

ACTIVITY REPORT, FEBRUARY 2017

- What's New -

United Airlines Announces New Air Service to Denver

Beginning June 8th, travelers will be able to take a daily, non-stop United Airlines flight from Denver to SLO CAL! The new flight is the second new market to be announced in less than a year – an impressive feat after almost ten years prior with no new air service markets for the county. This new air service is yet another result of a December 2, 2016 meeting with United at their headquarters in Chicago attended by Visit SLO CAL's President & CEO, Chuck Davison, and San Luis Obispo County Regional Airport's Director, Kevin Bumen.



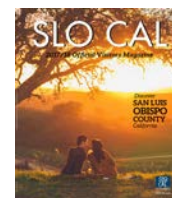
Highway 1 Crisis Communication Update



Thank you to all who joined us for the Highway 1 closure conference call. Visit SLO CAL continues to work with state, regional and local partners to activate an incident communication plan based on our crisis communication plan. The Highway 1 incident communication plan includes strategies to inform the public, press and tourism industry partners, leveraging a variety of marketing tactics and channels. We have developed initial talking points for your use when communicating directly to customers, travelers or other consumers. These are available to download from the Members Area of our website. Please proactively share with your tourism industry colleagues, other businesses and government leaders who may not receive VSC emails. We have also updated our "Getting Here" page, which is linked from our home page, to inform consumers looking to visit SLO CAL and our portion of Highway 1.

2017/18 Visitor Magazines are Here!

The 2017/18 SLO CAL Official Visitors Magazine is now available! Visit SLO CAL is currently working with Certified Folder to ensure all hotels receive copies of the guide. We are also working to ensure all current members receive their copies. Please display the guides for your customers and feel free to contact us if you would like to stock or need additional guides at 805.541.8000 or Brendan@SLOCAL.com.



Film SLO CAL to Host Two-Day Film FAM



In partnership with the San Luis Obispo International Film Festival, Film SLO CAL will be holding a two-day FAM tour of our region on March 20-21 for qualified locations scouts and managers, as well as producers and filmmakers. A total of 15 industry professionals will be in attendance, and will be blitzing the county, visiting locations ranging from ranches to seaside villages. The goal is to introduce them to SLO CAL as a filming destination, enticing them to choose our region as their next backdrop.

Visit SLO CAL Takes SAVOR to Seattle

On February 26, Visit SLO CAL took SAVOR on the road to Seattle, Washington for the Seattle Wine & Food Experience Grand Tasting. Visit SLO CAL partnered with 13 local winery, brewery and artisan partners at a large, 20' x 30' destination-experience exhibit. Seattle is one of Visit SLO CAL's six target markets, and this event comes just weeks prior to the launch of new air service from Seattle to San Luis Obispo on April 13. While in Seattle, VSC President & CEO Chuck Davison and staff met with Alaska Airlines and Visit Seattle to discuss marketing opportunities. Thank you to all of the partners who made this such a successful event!



Enter Now: What's New in SLO CAL

Visit SLO CAL is looking for information on what's new in our region to include in upcoming press releases and media pitches. If you are opening a new property, doing a major remodel or adding new product/amenities, please send 100 words or less to Kylee@SLOCAL.com, along with your contact information, social media handles and hi-res photos.



Featured in *Desert Sun*: Hearst Castle Evening Tour (left); and Pacific Business Times & SLO Tribune (right): New Nonstop Air Service to Denver



- Trending -

Media

- SLO Tribune: Alaska Airlines will offer free wine shipping for passengers from SLO to Seattle <http://bit.ly/2IXKF3E>
- Black Diamond Monthly Newsletter (UK)
- Pacific Business Times: SLO airport adding nonstop service to Denver <http://bit.ly/2lAmZ4i>
- The Tasting Room with Tom Leykis (radio podcast)
- Desert Sun/USA Today: Whisk your valentine away for a romantic castle visit <http://desert.sn/2k8Rei7>

Public Relations

- Visit California New York Media Reception: March 21
- Visit California San Francisco Media Reception: May 16

Travel Trade

- MPI Northern California: March 9 (San Francisco)
- MPI Sacramento/Sierra: March 20-23 (Sacramento) – *co-op opportunities available!*
- Connect CA: March 23-24
- US Travel Association's IPW: June 3-7 (Washington D.C.) – *co-op opportunities available!*
 - *Deadline: April 1 – Cost: \$4500*

Travel Trade Update

On January 30-February 4, Visit SLO CAL Director of Travel Trade Michael Wambolt headed south for Visit California's Mexico Sales Mission, where he met with tour operators in Guadalajara and Mexico City and held travel agency trainings in Cancun. On February 22-23, Michael attended GoWest Summit in Reno, NV, where he had 33 appointments, opening the doors to great opportunities for a wide array of lodging and activity partners. He then headed to St. Louis, MO on February 26-March 1 for NTA's Travel Exchange, where he had 28 appointments and uncovered some great leads for group tour business.

