

ACTIVITY REPORT, NOVEMBER 2017

- Industry Engagement -

SAVOR at San Diego Bay Wine & Food Festival

For the second year in a row, SAVOR – A SLO CAL Experience attended the San Diego Bay Wine & Food Festival on November 18. This year, SLO CAL was able to debut a booth that was ten feet longer, allowing us to showcase 15 food, wine, beer and distillery partners, as well as the Atascadero & Morro Bay DMO's to 5,000 event attendees. SLO CAL also sponsored SLO Wine's seminar and booth at Somm Con on November 17, a lead-up event to Saturday's Grand Tasting.

On the Horizon: Taste Washington March 24-25, 2018 in Seattle

**Film SLO CAL Holds Aerial Filming Workshop**

Film SLO CAL held an Aerial Filming Workshop in partnership with the California Film Commission and FAA on November 13. Eve Honthamer, Deputy Director of the CA Film Commission presented the workshop, highlighting the regulations for filming with a helicopter or drone over public property. To view the presentation, please visit our local filming page [here](#).

**Hosted VSC All Agency Meeting**

On November 14 & 15 VSC hosted its creative, media and PR agencies for the first All Agency Meeting in SLO CAL. Over two days, VSC and its agencies met to discuss strategies, goals and brainstorm fresh ideas for the Winter-Spring campaign.

Following the meeting, three account representatives from Turner Public Relations, VSC's national PR agency, immersed themselves in the county for three full days to experience a variety of lodging properties, activity, food and cultural options.

**Fall Ad Campaign**

Visit SLO CAL ran the 2017 fall ad campaign in October and November. Digital banner ads and paid social media ads ran in SLO CAL's six target markets of Seattle, Denver, Los Angeles, San Francisco, Phoenix and Las Vegas. The goal of this campaign was to drive intent to book and raise awareness of the county. VSC allocated additional funds to expand advertising around wine, informing that our area was unaffected by the fires in Northern California.

**Upcoming Opportunities & Events**

- **New Website Workshop for Members:** Learn about new SLOCAL.com website resources by attending one of our workshops! January 9 from 4:30-6 pm in SLO or January 10 at 9-10:30 am in South County and 1-2:30 pm in North County. These workshops are open to all tourism-related businesses in SLO County. [RSVP here, today!](#)



Morro Bay featured in Mile High Mamas (left) and Allegretto Vineyard Resort featured in Smart Meetings (right).



- PR and Travel Trade -

Media Placements

- Mercury News: *Ultimate California: 12 Getaways for the Coming Year* - <http://bit.ly/GetawaysMercuryNews>
- Travel Weekly: *California Coast: Golden State Highlights* - <http://bit.ly/TravelWeeklySLOCAL>
- Smart Meetings: *California's Central Coast is Open for Business* - <http://bit.ly/SmartMeetingsSLOCAL>
- Mile High Mamas: *Central California: A Wonderland of Untouched Beaches, Castles & Dunes* - <http://bit.ly/MileHighMama>

Media Visits

- Freelancer: The San Bernardino Sun, The Daily Bulletin, San Gabriel News, Redlands Daily Facts, Whittier Daily News and Pasadena Star
- Freelancer – Afar, Sunset, 5280 and Denver Magazine
- Canadian Geographic
- Coach Magazine (UK)

Film SLO CAL

- Rihanna Puma Commercial
- Nick Jonas Music Video
- Jay Leno Garage
- GMC
- Subaru

Film SLO CAL Attends American Film Market

Film SLO CAL and the SLO International Film Festival attended American Film Market (AFM) on November 3-5. Eight California Film Commissions partnered to represent and exhibit at the event where 8K+ were in attendance. Film SLO CAL was able to meet with dozens of industry representatives to discuss filming opportunities in SLO CAL.



VSC Attends World Travel Market in London

Michael Wambolt, VSC Director of Travel Trade attended World Travel Market in London November 6-8. Through VSC's partnership with Black Diamond, SLO CAL exhibited at this show for the first time ever, garnering 13 travel trade appointments, three media appointments and travel agency trainings.

