

- Industry Engagement -

Visit SLO CAL Holds Annual Tourism Exchange



On Tuesday, May 8 Visit SLO CAL gathered with 220 tourism industry partners at the Embassy Suites in SLO for the annual Tourism Exchange. Industry members heard from Resonance Consultancy, Signature Worldwide, Turner PR, Visit California and a panel about SLO CAL's Cannabis Evolution. As a resource for our lodging investors and partners, we professionally recorded all of the sessions and posted them on our website, along with pdfs of their corresponding PowerPoint presentations. During the Tourism Exchange, Visit SLO CAL also released its FY2017/18 Year in Review Scorecard—a concise, 6-page document highlighting the impact and progress that VSC has made over the past fiscal year.

[Click here](#) to view our Scorecard, and [click here](#) to view the videos on SLOCAL.com.

VSC Launches Destination Management Strategy

The Destination Management Strategy officially launched on May 1 and began the process to develop a long-term strategy to mindfully, sustainably and proactively outline the future of life and tourism in SLO County. On May 8, Chris Fair, President of Resonance Consultancy spoke at the annual Tourism Exchange followed by the first Steering Committee meeting on May 9 to lay out priorities and a course of action. Visit SLO CAL then conducted 125+ individual and group stakeholder meetings over the course of a week and participated in a SLO Tribune Editorial Board brief. For more information about the DMS visit SLOCAL.com/DMS.



VSC Attends IPW in Denver, Colorado



May 19-23, Visit SLO CAL representatives Michael Wambolt, Director of Travel Trade, Brooke Burnham, VP of Marketing, and Chuck Davison, President & CEO, attended IPW in Denver, CO. Morro Bay, San Luis Obispo, Atascadero, Holiday Inn Express – Atascadero and Hearst Castle were all in the Visit SLO CAL booth while Boutique Hotel Collection, Pismo Beach and Travel Paso had space in the SLO CAL booth. VSC held 63 appointments with media and trade. Trends discovered through appointments include:

- UK operators are seeing a push for more West Coast travel and SLO CAL is perfect for what they're looking for
- China group bookings are down and FIT travel is up
- Operators that contract direct are having trouble sourcing hotels in SLO CAL due to rate and lack of response from properties



Cambria Pines Lodge featured in Sunset (left) and Cambria featured on Red Tricycle (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- Outside Online: *North America's Five Best Road Trips* - <http://bit.ly/OutsideOnlineSLOCAL>
- USA Today: *Best Places to Vacation During Christmas* - <http://bit.ly/USATodaySLOCALChristmas>
- Red Tricycle: *The Very Best Beach Vacations for Families* - <http://bit.ly/RedTricycleSLOCAL>
- Sunset Magazine, SF Gate, New Haven Register, San Francisco Chronicle, Midland Reporter-Telegram - *10 Modern Motor Lodges Worth a Stay* - <http://bit.ly/SunsetMotorLodgeSLOCAL>

Media Visits

- BOE Magazine (UK)
- Spring Media FAM - USA Today, Denver Post, Men's Journal, Women's Healthcare, Delta Sky, The Daily Meal, Food Republic, SHAPE, Forbes, Yahoo! Travel, BBC Travel, Food & Wine, Food Network, Zagat, 425 Magazine, Alaska Beyond, Edible Seattle, Seattle Magazine, Sunset, Glamour, Travel & Leisure, National Geographic Traveler, Brit + Co., NY Times
- Visit California Australia (Chef Curtis Stone)
- Visit California Italy (Elle & TouringClub.com)
- Visit California Mexico (Moda Capital)

Travel Trade

- LA Sales Mission - May 9-10
- IPW Denver - May 19-23
- UK Sales Mission - June 10-15

Film SLO CAL

- Kesha music video
- Ad Astra
- Statistics as of May 29
 - 60 filming leads
 - 29 productions
 - 110 filming days

