



Visit San Luis Obispo County

Activity Report, October 2016

- What's New -

VSLOC Board Approves Marketing Plan

On October 19, the Visit San Luis Obispo County Board of Directors approved VSLOC's FY2016-18 Marketing Plan, which includes the markets and personas that VSLOC will be targeting under its new brand. The Board also approved the brand positioning as VSLOC works with its marketing agency-of-record to finalize its Media Plan and launch its shoulder season campaign in January.



VSLOC Set to Host Visit California Global Ready China Seminar



On December 7, Visit San Luis Obispo County will host a first-of-its-kind Visit California's Global Ready China Seminar in San Luis Obispo County. The event will take place at the Courtyard by Marriott, SLO from 8:30am-11:30am. This seminar will provide insight into China's unique market and culture so as to better serve travelers' needs. It is perfect for front-line employees, managers, marketing and sales staff, or anyone interested in learning how to better understand and welcome the Chinese tourist, regardless of business size. The cost is \$30. Space is limited, so RSVP now at <http://bit.ly/globalreadychina>.

San Luis Obispo County Air Service Development

On the heels of securing nonstop service to Seattle, VSLOC is working with SLO County Regional Airport and Sixel Consulting Group on the facilitation of an Economic Impact study regarding future air service routes (Denver & Dallas). Results are expected in the coming weeks. Also, on December 2nd, Davison will join the Airport and Sixel in a meeting with United Airlines officials at their headquarters in Chicago to discuss San Luis Obispo County air service. Last month, VSLOC secured Wines Fly Free for San Luis Obispo County on Alaska Airlines' new air service to Seattle as part of its meeting with Alaska at their Seattle headquarters. This program is expected to begin when the flight launches in April 2017.



AMGEN Tour of California Set to Return to San Luis Obispo County

Visit San Luis Obispo County is excited to welcome the AMGEN Tour of California back to San Luis Obispo County in 2017. This year, VSLOC contributed \$50,000 in sponsorship funds to keep the Tour here in SLO County. The race will start in Pismo Beach and will finish in Morro Bay. VSLOC continues to work to keep the Tour in the County, focusing on the national and international NBC Sports television exposure the race brings to our region, giving viewers a glimpse of our dynamic and beautiful county. 2017 marks five years in a row that the Tour has included San Luis Obispo County.

2017 Southern California Lodging Forecast

On October 18, the Collins College of Hospitality held their 28th Annual Southern California Visitor Industry Outlook Conference in Los Angeles. VSLOC's Operations Manager, Brendan Pringle, attended the event on behalf of San Luis Obispo County's lodging constituents. Speakers noted that tourism is expected to grow through 2017, but will continue to slow down, and that a recession is not forecasted for the near future. Also, they forecasted that San Luis Obispo County's active supply should be absorbed in the next 1-2 years. The full 2017 Southern California Lodging Forecast is linked here: <http://bit.ly/socalforecast>. San Luis Obispo County-specific information is on pages 101-111 of the PDF.



January is Restaurant Month in San Luis Obispo County

Registration is now underway for the 10th Annual SLO County Restaurant Month, happening January 2-31. Restaurants must offer a three-course prix-fixe meal for \$30 per person or \$40 per person, and must be a VSLOC member. Please encourage restaurants in your community to **sign up by November 11, 2016!** Contact Jordan Carson at Jordan@VisitSanLuisObispoCounty.com for details.



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



Featured in *UK Daily Telegraph*: Cottage Inn by the Sea, Pismo Beach (left); and in *101USA*: Downtown San Luis Obispo (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	40,780
UNIQUE VISITORS:	33,806
PAGE VIEWS:	122,415
AVG. PAGE VIEWS/VISIT:	3.00
AVG. TIME ON SITE:	2:13
TOTAL ORGANIC TRAFFIC:	33,020
% OF ORGANIC:	81%
MOBILE VISITS:	24,723
MOST VISITED EVENT PAGE:	
CAMBRIA SCARECROW FESTIVAL (1,904 VIEWS)	
TOTAL BLOG VISITS:	10,463
MOST SHARED BLOG:	2016 HALLOWEEN HAPPENINGS IN SAN LUIS O'BOO'SPO COUNTY
	bit.ly/HalloweenSLOC16 (425 VISITS)

