



Visit San Luis Obispo County

Activity Report, December 2016

- What's New -

New Marketing Campaign Set to Launch January 23

Visit San Luis Obispo County has been working with its agency, BCF, to develop a new countywide brand awareness campaign, set to launch this month. This highly-targeted, research-based campaign will feature a variety of iconic sites and scenes in the area, complemented by fresh, vibrant branding. An interactive landing page, updated social media presence and synchronized PR efforts will support the online advertising campaign. Watch for more details in the coming weeks!



VSLOC Builds Up Digital Assets with Film and Photo Shoot

Visit San Luis Obispo County recently partnered with its agency, BCF, to execute a five-day countywide film and photo shoot. The assets will be used in the strategic marketing campaign mentioned above, and to launch the new San Luis Obispo County brand in early 2017. Stay tuned for these exciting pre-roll videos and photos!

VSLOC Welcomes Brooke Burnham, Vice President of Marketing

Visit San Luis Obispo County is excited to welcome its new VP of Marketing—Brooke Burnham. Brooke comes to VSLOC from Estes Park, Colorado, the basecamp for Rocky Mountain National Park. There, she was the Director of Marketing and Communications for Visit Estes Park, overseeing a \$1.1 million marketing budget. While at Visit Estes Park, Brooke was integral in managing crisis communications during a forest fire and a flood, and in winning awards for both public relations and advertising campaigns. Brooke has over seven years of destination marketing experience, including sales, public relations, advertising and international marketing. She holds a bachelor degree in public relations from Colorado State University and an MBA from the University of Northern Iowa. Brooke is moving to SLO County with her husband, Charles, and two sons, ages seven and ten.



VSLOC Contracts with Black Diamond to Build UK Presence



Visit San Luis Obispo County now has direct travel trade and media representation in the United Kingdom and Ireland through Black Diamond. Black Diamond will expand our presence in this key international market, pitching SLO County at trade and consumer shows, supplying market intelligence and analysis, delivering travel trade and media FAMs, and providing other key support.

VSLOC Board Seat Open – Call for Applications

Visit San Luis Obispo County currently has an open seat on its Board of Directors. Applicants should be on the management team of a lodging business in the unincorporated area of San Luis Obispo County and be able to serve through June 2019. Meetings are on the first Wednesday of each month from 8:30am-10:30am. Please contact Nikki Schmidt at the County of San Luis Obispo via email at nschmidt@co.slo.ca.us for more details and information on how to apply.



Join Us for SAVOR – A San Luis Obispo County Experience in Seattle!

Visit San Luis Obispo County is taking SAVOR on the road again, this time to Seattle, Washington! We are partnering again partner with local restaurant, winery, brewery, spirit and activity partners at the Seattle Wine & Food Experience Grand Tasting on Sunday, February 26, 2017. *SAVOR - A San Luis Obispo County Experience* will feature a large destination-experience exhibit, showcasing some of the best wine, beer, craft spirits and culinary delicacies of SLO County. If your business would like to partner and go on the road with VSLOC and participate in an upcoming *SAVOR - A San Luis Obispo County Experience*, please contact Pam Roberts, Membership and Travel Trade Sales Coordinator, at Pam@VisitSanLuisObispoCounty.com by January 11.



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



Featured on *Go World Travel*: Elephant Seals in San Simeon (left); and in *The Coast News Group – Taste of Wine*: Miso Glazed Black Cod at Foremost Wine Company (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	47,186
UNIQUE VISITORS:	37,616
PAGE VIEWS:	147,724
AVG. PAGE VIEWS/VISIT:	3.13
AVG. TIME ON SITE:	2:30
TOTAL ORGANIC TRAFFIC:	36,317
% OF ORGANIC:	77%
MOBILE VISITS:	30,008
MOST VISITED EVENT PAGE:	
HOLIDAY ACTIVITIES (8,065 VIEWS)	
TOTAL BLOG VISITS:	11,977
MOST SHARED BLOG:	101 WAYS TO EXPERIENCE SLO COUNTY
HTTP://BIT.LY/2iMADrw	(88 SHARES)

VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK		
LIKES:	18,305	NEW: 295
TOT. IMPRESSIONS:	277,698	
HIGHEST ENGAGEMENT:	LET'S ALL GO TO THE SUNSET DRIVE-IN...WITH ADVENTURE COW (820 ENGAGEMENTS)	
MOST REACTIONS:	WE LOVE OUR GOLDEN HILLS... #FANFRIDAY (211 REACTIONS)	
	FOLLOWERS	NEW
TWITTER:	6,819	53
28.8K IMPRESSIONS		
TWEETS:	6,982	
PINTEREST:	688	4
PINS:	802	
INSTAGRAM:	7973	372
POSTS:	937	

VISITOR GUIDE DIST.

