



Visit San Luis Obispo County

Activity Report, August 2016

- What's New -

RSVP Today – Industry Educational Symposium: October 5

Visit San Luis Obispo County proudly invites you to the fall edition of our quarterly industry educational symposiums, on **Wednesday, October 5, 2016** at the Embassy Suites in San Luis Obispo. The symposium series is designed to cover important and timely industry topics, focused on perfecting operational effectiveness and increasing revenue. Confirmed speakers include AmericanTours International, SLOCOG, PG&E and VSLOC President & CEO Chuck Davison. RSVP here for this event: <http://bit.ly/fall-symposium>.

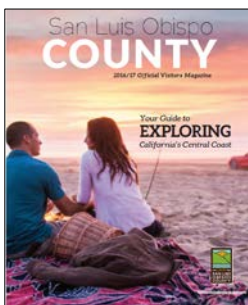


Renew Your Visit San Luis Obispo County Membership Today!

Visit San Luis Obispo County has started the renewal application process for all non-lodging members. Don't miss out on unique members-only opportunities to promote your business! Contact our Membership and Travel Trade Sales Coordinator, Pam Roberts, at 805-541-8000 or Pam@VisitSanLuisObispoCounty.com with any questions.

VSLOC Welcomes Helen Pratt, Executive Assistant to the President & CEO

Visit San Luis Obispo County is excited to welcome its new Executive Assistant to the President & CEO—Helen Pratt. Born and raised in San Luis Obispo, Helen decided to stay in the area to obtain a Bachelor of Science in Animal Science from Cal Poly. After graduation, she took a brief sabbatical, but returned to San Luis Obispo and began working at MINDBODY, Inc. During her time at MINDBODY, Inc. she assisted the Sr. Vice President of the Payments Division, Sr. Director of Merchant Operations and the company's General Counsel. She is very passionate about this area, and is excited to help share the San Luis Obispo County experience with the rest of the world.

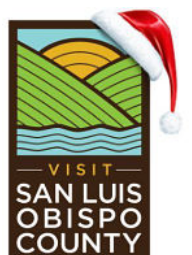


Reserve Today: San Luis Obispo County 2017 Official Visitors Magazine

Production of the San Luis Obispo County 2017 Official Visitors Magazine is underway! Visit San Luis Obispo County is again partnering with our publisher Pace to produce a fresh, content rich piece. The magazine is the gateway for tourists pursuing more information about our destination's unique qualities and activities. Custom content space reservations are first-come, first-served—so don't miss this special year-round opportunity. The space and materials deadline is **October 6**. For details and pricing, you can view the Media Kit: <http://bit.ly/2aUf7qO>. Please contact Nicole Bordges of Pace at 310-266-1292 or Nicole.Bordges@PaceCo.com if you are interested.

Holiday Events – Content Deadline: October 14

Visit San Luis Obispo County is looking for content for the upcoming holiday season, which is quickly approaching. This information will be used for our annual Holiday Press Release, Holiday Happenings blog post, Holiday Event Guide and for social media posts. Please submit all content to VSLOC Marketing Coordinator Jordan Carson at Jordan@VisitSanLuisObispoCounty.com. In addition, we are looking for partners to submit events, deals and specials to the Deals Page of the VSLOC website, as well as giveaway items for our "12 Days of SLO County" Giveaway. The deadline to submit holiday content is **Friday, October 14**.



VSLOC President & CEO Honors Congressman Sam Farr at Luncheon

On August 25, VSLOC President & CEO Chuck Davison attended Monterey County CVB's Annual Luncheon to celebrate the career of Congressman Sam Farr, who is retiring from office this year. Congressman Farr has been a great champion of the tourism industry in his many years in office. Davison joined several other CVB leaders at the luncheon in expressing his gratitude.



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



Featured in *LA Times*: Montaña de Oro State Park (left); and in *Lonely Planet*: Atascadero City Hall (right).



Trending

Media

- LA Times: Los Osos is big enough to keep a golfer and kayaker happy <http://lat.ms/2cH41t5>
- Lonely Planet: San Luis Obispo: the perfect pit-stop on your California road trip <http://bit.ly/2cajUpV>
- KGO 810 Radio "On-The-Go" Travel & Leisure Show: Getaways in SLO County
- 30 Day Adventures: A SLO Hotel That Oozes Country Charm <http://bit.ly/2cmx04X>
- CRN Digital Talk Radio "What's Cookin' Today": August is Family Travel Month <http://bit.ly/2cHeNyD>
- The Independent: Shell Beach Luxury in the Five Cities Area <http://bit.ly/2cHfvf8>
- Bravo California: Notable Encounters at Festival Mozaic in San Luis Obispo <http://bit.ly/2cxsmx1>

Public Relations

- Travel Planners Radio: September 15-16
- Visit California Los Angeles Media Reception: September 27
- Visit California Crisis Communications Workshop: September 28
- Visit California "California Dream" Italian FAM: September 30

Travel Trade

- Visit California China FAM: September 16-17
- Tour & Travel Sales Mission: September 20-22 (Los Angeles)
- Visit California UK SuperFAM: October 1-3
- Meeting & Conference Sales Mission: November 7-9 (Sacramento)
- CalSAE Seasonal Spectacular: December 1

VSLOC Co-Op Opportunities: Contact Us Now!

