



# SLO TBID MARKETING PLAN

2020-2021



# INTRODUCTION

Hi there! Welcome to the SLO TBID Annual Marketing Plan.

As we began this fiscal year, we did so with uncertainty and urgency. The COVID-19 crisis constricted our resources and the path to recovery is still being defined. In addition, the threat of a second wave of the virus has created a challenging operating environment, to say the least. But within this changing landscape we will remain #SLOready - continuing to inform engaged travelers who want to travel and ensure those who aren't yet ready can dream and plan for future visits. We will execute a marketing approach that quickly and strategically allows us to respond to and take advantage of opportunities as they arise, and contract where necessary as challenges present themselves. You will see throughout this plan that the approach will be foundational, focused, and flexible in nature.

While this document outlines our approach to drive marketing initiatives that support SLO TBID's 2019 - 2024 Strategic Imperatives, we foresee this plan being used in conjunction with the rolling 30/60/90 plan, which provides detail on channel-level marketing efforts. This type of planning allows us to flex with the destination and traveler landscape. In addition, we will use the COVID-19 response plan to guide our messaging and inform how marketing efforts should align to meet the situation at hand; be it from "stay at home" to "inviting travelers."

We are SLO excited to share all that is amazing and unique about this city with travelers, and we can't wait for them to visit again, safely!



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# SLO TBID STRATEGIC DIRECTION

FY 2020/2021

## MISSION

We share the abundance of SLO, driving the lodging economy and serving as the voice of our stakeholders.

## VISION

A welcoming community with a vibrant economy that enriches the lives of visitors and residents alike.

## VALUE PROPOSITION

San Luis Obispo is an authentic and inviting California community where you can play, taste, explore, relax, and recharge.



## STRATEGIC IMPERATIVES 2019 - 2024

The SLO TBID board's strategic imperatives have set a five year vision for success.

**1. Elevate the SLO Brand and Experience:** We enhance the perception of our brand as a destination and help ensure that SLO becomes a place where visitors return time and again.

### OBJECTIVES:

- Increase visitor awareness in target markets
- Increase positive visitor perception

### INITIATIVES:

- Identify the core SLO identity and develop a plan to market it
- Establish a TBID social responsibility program
- Identify opportunities to influence community placemaking and destination management efforts

**2. Deliver Smart Growth:** We ensure growth that doesn't simply bring more visitors, but truly focuses on bringing the visitors we desire most, and balances the needs of the visitor with the livability of our community.

### OBJECTIVES:

- Grow RevPAR by 4% year-over-year, adjusted for inflation
- Year-over-year growth in TOT, adjusted for inflation
- Year-over-year growth in ratio of weekday to weekend occupancy

### INITIATIVES:

- Develop a group sales strategy
- Develop a mid-week promotion program
- Develop a local business travel program to drive visitation
- Influence the SLO conference center development plan and effort
- Develop an approach to monitoring local sentiment related to tourism
- Clear communication to travelers in line with state and county directives

**3. Build Meaningful Partnerships:** We are more efficient through partnerships and will continue to leverage existing partnerships, as well as develop new ones to reach our goals.

### OBJECTIVES:

- Increase year-over-year average Earned Partnership Value score
- Grow economic impact of tourism in SLO, adjusted for inflation

### INITIATIVES:

- Identify and develop BOLD partnerships that generate overnight stays
- Create a partnership management plan using measurable goals that are in line with our TBID Mission

**4. Ensure Organizational Excellence:** The TBID will strive to consistently become stronger and more efficient to better serve our constituents.

### OBJECTIVES:

- Growth in member newsletter open rates
- Growth in stakeholder satisfaction score on survey

### INITIATIVES:

- Develop an organizational resilience plan
- Establish and document a process to execute, evaluate, and track strategic plan
- Identify opportunities to streamline governance and leverage constituency of TBID



## MARKETING OBJECTIVES

In FY 2020 - 2021 our marketing objectives and efforts will align with the following strategic imperatives:

### Elevate the SLO Brand and Experience:

- Execute a relevant and flexible campaign - “#SLOready” - to appropriately welcome visitors and share with them the essence and sense of place that SLO delivers.
- Develop assets and messaging that highlight SLO and align with brand campaigns and focus areas.
- Influence and inspire travelers who have displayed a higher propensity to travel to SLO to convert - through a combination of focus areas, intent signals, and audience targeting.
- Build website authority to improve VisitSLO.com’s positioning and findability on search pages.
- Improve the user experience for the VisitSLO.com website - user experience is a direct reflection of the brand and destination.
- Capture and drive interest for new audiences in SLO through influencers and affinity content.

### Deliver Smart Growth:

- Provide travelers with up to date information about SLO that helps them plan and enjoy their visit by staying in lockstep with county and state directives. An informed traveler is a safe traveler, and safe travelers make for a safe, local community.
- Utilize flexible planning approaches to be nimble to the changing landscape of traveler sentiments and destination restrictions to capture and convert when and where appropriate.
- Deliver a paid media strategy that focuses on converting potential travelers with lower funnel tactics.
- Invest in and build upon marketing elements that can be evergreen and support the destination through and beyond recovery.
- Strategically manage spend to be efficient and effective to maximize the budget.

