



Visit San Luis Obispo County

Activity Report, June 2015

May 2015 vs May 2014 Lodging Statistics

	Occ %		ADR		RevPAR	
	2015	2014	2015	2014	2015	2014
California	75.1	73.6	146.58	137.31	110.12	101.07
Santa Barbara/Santa Maria, CA	76.2	72.3	178.56	171.95	136.07	124.36
San Luis Obispo/Paso Robles, CA	71.1	69.5	142.33	134.06	101.21	93.11
Monterey/Salinas, CA	71.1	73.0	191.10	180.56	135.87	131.79

- What's New -

Tourism Marketing District Approved by Board of Supervisors



Thank you for your support and for everyone who attended that final hearing of the Tourism Marketing District (TMD). We are honored to have received a unanimous approval of the TMD by all City Councils and now the County Board of Supervisors. Congratulations to all tourism partners! Years of dedication, commitment and staying the course to create a unified tourism voice has finally paid off. Your voice was heard and together we made a difference to move forward with the first ever unified marketing plan for tourism in San Luis Obispo County. If you missed the hearing, a recap is available in the San Luis Obispo Tribune: <http://bit.ly/1GMRE1H>. A full explanation of the TMD can be found on the [Members Area](#) of our website. For questions, feel free to contact us at info@visitsanluisobispo.com or at (805) 541-8000.

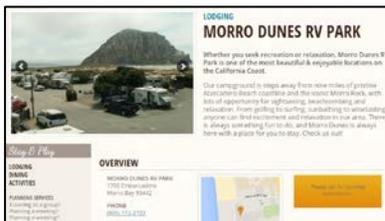
Marketing Committee Reviews Marketing Agency Presentations

Visit San Luis Obispo County is pleased to introduce its new Marketing Committee: Amanda Diefenderfer, Ashlee Akers, Brent Haugen, Cheryl Cuming, Christen Goldie, Heather Muran, Jennifer Porter, Jim Allen, John Sorgenfrei, Judith Bean, Lori Keller, Molly Cano, and Terrie Banish. The first task of the Marketing Committee was to review the finalists from our Marketing Agency Request for Proposal (RFP). On June 25, the committee heard pitches from Riestler, Burghardt+Doré, and Catalyst. Visit San Luis Obispo County will be confirming the selection of its marketing agency at the July 15th Board of Directors meeting.



Reminder: Update Your Online Member Listing

Lodging partners are encouraged to update their Visit San Luis Obispo County listing on our website. If you need help setting up your member profile, please contact us via email at info@visitsanluisobispo.com or at (805) 541-8000. This is a great opportunity for all lodging constituents to gain additional exposure for their business.



Sunset SAVOR the Central Coast Campaign Underway!

SAVOR is now in full swing as the marketing campaign launched with two special ticket offers. Our May \$100 Weekend Pass and our Strings at Sunset BOGO special have put tickets sales closely aligned with trends the event has seen in previous years in the first two months of the campaign. Fast Forward Events, working alongside the Visit SLO County team, continues to build out the event framework as Adventure Tours, dinners and the content for the Main Event continue to come into focus, offering SAVOR attendees many options to create their four-day weekend in SLO County. Watch for marketing tools and more information coming your way to share the SAVOR news with your guests. Check out savorcentralcoast.com or follow us on social media.



SkyWest Adding Another Roundtrip Flight Between SLO & LAX

Great news for travelers! SkyWest is adding another roundtrip flight between SLO County Airport and LAX. This is the second flight added this month! Visit <http://bit.ly/1gcWOH1> for more details.



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



Featured in *OpenTable*:
"Top 100 Alfresco Dining Restaurants in America"
Granada Bistro, San Luis Obispo (left); and in *The Guardian*: "CA's Paso Robles Wine Route: Top 10 Guide"
Bianchi Winery, Paso Robles (right).



