

- Industry Engagement -

**Winter/Spring Paid Media Campaign Launches**

Visit SLO CAL launched the winter/spring paid media campaign at the end of January. The strategy of this campaign is to increase awareness and drive consideration for travel to SLO CAL. VSC has added \$300,000 in paid media to ensure sufficient reach to all three targeted personas in all six target markets (LA, SF, Phoenix, Seattle, Denver, and Las Vegas).

Visit SLO CAL Launches SLO CAL Connection and New CMS

Partners from across the county attended three training sessions to learn about the new SLO CAL Connection. This portal will allow them to access their listings, leads, service requests, along with tools to stay connected to the SLO CAL tourism community. We are excited to see many partners already digging in and becoming familiar with this new platform. The Visit SLO CAL team was able to access the new CMS in January and get a first look at the entirety of the new SLOCAL.com. This new CMS will allow the VSC team to create more content-rich pages for visitors and to serve more targeted information via dynamic content widgets.

**Another Successful SLO CAL Restaurant Month**

For the 12th year, SLO CAL restaurants and VSC, participated in Visit California's Restaurant Month. Below are statistics from this year's campaign in SLO CAL.

- 52 Restaurants – 12 first-time participants
- Webpage Sessions Up 9% YOY
- 2,357 Contest Entries
- 4,800 Engagements
- 59,867 Eeach
- 109 New Facebook Page Likes
- Two Foodie Influencers – Devour Media

VSC Holds First Quarterly SLO CAL Sales Meeting

Visit SLO CAL held its first quarterly SLO CAL Sales Meeting on February 22 at the Sands Inn & Suites, where 20 lodging sales professionals were in attendance. This meeting discussed current sales efforts, co-op opportunities and trends.

The next meeting will be held in May.

**Upcoming Opportunities & Events**

- **Spring Break and Wellness Content:** Visit SLO CAL is collecting content ideas for media pitches and blogs. If you have specific Spring Break or wellness deals, packages or other notable information, please email your ideas to Jordan Carson, Jordan@SLOCAL.com.



San Luis Obispo featured in Ocean Home (left) and Dolphin Bay Resort featured in Wine Enthusiast (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- Ocean Home: *Get Out and Explore: 2018 Travel Trends* - <http://www.oceanhomemag.com/2018-travel-trends/>
- AFAR: *Sun Buggy* - <http://bit.ly/AFARSunBuggy>
- AFAR: *Village of Cambria* - <http://bit.ly/AFARCambria>
- The Tribune: *Steamy Showtime Drama 'The Affair' is Filming in SLO County* - <http://bit.ly/TheAffairMorroBay>
- KSBY: *Svang Business Impacted by Highway 101 Closure* - <http://bit.ly/KSBYHighway101Closure>
- Coastal Living: *America's Happiest Seaside Town in 2018* - <http://bit.ly/CoastalLivingCambria>
- Smart Meetings: *Madonna Inn* - <http://bit.ly/SLOCALSmartMeetings>
- Wine Enthusiast Magazine: *Top 10 Wine Getaways of 2018* - <http://bit.ly/WEMSLOCAL>

Media Visits

- Resident Magazine, LA Travel Magazine; Money Inc.
- San Francisco Magazine
- New York Lifestyle Magazine
- Forbes
- Devour Media – Restaurant Month

Film SLO CAL

- The Affair – Showtime
- Wild Seasons America – Documentary
- Kipling Handbag – Still Shoot
- Byton – Commercial
- Twin Turbos – Discovery Channel



VSC Attends GoWest Summit

Michael Wambolt, VSC Director of Travel Trade, attended GoWest Summit in Salt Lake City, Utah January 16-19. Wambolt held 35 appointments with tour operators from the UK, China, Australia, Mexico and Europe. The SLO CAL brand seems to be picking up steam in the international markets and tour operators have begun to update their brochures to display the new branding.

VISIT SLO CAL WEB ACTIVITY

| | |
|---------------------------------|--------------------------------------------------------------|
| SESSIONS: | 81,285 |
| UNIQUE VISITORS: | 63,169 |
| PAGE VIEWS: | 194,881 |
| AVG. PAGE VIEWS/VISIT: | 2.40 |
| AVG. TIME ON SITE: | 2:54 |
| TOTAL ORGANIC TRAFFIC: | 40,453 |
| % OF ORGANIC: | 50% |
| MOBILE SESSIONS: | 49,863 |
| MOST VISITED EVENT PAGE: | TAMALE FESTIVAL (918 VIEWS) |
| TOTAL BLOG VISITS: | 12,610 |
| MOST SHARED BLOG: | TIPS & TRICKS TO HELP YOU PLAN YOUR VACATION... (277 SHARES) |

