

JUNE 22, 2018

VISIT SLO CAL

DESTINATION
MANAGEMENT
STRATEGY

DESTINATION
ASSESSMENT



DESTINATION ASSESSMENT

Resonance Consultancy has undertaken Destination Assessments for a wide range of destinations, cities, states and countries. Through our work, we've learned that traditional performance indicators – economic output, spending and visitors – don't tell destinations and their tourism and economic development agencies the whole story.

In our experience, Destination Marketing Organizations focus primarily on growing visitor numbers, but there is relatively scant attention paid to the product development and programming required to maintain and improve the visitor experience.

As a growing number of visitors base their judgment about destinations on overall experiential quality rather than just the number of must-see attractions, growth in demand must be matched by expansion and improvement in supply to ensure the viability and sustainability of a destination's tourism industry over the long term.

From a demand-side perspective, it's generally straightforward to assess a destination's performance using standardized measures of visitor traffic, spending or hotel occupancy rates. But when it comes to evaluating the supply side of a destination, no standardized measures exist to benchmark the experiential quality of one destination to the next. Traditional visitor intercept surveys provide destinations with insight into what visitors find appealing or lacking, but there is no efficient or standardized way to compare and benchmark these results with those of other destinations.

To solve this problem, Resonance Consultancy has analyzed social media channels from increasingly influential websites such as TripAdvisor and Yelp. We've identified how many quality experiences cities offer from one product and experience category to the next as rated by locals and visitors themselves. With more than 270 million combined reviews, these sites are both powerful marketing channels for destinations, and can also provide new insight and intelligence into the experiential quality and differentiating characteristics of destinations themselves.

We think you'll find that this approach to examining the quality of destinations from the visitors' point of view is both an effective and efficient method to measure supply side performance from one destination to the next and a valuable tool to better understand the competitive advantages – and weaknesses – of your destination. Please note, Quality Experiences are those with an overall rating of “very good” or “excellent”.

KEY INSIGHTS

The following are Key Insights that this Destination Assessment reveals for San Luis Obispo County.

- San Luis Obispo County's relative overall quality as a tourism destination is high, with total ranking of 4th place (of 14 destinations) in absolute terms and 6th place (of 14 destinations) in relative terms (indexed for visitor volume).
- 70% of San Luis Obispo County's tourism asset categories (14 of 20) are ranking in the top tier (1st to 5th place) of the competitive set (absolute terms) and about half of the asset categories (9 of 20) are ranking in the top tier of the competitive set (relative terms).
- San Luis Obispo County's largest category of tourism assets is Culinary, which includes Restaurants and Food & Drink.
- San Luis Obispo County's best individual categories of tourism assets, compared to the competitive set (absolute terms), is B&B and Inns (1st place) and Boat Tours & Water Sports (1st place), followed by Hotels and Zoos & Aquariums (both 2nd place).
- San Luis Obispo County's weakest individual categories of tourism assets, compared to the competitive set (absolute terms), is Theater & Concerts (7th place).
- San Luis Obispo County's best individual categories of tourism assets, compared to the competitive set (relative terms), is Boat Tours & Water Sports (2nd place), followed by Hotels and Shopping (both 3rd place).
- San Luis Obispo County's weakest individual categories of tourism assets, compared to the competitive set (relative terms), is Sightseeing Tours (10th place), Theater & Concerts and Restaurants (both 9th place).
- San Luis Obispo County's Food & Drink experiences (wineries, breweries, cooking classes, etc.) are as good as the other major wine intensive counties of Napa, Sonoma and Walla Walla.
- San Luis Obispo County has an opportunity to improve its tourism asset efforts in these categories (based on information and experience from):
 - Major Events - Santa Barbara, Boulder and Sonoma Counties
 - Museums - Buncombe County and the City of Scottsdale
 - Theater & Concerts - Buncombe County and the City of Scottsdale
 - Nightlife, Fun & Games, Sights & Landmarks and Outdoor Activities - the City of Scottsdale

- Sightseeing Tours - Napa County
 - Specialty Lodging - Hawkes Bay Region
 - Vacation Rentals - Riverside County
- San Luis Obispo County tourism assets stack up very well against:
 - Boulder County in the category of Food & Drink, due to its wineries.
 - Buncombe County in the categories of Food & Drink (wineries), Hotel, Nature & Parks and Outdoor Activities.
 - Deschutes County in the categories of Food & Drink (wineries), Hotel and Shopping.
 - Hawkes Bay Region (NZ), in the Culinary (Restaurants and Food & Drink), Theater & Concerts, Nightlife and Shopping categories.
 - Lake Tahoe, Monterey County and Ventura County in all categories.
 - Napa County in the categories of Nature & Parks, Boat Tours & Water Sports and Outdoor Activities.
 - Riverside County, Santa Barbara County and the City of Scottsdale in the category of Food & Drink (wineries).
 - Santa Cruz County in the categories of Food & Drink (wineries) and Shopping.
 - Sonoma County and Walla Walla County in the category of Outdoor Activities.
 - All competitors in the category of B&B and Inns.
- A significant opportunity for improving San Luis Obispo County's tourism portfolio is in the category of Hotels, where 59 hotels (36.2% of hotels reviewed) do not achieve a Quality Establishment ("very good") rating on TripAdvisor.
- Another significant opportunity for improving the tourism portfolio for San Luis Obispo County is in the category of Festivals & Events, where 42.9% of rated Festivals & Events do not achieve "very good" on Yelp.

METHODOLOGY

This Destination Assessment for San Luis Obispo County (SLO CAL) measures tourism's supply-side performance and competitiveness based on both absolute and indexed scales: the absolute scale measures the total number of quality experiences; the indexed scale evaluates performance in terms of how many quality experiences are delivered per visitor (i.e. the number of quality experiences per 100,000 visitors). For this report, visitor spending data has been used as an index proxy for total visitors.

*Please note that all references to San Luis Obispo in this report are referring to San Luis Obispo County.

Index estimates have been gathered from several sources including Dean Runyan Associates, Longwoods International and other local / destination specific sources. Changes to estimates will have an inverse impact on the index results.

The rankings that follow are based on an analysis of the number of products or experiences rated as 'very good' or 'excellent' in 17 different areas using TripAdvisor and Yelp data. We have grouped the seventeen areas into six core categories:

1. Culture

The arts and culture in a city

- Major Events
- Museums
- Theaters & Concerts

2. Entertainment

Fun attractions and experiences

- Shopping
- Nightlife
- Amusement Parks
- Zoos & Aquariums
- Casinos & Gambling
- Fun & Games

3. Sightseeing

The natural and built environment of a city

- Sights & Landmarks
- Nature & Parks
- Sightseeing Tours

4. Sports & Adventure

A destination's outdoor activities and adventures

- Outdoor Activities
- Boat Tours & Water Sports

5. Culinary

The food experiences in a destination

- Food & Drink
- Restaurants

6. Lodging

Accommodations in a city

- Hotels
- B&B and Inns
- Specialty Lodging (Hostel, Lodge, Condo, RV Park, etc.)
- Vacation Rentals (Private Residence, Cottage, Bungalow, etc.)

In the creation of the Destination Assessment, Resonance worked with Visit SLO CAL to select 14 “competing” destinations based on locale, well known alternative destinations from previous visitor studies, and aspirational destinations that San Luis Obispo County may seek to emulate. The competitive set that was selected for San Luis Obispo County includes:

- Boulder County, CO (including the City of Boulder)
- Buncombe County, NC (including the City of Asheville)
- Deschutes County, OR (including the City of Bend)
- Hawke's Bay Region, New Zealand
- Lake Tahoe, CA (regional area)
- Monterey County, CA (including the cities of Salinas and Carmel)
- Napa County, CA
- Riverside County, CA (including the City of Palm Springs)
- Santa Barbara County, CA
- Santa Cruz County, CA
- Scottsdale, AZ (the City of)
- Sonoma County, CA

- Ventura County, CA
- Walla Walla County, WA

Please note that to be as consistent as possible, all competitive selections, with the exception of Lake Tahoe and Scottsdale are counties.

COMPETITIVE ASSESSMENT

OVERVIEW

Generally speaking, San Luis Obispo County scores in the top tier (1st-5th place) of its competitive set in 14 of the 20 areas of analysis on the absolute scale. This is a reflection of San Luis Obispo County's absolute strength as a premier tourism destination.

In comparison and confirmation, on a relative basis (ie indexed for visitor volume / spending), San Luis Obispo County maintains 9 of 20 top tier rankings.

Overall, San Luis Obispo County is ranked in 4th place within its competitive set on the absolute scale and 6th place on the indexed scale.

In absolute terms, San Luis Obispo County scores best in regard to Restaurants (666 quality establishments) and Food & Drink (251 quality establishments).

Although San Luis Obispo County's Casinos & Gaming scores tied for 5th in absolute terms, that is because only four destinations (Lake Tahoe, Riverside, Scottsdale and Sonoma) register any results in this category.

In absolute terms, San Luis Obispo County registers two first place rankings in the categories of B&B & Inns and Boat Tours & Water Sports and two second place rankings in the categories of Hotels and Zoos & Aquariums. In relative terms (indexed for visitor volume), San Luis Obispo County registers one second place ranking in the category of Boat Tours & Water Sports.

Full results for the Destination Assessment (Charts & Tables) are included after this summary.

RESTAURANTS

For Restaurants, San Luis Obispo County's 666 quality establishments translate into 41.9 establishments per visitor index or 9th place among its competitive set. In the category of Restaurants, Riverside County excels on the absolute scale with 3,801 quality establishments and the top ranking, while Walla Walla County and the City of Scottsdale excel on the relative scale with a 1st and 2nd place rankings respectively. It is interesting to note that both Monterey County, which is immediately to the north, and Santa Barbara County, which is immediately to the south, rank lower on the relative scale for

Restaurants than San Luis Obispo County. So too, Sonoma and Napa Counties rank lower than San Luis Obispo County on the relative scale for Restaurants.

FOOD & DRINK

For Food & Drink experiences, which includes wine tasting rooms, brewery tours, cooking classes and the like, the data shows that San Luis Obispo County ranks 3rd on the absolute scale with 251 quality experiences. After adjusting for visitor volume, San Luis Obispo County falls back one spot to a 4th place relative ranking.

Napa County and Sonoma County are the top two destinations on the absolute scale by a large margin, while Walla Walla County jumps to the top ranking, also by a large margin, after the results are indexed for visitor volume, pushing Napa and Sonoma to 2nd and 3rd place respectively.

In the category of Food & Drink, the four major wine destinations (Napa County, Sonoma County, Walla Walla County and San Luis Obispo County) are clearly leading the pack.

CULINARY

The Culinary grouping is an aggregate of Restaurants and Food & Drink experiences. San Luis Obispo County is 6th on the absolute scale and 8th on the relative scale due to its strength in quality Food & Drink establishments (ie wineries).

MAJOR EVENTS

San Luis Obispo County is ranked at 6th place (absolute and relative terms) for Major Events with 20 quality experiences.

In absolute terms, Santa Barbara and Sonoma Counties are the big winner in this category (Major Events) with more than 50 quality experiences each, while Boulder, Santa Barbara and Sonoma Counties do very well on the indexed scale.

Please note that the best source for consistent data in this category is Yelp, however Yelp did not report any Major Events for Walla Walla County in this category, which is surprising and a limitation of this source. Yelp also did not report Major Event data for the Hawkes Bay Region of New Zealand.

MUSEUMS

San Luis Obispo County registers 41 quality experiences for Museums, putting it in 5th place on the absolute and relative scales. Riverside County is the first place finisher (absolute terms) in this category with 67 quality establishments. The City of Scottsdale and Monterey and Buncombe Counties follow just behind with more than 50 museums (quality establishments) each in their portfolios. At 5th place (absolute scale) San Luis Obispo County is nearly tied with Santa Barbara County at 40 quality establishments in the category of Museums.

In relative terms, Walla Walla County's 6 quality establishments for Museums and lower visitor volume puts it in last place on the absolute scale and first place on the relative scale, while Buncombe County, which includes the City of Asheville NC, is a close second (relative scale) with 53 quality establishments in the Museum category.

This juxtaposition of relative results between Walla Walla County (few establishments and low visitor volume) and Buncombe County (many establishments with higher visitor volume) illustrates how smaller destinations can level the playing field and take advantage of their tourism assets relative to each individual visitor.

THEATERS & CONCERTS

San Luis Obispo County has registered 12 quality experiences for Theaters & Concerts putting it in 7th place on the absolute scale and 9th place on the relative scale. The City of Scottsdale and Riverside County score very well on the absolute scale, while Walla Walla County, the City of Scottsdale, Boulder County and Buncombe County score very well on the relative scale.

Although San Luis Obispo County ranks 9th place on the relative scale, there is a bunching of destinations with similar results between Deschutes County at 5th place and Santa Barbara County at 11th place.

CULTURE

Culture is an aggregate of Major Events, Museums and Theaters & Concerts, and as such, San Luis Obispo County county scores 7th place, middle of the pack, on the absolute and relative scales.

NIGHTLIFE

San Luis Obispo County scores 30 quality Nightlife establishments putting it in 5th place on the absolute scale and 7th place on the relative scale. The City of Scottsdale and Riverside County do quite well in absolute terms, while Scottsdale, Buncombe County and Walla Walla County are the big winners for Nightlife on the indexed scale. Scottsdale's first place rankings on the absolute and relative scales are a definite advantage for the city.

SHOPPING

For Shopping, San Luis Obispo County registers 92 quality establishments placing it in 4th position among its competitive set (absolute terms) and in 3rd place among its competitive set (relative terms). Buncombe County is the clear winner in absolute terms with 119 quality establishments, while Walla Walla County's 20 quality establishments and lower visitor volume moves it to first place on the relative scale.

On both scales, San Luis Obispo County is well situated among the top tier destinations for shopping.

AMUSEMENT PARKS

San Luis Obispo County registers one quality Amusement Park (Ravine Waterpark in Paso Robles) putting it in a tie for 4th place with 6 other destinations, while Riverside County and the City of Scottsdale are the clear winners with 7 quality establishments in this area. On a relative basis, Walla Walla County's one Amusement Park and lower visitor volume gives it the first place ranking on the indexed scale.

CASINOS & GAMBLING

Only 4 of the 15 destinations in the competitive set (Lake Tahoe, Riverside County, the City of Scottsdale and Sonoma County) have quality establishments in the category of Casinos & Gambling. The 5 quality establishments in Lake Tahoe rank it first on both the absolute and relative scales.

FUN & GAMES

TripAdvisor reports that San Luis Obispo County has 18 quality Fun & Games establishments ranking it 6th out of its competitive set (absolute terms) and 8th out of its competitive set (relative terms). Riverside County and the City of Scottsdale top the absolute list, while Scottsdale and Buncombe County top the relative list.

ZOOS & AQUARIUMS

For Zoos & Aquariums, San Luis Obispo County is tied for 2nd with Monterey and Santa Barbara Counties, which also have 3 quality establishments, while the City of Scottsdale leads with 5 quality establishments in this category. On the relative scale, Scottsdale's 5 also puts it in first place on the index scale.

ENTERTAINMENT

Entertainment is the aggregate grouping of Nightlife, Shopping, Amusement Parks, Casinos & Gambling and Zoos & Aquariums. In total, San Luis Obispo County has 144 quality Entertainment establishments putting it in 5th place among its competitive set on the absolute and relative scales.

In total, the City of Scottsdale and Riverside County are the tops (absolute number of quality establishments) for Entertainment, while Walla Walla County, Buncombe County and Scottsdale lead Entertainment when the results are indexed for visitor volume.

HOTELS

San Luis Obispo County has 104 quality establishments in the Hotels category according to TripAdvisor, putting it in 2nd place in absolute terms and 3rd place in relative terms among the competitive set of 15 destinations. Riverside County leads the list of total quality establishments for Hotels, while Walla Walla County and Hawke's Bay Region lead the relative list of Hotels per index value by a small margin. Boulder County is very similar to San Luis Obispo County in relative terms, in the category of Hotels.

B&B AND INNS

San Luis Obispo County reports the largest number of B&Bs and Inns (68 quality establishments) within the competitive set in absolute terms, followed by Sonoma County, Napa County and Hawke's Bay Region, which all have 60 or more B&B and Inns and strong wine tourism.

When the B&B and Inns results are indexed for visitor volume, Walla Walla County performs best, followed by Hawke's Bay Region and Napa County. San Luis Obispo County ranks a strong 4th place on the relative scale for B&B and Inns.

SPECIALTY LODGING

Specialty Lodging, which includes a diverse collection of accommodations, including Hostels, Lodges, Condos, RV Parks, etc., is led by Hawke's Bay Region, Riverside County, Sonoma County and Lake Tahoe. San Luis Obispo County registers 24 quality establishments in this category finishing in 5th place on the absolute scale and 6th place on the indexed scale. In relative terms, Hawke's Bay Region and Walla Walla County lead the list by a large margin.

VACATION RENTALS

Vacation Rentals are particularly strong (absolute terms) in Riverside County and Lake Tahoe, well outpacing the competitive set. San Luis Obispo County's 116 quality experiences in this category of Vacation Rentals place it in 6th place on the absolute scale and 7th place on the relative scale. When the results are indexed for visitor volume, Buncombe County (including the City of Asheville), Lake Tahoe and Deschutes County (including the City of Bend OR) finish in 1st, 2nd and 3rd places.

LODGING

Lodging is the aggregate of Hotels, B&B and Inns, Specialty Lodging and Vacation Rentals and shows San Luis Obispo County with a total of 312 quality establishments, which is 5th place on the absolute scale and 6th place on the relative scale (indexed for visitor volume). San Luis Obispo County's best results for Lodging are in Hotels and B&B and Inns. In absolute terms, Riverside County with 923 quality establishments in the Lodging aggregate, with strong results in Hotels, Specialty Lodging and Vacation Rentals, is more than twice the 2nd place finisher (Lake Tahoe) at 449 quality establishments. When the total county in Lodging is indexed for visitor volume, Buncombe County rises to the top, followed by Walla Walla County.

NATURE & PARKS

For Nature & Parks, San Luis Obispo County's 67 establishments place it 5th out of 15 on the absolute scale, and 6th out of 15 on the relative scale (indexed for visitor volume). Riverside County has a noticeable absolute advantage in this category with 90 quality establishments, while Sonoma and Santa Barbara Counties and the City of Scottsdale are only slightly better than San Luis Obispo County results.

On the relative scale, Deschutes County (including Bend OR), tops the list followed by Boulder County and Hawke's Bay Region. Please note that although Riverside tops the absolute list, its high visitor volume moves it to the bottom of the relative ranking for the number quality experiences per visitor volume.

SIGHTS & LANDMARKS

San Luis Obispo County's 40 quality establishments in the category of Sights & Landmarks put it in 6th place on both absolute and relative scales. Riverside County and the City of Scottsdale are the 1st and 2nd place finishers (absolute scale) with 86 and 70 quality experiences respectively. Scottsdale also does well for Sights & Landmarks on the relative scale (adjusted for visitor counts), finishing first.

SIGHTSEEING TOURS

Napa County is particularly strong (absolute terms) in the area of Sightseeing Tours with 162 quality establishments. San Luis Obispo County's 77 quality establishments in this category place it in 6th position on the absolute scale and 10th position on the relative scale. Napa County also places first by a wide margin on the relative scale, followed by Walla Walla County in 2nd position.

Please note that San Luis Obispo County's 10th place relative ranking for Sightseeing Tours is the lowest ranking it has received in any individual category.

SIGHTSEEING

In the aggregate grouping of Sightseeing, San Luis Obispo County's 184 quality establishments place it in 6th position on the absolute scale and 10th place on the relative scale. Please note, San Luis Obispo County's 10th place relative ranking is the lowest aggregate ranking that it has received in this report.

BOAT TOURS & WATER SPORTS

Perhaps natural for a California coastal county, San Luis Obispo County registers 34 quality establishments in the Boat Tours & Water Sports category, putting it in 1st place out of 15 on the absolute scale and 2nd place on the relative scale. This ranking combination is the best in any category for San Luis Obispo County.

Santa Cruz County, Lake Tahoe and Santa Barbara County are also major players in this area with 30 or more establishments each. Santa Cruz County is the leader on the relative scale by a wide margin.

OUTDOOR ACTIVITIES

Outdoor Activities is dominated by Riverside County and the City of Scottsdale on the absolute scale, and Deschutes County, Boulder County, the City of Scottsdale and Santa Cruz County on the relative scale. San Luis Obispo County's 99 quality establishments places it in 5th place on the absolute and relative scales.

SPORTS & ADVENTURE

Sports & Adventure is the aggregate grouping of Boat Tours & Water Sports and Outdoor Activities. San Luis Obispo County's total of 133 establishments places it 3rd of 15 on the absolute scale and 5th of 15 on the relative scale. Riverside County and the City of Scottsdale are the leaders of the absolute rankings, while Santa Cruz and Deschutes Counties are the leaders of the relative rankings.

TOTAL

The final results for Total quality establishments, within this customized competitive set, shows Riverside County taking first place on the absolute scale by a significant margin - more than twice the results of 2nd place City of Scottsdale. San Luis Obispo County finishes 4th on the absolute scale on the heels of Scottsdale and Sonoma County.

When the Total results are adjusted for visitor volume, Walla Walla's low visitor county pushes it to the top of the relative list, followed by the City of Scottsdale and Buncombe County. San Luis Obispo County ranks 6th closely following Boulder and Deschutes County.

SPIDER WEB CHARTS

Based on the absolute aggregates, the spider web charts show San Luis Obispo County is strongest in the aggregate groupings of Sports & Adventure and Sightseeing. It's moderate in the aggregate groupings of Culture and Entertainment, and weakest in the aggregate groupings of Culinary and Lodging.

For relative aggregates, the spider web charts confirm that San Luis Obispo County is strongest in the aggregate groupings of Sports & Adventure and Sightseeing. San Luis Obispo County does moderately well in Lodging, Culture and Entertainment. Its relative weaknesses is Culinary, due to its indexed results for Restaurants.

SAN LUIS OBISPO COUNTY VS BOULDER COUNTY

On the absolute scale, San Luis Obispo County tourism is certainly larger than Boulder County tourism in all categories. In looking at the one-to-one comparisons on the relative scale, San Luis Obispo County stacks up very well against Boulder County in the category of Food & Drink due to its wineries. In all other categories, Boulder County is about even or doing slightly better than San Luis Obispo County except for Vacation Rentals. The noticeable strong categories for Boulder County are Restaurants, Nature and Parks and Outdoor Activities.

SAN LUIS OBISPO COUNTY VS BUNCOMBE COUNTY

Compared to Buncombe County, which includes Asheville NC, San Luis Obispo County excels (absolute scale) in the categories of Food & Drink (wineries), Hotel, B&B and Inns, Nature & Parks and Outdoor Activities, while Buncombe County excels in Shopping and Vacation Rentals. Comparing San Luis Obispo County against Buncombe County on the indexed scale shows Buncombe County's noticeable relative strength in Restaurants, Museums, Nightlife, Shopping and Vacation Rentals. San Luis Obispo County still holds a major strength in the Food & Drink category due to its wineries.

SAN LUIS OBISPO COUNTY VS DESCHUTES COUNTY

In San Luis Obispo County vs Deschutes County, which includes Bend OR, San Luis Obispo County shows definite absolute strength in all categories. When the results are adjusted for visitor volume, Deschutes County makes up a lot of ground and now leads in several categories including: Restaurants, Vacation Rentals, Nature & Parks and Outdoor Activities.

SAN LUIS OBISPO COUNTY VS HAWKES BAY REGION (NZ)

Compared to New Zealand's Hawkes Bay Region, San Luis Obispo County is a much larger tourism destination and excels in all categories on the absolute scale. After visitor volumes are factored into the equation (Indexed results), San Luis Obispo County still shows a slight advantage, especially in the Culinary (Restaurants and Food & Drink), Theater & Concerts, Nightlife, Shopping and Vacation Rentals categories. However, Hawkes Bay Region does very well on the index scale in the categories of B&B and Inns and Specialty Lodging.

SAN LUIS OBISPO COUNTY VS LAKE TAHOE

In comparing San Luis Obispo County to Lake Tahoe on an absolute and relative basis, San Luis Obispo County is a much larger tourism destination in all categories with the major exception of Vacation Rentals where Lake Tahoe excels.

SAN LUIS OBISPO COUNTY VS MONTEREY COUNTY

San Luis Obispo County and Monterey County are very similar destinations for tourism assets on the absolute scale with the exceptions of Culinary (Restaurants and Food & Drink) and Vacation Rentals, where San Luis Obispo County definitely excels. When the results are compared in relative terms (adjusted for visitor volumes), San Luis Obispo County excels in every single tourism asset category.

SAN LUIS OBISPO COUNTY VS NAPA COUNTY

San Luis Obispo County beats Napa Valley (absolute terms) in all categories except Food & Drink (wineries etc) and Sightseeing Tours. When Napa County's lower visitor volume is factored in, the margins for San Luis Obispo County advantage shrink a little.

SAN LUIS OBISPO COUNTY VS RIVERSIDE COUNTY

Comparing San Luis Obispo County to Riverside County (including Palm Springs CA) illustrates the sheer size of Riverside County's tourism portfolio in absolute terms, especially in the categories of Restaurants, Museums, Theater & Concerts, Nightlife, Amusement Parks, Fun & Games, Hotels, Specialty Lodging, Vacation Rentals, Sightseeing and Outdoor Activities. With that said, San Luis Obispo County does very well (absolute

terms) in the categories of Food & Drink (wineries, etc), Shopping, B&B and Inns, and Boat Tours & Water Sports. The latter should not be a surprise given the geography and location of each county.

When visitor volumes are factored in (relative scale) San Luis Obispo County excels over Riverside County in all categories except for Restaurants and Vacation Rentals.

SAN LUIS OBISPO COUNTY VS SANTA BARBARA COUNTY

Against Santa Barbara County, San Luis Obispo County does very well in all categories of the absolute scale with the exception of Restaurants, Major Events and Sightseeing Tours, where Santa Barbara County excels. In relative terms, San Luis Obispo County improves its results in all categories and overtakes Santa Barbara County in Restaurants, but still falls short in the category of Major Events.

SAN LUIS OBISPO COUNTY VS SANTA CRUZ COUNTY

San Luis Obispo County is a larger tourism destination than Santa Cruz County in all categories (absolute terms). When visitor volumes are factored in, San Luis Obispo County still holds the lead in most categories, but is now smaller than Santa Cruz County for Restaurants, Sightseeing Tours, Boat Tours & Water Sports and Outdoor Activities.

SAN LUIS OBISPO COUNTY VS CITY OF SCOTTSDALE

The absolute and relative results between San Luis Obispo County and the City of Scottsdale AZ are nearly identical, with San Luis Obispo County leading in the categories of Food & Drink (wineries), Hotels, B&B and Inns, and Boat Tours & Water Sports. In contrast, the City of Scottsdale is leading in the categories of Restaurants, Theater & Concerts, Nightlife, Fun & Games, Vacation Rentals, Sights & Landmarks, Sightseeing Tours and Outdoor Activities.

SAN LUIS OBISPO COUNTY VS SONOMA COUNTY

There is very little difference between the absolute and relative results for San Luis Obispo County and Sonoma County tourism assets. San Luis Obispo County leads in Restaurants, Hotels, Boat Tours & Water Sports and Outdoor Activities, while Sonoma County leads in Food & Drink (wineries), Major Events, Vacation Rentals and Sightseeing Tours.

SAN LUIS OBISPO COUNTY VS VENTURA COUNTY

Generally speaking, San Luis Obispo County tourism categories score better than Ventura County tourism categories for both absolute and relative results, with the exception of Restaurants, where Ventura County scores better.

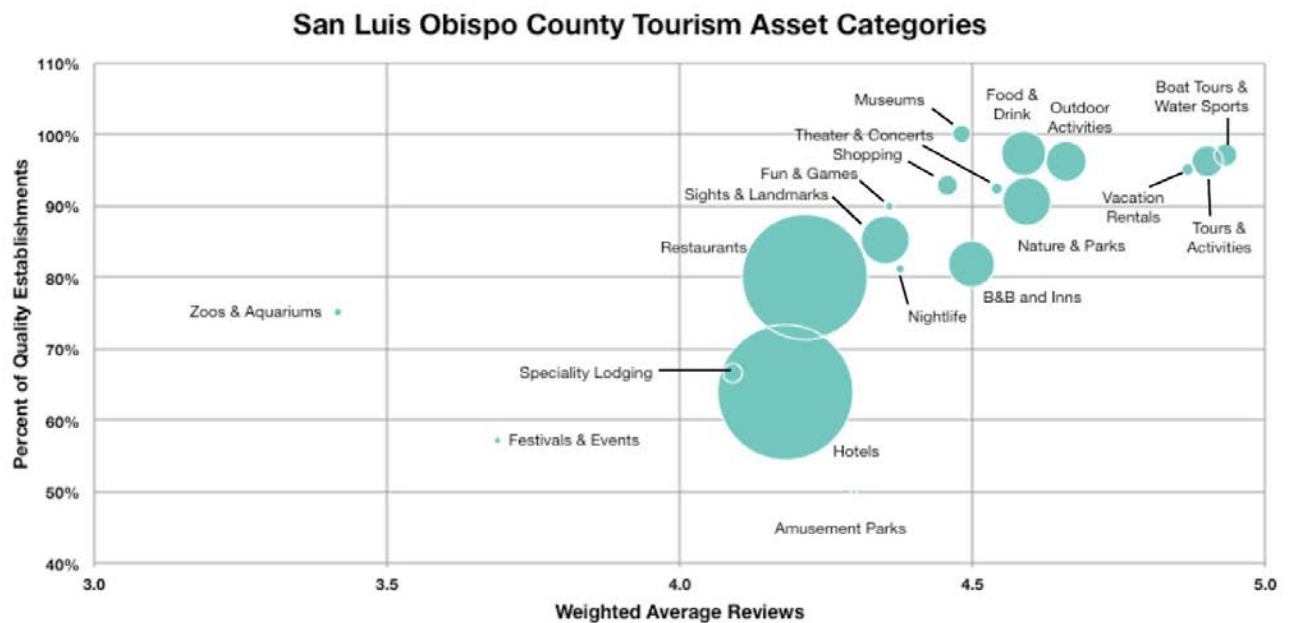
SAN LUIS OBISPO COUNTY VS WALLA WALLA COUNTY

San Luis Obispo County tourism is significantly larger than Walla Walla County as illustrated by the absolute results. However, the table is turned when the results are indexed for visitor volume. On the relative scale, Walla Walla County beats San Luis Obispo County in the categories of Culinary (Restaurants and Food & Drink), Museums, Theater & Concerts, Shopping, B&B and Inns, and Sightseeing Tours.

ESTABLISHMENTS

The following charts illustrates the categories of San Luis Obispo County tourism assets (establishments) from three perspectives:

- Bubble Size - the number of reviews for each category
- Vertical Placement - the percent of the category’s establishments that qualify as quality establishments
- Horizontal Placement - the weighted average rating for each category



San Luis Obispo County Hotels have more reviews than all other categories. Restaurants are second in the total number of reviews followed by Nature & Parks, Sights & Landmarks, Food & Drink and Outdoor Activities.

100% of San Luis Obispo County Museums qualify as a quality establishment, while 97.3% of Food & Drink establishments, 97.1% of Boat Tours & Water Sports and 96.3% of Tours & Activities qualify as quality establishments.

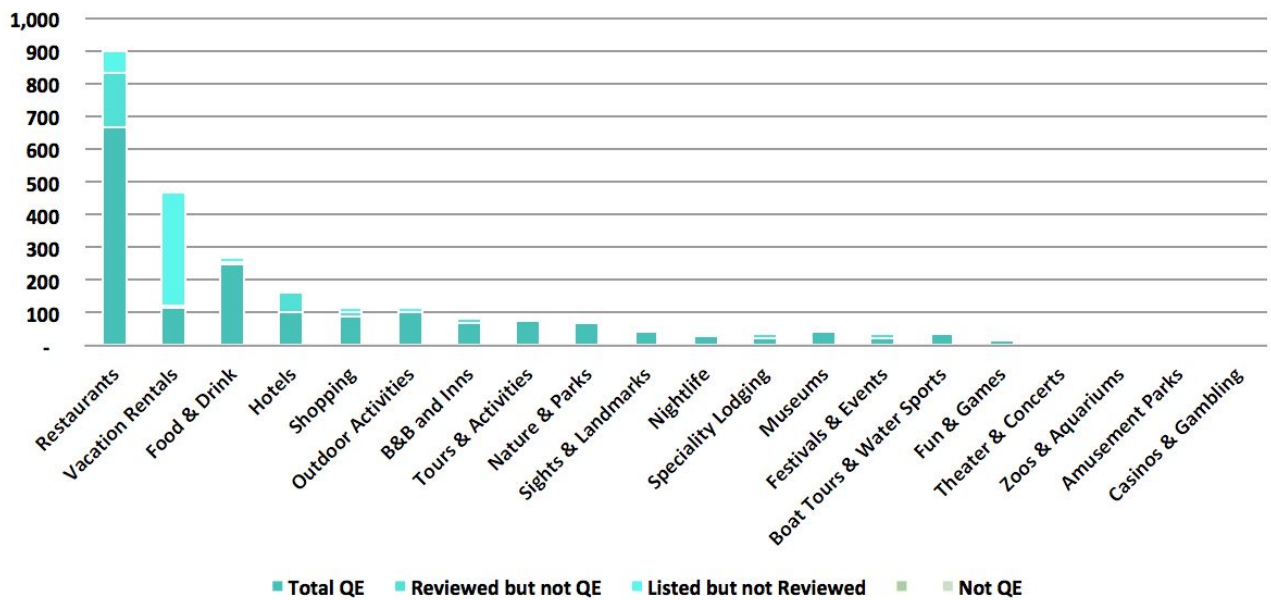
80.1% of San Luis Obispo County Restaurants qualify as a quality establishment, while 63.8% of San Luis Obispo County Hotels qualify as a quality establishment.

The weighted average review for San Luis Obispo County’s Zoos & Aquariums is 3.42/5.00, while the weighted average review for San Luis Obispo County’s Boat Tours & Water Sports is 4.93/5.00.

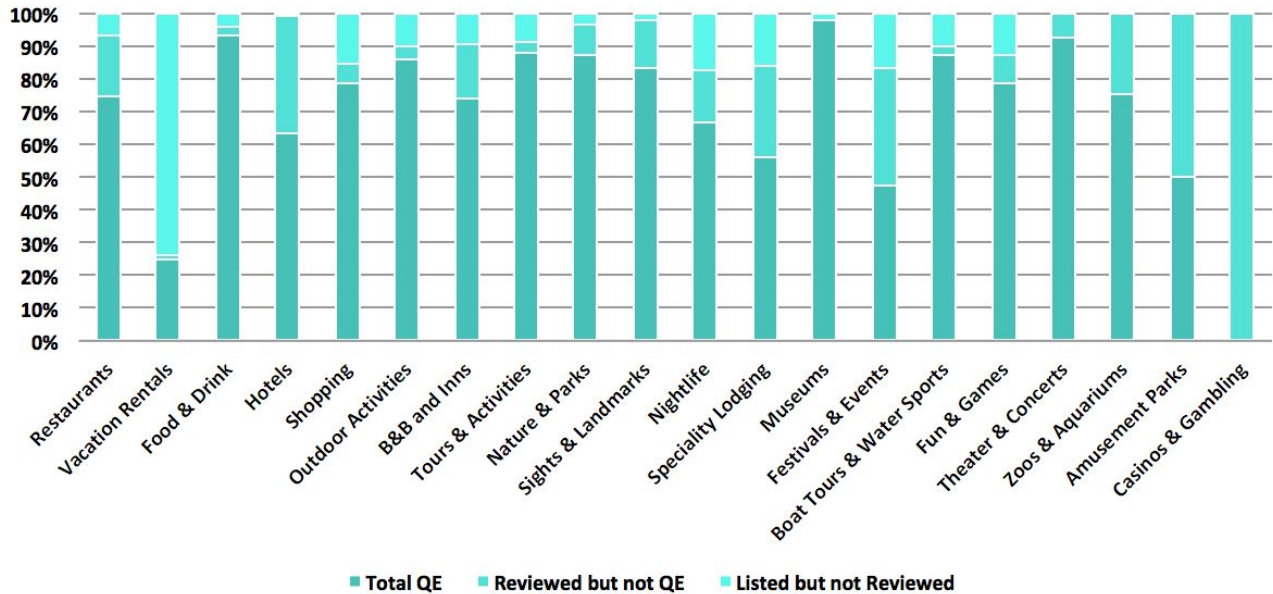
The categories in the upper right tend to have more high quality establishments (as a percentage of total) and rate better overall.

