

# Visit San Luis Obispo County

## Activity Report, April 2015



### March 2015 vs March 2014 Lodging Statistics

	Occ %		ADR		RevPAR	
	2015	2014	2015	2014	2015	2014
California	76.2	72.7	145.01	133.44	110.45	97.03
Santa Barbara/Santa Maria, CA	73.4	66.9	157.75	152.21	115.76	101.83
San Luis Obispo/Paso Robles, CA	68.5	65.4	122.87	112.98	84.13	73.91
Monterey/Salinas, CA	65.3	61.2	157.85	152.09	103.00	93.10

### - What's New -

#### Visit San Luis Obispo County Announces New President & CEO



The Visit San Luis Obispo County Board of Directors announces its new President and CEO, Chuck Davison. Davison replaces Stacie Jacob who has served in the role for the past four years. Davison brings 25 years of career experience in travel, tourism, hospitality, lodging and management expertise to SLO County. From managing hotels and working in the gaming industry in Las Vegas, to a career at Expedia where he led the opening of the new Local Expert division across North America, to his experience in managing an international non-profit organization, Chuck's results-oriented approach was widely recognized by the Board of Directors to make an immediate impact.

Congratulations, Chuck!

#### Tourism Vision Workshop – May 8<sup>th</sup>

We proudly invite you to the fifth annual **Tourism Vision Workshop**, on **Friday, May 8, 2015** at the **Atascadero City Hall** (6500 Palma Ave.). Visit California President & CEO **Caroline Beteta** and **Jim Rogers**, Chairman and CEO of Kampgrounds of America, Inc., will discuss the importance of a unified tourism direction in SLO County. In addition, the workshop will provide updates on our programs and future initiatives. Following the workshop, we would like to invite you to join us in celebrating **National Travel and Tourism Week** (May 2-10) with a reception at the SeaVenture Hotel (100 Ocean View Ave.) in Pismo Beach starting at 2:00pm. Raise a glass as we gather together to capture a photo with a special Visit San Luis Obispo County beach mural! Wine and small bites will be provided. Be sure to join the conversation with **#NTTW2015**.

To RSVP, call 805.541.8000 or email Brendan at [info@visitsanluisobispo.com](mailto:info@visitsanluisobispo.com).



#### Sunset SAVOR the Central Coast Tickets On Sale Now!

After much anticipation, tickets for *Sunset SAVOR* the Central Coast, happening September 24-27<sup>th</sup>, are now available for purchase! For the month of May only, food and wine lovers will receive huge savings on a Main Event Weekend Pass, **only \$100** (normally \$150). Find out the latest event information at [savorcentralcoast.com](http://savorcentralcoast.com), and join the SAVOR conversation on [Facebook](#), [Twitter](#), and [Instagram](#).

#### World Travel & Tourism Council Releases Annual Economic Impact Report

The World Travel & Tourism Council, the leading travel and tourism business organization in the world, recently released its annual "Economic Impact" report, which shows the global size of the travel industry and its economic impact on countries. The report estimates the **GDP contribution of global travel touching \$8 trillion in 2015 and rising to almost \$12 trillion in 2025**. It also estimates that **about 105 million people were employed directly in the travel industry in 2014**, and by including other indirect and induced sectors, it adds up to about 277 million jobs – about **10 percent of all employment in the world!** For more information, as well as five great charts and infographics depicting this data, check out: <http://bit.ly/1F2DvgZ>



Visit San Luis Obispo County is a 501c6 tourism non-profit. For more information please call (805)541-8000.



