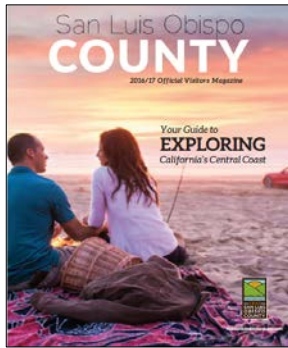




Visit San Luis Obispo County

Activity Report, July 2016

- What's New -



Reserve Today: San Luis Obispo County 2017 Official Visitors Magazine

Production of the San Luis Obispo County 2017 Official Visitors Magazine is underway! Visit San Luis Obispo County will again partner with our publisher Pace to produce a fresh, content rich piece. The magazine is the gateway for tourists pursuing more information about our destination's unique qualities and activities. Custom content space reservations are first-come, first-served—so don't miss this special year-round opportunity to speak directly to those who are planning a visit to our area. For details and pricing, you can view the Media Kit: <http://bit.ly/2aUf7qO>. Please contact Nicole Bordges of Pace at 310-266-1292 or Nicole.Bordges@PaceCo.com if you are interested. Sign up before August 19 and receive a 10% Early Bird Discount!

Poly Parent Adventures Deadline: August 12

Visit San Luis Obispo County and Cal Poly are once again partnering together for the third year of Poly Parent Adventures. Poly Parent Adventures features local deals and specials, encouraging mid-week business and assisting Cal Poly parents in creating a vacation out of bringing their students to school during Cal Poly Week of Welcome. These value-added packages will be featured on the VSLOC website under the Deals section and in a separate page dedicated to Poly Parent Adventures. Deals will only be valid mid-week leading up to the Cal Poly Week of Welcome (September 12-15, 2016). If your business would like to be featured, please upload your Poly Parent Adventure deals by Friday, **August 12, 2016** by logging into your member account at www.VisitSanLuisObispoCounty.com/members. Check the box for either Poly Parent Lodging, Poly Parent Activity, or Poly Parent Dining.



If your deal requires a booking code, please use: MUSTANG16



August is Family Travel Month in San Luis Obispo County

San Luis Obispo County offers fun for the whole family. Throughout the month, we'll be highlighting family activities, tips and areas of interest for families traveling to San Luis Obispo County before school starts. We'll be giving away a family getaway to San Luis Obispo County on our social media channels, as well as a few smaller pop-up giveaways including passes to the Paso Robles Children's Museum. Be sure to upload your family-friendly deals and packages to our Deals Page by logging in to your member page at www.VisitSanLuisObispoCounty.com/members.

September is California Wine Month: Submit Your Deals and Events Today!

September is California Wine Month and we want to feature your activities and deals! Please submit any special wine and culinary related activities or deals to Jordan@VisitSanLuisObispoCounty.com. Additionally, log into the Members Area of our website to upload your deals and events for consumers to search during California Wine Month. Please submit no later than **August 15, 2016**.



Visit San Luis Obispo County Hosts Semi-Annual Film Commission Meeting

On Wednesday, July 27th, the San Luis Obispo County Film Commission met with filming partners to provide an update on the economic impact of filming in our region and to discuss new laws regarding drones. A total of 12 partners were present at this meeting. The Commission also shared marketing activity for the past 2015/16 fiscal year and plans for future promotional opportunities. For more information on filming in San Luis Obispo County, contact Film Commission Liaison Kylee Jepsen at 805.541.8000 or KyleeJ@VisitSanLuisObispoCounty.com.



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



Featured in *The Daily Meal*: Il Cortile in Paso Robles (left); and in *OpenTable*: Ventana Grill in Pismo Beach (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	58,075
UNIQUE VISITORS:	47,698
PAGE VIEWS:	172,916
AVG. PAGE VIEWS/VISIT:	2.98
AVG. TIME ON SITE:	2:13
TOTAL ORGANIC TRAFFIC:	46,079
% OF ORGANIC:	79%
MOBILE VISITS:	38,096

MOST VISITED EVENT:
 AVOCADO AND MARGARITA FESTIVAL (2,179 VIEWS)
TOTAL BLOG VISITS: 12,348
MOST SHARED BLOG: GHOSTBUST YOUR WAY ACROSS SLO COUNTY
[HTTP://BIT.LY/SLOCOUNTYGHOST](http://bit.ly/slocountyghost)

VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK		
LIKES: 17,047		NEW: 454
TOT. IMPRESSIONS:		508,592
HIGHEST ENGAGEMENT: FOLLOW THE WHALE TRAIL IN SAN LUIS OBISPO COUNTY (2.5K ENGAGEMENTS)		
MOST REACTIONS: FOLLOW THE WHALE TRAIL IN SAN LUIS OBISPO COUNTY (2.3K REACTIONS)		
	FOLLOWERS	NEW
TWITTER:	6,491	91
43.3K IMPRESSIONS		
TWEETS: 6,812		
PINTEREST:	677	8
PINS: 802		
INSTAGRAM:	6,114	478
POSTS: 757		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	99
GUIDES DISTRIBUTED:	1,631
TOTAL:	1,730