WEB DOWNLOADS:	46
GUIDES DISTRIBUTED:	102
TOTAL:	148
THIS MONTH IN SLO COUNTY	
SUBSCRIBERS:	36,067
# OF OPENS:	5,640
# OF CLICK-THROUGHS:	1,047
THIS WEEK IN SLO COUNTY	
CIRCULATION:	912
MOST CLICKED LINK:	
MEMBERS AREA	

Trending

Media

- Go World Travel: Driving the Pacific Coast Highway <http://bit.ly/2j5JPiz>
- KCBX Radio: Chinese tourists poised to soon become CA Central Coast's #1 international demographic <http://bit.ly/2iQKcyg>
- North Hills Monthly: The Laid-back Life: Visiting San Luis Obispo County, CA <http://bit.ly/2iJkWMZ>
- KSBY: Central Coast businesses trying to attract more Chinese travelers <http://bit.ly/2hU6mB3>
- Love Wins Texas: Grape Adventures (print)
- The Coast News Group – Taste of Wine: The Wine & Food of San Luis Obispo County (print)
- The Wine Buzz: SLO Wine Country (print)

Public Relations

- Visit California New York Media Reception: March 21

Travel Trade

- GoWest: February 22-23 (Reno, NV)
- NTA: February 26-3/1 (St. Louis, MO)
- ITB: March 8-12 (Berlin, Germany)
- US Travel Association's IPW: June 3-7 (Washington D.C.)

SLO County Launches Restaurant Month

January is Restaurant Month in San Luis Obispo County! From January 2-31, participating restaurants are offering special pre-fixe menus of three courses at \$30-\$40 per person or other special offerings. Help us promote Restaurant Month in your social media channels by sharing our Restaurant Month page at VisitSanLuisObispoCounty.com/Restaurant-Month.



Submit Your Romance Month Deals Today!

February is Romance Month in San Luis Obispo County, and we are looking for your top romantic activities and deals to include in blogs, social media and pitches to journalists. Submit your romantic activities, lodging packages, or other special deals to our website by logging on to your profile at VisitSanLuisObispoCounty.com/Members. Be sure to mark 'Romance' and 'Valentine's Day' in the category section. Also, please email your content to Jordan@VisitSanLuisObispoCounty.com and include photos and descriptions that are no longer than 150 words. All submissions are due by January 16.



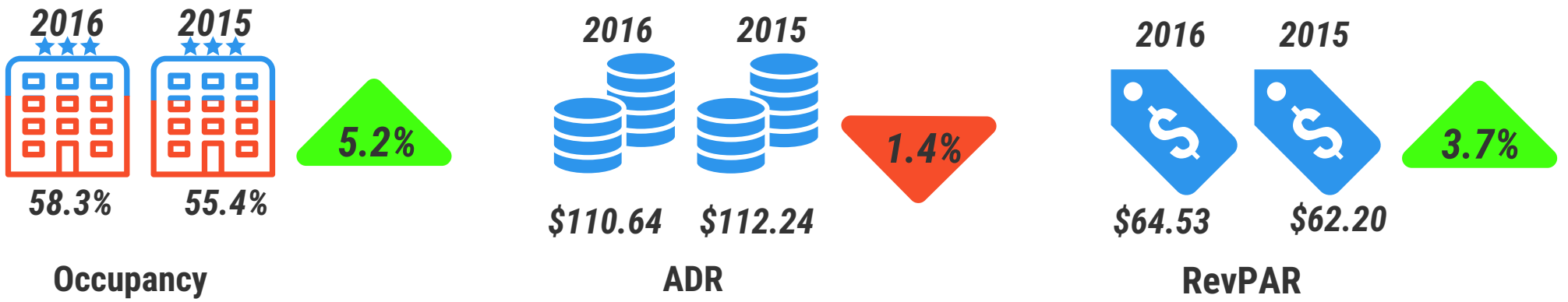
November 2016 vs November 2015 Lodging Statistics (STR, Inc.)

