

Visit San Luis Obispo County

Activity Report, January 2016

- What's New -

New Pre-Roll Videos Set to Launch

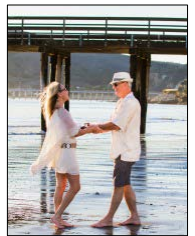


After procuring brand-new video assets of SLO County, Visit San Luis Obispo County is excited to launch three new pre-roll videos in feeder markets as part of VSLOC's shoulder season campaign. The videos showcase the region with three separate themes: "Hang Time," "Cruise In," and "Joy Ride."

The pre-roll videos are viewable on the VSLOC Youtube Channel: <http://bit.ly/1ScmhHM>.

San Luis Obispo County Romance Month is Here!

February is Romance Month in San Luis Obispo County and Visit SLO County is giving away a Mini-Moon to one lucky couple this month. Check it out on the VSLOC Facebook page at [Facebook.com/VisitSanLuisObispoCounty](https://www.facebook.com/VisitSanLuisObispoCounty). It's not too late for you to upload your Valentine's Day or February deals. Log on to your member page today, and make sure to mark 'Romance' and 'Valentine's Day' in the category section when submitting events and deals. Email Jordan at Jordan@VisitSanLuisObispoCounty.com or call 805-541-8000 for more information.



Booking Engine Approved—Action Required!

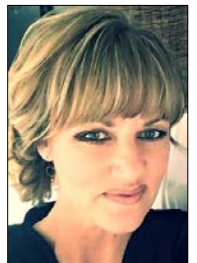


The Visit San Luis Obispo County Board of Directors has approved contracting with Booking.com as a booking tool on the VisitSanLuisObispoCounty.com website. All lodging members who are currently contracted with Booking.com will be automatically opted in. Those who would like to opt out should contact Michael Wambolt by February 12, 2016. For those who choose to opt out, the "Book Now" link on the Visit San Luis Obispo County website will link directly to their personal lodging site. Lodging properties that are not currently contracted with Booking.com, but would like to be, should contact Michael at michael@visitsanluisobispo.com or 805-541-8000 for more information.

Visit San Luis Obispo County Welcomes Pam Roberts

Visit San Luis Obispo County is excited to welcome its new Travel Trade Sales Coordinator—Pam Roberts.

Pam brings more than 18 years of tourism marketing and sales experience, most recently managing the Visitor Center for the SLO Chamber of Commerce, overseeing a staff of eight. She was able to increase retail sales by 185%. Before that, she managed the California Welcome Center in Pismo Beach (the busiest Welcome Center in California). Pam spent six years in Wellington, New Zealand helping to coordinate large scale events such as Harvest Crusade, which saw more than 12,000 attendees. Pam also owned her own boutique, which allowed her to coordinate many events from weddings to teas on the Central Coast.



Board of Directors Bed-and-Breakfast (B&B) Seat: Apply Now!

Visit San Luis Obispo County (VSLOC) is now accepting applications for the bed-and-breakfast seat on the VSLOC Board of Directors, which will be vacant as of February 2016. Board meetings are currently held on the third Wednesday of each month from 8:30 – 10:00am and rotate locations throughout the county. Those desiring to serve on the board, and currently working as part of the management team of an assessed B&B in San Luis Obispo County, should visit the Members Area of the Visit San Luis Obispo County website for more details. For questions, contact Brendan at 805-541-8000 or brendan@VisitSanLuisObispoCounty.com.



Visit SLO County Attends NTA Travel Exchange

Visit San Luis Obispo County's Director of Travel Trade, Michael Wambolt, travelled to Atlanta, Georgia for the 2016 National Travel Association (NTA) Travel Exchange, January 31st – February 4th. VSLOC secured 38 appointments with international and domestic tour operators. VSLOC's main objective for this show was to secure leads from emerging markets and continue the educational process that our county is no longer just a stopover, but a multi-day destination.





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



Featured in *SF Gate*:
San Luis Obispo's
Bang the Drum
Brewery (left) and
Morro Bay's
Taco Temple
(right).



