

Arroyo Grande

CALIFORNIA

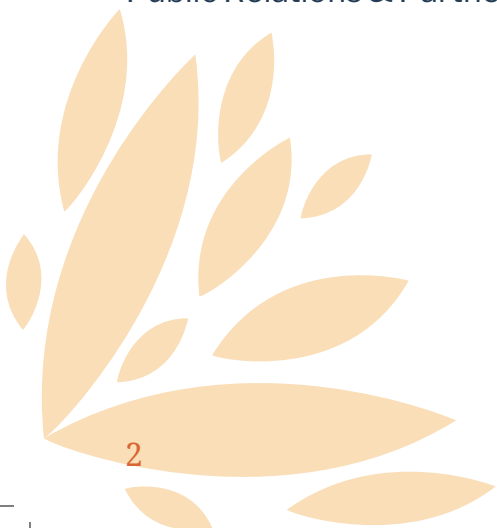
Annual Report | 2022–2023





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Overview & Goals

The Arroyo Grande Tourism Business Improvement District (Arroyo Grande TBID) has a plan in motion to reach travelers whose interests and behaviors align with the genuine experiences found in our area. These travelers are ready to discover the magic of Arroyo Grande—a town differentiated by its charming atmosphere, striking scenery, and access to some of the Central Coast’s most sought-after experiences.

The Arroyo Grande TBID Advisory Board is made up of representatives from 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.

Marketing Goals:

Position Arroyo Grande as a travel destination

Increase overnight stays in Arroyo Grande

Introduce new visitors to Arroyo Grande



2021–2024 Strategic Plan

In August 2020, the Arroyo Grande TBID finalized their three-year strategic plan defining key imperatives, objectives to measure and initiatives to execute. This plan will guide all future marketing efforts and direct the organization.

| 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 |

Completed Initiatives

Now on TikTok

As part of its owned media strategy, Visit Arroyo Grande added TikTok to its social media channels starting in 2022. The social media platform provides users the opportunity to explore new places through bite size videos set to trending music and compelling voice-overs. Presence on the ever-growing platform expands the destinations social media reach and captures a new audience. Authentic content was created throughout the year and user-generated content shared to inspire overnight stays, and to showcase all there is to see and do in Arroyo Grande.

Framework for Events and Grants

Visit Arroyo Grande worked with the South County Chambers of Commerce to develop a framework for tourism driven event sponsorships and grant requests. The framework identifies times throughout the year submitted event applications will be reviewed by Visit Arroyo Grande and outlines specific parameters around funding.

New Tourism Website

VisitArroyoGrande.org is the number one resource for destination-related content. In April 2023, Visit Arroyo Grande launched its redesigned website providing a new look and feel that aligns with brand colors and themes. The new website displays high-quality and branded imagery, updated content including new blogs to increase SEO, refreshed layouts, and an improved navigation and browsing experience across the site for users.



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

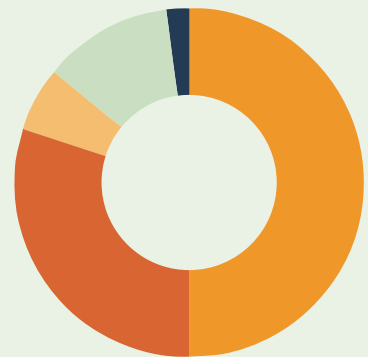
50% White/Cauc.

30% Hispanic

6% Black/AA

12% Asian

3% Other



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

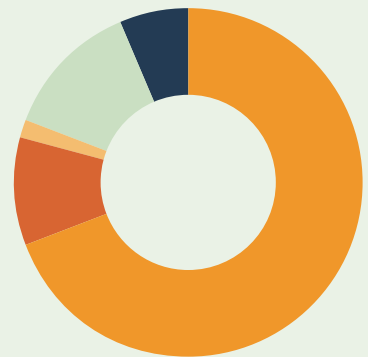
77% White/Cauc.

