



Visit San Luis Obispo County

Activity Report, September 2015

- What's New -

Visit SLO County Honors Fire Services of San Luis Obispo County and Past President Noreen Martin at SAVOR Opening Ceremony



Visit San Luis Obispo County honored the Fire Services of San Luis Obispo County with the first annual Tourism Hero Award on September 26th during the opening ceremony of Sunset SAVOR the Central Coast, which takes place each year before the Main Event at the historic Santa Margarita Ranch (*top photo*). Over 100 guests gathered together for the ceremony, which concluded with the traditional ribbon cutting, officially marking the opening of the Main Event.

The Tourism Hero Award was presented to the Fire Services of San Luis Obispo County in recognition of their exceptional valor and courage, as they worked tirelessly to extinguish threatening wildfires impeding Santa Margarita Ranch this summer. Visit San Luis Obispo County also presented their 2015 Tourism Champion Award to Noreen Martin, CEO of Martin Resorts (*bottom photo*). The Tourism Champion Award is given each year to individuals who go above and beyond in their dedication and commitment to tourism for San Luis Obispo County.

Coming Soon: Visit San Luis Obispo County Co-op Opportunities

Visit San Luis Obispo County is excited to provide co-op opportunities in print publications such as *Westways*, *Sunset*, *VIA Magazine*, *AARP*, the *OC Register*, the *LA Times*, and the *SF Chronicle*. Co-ops will range from pictorial to advertorial formats, and will be running from November to April, with a focus on the shoulder season. Digital opportunities will also be available in food & wine and travel sites throughout the Los Angeles, San Francisco, and Central Valley markets. Partners will be able to purchase two-thirds of banner space on these digital ads to feature their content. Information will soon be available on the Visit SLO County website. For more details, please contact Brendan Pringle at brendan@visitsanluisobispocounty.com.



Visit SLO County Welcomes New Director of Travel Trade: Michael Wambolt



Visit San Luis Obispo County is pleased to announce its new Director of Travel Trade, Michael Wambolt. Born in Torrance, CA and raised in Santa Clarita, Michael attended CU Boulder on a full athletic scholarship for two years until his ball playing career was interrupted by a battle with cancer. After vanquishing the illness, he discovered a passion and knack for hospitality on an excursion across Europe with ConTiki Holidays. Michael spent the next few years in Amsterdam, Paris, and Hopfgarten, Austria working for ConTiki as a cook, site representative, bartender, and assistant manager. Missing the states, Michael returned to California. He started as a Front Desk Agent at the SeaCrest OceanFront Hotel in Pismo Beach, and climbed the ranks to Director of Sales. Most recently, Michael served as the Director of Sales at the SpringHill Suites in Atascadero, where he helped to open the hotel. As the Director of Travel Trade for Visit San Luis Obispo County, Michael is able to utilize the experience and relationships he has cultivated over his 15 years in the field of hospitality and tourism to best suit the needs of the county he calls home.

Visit SLO County Board Chair Kevin Phipps Announces Resignation

Visit San Luis Obispo County's Board Chair, Kevin Phipps, announced in September that he is leaving San Luis Obispo County to pursue a new opportunity as the new General Manager at the Embassy Suites by Hilton Convention Center Las Vegas, and resigned from the Board, effective October 2nd. Kevin has served on our Board and Executive Committee for the past several years, transitioning this past year to the Board Chair under the formation of the Tourism Marketing District and its new Board. He has given countless hours of his time and expertise to assist with the set-up and structure of the new organization. The Board will be tasked with addressing the vacancy in the Board Chair position at the October 20th meeting. This will also open a seat for the City of San Luis Obispo to appoint a new board member.



Phipps (left) with Chuck Davison, Visit San Luis Obispo County President & CEO



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



Featured in *Thomas Cook Travel Magazine*: Cayucos' Brown Butter Cookie Company (left); and in *Peter Greenberg Worldwide*: San Luis Obispo County's local farmers markets (*SLO Farmer's Market* featured right).



Trending

Public Relations

- Sid Lipsey, Yahoo! Travel – San Luis Obispo, Cayucos: Oct. 8-10 (re-scheduled)

Media

- Peter Greenberg Worldwide – San Luis Obispo County <http://bit.ly/1j8JBHO>
- AwesomenessTV – Beach Buggies with JennXPenn and ThatsSoJack <http://bit.ly/1NeEnXn>
- Thomas Cook Travel Magazine – Surf town Cayucos is a hit with local tourists after small town charm <http://bit.ly/1Lc5kZH>
- KSBY – Sunset SAVOR the Central Coast Kicks Off <http://bit.ly/1OdZIED>
- KEYT – Sunset SAVOR the Central Coast Set to Begin <http://bit.ly/1ORAYhd>
- Travel Channel – Top 10 Locals List with Shane Reynolds: Pacific Coast Highway: <http://bit.ly/1FOeICE>
- Orbitz Travel Blog – 5 Great Wine Destinations in the US <http://huff.to/1iOZMch>

Travel Trade

- China FAM – Nov. 6
- Australian SuperFAM – Nov. 12

UK SuperFAM Explores Paso Robles

From September 26-27, Visit SLO County hosted a UK SuperFAM in partnership with Visit California and Black Diamond. The SuperFAM was composed of 10 travel experts from companies throughout the UK. During their two-day whirlwind adventure of the Paso Robles area, the SuperFAM enjoyed a host of activities: lunch at Hunter Ranch Golf Course, wine tasting at Cass Winery, a farm tour at FARMstead Ed, wine and cheese pairing at Allegretto Resort, stagecoach rides at Harris Stage Lines, ziplining at Margarita Adventures, an afternoon at Sunset SAVOR the Central Coast and dinners at Firestone's Taproom and Enoteca Restaurant. The La Quinta Inn in Paso Robles hosted them during their stay. Visit SLO County's Kylee Jepsen and Michael Wambolt joined back up with the group in Sacramento for their Finale Event on September 29.