Current Month - November 2016 vs November 2015												
	Occ %		ADR		RevPAR		Percent Change from November 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	58.3	55.4	110.64	112.24	64.53	62.20	5.2	-1.4	3.7	3.7	0.0	5.2
Morro Bay, CA+	59.4	54.2	115.03	109.75	68.33	59.50	9.6	4.8	14.8	15.0	0.1	9.7
Paso Robles, CA+	69.0	69.2	128.97	124.24	89.01	85.95	-0.2	3.8	3.6	3.6	0.0	-0.2
Pismo Beach, CA+	60.8	60.9	151.95	144.23	92.34	87.89	-0.3	5.3	5.1	4.9	-0.1	-0.4
San Luis Obispo, CA+	66.5	65.1	133.30	128.84	88.61	83.85	2.1	3.5	5.7	5.7	0.0	2.1
San Simeon, CA+	53.5	51.7	119.23	111.93	63.77	57.88	3.4	6.5	10.2	10.2	0.0	3.4
Five Cities+	59.6	59.2	145.24	138.43	86.49	81.97	0.6	4.9	5.5	5.4	-0.1	0.5
North Coast+	59.3	57.5	143.66	137.94	85.20	79.32	3.1	4.1	7.4	7.5	0.1	3.2
North County+	66.2	65.5	124.68	121.55	82.51	79.65	1.0	2.6	3.6	3.6	0.0	1.0
South County+	62.8	62.0	139.28	133.68	87.49	82.86	1.3	4.2	5.6	5.5	-0.0	1.3
San Luis Obispo County	62.7	61.2	134.51	129.55	84.35	79.34	2.4	3.8	6.3	6.3	0.0	2.4
Cambria, CA+	64.6	62.7	164.69	160.03	106.43	100.32	3.1	2.9	6.1	6.2	0.1	3.2
Santa Barbara/Santa Maria	66.4	64.9	175.75	160.52	116.63	104.22	2.2	9.5	11.9	15.5	3.2	5.5
Monterey/Salinas	64.3	60.3	177.99	180.22	114.51	108.68	6.7	-1.2	5.4	5.8	0.4	7.1
California	70.0	68.1	148.69	143.55	104.15	97.73	2.9	3.6	6.6	7.6	0.9	3.8

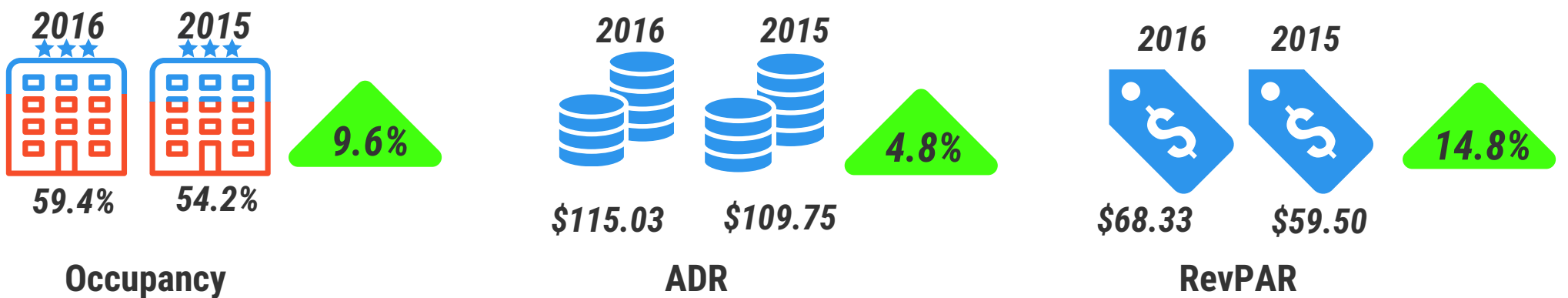
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November 2016 vs November 2015 Lodging Statistics (STR, Inc.)

