

AGENDA

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Agenda

Wednesday, March 16, 2016

8:30 am

Hilton Garden Inn

601 James Way, Pismo Beach, CA 93449

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA	C. Davison
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3. **Approval of February 17 Board Meeting Minutes - *motion required* (yellow)**
Staff will ask for Board approval of the February VSLOC Board Meeting Minutes.
4. **Approval of February VSLOC Financials - *motion required* (green)**
Staff will ask for Board approval of the February VSLOC Financials.

BUSINESS ITEMS	C. Davison
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5. **Marketing Agency Update - *motion required* (30 min)**
VSLOC staff will provide an update on the FY2016-18 Marketing Agency RFP process and ask for Board recommendations on next steps. Staff will also provide an update on the status of the current Marketing Agency contract.
6. **Booking.com Update (5 min)**
Staff will provide an update on Booking.com functionality and implementation on the VSLOC website.
7. **Strategic Planning (10 min)**
VSLOC staff will provide an update on Coraggio Group's timeline for VSLOC's three-year strategic plan.
8. **Conference Center Feasibility Study (10 min)**
VSLOC staff will discuss exploring consultant options to conduct a conference center feasibility study in SLO County.
9. **Research Update (5 min)**
VSLOC staff will provide an update on the progress of VSLOC's research study.
10. **Travel Trade Update (15 min)**
VSLOC's Director of Travel Trade will provide an update on out-of-market travel trade efforts and results.
11. **Fall Campaign Update (10 min)**
Staff will provide an update on the results of the Fall Campaign to date.

12. CEO Report (5 min)

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

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.



Minutes

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, February 17, 2016

8:30am

SeaCrest OceanFront Hotel
2241 Price St, Pismo Beach, CA 93449

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathy Bonelli, James Davison, Mark Eads, Jim Hamilton, Jay Jamison, Noreen Martin, Sam Miller, JP Patel, Rachel Patranella, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: Nipool Patel

STAFF PRESENT: Chuck Davison, Becky Singh, Brendan Pringle, Kylee Jepsen

Call to Order at 8:36am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Visit San Luis Obispo County has released its new 2016-17 Visitors Magazine.

The Board had the opportunity to view three of VSLOC's newest collateral pieces: a wedding flyer, general travel trade flyer, and a meeting/conference flyer.

Davison shared the latest TOT report with the Board.

Board Discussion.

Public Comment – None.

CONSENT AGENDA

3. Approval of January 20, 2016 Board Meeting Minutes

4. Approval of January VSLOC Financials

Board Discussion.

Public Comment – None.

ACTION: Moved by Pearce/J. Davison to approve the January 20, 2016 Board Meeting Minutes as presented.

Motion carried: 11:0

ACTION: Moved by J. Davison/Wightman to approve the January Financials as presented.

Motion carried: 11:0

Martin and J. Patel arrived after this motion carried.

BUSINESS ITEMS

5. Booking.com Update

Based on Board approval last month, VSLOC has contracted with Booking.com, and will be working with them to establish placement on the VSLOC website.

Board Discussion.

Public Comment – None.

6. Fall Campaign Update

The Board viewed new static and animated banners, pre-roll footage, and Fall Campaign metrics for the month of January 2016.

The Board also viewed details on VSLOC's American Airline Co-op opportunity—a 10-page advertorial feature in the April issue of *American Way*. SLOTBID, Pismo Beach, Avila Beach, Wine Coast Country, Morro Bay, Atascadero, TPRA, and PRWCA are all purchasing pages. The Media Plan approved by the Board called for \$150,000 in print co-op media, and these funds had not yet been spent. The Executive Committee confirmed during their meeting on February 11, 2016 that an allocation of up to \$100,000 toward this opportunity would be a good strategic media purchase.

Board Discussion.

Public Comment – None.

7. Research Agency Update

Merrill Research was notified on January 20, 2016 that the Board approved their proposal. All communities are working through their six-question buy-in with Merrill/VSLOC now. The research project is scheduled for April completion.

Board Discussion.

Public Comment – None.

8. Strategic Planning

Included in the agenda packet was a draft proposal from Coraggio Group for the creation of a 3-year strategic plan, with an emphasis on reducing duplication between communities. Approval of this proposal now would ensure completion of the project by April/May 2016, in concert with the completion of the Research Project. The cost is \$30,000.

Board Discussion.

Public Comment – Bettina Swigger, Executive Director of Festival Mozaic, asked if there would be stakeholder meetings as part of this process. Pearce confirmed, based on SLOTBID's work with them.

ACTION: Moved by Arnold/Martin to allow the CEO to begin contract negotiations with Coraggio Group for a Strategic Plan.

Motion carried: 13:0

9. Marketing Agency Update

VSLOC received 15 intents-to-bid during the FY2016-18 Marketing Agency RFP Process. Three agencies have dropped out, and some who didn't submit ITBs submitted. Proposals are due February 18, 2016. Singh and Davison will be reviewing proposals on Friday, February 19, 2016 in advance of the Marketing Committee's review on February 25, 2016. The Marketing Committee will select 3-5 finalists to give oral presentations on March 8, 2016.

