



Visit San Luis Obispo County

Activity Report, October 2015

- What's New -



Visit San Luis Obispo County Co-op Opportunities: Pricing Now Available!

Visit San Luis Obispo County is proud to announce our new co-op advertising opportunities. Under the new Tourism Marketing District, the approved media plan by the Board of Directors budgets over \$800,000 to be spent in advertising over the next few months in feeder markets throughout Southern California, Northern California, the Central Valley, Phoenix and Las Vegas. The co-op advertising opportunities are available only to Visit San Luis Obispo County partners and gives our constituents the opportunity to reach a greater audience at remarkably affordable rates. You can view all co-op advertising opportunities on the Members Area page of VisitSanLuisObispoCounty.com. If you would like to participate in any of these opportunities, please contact Whitney Bechert at our partner, Catalyst Marketing, immediately via email at wbechert@teamcatalyst.com or via phone at (714) 549-1757 ext. 220.

San Luis Obispo County Restaurant Month: Register Today!

Visit San Luis Obispo County is once again working in partnership with Visit California to gear up for our 9th Annual Restaurant Month, January 4 – 29, 2016. To simplify our program and allow for maximum participation, participating restaurants will provide the following offer: three-course prix-fixe meal for \$30 per person, or three-course prix-fixe menu for \$40 per person. To participate, all you have to do is create a special menu of three courses. For questions or more information, please call Kylee at 805.541.8000 or email her at kyleej@visitsanluisobispo.com.

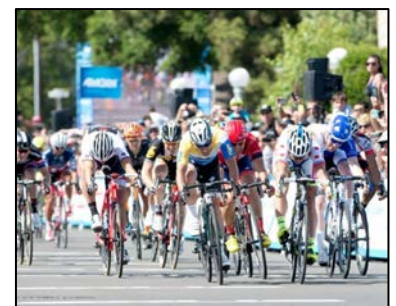


Visit San Luis Obispo County Hosts Fall Educational Symposium

On November 4, Visit San Luis Obispo County hosted the first edition of its quarterly educational symposiums at the Courtyard by Marriott in San Luis Obispo. The symposium featured presentations from HomeAway and TripAdvisor, as well as a panel on the topic of water conservation during the drought. The panel included presentations by Rob Fitzroy, Supervising Planner, Planning and Building Department County of San Luis Obispo (*left*); Mitchell Masia, Cambria Inns Collection, Adelaide Inn and Best Western Plus Black Oak; and Steve Watson, Farm Supply. These sessions were recorded and will be accessible on the Members Area page of VisitSanLuisObispoCounty.com.

Morro Bay Announced as Host City for 2016 Amgen Tour of California

During a special media event on October 22, Amgen officials announced that Morro Bay will host Stage 4 of the 2016 Amgen Tour of California—America's most prestigious and largest professional road cycling race. Riders will take off from Morro Bay on Wednesday, May 18, racing on Highway 1 south to north, through San Luis Obispo County coastal cities and towns of Cayucos, Cambria, and San Simeon. Visit San Luis Obispo County has been working closely with Amgen to ensure that the race continues to run through the San Luis Obispo County region, and provided \$30,000 in sponsorship to secure this year's race. Hosting this event brings great exposure to our destination on a regional, national and international level with TV broadcasts of the race around the world showcasing San Luis Obispo County.



Visit SLO County Begins Digital Asset Management Import Process

Visit San Luis Obispo County has signed a contract with WebDAM for a new digital asset management system, which will be the first of its kind in San Luis Obispo County. The system will house all photo and video assets from various communities and will be the hub for media and other photo inquiries. Once all assets have been imported, local DMO partners will be asked to work with WebDAM to ensure their assets are properly tagged and credited. Questions on how to label your photo and video assets? Call Kylee Jepsen at 805.541.8000.



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



Featured in *Luxury Standard*: Atascadero's Charles Paddock Zoo (left); and in *Smarter Travel*: Port San Luis Obispo (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	37,359
UNIQUE VISITORS:	30,414
PAGE VIEWS:	109,772
AVG. PAGE VIEWS/VISIT:	2.94
AVG. TIME ON SITE:	2:06
TOTAL ORGANIC TRAFFIC:	26,711
% OF ORGANIC:	71%
MOBILE VISITS:	21,160

MOST VISITED EVENT:

CAMBRIA SCARECROW FESTIVAL (1,992 VIEWS)	
TOTAL BLOG VISITS:	7,663
MOST SHARED BLOG: FAMILY-FRIENDLY HALLOWEEN EVENTS IN SLO COUNTY	
HTTP://BIT.LY/1JRSJPK	

VISIT SLO COUNTY

FACEBOOK

LIKES:	12,926	NEW:	210
TOT. IMPRESSIONS:	94,913		
HIGHEST ENGAGEMENT:	#TBT TO 1968 WHEN CCR ATE AT THE TACO BELL IN SAN LUIS OBISPO. (702 ENGAGEMENTS)		
MOST LIKED:	IT'S ALMOST MONARCH BUTTERFLY SEASON IN VISIT PISMO BEACH. (474 LIKES)		

	FOLLOWERS	NEW
TWITTER:	5,660	70
30.7K IMPRESSIONS		
TWEETS:	6,176	
PINTEREST:	624	7
PINS:	792	
INSTAGRAM:	1,556	200
POSTS:	419	

VISITOR GUIDE DIST.

