

- Industry Engagement -

Visit SLO CAL Hosts DMA West Leadership Summit

July 29-31, Visit SLO CAL hosted DMA West's annual Leadership Summit, which took place at the SeaCrest OceanFront Hotel in Pismo Beach, and attracted CEOs from across the western U.S. Chuck Davison, President & CEO, participated in several sessions including an opening leadership learning and tasting session with David Walker, co-founder of Firestone Walker Brewing Company, and a panel on destination management, moderated by Chris Fair, President of Resonance. Visit SLO CAL also organized activities and facilitated a bonfire at the Oceano Dunes on Tuesday night, complete with s'mores.



Visit SLO CAL Attends Destinations International's Annual Convention

July 23-25, Visit SLO CAL President & CEO Chuck Davison, Director of Travel Trade Michael Wambolt, and Director of Community Engagement & Advocacy Derek Kirk attended Destinations International's Annual Convention in St. Louis, MO.

Key Takeaways:

- There is an industry shift recognizing residents as customers
- We need to be authentic about being inclusive but also stop walking on egg shells
- Visit SLO CAL is leading the industry with the Destination Management Strategy – many are discussing similar work, but very few have actually begun or have a plan



Chuck Davison Receives Certified Destination Management Executive Credential

During Destinations International (DI)'s Annual Convention, Chuck Davison, President & CEO of Visit SLO CAL, officially received his Certified Destination Management Executive (CDME) credential, which DI considers the industry's highest educational achievement. This credential speaks to the value Visit SLO CAL brings to this industry. Davison is currently the only person in the county who has a CDME credential.



Allegretto featured on HoneyTrek.com (left); Shanley Farms featured on ModernFarmer.com (right)



- PR and Travel Trade -

Visit SLO CAL-Assisted Media Placements

- Roadtrippers: [Here's your chance to swim in Hearst Castle's freshly restored Neptune Pool—if you can afford it](#)
- Oyster: [The Best Places to Travel in August in the U.S.](#)
- Livability: [Newlywed bliss on the Central Coast? San Luis Obispo named top honeymoon destination](#)
- HoneyTrek: [SLO CAL: The Best of California's Central Coast](#)
- Modern Farmer: [This Finger Lime Farm Is Nothing to Shake a Finger At](#)
- AARP: [Fall Road Trip: California's Central Coast](#)
- Simplemost: [9 Wine-Country Getaways That Are More Affordable Than Napa](#)
- Outside: [Affordable Adventure Trips in North America](#)

Recent Media Hosted

- @Allen_Meyer, July 28-30

Travel Trade

- Upcoming:
 - Tour and Travel Sales Mission, Southern CA – October (TBD)
 - \$250 Co-op

Content Requests

Visit SLO CAL is looking for content regarding the following themes to be shared on SLOCAL.com and SLO CAL social media channels. Please send all information and photos to Haley Cahill, Marketing Coordinator, at HaleyC@SLOCAL.com.

- **California Wine Month** – themes include unique varietals, winemaker features, wine dogs, perfect pairings, etc.
- **CA Surfing Day** – themes include SLO CAL surf spots, local surfers, surfing basics, etc.
- **Fall/Harvest** – themes include where to go this fall, u-pick farms, what to pick and when, recipes, events, etc.

**VISIT SLO CAL
 WEB ACTIVITY**

SESSIONS:	85,978
USERS:	69,100
PAGE VIEWS:	158,975
AVG. PAGE VIEWS/VISIT:	1.85
AVG. TIME ON SITE:	2:34
TOTAL ORGANIC TRAFFIC:	53,092
PARTNER REFERRALS:	12,834
MOST VISITED EVENT PAGE:	
CAYUCOS 4TH OF JULY CELEBRATION (4,826 ORGANIC VISITS)	
MOST VISITED BLOG:	FOURTH OF JULY IN SLO CAL (3,681 ORGANIC VISITS)

**VISIT SLO CAL
 SOCIAL MEDIA ACTIVITY**

FACEBOOK:	58,084
TOT. ORGANIC IMPRESSIONS:	128,009
HIGHEST ORGANIC REACH:	HAVE YOU BEEN UP TO RAGGED POINT?... (5,783)
HIGHEST ORGANIC ENGAGEMENT:	HAVE YOU BEEN UP TO RAGGED POINT?... (673) FOLLOWERS
TWITTER:	8,639
TOT. ORGANIC IMPRESSIONS:	33,290
PINTEREST:	760
INSTAGRAM:	28,868
TOT. ORGANIC IMPRESSIONS:	679,678

VISITOR GUIDE DIST.

SLOCAL.COM:	220
LOCAL DELIVERY:	979

THIS MONTH IN SLO CAL

SUBSCRIBERS	35,483
OPENS:	5,126

THIS WEEK IN SLO CAL

CIRCULATION:	1,848
MOST CLICKED LINK:	
STR REPORT	