

Arroyo Grande

CALIFORNIA

Marketing Plan | 2022–2023





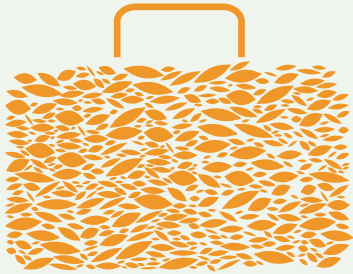
Marketing Plan Overview

The Arroyo Grande Tourism Business Improvement District (AG TBID) Advisory board is made up of representatives from the local community, lodging, or hospitality related businesses in Arroyo Grande appointed by the City Council. The TBID helps to promote Arroyo Grande as a travel destination and is funded by a 2% assessment charged by hotels for this purpose.

2021–2024 Strategic Plan

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

Why Tourism Matters in SLO County



Travel Spending
\$1.78B

\$4.9M
a day

\$203K
an hour

\$3.4K
a minute

\$56
a second

Tourism puts
19,760
people
to work each day

Tourism contributes
\$58.7M
in transient
occupancy tax
revenue
(64% YOY Increase)

Without state and local
tax revenue generated
by travel and tourism,
each SLO CAL household
would pay an additional
\$16,753 in taxes



Travel spending created **\$104M** in local tax
revenue which would cover the expenses for

968 police officers' salaries or.....

1,198 firefighters salaries or.....

2,208 teachers salaries or.....

167 miles of 2-lane resurfaced roads

Research and Trends

Family Fun

After two years of the pandemic, families long to return to a sense of normalcy in travel. They are prioritizing spending time away together and putting extra effort into unplugging and maximizing fun. They enjoy going to the beach, attractions such as zoos, aquariums, theme parks and visiting state and national parks.

Visit Arroyo Grande Opportunity:

AG TBID will put families first in owned media channels, especially with photography. Social posts and website content, including new itineraries and blog posts, will highlight local activities and offerings that are particularly family-friendly, including Lopez Lake, beach days, you-pick farms and more.

Social

Facebook remains the leader in total platform users, while TikTok (up 32 percent) and Pinterest (up percent) grew considerably during the pandemic. This growth was fueled by the 35 to 64 year-old demographic.

Visit Arroyo Grande Opportunity:

TikTok means opportunity for AG TBID. This popular platform uses relatively easy-to-create content that shows an authentic peek at a destination. We'll reach out to creators for user-generated content, and we'll create some ourselves. Arroyo Grande's charming shops and picturesque wine country are ideal settings for TikTok's brand of youthful wanderlust.

Work from Anywhere

With more people working remotely, there is less of a need to strategically plan travel around holidays or breaks. Travelers are finding the best of both worlds by working from wherever they choose. This is bringing travelers in for longer periods of time, boosting previously slower shoulder seasons.

Visit Arroyo Grande Opportunity:

Local hotels, restaurants and tourism partners that accommodate the unique needs of mid-week travelers will be ahead of the game. AG TBID will promote Arroyo Grande as a destination for mid-week stays with a campaign that involves hotel packages, social media and a paid media plan. Content will support local hotels, restaurants, shops and experiences.



Target Audiences

Visit Arroyo Grande will align with Visit SLO CAL's audience approach for the year ahead, evolving from specific personas to target "The Purposeful Traveler," as well as a secondary audience called "The Outdoor Family."

Who is this audience? Purposeful Travelers live vividly and value simplicity, keeping life and the mind as uncluttered as possible. Authenticity and being true to oneself while maintaining strong personal relationships with family and friends is important. Curious and creative, they are open-minded, want to explore and learn about new things, and seek stimulating experiences. They are in tune with nature and themselves, doing activities they enjoy.

The Outdoor Family represents an audience who are frequent visitors to the region and who are likely to take an annual trip. These families represent the largest travel parties and longer stays, making this group the highest spending segment. Likely to drive to the destination, families participate in a range of outdoor activities on vacation, including going to the beach.