The categories in the lower left tend to have fewer high quality establishments (as a percentage of total) and rate lower overall.

San Luis Obispo County Tourism Establishments



San Luis Obispo County Tourism Establishments



There are 346 San Luis Obispo County Vacation Rentals that are listed, but have not been reviewed. There are also 64 Restaurants, 18 Shops, 12 Outdoor Activities, and 11 Food & Drink establishments that have not been reviewed.

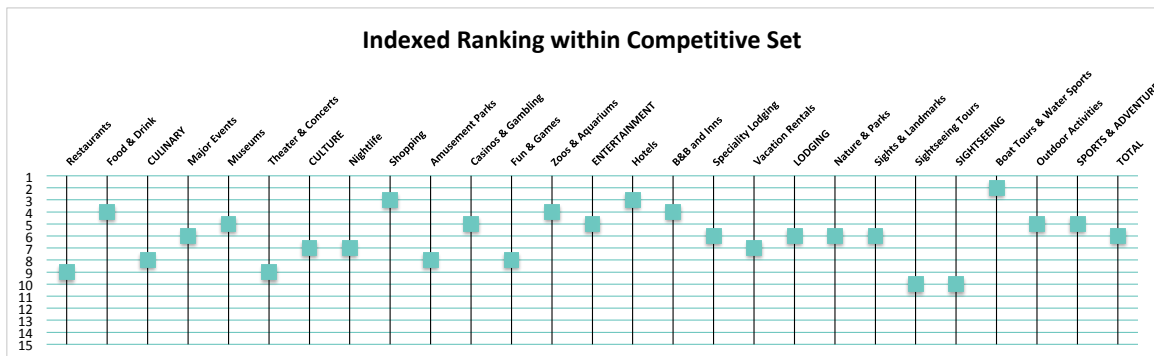
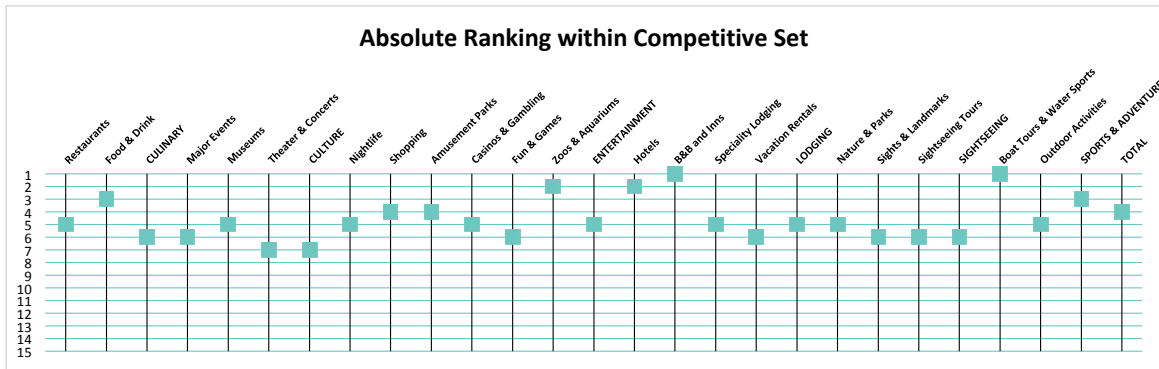
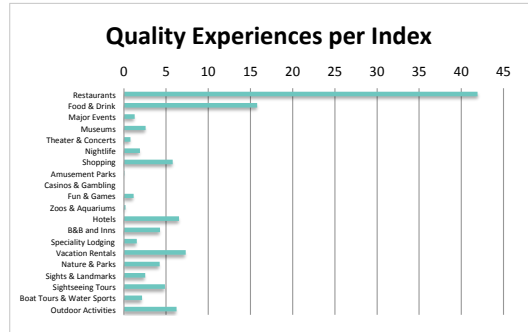
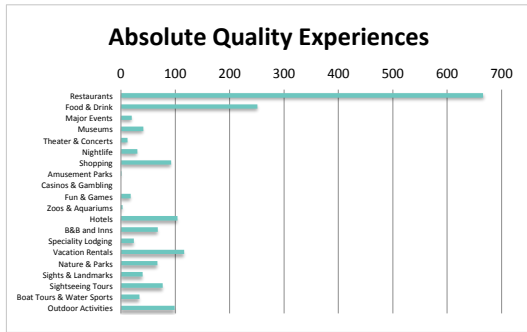
Of those Vacation Rentals that have been reviewed (122), 116 or 95.1% of them receive “very good” or more necessary to achieve the rating need to be listed as a Quality Establishment. However, only 26.0% of listed Vacation Rentals have been rated.

Of those Restaurants that have been reviewed (831), 165 or 19.9% of them do not receive “very good” or more to achieve the rating need to be listed as a Quality Establishment.

For Hotels, the total reviewed is 163 and of that number, 59 of them do not achieve the rating needed to be listed as a Quality Establishment. That’s 36.2% of reviewed San Luis Obispo County Hotels do not receive a Quality Establishment rating.

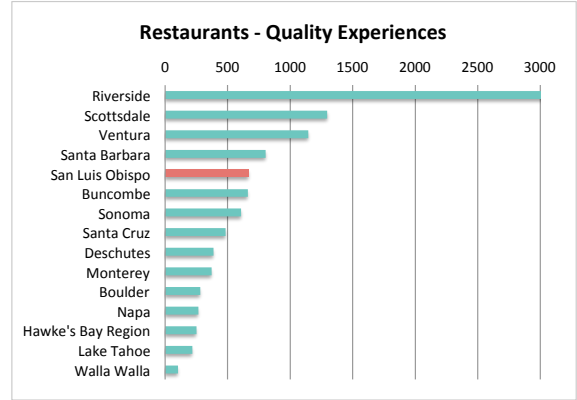
Approximately 50% of Amusement Parks, 42.9% of Festivals & Events, 25.0% of Zoos & Aquariums, 18.9% of Nightlife and 14.9% of San Luis Obispo County’s reviewed Sights & Landmarks do not achieve the rating needed to be listed as a Quality Establishment.

San Luis Obispo		Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15	
Restaurants	666	5	41.9	9	
Food & Drink	251	3	15.8	4	
CULINARY	917	6	57.7	8	
Major Events	20	6	1.3	6	
Museums	41	5	2.6	5	
Theater & Concerts	12	7	0.8	9	
CULTURE	73	7	4.6	7	
Nightlife	30	5	1.9	7	
Shopping	92	4	5.8	3	
Amusement Parks	1	4	0.1	8	
Casinos & Gambling	0	5	0.0	5	
Fun & Games	18	6	1.1	8	
Zoos & Aquariums	3	2	0.2	4	
ENTERTAINMENT	144	5	9.1	5	
Hotels	104	2	6.5	3	
B&B and Inns	68	1	4.3	4	
Speciality Lodging	24	5	1.5	6	
Vacation Rentals	116	6	7.3	7	
LODGING	312	5	19.6	6	
Nature & Parks	67	5	4.2	6	
Sights & Landmarks	40	6	2.5	6	
Sightseeing Tours	77	6	4.8	10	
SIGHTSEEING	184	6	11.6	10	
Boat Tours & Water Sports	34	1	2.1	2	
Outdoor Activities	99	5	6.2	5	
SPORTS & ADVENTURE	133	3	8.4	5	
TOTAL	1763	4	111.0	6	

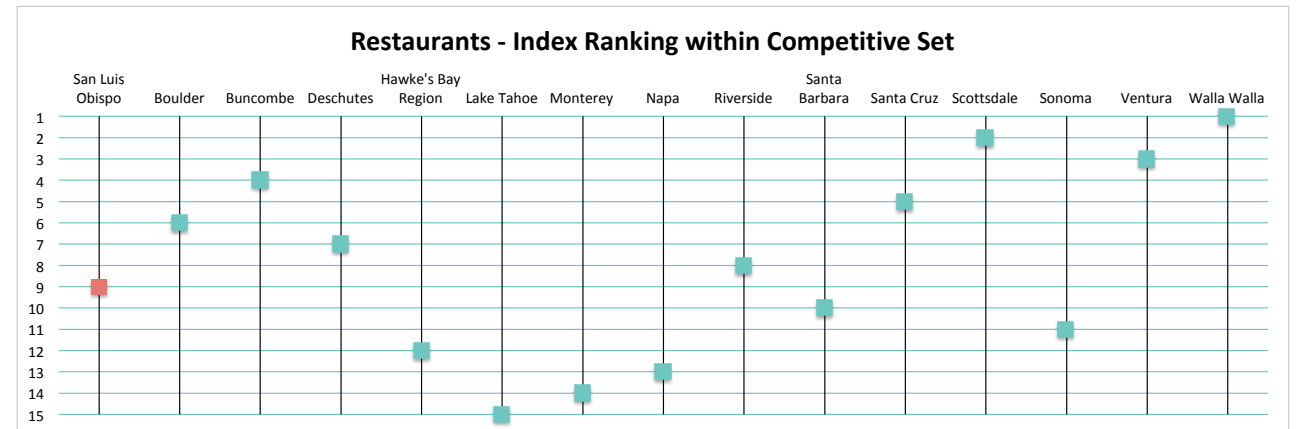
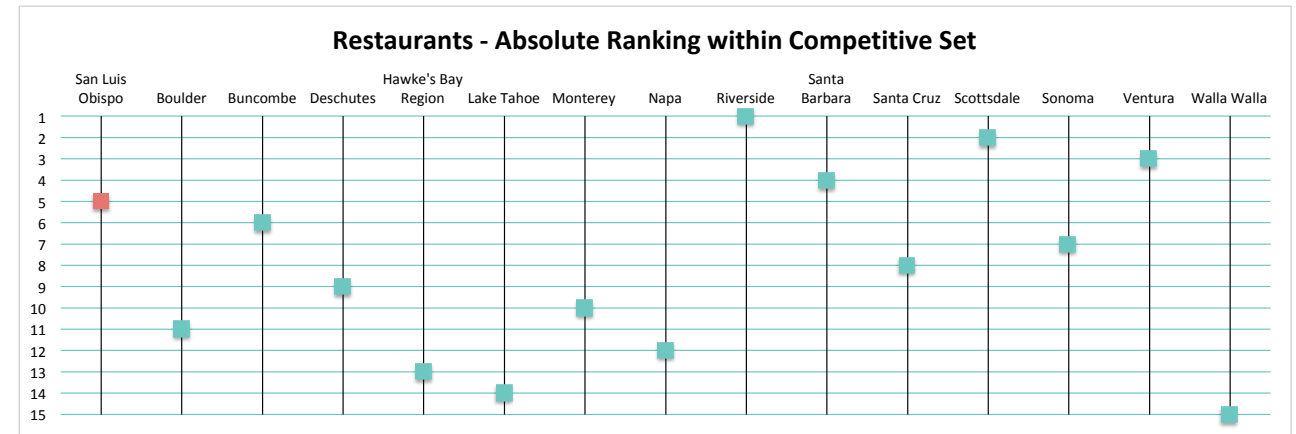
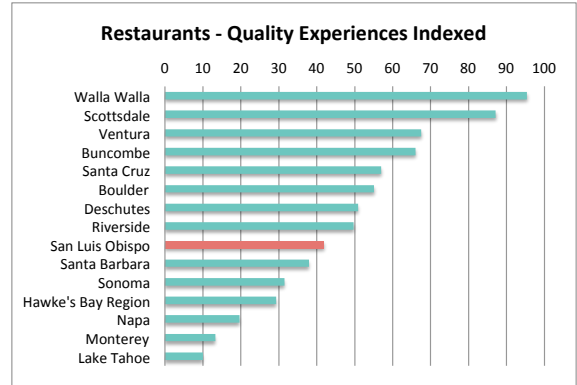


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Restaurants	666	5	41.9	9

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	3801	1
Scottsdale	1298	2
Ventura	1145	3
Santa Barbara	805	4
San Luis Obispo	666	5
Buncombe	661	6
Sonoma	609	7
Santa Cruz	484	8
Deschutes	387	9
Monterey	372	10
Boulder	281	11
Napa	266	12
Hawke's Bay Region	250	13
Lake Tahoe	218	14
Walla Walla	104	15

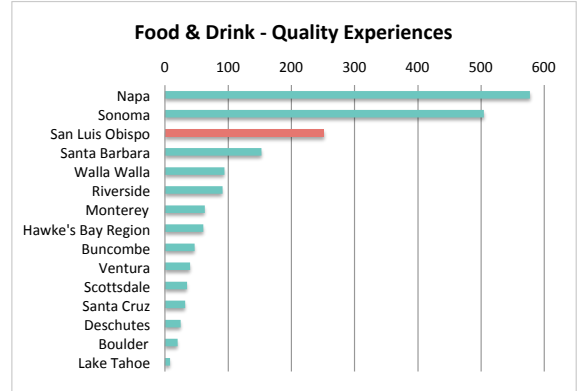


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	95.4	1
Scottsdale	87.2	2
Ventura	67.6	3
Buncombe	66.0	4
Santa Cruz	57.0	5
Boulder	55.2	6
Deschutes	50.9	7
Riverside	49.8	8
San Luis Obispo	41.9	9
Santa Barbara	38.0	10
Sonoma	31.5	11
Hawke's Bay Region	29.3	12
Napa	19.6	13
Monterey	13.3	14
Lake Tahoe	10.0	15

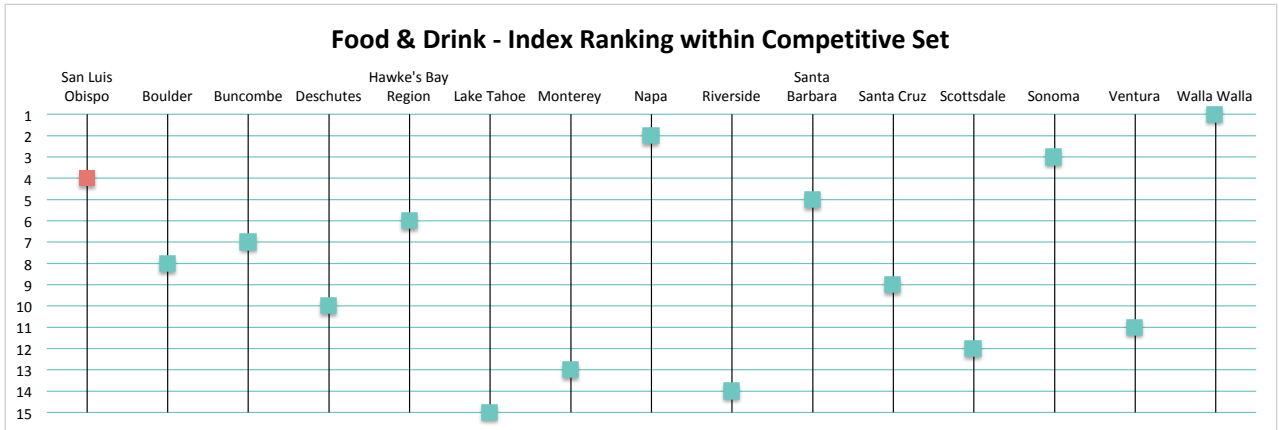
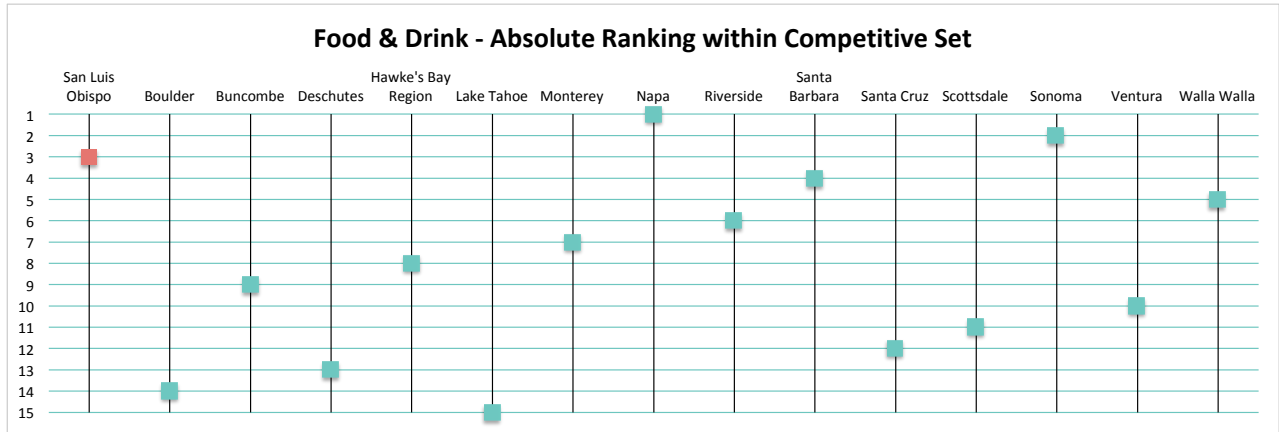
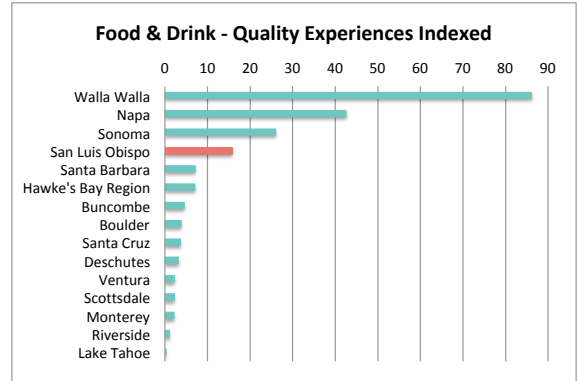


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Food & Drink	251	3	15.8	4

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Napa	578	1
Sonoma	505	2
San Luis Obispo	251	3
Santa Barbara	153	4
Walla Walla	94	5
Riverside	91	6
Monterey	63	7
Hawke's Bay Region	61	8
Buncombe	47	9
Ventura	40	10
Scottsdale	35	11
Santa Cruz	32	12
Deschutes	25	13
Boulder	20	14
Lake Tahoe	8	15

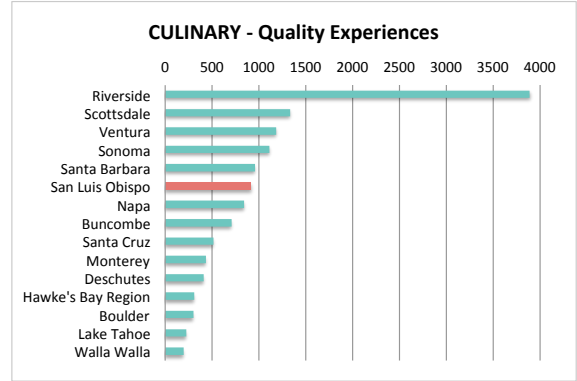


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	86.2	1
Napa	42.7	2
Sonoma	26.1	3
San Luis Obispo	15.8	4
Santa Barbara	7.2	5
Hawke's Bay Region	7.1	6
Buncombe	4.7	7
Boulder	3.9	8
Santa Cruz	3.8	9
Deschutes	3.3	10
Ventura	2.4	11
Scottsdale	2.4	12
Monterey	2.2	13
Riverside	1.2	14
Lake Tahoe	0.4	15

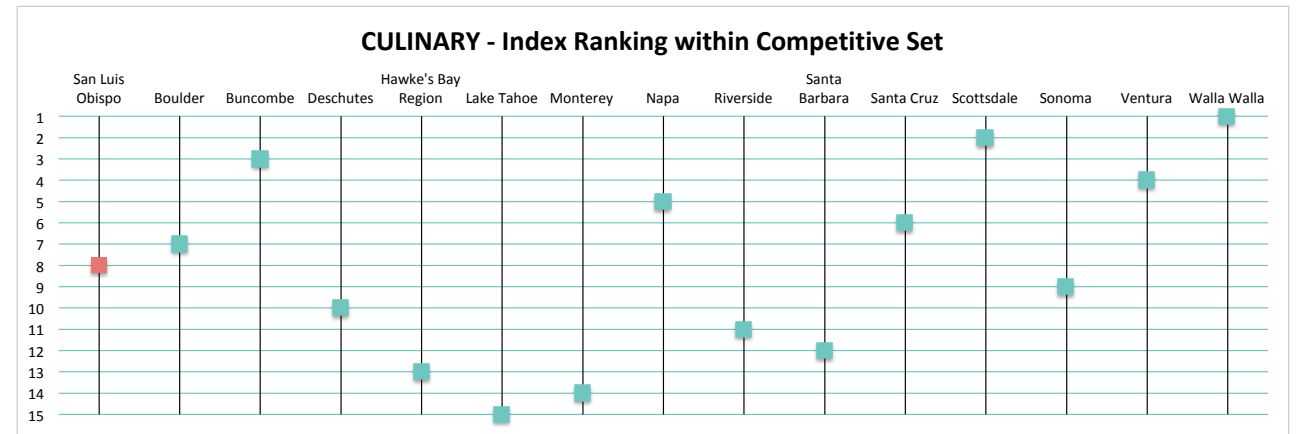
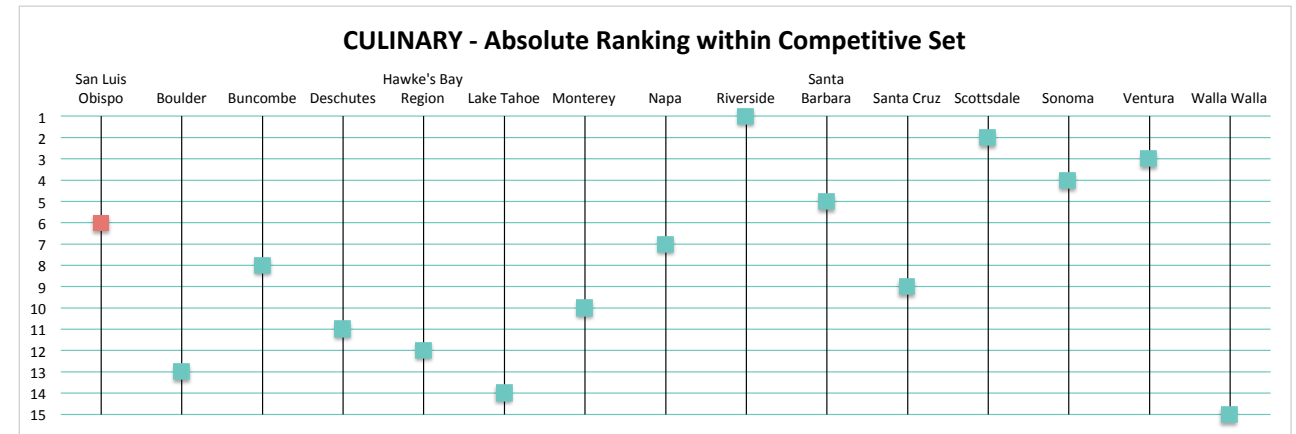
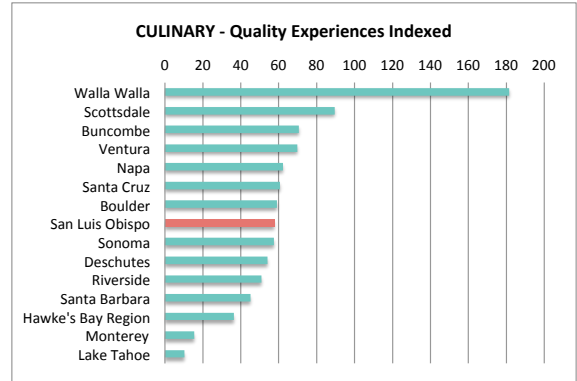


San Luis Obispo	Absolute	Indexed
Category	Quality Experiences (QE)	Ranking of 15
CULINARY	917	6

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	3892	1
Scottsdale	1333	2
Ventura	1185	3
Sonoma	1114	4
Santa Barbara	958	5
San Luis Obispo	917	6
Napa	844	7
Buncombe	708	8
Santa Cruz	516	9
Monterey	435	10
Deschutes	412	11
Hawke's Bay Region	311	12
Boulder	301	13
Lake Tahoe	226	14
Walla Walla	198	15

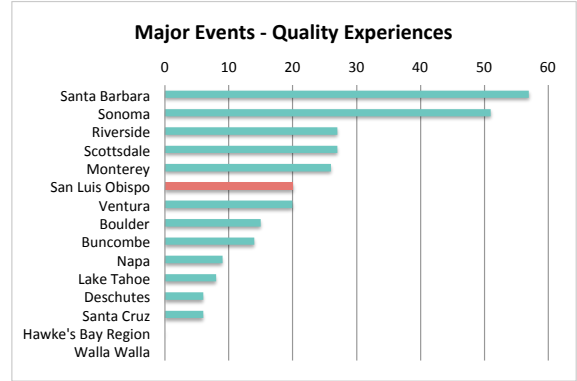


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	181.7	1
Scottsdale	89.6	2
Buncombe	70.7	3
Ventura	69.9	4
Napa	62.3	5
Santa Cruz	60.8	6
Boulder	59.1	7
San Luis Obispo	57.7	8
Sonoma	57.6	9
Deschutes	54.2	10
Riverside	51.0	11
Santa Barbara	45.2	12
Hawke's Bay Region	36.4	13
Monterey	15.5	14
Lake Tahoe	10.4	15

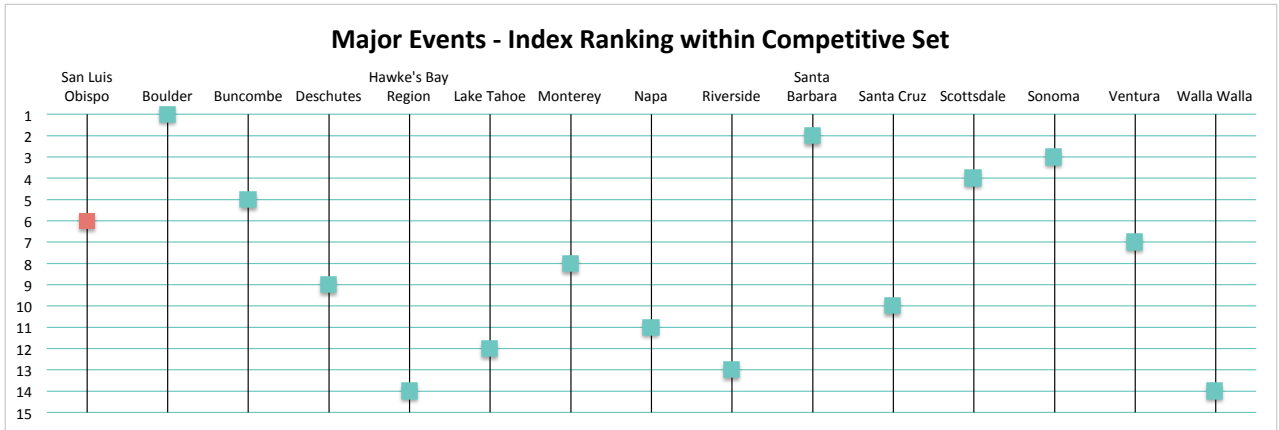
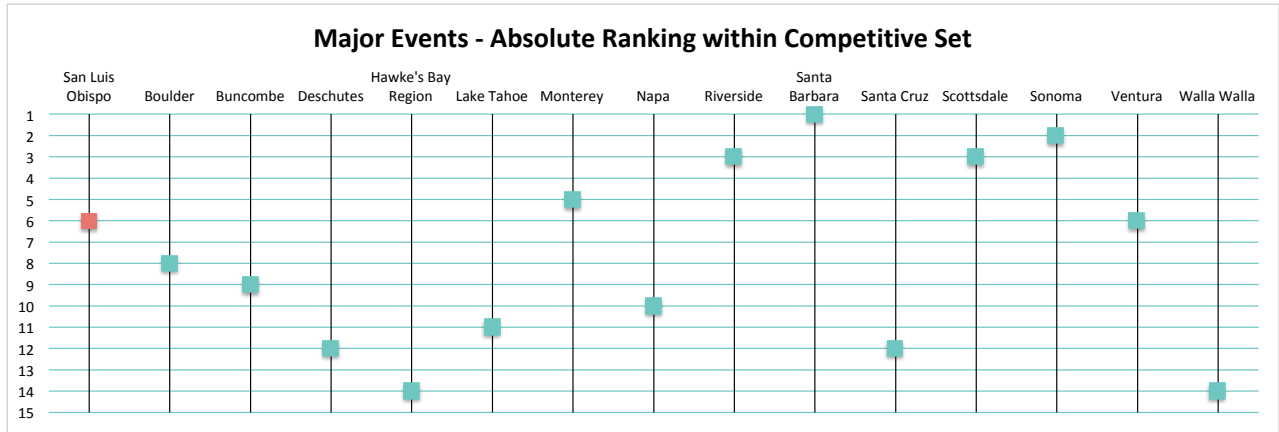
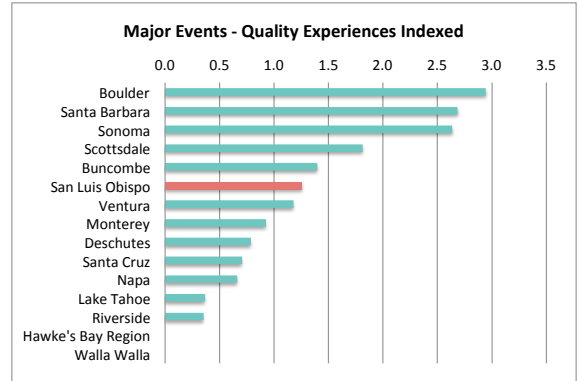


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Major Events	20	6	1.3	6

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Santa Barbara	57	1
Sonoma	51	2
Riverside	27	3
Scottsdale	27	3
Monterey	26	5
San Luis Obispo	20	6
Ventura	20	6
Boulder	15	8
Buncombe	14	9
Napa	9	10
Lake Tahoe	8	11
Deschutes	6	12
Santa Cruz	6	12
Hawke's Bay Region	0	14
Walla Walla	0	14

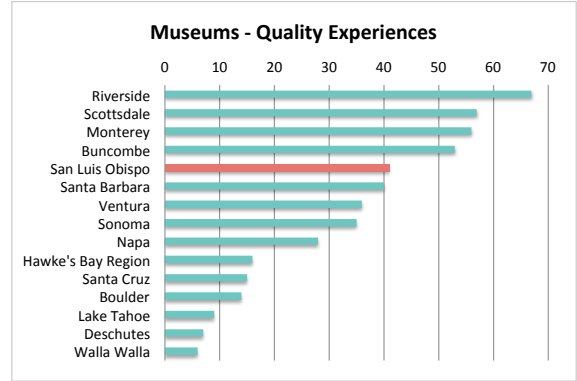


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Boulder	2.9	1
Santa Barbara	2.7	2
Sonoma	2.6	3
Scottsdale	1.8	4
Buncombe	1.4	5
San Luis Obispo	1.3	6
Ventura	1.2	7
Monterey	0.9	8
Deschutes	0.8	9
Santa Cruz	0.7	10
Napa	0.7	11
Lake Tahoe	0.4	12
Riverside	0.4	13
Hawke's Bay Region	0.0	14
Walla Walla	0.0	14

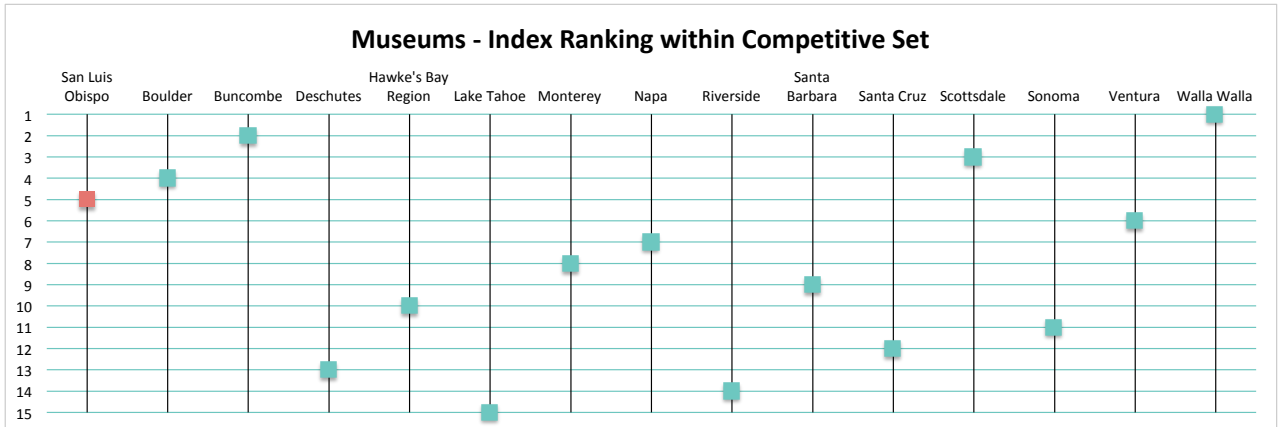
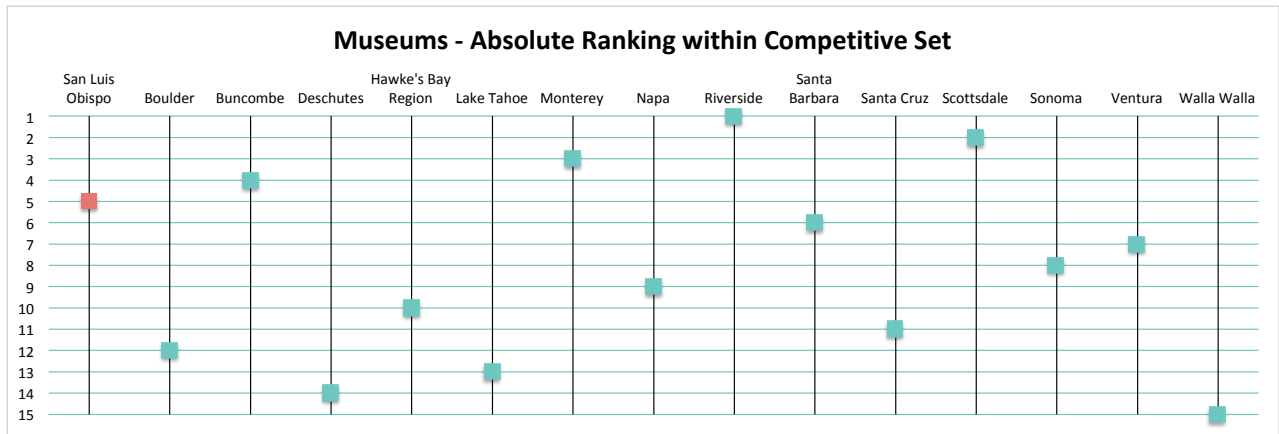
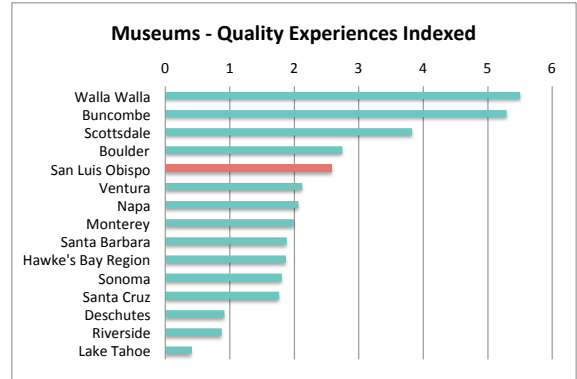


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Museums	41	5	2.6	5

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	67	1
Scottsdale	57	2
Monterey	56	3
Buncombe	53	4
San Luis Obispo	41	5
Santa Barbara	40	6
Ventura	36	7
Sonoma	35	8
Napa	28	9
Hawke's Bay Region	16	10
Santa Cruz	15	11
Boulder	14	12
Lake Tahoe	9	13
Deschutes	7	14
Walla Walla	6	15

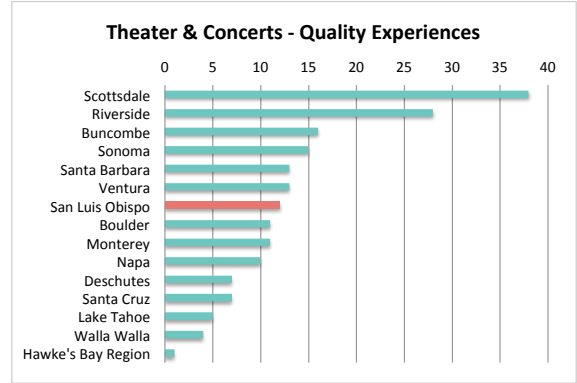


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	5.5	1
Buncombe	5.3	2
Scottsdale	3.8	3
Boulder	2.7	4
San Luis Obispo	2.6	5
Ventura	2.1	6
Napa	2.1	7
Monterey	2.0	8
Santa Barbara	1.9	9
Hawke's Bay Region	1.9	10
Sonoma	1.8	11
Santa Cruz	1.8	12
Deschutes	0.9	13
Riverside	0.9	14
Lake Tahoe	0.4	15

