



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, July 18, 2018

8:30 am

SpringHill Suites by Marriott

900 El Camino Real, Atascadero, CA 93422

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

C. Davison

CONSENT AGENDA - *motion required*

C. Davison

1. Approval of May 17, 2018 Board Meeting Minutes (*yellow*)
2. Approval of May Financials (*green*)
3. Approval of Resolution to Renew Line of Credit
Staff will ask for Board approval of the May 17, 2018 Board Meeting Minutes, the May Financials and a resolution to renew VSC's line of credit.

CEO REPORT

C. Davison

4. CEO Report (10 min)
Staff will provide an update on current projects and areas of focus for the months ahead.

BUSINESS ITEMS

C. Davison

5. Destination Management Strategy Update (15 min)
Staff will provide an update on progress to-date for VSC's Destination Management Strategy.
6. Economic Development Regionalism Effort (20 min) – *motion required*
Staff will provide an update on recent Cal Poly Local Economic Development and next steps, and will request support of this new endeavor, as recommended by the Executive Committee.
7. Highway 1 Re-Activation (10 min) – *motion required*
Staff will request approval from the Board to release up to \$100,000 from reserve funds to be used for marketing around the Highway 1 re-opening.
8. At-Large Board Seat (10 min) – *motion required*
The Board will review applications for the open at-large seat on the Board and make a selection.
9. Executive Committee Seat (5 min) – *motion required*
The Board will nominate and appoint a member to the open Secretary seat on the Executive Committee.
10. TMD Renewal Update (10 min)
Staff will review VSC's proposed draft timeline for the Tourism Marketing District (TMD) Renewal Process.
11. Marketing Update (10 min)
Staff will provide an update on key marketing initiatives.

ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805)541-8000 at least 48 hours prior to the meeting.

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MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Thursday, May 17, 2018

8:30am

Avila Lighthouse Suites
550 Front Street, Avila Beach, CA 93424

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Lori Keller, Sam Miller, Nipool Patel, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: Sarah Maggelet, Amar Sohi

STAFF PRESENT: Chuck Davison, Christine Robertson, Brendan Pringle

Call to Order at 8:35 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Eads announced that the Pismo Beach City Council approved a new ordinance on Short Term Rentals (STRs) based on the recommendation of the Pismo Beach Hospitality Association. The ordinance seeks to create a level playing field for the lodging industry by requiring residential STRs to be licensed, inspected, have appropriate parking on-site, and to pay fees and taxes. It also limits residential rentals to someone's primary residence, as opposed to investor-owned properties. Eads described the ordinance as tough, fair and enforceable.

Item 12 (FY2018/19 Marketing Plan) and Item 13 (Media Agency Selection) were reversed on the agenda.

CONSENT AGENDA

3. Approval of March 21, 2018 Board Meeting Minutes
4. Approval of March & April Financials
5. Approval of Lindsey Hartig's Marketing Committee Application

Public Comment – None.

Board Discussion.

ACTION: Moved by Graves/Patel to approve the Consent Agenda as presented.

Motion carried: 12:0

CEO REPORT

6. CEO Report

Davison reviewed the March Travel Trends Index from U.S. Travel, as well as the March TOT Report.

VSC's next Advisory Committee Meeting is happening on June 7, 2018, from 3:00pm-5:00pm. Davison encouraged all Board members to attend. Please RSVP to Brendan@SLOCAL.com. Davison provided an update on the Destination Management Strategy (DMS), including Resonance Consultancy's presentation at the Tourism Exchange on May 8, 2018, the first Steering Committee Meeting and Stakeholder Interviews, and media outreach efforts. VSC will need the help of its lodging investors to circulate the Visitor Survey for the DMS, which is launching June 1, 2018. All communications materials about the DMS is available at SLOCAL.com/DMS. Davison provided an update on the national travel industry. On May 9, 2018, Davison participated in an Economic Development Business Attraction Focus Group that was led by Cal Poly. The meeting is the result of ongoing discussion about the need for a group to lead business attraction. VSC has been asked to help develop the governance structure through a workgroup for the prospective organization based on the success of the VSC governance model.

Davison noted that Brooke Burnham has applied for and will be interviewing next week for the CEO role at Visit Estes Park. Burnham informed Davison of this opportunity in March, and Davison informed VSC Board Chair Clint Pearce last month. Davison met with Mike Gamble, CEO of Searchwide, at the DI CEO Summit to lay the groundwork for their assistance in the event that VSC needs it. VSC Operations Manager Brendan Pringle was selected to participate in DI's 30 Under 30 program, which includes special professional development opportunities and the opportunity to attend DI's Annual Conference in Anaheim (July 10-13, 2018). Davison discussed VSC's collaboration with Jack & Jill Late Stage Cancer Foundation on a "WOW! Experience" for a family whose father was diagnosed with metastatic prostate cancer. VSC will be hosting the family June 18-22, 2018 for a SLO CAL vacation. Martin Resorts is hosting the family at the Avila Lighthouse Suites during their stay.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

7. Tourism Exchange Recap

Davison recapped the 2018 Tourism Exchange, noting that a total of 203 attended the luncheon—a 19% increase over last year. Several government officials attended; however, city council meetings on the same day restricted the attendance of many officials. Davison played the FY2017/18 Year in Review video, and noted the positive feedback that VSC received post-event from Supervisor Adam Hill and from the survey that VSC sent out. Davison requested Board feedback on the event.

Public Comment – None.

Board Discussion.

8. Approval of Proofreading Agreement – Kristin Davison

At the request of the Marketing department, Davison positioned, for BOD approval, a proofreading agreement with Kristin Davison (his wife), noting her pro bono work thus far has been more efficient and effective than that of other proofreaders.

Public Comment – None.

Board Discussion. Arnold, Wightman and Bonelli expressed concern that this might cause perception issues. Davison

requested the item to be pulled from the agenda to avoid any potential risk or perception issues.

9. Board Member Selection Process

Davison provided an update on appointed Board seats up for renewal. The Paso Robles City Council approved John Arnold for its seat on April 17, 2018; Jim Lewis, City Manager of Pismo Beach, approved Roger Wightman for its seat; the Grover Beach City Council approved Sam Miller for its seat on May 7, 2018; and the Arroyo Grande seat still remains vacant. The B&B Seat is the only elected seat up for renewal, and is determined by BOD vote. The application process was announced to B&Bs on April 19, 2018 with an April 30, 2018 deadline, and VSC received two applications: 1) Aaron Graves (Owner, Rigdon House, Cambria), who serves on the VSC Board and Executive Committee; and 2) Nina Leschinsky (Director of Hospitality, The JUST INN, Paso Robles). The Executive Committee recommended the re-approval of Aaron Graves to the B&B Seat on May 11, 2018.

Public Comment – None.

Board Discussion.

ACTION: Moved by Jamison/Arnold to approve Aaron Graves as the B&B seat on the Visit SLO CAL Board of Directors.