Visit San Luis Obispo County is looking for co-op partners on two separate sales missions: a Tour and Travel Sales Mission in LA (Sept. 20-22) and a Meeting & Conference Sales Mission targeting association and government meeting planners in Sacramento (Nov. 7-9). The latter will be occurring in conjunction with the MPI Sacramento Sierra Nevada Chapter Luncheon on November 8. We are also looking for co-op partners for IPW in Washington D.C., June 3-7, 2017. If you are interested in these opportunities, please contact VSLOC Director of Travel Trade Michael Wambolt at Michael@VisitSanLuisObispoCounty.com.



Reminder: Watch for Leads in This Week in SLO County

This is just a reminder that various leads are circulated through This Week in San Luis Obispo County every week. If you believe your property fits the specifications detailed in these leads, please be sure to send us a response by the noted deadline in order to qualify.

Chimney Fire Efforts: Thank You!

Over the past few weeks, VSLOC kept constituents up to date on tourism messaging during the Chimney Fire as part of its Crisis Communication Plan. Coordinated efforts to assist first responders and those displaced among the tourism community was critical. Thank you for all your support!



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	43,809
UNIQUE VISITORS:	36,664
PAGE VIEWS:	128,985
AVG. PAGE VIEWS/VISIT:	2.94
AVG. TIME ON SITE:	2:13
TOTAL ORGANIC TRAFFIC:	34,060
% OF ORGANIC:	78%
MOBILE VISITS:	26,506

MOST VISITED EVENT PAGE:

THURSDAY FARMERS MARKET
(1,205 VIEWS)

TOTAL BLOG VISITS: 8,460

MOST SHARED BLOG: SEPTEMBER IS CALIFORNIA WINE MONTH!
[HTTP://BIT.LY/CAWINEMONTH16](http://bit.ly/CAWINEMONTH16)

VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 17,381 NEW: 334
TOT. IMPRESSIONS: 486,335

HIGHEST ENGAGEMENT: CARE TO KAYAK OR TAKE A BOAT CRUISE?
#TRAVELTHURSDAY (1.5K ENGAGEMENTS)

MOST REACTIONS: CARE TO KAYAK OR TAKE A BOAT CRUISE?
#TRAVELTHURSDAY (1.2K REACTIONS)

	FOLLOWERS	NEW
TWITTER:	6,584	93

37K IMPRESSIONS

TWEETS: 6,850

PINTEREST:	680	3
PINS:	802	

INSTAGRAM:	6,575	461
POSTS:	790	

VISITOR GUIDE DIST.

WEB DOWNLOADS:	63
GUIDES DISTRIBUTED:	1,194
TOTAL:	1,257

THIS MONTH IN SLO COUNTY

SUBSCRIBERS:	36,419
# OF OPENS:	6,061
# OF CLICK-THROUGHS:	1,030

THIS WEEK IN SLO COUNTY

CIRCULATION:	936
MOST CLICKED LINK:	STR Report



July 2016 vs July 2015 Lodging Statistics (STR, Inc.)

Current Month - July 2016 vs July 2015												
	Occ %		ADR		RevPAR		Percent Change from July 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	83.3	75.1	149.13	142.09	124.17	106.70	10.9	5.0	16.4	16.4	0.0	10.9
Morro Bay, CA+	85.3	84.2	170.80	151.66	145.66	127.72	1.3	12.6	14.0	14.2	0.1	1.4
Paso Robles, CA+	83.8	82.9	168.31	157.27	140.99	130.31	1.1	7.0	8.2	23.3	14.0	15.2
Pismo Beach, CA+	89.0	90.0	221.53	202.00	197.05	181.84	-1.2	9.7	8.4	8.2	-0.1	-1.3
San Luis Obispo, CA+	84.7	88.3	175.36	160.52	148.48	141.66	-4.1	9.2	4.8	4.8	0.0	-4.1
San Simeon, CA+	85.6	80.5	162.69	155.73	139.32	125.31	6.4	4.5	11.2	11.2	0.0	6.4
Five Cities+	87.8	88.7	211.68	193.70	185.87	171.87	-1.0	9.3	8.1	8.1	-0.1	-1.1
North Coast+	86.7	84.2	196.49	184.13	170.29	155.12	2.9	6.7	9.8	9.8	0.0	2.9
North County+	83.6	80.6	163.19	153.10	136.48	123.36	3.8	6.6	10.6	21.5	9.9	14.0
South County+	86.3	88.5	194.88	178.10	168.24	157.63	-2.5	9.4	6.7	6.7	-0.0	-2.5
San Luis Obispo County	85.7	85.7	186.61	172.10	160.01	147.54	0.0	8.4	8.5	10.6	1.9	2.0
Santa Barbara/Santa Maria	86.2	86.0	231.68	217.41	199.65	187.01	0.2	6.6	6.8	7.0	0.2	0.4
Monterey/Salinas	89.0	85.4	224.71	211.75	200.03	180.78	4.3	6.1	10.6	10.4	-0.2	4.1
California	83.6	82.9	171.48	164.38	143.28	136.24	0.8	4.3	5.2	5.8	0.6	1.5

SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.