

AGENCY CASE STUDY

SAN LUIS OBISPO COUNTY VISITORS & CONFERENCE BUREAU

Background

The San Luis Obispo County Visitors & Conference Bureau (SLOCVB) is responsible for promoting tourism and awareness for a number of central coast towns—all well known for their vineyards, culinary and seafood delights, coastal scenery and cultural history. With a limiting budget, the SLOCVB requested McMurry's insight and expertise in developing an innovative campaign capable of accommodating co-op partners and their products while maintaining a consistent brand positioning for the county.

Success Achieved

After conducting extensive primary and secondary research, McMurry centered on three major objectives to incorporate into SLOCVB's marketing campaign: increasing bed tax collections in San Luis Obispo County by 5 percent, provide opportunity for members to realize a tangible benefit from participating in the Visitors & Conference Bureau's marketing efforts, and generate co-op funds equal to or greater than the bureau's marketing efforts. The result of the SLOCVB marketing campaign brought bed-tax collections in excess of 7.7 percent, an estimated \$1.4 million in sales for click-throughs to partner websites, and co-op program funding ratio of 1:1. Additionally, the campaign was awarded Best Destination Marketing Campaign of 2008 by the California Travel & Tourism Council.