

September 19, 2023

Visit Arroyo Grande

Marketing Update

Vision

A thriving community rooted in authentic hospitality and nourished by a strong economy

Mission

To market Arroyo Grande as a desirable travel destination, create memorable experiences and support a prosperous economy and community

Position

Visit Arroyo Grande is the city's primary source for destination marketing services and tourism leadership. We are:

- 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

- Truth
- Excellence
- Teamwork
- Community
- Impact

Reputation

- Transparent
- Forward-thinking
- Reliable
- Humble
- Partners

Imperatives

Support the Destination in Tourism Recovery and Strengthen Organizational Capacity for Future Impact

Objectives

- Recover/Achieve 2019 Occupancy Rate
- Increase Staffing budget

Initiatives

- 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

- Increase share of county visitor volume
- Increase use of shared brand assets

- Differentiate AG's brand 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

- Increase number of visitor hours in market
- Increase length of stay

- Create a framework to evaluate and promote events that generate new and repeat visitors to the destination
- Encourage the availability of downtown and nightlife 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

- Increase representation of lodging partners on the Board
- Grow stakeholder participation
- Increase resident approval of tourism

- 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

Fiscal Year 2024

Marketing Plan



Trends

- Blended and “Bleisure” Travel
- Experiential Travel
- Small Town Nostalgic Travel



Target Audience

The Purposeful Traveler

They 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.



NEW: Secondary Audience

The Outdoor Family

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.



Geographic Markets

- San Francisco Bay Area
- Los Angeles
- Central Valley



Equity, Diversity & Inclusion

- Collect assets that include audience segment
- Instagram/Facebook/TikTok stories
- Outreach and collaboration with local organizations



Paid Media

- **Build awareness** to specific personas based on destination offerings.
- **Strategic targeting** in key geographic areas to inspire overnight stays.
- **Increase engagement** by optimizing and promoting traffic to the website.



Paid Media

- Brand campaigns with engaging creative
- Digital programmatic ads
- Boosted Instagram posts
- TikTok ads
- Always-on Google Performance Max Ads
- Video ads on CTV/OTT (streaming services)
- Co-op print/digital opportunities





Budget: \$90,000																
2023 - 2024 Media Plan	Recommendation Reasoning	Targeting Behaviors	Target Region	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Digital Advertising																
Programmatic Video Pre-Roll	Pre-Roll typically performs better than display with a high VCR rate as well. Combining the best features of display and CTV.	AG Offerings: Outdoor, family, wine enthusiasts, mindfulness travelers; Mid-Week Stays: flexible employment, retirees, Gen Y, remote workers.	L.A., Fresno, Visalia, Bakersfield, South Bay.		\$1,000	\$1,500	\$1,500	\$3,000	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$2,000	\$1,000	\$21,000
Google Performance Max - Build Budget	Google Ads will put Arroyo Grande at the top of the search page for those looking for a roadtrip weekend getaway.	AG Offerings: Outdoor, family, wine enthusiasts, mindfulness travelers; Mid-Week Stays: flexible employment, retirees, Gen Y, remote workers.	L.A., Fresno, Visalia, Bakersfield, South Bay.		\$1,000	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$14,000
CTV	CTV is a great brand awareness tactic that delivers a full :30 second message and boosts organic traffic as well.	AG Offerings: Outdoor, family, wine enthusiasts, mindfulness travelers; Mid-Week Stays: flexible employment, retirees, Gen Y, remote workers.	L.A., Fresno, Visalia, Bakersfield, South Bay.		\$3,000	\$5,000	\$5,000	\$4,000	\$3,000	\$3,000	\$5,000	\$5,000	\$4,000	\$4,000	\$3,000	\$44,000
YouTube Ads - (4 month seasonal test)					\$500	\$500	\$500	\$500								\$2,000
Print Advertising																
SLO CAL Visitors Guide		N/A	SLO County and select out of area markets					\$2,470								\$2,470
Social Media																
Social Media Boosted Posts	Social Media ad presence will help spread awareness of the destination in specified geosand will drive website traffic. (Benchmark CTR on Meta is 0.90%)	AG Offerings: Outdoor, family, wine enthusiasts, mindfulness travelers; Mid-Week Stays: flexible employment, retirees, Gen Y, remote workers.	L.A., Fresno, Visalia, Bakersfield, South Bay.	\$500	\$500		\$500	\$530			\$500	\$500	\$500	\$500	\$500	\$4,530
TikTok Ads - (4 month seasonal test)		AG Offerings: Outdoor, family, wine enthusiasts, mindfulness travelers; Mid-Week Stays: flexible employment, retirees, Gen Y, remote workers.	L.A., Fresno, Visalia, Bakersfield, South Bay.		\$500	\$500	\$500	\$500								\$2,000
Total				\$500	\$6,500	\$9,000	\$9,500	\$12,500	\$5,000	\$5,000	\$10,000	\$10,000	\$9,000	\$7,500	\$5,500	\$90,000
Monthly Budgets:																
CO-OP Opportunities				\$1,000	\$5,000	\$9,000	\$10,000	\$10,000	\$5,000	\$5,000	\$10,000	\$10,000	\$10,000	\$10,000	\$5,000	\$90,000
Opportunities for consideration in the Central Coast Tourism Council.	CCTC - Youtube (\$2500 minimum buy) CCTC - Pinterest (\$1500 minimum buy)															