Challenges with Catalyst Marketing have persisted. Lack of on-timely delivery/missed deadlines, items falling through the cracks and lack of strategic focus continue to be issues. After receiving legal counsel, VSLOC is requesting a motion to approve the termination of Catalyst's contract with VSLOC as of March 31, 2016. VSLOC will likely have a local agency make media purchases in the interim period prior to the on-boarding of the new agency.

Board Discussion.

Public Comment – Aaron Graves, owner of the Burton Inn, asked for details on the RFP process, which Davison provided.

ACTION: Moved by Seymour/J. Davison to approve the termination of Catalyst's contract.

Motion carried: 13:0

10. B&B Seat Update

VSLOC received three applications for the B&B seat on the Board: Aaron Graves (Burton Inn, Cambria), Alma Ayon (Sundance B&B, Paso Robles) and Jenna Hartzell (Cass House, Cayucos). Ayon was not able to be present for this meeting. Davison provided some of the high level components of each application, and noted that several B&B owners are unable to make the meeting time due to morning responsibilities at their properties. The Board deferred discussion until after hearing from the candidates.

Public Comment – Aaron Graves introduced himself and noted that his company is investing very strongly in the area. He has just purchased the Burton Inn, and is doing a refresh on the property with a full kitchen. He noted that he feels it is his obligation to run high quality properties that are in the top 20%, and to work with other properties to bring them to this standard as well. Jenna Hartzell, Director of Service and Marketing at Cass House, introduced herself and noted that she formerly worked in the arts sector, and has worked to bring events and excursions to the Cass House.

Lila Colma of the Shoreline Inn in Cayucos noted some of the challenges that not only B&Bs, but other small owner operated hotels, encounter with balancing morning duties and morning meetings.

Board Discussion.

ACTION: Moved by Wightman/J. Patel to appoint Aaron Graves to the Board of Directors.

Motion carried: 13:0

The Board also recommended that Jenna Hartzell submit an application for a seat on the Marketing Committee.

11. Sponsorship

VSLOC has \$35,000 remaining in its sponsorship budget.

Davison presented event sponsorship applications from Festival Mozaic and the International Chardonnay Symposium.

On February 9, 2016, The Marketing Committee voted (10-2) to recommend \$15,000 sponsorship and \$5,000 in-kind sponsorship for Festival Mozaic, with a required focus on out-of-area marketing. Morro Bay opposed funding the event, believing the demographic was too narrow and due to the event's peak-season timing (July). Boutique Hotel Collection opposed funding the event due to the timing.

The Marketing Committee also voted (7-3) to recommend \$10,000 in seed funding and \$10,000 in marketing funding for the International Chardonnay Symposium. This funding level was based on only \$20,000 available for the balance of the fiscal year. Morro Bay and Hearst Castle opposed funding the event, believing it set a precedent for other food/wine events to request funding. Travel Paso Robles Alliance voted against it, believing it wasn't a true "countywide" event. On February 11, 2016, the Executive Committee recommended that all funds go toward marketing if the Board decides to approve the International Chardonnay Symposium.

Board Discussion.

Public Comment – Bettina Swigger, Executive Director of Festival Mozaic, offered more details about FM's sponsorship application. Linda Parker Sanpei, representing the Chardonnay Symposium, offered more details about ICS's sponsorship application.

ACTION: Moved by Pearce/Miller to approve \$15,000 sponsorship and \$5,000 in-kind sponsorship for Festival Mozaic, with a required focus on out-of-area marketing.

Motion carried: 13:0

ACTION: Moved by J. Davison/Miller to approve \$10,000 in out-of-area marketing funding for International Chardonnay Symposium. As a requirement of funding, ICS must also provide data statistics on attendance and provide professional film/photos from the event.

Motion carried: 11:0:2
Eads and Martin abstained.

CEO REPORT

12. CEO Report

Santa Margarita Ranch is storing SAVOR hard goods. These items were SAVOR expenses and are not listed as assets on VSLOC financials. Options include renting multiple storage units for the items, contacting event companies about their interest in purchasing, liquidating via Craig's List, and giving away the items.

Presentations from the Winter Industry Educational Symposium were recorded and are available online via the Members Area of the VSLOC website.

For the first time, the VSLOC website received 50,000 monthly visitors in January.

Davison highlighted out-of-market sales, PR/media and marketing efforts. He noted that due to scheduling conflicts, he will not be able to attend the May Board meeting, and asked the Board to consider cancelling this meeting.

VSLOC's office move (next door to the current space) is projected for mid-March. The office address will remain the same.

The next meeting will take place March 16, 2016 at 8:30am at the Hilton Garden Inn in Pismo Beach.

Board Discussion. The Board recommended reaching out to event companies to sell the SAVOR hardgoods, and liquidate the rest.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:44am.

