

## - Industry Engagement -

**Visit SLO CAL Leadership Team Attends U.S. Travel's ESTO**

VSC President & CEO Chuck Davison, VP of Marketing Brooke Burnham and Director of Travel Trade Michael Wambolt attended U.S. Travel's Educational Seminar for Tourism Organizations (ESTO) Conference in Minneapolis, MN, August 26-29.

*Major takeaways include:*

- Travel forecast for the first half of 2018 continues to look strong, but the results of the second half will depend on mid-term elections.
  - 2019/2020 models show a downturn.
- Destination Marketing Organizations are transforming into Destination Marketing and Management Organizations as they become key players in destination and economic development.

To download some of the presentations, including an Online Optimizations breakout by Miles Media, click here: [Budurl.com/ESTOMiles2017](http://Budurl.com/ESTOMiles2017). Also, U.S Travel issued a number of new reports with valuable insights and data, including one entitled "Travel: America's Unsung Hero of Job Creation," linked here: <http://bit.ly/travel-job-creation>.

**VSC Onboards New Media Agency**

The Executive Committee approved the Marketing Committee recommendation to pursue contract negotiations with Goodway Group as VSC's Media Agency. They were chosen from among six agencies that submitted proposals. Goodway will provide an updated, data-driven media strategy for VSC's FY 2017/18 fall and shoulder season campaigns.

**Chuck Davison Attends Meeting About Highway 1 Closure with Assemblyman Cunningham**

Chuck Davison, VSC President & CEO, attended an outreach meeting with Assemblyman Jordan Cunningham in San Simeon on August 16. Davison provided an update about the impact of the Highway 1 closure and its effect on small businesses in SLO CAL's North Coast area, and requested the Assemblyman's assistance in reinforcing the need for a timeline on the rebuild plan.

**Upcoming Opportunities & Events**

- **Fall Industry Educational Symposium** (September 21): Presentations from Arrivalist, JBS Hotels/Hotelbeds Group, Host Compliance, as well as an update from Chuck Davison. This event will take place at Embassy Suites from 8am - 12:30pm. RSVP at <http://bit.ly/fall-symposium-2017>.
- **SLO CAL Packaging Party** (October 19): SLO CAL's lodging and non-lodging members will have the chance to network in a speed dating-style event to create special packages for SLO CAL visitors. This event will take place at Oyster Ridge from 1 - 5pm. For more information, contact Pam Roberts, Events & Membership Manager at [Pam@SLOCAL.com](mailto:Pam@SLOCAL.com).



Featured in Red Tricycle: Avila Beach (left) and Seattle Magazine: Baileyana (right).



- PR and Travel Trade -

### Media Placements

- Seattle Magazine: *Thanks to a Direct Flight, This Breathtaking Wine Region is Within Easy Reach from Seattle* - <http://bit.ly/SeattleMagSLOCAL>
- Phoenix Magazine: *SLO Wine Country* - <http://bit.ly/PhoenixMagSLOCAL>
- The Tribune – *Nick Jonas Shooting Music Video in the South County* - <http://bit.ly/NickJonasSLOCAL>
- KSBY – *Film shoot brings Keanu Reeves, Winona Ryder to San Luis Obispo* - <http://bit.ly/FilmSLOCAL>
- Red Tricycle – *Road Trip! California’s Central Coast Offers Sun and Fun for the Whole Family* - <http://bit.ly/RedTriSLOCAL>
- Fido Friendly Magazine – *In San Luis Obispo, Fine Wines Pair Well with Dogs* - <http://bit.ly/FidoSLOCAL>

### Media Visits

- Asiana – Korean In-flight Magazine
- Inspirations & Celebrations
- About Time
- The Daily Telegraph
- The Vista

### Travel Trade

- September Meetings & Conferences Mission (Bay Area), September 26-28
  - *Co-op space available (\$300) – Contact [Michael@SLOCAL.com](mailto:Michael@SLOCAL.com) for more details.*
- Recreation Vehicle Industry Association (Pomona), October 6-15
- Vacation Rental Management Association National Conference (Orlando), October 14-18
- World Travel Market (London), November 6
- IPW (Denver), May 19-23
  - *Early bird pricing ends in November*



### Film SLO CAL Update

As of September 1, 2017 Film SLO CAL has seen over 96 leads, ranging from tv shows, to independent movies, commercials and still shoots. This accounts for 80% of the total leads from last year in only eight months. Over 60 productions have filmed so far in 2017. For more information on filming, or to be considered as a location on an upcoming shoot, please contact [Film@FilmSLOCAL.com](mailto:Film@FilmSLOCAL.com).

### VISIT SLO CAL WEB ACTIVITY

<b>SESSIONS:</b>	47,642
<b>UNIQUE VISITORS:</b>	39,757
<b>PAGE VIEWS:</b>	128,924
<b>AVG. PAGE VIEWS/VISIT:</b>	2.71
<b>AVG. TIME ON SITE:</b>	2:03
<b>TOTAL ORGANIC TRAFFIC:</b>	34,786
<b>% OF ORGANIC:</b>	73%
<b>MOBILE SESSIONS:</b>	28,168
<b>MOST VISITED EVENT PAGE:</b>	
FAIRS AND FESTIVALS (1,709 VIEWS)	
<b>TOTAL BLOG VISITS:</b>	11,581
<b>MOST SHARED BLOG:</b>	RUB
ELBOWS WITH CHEFS AT SLO CAL	
FARMERS MARKETS (27 SHARES)	

### VISIT SLO CAL SOCIAL MEDIA ACTIVITY

<b>FACEBOOK</b>		
<b>LIKES:</b>	22,865	<b>NEW:</b> 161
<b>TOT. IMPRESSIONS:</b>	70,624	
<b>HIGHEST REACH:</b>	COME SAIL AWAY TO MORRO BAY CA...	
	(8.0K PEOPLE REACHED)	
<b>HIGHEST ENGAGEMENT:</b>		
COME SAIL AWAY TO MORRO BAY CA...		
	(435 ENGAGEMENTS)	
	<b>FOLLOWERS</b>	<b>NEW</b>
<b>TWITTER:</b>	7,404	76
	29K IMPRESSIONS	
<b>PINTEREST:</b>	706	0
<b>INSTAGRAM:</b>	15.1K	300

### VISITOR GUIDE DIST.

<b>WEB DOWNLOADS:</b>	109
<b>GUIDES DISTRIBUTED:</b>	506
<b>TOTAL:</b>	<b>614</b>
<b>THIS MONTH IN SLO CAL</b>	
<b>SUBSCRIBERS</b>	35,366
<b>OPENS:</b>	5,477
<b>CLICK-THROUGHS:</b>	<b>747</b>
<b>THIS WEEK IN SLO CAL</b>	
<b>CIRCULATION:</b>	1,121
<b>MOST CLICKED LINK:</b>	STR REPORT

## July 2017 vs July 2016 Lodging Statistics (STR, Inc.)

Current Month - July 2017 vs July 2016												
	Occ %		ADR		RevPAR		Percent Change from July 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	84.7	83.3	151.40	148.63	128.22	123.76	1.7	1.9	3.6	3.6	0.0	1.7
Cambria, CA+	85.5	87.6	220.22	229.85	188.37	201.43	-2.4	-4.2	-6.5	-6.4	0.1	-2.3
Morro Bay, CA+	84.1	85.4	168.71	168.46	141.87	143.88	-1.5	0.1	-1.4	-1.4	0.0	-1.5
Paso Robles, CA+	85.8	83.8	171.93	168.27	147.44	141.04	2.3	2.2	4.5	4.6	0.1	2.4
Pismo Beach, CA+	88.8	89.6	223.81	217.48	198.69	194.88	-0.9	2.9	2.0	2.0	0.1	-0.9
San Luis Obispo, CA+	84.9	84.7	174.02	174.75	147.82	148.00	0.3	-0.4	-0.1	-0.1	0.0	0.3
San Simeon, CA+	73.3	85.7	163.10	162.02	119.54	138.78	-14.4	0.7	-13.9	-13.9	0.0	-14.4
Five Cities+	87.8	88.3	213.57	208.63	187.59	184.19	-0.5	2.4	1.8	1.9	0.0	-0.5
North Coast+	80.1	86.7	194.18	196.76	155.61	170.52	-7.5	-1.3	-8.7	-8.7	0.1	-7.5
North County+	85.5	83.7	166.53	163.09	142.34	136.45	2.2	2.1	4.3	4.4	0.1	2.2
South County+	86.5	86.6	195.25	193.00	168.83	167.12	-0.1	1.2	1.0	1.1	0.0	-0.1
San Luis Obispo County	85.0	85.9	186.67	185.37	158.72	159.22	-1.0	0.7	-0.3	-0.3	0.0	-1.0
Santa Barbara/Santa Maria	87.7	86.5	233.11	231.18	204.41	199.86	1.4	0.8	2.3	6.8	4.4	5.9
Monterey/Salinas	86.7	88.9	227.57	224.66	197.31	199.62	-2.4	1.3	-1.2	-0.6	0.5	-1.9
California	83.0	83.5	176.38	171.73	146.37	143.42	-0.6	2.7	2.1	3.5	1.5	0.8

**SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.**