



Visit San Luis Obispo County

Activity Report, November 2016

- What's New -

VSLOC Announces Co-op Marketing Opportunities for Destination Partners

Visit San Luis Obispo County has released its 2017 cooperative marketing opportunities, featuring partnerships with BuzzFeed, Matador Network and Brand USA. VSLOC worked with its agency, BCF, to develop opportunities which allow VSLOC and its partners to widen the scope of marketing in order to attract new visitors to our County. Space is limited, and participation will be awarded on a first come, first served basis. The deadline for reserving space in any of these opportunities is January 3, 2017. For more details, and for the co-op application, visit our Members Area at www.VisitSanLuisObispoCounty.com/Members-Area.



VSLOC Hosts Visit California Global Ready China Seminar

On December 7, Visit San Luis Obispo County hosted a first-of-its-kind Visit California Global Ready China Seminar in San Luis Obispo County. This seminar provided insight into China's unique market and culture so as to better serve travelers' needs. Attendees gained an understanding of the Chinese tourist and insight on how to welcome this growing market. Following the event, VSLOC facilitated a DMO luncheon, at which our local DMO partners had the opportunity to meet with presenters and Visit California team members, and learn more about how to better support constituent efforts.



VSLOC Initiates Countywide Conference Center Feasibility Study

In November, Visit San Luis Obispo County's Board of Directors approved the initiation of a countywide conference center feasibility study. As part of its multi-year Strategic Plan, VSLOC is looking to understand demand for a countywide conference facility that would attract new business to the County. VSLOC will be working with B&D, the company that performed Cal Poly's 2013 feasibility study, to complete the project, which will include the review of multiple communities in the County and the prioritization of up to five possible location sites.



VSLOC Heads to Chicago to Attract New Flights

Visit San Luis Obispo County's President & CEO Chuck Davison, along with representatives from the SLO County Regional Airport, met with officials at United Airline's headquarters in Chicago on December 2 to discuss the potential for additional air service to San Luis Obispo from destinations like Denver, Colorado.



Join Us for SAVOR – A San Luis Obispo County Experience in Seattle!

Visit San Luis Obispo County is taking SAVOR on the road again, this time to Seattle, Washington! The SAVOR experience in San Diego was a huge success and became one of the most talked about exhibits of the San Diego Bay Wine + Food Festival. Due to the large impact of the event, we will again partner with local restaurant, winery, brewery, spirit and activity partners at the Seattle Wine & Food Experience Grand Tasting on Sunday, February 26, 2017.

SAVOR - A San Luis Obispo County Experience will feature a large destination-experience exhibit, showcasing some of the best wine, beer, craft spirits and culinary delicacies of SLO County. If your business would like to partner and go on the road with VSLOC and participate in an upcoming SAVOR - A San Luis Obispo County Experience, please contact Michael Wambolt, Director of Travel Trade at Michael@VisitSanLuisObispoCounty.com.



VSLOC Delegation Heads to Sacramento for CalSAE Seasonal Spectacular

On December 1, Visit San Luis Obispo County led a delegation of five lodging partners to Sacramento for CalSAE's Seasonal Spectacular. Embassy Suites, SeaCrest OceanFront Hotel, Allegretto Vineyard Resort, SpringHill Suites and Martin Resorts joined VSLOC's Director of Travel Trade, Michael Wambolt, in pitching the county to qualified association industry professionals. Prior to the show, the delegation held a sales blitz, visiting 30 associations in Sacramento, and VSLOC held nine qualified, pre-arranged appointments. During the show, the group collected 18 meeting and association leads and RFPs, as well as 97 contacts.



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



Featured on *TripAdvisor*: Morro Bay (left); and in the *California Restaurant Month Recipe Book*: Firestone DBA & Cheddar Soup from Enoteca, Paso Robles (right).



