

OPPORTUNITY STANISLAUS PRESENTS TOURIST INSIGHTS OF STANISLAUS COUNTY

IN 2019 OS CO-FUNDED RESEARCH TO BETTER UNDERSTAND WHAT VISITORS TO THE AREA THINK ABOUT STANISLAUS COUNTY. OUR RESEARCHER, DESTINATION ANALYSTS, INTERVIEWED 660 PEOPLE TOTAL: VISITORS HERE FOR A DAY AND VISITORS PASSING THROUGH TO ANOTHER DESTINATION.

THE GOOD

74% OF PEOPLE RATED THEIR VISIT TO STANISLAUS COUNTY AN 8 OR HIGHER ON A SCALE OF 1-10

THE AREA WAS SEEN AS BEING: SCENIC BEAUTY/WELCOMING ENVIRONMENT/AFFORDABLE/GREAT FOR OUTDOOR RECREATION/FAMILY-FRIENDLY/CONVENIENTLY LOCATED/RELAXING

WHAT DO PEOPLE THINK OF WHEN THEY THINK OF STANISLAUS COUNTY?

- 20% AGRICULTURE
- 16% WINERIES
- 10% SCENIC BEAUTY



THE BAD

16% OF VISITORS SAID THERE WAS NOTHING TO DO, 15% SAID THE AREA IS BORING AND 14% SAID TOO CONSERVATIVE

AN AREA HAVING LOTS TO SEE AND DO IS IMPORTANT TO 81% OF PEOPLE BUT ONLY 42% SAID STANISLAUS COUNTY HAS LOTS TO SEE AND DO

ONLY 59% OF RESPONDENTS THOUGHT STANISLAUS COUNTY WAS A CLEAN PLACE



OPPORTUNITIES

WHAT CAN STANISLAUS COUNTY DO TO ENHANCE ITS APPEAL TO VISITORS?

- 12% HAVE MORE WINERIES
- 8% BETTER RESTAURANTS
- 7% MORE OUTDOOR RECREATION

DETERRENTS TO VISITING STANISLAUS COUNTY:

- 25% DON'T KNOW ENOUGH ABOUT IT
- 16% NOT ENOUGH TO DO
- 10% DOESN'T FIT THE TYPICAL TRAVEL EXPERIENCE



FUN FACT:
90% OF VISITORS TO STANISLAUS COUNTY GET HERE BY CAR

OS ALSO RESEARCHED PEOPLE WHO HAVE RELOCATED HERE AND WILL PRODUCE AN IN-DEPTH REPORT THIS SPRING TO HELP COMPANIES BETTER UNDERSTAND THE EXPERIENCE OF RECRUITING PEOPLE TO LIVE AND WORK IN STANISLAUS COUNTY.