THIS MONTH IN SLO COUNTY

SUBSCRIBERS:	36,478
# OF OPENS:	5,432
# OF CLICK-THROUGHS:	829

THIS WEEK IN SLO COUNTY

CIRCULATION:	944
MOST CLICKED LINK:	STR Report

Trending

Media

- Sunset Travel Awards 2016 <http://bit.ly/2aAGtAh>
- USA TODAY 10Best Readers' Choice Awards <http://bit.ly/2aCICMk>
- The Daily Meal: Il Cortile Offers Sophisticated Italian in Laid-Back CA Town <http://bit.ly/2avy9E7>
- OpenTable: 100 Most Scenic Restaurants in America for 2016 <http://bit.ly/2aAI7Sw>
- RV Life: Two Routes to Follow in California's San Luis Obispo County: <http://bit.ly/1ZBSQzk>
- Scotsman: Wine tasting in Paso Robles, CA <http://bit.ly/2aLKUTF>

Public Relations

- Visit California Los Angeles Media Reception: September 27
- Visit California Crisis Communications Workshop: September 28
- Travel Planners Radio: September

Travel Trade

- Meeting & Conference Sales Mission: August 17-18 (SF Bay Area)
- Tour & Travel Sales Mission: September (Los Angeles)
- Meeting & Conference Hosted FAM: TBD
- Visit California China FAM: September 16-17
- Visit California UK SuperFAM: October 1-3
- CalSAE Seasonal Spectacular: December 1

Vote for SLOC Partners in USA Today 10Best Awards

Kudos to the San Luis Obispo County partners who are nominated for a USA TODAY 10Best Readers' Choice Travel Award: Canyon Villa Bed & Breakfast (Best Wine Country Hotel), Paso Robles Wine Festival (Best Wine Festival), Niner Wine Estates (Best Winery Restaurant), LXV Wine (Best Tasting Room). Help them win in their category and vote today! You can cast one vote per category, per day until August 15th. Cast your vote today: <http://bit.ly/2aCICMk>.



Congratulations to SLOC Sunset Travel Award Winners

Additional congratulations to San Luis Obispo County's Sunset Travel Award Winners, Paso Robles Wine Country and the Canyon Villa Bed & Breakfast, who won Best Wine Country Town and Best Bed & Breakfast, respectively. Other finalists included Ancient Peaks/Margarita Adventures, Vina Robles Amphitheatre, JUSTIN Vineyards & Winery and Bristols Cider. San Luis Obispo County was well represented and we appreciate the hard work that all winners and finalists put into applying for these awards.



Renew Your Visit San Luis Obispo County Membership Today!

Visit San Luis Obispo County has started the renewal application process for all non-lodging members. Please don't hesitate to contact our Membership and Travel Trade Sales Coordinator, Pam Roberts, at 805-541-8000 or Pam@VisitSanLuisObispoCounty.com with any questions.

June 2016 vs June 2015 Lodging Statistics (STR, Inc.)

Current Month - June 2016 vs June 2015												
	Occ %		ADR		RevPAR		Percent Change from June 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	78.1	61.4	132.54	127.98	103.55	78.61	27.2	3.6	31.7	31.7	0.0	27.2
Morro Bay, CA+	78.0	75.3	142.77	132.32	111.40	99.60	3.7	7.9	11.9	11.9	0.0	3.7
Paso Robles, CA+	81.4	76.0	150.44	139.40	122.40	106.01	7.0	7.9	15.5	31.6	14.0	21.9
Pismo Beach, CA+	81.1	82.7	188.61	176.11	153.05	145.58	-1.8	7.1	5.1	5.0	-0.1	-2.0
San Luis Obispo, CA+	78.9	82.1	160.81	150.17	126.91	123.32	-3.9	7.1	2.9	2.9	0.0	-3.9
San Simeon, CA+	72.5	70.8	139.07	132.24	100.87	93.65	2.4	5.2	7.7	7.7	0.0	2.4
Five Cities+	79.6	80.6	181.44	170.82	144.35	137.76	-1.4	6.2	4.8	4.7	-0.1	-1.4
North Coast+	77.9	75.6	168.87	160.08	131.54	121.08	3.0	5.5	8.6	8.6	0.0	3.0
North County+	80.5	71.7	145.79	136.52	117.35	97.94	12.2	6.8	19.8	31.6	9.9	23.2
South County+	79.3	81.3	171.75	160.99	136.13	130.95	-2.6	6.7	4.0	3.9	-0.0	-2.6
San Luis Obispo County	79.3	77.9	163.00	153.68	129.27	119.67	1.8	6.1	8.0	10.1	1.9	3.8
Santa Barbara/Santa Maria	80.0	83.2	197.22	187.91	157.71	156.40	-3.9	5.0	0.8	0.9	0.1	-3.8
Monterey/Salinas	82.1	78.3	190.39	179.81	156.25	140.80	4.8	5.9	11.0	11.2	0.2	5.0
California	80.8	80.2	161.66	152.99	130.58	122.69	0.7	5.7	6.4	7.0	0.6	1.3