



# Visit San Luis Obispo County

## Activity Report, July 2015

### June 2015 vs June 2014 Lodging Statistics

	Occ %		ADR			RevPAR		
	2015	2014	2015	2014	+/-	2015	2014	+/-
California	80.4	77.9	152.83	142.91	<b>6.9%</b>	122.81	111.31	<b>10.3%</b>
Santa Barbara/Santa Maria, CA	83.8	78.1	187.96	181.15	<b>3.8%</b>	157.58	141.52	<b>11.3%</b>
San Luis Obispo/Paso Robles, CA	77.9	75.9	153.12	145.82	<b>5.0%</b>	119.31	110.70	<b>7.8%</b>
Monterey/Salinas, CA	78.2	74.5	179.97	174.52	<b>3.1%</b>	140.78	130.07	<b>8.2%</b>

### - What's New -

#### Visit SLO County Announces Marketing Agency Partnership to Accelerate Year One Priorities



Visit SLO County has announced its first-year priorities and their new marketing agency partnership with Catalyst Marketing. The Tourism Marketing District will expand the marketing budget of the organization, allocating an estimated \$3.4M in Year One to be used towards promoting and marketing the region. Targeting the off-peak, slower months for visiting travelers and tourist spending, Visit SLO County and Catalyst will plan an integrated marketing campaign to reach new customers and encourage visitors to choose SLO County as a preferred destination. Set to launch this fall, the campaign will be the most extensive outreach effort by the countywide marketing agency, and in the initial phase, includes advertising in key feeder markets: the Bay Area, Southern California and the Central Valley.



#### Visit SLO County Welcomes FY2015-16 Board of Directors

Visit SLO County welcomed its new Board of Directors in July: Kevin Phipps, Embassy Suites (SLO) – Chair; Jay Jamison, Pismo Coast Village (PB) - Vice Chair; Clint Pearce, Madonna Inn (SLO) – Treasurer; JP Patel, Best Western Plus Colony Inn (AT) – Secretary; Noreen Martin, Martin Resorts (SLO County Unincorporated) – Past President; John Arnold, Holiday Inn Express (PR); Kathleen Bonelli, Paso Robles Vacation Rentals (PR); Mark Eads, SeaVenture Beach Hotel (PB); Lois Fox, Belvino Viaggio B&B (PR); Sam Miller, Holiday Inn Express (GB); Rachel Patranella, Hampton Inn & Suites (AG); Val Seymour, The Front Street Inn & Spa (MB). Congratulations to our new board members and thank you for your service!



#### Visit SLO County Prepares Move to Downtown SLO

Visit San Luis Obispo County is pleased to announce that its office will be moving to the City of San Luis Obispo on August 12<sup>th</sup>, putting the organization back in the hub of the county. The new office will be at 1334 Marsh Street, just east of Johnson Avenue.



#### Poly Parent Adventures 2015 Set to Launch in September



Visit SLO County and Cal Poly are once again partnering together for the second year of Poly Parent Adventures. Poly Parent Adventures features local deals and specials, allowing parents to explore SLO County. This program encourages mid-week business and focuses on assisting Cal Poly parents in creating a vacation out of dropping their students off at school for Cal Poly Week of Welcome. For details, please email Kylee at [kyleej@visitsanluisobispo.com](mailto:kyleej@visitsanluisobispo.com).

#### SAVOR Lodging Partner Marketing Toolkit

Marketing Toolkits are now available for Sunset SAVOR the Central Coast Lodging Partners! Not a Lodging partner yet? Sign up today to receive your marketing toolkit, increase your occupancy and add value for your guests through participation in 2015 Sunset SAVOR the Central Coast Lodging Partner opportunities. As a Lodging Partner, you will have access to two types of discounted tickets that you may choose to use in packaging your guests' SAVOR offer. Details on the program and the enriched listings are available here: <http://bit.ly/1fC26BT>.





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



Featured in *Vicky Flip Flop Travels*:  
"My Pacific Coast Highway Road Trip"  
*Oceano Dunes (left)*; and in *OC Register Firestone Walker Brewing Company (right)*.



