



MORRO BAY
PUT LIFE ON COAST

Morro Bay Tourism Marketing roll-out post Covid-19

June 2020

Three-Part Rollout Overview

Part I - Restrictions are lifted

Travelers will be reluctant to travel as usual once restrictions are lifted. Reduction of social distancing, will likely see financial and psychological impacts in how people return to travel.

Messaging during this time should be inspirational and informal “casual” if you will. People are gravitating to what’s real and not glossy ads. They are moved by “what’s happening now”. Use topic points about safety and deals but avoid anything tone-deaf.

As consumers resume travel planning, opportunities to explore closer to home may appear to be more accessible than faraway destinations. VSC will leverage the unique geographic position of the region to attract drive market consumers to come experience the California Less Traveled. In partnership with Morro Bay, VSC is developing an integrated campaign with creative and content focused on road trips and itineraries.

Sustainability is no longer simply a buzzword. Topics such as climate change, single-use plastic and waste disposal now rise to the top of traveler’s concerns when looking for destinations to visit. The COVID-19 crisis has only amplified these concerns bringing awareness to positive impacts shelter-at-home has had on the environment, such as reduced carbon emissions.

Travelers are looking for carbon footprint offsets from travel companies, environmentally-friendly food and vegan everything. SLO CAL is well positioned as a road trip destination with businesses across the county focusing on sustainable efforts. VSC will utilize the unique stories of sustainable businesses to be deployed across SLO CAL’s channels and in earned media pitches in an effort to spark the interest of those looking for a sustainable travel experience.

TRIP MOTIVATORS

RECHARGE - *Harmony & Balance*

Recharge trips are driven by JOMO—the joy of missing out— and characterized by the need to escape from everyday stress and take time out to regain control of life. When on a recharge trip, nature is seen as the new antidote to the pressures of hectic lifestyles—and being outside in nature is the perfect way to practice mindfulness and restore a sense of harmony and balance. Often, taking a road trip where off-the-beaten-path destinations, scenery and experiences can be spontaneously enjoyed along the way, people are also socially

conscious and interested in green or eco-friendly accommodations and travel activities that limit environmental impacts.

- Gives me time out to think and regain control of my life
- Helps me to escape from everyday stress/pressure and a sense of relaxation
- Restores my sense of harmony and balance
- Allows me to feel special and spoil myself
- Allows me to feel organized and avoid surprises
- Wellness through nature, sharing through social, socially conscious and unique experiences

IMMERSE - *Perspective & Immersion*

These trips are characterized by a desire to live like a local and enrichment through local culture. While on an Immerse trip, travelers want enriching experiences that allow them to learn about other cultures, while broadening their knowledge and understanding of the world. Memories are shaped by new people they meet, and unique and interesting experiences found along the journey, whether a taste of place through culinary or added dimension through historical sites. The charm and authenticity of small towns is more appealing than touristy, overdeveloped places, and traveling somewhere different every time they plan a leisure trip is desired.

- Broadens my knowledge and enriches my understanding of the world
- Allows me to immerse myself in local life and culture
- Helps me to meet new people and create memories
- Provides me with unique and interesting experiences

Part II - Now fully into travel season with restrictions lifted

Part II will start once travelers and residents start to fall into the acceptance of the “new normal”. Staff can watch for signals in travel patterns through key economic indicators. Signals to monitor:

- Adera “Look to Book” and future forecasting date ranges
- Visitation Data by Arrivalist
- Search Trends
- Trip Advisor – Data Trends

Messaging during this time should help increase consideration and encourage visitors to “book now”. Continue to keep all social posts “organic”. Continue to hold funding for advertising and marketing until shoulder season unless the market warrants support. Initial Co-Op plans from VSC have just been put into motion for a Google part-2 coop to roll out in the fall.

VCA is planning on launching two co-ops “Road trip Republic” and “All Californians Welcome”. These campaigns will bolster in-state travel and will likely continue through the winter months into 2021.

Part III – Introduction of Paid Media

Program & budget will be structured once the plans from Visit SLO CAL and Visit CA are available for co-ops. Additional paid media for Morro Bay with our video series of #OUTDOORGALS.