**Motion carried: 11:0:1
Graves abstained.**

10. Executive Committee Seats

Staff is requesting that Executive Committee members hold their current seats for another one-year term in an effort to maintain consistency for the organization as it moves through the Destination Management Strategy and into the TMD renewal process. The Executive Committee approved this recommendation on April 18, 2018.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Patel to leave the Executive Committee “as is.”

Motion carried: 12:0

11. FY2018/19 Budget

Davison presented the FY2018/19 annual budget, which was recommended for Board approval by the Executive Committee on May 11, 2018. As part of the budget, VSC is recommending an estimated previous year carryover of \$100,000, and will use \$57,000 of FY2018/19 reserves to fund Destination Management Strategy payments.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Patel to approve the FY2018-19 Budget as presented and recommended by the Executive Committee.

**Motion carried: 11:1
Arnold opposed.**

13. Media Agency Selection

VSC's marketing team continues to face ongoing challenges with its current media agency, Goodway Group, and is recommending the selection of Miles Partnership as the media agency for the next fiscal year. Davison provided a cost comparison, and noted that Miles was the Marketing Committee's second preference during RFP presentations last fall. Miles has extensive tourism experience.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Arnold to allow the President & CEO to enter contract negotiations with Miles Partnership as VSC's media agency-of-record, as recommended by the Marketing Committee.

Motion carried: 12:0

12. FY2018/19 Marketing Plan

Davison reviewed the highlights of the FY2018/19 Marketing Plan, including overall strategy, updates and new components.

Public Comment – None.

Board Discussion.

ACTION: Moved by Graves/Patel to approve the FY2018/19 Marketing Plan, as recommended by the Marketing Committee.

Motion carried: 12:0

14. CEO Annual Review

Pearce reviewed the criteria set for the CEO's Year Three (3) (May 1, 2017 – April 30, 2018) bonus compensation: a 10 percent bonus is tied to VSC's operation and another 10 percent bonus is tied to Strategic Direction 2020 (VSC's Strategic Plan) imperatives. Pearce noted that the Executive Committee recommended approving the CEO's annual bonus at the full 20% on May 11, 2018.

Public Comment – None.

Board Discussion.

ACTION: Moved by Wightman/Patel to approve the CEO Annual Bonus at 20% as recommended by the Executive Committee.

Motion carried: 12:0

ADJOURNMENT

Meeting adjourned at 10:35am.

2017/2018 Financial Summary - May 2018

Income	This Month	Budgeted for Month	MTD Actual v. MTD Variance	MTD Budget %	MTD % of Total Income/Expenses	FISCAL YTD	YTD Budget	YTD Variance	YTD Actual v. YTD Budget %	YTD % of Total Income/Expenses
PT TMD Collected in CY	\$ -	\$ -			0.00%	\$ 127,555	\$ 127,555	\$ -	100.00%	3.56%
Membership Dues	\$ 152	\$ -	\$ 152		0.05%	\$ 44,352	\$ 44,198	\$ 155	100.35%	1.24%
TMD Income										
SLO County Unincorporated	\$ 64,466	\$ 64,466		100.00%	21.14%	\$ 833,126	\$ 833,126	\$ -	100.00%	23.28%
SLO City	\$ 59,843	\$ 59,843		100.00%	19.63%	\$ 650,469	\$ 650,469	\$ -	100.00%	18.18%
Pismo Beach	\$ 75,773	\$ 75,773		100.00%	24.85%	\$ 822,299	\$ 822,299	\$ -	100.00%	22.98%
Morro Bay	\$ 22,715	\$ 22,715		100.00%	7.45%	\$ 274,114	\$ 274,114	\$ -	100.00%	7.66%
Paso Robles	\$ 39,890	\$ 39,890		100.00%	13.08%	\$ 423,933	\$ 423,933	\$ -	100.00%	11.85%
Arroyo Grande	\$ 8,360	\$ 8,360		100.00%	2.74%	\$ 84,149	\$ 84,149	\$ -	100.00%	2.35%
Atascadero *	\$ 23,461	\$ 23,461	\$ (23,461)	0.00%	0.00%	\$ 91,026	\$ 114,487	\$ (23,461)	79.51%	2.54%
Grover	\$ 2,767	\$ 2,767	\$ -	0.00%	0.91%	\$ 39,445	\$ 39,445	\$ -	100.00%	1.10%
Adjustment for Actual TMD Collected	\$ 30,933	\$ -	\$ 30,933	100.00%	10.15%	\$ 188,143	\$ 144,707	\$ 43,436	100.00%	5.26%
Total Income	\$ 304,898	\$ 297,275	\$ 7,623	102.56%	100.00%	\$ 3,578,612	\$ 3,558,481	\$ 20,130	100.57%	100.00%
* District pays quarterly										
Expenses										
Restricted Reserve	\$ 15,245	\$ 14,864	\$ 381	102.56%	4.03%	\$ 178,931	\$ 177,924	\$ 1,007	100.57%	5.27%
G&A	\$ 23,337	\$ 23,348	\$ (11)	99.95%	6.17%	\$ 234,503	\$ 247,438	\$ (12,935)	94.77%	6.91%
Industry Research and Resources	\$ 100,679	\$ 99,438	\$ 1,241	101.25%	26.60%	\$ 288,581	\$ 355,443	\$ (66,862)	81.19%	8.51%
Travel Trade	\$ 53,217	\$ 56,484	\$ (3,267)	94.22%	14.06%	\$ 286,037	\$ 321,087	\$ (35,050)	88.09%	8.43%
Communications	\$ 37,324	\$ 26,765	\$ 10,559	139.45%	9.86%	\$ 255,856	\$ 265,149	\$ (9,293)	96.50%	7.54%
Advertising	\$ 93,258	\$ 158,181	\$ (64,903)	58.96%	24.64%	\$ 1,693,988	\$ 1,693,567	\$ 4,422	100.38%	50.11%
Promotions	\$ 3,961	\$ 6,812	\$ 148	102.56%	1.36%	\$ 44,142	\$ 39,452	\$ (4,690)	74.25%	1.30%
Events	\$ 2,068	\$ 39,499	\$ (37,431)	5.24%	0.55%	\$ 103,395	\$ 153,637	\$ (50,242)	67.30%	3.05%
Digital Marketing	\$ 44,778	\$ 33,074	\$ 11,704	135.39%	11.83%	\$ 258,921	\$ 315,344	\$ (56,423)	82.11%	7.63%
Film Commission	\$ 2,567	\$ 3,320	\$ (753)	77.33%	0.68%	\$ 42,395	\$ 53,187	\$ (10,792)	79.71%	1.25%
Total Expenses	\$ 378,434	\$ 460,765	\$ (82,331)	82.13%	100.00%	\$ 3,392,749	\$ 3,642,228	\$ (249,479)	93.15%	100.00%
Surplus(Deficit)	\$ (73,536)	\$ (163,490)	\$ 89,954	44.98%		\$ 185,863	\$ (83,747)	\$ 269,609	-221.93%	

Cash Flow

Surplus (Deficit)	\$ (73,536)
Beginning Cash Balance	\$ 1,461,825
Change in Accounts Receivable	\$ (61,552)
Change in Accrued Expenses	\$ (207,281)
Change in Reserve Contingency	\$ 15,245
Change in Accounts Payable	\$ (4,796)

Visit SLO CAL Cash Balances

	\$ 1,129,906
Restricted Reserves - 5% of Cumulative Revenues	\$ (543,650)

Equity on Balance Sheet

Net Available Cash

\$ 586,255

\$ 586,255

Comments to the Board:

- \$74k deficit for May (spent \$82k less than budgeted; revenue was \$8k more than budgeted); we are running at a \$186k surplus YTD (\$269k larger surplus than budgeted).
- All TMD amounts accrued through March have been collected.