Trending

Media

- 101USA: Top 15 Small Cities in California <http://bit.ly/2en0FqI>
- UK Daily Express: 10 of the wildest West Coast experiences all the way from Frisco to LA <http://bit.ly/2fMLyfb>
- UK Daily Telegraph: Cottage Inn by the Sea (review) <http://bit.ly/2ea4xQh>
- UK Daily Telegraph: The Dolphin Bay (review) <http://bit.ly/2fokj8e>

Public Relations

- Visit California Chicago Media Boot Camp: November 14-15
- Visit California Japan FAM: November 15-16 (Paso Robles, San Simeon, Morro Bay)
- Sarah Bergeron-Ouellet, QMI Agency: November 17-18 (Pismo Beach/Arroyo Grande)

Travel Trade

- Meeting & Conference Sales Mission: November 7-9 (Sacramento)
- CalSAE Seasonal Spectacular: December 1
- US Travel Association's IPW: June 3-7 (Washington D.C.) – *co-op opportunities available!*

VSLOC Hosts Visit California UK SuperFAM

On October 1-2, Visit San Luis Obispo County hosted 10 travel agents from the UK and Ireland. The group enjoyed Hummer rides at the Pismo Beach/Oceano Dunes, ziplining at Margarita Adventures, dinner at SLO Brew, wine tasting and lunch at Ancient Peaks Winery and a farm tour and dinner at Windrose Farm by FARMSteadED. The group stayed overnight at both the Holiday Inn Express Hotel & Suites of Atascadero and the Lamplighter Inn & Suites in San Luis Obispo.



Italian Social Media Influencers Take on SLO County

On October 28, VSLOC hosted two popular Italian social media influencers in San Luis Obispo County in partnership with Visit California. Andrea Tamburrini and Francesco Innocenti, who boast a combined Instagram following of nearly 500k, visited San Luis Obispo on their drive from San Francisco to Los Angeles.

VSLOC's Jordan Carson Attends eTourism Summit

On October 19-21, VSLOC's Marketing Coordinator, Jordan Carson, attended the eTourism Summit, where she heard from DMOs, industry partners and digital media companies like BuzzFeed and The Onion. Speakers noted that utilizing key influencers who are experts in their photo fields (food, lifestyle, etc) to help market your brand and region is the newest way to reach consumers who might not have originally sought you out. Also, the ideal video is around 8-15 seconds.



VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES:	18,010	NEW:	306
TOT. IMPRESSIONS:	386,148		
HIGHEST ENGAGEMENT:	VISIT CAMBRIA ON THE CA HIGHWAY 1 DISCOVERY ROUTE		
#SCENICSATURDAY	(2.1K ENGAGEMENTS)		
MOST REACTIONS:	VISIT CAMBRIA ON THE CA HWY 1 DISCOVERY ROUTE		
#SCENICSATURDAY	(1.8K REACTIONS)		

	FOLLOWERS	NEW
TWITTER:	6,706	54
29.4K IMPRESSIONS		
TWEETS: 6,890		
PINTEREST:	684	1
PINS: 802		
INSTAGRAM:	7,260	319
POSTS: 864		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	60
GUIDES DISTRIBUTED:	616
TOTAL:	676