The Purposeful Traveler: Demographics

46% male **54%** female

56% married

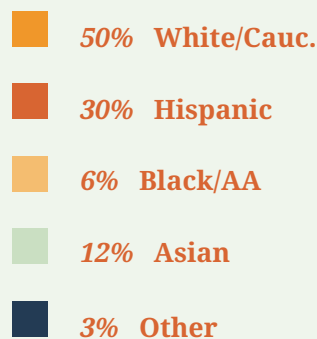
40% children in household

41% graduated college

\$129.2K household income

46.5 average age

Ethnicity



The Purposeful Family Traveler: Demographics

50% male **50%** female

74% married

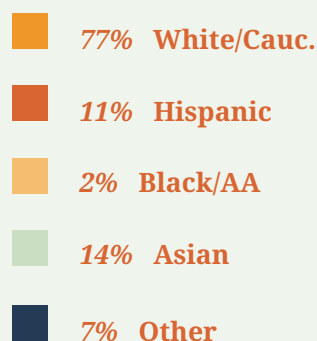
42% children in household

78% graduated college

\$173K household income

45.6 average age

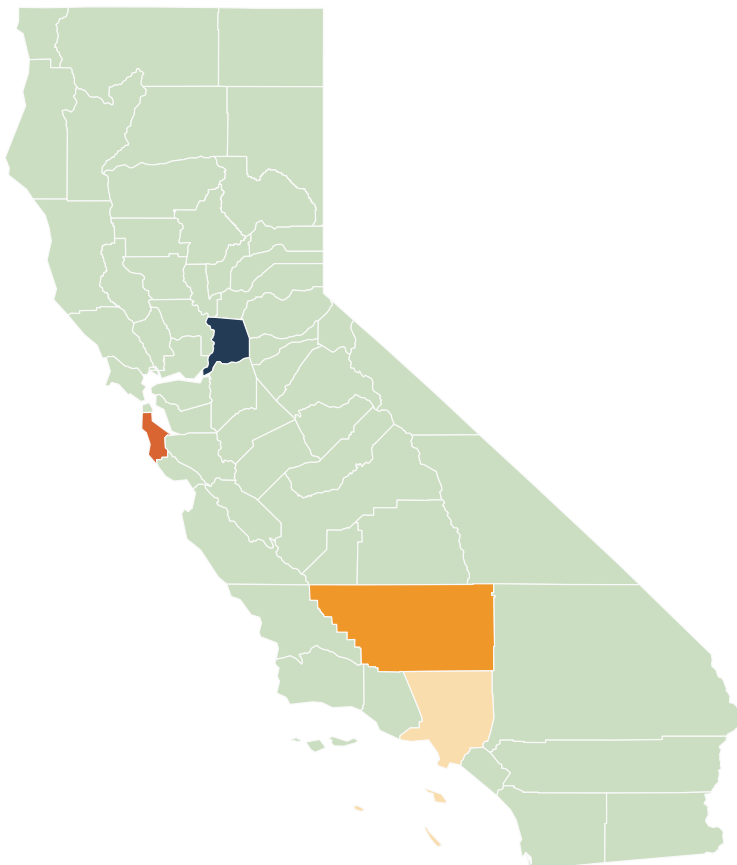
Ethnicity





Geographic Markets

AG TBID will continue to focus on shorter drive markets throughout California, including the San Francisco Bay Area, Los Angeles, Sacramento and the Central Valley to generate overnight stays.



- 1 San Francisco Bay Area
- 2 Los Angeles
- 3 Sacramento
- 4 Central Valley



Equity, Diversity & Inclusion

Visit Arroyo Grande is committed to ensuring its work fosters equity, diversity and inclusion, so that all visitors feel welcome. In partnership with Visit SLO CAL, the destination participated in a 2021 Equity, Diversity & Inclusion (EDI) Audience & Asset Alignment Study conducted by Insights Strategic Marketing and Research. The study was designed to help identify gaps in product offerings and also provided direction to the images and messaging that will enable Visit Arroyo Grande to effectively communicate the leisure product and invitation to these audiences. Insights from the study helped Visit Arroyo Grande determine its focus for FY 2022–23 and beyond.

