



Visit San Luis Obispo County

Activity Report, September 2016

- What's New -

Industry Educational Symposium – Videos Now Online

Thank you to those who attended Visit San Luis Obispo County's Industry Educational Symposium on **Wednesday, October 5, 2016** at the Embassy Suites in San Luis Obispo. Constituents and members were updated on Visit San Luis Obispo County's big picture initiatives and travel trade efforts, and heard presentations from AmericanTours International, The Wallace Group (on Measure J), and representatives from the Homeless Foundation and CAPSLO. Visit San Luis Obispo County professionally recorded all of the presentations and has posted them on its website, along with their respective presentations in PDF form. Click this link to view: <http://bit.ly/fall-2016-symposium>.



VSLOC Set to Take SAVOR on the Road this November

Visit San Luis Obispo County will partner with local restaurant, winery, brewery, distillery and activity partners to take SAVOR on the road for the first time on November 19 at the San Diego Bay Wine and Food Festival. SAVOR - A San Luis Obispo County Experience will feature a 20' x 30' destination experience tent showcasing some of the best wine, beer, craft spirits and culinary delicacies of San Luis Obispo County with a goal of encouraging those attending to plan a trip to San Luis Obispo County and experience the destination firsthand. SAVOR – A San Luis Obispo County Experience will continue on into 2017, with a Seattle experience and additional shows being announced soon. Contact Michael Wambolt at Michael@VisitSanLuisObispoCounty.com or fill out our contact form online for more details on partnership opportunities: <http://bit.ly/savor-contact>



Visit San Luis Obispo County Rebrand to be Released this Fall

Due to the lack of a developed and well-known destination brand, VSLOC's new agency of record (AOR), BCF, has used the findings from VSLOC's comprehensive research project (completed in June 2016) to develop a new Visit San Luis Obispo County brand. BCF created a comprehensive brand identity, including naming, visual identity, photography and style guide, along with brand messaging architecture. VSLOC will also be releasing a Marketing Plan that extends through June 2018. These important components will be reviewed by VSLOC's Marketing Committee and Board of Directors this month.



Visit California Films New TV Ad in the Oceano Dunes

For the second year in a row, Visit California will feature San Luis Obispo County in their upcoming domestic and international television commercial. The ad showcases sandboarders, a growing craze, at the Oceano Dunes. It will begin airing in January in key domestic markets and internationally in markets such as China and Mexico, providing great exposure to our region. Visit California's "Average Joes" ad last year featured a bubblesmith blowing a large bubble in front of the iconic Morro Rock.

VisaVue Travel Data Now Available to Members

VSLOC is now participating in Visit California's VisaVue® Travel data co-op for both domestic and international travelers to SLO County. The reports offer key information on travelers and their VISA spending by market segment and merchant category code. Reports have been converted into a snapshot infographic form and are available to download at <http://VisitSanLuisObispoCounty.com/Members-Area>.



Reminder: Holiday Events – Content Deadline: October 21

Visit San Luis Obispo County is looking for content for the upcoming holiday season. Please submit all content to VSLOC's Marketing Coordinator, Jordan Carson, at Jordan@VisitSanLuisObispoCounty.com. The deadline to submit content is **Friday, October 21**.



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



Featured in AFAR: SLO Farmers Market (left); and in Smarter Travel: SLO Craft Brew Fest (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	40,843
UNIQUE VISITORS:	33,635
PAGE VIEWS:	124,889
AVG. PAGE VIEWS/VISIT:	3.06
AVG. TIME ON SITE:	2:17
TOTAL ORGANIC TRAFFIC:	32,285
% OF ORGANIC:	79%
MOBILE VISITS:	24,857
MOST VISITED EVENT PAGE:	
AVOCADO AND MARGARITA FESTIVAL (1,553 VIEWS)	
TOTAL BLOG VISITS:	8,667
MOST SHARED BLOG: 5 REASONS YOU SHOULD VISIT SAN LUIS OBISPO COUNTY THIS FALL!	
HTTP://BIT.LY/VISITSLOcthisFall (711 SHARES)	

VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK		
LIKES: 17,704		NEW: 323
TOT. IMPRESSIONS:		528,256
HIGHEST ENGAGEMENT: IF YOU'RE #SCENICSATURDAY DOESN'T LOOK LIKE THIS, THEN IT'S TIME TO VISIT SLO COUNTY AND DRIVE THE CA HWY 1 DISCOVERY ROUTE. (1.4K ENGAGEMENTS)		
MOST REACTIONS: IF YOU'RE #SCENICSATURDAY DOESN'T LOOK LIKE THIS... (1.4K REACTIONS)		
	FOLLOWERS	NEW
TWITTER:	6,652	68
31.5K IMPRESSIONS		
TWEETS: 6,890		
PINTEREST:	683	3
PINS: 802		
INSTAGRAM:	6,941	366
POSTS: 827		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	64
GUIDES DISTRIBUTED:	1,860
TOTAL:	1,924

THIS MONTH IN SLO COUNTY

SUBSCRIBERS:	36,377
# OF OPENS:	5,594
# OF CLICK-THROUGHS:	974

THIS WEEK IN SLO COUNTY

CIRCULATION:	925
MOST CLICKED LINK:	
DOL Issues New Overtime Pav	

Trending

Media

- Smarter Travel: 8 Beer Festivals Worth Traveling for That Aren't Oktoberfest <http://bit.ly/2ddWgc4>
- AFAR: Yes, You Really Should Check Out the Local Farmers' Market <http://bit.ly/2e4IRlg>

Public Relations

- Visit California Chicago Media Boot Camp: November 15-16

Travel Trade

- Meeting & Conference Sales Mission: November 7-9 (Sacramento) – *co-op opportunities available!*
- CalSAE Seasonal Spectacular: December 1
- Visit California Mexico Sales Mission: January 2017
- GoWest Summit Tradeshow: February 2017
- National Tour Association Tradeshow (NTA): February 2017
- ITB Berlin International Tradeshow: March 2017
- US Travel Association's IPW: June 3-7 (Washington D.C.) – *co-op opportunities available!*

VSLOC Hosts BrandUSA/Visit California China FAM

On September 16-17, VSLOC's Director of Travel Trade, Michael Wambolt, hosted 10 decision makers consisting of CEOs and Directors from some of China's largest tour companies, including Utrip, China CYTS, Carissa Int., Beijing Fancy Tours, CITS and others. The group enjoyed a tour of Hearst Castle, ziplining, a stay at Allegretto Vineyard Resort and a traditional Chinese dinner at China Gourmet in Paso Robles.



VSLOC Leads Tour & Travel Sales Mission

On September 20-21, Michael Wambolt led a Tour & Travel Sales Mission in Los Angeles, with a focus on meeting and expanding our relationships with Chinese receptive tour operators. Wambolt met with representatives from Galaxy Inc, Hyde Travel, Seagull Tours, ATI, American Ring Travel, and others. During the mission, he also attended the MPI Southern California networking mixer.



VSLOC Attends VCA Los Angeles Media Event

Kylee Jepsen, PR Representative for VSLOC, had the opportunity to attend the Visit California LA Media Event in September. Over 80 Los Angeles based media were in attendance, including AAA Westways, Disney, Conde Nast and others, giving VSLOC the opportunity to gain media exposure in this key drive market.



Compliance Update: DOL Issues Final Overtime Pay Rule

On May 18, 2016, the U.S. Department of Labor (DOL) announced a final rule regarding overtime wage payment qualifications for the "white collar exemptions" under the Fair Labor Standards Act (FLSA). The final rule increases the salary an employee must be paid in order to qualify for a white collar exemption. The required salary level is increased to \$47,476 per year and will be automatically updated every three years. For complete details on compliance, click here: <http://bit.ly/overtime-law>.



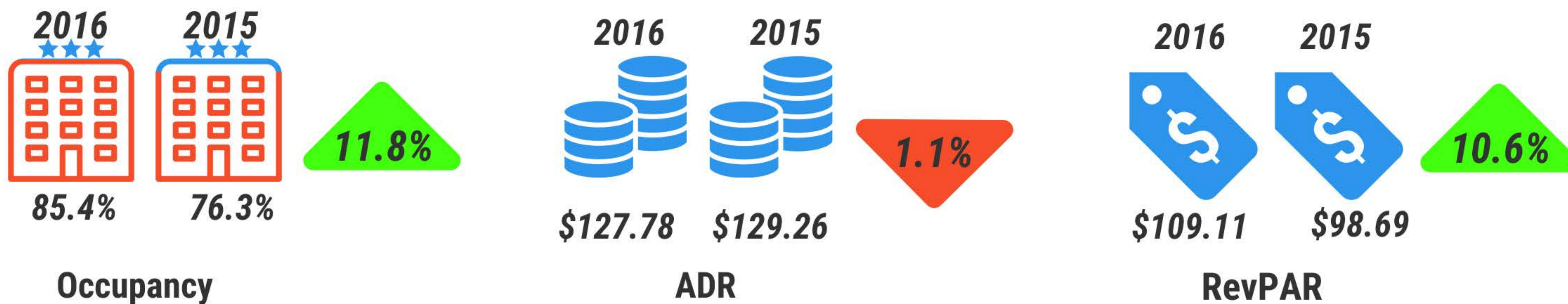
August 2016 vs August 2015 Lodging Statistics (STR, Inc.)

Current Month - August 2016 vs August 2015												
	Occ %		ADR		RevPAR		Percent Change from August 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	85.4	76.3	127.78	129.26	109.11	98.69	11.8	-1.1	10.6	10.6	0.0	11.8
Morro Bay, CA+	79.4	81.3	149.83	143.30	118.94	116.44	-2.3	4.6	2.1	2.3	0.1	-2.2
Paso Robles, CA+	88.1	83.6	143.86	140.67	126.78	117.63	5.4	2.3	7.8	22.8	14.0	20.1
Pismo Beach, CA+	82.8	86.1	197.86	192.36	163.93	165.62	-3.8	2.9	-1.0	-1.1	-0.1	-3.9
San Luis Obispo, CA+	82.6	84.8	155.11	151.23	128.09	128.23	-2.6	2.6	-0.1	-0.1	0.0	-2.6
San Simeon, CA+	75.4	77.1	148.20	150.83	111.74	116.33	-2.2	-1.7	-3.9	-3.9	0.0	-2.2
Five Cities+	81.6	84.0	184.99	184.54	150.97	155.08	-2.9	0.2	-2.7	-2.7	-0.1	-3.0
North Coast+	79.8	81.9	177.98	177.55	142.03	145.50	-2.6	0.2	-2.4	-2.4	0.0	-2.6
North County+	87.4	81.5	139.65	137.53	122.04	112.05	7.3	1.5	8.9	19.6	9.9	17.8
South County+	82.1	84.4	170.81	168.76	140.18	142.42	-2.8	1.2	-1.6	-1.6	-0.0	-2.8
San Luis Obispo County	82.6	83.1	163.32	161.90	134.94	134.54	-0.6	0.9	0.3	2.2	1.9	1.3
Santa Barbara/Santa Maria	84.5	85.5	228.34	222.07	192.98	189.91	-1.2	2.8	1.6	2.6	1.0	-0.2
Monterey/Salinas	86.4	85.2	253.76	251.04	219.26	213.77	1.5	1.1	2.6	2.6	0.1	1.5
California	80.8	80.7	169.74	163.94	137.21	132.25	0.2	3.5	3.8	4.5	0.7	0.9

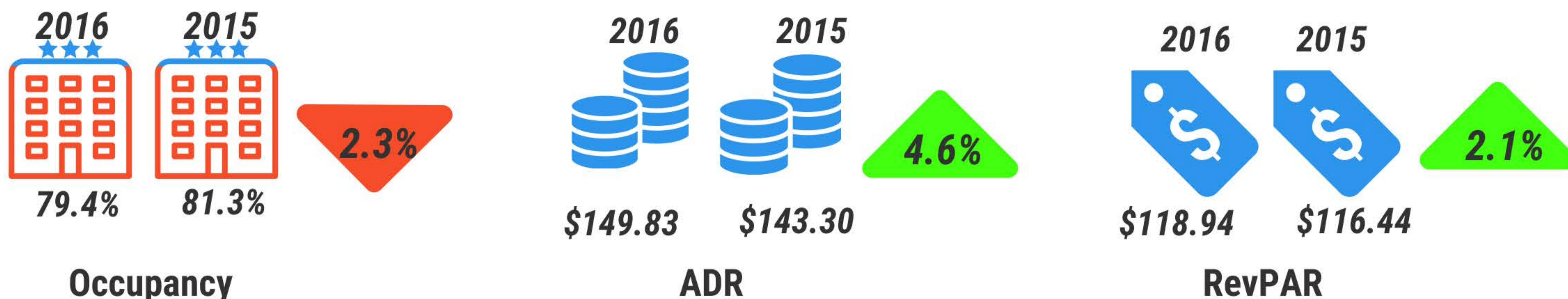
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August 2016 vs August 2015 Lodging Statistics (STR, Inc.)