11% Hispanic

2% Black/AA

14% Asian

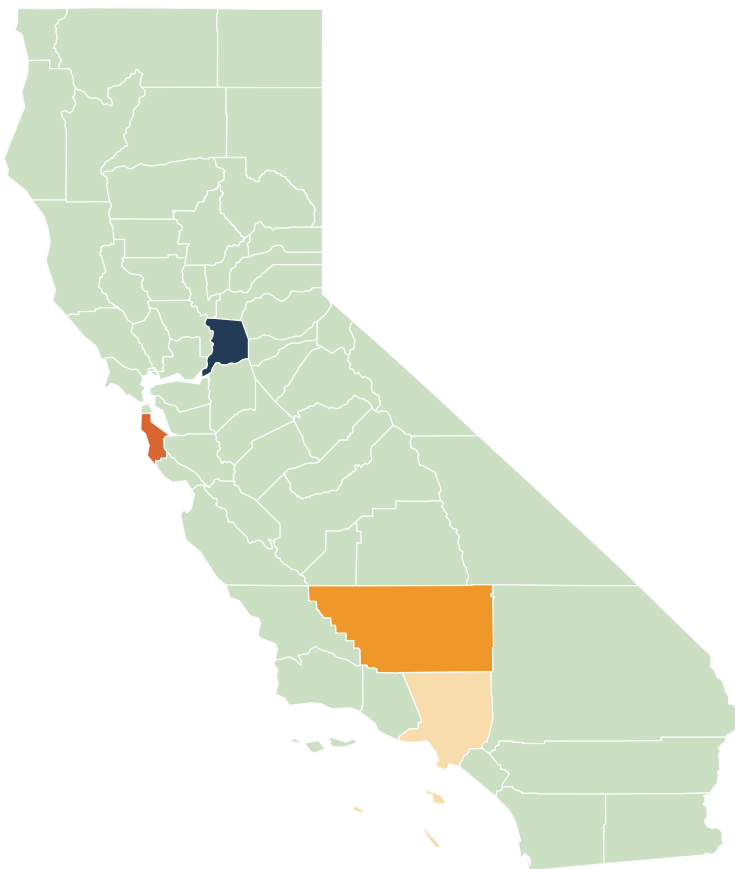
7% Other





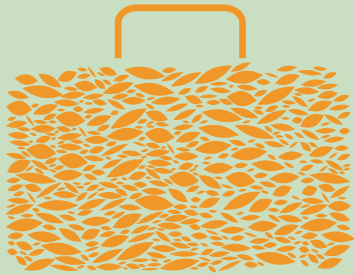
Geographic Markets

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

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

January–December 2021 Source: Visit SLO CAL, Dean Runyan Economic Impact Report, County of San Luis Obispo, United States Census Bureau, Tourism Economics *Calculations based on percentage not actual salaries and cost.

Destination Campaigns



“No Weekend Needed”

Visit Arroyo Grande launched its “No Weekend Needed” mid-week advertising campaign to promote off-season overnight stays in the destination Monday to Wednesday. The campaign targets Generation Y and retirees in key California drive markets. Example messaging highlights cost savings as the biggest benefit of mid-week stays along with uncrowded access to dining and activities. Other components of the campaign include:

- Central Coast Tourism Council co-op buy (ran Oct. 15, 2022 to Jan. 15, 2023), that targeted “Workcationers” under the pillar of Agriculture/Culinary in Denver, Reno, Seattle, Portland, and San Francisco. Results included 114,951 impressions and 3,231 clicks.
- Photo shoot in November for new assets shot at various locations in The Village, resulting in three new creative sets deployed in December, January and February as part of the paid media strategy
- Instagram giveaway in January 2023 to create awareness and increase social followers, with a prize package that included a complimentary two-night hotel stay, wine tasting for two, a gift card to a local brewery and gas gift card. The giveaway resulted in 238 new Instagram followers.