Earned Media

- Press trips for domestic media or social media influencers
- New story pitches for content submissions/pitches to industry partners
- Participate in reactive opportunities with partners



Owned Media

- Increase followers on Facebook by 6% and Instagram by 10%
- Increase engagement on TikTok to meet the industry standard of 5.23%
- Increase social referral website traffic by 12%
- Increase e-newsletter database by 20%
- Grow YouTube and Pinterest content



Owned Media

- Enhance website with refreshed imagery and content
- Monthly e-newsletter and blogs
- Strengthen brand identity and awareness by utilizing owned social media channels
- Utilize Localhood platform to create short-form video
- Reactivate Pinterest



Marketing Update

FY 22-23 Activities (July-Jun)



Destination Partners

Tourism Business Improvement Districts (TBID) are essential to the economic and social well-being of the communities they represent, driving direct impact and fueling development. The AG TBID partners with organizations at the state, regional and countywide levels to leverage the reach of our marketing programs and maximize investments.



Brand USA @BrandUSA Brand USA

Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel our nation's economy and enhance the image of the USA worldwide. *For more information visit www.thebrandusa.com*

Visit California @visitcalifornia Visit California

Visit California is a nonprofit organization whose mission is to develop and maintain marketing programs – in partnership with the state's travel industry – that inspire travel to, and within, California. *For more information visit www.visitca.com*

Central Coast Tourism Council @centralcoast_ca California's Central Coast

CCTC is a member-based organization that works to promote businesses located within the seven counties (Ventura, Santa Barbara, San Luis Obispo, Monterey, Santa Cruz, Santa Clara, and San Benito). CCTC's national and international marketing efforts work to promote the entire California Central Coast as a top destination in California. *For more information visit www.centralcoast-tourism.com*

Visit SLO CAL @slocal SLO CAL

Visit SLO CAL is the non-profit countywide destination marketing and management (DMMO) organization for SLO CAL (San Luis Obispo County). *For more information visit www.slocal.com*

Arroyo Grande TBID @visitarroyogrande Visit Arroyo Grande

Visit Arroyo Grande is the Tourism Business Improvement District brought together through a vision for a thriving and prosperous Arroyo Grande. The mission is to market Arroyo Grande as a desirable travel destination, create memorable experiences and support a prosperous economy and community. *For more information visit www.visitarroyogrande.org*



Year-End Activities

- Deployed paid media campaign
 - “No Weekend Needed” Midweek Campaign and CCTC Co-op
- Distributed **12** monthly e-newsletters
- Created **7** new and updated blogs for website
- Social Media content, implementation and monitoring
 - Created a Tik Tok account (July 2022)
- PR content submissions for CCTC, SLO CAL and Visit California
- Held **2** Photo/Video Shoots
 - Midweek Campaign photo shoot (Nov. 2022)
 - Brand photo shoot (April 2023)
- Launched new website (April 11, 2023)

