



Resident Tourism Sentiment Research Study

Co-Op Opportunity

SLO CAL Resident Tourism Sentiment Research Study

Scope of Work

The objective of this research is to evaluate San Luis Obispo County residents' current perceptions and opinions regarding the tourism industry in their destination communities and in the greater unincorporated county, and how it impacts their lives. The research partner is Destination Analysts (www.destinationanalysts.com).

Research Objectives

- Survey a representative sample of San Luis Obispo County residents in order to segment at the community level
- Assess the current sentiment of residents towards tourism across the county and in their communities
- Identify pain points of residents as well as strengths and opportunities
- Provide information to help inform Visit SLO CAL's destination management strategy and marketing plans
- Provide an expert analysis of tourism sentiment among residents as well as recommendations for future tourism marketing, destination development and community involvement
- Assess awareness of Visit SLO CAL and understanding of the organization's work to build a vibrant tourism economy
- Provide a paid, co-op path destination partners - the 7 cities and 1unincorporated area in SLO CAL – to access to resident tourism sentiment at the local level

Research Methodology

- Online (phone/internet) and in-market intercept surveys; N=1,500 total sample size



- A majority of surveys will be collected online by Destination Analysts and polling research partner Dynata. In-market intercepts will be conducted by a 3-person survey team to ensure geographic balance and learning opportunities.
- Representative sampling will be based on U.S. Census population data across SLO CAL's 7 destinations and the unincorporated areas.
- One survey instrument for both English and Spanish; approximately 30 questions.
- Timeline:
 - Survey questionnaire development: November 2022
 - Data collection: December 2022-March 2023
 - Data analysis: March-April 2023
 - Final report of findings: May 2023 (VSC), June for co-op partners

Survey Co-op Deliverables, Commitment & Buy-in Cost

- Customized report with top-line recommendations and data charts
- Top-line data analysis
- Customized report with top-line recommendations
- Interpretation of data
- Comparison to SLO CAL traveler sentiment
- Custom data cross-tabulations
- Complete local data set

Co-Op participation cost: \$6,800

Signed co-op participation form due: November 1, 2022

For additional information, please contact:

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Visit SLO CAL

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