### Build Meaningful Partnerships:

- Celebrate and engage the local community through cooperation with the PCC.
- Drive efficiencies and collaboration with county and state tourism organizations through aligned communication and symbiotic marketing initiatives.
- Support collaboration TBID strategic partners like Cal Poly, MINDBODY and SLO Coast Wine Collective to amplify the SLO brand.

# FY 2020/2021 OPPORTUNITY



To fully capture and create responsible demand for visitation to the City of SLO, we need to listen. Listen to what the market is telling us through trends and data, and listen to what travelers are looking for through digital intent signals they display through search. At the intersection of these indicators is an opportunity for conversion - the place where SLO uniquely delivers. We have identified 4 themes that synthesize the opportunity at hand and will be sewn throughout marketing efforts for the year:

## Heart of the City

SLO is a easy-going university town, filled with innovative culinary and celebrated wine experiences, topped off with a fantastic arts and culture scene - what else could you ask for? But really the people are what makes this city so special - and visitors can interact with this easy-going vibe as they wander through the streets year round in a lovely mediterranean climate.

## Outdoor Paradise

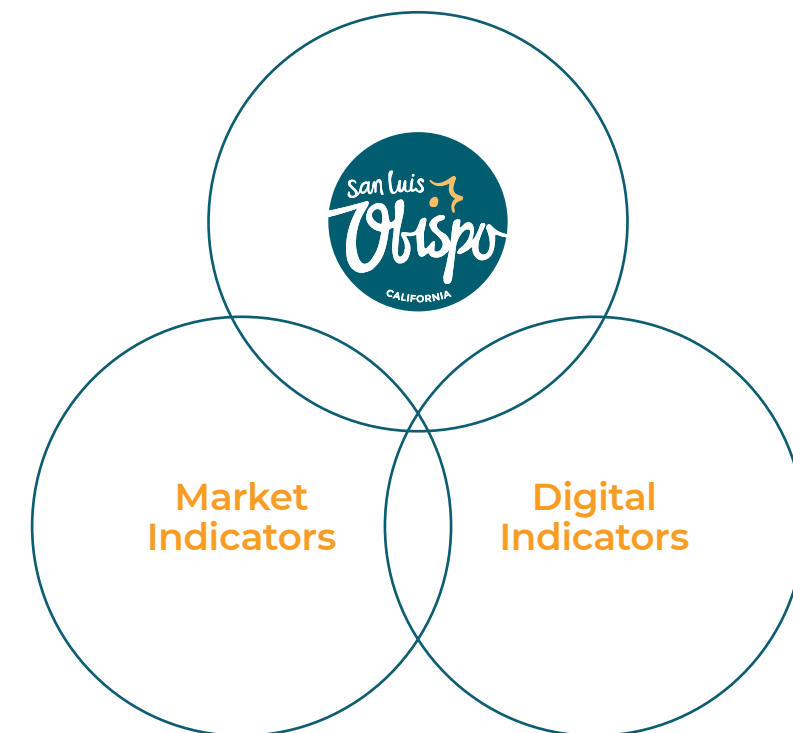
SLO has something for everyone - with more than 50 miles of trails traversing thousands of acres of protected open space, hikers, trail runners, and mountain bikers can all find their perfect adventure just minutes from downtown. When we say "outdoor," it isn't limited to hiking and biking, it extends to a thriving al fresco dining scene!

## Road Trip Must

Whether cruising in from a neighboring town on the Central Coast, a nearby California hub like San Francisco, or even farther, SLO is a must-see on a classic road trip. With amazing food, wine and outdoor access, SLO has it all for a quick, weeknight overnight stay, or a week-long experience for the whole family.

## Safe Relaxation

SLO down and get relaxed! Named one of the happiest cities in the US by National Geographic, San Luis Obispo is an outdoors and arts focused destination with an easy-going lifestyle. A navigable, small city with 50K residents, SLO is a place where travelers can feel safe and comfortable while traveling.





## TRAVEL TRENDS - MARKET INDICATORS

The travel industry has entered uncharted territory as a result of the COVID-19 pandemic. While we are seeing new information and research daily, there are trends that have emerged and solidified during this time that we intend to maximize. The market indicators that align with our focus areas and will shape our marketing efforts include the following:

**Traveling with Confidence.** According to a recent study by Google, among those who indicated they would be willing to consider travel in the next three months, 50% said they would most likely choose a beach destination or a small town, where it's easier to maintain social distance.

**Road Trips.** A majority of travelers have indicated that they currently feel safest when traveling in their personal vehicle and are tackling routes close and far to home. Travel by vehicle also allows more spontaneity - in May/June 2020 there was a 20% increase in 0-15 day booking window (Adara).

**Local Trips.** Travel restrictions and health concerns will encourage many travelers to stay local in the weeks and months to come. Visiting places closer to home also allows vacationers to take shorter trips more frequently. In a recent survey from Destination Analysts, over half of respondents said they will be taking a regional [road] trip under 200 miles this year while one third said they will be taking a staycation.

**Nature Tourism.** Convening with nature has become one of the hottest travel trends and for good reason. The mental and physical benefits are well-documented. Limited to domestic travel, Americans are rediscovering the beauty of the great outdoors. Americans with trips planned for the remaining 4 months of 2020 showed the most enthusiasm for beaches and mountains—the latter notably higher than what was typical pre-pandemic. (Destination Analysts)

**Health & Wellness.** Wellness was becoming increasingly important pre-Covid, but the pandemic has accentuated the need for a holistic view on wellness. Top 2020 motivators for wellness travel are: stress and anxiety reduction, and rest and relaxation.