Year-end Highlights

E-newsletter

- Surpassed email marketing open rate goal of 20% - **Avg. 45.62%** for 2022-23 (vs. **Avg. 35.5%** in 2021-22)
- **1,302** subscribers in 2022-23 vs. **1,057** in 2021-22 (**245** new subscribers)

Social Media

- AG TBID received **941,769** impressions on Facebook in 2022-23 vs. **360,076** impressions in 2021-22 (**161.6% increase**)
- Gained **976** new Instagram followers in 2022-23 (**4,176** followers in 2022-23 vs. **3,200** followers in 2021-22; **30.5% increase**)

Over \$22,500 in added value for marketing services



Community Lodging San Luis Obispo County, June 2023

Date June 2023 Location Five Cities % Change YOY Report Monthly Based On Fiscal

Five Cities Hotel Performance - Monthly

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
72.8%	\$260	\$189	86.1K	62.7K	\$16.3M
▼-2.7%	▼-1.9%	▼-4.5%	▲0.0%	▼-2.7%	▼-4.5%

YOY

Transient Occupancy Tax Revenue

May 2023 - Monthly

\$4,863,447

San Luis Obispo County

▼ -2.0% YOY

Hotel Performance by Community

June 2023 - Monthly

Community	Occupancy	ADR	RevPAR
Paso Robles	78.9%	\$199	\$157
North County	78.0%	\$190	\$149
Atascadero	76.3%	\$172	\$131
San Luis Obispo	74.2%	\$207	\$154
South County	73.5%	\$235	\$173
San Luis Obispo County	73.2%	\$210	\$154
Pismo Beach	72.9%	\$280	\$204
Five Cities	72.8%	\$260	\$189
Cambria	70.4%	\$225	\$159
North Coast	69.3%	\$190	\$132
Morro Bay	67.2%	\$159	\$107
San Simeon	66.5%	\$151	\$100

Occupancy

ADR

RevPAR

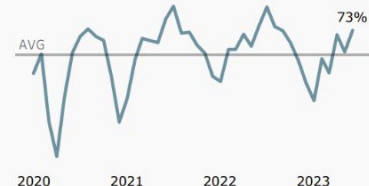
Transient Occupancy Tax

Monthly, % Change YOY

Unincorporated	1,277,513, ▼ -6.6%
Pismo Beach	1,211,347, ▼ -10.4%
Paso Robles	955,947, ▲ 16.7%
San Luis Obispo	867,469, ▼ -5.6%
Morro Bay	363,852, ▲ 13.7%
Arroyo Grande	110,095, ▼ -2.2%
Grover Beach	77,224, ▲ 8.2%

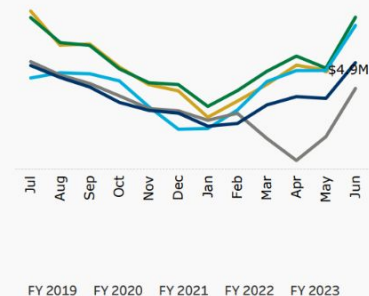
Occupancy

Occupancy Five Cities



Transient Occupancy Tax

San Luis Obispo County
Total - Fiscal Year



FY 2019 FY 2020 FY 2021 FY 2022 FY 2023



Quarterly Spending and Visits

San Luis Obispo County, June 2023

Period Ending
2023 Q1

Report
Quarterly

Based On
Fiscal

Five Cities Hotel Performance

January - March 2023

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
53.6%	\$172	\$92	258.3K	138.5K	\$23.8M