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Balance Sheet Prev Year Comparison

As of May 31, 2018

	May 31, 18	May 31, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	391,566.29	656,403.42	-264,837.13	-40.4%
1020 · Bank of the Sierra - Membership	207,630.69	154,892.84	52,737.85	34.1%
1030 · Morgan Stanley - TMD	430,319.57	0.00	430,319.57	100.0%
1040 · Morgan Stanley - Membership	100,389.04	0.00	100,389.04	100.0%
Total Checking/Savings	1,129,905.59	811,296.26	318,609.33	39.3%
Accounts Receivable				
1200 · Accounts Receivable	664,839.68	510,895.37	153,944.31	30.1%
Total Accounts Receivable	664,839.68	510,895.37	153,944.31	30.1%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	3,326.70	1,043.25	31.4%
1340 · Workman's Comp Deposit	387.00	569.00	-182.00	-32.0%
1350 · Accrued Expenses	46,416.12	97,679.06	-51,262.94	-52.5%
Total Other Current Assets	51,173.07	101,574.76	-50,401.69	-49.6%
Total Current Assets	1,845,918.34	1,423,766.39	422,151.95	29.7%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	24,216.44	22,404.87	1,811.57	8.1%
1410 · Furniture & Fixtures	91,012.07	20,930.63	70,081.44	334.8%
1415 · Leasehold Improvements	37,301.15	32,651.59	4,649.56	14.2%
1425 · Office Equipment	14,560.10	14,560.10	0.00	0.0%
Total 1400 · Fixed Assets	167,089.76	90,547.19	76,542.57	84.5%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-15,088.17	-12,451.17	-2,637.00	-21.2%
1510 · Furn. & Fixt. Accum. Depr.	-6,208.00	-2,465.00	-3,743.00	-151.9%
1515 · Leasehold Imp. Accum. Depr.	-1,630.00	-343.00	-1,287.00	-375.2%
1525 · Office Equip. Accum. Depr.	-4,915.00	-1,288.00	-3,627.00	-281.6%
Total 1500 · Accumulated Depreciation	-27,841.17	-16,547.17	-11,294.00	-68.3%
Total Fixed Assets	139,248.59	74,000.02	65,248.57	88.2%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	0.00	15,750.00	100.0%
Total 1600 · Intangibles	15,750.00	0.00	15,750.00	100.0%
Total Other Assets	15,750.00	0.00	15,750.00	100.0%
TOTAL ASSETS	2,000,916.93	1,497,766.41	503,150.52	33.6%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	121,294.91	164,644.14	-43,349.23	-26.3%
Total Accounts Payable	121,294.91	164,644.14	-43,349.23	-26.3%
Credit Cards				
2060 · American Express Credit Card	24,519.76	0.00	24,519.76	100.0%
Total Credit Cards	24,519.76	0.00	24,519.76	100.0%
Other Current Liabilities				
2100 · Payroll Liabilities				
2160 · Health Insurance Withheld	172.14	0.00	172.14	100.0%
Total 2100 · Payroll Liabilities	172.14	0.00	172.14	100.0%
Total Other Current Liabilities	172.14	0.00	172.14	100.0%
Total Current Liabilities	145,986.81	164,644.14	-18,657.33	-11.3%
Total Liabilities	145,986.81	164,644.14	-18,657.33	-11.3%
Equity				
3120 · Reserved Earnings	543,650.40	342,349.12	201,301.28	58.8%
3130 · Retained Earnings	1,125,416.90	401,839.00	723,577.90	180.1%
Net Income	185,862.82	588,934.15	-403,071.33	-68.4%

4:39 PM

06/14/18

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of May 31, 2018

	May 31, 18	May 31, 17	\$ Change	% Change
Total Equity	1,854,930.12	1,333,122.27	521,807.85	39.1%
TOTAL LIABILITIES & EQUITY	2,000,916.93	1,497,766.41	503,150.52	33.6%

TRAVEL TRENDS INDEX

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

CTI reading of 51.7 in May 2018 shows that travel to or within the U.S. grew 3.4% in May 2018 compared to May 2017. LTI predicts moderating travel growth through November 2018, as both domestic and international travel demand support gains.

Overall travel volume (person trips to or within the United States involving a hotel stay or air travel) grew at a slightly slower year-over-year rate in May 2018 than in April 2018. International inbound travel increased, while domestic leisure travel outpaced domestic business.

► HIGHLIGHTS:

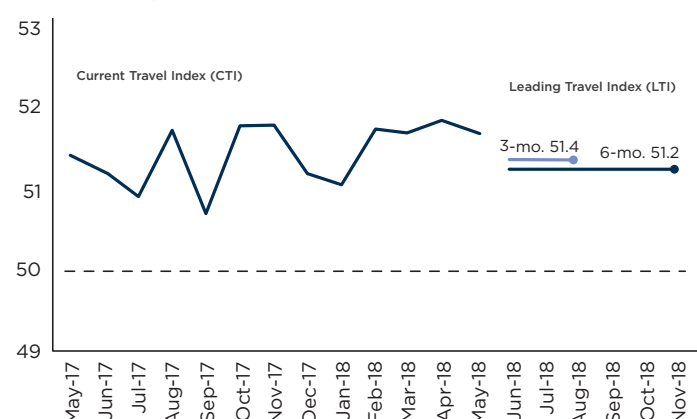
* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 101 straight months, as the industry moves through its ninth consecutive year of expansion.
- The CTI was positive in May, registering 51.7. This is slightly higher than the 6-month moving average of 51.5.
- International inbound travel increased in May, registering 52.6. The Leading Travel Index (LTI) continues to project an upbeat outlook in inbound travel, which has the potential to surpass growth in the domestic market over the next six months.
- Domestic leisure and business travel both grew in May, with the leisure segment leading the charge.
- The 6-month LTI reading of 51.2 indicates that total U.S. travel volume is expected to grow at a rate of around 2.4% through November 2018. Domestic travel is expected to increase at a similar rate, while international travel is projected to grow at an average pace of 3%.

May Travel Trends Index

Current Travel Index and Leading Travel Index

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

“Business travel has been on an upward trajectory in 2018, and this is expected to continue throughout the rest of the year. This is solid evidence that businesses are optimistic in the current economic environment and are buoyed by the recent tax legislation. At the same time, international inbound travel—while expected to remain positive—is likely to underperform given supportive global economic trends.”