Trending

Media

- Expedia: 101 most comfortable cities for travelers (#32 – Avila Beach) <http://bit.ly/2gdzq2F>
- TripAdvisor: 14 Beautiful Little Beach Towns in the USA <http://bit.ly/28XSzXI>
- Travel Planners Radio (no link)
- Il Gambero Rosso: California food—nel nome di organic & natural (Italian Magazine, no link)
- Visit California Restaurant Month Cookbook

Public Relations

- Toronto Sun Press: December 14 (Pismo Beach)
- Visit California New York Media Reception: March 21

Travel Trade

- GoWest: February 22-23 (Reno, NV)
- NTA: February 26-3/1 (St. Louis, MO)
- ITB: March 8-12 (Berlin, Germany)
- US Travel Association’s IPW: June 3-7 (Washington D.C.) – *co-op opportunities available!*

VSLOC Heads to Chicago for Visit California Media Boot Camp

On November 14-15, Visit San Luis Obispo County’s Sr. Communications Coordinator & Film Commission Liaison, Kylee Corliss pitched San Luis Obispo County to more than 20 media and digital influencers in Chicago, IL. Media included writers from Delta Sky, Chicago Tribune, Dallas Morning News, National Geographic Traveler, USA Today and other outlets.



VSLOC Hosts Visit California Japan FAM

On November 15-16, VSLOC worked in partnership with Visit California Japan to bring a seven-person media FAM to our region. The FAM stayed at the Paso Robles Inn, and visited Morro Bay for lunch and Hearst Castle for a private tour. Journalists represented publications and influencers from Delta Sky, Croissant Online, California Style Vol.7, Link-USA, Ameba Official Blog, Hiro Hirano SNS, Platt! and Tabi Labo.



VSLOC Builds Hype for SAVOR in San Diego Media Blitz

Leading up to the San Diego Bay Wine & Food Festival, VSLOC’s President & CEO, Chuck Davison, whet the appetites of San Diegans for SAVOR – A San Luis Obispo County Experience with a live appearance on CW San Diego 6’s Morning Show. Davison also held meetings with Dining Out San Diego and Taste of Wine.



SLO County Film Commission Quarterly Updates

The San Luis Obispo County Film Commission now provides a quarterly update for location scouts, producers and filming professionals. The new quarterly e-blast features information on local film permitting offices and filming locations, and it showcases why filmmakers should film in SLO County. The SLOC Film Commission sent the first e-blast in October.



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	39,981
UNIQUE VISITORS:	32,866
PAGE VIEWS:	129,763
AVG. PAGE VIEWS/VISIT:	3.25
AVG. TIME ON SITE:	2:30
TOTAL ORGANIC TRAFFIC:	31,774
% OF ORGANIC:	79%
MOBILE VISITS:	23,531

MOST VISITED EVENT PAGE:

CAMBRIA CHRISTMAS MARKET (2,612 VIEWS)

TOTAL BLOG VISITS: 12,463

MOST SHARED BLOG: BE JOLLY BY GOLLY: HOLIDAY HAPPENINGS IN SLO COUNTY

[HTTP://BIT.LY/2GWRSxN](http://bit.ly/2GWRSxN) (397 SHARES)

VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 18,305 NEW: 295

TOT. IMPRESSIONS: 428,353

HIGHEST ENGAGEMENT: WE LOVE OUR GOLDEN HILLS... #FANFRIDAY (1.4K ENGAGEMENTS)

MOST REACTIONS: WE LOVE OUR GOLDEN HILLS... #FANFRIDAY (1.3K REACTIONS)

TWITTER: FOLLOWERS 6,766 NEW 60

26.4 IMPRESSIONS

TWEETS: 6,950

PINTEREST: 688 4

PINS: 802

INSTAGRAM: 7,601 341

POSTS: 906

VISITOR GUIDE DIST.

WEB DOWNLOADS: 55

GUIDES DISTRIBUTED: 2,648

TOTAL: 2,703

THIS MONTH IN SLO COUNTY

SUBSCRIBERS: 36,172

OF OPENS: 6,340

OF CLICK-THROUGHS: 1,262

THIS WEEK IN SLO COUNTY

CIRCULATION: 912

MOST CLICKED LINK: STR Report

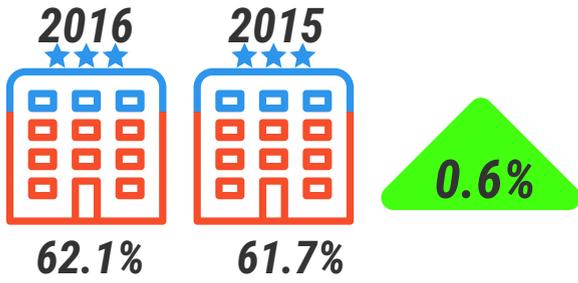
October 2016 vs October 2015 Lodging Statistics (STR, Inc.)

