



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, September 11, 2018

8:30 am - 10:30 am

Hampton Inn & Suites

1530 Calle Joaquin, San Luis Obispo, CA 93405

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

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. Approval of July 17, 2018 Marketing Committee Minutes

Staff will ask for Committee approval of the July 2018 Marketing Committee Minutes.

BUSINESS ITEMS	B. Burnham
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4. Advertising & Marketing Update (20 min)

Staff will review the progress on current sales initiatives, the paid media campaign, earned (PR) efforts and owned media programs.

5. Marketing Discussions (70 min)

- a. 2018-19 Co-op Offerings (20 min)

Staff will review and Committee will discuss the 2018-19 DMO Co-op opportunities with the goal of identifying which they would like to pursue.

- b. Quarterly Insight Discussion (30 min)

Staff will review and Committee will provide an overview of international markets and discuss Visit SLO CAL's international programs.

- c. Destination Brand Presentation (20 min)

Morro Bay will present their brand platform to the Committee.

ADJOURN

Brown Act Notice: Each speaker is limited to 2 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 Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

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 SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, July 17, 2018

8:30 am – 11:00 am

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Christen Goldie, Lindsey Hartig, Gordon Jackson, Jennifer Little, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Jocelyn Brennan, Courtney Meznarich, Heather Muran

STAFF PRESENT: Brooke Burnham, Michael Wambolt, Keba Baird, Yarina Valverde, Jordan Carson

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham introduced Visit SLO CAL's summer interns and announced the Highway 1 reopening ribbon-cutting on Friday, July 20, 2018 in Ragged Point. Burnham also noted that there will be no August Marketing Committee Meeting.

Porter announced the Mid-State Fair wine awards.

Tweedie told the Committee about a group of 700 from Google coming to SLO CAL for a retreat. Tweedie is working on transportation and unique activities for the group to partake in while they're in the area.

CONSENT AGENDA

3. Approval of June 12, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – Porter noted she was not listed on the attendance list in the June Minutes. Stroud noted that the term "redistricting" was misleading and it was noted that it would be changed.

ACTION: Moved by Cano/Akers to approve the Consent Agenda as ammended.

Motion carried: 13:0:1
Stroud abstained.

4. Advertising & Marketing Update

Wambolt reviewed recent Travel Trade efforts, including a small lodging property meeting in Morro Bay and UK Sales Mission in June. Upcoming programs include a Southern California sales mission with a \$250 co-op available, and the Recreational Vehicle Industry Association show in Pomona in October.

Burnham reviewed recent Film SLO CAL efforts including recent film scouting, film shoots, filming announcements and current year-to-date stats. Film SLO CAL will be attending American Film Market in October.

The Committee was told to mark their calendars for the San Diego Bay Wine & Food Festival (a SAVOR activation) November 16-17, 2018. VSC is planning the fall educational symposium and is working on an updated programming style.

Valverde reviewed VSC's Highway 1 reopening social media advertising co-op, which will include a custom landing page, Highway 1 round-up blog, video and carousel ads.

Baird reviewed earned media efforts surrounding the Highway 1 reopening ribbon-cutting, Visit California's Dream Drive and the following Dream Drive FAM of 50+ international media. Baird recapped the media portion of VSC's UK PR Mission with Black Diamond, recent media visits, upcoming opportunities and upcoming confirmed articles. Baird also reviewed recent efforts surrounding the Destination Management Strategy. Visit SLO CAL created PSAs with VSC President & CEO Chuck Davison, SLO CAL mayors and Jordan Cunningham. Baird reviewed TURNER and Black Diamond media results and their respective upcoming opportunities. Baird reminded the Committee that VSC is in the running for Best Digital Campaign at US Travel Association's ESTO Awards and People's Choice voting is open now through August 7.

Burnham noted that VSC is shifting Black Diamond's contract in regard to PR and will be looking to reduce their contract to the UK media mission only, and replace the balance with other proactive efforts. Burnham reviewed solutions for the upcoming year with IPW and VCA.

Carson reviewed upcoming social media and SLOCAL.com web stats. Valverde reported out on DTN's web advertising program, including a new pricing structure for partners.

