



Visit San Luis Obispo County

Activity Report, January 2015

Current Month - December 2014 vs December 2013

	Occ %		ADR		RevPAR	
	2014	2013	2014	2013	2014	2013
California	62.4	59.5	131.50	120.08	82.06	71.41
Santa Barbara/Santa Maria, CA	58.2	55.8	152.59	145.94	88.81	81.49
San Luis Obispo/Paso Robles, CA	52.8	51.2	113.79	109.65	60.05	56.13
Monterey/Salinas, CA	62.0	48.2	146.27	141.59	74.13	68.24

- What's New -



Restaurant Month 2015 was the most successful to date! We had 45 participating restaurants plus over 60 wineries that offered 'Go Local' discounts.
 Restaurant Month — 51,679 views; 12,864 visits
 RM Blog Posts — 1607 views; 789 visits
 RM Event Posts — 952 views; 79 Visits

NTA - New Orleans

We conducted approximately 26 meetings with tour and receptive operators currently doing business inside our county along with several who are considering San Luis Obispo County as part of a future tour. With so much to see, do, touch, taste, smell and feel across our county, the options for operators truly are endless and that's the message we are sending.

Media/PR Leads

- Ella Buchan - UK Daily Star
Visited Paso Robles, San Luis Obispo, Pismo Beach, Avila Beach, Cayucos, Morro Bay, Cambria and Hearst Castle. Article expected to come in the next few months.
- Joanne Blaine - Vancouver Sun & Westcoast Homes
Slated to visit end of February Paso Robles, Cambria and Hearst Castle.

San Luis Obispo County in the News

- 10 Oddball Things To Do Along Highway 1 - Condé Nast Traveler <http://cntrvlr.com/1Dfx2hq>
- Vote for America's Coolest Small Town 2015! - Budget Travel <http://bit.ly/1ts4p0u>
- Weekend Getaway: Paso Robles - Such the Spot <http://bit.ly/1Exfq1G>
- The Best Motels, Hotels, Inns and B&Bs in San Luis Obispo - SFGate <http://bit.ly/1xWb9pe>



BOGA at The Libertine in Morro Bay – 10 Odd Ball Things To Do Along Highway 1

2015 Event Calendar

- The 2015 Central Coast Community Event Guide is now online and ready for you to print and share! <http://bit.ly/1LmTF9r>



3rd Thursdays with Visit California



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



Such the Spot:
Weekend Getaway:
Paso Robles (photo right)
10 Oddball Thing To Do Along Highway 1 – Nitt Witt House in Cambria (photo left)



Upcoming Campaigns

February:

February is the Month of Love in San Luis Obispo County! From charming dinners and winery tastings, to attractive hotel deals, your romantic destination is just around the corner. Visit our *Hotel Deals* and *Events*, featured throughout San Luis Obispo County, and start planning your “LOVELY” destination vacation today! We encourage our tourism partners to continue to upload your romantic deals and events.

<http://www.visitsanluisobispo.com/valentines-day>

March:

Filming

We are encouraging our hotel properties to create special deals for the SLO International Film Festival weekend (March 5-10) and throughout the month of March. We will also be adding special Film-related events that are occurring throughout the month to our website.

April:

Pet-Friendly Month

We are encouraging our hotel properties to offer special deals for visitors looking to travel with their pets. We will feature pet-friendly hotels, restaurants, wineries and activities in SLO County.



VISIT SLO COUNTY WEB ACTIVITY

TOTAL PAGE VIEWS:	193,508
TOTAL VISITS:	39,218
MOBILE/TABLET VISITS:	20,225
EVENT PAGE VIEWS:	88,972
MOST VISITED EVENT: RESTAURANT MONTH – MADONNA INN MENU	1,009 VIEWS
RESTAURANT MONTH:	51,369 VIEWS
TOTAL BLOG VISITS:	8,905
MOST SHARED BLOG: January Is Restaurant Month - 5 Tasty Tidbits	http://bit.ly/1wQMw6c

VISIT SLO COUNTY SOCIAL MEDIA

FACEBOOK

LIKES: 11,699	NEW: 83
TOT. IMPRESSIONS:	72,225
MOST LIKED & HIGHEST ENGAGEMENT:	1/20
Contest: Restaurant Month Dinner for two at Madonna Inn (115 Likes) (5.4k Engagements)	

TWITTER

FOLLOWERS: 4,739	NEW: 129
TWEETS: 5,204	

PINTEREST

FOLLOWERS: 551	NEW: 5
PINS 744	

INSTAGRAM

FOLLOWERS: 796	NEW: 60
POSTS: 272	

VISITOR GUIDE DIST.

WEB DOWNLOADS:	52
MAILED REQUESTS:	70
CALL IN REQUESTS:	110
TOTAL:	232

MONTHLY E-SPECIAL

SUBSCRIBERS:	27,232
# OF OPENS:	5283
# OF CLICK-THROUGHS:	728

THIS WEEK IN SLO COUNTY

CIRCULATION:	752
MOST CLICKED LINK:	Restaurant Month –Jan 22