San Luis Obispo County
Visitor's & Conference Bureau
2015/2016 February Financial Summary - As of February 29, 2016

Income	This Month	Budgeted for Month	MTD Variance	FISCAL YTD	Budgeted YTD	VTD Variance
PY Carryover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Current Year Dues Paid In Prior Year	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Membership Dues	\$ 750	\$ -	\$ 750	\$ 35,762	\$ 46,000	\$ (10,238)
TBID Income						
SLO County Unincorporated	\$ 58,409	\$ 77,715	\$ (19,306)	\$ 471,945	\$ 545,539	\$ (73,594)
SLO City	\$ 71,210	\$ 41,290	\$ 29,921	\$ 323,996	\$ 370,876	\$ (46,880)
Pismo Beach	\$ 102,882	\$ 43,795	\$ 59,086	\$ 474,365	\$ 486,817	\$ (12,452)
Morro Bay	\$ 33,011	\$ 16,245	\$ 16,766	\$ 163,452	\$ 170,135	\$ (6,684)
Paso Robles	\$ 102,246	\$ 27,278	\$ 74,968	\$ 235,654	\$ 228,133	\$ 7,521
Arroyo Grande	\$ 5,381	\$ 5,686	\$ (304)	\$ 45,391	\$ 49,981	\$ (4,590)
Atascadero	\$ 24,496	\$ 17,984	\$ 6,512	\$ 61,408	\$ 45,483	\$ 15,924
Grover	\$ -	\$ 1,590	\$ (1,590)	\$ 12,419	\$ 17,509	\$ (5,090)
Total Income	\$ 398,386	\$ 231,583	\$ 166,803	\$ 1,824,392	\$ 1,960,474	\$ (136,082)
Expenses						
Unclassified(Reserve & Contingency)	\$ -	\$ -	\$ -	\$ -	\$ 142,656	\$ (142,656)
G&A	\$ 18,337	\$ 9,649	\$ 8,688	\$ 122,717	\$ 111,875	\$ (6,907)
Industry Research and Resources	\$ 50,896	\$ 45,663	\$ 5,232	\$ 135,957	\$ 146,765	\$ (10,808)
Travel Trade	\$ 22,622	\$ 45,016	\$ (22,394)	\$ 121,725	\$ 175,586	\$ (53,862)
PR	\$ 13,748	\$ 19,246	\$ (5,498)	\$ 72,812	\$ 87,181	\$ (14,369)
Advertising	\$ 83,190	\$ 144,736	\$ (61,546)	\$ 397,278	\$ 392,021	\$ 5,257
Promotions	\$ 3,482	\$ 8,030	\$ (4,548)	\$ 16,209	\$ 22,462	\$ (6,253)
Events	\$ 20,109	\$ 19,800	\$ 309	\$ 83,895	\$ 98,480	\$ (14,585)
Digital Marketing	\$ 90,368	\$ 100,165	\$ (9,798)	\$ 400,919	\$ 396,716	\$ 4,203
Film Commission	\$ 7,051	\$ 13,869	\$ (6,818)	\$ 15,421	\$ 29,316	\$ (13,895)
Total Expenses	\$ 309,803	\$ 406,175	\$ (96,373)	\$ 1,366,934	\$ 1,603,059	\$ (253,874)
Cash Surplus(Deficit)	\$ 88,583	\$ (174,592)	\$ 263,175	\$ 457,458	\$ 357,416	\$ 117,793
				Current Year Month End	Prior Year Month End	Increase (Decrease)
Visit SLO County Cash Balances				\$ 569,862	\$ 183,063	\$ 386,800

Visit San Luis Obispo County
Balance Sheet Prev Year Comparison
As of February 29, 2016

Cash Basis

	Feb 29, 16	Feb 28, 15
ASSETS		
Current Assets		
Checking/Savings		
CNB - Membership	86,045.16	0.00
CNB - TMD	483,817.25	0.00
Rabobank Checking	0.00	183,062.90
Savor Checking Account	5,306.31	5,678.03
Total Checking/Savings	575,168.72	188,740.93
Accounts Receivable		
Accounts Receivable	-3.00	-305.40
Total Accounts Receivable	-3.00	-305.40
Other Current Assets		
Prepaid Rent	3,326.70	0.00
Prepaid Payroll Tax	3,227.72	0.00
Total Other Current Assets	6,554.42	0.00
Total Current Assets	581,720.14	188,435.53
Fixed Assets		
Fixed Assets	32,552.69	32,782.67
Accumulated Depreciation	-23,658.17	-20,832.17
Total Fixed Assets	8,894.52	11,950.50
TOTAL ASSETS	590,614.66	200,386.03
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	-515.75	-237.95
Total Accounts Payable	-515.75	-237.95
Credit Cards		
Rabobank Credit Card	17,417.02	0.00
Chase 5458/Master	0.00	81.78
Total Credit Cards	17,417.02	81.78
Other Current Liabilities		
Coast National Line of Credit	99,507.92	0.00
Payroll Liabilities	0.00	1,625.77
Total Other Current Liabilities	99,507.92	1,625.77
Total Current Liabilities	116,409.19	1,469.60
Total Liabilities	116,409.19	1,469.60
Equity		
Fund Balance	34,053.44	34,053.44
Retained Earnings	147,404.82	175,685.55
Net Income	292,747.21	-10,822.56
Total Equity	474,205.47	198,916.43
TOTAL LIABILITIES & EQUITY	590,614.66	200,386.03



Visit San Luis Obispo County

Activity Report, February 2016

- What's New -



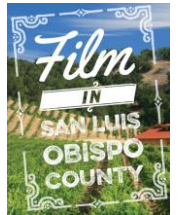
Visit SLO County Takes Home Poppy Award for Best PR Campaign

During their awards dinner on February 23, Visit California awarded VSLOC a 2016 Poppy Award for Best PR Campaign. The award recognizes VSLOC's PR campaign for SAVOR the Central Coast.

