



Resident Tourism Sentiment Research Study Co-Op Participation

Visit SLO CAL will be executing a countywide Resident Sentiment Research Study starting in November 2022. The online and in-market intercept study project will be completed by June 2023. The objective of this study is to evaluate San Luis Obispo County residents' perceptions and opinions regarding the tourism industry in their communities. Residents in SLO CAL's seven destinations and in the unincorporated areas will be represented in the overall sample size.

Visit SLO CAL is in final negotiations with Destination Analysts, a California-based research vendor, for this scope of work. We would like to offer our destination partners the opportunity to 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 chose 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.

Please sign below if you are interested in participating. The deadline to submit your partnership form to Visit SLO CAL is Tuesday, November 1, 2022.

THE COST FOR PARTNERS TO PARTICIPATE: \$6,800*

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Name

Date: _____

Organization

*Visit SLO CAL will invoice and collect all funds from participating co-op partners.

For more information, please contact Tracy Campbell, Vice President of Community Engagement and Advocacy, Visit SLO CAL at: 805-541-8000, email: tracy@slocal.com.