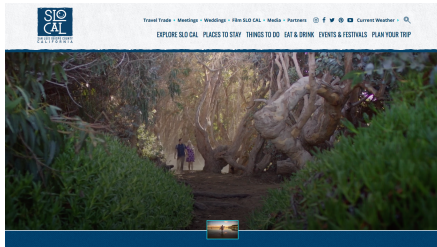


## - Industry Engagement -

**Visit SLO CAL Launches New SLOCAL.com**

After many months of writing all new content and developing video, imagery and customizations, Visit SLO CAL brought to life the brand new SLOCAL.com. This showcase of our incredible countywide destination offers guests a more robust experience by allowing all tourism-related businesses access to a free listing in appropriate categories. This new, inclusive approach to tourism promotion moves VSC from being a paid membership organization to one of broad representation and tourism partnership throughout the county.

**Visit SLO CAL Wins Visit California Poppy Award**

On February 15 in Anaheim, CA, Visit SLO CAL received Visit California's coveted Poppy Award for Best Digital Marketing Campaign in recognition of our "Life's Too Beautiful to Rush" initiative. One of four finalists for the Best Digital Campaign award, VSC, with a \$3.8 million budget, rose above Monterey County Convention & Visitors Bureau (\$7 million budget), Visit Anaheim (\$17 million) and San Diego Tourism Authority (\$43 million). VSC's winning program launched the first-ever countywide brand (SLO CAL) and corresponding "Life's Too Beautiful to Rush" campaign developed by their creative agency BCF.

**Full Winter/Spring Media Campaign Launches**

In conjunction with the launch of the brand-new SLOCAL.com, VSC launched the display portion of the winter/spring media campaign. The strategy of this campaign is to increase awareness and drive consideration for travel to SLO CAL. The winter/spring media campaign is now running fully on social, display and SEM.

**VSC Launches #SoSLOCAL Contest**

On February 17, VSC launched its search for six San Luis Obispo County residents to become SLO CAL Storytellers. Applicants were asked to submit a video, blog, five photos and a short description about why they are #SoSLOCAL. One storyteller from North County, South County, North Coast and Cal Poly will be chosen, each to represent one of VSC's three personas – Active Adventurer, Mom to the Max and Cultured Class.

**Upcoming Opportunities & Events**

- **Unique, Family-Friendly Activities Content:** Visit SLO CAL is collecting content ideas for media pitches and blogs. If you have unique, family-friendly packages or other notable information, please email your ideas to Jordan Carson, [Jordan@SLOCAL.com](mailto:Jordan@SLOCAL.com).



Halter Ranch Vineyard featured in Forbes (left) and San Luis Obispo featured in 7x7 (right).



- PR and Travel Trade -

### **VSC-Assisted Media Placements**

- KSBY: *Local Destination Non-Profit Wins Visit California's Poppy Award* - <http://bit.ly/VSCPopyAward>
- 7x7: *The Lake Tahoe Antidote: Snow-Free Winter Getaways in Northern California* - <http://bit.ly/7x7SLOCAL>
- Forbes: *The Perfect San Luis Obispo SLO CAL Getaway* - <http://bit.ly/ForbesSLOCAL>
- Livability: *Is This California Town the Happiest in America?* - <http://bit.ly/LivabilitySLOCAL>
- Bravo TV: *California Wine Country Travel Update: Everything You Need to Know to Plan a Trip After the Fires* - <http://bit.ly/BravoTVSLOCAL>
- SF Chronicle: *Slumber Among the Vineyards in Paso Robles* - <http://bit.ly/SFChroniclePasoRobles>
- Architectural Digest: *33 Incredible Springtime Adventures*

### **Media Visits**

- Fashion by Ally - Influencer
- Entertainment Today
- @Tiffpenguin - Influencer

### **Travel Trade**

- MPI Northern California Expo – Feb. 27

### **Upcoming Travel Trade**

- VCA China Sales Mission – April 9-13
- IPW Denver – May 19-23

### **Film SLO CAL**

- Twin Turbos – Discovery Channel
- Outside TV
- Extreme RV – Travel Channel
- Kipling Handbags - Commercial
- HGTV Mountain Life

### **Film Scout Location FAM Tour**

Film SLO CAL is partnering with the SLO International Film Festival, to hold a location scout FAM tour on March 19 & 20. A total of nine producers, filmmakers and location managers will be attending the scout. The goal is to showcase as many locations throughout SLO CAL as possible, framing our region as a premier location for filming.