Visit Arroyo Grande will aim to increase familiarity and awareness of the destination among five specific audience segments including Black travelers, Hispanic travelers, Asian travelers, travelers with disabilities and LGBTQ+ travelers. Messaging will let potential visitors know that Arroyo Grande is a safe and welcoming community that invites people with diverse backgrounds.

- Show diverse visitors in advertising and marketing materials that show people of color in a way that depicts the destination as welcoming
 - Development of programmatic video ads (Outdoors, Family, Culinary) that include audience segment
 - Collect assets that include audience segment
 - Utilize EDI images across all owned channels
- Use inclusive language and messaging within content platforms
- Work with destination partners and local tour operators to provide experiences that are welcoming and inclusive to all visitors
- Amplify the voices of women-owned and minority-owned local travel and tourism related businesses
 - Create Instagram/Facebook/TikTok stories
 - Spotlight in monthly newsletter
 - Consider outreach to R.A.C.E. Matters SLO or other area BIPOC organizations for collaboration ideas
- Position Arroyo Grande as a destination with small town charm and history, with a thriving culinary scene and outdoor activities that appeal to visitors from all backgrounds and ethnicities

Paid Media

Strategy

The paid media strategy combines traditional (print), digital (programmatic video ads, blueprinting, Google AdWords, OTT and YouTube) and social media (including boosted posts), with the largest portion of the budget to be spent in shoulder seasons. Below is the 2022–2023 media plan that was approved by the board.

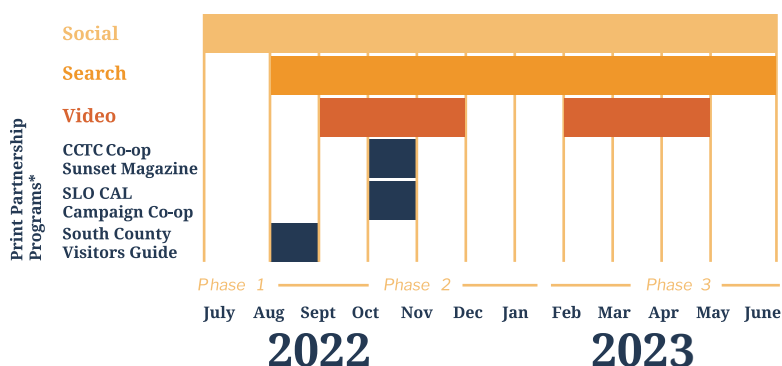
Objectives

- Build awareness among key audiences by deploying Arroyo Grande’s creative messaging to specific personas based on destination offerings
- Incorporate strategic targeting by concentrating messaging in key geographic areas where creative will resonate to inspire road trips and overnight stays to the destination
- Increase engagement by optimizing content for clicks and promoting traffic to the Visit Arroyo Grande website