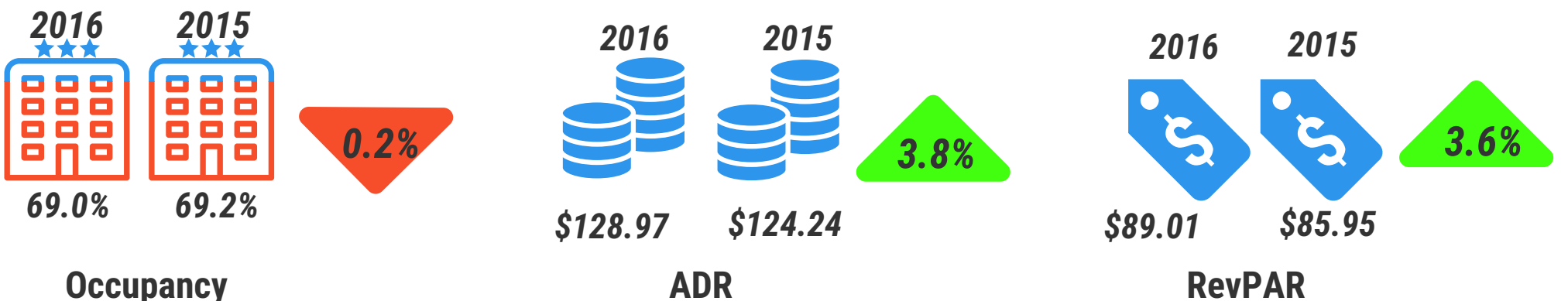
Atascadero



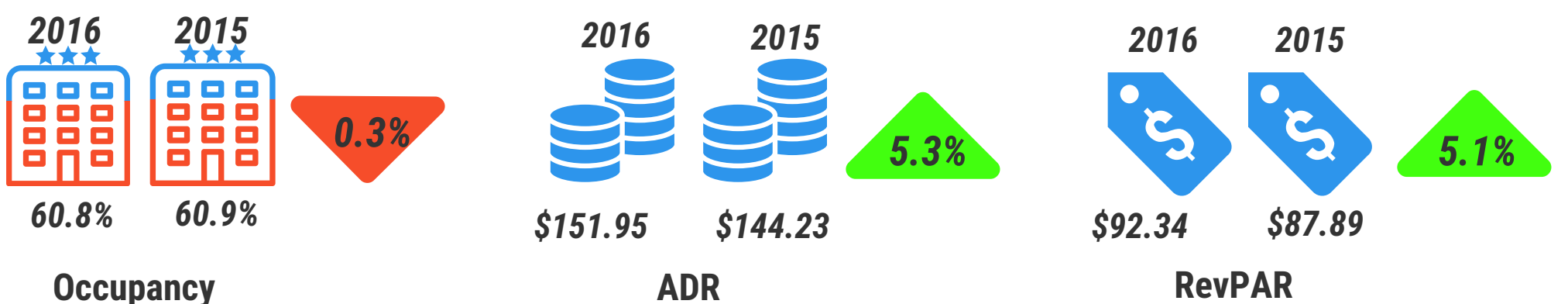
Morro Bay



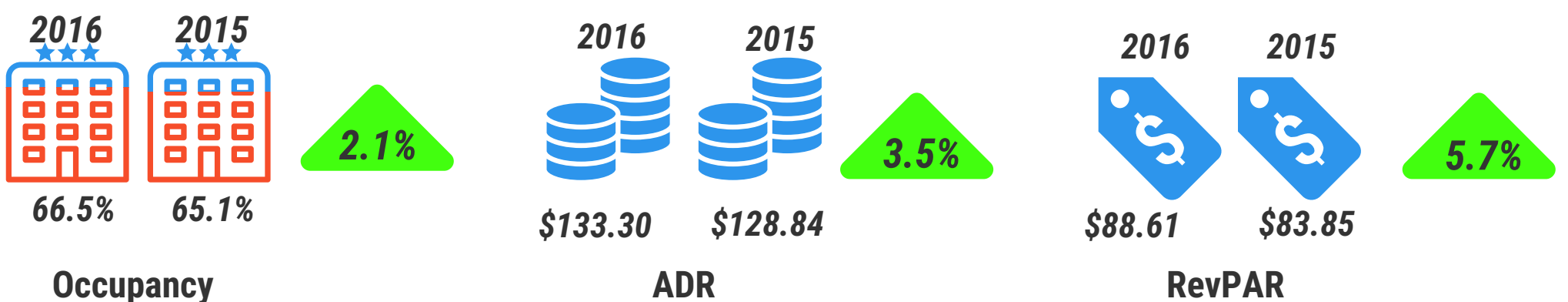
Paso Robles



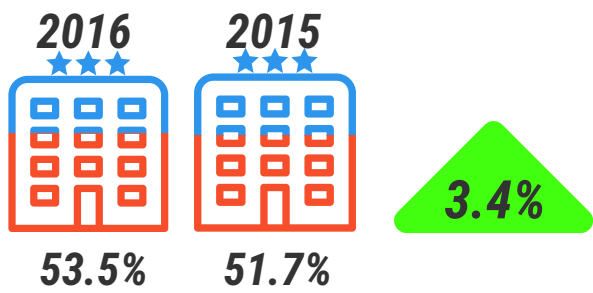
Pismo Beach



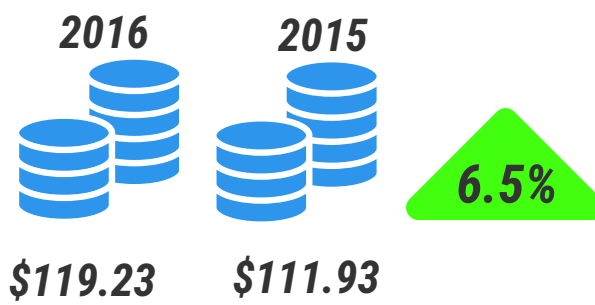
San Luis Obispo



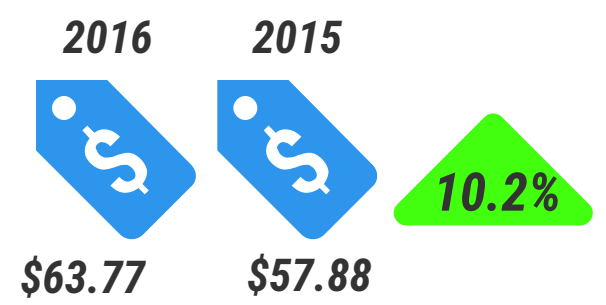
