



VISION TOURISM WORKSHOP KEY MESSAGING

December 15, 2011

Key Messaging Breakout Session



- San Luis Obispo County Brand Assets
 - ▣ Vision, Mission, Core Values
- Community Brands
- Community Key Messages
- Key Message Categories
- Countywide Messages
- San Luis Obispo County Brand Direction

SLOVCB



Vision

San Luis Obispo County's tourism communities are economically stable, vibrant world-class destinations.

Mission

To position, brand and promote San Luis Obispo County as a choice destination for regional, national and global visitors.

SLOCVCB: Core Values

Leadership

- Enriched, successful tourism communities result from inspirational, honest, intelligent, and forward thinking leadership motivated by the board, staff, and stakeholders.

Integrity

- Trust and respect among the tourism communities builds integrity and accountability, which demonstrates pride and results in a consistent tourism voice valued among stakeholders.

Collaboration

- Collaboration and consensus building among stakeholders leverages tourism diversity and establishes a unified approach.

Economic Stability

- Thriving, countywide tourism communities result from consistent funding sources used to promote a world-class tourism destination.

Quality of Life

- Creating goodwill and maintaining a dialogue with our county neighbors perpetuates quality of life in each of our diverse communities.

SLO County Brand Assets



- SWOT Analysis – January 2011
 - Marketing Committee
- Diversity – Unique Experiences, Micro-climates, Various Attractions
 - Points of Interest – Hwy 1, Hearst Castle, State Parks, Wine Country
 - Artisan Foods – Oysters, Abalone, Olive Oil
 - Adventure Experiences – Dunes, hiking, cycling
 - Rural California

SLO County Brand Assets



- Location – Halfway between SF and LA/Valley Connection
 - ▣ Coastal
 - ▣ Rural CA
- Driving accessible
- Quality of Life
- SLO County is a Value Destination (compared to key competition)
- Marketing Event
 - ▣ Sunset SAVOR the Central Coast

Marketing Plan Objectives

To position the San Luis Obispo County Visitors and Conference Bureau as the tourism leader of the San Luis Obispo County brand reaching audiences year around on a regional, national and global level.

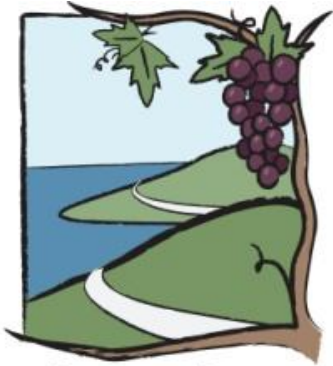
1. Create and execute the county tourism brand to increase the competitiveness of San Luis Obispo County in a changed tourism environment. Lead the integration of the diverse marketing programs among tourism constituents to grow the number of visitors.
2. Strengthen communications with all tourism constituents and position the VCB as the impartial countywide tourism expert to establish, support and grow trustworthy relationships.
3. Develop a sustainable funding model in accordance with countywide stakeholders to support marketing initiatives.



Community Tourism Partners



San Luis Obispo
Sincerely, California.



*WineCoastCountry.com*TM
SAN LUIS OBISPO COUNTY



SLOCBID



*WineCoastCountry.com*TM
SAN LUIS OBISPO COUNTY

- Wine Coast Country
- Overall Equity:
 - The Beauty and Spirit of life untouched – wine, coast, country
- Strategic Equities
 - New wine region, pristine beaches, small town community feel, untouched land, real, authentic, experiences, history
- Accessible countywide
- Metropolitan culture in rural area (arts, wineries, amenities, etc.)
- Big city qualities, small town charm – you can visit world-class winery and actually meet the winemaker

Morro Bay



- Discover Morro Bay
 - ▣ Discover smooth sailing
 - ▣ Discover a new rock star
 - ▣ Discover ...
- Position Morro Bay as a destination

Paso Robles



Burgeoning California Destination nestled in the Santa Lucia Mountains halfway between LA and SF

