



Visit San Luis Obispo County

Activity Report, May 2016

- What's New -

BCF Team Immerses Itself in San Luis Obispo County



We are excited to announce that Visit San Luis Obispo County's new agency-of-record, BCF, is spending the next several weeks immersing their team in SLO County. Members of their team have attended VSLOC's final strategic planning workshop and research results presentation. They are also currently interviewing VSLOC stakeholders, conducting intercepts and FAM tours, and meeting with the VSLOC team prior to beginning their official work for Visit San Luis Obispo County. While in market, they will be staying in seven different communities.

June is Outdoor Month in San Luis Obispo County

Throughout the month of June, Visit San Luis Obispo County is celebrating Outdoor Month. We will be showcasing all the outdoor adventures that San Luis Obispo County has to offer and featuring an Outdoor Adventure Giveaway on Facebook, Twitter and Instagram. Be sure to check out all of VSLOC's social media channels and blog to share posts with your fans.

Don't forget to post your outdoor deals through your member listing.



VSLOC Releases Demographic & Share-of-Wallet Research Results



On June 6, Visit San Luis Obispo County released the results of its Demographic and Share-of-Wallet Research Study with a presentation from Patrick Merrill, Partner at Merrill Research. This study provides valuable insight into the core consumer who visits San Luis Obispo County, where they go when they are in market, and how they spend their money, along with insights into prospective customers. In addition, Merrill provided more details from the Awareness Study that was released at the San Luis Obispo County Tourism Exchange on May 6, 2016. In case you missed it, videos from this presentation, along with a pdf of the slideshow, are available at www.VisitSanLuisObispoCounty.com/Research-Results.

VSLOC President & CEO Brings SLO County to China in VCA CEO Mission

In partnership with Visit California, VSLOC President & CEO Chuck Davison pitched SLO County to Beijing, Shanghai, Guangzhou & Hong Kong as during a 12-day CEO Mission in China. As part of the CEO mission, Davison represented SLO County at the Beijing International Travel Exhibition (the largest Beijing trade show), the Pan China CA Advisory Board Meeting, the China Southern Airlines Executive Summit and Press Conference and the Vinexpo Hong Kong. In addition, Davison was introduced to China National Tourism Administration (CNTA) Chairman Li and Deputy Chief of Mission U.S. Embassy Beijing David H. Rank, and was included in a 20+ page Global People Magazine supplement.



VSLOC Set to Make County Tourism History at IPW

On June 18-23, VSLOC President & CEO Chuck Davison and Director of Travel Trade Michael Wambolt are headed to New Orleans, Louisiana for U.S. Travel Association's IPW, the largest tour and travel tradeshow in North America. VSLOC's booth partners include Hearst Castle, Martin Resorts, the Morro Bay Tourism Bureau, Holiday Inn Express Atascadero, Pismo Beach, Travel Paso Robles Alliance and Boutique Hotel Collection. The VSLOC delegation has scheduled more than 60 appointments in advance of the show. With a combined 50-foot booth, this is San Luis Obispo County's largest countywide representation to-date! Visit San Luis Obispo County will also be pouring SLO County wine each day of the tradeshow.



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



Featured in *Amateur Travel*:
 Woodward Vineyard (left); and in
Shermans Travel:
 Piedras Blancas (right).



Trending

Media

- Guide2Travel: Olallieberry Inn in Cambria, CA is Named for a Berry <http://bit.ly/1rfb4e3>
- Outside: How to Road-Trip California's Highway 1 with the Kids <http://bit.ly/1TY3ZXF>
- Amateur Traveler: Central Coast of California Road Trip <http://bit.ly/1ZBRF20>
- Guide2Travel: Walking on Gold—A Visit to Hearst Castle in California <http://bit.ly/1U9jVIH>
- Travel Pulse: Where Cowboys Meet Surfers: Best Towns of CA's Central Coast <http://bit.ly/1teaHSg>
- Shermans Travel: Small-Town Guide to Highway 1 <http://bit.ly/1U42jB3>
- RV Life: Two Routes to Follow in California's San Luis Obispo County <http://bit.ly/1ZBSQzk>
- About.com: San Luis Obispo County Gay Guide <http://abt.cm/1Pjcvas>

Travel Trade

- IPW: June 18-23 (New Orleans)
- Meeting & Conference Sales Mission: August (Sacramento)
- Tour & Travel Sales Mission: September (Los Angeles)

VSLOC Sponsors Tour of California Stage 4 Start in Morro Bay

On May 18, cycling enthusiasts flocked to Morro Rock for the Stage 4 start of the AMGEN Tour of California in Morro Bay. VSLOC has worked to keep the Tour of California course running through San Luis Obispo County, and its sponsorship of this race start was an important victory for tourism. Stage 4 continued along Highway One, providing a video postcard of our region to viewers at home. In addition, as part of its sponsorship, VSLOC received a 30-second commercial spot on NBC Sports. VSLOC is working on a multi-year sponsorship of the race with AEG.



