

- Industry Engagement -

Visit SLO CAL Wraps Winter/Spring Media Campaign

Visit SLO CAL recently completed its winter/spring paid media campaign. Below you'll find insights and findings.

- Over 61M impressions across 6 partners on the display side
- 72.5K clicks, 27.5K pageviews and 12.5K engagements
- # of arrivals from target markets: 2,463
- YouTube – 2.1M impressions, 998K views with a view through rate of 47%
- Social: 116K landing page views, 96% video completion rate
- SEM resulted in 79K clicks to SLOCAL.com – up YOY with \$48.8K less spend
- SEM click through rate was up 1.24% YOY (3.37%)
 - 'Things To Do' & 'Events' pages were top performers
- SEM conversions up 66.7% YOY



Visit SLO CAL Takes IPW by Storm and Hosts Post-IPW FAM Tour

June 1-5 Visit SLO CAL, along with 7 partners, attended IPW, the leading international inbound travel trade show, in Anaheim. Visit SLO CAL held 56 appointments with tour operators, receptives and bedbanks, as well as 30 press meetings in the Media Marketplace. Firestone Walker beer, Edna Valley Winery, JUSTIN Vineyards and Field Recordings wine were poured in-booth every day.

Outside the trade show floor, Visit California created a CA Plaza activation at the entrance of the convention center. Visit SLO CAL sponsored a large section of this highly-engaging and successful space where people could enjoy the SLO CAL life via video chairs, a Life's Too Beautiful to Rush selfie wall and a bar that poured Firestone Walker beer, JUSTIN wine and a variety of other wineries. The cities of Paso Robles, Pismo Beach and San Luis Obispo each sponsored a specific time of the SLO CAL activation bringing in destination-specific food and beverage.

Following IPW, Visit SLO CAL hosted 26 travel trade representatives and media across SLO CAL. Attendees visited six cities and participated in 13 activities across 3 days.

New 4x Weekly Flight from Las Vegas to SBP

On June 26, Visit SLO CAL's President & CEO Chuck Davison, along with Kevin Bumen, SLO County Regional Airport, Supervisor Adam Hill and Matt Chaifetz, CEO of Contour Airlines, announced a brand-new flight to Las Vegas from the SLO County Regional Airport. This 4-times weekly flight will begin October 17, 2019 and is available to book now.





Morro Bay featured
on 425 Magazine
(left) Carnegie Library
featured on
TLCme.com (right)



- PR and Travel Trade -

Visit SLO CAL-Assisted Media Placements

- Roadfood (Online) – [Restaurant Reviews](#)
- 425 Magazine (Print & Online) – [Chillin' in SLO CAL](#)
- Fodor's (Online) – [The Dreamiest Venues for a Rustic Destination Wedding in the U.S.](#)
- MyDomaine (Online) – [The Most Delectable Gifts for the Foodies in Your Life in 2019](#)
- TLCme (Online) – [Charming Resort Wedding Venues Around the U.S.](#)
- TLCme (Online) – [The 20 Smartest Library Venues Around the U.S.](#)
- TLCme (Online) – [22 Historic Venues That Will Take Your Wedding Back in Time](#)

Recent Media Hosted

- Selling Travel Magazine – June 10-14
- The Travel Magazine & Travel Begins – June 16-17
- House of Coco Magazine – June 23-25
- Forbes.com – June 23-25

Travel Trade

- Lodging Meeting:
 - Held lodging meeting in Arroyo Grande
- Recent:
 - Post-IPW FAM – June 6-8
 - Meeting & Conference Sales Mission, Sacramento – June 17-19
 - Black Diamond UK Agent FAM – June 21-24
- Upcoming:
 - Tour and Travel Sales Mission, Southern CA – September 9-11
 - \$250 Co-op

SLO CAL Storytellers Explore South Coast

In June, the SLO CAL Storytellers, Visit SLO CAL's local brand ambassadors, explored and ventured around SLO CAL's south coast. In the morning, the group learned how to surf in Pismo Beach with Central Coast Surf School before heading to Avila Beach where they traversed the Bob Jones Trail out to Avila Valley Barn on electric bikes from Pedego. After a full morning, the group headed to Grover Beach for lunch at The Spoon Trade and then were off to the Oceano Dunes for a hummer ride with Pacific Adventure Tours. Capping off an already eventful day, the group visited Oso Flaco Lake in Nipomo before enjoying dinner and SLO Cocktail Month drinks at Mason Bar & Kitchen in Arroyo Grande.