## INTENT SIGNALS - DIGITAL INDICATORS

An intent-based marketing approach allows us to invest more in those individuals showing signals of intent. Intent can either be “active intent” in considering the destination, such as searching for more information or “passive intent,” such as reading content about the destination or activities where San Luis Obispo has a strong value proposition (e.g., culinary, outdoor recreation). In addition to these intent categories, we can create additional scale by targeting high-propensity audiences, like “responsible traveler.” Most importantly, each intent audience will be assigned a unique strategy and level of investment. The intent signals provide rich data about audience members and their phase in the traveler's journey.

### **Dining + Drinking:**

Values a unique culinary and beer/wine experience (ie. local restaurants, wineries)

### **Outdoor:**

Values being active and experiencing nature (ie. hiking, biking, golf, extreme adventure)

### **Relaxation & Wellness:**

Values rest and relaxation activities (ie. yoga, spa, wellness center)

### **Arts & Culture:**

Values learning about local culture by appreciating art and history (ie. museums, art galleries)

### **Family:**

Values spending time with family and friends, may be looking for group activities

### **Cal Poly:**

Values experiences surrounding the university from a student, alumni, or family perspective



# TARGET AUDIENCES

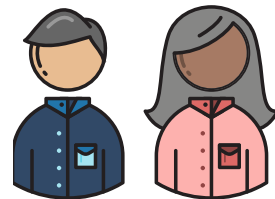


In FY 2020-2021, we will focus marketing to intercept potential visitors at the point of intent. We will use digital signals to identify and capture these potential visitors at each stage in the travelers' journey and expand awareness of SLO. We will also utilize a blend of demographic and geographic targeting to ensure full opportunity coverage in marketing levers such as paid search. In addition, we know that Visit California is utilizing trip motivators to attract visitors to the state - so having that understanding not only validates our intent signal approach, it also enables us to align with their efforts.

## DEMOGRAPHIC & GEOGRAPHIC:



HH INCOME +\$90K



24 - 55 YEAR OLDS

## PRIMARY: Drive markets

- We will capture the opportunity of road trip and local travel trends, as well as aligning with the efforts of Visit CA & Visit SLO CAL by targeting the following DMAs - San Francisco, Monterey, Santa Barbara, Los Angeles. As you can see from the map, these DMAs cover not only metropolitan zones, but the surrounding areas.



## SECONDARY: Fly markets

- As the year progresses, we will evaluate the benefits of widening our reach to markets such as: Chicago, Dallas, Denver and/or Seattle. These markets have shown either high website volume or are strategic choices.

## VISIT CALIFORNIA TRIP MOTIVATORS

- Recharge** (Harmony & Balance- Relax): Less activities overall, strong skews for the beach, spa, wellness center, high end resorts, and some nightlife.
- Immerse** (Immersion & Perspective without Kids): Active exploration: both urban and small towns, old and new culture, unique local restaurants, winery/wine regions, and farmers markets.

# BRAND



What SLO has to offer as a destination and as a brand is extremely culturally relevant at this time. In a time of stress, uncertainty, and isolation, SLO's authentic, easy-going, relaxed vibe is the perfect counterpoint to the world we are all living in.

In the calendar year 2020, SLO has launched a few campaigns. The year was rung in with the "Be here" campaign in full swing. Encouraging physical visits from visitors, but also the message to be present in the moment and enjoy every minute of their time in SLO. There was then an abrupt shift to respond to the COVID shelter at home directive where messaging transferred to a message of unity and hope "SLOtogether." Now as we are aligning with the COVID Response Plan and flexing from and to informing and inviting travelers, we find ourselves in a time of "SLOready" - ready to have visitors back, ready to be safe, ready for you when you want to get back to traveling.

As the year progresses, we will delve into enriching the SLOready campaign to strengthen the delivery of SLO's unique value proposition and stand out amongst its competitive set.

In addition, we will invest in the foundation of the SLO brand to refine, define, and consolidate it. We know that SLO will always be about the people who live here at its heart, so we will keep that true.

**BRAND POSITIONING:**

The lovable city, with warm, welcoming locals, that is perfectly suited for travelers to get back out there in safe and comfortable ways.

**BRAND MESSAGING:**

"We Are #SLOready - When you're ready to travel, we're ready to warmly welcome you back."

