

### - Industry Engagement -

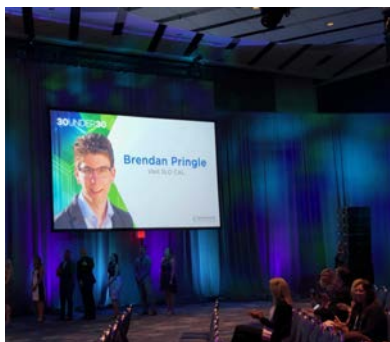


#### **Highway 1 Reopening Ribbon-Cutting**

On July 20, Visit SLO CAL (VSC), community leaders, CA Highway Patrol, Caltrans and the local community celebrated the reopening of Highway 1 with a ribbon-cutting ceremony at the Ragged Point Inn. After a 20-month closure, Highway 1 reopened ahead of schedule, allowing access to California's iconic stretch of roadway once again. VSC President & CEO Chuck Davison spoke on behalf of Visit SLO CAL, highlighting the North Coast's resiliency and the economic impact of the mudslide. Other speakers included a representative from Assemblyman Cunningham's office (Keilah Smith), State Sen. Bill Monning, Caltrans Director Laurie Berman and John Madonna. The event received media attention from the SLO Tribune and other outlets.

#### **Visit SLO CAL Receives DMAP Accreditation**

Destinations International (DI) officially certified VSC for their globally-recognized Destination Marketing Accreditation Program (DMAP), indicating VSC had satisfied the 93 rigorous standards set forth by the international tourism community. DMAP serves as a visible industry distinction that defines quality and performance standards in destination marketing and management. DI formally recognized VSC on-stage during their annual convention in July.



#### **VSC Operations Manager Receives 30 Under 30 Award**

VSC Operations Manager Brendan Pringle was honored by Destinations International (DI) as one of their 30 Under 30 awardees for 2018. Every year, DI selects 30 tourism professionals under the age of 30 from across the country to receive recognition and to participate in valuable networking and leadership opportunities throughout the year. As part of the program, Brendan was awarded a scholarship to attend DI's annual convention, where he was recognized on-stage.

#### **Upcoming Events & Content Needs**

- **September is California Wine Month!** – Visit SLO CAL is seeking help with content surrounding events, special deals or unique offerings in SLO CAL's wine country during the month of September. Submit your information to Jordan Carson at [Jordan@SLOCAL.com](mailto:Jordan@SLOCAL.com).
- **Poly Parent Adventures, September 13-16:** Poly Parent Adventures features local deals and specials on SLOCAL.com, geared towards parents dropping their kids off at Cal Poly. Upload your Poly Parent Adventure deals **by Friday, August 17** via SLO CAL Connection. For more information or questions, contact Jordan Carson at [Jordan@SLOCAL.com](mailto:Jordan@SLOCAL.com)



Breakaway Tours  
featured on  
Sunset.com (left) and  
Morro Bay Oyster  
Company featured on  
FoodAndWine.com  
(right).



- PR and Travel Trade -

### **VSC-Assisted Media Placements**

- SFGATE - [10 Great Deals on Labor Day Weekend](#)
- Food & Wine - [What Are 'Reserve Oysters,' and Why Are Chefs in Love with Them?](#)
- Sunset Magazine - [10 Pet-Friendly Wineries & Breweries](#)
- Far & Wide - [Underrated Summer Vacation Spots to Travel to Now](#)
- Outdoorsy - [What to Do in SLO CAL](#)

### **Media Visits**

- LA Times (CCTC)
- The Irish Poet (Visit California - UK)

### **Travel Trade**

- Southern California Sales Mission
  - September 18-20
- UK Super FAM – October
- Recreational Vehicle Industry Association (RVIA) show - Pomona
  - October 5-15

### **Film SLO CAL**

- Seven Lions (music video)
- A Star in the Desert (short film)
- COAST Independent feature Film
- Statistics as of August 1:
  - 89 filming leads
  - 50 productions
  - 143 filming days