Atascadero



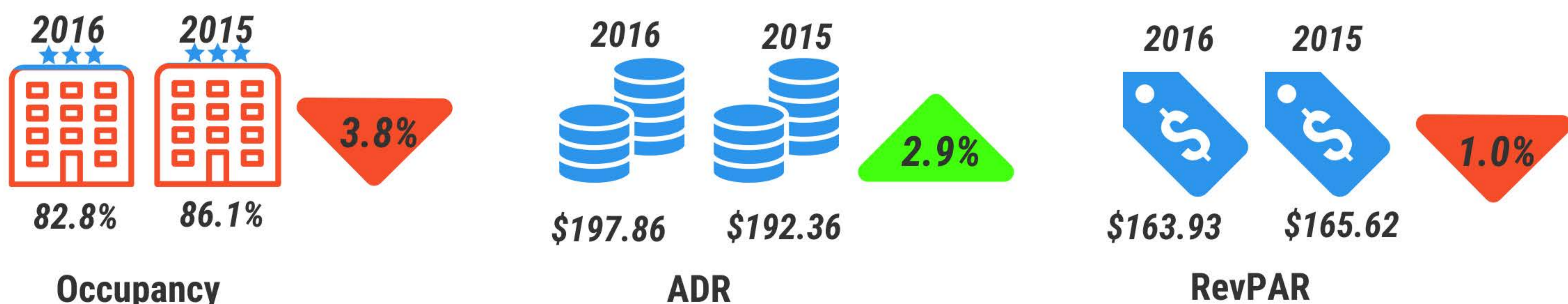
Morro Bay



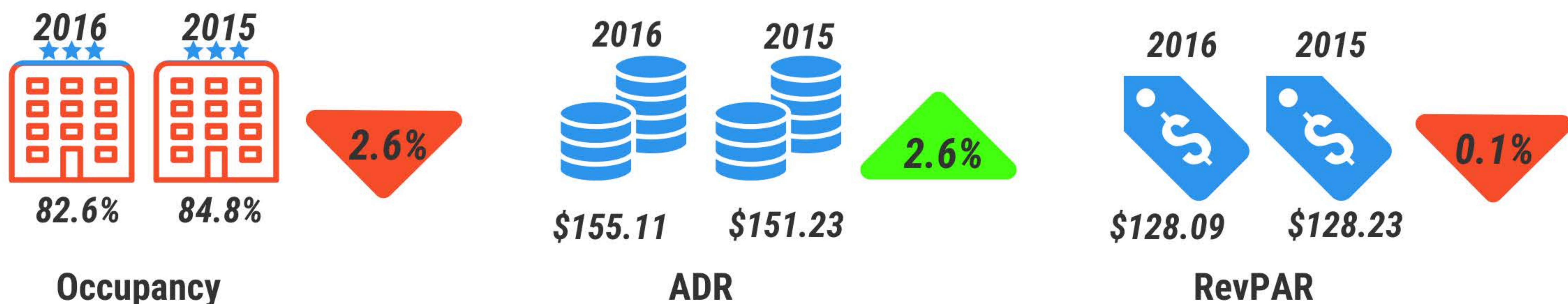
Paso Robles



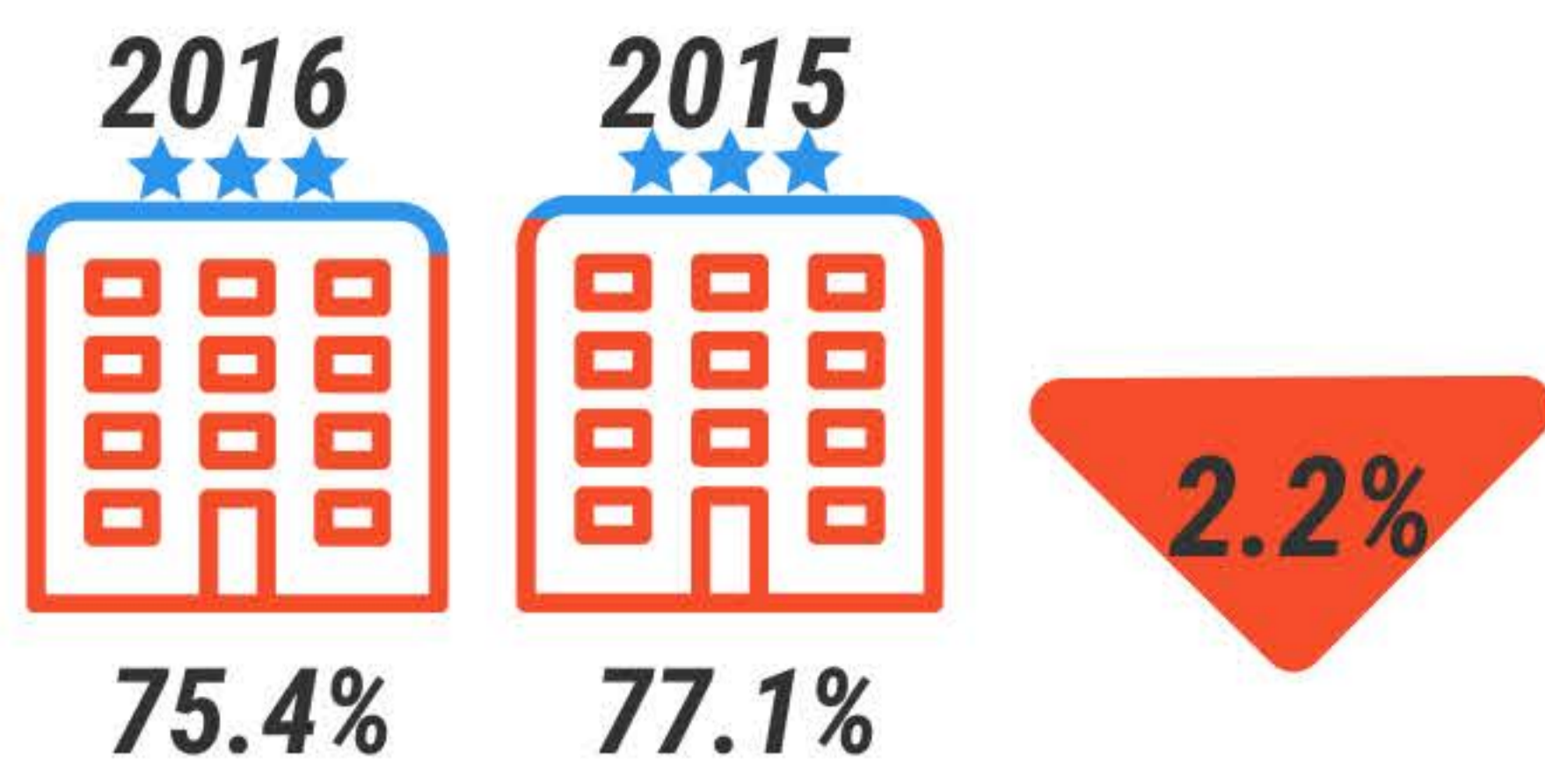
Pismo Beach



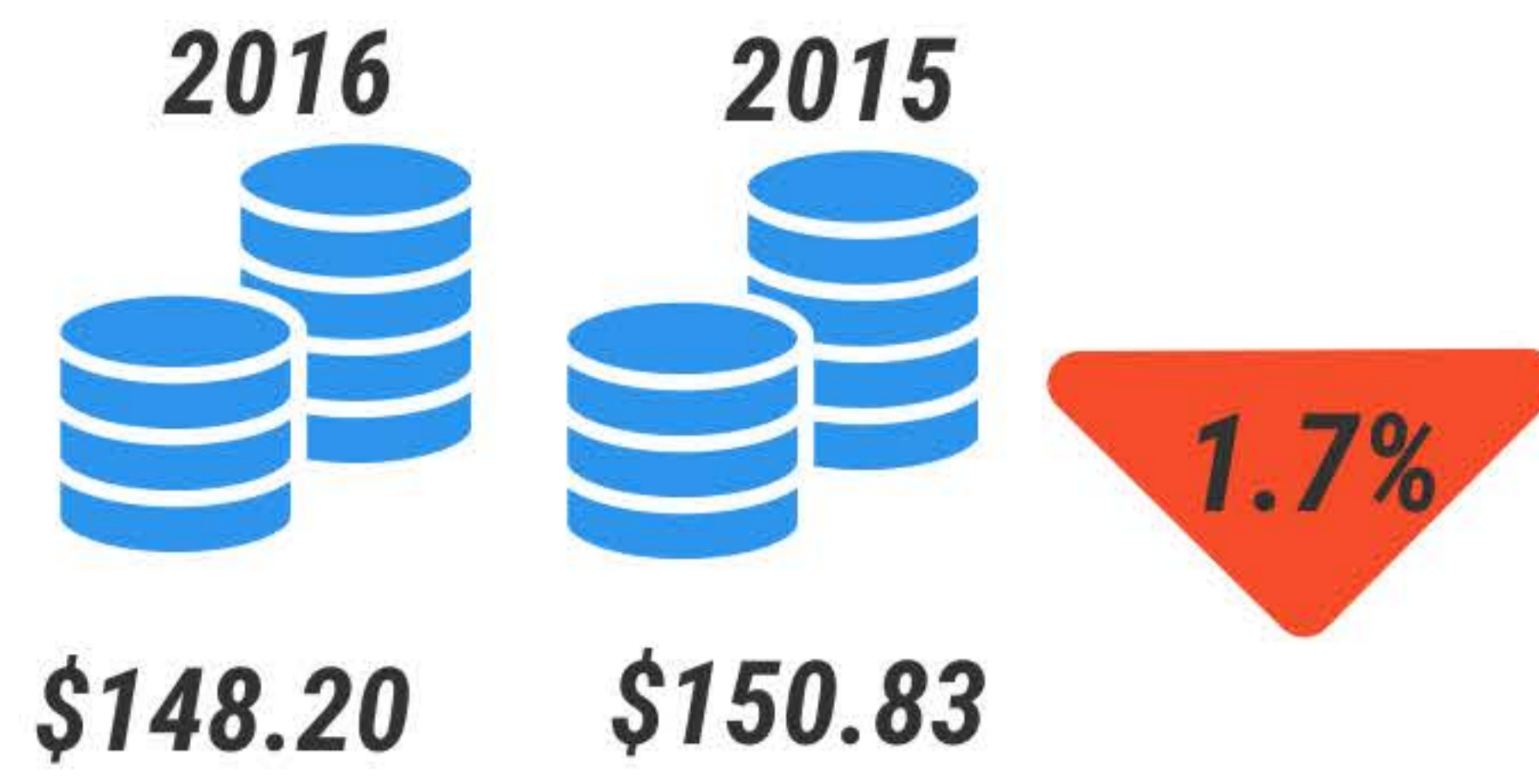
San Luis Obispo