WEB DOWNLOADS:	63
GUIDES DISTRIBUTED:	177
TOTAL:	240

MONTHLY E-SPECIAL

SUBSCRIBERS:	36,209
# OF OPENS:	6,182
# OF CLICK-THROUGHS:	720

THIS WEEK IN SLO COUNTY

CIRCULATION:	886
MOST CLICKED LINK:	STR Report Snapshot – Week of September 20

Trending

Public Relations

- Michael Morcos, Canadian Traveller – San Luis Obispo: Nov. 6-7

Media

- Peter Greenberg Discovering Food & Wine in San Luis Obispo County <http://bit.ly/1NkBCRA>
- Meetings Focus – CA's resort destinations blossom with group options <http://bit.ly/20mOazb>
- Smart Meetings – Explore California's Other Wine Country <http://bit.ly/20y2zIX>
- Stourbridge News – The Beat Goes On: Exploring the West Coast's Literary Haunts <http://bit.ly/1OigAXi>
- Just for Canadian Doctors – California Dreaming <http://bit.ly/1kdBtpS>
- Smarter Travel – 10 Best Outdoor Towns in America <http://bit.ly/1ie0TSw>
- Examiner.com – Celebrate the Central Coast <http://exm.nr/1ixfWqv>
- Luxury Standard – Atascadero isn't your average getaway destination <http://bit.ly/1LognXE>
- The Tribune – Morro Bay to host leg of 2016 Tour of California <http://bit.ly/1PfG8Tz>

Travel Trade

- China FAM: Nov. 6
- Australian SuperFAM: Nov. 12
- CalSAE Seasonal Spectacular: Dec. 3
- NTA Travel Exchange: Jan. 31- Feb. 4
- MPI Northern California Expo: Feb. 10

Visit CA Releases "Average Joes" Ad Featuring SLO County

Visit California's new "Average Joes" commercial, which features a "bubblesmith" in front of Morro Rock, began airing in the US and internationally in October. The commercial is San Luis Obispo County's first of this magnitude on the international TV stage, and is a result of Visit SLO County's strong partnership with Visit California. National spots will air on several channels, including A&E, ABC Family, Animal Planet, Bravo, and ESPN, as well as during programs like "Good Morning America" on ABC and "The Today Show" on NBC. The commercials will be deployed digitally through Hulu, Yahoo!, ABC, NBC and YouTube. You can view the commercial on YouTube here: <http://bit.ly/1RCBu1e>.



Visit SLO County President & CEO Addresses Cal Poly Students

On October 7, Visit San Luis Obispo County President & CEO Chuck Davison gave a special presentation to students in Cal Poly's "Introduction to Hospitality and Travel" course. Davison discussed the structure of DMOs and their importance to San Luis Obispo County tourism, and compared them to those of other destinations. He also offered advice to the students about career paths in the industry, drawing from his own experience. The presentation was followed by a robust Q&A session. Thank you to Embassy Suites for hosting!



September 2015 vs September 2014 Lodging Statistics (STR, Inc.)

Current Month - September 2015 vs September 2014												
	Occ %		ADR		RevPAR		Percent Change from September 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	65.0		128.54		83.54							
Morro Bay, CA+	72.8	70.5	128.20	115.74	93.37	81.61	3.3	10.8	14.4	14.4	0.0	3.3
Paso Robles, CA+	75.1	74.5	135.39	127.08	101.74	94.65	0.9	6.5	7.5	10.8	3.1	4.0
Pismo Beach, CA+	80.4	80.0	160.24	143.38	128.80	114.76	0.4	11.8	12.2	12.3	0.1	0.5
San Luis Obispo, CA+	77.7	74.5	139.85	128.61	108.69	95.88	4.3	8.7	13.4	13.4	0.0	4.3
San Simeon, CA+	71.6	70.2	133.32	119.22	95.45	83.67	2.0	11.8	14.1	14.1	0.0	2.0
Five Cities+	78.5	77.8	154.32	137.51	121.11	106.92	0.9	12.2	13.3	13.3	0.0	1.0
North Coast+	75.5	72.6	157.29	144.74	118.79	105.08	4.0	8.7	13.1	13.1	0.0	4.0
North County+	72.2	71.8	133.57	123.87	96.38	88.89	0.6	7.8	8.4	20.0	10.6	11.3
South County+	78.1	76.2	147.56	133.43	115.28	101.74	2.5	10.6	13.3	13.3	0.0	2.5
San Luis Obispo County	76.0	74.3	144.90	132.02	110.11	98.05	2.3	9.8	12.3	14.5	2.0	4.3
Santa Barbara/Santa Maria	78.5	75.5	183.08	171.73	143.73	129.73	3.9	6.6	10.8	9.6	-1.1	2.8
Monterey/Salinas	81.2	72.4	205.82	194.22	167.15	140.69	12.1	6.0	18.8	19.2	0.3	12.4
California	77.0	73.4	154.81	143.49	119.25	105.29	5.0	7.9	13.3	13.8	0.5	5.5