Time Well Spent

Visit Arroyo Grande’s “Time Well Spent” campaign (launched September 2021) continued to win industry awards in FY 2022–23. The campaign received an Award of Merit at the 2022 PRSA Central California Image Awards under the Campaign of the Year category. Central California Image Awards honor works of distinction in the practice of public relations by Central Valley professionals working in public relations, communications, marketing and advertising. The campaign focuses on the destination as a place “where experiences are naturally more full, more engaging, and more worth your time” and targets “The Purposeful Traveler” persona. Three .15-sec. programmatic digital ads ran throughout the year that clicked thru to existing outdoor adventure, family fun and culinary itineraries on the website.

AMERICAN
ADVERTISING
AWARDS
COASTAL CALIFORNIA

PRSA



Results at a Glance

March–February YOY



16% increase
in website visits (sessions)

14% increase
in time on site

12% decrease
in pageviews

Facebook
27,333 engagements
34% increase YOY

Instagram
11,959 engagements
81% increase YOY

Reached 1,484,289
through paid media

18,005
clicks from paid media

Transient Occupancy Tax (TOT)
July–June Totals

| | | | | |
|--|---|---|---------------------------------------|---|
| 2022–2023: \$886,452* | 2021–2022: \$1,472,554 | 2020–2021: \$1,016,301 | 2019–2020: \$926,026 | 2018–2019: \$1,029,433 |
|--|---|---|---------------------------------------|---|

*Data represents July 2022 to January 2023





Email Marketing

Email marketing keeps Arroyo Grande top of mind for potential travelers and highlights the destination's unique offerings. The monthly newsletter is sent out to an opt-in subscriber database through Mailchimp with featured content covering the following:

- Specific themes from Arroyo Grande's key messaging points
- Promotion of events, new happenings and local businesses that support tourism
- Itineraries, activities, restaurants, accommodations and more that build interest in planning an Arroyo Grande getaway, with URLs that link to the website

E-newsletter Results:

1,227
email subscribers

12
distributed newsletters

43.94%
average open rate

3.42%
average click rate

Industry benchmarks show an average open rate of 20.4% and click rate of 2.25%. Source: Mailchimp



Breathe In the Spring Air

Feel like it's time for a refreshing break? That's what spring rejuvenation is all about! Spring Solstice is approaching which means longer days in Arroyo Grande, and the busy season is just beginning to bloom. It's a great time to visit town and get away from it all. Here's what's happening in March.



Find Good Luck in A.G.

Spotted in the window of Brisco's Village Gift Shop is a sentiment that is filling our hearts with St. Patrick's Day approaching! Arroyo Grande has some awesome events coming up this March and beyond. Check out our full event schedule, plus these highlights:

- March 11: **St. Patrick's Day in Ireland**, a night of Irish music at the Clark Center
- March 11: **Art in the Park** at Elm Street Park, makers market from 10 a.m. to 4 p.m.
- March 19: **Bubbles & Brushes**, a painting class at Laetia Vineyard
- March 29: **The Musical Music of Mozart** at the Clark Center
- March 29: **Local Author Fair** at Monarch Books

(Please check official event websites for cancellations or changes.)



Spring Break, Midweek Style

The first day of spring is right around the corner, and the Easter Bunny will be hopping by before we know it, so that means Spring Break must be lurking, too! Plan a trip to Arroyo Grande and book midweek to save big. Hotel rates are lower in the middle of the week, but we've still got tons of fun ready to be had in town and beyond. Local Lodging is better than it's been in years, making for some great family fun, and our hillsides are a beautiful green just in time for St. Patrick's Day. [Click your stay away!](#)



Celebrating Local Women

As we mark Women's History Month in March, we'd like to give a nod to some of Arroyo Grande's woman business owners! New in town is **Neighbors General Store**, which just celebrated its grand opening. Owner Alex Crosswell has chosen a curated selection of beautiful home, kitchen, party and gift goods. Just a few storefronts down is **Monarch Books**, owned by local couple Tameesha and her husband, Aaron. Across the street is **Elle Supply Co.**, owned and operated by Tracy Sonny, and a nearby in the Village is Corinne Cella's **The Green Vine Artisans**. We're honoring with amazing women in A.G.!