VSC Heads to SB for Visit California's Outlook Forum

From February 27- March 1, Visit SLO CAL President & CEO Chuck Davison and Vice President of Marketing Brooke Burnham attended Visit California's Outlook Forum in Santa Barbara, where they received the latest research, market intelligence and brand expertise from keynote speakers and breakout sessions. In addition, they were introduced to the latest Visit California marketing opportunities, and updated Visit California's 13 international offices on alternative routes into SLO CAL based on the Highway 1 closure.



Feb. 26-March 2, 2017 | St. Louis

VISIT SLO CAL WEB ACTIVITY

VISITS: 319,761
UNIQUE VISITORS: 198,300
PAGE VIEWS: 444,105
AVG. PAGE VIEWS/VISIT: 1.39
AVG. TIME ON SITE: 0:54
TOTAL ORGANIC TRAFFIC: 26,398
% OF ORGANIC: 8%
MOBILE VISITS: 274,931

MOST VISITED EVENT PAGE:

FAIRS & FESTIVALS (1,766 VIEWS)

TOTAL BLOG VISITS: 67,307

MOST SHARED BLOG: 6 PEAKS, LOOKOUTS AND 360 VIEWS IN SLO CAL <http://bit.ly/2m5As6T> (20 SHARES)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 19,431 **NEW:** 1,126

TOT. IMPRESSIONS: 7.8M

HIGHEST ENGAGEMENT:

UNITED AIRLINES WILL OFFER NONSTOP SERVICE BETWEEN SBP AND DEN INTERNATIONAL AIRPORT. (284 ENGAGEMENTS)

MOST REACTIONS: UNITED AIRLINES WILL OFFER NONSTOP SERVICE BETWEEN SBP AND DEN INTERNATIONAL AIRPORT. (158 REACTIONS)

	FOLLOWERS	NEW
TWITTER:	6,977	74

38.5K IMPRESSIONS

TWEETS: 7,105

PINTEREST:	695	4
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PINS: 802

INSTAGRAM:	10K	1.2K
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POSTS: 1,012

VISITOR GUIDE DIST.

WEB DOWNLOADS: 150

GUIDES DISTRIBUTED: 1,289

TOTAL: 1,439

THIS MONTH IN SLO CAL

SUBSCRIBERS 35,860

OPENS: 5,429

CLICK-THROUGHS: 649

THIS WEEK IN SLO CAL

CIRCULATION: 876

MOST CLICKED LINK:

STR INFOGRAPHICS

January 2017 vs January 2016 Lodging Statistics (STR, Inc.)

Current Month - January 2017 vs January 2016												
	Occ %		ADR		RevPAR		Percent Change from January 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	47.8	41.2	96.85	98.42	46.29	40.52	16.1	-1.6	14.2	14.2	0.0	16.1
Cambria, CA+	54.7	53.8	138.35	142.20	75.66	76.47	1.7	-2.7	-1.1	-0.9	0.1	1.8
Morro Bay, CA+	45.1	46.1	98.33	96.16	44.34	44.33	-2.2	2.3	0.0	0.1	0.1	-2.1
Paso Robles, CA+	55.1	51.8	112.86	112.08	62.14	58.02	6.4	0.7	7.1	7.1	0.0	6.4
Pismo Beach, CA+	51.9	51.6	129.05	129.41	66.98	66.76	0.6	-0.3	0.3	0.3	0.0	0.6
San Luis Obispo, CA+	56.4	55.2	115.69	118.85	65.30	65.62	2.2	-2.7	-0.5	-0.5	0.0	2.2
San Simeon, CA+	37.5	40.7	102.69	99.26	38.51	40.35	-7.8	3.5	-4.6	-4.6	0.0	-7.8
Five Cities+	49.7	50.6	124.70	123.85	61.93	62.64	-1.8	0.7	-1.1	-1.1	0.0	-1.8
North Coast+	46.6	47.6	123.17	123.50	57.46	58.72	-1.9	-0.3	-2.2	-2.1	0.1	-1.8
North County+	53.1	49.0	109.04	109.03	57.93	53.38	8.5	0.0	8.5	8.5	0.0	8.5
South County+	52.9	52.8	120.16	121.38	63.52	64.04	0.2	-1.0	-0.8	-0.8	0.0	0.2
San Luis Obispo County	51.2	50.5	116.30	116.99	59.56	59.03	1.5	-0.6	0.9	0.9	0.0	1.5
Santa Barbara/Santa Maria	57.7	60.2	159.87	151.92	92.31	91.44	-4.1	5.2	0.9	4.5	3.5	-0.7
Monterey/Salinas	53.3	52.3	146.22	146.29	77.87	76.55	1.8	-0.0	1.7	2.4	0.6	2.4
California	66.1	66.6	153.67	148.36	101.64	98.82	-0.7	3.6	2.9	4.0	1.1	0.4

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