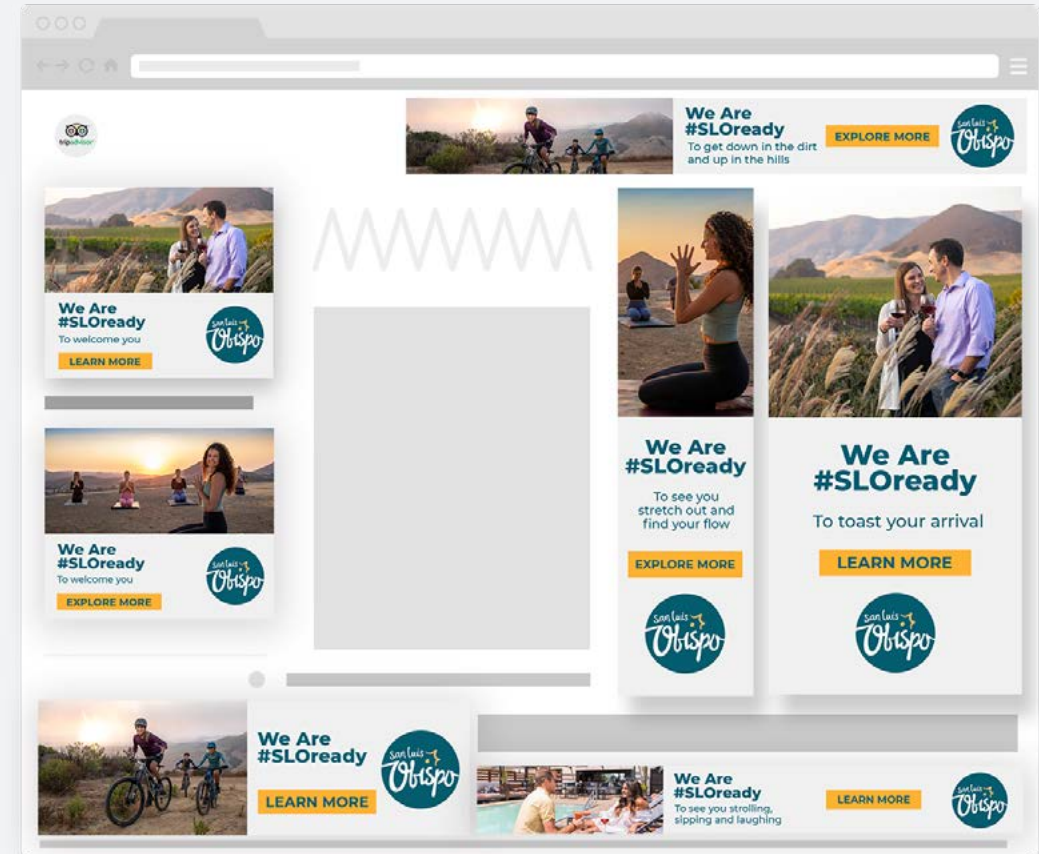
- Our messaging will lead with "We are #SLOready," reassuring travelers prominently in our headlines, until we see signals that more people are comfortable and confident traveling. At that point, "We are #SLOready," while still a key part of the messaging, will take a secondary position as a copy point or hashtag.

**BRAND FOCUS AREAS:**

- Heart of the City
- Road Trip Must
- Outdoor Paradise
- Safe Relaxation

**BRAND + CAMPAIGN ACTIVITIES TO INCLUDE:**

- Ensure the sense of place and community shines through in all communication and content
- Execute the SLOready campaign that attracts visitors to the destination effectively and responsibly
- Create flexible assets that capture safe travel in the destination and can be used in an evergreen capacity
- Examine the TBID's naming convention to ensure clarity to audiences
- Actively support the initiatives of the SLO TBID Board for Diversity, Equity, and Inclusion through inclusive content creation and marketing



## #SLOready

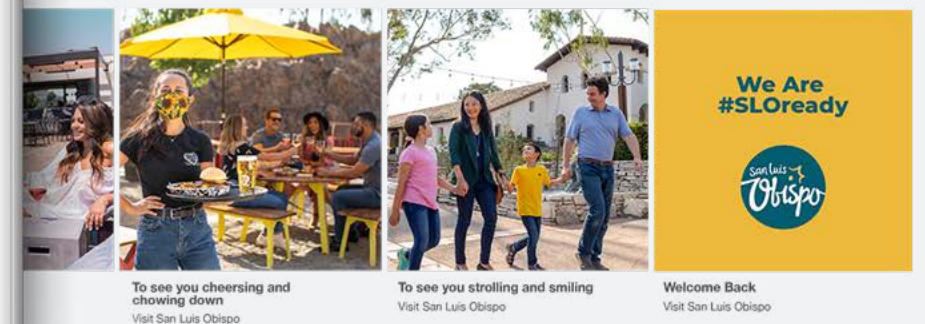
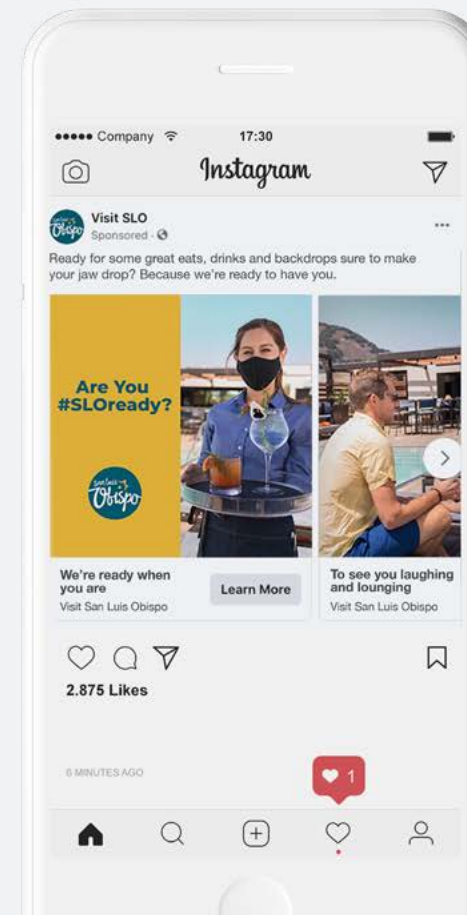
San Luis Obispo will welcome visitors back to the city with a creative campaign focusing on the local community. Travelers want to know that locals in destinations are eager to have them back, so having SLO businesses featured in a campaign is the ultimate way to warmly invite visitors to come and enjoy the city and area in a relaxed and comfortable way.