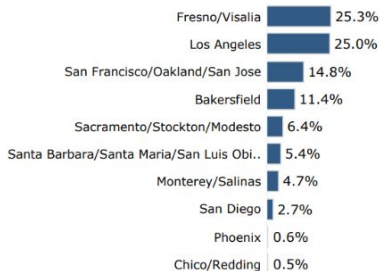
Transient Occupancy Tax Revenue

January - March 2023

\$10,086,297

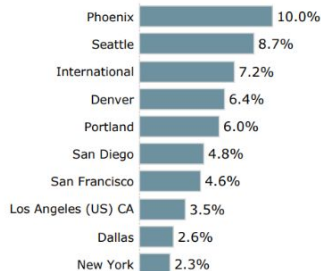
Top 10 Origin Markets

January - March 2023, % Share of Trips



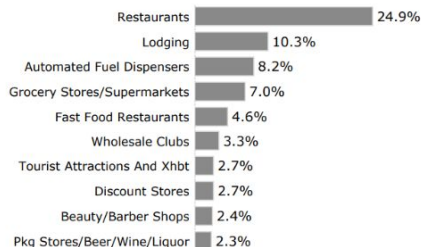
Top 10 Origin Markets by Air

January - March 2023, % Share of Total



Domestic Visitor Spending*

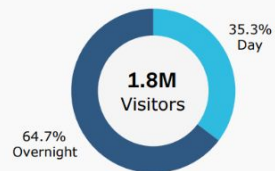
January - March 2023, % Share of Spending



*Excluding Residents

Total Visitation

January - March 2023
% Share of Trips



Airport Deplanements & Enplanement

January - March 2023
SLO CAL Regional Airport





Community Benchmark Wineries

San Luis Obispo County, June 2023

June 2023

Date

YOY

% Change

Monthly

Report

Fiscal

Based On

Visitors

0.17M

▼ -30.4%

Tasting Room Sales

\$19.0M

▼ -18.4%

DTC Total Sales

\$36.3M

▼ -16.7%

On-Site Event Sales

\$1.57M

▼ -25.8%

Avg Visitors

0.8K

▼ -22.3%

Avg Tasting Room Sales

\$91.6K

▼ -9.3%

Avg DTC Total Sales

\$172.8K

▼ -7.5%

Avg On-Site Event Sales

\$14.3K

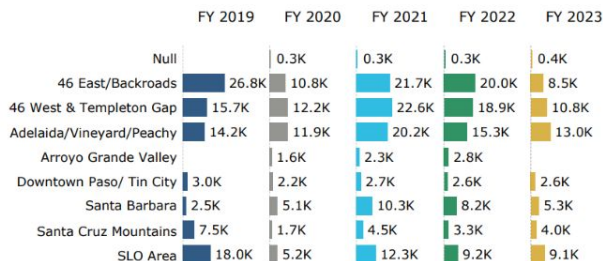
▼ -20.4%

YOY

YOY

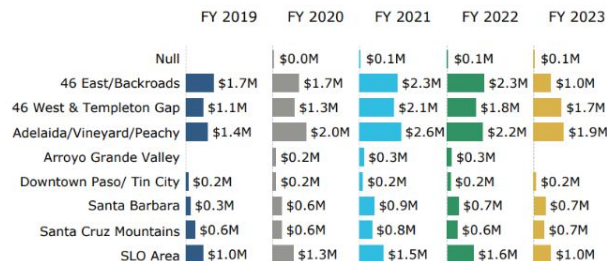
SLO CAL Region Visitation by Year

June 2023 - Monthly

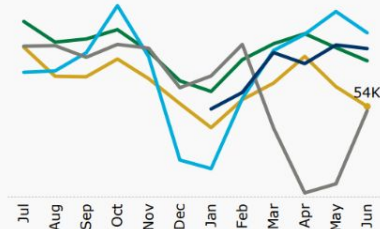


Average DTC Sales by Region

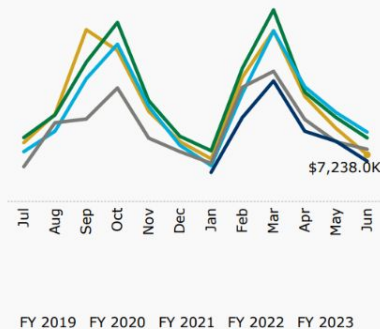
June 2023 - Monthly



Total Visitors



Total DTC Sales



\$7,238.0K

FY 2019 FY 2020 FY 2021 FY 2022 FY 2023

California Wine Month

- Social Media Giveaway (Sept. 15-17, winner announced Sept. 18)
- Collaboration with Peacock Winery, Talley Vineyards, Timbre Winery, Verdad & Lindquist
- Q&A blog with Bob Lindquist



Thank you for having us today.

Questions or discussion?