THIS MONTH IN SLO COUNTY

SUBSCRIBERS:	36,294
# OF OPENS:	6,401
# OF CLICK-THROUGHS:	1,370

THIS WEEK IN SLO COUNTY

CIRCULATION:	920
MOST CLICKED LINK:	SoCal Lodging Forecast

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

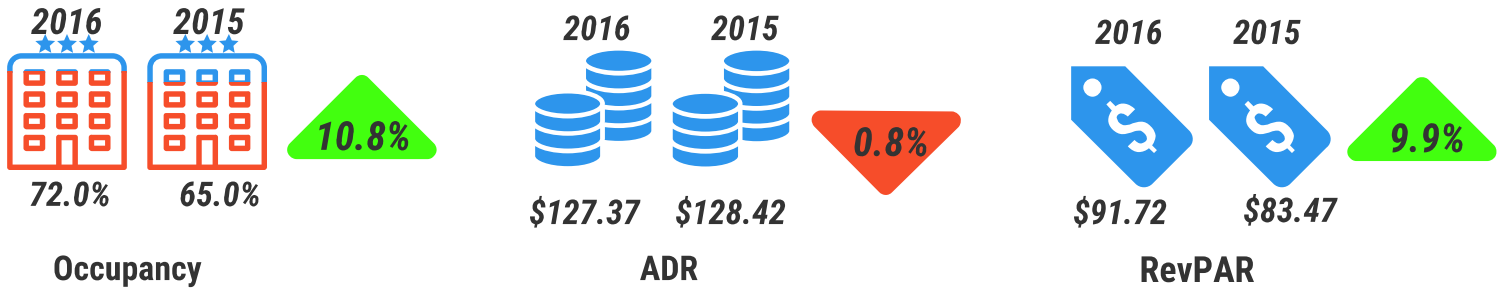
Current Month - September 2016 vs September 2015												
	Occ %		ADR		RevPAR		Percent Change from September 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	72.0	65.0	127.37	128.42	91.72	83.47	10.8	-0.8	9.9	9.9	0.0	10.8
Morro Bay, CA+	73.1	72.9	137.06	128.31	100.26	93.54	0.3	6.8	7.2	7.3	0.1	0.5
Paso Robles, CA+	77.7	76.1	143.50	136.84	111.47	104.08	2.1	4.9	7.1	7.1	0.0	2.1
Pismo Beach, CA+	77.5	80.9	173.67	159.51	134.59	129.07	-4.2	8.9	4.3	4.2	-0.1	-4.3
San Luis Obispo, CA+	74.8	78.0	152.37	140.93	114.03	109.94	-4.1	8.1	3.7	3.7	0.0	-4.1
San Simeon, CA+	64.0	71.6	123.75	133.31	79.20	95.47	-10.6	-7.2	-17.0	-17.0	0.0	-10.6
Five Cities+	76.1	78.8	166.20	154.06	126.46	121.43	-3.5	7.9	4.1	4.0	-0.1	-3.6
North Coast+	71.6	75.6	189.26	157.75	135.46	119.30	-5.4	20.0	13.5	13.6	0.1	-5.3
North County+	76.2	73.1	139.45	134.85	106.23	98.61	4.2	3.4	7.7	7.7	0.0	4.2
South County+	75.5	78.4	159.73	147.91	120.60	116.02	-3.8	8.0	3.9	3.9	-0.0	-3.8
San Luis Obispo County	74.8	76.3	158.00	145.15	118.24	110.75	-1.9	8.8	6.8	6.8	0.0	-1.9

Santa Barbara/Santa Maria	79.4	78.0	200.73	184.01	159.42	143.57	1.8	9.1	11.0	12.0	0.9	2.7
Monterey/Salinas	83.1	81.1	205.70	205.95	170.99	166.97	2.5	-0.1	2.4	2.5	0.1	2.7
California	78.4	76.9	161.65	155.09	126.66	119.23	1.9	4.2	6.2	7.0	0.7	2.6

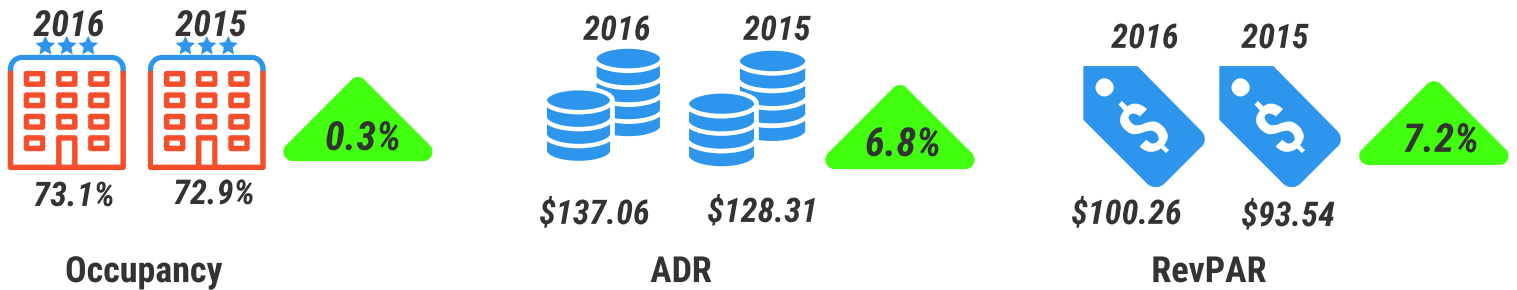
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September 2016 vs September 2015 Lodging Statistics (STR, Inc.)