We want people who engage with this campaign to feel that they are invited and welcome to visit the SLO they know, love, and are excited to discover - that the local community is as ready to have them back as they are to visit.

We want to communicate a cheerful, welcoming, bright, and relaxed feeling through the messaging and imagery. The assets that we captured will have a variety of safety protocols utilized. That way these images can align with the current phase of recovery.

This campaign will come to life through a series of videos, in ads and through social, and the use of #SLOready. In addition, the campaign will be complemented with the PCC's efforts to drive local engagement.

This campaign will live throughout FY 2020/2021 - evolving and flexing with the travel landscape.





## COVID RESPONSE PLAN

As the global pandemic continued to labor on, there was a need to develop a detailed response plan that allowed us to align on how our marketing, messaging, and levers would adapt for the relaxing and contracting of travel protocols. This plan will be referenced and followed for the remainder of 2020-2021, or until it is determined not to be necessary.

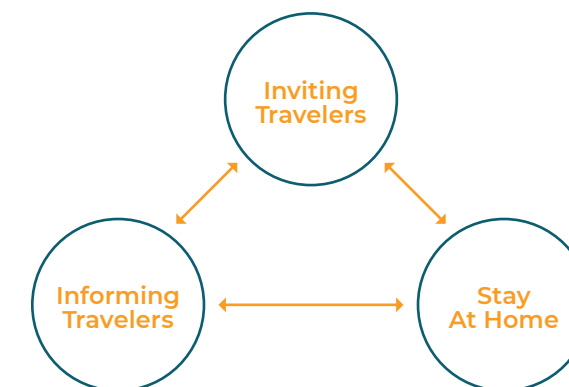
We will classify the status of the City and our marketing efforts into 3 general stages: Stay at Home, Informing Travelers, Inviting Travelers. We will adjust messaging and marketing levers to align with the stage that the City is in - adjustments and changes will be done with involvement and approval from the Tourism Manager and the TBID Board.

### OVERALL OBJECTIVES:

- Prioritize the safety of the SLO community
- Clearly communicate information that allows travelers to safely plan their visit to SLO
- Feature SLO attractions and businesses responsibly in line with travel restrictions
- Celebrate the feeling that SLO gives to people

### OVERARCHING MESSAGING DIRECTION:

- SLO is more than just a city - it is a community of people that breathe life into the experience that locals and travelers have together
- We will put people at the center of our messaging focus and be inclusive in our representation
- We will utilize the #SLOready hashtag
- We will engage the local community through partnership with the PCC
- We will continue to inspire interest to travel to the destination





# ACTIVATING ACROSS THE TRAVELER'S JOURNEY

To ensure that we are intercepting travelers at all stages of the traveler's journey - we will utilize different marketing levers across that journey. This multi-pronged approach will drive an effective and efficient conversion strategy. The SLO brand messages and the areas of opportunity will all be adapted to tantalize potential travelers across this journey. In addition, looking across the traveler's journey incorporates the fluctuations in travel behavior influenced by COVID.

DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
<ul style="list-style-type: none"> <li>Aim to create brand awareness &amp; connection</li> <li>Create shareable content that inspires travel</li> </ul>	<ul style="list-style-type: none"> <li>Bring prospects to the website to encourage research and discovery about what makes the destination special and unique</li> <li>Help prospective travelers plan with destination specific content</li> </ul>	<ul style="list-style-type: none"> <li>Encourage travelers to visit key stakeholder pages to book &amp; plan their trip</li> </ul>	<ul style="list-style-type: none"> <li>Utilize website to plan in-destination moments and activities</li> <li>Find up-to-date safety information</li> </ul>	<ul style="list-style-type: none"> <li>Keep the conversation going to amplify our message</li> </ul>

- ORGANIC SOCIAL
- PAID SOCIAL
- DISPLAY ADS
- EMAIL
- PR
- INFLUENCERS

- WEBSITE EXPERIENCE
- ORGANIC SEARCH
- PAID SEARCH
- ORGANIC SOCIAL
- PAID SOCIAL
- DISPLAY ADS
- 3RD PARTY ADS
- EMAIL
- PR
- PRINT

- ORGANIC SEARCH
- PAID SEARCH
- 3RD PARTY ADS
- WEBSITE EXPERIENCE

- WEBSITE EXPERIENCE

- ORGANIC SOCIAL



#### OPTIMIZE EXISTING CONTENT:

Maximize the efficacy and reach of the content that we have already invested time and energy into.

#### DEVELOP NEW CONTENT:

Generate and capture demand with blog content that highlights our themes for the year - Heart of the City, Road Trip Must, Outdoor Paradise, and Safe Relaxation.

#### SERP OPTIMIZATION:

Impact where VisitSLO.com displays on search engine results. We will optimize the content on the site to enable search engines visualize content.

#### IMPROVE USER EXPERIENCE:

A bad user experience reflects poorly on the destination and causes users to exit the site. We plan to address the technical health of the site to support search engine optimization in the following ways:

## SEARCH ENGINE OPTIMIZATION (SEO)

Organic search is the largest contributor of traffic to the website. We have an opportunity to make significant strides in driving higher intent visitors to the site through our SEO strategy.