Trending

Public Relations

- Derek Low, DerekLow.co – Pismo Beach, San Luis Obispo: February 18-19
- Betsy Malloy, Examiner.com – Paso Robles and Cayucos: February 27-28
- Will McGough, Gear Patrol: February 28-March 3
- Visit California New York Media Event: March 22
- Visit California Texas Media Bootcamp: April 7-8
- North America Travel Journalists Association FAM: April 8-10

Media

- SF Gate – Hit the trails <http://sfg.ly/23TuS68>
- SF Gate – Taco Temple takes road food to exalted heights <http://sfg.ly/1T1i6gX>
- SF Gate – The new craft-brew artisans in San Luis Obispo County <http://sfg.ly/20GIP9y>
- Canadian World Traveller – Been dreaming of California
- Canadian World Traveller – Stay & Play: California Style
- Lady from a Tramp (UK) – Roadtrippin' – Madonna Inn, San Luis Obispo <http://bit.ly/100m7eX>

Travel Trade

- MPI Northern California Expo: February 10
- Go West Travel Summit: February 20-25
- MPI Sacramento Trade Show & Sales Mission: March 14-16
- Visit California China Sales Mission: April 8-15
- International Pow Wow: June 18-22



Visit San Luis Obispo County Set to Attend

Domestic and International Visit California Media Events

Visit San Luis Obispo County is preparing for four upcoming Visit California Media Events. These events include New York (March), Austin, TX (April), and Vancouver and Calgary, Canada (May). VSLOC Senior Communications Coordinator Kylee Jepsen will be attending these events on behalf of the County, pitching the Culinary, Coastal and Cultural assets of each destination within the region.

eHotelier News Article:

5 Ways to Improve Direct Online Booking Conversions

In an effort to avoid paying online travel agent commissions of 20 percent or more, hotel marketing teams are increasingly investing in digital advertising campaigns to drive traffic directly to their sites. While attracting more unique monthly visitors is a necessary step for hotels looking to increase direct online bookings, the average abandonment rate for hotel sites is a whopping 77 percent!

Here are five areas where hoteliers have the most opportunity to improve conversions through their direct online sales channel: <http://bit.ly/20RVKB9>



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	50,686
UNIQUE VISITORS:	38,376
PAGE VIEWS:	156,974
AVG. PAGE VIEWS/VISIT:	3.10
AVG. TIME ON SITE:	2:38
TOTAL ORGANIC TRAFFIC:	29,823
% OF ORGANIC:	59%
MOBILE VISITS:	29,441

MOST VISITED EVENT:

FARMER'S MARKET (766 VIEWS)	
TOTAL BLOG VISITS:	8,955
MOST SHARED BLOG: MEET CHEF CHRIS BECKETT	
HTTP://BIT.LY/1ORKMKJ	

VISIT SLO COUNTY

FACEBOOK

LIKES: 14,617	NEW: 913
TOT. IMPRESSIONS:	633,077
HIGHEST ENGAGEMENT: HAVE YOU HIKED THE AVILA RIDGE TRAIL? (1730 ENGAGEMENTS)	
MOST LIKED: HAVE YOU HIKED THE AVILA RIDGE TRAIL? (1204 LIKES)	

	FOLLOWERS	NEW
TWITTER:	5,901	116
43.3K IMPRESSIONS		
TWEETS: 6,417		
PINTEREST:	636	9
PINS: 802		
INSTAGRAM:	2,601	491
POSTS: 525		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	59
GUIDES DISTRIBUTED:	3193
TOTAL:	3252

