

- Industry Engagement -

Visit SLO CAL Publishes FY 2017/18 Marketing Plan

Visit SLO CAL published its plan for promoting SLO CAL through the fiscal year ahead. This plan includes an overview of VSC's holistic approach to earned, owned and paid media, as well as sales and industry relations, to advance the SLO CAL brand and grow tourism to our destination. The FY 2017/18 Marketing Plan was distributed digitally via the SLO CAL website and This Week in SLO CAL. Printed copies were distributed to VSC Board and Committee members and the file was made available digitally through the SLO CAL website and This Week In SLO CAL.



VSC Board Elects New Executive Committee and Marketing Committee Members

The VSC Board of Directors recently elected its new Executive Committee as follows: Clint Pearce as Chair, John Arnold as Vice Chair, JP Patel as Secretary, Aaron Graves as Treasurer, and Jay Jamison will remain on as Past President. The Board of Directors also approved the addition of three new marketing professionals to the VSC Marketing Committee, including Shari Clark of BCA, Jill Tweedie of Breakaway Tours & Event Planning and Stacie Jacob, interim CEO of Paso Robles Destination.

VSC Attends DMA West CEO Leadership Summit

Chuck Davison, President & CEO, attended DMA West's 28th Annual Leadership Summit in Aspen, Colorado July 31 - August 2. This summit gathered DMO leaders to explore industry priorities, to share insights on challenges facing DMO's and to learn more on destination marketing and sales best practices.



Upcoming Opportunities & Events

- **California Wine Month** (September): Please submit any special wine and culinary-related activities, deals, facts, information or giveaway items to Jordan@SLOCAL.com.
- **Fall Industry Educational Symposium** (September 21): Speakers include Arrivalist, JBS Hotels, Host Compliance as well as an update from Chuck Davison. RSVP at <http://bit.ly/fall-symposium-2017>.
- **SLO CAL Packaging Party** (October 19): SLO CAL's lodging and non-lodging members will have the chance to network in a speed dating-style event to create special packages for SLO CAL visitors. For more information, reach out to Pam Roberts, Events & Membership Manager at Pam@SLOCAL.com.



Screen capture of the Hwy 1 closure from The Tribune (left) and Chuck Davison on KSBY (right).



- PR and Travel Trade -

Media Placements

- Toronto, Calgary, Edmonton & Ottawa Sun Newspapers: *Food, Fun & Family on Father-Daughter Road Trip* - <http://bit.ly/Foodfunfamily>
- KSBY: *Cambria Businesses Adjust to New Normal* - <http://bit.ly/KSBYCambria>
- The Tribune: *How Much has Tourism Slid Since the Highway 1 Slides?*
<http://bit.ly/TribuneHighway1>

Media Visits

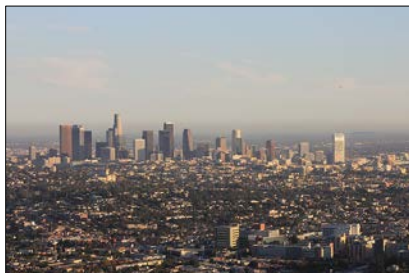
- The Daily Mom
- Evening Standard (UK)
- Travel Weekly (UK)
- Budget Travel
- Let's Dine Out
- Sunset Magazine

Travel Trade

- September Meetings & Conventions Mission (Bay Area), September 26-28
 - *Co-op space available (\$300) – Contact Michael@SLOCAL.com for more details.*
- Recreation Vehicle Industry Association (Pomona), October 6-15
- Vacation Rental Management Association National (Orlando), October 14
- World Travel Market (London), November 6
- IPW (Denver), May 19-23
 - *Early bird pricing ends in November*

Film Commission

- Major Motion Picture (late July-August)
- DIY Network: Cabin Brothers (August)



VSC Attends Los Angeles Tour and Travel Sales Mission

On July 25-27, Michael Wambolt, Director of Travel Trade, held meetings with China inbound operators including JBS Hotels, Nan Hu Travel, Galaxy Tours, Hyde Tours as well as meetings with EagleRider, ATI, American Ring Travel and New World Travel.