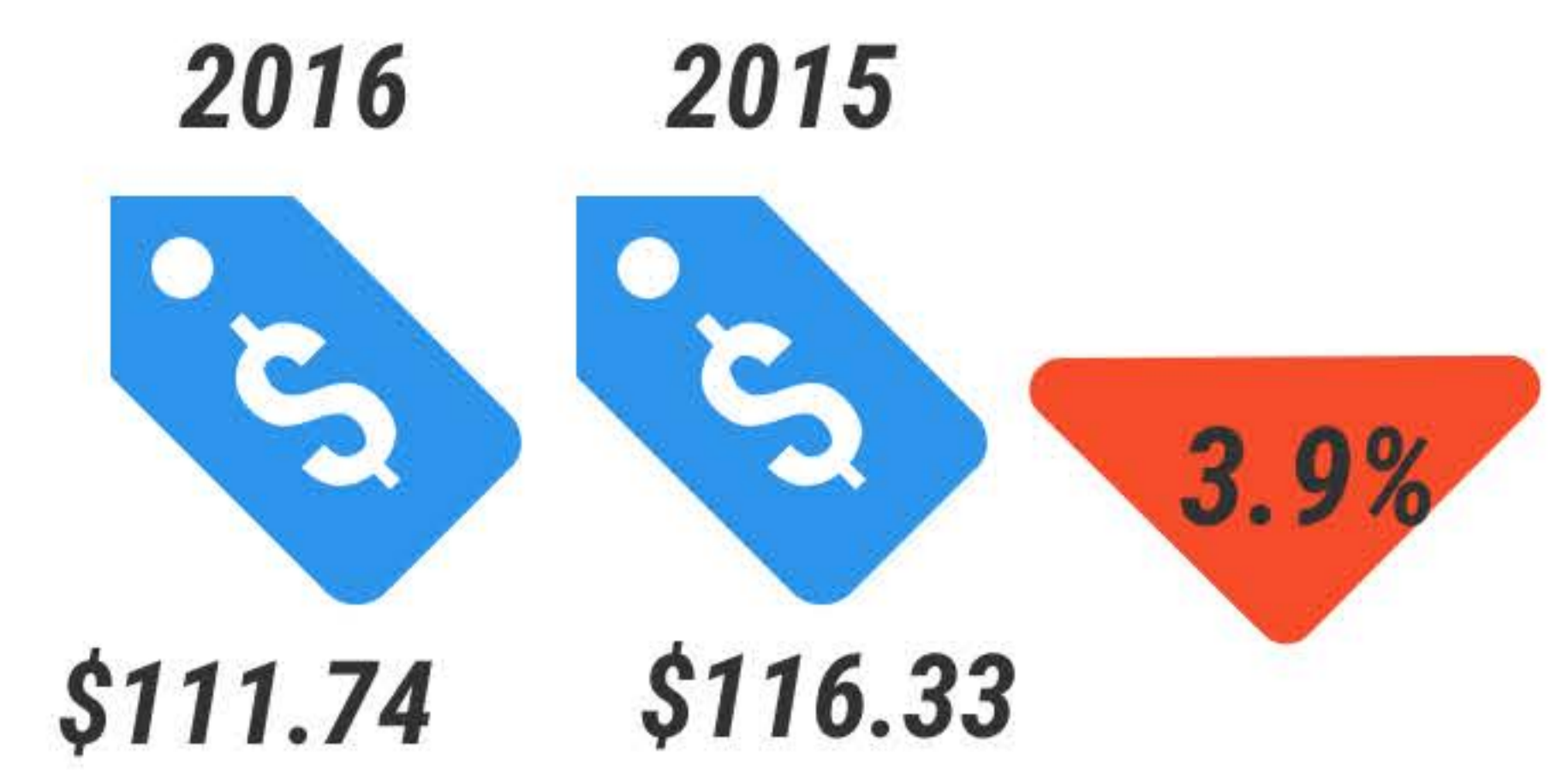
San Simeon



Occupancy

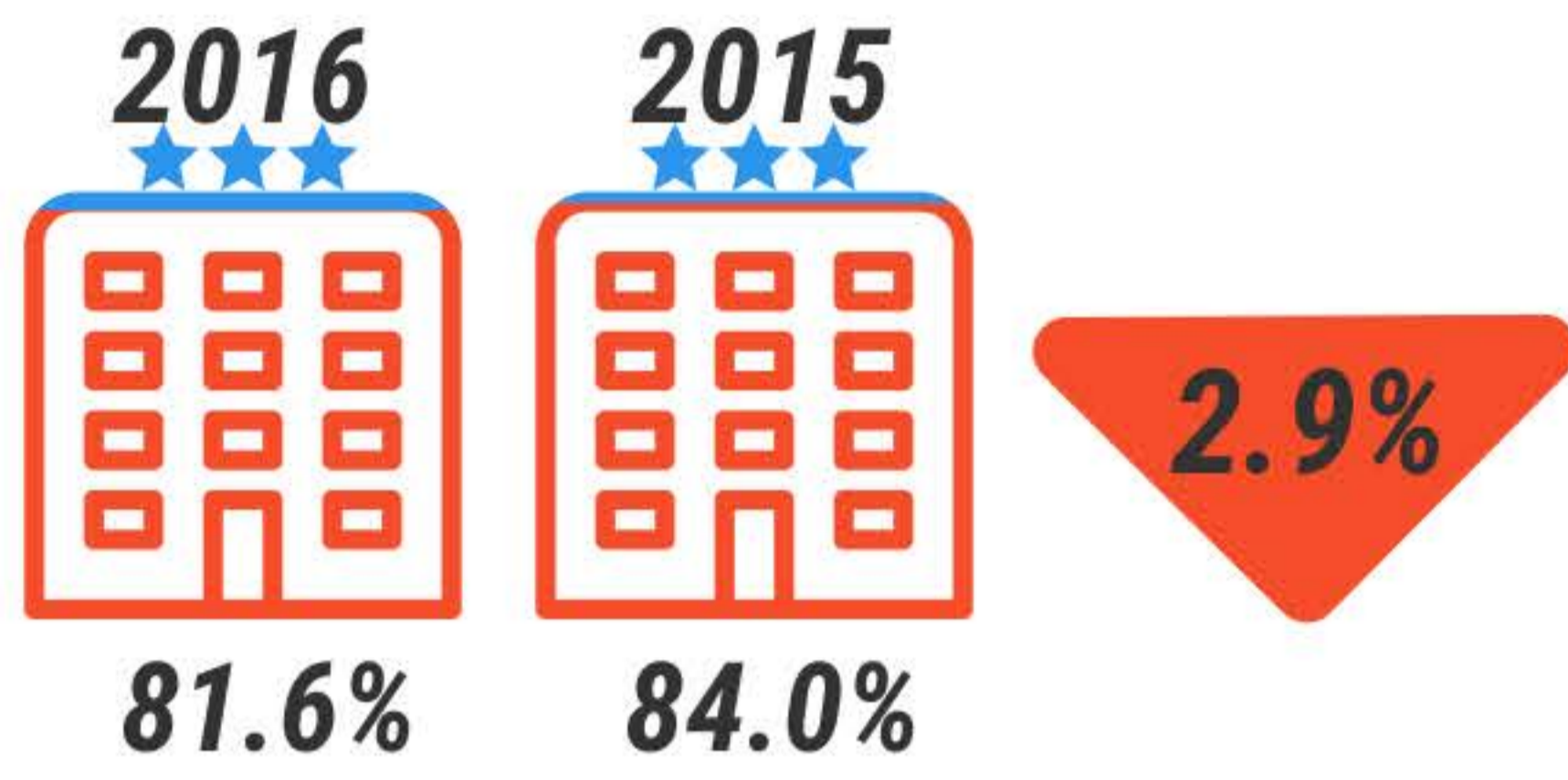


ADR

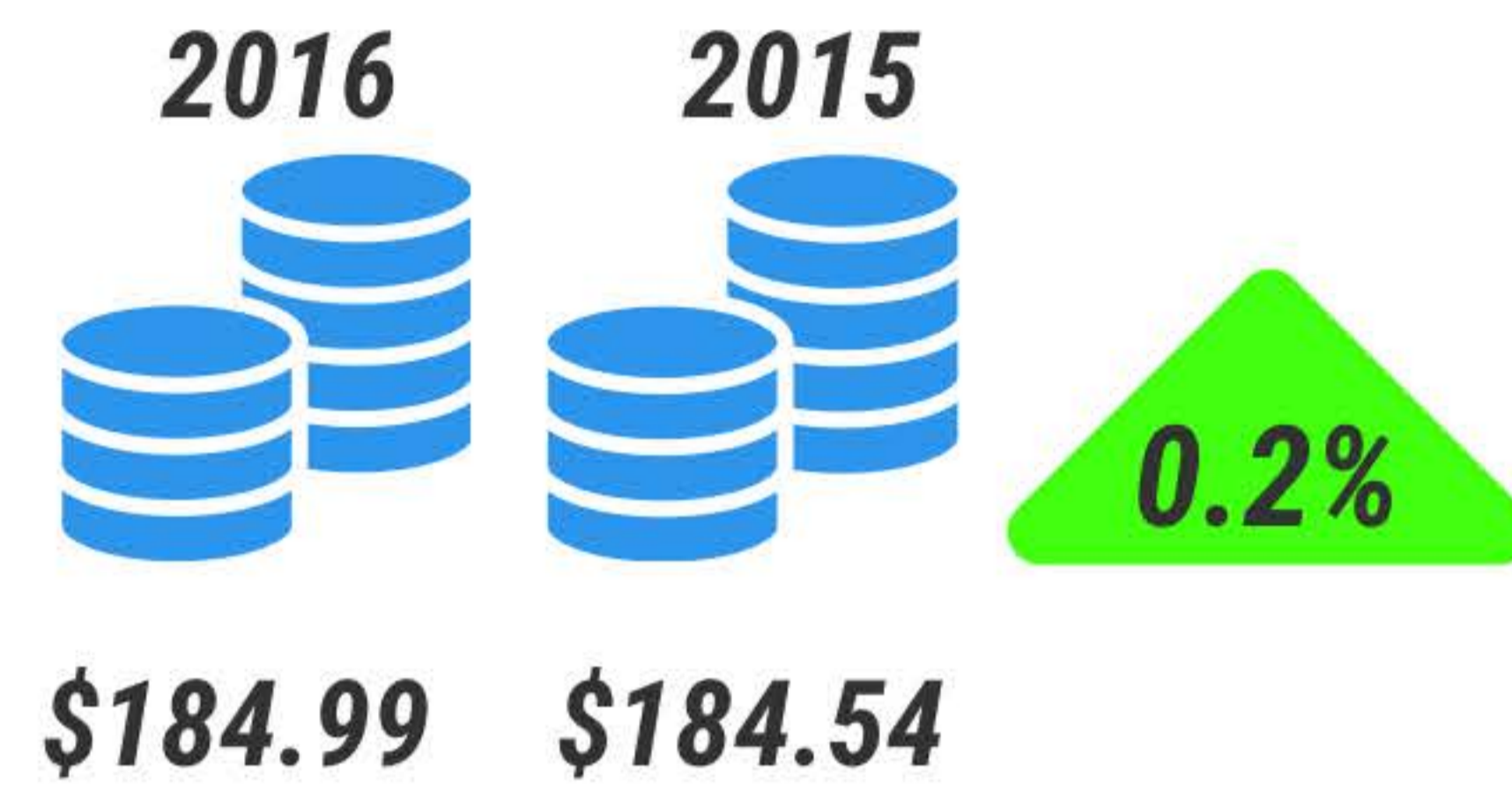


RevPAR

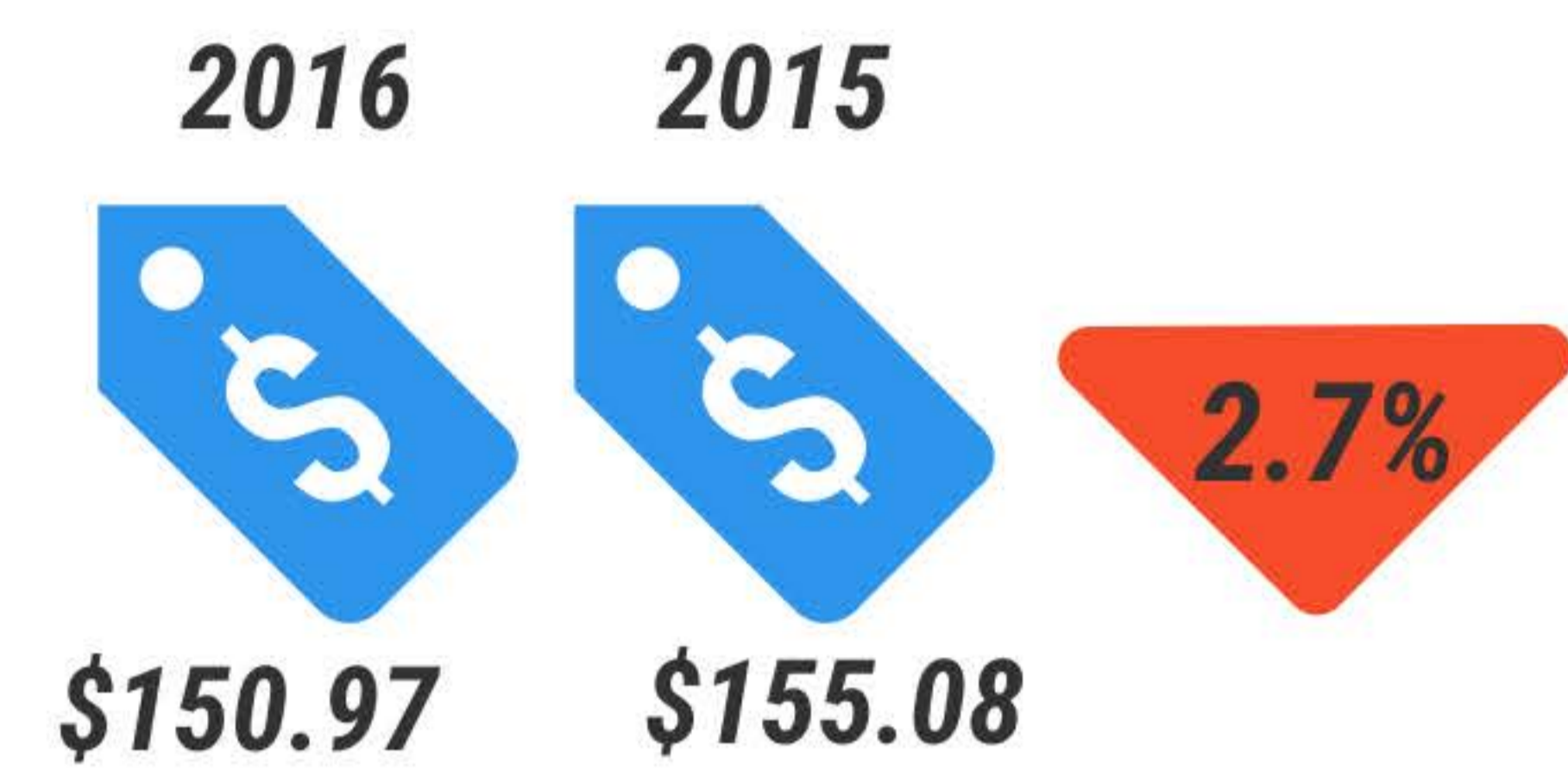
Five Cities



Occupancy