– David Huether
Senior Vice President, Research

	CTI	3-month LTI*	6-month LTI**
April Index	51.8	51.3	51.3
May Index	51.7	51.4	51.2
Direction and Speed	Travel demand increased; at a slightly slower rate than the previous month	Travel is expected to grow over the coming 3 months; at a slower rate	Travel is expected to grow over the coming 6 months; at a slower rate

* Average outlook reading for Jun 2018 to Aug 2018

** Average outlook reading for Jun 2018 to Nov 2018

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

TRAVEL TRENDS INDEX (Continued)

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

► DETAILED RESULTS

Leisure travel led the domestic market in May, though business travel also contributed significantly to gains. Consumer confidence remains near historic highs, and still-positive growth in forward-looking bookings and searches support an upbeat outlook for the domestic market. Strength in business sentiment and favorable economic conditions present the potential for business travel to outpace the leisure segment in the near term.

International inbound travel ticked up in May, outpacing the domestic market. Continued strength in forward-looking international travel bookings suggests a healthy summer travel season ahead. Despite possible downside risks, including moderating global growth, the international market is expected to slightly outpace the domestic market for the rest of 2018.

Travel Trends Index Summary

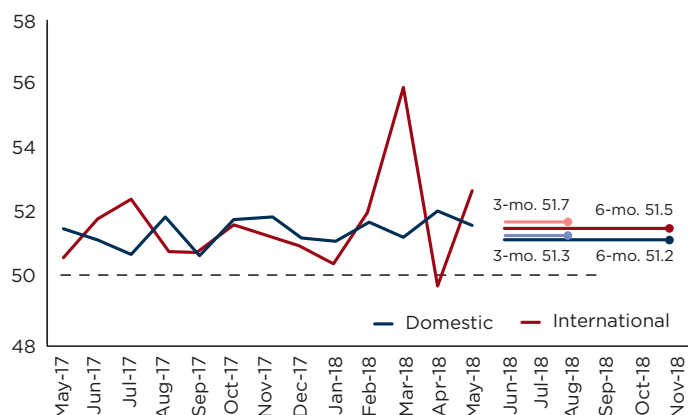
	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-mo LTI vs. CTI 6-mo avg.	
	6-month avg	March	April	May	3-month*	6-month**	Direction	Speed
Total Market	51.5	51.7	51.8	51.7	51.4	51.2	Increasing ▲	Slower
International	52.0	55.9	49.8	52.6	51.7	51.5	Increasing ▲	Slower
Domestic	51.5	51.3	52.0	51.6	51.3	51.2	Increasing ▲	Slower
Business	50.9	50.1	52.8	51.1	51.5	51.4	Increasing ▲	Faster
Leisure	51.7	51.8	51.7	51.8	51.2	51.1	Increasing ▲	Slower

* Average outlook reading for Jun 2018 to Aug 2018

** Average outlook reading for Jun 2018 to Nov 2018

May Domestic and International Travel Index

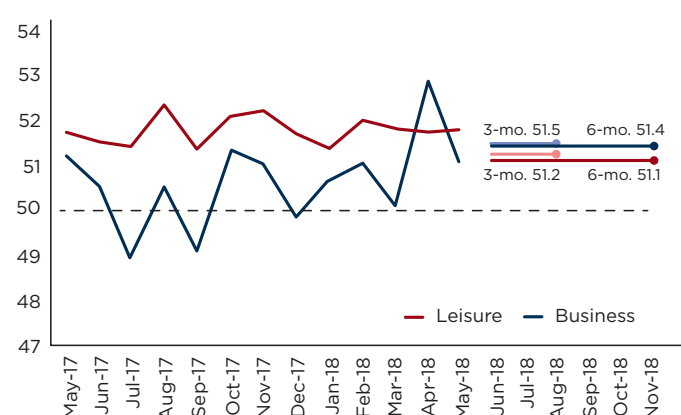
Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

May Domestic Business and Leisure Travel Index

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

AARONGRAVES

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805.704.0334 +

BOARDMEMBERS

- + Visit San Luis Obispo County
- + San Luis Obispo, CA 93401

To all Visit SLO County Board members,

Please accept this resume packet as my formal application for the open at-large seat on the Visit SLO CAL board.

Over the last two years I have had the pleasure to serve on the Board and witness some of the many unprecedented accomplishments. It is the profound efforts of the staff and the will of the board that is driving this organization to shape the face of tourism on the Central Coast and compete with much stronger markets.

I have owned two hospitality properties in the area. First purchasing the Pleasant Inn in Morro Bay. It is an 11 room boutique one block up from the Embarcadero. Maintaining a high standard for customer service, cleanliness, and charming décor keeps the Pleasant Inn in the top 20% of hotels on Yelp and receiving the "Certificate of Excellence" from Trip Advisor.

I also own The Rigdon House in Cambria. It is a 14 room Bed & Breakfast in the heart of the Village. I am aggressively updating and re-branding the Inn. When completed, it will be a top performer and a beloved destination amongst Central Coast travelers.

In addition to my experience as a SLO CAL Board member, I was the former Chairman of the Morro Bay Tourism Business Improvement District. As a stakeholder, I feel it's important to help guide the community and maintain a high standard for our tourism industry.

Thank you for your consideration.

Sincerely,

AARON GRAVES



Visit SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: Aaron S. Graves

COMPANY: Private Investor

ADDRESS: 872 Higuera St. San Luis Obispo, CA 93401

PHONE: 805.704.0334

EMAIL: Aaron@GravesInvestments.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: Raised in the Industry

BACKGROUND EXPERIENCE:

Please see attached resume

Employment History

CURRENT EMPLOYER: Self Employed

YRS OF SERVICE: 10+ Years

TITLE: Owner / Broker

PAST EMPLOYER:

YRS OF SERVICE:

POSITION:

Community/Board Involvement

ORGANIZATION: Visit SLO CAL

TITLE: Board Member Rep for B&B's

DATES OF INVOLVEMENT: 2/2016 - Present

ORGANIZATION: Morro Bay TBID

TITLE: Chairman

DATES OF INVOLVEMENT: 6/2016 - 2/2018

ORGANIZATION: Morro Bay TBID

TITLE: Vice Chairman

DATES OF INVOLVEMENT: 11/2015 - 6/2016

For more information, contact Visit SLO CAL at 805-541-8000.