Current Month - October 2016 vs October 2015												
	Occ %		ADR		RevPAR		Percent Change from October 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	62.1	61.7	124.58	126.43	77.36	78.04	0.6	-1.5	-0.9	-0.9	0.0	0.6
Morro Bay, CA+	69.0	68.5	126.75	122.67	87.51	84.07	0.7	3.3	4.1	4.2	0.1	0.9
Paso Robles, CA+	72.1	77.9	141.60	138.63	102.06	108.00	-7.5	2.1	-5.5	-5.5	0.0	-7.5
Pismo Beach, CA+	72.8	79.6	164.87	151.64	120.07	120.74	-8.5	8.7	-0.6	-0.7	-0.1	-8.6
San Luis Obispo, CA+	72.9	78.0	146.18	142.17	106.51	110.87	-6.6	2.8	-3.9	-3.9	0.0	-6.6
San Simeon, CA+	64.7	66.8	127.06	126.18	82.16	84.24	-3.2	0.7	-2.5	-2.5	0.0	-3.2
Five Cities+	71.5	77.3	157.49	146.86	112.63	113.47	-7.4	7.2	-0.7	-0.8	-0.1	-7.5
North Coast+	70.8	71.9	155.44	153.02	110.12	110.02	-1.5	1.6	0.1	0.2	0.1	-1.4
North County+	69.4	73.6	137.56	135.91	95.50	100.05	-5.7	1.2	-4.5	-4.5	0.0	-5.7
South County+	72.1	77.6	152.11	144.64	109.74	112.24	-7.0	5.2	-2.2	-2.3	-0.0	-7.1
San Luis Obispo County	71.1	74.9	147.38	142.31	104.75	106.61	-5.1	3.6	-1.7	-1.7	0.0	-5.1
Santa Barbara/Santa Maria	74.2	76.1	193.49	179.25	143.55	136.32	-2.4	7.9	5.3	8.7	3.2	0.7
Monterey/Salinas	76.4	75.7	194.82	198.24	148.79	150.16	0.8	-1.7	-0.9	-0.8	0.1	1.0
California	77.8	77.9	162.71	157.28	126.54	122.47	-0.1	3.5	3.3	4.1	0.8	0.7

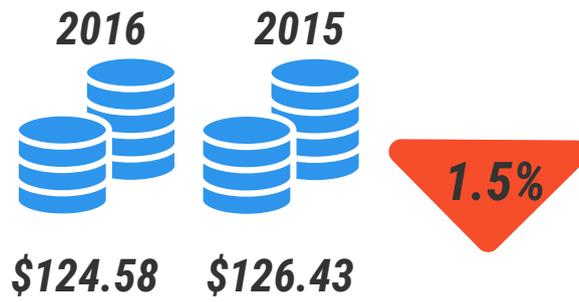
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October 2016 vs October 2015 Lodging Statistics (STR, Inc.)

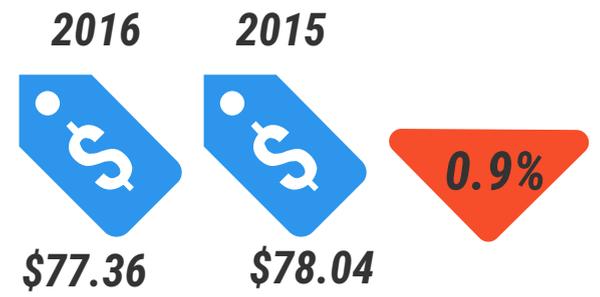
Atascadero



Occupancy

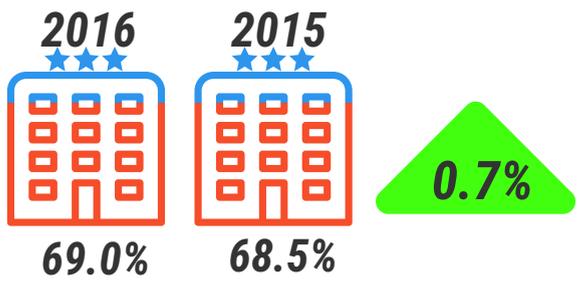


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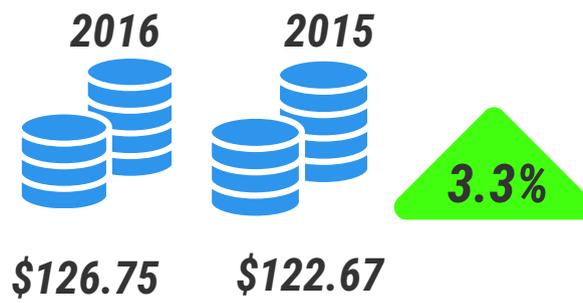