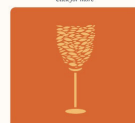
Stay With Us

Click for more



Don't Miss Our Events

Click for more



Social Media

Visit Arroyo Grande developed engaging content on its owned social media channels (Facebook, Instagram, Twitter, and TikTok) with the goal to strengthen its brand identity and create awareness of the destination.

- Used new video/photo assets in social media posts and stories
- Developed original content geared towards targeted personas around local favorites including businesses, history, people and artisans, etc. that highlighted the friendly and historic character of the destination
- Incorporated “Time Well Spent” and “No Weekend Needed” campaign messaging
- Shared user-generated content to build audience and to show authentic experiences
- Supported local events including a Jan. 2023 Instagram giveaway in collaboration with the Pismo Beach Jazz Jubilee and another collaboration with Laetitia Vineyard
- Created a TikTok account and posted 15 times on this new platform
- Posted 20 Reels on Instagram

Facebook Results:

6,171 followers (2% increase YOY)

27,333 engagements (34% increase YOY)

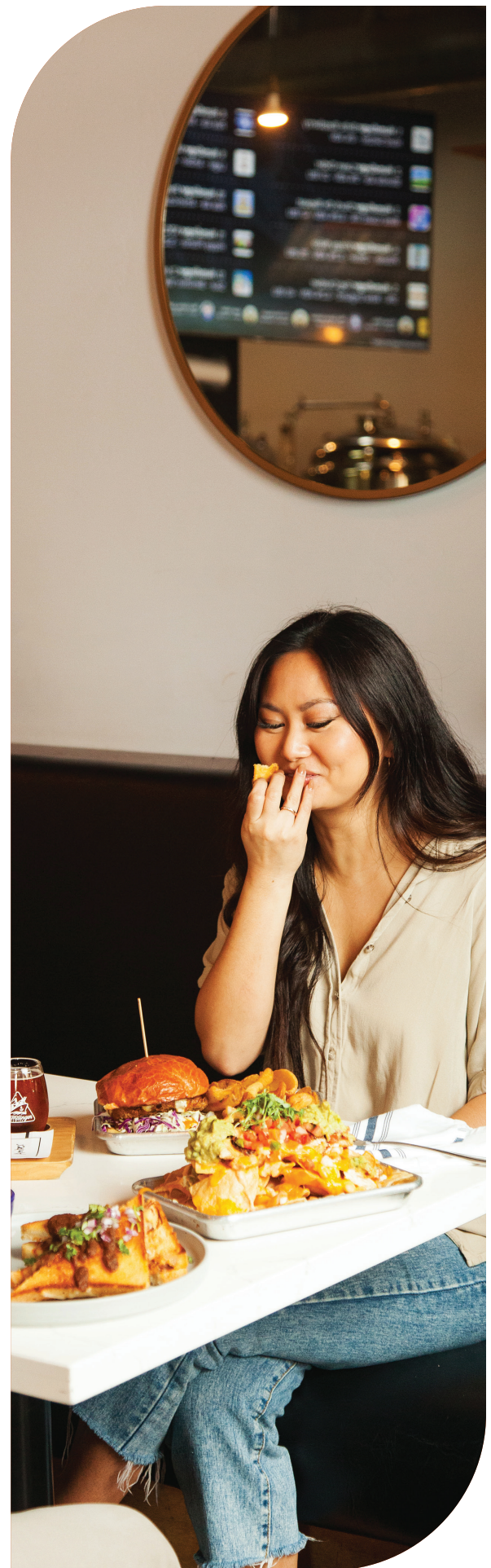
731,375 impressions (179% increase YOY)

Instagram Results:

3,985 followers (31% increase YOY)