AARONGRAVES

- + ADDRESS: 872 Higuera St. San Luis Obispo, CA 93401
- + EMAIL: Aaron@GravesInvestments.com
- + PHONE: 805.704.0334

WORK EXPERIENCE

BROKER

2015 - PRESENT

CALIFORNIA HOTEL BROKERS
STATEWIDE

- + Executed \$35M+ in hotel listings, fiscal year 2016 / 2017
- + Expanded to Oregon market
- + Development consultations
- + Buy / sell / hold consultations

DIRECTOR OF EVERYTHING

2010 - PRESENT

CHATEAU HOSPITALITY
CENTRAL COAST & LAS VEGAS

- + Own & Manage 14 room B&B: Rigdon House, Cambria
- + Owned & Managed 11 room Boutique Hotel: Pleasant Inn, Morro Bay
- + Own & manage 110 +/- rental doors & 13 full-time employees
- + Sold / Exchanged / Purchased 135 keys assets since 2010

COMMUNITY INVOLVEMENT

Visit SLO CAL: Board Member Representing B&B's	2/2016 – Present
Morro Bay Tourism Business Improvement Dist: Chairman	6/2016 – 2/2018
Morro Bay Tourism Business Improvement Dist: Vice Chairman	11/2015 – 6/2016
Cal Poly Performing Arts Center, San Luis Obispo: Sponsor	25 th Anniversary
Opera San Luis Obispo: Board Member	2009 - 2011
F-PAC: Foundation for the Performing Arts Center, San Luis Obispo: Sponsor	Ongoing

EDUCATION

BACHELOR OF ARTS PHILOSOPHY

2002 - 2005

CAL POLY, SAN LUIS OBISPO

- + Minor in Business Administration

MASTERS OF BUSINESS ADMINISTRATION

2006 - 2007

- + Honors Graduate, GPA 3.9

CALIFORNIA REAL ESTATE BROKER LICENSE

2007 – PRESENT

LICENSE # 01787901

CALIFORNIA REAL ESTATE CORPORATE BROKER LICENSE

2015 - PRESENT

LICENSE # 02016262

**Manish Enterprises
9450 Castillo Dr.
San Simeon, CA**

Manish Gupta- Motel Owner.

Manish Gupta is a leading entrepreneur and motel/hotel owner. Currently, Gupta specializes in acquiring and operating motels/hotels. As a motel/hotel owner-operator, Gupta provides valuable insight in increasing room revenue while stabilizing the condition of the property. Manish is responsible for day to day operations, sales and marketing, and brand management.

Previously, Gupta was Co-Founder and Director of Business Development of Vidomi, Inc. (formerly SloMedia), a San Luis Obispo based start-up focused on downloadable video. Vidomi developed the World's first player/encoder to play DVD quality Divx/Xvid video files over the Internet. Vidomi's Executive Management team consisted of former Xing Technology Executives; the company responsible for 98% of the MP3 files on the Internet.

Gupta worked in the Investment management industry, first with Solomon Smith Barney and then later with Morgan Stanley where he managed high net individual and institutional client portfolios. His main concentration was in the technology sector, where he helped the start-up community advising companies in the area of cash management and the development of 401(K) plans. Some of his clients include former executives from Drexel Burnham and Lambert, Xing Technologies, Sycamore Networks, Apple, Avid Technologies, and many others.

Mr. Gupta and his family have owned and operated motels/hotels for over 35 years mainly in the Central Coast of California. He has owned the Beachwalker Motel and Ocean Palms Motel in Pismo Beach, CA, and Dolphin Inn in Cayucos, CA among others.

He currently owns and operates the Courtesy Inn and Oceanside Inn in San Simeon, CA. and Dolphin Cove Motel in Pismo Beach, CA. Gupta is in the early process of developing a new hotel on the Central Coast (Morro Bay 35 units).

He recently led the sale of the Rodeway Inn in Fresno, CA he acquired in 2009.

Gupta is also the CEO and Founder of Travomi.com; A new motel/hotel booking application utilizing the power of social media.

He has a B.A. in Economics from the University of California at Santa Barbara with a specialization in Accounting. Born in London, England, Gupta is a passionate Liverpool supporter.



EMBASSY SUITES®

San Luis Obispo

July 2, 2018

Mr. Brendan Pringle
Operations Manager
Visit SLO CAL

Re: Board Application

Hello Brendan:

I am applying for the Visit SLO CAL Board Member position. With my past experience on similar boards coupled with my belief in the mission of Visit SLO CAL, I feel I can bring the skills, attitude, and commitment needed for a productive board person.

I have had the privilege to serve on many similar boards including the Tulsa, Amarillo, Shreveport, Chattanooga, and San Marcos CVB's, holding the position of President at each. Additionally, I was treasurer of the Tennessee state Hotel and Lodging Association as well as President of the Central Texas Medical Center Foundation in San Marcos, TX. I thoroughly enjoy the collaborative process involved.

I understand the requirements outlined and can meet them. Thank you for the opportunity to apply and please let me know if you need any additional information.

Sincerely,

Tom Pugh
General Manager

333 Madonna Road
San Luis Obispo, CA 93405
805-549-0800



VISIT SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: Tom Pugh

COMPANY: Embassy Suites by Hilton San Luis Obispo

ADDRESS: 333 Madonna Road, San Luis Obispo, CA 93405

PHONE: 805-547-6400

EMAIL: tom.pugh@wcghotels.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 43

BACKGROUND EXPERIENCE:

Served on multiple hospitality and CVB boards throughout the years. A few examples, President of the San Marcos CVB, President of the Shreveport CVB, President of the Chattanooga CVB, Treasurer for the Tennessee Hotel Association

Employment History

CURRENT EMPLOYER: Embassy Suites

YRS OF SERVICE: 5

TITLE: General Manager

PAST EMPLOYER: John Q Hammons Hotels

YRS OF SERVICE: 5

POSITION: General Manager

Community/Board Involvement

ORGANIZATION: San Marcos CVB

TITLE: President

DATES OF INVOLVEMENT: 5/2008 through 3/2013

ORGANIZATION: Central TX Med Ctr Foun

TITLE: President

DATES OF INVOLVEMENT: 1/2009 through 3/2013

ORGANIZATION: SLO Chamber

TITLE: Board Member Business Advisory Council

DATES OF INVOLVEMENT: 1/2017 to present

For more information, contact Visit SLO CAL at 805-541-8000.

From: lq0832gm Paso Robles, CA
To: [Brendan Pringle](#)
Subject: Board application
Date: Friday, July 13, 2018 4:00:57 PM
Attachments: [SCAN0023.PDF](#)

I'm very honored to present my application to be considered for a board seat with Visit SLO CAL. I located to Paso Robles in 2005 through the draw that brought many others here, our unmatched natural landscapes, wonderful people, high quality of life and promise of opportunity. I've seen over the last 13 years the evolution of marketing our county. Cities and the county organizing and reorganization to refine how we manage our tourism growth. Of telling our stories and experiencing the heights of how the world is responding. It is more important than ever to be involved to help refine and shape the future of tourism in our county while preserving the essence of why people value visiting, working and living here.

I have been an active member of the Travel Paso board since inception in 2008. I value the need to be involved and take that commitment seriously. If elected to the board, my promise is to fully support the mission and goals of the organization through my regular attendance and participation. Thank you very much for your consideration.