Industry benchmarks and best practices continue to show that the best way to attract and engage visitors, and ultimately drive revenue, is through the organic channel. Organic search propels nearly 40 percent of Visit SLO's existing website traffic, exhibiting consistently high engagement rates.

We have an opportunity to improve VisitSLO.com's SERP rankings. We are "competing" for the city name with a number of entities - such as the city, the newspaper, and the county DMO.

We will take a holistic approach to search engine optimization to ensure that we are building the authority of the TBID site, in addition to improving the technical foundation. We will do this using the following tactics:

#### TOPIC CLUSTERING:

Search engines, like Google, continually adjust their algorithm to favor topic-based content. We will build out topic clusters to represent travelers' research journey touchpoints, as all represent the potential to gain exposure with the target audience and guide them to conversion.





We will execute a variety of tactics within paid search, paid social, and display to intercept potential travelers and encourage them to book.

**BUILD AWARENESS:**  
show high intent audiences that SLO has what they are interested in

**INCREASE ENGAGEMENT:**  
encourage audiences to engage with additional pieces of content and to sign-up for our newsletter

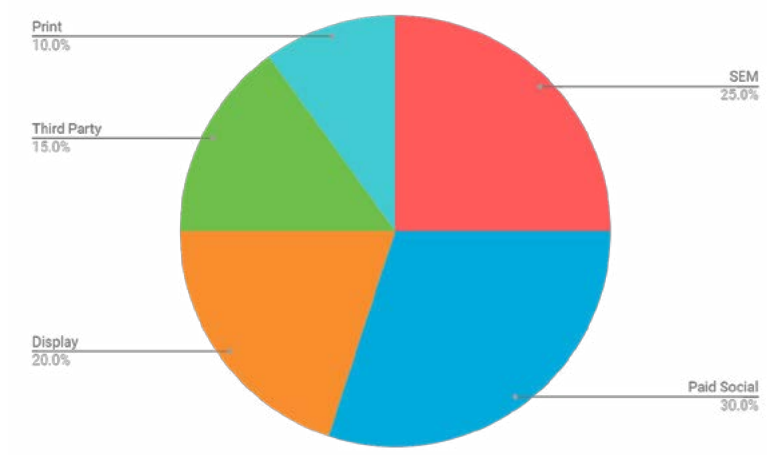
**ENCOURAGE CONVERSION:**  
encourage audiences to engage with partner pages and information

# PAID MEDIA OVERVIEW

In FY 2020-2021, we want to maximize our spending efforts to drive towards the TBID's overarching goals. Our paid efforts will be laser-focused with a determined focus on driving overnight stays. Using up-to-date research surrounding traveler sentiment, media consumption patterns, and booking behavior as a guide, we plan to focus on a variety of lower and mid funnel tactics.

To further maximize our impact, we are partnering with Visit SLO CAL on a segmented approach to topic targeting. We are addressing planning and booking by focusing on campaigns surrounding places to stay and things to do, while Visit SLO CAL is addressing the dreaming phase and driving awareness of the county/area.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
SEM												
Paid Social												
Display												
Third Party												
Print												





# PAID MEDIA SPECIFICS

## OVERALL OBJECTIVES:

Based on current market conditions, as well as previous years' success, we plan to keep search engine marketing active year-round in order to encourage website and engagement and drive visitation. Working in partnership with Visit SLO CAL, we have identified opportunities for each organization to target as to avoid unnecessary competition.

## PAID SOCIAL

Paid social has been a significant source of engaged visitors to our website in the last year with increased traffic not only from Facebook, but from Instagram and Pinterest. This highly visual channel is the perfect place to build awareness of health and safety messaging and encourage visitation through video and carousel ads. In addition, traveler sentiment can start to be realized from social listening on ads. Following the partnership of Visit SLO CAL, we will be utilizing this channel to build awareness and encourage engagement.

## DISPLAY

Using programmatic display platforms, such as Google Display Network, we can appeal to high-intent, interest-based audiences. By layering intent, we will be able to appeal to more of a mid funnel audience that has shown interest in travel to San Luis Obispo rather than an unqualified audience.

## THIRD PARTY SPONSORSHIPS

When we begin to invite travelers to the area, we plan to explore third party options, like online travel agencies with 3rd party targeting, for more granular targeting options. This tactic has shown to address travelers in the research and booking phase in the travelers' journey.

## PRINT

The media plan accounts for year-round Certified Folder placements for our brochure in target geographic markets, as well Visit SLO CAL and San Luis Obispo Chamber Visitor Guides.





# SOCIAL MEDIA MANAGEMENT

Social media is one of the best marketing tools to connect with and engage potential visitors. We also know that for SLO the local population is highly engaged. We have an opportunity to continue to engage the audience while optimizing our efforts and further establishing a clear value to following SLO on social.

## OPTIMIZE THE USE OF PLATFORMS

- Focus on growth for Instagram through static posts and stories and through engagement with followers and prospective followers.
- Realize our limited control over Facebook due to algorithms that favor paid over organic.
- Increase sharing of curated URLs on Facebook and Twitter.

