

ACTIVITY REPORT, DECEMBER 2017

- Industry Engagement -

**Brown Act Training**

Visit SLO CAL will be hosting Brown Act Training on **Wednesday, February 21, from 8:30 AM-10:00 AM** at the **Embassy Suites, San Luis Obispo**. During this session, John Lambeth from CIVITAS Advisors will be providing an overview and training on compliance with the Brown Act and Public Records Act. Local government staff and TBID board members are invited to attend this session. Space is limited, so please **RSVP** via our Google Form linked [here](#). RSVP is required.

Meet the New SLO CAL Connection

The countdown is on for the launch of the brand new SLOCAL.com! Partners will be delighted to use the new SLO CAL Connection portal to access their listings, leads, service requests and to stay connected to the SLO CAL tourism community. SLO CAL Connection will launch the week of January 15, allowing partners to become familiar with this new platform, upload events, edit information and interact before the website launches in February. A link with log-in information and instructions will go out the week of January 15.

**It's SLO CAL Restaurant Month**

January is the most delicious time to visit SLO CAL! This year, over 50 restaurants across 11 destinations are participating, each with their own unique and drool-worthy menus. Throughout the month, SLO CAL's social media channels will be giving away gift cards to participating restaurants, as well as promoting chef-focused blog posts. Find all of this year's SLO CAL restaurants on SLOCAL.com.

VSC Hosts UK Travel Weekly FAM

Through VSC's partnership with Black Diamond, a group of travel agents and photographers with Travel Weekly came to SLO CAL on December 6-8. This group toured the county, exploring everything from the dunes and wine country, to Paso Robles' backcountry by horse and our bounty of culinary delights. While here, several photoshoots took place across SLO CAL and will be featured on three different covers!

**Upcoming Opportunities & Events**

- **Valentine's Day and Romance Content:** Visit SLO CAL is in the process of writing new blog content for February. If you have specific Valentine's Day deals, romance packages or other romantic SLO CAL content, please email that information to Jordan Carson, Jordan@SLOCAL.com.



Morro Bay featured in Travel Pulse (left) and Hearst Castle featured in About Time Magazine (right).



- PR and Travel Trade -

Media Placements

- About Time Magazine: *California Dreaming: How to do the Perfect California Road Trip in 2017* - <http://bit.ly/ATSLOCAL>
- Budget Travel: *24 Hours in Morro Bay* - <http://bit.ly/BudgetTravelMorroBay>
- Expedia: *16 of the World's Sexiest Destinations* - <http://bit.ly/ExpediaSLOCAL>
- Travel Pulse: *'Wine Not' on California's Central Coast?* - <http://bit.ly/TravelPulseSLOCAL>
- SLO Tribune: *January is Restaurant Month in SLO County. Here's how to dine out for less* - <http://bit.ly/TribuneRM>
- New Times SLO: *Nifty!* - <http://bit.ly/NewTimesRM>

Media Visits

- Southern Metropolis Weekly
- Guangzhou Daily
- Chengdu Economic Daily
- West China Metropolis Daily
- Santa Barbara Life & Style

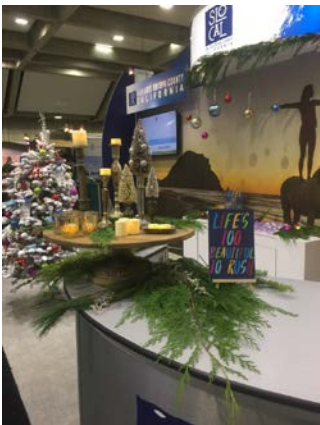
Film SLO CAL Attends California On Location Awards (COLA)

Film SLO CAL attended the California On Location Awards (COLA) on December 17, 2017. These awards are given each year by the Film Liaisons in California, Statewide (FLICS), of which Film SLO CAL is an active member. Congratulations to Mark Zekanis, a SLO CAL location scout, who won the COLA for Best Locations for a Music Video.