### **VISIT SLO CAL WEB ACTIVITY**

<b>SESSIONS:</b>	118,469
<b>UNIQUE VISITORS:</b>	101,353
<b>PAGE VIEWS:</b>	213,711
<b>AVG. PAGE VIEWS/VISIT:</b>	1.80
<b>AVG. TIME ON SITE:</b>	1:40
<b>TOTAL ORGANIC TRAFFIC:</b>	40,453
<b>% OF ORGANIC:</b>	34%
<b>MOBILE SESSIONS:</b>	84,206
<b>MOST VISITED EVENT PAGE:</b>	
SURF NITE IN SLO (488 VIEWS)	
<b>TOTAL BLOG VISITS:</b>	11,739
<b>MOST VISITED BLOG:</b>	15 FREE THINGS TO DO IN SLO CAL (662 VISITS)

### **VISIT SLO CAL SOCIAL MEDIA ACTIVITY**

#### **FACEBOOK**

<b>LIKES:</b>	30,314	<b>NEW:</b>	2,618
<b>TOT. ORGANIC IMPRESSIONS:</b>	174,763		
<b>HIGHEST REACH:</b>	BIG WAVES ARE COMING TO THE SLO INTERNATIONAL FILM FEST... (7K PEOPLE REACHED)		
<b>HIGHEST ENGAGEMENT:</b>	BIG WAVES ARE COMING TO THE SLO INTERNATIONAL FILM FEST... (2.8K ENGAGEMENTS)		

	<b>FOLLOWERS</b>	<b>NEW</b>
<b>TWITTER:</b>	7,774	58
33.8K IMPRESSIONS		
<b>PINTEREST:</b>	719	7
<b>INSTAGRAM:</b>	19.1K	2000

#### **VISITOR GUIDE DIST.**

<b>GUIDES DISTRIBUTED:</b>	520
<b>THIS MONTH IN SLO CAL</b>	
<b>SUBSCRIBERS</b>	34,651
<b>OPENS:</b>	4,979
<b>CLICK-THROUGHS:</b>	733
<b>THIS WEEK IN SLO CAL</b>	
<b>CIRCULATION:</b>	1,684
<b>MOST CLICKED LINK:</b>	STR REPORT

## January 2018 vs January 2017 Lodging Statistics (STR, Inc.)

Current Month - January 2018 vs January 2017												
	Occ %		ADR		RevPAR		Percent Change from January 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	47.3	47.7	97.48	96.36	46.12	45.99	-0.9	1.2	0.3	0.3	0.0	-0.9
Cambria, CA+	50.7	53.3	142.63	139.40	72.30	74.27	-4.9	2.3	-2.7	-2.5	0.1	-4.7
Morro Bay, CA+	46.0	45.1	99.35	98.25	45.74	44.27	2.2	1.1	3.3	3.4	0.1	2.3
Paso Robles, CA+	56.0	54.9	116.74	115.76	65.35	63.58	1.9	0.8	2.8	2.8	0.0	1.9
Pismo Beach, CA+	54.9	49.7	132.72	127.61	72.92	63.46	10.5	4.0	14.9	22.0	6.2	17.3
San Luis Obispo, CA+	58.0	56.3	118.75	115.68	68.89	65.09	3.1	2.7	5.8	5.9	0.1	3.2
San Simeon, CA+	32.2	35.0	101.59	98.81	32.69	34.59	-8.1	2.8	-5.5	-5.5	0.0	-8.1
Five Cities+	53.1	48.1	126.53	123.50	67.13	59.37	10.4	2.5	13.1	18.1	4.5	15.3
North Coast+	42.5	44.9	126.14	122.76	53.64	55.11	-5.3	2.7	-2.7	-2.6	0.1	-5.2
North County+	53.7	53.0	112.24	111.13	60.25	58.91	1.3	1.0	2.3	2.3	0.0	1.3
South County+	55.3	51.9	122.77	119.50	67.94	62.07	6.5	2.7	9.5	12.1	2.4	9.1
San Luis Obispo County	52.0	50.4	119.05	116.30	61.95	58.64	3.2	2.4	5.6	6.9	1.2	4.5