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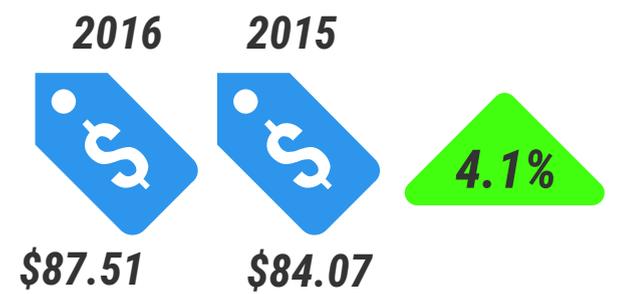
Morro Bay



Occupancy

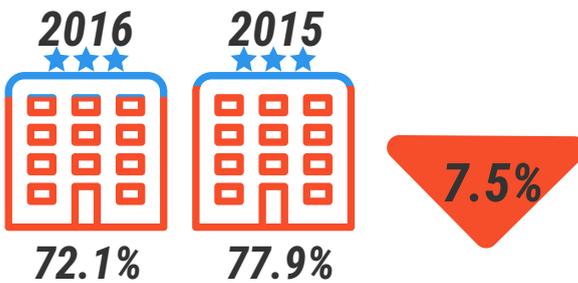


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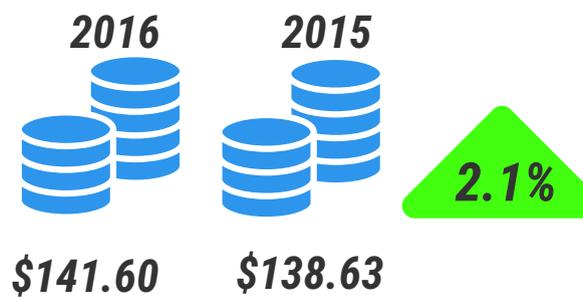


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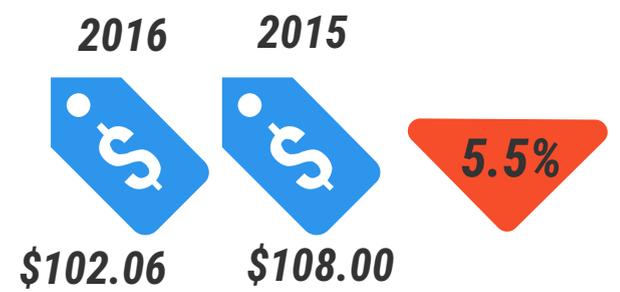
Paso Robles



Occupancy

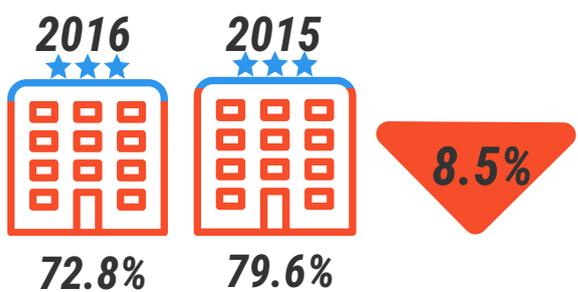


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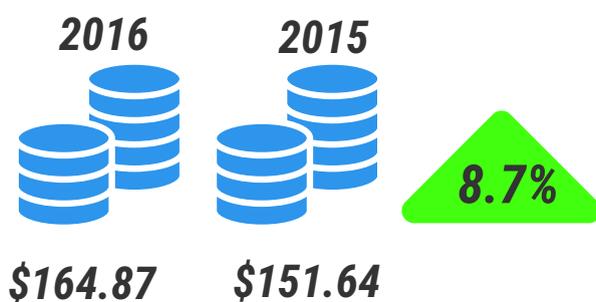