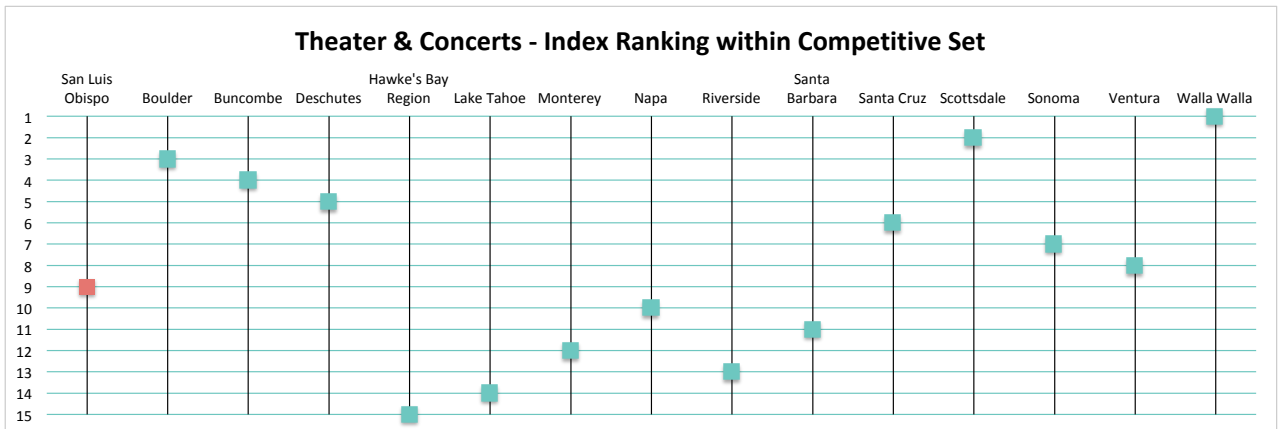
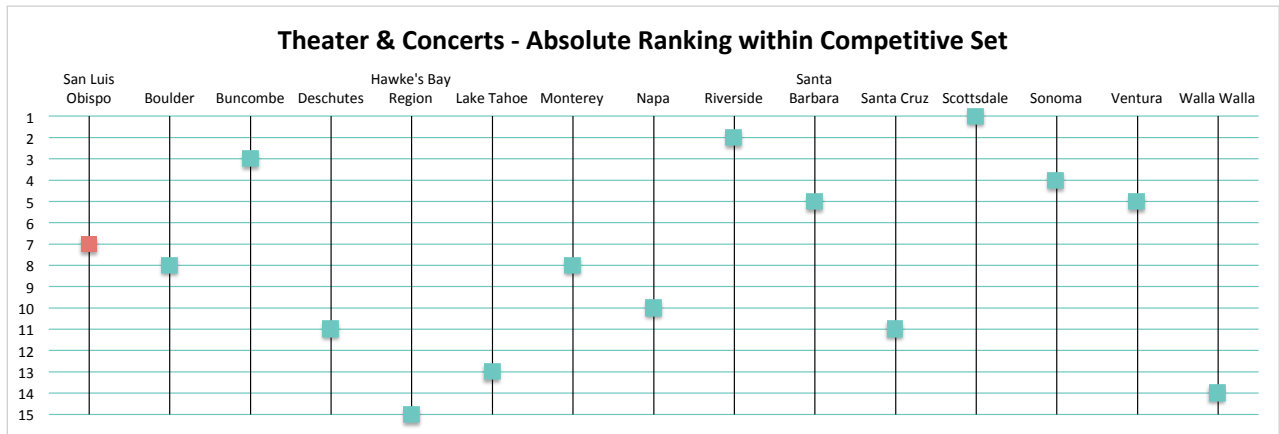
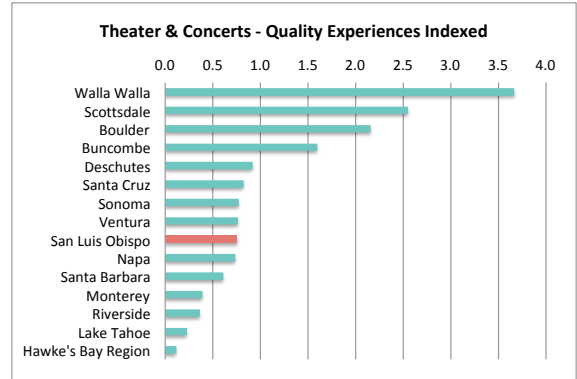


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Theater & Concerts	12	7	0.8	9

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Scottsdale	38	1
Riverside	28	2
Buncombe	16	3
Sonoma	15	4
Santa Barbara	13	5
Ventura	13	5
San Luis Obispo	12	7
Boulder	11	8
Monterey	11	8
Napa	10	10
Deschutes	7	11
Santa Cruz	7	11
Lake Tahoe	5	13
Walla Walla	4	14
Hawke's Bay Region	1	15

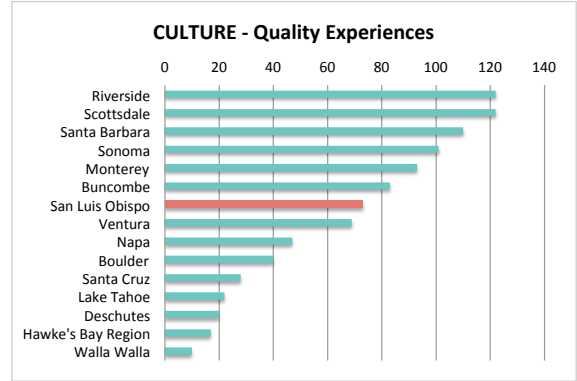


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	3.7	1
Scottsdale	2.6	2
Boulder	2.2	3
Buncombe	1.6	4
Deschutes	0.9	5
Santa Cruz	0.8	6
Sonoma	0.8	7
Ventura	0.8	8
San Luis Obispo	0.8	9
Napa	0.7	10
Santa Barbara	0.6	11
Monterey	0.4	12
Riverside	0.4	13
Lake Tahoe	0.2	14
Hawke's Bay Region	0.1	15

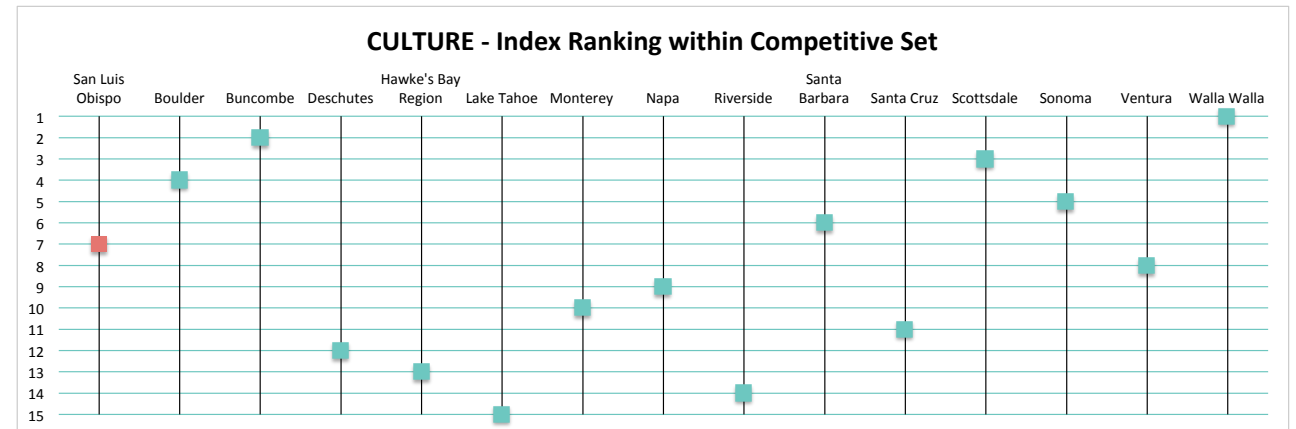
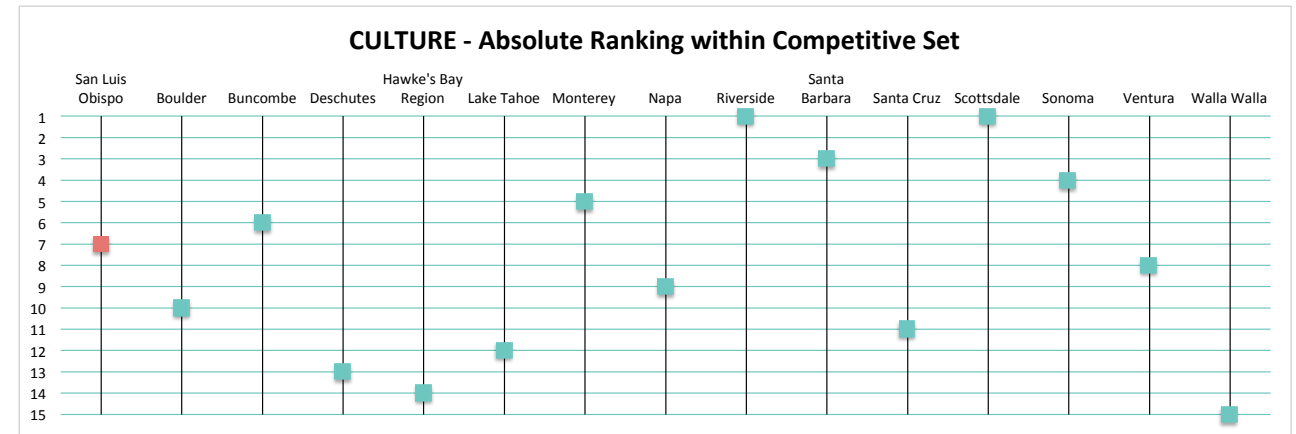
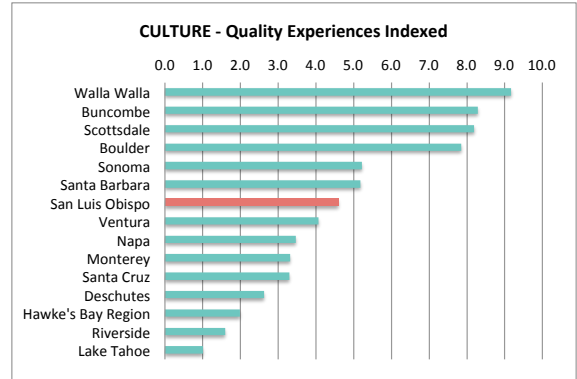


San Luis Obispo	Absolute	Indexed
Category	Quality Experiences (QE)	Ranking of 15
CULTURE	73	7
		QE per Index
		Ranking of 15
		4.6
		7

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	122	1
Scottsdale	122	1
Santa Barbara	110	3
Sonoma	101	4
Monterey	93	5
Buncombe	83	6
San Luis Obispo	73	7
Ventura	69	8
Napa	47	9
Boulder	40	10
Santa Cruz	28	11
Lake Tahoe	22	12
Deschutes	20	13
Hawke's Bay Region	17	14
Walla Walla	10	15

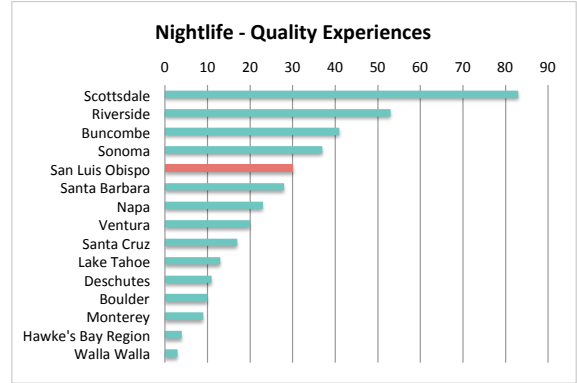


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	9.2	1
Buncombe	8.3	2
Scottsdale	8.2	3
Boulder	7.9	4
Sonoma	5.2	5
Santa Barbara	5.2	6
San Luis Obispo	4.6	7
Ventura	4.1	8
Napa	3.5	9
Monterey	3.3	10
Santa Cruz	3.3	11
Deschutes	2.6	12
Hawke's Bay Region	2.0	13
Riverside	1.6	14
Lake Tahoe	1.0	15

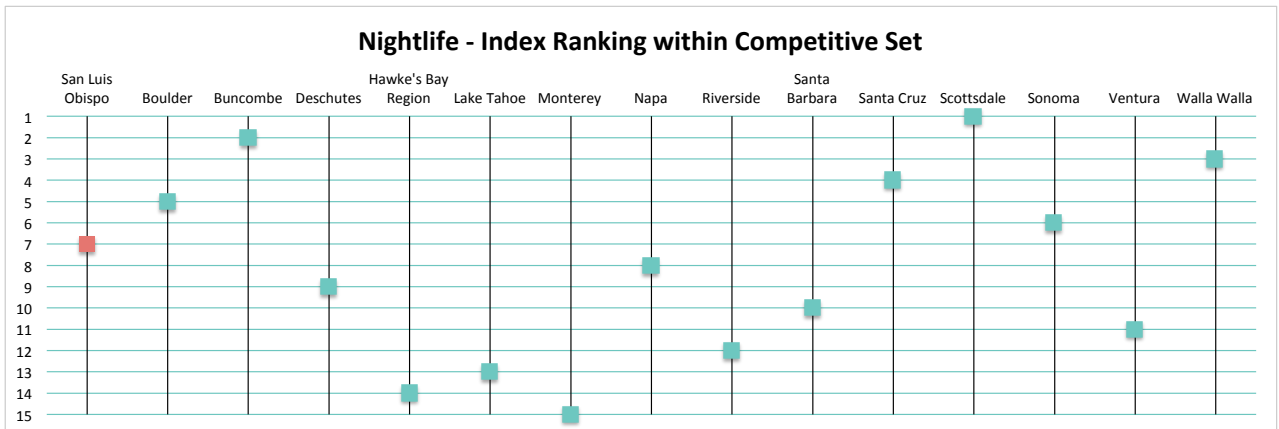
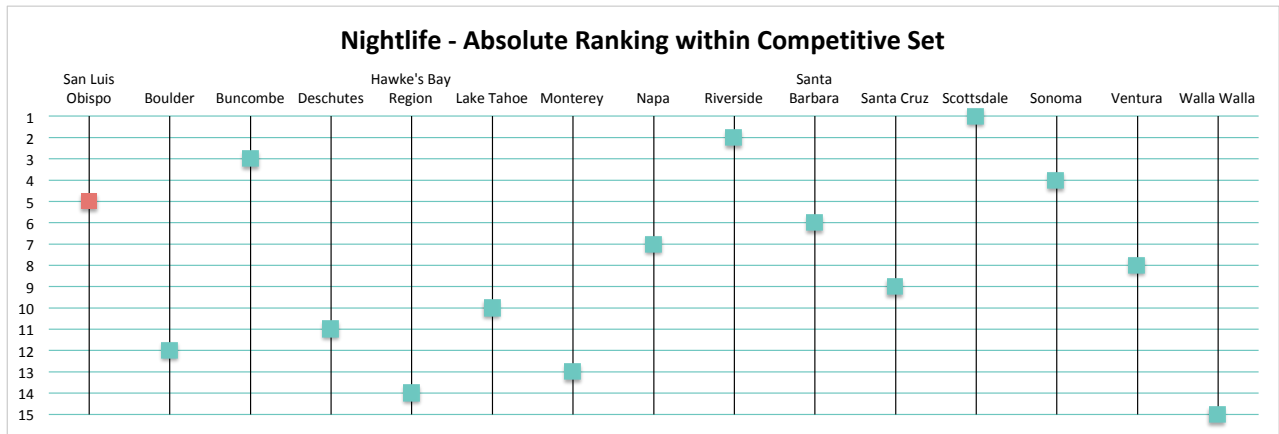
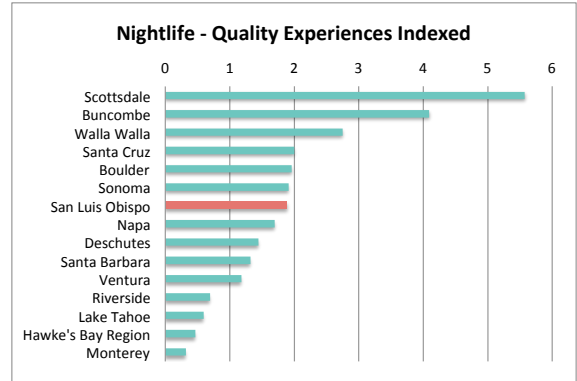


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Nightlife	30	5	1.9	7

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Scottsdale	83	1
Riverside	53	2
Buncombe	41	3
Sonoma	37	4
San Luis Obispo	30	5
Santa Barbara	28	6
Napa	23	7
Ventura	20	8
Santa Cruz	17	9
Lake Tahoe	13	10
Deschutes	11	11
Boulder	10	12
Monterey	9	13
Hawke's Bay Region	4	14
Walla Walla	3	15



Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Scottsdale	5.6	1
Buncombe	4.1	2
Walla Walla	2.8	3
Santa Cruz	2.0	4
Boulder	2.0	5
Sonoma	1.9	6
San Luis Obispo	1.9	7
Napa	1.7	8
Deschutes	1.4	9
Santa Barbara	1.3	10
Ventura	1.2	11
Riverside	0.7	12
Lake Tahoe	0.6	13
Hawke's Bay Region	0.5	14
Monterey	0.3	15

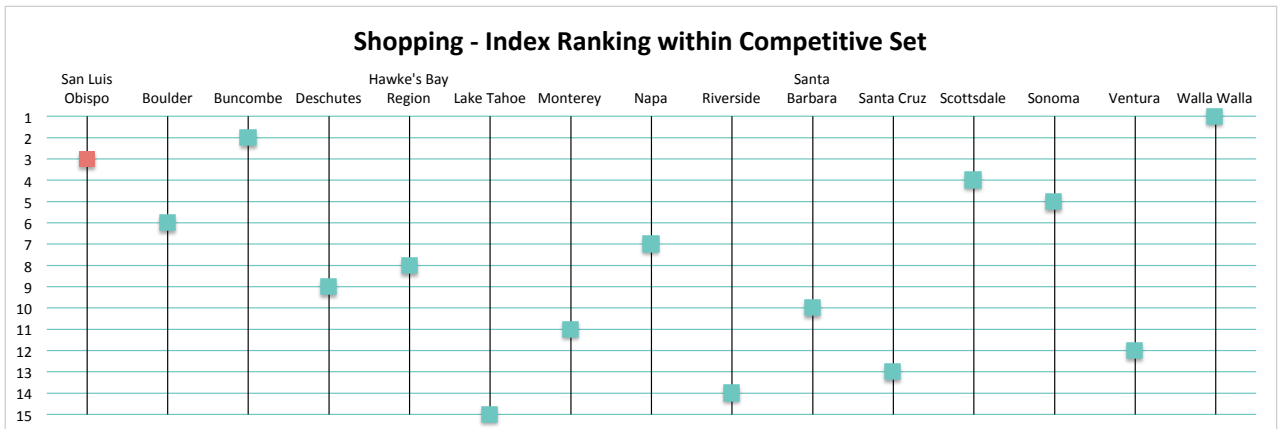
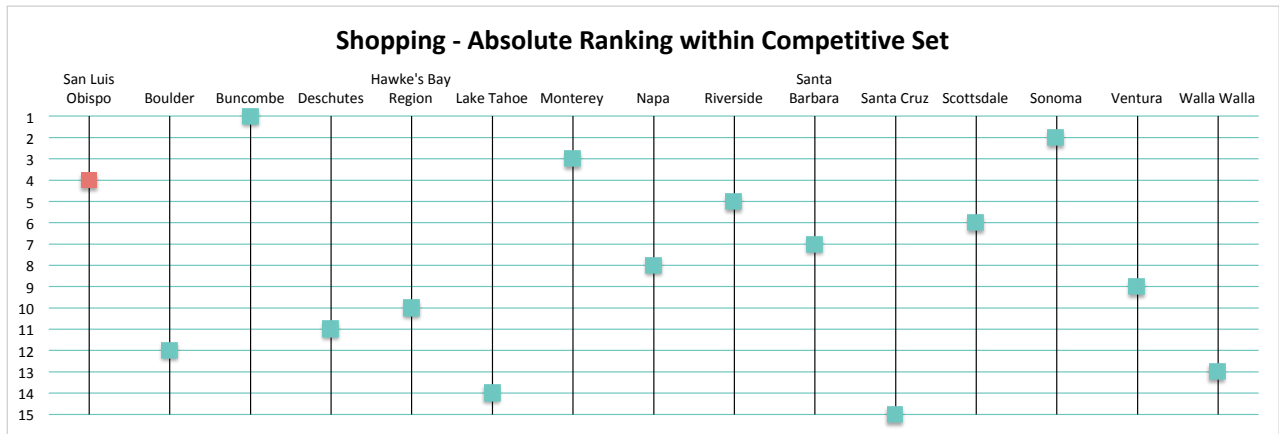


San Luis Obispo		Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15	
Shopping	92	4	5.8	3	

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Buncombe	119	1
Sonoma	99	2
Monterey	95	3
San Luis Obispo	92	4
Riverside	91	5
Scottsdale	82	6
Santa Barbara	76	7
Napa	64	8
Ventura	46	9
Hawke's Bay Region	35	10
Deschutes	28	11
Boulder	26	12
Walla Walla	20	13
Lake Tahoe	18	14
Santa Cruz	16	15

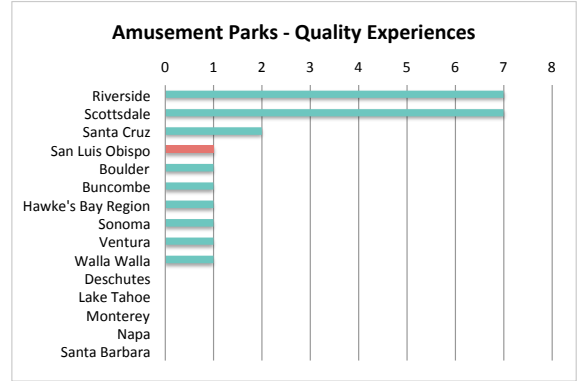


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	18.3	1
Buncombe	11.9	2
San Luis Obispo	5.8	3
Scottsdale	5.5	4
Sonoma	5.1	5
Boulder	5.1	6
Napa	4.7	7
Hawke's Bay Region	4.1	8
Deschutes	3.7	9
Santa Barbara	3.6	10
Monterey	3.4	11
Ventura	2.7	12
Santa Cruz	1.9	13
Riverside	1.2	14
Lake Tahoe	0.8	15

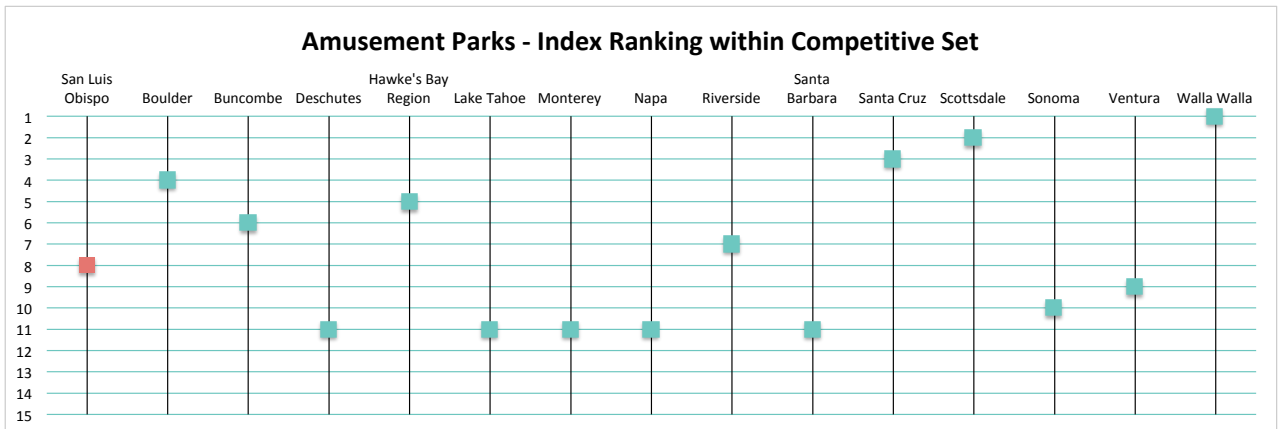
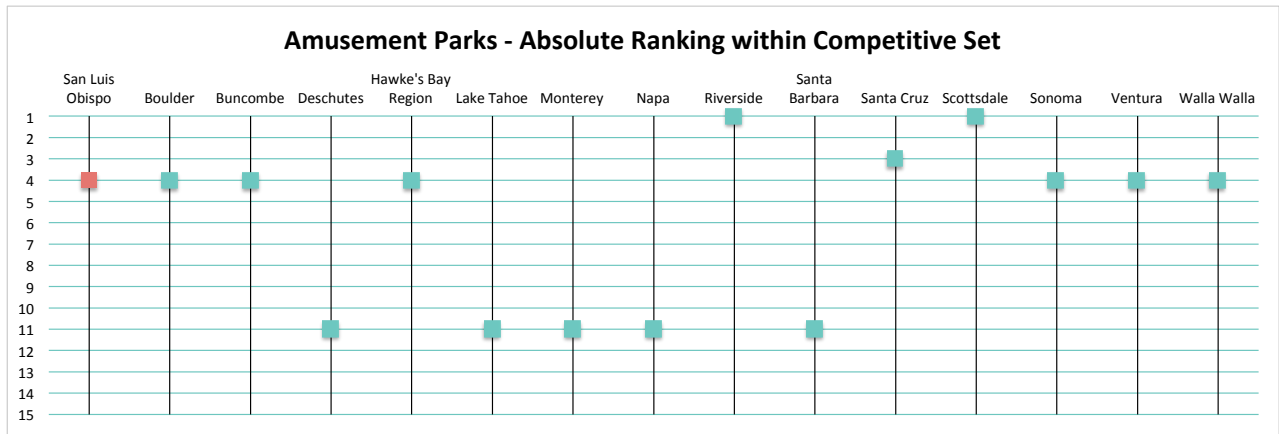
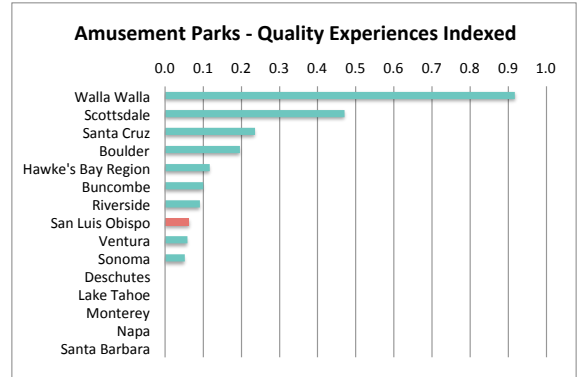


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Amusement Parks	1	4	0.1	8

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	7	1
Scottsdale	7	1
Santa Cruz	2	3
San Luis Obispo	1	4
Boulder	1	4
Buncombe	1	4
Hawke's Bay Region	1	4
Sonoma	1	4
Ventura	1	4
Walla Walla	1	4
Deschutes	0	11
Lake Tahoe	0	11
Monterey	0	11
Napa	0	11
Santa Barbara	0	11

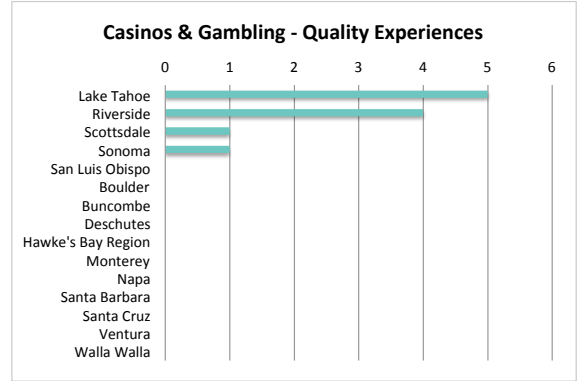


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	0.9	1
Scottsdale	0.5	2
Santa Cruz	0.2	3
Boulder	0.2	4
Hawke's Bay Region	0.1	5
Buncombe	0.1	6
Riverside	0.1	7
San Luis Obispo	0.1	8
Ventura	0.1	9
Sonoma	0.1	10
Deschutes	0.0	11
Lake Tahoe	0.0	11
Monterey	0.0	11
Napa	0.0	11
Santa Barbara	0.0	11

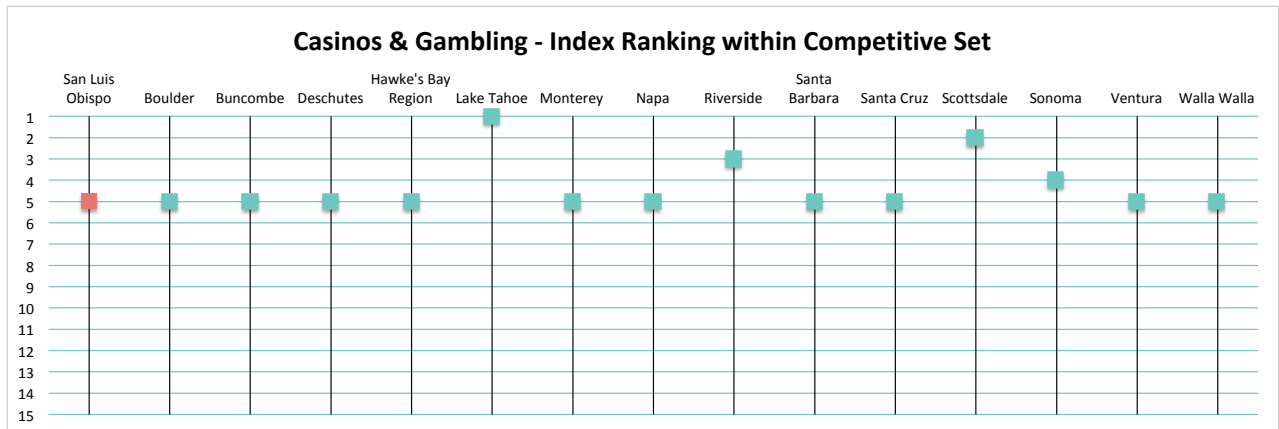
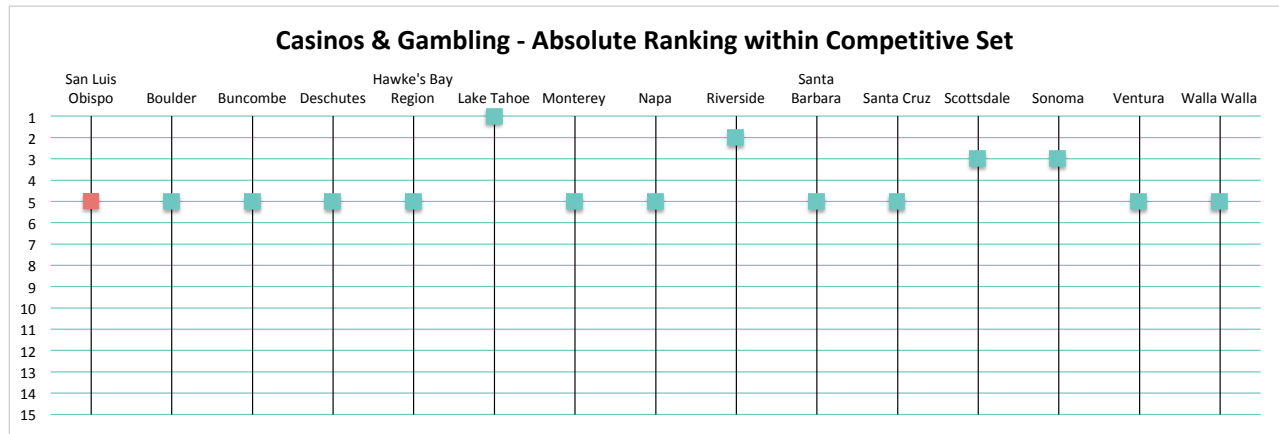
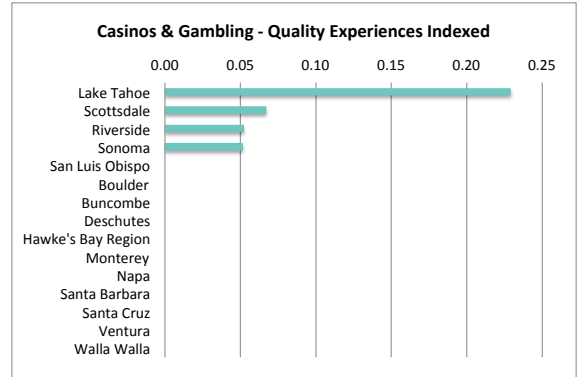


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Casinos & Gambling	0	5	0.0	5

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Lake Tahoe	5	1
Riverside	4	2
Scottsdale	1	3
Sonoma	1	3
San Luis Obispo	0	5
Boulder	0	5
Buncombe	0	5
Deschutes	0	5
Hawke's Bay Region	0	5
Monterey	0	5
Napa	0	5
Santa Barbara	0	5
Santa Cruz	0	5
Ventura	0	5
Walla Walla	0	5

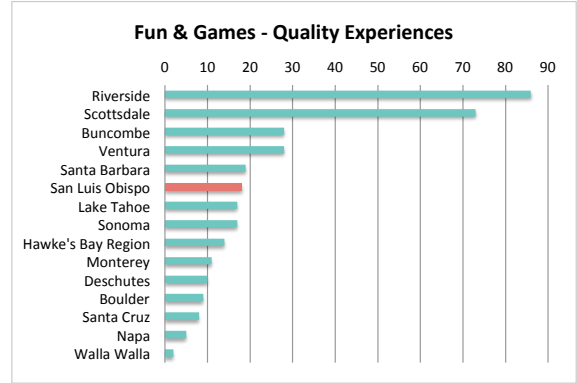


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Lake Tahoe	0.2	1
Scottsdale	0.1	2
Riverside	0.1	3
Sonoma	0.1	4
San Luis Obispo	0.0	5
Boulder	0.0	5
Buncombe	0.0	5
Deschutes	0.0	5
Hawke's Bay Region	0.0	5
Monterey	0.0	5
Napa	0.0	5
Santa Barbara	0.0	5
Santa Cruz	0.0	5
Ventura	0.0	5
Walla Walla	0.0	5

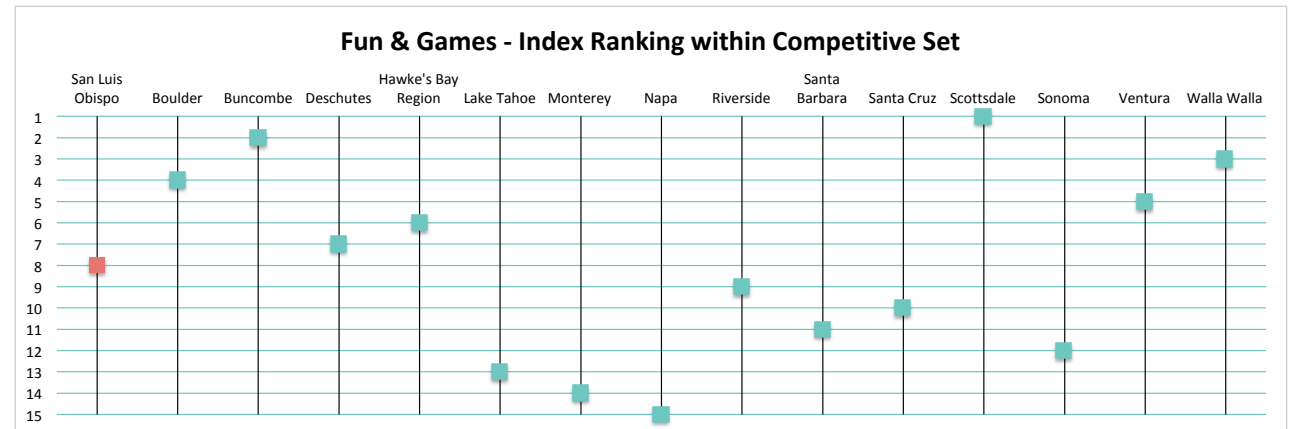
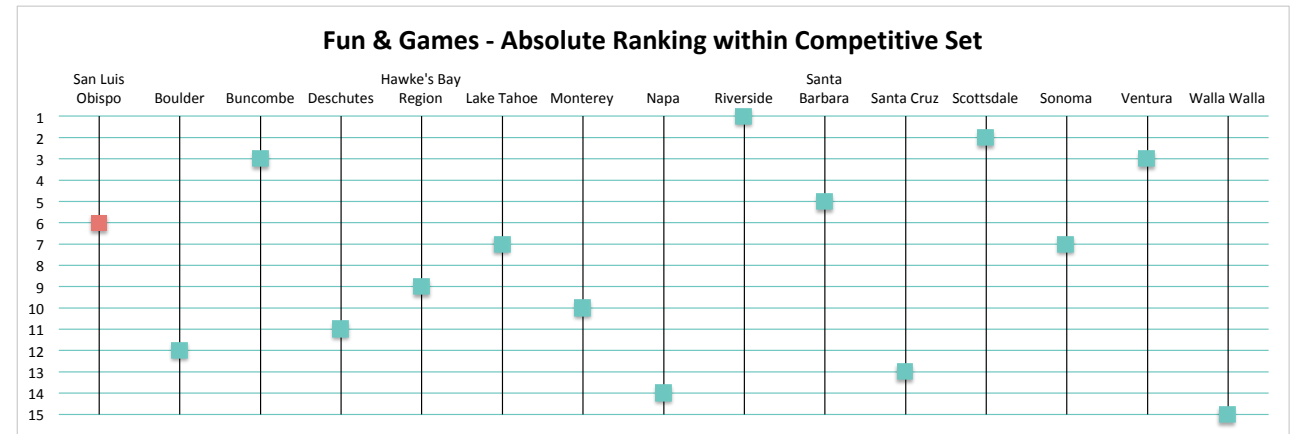
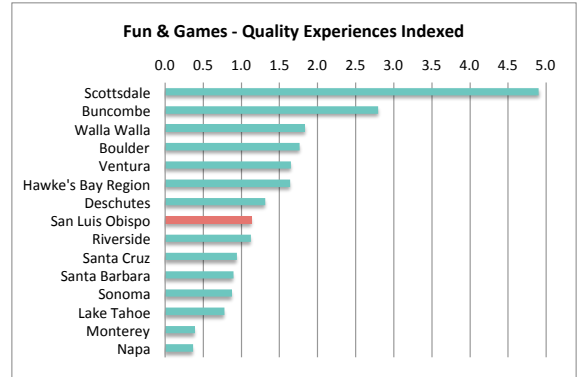