Visit San Luis Obispo County joined two other SLO County DMOs, SLOTBID and Wine Coast Country, who also won Poppy Awards. San Luis Obispo County collected 3 of the 10 statewide tourism awards at the event, the most of any county in California. Pictured, from left to right: Chuck Davison, Visit San Luis Obispo County; Chase Ramsey, Visit California "Dream Eater"; Cheryl Cuming, Wine Coast Country; Molly Cano, City of San Luis Obispo.

San Luis Obispo County Film Month is Here!

Visit San Luis Obispo County is celebrating Film Month throughout the month of March. As the tourism sponsor of the SLO International Film Festival, happening March 15-20, Visit San Luis Obispo County is leading a familiarization tour for film scouts interested in scoping out locations throughout the region for future filming, and is providing resources for out-of-area visitors on the SLO Film Fest website. Moreover, from March 1-6, Visit San Luis Obispo County will be giving away free tickets to the SLO Film Fest on Facebook.

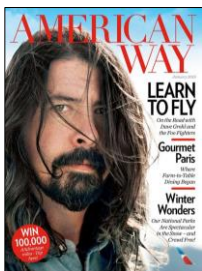


Visit San Luis Obispo County to Create Multi-Year Strategic Plan

The Visit San Luis Obispo County Board of Directors has approved contracting with Coraggio Group on the creation of a three-year strategic plan. Coraggio Group will conduct interviews and a survey with local tourism stakeholders over the next couple months in the creation of the plan, which will set the big strategic priorities of the Tourism Marketing District over the next few years. The development of the plan will also coincide with the results of Visit San Luis Obispo County's large-scale research project, which will be complete in May.

Save the Date! Tourism Forum: Friday, May 6th

Visit San Luis Obispo County will be hosting its annual Tourism Forum on Friday, May 6 from 1:00-5:00pm in downtown San Luis Obispo, followed by a reception. The workshop will include presentations from some of the most engaging speakers in the tourism industry, as well as the results of Visit San Luis Obispo County's latest research initiative. Stay tuned for more details!



Visit San Luis Obispo County Organizes American Airlines Co-Op Opportunity

Visit San Luis Obispo County and local DMO partners will be participating in a ten-page advertorial feature in *American Way*, the in-flight magazine of American Airlines. SLOTBID, Pismo Beach CVB, Wine Coast Country, Morro Bay TBID, Atascadero TBID, Avila Beach Tourism Alliance, Travel Paso Robles Alliance and PRWCA will all be participating in this exciting opportunity. The feature will appear in the April issue of the magazine, and will reach an estimated 16 million readers. The news comes on the heels of the announcement that starting Feb. 11, American Airlines will be offering an additional evening flight from the San Luis Obispo County Regional Airport to Phoenix. For more details on this flight, click here: <http://bit.ly/1oTbhCF>.

Visit San Luis Obispo County Takes Over Weekend Sherpa Site

During the week of February 3, Visit San Luis Obispo County was featured on a blog and email takeover of *Weekend Sherpa*, a popular outdoor adventure e-publication. The site takeover also included a guest interview of the publisher on KFOG radio in the Bay Area focused on SLO County. It quickly became one of Weekend Sherpa's most popular editorials to-date. Click here to view the stories: <http://bit.ly/1LrIshn>. Click here to listen to the KFOG radio clip: <http://bit.ly/1QYzHrI>.



Reminder: Upload Your Spring Break Deals!

Spring Break is just around the corner. Don't forget to upload your Spring Break specials and packages to the Deals page of the Visit San Luis Obispo County website at www.VisitSanLuisObispoCounty.com/Deals.



Visit San Luis Obispo County is a 501c6 tourism non-profit. For more information please call (805)541-8000.



Featured in *Bucket List Publications*:
Elephant Seals in San Simeon (left); and in *Hemispheres Magazines*: Artisan (right).



Trending

Public Relations

- Will McGough, Gear Patrol FAM – Throughout SLO County: February 28-March 3
- SLO International Film Festival FAM: March 20
- Visit California New York Media Event: March 22
- Visit California Texas Media Bootcamp: April 7-8
- North America Travel Journalists Association FAM: April 8-10

Media

- Hemispheres Magazine (United): Three Perfect Days: The California Coast <http://bit.ly/216exqu>
- VacationIdea.com: 25 Best Things to Do in Paso Robles <http://bit.ly/1oKwfn0>
- Bucket List Publications: What to do in San Luis Obispo <http://bit.ly/216erzf>
- 7x7: With 40 Varietals of Wine, Paso Robles is a Taster's Paradise <http://bit.ly/1Lsm9MR>
- The Daily Meal: 2015 Winery of the Year: Tablas Creek Vineyard <http://bit.ly/21EQ7GZ>

Travel Trade

- MPI Sacramento Tradeshow/Sales Mission: March 15 – *co-op opportunity still open!*
- International Pow Wow (IPW) – New Orleans: June 18-23 – *co-op opportunity still open!*

Travel Trade Update: MPI Northern CA Expo/Go West Summit

On February 9-10, VSLOC Director of Travel Trade Michael Wambolt travelled to San Francisco for MPI's NorCal Expo, which generated 22 qualified leads. He then headed to Anchorage, Alaska from February 22-24 for ITM's Go West Summit, where VSLOC had 42 appointments with international and domestic tour and travel companies.