VSLOC Meets with Producers at Film in CA Conference

On May 21, Sr. Communication Coordinator & Film Commission Liaison Kylee Jepsen attended the Film in California Conference in Los Angeles at CBS Studios.

Here, she had the opportunity to meet with over 200 producers, location managers and scouts to discuss potential filming opportunities in San Luis Obispo County. The conference is held each year and only members of the Film Liaisons in California Statewide (FLICS) organization are able to attend.

VSLOC Hosts China Tour Operator FAM

On the heels of his recent Visit California China Sales Mission, VSLOC Director of Travel Trade Michael Wambolt hosted nine Chinese tour operators in San Luis Obispo County. The operators stayed in San Luis Obispo, and enjoyed wine tasting in Edna Valley, a tour of Hearst Castle and dinner at the Madonna Inn.



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	46,916
UNIQUE VISITORS:	39,349
PAGE VIEWS:	132,744
AVG. PAGE VIEWS/VISIT:	2.83
AVG. TIME ON SITE:	2:07
TOTAL ORGANIC TRAFFIC:	36,032
% OF ORGANIC:	77%
MOBILE VISITS:	27,916

MOST VISITED EVENT:

ARROYO GRANDE STRAWBERRY FESTIVAL (775 VIEWS)

TOTAL BLOG VISITS: 10,510

MOST SHARED BLOG: 2016

COMMUNITY SUMMER CONCERT GUIDE:

<http://bit.ly/2016SummerConcertSeries>

VISIT SLO COUNTY

FACEBOOK

LIKES: 16,231 NEW: 330

TOT. IMPRESSIONS: 257,876

HIGHEST ENGAGEMENT: SHARE A SLO COUNTY SUNSET THIS #SCENICSATURDAY (1.5K ENGAGEMENTS)

MOST REACTIONS: SHARE A SLO COUNTY SUNSET THIS #SCENICSATURDAY. (1.6K REACTIONS)

	FOLLOWERS	NEW
TWITTER:	6,351	99

56.1K IMPRESSIONS

TWEETS: 6,723

PINTEREST:	669	11
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PINS: 802

INSTAGRAM:	4,974	747
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POSTS: 693

VISITOR GUIDE DIST.

WEB DOWNLOADS:	106
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GUIDES DISTRIBUTED:	900
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TOTAL:	1,007
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THIS MONTH IN SLO COUNTY

SUBSCRIBERS:	36,442
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# OF OPENS:	5,818
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# OF CLICK-THROUGHS:	824
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THIS WEEK IN SLO COUNTY

CIRCULATION:	832
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MOST CLICKED LINK:
STR Report



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

Current Month - April 2016 vs April 2015												
	Occ %		ADR		RevPAR		Percent Change from April 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	66.7		119.10		79.48							
Morro Bay, CA+	68.1	66.9	125.05	115.48	85.13	77.22	1.8	8.3	10.2	10.2	0.0	1.8
Paso Robles, CA+	74.5	74.2	139.10	127.45	103.70	94.56	0.5	9.1	9.7	28.9	17.5	18.1
Pismo Beach, CA+	71.9	77.8	160.45	149.15	115.31	115.99	-7.6	7.6	-0.6	-0.6	-0.1	-7.6
San Luis Obispo, CA+	72.6	78.1	145.81	134.95	105.81	105.36	-7.1	8.1	0.4	0.4	0.0	-7.1
San Simeon, CA+	61.8	65.3	121.50	117.98	75.04	77.00	-5.4	3.0	-2.5	-2.5	0.0	-5.4
Five Cities+	71.6	77.0	153.95	143.35	110.17	110.36	-7.1	7.4	-0.2	-0.2	-0.0	-7.1
North Coast+	68.4	70.7	147.42	141.23	100.88	99.87	-3.2	4.4	1.0	1.0	0.0	-3.2
North County+	72.5	73.5	134.16	123.64	97.21	90.90	-1.4	8.5	6.9	30.0	21.5	19.8
South County+	72.0	77.5	150.09	139.36	108.12	108.01	-7.1	7.7	0.1	0.1	-0.0	-7.1
San Luis Obispo County	71.2	74.3	144.01	134.81	102.51	100.21	-4.2	6.8	2.3	6.3	3.9	-0.5
Santa Barbara/Santa Maria	75.0	75.0	175.66	172.28	131.78	129.13	0.1	2.0	2.0	2.6	0.6	0.6
Monterey/Salinas	72.4	72.6	187.57	179.30	135.71	130.15	-0.3	4.6	4.3	4.5	0.2	-0.1
California	76.6	75.3	155.11	147.91	118.82	111.37	1.7	4.9	6.7	7.5	0.7	2.5