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Fun & Games	18	6	1.1	8

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	86	1
Scottsdale	73	2
Buncombe	28	3
Ventura	28	3
Santa Barbara	19	5
San Luis Obispo	18	6
Lake Tahoe	17	7
Sonoma	17	7
Hawke's Bay Region	14	9
Monterey	11	10
Deschutes	10	11
Boulder	9	12
Santa Cruz	8	13
Napa	5	14
Walla Walla	2	15

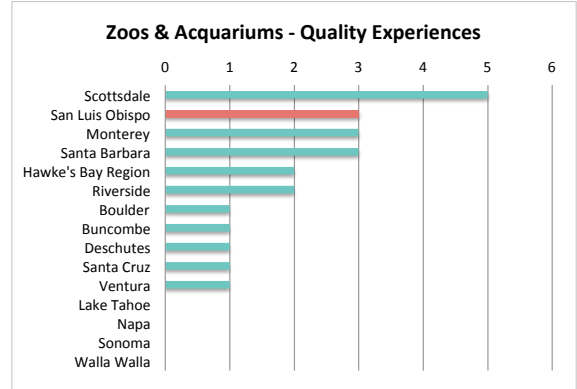


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Scottsdale	4.9	1
Buncombe	2.8	2
Walla Walla	1.8	3
Boulder	1.8	4
Ventura	1.7	5
Hawke's Bay Region	1.6	6
Deschutes	1.3	7
San Luis Obispo	1.1	8
Riverside	1.1	9
Santa Cruz	0.9	10
Santa Barbara	0.9	11
Sonoma	0.9	12
Lake Tahoe	0.8	13
Monterey	0.4	14
Napa	0.4	15

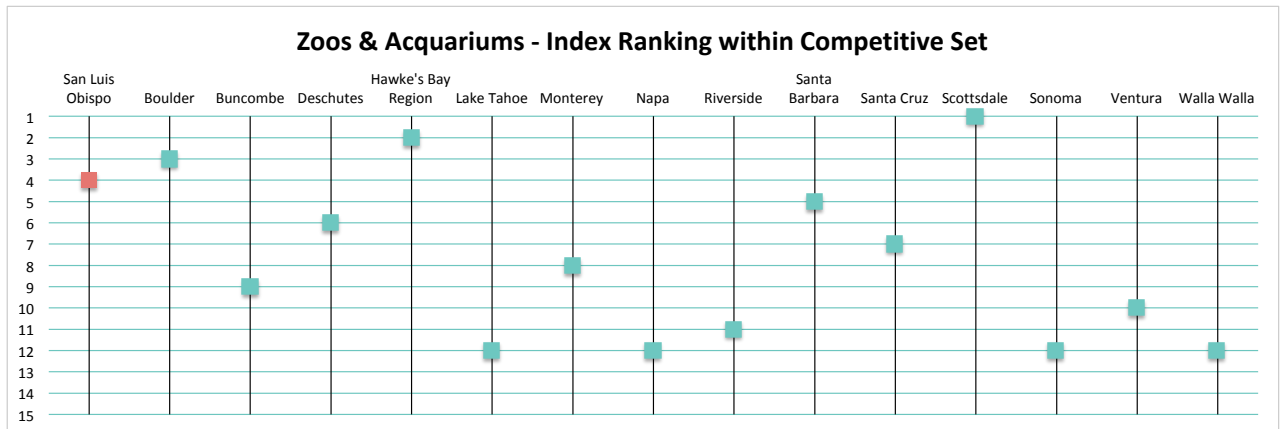
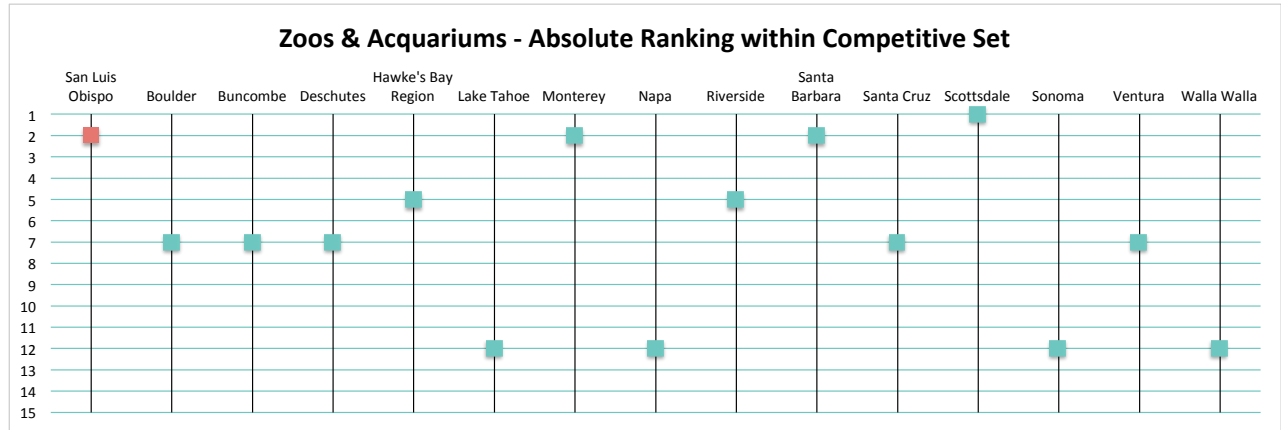
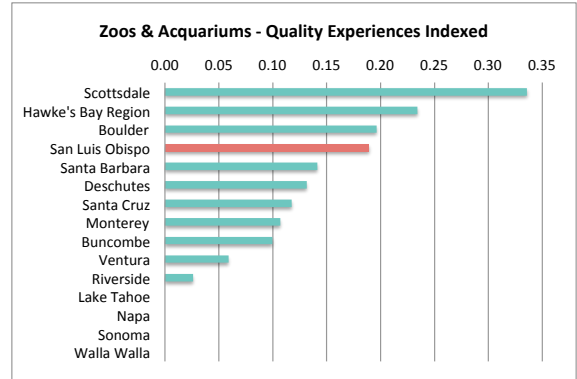


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Zoos & Aquariums	3	2	0.2	4

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Scottsdale	5	1
San Luis Obispo	3	2
Monterey	3	2
Santa Barbara	3	2
Hawke's Bay Region	2	5
Riverside	2	5
Boulder	1	7
Buncombe	1	7
Deschutes	1	7
Santa Cruz	1	7
Ventura	1	7
Lake Tahoe	0	12
Napa	0	12
Sonoma	0	12
Walla Walla	0	12

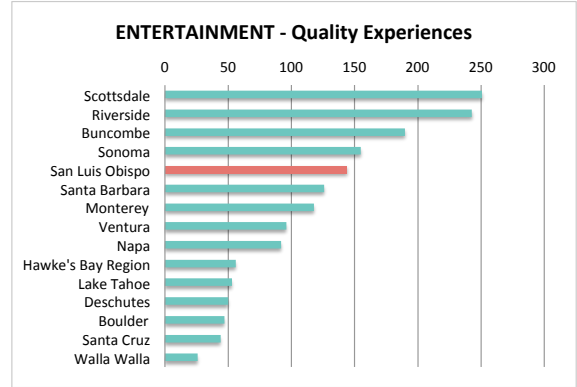


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Scottsdale	0.3	1
Hawke's Bay Region	0.2	2
Boulder	0.2	3
San Luis Obispo	0.2	4
Santa Barbara	0.1	5
Deschutes	0.1	6
Santa Cruz	0.1	7
Monterey	0.1	8
Buncombe	0.1	9
Ventura	0.1	10
Riverside	0.0	11
Lake Tahoe	0.0	12
Napa	0.0	12
Sonoma	0.0	12
Walla Walla	0.0	12

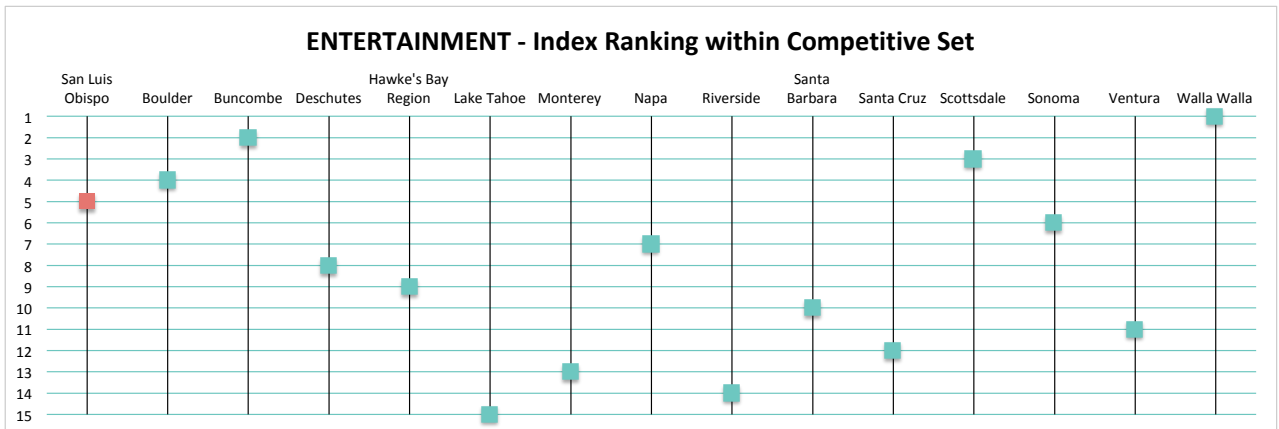
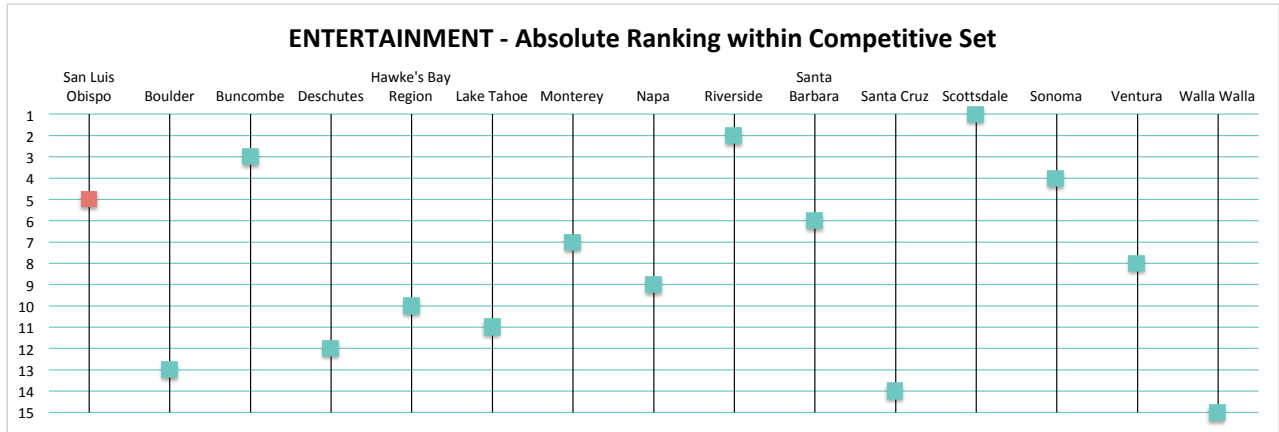
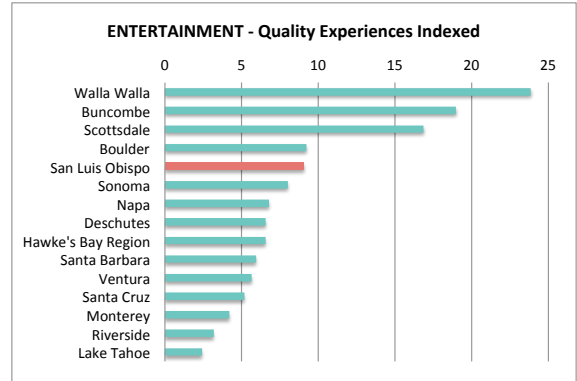


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
ENTERTAINMENT	144	5	9.1	5

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Scottsdale	251	1
Riverside	243	2
Buncombe	190	3
Sonoma	155	4
San Luis Obispo	144	5
Santa Barbara	126	6
Monterey	118	7
Ventura	96	8
Napa	92	9
Hawke's Bay Region	56	10
Lake Tahoe	53	11
Deschutes	50	12
Boulder	47	13
Santa Cruz	44	14
Walla Walla	26	15

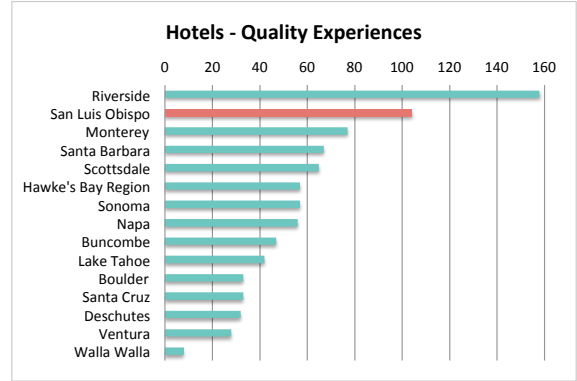


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	23.9	1
Buncombe	19.0	2
Scottsdale	16.9	3
Boulder	9.2	4
San Luis Obispo	9.1	5
Sonoma	8.0	6
Napa	6.8	7
Deschutes	6.6	8
Hawke's Bay Region	6.6	9
Santa Barbara	5.9	10
Ventura	5.7	11
Santa Cruz	5.2	12
Monterey	4.2	13
Riverside	3.2	14
Lake Tahoe	2.4	15

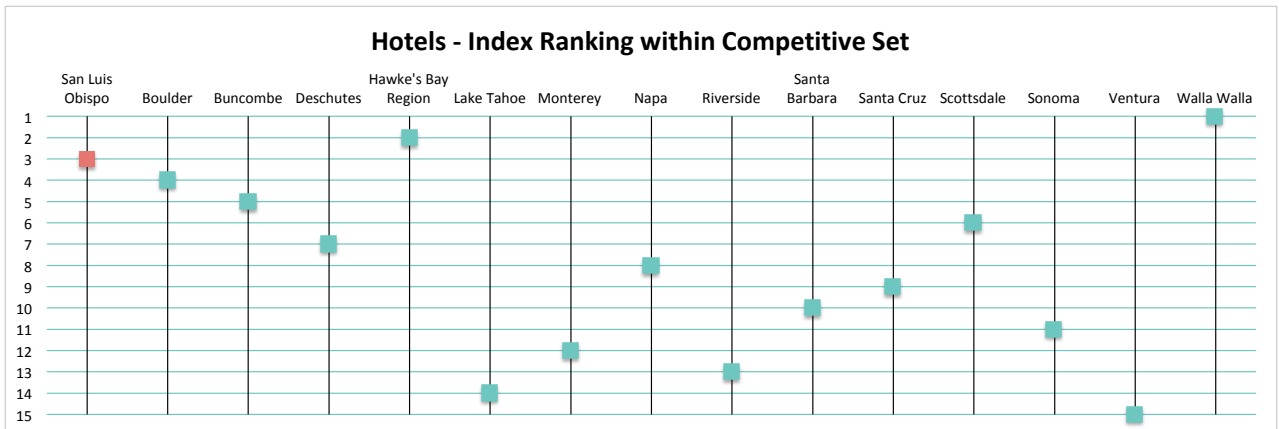
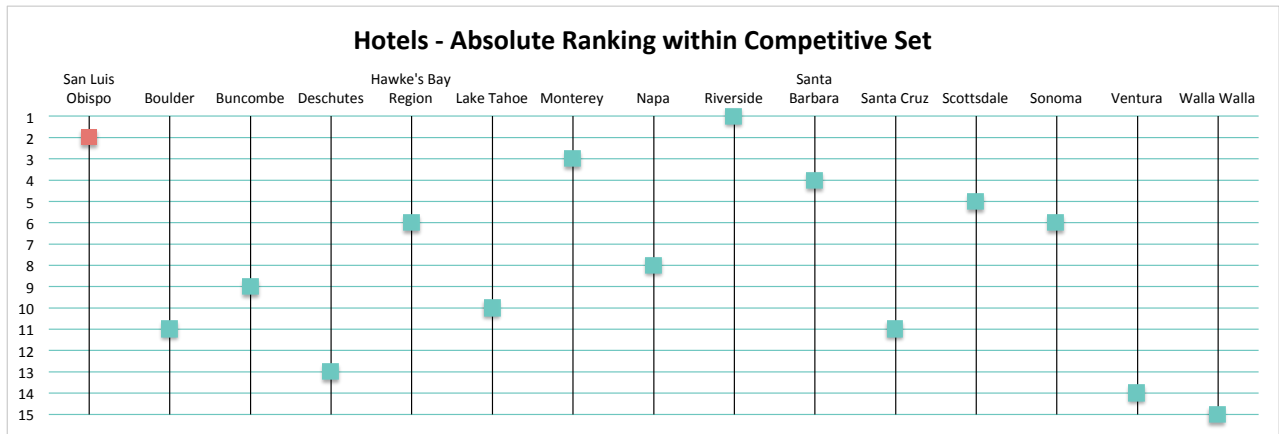
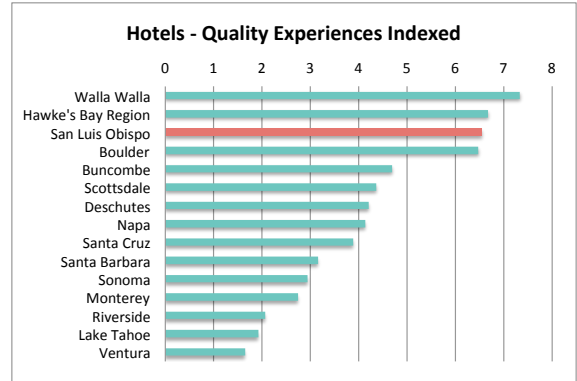


San Luis Obispo		Absolute	Indexed
Category	Quality Experiences (QE)	Ranking of 15	QE per Index
Hotels	104	2	6.5

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	158	1
San Luis Obispo	104	2
Monterey	77	3
Santa Barbara	67	4
Scottsdale	65	5
Hawke's Bay Region	57	6
Sonoma	57	6
Napa	56	8
Buncombe	47	9
Lake Tahoe	42	10
Boulder	33	11
Santa Cruz	33	11
Deschutes	32	13
Ventura	28	14
Walla Walla	8	15

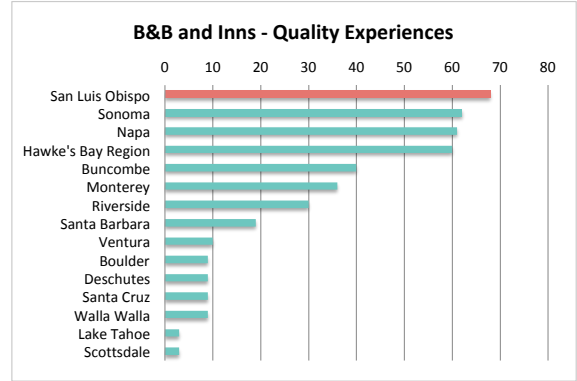


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	7.3	1
Hawke's Bay Region	6.7	2
San Luis Obispo	6.5	3
Boulder	6.5	4
Buncombe	4.7	5
Scottsdale	4.4	6
Deschutes	4.2	7
Napa	4.1	8
Santa Cruz	3.9	9
Santa Barbara	3.2	10
Sonoma	2.9	11
Monterey	2.7	12
Riverside	2.1	13
Lake Tahoe	1.9	14
Ventura	1.7	15

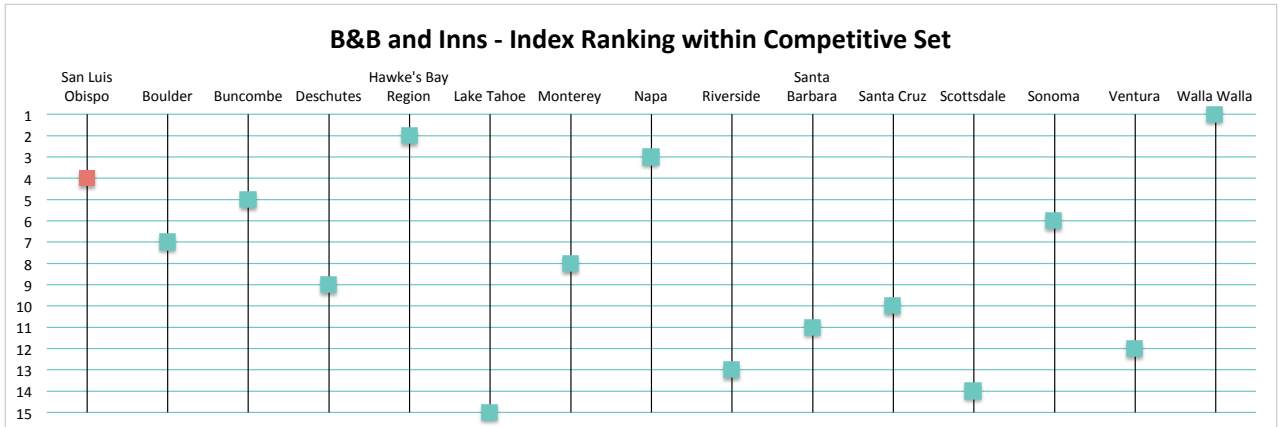
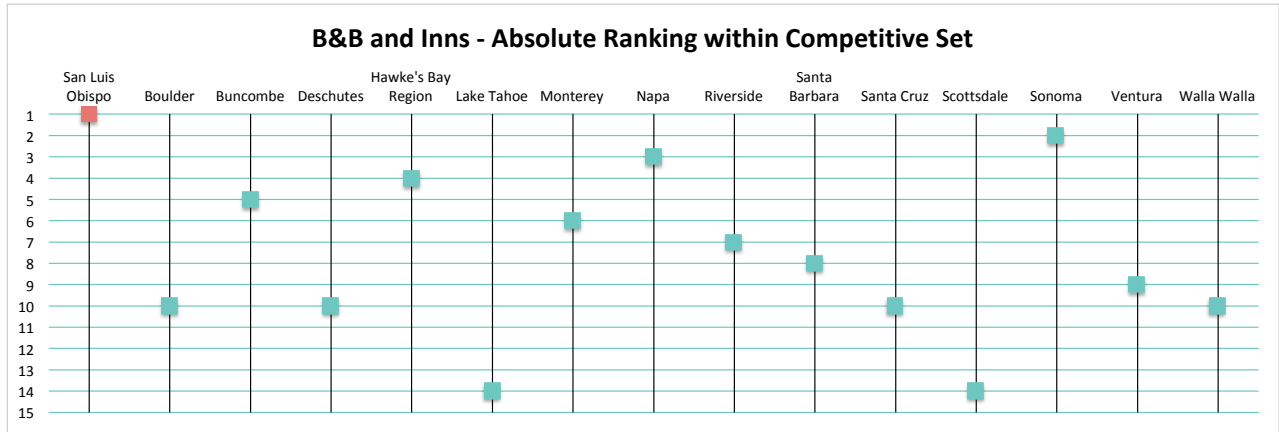
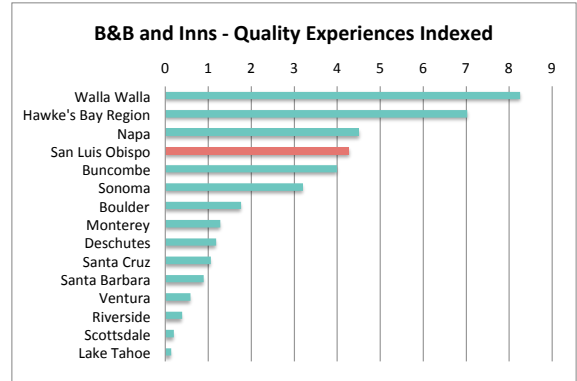


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
B&B and Inns	68	1	4.3	4

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
San Luis Obispo	68	1
Sonoma	62	2
Napa	61	3
Hawke's Bay Region	60	4
Buncombe	40	5
Monterey	36	6
Riverside	30	7
Santa Barbara	19	8
Ventura	10	9
Boulder	9	10
Deschutes	9	10
Santa Cruz	9	10
Walla Walla	9	10
Lake Tahoe	3	14
Scottsdale	3	14

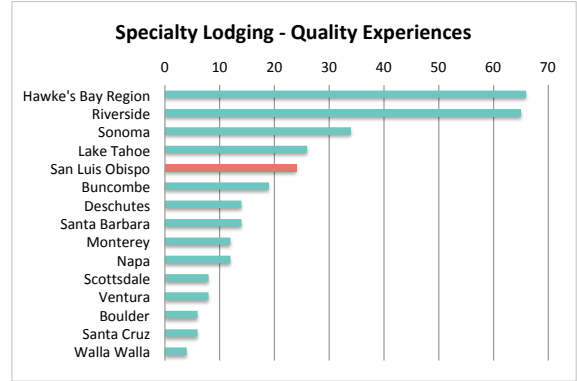


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	8.3	1
Hawke's Bay Region	7.0	2
Napa	4.5	3
San Luis Obispo	4.3	4
Buncombe	4.0	5
Sonoma	3.2	6
Boulder	1.8	7
Monterey	1.3	8
Deschutes	1.2	9
Santa Cruz	1.1	10
Santa Barbara	0.9	11
Ventura	0.6	12
Riverside	0.4	13
Scottsdale	0.2	14
Lake Tahoe	0.1	15

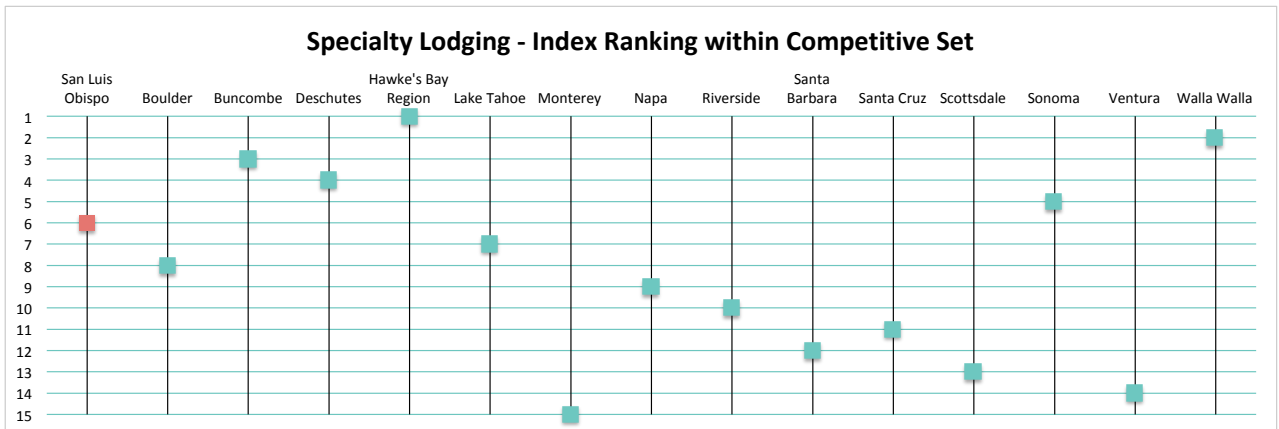
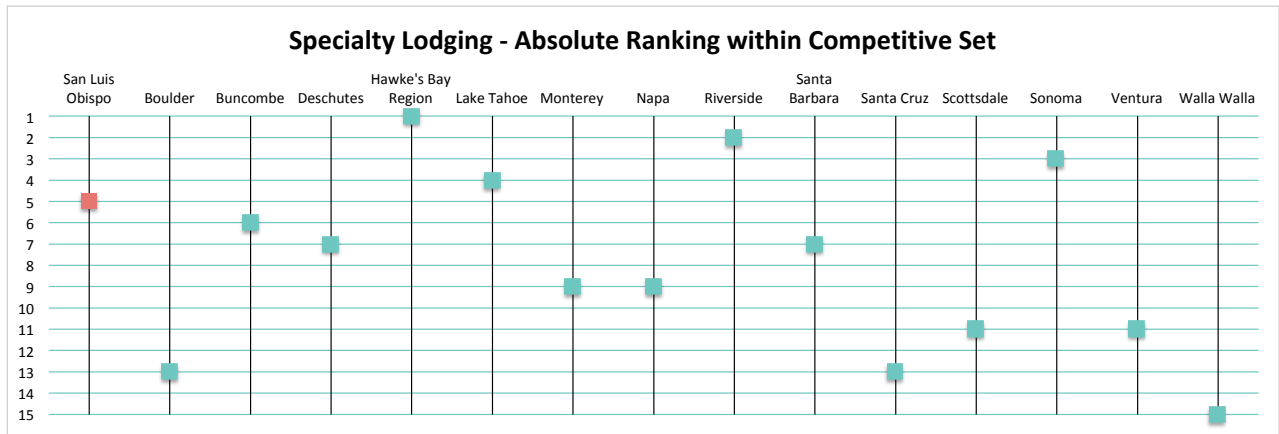
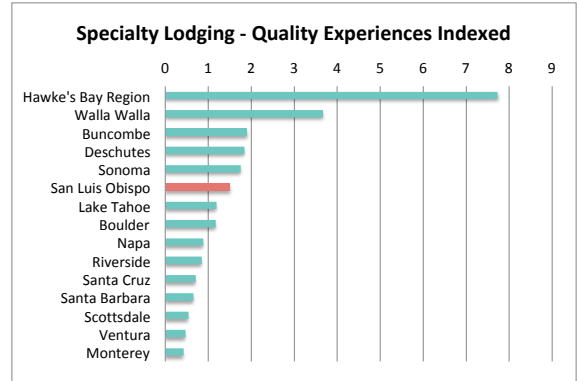


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Specialty Lodging	24	5	1.5	6

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Hawke's Bay Region	66	1
Riverside	65	2
Sonoma	34	3
Lake Tahoe	26	4
San Luis Obispo	24	5
Buncombe	19	6
Deschutes	14	7
Santa Barbara	14	7
Monterey	12	9
Napa	12	9
Scottsdale	8	11
Ventura	8	11
Boulder	6	13
Santa Cruz	6	13
Walla Walla	4	15

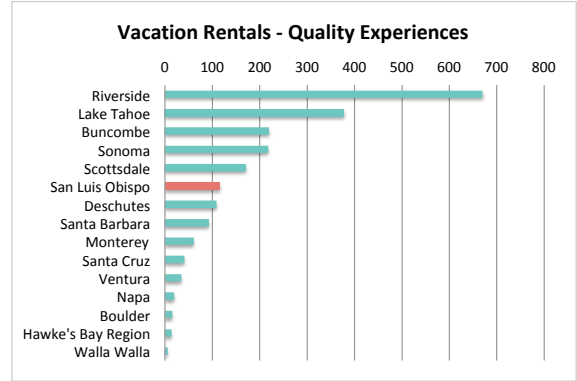


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Hawke's Bay Region	7.7	1
Walla Walla	3.7	2
Buncombe	1.9	3
Deschutes	1.8	4
Sonoma	1.8	5
San Luis Obispo	1.5	6
Lake Tahoe	1.2	7
Boulder	1.2	8
Napa	0.9	9
Riverside	0.9	10
Santa Cruz	0.7	11
Santa Barbara	0.7	12
Scottsdale	0.5	13
Ventura	0.5	14
Monterey	0.4	15

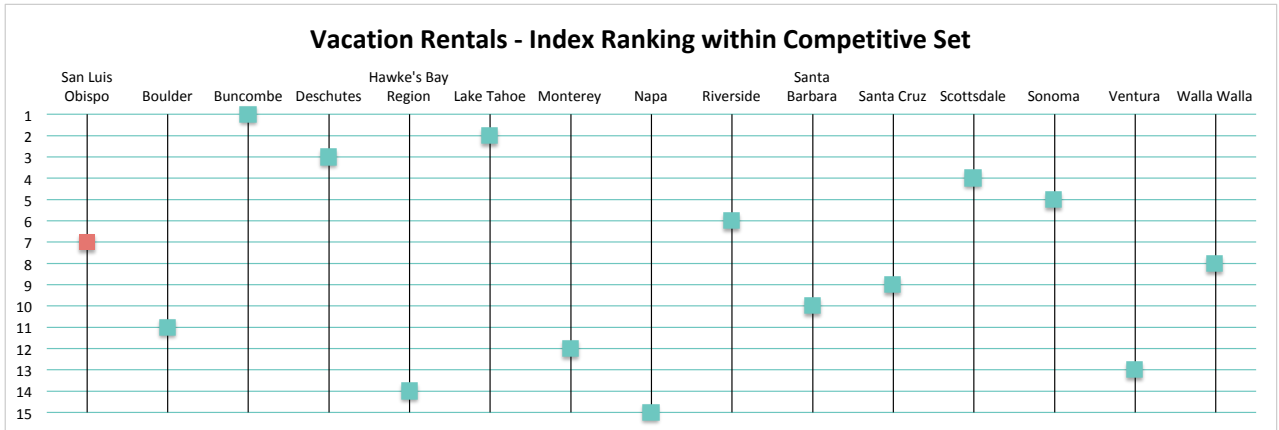
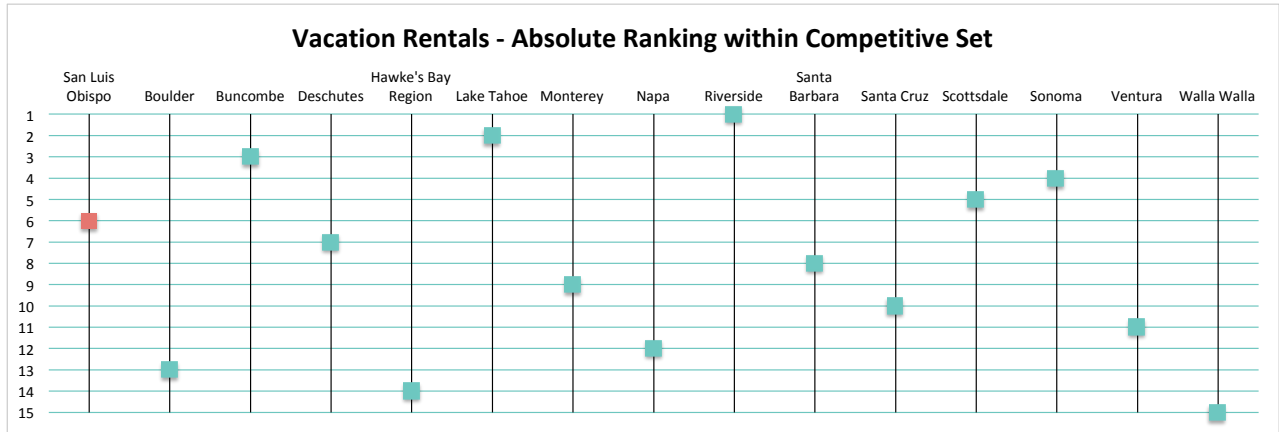
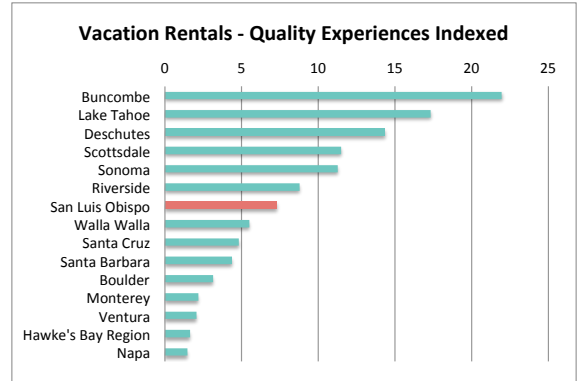


