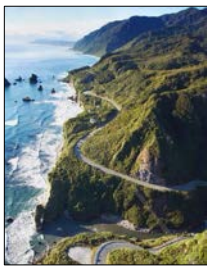


## ACTIVITY REPORT, MARCH 2017

## - What's New -

**VSC Holds Marketing Strategic Planning Retreat**

Visit SLO CAL hosted a day-long retreat with Marketing Committee members, local marketing agency representatives and our marketing agency-of-record, BCF, to collaborate and outline ideas for Visit SLO CAL's marketing in the areas of paid media (including co-ops), owned media and content marketing, earned media/PR, partnerships and travel trade. This valuable discussion will guide the FY 17-18 marketing plan, which will be presented for approval by the Board in May 2017.

**Highway 1 Crisis Communication Update**

Since the closure of Highway 1 at Pfeiffer Canyon Bridge, VSC has been working to add clarity and consistency to the messaging around that closure, developing and distributing [communication tools](#) to partners both inside and outside the county. We continue to monitor the situation and to update the information we share, working to combat rumors or misinformation around the closure. We are also working to develop an ongoing communication plan to support the north coast region and mitigate impacts of the closure on our local tourism economy.

**Save the Date: 2017 Tourism Exchange is May 11**

Mark your calendars for our 2017 Tourism Exchange, May 11, 2017 at the Embassy Suites. Don't miss this opportunity to hear the latest industry intelligence and trends from guest speakers, learn from tourism industry experts, network and share strategies with your peers. The Tourism Exchange will feature a state of the county tourism update, along with speakers from Visit California, Smith Travel Research and Forbes Travel, as well as a social media influencer panel. For more details, visit <http://bit.ly/vsc-tourism-exchange>.

**VSC Pitches to Media in New York**

VSC represented SLO CAL's destinations and tourism industry at the Visit California media event in New York City on Tuesday, March 21st. A total of 192 media representatives from broadcast, digital, magazine and newspaper publications RSVP'd for the event. VSC was able to meet with dozens of media, including Travel + Leisure, Fodor's, Shermans Travel, NBC's TODAY and others. VSC also conducted additional deskside visits with Conde Nast Traveler, The Rachel Ray Show & Magazine and Successful Meetings. Prior to the event, Visit California reiterated the importance of Highway 1 to California tourism, asking state partners to mention that this experience is still accessible and to report back on awareness and perception.

**VSC Heads to Seattle for Market Visit**

On March 24 & 25, Visit SLO CAL attended the largest food and wine show on the West Coast, Taste Washington. While at the event, VSC's VP of Marketing, Brooke Burnham collaborated with Visit Seattle on current and future cross-promotions, as well as to assess opportunities for an additional SAVOR on the Road activation in 2018. The event features over 240 wineries, celebrity chef demonstrations, and sees thousands of consumers over multiple days. Burnham also engaged in media and influencer outreach during this Seattle visit.

**Adventure Cow Wins Award!**

Congratulations to Adventure Cow on taking home a bronze at the American Advertising Federation Awards Coastal California competition! Kudos to all involved with this video project.



Featured in *Delta Sky*  
(Japan): Morro Bay  
(left); and on  
*VisitCalifornia.com*:  
Barrelhouse Brewing  
(right).



## - Trending -

### Media

- VCA: How You Can Visit Big Sur During the Bridge Rebuild <http://bit.ly/2nZQMqU>
- Delta Sky: California (print, in-flight magazine; Japanese)
- The Bay Area Reporter: SLO shows visitors how to get happy <http://bit.ly/2nZZN36>
- Peter Greenberg: 10 animals your kids should meet <http://bit.ly/2oX0eIq>
- Telegraph (UK): The 10 happiest cities in America <http://bit.ly/2nUHOte>

### Public Relations

- VSC Denver Media Desksides: April 19-20
- Visit California San Francisco Media Reception: May 16

### Travel Trade

- Visit California China Sales Mission: April 10-14
- Black Diamond UK/Ireland Sales Mission: April 24-28
- VRMA Western Region: May 8-9 (Anaheim)
- US Travel Association's IPW: June 3-7 (Washington D.C.)

### Film Commission

- Association of Film Commissioners International Event: April 6-8 (Burbank)
- FLICS Film in CA Event: May 20 (Los Angeles)

### Travel Trade Update

On March 9, Visit SLO CAL Director of Travel Trade Michael Wambolt headed to San Francisco for MPI Northern California, where he showcased SLO CAL to Bay Area meeting planners. This is an annual co-op opportunity, so be sure to reach out to Michael at [Michael@SLOCAL.com](mailto:Michael@SLOCAL.com) for information on next year's event. On March 20-23, Michael attended MPI Sacramento/Sierra, where he met primarily with association and government meeting planners. He then headed to San Jose on March 23-24 for Connect CA, where he met with 17 qualified meeting planners, including corporate, association, incentive and conference planners.