## OPTIMIZE THE CONTENT WE ARE CURATING AND SHARING

- Utilize user generated content from locals, visitors, and influencers as primary source of shared content on social. Other forms of content shared can include blog posts, partner news, city of SLO information (when relevant to visitors), media hits, and SLO owned content
- Schedule posts to align with times of engagement
- Augment from cross-posting the same content every day across the three main platforms and creating custom content for the majority of posts.

## ACTIVATE ENGAGEMENT SMARTLY

- Using best judgement and comment, share, and like posts of followers and users on social platform who tag and mention @shareSLO.
- Organically engage with visitors, locals, influencers, and organizations/platforms that align with the SLO brand
- Align messaging with responsible travel timing

# INFLUENCER MARKETING



The pandemic demonstrated that influencers will not simply work for free. What time has shown them is that their partnerships have dissolved, but they were able to pivot and find partnerships that didn't require them to do the one thing they love: travel. Instead, many realized they can stay home and still find ways to earn money. Why risk travel, especially during a pandemic?

Now, as destinations are beginning to open again, it's time to think about these influencers. Having felt abandoned by the travel industry and facing certain risk when boarding a plane, influencers need more guarantees and firmer relationships. DCI's research shows that 75% are ready to travel soon after restrictions are lifted, but COVID-19 has ended partnerships that simply achieve clicks or likes. Instead, partnerships will need to be more robust and objective-driven for both influencers and SLO.

The initial phase of influencer partnerships will focus efforts on regional influencers, including those who are already passionate about SLO and those that have yet to discover SLO. The subsequent phase will expand outreach to national influencers, focusing on those with audiences residing in primary source markets.

- Secure partnerships with most-wanted digital influencers based in California or within drive markets and negotiate deliverables to strategically maximize exposure of content.



## PUBLIC RELATIONS

Our earned media efforts will focus on identifying customer intent, which is absolutely vital for any player in the travel space. People still want to travel and are dreaming of the future. In conjunction with the Chamber of Commerce, we want to curate foundational aspirational content that will be relevant three to six months from now, to keep people inspired and excited about travel. We will do this through generating media leads for the city of SLO that speak to our targeted audiences, including drive markets and building and strengthening relationships with target media and digital influencers who are the catalyst to generating awareness of the destination and its diverse experiences.

### Incorporate SLO in DCI's All Client Pitch Initiative

- Focus on SLO opportunity areas of
  - Heart of the City
  - Road Trip Must
  - Outdoor Paradise
  - Safe Relaxation

### Utilize a blend of proactive and reactive opportunities to explore themes and celebrate what makes SLO special

- Explore seasonal themes like harvest, spring, and holiday
- Explore what makes the destination different and stand out

## EMAIL MARKETING

We will leverage the SLO TBID email database to help provide immediate value to readers. We will share information about topics travelers are most interested in so that we can see stronger engagement from our email efforts.

- Keep interested travelers engaged through touchpoints of monthly distribution of newsletter
- Utilize blog content for newsletter features and include clear CTA's to link to website
- Reinforce safety messaging where appropriate
- Encourage sign-ups for newsletter on the website



# WEBSITE

The website is the cornerstone of all marketing efforts - everything flows to or from your site. Because of its paramount importance, we have put forth significant effort to shore up its foundation in the initial migration of the site and will continue to improve upon its stability and user experience throughout the year.

## Migration

- Secured ownership and migrated the website and all technology platforms utilized by the TBID
- Implemented a best in class hosting environment to improve the security, stability, and server performance of the website with access to platinum level customer service

## User Experience Improvements

- **Drive engagement**
  - Top level navigation update
  - Highlighting User Generated Content
  - Revamping how events are displayed
- **Prioritize safe travel**
  - Include up-to-date travel information in the blog
- **Drive conversion**
  - Modify the newsletter sign-up experience to encourage more sign-ups

## Maintenance Repair & Optimization (MRO)

- **Ensure site health at a foundational level with bi-weekly checks:**
  - Loading without errors
  - Most recent software and plugin updates
  - Ensure security is sound
  - Ensure usability across devices
  - Automated weekly backups



## STRATEGIC PARTNERSHIPS & INDUSTRY RELATIONS

Success is never achieved alone - to maximize our impact and “punch above our weight”, the TBID Board & Staff supports and nurture strategic partnerships with destinations, agencies and committees. Through knowledge sharing and communication, we will engage with the organizations below to drive towards shared goals.

### PROMOTIONAL COORDINATING COMMITTEE (PCC)

- Engage with PCC and Verdin (agency partner) to ensure visitor and local impact are mutually beneficial for the city
- Share campaign ideas and assets to amplify message and impact
- ShareSLO - literally - we will share messaging duty on social media channels

### SLO CHAMBER

- Partner with SLO Chamber's public relations team to enhance and compliment marketing efforts
- Enhance efforts by working collaboratively on proactive and reactive public relations opportunities

### VISIT SLO CAL

- Partner on paid search strategies to maximize traveler impact
- Utilize Visit SLO CAL's visitor research to inform strategies
- Align on cross-linking opportunities

### CENTRAL COAST TOURISM COUNCIL (CCTC)

- Participate in co-op opportunities to reach additional audiences and solidify San Luis Obispo as a prime destination on the Central Coast
- Leverage partnership to enhance the City of San Luis Obispo's tourism brand and ad placements