VISIT SLO CAL WEB ACTIVITY

SESSIONS:	70,911
UNIQUE VISITORS:	58,509
PAGE VIEWS:	188,665
AVG. PAGE VIEWS/VISIT:	2.66
AVG. TIME ON SITE:	2:01
TOTAL ORGANIC TRAFFIC:	52,306
% OF ORGANIC:	74%
MOBILE SESSIONS:	43,856
MOST VISITED EVENT PAGE:	
FAIRS AND FESTIVALS (2,149 VIEWS)	
TOTAL BLOG VISITS:	18,847
MOST SHARED BLOG:	CAN'T MISS SIGHTS OF SLO CAL'S NORTH COAST (193 SHARES)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES:	22,705	NEW:	218
TOT. IMPRESSIONS:	89,537		
HIGHEST REACH:	ENTER NOW TO WIN THIS DELICIOUSLY SLO CAL GIFT BASKET... (5.6K PEOPLE REACHED)		
HIGHEST ENGAGEMENT:	ENTER NOW TO WIN THIS DELICIOUSLY SLO CAL GIFT BASKET (286 ENGAGEMENTS)		

	FOLLOWERS	NEW
TWITTER:	7,328	92
27.7K IMPRESSIONS		
PINTEREST:	704	0
INSTAGRAM:	14.8K	800

VISITOR GUIDE DIST.

WEB DOWNLOADS:	142
GUIDES DISTRIBUTED:	1,334
TOTAL:	1,476
THIS MONTH IN SLO CAL	
SUBSCRIBERS	35,512
OPENS:	5,747
CLICK-THROUGHS:	903
THIS WEEK IN SLO CAL	
CIRCULATION:	1,108
MOST CLICKED LINK:	STR REPORT

June 2017 vs June 2016 Lodging Statistics (STR, Inc.)

Current Month - June 2017 vs June 2016												
	Occ %		ADR		RevPAR		Percent Change from June 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	79.3	78.1	138.95	132.54	110.26	103.55	1.6	4.8	6.5	6.5	0.0	1.6
Cambria, CA+	77.3	82.8	192.73	195.71	149.02	162.07	-6.6	-1.5	-8.0	-7.9	0.1	-6.5
Morro Bay, CA+	74.6	78.0	149.67	141.62	111.73	110.43	-4.3	5.7	1.2	1.3	0.1	-4.2
Paso Robles, CA+	80.7	81.3	153.71	150.67	124.08	122.57	-0.8	2.0	1.2	1.2	0.0	-0.8
Pismo Beach, CA+	80.6	81.1	195.50	188.61	157.60	153.05	-0.7	3.7	3.0	3.0	0.1	-0.6
San Luis Obispo, CA+	79.0	78.9	164.33	160.81	129.90	126.92	0.2	2.2	2.3	2.4	0.0	0.2
San Simeon, CA+	61.8	72.5	142.52	139.07	88.09	100.87	-14.8	2.5	-12.7	-12.7	0.0	-14.8
Five Cities+	78.2	79.6	187.56	181.44	146.66	144.36	-1.7	3.4	1.6	1.6	0.0	-1.7
North Coast+	70.6	78.0	170.90	169.60	120.63	132.28	-9.5	0.8	-8.8	-8.7	0.1	-9.4
North County+	80.4	80.5	149.84	146.00	120.41	117.52	-0.2	2.6	2.5	2.5	0.0	-0.2
South County+	78.6	79.3	176.54	171.76	138.75	136.13	-0.8	2.8	1.9	2.0	0.0	-0.8
San Luis Obispo County	77.4	79.3	167.34	163.02	129.52	129.31	-2.4	2.7	0.2	0.2	0.0	-2.4
Santa Barbara/Santa Maria	81.6	79.8	206.27	196.69	168.40	156.98	2.3	4.9	7.3	12.0	4.4	6.8
Monterey/Salinas	80.8	82.2	197.37	190.19	159.39	156.32	-1.7	3.8	2.0	2.5	0.5	-1.2
California	81.3	80.6	165.92	162.26	134.91	130.81	0.9	2.3	3.1	4.7	1.5	2.4

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