### VISIT SLO COUNTY WEB ACTIVITY

<b>VISITS:</b>	46,651
<b>UNIQUE VISITORS:</b>	38,075
<b>PAGE VIEWS:</b>	138,129
<b>AVG. PAGE VIEWS/VISIT:</b>	2.96
<b>AVG. TIME ON SITE:</b>	2:17
<b>TOTAL ORGANIC TRAFFIC:</b>	33,837
<b>% OF ORGANIC:</b>	73%
<b>MOBILE VISITS:</b>	20,591
<b>MOST VISITED EVENT:</b>	
FARMERS MARKET – SAN LUIS OBISPO (1401 VIEWS)	
<b>TOTAL BLOG VISITS:</b>	12,413
<b>MOST SHARED BLOG:</b>	AN INTERVIEW WITH LUKE UDSEN, MR. BEAVERSTOCK <a href="http://bit.ly/1LiXxZi">http://bit.ly/1LiXxZi</a>

### VISIT SLO COUNTY

<b>FACEBOOK</b>		
<b>LIKES:</b>	12,381	<b>NEW:</b> 205
<b>TOT. IMPRESSIONS:</b>	104,567	
<b>HIGHEST ENGAGEMENT:</b>		
#FANFRIDAY PHOTO OF MORRO ROCK (599 ENGAGEMENTS)		
<b>MOST LIKED:</b> #FANFRIDAY PHOTO OF MORRO ROCK (141 LIKES)		
	<b>FOLLOWERS</b>	<b>NEW</b>
<b>TWITTER:</b>	5,375	120
25.7K IMPRESSIONS		
TWEETS: 5,974		
<b>PINTEREST:</b>	600	10
PINS: 773		
<b>INSTAGRAM:</b>	1,158	91
POSTS: 349		

### VISITOR GUIDE DIST.

<b>WEB DOWNLOADS:</b>	69
<b>GUIDES DISTRIBUTED:</b>	374
<b>TOTAL:</b>	<b>443</b>

### MONTHLY E-SPECIAL

<b>SUBSCRIBERS:</b>	34,769
<b># OF OPENS:</b>	6,055
<b># OF CLICK-THROUGHS:</b>	<b>1,029</b>

### THIS WEEK IN SLO COUNTY

<b>CIRCULATION:</b>	820
<b>MOST CLICKED LINK:</b>	
Upcoming Events in San Luis Obispo County	

## Trending

### Public Relations

- Volkswagen Magazine (published by Brutus) – San Luis Obispo: August 5-6
- TravelingMom.com/LA Parent Magazine – Morro Bay: August 13
- UK Daily Mail – Pismo Beach: September 17

### Media

- Travel Weekly – Ocean Drive <http://bit.ly/1ghUh5t>
- Daily Meal – 101 Best Wineries in America for 2015 <http://bit.ly/1MSZMIb>
- Wine Spectator – 2015 Award of Excellence <http://bit.ly/1VKj6gR>
- Sunset – Best California Beach Vacation Spots <http://bit.ly/1evxMs3>
- Vicky Flip Flop Travels – My Pacific Coast Highway Road Trip <http://bit.ly/1VKisJL>
- OC Register – Go to SLO County for the wine? Sure - but stay for the craft beer scene <http://bit.ly/1Kv1zwr>

### Travel Trade

- UK SuperFAM – Paso Robles: September 26-27

### Touring & Tasting Features SLO County Advertorial

In their Summer/Fall issue, *Touring & Tasting* featured a twenty-page advertorial about SLO County, highlighting the coastal, culinary, and cultural possibilities for visitors. This Visit SLO County co-op advertising partnership reached a circulation of 66,000. Read the individual stories here: <http://bit.ly/1h1lnOi>.



### San Francisco Chronicle and SFGATE Highlight

#### "10 Reasons to Visit SLO County"

This month, the San Francisco Chronicle and SFGATE published a travel section devoted to the attractions of San Luis Obispo County. The article highlighted *Sunset* SAVOR the Central Coast, several local wineries and craft breweries, Margarita Adventures, Madonna Inn, and other members. Read the full story here: <http://bit.ly/1MtXfQn>



### New Research from Project: Time Off

Project: Time Off's latest study, "The Work Martyr's Affair: How America's Lost Week Quietly Threatens Our Relationships," examines the balance in workers' professional and personal lives. Nearly all employees (96%) report that their families understand when work infringes on family time. Yet 36% of couples argue about the time needed for work versus the amount of quality time needed for each other.

Read the full study here: <http://bit.ly/1gXL2r3>