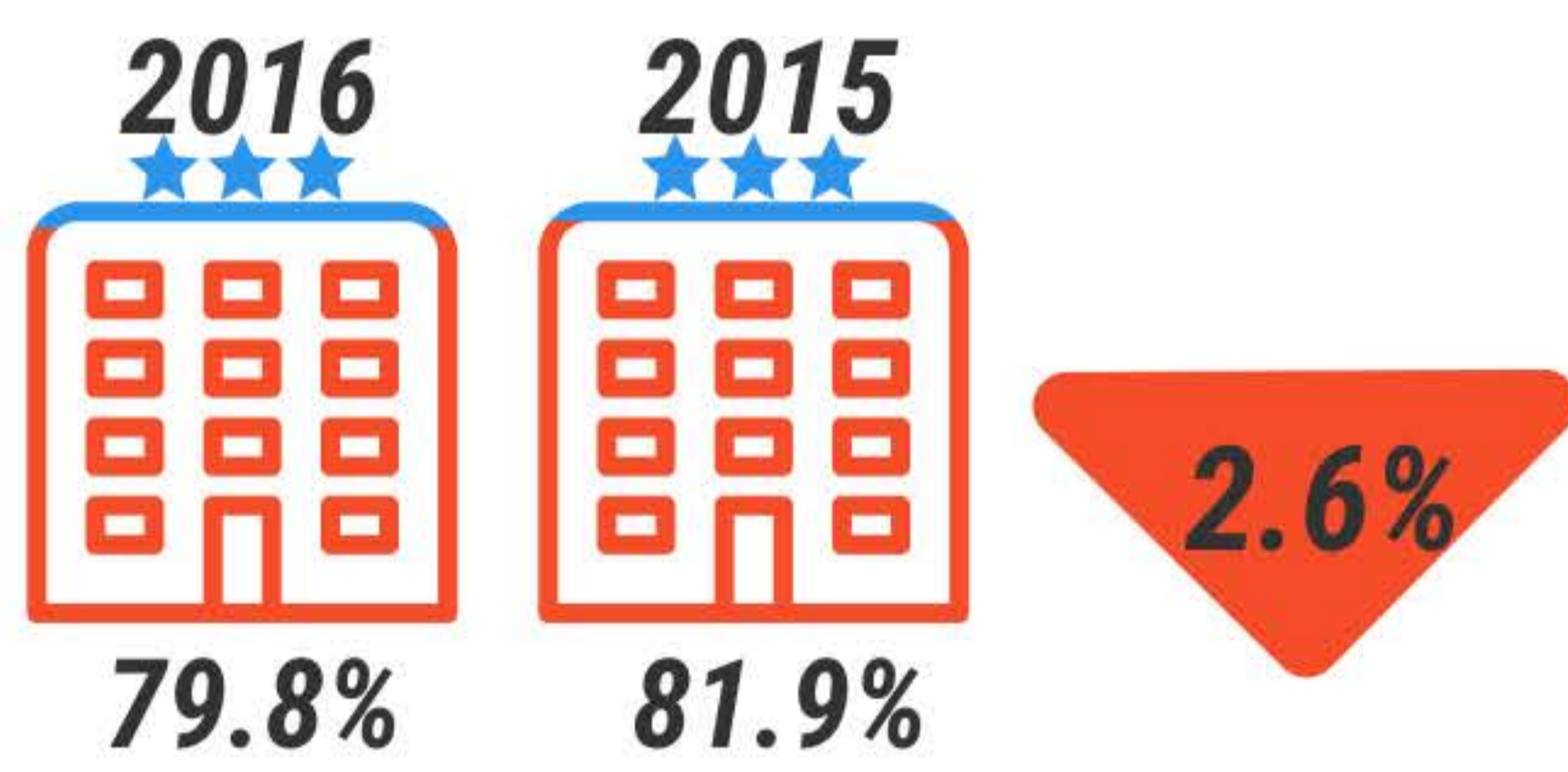


ADR



RevPAR

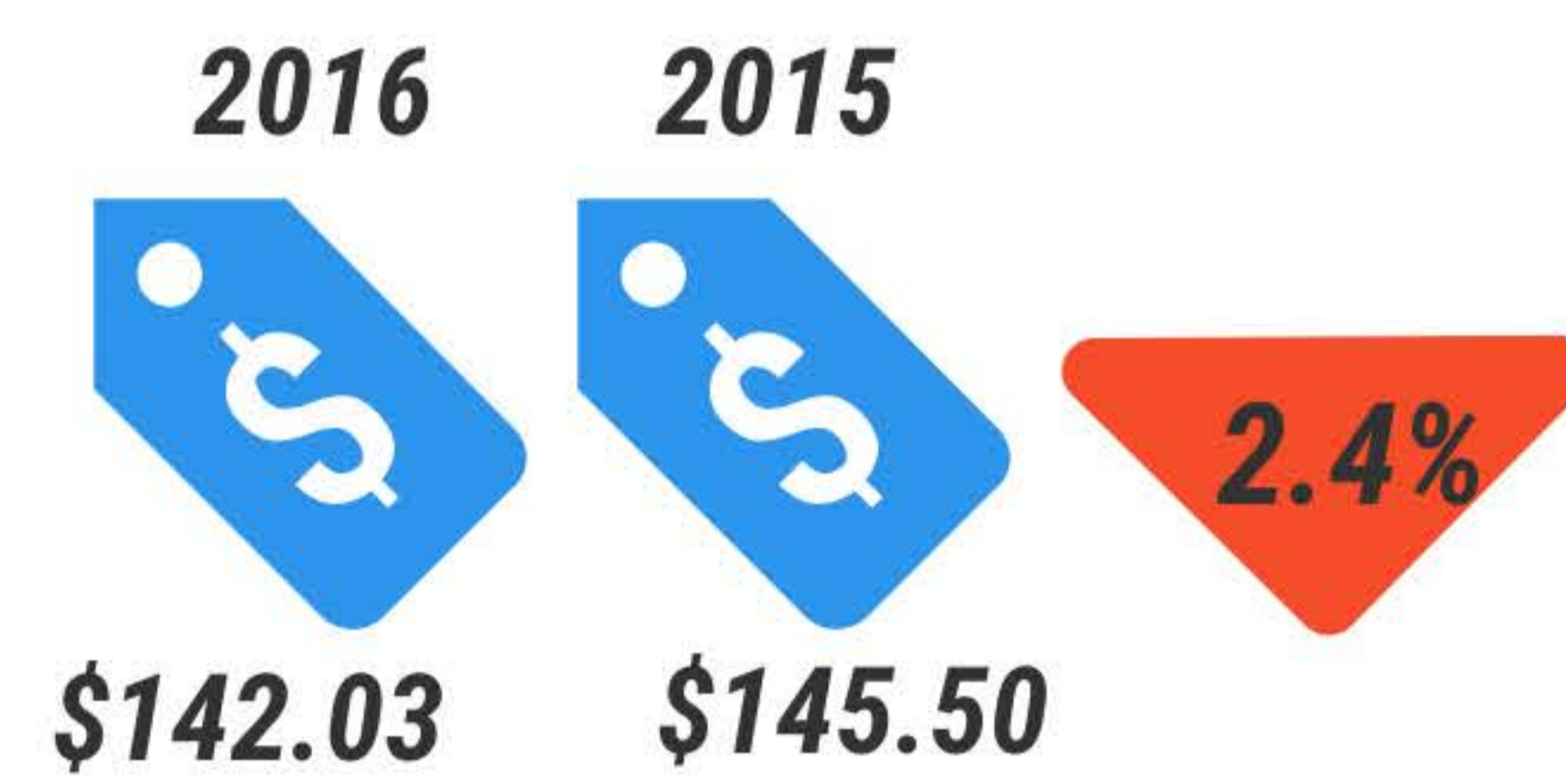
North Coast



Occupancy

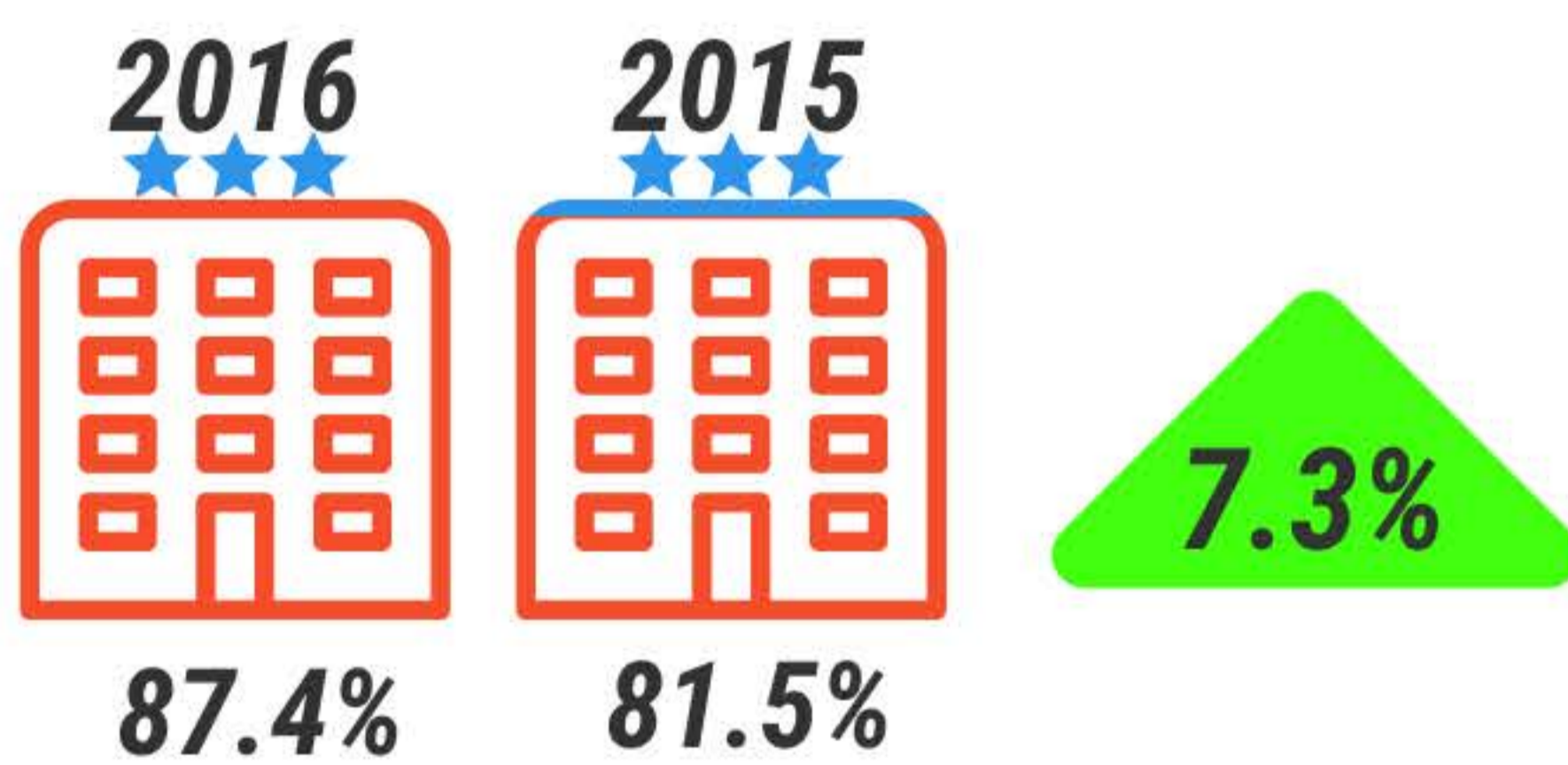


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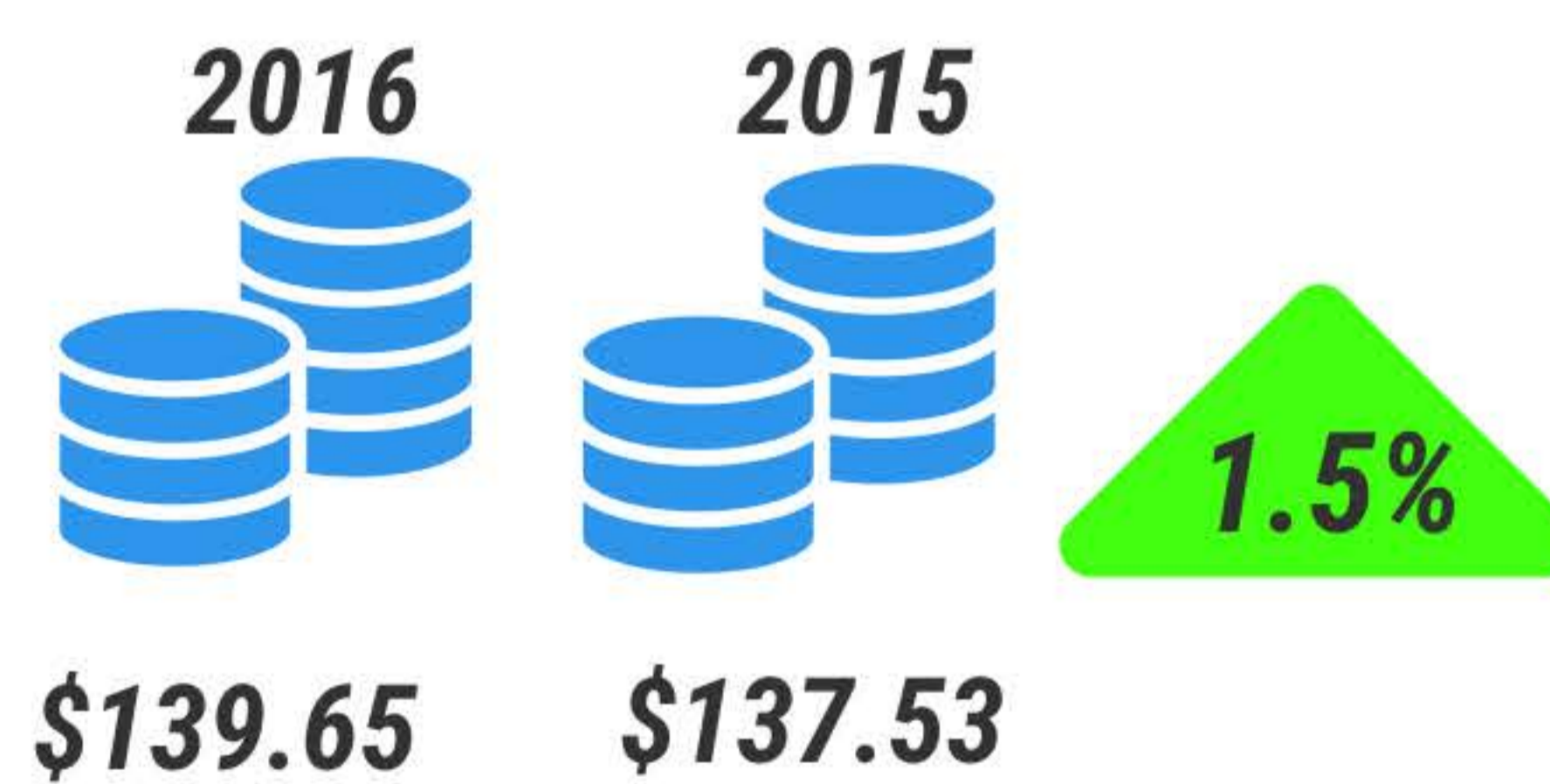