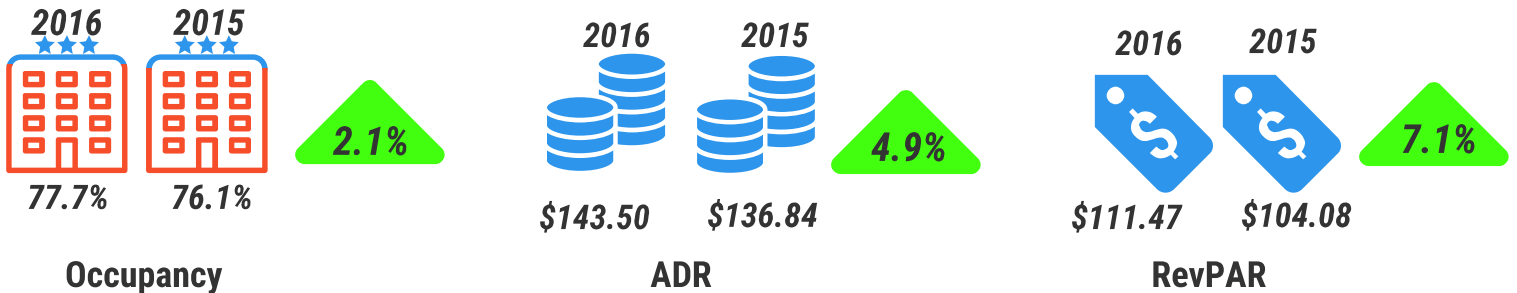
Atascadero



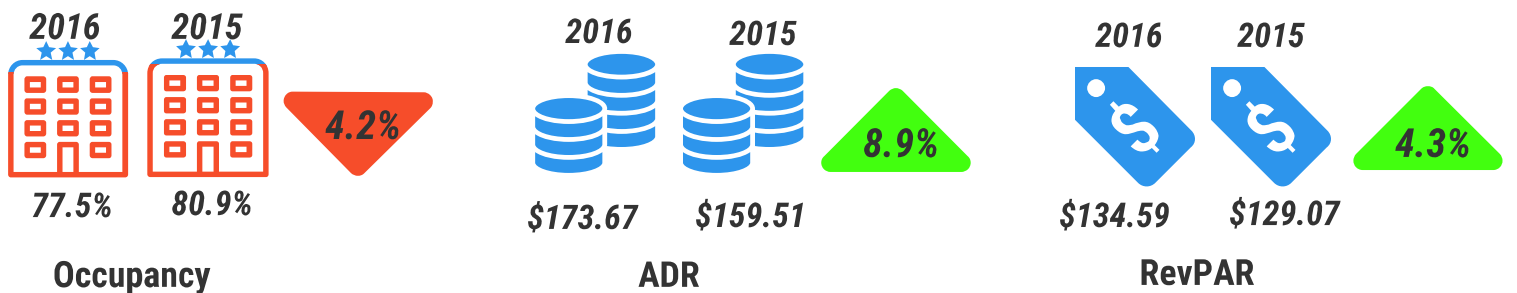
Morro Bay



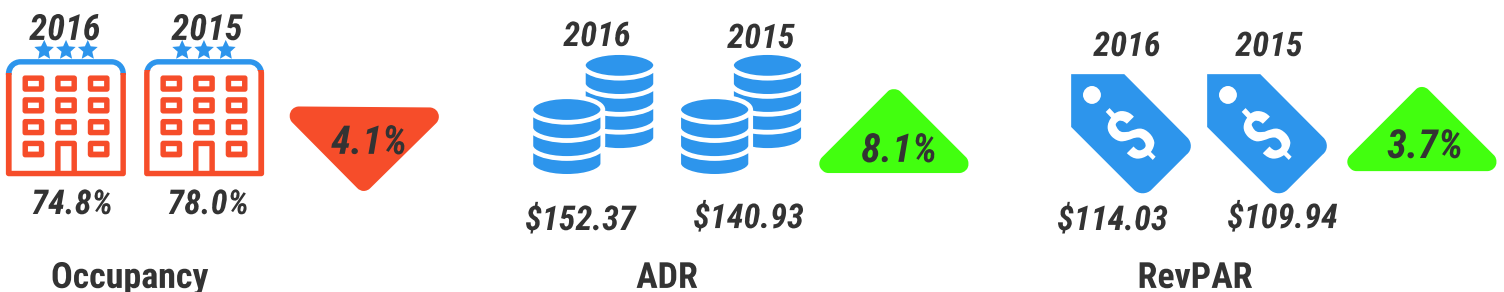
Paso Robles



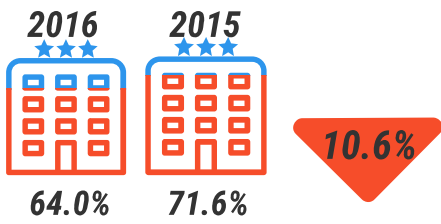
Pismo Beach



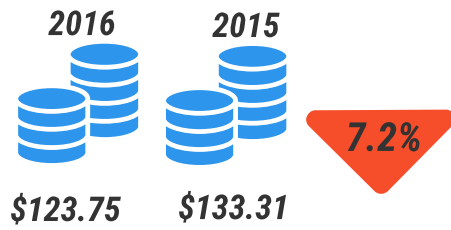
San Luis Obispo



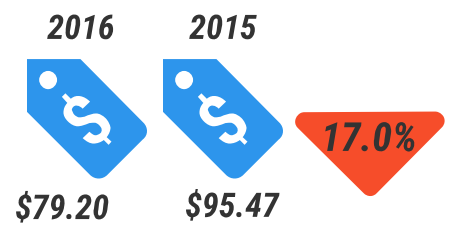