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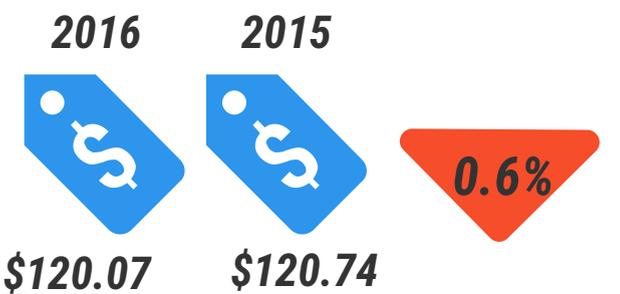
Pismo Beach



Occupancy

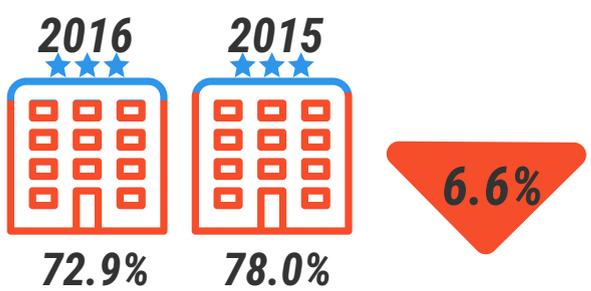


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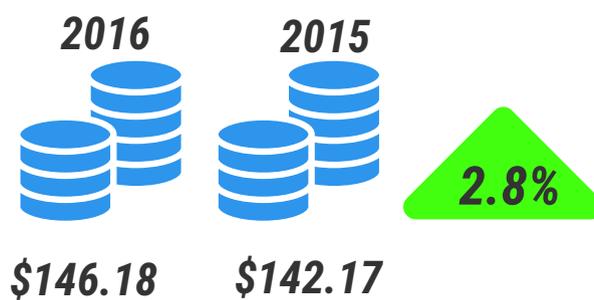


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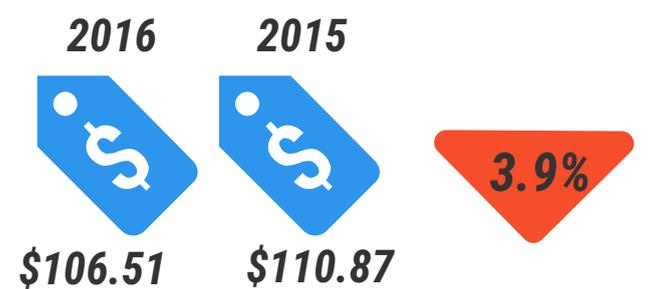
San Luis Obispo



Occupancy

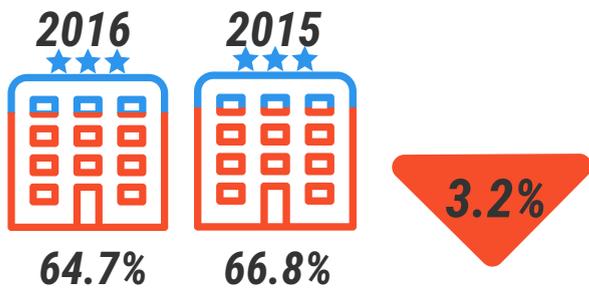


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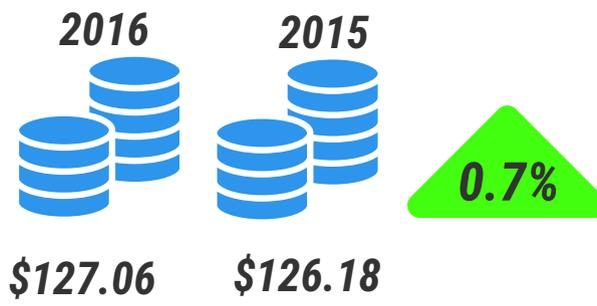


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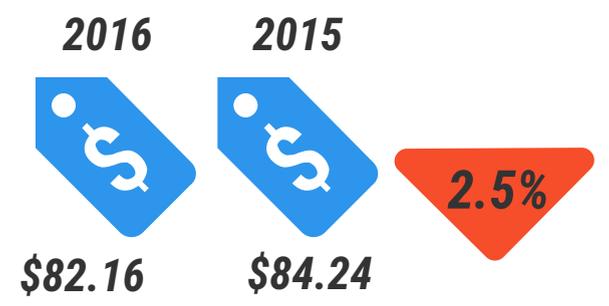
San Simeon