VISIT SLO CAL WEB ACTIVITY

SESSIONS:	99,344
UNIQUE VISITORS:	79,926
PAGE VIEWS:	195,971
AVG. PAGE VIEWS/VISIT:	1.97
AVG. TIME ON SITE:	2:06
TOTAL ORGANIC TRAFFIC:	32,441
% OF ORGANIC:	33%
MOBILE SESSIONS:	71,632
MOST VISITED EVENT PAGE:	TALL SHIPS COME TO MORRO BAY (1,014 VIEWS)
TOTAL BLOG VISITS:	21,105
MOST SHARED BLOG:	BUCKET LIST WORTHY MOMENTS IN MORRO BAY (11.5K SHARES)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK		
LIKES:	26,957	NEW: 776
TOT. ORGANIC IMPRESSIONS:	98,148	
HIGHEST REACH:	PUT LIFE ON COAST IN MORRO BAY... (203K PEOPLE REACHED)	
HIGHEST ENGAGEMENT:	PUT LIFE ON COAST IN MORRO BAY... (14.5K ENGAGEMENTS)	
	FOLLOWERS	NEW
TWITTER:	7,586	51
	26.2K IMPRESSIONS	
PINTEREST:	712	2
INSTAGRAM:	16.3K	300

VISITOR GUIDE DIST.

WEB DOWNLOADS:	94
GUIDES DISTRIBUTED:	3,657
TOTAL:	3,751

THIS MONTH IN SLO CAL

SUBSCRIBERS	35,304
OPENS:	4,257
CLICK-THROUGHS:	657

THIS WEEK IN SLO CAL

CIRCULATION:	1,310
MOST CLICKED LINK:	STR REPORT

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

	Current Month - October 2017 vs October 2016											
	Occ %		ADR		RevPAR		Percent Change from October 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	66.3	62.1	124.53	124.55	82.59	77.33	6.8	-0.0	6.8	6.8	0.0	6.8
Cambria, CA+	69.9	76.5	179.02	181.86	125.08	139.17	-8.7	-1.6	-10.1	-10.1	0.0	-8.7
Morro Bay, CA+	66.1	69.0	129.18	126.76	85.44	87.49	-4.2	1.9	-2.3	-2.2	0.1	-4.1
Paso Robles, CA+	74.8	72.1	138.61	141.57	103.68	102.01	3.8	-2.1	1.6	1.7	0.1	3.9
Pismo Beach, CA+	71.1	72.8	167.46	164.86	118.99	120.05	-2.4	1.6	-0.9	-0.8	0.1	-2.4
San Luis Obispo, CA+	70.3	72.8	146.93	146.19	103.31	106.46	-3.4	0.5	-3.0	-2.9	0.1	-3.4
San Simeon, CA+	55.1	65.2	126.98	126.68	69.99	82.61	-15.5	0.2	-15.3	-15.3	0.0	-15.5
Five Cities+	69.5	71.5	159.97	157.49	111.15	112.61	-2.8	1.6	-1.3	-1.3	0.0	-2.8
North Coast+	63.1	71.0	156.02	156.42	98.45	111.12	-11.2	-0.3	-11.4	-11.4	0.0	-11.2
North County+	72.6	69.4	135.20	137.53	98.09	95.46	4.5	-1.7	2.7	2.8	0.1	4.6
South County+	69.9	72.1	153.78	152.11	107.45	109.71	-3.1	1.1	-2.1	-2.0	0.1	-3.1
San Luis Obispo County	69.0	71.1	147.83	147.54	102.06	104.89	-2.9	0.2	-2.7	-2.6	0.1	-2.8
Santa Barbara/Santa Maria	73.3	73.6	198.00	193.93	145.13	142.69	-0.4	2.1	1.7	7.6	5.8	5.4
Monterey/Salinas	79.1	76.1	203.31	196.25	160.77	149.39	3.9	3.6	7.6	8.9	1.2	5.2
California	77.1	77.6	166.34	163.18	128.19	126.65	-0.7	1.9	1.2	2.9	1.7	0.9