San Simeon



Occupancy

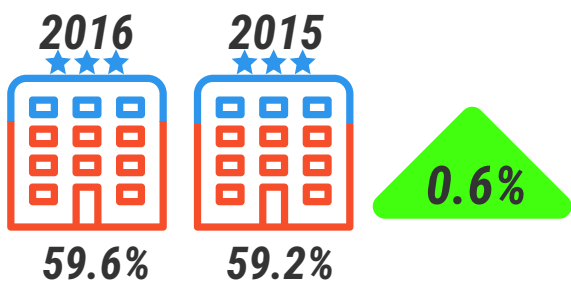


ADR

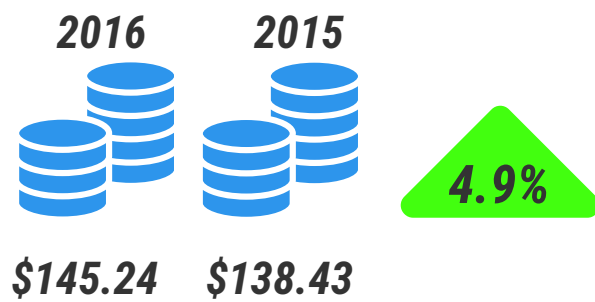


RevPAR

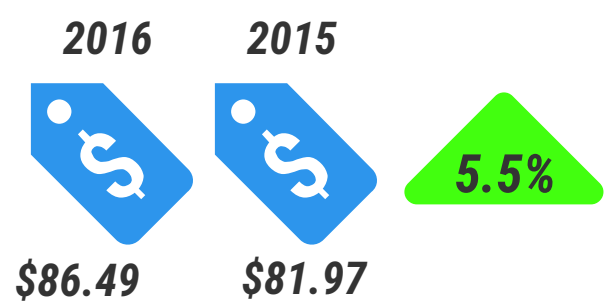
Five Cities



Occupancy

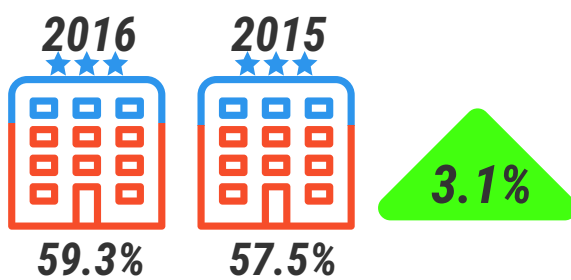


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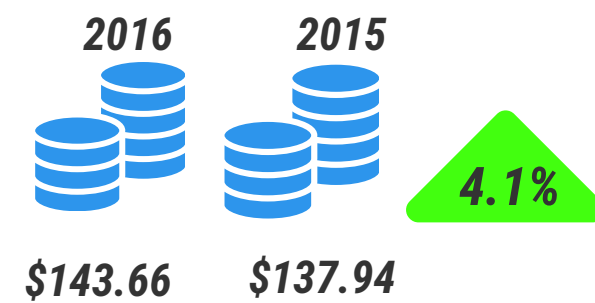