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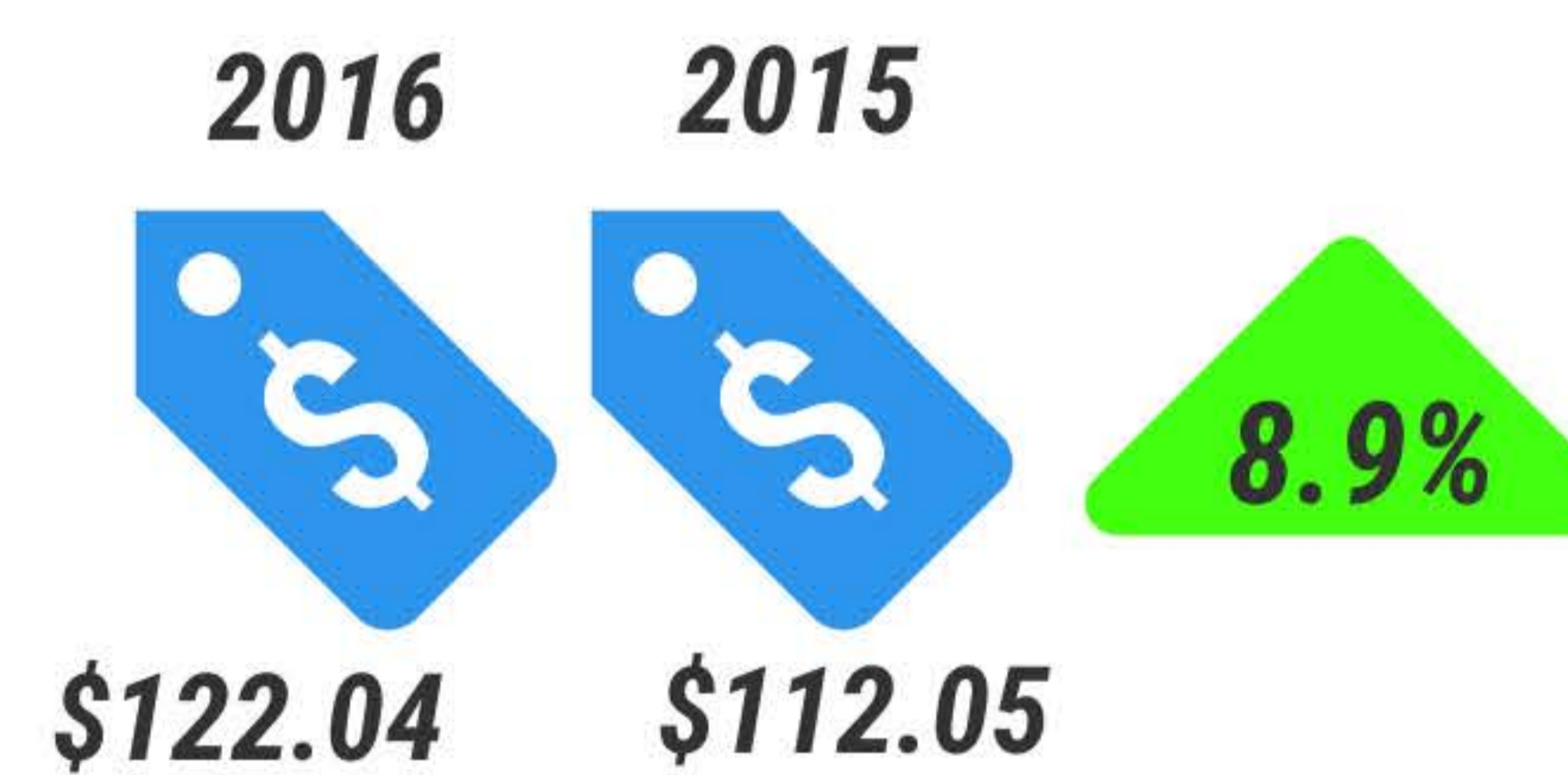
North County



Occupancy

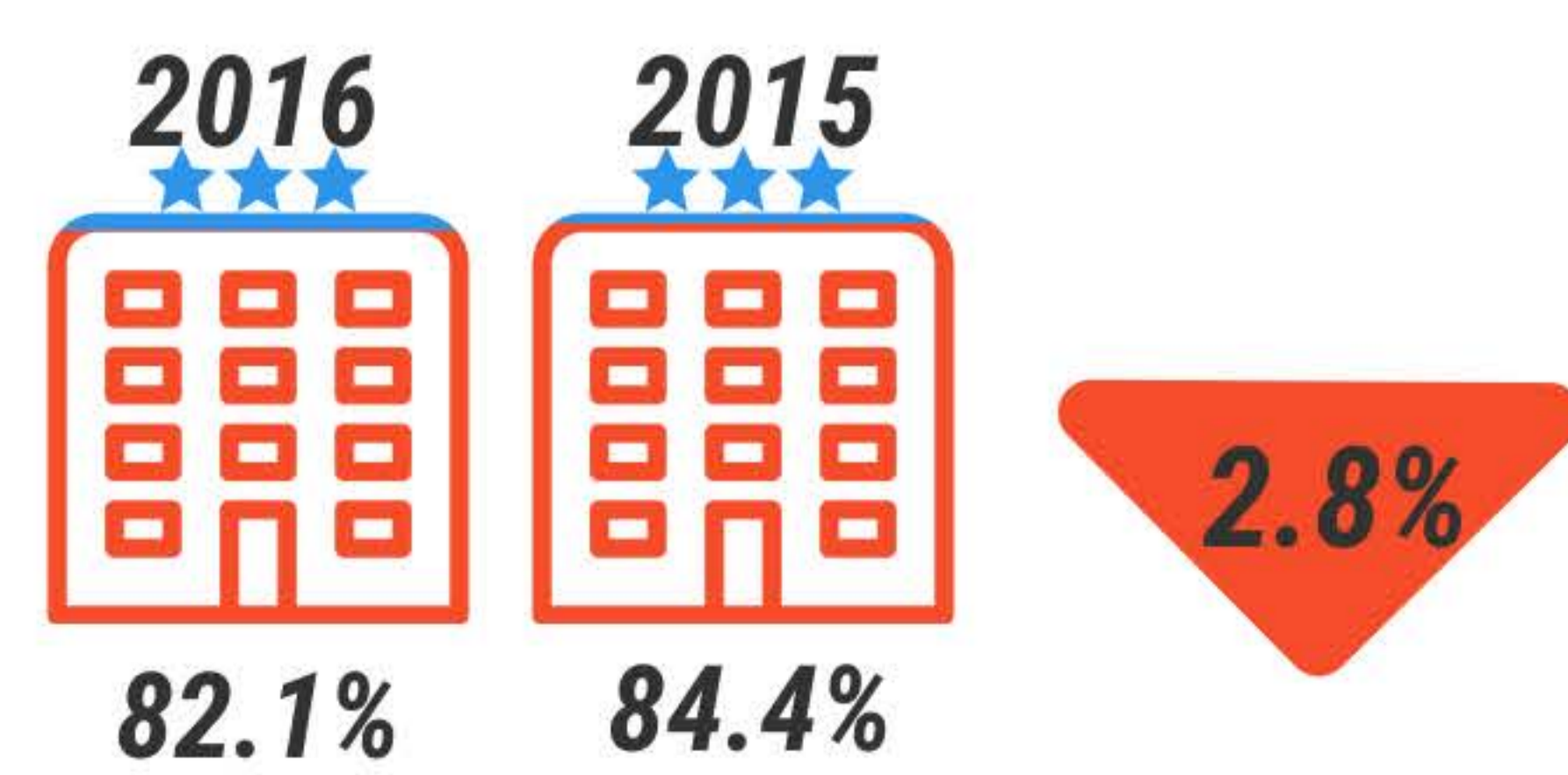


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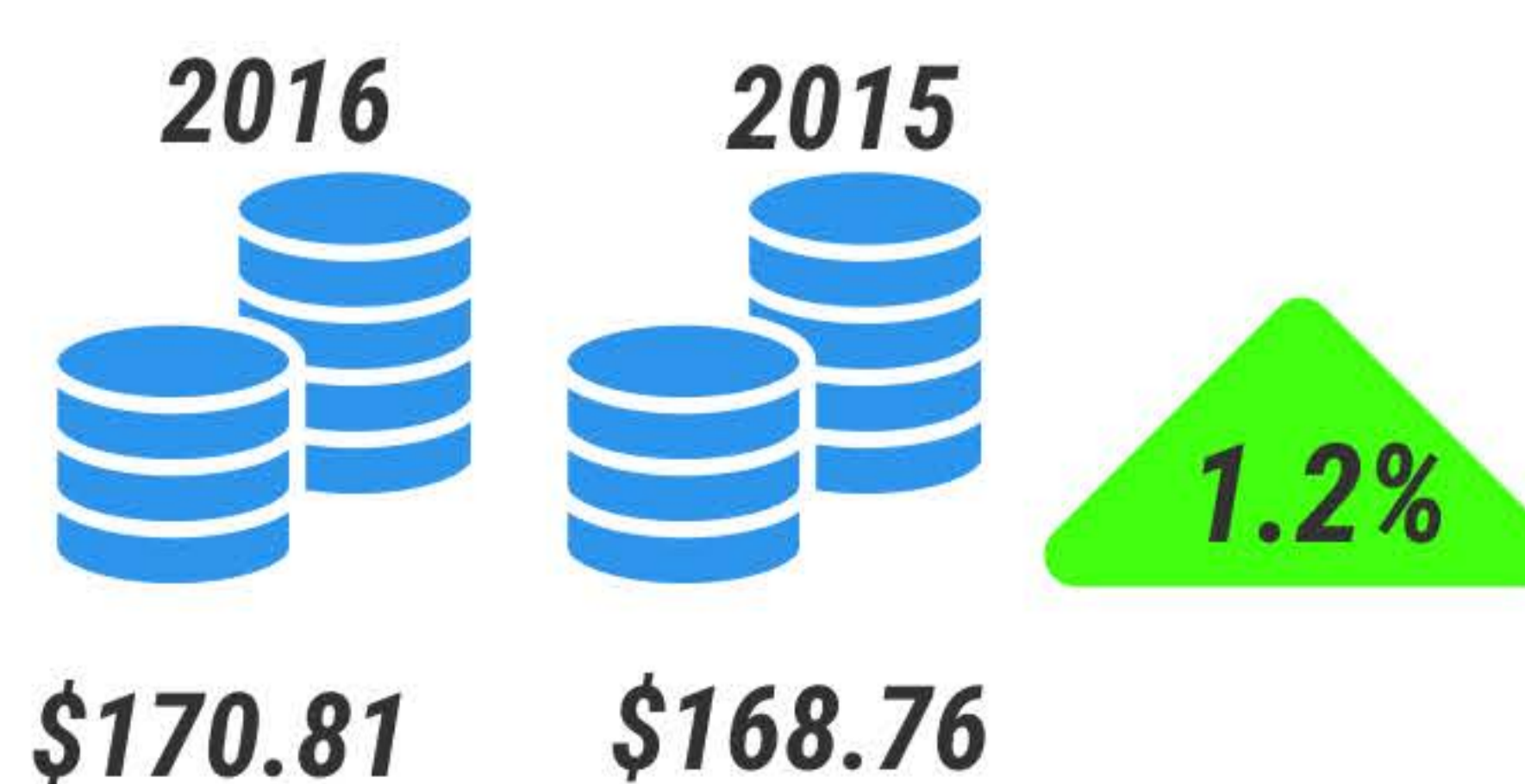


