

Visit San Luis Obispo County

Activity Report, March 2015

SAVOR 2015
Registration is now open!
<http://savorcentralcoast.com/exhibitors/>

Current Month - February 2015 vs February 2014

	Occ %		ADR		RevPAR	
	2015	2014	2015	2014	2015	2014
California	73.7	70.2	141.25	132.00	104.09	92.65
Santa Barbara/Santa Maria, CA	68.3	63.5	158.39	151.23	108.17	95.98
San Luis Obispo/Paso Robles, CA	63.4	61.5	118.04	110.15	74.86	67.73
Monterey/Salinas, CA	63.0	58.7	168.16	163.97	105.88	96.24

- What's New -



April is Pet-Friendly Month!

Don't leave your pooch at home! Treat your furry friend to some pure play! For a full list of pet-friendly hotels, restaurants, wineries and activities in SLO County, check out <http://bit.ly/1FhSVyR!>

New Visitor's Guides are Here!



Our official 2015 San Luis Obispo County Visitor's Guides are being delivered to all SLO County Hotels, Chambers, and Visitor Centers. You can pick them up at any local Chamber of Commerce.

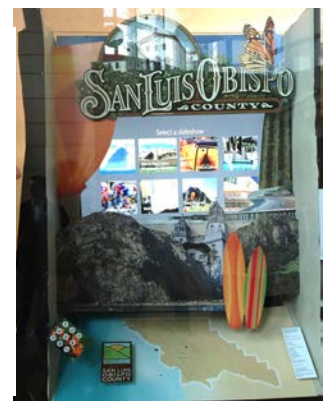
2014: Int'l travelers to U.S. spent a record \$222 billion

Last year, international visitors spent a record \$222 billion while in the country, according to the U.S. Department of Commerce. Spending by international visitors to the U.S. increased 4% last year, compared to 2013, when travelers from abroad spent \$215 billion to fly into and stay in the country. International travelers spent \$43 billion on travel expenses, with the remaining \$179 billion going toward hotels, food, drinks, and other expenses.

In contrast, Americans spent an estimated \$147 billion to travel abroad. For the full report by the LA Times, visit: <http://www.latimes.com/business/la-fi-international-travelers-to-the-us-20150225-story.html>

SLO County Capitol Display

Leadership SLO has completed an interactive display that will be featured in our State Capitol. Currently being exhibited at the County Clerk's office in San Luis Obispo, it will be transported to Sacramento in the coming weeks!



PACKAGING PARTY

This year, we are hosting two Packaging Parties back to back, one in South County on Wednesday, April 1st and one in North County on April 2nd. Thank you to our hosts, Avila Beach Golf Resort and Vina Robles Hospitality Center, and to all of our participating members!



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

SAVE THE DATE: Tourism Vision Workshop: May 8th

Featured in
Air New Zealand:
"Go West"
Moonstone Beach (left), and Haymarket Cafe, Paso Robles (right).



VISIT SLO COUNTY WEB ACTIVITY

TOTAL PAGE VIEWS: 135,985
 TOTAL VISITS: 27,757
 MOBILE/TABLET VISITS: 13,158
 EVENT PAGE VIEWS: 68,229
 MOST VISITED EVENT: APPLE FARM'S APPLE BLOSSOM DAYS FESTIVAL (774 VIEWS)
 TOTAL BLOG VISITS: 6,661
 MOST SHARED BLOG: MADONNA INN – A FEW UNKNOWN FACTS
<http://bit.ly/1zBA77T>

VISIT SLO COUNTY

FACEBOOK

LIKES: 11,717 NEW: 286
 TOT. IMPRESSIONS: 57,898
 HIGHEST ENGAGEMENT: #SUNDAYFUNDAY 3/8
 – 9 PLACES TO WATCH SPRING COME TO LIFE (9.5K Engagements)
 MOST LIKED: #SUNDAYFUNDAY 3/8
 – 9 PLACES TO WATCH SPRING COME TO LIFE (79 LIKES)

TWITTER

FOLLOWERS: 4,946 NEW: 86
 26K IMPRESSIONS
 TWEETS: 5,430

PINTEREST

FOLLOWERS: 566 NEW: 6
 PINS 766

INSTAGRAM

FOLLOWERS: 888 NEW: 49
 POSTS: 276

VISITOR GUIDE DIST.

WEB DOWNLOADS: 67
 MAILED REQUESTS: 84
 CALL IN REQUESTS: 5
TOTAL: 156

MONTHLY E-SPECIAL

SUBSCRIBERS: 29,364
 # OF OPENS: 5,713
 # OF CLICK-THROUGHS: **1,030**

THIS WEEK IN SLO COUNTY

CIRCULATION: 796
MOST CLICKED LINK:
 This Week in SLO County - March 26

Trending

Travel Trade/PR/Media

- Visit SLO County attended the CCTC Annual Retreat on March 25-27, 2015
- New Zealand's Coast Radio, the #1 music station in NZ with 266,300 listeners, held a **Visit SLO County Giveaway** featuring SeaCrest, Breakaway Tours and Event Planning, Windows on the Water, Luna Red, the Madonna Inn, and SLO Wine Country.
- Air New Zealand - Go West <http://bit.ly/1DmznMi>
- Dating Advice.com - 12 Unexpectedly Perfect Cities to Get Married In <http://bit.ly/1CqH7Jv>
- Martha Stewart Living – Most Colorful Wedding Venues <http://bit.ly/1xuhEij>
- Visit CA - LA Media Reception April 21, 2015.
- Tourism Vision Workshop: May 8, 2015



FAM Tours

This month, we hosted two Visit CA Chinese FAM Tours—one on March 14th, and another on March 25th (see photos left).

Sunset SAVOR the Central Coast Update

Exhibitor Information OPEN for Main Event!

Sunset SAVOR the Central Coast is continuing the tradition of producing a one-of-a-kind wine and culinary experience highlighting the best of the Central Coast! The two-day Main Event (September 26th - 27th), held at the iconic Santa Margarita Ranch, is a culinary playground and your opportunity to market your product. Sign up today to secure early-bird pricing for your business and prepare to meet more than 10,000 attendees excited to immerse themselves in the flavors of California's Central Coast. Details at: <http://SavorCentralCoast.com/exhibitors>. Contact Ken Loyst loyst@fastforwardevents.com or Michelle Metter metter@fastforwardevents.com for your SAVOR needs. We are excited to announce Fast Forward Event Productions as the operator/production partner for this year's event!