Trending

Media

- CraftBeer.com – America’s Beeriest Beach Towns 2015 <http://bit.ly/1dvr5Wb>
- Better Homes & Gardens – Ten Best Beaches <http://bit.ly/1ItB37I>
- LA Times – Surprises Await Up and Down the Coast <http://lat.ms/1GNZTcT>
- OpenTable – 2015 Top 100 Al Fresco Dining Restaurants in America <http://bit.ly/1L3iAiR>
- CultureTrip – The 10 Most Beautiful Towns on the West Coast <http://bit.ly/1H0hYaX>
- The Guardian – California’s Paso Robles Wine Route: Top 10 Guide <http://bit.ly/1GfMAS3>
- CA’s Adventure Sports Journal – Destination: San Luis Obispo <http://bit.ly/1FLKhWl>
- LA.Racked.com – 8 SoCal Honeymoon Spots for a Stylish Getaway <http://bit.ly/1JAKFn1>

Travel Trade

- UK SuperFAM – Paso Robles: September 26-27

Better Homes & Gardens Feature Story Goes Viral

In their July Travel issue, *Better Homes & Gardens* named Avila Beach on their list of Top 10 Best Beaches in the US. This article was shared more than 4300 times on our blog, and reached an audience of 36,528 on Facebook!



Visit CA UK Press FAM Tour: June 16

Visit San Luis Obispo County hosted a UK Press FAM on June 16. Media from Press Association, *The Sun*, *The Daily Mirror*, *Travel Weekly* and other publications enjoyed dune bugging at the Oceano Dunes, private wine tasting at the Cottage Inn, and dinner at the Madonna Inn.

Visit CA Chinese Press FAM Tour: June 25

Visit San Luis Obispo County hosted a Chinese Press FAM on June 25. Media directors from GQ, Esquire, National Geographic Weekly, Traveler Weekly, and Trading UP, as well as an official from Hainan Airlines received a tour of Hearst Castle, followed by a visit to Downtown San Luis Obispo, where they enjoyed Farmers Market and a tasting at Luis Wine Bar. Guests stayed at the SeaCrest OceanFront Resort in Pismo Beach.



CalTravel Honors Kylee Jepsen

California Travel Association (CalTravel) recently presented Visit SLO County’s Sr. Communications Coordinator & Film Commission Liaison, Kylee Jepsen, with their “30 and Under Award” at its annual California Travel Summit on June 17-19. They also recognized Firestone Walker Brewing Co. as their “Brewery of the Year Award” recipient. Congratulations!



VISIT SLO COUNTY WEB ACTIVITY

TOTAL PAGE VIEWS: 194,081
TOTAL VISITS: 42,305
MOBILE/TABLET VISITS: 22,486
EVENT PAGE VIEWS: 111,863

MOST VISITED EVENT:
 CIRCUS VARGAS AT THE MADONNA INN (1872 VIEWS)
TOTAL BLOG VISITS: 13,437
MOST SHARED BLOG: AVILA BEACH #4 ON TOP 10 LIST OF BEACHES IN US BY BETTER HOMES & GARDENS: <HTTP://BIT.LY/1GOGIXM>

VISIT SLO COUNTY

FACEBOOK
LIKES: 12,176 **NEW:** 158
TOT. IMPRESSIONS: 104,567
HIGHEST ENGAGEMENT: AVILA BEACH #4 ON TOP 10 LIST OF BEACHES IN US BY BETTER HOMES & GARDENS (2,673 ENGAGEMENTS)
MOST LIKED: AVILA BEACH #4 ON TOP 10 LIST OF BEACHES IN US BY BETTER HOMES & GARDENS (2,042 LIKES)
TWITTER
FOLLOWERS: 5,279 **NEW:** 119
 28.8K IMPRESSIONS
TWEETS: 5,855
PINTEREST
FOLLOWERS: 590 **NEW:** 9
 PINS 773
INSTAGRAM
FOLLOWERS: 1067 **NEW:** 78
 POSTS: 331

VISITOR GUIDE DIST.

WEB DOWNLOADS: 83
GUIDES DISTRIBUTED: 717
TOTAL: 800

MONTHLY E-SPECIAL

SUBSCRIBERS: 28,880
OF OPENS: 5,198
OF CLICK-THROUGHS: 723

THIS WEEK IN SLO COUNTY

CIRCULATION: 779
MOST CLICKED LINK:
 San Luis Obispo County Upcoming Events