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Vacation Rentals	116	6	7.3	7

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	670	1
Lake Tahoe	378	2
Buncombe	220	3
Sonoma	218	4
Scottsdale	171	5
San Luis Obispo	116	6
Deschutes	109	7
Santa Barbara	93	8
Monterey	61	9
Santa Cruz	41	10
Ventura	35	11
Napa	20	12
Boulder	16	13
Hawke's Bay Region	14	14
Walla Walla	6	15

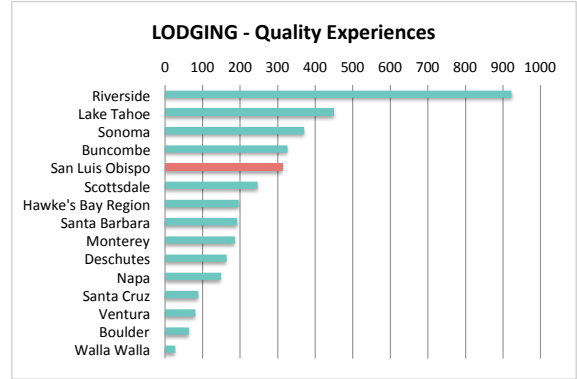


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Buncombe	22.0	1
Lake Tahoe	17.3	2
Deschutes	14.3	3
Scottsdale	11.5	4
Sonoma	11.3	5
Riverside	8.8	6
San Luis Obispo	7.3	7
Walla Walla	5.5	8
Santa Cruz	4.8	9
Santa Barbara	4.4	10
Boulder	3.1	11
Monterey	2.2	12
Ventura	2.1	13
Hawke's Bay Region	1.6	14
Napa	1.5	15

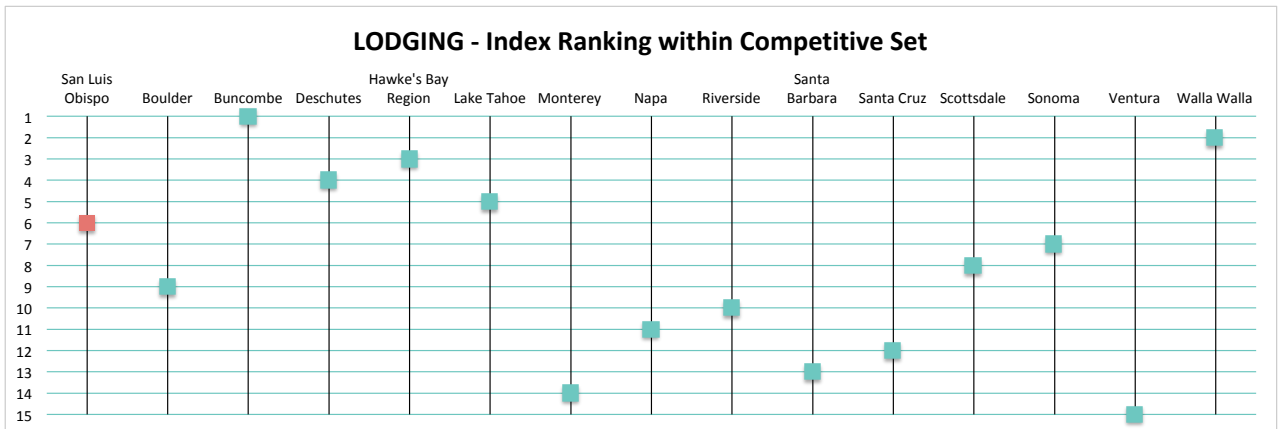
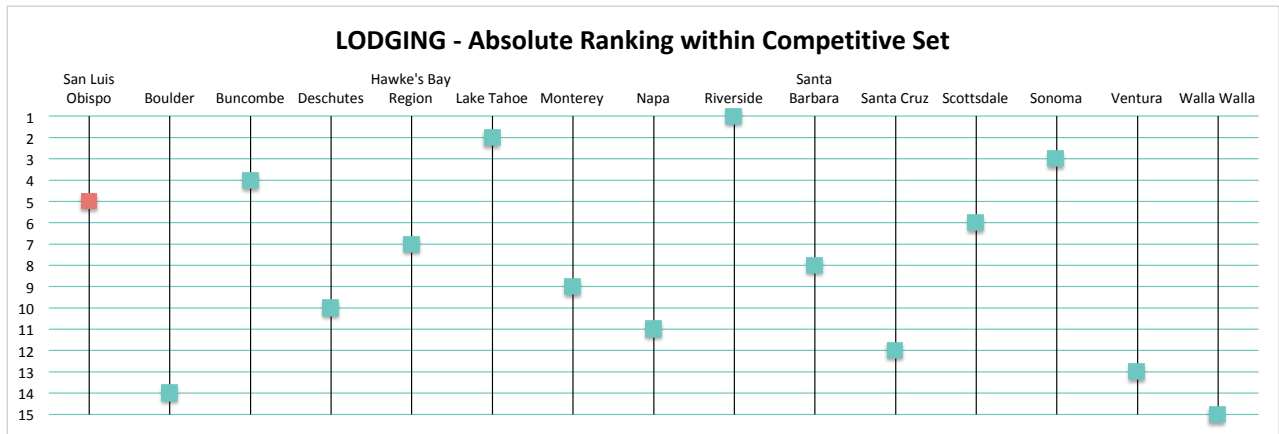
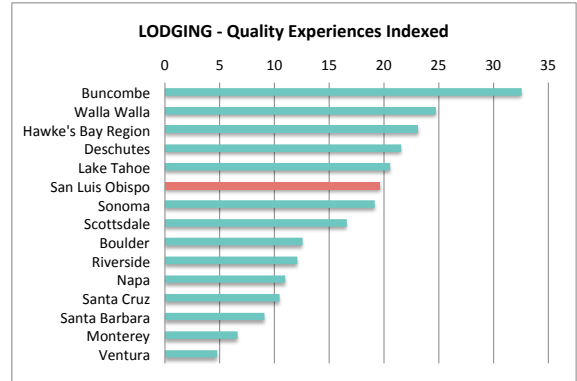


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
LODGING	312	5	19.6	6

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	923	1
Lake Tahoe	449	2
Sonoma	371	3
Buncombe	326	4
San Luis Obispo	312	5
Scottsdale	247	6
Hawke's Bay Region	197	7
Santa Barbara	193	8
Monterey	186	9
Deschutes	164	10
Napa	149	11
Santa Cruz	89	12
Ventura	81	13
Boulder	64	14
Walla Walla	27	15

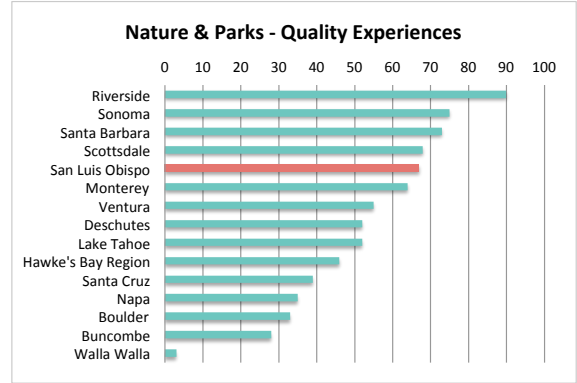


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Buncombe	32.6	1
Walla Walla	24.8	2
Hawke's Bay Region	23.1	3
Deschutes	21.6	4
Lake Tahoe	20.6	5
San Luis Obispo	19.6	6
Sonoma	19.2	7
Scottsdale	16.6	8
Boulder	12.6	9
Riverside	12.1	10
Napa	11.0	11
Santa Cruz	10.5	12
Santa Barbara	9.1	13
Monterey	6.6	14
Ventura	4.8	15

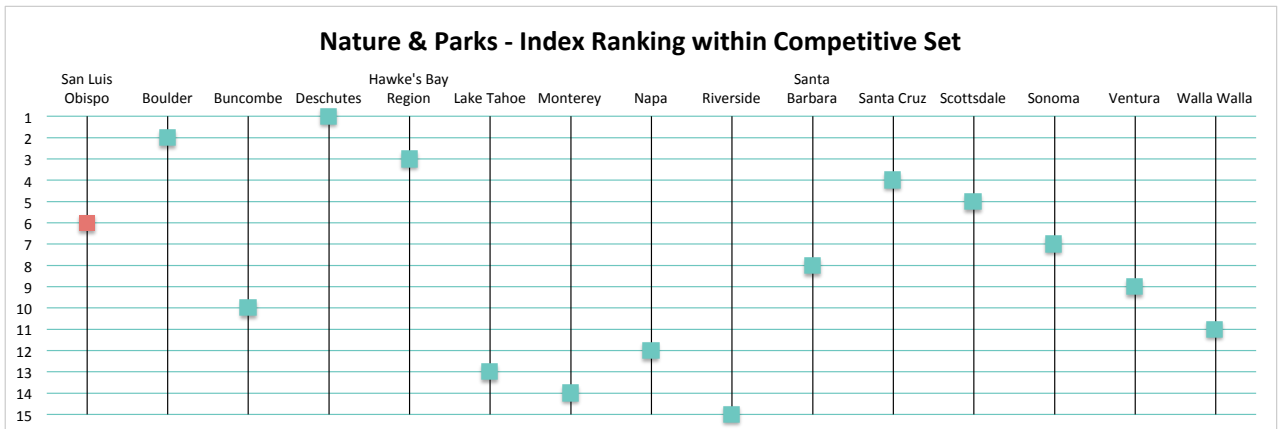
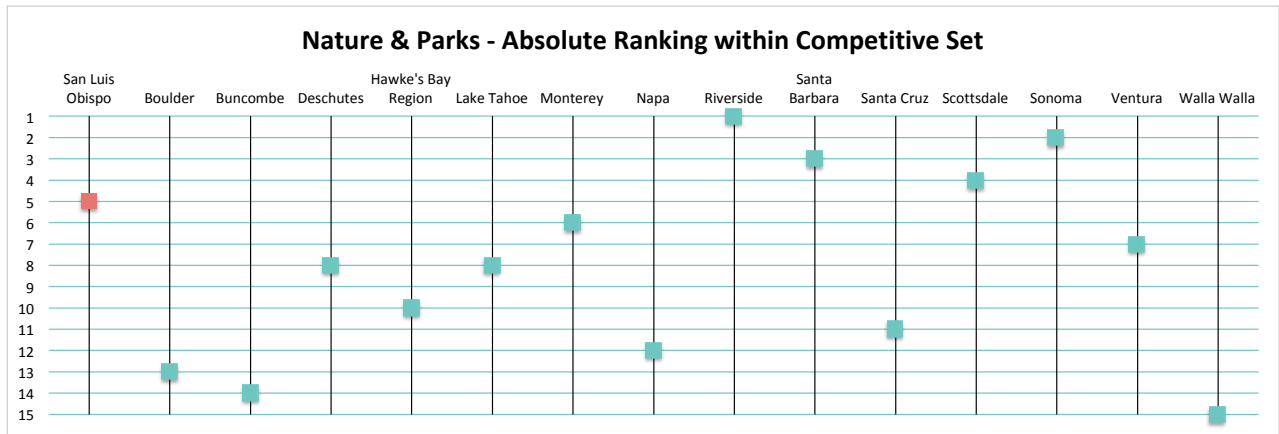
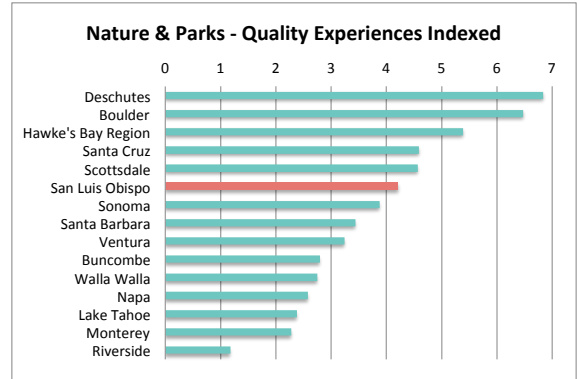


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Nature & Parks	67	5	4.2	6

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	90	1
Sonoma	75	2
Santa Barbara	73	3
Scottsdale	68	4
San Luis Obispo	67	5
Monterey	64	6
Ventura	55	7
Deschutes	52	8
Lake Tahoe	52	8
Hawke's Bay Region	46	10
Santa Cruz	39	11
Napa	35	12
Boulder	33	13
Buncombe	28	14
Walla Walla	3	15

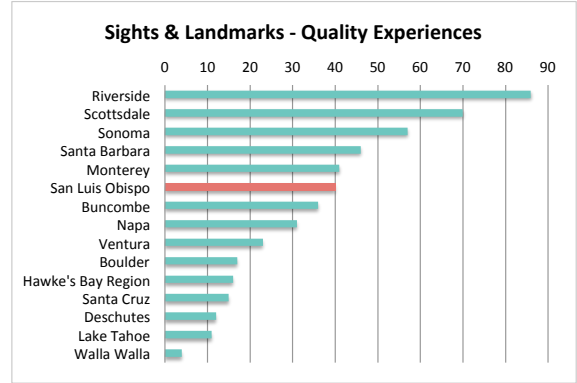


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Deschutes	6.8	1
Boulder	6.5	2
Hawke's Bay Region	5.4	3
Santa Cruz	4.6	4
Scottsdale	4.6	5
San Luis Obispo	4.2	6
Sonoma	3.9	7
Santa Barbara	3.4	8
Ventura	3.2	9
Buncombe	2.8	10
Walla Walla	2.8	11
Napa	2.6	12
Lake Tahoe	2.4	13
Monterey	2.3	14
Riverside	1.2	15

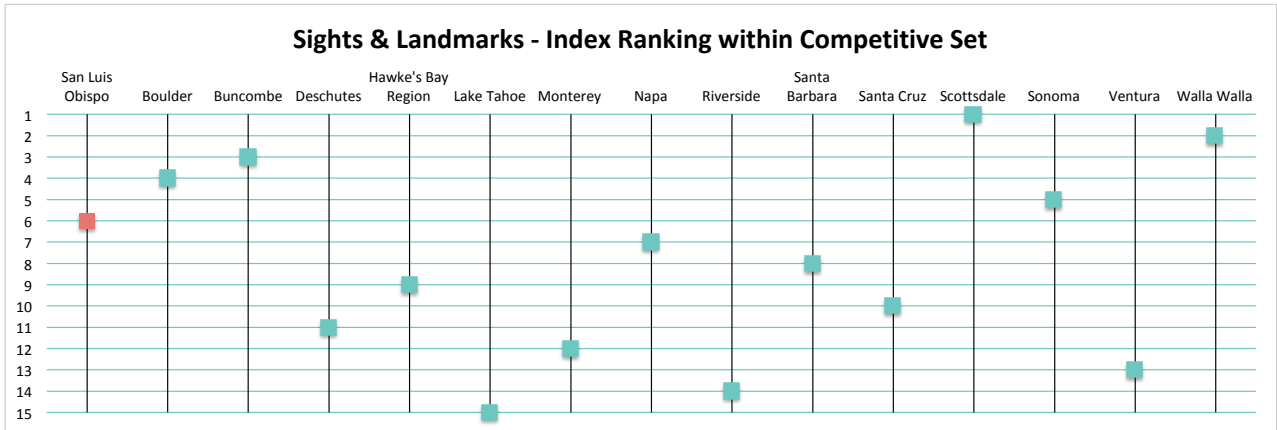
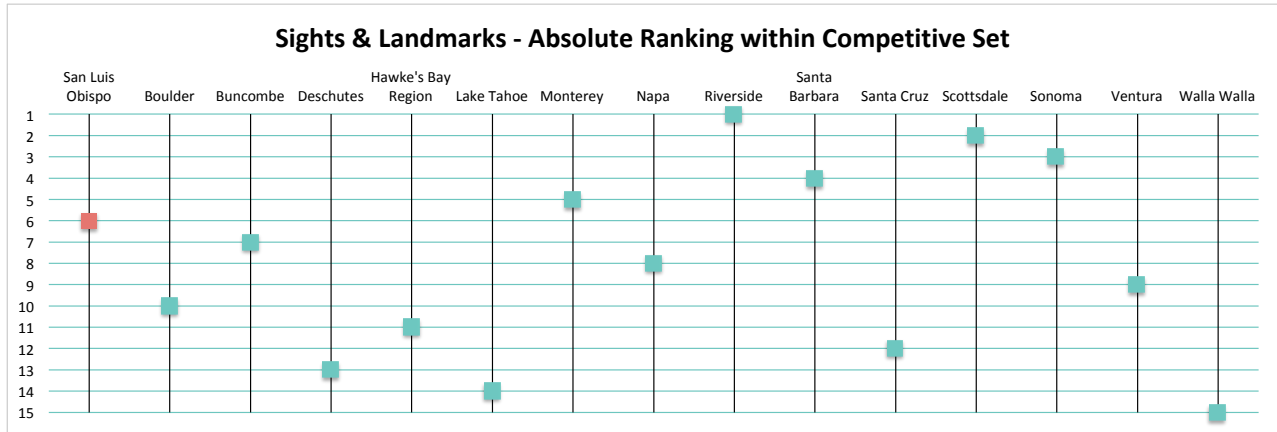
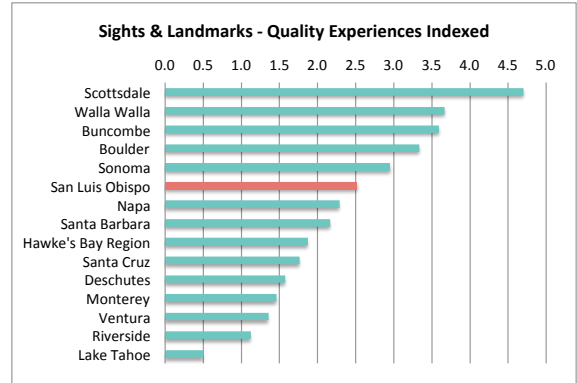


San Luis Obispo	Absolute	Indexed
Category	Quality Experiences (QE)	Ranking of 15
Sights & Landmarks	40	6
		QE per Index
		Ranking of 15
		2.5
		6

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	86	1
Scottsdale	70	2
Sonoma	57	3
Santa Barbara	46	4
Monterey	41	5
San Luis Obispo	40	6
Buncombe	36	7
Napa	31	8
Ventura	23	9
Boulder	17	10
Hawke's Bay Region	16	11
Santa Cruz	15	12
Deschutes	12	13
Lake Tahoe	11	14
Walla Walla	4	15

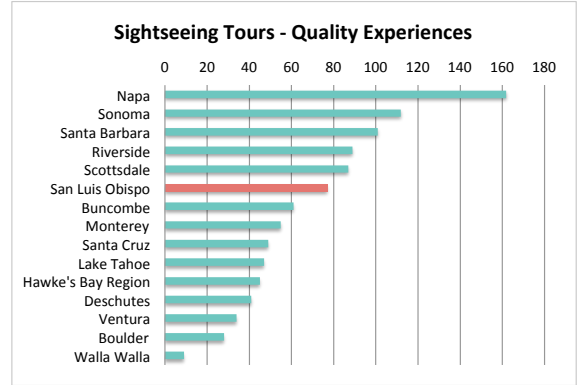


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Scottsdale	4.7	1
Walla Walla	3.7	2
Buncombe	3.6	3
Boulder	3.3	4
Sonoma	2.9	5
San Luis Obispo	2.5	6
Napa	2.3	7
Santa Barbara	2.2	8
Hawke's Bay Region	1.9	9
Santa Cruz	1.8	10
Deschutes	1.6	11
Monterey	1.5	12
Ventura	1.4	13
Riverside	1.1	14
Lake Tahoe	0.5	15

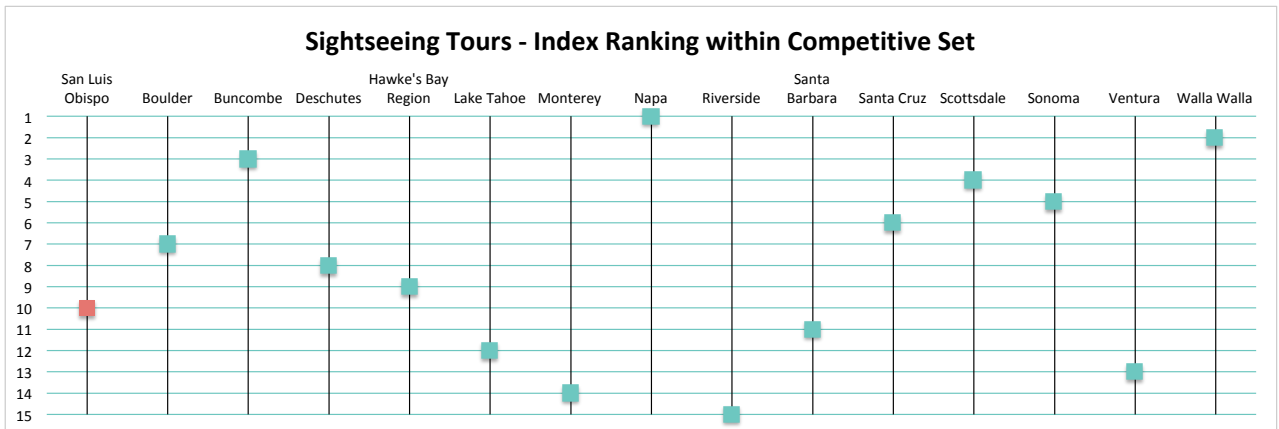
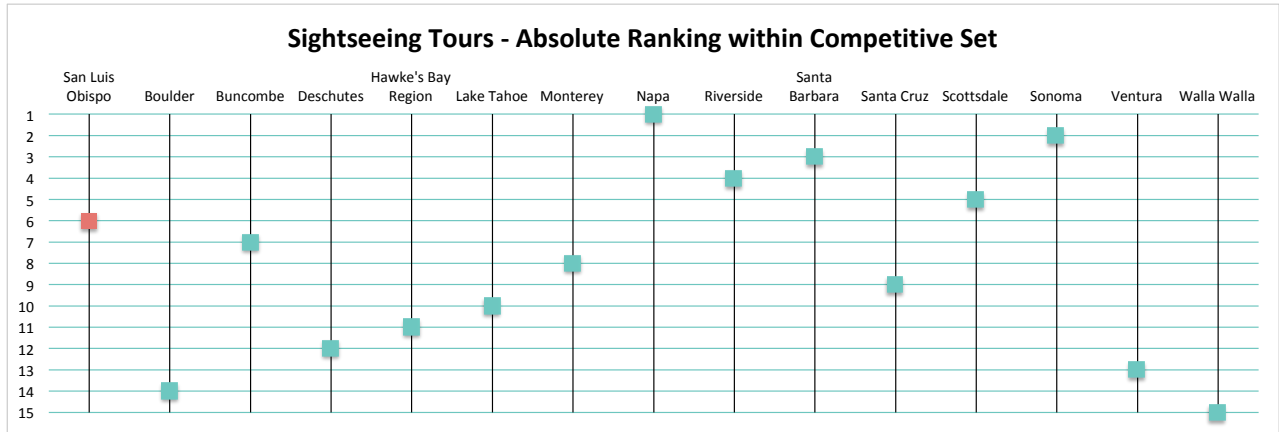
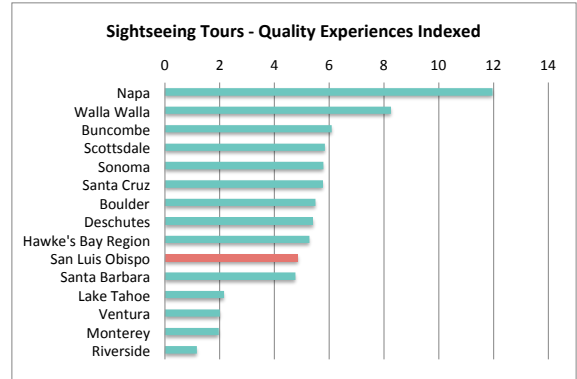


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Sightseeing Tours	77	6	4.8	10

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Napa	162	1
Sonoma	112	2
Santa Barbara	101	3
Riverside	89	4
Scottsdale	87	5
San Luis Obispo	77	6
Buncombe	61	7
Monterey	55	8
Santa Cruz	49	9
Lake Tahoe	47	10
Hawke's Bay Region	45	11
Deschutes	41	12
Ventura	34	13
Boulder	28	14
Walla Walla	9	15

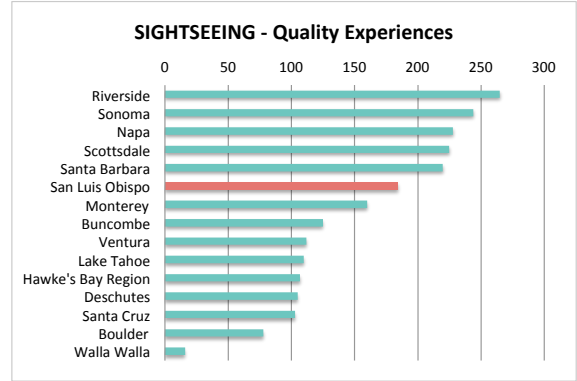


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Napa	12.0	1
Walla Walla	8.3	2
Buncombe	6.1	3
Scottsdale	5.8	4
Sonoma	5.8	5
Santa Cruz	5.8	6
Boulder	5.5	7
Deschutes	5.4	8
Hawke's Bay Region	5.3	9
San Luis Obispo	4.8	10
Santa Barbara	4.8	11
Lake Tahoe	2.2	12
Ventura	2.0	13
Monterey	2.0	14
Riverside	1.2	15

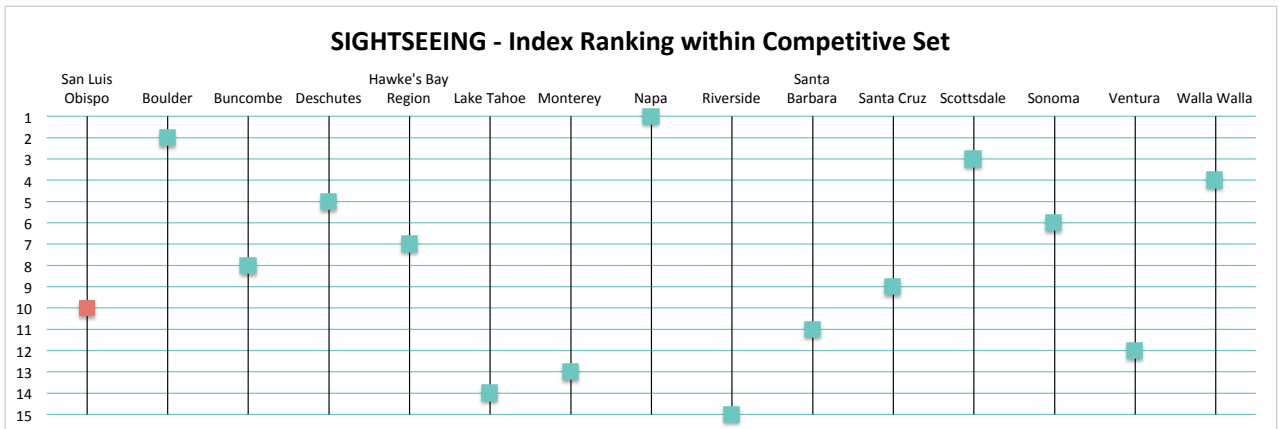
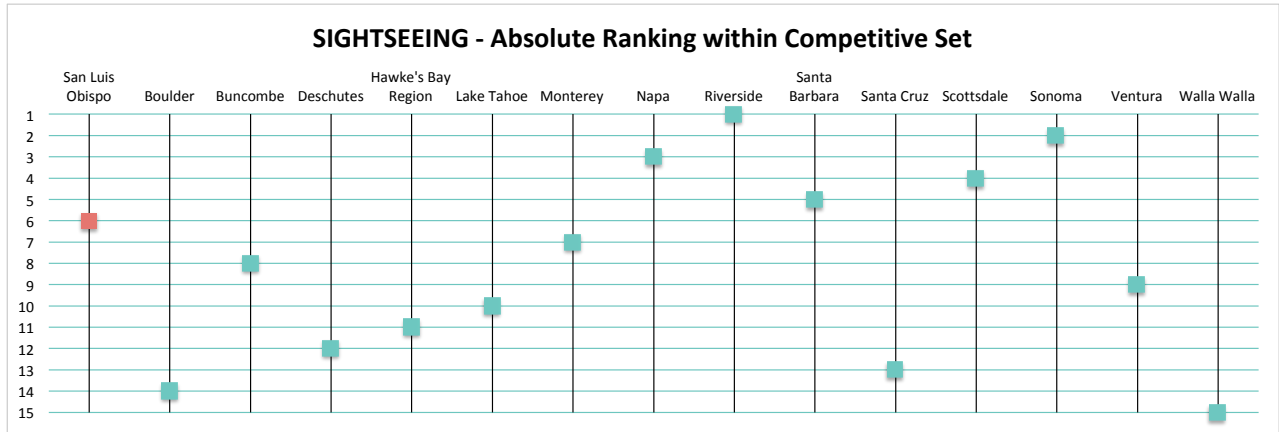
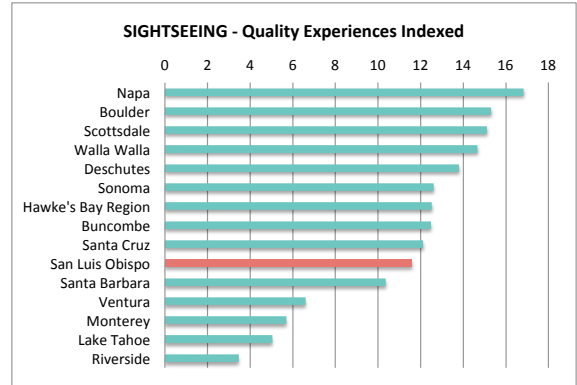


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
SIGHTSEEING	184	6	11.6	10

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	265	1
Sonoma	244	2
Napa	228	3
Scottsdale	225	4
Santa Barbara	220	5
San Luis Obispo	184	6
Monterey	160	7
Buncombe	125	8
Ventura	112	9
Lake Tahoe	110	10
Hawke's Bay Region	107	11
Deschutes	105	12
Santa Cruz	103	13
Boulder	78	14
Walla Walla	16	15

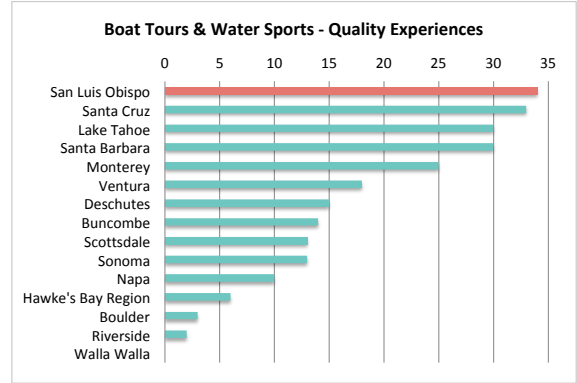


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Napa	16.8	1
Boulder	15.3	2
Scottsdale	15.1	3
Walla Walla	14.7	4
Deschutes	13.8	5
Sonoma	12.6	6
Hawke's Bay Region	12.5	7
Buncombe	12.5	8
Santa Cruz	12.1	9
San Luis Obispo	11.6	10
Santa Barbara	10.4	11
Ventura	6.6	12
Monterey	5.7	13
Lake Tahoe	5.0	14
Riverside	3.5	15

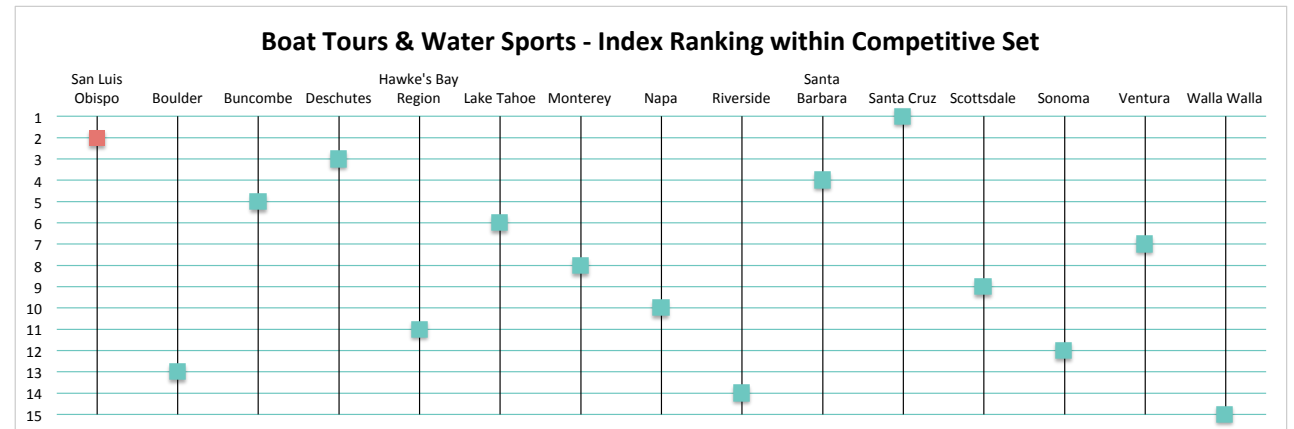
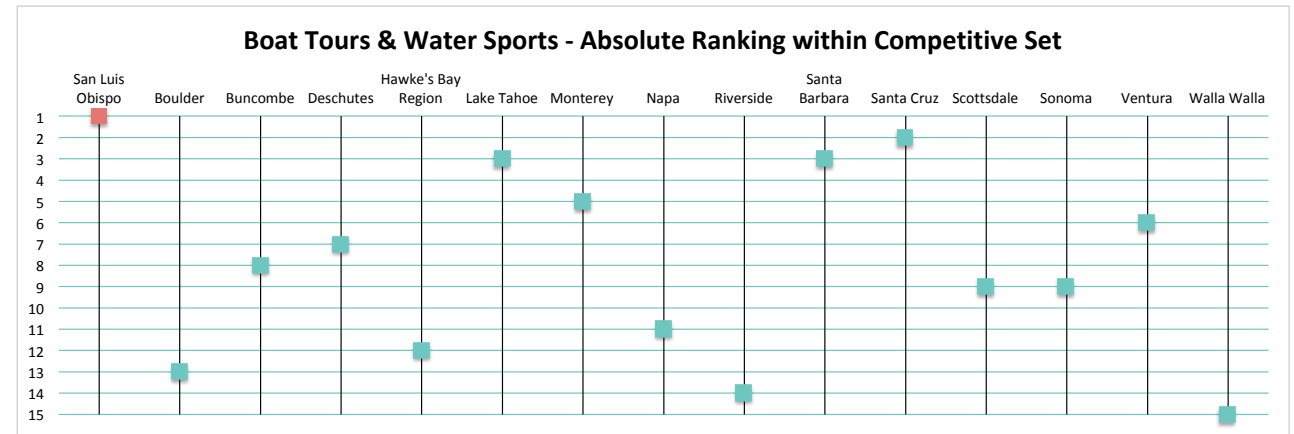
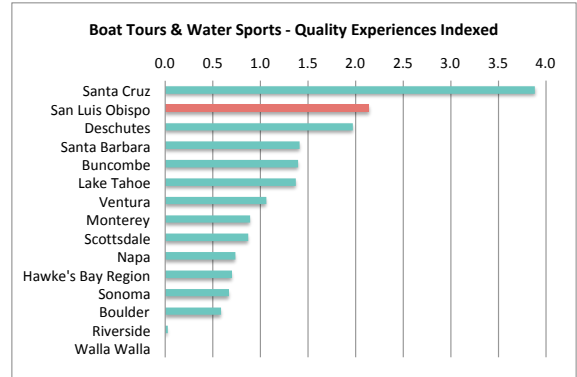


	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
Boat Tours & Water Sports	34	1	2.1	2