VISIT SLO CAL WEB ACTIVITY

SESSIONS: 72,618
UNIQUE VISITORS: 58,790
PAGE VIEWS: 234,064
AVG. PAGE VIEWS/VISIT: 3.22
AVG. TIME ON SITE: 3:01
TOTAL ORGANIC TRAFFIC: 36,476
% OF ORGANIC: 50%
MOBILE SESSIONS: 47,329
MOST VISITED EVENT PAGE: ARROYO GRANDE STRAWBERRY FESTIVAL (1,250 VIEWS)
TOTAL BLOG VISITS: 14,312
MOST VISITED BLOG: 2018 SLO CAL SUMMER CONCERT GUIDE (1.925 VISITS)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 33,149 **NEW:** 380
TOT. ORGANIC IMPRESSIONS: 90,311
HIGHEST REACH: CHECK IT OUT! VISIT CAMBRIA IS #2 AND TRAVEL PASO IS #11 ON EXPEDIA'S... (3.2K PEOPLE REACHED)
HIGHEST ENGAGEMENT: CHECK IT OUT! VISIT CAMBRIA IS #2 AND TRAVEL PASO IS #11 ON EXPEDIA'S... (4.6K ENGAGEMENTS)

| | FOLLOWERS | NEW |
|-------------------|-----------|-----|
| TWITTER: | 8,018 | 173 |
| 36.8K IMPRESSIONS | | |
| PINTEREST: | 745 | 8 |
| INSTAGRAM: | 20.2K | 600 |

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED: 963
THIS MONTH IN SLO CAL
SUBSCRIBERS 34,502
OPENS: 3,655
CLICK-THROUGHS: 599
THIS WEEK IN SLO CAL
CIRCULATION: 1,892
MOST CLICKED LINK: STR REPORT

April 2018 vs April 2017 Lodging Statistics (STR, Inc.)

| Current Month - April 2018 vs April 2017 | | | | | | | | | | | | |
|--|-------|------|--------|--------|--------|--------|--------------------------------|------|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from April 2017 | | | | | |
| | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Atascadero, CA+ | 67.2 | 78.1 | 120.60 | 120.69 | 80.99 | 94.26 | -14.0 | -0.1 | -14.1 | -13.9 | 0.2 | -13.8 |
| Cambria, CA+ | 70.1 | 75.6 | 172.35 | 175.00 | 120.80 | 132.34 | -7.3 | -1.5 | -8.7 | -8.6 | 0.1 | -7.2 |
| Morro Bay, CA+ | 65.7 | 72.3 | 128.92 | 129.79 | 84.67 | 93.86 | -9.2 | -0.7 | -9.8 | -9.7 | 0.1 | -9.1 |
| Paso Robles, CA+ | 72.1 | 78.6 | 140.06 | 142.31 | 101.03 | 111.83 | -8.2 | -1.6 | -9.7 | -9.7 | 0.0 | -8.2 |
| Pismo Beach, CA+ | 69.9 | 76.7 | 173.59 | 173.02 | 121.43 | 132.70 | -8.8 | 0.3 | -8.5 | -2.8 | 6.2 | -3.1 |
| San Luis Obispo, CA+ | 72.7 | 79.3 | 151.59 | 150.73 | 110.28 | 119.56 | -8.3 | 0.6 | -7.8 | -7.7 | 0.1 | -8.2 |
| San Simeon, CA+ | 51.2 | 61.3 | 121.50 | 122.60 | 62.23 | 75.15 | -16.4 | -0.9 | -17.2 | -17.3 | -0.2 | -16.6 |
| Five Cities+ | 69.2 | 75.9 | 164.25 | 165.21 | 113.60 | 125.43 | -8.9 | -0.6 | -9.4 | -5.4 | 4.5 | -4.8 |
| North Coast+ | 61.8 | 69.4 | 151.70 | 152.21 | 93.80 | 105.63 | -10.9 | -0.3 | -11.2 | -11.2 | 0.0 | -10.9 |
| North County+ | 70.8 | 78.5 | 135.16 | 136.60 | 95.71 | 107.17 | -9.7 | -1.1 | -10.7 | -10.6 | 0.1 | -9.7 |
| South County+ | 70.8 | 77.5 | 158.25 | 158.22 | 112.07 | 122.66 | -8.7 | 0.0 | -8.6 | -6.4 | 2.4 | -6.5 |
| San Luis Obispo County | 69.0 | 76.0 | 149.73 | 150.01 | 103.25 | 114.02 | -9.3 | -0.2 | -9.4 | -8.3 | 1.2 | -8.2 |

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