Occupancy

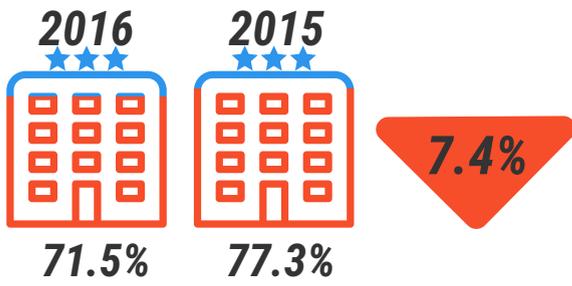


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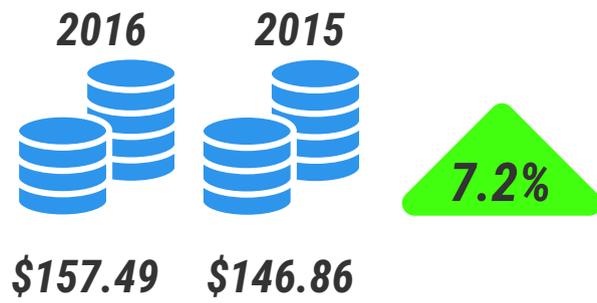


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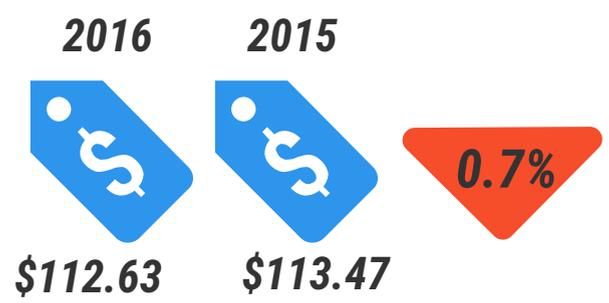
Five Cities



Occupancy

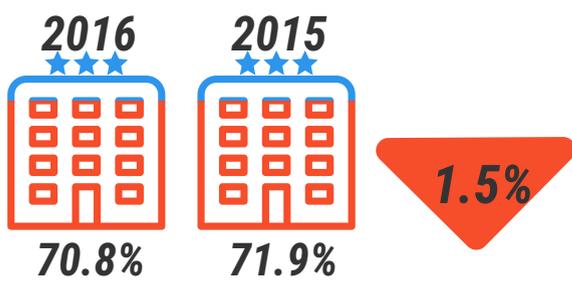


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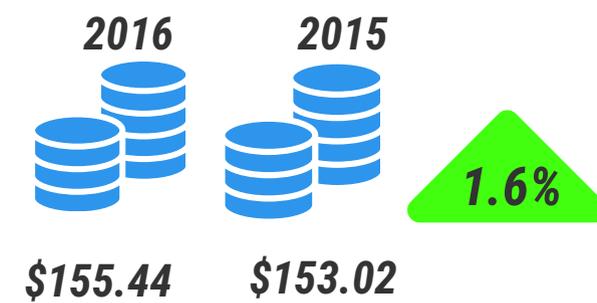


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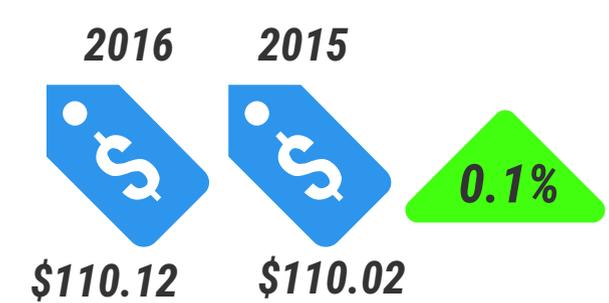
North Coast



Occupancy

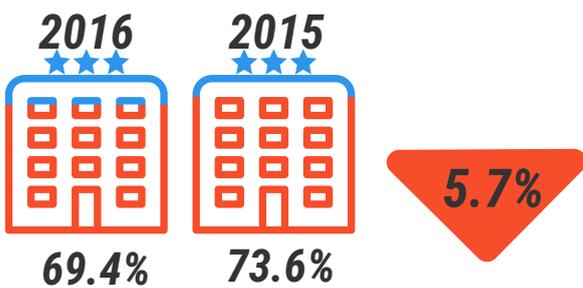


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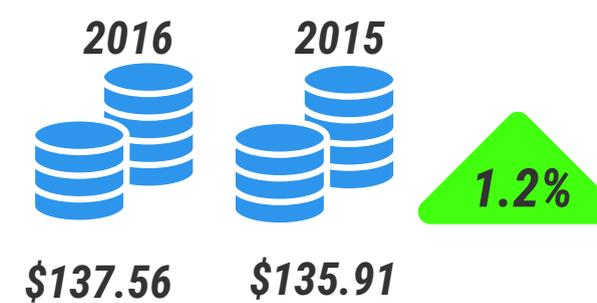