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
San Luis Obispo	34	1
Santa Cruz	33	2
Lake Tahoe	30	3
Santa Barbara	30	3
Monterey	25	5
Ventura	18	6
Deschutes	15	7
Buncombe	14	8
Scottsdale	13	9
Sonoma	13	9
Napa	10	11
Hawke's Bay Region	6	12
Boulder	3	13
Riverside	2	14
Walla Walla	0	15

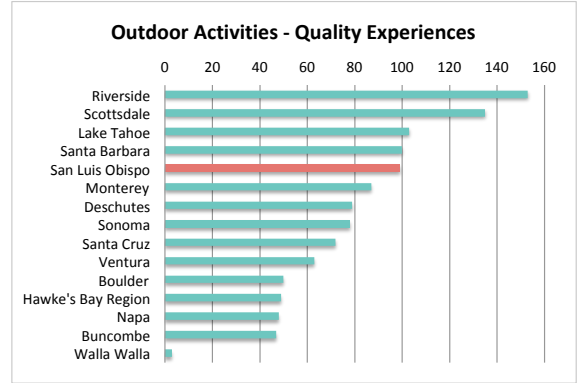


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Santa Cruz	3.9	1
San Luis Obispo	2.1	2
Deschutes	2.0	3
Santa Barbara	1.4	4
Buncombe	1.4	5
Lake Tahoe	1.4	6
Ventura	1.1	7
Monterey	0.9	8
Scottsdale	0.9	9
Napa	0.7	10
Hawke's Bay Region	0.7	11
Sonoma	0.7	12
Boulder	0.6	13
Riverside	0.0	14
Walla Walla	0.0	15

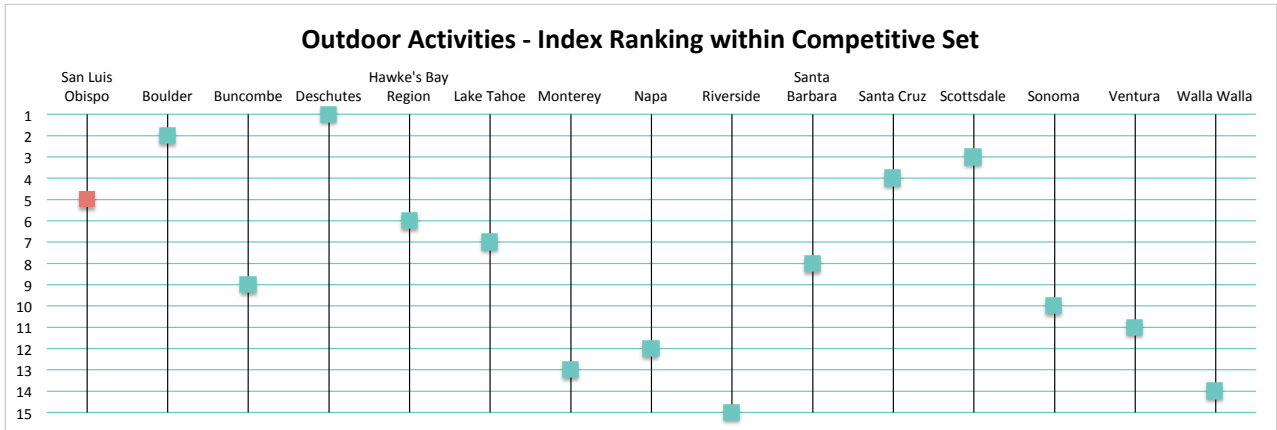
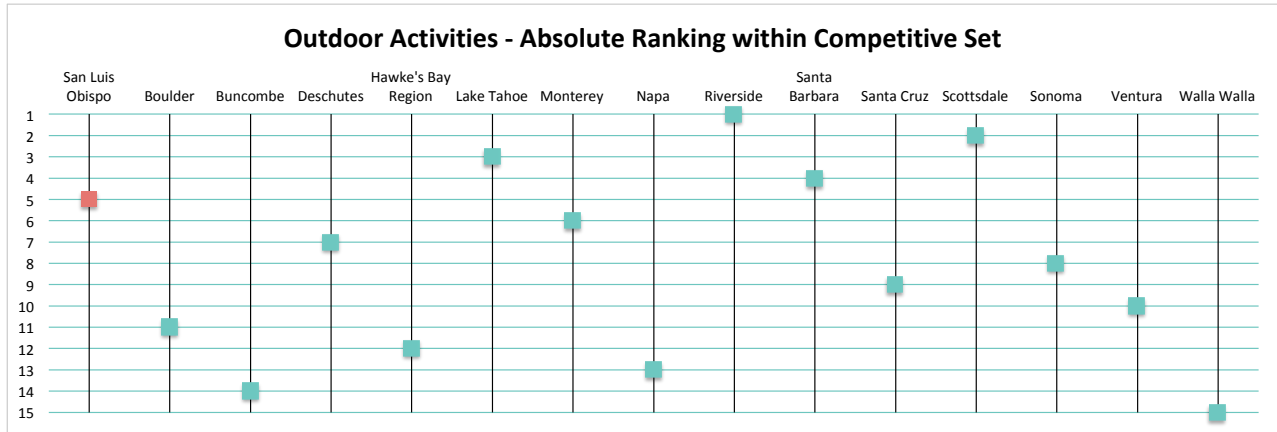
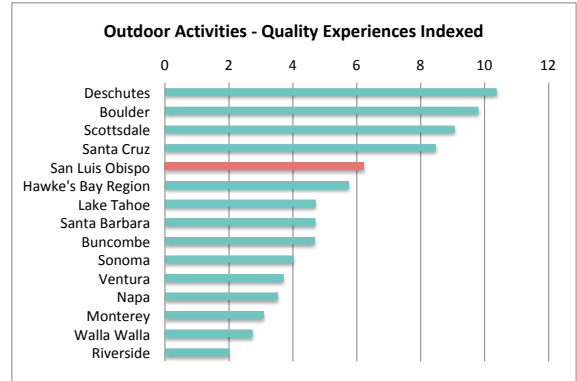


San Luis Obispo	Absolute	Indexed
Category	Quality Experiences (QE)	Ranking of 15
Outdoor Activities	99	5

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	153	1
Scottsdale	135	2
Lake Tahoe	103	3
Santa Barbara	100	4
San Luis Obispo	99	5
Monterey	87	6
Deschutes	79	7
Sonoma	78	8
Santa Cruz	72	9
Ventura	63	10
Boulder	50	11
Hawke's Bay Region	49	12
Napa	48	13
Buncombe	47	14
Walla Walla	3	15

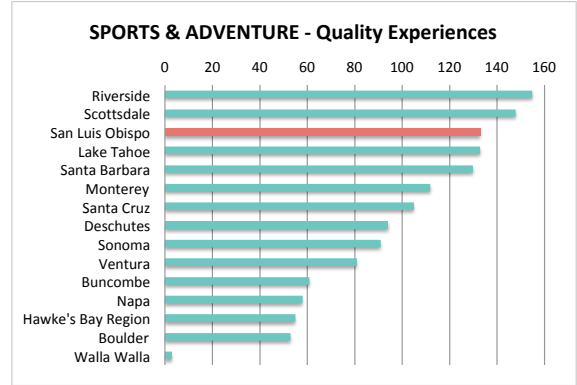


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Deschutes	10.4	1
Boulder	9.8	2
Scottsdale	9.1	3
Santa Cruz	8.5	4
San Luis Obispo	6.2	5
Hawke's Bay Region	5.7	6
Lake Tahoe	4.7	7
Santa Barbara	4.7	8
Buncombe	4.7	9
Sonoma	4.0	10
Ventura	3.7	11
Napa	3.5	12
Monterey	3.1	13
Walla Walla	2.8	14
Riverside	2.0	15

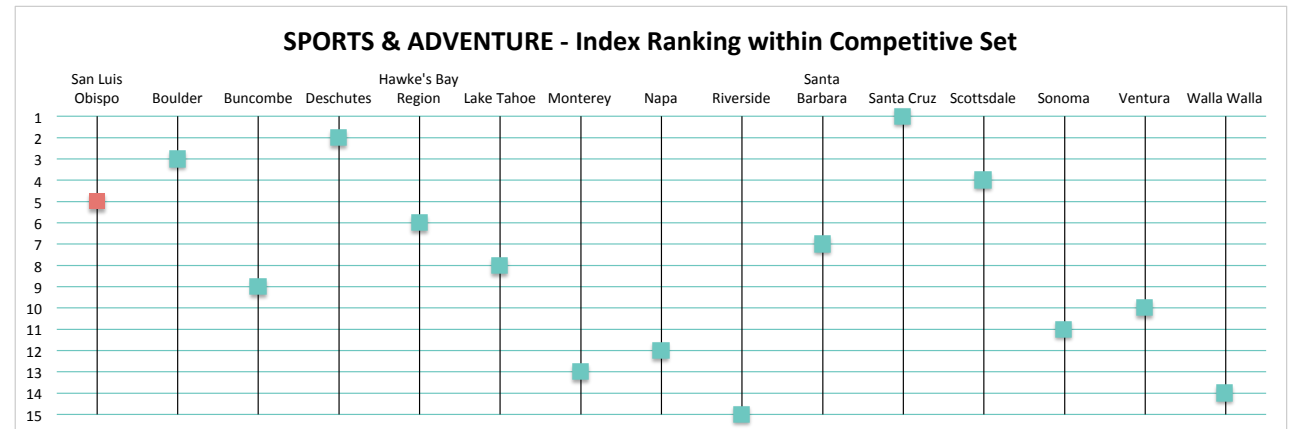
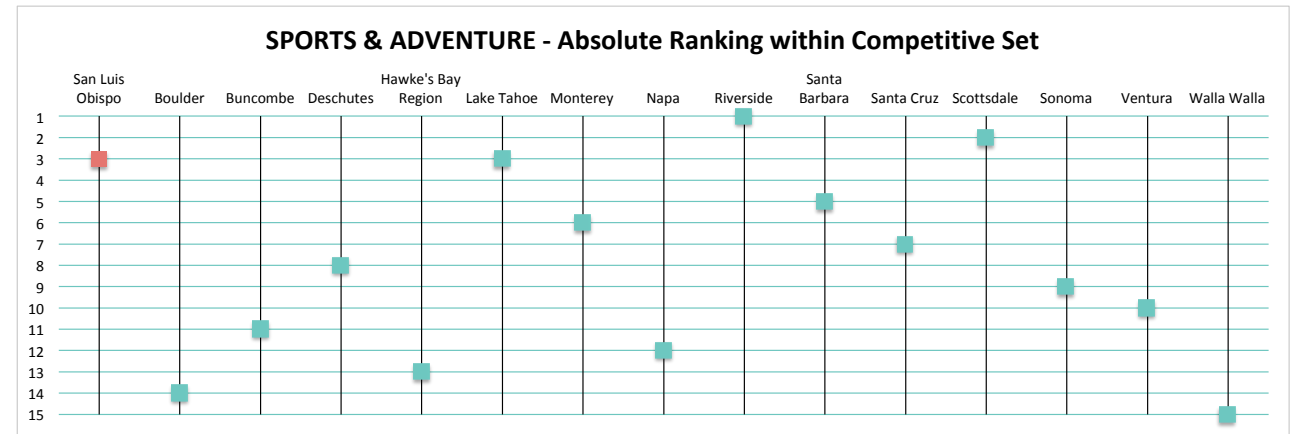
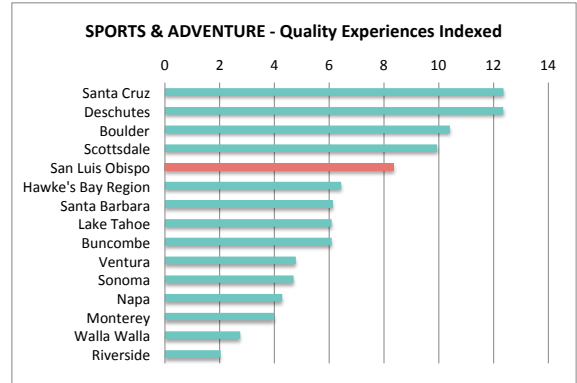


San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
SPORTS & ADVENTURE	133	3	8.4	5

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	155	1
Scottsdale	148	2
San Luis Obispo	133	3
Lake Tahoe	133	3
Santa Barbara	130	5
Monterey	112	6
Santa Cruz	105	7
Deschutes	94	8
Sonoma	91	9
Ventura	81	10
Buncombe	61	11
Napa	58	12
Hawke's Bay Region	55	13
Boulder	53	14
Walla Walla	3	15

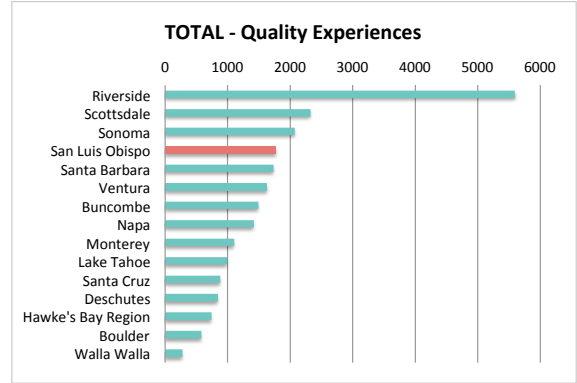


Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Santa Cruz	12.4	1
Deschutes	12.4	2
Boulder	10.4	3
Scottsdale	9.9	4
San Luis Obispo	8.4	5
Hawke's Bay Region	6.4	6
Santa Barbara	6.1	7
Lake Tahoe	6.1	8
Buncombe	6.1	9
Ventura	4.8	10
Sonoma	4.7	11
Napa	4.3	12
Monterey	4.0	13
Walla Walla	2.8	14
Riverside	2.0	15

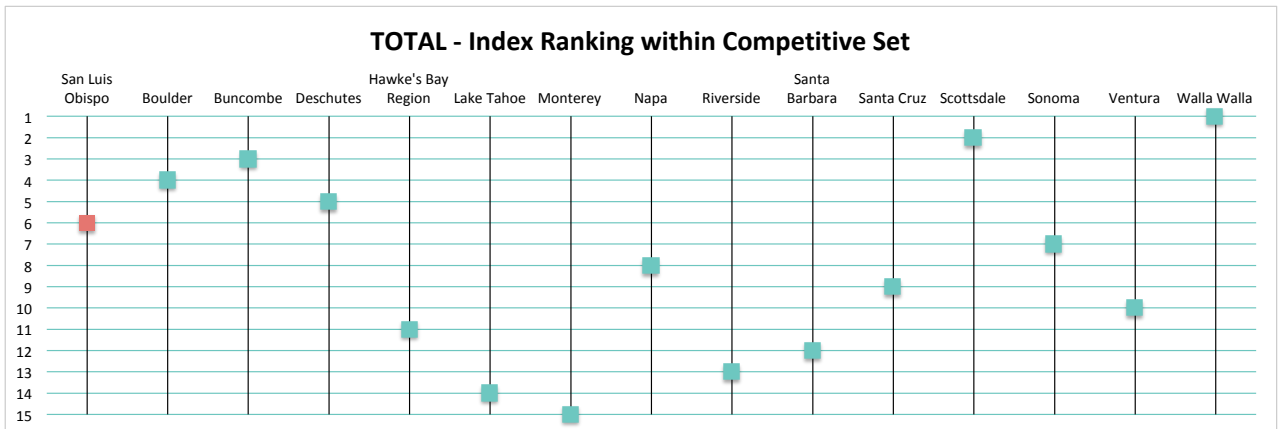
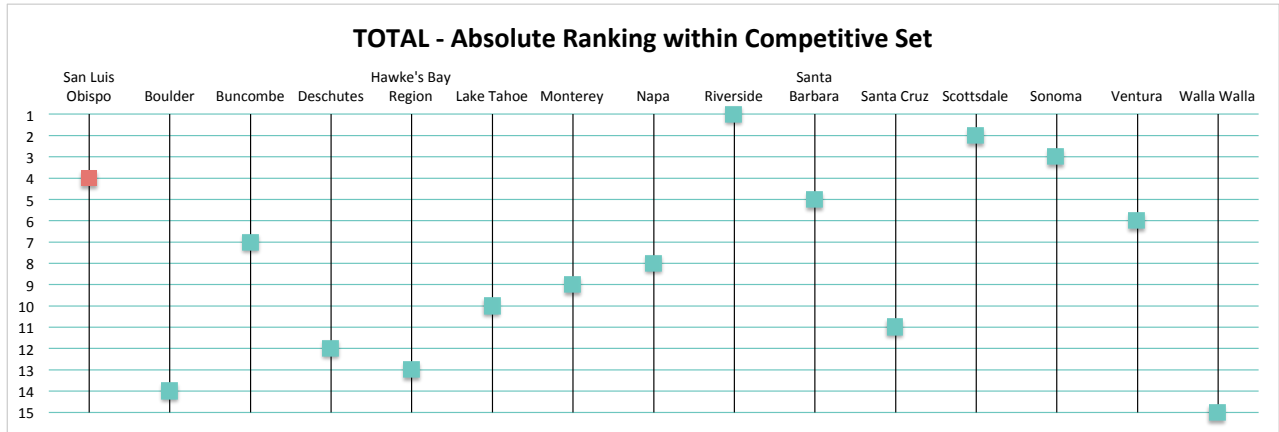
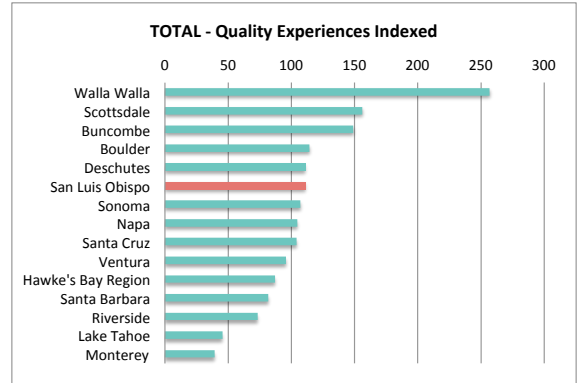


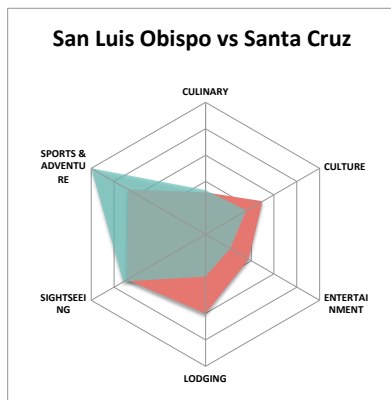
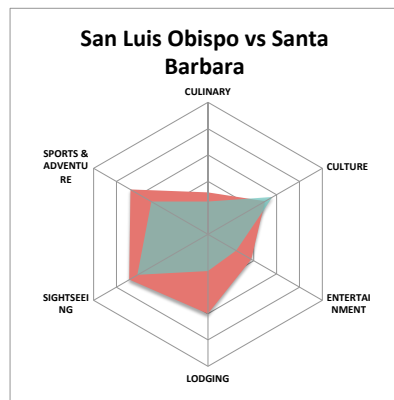
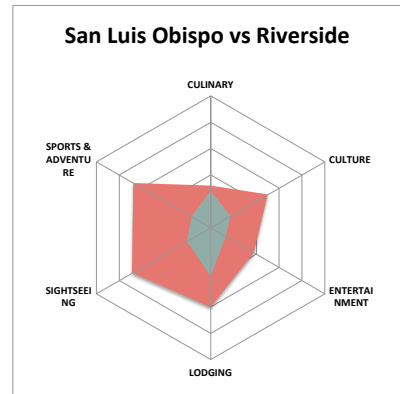
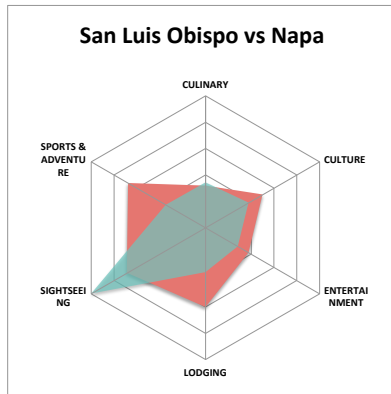
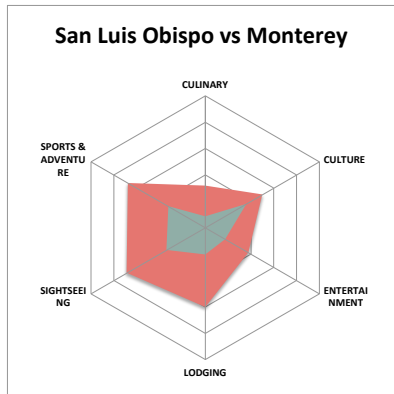
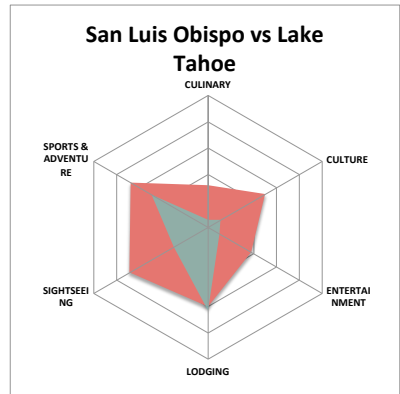
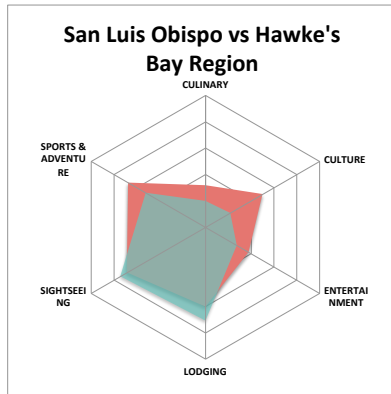
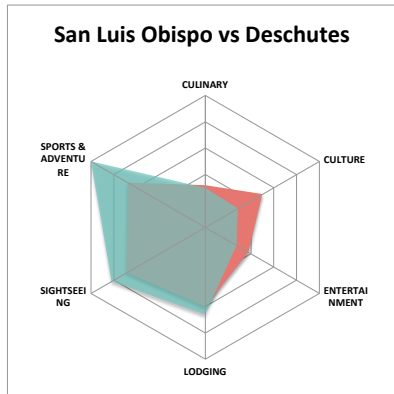
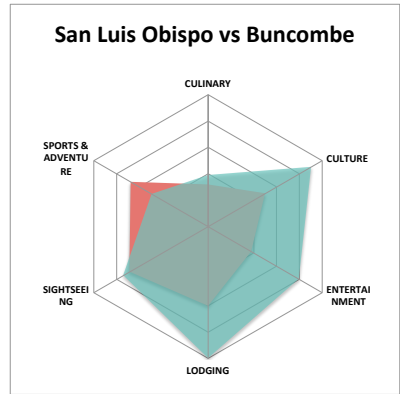
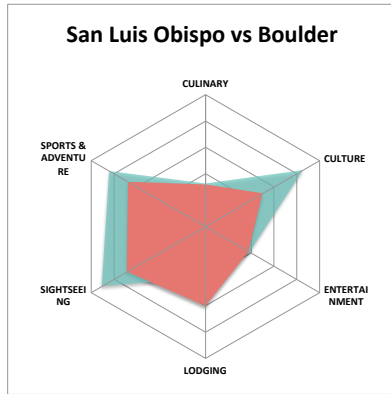
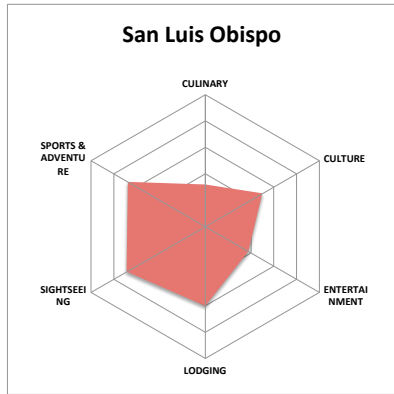
San Luis Obispo	Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per Index	Ranking of 15
TOTAL	1763	4	111.0	6

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Riverside	5600	1
Scottsdale	2326	2
Sonoma	2076	3
San Luis Obispo	1763	4
Santa Barbara	1737	5
Ventura	1624	6
Buncombe	1493	7
Napa	1418	8
Monterey	1104	9
Lake Tahoe	993	10
Santa Cruz	885	11
Deschutes	845	12
Hawke's Bay Region	743	13
Boulder	583	14
Walla Walla	280	15



Competitive Set (Indexed Results)	QE per Index	Ranking of 15
Walla Walla	256.9	1
Scottsdale	156.3	2
Buncombe	149.2	3
Boulder	114.5	4
Deschutes	111.1	5
San Luis Obispo	111.0	6
Sonoma	107.3	7
Napa	104.7	8
Santa Cruz	104.2	9
Ventura	95.8	10
Hawke's Bay Region	87.1	11
Santa Barbara	81.9	12
Riverside	73.4	13
Lake Tahoe	45.5	14
Monterey	39.4	15

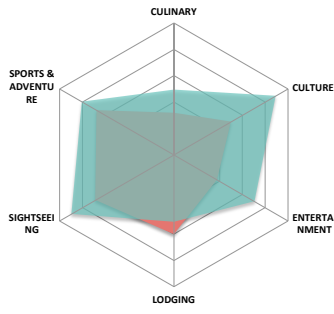




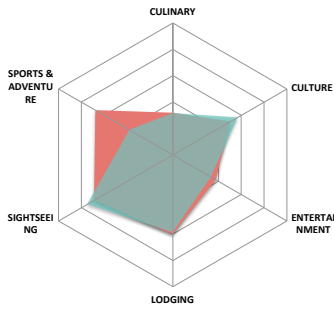
Web Charts Explained

For each of the six groupings, we have taken the indexed results and compared each of them to the best result in each grouping from the competitive set. The larger the shaded area, the better this destination compares to the best of the competitive set. The further the shaded area expands to the outside edge in any grouping, the better this destination compares to the best of the competitive set in this grouping.

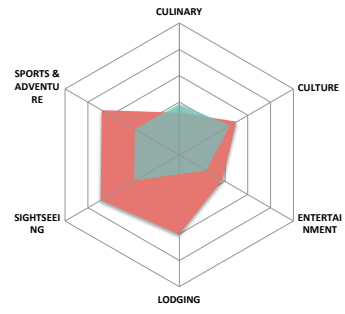
San Luis Obispo vs Scottsdale



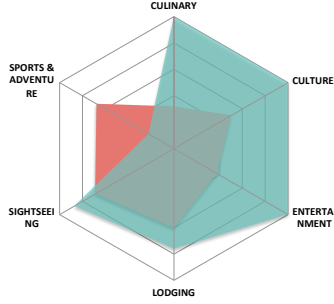
San Luis Obispo vs Sonoma

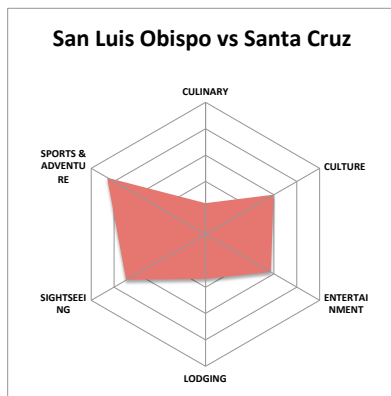
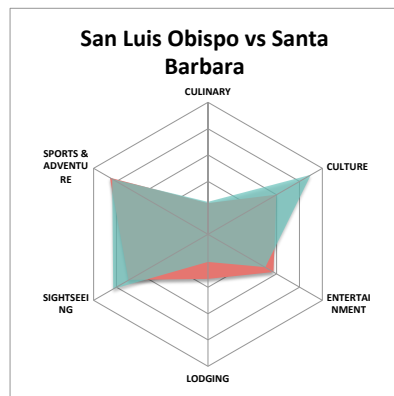
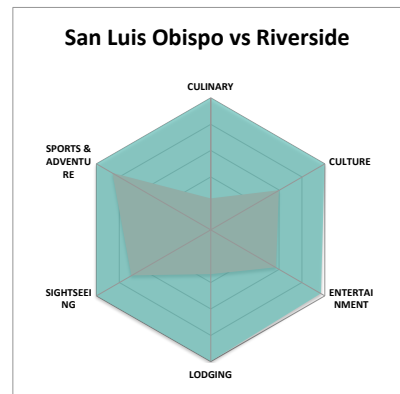
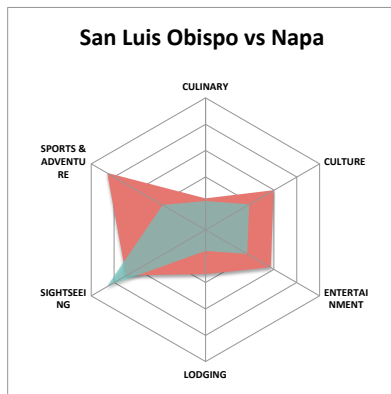
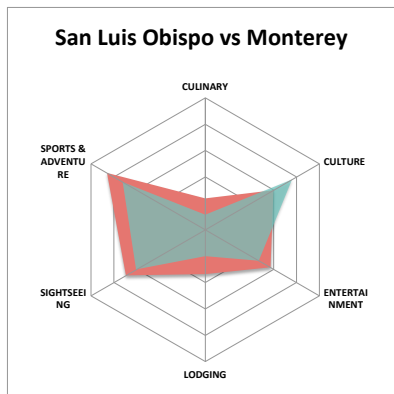
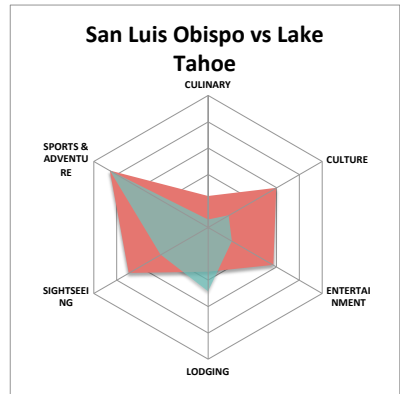
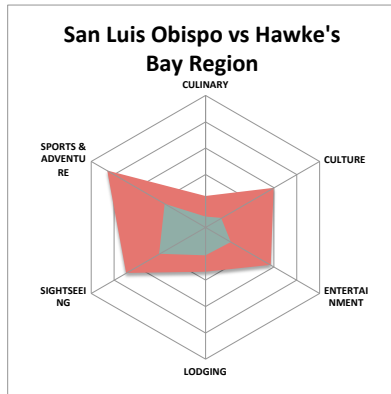
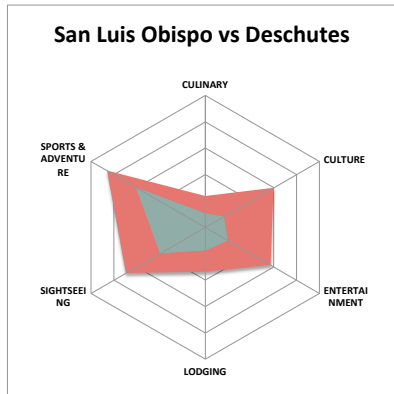
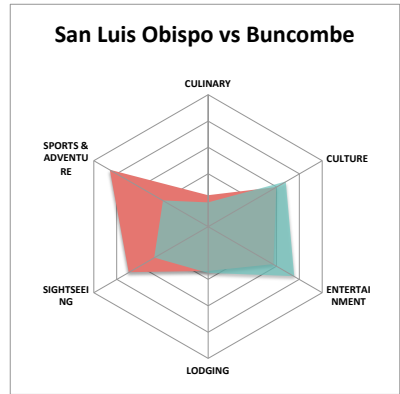
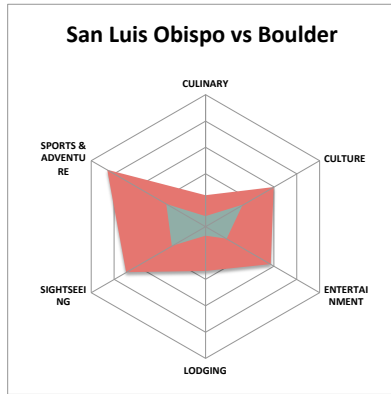
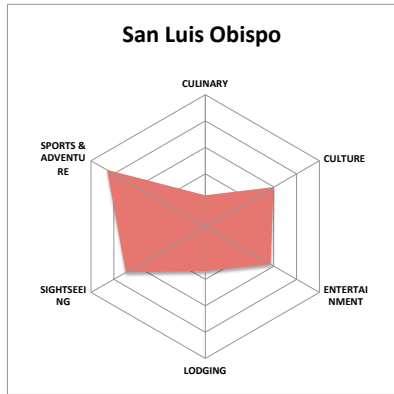


San Luis Obispo vs Ventura



San Luis Obispo vs Walla Walla

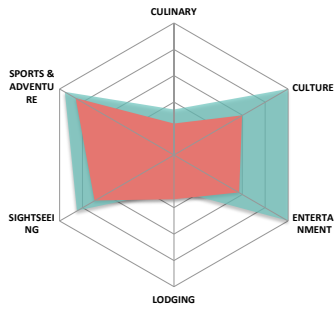




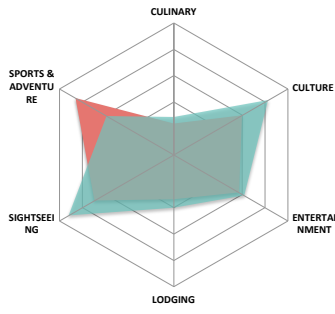
Absolute Web Charts Explained

For each of the six groupings, we have taken the absolute results and compared each of them to the best result in each grouping from the competitive set. The larger the shaded area, the better this destination compares to the best of the competitive set. The further the shaded area expands to the outside edge in any grouping, the better this destination compares to the best of the competitive set in this grouping.