RevPAR

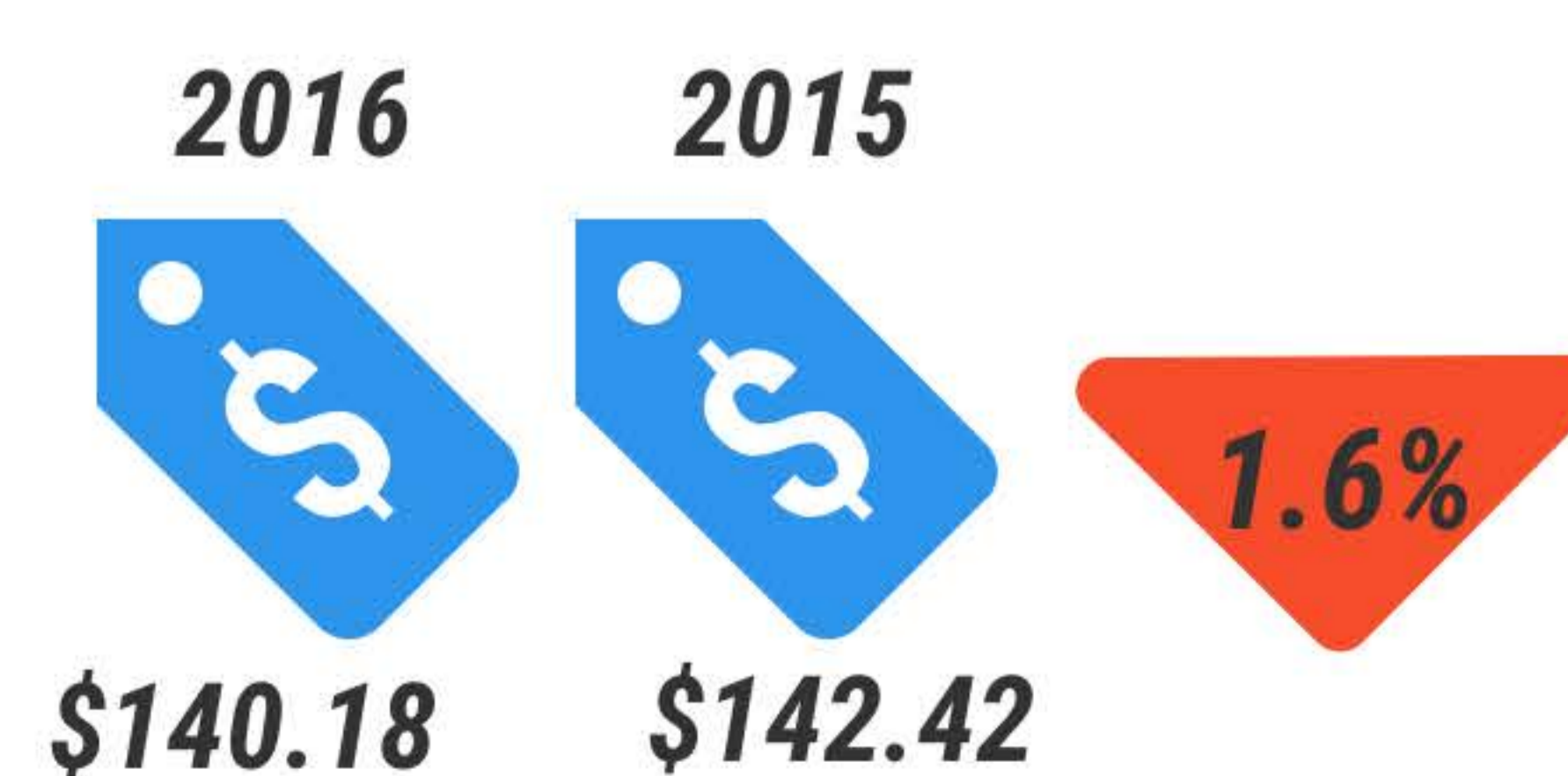
South County



Occupancy

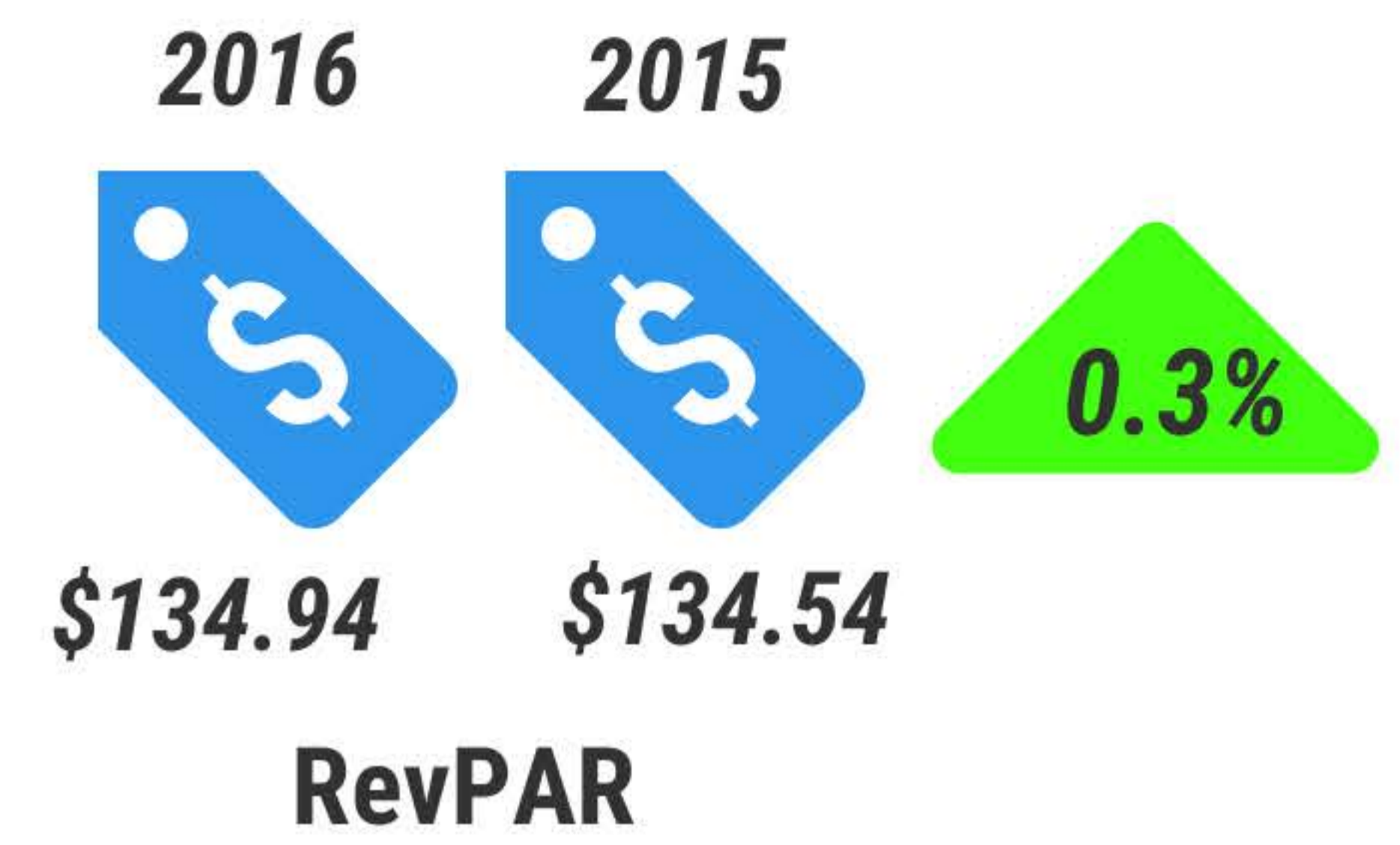
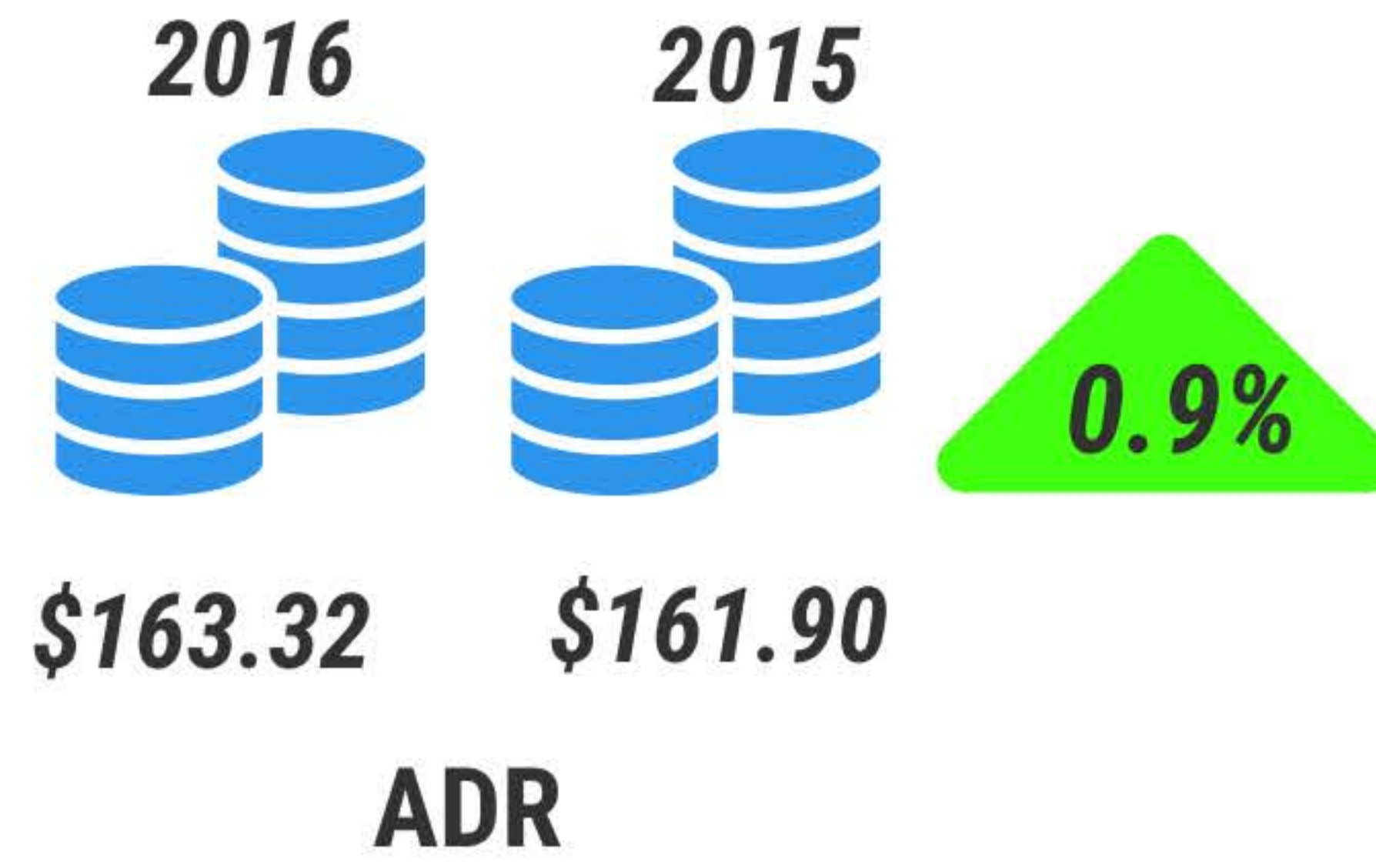
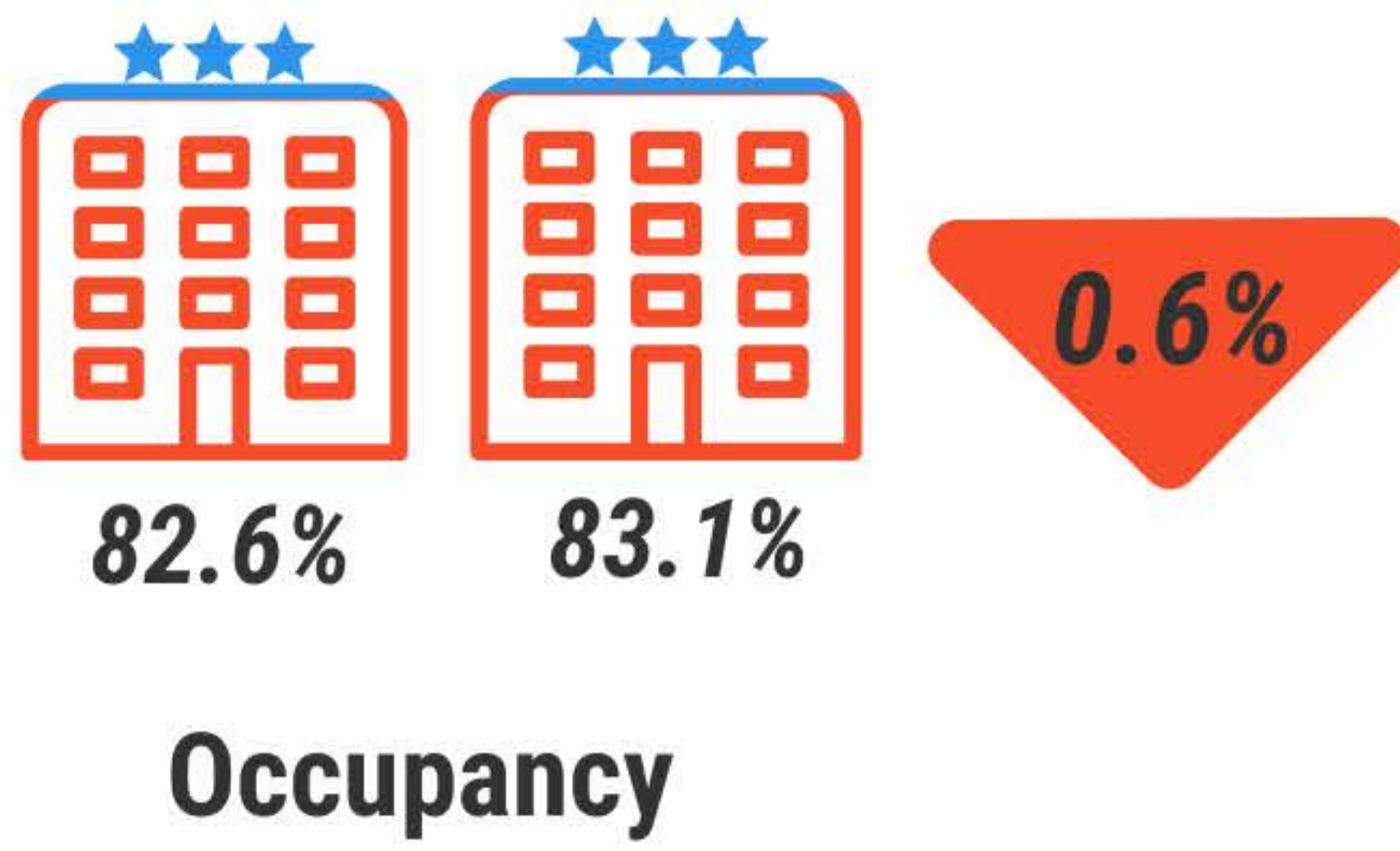


