-Oakland-San Jose, CA	TBD	TBD
Los Angeles, CA	TBD	TBD
San Diego, CA	TBD	TBD

VISITATION PER TARGET DMA

Next Steps and Action Items

Action Items

Strategy

- Sign off on January - June 2025 campaign strategy

Media

- Approve January - June 2025 paid media budget and channel mix