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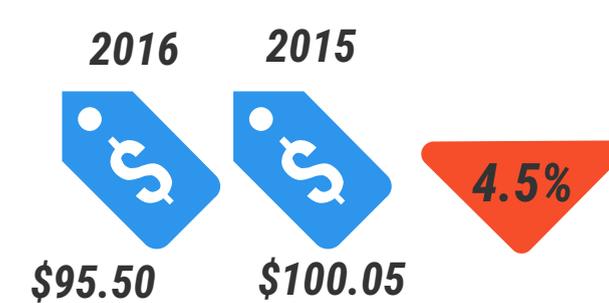
North County



Occupancy

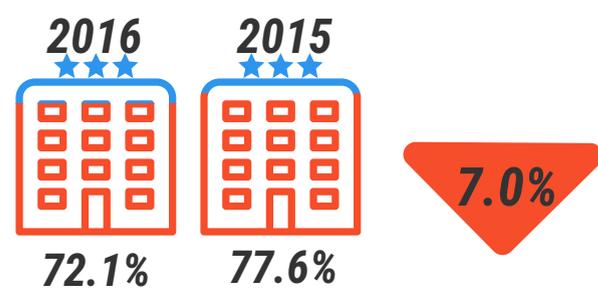


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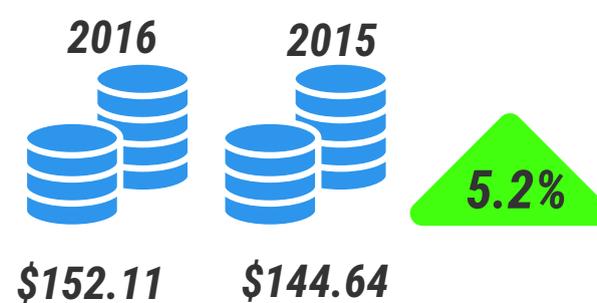


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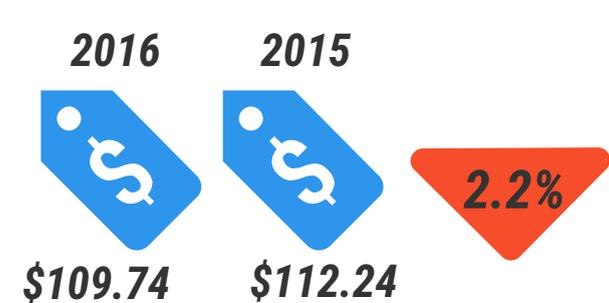
South County



Occupancy



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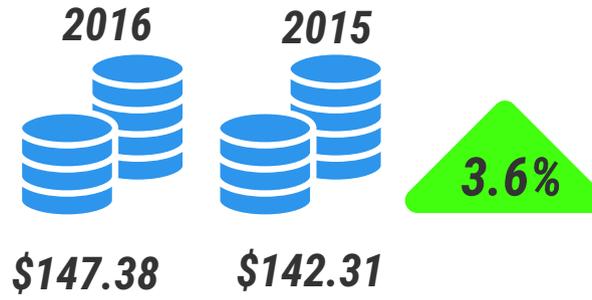


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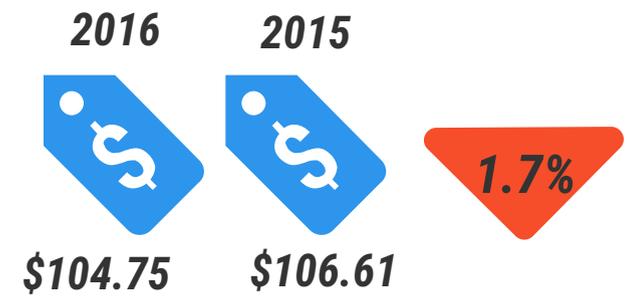
San Luis Obispo County