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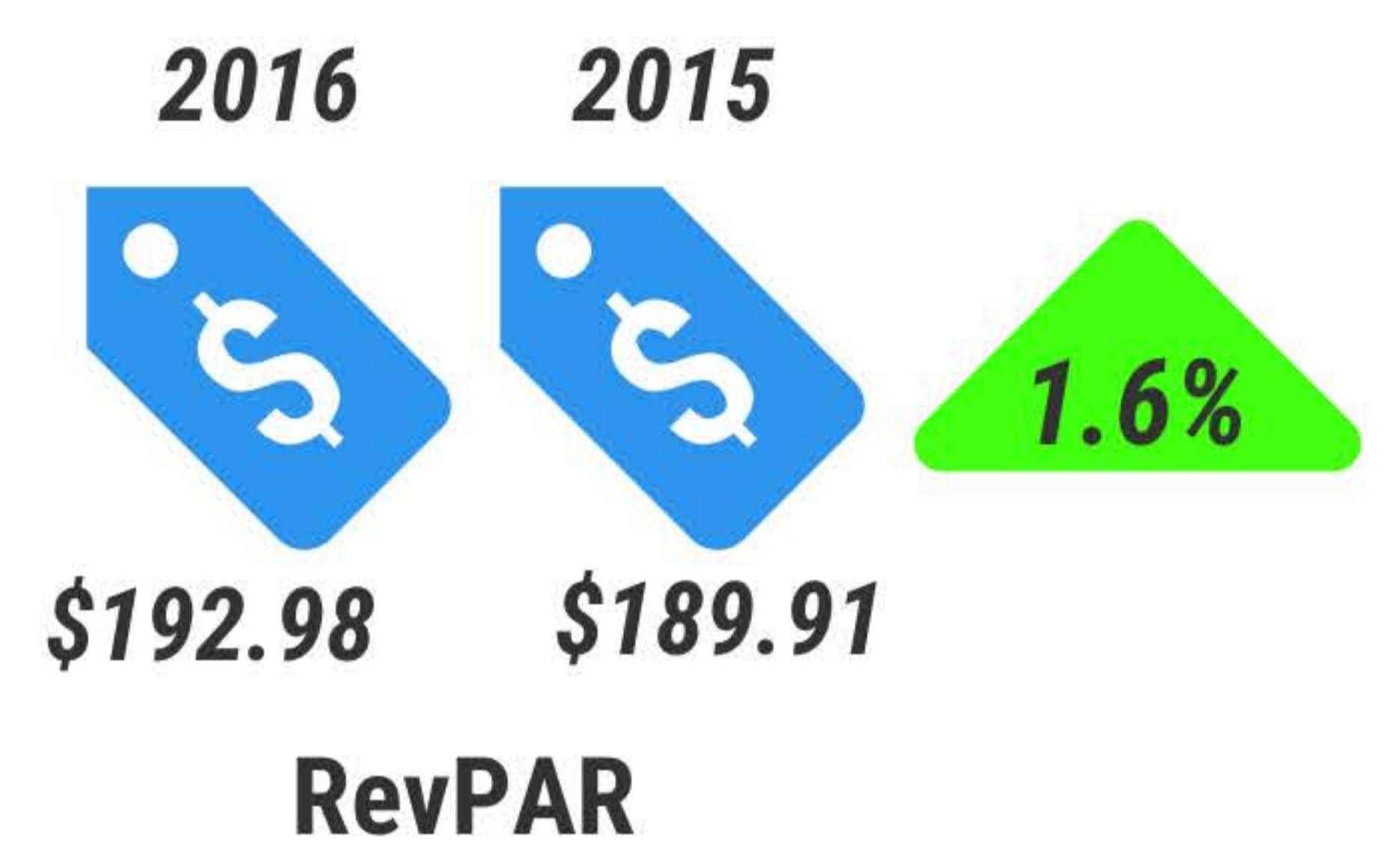
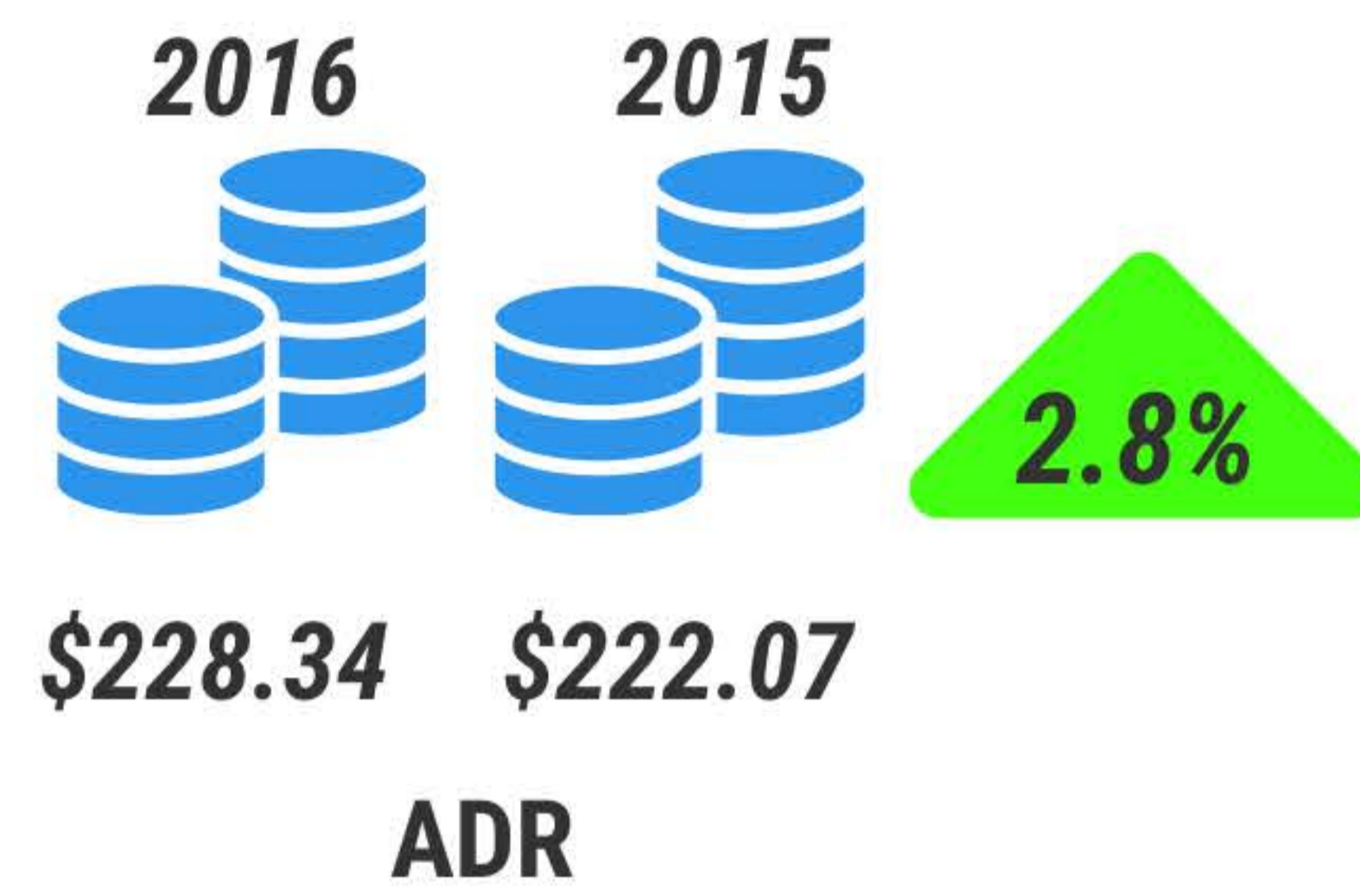
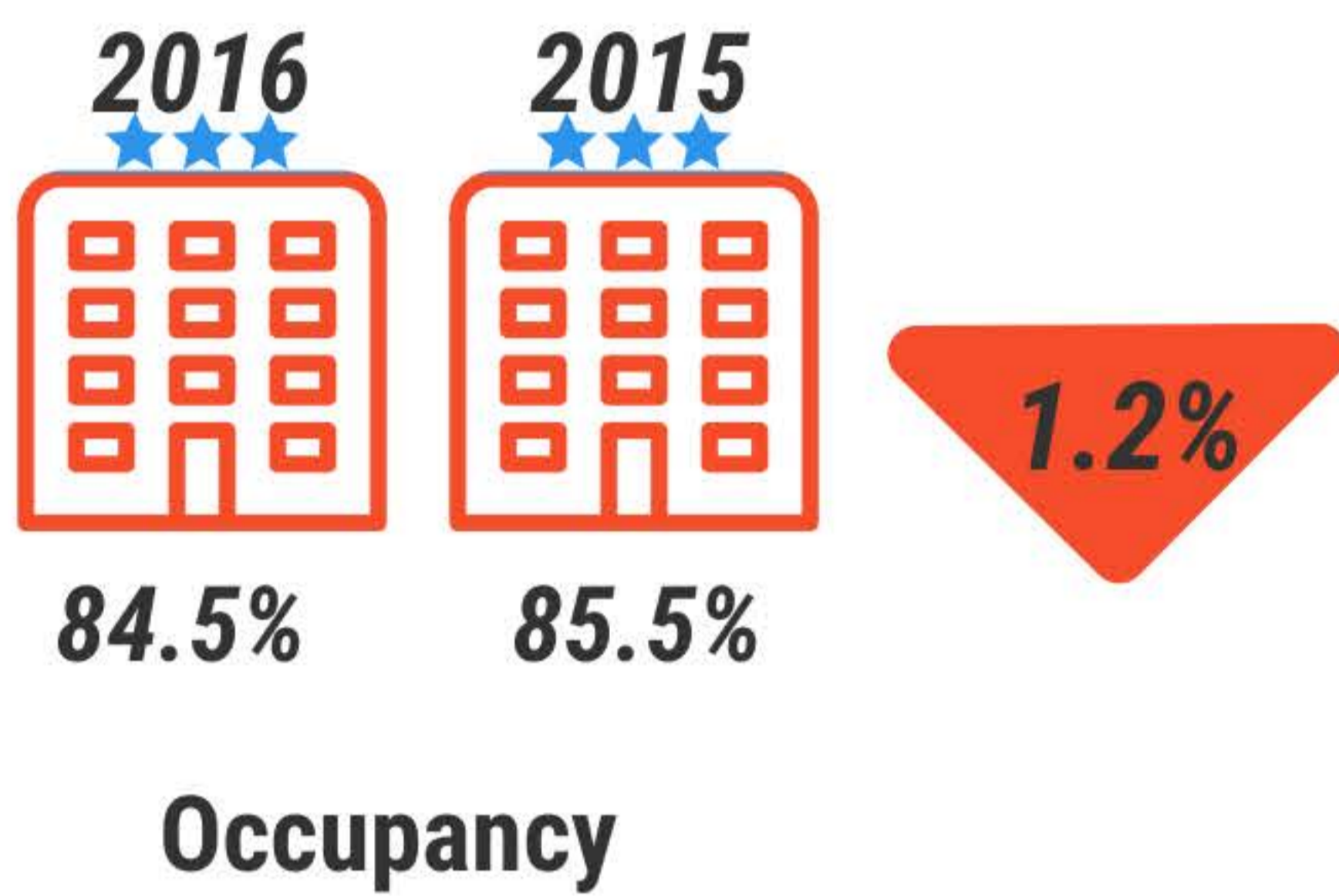
RevPAR