### VISIT CALIFORNIA

- Align on Visit California's visitor and state research to inform strategies
- Maximize the SLO TBID's marketing through Visit California co-op opportunities

### SLO COAST WINE COLLECTIVE

- Engage with SLO Coast Wine Collective's followers through partnership opportunities to market San Luis Obispo as a wine destination and promote overnight stays
- Align marketing efforts and partner on creative opportunities

### CAL POLY

- Support Cal Poly New Student Transition Program and Student Affairs to leverage new opportunities to market San Luis Obispo to parents and students as their new “home away from home”
- Participate in Cal Poly Athletics opportunities as they arise
- Continue to find ways to partner with Cal Poly Alumni Association

### MINDBODY

- Continue to leverage partnership and new ideas to set San Luis Obispo as a wellness destination and as the home of MINDBODY



# MEASUREMENT

As we know, this pandemic has created a unique challenge in defining campaign success. This year, we propose utilizing both quantitative and qualitative metrics to see the whole picture.

From a quantitative perspective, we plan to measure success through the various stages of the travelers' journey. In the dreaming phase, we will assess interaction with the website by channel and from target geographies, impressions and reach from our paid and earned initiatives, reach of earned placements and organic share of voice. Looking at the planning phase, engagement metrics like site traffic, time on site, and pages per session will be analyzed as well as social engagements and newsletter open rate. Lastly, in the booking phase, we can refer to partner referrals and newsletter subscriptions for success.

Throughout the travelers' journey, efficiency metrics such as Cost per Thousand Impressions (CPM), Cost per Click (CPC), Qualitative Score, Click Through Rate (CTR) and Cost per Acquisition (CPA) will all be reported to show opportunities for optimization.

From a qualitative perspective, we plan to collaborate with partners and stakeholders to assess impact, maintain up-to-date traveler sentiment research and real-time traveler data, as well as incorporate the Barcelona Principles to measure earned media placements.

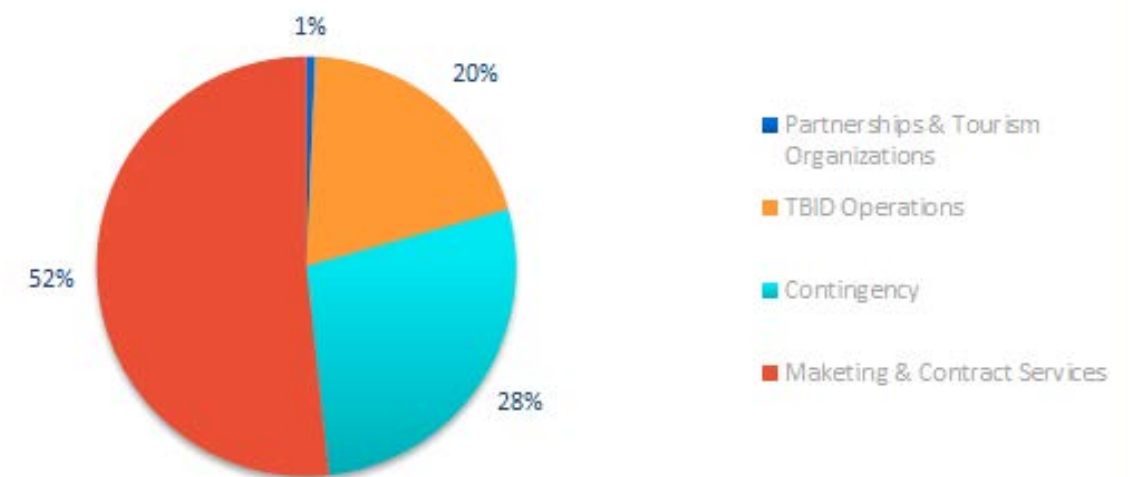
SHORT-TERM		
AWARENESS METRICS	CONVERSION METRICS	EFFICIENCY METRICS
<ul style="list-style-type: none"> <li>Page 1 Keyword Rankings</li> <li>Newsletter Open Rate</li> <li>Organic Share of Voice</li> <li>Sessions / Users               <ul style="list-style-type: none"> <li>– By Channel</li> <li>– By Geo</li> </ul> </li> <li>Impressions</li> <li>Reach / Frequency</li> <li>Clicks</li> <li>Video Views/Completion Rate</li> <li>Barcelona Principles</li> <li>Earned Media Impressions</li> </ul>	<ul style="list-style-type: none"> <li>Utilize website to plan in-destination moments and activities</li> <li>Find up-to-date safety information</li> </ul>	<ul style="list-style-type: none"> <li>Keep the conversation going to amplify our message</li> </ul>
LONG-TERM		
<ul style="list-style-type: none"> <li>Measuring Visitors Outcome from Drive Markets</li> <li>Evaluating Economic Impact of Visitors from Drive Markets</li> </ul>		



## SLO TBID BUDGET

For fiscal year 2020-21 the TBID's revenue is projected to be \$1,254,400. The budget expenditure allocations are broken down between four primary categories with over half of the annual budget being allocated to marketing and contract services. Additionally, the TBID has allocated funds to a contingency fund in direct response to COVID-19 and the anticipation of a volatile year. The TBID continues to allocate essential funds to operations which includes staffing and tourism program expenses, as well as strategic partnerships and key tourism organizations.

2020-21 TBID Budget Expenditure Allocations





[visitslo.com](http://visitslo.com)