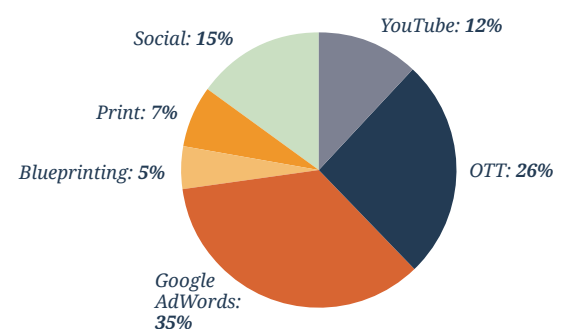
Tactics

- Brand campaigns will be supported with engaging creative that speaks to the culture and diverse experiences the destination offers, and reach the Gen Z audience in order to generate a positive brand association and loyalty among future generations. To re-engage audiences, the creative will be refreshed and optimized as needed throughout the fiscal year.
- Video ads will launch as pre-roll and will measure visits KPI
- Boost Instagram/Facebook posts to create awareness of events and other destination offerings
- To help drive traffic to the website and to encourage hotel bookings, utilize always-on paid search through Google AdWords
- Increase awareness among our target audience to encourage visits to Arroyo Grande through deploying video ads on CTV/OTT. Reach target audience via streaming services.
- Deploy video ads on YouTube to increase awareness and engagement among audience members utilizing that platform. YouTube is the second largest search engine behind Google Search.
- Leverage regional partnerships with Central Coast Tourism Council and Visit SLO CAL to participate in reactive co-op print/digital advertising opportunities
- Shorter drive markets of Fresno, Visalia, Bakersfield, San Francisco South Bay, and LA (Thousand Oaks/Long Beach) will be reached to encourage overnight visitation

FY 2022 Media Timeline



Arroyo Grande Media Breakout



**Visit Arroyo Grande leverages its regional partnerships with Central Coast Tourism Council and Visit SLO CAL for industry research and participates in reactive co-op print/digital advertising opportunities throughout the fiscal year.*

Earned Strategy

Strategy

Leverage partnerships with Visit California, Visit SLO CAL and Central Coast Tourism Council to extend reach and stretch marketing dollars, focusing on promoting visitation in shoulder and off-peak seasons.

Objectives

- Increase awareness of Arroyo Grande to domestic media, influencers and potential travelers in key markets
- Get earned media coverage for Arroyo Grande in at least five domestic publications by June 2023

Tactics

- Utilize FAM budget to host press trips for domestic media or social media influencers to produce editorial content, generate press coverage and awareness of the destination
- Develop new story pitches for content submissions/ pitches to industry partners
- Participate in reactive opportunities with partners
- Add press kit to website



Owned Strategy

Strategy

Visit Arroyo Grande will continue to connect and engage with audiences, developing original and personalized content to distribute on its website, through email marketing and owned social media channels.

Objectives

- Meet or exceed daily engagement rate to meet the industry standard of 8.4% for all social channels *
- Increase followers on Facebook, Instagram, Twitter and TikTok by 10% by June 2023
- Increase social referral website traffic by 10% by June 2023
- Increase e-newsletter database by 20% by June 2023

Source: Sprout Social <https://sproutsocial.com/social-media-benchmarks/>

Tactics

- Enhance website with refreshed imagery and content
 - Update existing trip itineraries for Outdoor Adventures and Family Fun and create new campaign itineraries, for example Time Well Spent itineraries, wine and culinary experience itineraries, and itineraries for “work from anywhere” visitors taking advantage of a mid-week stay campaign
 - Create monthly blog content using keywords to boost SEO
 - Use new photo assets and include diverse and inclusive images and language
- Distribute monthly e-newsletter around key differentiators that also highlights local events and drives viewers to the website for trip planning
- Strengthen brand identity and awareness of the destination by utilizing owned social media channels
 - Use new video/photo assets in posts, Instagram stories and on TikTok
 - Work with tourism partners on Instagram Collaborations for a larger combined audience
 - Share content around local favorites including businesses, history, people and artisans, etc. that highlight the friendly and historic character of the destination
 - Use social media giveaways as a way to grow followers on our social channels and e-newsletter subscribers, giving away gift cards, discounts, physical gifts and other prizes from local restaurants, wineries and tour operators



Content Action Plan

This content schedule will guide ideas for social media posts, e-newsletters and more throughout the fiscal year. Monthly themes echo those of Visit SLO CAL and Visit California's marketing efforts where appropriate, as well as general seasonal trends.

July Sustainability Outdoors (Hiking) Waterpark	August Road trips Back to school Summer concerts	September CA Wine Month Harvest Festival	October Fall activities Halloween	November Local makers/crafters Thanksgiving	December Shopping Family time Holidays/Christmas
January Wellness SLO CAL Restaurant Month	February Romance/couples Super Bowl Black History	March Shopping Local Arts/Culture Women's History Month	April Summer travel planning State parks Beer/Breweries	May Weekend getaways AAPI Heritage Month	June Beaches Summer weddings Pride Month





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