Occupancy



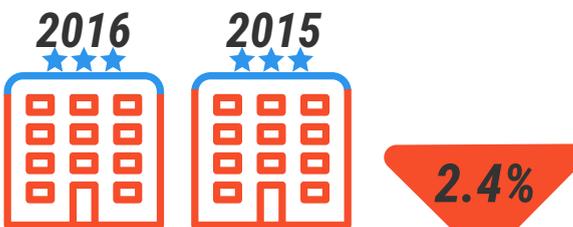
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Comparatives:

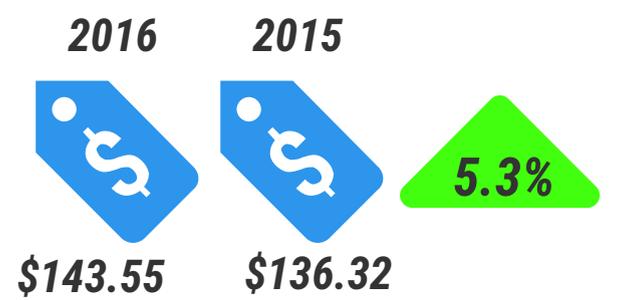
Santa Barbara/Santa Maria



Occupancy

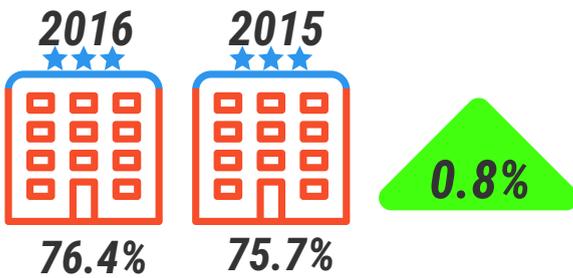


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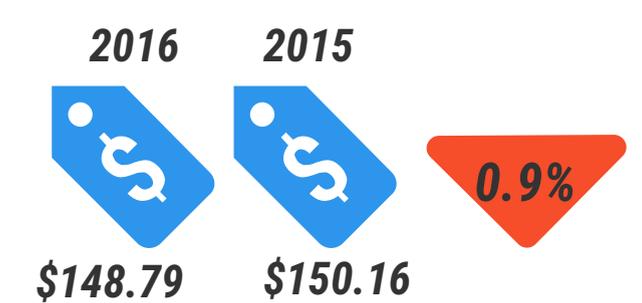
Monterey/Salinas



Occupancy

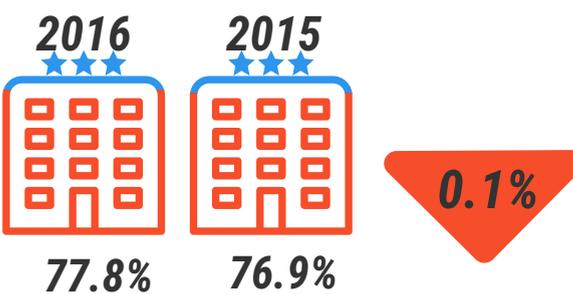


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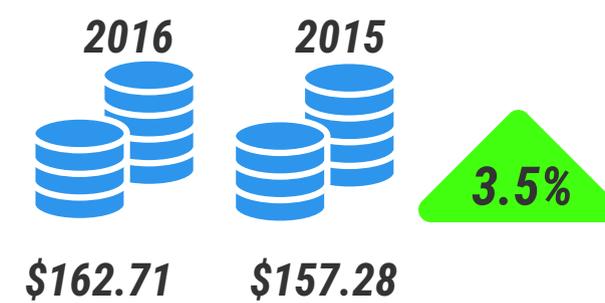


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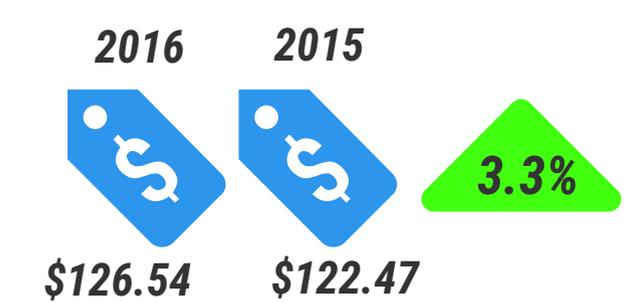
California



Occupancy



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