San Simeon



Occupancy

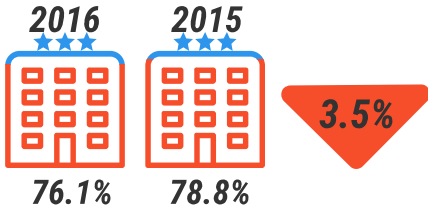


ADR

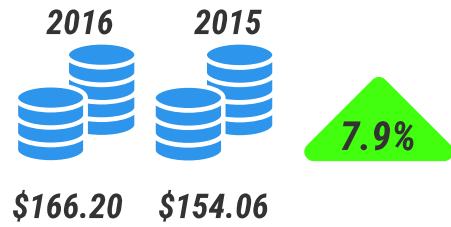


RevPAR

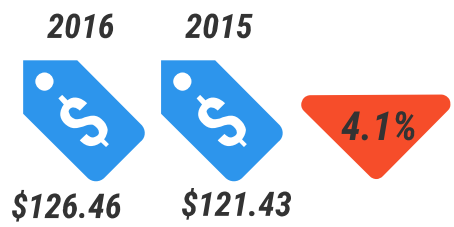
Five Cities



Occupancy

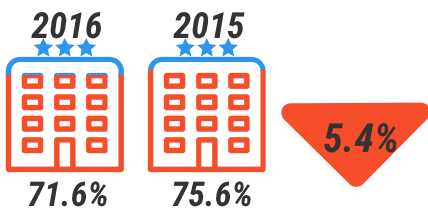


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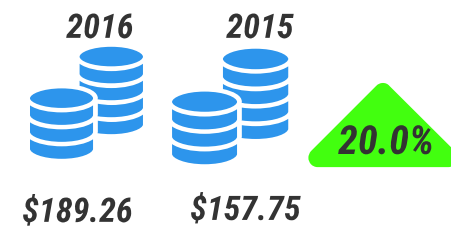


