



Visit San Luis Obispo County

Activity Report, March 2016

- What's New -



San Luis Obispo County 2016 Tourism Exchange

San Luis Obispo County 2016 Tourism Exchange: [RSVP Today!](#)

Join Visit San Luis Obispo County at the historic Fremont Theatre on Friday, May 6, as we celebrate the countywide impact of the Tourism Marketing District in its first year, and share initiatives and strategies that will move us forward in a united effort during year two! Don't miss this opportunity to hear the latest industry intelligence and trends from guest speakers, learn from tourism industry experts, and network and share strategies with your peers.

Visit San Luis Obispo County President & CEO **Chuck Davison** will be showcasing the major initiatives from the Tourism Marketing District's first year in an overview of the state of the County tourism industry, as well as discuss the strategic plans that will move San Luis Obispo County tourism forward in Year Two; Merrill Research will be presenting the **results of Visit San Luis Obispo County's Awareness Research Study**; **Brandon Feighner** with PKF will provide a SLO County tourism lodging forecast; and Visit California President & CEO **Caroline Beteta** will provide an update on the State of Tourism in California, major statewide initiatives impacting areas like SLO County and the difference Visit California is making with the passage of Dream Big. **The event will be followed by a reception at 5:30pm at the Mission San Luis Obispo de Tolosa Gardens.**

RSVP online at <http://bit.ly/tourism-exchange> and stay tuned for the complete agenda!

April is Pet Friendly Month in San Luis Obispo County:

Throughout April, Visit San Luis Obispo County is celebrating Pet-Friendly Month. Be sure to share VSLOC's blog posts about pet-friendly activities, including a special guest blog from SLO County native Stella the Pretty Frenchie. From April 1-13, VSLOC is also hosting the annual Top Dog Competition on Facebook. Consumers are encouraged to submit photos of their "top dog" to win a two-night stay at the SeaCrest OceanFront Hotel, wine tasting at Cass Winery, Castoro Cellars, and Lone Madrone, cider tasting at Bristols Cider House and lunch at Splash Café.



Visit San Luis Obispo County Prepares for China Sales Mission

Visit San Luis Obispo County Director of Travel Trade Michael Wambolt will be jet-setting to the other side of the globe with Visit California as part of their China Sales Mission, happening April 8-18. Wambolt will be meeting with over 80 top travel agents and tour operators during the mission as he travels to Beijing and Shanghai to tackle this important market.

IPW 2016: Co-op Opportunities Still Available!

The largest tour and travel trade show in the United States is just around the corner. Visit San Luis Obispo County will be heading to New Orleans June 18-23 along with some of our county partners. Appointment scheduling opened April 4th. VSLOC still has space available for co-op partners to participate. Co-op buy-in is \$3600 plus travel expenses. The deadline for this co-op opportunity is April 29, 2016.



San Luis Obispo County Finalists Vie for Several Sunset Travel Awards

San Luis Obispo County is well-represented among the finalists in the second annual Sunset Travel Awards. Finalists included Paso Robles, CA (Best Wine Country Town), The Canyon Villa in Paso (Best Bed & Breakfast), JUSTIN Winery (Best Vineyard/Tasting Room Experience), Ancient Peaks Winery with Margarita Adventures (Best Vineyard/Tasting Room Experience), Bristols Cider House (Best Micro-Brewery or Distillery), and Vina Robles (Best Outdoor Music Venue). Winners are expected to be announced around June 1 and will be featured in *Sunset's* August 2016 issue, as well as on Sunset.com.



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



Featured in
Wine Enthusiast:
 Stolo Family
 Vineyards,
 Cambria (left);
 and in
Huffington Post:
 The Shell Shop
 (Morro Bay)
 (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS: 38,636
UNIQUE VISITORS: 32,504
PAGE VIEWS: 108,338
AVG. PAGE VIEWS/VISIT: 2.80
AVG. TIME ON SITE: 2:04
TOTAL ORGANIC TRAFFIC: 21,612
% OF ORGANIC: 75%
MOBILE VISITS: 29,441

MOST VISITED EVENT:
 FAIRS & FESTIVALS (2403 VIEWS)
TOTAL BLOG VISITS: 8,623
MOST SHARED BLOG: SURF'S UP AT
 THE SLO INTERNATIONAL FILM
 FEST'S 11TH SURF NITE:
[HTTP://BIT.LY/21TQGJX](http://bit.ly/21TQGJX)

VISIT SLO COUNTY

FACEBOOK
LIKES: 15,583 **NEW:** 372
TOT. IMPRESSIONS: 840,717
HIGHEST ENGAGEMENT: VISIT
 CALIFORNIA DREAM EATER VISITS
 SPLASH CAFÉ (795 ENGAGEMENTS)
MOST REACTIONS: CALIFORNIA'S
 WILDFLOWERS ARE BLOOMING AND
 SLO COUNTY IS PUTTING ON A
 SPECTACULAR SHOW. #FANFRIDAY
 (896 REACTIONS)

	FOLLOWERS	NEW
TWITTER:	6149	116
41.7K IMPRESSIONS		
TWEETS: 6,617		
PINTEREST:	649	1
PINS: 802		
INSTAGRAM:	3725	520
POSTS: 613		

VISITOR GUIDE DIST.

