



March 29, 2017

Visit SLO CAL Pfeiffer Canyon Bridge Incident Communication Plan Overview

Visit SLO CAL (VSC) has activated our crisis communication plan. We are simultaneously engaged in an aggressive communications response and planning additional short- and long-term strategies to help mitigate the impacts of the closure.

At the core of VSC's initial response is a focus on providing clear, concise and accurate information with a consistent message and positive tone across organizations and spokespeople. We are collaborating within and outside the tourism industry to unify efforts and strengthen the reach of our efforts. Independently and with others, VSC is pulling every lever available to reach these goals.

Tactics underway: These tactics have begun, many of which are well underway, and will continue for the coming weeks/months as we continue to monitor the situation. New and expanded tactics will be added as the situation changes or new information and opportunities come to light.

- Collaborating with industry partners and state officials on advocacy planning to encourage swift and focused action by Caltrans
- Leverage all communication channels and distribution methods to distribute content and information in every area possible, including via website, social media, email marketing, press, influencers, etc.
- Reviewed, updated and maintain current information on our website, including our member area
 - Resources will be added and distributed as they become available
 - Link to current information page is prominent on our homepage
- Actively educating travel trade on current situation, inspiring them to reroute through SLO CAL and encouraging them to maintain plans for visiting the SLO CAL northern coastal destinations and attractions
 - Met with Visit California's 13 international offices and sent them current information and talking points to share with staff, tour operators, travel agents, etc.
 - Leveraging in-person opportunities to share current information and pitch the alternate route to trade representatives, including Go West and NTA in February and March, and IPW in June.
 - Following up face-to-face meetings with email information
 - Delivering updates during International sales missions and agency trainings in China, UK, Ireland and to Air France
 - Continuously distributing updates and detour documents to International tour operators and agencies as new information becomes available, including through our partners at Black Diamond in the UK and Ireland
- Monitoring and responding to press and social media around the closure – especially watching for hyperbole and misinformation
 - Distributed tips on engagement to all stakeholders encouraging additional monitoring of buzz and positivity in tone
 - Conducted outreach to local media and provided clear, honest information to inquiries from local media on current economic impact



- Developing proactive storylines for our content and to share with press to inspire northern coast visitation
 - Conducted outreach to all Highway 1 destinations for talking points to include and expand on in our content
 - Proactively pitching story ideas to the Bay Area media to encourage travel to SLO CAL's Highway 1 destinations and attractions
- Distributed a printable 1-sheet to front-line employees throughout the Central Coast and California
 - Produced both a northbound and a southbound version to educate partners in both directions
 - Distributed to our network of travel trade and tourism partners throughout the state and in Sacramento to disseminate information to guests seeking Highway 1 travel
 - Included maps of the detour, features along the way, approximate drive times comparison, and inspiration for following the detour through to the northern coastal destinations and attractions.
 - Incorporated features collected from Highway 1 destinations in SLO CAL
 - Distributed to tour operators, Visit California & AAA representatives, visitor centers, SLO County partners, in weekly newsletter, post on website and industry social media
- Long-term planning for re-opening celebrations and marketing to support the restored access