Agriculture Roots

A Wine Lovers Paradise

Agri-tourism

Farm to Table Dining

Olive Oil Tasting

Approachable Luxury

Wallet-Friendly

Family Fun

Fido-Friendly

Bridal Oasis

Meet & Convene

Eco-Friendly & Organic

Romance

Adventure/Outdoor Activities

Pismo Beach



- Classic California
 - Your Wine and Waves Destination
- Wine, Waves, Mountains, Towns
- California's Only drive-on beach
- Largest populated and most visited Monarch Butterfly Grove in the world
- CTTC New Name – Visit California
 - VisitPismoBeach.org- registered URL
 - Opportunity for the county to follow suit?
 - Visit San Luis Obispo County
 - Visit Pismo Beach, Visit San Luis Obispo, Visit Morro Bay, Visit Paso Robles, etc.

San Luis Obispo



San Luis Obispo
Sincerely, California.

- Sincerely California
- Located halfway between SF and LA
- Beautiful Central Coast of California
- San Luis Obispo, CA offers the ideal home-base for experiencing the area's delicious
 - ▣ Farm-fresh cuisine
 - ▣ Charming downtown shopping district
 - ▣ Endless outdoor adventures
 - ▣ One-of-a kind historic and cultural attractions
 - Hearst Castle
 - Mission San Luis Obispo
 - Wine country
 - Thursday Evening Farmer's Market

SLO County Message Themes



Location and Weather

Accessibility

Attractions and Points of Interest

SLO County Message Themes



- Location and Weather
 - Halfway between San Francisco and Los Angeles
 - Coastal
 - Rural
 - Hwy 101 and Hwy 1
 - Microclimates – ideal year around conditions

- Key Message:
 - San Luis Obispo County is located halfway between San Francisco and Los Angeles. Featuring California's Central Coastline and the rolling hills of its agricultural base San Luis Obispo County has many microclimates ideal for year around travel.

SLO County Message Themes

- Accessibility
 - Multiple connection Points
 - Valley – Bakersfield/Fresno
 - Southern California: Ventura, Thousand Oaks, Los Angeles, OC, San Diego
 - Northern California: San Jose, Palo Alto, Menlo Park, San Francisco, Oakland, Sacramento
 - Phoenix, Scottsdale
 - Driving Accessible
 - Amtrak
 - SLO County Regional Airport
 - Countywide Accessible

- Key Message:
 - Travel to San Luis Obispo County via car, train or plane. Located along California's Hwy 101, Hwy 1 and Hwy 46 visit San Luis Obispo County, your getaway destination.

SLO County Message Themes



- Attractions and Points of Interest
 - Hearst Castle
 - Wine Country
 - Farmers Markets
 - Farm-to-table Dining
 - Beaches and the Coast
 - Artisan Foods
 - Adventure Experiences

- Key Message:
 - San Luis Obispo County is home to a variety of wine, culinary, historical and outdoor experiences. Visit San Luis Obispo County and create your unique adventure.

SLO County Message Themes



□ Key Messages

- San Luis Obispo County is located halfway between San Francisco and Los Angeles. Featuring California's Central Coastline and the rolling hills of its agricultural base San Luis Obispo County has many microclimates ideal for year around travel.
- Travel to San Luis Obispo County via car, train or plane. Located along California's Hwy 101, Hwy 1 and Hwy 46 visit San Luis Obispo County, your getaway destination.
- San Luis Obispo County is home to a variety of wine, culinary, historical and outdoor experiences. Visit San Luis Obispo County and create your unique adventure.

San Luis Obispo County

California's Natural Escape



San Luis Obispo County
CALIFORNIA'S NATURAL ESCAPE



San Luis Obispo County
VISITORS & CONFERENCE BUREAU



San Luis Obispo County
restaurantmonth
30 Dollars . 3 Courses . 30 Days . January 2011

Visit San Luis Obispo County