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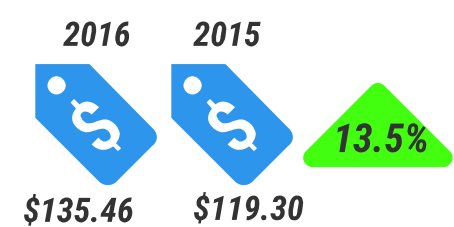
North Coast



Occupancy

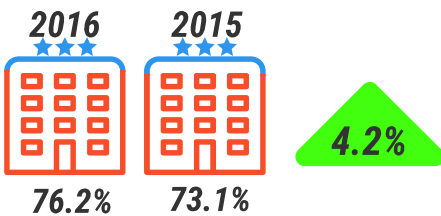


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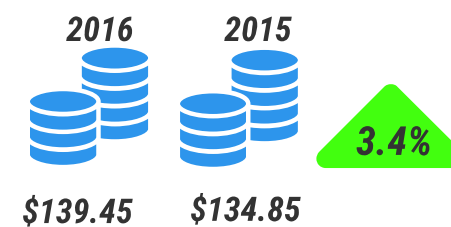


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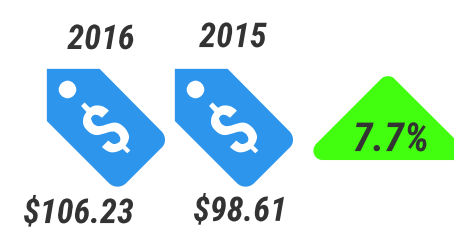
North County



Occupancy

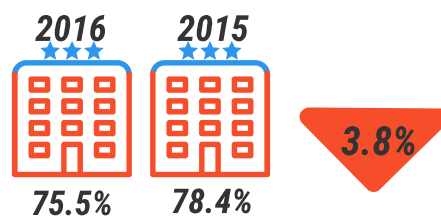


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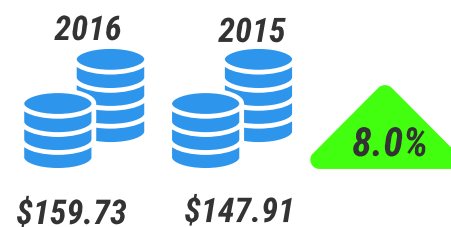


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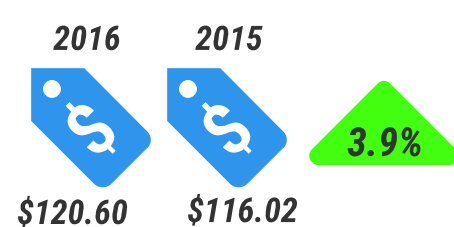
South County



Occupancy

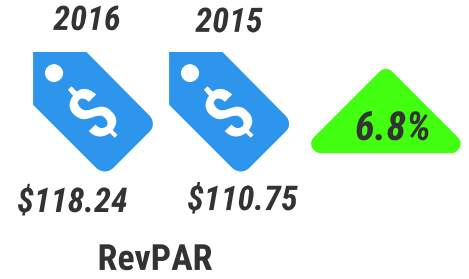
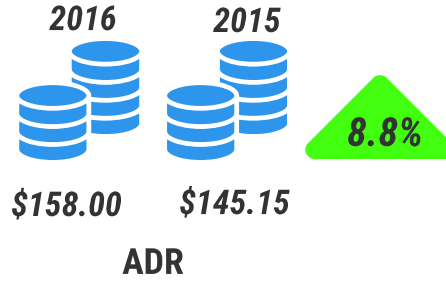
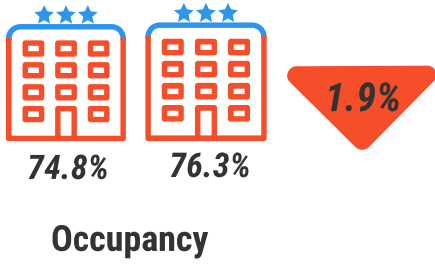


