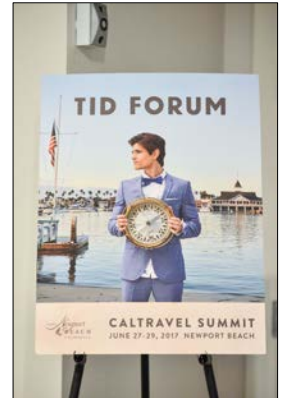


### - Industry Engagement -

#### **Visit SLO CAL Attends Cal Travel Summit**

Chuck Davison, President & CEO, and Brooke Burnham, VP of Marketing, represented Visit SLO CAL at the 2017 Cal Travel Summit in Newport Beach June 26-29. The event brings tourism and destination marketers together to learn about advocacy and industry relations in California and beyond. Also in attendance were representatives from San Luis Obispo and Pismo Beach. Davison moderated the panel *Recreational Marijuana is Here: Are You Ready For It?*, in which Caroline Beteta, President & CEO of Visit California, Todd Davidson, President & CEO of Travel Oregon, Cathy Ritter, Director of the Colorado Office of Tourism and Sean Donahoe, a cannabis industry expert, discussed the effect of legal recreational marijuana on tourism.



#### **VSC Helps Launch New United Airlines Flight to Denver**

June 7 marked another win for air travel to and from SLO CAL as the SLO County Regional Airport welcomed the first direct flight from Denver. In Denver, passengers coming to SLO CAL were treated to an in-terminal celebration and given SLO CAL giftbags – a collaboration between VSC, local partners and Denver International Airport. Locally, the San Luis Obispo County Regional Airport, VSC, EVC and other local entities celebrated with a ribbon-cutting, local wine and Colorado craft beer.

#### **VSC Attends California DMO Leadership Summit**

On June 12 and 13, Chuck Davison attended the California DMO Leadership Summit, hosted by Visit California. Davison was among 11 destination CEO's invited by Visit California to participate. Attendees discussed a wide array of topics, including government affairs, industry trends, organizational governance and business issues.



#### **VSC Develops Second Round of Aerial Assets**

In March, VSC commissioned Peregrine Media Group (PMG) to procure stunning aerial photography of SLO CAL while the hills were green. This first round of asset development produced footage of many of SLO CAL's coastal destinations, as well as outdoor adventure, vineyards and Hearst Castle. In June, PMG went back out into SLO CAL for imagery of Paso Wine Country, Ragged Point, Lake Nacimiento, Lopez Lake, downtown SLO Farmers Market and more.

#### **Renew Your Membership Today**

Visit SLO CAL is now reaching out to current and past members to renew their membership for the FY2017-18. For more information, contact Pam Roberts, Membership and Travel Trade Sales Coordinator, at [Pam@SLOCAL.com](mailto:Pam@SLOCAL.com).



Featured in *Brides*:  
 The Just Inn in Paso  
 Robles Wine Country  
 (left) and Allegretto  
 Vineyard Resort in LA  
 Times (right).



- PR and Travel Trade -

**Media**

- Prima Magazine: Trips of a Lifetime: San Francisco to Santa Barbara (print)
- Outside Magazine: The 25 Best Towns of 2017 <http://bit.ly/2sZQjop>
- Escapism Magazine: Shore Thing (print)
- Croissant Online <http://bit.ly/2unMOMZ> (Japanese publication)
- Brides: 8 Epic Bachelorette Party Retreats That Can Be All Yours <http://bit.ly/2tUQMtk>
- LA Times: A Wine Lover's Weekend Escape in Paso Robles <http://lat.ms/2tbSFVC>
- Huffington Post: Going SLO This Summer <http://bit.ly/2uo3t2f>

**Public Relations**

- United Airlines and the Wine Traveller (Dan Weldy)
- USA Today (Susan Barnes)

**Travel Trade**

- Tour and Travel Sales Mission: July (Los Angeles) – *co-op opportunities available (\$300)*
- Meetings & Conference Mission: September (Bay Area) – *co-op opportunities available (\$300)*

**Film Commission**

- Animated Trailer (July)
- Major Motion Picture (late July-August)
- DIY Network: Cabin Brothers (August)



**VSC Attends IPW in Washington, D.C.**

On June 2-8, Chuck Davison and Michael Wambolt, Director of Travel Trade, along with representatives from San Luis Obispo, Morro Bay, Paso Robles, Pismo Beach and Boutique Hotel Collection represented SLO CAL at IPW in Washington, D.C. VSC debuted a brand-new, custom 10x50 booth at this event, and held 57 appointments. They also delighted trade show goers with SLO CAL wine on day one and beer on day two.