MONTHLY E-SPECIAL

SUBSCRIBERS:	36,031
# OF OPENS:	6,460
# OF CLICK-THROUGHS:	763

THIS WEEK IN SLO COUNTY

CIRCULATION:	897
MOST CLICKED LINK:	
STR Report—Week of 1/10	

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

Current Month - December 2015 vs December 2014												
	Occ %		ADR		RevPAR		Percent Change from December 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	48.9		102.27		50.00							
Morro Bay, CA+	49.9	48.8	101.99	97.89	50.86	47.75	2.2	4.2	6.5	6.5	0.0	2.2
Paso Robles, CA+	58.5	58.7	113.04	110.50	66.17	64.84	-0.3	2.3	2.0	19.9	17.5	17.2
Pismo Beach, CA+	53.3	51.1	134.31	125.76	71.57	64.23	4.3	6.8	11.4	11.5	0.1	4.4
San Luis Obispo, CA+	59.2	57.0	117.78	110.70	69.72	63.06	3.9	6.4	10.6	10.6	0.0	3.9
San Simeon, CA+	47.1	48.4	108.95	104.13	51.28	50.36	-2.7	4.6	1.8	1.8	0.0	-2.7
Five Cities+	52.1	51.1	128.16	119.94	66.75	61.29	1.9	6.9	8.9	9.0	0.0	2.0
North Coast+	51.9	50.1	132.04	125.92	68.48	63.10	3.5	4.9	8.5	8.5	0.0	3.5
North County+	55.9	55.8	110.52	106.96	61.83	59.70	0.2	3.3	3.6	25.9	21.5	21.8
South County+	55.4	53.9	122.94	115.33	68.15	62.12	2.9	6.6	9.7	9.7	0.0	2.9
San Luis Obispo County	54.4	52.8	119.90	113.83	65.22	60.08	3.1	5.3	8.6	12.8	3.9	7.1
Santa Barbara/Santa Maria	59.1	58.2	155.88	152.90	92.17	89.03	1.5	2.0	3.5	2.4	-1.1	0.4
Monterey/Salinas	53.1	50.3	151.44	146.83	80.38	73.84	5.5	3.1	8.9	9.4	0.5	6.1
California	63.8	62.3	134.76	131.52	85.93	81.96	2.3	2.5	4.8	5.3	0.4	2.7

Year to Date Lodging Statistics (STR, Inc.)

Year to Date - December 2015 vs December 2014												
	Occ %		ADR		RevPAR		Percent Change from YTD 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+												
Morro Bay, CA+	66.1	64.5	121.45	115.75	80.24	74.64	2.5	4.9	7.5	7.5	0.0	2.5
Paso Robles, CA+	72.7	71.7	131.79	125.85	95.81	90.21	1.4	4.7	6.2	13.2	6.6	8.1
Pismo Beach, CA+	73.0	72.0	157.99	148.77	115.39	107.05	1.5	6.2	7.8	7.8	0.0	1.5
San Luis Obispo, CA+	73.7	71.4	136.11	126.45	100.33	90.32	3.2	7.6	11.1	11.0	-0.0	3.2
San Simeon, CA+	63.2	63.2	125.35	115.96	79.27	73.32	0.0	8.1	8.1	8.1	0.0	0.0
Five Cities+	71.7	70.7	151.44	142.11	108.60	100.47	1.4	6.6	8.1	8.1	0.0	1.5
North Coast+	68.3	66.7	149.13	140.84	101.92	94.00	2.4	5.9	8.4	8.4	0.0	2.4
North County+	70.2	69.4	128.60	122.41	90.27	84.99	1.1	5.1	6.2	16.7	9.9	11.1
South County+	72.7	71.0	144.11	134.68	104.70	95.68	2.3	7.0	9.4	9.4	0.0	2.3
San Luis Obispo County	70.7	69.4	139.95	131.82	98.98	91.42	2.0	6.2	8.3	10.2	1.8	3.8
Santa Barbara/Santa Maria	74.2	71.4	179.77	172.57	133.45	123.26	3.9	4.2	8.3	7.3	-0.9	3.0
Monterey/Salinas	70.4	67.8	188.53	180.15	132.77	122.11	3.9	4.7	8.7	9.1	0.4	4.3
California	74.7	72.7	149.96	140.19	112.01	101.86	2.8	7.0	10.0	10.5	0.5	3.3