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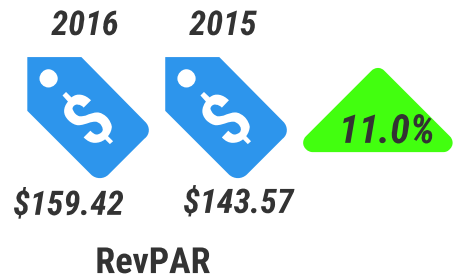
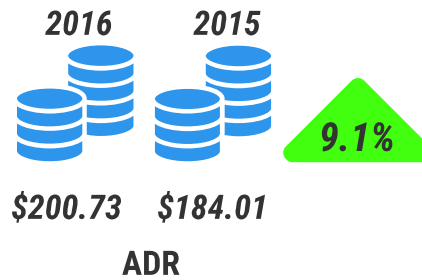
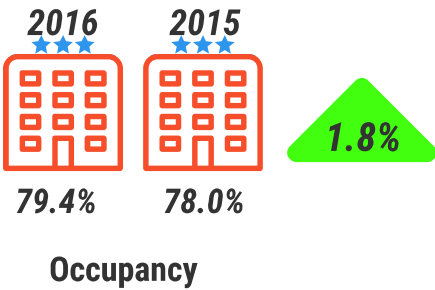
RevPAR

San Luis Obispo County

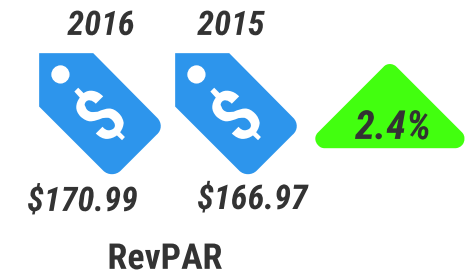
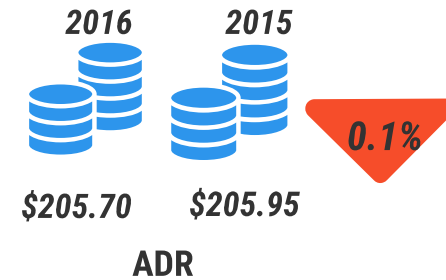
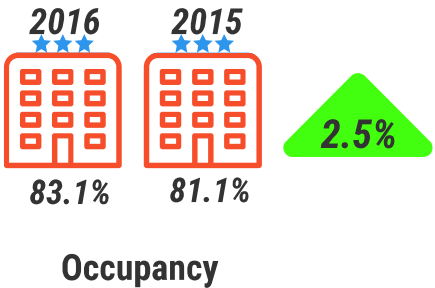


Comparatives:

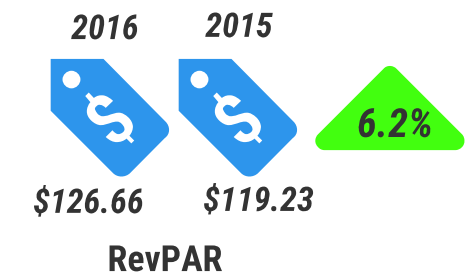
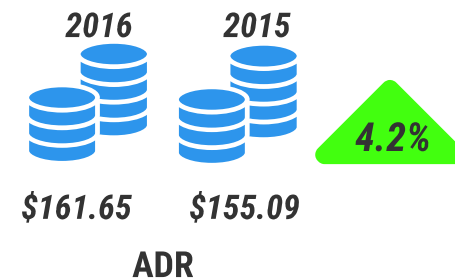
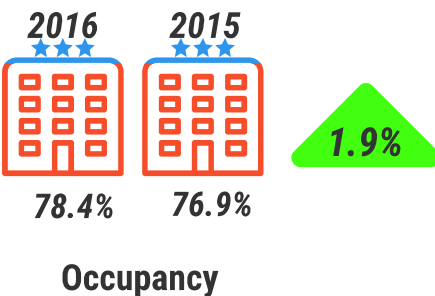
Santa Barbara/Santa Maria



Monterey/Salinas



California



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