Film Commission Sees Significant Increase in Local Filming

The SLO County Film Commission, a department of Visit San Luis Obispo County, reports a significant increase in the number of filming days in the 2015 calendar year. As of December 31, 2015, over 100 leads have come through the film commission office for projects ranging from independent feature films, to television programs, commercials, catalog shoots, music videos and documentaries. These projects resulted in a total of 271 filming days and an estimated \$6.3M economic impact for San Luis Obispo County.



San Luis Obispo County Restaurant Month Recap

On January 4-29, Visit San Luis Obispo County hosted the most successful Restaurant Month to date, with more than 56 restaurant participants, as well as 67 wineries participating in Local Wine Deals. Restaurant Month received media coverage from the Tribune, New Times and AGM radio. VSLOC's Restaurant Month press release reached a potential total audience of 13,817,790 unique visitors per day. Visit California's Dream Eater featured three of the County's restaurants as part of a YouTube series that will premiere on March 7. Moreover, Visit San Luis Obispo County's Restaurant Month page received 44,883 pageviews. Thank you to all who participated in this promotion.



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	37,694
UNIQUE VISITORS:	31,853
PAGE VIEWS:	107,927
AVG. PAGE VIEWS/VISIT:	2.86
AVG. TIME ON SITE:	2:07
TOTAL ORGANIC TRAFFIC:	24,262
% OF ORGANIC:	64%
MOBILE VISITS:	21,035

MOST VISITED EVENT:

FARMER'S MARKET (835 VIEWS)
TOTAL BLOG VISITS: 8,088
MOST SHARED BLOG: PICK A DATE!
4 GREAT DATE IDEAS IN SAN LUIS OBISPO COUNTY
[HTTP://BIT.LY/1WTTTCG](http://bit.ly/1WTTTCG)

VISIT SLO COUNTY

FACEBOOK

LIKES: 15,225 NEW: 608
TOT. IMPRESSIONS: 599,690
HIGHEST ENGAGEMENT: BLUE SKIES
ABOUND IN SAN LUIS OBISPO COUNTY #FANFRIDAY (2619 ENGAGEMENTS)
MOST LIKED: BLUE SKIES ABOUND IN SAN LUIS OBISPO COUNTY #FANFRIDAY (2.1K LIKES)

	FOLLOWERS	NEW
TWITTER:	6,015	114
28.4K IMPRESSIONS		
TWEETS: 6,472		
PINTEREST:	648	12
PINS: 802		
INSTAGRAM:	3,205	604
POSTS: 568		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	100
GUIDES DISTRIBUTED:	975
TOTAL:	1975

MONTHLY E-SPECIAL

SUBSCRIBERS:	35,866
# OF OPENS:	5,699
# OF CLICK-THROUGHS:	502

THIS WEEK IN SLO COUNTY

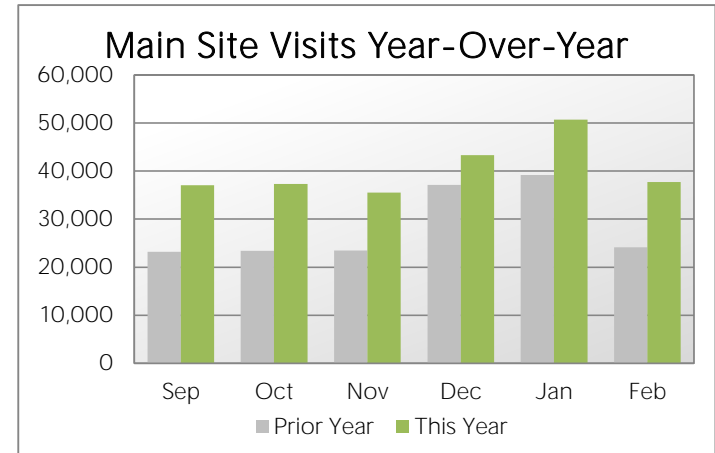
CIRCULATION:	848
MOST CLICKED LINK:	
STR Report—Week of 1/24	

January 2016 vs January 2015 Lodging Statistics (STR, Inc.)

Current Month - January 2016 vs January 2015												
	Occ %		ADR		RevPAR		Percent Change from January 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	41.1		98.34		40.46							
Morro Bay, CA+	46.3	50.7	97.78	90.99	45.30	46.11	-8.6	7.5	-1.8	-1.8	0.0	-8.6
Paso Robles, CA+	51.8	59.1	111.96	107.70	58.00	63.70	-12.4	4.0	-8.9	7.0	17.5	2.9
Pismo Beach, CA+	51.6	57.1	129.43	121.45	66.77	69.33	-9.6	6.6	-3.7	-3.8	-0.1	-9.7
San Luis Obispo, CA+	55.2	60.8	118.80	112.18	65.57	68.26	-9.3	5.9	-3.9	-3.9	0.0	-9.3
San Simeon, CA+	40.7	48.9	99.27	95.25	40.36	46.60	-16.9	4.2	-13.4	-13.4	0.0	-16.9
Five Cities+	50.4	56.7	123.37	115.54	62.19	65.50	-11.1	6.8	-5.0	-5.1	-0.0	-11.1
North Coast+	47.3	53.6	122.12	115.75	57.72	62.07	-11.9	5.5	-7.0	-7.0	0.0	-11.9
North County+	48.9	57.0	108.90	103.53	53.30	58.97	-14.1	5.2	-9.6	9.9	21.5	4.4
South County+	52.7	58.6	121.11	113.90	63.78	66.80	-10.2	6.3	-4.5	-4.5	-0.0	-10.2
San Luis Obispo County	50.4	56.5	116.75	110.20	58.82	62.26	-10.8	5.9	-5.5	-1.8	3.9	-7.3
Santa Barbara/Santa Maria	60.9	63.9	151.81	151.05	92.39	96.59	-4.8	0.5	-4.3	-5.0	-0.7	-5.5
Monterey/Salinas	52.4	53.2	145.77	141.55	76.45	75.29	-1.4	3.0	1.5	1.8	0.2	-1.2
California	66.8	64.9	148.32	138.86	99.11	90.12	3.0	6.8	10.0	10.5	0.5	3.4