Valverde reviewed VSC's upcoming creative asset development shoot in August with BCF to fill current asset gaps. VSC signed its contract with Miles Media for FY 2018/19. Goals and targeting will remain consistent and VSC is working with Miles to refine the media plan. Valverde reviewed proposed media mix and trying to figure out if all of these tactics make sense, as well as the timeline. Brand Lift Study Wave 3 is underway.

Public Comment – None.

Committee Discussion – Stroud asked if partners involved in the Dream Drive will be receiving more information about the total number of journalists, and also remarked on the activity focus. Baird stated VSC is waiting on VCA for the final number of journalists, but will likely have the final count by the end of the week. With that, they will also be sending over the list of interests from the journalists to better inform the itineraries.

Cuming asked if VSC will be invoicing the DMO's for their portion of the FAM. Baird reminded the Committee that participating DMOs are just responsible for two overnights and two dinners.

Cano noted that CCTC had also pulled back their contract with Black Diamond last year and saw no significant repercussions. The contract now focuses on Travel Trade, just as VSC is proposing to do.

Stroud inquired about the timeline for the Miles media plan. Burnham noted VSC should have it in the next few weeks and is using Arrivalist and Expedia data to inform booking windows, to make sure the timeline works.

5. Destination Presentation

Sorgenfrei presented Pismo Beach's brand platform. Jackson reviewed Pismo Beach's CVB and LBID partnership. Sorgenfrei announced that Pismo Beach will be going with Simpleview for a website re-design. Simpleview already built their CRM, making this a natural fit.

Public Comment – None.

Committee Discussion – Stroud asked Sorgenfrei if Pismo Beach's visitor magazine was distributed in market and out. Sorgenfrei noted that it is. Burnham asked about seasonality, to which Sorgenfrei stated that their media push happens in the later part of September with three months in winter and three months in spring, finishing by May.

Porter asked if Pismo Beach was still attending the Scottsdale Food & Wine. Sorgenfrei stated they are not.

6. Marketing Discussions

- a. **New Co-op Ideas** – Burnham reviewed Arrivalist's A3 platform co-op and International co-ops including Brand USA's City page, Brand USA's visitor magazine and Visit California's visitor magazine and CA STR.

Public Comment – None.

Committee Discussion – Cuming asked if an Arrivalist A3 Point of Interest (POI) could be all of Highway 1. Burnham noted that that question would likely be better answered through conferring with Arrivalist. Akers and Cano asked questions to better understand the VSC and DMO investment. Porter inquired about geo-fencing costs. Burnham stated that cost increases incrementally with more POI's.

Cuming, Cano, Akers, Stroud, Sorgenfrei all interested in the Arrivalist co-op opportunity but need more information.

The Committee asked what the timing would look like for the Arrivalist A3 Platform. Burnham noted VSC will go back to Arrivalist to inform them of the interest and will outline all program details. VSC will likely bring this opportunity back to the Committee in September for further review.

Little stated that Morro Bay would be interested in the Brand USA city page.

Stroud noted that Paso Robles can't commit to something right away, but long-term, it could be interesting to look into. Stroud noted there should be a larger group discussion in regard to international market share and opportunity.

ADJOURNMENT

Meeting adjourned at 10:48 am.



Marketing Committee Meeting

September 11, 2018

AD & MARKETING UPDATE



TRAVEL TRADE





Travel Trade: **UPDATES**

RECENT EFFORTS

- **Outreach:** Morro Bay, Paso Robles, San Luis Obispo
- Michael earned Certification in Hotel Industry Analytics (CHIA)
- **IPW Leads and International Trade Meetings**
 - Morro Bay
 - San Luis Obispo
- **Prospecting**
 - Meeting Planner - CalSAE
 - Tour & Travel Companies

UPCOMING TRADE PROGRAMS

- **VSC Tour and Travel Sales Mission:** Sept. 18-20
 - Southern California
 - Chinese and European operators
- **Visit California UK Super-FAM:** October 6-8
- **VRMA International Tradeshow:** October 27-30
 - Vacation Rental Managers
 - Las Vegas, NV
- **RVIA – California RV Show:** October 5-15
 - Pomona, CA