11,959 engagements (81% increase YOY)

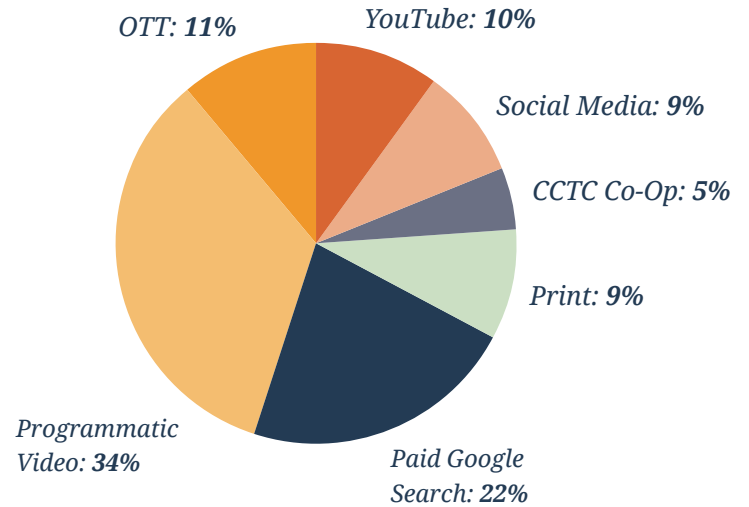
1,089,847 impressions (890% increase YOY)



