

Visit San Luis Obispo County



Activity Report, December 2015

- What's New -



Visit San Luis Obispo County Unveils New Countywide Icon

The new Countywide Icon, recommended by the Marketing Committee and approved by the Visit San Luis Obispo County Board of Directors, is now available on our website in multiple versions and file formats as requested. Color and black & white versions of the icon can be downloaded at VisitSanLuisObispoCounty.com/Countywide-Icon.

VSLOC is asking all DMOs to include this emblem in their marketing efforts and distribute this information to your constituents in order to better help connect the dots of the many communities and assets in the county for potential visitors.

Visit San Luis Obispo County Welcomes Director of Marketing Becky Singh

Visit San Luis Obispo County is excited to welcome our Director of Marketing, Becky Singh. Singh brings more than 15 years of strategic marketing and communications experience to Visit San Luis Obispo County, having most recently worked as the Marketing and Communications Director for the Foundation for the Performing Arts Center in San Luis Obispo. Originally from the San Francisco Bay Area, Singh began her career in marketing with the largest business-consulting firm in California, Armanino LLP. Taking a detour to the Northwest, Singh worked for global innovation consultancy, Ziba, in Portland, Oregon, and consulted with advertising agencies and on consumer brand projects, before settling on the Central Coast in 2012. Singh and her family live in South County, where she serves on the board of directors for the Lucia Mar Foundation for Innovation, and Pale Kai Outrigger Club in Avila Beach.



Digital Asset Management System Set to Launch this Winter

Visit San Luis Obispo County is finalizing the import of digital assets into its new digital asset management system—the first of its kind in San Luis Obispo County. Visit San Luis Obispo County has received thousands of photos from its local partners, providing ease of access to media, film scouts, and to local DMOs. Training on accessing the WebDAM system and tagging photos will be forthcoming in January, with the goal of doing a soft launch at the end of January.



Visit San Luis Obispo County Attends CalSAE Seasonal Spectacular

On December 3, Visit San Luis Obispo County Director of Travel Trade Michael Wambolt led a delegation of representatives from SeaCrest, SpringHill Suites, Embassy Suites, the Pismo Beach VCB and Martin Resorts to the CalSAE Seasonal Spectacular in Sacramento. The event produced 34 qualified leads and RFPs ranging from small board retreats to major conferences. From these leads and contacts, Visit San Luis Obispo County will be facilitating a sales mission into the Sacramento area during the first quarter of 2016. In addition, Visit San Luis Obispo County organized a lunch with five qualified planners who submitted an RFP during the show. During the lunch, the lodging partners had a chance to present their properties.



San Luis Obispo County Restaurant Month is Here!

Visit San Luis Obispo County is once again working in partnership with Visit California to gear up for our 9th Annual Restaurant Month, January 4 – 29, 2016. More than 50 restaurants throughout the County are participating this year, and will be offering a three-course prix-fixe meal for \$30 per person or three-course prix-fixe menu for \$40 per person. Visit San Luis Obispo County is also partnering with SLO Wine and PRWCA to offer Local Wine Deals. For questions or more information, please call Kylee at 805.541.8000 or email her at kyleej@visitsanluisobispocounty.com.



The 2016 Countywide Event Calendar is now available!

Download it today from the Visit San Luis Obispo County Blog at VisitSanLuisObispoCounty.com/Blog!



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



Featured on MSN: Hearst Castle (left); and in Chevrolet New Roads: Montaña de Oro (right).



Trending

Public Relations

- Trishna Patel, JohnnyJet.com – Paso Robles: December 28-29
- Gerry Benson, Travelbiz – San Simeon: January 1
- Kim Welstad, Times Colonist (Canada) – Arroyo Grande, San Luis Obispo: January 4-6
- News.com.au: January 28-29
- Visit California New York Media Reception: March 22
- Visit California Texas Media Bootcamp: April 7-8

Media

- USA TODAY – Best Historic Home Tour (Hearst Castle, #7) <http://bit.ly/1UfKLNf>
- Sunset – A Perfect Day in Pismo Beach <http://bit.ly/1RsY5Pq>
- New Roads – Off the Path <http://bit.ly/1krjzPQ>
- MSN – Beaches, a castle, sipping and zipping in SLO <http://bit.ly/1NPgR1d>
 - Also featured in Yahoo! New Zealand and GolfLink.com.au

Travel Trade

- Smart Meetings Northern California Event: Jan. 6
- Visit California Mexico Sales Mission: Jan. 17-21
- NTA Travel Exchange: Jan. 31- Feb. 4
- MPI Northern California Expo: Feb. 10

Visit SLO County to Network with Event Planners at Smart Meetings Northern California Event

On January 6, Visit San Luis Obispo County Director of Travel Trade Michael Wambolt will attend the Smart Meetings Northern California (Bay Area/Silicon Valley) event at Levi's Stadium in San Francisco. At this event, we have 15-20 pre-scheduled appointments and networking time with the event planners for companies such as Cisco, Lucas Films, Intel, Yahoo and Oracle. This show will launch our sales presence into the Bay Area/Silicon Valley for 2016. Stay on the lookout for follow-up sales missions into the market!

Visit San Luis Obispo County Prepares for First-Ever Mexico Sales Mission

For the first time in its history, Visit San Luis Obispo County is partnering with Visit California on their 2016 Mexico Sales Mission, happening January 17-21, 2016. On this mission, Director of Travel Trade Michael Wambolt will meet the top 100 travel agents, tour operators and media from Mexico City, Leon, and Guadalajara. The travel trade program will include breakfast sessions and training seminars designed to educate travel agents and the industry in the primary and secondary markets. During the sales mission, Wambolt will have one-on-one appointments with travel agents, tour operators and media to pitch San Luis Obispo County and gain new sales contacts and FAM trips.



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	43,292
UNIQUE VISITORS:	34,379
PAGE VIEWS:	138,722
AVG. PAGE VIEWS/VISIT:	3.20
AVG. TIME ON SITE:	2:36
TOTAL ORGANIC TRAFFIC:	31,112
% OF ORGANIC:	72%
MOBILE VISITS:	25,072

MOST VISITED EVENT:

ROCK THE HOLIDAYS (3,461 VIEWS)

TOTAL BLOG VISITS: 13,702

MOST SHARED BLOG: WIN THE ULTIMATE SAN LUIS OBISPO COUNTY VACATION [HTTP://BIT.LY/1PE9UM6](http://bit.ly/1Pe9UM6)

VISIT SLO COUNTY

FACEBOOK

LIKES: 13,704 **NEW:** 401
TOT. IMPRESSIONS: 315,681

HIGHEST ENGAGEMENT:

#12DAYSOFSLOCOUNTY: THE ICONIC PISMO BEACH PIER LIGHTED TREE (884 ENGAGEMENTS)

MOST LIKED:

#12DAYSOFSLOCOUNTY: THE ICONIC PISMO BEACH PIER LIGHTED TREE (688 LIKES)

	FOLLOWERS	NEW
TWITTER:	5,815	62

43.9K IMPRESSIONS

TWEETS: 6,333

PINTEREST:	627	3
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PINS: 802

INSTAGRAM:	2,110	349
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POSTS: 486

VISITOR GUIDE DIST.

WEB DOWNLOADS:	40
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GUIDES DISTRIBUTED:	2705
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TOTAL:	2745
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MONTHLY E-SPECIAL

SUBSCRIBERS:	36,158
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# OF OPENS:	7,058
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# OF CLICK-THROUGHS:	1,253
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THIS WEEK IN SLO COUNTY

CIRCULATION:	906
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MOST CLICKED LINK:

Upcoming Events in San Luis Obispo County

November 2015 vs November 2014 Lodging Statistics (STR, Inc.)

Current Month - November 2015 vs November 2014												
	Occ %		ADR		RevPAR		Percent Change from November 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	55.4		112.10		62.14							
Morro Bay, CA+	55.6	56.0	111.01	104.12	61.75	58.32	-0.7	6.6	5.9	5.9	0.0	-0.7
Paso Robles, CA+	69.4	67.0	123.98	120.16	86.04	80.53	3.6	3.2	6.8	25.5	17.5	21.7
Pismo Beach, CA+	61.0	64.8	144.11	135.31	87.87	87.69	-5.9	6.5	0.2	0.3	0.1	-5.9
San Luis Obispo, CA+	64.8	67.9	127.19	120.78	82.40	81.96	-4.5	5.3	0.5	0.5	0.0	-4.5
San Simeon, CA+	51.9	52.8	111.72	104.31	57.93	55.04	-1.7	7.1	5.2	5.2	0.0	-1.7
Five Cities+	59.2	63.0	138.08	129.80	81.68	81.75	-6.1	6.4	-0.1	-0.0	0.0	-6.0
North Coast+	57.8	57.7	136.44	129.10	78.85	74.49	0.2	5.7	5.9	5.9	0.0	0.2
North County+	65.7	63.8	121.29	116.84	79.63	74.49	3.0	3.8	6.9	29.9	21.5	25.2
South County+	61.8	65.3	132.72	125.40	82.02	81.85	-5.3	5.8	0.2	0.2	0.0	-5.3
San Luis Obispo County	61.4	62.6	128.86	122.34	79.07	76.54	-1.9	5.3	3.3	7.4	4.0	2.0
Santa Barbara/Santa Maria	65.5	64.9	160.34	158.38	105.03	102.75	1.0	1.2	2.2	1.1	-1.1	-0.1
Monterey/Salinas	60.4	61.8	179.19	172.26	108.17	106.42	-2.3	4.0	1.6	1.6	0.0	-2.3
California	68.1	67.2	143.61	133.99	97.86	90.09	1.3	7.2	8.6	9.2	0.5	1.9