San Luis Obispo County

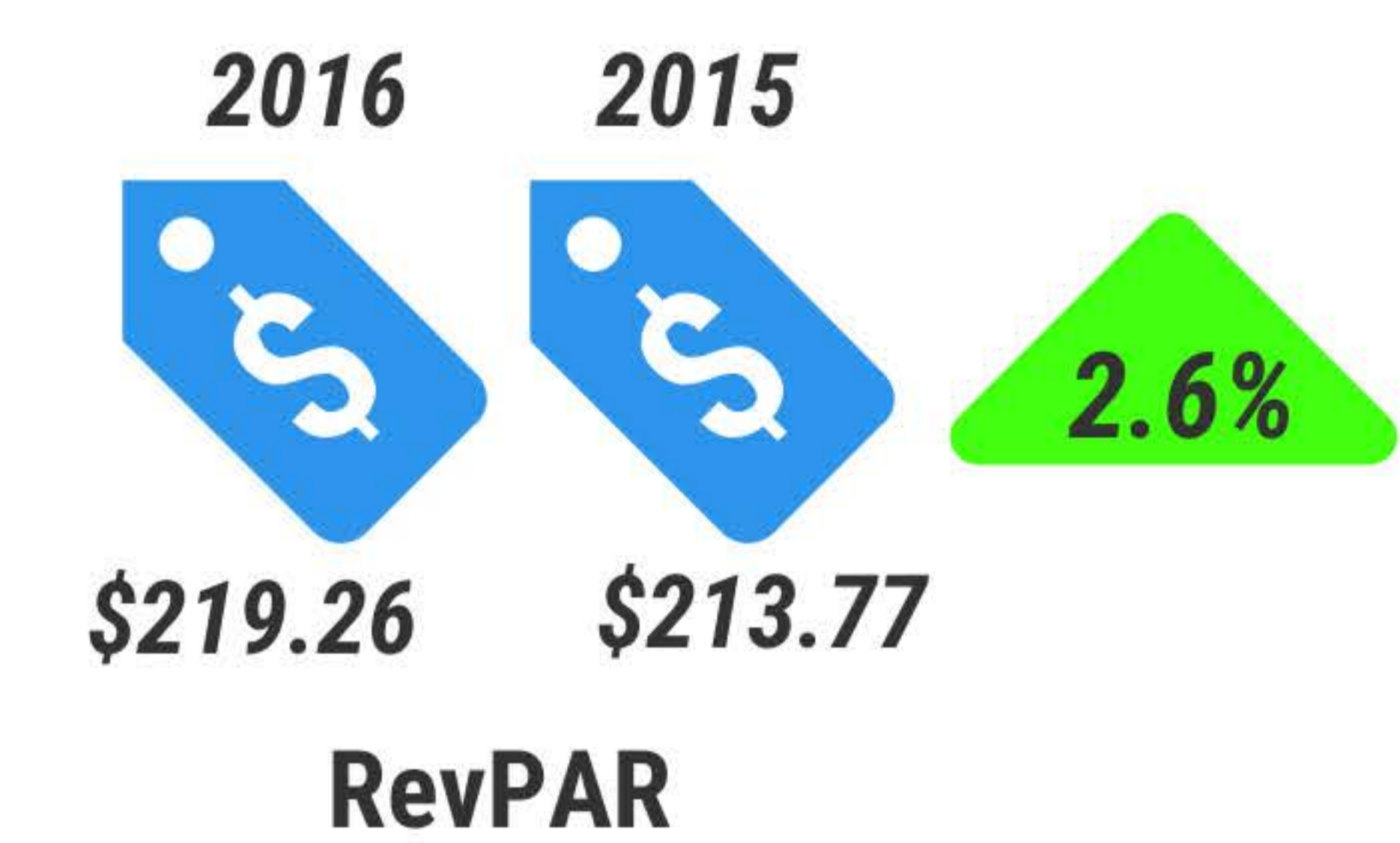
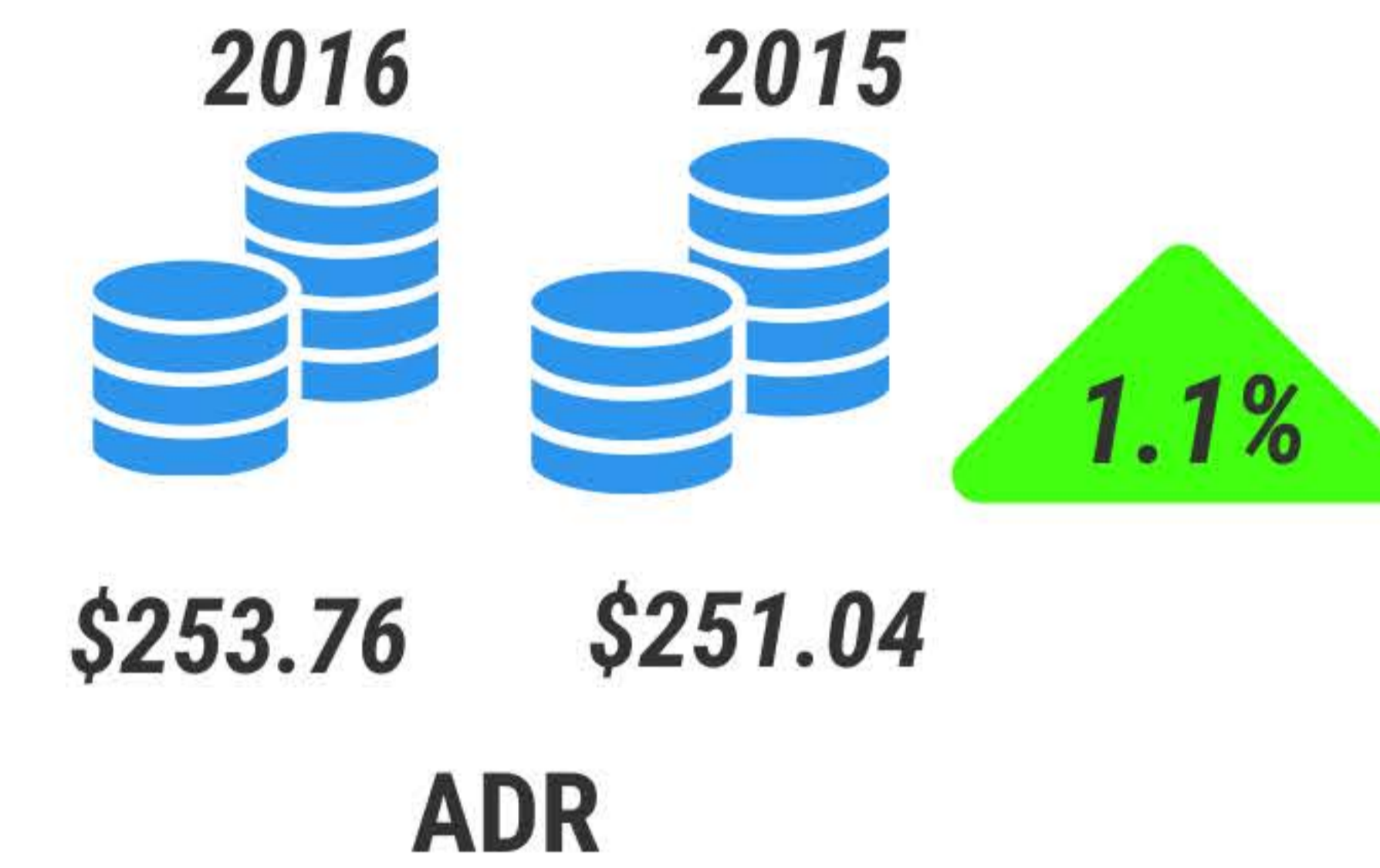
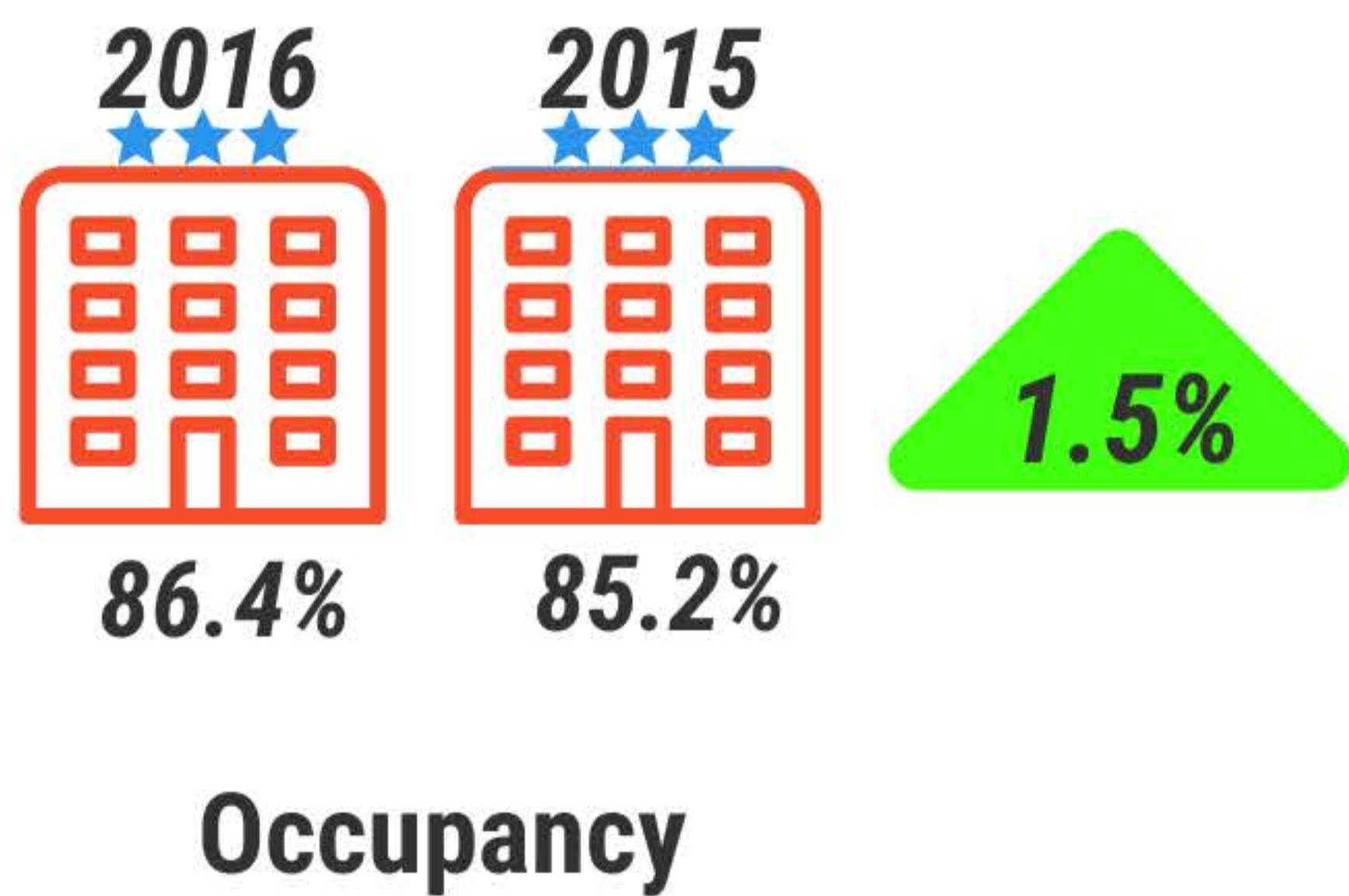


Comparatives:

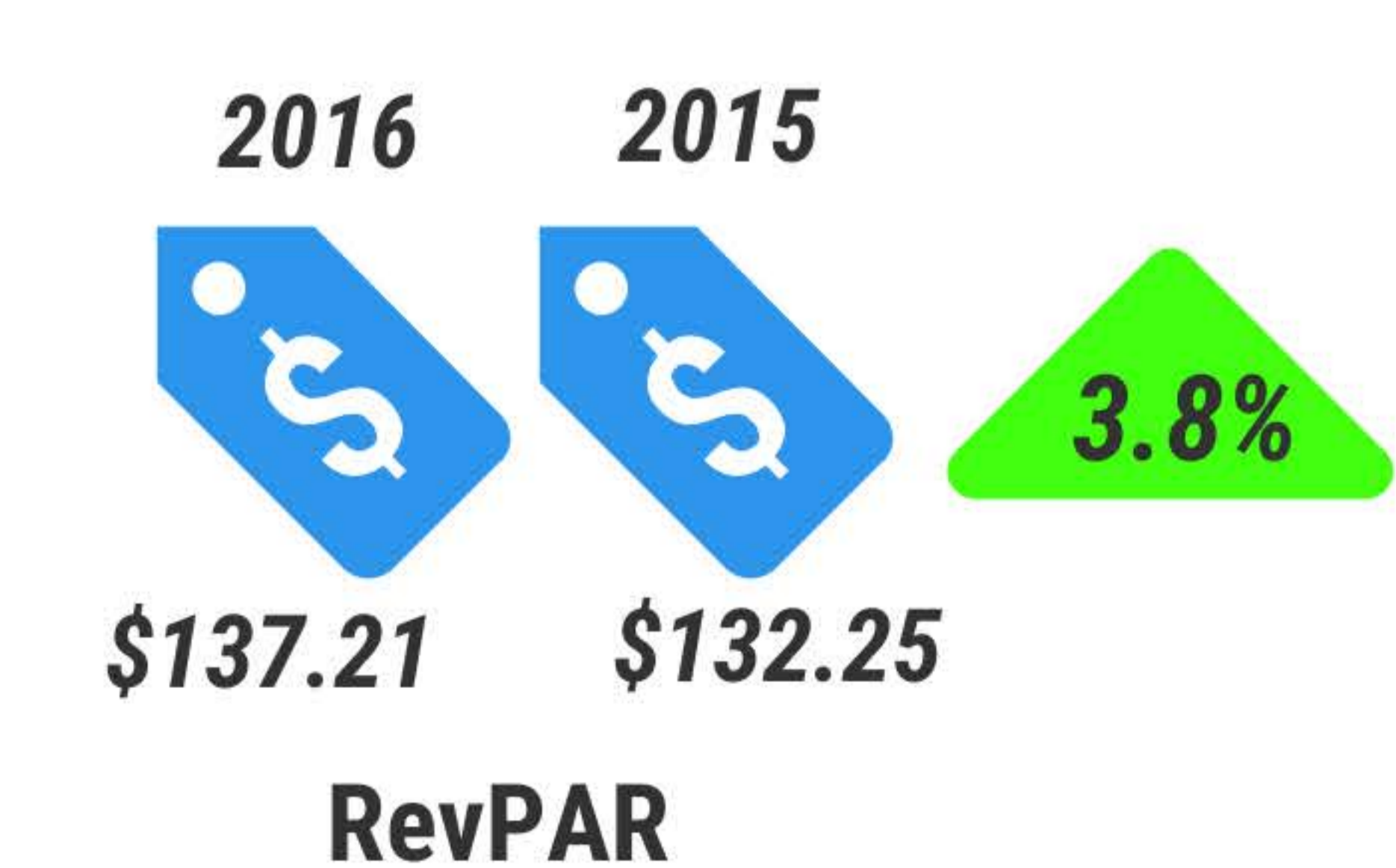
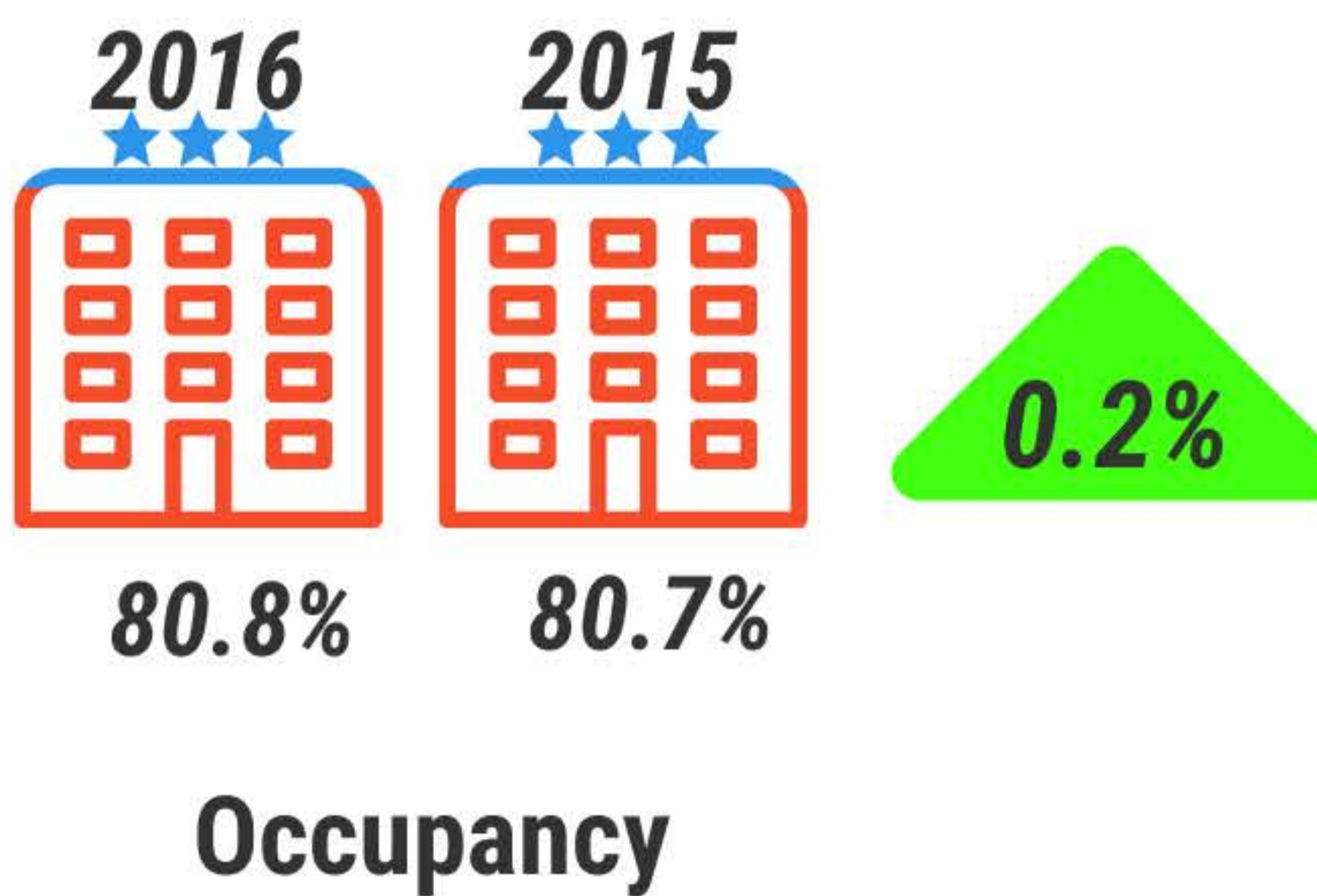
Santa Barbara/Santa Maria



Monterey/Salinas



California



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