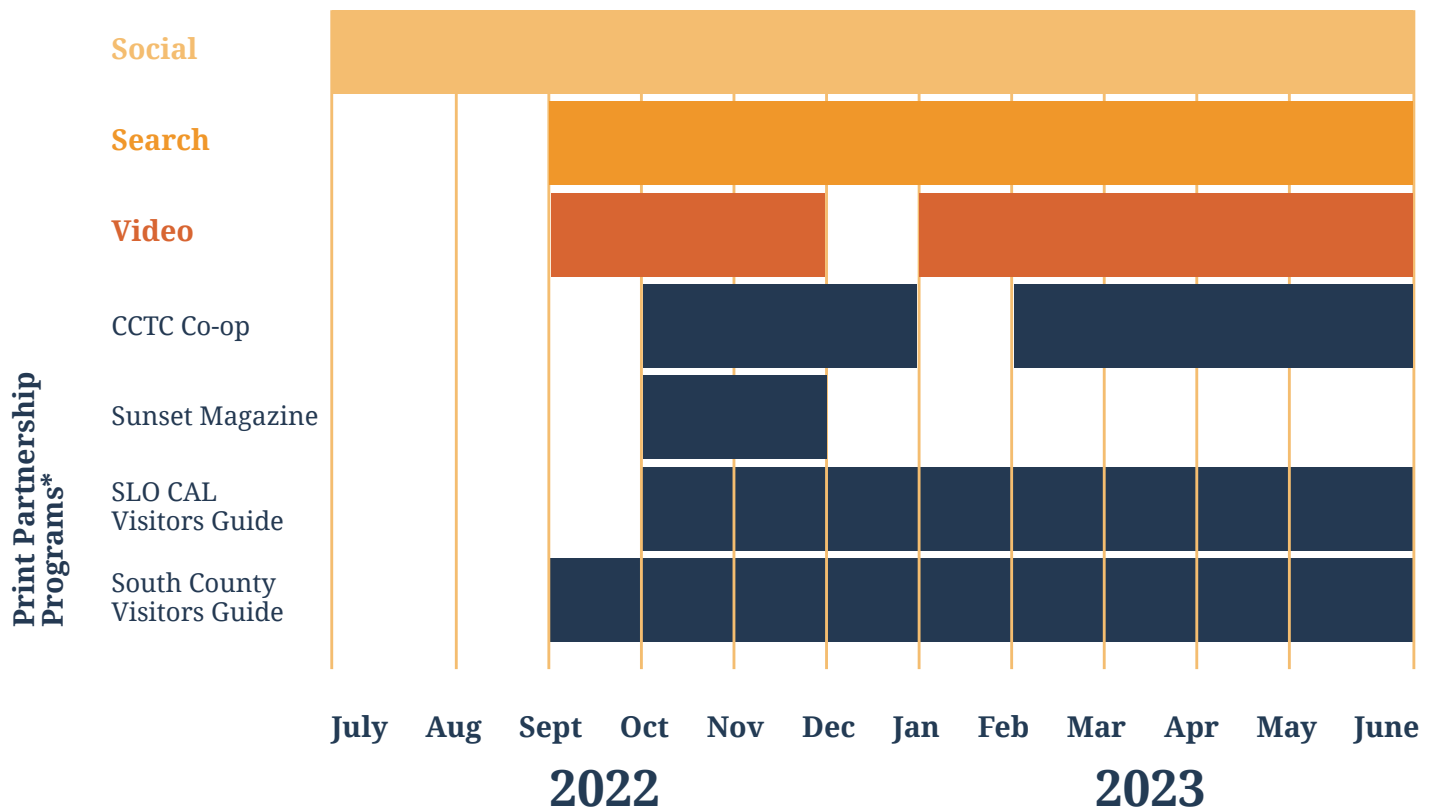
Paid Media

March 2022–February 2023 paid media included a mix of programmatic video pre-roll, Google paid search, OTT, YouTube and social media channels. This omni-channel digital strategy focused on awareness and engagement, directing click traffic to the Visit Arroyo Grande website. Programmatic video pre-roll had nearly **430,000** impressions and **2,000** clicks. Google paid search resulted in **132,575** impressions and **10,237** clicks with **513** visits to the destination. OTT gained **156,308** impressions throughout this year and had a high completion rate of **98.40%** (amount of viewers who saw the video ads through to completion). YouTube produced **290,959** impressions and **307** clicks with a strong video completion rate of **81.20%**. Engagement on Instagram resulted in **359,715** impressions and **2,231** clicks. The CCTC fall/winter co-op also produced **114,951** impressions and **3,231** clicks. Overall paid media brought in a combined total of **1,484,289** impressions and **18,005** clicks to the Visit Arroyo Grande website.

Arroyo Grande Media Breakout



FY 2023 Media Timeline



*Arroyo Grande TBID 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.

Public Relations & Partnerships

In an effort to differentiate the brand's position in the larger travel market Visit Arroyo Grande leveraged its existing tourism partnerships with Visit California, Visit SLO CAL and Central Coast Tourism Council.

Partnerships:



Visit California is the state marketing agency that partners with the state's travel industry to keep California top-of-mind as a premier travel destination.

- Visit Arroyo Grande submitted story pitches and content for the following marketing topics:
 - Mother's Day Escapes
 - Outdoor Adventure
 - Sea to Sip
- Coordinated MICHELIN Guide California announcement for Ember (November/December 2022)



Visit SLO CAL is the non-profit county-wide destination marketing and management organization for San Luis Obispo County. They are responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. In addition to submitting content about Arroyo Grande for use in media pitching and story lead generation, Visit Arroyo Grande also partnered with them on the following initiatives:

- SLO CAL Welcome—Online customer service training for customer-facing employees and volunteers in Arroyo Grande's tourism and hospitality industry
- Mural Trail and Online Map— Collaborative efforts for a "Monarch butterfly migration" themed mural wall in the Village of Arroyo Grande by artist Buddy Norton of Canned Pineapple Co. The initiative highlights public art, the unique richness of AG's farming community, and promotes visitation to Arroyo Grande and throughout SLO County.
- Attended SLO CAL Destination Summit (November 2022)



The Central Coast Tourism Council is a marketing organization that promotes the Central Coast of California. Visit Arroyo Grande leveraged marketing efforts by participating in the following programs:

- Event promotion and content submissions
- Midweek Stay co-op (Fall/Winter 2022 and Spring/Summer 2023))



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