

**ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT
(AGTBID) ADVISORY BOARD**

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Kathy McCorry, Chamber CEO
BY: Holly Leighton, Chamber Marketing & Tourism Coordinator
MEETING OF: October 24, 2022
SUBJECT: Review and Approve Visit SLO CAL Request for Co-op Partnership of Resident Sentiment Research Study

RECOMMENDATION

Review and approve Visit SLO CAL request for co-op partnership of Resident Sentiment Research Study.

BACKGROUND

Visit SLO CAL is preparing to conduct a countywide resident sentiment research study—their first in five years. They’re launching the study in November 2022 to help inform their destination marketing and management plans. It’s an opportunity for their destination partners to secure their local data and insights through co-op participation. The research partner is Destination Analysts, a California-based research vendor.

The objective of this new study is to evaluate San Luis Obispo County residents’ current viewpoints and opinions about the tourism industry in their communities and how they feel it positively or negatively impacts their lives. The survey will be conducted both online and through in-market intercepts to ensure appropriate representation in every destination—the seven cities and the unincorporated areas of the county. The total sample size will be 1,500, and the survey will be conducted in English and Spanish.

DISCUSSION

Destination partners—like Visit Arroyo Grande—can participate in this research to obtain community-level data, insights, and expert recommendations to help inform future marketing and/or community engagement plans. Destination partners who choose to participate will receive a customized community report with top-level, actionable recommendations. Each community-level report will also include a top-line analysis and interpretation of the data, accompanying charts/graphs, a comparative analysis to SLO CAL traveler sentiment data, customized data cross-tabulations and a complete data set. The cost for partners to participate is \$6,800. Commitment to participate will be required by November 1, 2022, but the invoicing will not occur until later.

Attachments:

1. Resident Tourism Sentiment Research Study Co-Op Opportunity
2. Resident Tourism Sentiment Research Study Co-Op Participation