### **VISIT SLO CAL WEB ACTIVITY**

**SESSIONS:** 71,143  
**UNIQUE VISITORS:** 55,701  
**PAGE VIEWS:** 155,972  
**AVG. PAGE VIEWS/VISIT:** 2.19  
**AVG. TIME ON SITE:** 3:21  
**TOTAL ORGANIC TRAFFIC:**  
 49,878  
**% OF ORGANIC:** 70%  
**MOBILE SESSIONS:** 47,254  
**MOST VISITED EVENT PAGE:**  
 ANNUAL 4<sup>TH</sup> OF JULY FIREWORKS  
 CELEBRATION (4,658 VIEWS)  
**TOTAL BLOG VISITS:** 13,456  
**MOST VISITED BLOG:** FOURTH OF  
 JULY THE SLO CAL WAY (1,423  
 VISITS)

### **VISIT SLO CAL SOCIAL MEDIA ACTIVITY**

#### **FACEBOOK**

**LIKES:** 33,551 **NEW:** 249  
**TOT. ORGANIC IMPRESSIONS:**  
 129,497  
**HIGHEST REACH:** COVELL  
 RANCH VIDEO  
 (8.6K PEOPLE REACHED)  
**HIGHEST ENGAGEMENT:**  
 COVELL RANCH VIDEO  
 (7.7K ENGAGEMENTS)

	FOLLOWERS	NEW
<b>TWITTER:</b>	8,084	10
28.75K IMPRESSIONS		
<b>PINTEREST:</b>	738	0
<b>INSTAGRAM:</b>	21K	400

#### **VISITOR GUIDE DIST.**

**GUIDES DISTRIBUTED:** 1,312  
**THIS MONTH IN SLO CAL**  
**SUBSCRIBERS** 33,879  
**OPENS:** 4,482  
**CLICK-THROUGHS:**  
**THIS WEEK IN SLO CAL**  
**CIRCULATION:** 1,855  
**MOST CLICKED LINK:**  
 STR REPORT

## June 2018 vs June 2017 Lodging Statistics (STR, Inc.)

Current Month - June 2018 vs June 2017												
	Occ %		ADR		RevPAR		Percent Change from June 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	77.6	79.3	143.84	139.06	111.58	110.28	-2.2	3.4	1.2	1.4	0.2	-2.0
Cambria, CA+	76.6	76.5	197.16	193.37	150.99	147.93	0.1	2.0	2.1	2.2	0.1	0.2
Morro Bay, CA+	75.3	74.5	154.72	149.79	116.45	111.57	1.1	3.3	4.4	4.5	0.1	1.2
Paso Robles, CA+	80.4	80.7	154.83	156.01	124.56	125.90	-0.3	-0.8	-1.1	-1.1	0.0	-0.3
Pismo Beach, CA+	79.9	80.3	207.89	195.76	166.05	157.15	-0.5	6.2	5.7	12.1	6.1	5.6
San Luis Obispo, CA+	78.9	79.0	174.18	164.53	137.37	129.93	-0.1	5.9	5.7	5.8	0.0	-0.1
San Simeon, CA+	66.1	61.7	141.27	142.56	93.45	87.98	7.2	-0.9	6.2	6.0	-0.2	7.0
Five Cities+	77.9	77.9	199.51	187.76	155.45	146.32	-0.0	6.3	6.2	10.9	4.4	4.4
North Coast+	72.2	70.1	172.88	171.23	124.87	120.07	3.0	1.0	4.0	4.0	0.0	3.0
North County+	79.7	80.3	151.99	151.57	121.11	121.76	-0.8	0.3	-0.5	-0.5	0.1	-0.8
South County+	78.4	78.4	187.75	176.73	147.12	138.59	-0.1	6.2	6.2	8.6	2.4	2.3
San Luis Obispo County	77.4	77.2	174.74	167.89	135.28	129.62	0.3	4.1	4.4	5.6	1.2	1.5

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