Featured in *Matador Network*: "America's 20 Coolest Outdoor Towns" *San Luis Obispo (left)*; and in *Vancouver Sun*: "Paso Pours a Fine Wine" *Paso Robles Wine Country (right)*



### VISIT SLO COUNTY WEB ACTIVITY

TOTAL PAGE VIEWS: 149,668  
TOTAL VISITS: 30,193  
MOBILE/TABLET VISITS: 15,314  
EVENT PAGE VIEWS: 80,406  
MOST VISITED EVENT: WINE, WAVES AND BEYOND (1115 VIEWS)  
TOTAL BLOG VISITS: 8,104  
MOST SHARED BLOG: DOG FRIENDLY BEACHES AROUND IN SLO COUNTY: <http://bit.ly/1DcFz7s>

### VISIT SLO COUNTY

**FACEBOOK**  
LIKES: 11,857 NEW: 140  
TOT. IMPRESSIONS: 58,328  
HIGHEST ENGAGEMENT: SLO IS #5 ON THE LIST OF COOLEST OUTDOOR TOWNS IN AMERICA (352 ENGAGEMENTS)  
MOST LIKED: SLO IS #5 ON THE LIST OF COOLEST OUTDOOR TOWNS IN AMERICA (95 LIKES)  
**TWITTER**  
FOLLOWERS: 5,060 NEW: 114  
29.2K IMPRESSIONS  
TWEETS: 5,625  
**PINTEREST**  
FOLLOWERS: 574 NEW: 8  
PINS 771  
**INSTAGRAM**  
FOLLOWERS: 935 NEW: 47  
POSTS: 287

### VISITOR GUIDE DIST.

WEB DOWNLOADS: 75  
MAILED REQUESTS: 633  
**TOTAL: 708**

### MONTHLY E-SPECIAL

SUBSCRIBERS: 29,433  
# OF OPENS: 5,918  
# OF CLICK-THROUGHS: 945

### THIS WEEK IN SLO COUNTY

CIRCULATION: 791  
MOST CLICKED LINK: San Luis Obispo County Upcoming Events

## Trending

### Public Relations

- Voyager Ici & Ailleurs, a French publication with a circulation of 532,782, featured the cities and attractions along Highway 1 as its cover story <http://bit.ly/1QFry8i>

### Media

- Vancouver Sun – Paso Robles Pours a Fine Wine <http://bit.ly/1DTHJF9>
- USA Today – 10 Best California Beaches <http://bit.ly/1zWlhub>
- Vacation Idea – 25 Best Small Town Honeymoon Destinations in the US <http://bit.ly/1JrCtwC>
- ABC - Vineyard Viewcation Contest <http://abc.tv/1DZFZA5>
- Examiner.com – Discovering What's New in Paso Robles <http://exm.nr/1GVzWuT>

### Travel/Trade

- International Pow Wow 2015 (Orlando, FL): May 30<sup>th</sup>-June 3<sup>rd</sup>

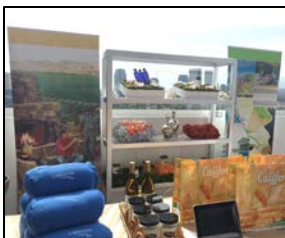
### Sixel Airports Conference: April 21-23

On April 21-23, the SLO County Regional Airport hosted the Sixel Airports Conference. This conference was a great opportunity to showcase the SLO County community to industry leaders responsible for route planning decisions. Representatives from 36 airports and 15 airlines had a chance to see what the county offers and what it needs from service providers.



### Los Angeles Media Reception: April 21th

In April, we had the opportunity to attend the Visit CA Los Angeles Media Reception. Held at the Mr. C Hotel in Beverly Hills, about 48 media were in attendance, with a strong mix of broadcast, print, online and digital influencers represented. Leading media outlets included CNN, Peter Greenberg Worldwide, AAA Westways, Yahoo! Travel, Meetings & Events and Modern Luxury. Visit SLO County was also the official wine sponsor for the event. Thank you to Paso Robles Wine Country Alliance and SLO Wine Country for your generous wine donations.



### Amazon Local Features SLO County in New "Amazon Destinations" Hub

Amazon.com has launched Amazon Destinations, a hub that hopes to hook up getaway seekers with hotels and other vacation destinations. SLO County destinations were prominently featured in the top left portion of the new page. Check it out at <http://local.amazon.com/travel>.