

Visit San Luis Obispo County

Activity Report, February 2015

SAVOR 2015
Registration is now open!
<http://savorcentralcoast.com/exhibitors/>

Current Month - January 2015 vs January 2014

	Occ %		ADR		RevPAR	
	2015	2014	2015	2014	2015	2014
California	65.1	62.4	138.59	129.71	90.17	80.97
Santa Barbara/Santa Maria, CA	64.4	57.2	150.86	141.13	97.19	80.73
San Luis Obispo/Paso Robles, CA	56.4	53.2	109.78	103.10	61.94	54.85
Monterey/Salinas, CA	53.2	50.2	141.32	132.77	75.13	66.64

- What's New -

Visit California – Outlook Forum February 23 & 24

Visit San Luis Obispo County and its partner communities were all represented at California's premier tourism marketing conference. More than 500 industry professionals came together to hear trends, look at innovative marketing ideas and networked with industry authorities from across the state.

Media/PR Leads

- Hosted Joanne Blaine in Paso Robles – Visit CA for WestCoast Homes/Vancouver Sun
- Working with City of SLO on 2 Chinese FAM Tours: March 14th – Visit CA China FAM and March 25 – Visit CA China FAM – Beijing
- Visit CA France Journalists – 8 Journalists from various magazines will be visiting San Luis Obispo
- Visit CA - LA Media Reception April 12, 2015.



New Visitors Guide will be released the week of March 16th!

SAVE THE DATE!

Packaging Party April 1st & 2nd
North and South County
Locations TBD

Welcome New Members

- [Foremost Wine Co.](#)
- [Mistura Restaurant](#)
- [The Restaurant at Paso Robles Golf Club](#)
- [Paderewski Festival](#)
- [Limerock Orchards](#)
- [Refugio Paso Robles](#)
- [Niner Wine Estate Restaurant](#)
- [Paso Robles Bamboo](#)

San Luis Obispo County in the News

- KCBX - Cal Poly's organic farm named among the top ten student farms in the nation <http://bit.ly/1CfldWA>
- Independent Travel Cats - Outdoor Adventures in Scenic Los Osos California <http://bit.ly/16x2GN1>
- BuzzFeed - 29 Reasons the West Coast is the Best Coast <http://bzfd.it/1MSgZwH>
- Queerty.com - Get Your Travel On With These Perfect 3-Day Weekend Getaways – Cambria <http://bit.ly/1AXilB4>
- Independent.com - Morro Bay Reminds of New Zealand <http://bit.ly/1KffFoM>
- SacMag - Ocean Grown <http://bit.ly/1Ct5Q2i>
- The Tribune - Agency hired to help put on Savor the Central Coast <http://bit.ly/1Gkwhsj>



SpringHill Suites by Marriott In Atascadero

Expected opening Spring 2015

The perfect place to meet for business, pleasure or both! Minutes away from Wine Country and conveniently located on Hwy 101. The fresh "Wine Country" inspired Signature Restaurant will cater events from 10 to 500! With over 5,000 sqft of flexible meeting space. The perfect event venue that is large enough to handle your best guests, yet intimate enough to provide a boutique experience. Our 130 Suites offer an incredible nights rest, complimentary Wi-Fi and a healthy hot breakfast.



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



29 Reasons the West Coast is the Best Coast (photo right) *Our art is your art –* Bubblegum Alley (photo left) *You can even drive to a castle – Hearst Castle*



Restaurant Month Recap

Promotion Synopsis

- 8th Annual Restaurant Month
- Program featured restaurants offering Prix Fixe menus at either 3 for \$30, 3 for \$40, 2 for \$30 or 4 for \$40
- NEW IN 2015: Go Local Wine Deals – partnership with SLO Wine and Paso Robles Wine
- In Partnership with Visit California
 - Over 33 California destinations hosted their own restaurant month or restaurant week

Participation

- 45 SLO County Restaurant Month participants representing 8 SLO County communities.

Website & Social Media

- A total of 71,833 dining related views to the Website
 - 51,679 views to Restaurant Month splash page on visitsanluisobispocounty.com
 - 106% increase from January 2014! Most visited page in January 2015
 - 15,937 Visits to Restaurant Profiles
 - 7,577 Referrals to the dining establishments/point of contact
 - 72,725 Total Post Impressions on Facebook; 83 new likes. 5,204 Tweets; 129 new followers

Marketing

- Distributed 4,500 rack cards, 120 posters
- Advertising
 - New Times, 5 full color ads: 500,000 impressions
- Destination Partner Websites: Wine Coast Country, Paso Robles Wine, SLO Wine, San Luis Obispo, Travel Paso, Classic California

Public Relations & Media

- Program sponsors/partners: Visit CA, QuickBite, KRUSH Radio, KJUG Radio, KZOZ, New Times and KIQO
 - 11 participating restaurants were included in interviews on David Wilson's Quick Bite, KRUSH Radio and KCBX to help promote program.
 - 13 participating restaurants were featured on AGM Radio stations (KJUG, KRUSH, KZOZ, KIQO) in one-on-one interviews with another 8 featured in live endorsements.
- Coverage
 - Print: San Luis Obispo Tribune, SF Gate & San Francisco Chronicle, New Times SLO

Visit San Luis Obispo County is proud to announce that [Fast Forward Event Productions](#), a national event production and marketing agency based in San Diego, CA, has been selected as the operator and production partner for Sunset SAVOR the Central Coast September 24-27, 2015. Please contact Ken Loyst loyst@fastforwardevents.com or Michelle Metter metter@fastforwardevents.com for your SAVOR needs. [Registration](#) is now open and tickets will go on sale May 1, 2015!



VISIT SLO COUNTY WEB ACTIVITY

TOTAL PAGE VIEWS: 116,302
TOTAL VISITS: 24,147
MOBILE/TABLET VISITS: 11,458
EVENT PAGE VIEWS: 55,742
MOST VISITED EVENT: SHARE THE LOVE (615 VIEWS)
TOTAL BLOG VISITS: 6,518
MOST SHARED BLOG: UNEXPECTED CENTRAL COAST VALENTINE'S ITINERARIES - THE ADVENTURIST
<http://bit.ly/1ChrHH8>

VISIT SLO COUNTY SOCIAL MEDIA

FACEBOOK

LIKES: 11,790 NEW: 91
TOT. IMPRESSIONS: 29,960
HIGHEST ENGAGEMENT: 2/11
Contest: Unexpected Central Coast Valentine's Itineraries (2.7k Engagements)
MOST LIKED: #FANFRIDAY 2/20 (122 LIKES)

TWITTER

FOLLOWERS: 4,860 NEW: 121
35.2K IMPRESSIONS
TWEETS: 5,339

PINTEREST

FOLLOWERS: 560 NEW: 9
PINS 766

INSTAGRAM

FOLLOWERS: 839 NEW: 43
POSTS: 274

VISITOR GUIDE DIST.

WEB DOWNLOADS: 38
MAILED REQUESTS: 68
CALL IN REQUESTS: 308
TOTAL: 414

MONTHLY E-SPECIAL

SUBSCRIBERS: 29,468
OF OPENS: 6,083
OF CLICK-THROUGHS: 895

THIS WEEK IN SLO COUNTY

CIRCULATION: 752
MOST CLICKED LINK: Great Western Bike Rally Partnership – February 5