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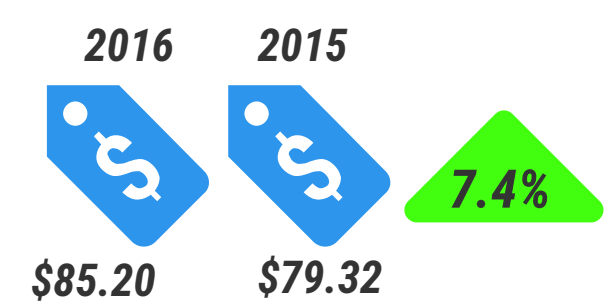
North Coast



Occupancy

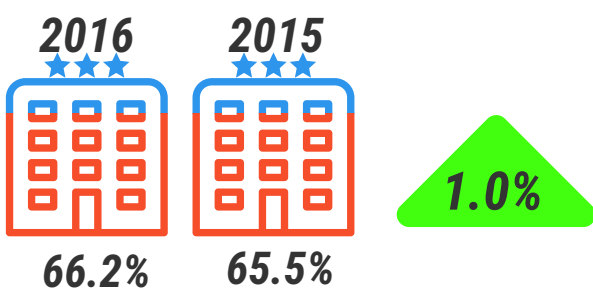


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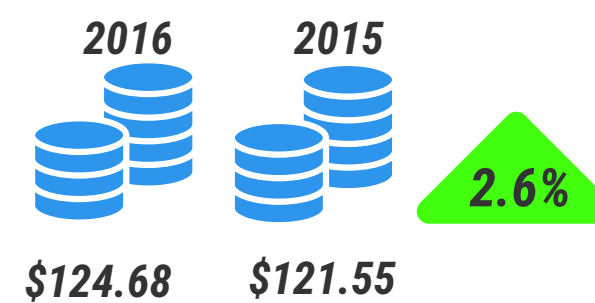


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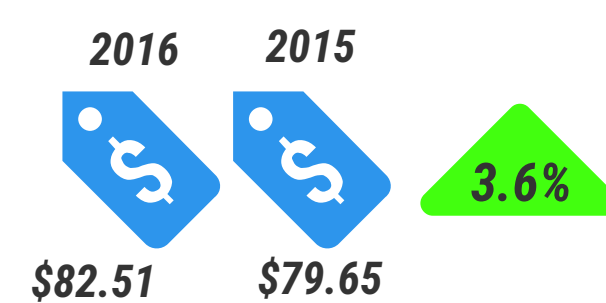
North County



Occupancy

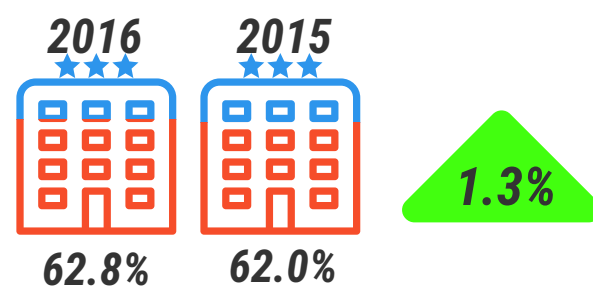


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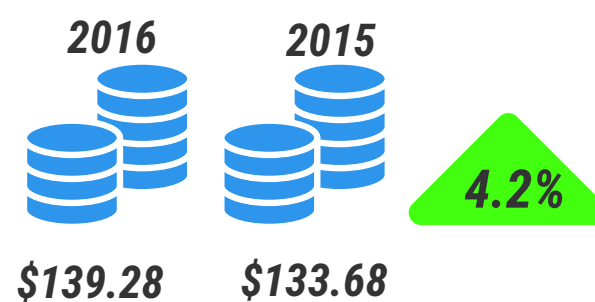


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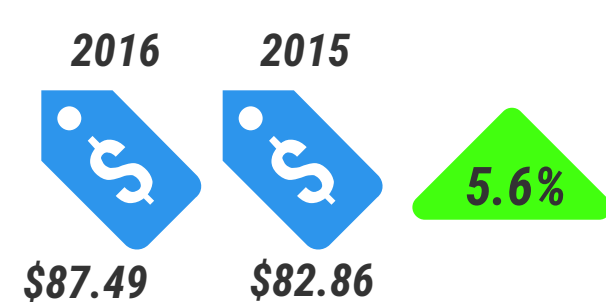
South County