Total Traffic Overview:

	Sep	Oct	Nov	Dec	Jan	Feb
Visits:	37,075	37,359	35,523	43,292	50,686	37,694
Unique Visitors:	30,275	30,414	28,908	34,379	38,376	31,853
Bounce Rate:	47%	51%	51%	48%	51%	51%
Pageviews:	119,020	109,772	109,024	138,722	156,974	107,927
Avg Pageviews Per Visit:	3.21	2.94	3.07	3.20	3.10	2.86
Avg Time on Site:	0:02:25	0:02:06	0:02:18	0:02:36	0:02:38	0:02:07
Total Organic Search Traffic:	26,914	26,711	24,267	31,112	29,823	24,262
% of Traffic Organic Search:	73%	71%	68%	72%	59%	64%
Entry Pages From Search:	2,040	1,960	1,843	1,769	1,918	1,934
VisitSLOCounty Visits:	0	0	6,592	13,104	13,938	18,182
VisitSLOCounty Bounce Rate:	0%	0%	90%	89%	86%	75%



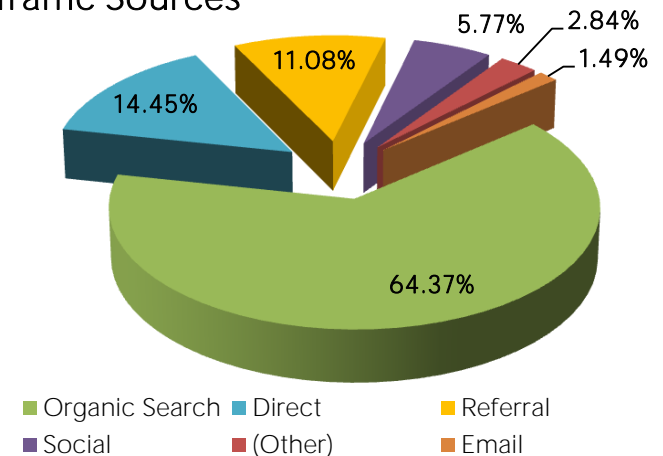
Mobile/Tablet Snapshot:

	Sep	Oct	Nov	Dec	Jan	Feb
Visits:	20,534	21,160	20,055	25,072	29,441	21,035
% of visits	55%	57%	56%	58%	58%	56%
Bounce Rate:	50%	54%	54%	50%	57%	57%
Pageviews:	59,683	56,219	55,051	73,318	74,611	51,046
Avg Time on Site:	0:02:12	0:01:51	0:02:00	0:02:20	0:02:08	0:01:44

Industry Averages:

	Pages / Visit	Avg. Visit Duration	Bounce Rate
Total:	2.63	0:02:18	54.56%
Organic:	2.84	0:02:10	48.93%

Traffic Sources



SEO Overview:

- * Visits increased 56% compared to last year.
- * Unique Visitors on the site increased 59% year over year.
- * Pageviews increased 38% compared over this time last year.
- * Organic traffic increased 38% year over year.
- * Organic entries to the Thursday Farmers Market page increased by 784% and by 169% on the Fairs and Festivals Events page.

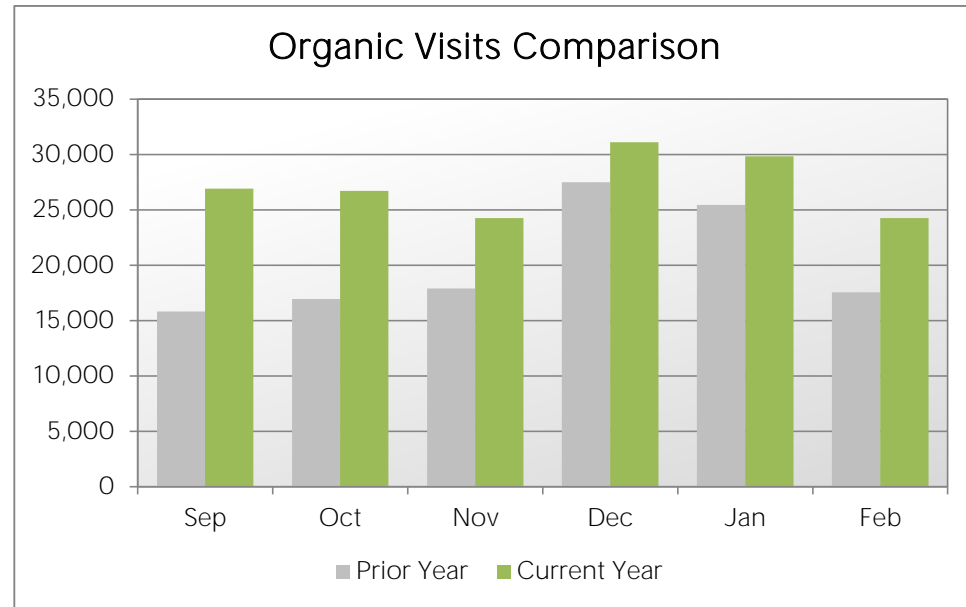
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	24,262	64.37%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.12	8.98%
Avg. Time on Site	0:02:20	10.41%
New Visits	76.89%	-0.35%
Bounce Rate	45.16%	-11.73%