**VISIT SLO CAL  
 WEB ACTIVITY**

**SESSIONS:** 97,564  
**UNIQUE VISITORS:** 76,882  
**PAGE VIEWS:** 221,654  
**AVG. PAGE VIEWS/VISIT:** 2.27  
**AVG. TIME ON SITE:** 1:35  
**TOTAL ORGANIC TRAFFIC:** 46,344  
**% OF ORGANIC:** 48%  
**MOBILE SESSIONS:** 68,055

**MOST VISITED EVENT PAGE:**

BARRELHOUSE AMPHITHEATER  
 CONCERTS (1,230 VIEWS)

**TOTAL BLOG VISITS:** 35,697

**MOST SHARED BLOG:** SAN LUIS  
 OBISPO NAMED ONE OF OUTSIDE  
 MAGAZINE'S BEST TOWNS EVER  
 2017 (207 SHARES)

**VISIT SLO CAL  
 SOCIAL MEDIA ACTIVITY**

**FACEBOOK**

**LIKES:** 22,567 **NEW:** 425

**TOT. IMPRESSIONS:** 1.1M

**HIGHEST REACH:** GREAT  
 NEWS! HIGHWAY 1 IS  
 OFFICIALLY OPEN IN SLO CAL...  
 (17,460 PEOPLE REACHED)

**HIGHEST ENGAGEMENT:**  
 CHECK OUT WHY OUTSIDE  
 MAGAZINE CHOSE SLO AS ONE  
 OF THE 25 BEST TOWNS OF  
 2017 (1026 ENGAGEMENTS)

	<b>FOLLOWERS</b>	<b>NEW</b>
<b>TWITTER:</b>	7,236	73

30.4K IMPRESSIONS

<b>PINTEREST:</b>	798	2
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<b>INSTAGRAM:</b>	14K	1K
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**VISITOR GUIDE DIST.**

**WEB DOWNLOADS:** 142

**GUIDES DISTRIBUTED:** 1,334

**TOTAL:** **1,476**

**THIS MONTH IN SLO CAL**

**SUBSCRIBERS** 35,264

**OPENS:** 4,957

**CLICK-THROUGHS:** **810**

**THIS WEEK IN SLO CAL**

**CIRCULATION:** 907

**MOST CLICKED LINK:**

STR REPORT

## May 2017 vs May 2016 Lodging Statistics (STR, Inc.)

	Current Month - May 2017 vs May 2016											
	Occ %		ADR		RevPAR		Percent Change from May 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	70.7	69.7	123.03	121.32	87.02	84.56	1.5	1.4	2.9	2.9	0.0	1.5
Cambria, CA+	69.0	72.6	174.88	177.38	120.71	128.69	-4.9	-1.4	-6.2	-6.1	0.1	-4.7
Morro Bay, CA+	64.9	66.8	133.62	129.36	86.67	86.39	-2.9	3.3	0.3	0.4	0.1	-2.8
Paso Robles, CA+	74.2	74.2	141.37	140.79	104.91	104.43	0.1	0.4	0.5	0.5	0.0	0.1
Pismo Beach, CA+	68.9	72.8	169.31	161.48	116.61	117.62	-5.4	4.8	-0.9	-0.9	0.0	-5.4
San Luis Obispo, CA+	72.0	70.7	147.70	145.58	106.33	102.92	1.8	1.5	3.3	3.3	0.0	1.8
San Simeon, CA+	55.7	64.2	128.38	127.38	71.57	81.75	-13.1	0.8	-12.5	-12.5	0.0	-13.1
Five Cities+	67.9	71.2	159.98	155.84	108.57	110.97	-4.7	2.7	-2.2	-2.2	0.0	-4.7
North Coast+	63.1	68.6	154.18	153.89	97.25	105.56	-8.0	0.2	-7.9	-7.8	0.1	-8.0
North County+	73.3	73.0	136.68	135.85	100.17	99.15	0.4	0.6	1.0	1.0	0.0	0.4
South County+	69.8	71.0	154.01	151.02	107.51	107.18	-1.6	2.0	0.3	0.3	0.0	-1.6
San Luis Obispo County	69.0	70.6	148.34	146.25	102.33	103.25	-2.3	1.4	-0.9	-0.9	0.0	-2.3
<b>Santa Barbara/Santa Maria</b>	73.9	72.2	191.57	179.37	141.56	129.51	2.3	6.8	9.3	12.8	3.2	5.6
<b>Monterey/Salinas</b>	75.9	75.3	193.62	189.98	147.03	143.11	0.8	1.9	2.7	2.4	-0.4	0.4
<b>California</b>	76.3	74.9	158.89	156.42	121.17	117.10	1.9	1.6	3.5	4.6	1.1	3.0

**SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.**