Victor Popp
General Manager
La Quinta Inn & Suites, Paso Robles, CA



Visit SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: Victor Popp

COMPANY: La Quinta Inn & Suites

ADDRESS: 2615 Buena Vista Drive, Paso Robles, CA 93446

PHONE: 805-239-3004 (w)

EMAIL: lq0832gm@laquinta.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 37 years

BACKGROUND EXPERIENCE:

BS degree in Hotel & Restaurant Management, Cal Poly Pomona 1983, Sheraton General Manager Training program, experience includes working for Sheraton, Hyatt, Marriott, Princess Cruises, UCLA and La Quinta.L

Employment History

CURRENT EMPLOYER: La Quinta Inn & Suites YRS OF SERVICE: 23

TITLE: General Manager

PAST EMPLOYER: UCLA

YRS OF SERVICE: 5

POSITION: General Manager

Community/Board Involvement

ORGANIZATION: Travel Paso

TITLE: Chair

DATES OF INVOLVEMENT: 2008 to current

ORGANIZATION: Paso Robles Chamber

TITLE: Executive Board member

DATES OF INVOLVEMENT: 2009 to 2012

ORGANIZATION: PRWCA

TITLE: Governmental Affairs Committee member

DATES OF INVOLVEMENT: 2016 to current

For more information, contact Visit SLO CAL at 805-541-8000.

- 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

SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. THESE ARE CUSTOM SETS WHICH HAVE BEEN DEVELOPED BY STR FOR LICENSEE'S MARKET.

Executive Overview:

SEO Overview	
Organic Traffic Overview:	
Sessions decreased by 14%, avg. session duration improved by 54%, and pages/session increased by 4%. The top organic landing pages this month were: the home page, Events & Festivals, Events Calendar, Templeton Recreation Concerts in The Park, Annual 4th of July Fireworks Celebration, Things to Do, and Pismo Beach Classic Car Show.	
Total Traffic Overview:	
Sessions decreased by 16%, avg. session duration increased 73%, avg. pages/session increased 18% The Blog Homepage had 120 pageviews with 13,015 pageviews for the entire blog. Total Events Pageviews: 56,203 Total Listings Pageviews: 18,410	
SEO Recommendations:	
YOY Organic Traffic Fall Off - Top Areas*	
Events Pages saw a 22% Drop in Pageviews (13,000 Pageviews) Listing Pages saw a 25% Drop in Pageviews (5,000 Pageviews)	
Top 5 Content Development Opportunities	
The site doesn't have pages dedicated specifically to hotels. This represents a tremendous opportunity for organic traffic growth. Build pages with content plus bullet points and relevant listings for the following: pismo beach hotels 60,500 AMS san luis obispo hotels 40,500 AMS morro bay hotels 27,100 AMS paso robles hotels 27,100 AMS avila beach hotels 18,100 AMS	

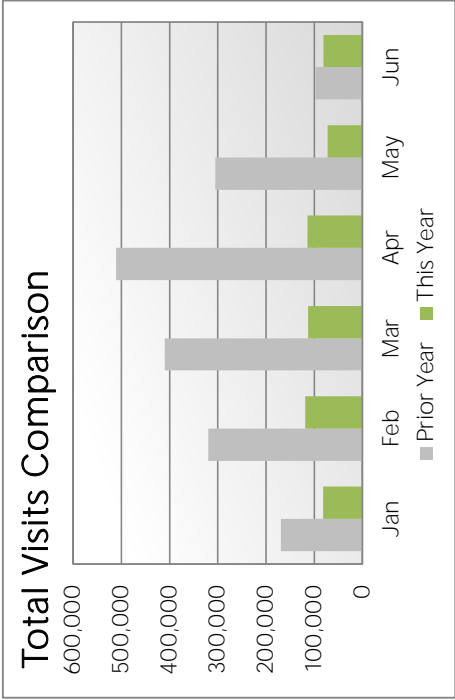
IndustryAverages:

Engagement Metrics	Industry Average	Your Website	% Difference
Total Pages Per Session:	2.03	2.69	24.54%
Total Average Session Duration:	0:01:50	0:02:44	32.89%
Total Bounce Rate:	53.90%	12.45%	-332.88%
Organic Pages Per Session:	2.17	3.25	33.33%
Organic Average Session Duration:	0:02:08	0:03:37	41.03%
Organic Bounce Rate:	49.94%	5.90%	-745.87%



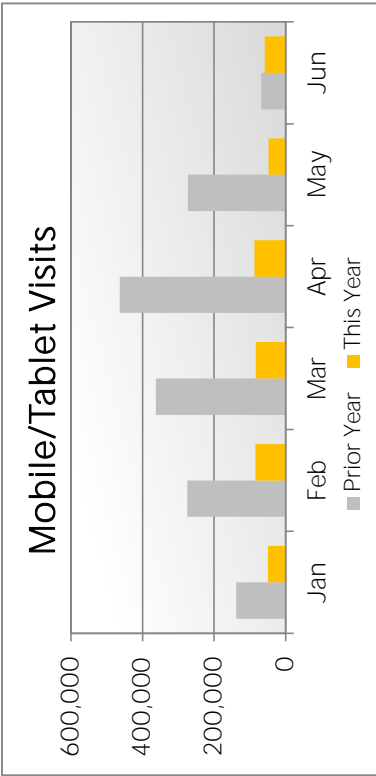
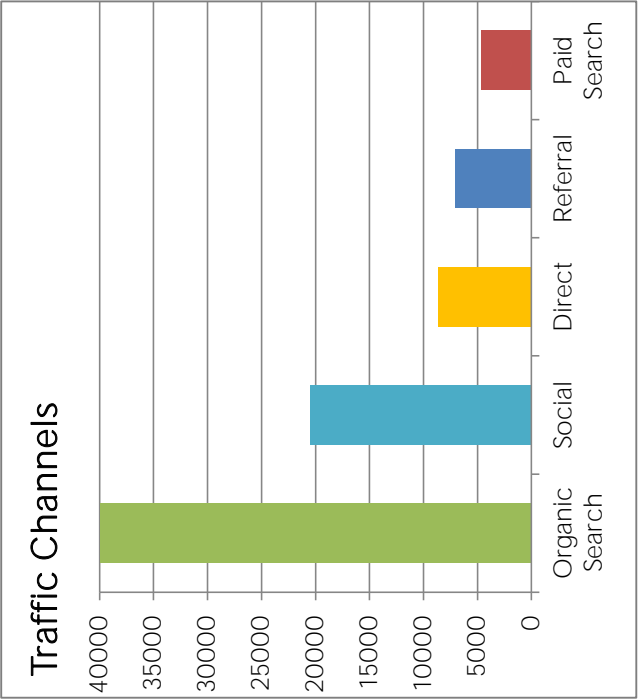
Total Traffic Overview:

	Jan	Feb	Mar	Apr	May	Jun
Sessions:	81,285	118,469	112,917	113,861	72,618	81,115
Users:	63,169	101,353	95,233	93,686	58,790	64,714
Bounce Rate:	43%	42%	41%	19%	8%	12%
Pageviews:	194,881	213,711	191,693	233,155	234,064	218,200
Avg Pageviews Per Visit:	2.40	1.80	1.70	2.05	3.22	2.69
Avg. Session Duration:	0:02:54	0:01:40	0:01:44	0:02:23	0:03:01	0:02:44
Total Organic Search Traffic:	40,453	29,007	30,477	34,891	36,476	39,939
% of Traffic Organic Search:	50%	24%	27%	31%	50%	49%
Entry Pages From Search:	2,090	2,879	1,972	2,066	1,924	1,831



Mobile/Tablet Snapshot:

	Jan	Feb	Mar	Apr	May	Jun
Sessions:	49,863	84,206	83,690	86,842	47,329	58,038
% of Sessions:	61%	71%	74%	76%	65%	72%
Bounce Rate:	48%	43%	45%	20%	9%	14%
Pageviews:	106,732	132,708	120,007	159,135	128,267	126,463
Avg. Session Duration:	0:02:44	0:01:20	0:01:19	0:02:05	0:02:31	0:02:12





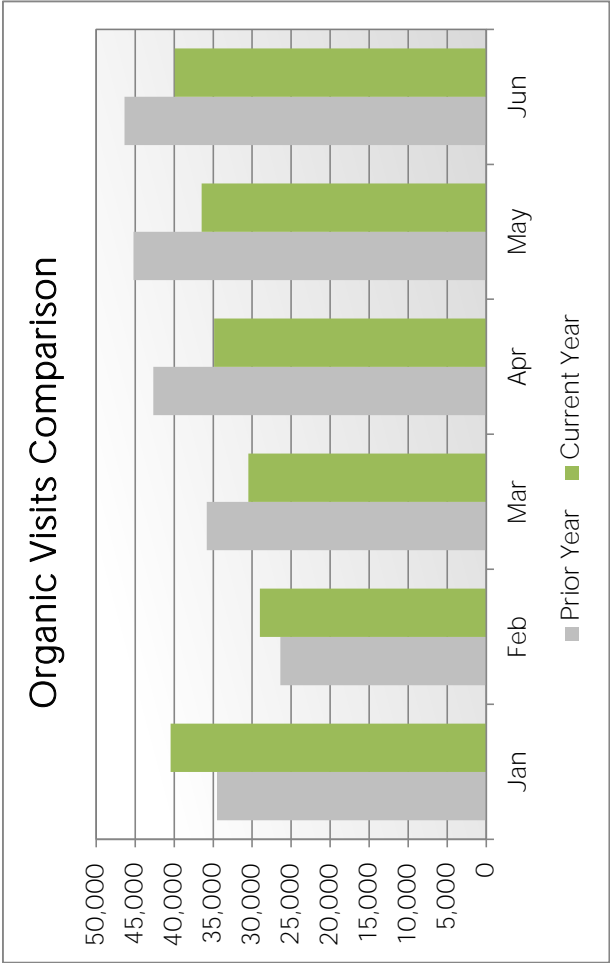
Organic Search Traffic:

Organic Traffic	
Sessions	39,939
	% of Total Site Traffic
	49.24%

Organic Engagement Compared to Site Engagement	
Pages / Session	3.25
Avg. Session Duration	0:03:37
New Sessions	72.78%
Bounce Rate	5.90%
	21.00%
	32.42%
	-4.02%
	-52.58%

Search Engine	Visits	Percent
google	39,147	98.02%
yahoo	407	1.02%
bing	348	0.87%
ask	30	0.08%
baldu	5	0.01%
so.com	1	0.00%

Top 10 Links to Site	Links	Pages
destinationpasorobles.com	11,626	1
visitcalifornia.com	11,159	29
reside.org	8,753	1
digitalinteractive.us	5,308	2
pasowine.com	4,416	2
centralcoast-tourism.com	3,744	22
centralcoastrealstatephotography.com	3,163	4
coterealtors.com	2,969	1
morrobay.org	1,776	2
tombarket.com	1,494	1



Landing Page	Visits	Percent
/	5,454	13.66%
/events-and-festivals/	3,986	9.98%
/event/templeton-recreation-concerts-in-the-park/3722/	1,838	4.60%
/event/annual-4th-of-july-fireworks-celebration/2633/	1,810	4.53%
/event/pismo-beach-classic-car-show/2629/	770	1.93%
/events-and-festivals/events-calendar/	718	1.80%
/blog/post/9-places-to-celebrate-the-4th-of-july-in-san-luis-obispo-county/	697	1.75%
/blog/post/insider-tips-15-free-things-to-do-in-slo-cal/	694	1.74%
/event/cambria-4th-of-july-picnic-in-the-park-and-fireworks/225/	617	1.54%
/explore/pismo-beach-shell-beach/	599	1.50%

External Links

Top 10 URLs	Total Clicks
www.ClassicCalifornia.com	530
templetoncsd.org/CivicAlerts.aspx?AID=118	450
www.dot.ca.gov/cgi-bin/roads.cgi?roadnumber=1&	332
www.theclassicatpismoeach.com/	280
www.groverbeach.org	260
www.cambriachamber.org/jul.php	212
www.pismoeach.org	161
www.morrobay.org/events/family-funday-4th-of-jul	154
www.cayucoschamber.com/Calendar.html	150
www.pismobeerfest.com	138

Listings: Link to Website

Top 10 Websites	Total Clicks
Sunbuggy Fun Rentals	81
Moonstone Beach	79
Central Coast Trailrides	76
San Luis Obispo Botanical Garden	72
Pismo Coast Village RV Resort	71
Margarita Adventures	47
Inn at the Cove	42
Apple Farm	38
Quicksilver Ranch	37
Sub Sea Tours	37

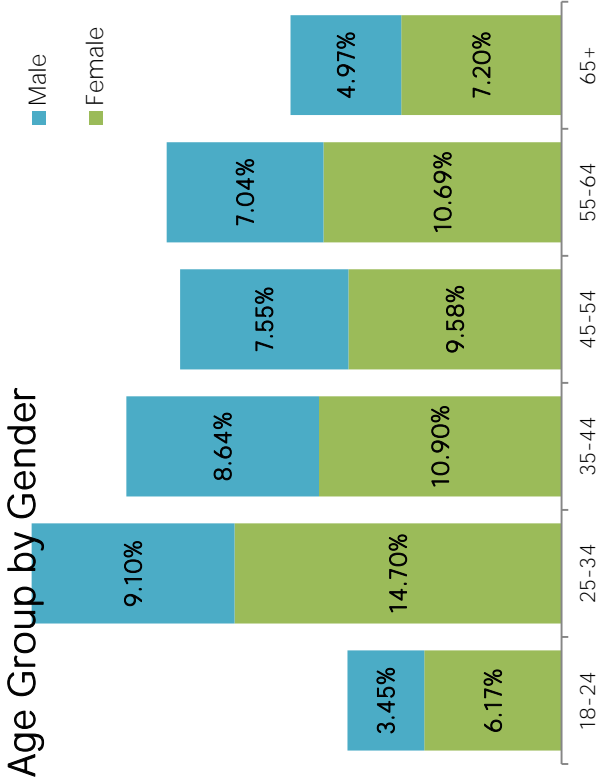
Listings: Link to Detail

Top 10 Listings	Total Clicks
Moonstone Beach	66
Nitt Witt Ridge	50
Sunbuggy Fun Rentals	50
Hi Mountain Lookout	43
San Luis Obispo Botanical Garden	38
Margarita Adventures	37
Avila Beach Horseback Riding	33
Central Coast Outdoors	32
San Luis Obispo Farmers Markets	29
Central Coast Trailrides	28