### VCA Highlights SLO CAL Through Several Posts

SLO CAL received great exposure through several Visit California (VCA) feature articles over the last two months, highlighting some of the county's top culinary and coastal attractions. VCA is scheduled to release even more posts over the coming weeks. This media attention is indicative of the close relationship VSC has forged with VCA over the last two years. Linked here are a couple examples: <http://bit.ly/2nLrJnY> • <http://bit.ly/2nSS1FD>



### VISIT SLO CAL WEB ACTIVITY

**VISITS:** 410,064  
**UNIQUE VISITORS:** 207,036  
**PAGE VIEWS:** 572,584  
**AVG. PAGE VIEWS/VISIT:** 1.40  
**AVG. TIME ON SITE:** 1:02  
**TOTAL ORGANIC TRAFFIC:** 26,398  
**% OF ORGANIC:** 9%  
**MOBILE VISITS:** 361,798

#### **MOST VISITED EVENT PAGE:**

MORRO BAY CITY-WIDE GARAGE  
SALE (244 VIEWS)

**TOTAL BLOG VISITS:** 79,976

**MOST SHARED BLOG:** WHERE TO  
FIND WILDFLOWERS IN SLO CAL  
THIS SPRING  
(229 SHARES)

### VISIT SLO CAL SOCIAL MEDIA ACTIVITY

#### **FACEBOOK**

**LIKES:** 19,431 **NEW:** 1,126

**TOT. IMPRESSIONS:** 7.8M

#### **HIGHEST ENGAGEMENT:**

UNITED AIRLINES WILL OFFER  
NONSTOP SERVICE BETWEEN  
SBP AND DEN INTERNATIONAL  
AIRPORT. (284 ENGAGEMENTS)

**MOST REACTIONS:** UNITED  
AIRLINES WILL OFFER NONSTOP  
SERVICE BETWEEN SBP AND  
DEN INTERNATIONAL AIRPORT.  
(158 REACTIONS)

	FOLLOWERS	NEW
<b>TWITTER:</b>	6,977	74

38.5K IMPRESSIONS

TWEETS: 7,105

**PINTEREST:** 695 4

PINS: 802

**INSTAGRAM:** 10K 1.2K

POSTS: 1,012

#### **VISITOR GUIDE DIST.**

**WEB DOWNLOADS:** 150

**GUIDES DISTRIBUTED:** 1,289

**TOTAL:** 1,439

#### **THIS MONTH IN SLO CAL**

**SUBSCRIBERS** 35,860

**OPENS:** 5,429

**CLICK-THROUGHS:** 649

#### **THIS WEEK IN SLO CAL**

**CIRCULATION:** 876

**MOST CLICKED LINK:**

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

Current Month - February 2017 vs February 2016													
	Occ %		ADR		RevPAR		Percent Change from February 2016						
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Atascadero, CA+	55.9	53.6	104.81	111.50	58.64	59.76	4.4	-6.0	-1.9	-1.9	0.0	4.4	
Cambria, CA+	58.1	68.7	148.75	148.20	86.47	101.85	-15.4	0.4	-15.1	-15.0	0.1	-15.3	
Morro Bay, CA+	48.4	56.3	106.33	107.37	51.47	60.40	-14.0	-1.0	-14.8	-14.7	0.1	-13.9	
Paso Robles, CA+	61.9	63.2	121.11	120.17	75.01	75.89	-1.9	0.8	-1.2	-1.2	0.0	-1.9	
Pismo Beach, CA+	55.8	62.7	136.98	141.01	76.37	88.45	-11.1	-2.9	-13.7	-13.7	0.0	-11.1	
San Luis Obispo, CA+	61.7	66.2	128.71	129.38	79.36	85.61	-6.8	-0.5	-7.3	-7.3	0.0	-6.8	
San Simeon, CA+	42.1	52.5	109.34	109.46	46.00	57.49	-19.9	-0.1	-20.0	-20.0	0.0	-19.9	
Five Cities+	54.8	62.0	131.73	135.46	72.15	83.94	-11.6	-2.8	-14.0	-14.0	0.0	-11.6	
North Coast+	50.7	60.8	131.73	131.48	66.80	79.92	-16.6	0.2	-16.4	-16.4	0.1	-16.5	
North County+	60.3	60.6	117.10	118.13	70.67	71.61	-0.4	-0.9	-1.3	-1.3	0.0	-0.4	
South County+	58.0	63.9	130.22	132.49	75.55	84.72	-9.3	-1.7	-10.8	-10.8	0.0	-9.3	
San Luis Obispo County	56.4	62.0	125.47	127.15	70.81	78.80	-8.9	-1.3	-10.1	-10.1	0.0	-8.9	
<b>Santa Barbara/Santa Maria</b>	64.5	69.4	167.72	163.95	108.10	113.76	-7.1	2.3	-5.0	-1.6	3.5	-3.8	
<b>Monterey/Salinas</b>	61.8	62.9	179.27	181.59	110.81	114.26	-1.8	-1.3	-3.0	-2.4	0.6	-1.1	
<b>California</b>	73.4	74.2	157.63	158.87	115.69	117.92	-1.1	-0.8	-1.9	-0.9	1.0	-0.2	

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