

- Industry Engagement -



Visit SLO CAL Launches Destination Management Strategy Visitor Survey

In June, Visit SLO CAL, with the help of Resonance Consultancy, crafted a Visitor Survey to understand the perceptions and opinions of visitors (business, meetings and leisure) who have recently visited SLO CAL. This valuable insight into the visitor experience will help VSC create a more competitive future for our destination. Thank you to those who shared this survey with their audiences. VSC was able to obtain nearly 2,000 responses.

In July, VSC will be sending out another survey geared towards residents of SLO CAL. At each stage of the project, VSC will publish progress reports that detail the insights gained from our research and community engagement. For current reports and insights, go to SLOCAL.com/DMS/Updates.

VSC Takes SLO CAL Storytellers on First Excursion

In April of 2018, VSC chose six local photographers, bloggers and videographers to become brand ambassadors or, SLO CAL Storytellers. These individuals represent five different destinations and Cal Poly as well as the three SLO CAL personas (Active Adventurer, Cultured Class, Mom to the Max). On June 1, VSC took the Storytellers on an immersive FAM trip along the North Coast visiting the Town of Harmony, Covell's Clydesdales, Piedras Blancas Light Station, the Ragged Point Inn for lunch, Morro Bay Skateboard Museum, Central Coast Kayaks for a quick kayak around the bay and ended the day at Blue Heron in Los Osos. These Storytellers will be traversing the county creating unique content to be featured on SLOCAL.com, SLO CAL's social media channels as well as their own. To learn more about them, visit SLOCAL.com/So-SLO-CAL.



VSC Attends Black Diamond UK Sales and Media Mission

On June 9-15, VSC's Director of Travel Trade Michael Wambolt and Director of Communications Keba Baird crossed the pond to attend a UK Sales Mission with Black Diamond. During this year's mission, Wambolt held 12 travel trade appointments across the cities of London, Manchester and Chester meeting with product managers and training travel agents. Meanwhile, Baird held 14 individual meetings with journalists in London, Manchester and Glasgow, Scotland. All of the appointments were interested in learning more about SLO CAL as a destination and were ecstatic to discover "The California Less Traveled." VSC hosted two exceptional events with SLO CAL wine and beer; a dinner in Manchester with top product managers and media, and an evening on a posh rooftop in London with 25 top media influencers and freelance writers all pining for their own opportunity to be the first to share this exclusive destination with their respective audiences.



Old Edna Townsite
featured on Red
Tricycle (left) and
Splash Cafe featured
on CNBC.com (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- CNBC.com: 7 Amazing American Restaurants Worth Road-Tripping For – That All Have Meals Under \$12 – <http://bit.ly/cnbcSLOCAL>
- Reader's Digest: 12 Beautiful Beachfront Hotels You Can Actually Afford - <http://bit.ly/ReadersDigestSLOCAL>
- Red Tricycle: 19 Mind-Blowing Overnight Stays You Should Book Now - <http://bit.ly/RedTricycleOvernightStaysSLOCAL>
- Sunset Magazine: 12 Incredible Hotels for Art Lovers - <http://bit.ly/SunsetAllegretto>
- Sunset Magazine: 10 Great Deals on Labor Day Weekend Getaways - <http://bit.ly/SunsetLaborDaySLOCAL>

Media Visits

- The Scottish Sun (Black Diamond)
- Travels with Darley (Visit California)
- Cookbook writer (Visit California + CCTC)

Travel Trade

- UK Sales Mission – June 10-15
- Upcoming:
 - UK Super FAM - October

Film SLO CAL

- Land Rover Commercial
- Honda Commercial
- Coyote Tractor Commercial
- Statistics as of July 15
 - 83 filming leads
 - 46 productions
 - 136 filming days

VISIT SLO CAL WEB ACTIVITY

SESSIONS: 81,115
UNIQUE VISITORS: 64,714
PAGE VIEWS: 218,200
AVG. PAGE VIEWS/VISIT: 2.69
AVG. TIME ON SITE: 2:44

TOTAL ORGANIC TRAFFIC:
39,939

% OF ORGANIC: 49%

MOBILE SESSIONS: 58,038

MOST VISITED EVENT PAGE:

TEMPLETON CONCERTS IN THE PARK
(3,509 VIEWS)

TOTAL BLOG VISITS: 13,015

MOST VISITED BLOG: INSIDER TIPS
15 FREE THINGS TO DO IN SLO
CAL (1,389 VISITS)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 33,302 **NEW:** 270

TOT. ORGANIC IMPRESSIONS:
99,963

HIGHEST REACH: MORRO BAY
OYSTER COMPANY'S FARM IS...
(4.7K PEOPLE REACHED)

HIGHEST ENGAGEMENT:

SCHOOL MIGHT BE OUT FOR
SUMMER BUT YOU CAN STILL
LEARN AT THING OR TWO AT
HEARST CASTLE.
(468 ENGAGEMENTS)

	FOLLOWERS	NEW
TWITTER:	8,084	66

31.4K IMPRESSIONS

PINTEREST: 745 8

INSTAGRAM: 20.9K 700

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED: 504

THIS MONTH IN SLO CAL

SUBSCRIBERS 34,103

OPENS: 4,519

CLICK-THROUGHS: 642

THIS WEEK IN SLO CAL

CIRCULATION: 1,866

MOST CLICKED LINK:

STR REPORT

May 2018 vs May 2017 Lodging Statistics (STR, Inc.)

Current Month - May 2018 vs May 2017												
	Occ %		ADR		RevPAR		Percent Change from May 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	63.9	70.7	126.20	123.40	80.60	87.22	-9.6	2.3	-7.6	-7.4	0.2	-9.5
Cambria, CA+	66.3	68.4	176.22	176.94	116.91	120.99	-3.0	-0.4	-3.4	-3.2	0.1	-2.8
Morro Bay, CA+	62.6	64.7	136.41	133.91	85.40	86.71	-3.3	1.9	-1.5	-1.4	0.1	-3.2
Paso Robles, CA+	72.3	74.3	144.35	144.80	104.33	107.58	-2.7	-0.3	-3.0	-3.0	0.0	-2.7
Pismo Beach, CA+	67.4	68.5	177.23	169.66	119.43	116.28	-1.7	4.5	2.7	9.1	6.2	4.4
San Luis Obispo, CA+	69.7	71.9	150.35	148.09	104.77	106.54	-3.1	1.5	-1.7	-1.6	0.1	-3.0
San Simeon, CA+	56.6	55.7	125.14	128.48	70.77	71.55	1.5	-2.6	-1.1	-1.2	-0.2	1.4
Five Cities+	66.5	67.4	167.86	163.04	111.70	109.96	-1.3	3.0	1.6	6.1	4.5	3.1
North Coast+	62.0	62.7	153.74	155.32	95.39	97.42	-1.1	-1.0	-2.1	-2.1	0.0	-1.1
North County+	70.0	73.3	139.95	139.33	98.02	102.18	-4.5	0.4	-4.1	-4.0	0.1	-4.4
South County+	68.0	69.6	159.58	155.74	108.51	108.35	-2.3	2.5	0.1	2.5	2.4	0.1
San Luis Obispo County	67.0	68.8	152.49	150.03	102.22	103.22	-2.6	1.6	-1.0	0.2	1.2	-1.4

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