FILM *SLO CAL*



Film SLO CAL: UPDATES



FILM SLO CAL NEWS

- Seeking new Film Commission Liaison
- New crew listings on website soon

RECENT & UPCOMING SHOOTS

- COAST Independent feature film
- Royal Enfield Motorcycle commercial
- German travel documentary
- Emanuella music video

EVENTS

- American Film Market – October 21-November 7:
 - Booth co-op
- COLA Awards – December
 - Nominated two productions and one local State employee. Voting is now open for Film Industry

FILMING STATS A/O August 1:

- 103 Filming leads
- 58 Productions
- 155 Filming days

PARTNER REMINDER: PRIVATE PROPERTY FILMING

- Please alert Film SLO CAL
- Ensure all production needs are cared for
- Record economic impact value

PARTNERSHIP & EVENTS





Partnership & Events: **UPDATES**

SAVOR - SAN DIEGO BAY WINE & FOOD FESTIVAL

- November 16-17
- New layout tentative
- 'Garden Party' with games and lounge space

FALL EDUCATIONAL SYMPOSIUM

- Morning of Wednesday, October 24
- SLO Brew Rock
- Speaker Topics (subject to change):
 - Getting to Know the SLO CAL Visitor
 - Branding Your Guest Experience
 - International Markets: The Next Frontier

VISITOR MAGAZINE

- Finalized contract with SLO Life Media
- Ad sales and content development are underway

END OF YEAR SURVEY

- Out this week
- Please share with your partner lists



EARNED & OWNED MEDIA

- Public Relations
- Social Media
- SLOCAL.com



Earned Media: **PUBLIC RELATIONS**



JULY-AUGUST MEDIA RESULTS

Turner PR:

- AVE: \$154,367
- Impressions: 82,109,969

RECENT EFFORTS

Hwy 1 Dream Drive FAM:

- Hosted 61 foreign and domestic journalists/ digital influencers from top tier publications and social sites around the globe
- 2 days in SLO CAL, 6 hosting partners, 16 participating cities, 21 lodging partners, 60 business partners

Destination Wedding:

- **Pitch:** SLO CAL wedding venues across the county
- **Target Audience:** Jet-setting bride and groom
- **Sample Pubs:** Destination I do, The Knot, Brides, 7x7, CA Wedding, Afar, Destination Wedding & Honeymoons

LOCAL OUTREACH

- PCBT, TT, KCBX & KSBY, KCOY, Paso Robles Press/Atascadero News
- Regular PR Partner Meetings

DESTINATION MANAGEMENT STRATEGY

- [Tribune Article](#) (July 3)
- [KSBY](#) segment (Aug 3)
- Community Survey/PSA (closed) – 5,013 responses
- KCBX Radio interview (Sept 5th)



Earned Media: **PUBLIC RELATIONS**



UPCOMING OPPORTUNITIES

Proactive Pitching:

- **Short Lead:** What's New Fall/ Winter 2018
- **Mid Lead:** Fall Harvest Season (wine & olive oil)
- **Long Lead:** Animal Encounters

Awards:

- **Travel + Leisure World's Best Awards** - Nominations until September 15
- **Conde Nast Traveler Readers' Choice Awards** - Announced Fall 2018
- **SHAPE Healthy Travel Awards** – Submitted for:
 - Best Curated Experience
 - Best Activity Outfitter
 - Best Family Getaways

Upcoming Visits:

- Bridges and Balloons – VCA UK (Oct 22-23)
- Marie Claire Magazine – VCA (Oct 23-24)
- Forbes (Oct TBD)
- Thrillist – VCA (Nov 12-13)

Fall FAM – Active Adventure (Oct 25-28th)

- South County

CONFIRMED UPCOMING ARTICLES

- 425 Mag., Sunset , Wine Country This Month, The Daily Meal, Forbes, LA Travel Mag., Entertainment Today, Newsweek, Sightseer, Scottish Sun, Wedding Day, California Weddings, California Wedding Day