VSC Exhibits at CalSAE Seasonal Spectacular and NTA Travel Exchange

Michael Wambolt, VSC Director of Travel Trade, Pam Roberts, Events & Membership Manager, and representatives from Martin Resorts and Embassy Suites showcased SLO CAL at CalSAE's Seasonal Spectacular December 13-14 in Sacramento.

On December 14-15, Wambolt represented SLO CAL in San Antonio, TX at the National Travel Association's Travel Exchange. At this year's Exchange, VSC held 28 appointments with tour operators from the US and China. A major focus from tour operators was for "new" destinations and tour-friendly activities that can accommodate 25-45 people in SLO CAL.



**VISIT SLO CAL
 WEB ACTIVITY**

SESSIONS:	49,244
UNIQUE VISITORS:	39,404
PAGE VIEWS:	140,319
AVG. PAGE VIEWS/VISIT:	2.85
AVG. TIME ON SITE:	3:00
TOTAL ORGANIC TRAFFIC:	32,441
% OF ORGANIC:	70%
MOBILE SESSIONS:	31,041
MOST VISITED EVENT PAGE:	HEARST CASTLE HOLIDAY TWILIGHT TOURS (1,014 VIEWS)
TOTAL BLOG VISITS:	16,401
MOST SHARED BLOG:	HOW TO KEEP YOUR NEW YEAR'S RESOLUTION IN SLO CAL (28 SHARES)

**VISIT SLO CAL
 SOCIAL MEDIA ACTIVITY**

FACEBOOK		
LIKES:	27,032	NEW: 151
TOT. ORGANIC IMPRESSIONS:	120,347	
HIGHEST REACH:	AWAY FROM THE NOISE AND CHAOS... (101K PEOPLE REACHED)	
HIGHEST ENGAGEMENT:	AWAY FROM THE NOISE AND CHAOS... (1.2K ENGAGEMENTS)	
	FOLLOWERS	NEW
TWITTER:	7,650	64
	42K IMPRESSIONS	
PINTEREST:	711	0
INSTAGRAM:	16.7K	400

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED:	2,844
THIS MONTH IN SLO CAL	
SUBSCRIBERS	35,153
OPENS:	4,768
CLICK-THROUGHS:	930
THIS WEEK IN SLO CAL	
CIRCULATION:	1,315
MOST CLICKED LINK:	STR REPORT

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

	Current Month - November 2017 vs November 2016											
	Occ %		ADR		RevPAR		Percent Change from November 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	64.0	58.2	113.92	110.71	72.93	64.48	9.9	2.9	13.1	13.1	0.0	9.9
Cambria, CA+	60.2	64.1	166.44	166.76	100.17	106.89	-6.1	-0.2	-6.3	-6.2	0.1	-6.0
Morro Bay, CA+	57.6	59.3	118.36	115.05	68.23	68.28	-2.9	2.9	-0.1	0.0	0.1	-2.8
Paso Robles, CA+	70.6	68.9	128.55	128.83	90.75	88.80	2.4	-0.2	2.2	2.3	0.1	2.5
Pismo Beach, CA+	61.0	60.7	154.16	151.97	94.08	92.30	0.5	1.4	1.9	8.2	6.2	6.7
San Luis Obispo, CA+	66.0	66.3	135.92	133.37	89.66	88.47	-0.6	1.9	1.4	1.4	0.1	-0.5
San Simeon, CA+	43.8	50.2	116.15	115.80	50.85	58.11	-12.8	0.3	-12.5	-12.5	0.0	-12.8
Five Cities+	60.1	59.5	147.35	145.26	88.50	86.45	0.9	1.4	2.4	6.9	4.5	5.4
North Coast+	52.9	57.6	145.05	144.03	76.79	82.98	-8.1	0.7	-7.5	-7.4	0.1	-8.0
North County+	68.9	66.1	124.94	124.60	86.02	82.35	4.2	0.3	4.5	4.5	0.1	4.2
South County+	62.8	62.7	141.81	139.33	89.04	87.40	0.1	1.8	1.9	4.3	2.4	2.5
San Luis Obispo County	62.1	62.4	136.46	134.54	84.76	83.90	-0.4	1.4	1.0	2.3	1.2	0.8