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

| | | | |
|----------------------------------|-----------------------------------------------------------------------------|-------------|-----|
| LIKES: | 27,696 | NEW: | 808 |
| TOT. ORGANIC IMPRESSIONS: | 177,887 | | |
| HIGHEST REACH: | MAKE 2018 THE YEAR YOU USE ALL YOUR VACATION DAYS... (20.8K PEOPLE REACHED) | | |
| HIGHEST ENGAGEMENT: | MAKE 2018 THE YEAR YOU USE ALL YOUR VACATION DAYS... (1.4K ENGAGEMENTS) | | |

| | FOLLOWERS | NEW |
|-------------------|-----------|-------|
| TWITTER: | 7,716 | 66 |
| 61.7K IMPRESSIONS | | |
| PINTEREST: | 714 | 3 |
| INSTAGRAM: | 17.7K | 1,000 |

VISITOR GUIDE DIST.

| | |
|------------------------------------------|------------|
| GUIDES DISTRIBUTED: | 520 |
| THIS MONTH IN SLO CAL SUBSCRIBERS | 34,664 |
| OPENS: | 5,261 |
| CLICK-THROUGHS: | 733 |
| THIS WEEK IN SLO CAL CIRCULATION: | 1,302 |
| MOST CLICKED LINK: | STR REPORT |

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

| Current Month - December 2017 vs December 2016 | | | | | | | | | | | | |
|------------------------------------------------|-------|------|--------|--------|--------|--------|-----------------------------------|-------|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from December 2016 | | | | | |
| | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Atascadero, CA+ | 56.5 | 51.4 | 105.22 | 97.75 | 59.49 | 50.21 | 10.1 | 7.6 | 18.5 | 18.5 | 0.0 | 10.1 |
| Cambria, CA+ | 62.2 | 57.0 | 163.72 | 163.40 | 101.83 | 93.20 | 9.0 | 0.2 | 9.3 | 9.4 | 0.1 | 9.2 |
| Morro Bay, CA+ | 53.0 | 48.6 | 112.42 | 106.90 | 59.58 | 52.00 | 9.0 | 5.2 | 14.6 | 14.7 | 0.1 | 9.1 |
| Paso Robles, CA+ | 59.1 | 57.6 | 122.09 | 120.22 | 72.15 | 69.24 | 2.6 | 1.6 | 4.2 | 4.3 | 0.1 | 2.7 |
| Pismo Beach, CA+ | 58.6 | 51.9 | 147.14 | 140.15 | 86.15 | 72.71 | 12.9 | 5.0 | 18.5 | 25.8 | 6.2 | 19.8 |
| San Luis Obispo, CA+ | 61.5 | 58.9 | 129.11 | 123.58 | 79.39 | 72.80 | 4.4 | 4.5 | 9.1 | 9.2 | 0.1 | 4.5 |
| San Simeon, CA+ | 43.5 | 43.8 | 118.73 | 112.16 | 51.59 | 49.18 | -0.9 | 5.9 | 4.9 | 4.9 | 0.0 | -0.9 |
| Five Cities+ | 57.2 | 51.0 | 140.42 | 133.85 | 80.34 | 68.32 | 12.1 | 4.9 | 17.6 | 22.8 | 4.5 | 17.1 |
| North Coast+ | 53.5 | 50.8 | 144.55 | 140.47 | 77.28 | 71.38 | 5.2 | 2.9 | 8.3 | 8.3 | 0.1 | 5.3 |
| North County+ | 58.4 | 55.9 | 117.76 | 114.74 | 68.79 | 64.19 | 4.4 | 2.6 | 7.2 | 7.2 | 0.1 | 4.5 |
| South County+ | 59.2 | 54.8 | 135.00 | 128.64 | 79.90 | 70.43 | 8.1 | 4.9 | 13.4 | 16.2 | 2.4 | 10.7 |
| San Luis Obispo County | 57.5 | 53.8 | 130.99 | 125.60 | 75.38 | 67.59 | 6.9 | 4.3 | 11.5 | 12.9 | 1.2 | 8.3 |
| Santa Barbara/Santa Maria | 55.9 | 58.9 | 144.36 | 172.78 | 80.64 | 101.69 | -5.1 | -16.5 | -20.7 | -15.2 | 6.9 | 1.5 |
| Monterey/Salinas | 59.5 | 55.0 | 163.38 | 158.66 | 97.19 | 87.27 | 8.1 | 3.0 | 11.4 | 12.5 | 1.0 | 9.3 |
| California | 64.7 | 63.9 | 143.71 | 141.52 | 92.95 | 90.44 | 1.2 | 1.5 | 2.8 | 4.4 | 1.6 | 2.8 |