VISIT SLO CAL WEB ACTIVITY

SESSIONS:	94,331
USERS:	79,837
PAGE VIEWS:	165,491
AVG. PAGE VIEWS/VISIT:	1.75
AVG. TIME ON SITE:	2:27
TOTAL ORGANIC TRAFFIC:	45,466
PARTNER REFERRALS:	8,287
MOST VISITED EVENT PAGE:	4 TH OF JULY FIREWORKS CELEBRATION (2,285 ORGANIC VISITS)
MOST VISITED BLOG:	FOURTH OF JULY IN SLO CAL (2,464 ORGANIC VISITS)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK:	58,084
TOT. ORGANIC IMPRESSIONS:	108,544
HIGHEST ORGANIC REACH:	SEEING SLO CAL FROM NEW HEIGHTS THIS #MOVEITMONDAY IN MORRO BAY. (6,099)
HIGHEST ORGANIC ENGAGEMENT:	SEEING SLO CAL FROM NEW HEIGHTS THIS #MOVEITMONDAY IN MORRO BAY. (410)
FOLLOWERS	
TWITTER:	8,589
TOT. ORGANIC IMPRESSIONS:	29,018
PINTEREST:	763
INSTAGRAM:	28,045
TOT. ORGANIC IMPRESSIONS:	392,617

VISITOR GUIDE DIST.

SLOCAL.COM:	377
LOCAL DELIVERY:	654

THIS MONTH IN SLO CAL

SUBSCRIBERS	35,457
OPENS:	4,118
CLICK-THROUGHS:	1,117

THIS WEEK IN SLO CAL

CIRCULATION:	1,825
MOST CLICKED LINK:	
STR REPORT	

May 2019 vs May 2018 Lodging Statistics (STR, Inc.)

Current Month - May 2019 vs May 2018												
	Occ %		ADR		RevPAR		Percent Change from May 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	65.1	63.8	133.30	126.27	86.84	80.59	2.1	5.6	7.8	7.8	0.0	2.1
Cambria, CA+	70.3	66.1	183.14	177.86	128.65	117.52	6.3	3.0	9.5	9.5	0.0	6.3
Morro Bay, CA+	64.2	62.6	138.82	136.38	89.18	85.39	2.6	1.8	4.4	4.4	0.0	2.6
Paso Robles, CA+	70.3	71.8	147.70	145.92	103.86	104.83	-2.1	1.2	-0.9	-0.9	0.0	-2.1
Pismo Beach, CA+	68.2	67.4	183.00	177.13	124.76	119.43	1.1	3.3	4.5	4.5	0.0	1.1
San Luis Obispo, CA+	66.1	69.5	155.71	150.57	102.89	104.71	-5.0	3.4	-1.7	3.0	4.8	-0.4
San Simeon, CA+	60.2	56.6	132.13	125.12	79.52	70.77	6.4	5.6	12.4	12.4	0.0	6.4
Five Cities+	67.4	66.6	171.60	167.79	115.62	111.70	1.2	2.3	3.5	5.8	2.2	3.4
North Coast+	65.3	61.9	160.79	154.54	105.03	95.69	5.5	4.0	9.8	9.8	0.0	5.5
North County+	68.9	69.7	144.08	141.14	99.34	98.39	-1.1	2.1	1.0	1.0	0.0	-1.1
South County+	66.8	67.9	164.22	159.64	109.65	108.47	-1.7	2.9	1.1	4.5	3.4	1.6
San Luis Obispo County	66.8	66.9	157.36	152.92	105.10	102.33	-0.2	2.9	2.7	4.5	1.7	1.5
Santa Barbara/Santa Maria, CA	68.6	69.4	205.62	180.11	141.03	125.01	-1.2	14.2	12.8	18.0	4.6	3.4
Monterey/Salinas, CA	76.2	74.4	220.43	210.97	168.03	157.03	2.4	4.5	7.0	7.4	0.4	2.8
California	75.3	75.5	169.63	165.32	127.70	124.77	-0.2	2.6	2.4	3.7	1.3	1.0

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