Part III will not be assessed until we see how Morro Bay and our county fairs through the summer and where our budget sits based on Transient Occupancy.

Tourism Economics has created benchmarks to use going forward for each community in our county. They were created 5/28/2020 with 3-different models to follow depending on how the virus tracks through our county. Currently based on their projection SLO CAL is trending into the Upside of this model with the majority of travel restrictions being eased in June. This could change in either direction and should be monitored.

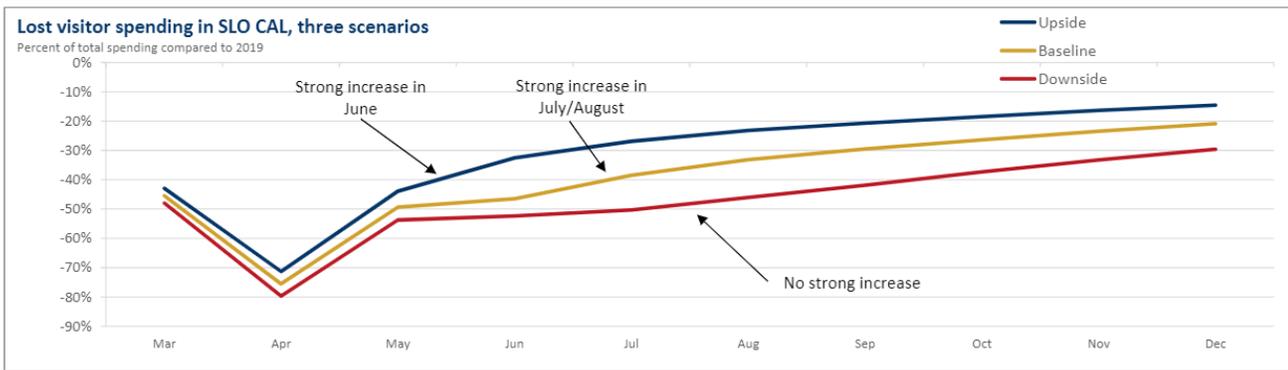
COVID-19 impacts on SLO CAL's visitor economy

Baseline, Upside, and Downside Scenarios

This workbook contains three forecast scenarios for Morro Bay.

- In the Upside Scenario, travel spending grows quickly in June due to either eased travel restrictions or increased public disregard of travel restrictions
- In the Baseline Scenario, travel spending grows quickly in July and August due to either eased travel restrictions or increased public disregard of travel restrictions.
- In the Downside Scenario, travel restrictions are not eased until August or September, and no sharp increase takes place.

The 'SLOCountyEcon' worksheets contains data on visits, visitor spending, economic impacts. Other worksheets contain information on accommodation sector impacts. All comparisons are made in reference to 2019 figures.



Scenario	Virus-related inhibitions on travel	Key economic indicators (forecast current as of May 6th, 2020)	Economic drag	Virus drag	Combined impact to travel
Upside	<ul style="list-style-type: none"> • Majority of California travel restrictions eased in June 2020 • Mild risk aversion remains amongst travelers • Most public places and attractions are open to the public by the end of 2020 	<ul style="list-style-type: none"> • Peak national unemployment rate 16.2% - 2020 Q2 • National GDP declines -5.1% in 2020 • GDP returns to 2019 Q4 level in 2021 Q1 			
Baseline	<ul style="list-style-type: none"> • Majority of California travel restrictions eased in July-August 2020 • Moderate risk aversion remains amongst travelers • Many public places closed/limited through the end of 2020 	<ul style="list-style-type: none"> • Peak national unemployment rate 16.2% - 2020 Q2 • National GDP declines -7.0% in 2020 • GDP returns to 2019 Q4 level in 2021 Q3 			
Downside	<ul style="list-style-type: none"> • Majority of California travel restrictions eased in September-October 2020 • Severe risk aversion remains amongst travelers • Many public places closed/limited, restaurants limited through the end of 2020 	<ul style="list-style-type: none"> • Peak national unemployment rate 16.7% - 2020 Q2 • National GDP declines -13.5% in 2020 • GDP returns to 2019 Q4 level in 2023 Q4 			