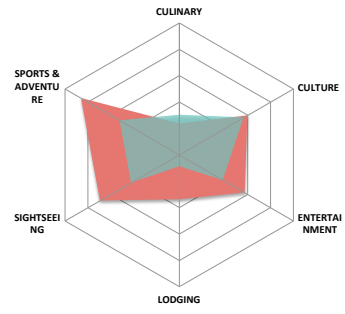
San Luis Obispo vs Scottsdale



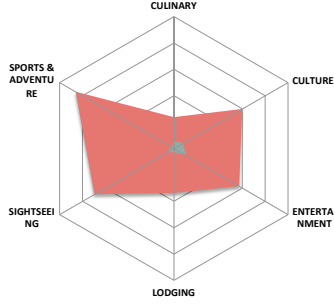
San Luis Obispo vs Sonoma



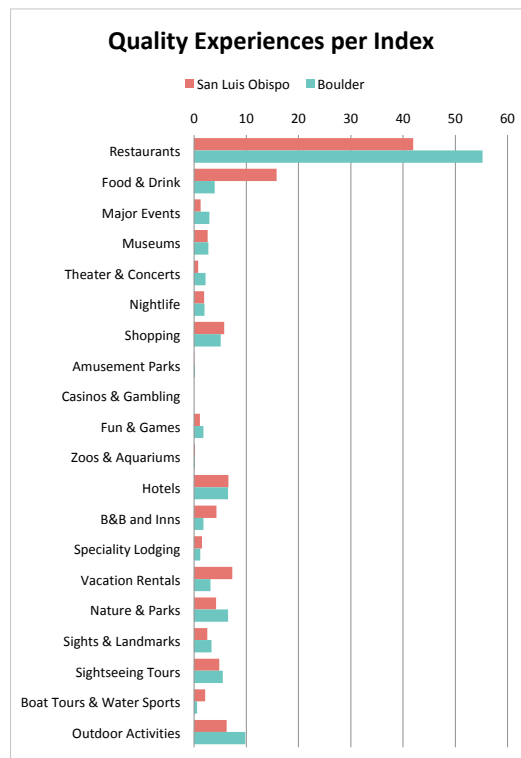
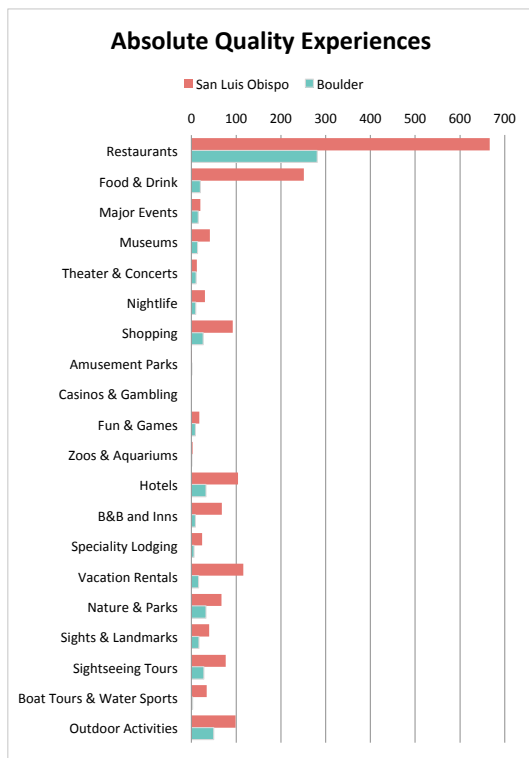
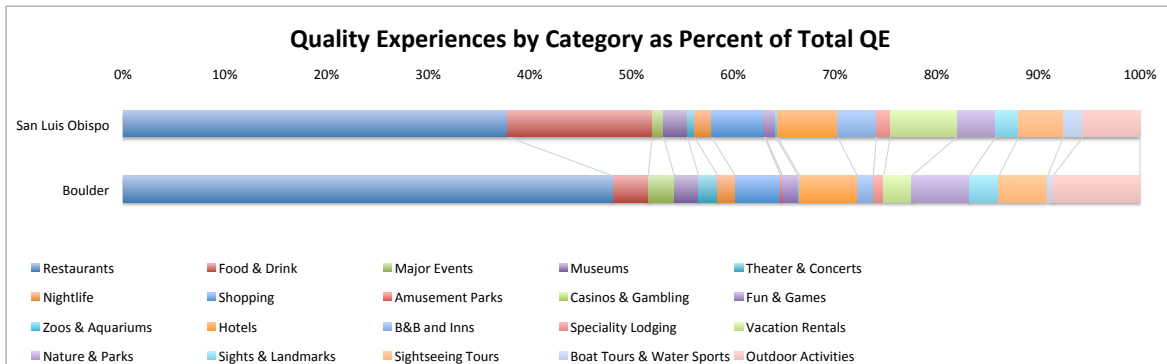
San Luis Obispo vs Ventura



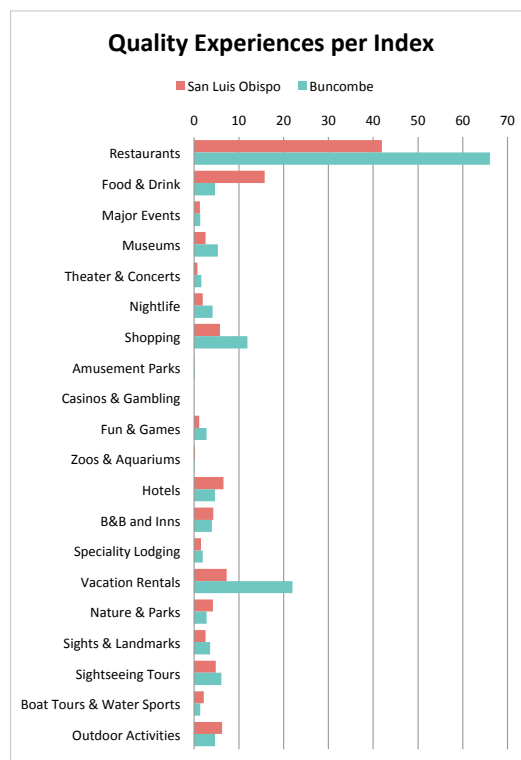
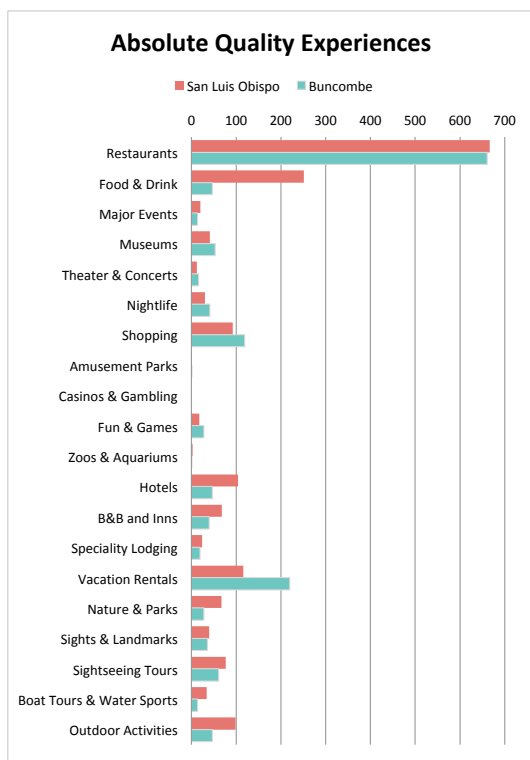
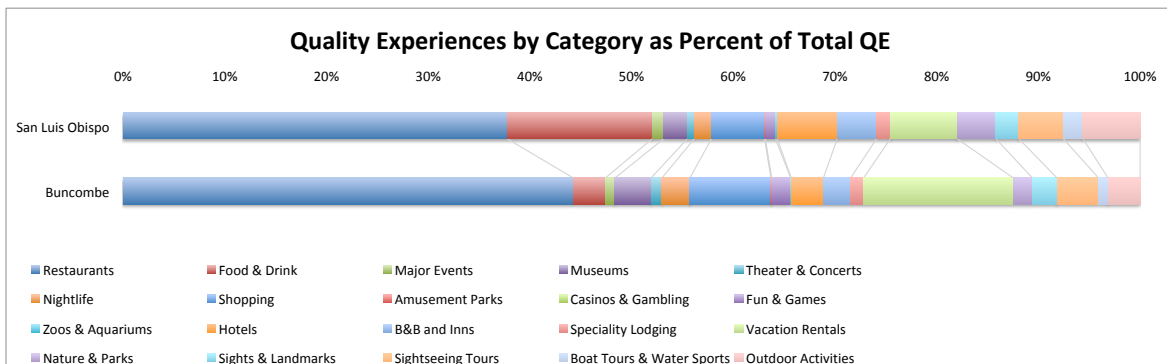
San Luis Obispo vs Walla Walla



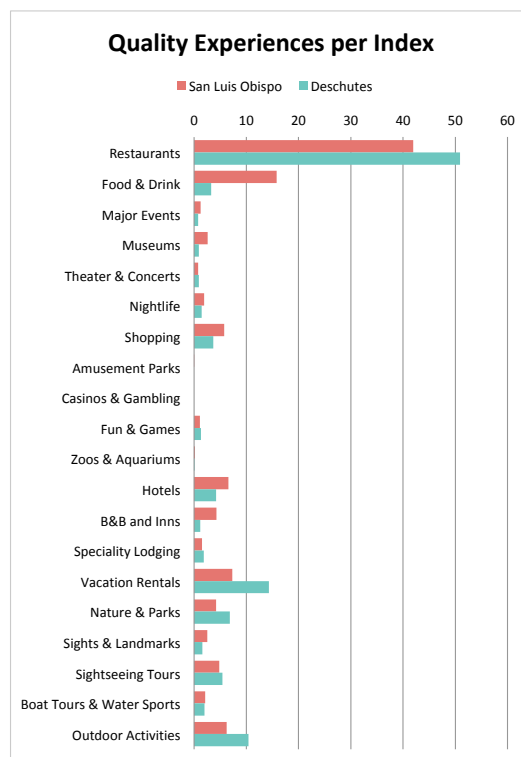
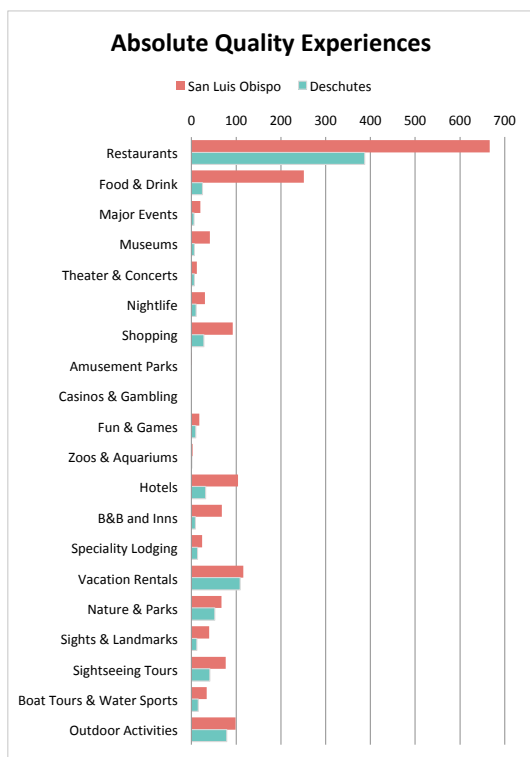
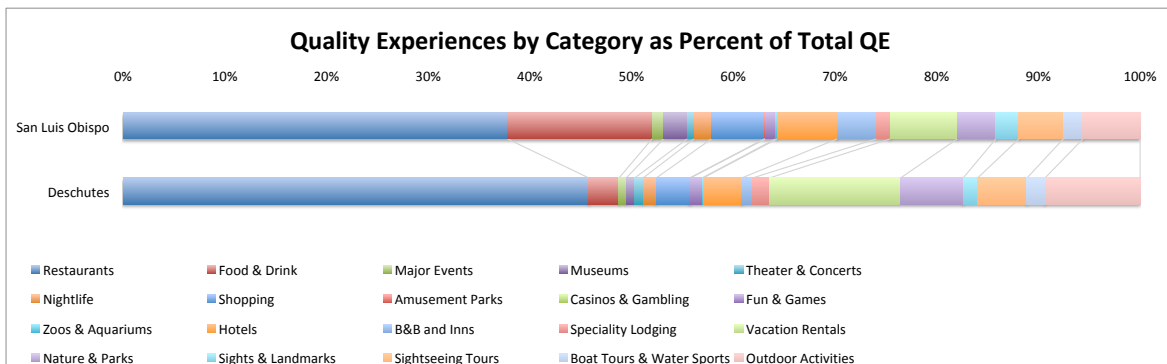
San Luis Obispo vs Boulder		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Boulder	San Luis Obispo	Boulder	
Restaurants	666	281	41.9	55.2	
Food & Drink	251	20	15.8	3.9	
CULINARY	917	301	57.7	59.1	
Major Events	20	15	1.3	2.9	
Museums	41	14	2.6	2.7	
Theater & Concerts	12	11	0.8	2.2	
CULTURE	73	40	4.6	7.9	
Nightlife	30	10	1.9	2.0	
Shopping	92	26	5.8	5.1	
Amusement Parks	1	1	0.1	0.2	
Casinos & Gambling	0	0	0.0	0.0	
Fun & Games	18	9	1.1	1.8	
Zoos & Aquariums	3	1	0.2	0.2	
ENTERTAINMENT	144	47	9.1	9.2	
Hotels	104	33	6.5	6.5	
B&B and Inns	68	9	4.3	1.8	
Speciality Lodging	24	6	1.5	1.2	
Vacation Rentals	116	16	7.3	3.1	
LODGING	312	64	19.6	12.6	
Nature & Parks	67	33	4.2	6.5	
Sights & Landmarks	40	17	2.5	3.3	
Sightseeing Tours	77	28	4.8	5.5	
SIGHTSEEING	184	78	11.6	15.3	
Boat Tours & Water Sports	34	3	2.1	0.6	
Outdoor Activities	99	50	6.2	9.8	
SPORTS & ADVENTURE	133	53	8.4	10.4	
TOTAL	1763	583	111.0	114.5	



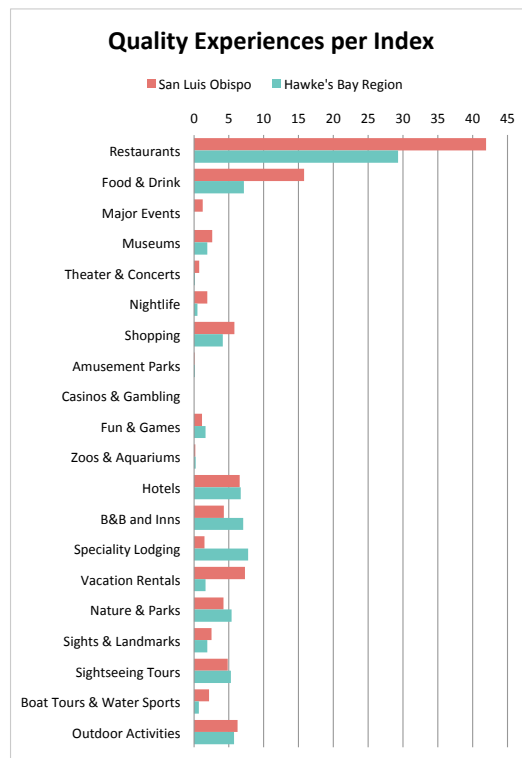
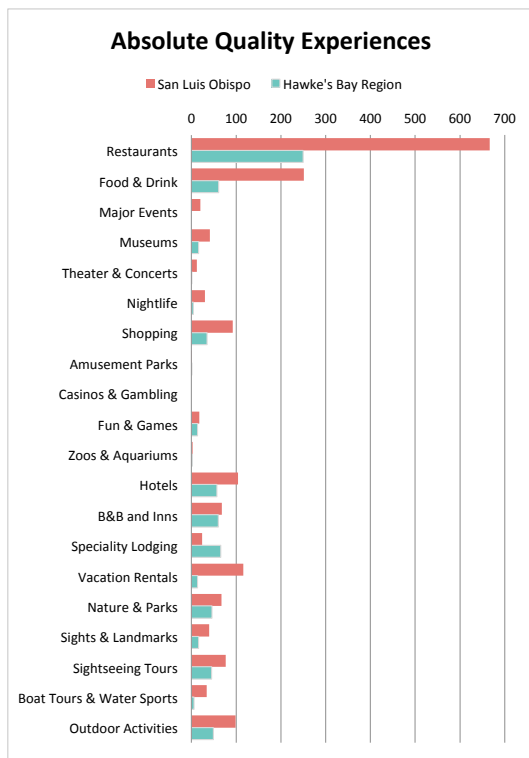
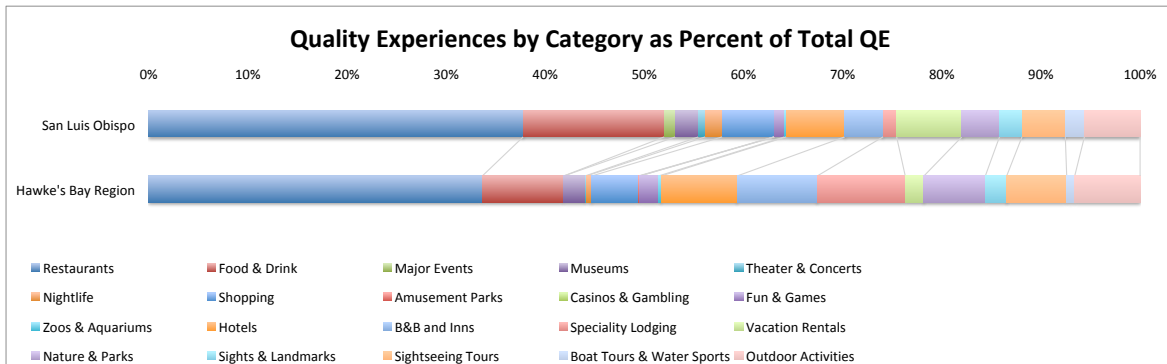
San Luis Obispo vs Buncombe	Absolute Quality Experiences (QE)		Indexed Quality Experiences	
	San Luis Obispo	Buncombe	San Luis Obispo	Buncombe
Restaurants	666	661	41.9	66.0
Food & Drink	251	47	15.8	4.7
CULINARY	917	708	57.7	70.7
Major Events	20	14	1.3	1.4
Museums	41	53	2.6	5.3
Theater & Concerts	12	16	0.8	1.6
CULTURE	73	83	4.6	8.3
Nightlife	30	41	1.9	4.1
Shopping	92	119	5.8	11.9
Amusement Parks	1	1	0.1	0.1
Casinos & Gambling	0	0	0.0	0.0
Fun & Games	18	28	1.1	2.8
Zoos & Aquariums	3	1	0.2	0.1
ENTERTAINMENT	144	190	9.1	19.0
Hotels	104	47	6.5	4.7
B&B and Inns	68	40	4.3	4.0
Speciality Lodging	24	19	1.5	1.9
Vacation Rentals	116	220	7.3	22.0
LODGING	312	326	19.6	32.6
Nature & Parks	67	28	4.2	2.8
Sights & Landmarks	40	36	2.5	3.6
Sightseeing Tours	77	61	4.8	6.1
SIGHTSEEING	184	125	11.6	12.5
Boat Tours & Water Sports	34	14	2.1	1.4
Outdoor Activities	99	47	6.2	4.7
SPORTS & ADVENTURE	133	61	8.4	6.1
TOTAL	1763	1493	111.0	149.2



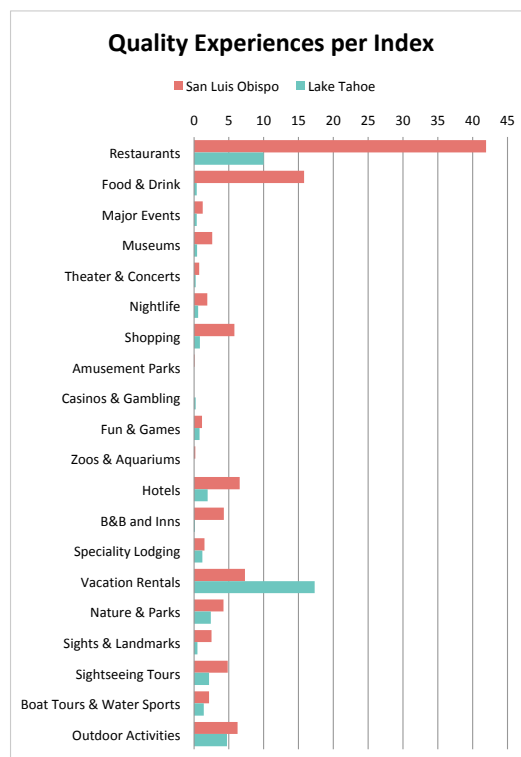
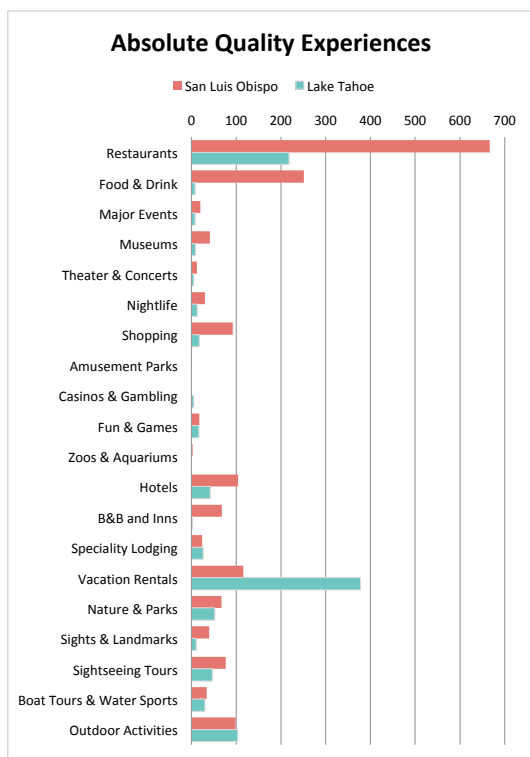
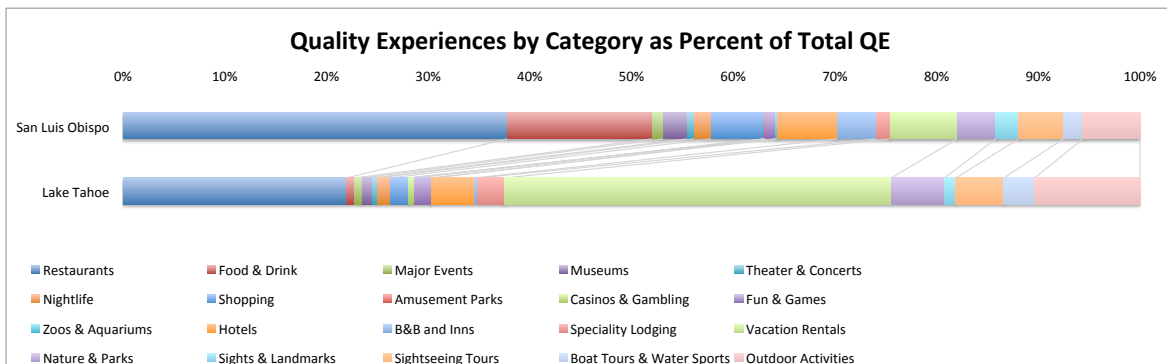
San Luis Obispo vs Deschutes	Absolute Quality Experiences (QE)		Indexed Quality Experiences	
	San Luis Obispo	Deschutes	San Luis Obispo	Deschutes
Restaurants	666	387	41.9	50.9
Food & Drink	251	25	15.8	3.3
CULINARY	917	412	57.7	54.2
Major Events	20	6	1.3	0.8
Museums	41	7	2.6	0.9
Theater & Concerts	12	7	0.8	0.9
CULTURE	73	20	4.6	2.6
Nightlife	30	11	1.9	1.4
Shopping	92	28	5.8	3.7
Amusement Parks	1	0	0.1	0.0
Casinos & Gambling	0	0	0.0	0.0
Fun & Games	18	10	1.1	1.3
Zoos & Aquariums	3	1	0.2	0.1
ENTERTAINMENT	144	50	9.1	6.6
Hotels	104	32	6.5	4.2
B&B and Inns	68	9	4.3	1.2
Speciality Lodging	24	14	1.5	1.8
Vacation Rentals	116	109	7.3	14.3
LODGING	312	164	19.6	21.6
Nature & Parks	67	52	4.2	6.8
Sights & Landmarks	40	12	2.5	1.6
Sightseeing Tours	77	41	4.8	5.4
SIGHTSEEING	184	105	11.6	13.8
Boat Tours & Water Sports	34	15	2.1	2.0
Outdoor Activities	99	79	6.2	10.4
SPORTS & ADVENTURE	133	94	8.4	12.4
TOTAL	1763	845	111.0	111.1



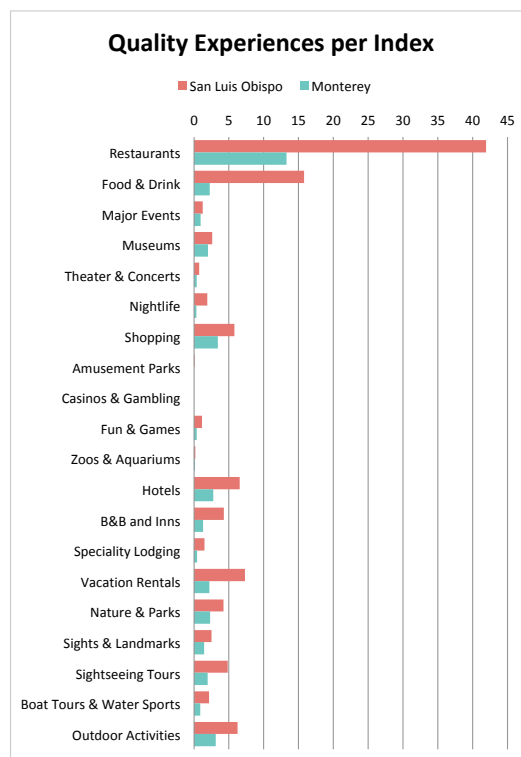
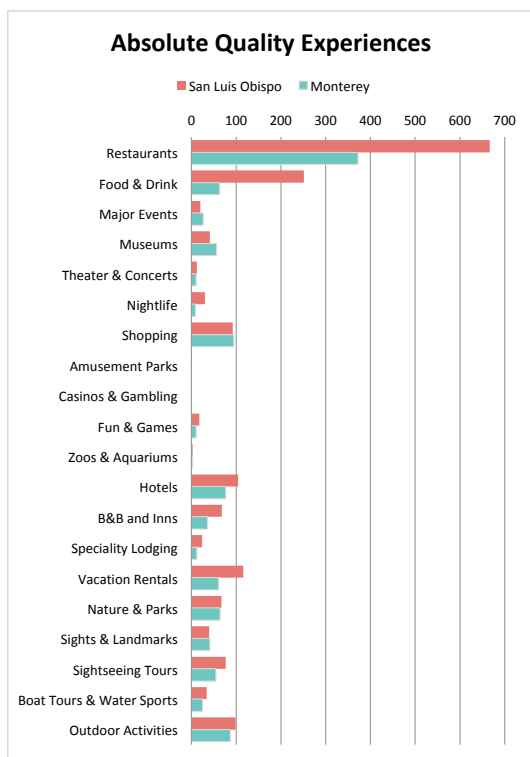
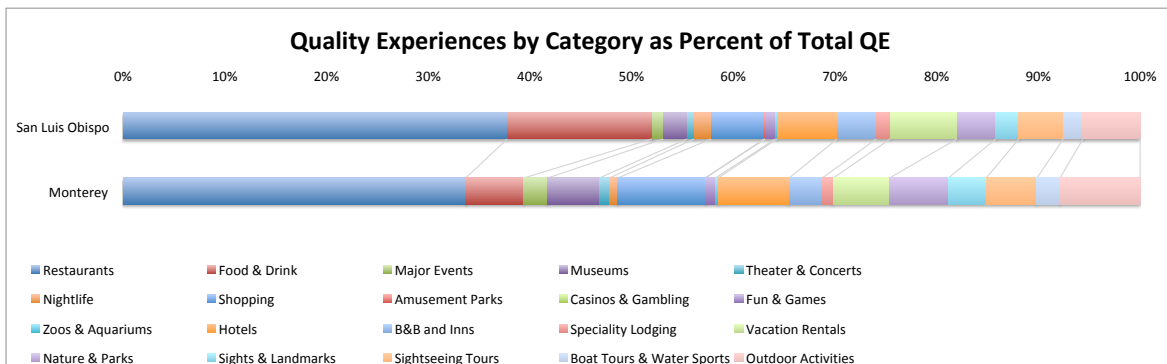
San Luis Obispo vs Hawke's Bay Region		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Hawke's Bay Region	San Luis Obispo	Hawke's Bay Region	
Restaurants	666	250	41.9	29.3	
Food & Drink	251	61	15.8	7.1	
CULINARY	917	311	57.7	36.4	
Major Events	20	0	1.3	0.0	
Museums	41	16	2.6	1.9	
Theater & Concerts	12	1	0.8	0.1	
CULTURE	73	17	4.6	2.0	
Nightlife	30	4	1.9	0.5	
Shopping	92	35	5.8	4.1	
Amusement Parks	1	1	0.1	0.1	
Casinos & Gambling	0	0	0.0	0.0	
Fun & Games	18	14	1.1	1.6	
Zoos & Aquariums	3	2	0.2	0.2	
ENTERTAINMENT	144	56	9.1	6.6	
Hotels	104	57	6.5	6.7	
B&B and Inns	68	60	4.3	7.0	
Speciality Lodging	24	66	1.5	7.7	
Vacation Rentals	116	14	7.3	1.6	
LODGING	312	197	19.6	23.1	
Nature & Parks	67	46	4.2	5.4	
Sights & Landmarks	40	16	2.5	1.9	
Sightseeing Tours	77	45	4.8	5.3	
SIGHTSEEING	184	107	11.6	12.5	
Boat Tours & Water Sports	34	6	2.1	0.7	
Outdoor Activities	99	49	6.2	5.7	
SPORTS & ADVENTURE	133	55	8.4	6.4	
TOTAL	1763	743	111.0	87.1	



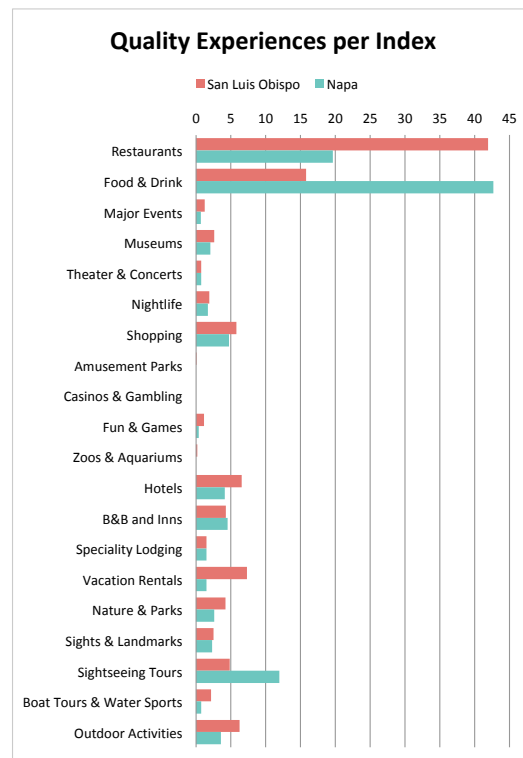
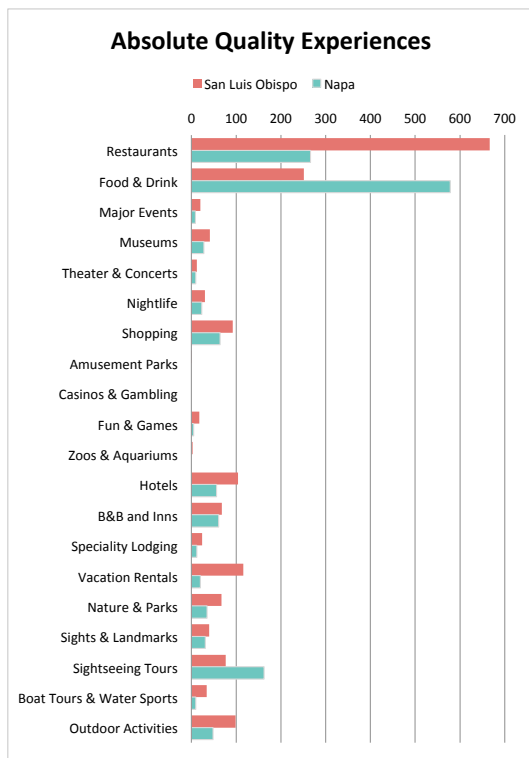
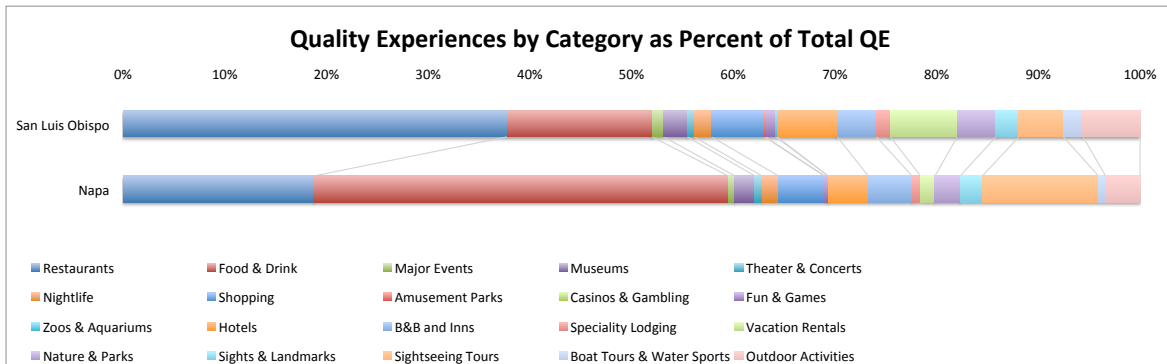
San Luis Obispo vs Lake Tahoe	Absolute Quality Experiences (QE)		Indexed Quality Experiences	
	San Luis Obispo	Lake Tahoe	San Luis Obispo	Lake Tahoe
Restaurants	666	218	41.9	10.0
Food & Drink	251	8	15.8	0.4
CULINARY	917	226	57.7	10.4
Major Events	20	8	1.3	0.4
Museums	41	9	2.6	0.4
Theater & Concerts	12	5	0.8	0.2
CULTURE	73	22	4.6	1.0
Nightlife	30	13	1.9	0.6
Shopping	92	18	5.8	0.8
Amusement Parks	1	0	0.1	0.0
Casinos & Gambling	0	5	0.0	0.2
Fun & Games	18	17	1.1	0.8
Zoos & Aquariums	3	0	0.2	0.0
ENTERTAINMENT	144	53	9.1	2.4
Hotels	104	42	6.5	1.9
B&B and Inns	68	3	4.3	0.1
Speciality Lodging	24	26	1.5	1.2
Vacation Rentals	116	378	7.3	17.3
LODGING	312	449	19.6	20.6
Nature & Parks	67	52	4.2	2.4
Sights & Landmarks	40	11	2.5	0.5
Sightseeing Tours	77	47	4.8	2.2
SIGHTSEEING	184	110	11.6	5.0
Boat Tours & Water Sports	34	30	2.1	1.4
Outdoor Activities	99	103	6.2	4.7
SPORTS & ADVENTURE	133	133	8.4	6.1
TOTAL	1763	993	111.0	45.5



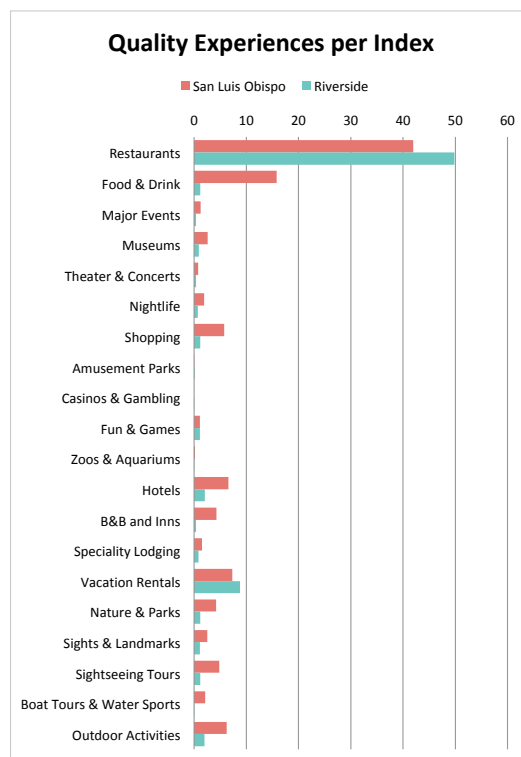
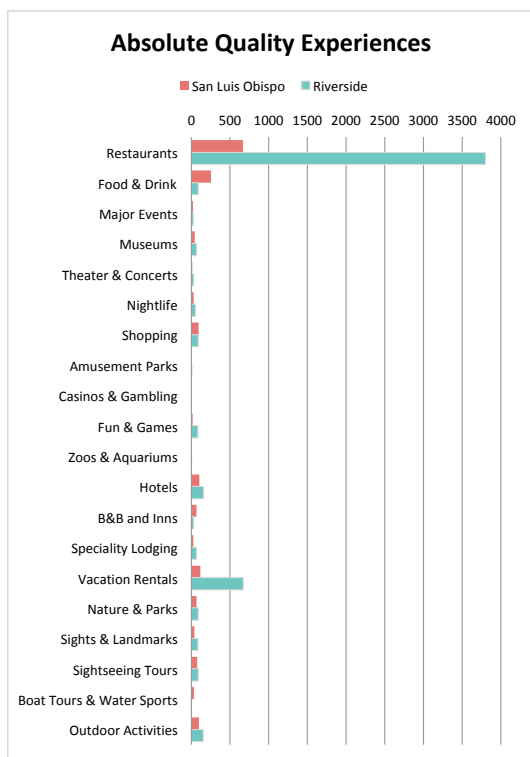
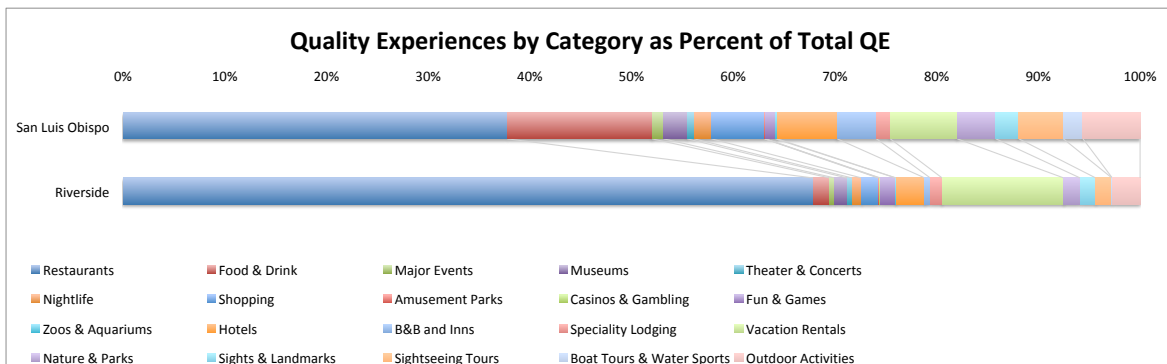
San Luis Obispo vs Monterey		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Monterey	San Luis Obispo	Monterey	
Restaurants	666	372	41.9	13.3	
Food & Drink	251	63	15.8	2.2	
CULINARY	917	435	57.7	15.5	
Major Events	20	26	1.3	0.9	
Museums	41	56	2.6	2.0	
Theater & Concerts	12	11	0.8	0.4	
CULTURE	73	93	4.6	3.3	
Nightlife	30	9	1.9	0.3	
Shopping	92	95	5.8	3.4	
Amusement Parks	1	0	0.1	0.0	
Casinos & Gambling	0	0	0.0	0.0	
Fun & Games	18	11	1.1	0.4	
Zoos & Aquariums	3	3	0.2	0.1	
ENTERTAINMENT	144	118	9.1	4.2	
Hotels	104	77	6.5	2.7	
B&B and Inns	68	36	4.3	1.3	
Speciality Lodging	24	12	1.5	0.4	
Vacation Rentals	116	61	7.3	2.2	
LODGING	312	186	19.6	6.6	
Nature & Parks	67	64	4.2	2.3	
Sights & Landmarks	40	41	2.5	1.5	
Sightseeing Tours	77	55	4.8	2.0	
SIGHTSEEING	184	160	11.6	5.7	
Boat Tours & Water Sports	34	25	2.1	0.9	
Outdoor Activities	99	87	6.2	3.1	
SPORTS & ADVENTURE	133	112	8.4	4.0	
TOTAL	1763	1104	111.0	39.4	