Visit SLO County Attends Visit California SF Media Event

Visit San Luis Obispo County's Kylee Jepsen recently represented our region at the Visit California SF Media Reception at The Village in downtown San Francisco. Over 70 Bay Area media attended and had the opportunity to learn about San Luis Obispo County. Media included representatives from Weekend Sherpa, *Trekaroo*, *KGO*, *SF Chronicle*, *VIA Magazine*, *Bay Area Family Travel* and many other publications. Most media inquired about Family-Friendly activities and Cultural Events. Visit San Luis Obispo County will be following up with all leads to ensure our area continues to receive great media exposure in the Bay Area market.



VISIT SLO COUNTY WEB ACTIVITY

VISITS: 37,075
 UNIQUE VISITORS: 30,275
 PAGE VIEWS: 119,020
 AVG. PAGE VIEWS/VISIT: 3.21
 AVG. TIME ON SITE: 2:25
 TOTAL ORGANIC TRAFFIC: 26,914
 % OF ORGANIC: 73%
 MOBILE VISITS: 20,534

MOST VISITED EVENT:

FARMERS MARKET – SAN LUIS OBISPO (443 VIEWS)

TOTAL BLOG VISITS: 7,129

MOST SHARED BLOG: CAYUCOS IN THOMAS COOK TRAVEL MAGAZINE

[HTTP://BIT.LY/1Y04TE](http://bit.ly/1Y04TE)

VISIT SLO COUNTY

FACEBOOK

LIKES: 12,716 NEW: 177
 TOT. IMPRESSIONS: 95,315
 HIGHEST ENGAGEMENT: CENTRAL COAST MAKES THE HUFFPOST'S LIST OF 5 GREAT WINE DESTINATIONS IN THE US (779 ENGAGEMENTS)
 MOST LIKED: CENTRAL COAST MAKES THE HUFFPOST'S LIST OF 5 GREAT WINE DESTINATIONS IN THE US (392 LIKES)

	FOLLOWERS	NEW
TWITTER:	5,590	128
32K IMPRESSIONS		
TWEETS: 6,112		
PINTEREST:	617	9
PINS: 792		
INSTAGRAM:	1,356	105
POSTS: 393		

VISITOR GUIDE DIST.

WEB DOWNLOADS: 61
 GUIDES DISTRIBUTED: 2332
 TOTAL: 2393

MONTHLY E-SPECIAL

SUBSCRIBERS: 36,154
 # OF OPENS: 6,860
 # OF CLICK-THROUGHS: 855

THIS WEEK IN SLO COUNTY

CIRCULATION: 891
 MOST CLICKED LINK:
 2016 San Luis Obispo County
 Visitors Magazine Media Kit

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

Current Month - August 2015 vs August 2014

	Occ %		ADR		RevPAR		Percent Change from August 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Atascadero, CA+	76.4		129.15		98.61						
Morro Bay, CA+	81.3	82.8	143.09	141.77	116.26	117.33	-1.8	0.9	-0.9	-0.9	0.0	-1.8
Paso Robles, CA+	83.6	82.2	140.53	141.48	117.52	116.31	1.7	-0.7	1.0	4.2	3.1	4.9
Pismo Beach, CA+	86.1	85.6	192.32	186.14	165.58	159.38	0.6	3.3	3.9	4.0	0.1	0.6
San Luis Obispo, CA+	84.7	84.7	150.35	144.08	127.37	122.01	0.0	4.3	4.4	4.4	0.0	0.0
San Simeon, CA+	77.1	82.0	150.83	143.78	116.33	117.86	-5.9	4.9	-1.3	-1.3	0.0	-5.9
Five Cities+	84.1	84.4	184.05	178.10	154.86	150.28	-0.3	3.3	3.0	3.1	0.0	-0.2
North Coast+	81.9	83.3	176.47	170.62	144.56	142.21	-1.7	3.4	1.7	1.7	0.0	-1.7
North County+	81.5	80.5	137.39	137.98	111.95	111.09	1.2	-0.4	0.8	11.5	10.6	12.0
South County+	84.4	84.5	168.17	162.10	141.96	137.01	-0.1	3.7	3.6	3.6	0.0	-0.1
San Luis Obispo County	83.1	83.4	161.37	157.63	134.12	131.48	-0.4	2.4	2.0	4.0	2.0	1.6
Santa Barbara/ Santa Maria	85.9	85.1	221.68	217.42	190.41	185.05	0.9	2.0	2.9	1.6	-1.2	-0.3
Monterey/Salinas	85.3	86.0	250.76	237.98	213.86	204.78	-0.9	5.4	4.4	4.7	0.3	-0.6
California	80.8	81.3	163.72	155.23	132.27	126.20	-0.6	5.5	4.8	5.3	0.5	-0.1