WEB DOWNLOADS: 93
GUIDES DISTRIBUTED: 1049
TOTAL: 1142

THIS MONTH IN SLO COUNTY

SUBSCRIBERS: 36,661
OF OPENS: 5,449
OF CLICK-THROUGHS: 735

THIS WEEK IN SLO COUNTY

CIRCULATION: 840
MOST CLICKED LINK:
 STR Report—Week of 3/20-3/26

Trending

Public Relations

- North American Travel Journalists Association (April)

Media

- Huffington Post: San Luis Obispo: The New Napa? <http://huff.to/1PRYupX>
- USA Today: 10Best College Towns (San Luis Obispo) <http://bit.ly/1q3Uq0A>
- Mirror.co.uk: The CA coast from SF to LA is best experienced by car <http://bit.ly/1SNAUPy>
- Wine Enthusiast: The Best Vineyard Views in California <http://bit.ly/1UGmrbz>
- Travel & Leisure: America's Best Little Beach Towns <http://tandl.me/1Waxnhj>

Travel Trade

- Visit California China Sales Mission: April 8-18 (Beijing/Shanghai)
- Connect California Show: April 27-29 (Irvine)
- International Pow Wow: June 18-23 (New Orleans)

Film Commission

- Association of Film Commissioners Intl's Locations & Global Finance Conference: April 21-23
- Film Liaisons in California Statewide Film in California Conference: May 21

Visit San Luis Obispo County Public Relations Update

VSLOC Sr. Communications Coordinator Kylee Jepsen recently attended the Visit California New York Media Event, where she pitched to more than 100 qualified media in the New York travel industry. Additionally, she met deskside with Travel & Leisure Magazine, discussing a strategic PR partnership for future stories. Jepsen is attending the Visit California Texas Media Bootcamp in April, where SLO County will be a featured destination giveaway prize and will provide the only wine distributed in media gift bags. Additionally, she will be attending the Visit California Media Events in Vancouver and Calgary in May.



VSLOC Hosts Film Scouts on Film Fest FAM Tour

SLO County Film Commission marketing initiatives are in full swing this spring. Film Commission Liaison Kylee Jepsen hosted a familiarization tour in partnership with the SLO International Film Festival, where 24 filmmakers and producers had the opportunity to explore potential filming locations in the County.



VSLOC Networks with Meeting Professionals at MPI Tradeshow

On March 15, VSLOC Travel Trade Director Michael Wambolt traveled to MPI Sacramento/Sierra Nevada Chapter's annual tradeshow at the California Car Museum in Sacramento, and pitched SLO County to 20 qualified meeting professionals. The tradeshow was a prime relationship building opportunity and helped VSLOC continue to build its lead generating network in the Sacramento area.



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

Current Month - February 2016 vs February 2015												
	Occ %		ADR		RevPAR		Percent Change from February 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	53.6		111.48		59.75							
Morro Bay, CA+	56.4	57.0	109.11	99.73	61.58	56.89	-1.1	9.4	8.2	8.2	0.0	-1.1
Paso Robles, CA+	63.2	67.6	120.13	116.19	75.96	78.57	-6.5	3.4	-3.3	13.6	17.5	9.9
Pismo Beach, CA+	62.7	63.4	141.00	133.22	88.45	84.44	-1.0	5.8	4.7	4.7	-0.1	-1.1
San Luis Obispo, CA+	66.2	67.2	129.14	121.40	85.53	81.63	-1.5	6.4	4.8	4.8	0.0	-1.5
San Simeon, CA+	52.5	56.3	109.46	103.79	57.48	58.43	-6.7	5.5	-1.6	-1.6	0.0	-6.7
Five Cities+	62.0	62.6	135.45	127.55	83.93	79.84	-1.0	6.2	5.1	5.1	-0.0	-1.1
North Coast+	60.9	61.6	130.39	124.44	79.41	76.69	-1.2	4.8	3.6	3.6	0.0	-1.2
North County+	60.7	66.1	118.08	111.40	71.62	73.63	-8.2	6.0	-2.7	18.2	21.5	11.5
South County+	64.0	64.8	132.37	124.54	84.69	80.69	-1.2	6.3	5.0	4.9	-0.0	-1.3
San Luis Obispo County	62.0	63.5	127.07	119.81	78.83	76.08	-2.3	6.1	3.6	7.7	3.9	1.5
Santa Barbara/Santa Maria	70.3	67.9	162.68	158.66	114.40	107.81	3.5	2.5	6.1	5.1	-0.9	2.5
Monterey/Salinas	63.0	62.8	181.11	168.75	114.09	106.02	0.3	7.3	7.6	7.9	0.2	0.5
California	74.5	73.6	158.82	141.43	118.27	104.06	1.2	12.3	13.7	14.5	0.7	2.0