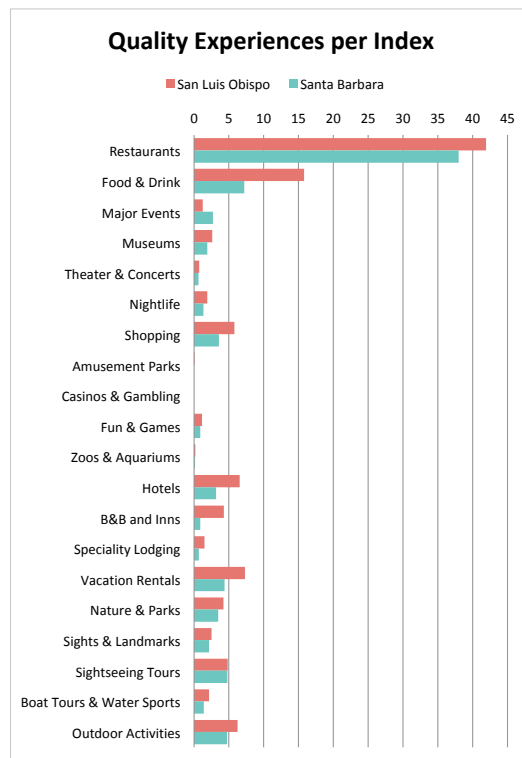
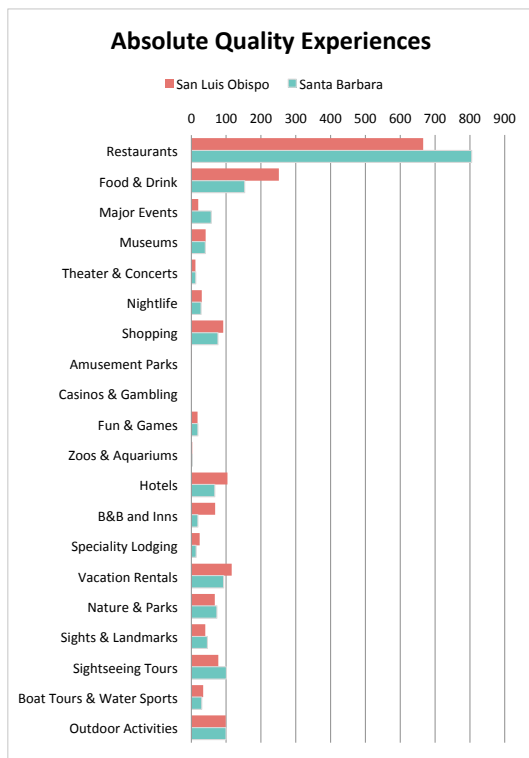
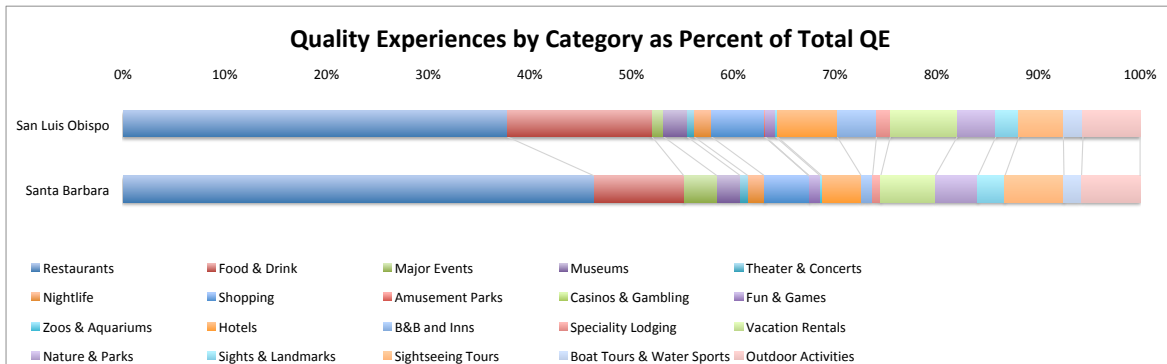
San Luis Obispo vs Napa		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Napa	San Luis Obispo	Napa	
Restaurants	666	266	41.9	19.6	
Food & Drink	251	578	15.8	42.7	
CULINARY	917	844	57.7	62.3	
Major Events	20	9	1.3	0.7	
Museums	41	28	2.6	2.1	
Theater & Concerts	12	10	0.8	0.7	
CULTURE	73	47	4.6	3.5	
Nightlife	30	23	1.9	1.7	
Shopping	92	64	5.8	4.7	
Amusement Parks	1	0	0.1	0.0	
Casinos & Gambling	0	0	0.0	0.0	
Fun & Games	18	5	1.1	0.4	
Zoos & Aquariums	3	0	0.2	0.0	
ENTERTAINMENT	144	92	9.1	6.8	
Hotels	104	56	6.5	4.1	
B&B and Inns	68	61	4.3	4.5	
Speciality Lodging	24	12	1.5	1.5	
Vacation Rentals	116	20	7.3	1.5	
LODGING	312	149	19.6	11.0	
Nature & Parks	67	35	4.2	2.6	
Sights & Landmarks	40	31	2.5	2.3	
Sightseeing Tours	77	162	4.8	12.0	
SIGHTSEEING	184	228	11.6	16.8	
Boat Tours & Water Sports	34	10	2.1	0.7	
Outdoor Activities	99	48	6.2	3.5	
SPORTS & ADVENTURE	133	58	8.4	4.3	
TOTAL	1763	1418	111.0	104.7	



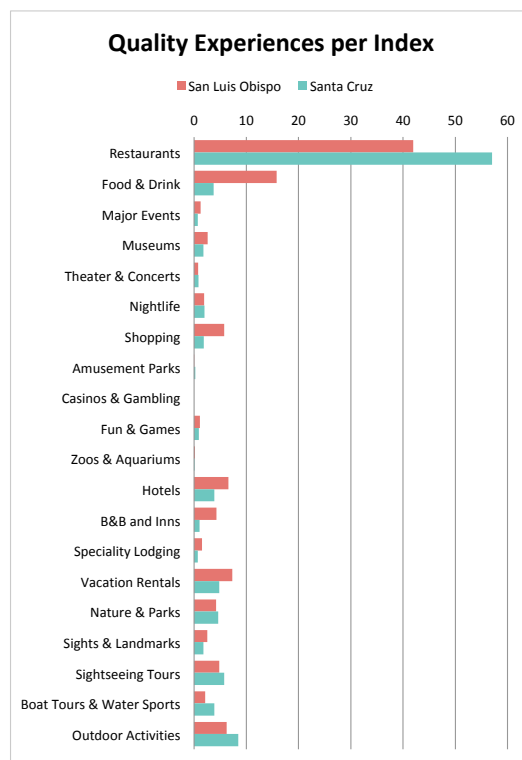
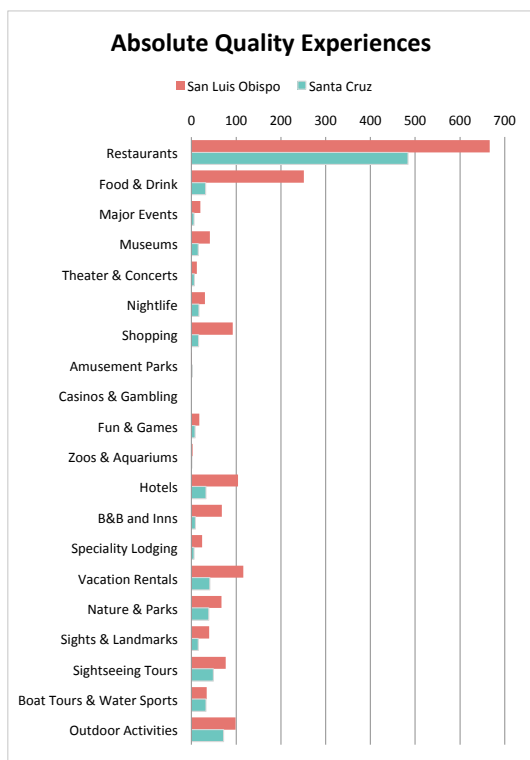
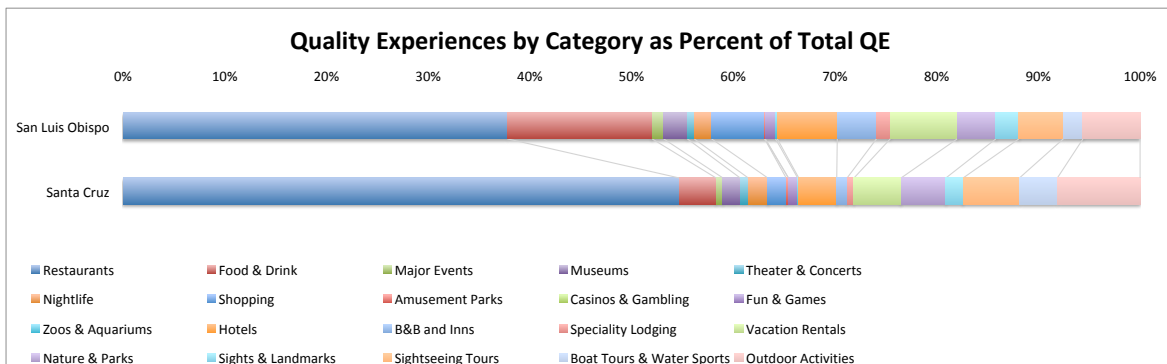
San Luis Obispo vs Riverside		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Riverside	San Luis Obispo	Riverside	
Restaurants	666	3801	41.9	49.8	
Food & Drink	251	91	15.8	1.2	
CULINARY	917	3892	57.7	51.0	
Major Events	20	27	1.3	0.4	
Museums	41	67	2.6	0.9	
Theater & Concerts	12	28	0.8	0.4	
CULTURE	73	122	4.6	1.6	
Nightlife	30	53	1.9	0.7	
Shopping	92	91	5.8	1.2	
Amusement Parks	1	7	0.1	0.1	
Casinos & Gambling	0	4	0.0	0.1	
Fun & Games	18	86	1.1	1.1	
Zoos & Aquariums	3	2	0.2	0.0	
ENTERTAINMENT	144	243	9.1	3.2	
Hotels	104	158	6.5	2.1	
B&B and Inns	68	30	4.3	0.4	
Speciality Lodging	24	65	1.5	0.9	
Vacation Rentals	116	670	7.3	8.8	
LODGING	312	923	19.6	12.1	
Nature & Parks	67	90	4.2	1.2	
Sights & Landmarks	40	86	2.5	1.1	
Sightseeing Tours	77	89	4.8	1.2	
SIGHTSEEING	184	265	11.6	3.5	
Boat Tours & Water Sports	34	2	2.1	0.0	
Outdoor Activities	99	153	6.2	2.0	
SPORTS & ADVENTURE	133	155	8.4	2.0	
TOTAL	1763	5600	111.0	73.4	



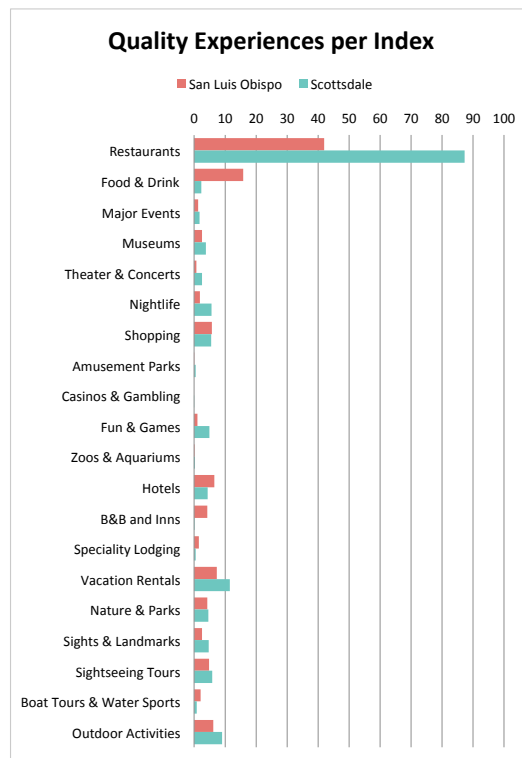
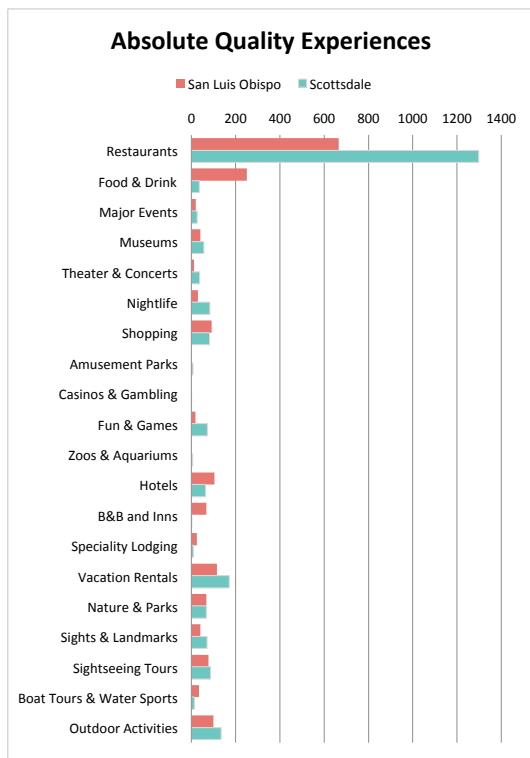
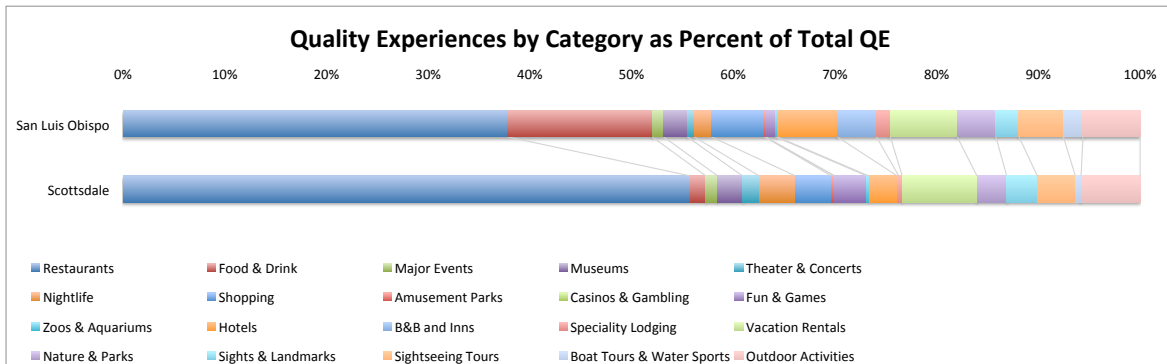
San Luis Obispo vs Santa Barbara		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Santa Barbara	San Luis Obispo	Santa Barbara	
Restaurants	666	805	41.9	38.0	
Food & Drink	251	153	15.8	7.2	
CULINARY	917	958	57.7	45.2	
Major Events	20	57	1.3	2.7	
Museums	41	40	2.6	1.9	
Theater & Concerts	12	13	0.8	0.6	
CULTURE	73	110	4.6	5.2	
Nightlife	30	28	1.9	1.3	
Shopping	92	76	5.8	3.6	
Amusement Parks	1	0	0.1	0.0	
Casinos & Gambling	0	0	0.0	0.0	
Fun & Games	18	19	1.1	0.9	
Zoos & Aquariums	3	3	0.2	0.1	
ENTERTAINMENT	144	126	9.1	5.9	
Hotels	104	67	6.5	3.2	
B&B and Inns	68	19	4.3	0.9	
Speciality Lodging	24	14	1.5	0.7	
Vacation Rentals	116	93	7.3	4.4	
LODGING	312	193	19.6	9.1	
Nature & Parks	67	73	4.2	3.4	
Sights & Landmarks	40	46	2.5	2.2	
Sightseeing Tours	77	101	4.8	4.8	
SIGHTSEEING	184	220	11.6	10.4	
Boat Tours & Water Sports	34	30	2.1	1.4	
Outdoor Activities	99	100	6.2	4.7	
SPORTS & ADVENTURE	133	130	8.4	6.1	
TOTAL	1763	1737	111.0	81.9	



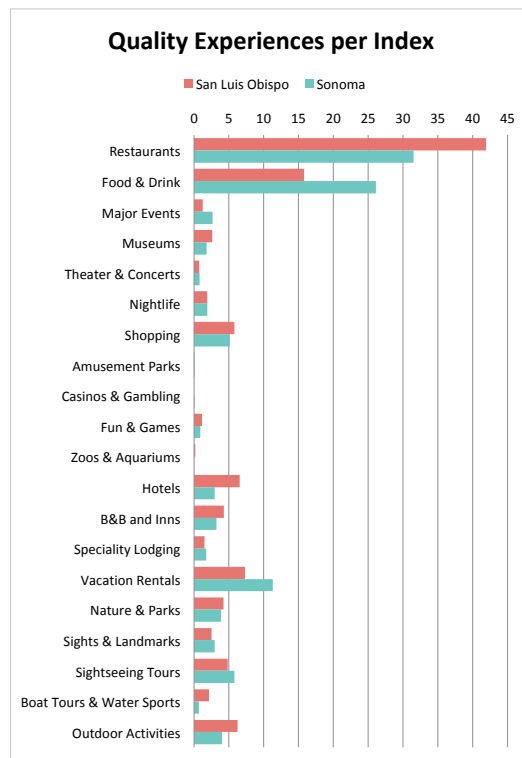
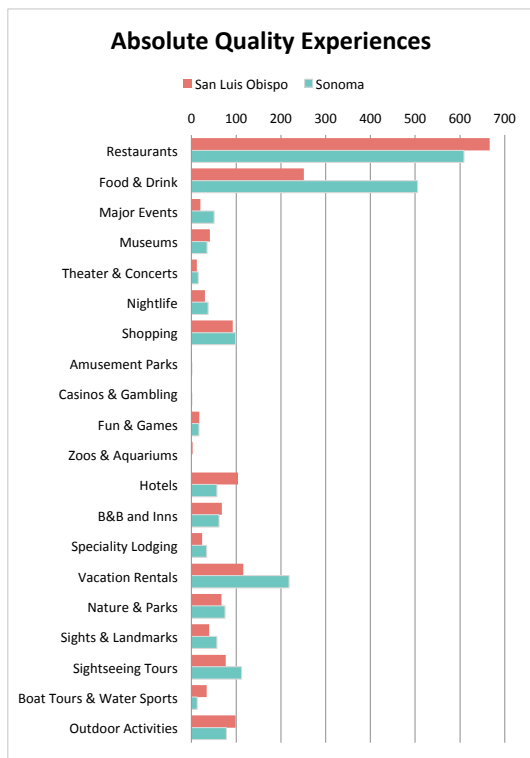
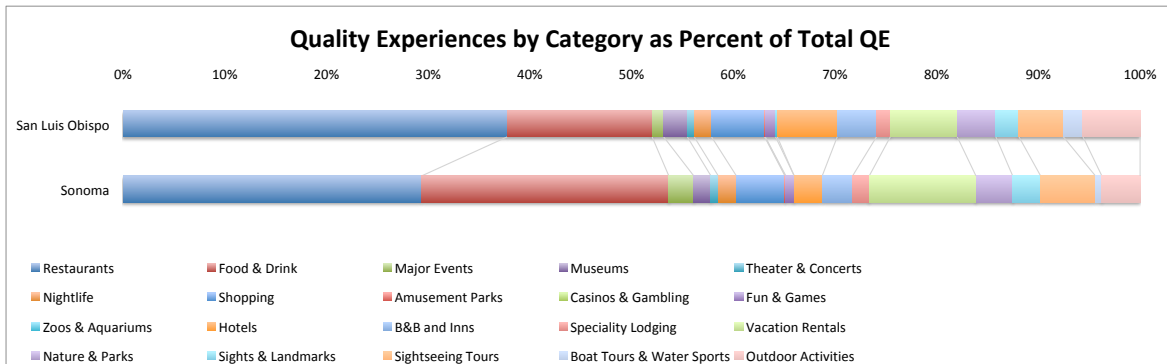
San Luis Obispo vs Santa Cruz		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Santa Cruz	San Luis Obispo	Santa Cruz	
Restaurants	666	484	41.9	57.0	
Food & Drink	251	32	15.8	3.8	
CULINARY	917	516	57.7	60.8	
Major Events	20	6	1.3	0.7	
Museums	41	15	2.6	1.8	
Theater & Concerts	12	7	0.8	0.8	
CULTURE	73	28	4.6	3.3	
Nightlife	30	17	1.9	2.0	
Shopping	92	16	5.8	1.9	
Amusement Parks	1	2	0.1	0.2	
Casinos & Gambling	0	0	0.0	0.0	
Fun & Games	18	8	1.1	0.9	
Zoos & Aquariums	3	1	0.2	0.1	
ENTERTAINMENT	144	44	9.1	5.2	
Hotels	104	33	6.5	3.9	
B&B and Inns	68	9	4.3	1.1	
Speciality Lodging	24	6	1.5	0.7	
Vacation Rentals	116	41	7.3	4.8	
LODGING	312	89	19.6	10.5	
Nature & Parks	67	39	4.2	4.6	
Sights & Landmarks	40	15	2.5	1.8	
Sightseeing Tours	77	49	4.8	5.8	
SIGHTSEEING	184	103	11.6	12.1	
Boat Tours & Water Sports	34	33	2.1	3.9	
Outdoor Activities	99	72	6.2	8.5	
SPORTS & ADVENTURE	133	105	8.4	12.4	
TOTAL	1763	885	111.0	104.2	



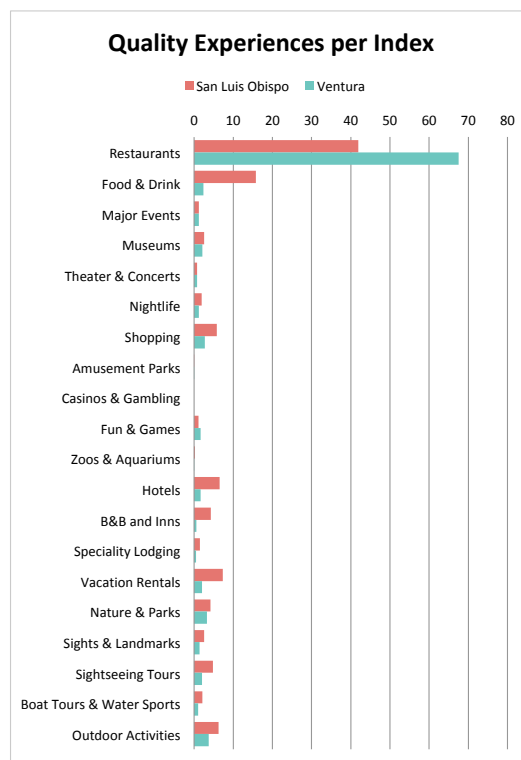
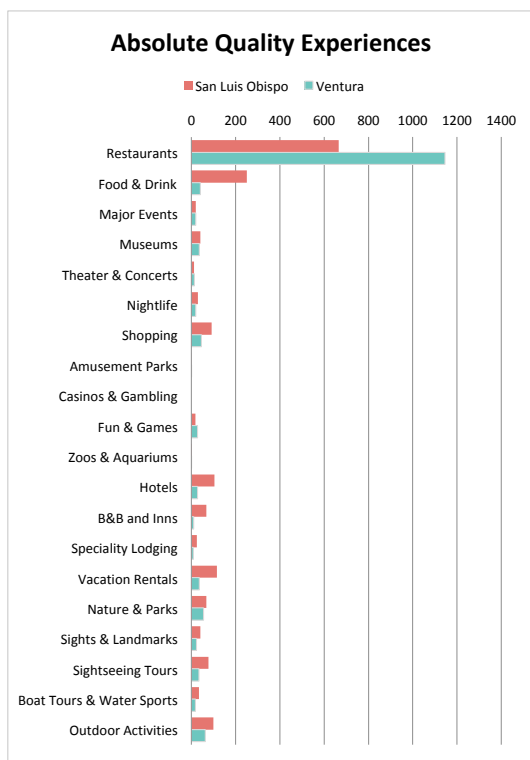
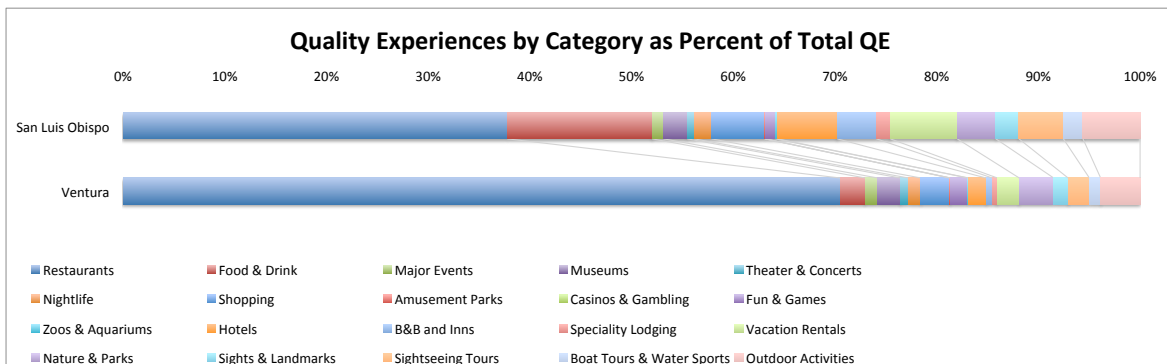
San Luis Obispo vs Scottsdale		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Scottsdale	San Luis Obispo	Scottsdale	
Restaurants	666	1298	41.9	87.2	
Food & Drink	251	35	15.8	2.4	
CULINARY	917	1333	57.7	89.6	
Major Events	20	27	1.3	1.8	
Museums	41	57	2.6	3.8	
Theater & Concerts	12	38	0.8	2.6	
CULTURE	73	122	4.6	8.2	
Nightlife	30	83	1.9	5.6	
Shopping	92	82	5.8	5.5	
Amusement Parks	1	7	0.1	0.5	
Casinos & Gambling	0	1	0.0	0.1	
Fun & Games	18	73	1.1	4.9	
Zoos & Aquariums	3	5	0.2	0.3	
ENTERTAINMENT	144	251	9.1	16.9	
Hotels	104	65	6.5	4.4	
B&B and Inns	68	3	4.3	0.2	
Speciality Lodging	24	8	1.5	0.5	
Vacation Rentals	116	171	7.3	11.5	
LODGING	312	247	19.6	16.6	
Nature & Parks	67	68	4.2	4.6	
Sights & Landmarks	40	70	2.5	4.7	
Sightseeing Tours	77	87	4.8	5.8	
SIGHTSEEING	184	225	11.6	15.1	
Boat Tours & Water Sports	34	13	2.1	0.9	
Outdoor Activities	99	135	6.2	9.1	
SPORTS & ADVENTURE	133	148	8.4	9.9	
TOTAL	1763	2326	111.0	156.3	



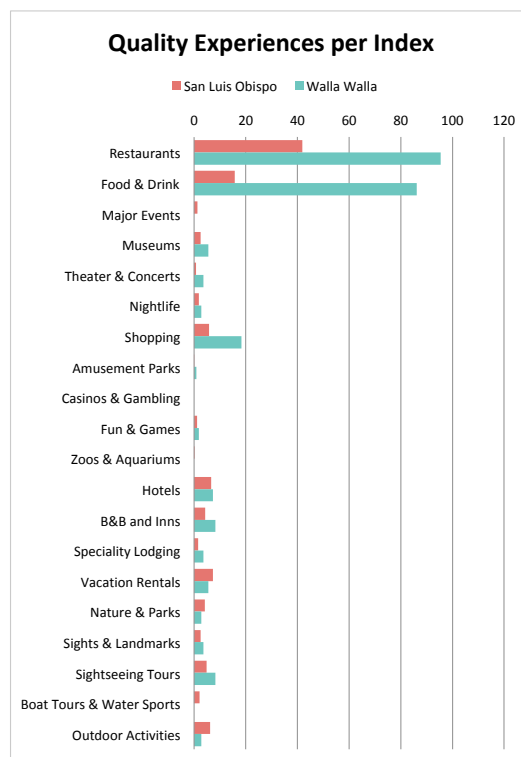
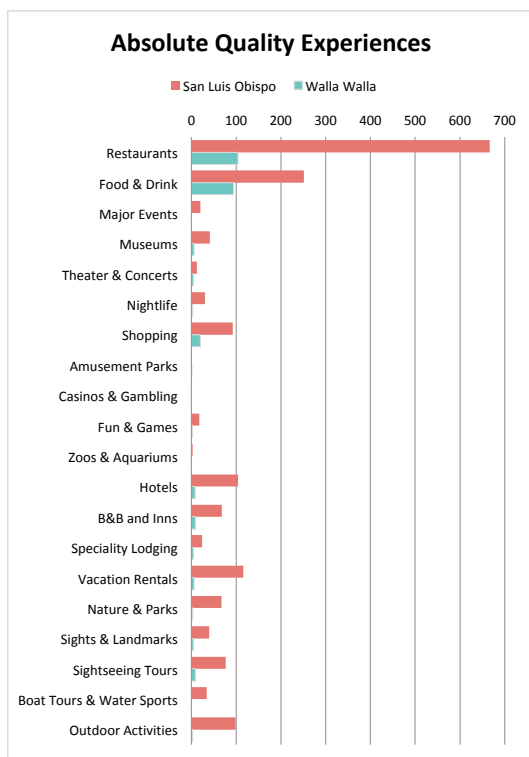
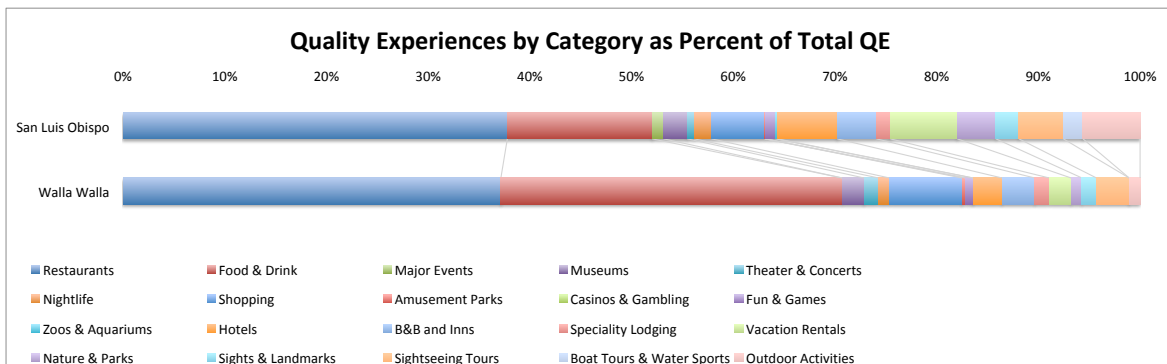
San Luis Obispo vs Sonoma		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Sonoma	San Luis Obispo	Sonoma	
Restaurants	666	609	41.9	31.5	
Food & Drink	251	505	15.8	26.1	
CULINARY	917	1114	57.7	57.6	
Major Events	20	51	1.3	2.6	
Museums	41	35	2.6	1.8	
Theater & Concerts	12	15	0.8	0.8	
CULTURE	73	101	4.6	5.2	
Nightlife	30	37	1.9	1.9	
Shopping	92	99	5.8	5.1	
Amusement Parks	1	1	0.1	0.1	
Casinos & Gambling	0	1	0.0	0.1	
Fun & Games	18	17	1.1	0.9	
Zoos & Aquariums	3	0	0.2	0.0	
ENTERTAINMENT	144	155	9.1	8.0	
Hotels	104	57	6.5	2.9	
B&B and Inns	68	62	4.3	3.2	
Speciality Lodging	24	34	1.5	1.8	
Vacation Rentals	116	218	7.3	11.3	
LODGING	312	371	19.6	19.2	
Nature & Parks	67	75	4.2	3.9	
Sights & Landmarks	40	57	2.5	2.9	
Sightseeing Tours	77	112	4.8	5.8	
SIGHTSEEING	184	244	11.6	12.6	
Boat Tours & Water Sports	34	13	2.1	0.7	
Outdoor Activities	99	78	6.2	4.0	
SPORTS & ADVENTURE	133	91	8.4	4.7	
TOTAL	1763	2076	111.0	107.3	



San Luis Obispo vs Ventura		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Ventura	San Luis Obispo	Ventura	
Restaurants	666	1145	41.9	67.6	
Food & Drink	251	40	15.8	2.4	
CULINARY	917	1185	57.7	69.9	
Major Events	20	20	1.3	1.2	
Museums	41	36	2.6	2.1	
Theater & Concerts	12	13	0.8	0.8	
CULTURE	73	69	4.6	4.1	
Nightlife	30	20	1.9	1.2	
Shopping	92	46	5.8	2.7	
Amusement Parks	1	1	0.1	0.1	
Casinos & Gambling	0	0	0.0	0.0	
Fun & Games	18	28	1.1	1.7	
Zoos & Aquariums	3	1	0.2	0.1	
ENTERTAINMENT	144	96	9.1	5.7	
Hotels	104	28	6.5	1.7	
B&B and Inns	68	10	4.3	0.6	
Speciality Lodging	24	8	1.5	0.5	
Vacation Rentals	116	35	7.3	2.1	
LODGING	312	81	19.6	4.8	
Nature & Parks	67	55	4.2	3.2	
Sights & Landmarks	40	23	2.5	1.4	
Sightseeing Tours	77	34	4.8	2.0	
SIGHTSEEING	184	112	11.6	6.6	
Boat Tours & Water Sports	34	18	2.1	1.1	
Outdoor Activities	99	63	6.2	3.7	
SPORTS & ADVENTURE	133	81	8.4	4.8	
TOTAL	1763	1624	111.0	95.8	



San Luis Obispo vs Walla Walla		Absolute Quality Experiences (QE)		Indexed Quality Experiences	
Category	San Luis Obispo	Walla Walla	San Luis Obispo	Walla Walla	
Restaurants	666	104	41.9	95.4	
Food & Drink	251	94	15.8	86.2	
CULINARY	917	198	57.7	181.7	
Major Events	20	0	1.3	0.0	
Museums	41	6	2.6	5.5	
Theater & Concerts	12	4	0.8	3.7	
CULTURE	73	10	4.6	9.2	
Nightlife	30	3	1.9	2.8	
Shopping	92	20	5.8	18.3	
Amusement Parks	1	1	0.1	0.9	
Casinos & Gambling	0	0	0.0	0.0	
Fun & Games	18	2	1.1	1.8	
Zoos & Aquariums	3	0	0.2	0.0	
ENTERTAINMENT	144	26	9.1	23.9	
Hotels	104	8	6.5	7.3	
B&B and Inns	68	9	4.3	8.3	
Speciality Lodging	24	4	1.5	3.7	
Vacation Rentals	116	6	7.3	5.5	
LODGING	312	27	19.6	24.8	
Nature & Parks	67	3	4.2	2.8	
Sights & Landmarks	40	4	2.5	3.7	
Sightseeing Tours	77	9	4.8	8.3	
SIGHTSEEING	184	16	11.6	14.7	
Boat Tours & Water Sports	34	0	2.1	0.0	
Outdoor Activities	99	3	6.2	2.8	
SPORTS & ADVENTURE	133	3	8.4	2.8	
TOTAL	1763	280	111.0	256.9	



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