Search Engine	Visits	Percent
google	21,971	90.56%
yahoo	1,324	5.46%
bing	847	3.49%
aol	67	0.28%
ask	36	0.15%
images.google	11	0.05%

Exact Keyword	Visits	Percent
(not provided)	22,888	94.34%
san luis obispo	164	0.68%
san luis obispo events	25	0.10%
san luis obispo county	14	0.06%
visit san luis obispo county	11	0.05%
calendar of events san luis obispo	10	0.04%
slo events	10	0.04%
why.does.spacebarnot.work?	10	0.04%
san luis obispo calendar of events	9	0.04%
events in san luis obispo	8	0.03%



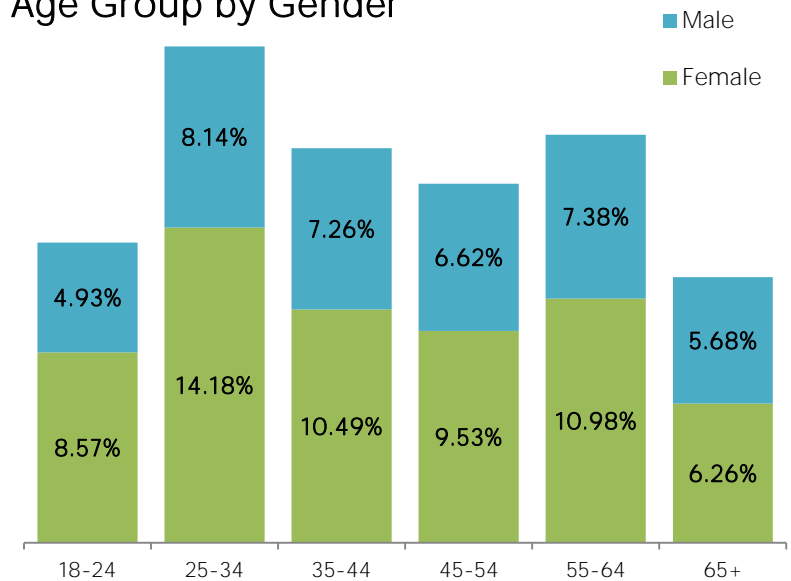
Landing Page	Visits	Percent
/events	3,770	15.54%
/	3,031	12.49%
/events/461/thursday-farmers-market	725	2.99%
/events/all/fairs_and_festivals	651	2.68%
/activities	649	2.67%
/our-area	583	2.40%
/blog/569/love-your-sweetie-with-pure-play-this-valentine-s-day-in-san-lu	489	2.02%
/events/all/valentines_day	484	1.99%
/lodging	367	1.51%
/profile/402/lake-lopez-recreation-area	355	1.46%

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	14,384
TV Lovers	12,568
News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	11,464
Travel Buffs	10,183
Cooking Enthusiasts/Aspiring Chefs	9,859
News Junkies & Avid Readers	9,591
Home Decor Enthusiasts	8,256
Technophiles	8,167
Health & Fitness Buffs	7,411
Shutterbugs	7,048

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	7,494
News/Weather	7,191
Arts & Entertainment/TV & Video/Online Video	5,942
Food & Drink/Cooking & Recipes	4,311
Real Estate/Real Estate Listings	3,737
Travel/Hotels & Accommodations	3,361
Sports/Team Sports/American Football	3,116
Reference/General Reference/Dictionaries & Encyclopedias	3,054
Travel/Air Travel	3,042
Internet & Telecom/Email & Messaging	2,647

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:

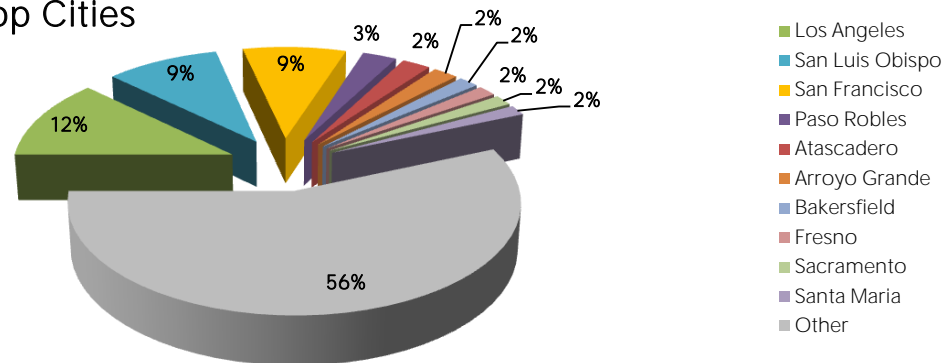
Top Landing Pages	Entrances
/	5,951
/events	4,519
/lodging	1,887
/romance-month	1,256
/events/461/thursday-farmers-market	835
/activities	742
/events/all/fairs_and_festivals	734
/our-area	729
/romance-month/	598
day-in-san-luis-obispo-county-california	538