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	19,426
Shoppers/Value Shoppers	18,161
News & Politics/Avid News Readers/Entertainment News Enthusiasts	17,152
Travel/Travel Buffs	15,040
Lifestyles & Hobbies/Family-Focused	14,309
Media & Entertainment/Book Lovers	13,562
Banking & Finance/Avid Investors	13,499
Lifestyles & Hobbies/Art & Theater Aficionados	13,385
Sports & Fitness/Health & Fitness Buffs	13,381
Lifestyles & Hobbies/Business Professionals	12,830



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	10,388
News/Weather	5,307
Food & Drink/Cooking & Recipes	5,007
Law & Government/Government/Royalty	4,750
Travel/Air Travel	3,991
Arts & Entertainment/TV & Video/Online Video	3,968
Travel/Hotels & Accommodations	3,773
Real Estate/Real Estate Listings/Residential Sales	3,530
Reference/General Reference/Dictionaries & Encyclopedias	2,979
Internet & Telecom/Email & Messaging	2,735

Affinity Categories broaden the scope to identify users in terms of lifestyle: for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined in a similar way to TV audiences, and represent an opportunity to understand the behavior of your audience.

Other Categories are used to classify groups of users based on the specific content they consume, along with how recently and frequently they consume that content. This category data provides a more focused view of your users, and lets you analyze behavior more narrowly than Affinity Categories.

* Per Google

Top Content:

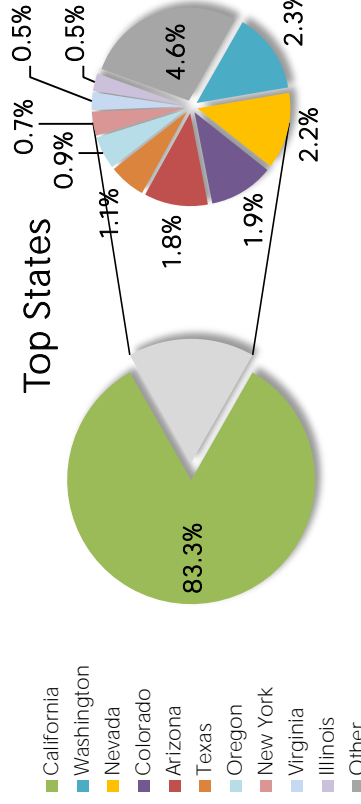
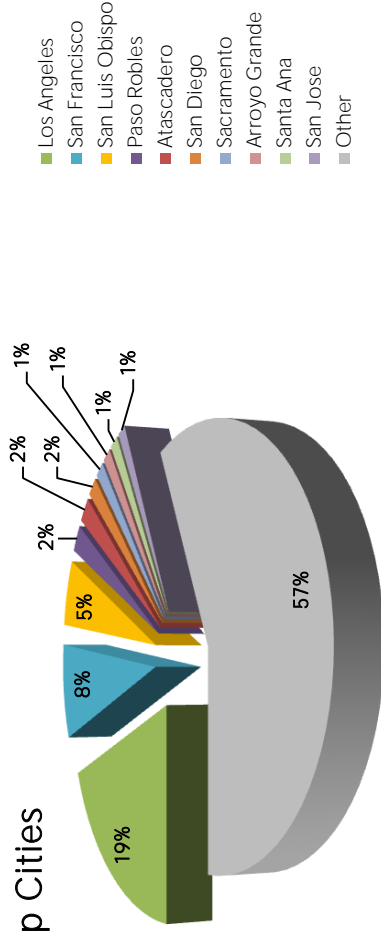
Top Landing Pages	Entrances
/explore/cambria/	19,020
/	8,334
/events-and-festivals/	5,740
(not set)	4,298
/plan/getting-here/	2,696
/explore/paso-robles/	2,528
/things-to-do/	2,420
/event/templeton-recreation-concerts-in-the-park/3722/	2,063
/event/annual-4th-of-july-fireworks-celebration/2633/	1,992
/event/pismo-beach-classic-car-show/2629/	832

Top Content Pages	Pageviews
/explore/cambria/	33,310
/	25,383
/events-and-festivals/	11,849
/things-to-do/	5,626
/plan/getting-here/	4,803
/events-and-festivals/events-calendar/	4,513
/explore/paso-robles/	4,480
/event/templeton-recreation-concerts-in-the-park/3722/	3,509
/event/annual-4th-of-july-fireworks-celebration/2633/	2,913
/stay/	2,457

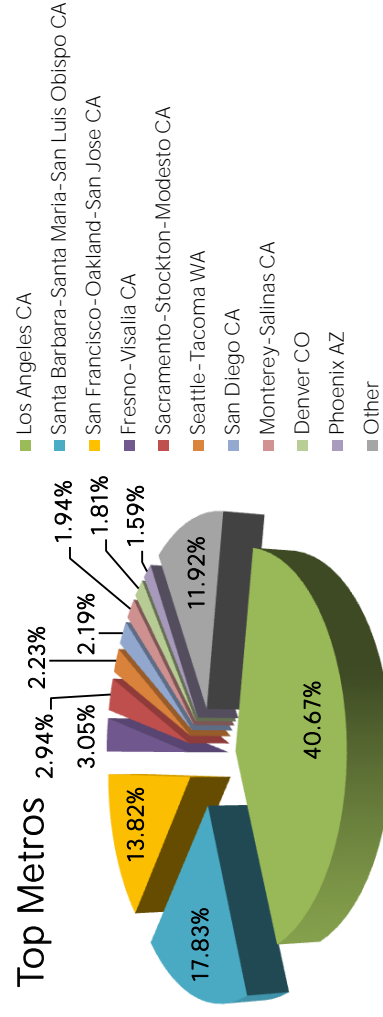
Top Exit Pages	Exits
/explore/cambria/	18,638
/	4,838
/events-and-festivals/	3,594
/plan/getting-here/	2,480
/things-to-do/	2,446
/explore/paso-robles/	2,379
/event/templeton-recreation-concerts-in-the-park/3722/	2,045
/event/annual-4th-of-july-fireworks-celebration/2633/	1,949
/events-and-festivals/events-calendar/	1,173
/event/pismo-beach-classic-car-show/2629/	825

Geographic:

Top Cities



Top Metros



In-MarketVsVisitor:

