

Visit San Luis Obispo County

Activity Report, May 2015



April 2015 vs April 2014 Lodging Statistics

	Occ %		ADR		RevPAR	
	2015	2014	2015	2014	2015	2014
California	75.4	74.0	147.57	137.12	111.32	101.47
Santa Barbara/Santa Maria, CA	75.7	73.0	169.84	164.32	128.60	119.93
San Luis Obispo/Paso Robles, CA	74.3	73.3	134.27	127.21	99.82	93.26
Monterey/Salinas, CA	72.9	71.6	179.08	170.34	130.60	121.98

- What's New -



Visit San Luis Obispo County Heads to Orlando for US Travel Association's IPW

Visit San Luis Obispo County President & CEO Chuck Davison and other local tourism leaders travelled to Orlando, Florida for this year's IPW, happening May 30-June 3. In three days of intensive pre-scheduled business appointments, our delegation of SLO County tourism leaders will meet with more than 40 international and domestic buyers. Participating partners include: Allegretto Vineyard Resort, SeaCrest OceanFront Hotel, Travel Paso Robles Alliance, and Hearst Castle. During the event, we will be pouring wines from Edna Valley Vineyard and Halter Ranch Vineyard.

Apply for the TMD Board of Directors – June 19

Visit San Luis Obispo County is looking for leaders currently working as part of the management team in the assessed lodging community to serve on the Board of Directors of the Tourism Marketing District (TMD). It is anticipated that the TMD will be formed at the final hearing on June 10, 2015. The remaining board seats open for application include: three (3) at-large lodging seats, one (1) vacation rental seat, one (1) B&B seat and one (1) RV Park seat. Those desiring to serve on the board should send their completed Board Application Form, as well as a letter outlining their lodging business association, qualifications and community and board involvement, to info@VisitSanLuisObispoCounty.com on or before Friday, June 19, 2015.



CalTravel Set to Honor Kylee Jepsen, Firestone Walker Brewing Co. at Summit

California Travel Association (CalTravel) is holding its annual California Travel Summit in Monterey on June 17-19, where they will award those who have made a dramatic impact for their respective area in the past year through innovation, awareness, creativity or stewardship. CalTravel has selected our very own Senior Communications Coordinator & Film Commission Liaison, Kylee Jepsen, as a recipient of their "30 and Under Award." They will also be recognizing Firestone Walker Brewing Co. as their "Brewery of the Year Award" recipient. Congratulations!



Sunset SAVOR the Central Coast Opening Night Tickets On Sale Now!

Tickets are now available for the NEW opening night, Strings at Sunset, to be held at the Vina Robles Amphitheatre! Strings at Sunset offers you an all-new multi-sensory experience, complete with food and wine tastings and internationally acclaimed performance artists. Ending June 30, buy one opening night ticket and get the second included. Find out the latest event information at savorcentralcoast.com, and join the SAVOR conversation on [Facebook](#), [Twitter](#), and [Instagram](#).



Sunset Celebration Weekend: June 6-7

Visit San Luis Obispo County will be showcasing the bounty of San Luis Obispo County at *Sunset Celebration Weekend*, happening June 6-7 at Sunset Headquarters in Menlo Park, CA. Nearly 20,000 visitors will discover why they should join us in September for *Sunset SAVOR the Central Coast*! Our booth will feature wine provided by the Paso Robles Wine Country Alliance and the SLO Wine Country Association, as well as other local vendors.



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



Featured in
Sunset:
"Must-Do Road Trip"
San Luis Obispo (left);
and in *LA Times*:
"Arroyo Grande's
Vintage Village is Toast
of Central Coast"
*Village of Arroyo
Grande* (right).



VISIT SLO COUNTY WEB ACTIVITY

TOTAL PAGE VIEWS:
177,259
TOTAL VISITS: 37,667
MOBILE/TABLET VISITS: 19,643
EVENT PAGE VIEWS: 105,150
MOST VISITED EVENT:
ARROYO GRANDE STRAWBERRY
FESTIVAL (971 VIEWS)
TOTAL BLOG VISITS:
9,129
MOST SHARED BLOG: TRAVEL
CHANNEL NAMED HWY 1
"AMERICA'S MOST POPULAR ROAD
TRIP FOR A REASON:
<http://bit.ly/1FtSONr>

VISIT SLO COUNTY

FACEBOOK
LIKES: 12,018 NEW: 161
TOT. IMPRESSIONS: 54,464
HIGHEST ENGAGEMENT: MORRO
BAY NAMED ONE OF THRILLIST'S
BEST BEACH TOWNS IN AMERICA
(224 ENGAGEMENTS)
MOST LIKED: GORGEOUS CA
POPPIES & CENTRAL COAST SUNSETS
#FANFRIDAY (166 LIKES)
TWITTER
FOLLOWERS: 5,184 NEW: 124
34.9K IMPRESSIONS
TWEETS: 5,758
PINTEREST
FOLLOWERS: 581 NEW: 7
PINS 772
INSTAGRAM
FOLLOWERS: 989 NEW: 54
POSTS: 309

VISITOR GUIDE DIST.

WEB DOWNLOADS: 76
MAILED REQUESTS: 419
TOTAL: 495

MONTHLY E-SPECIAL

SUBSCRIBERS: 29,049
OF OPENS: 5,121
OF CLICK-THROUGHS: **587**

THIS WEEK IN SLO COUNTY

CIRCULATION: 785
MOST CLICKED LINK:
San Luis Obispo County
Upcoming Events

Trending

Public Relations

- Thomas Cook Travel Magazine: June 6
- Visit CA UK Press FAM Tour: June 16
- Visit CA Chinese Press FAM Tour: June 25

Media

- Sunset – Must-do road trip: California's 101 <http://bit.ly/1JkpY8c>
- Travel Channel – Pacific Coast Highway America's Most Popular Road Trip For a Reason <http://bit.ly/1E7v15n>
- LA Times – Arroyo Grande's vintage village is toast of Central Coast <http://lat.ms/1L2sO13>
- Paste – San Luis Obispo - California's Hidden Wine Country <http://bit.ly/1PXhqV9>
- Thrillist – The 14 Best Small Beach Towns in America <http://bit.ly/1RIFyUO>
- Examiner.com – California's captivating Central Coast <http://exm.nr/1eLzvdw>
- CBS San Francisco – 5 Nearby Towns For a Quick Getaway On Memorial Day <http://cbsloc.al/1cLRKy7>
- KEYT – SLO County Celebrates National Tourism Week <http://bit.ly/1GgUGAN>
- KSBY -- Visitors bring \$1.5 billion into SLO County in 2014, officials say <http://bit.ly/1Q0tieg>

Travel Trade

- US Travel Association's IPW (Orlando, FL): May 30-June 3
- California Travel Summit: June 17-19
- UK SuperFAM – Paso Robles: September 26-27

Visit SLO County Celebrates

National Travel & Tourism Week

Following our Tourism Vision Workshop, Visit SLO County invited tourism professionals to our National Travel & Tourism Week Reception at the SeaVenture Beach Hotel in Pismo Beach, where a beach mural artist rendered our brand on the sand. The event was covered by local news outlets, including KCET and KSBY.



Fullerton Railroad Days Features SLO County Visitor Guides

Amtrak featured our new 2015 San Luis Obispo County Visitor Guides at the Fullerton Railroad Days, which took place at the Fullerton Railroad Station on May 2-3. The event drew more than 30,000 attendees, and nearly 450 guides were distributed!

SAVE THE DATE: Countywide Film Permitting Meeting – Madonna Inn, San Luis Obispo: June 24

This meeting is for all film permitting officers in San Luis Obispo County.