Owned Media: ***DIGITAL*** ***CHANNELS***

SOCIAL MEDIA & CONTENT

• Upcoming Content

- CA Surf Day – Sept. 20
- Fall harvest activities
- Fall break itineraries
- Halloween
- Gearing up for Restaurant Month sign-ups
 - Now open to ALL restaurants

BARBERSTOCK

- **Reminder:** Review your images in Barberstock to ensure you still have use & talent rights
 - For help logging in, contact Jordan
- Upload new images/video

WEBSITE PERFORMANCE

• Total

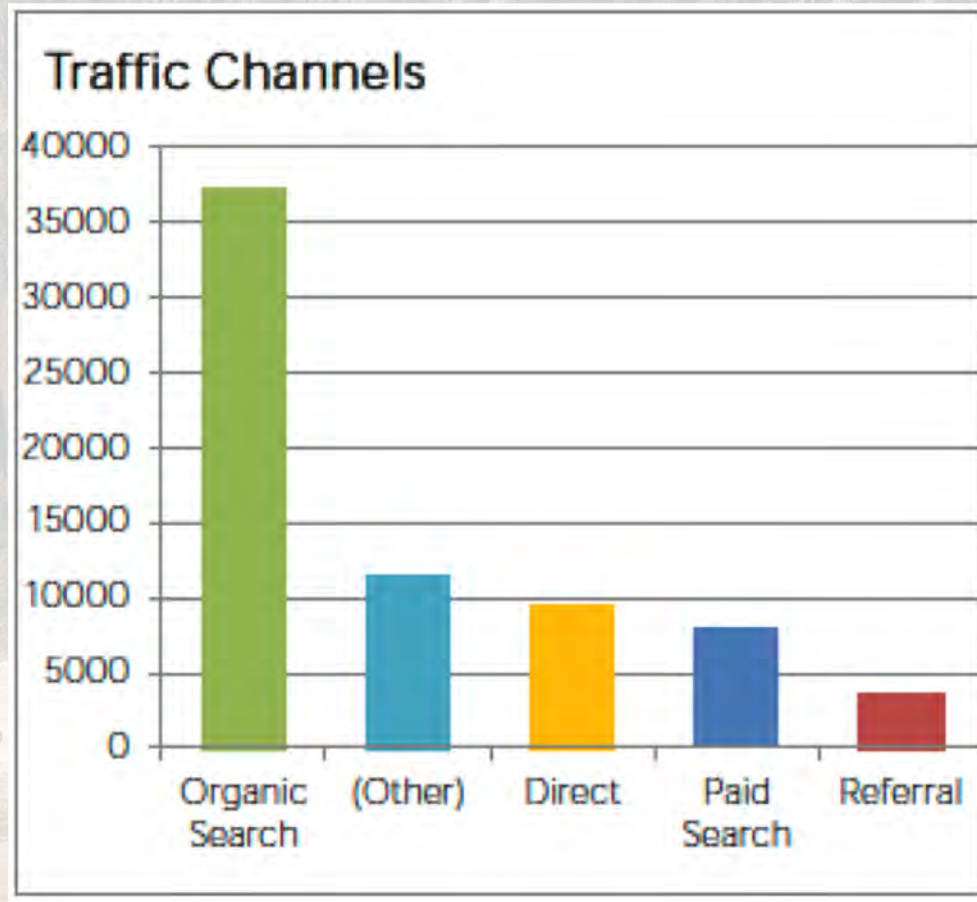
- Sessions: +53% (-16% in July)
- Session duration: +68% (+73% in July)
- Pages per session: -23% (+18% in July)

• Organic

- Sessions: +7% (-14% in July)
- Session duration: +70% (+54% in July)
- Pages per session: -14% (+4% in July)

