

ACTIVITY REPORT, OCTOBER 2017

- Industry Engagement -

Visit SLO CAL Launches Fall Media Campaign

Visit SLO CAL launched the fall advertising campaign in October. Working with our new media partner, Goodway Group, and our creative agency, BCF, VSC is delivering digital banners, search engine marketing (SEM) and social media ads in six key feeder markets:

LA, San Francisco, Phoenix, Seattle, Denver and Las Vegas. Using Goodway's proprietary algorithm, this digital-only campaign will be optimized for performance to drive high-value traffic to the SLO CAL website. The fall campaign will run through mid-November to avoid holiday shopping competition and a winter-spring campaign will kick off in 2018, with SEM running year-round.

VSC Welcomes Kimberly Headington and Yarina Valverde

In October, Visit SLO CAL grew our team by two! Please join us in welcoming Kimberly Headington as the Executive Assistant to the President & CEO and Yarina Valverde as VSC's new Brand & Digital Manager, in charge of managing VSC's owned and paid media programs.

**VSC Constituents and Members Gather for Fall Packaging Party**

Visit SLO CAL, along with 16 lodging partners and 18 activity, restaurant and transportation members gathered at Oyster Ridge at Ancient Peaks Winery for the fall Packaging Party. Utilizing a speed-dating format, all attendees were able to meet and make connections over the course of a quick three-minute conversation to create new and dynamic package deals for visitors.

VSC Attends Grand Opening of New SLO County Regional Airport Terminal

On October 14, VSC's President & CEO Chuck Davison, VP of Marketing Brooke Burnham and Membership & Events Manager Pam Roberts attended the Grand Opening of the new San Luis Obispo County Regional Airport Terminal. The new terminal features one large SLO CAL banner welcoming visitors in the terminal area as well as one in baggage claim above the rental car kiosks (pictured to the right).

**Upcoming Opportunities & Events**

- **Holiday Events:** The holidays are fast approaching and VSC is beginning to promote holiday travel. Please help us by logging into your [member profile](#) to update and upload your holiday events today.
- **Restaurant Month:** Restaurant Month is January 1-31, 2018 and Visit SLO CAL is taking sign ups now through November 20. If you would like to participate, please email [Jordan Carson](#).



Group Media FAM olive oil tasting at Pasolivo (left) and visiting Covell's Clydesdales (right).



- PR and Travel Trade -

Media Placements

- Vogue: *The Essential Road Trip Itinerary for California's Highway 1* - <http://bit.ly/SLOCALVogue>
- Sunset: *Top 20 Beach Hotels* - <http://bit.ly/SunsetSLOCAL>
- Telegraph UK: *Four Great Californian Road Trips* - <http://bit.ly/UKSLOCAL>
- Telegraph UK: *A Foodie's Guide to California's Central Coast* - <http://bit.ly/TelegraphSLOCAL>
- Los Angeles Times: *Best Places on California's Coast to See Monarch Butterflies This Fall and Winter* - <http://bit.ly/LaTimesSLOCAL>
- Toronto Sun: *10 Hidden Gems in California*: <http://bit.ly/TorontoSLOCAL>

Media Visits

- October Media FAM (pictured above) – Westways, Orange Coast Magazine, Santa Barbara Life & Style Magazine, Travel + Leisure, Hemisphere's Magazine, Good Morning Arizona
- Afar
- Santa Barbara Independent

2018 Southern California Lodging Forecast

On October 20, VSC Operations Manager Brendan Pringle attended the 2017 Southern California Visitor Industry Outlook Conference in Huntington Beach, CA. At the conference, CBRE unveiled their 2018 Southern California Lodging Forecast, [linked here](#). The document includes their forecast for SLO CAL on pages 90-100.



VSC Attends RVIA and VRMA

Michael Wambolt, VSC Director of Travel Trade attended the 65th annual Recreational Vehicle Industry Association (RVIA) show in Pomona, CA. From October 6-15 the SLO CAL booth saw over 1000 RVIA attendees with 200 signups for the getaway sweepstakes. Wambolt also attended the Vacation Rental Management Association National Convention in Orlando, FL October 15-18.



**VISIT SLO CAL
WEB ACTIVITY**

| | |
|---------------------------------|--|
| SESSIONS: | 89,118 |
| UNIQUE VISITORS: | 74,059 |
| PAGE VIEWS: | 189,252 |
| AVG. PAGE VIEWS/VISIT: | 2.12 |
| AVG. TIME ON SITE: | 2:03 |
| TOTAL ORGANIC TRAFFIC: | 35,581 |
| % OF ORGANIC: | 40% |
| MOBILE SESSIONS: | 60,436 |
| MOST VISITED EVENT PAGE: | CAMBRIA SCARECROW FESTIVAL (1,674 VIEWS) |
| TOTAL BLOG VISITS: | 17,582 |
| MOST SHARED BLOG: | YOUR SPIRIT WILL COME ALIVE IN CAMBRIA THIS FALL (5.1K SHARES) |

**VISIT SLO CAL
SOCIAL MEDIA ACTIVITY**

| | | |
|----------------------------------|--|-------------------|
| FACEBOOK | | |
| LIKES: | 25,633 | NEW: 1,142 |
| TOT. ORGANIC IMPRESSIONS: | 83,661 | |
| HIGHEST REACH: | LIFE IS SHORT AND THE WORLD IS JUST WAITING... (115K PEOPLE REACHED) | |
| HIGHEST ENGAGEMENT: | LIFE IS SHORT AND THE WORLD IS JUST WAITING... (5K ENGAGEMENTS) | |
| | FOLLOWERS | NEW |
| TWITTER: | 7,535 | 44 |
| | 22.3K IMPRESSIONS | |
| PINTEREST: | 712 | 2 |
| INSTAGRAM: | 16K | 700 |

VISITOR GUIDE DIST.

| | |
|------------------------------|--------------|
| WEB DOWNLOADS: | 234 |
| GUIDES DISTRIBUTED: | 1,259 |
| TOTAL: | 1,493 |
| THIS MONTH IN SLO CAL | |
| SUBSCRIBERS | 35,257 |
| OPENS: | 5,072 |
| CLICK-THROUGHS: | 805 |
| THIS WEEK IN SLO CAL | |
| CIRCULATION: | 1,309 |
| MOST CLICKED LINK: | STR REPORT |

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

| Current Month - September 2017 vs September 2016 | | | | | | | | | | | | |
|--|-------|------|--------|--------|--------|--------|------------------------------------|------|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from September 2016 | | | | | |
| | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Atascadero, CA+ | 72.6 | 72.0 | 131.47 | 126.11 | 95.43 | 90.82 | 0.8 | 4.3 | 5.1 | 5.1 | 0.0 | 0.8 |
| Cambria, CA+ | 73.8 | 77.7 | 191.62 | 189.44 | 141.39 | 147.27 | -5.1 | 1.2 | -4.0 | -4.0 | 0.0 | -5.1 |
| Morro Bay, CA+ | 71.8 | 73.1 | 143.78 | 136.72 | 103.21 | 100.00 | -1.9 | 5.2 | 3.2 | 3.3 | 0.1 | -1.7 |
| Paso Robles, CA+ | 77.7 | 77.7 | 147.93 | 142.14 | 114.98 | 110.42 | 0.1 | 4.1 | 4.1 | 4.2 | 0.1 | 0.1 |
| Pismo Beach, CA+ | 78.1 | 77.6 | 182.71 | 173.19 | 142.69 | 134.48 | 0.6 | 5.5 | 6.1 | 6.2 | 0.1 | 0.6 |
| San Luis Obispo, CA+ | 74.7 | 74.8 | 158.01 | 151.10 | 118.00 | 113.08 | -0.2 | 4.6 | 4.4 | 4.5 | 0.1 | -0.1 |
| San Simeon, CA+ | 62.0 | 64.0 | 141.50 | 123.75 | 87.68 | 79.20 | -3.2 | 14.3 | 10.7 | 10.7 | 0.0 | -3.2 |
| Five Cities+ | 76.1 | 76.2 | 174.98 | 165.72 | 133.21 | 126.27 | -0.1 | 5.6 | 5.5 | 5.5 | 0.0 | -0.0 |
| North Coast+ | 68.6 | 71.4 | 168.66 | 160.40 | 115.70 | 114.59 | -4.0 | 5.2 | 1.0 | 1.0 | 0.0 | -4.0 |
| North County+ | 76.4 | 76.2 | 143.78 | 138.12 | 109.80 | 105.22 | 0.2 | 4.1 | 4.4 | 4.4 | 0.1 | 0.3 |
| South County+ | 75.4 | 75.6 | 167.05 | 158.89 | 126.04 | 120.05 | -0.1 | 5.1 | 5.0 | 5.1 | 0.1 | -0.1 |
| San Luis Obispo County | 74.2 | 74.8 | 160.18 | 152.67 | 118.91 | 114.26 | -0.8 | 4.9 | 4.1 | 4.1 | 0.1 | -0.8 |
| Santa Barbara/Santa Maria | 80.7 | 79.5 | 211.37 | 200.87 | 170.52 | 159.64 | 1.5 | 5.2 | 6.8 | 12.1 | 5.0 | 6.5 |
| Monterey/Salinas | 82.1 | 83.2 | 216.37 | 204.31 | 177.70 | 170.06 | -1.3 | 5.9 | 4.5 | 5.3 | 0.7 | -0.6 |
| California | 77.9 | 78.3 | 164.08 | 161.65 | 127.79 | 126.55 | -0.5 | 1.5 | 1.0 | 2.6 | 1.6 | 1.0 |

SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. THESE ARE CUSTOM SETS WHICH HAVE BEEN DEVELOPED BY STR FOR LICENSEE'S MARKET.