Top Content Pages	Pageviews
/	8,307
/events	7,298
/lodging	3,019
/events/all/fairs_and_festivals	2,177
/our-area	2,097
/romance-month	1,796
/events?page=1	1,363
/deals	1,344
/lodging/all/hotels	1,219
/events/all/valentines_day	1,149

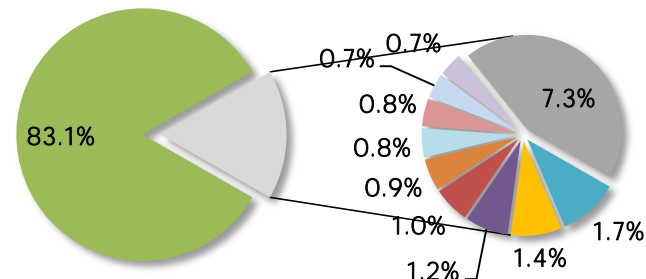
Top Exit Pages	Exits
/	3,372
/events	2,052
/lodging	1,465
/romance-month	1,264
/our-area	895
/events/461/thursday-farmers-market	738
/romance-month/	582
/events/all/fairs_and_festivals	578
/blog/569/love-your-sweetie-with-pure-play-this-valentine-s-	515
/activities	432

Geographic:

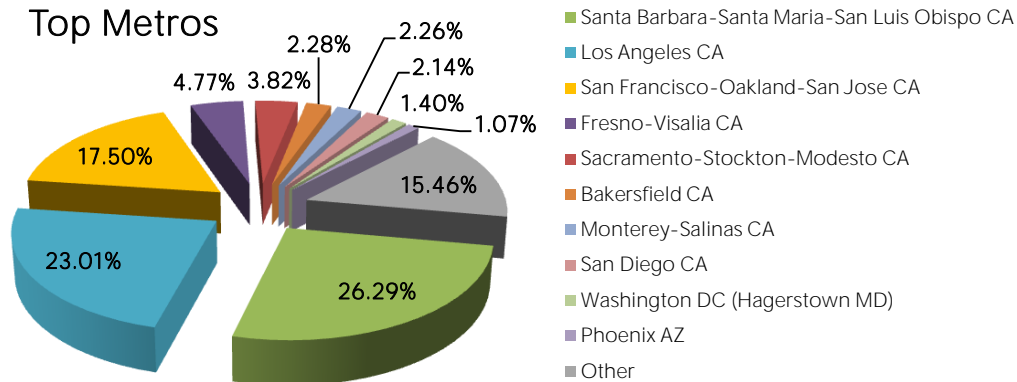
Top Cities



Top States

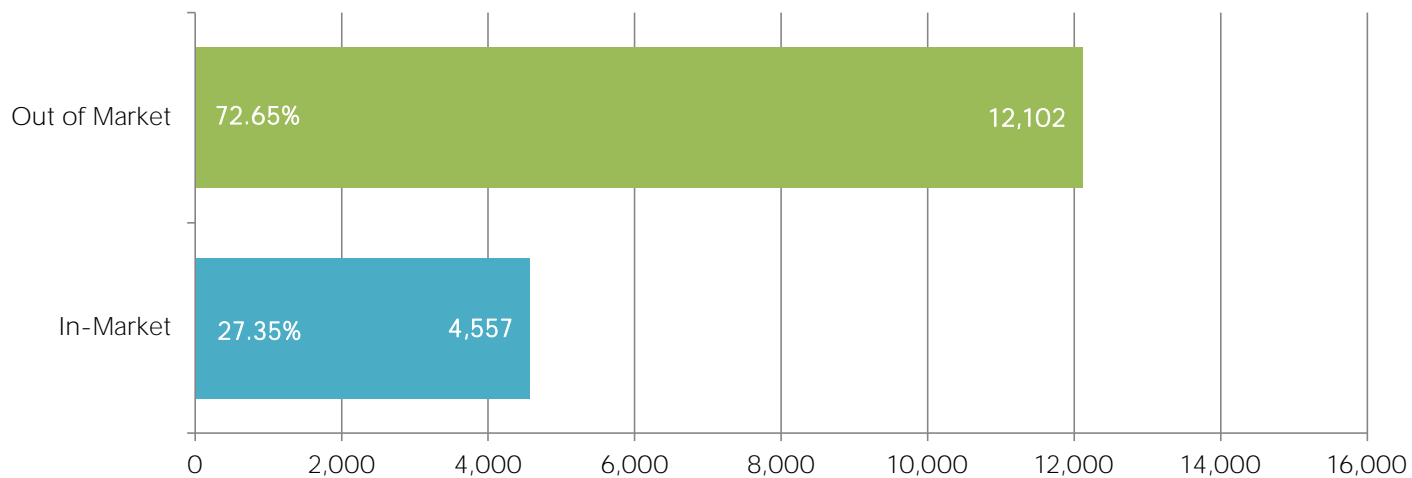


Top Metros



In-MarketVsVistor:

Desktop Visits



Mobile/Tablet Visits