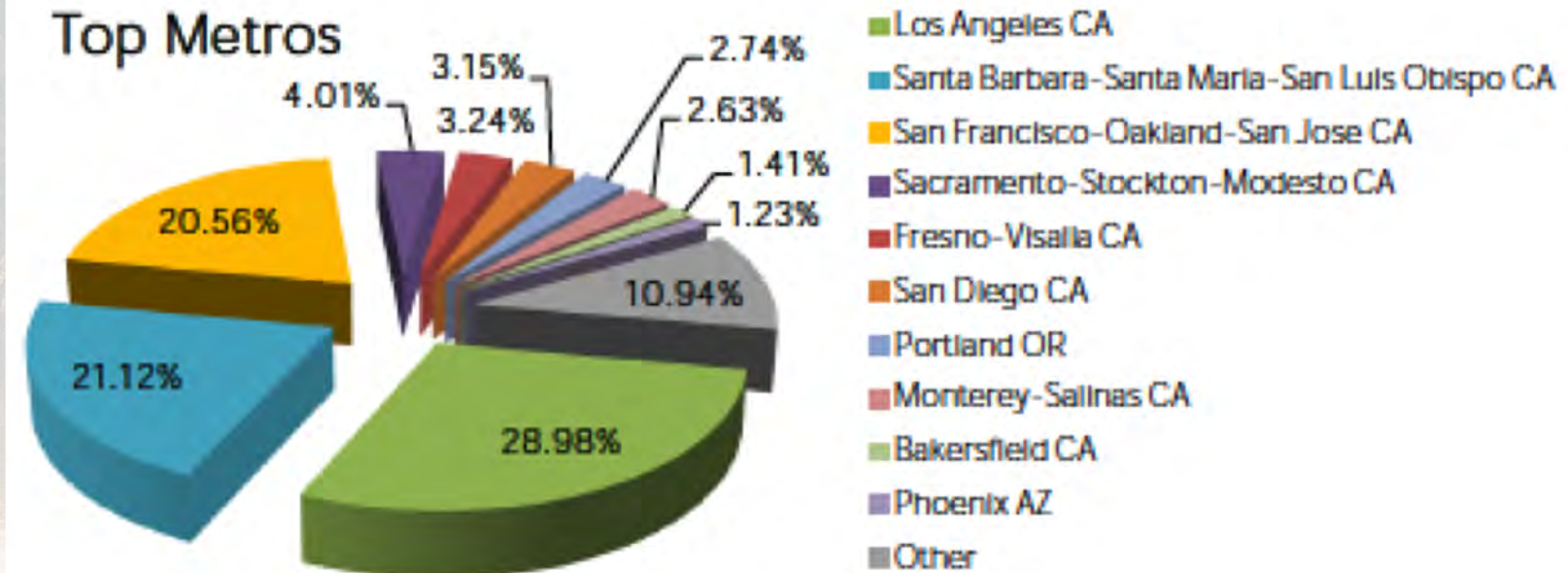
Owned Media **DIGITAL CHANNELS**

TRAFFIC SOURCES



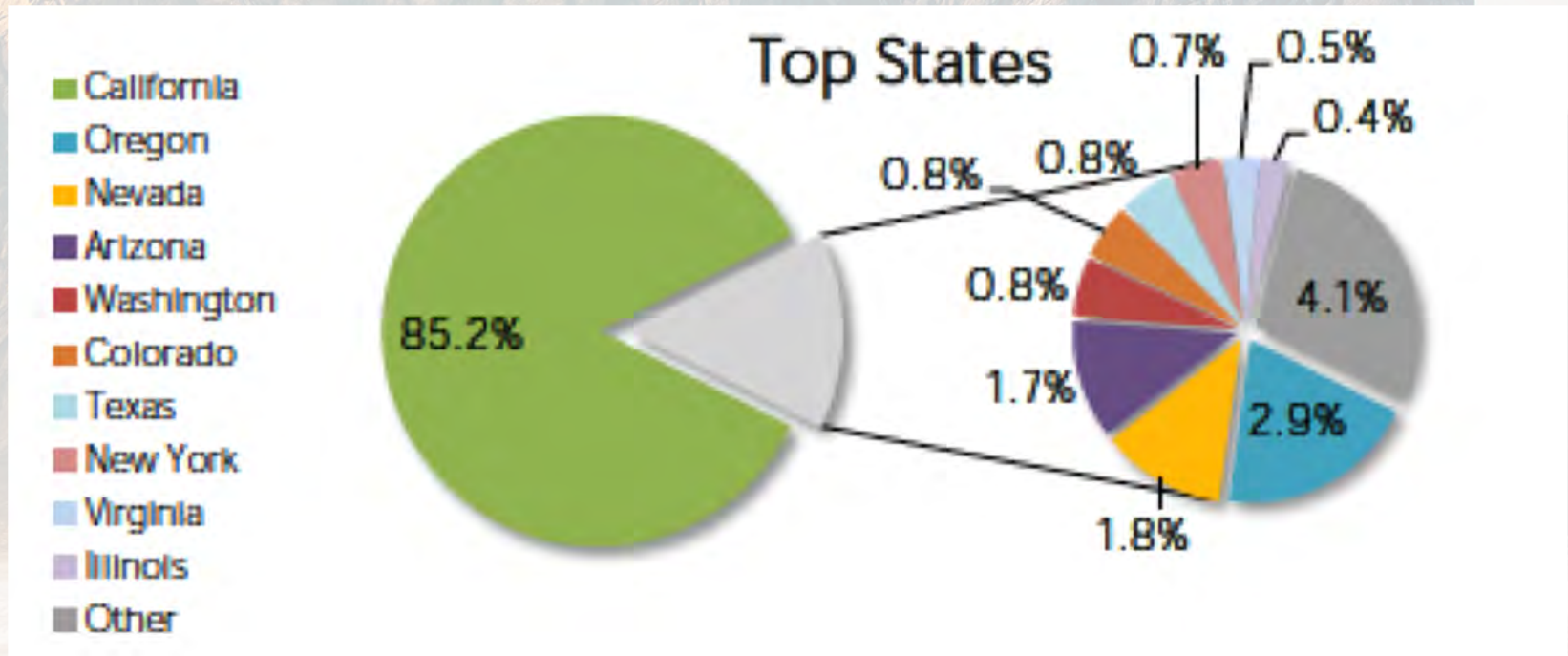
Owned Media **DIGITAL CHANNELS**

TRAFFIC SOURCES



Owned Media **DIGITAL CHANNELS**

TRAFFIC SOURCES



PAID MEDIA

Campaign update



Paid Media: **AD CAMPAIGN**



CREATIVE

- **2018 ESTO Awards:**
 - Finalist for Best Digital Campaign “LTBTR”
 - Lost to Visit Seattle
- **New Brand Shoot Postponed**
 - Looking for fall dates with photographer
 - Hoping to schedule SLO & North County together

MEDIA – MILES

- Media Launching September 21
 - Year-Round Tactics:
 - Social & SEM
 - Fall & Spring Campaigns:
 - MIQ Programmatic Video & Banners
 - Sharethrough Native & In-Feed Video
 - Adara/Sojern Travel Network Display
 - Spring Only: Pandora
- 6 Target Markets in 3 Targeting Pools
 - 46% Drive (LA & SF)
 - 54% Fly (PHX & LV; SEA & DEN)
- Trafficking creative & building tracking pixels



SHARETHROUGH



Paid Media: **AD CAMPAIGN**



CO-OP ADVERTISING

- First month of Highway 1 SEM + Social co-op driving traffic to Highway 1 landing page
- New Highway 1 videos created for Cambria, Morro Bay and San Simeon
- Working on a contract that allows us to share raw video files with partners

PAID MEDIA STATS

GOOGLE

Total spend	\$18,305
Impressions	268K
Clicks	8K
CPC	\$2.21

FACEBOOK

Total spend	\$62,916
Impressions	4.7M
Clicks	21K
CPC	\$2.89
Video views>10s	882K

Paid Media

HIGHWAY 1 CO-OP

Impressions

Clicks

CTR

CPC

CPM

4,894,511

26,468

0.54%

\$2.70

\$14.58

10-sec video views

3-sec video views

882,077

1,756,194

Paid Media

HIGHWAY 1 CO-OP

- PERFORMANCE BY MEDIUM**

Source / Medium	Sessions	New Users	Avg. Session Duration	Bounce Rate	Pages/ Session
facebook / carousel	5,619	5,209	0:01:33	45.31%	1.38
facebook / video	5,484	5,158	0:01:13	54.69%	1.23
google / cpc	3,687	3,352	0:01:59	33.82%	1.62