Occupancy

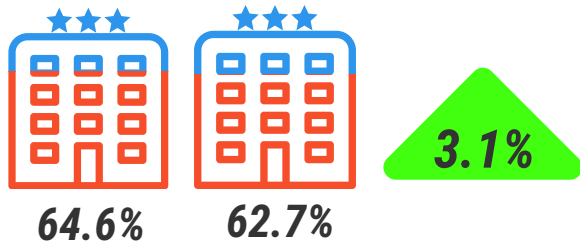


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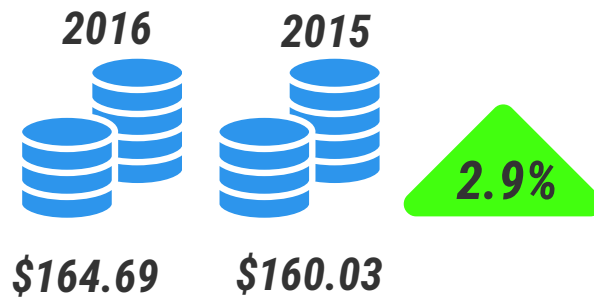


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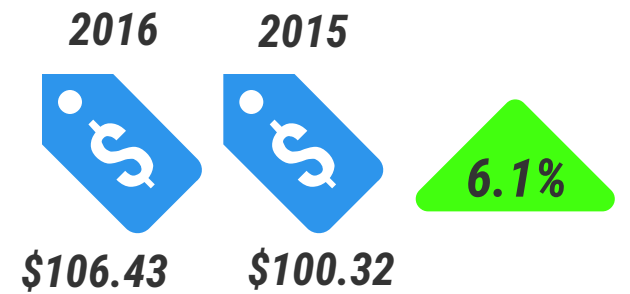
Cambria



Occupancy

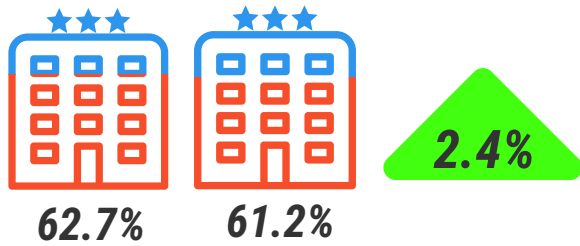


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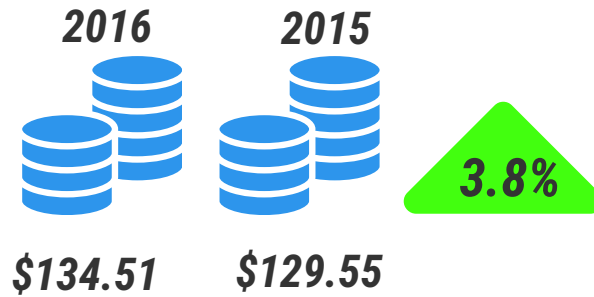


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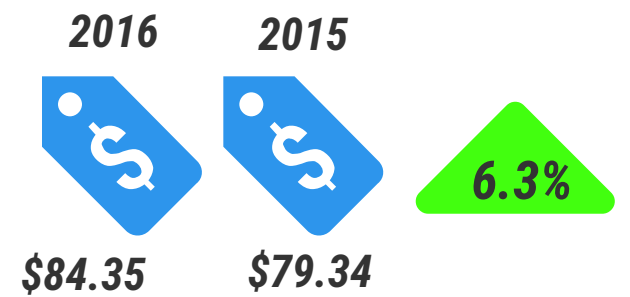
San Luis Obispo County



Occupancy



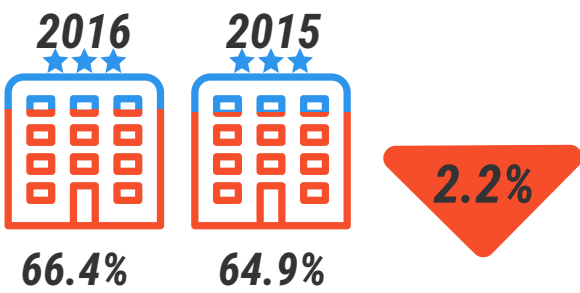
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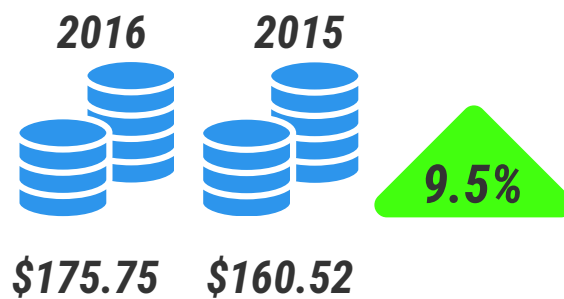
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Comparatives:

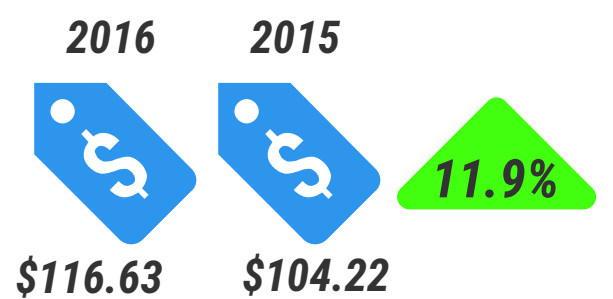
Santa Barbara/Santa Maria



Occupancy

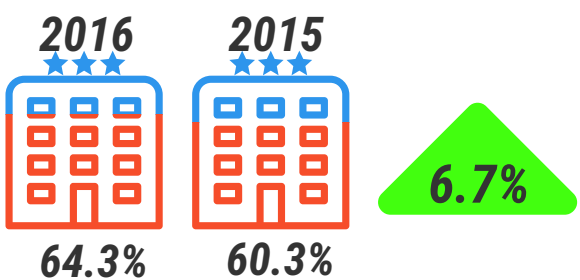


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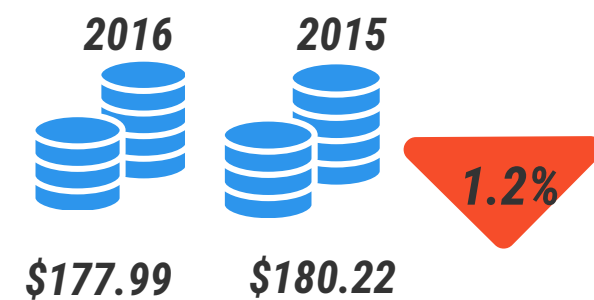


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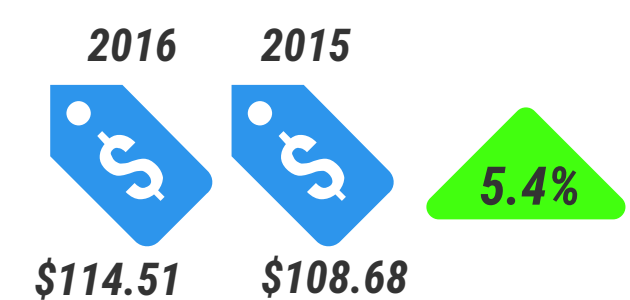
Monterey/Salinas



Occupancy

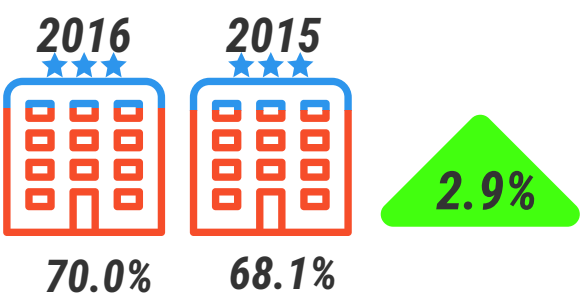


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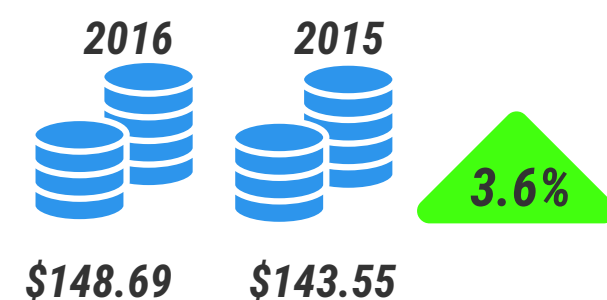


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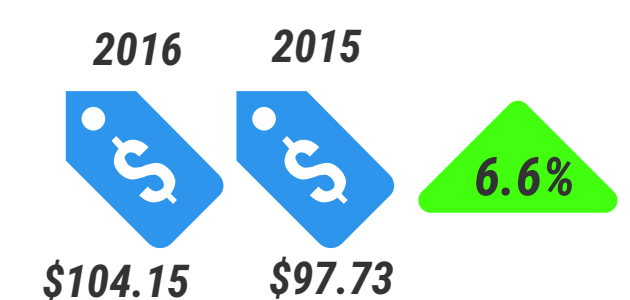
California



Occupancy



ADR



RevPAR

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