

ACTIVITY REPORT, SEPTEMBER 2017

- Industry Engagement -

Fall Industry Educational Symposium

On September 21, Visit SLO CAL held its annual Fall Industry Educational Symposium. During the event, 120 attendees learned about the latest tourism industry trends and received helpful insights from Visit SLO CAL, Visit California, Arrivalist, JBS Hotels-Hotelbeds Group and Host Compliance. Topics included:

- An update about current VSC initiatives
- Insights gained from VSC's recent advertising campaign, such as booking windows, feeder market strength and travel trends
- How local businesses and organizations can work with China in-bound tour operators
- Current challenges that communities and lodging partners are facing in the short-term (vacation) home rental space and efforts to ensure compliance in SLO CAL



To view these presentations via video or downloadable pdf, visit the Fall Industry Educational Symposium page at <http://bit.ly/fall-symposium-17>.

VSC Hires New PR Agency



In September, the Board of Directors approved the Marketing Committee's recommendation to select Turner Public Relations as VSC's PR Agency of Record. Turner was chosen from three other PR firms due to their innovative and strategic approach, strong measurement focus and their authenticity. With offices in Denver and NYC, Turner will represent SLO CAL to travel, lifestyle and other media on the national stage.

VSC President & CEO Participates in Best Buddies Challenge: Hearst Castle

VSC President & CEO Chuck Davison joined more than 1,500 bike enthusiasts and thousands of social media viewers from around the globe in experiencing the wonders of the Central Coast last month through a partnership with Best Buddies International. VSC and Visit California teamed up for the Best Buddies Challenge: Hearst Castle, an annual charity ride hosted by Anthony Shriver, Steven Hearst and Lt. Gov. Gavin Newsom. VSC and Visit California leveraged the ride to spotlight the best of California and SLO CAL through 16 Instagram stories and supporting posts which received over 331K impressions and 7.8K engagements for our destination.



Upcoming Opportunities & Events

- **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.
- **Holiday Events:** The holidays are fast approaching and VSC is beginning to promote holiday travel. Please help us by logging into your [member profile](#) to update and upload your holiday events today.



Featured in
*Inspirations &
Celebrations: Sun
Buggy Fun Rentals
(left) and Afar: Hearst
Castle (right).*



- PR and Travel Trade -

Media Placements

- Country Living Magazine: *The 15 Best Small Towns in California* - <http://bit.ly/CountryLivingSLOCAL>
- About Time Magazine: *California Dreaming: How to do the Perfect California Road Trip in 2017* - <http://bit.ly/AboutTimeSLOCAL>
- Afar: *Sip and Swim at These 8 Oceanside Wine Destinations* - <http://bit.ly/AfarSLOCAL>
- Thrillist: *The Best Small Town to Visit in All 50 States* - <http://bit.ly/ThrillistSLOCAL>
- Inspirations & Celebrations: *The Fun-Filled Getaway Guide to San Luis Obispo County* - <http://bit.ly/InspirationsCelebrationsSLOCAL>
- Croissant-Online (Japan) : <http://bit.ly/CroissantSLOCAL>

Media Visits

- The Guardian
- USA Today
- Vogue.com
- Scotland's Daily Record
- Bay Area News Group/San Jose Mercury News
- Pacific Magazines

Travel Trade

- 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*

VSC Heads to Bay Area for Meetings & Conferences Sales Mission

On September 26th & 27th, Michael Wambolt, VSC's Director of Travel Trade, held a meetings and conferences sales blitz in the Silicon Valley, focusing on Santa Clara and San Jose. Utilizing VSC association memberships of GBTA and MPI, Wambolt was able to organize meetings with meeting planners and visited Applied Materials, DEEM, Palo Alto Networks, Cisco System and Castro Travel during the trip.

VISIT SLO CAL WEB ACTIVITY

SESSIONS:	56,586
UNIQUE VISITORS:	44,810
PAGE VIEWS:	136,939
AVG. PAGE VIEWS/VISIT:	2.60
AVG. TIME ON SITE:	1:53
TOTAL ORGANIC TRAFFIC:	33,015
% OF ORGANIC:	63%
MOBILE SESSIONS:	33,005
MOST VISITED EVENT PAGE:	80 TH ANNUAL HARVEST FESTIVAL (1,093 VIEWS)
TOTAL BLOG VISITS:	11,581
MOST SHARED BLOG:	THIS AUTUMN, FALL IN LOVE WITH SAN SIMEON (12.9K SHARES)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 24,491 **NEW:** 1,687
TOT. ORGANIC IMPRESSIONS:
55,258

HIGHEST REACH: PRISTINE BEACHES AND PARKS, RARE WILDLIFE...
(193K PEOPLE REACHED)

HIGHEST ENGAGEMENT: PRISTINE BEACHES AND PARKS, RARE WILDLIFE...
(15K ENGAGEMENTS)

	FOLLOWERS	NEW
TWITTER:	7,491	87
25.5K IMPRESSIONS		

PINTEREST:	710	4
INSTAGRAM:	15.4K	300

VISITOR GUIDE DIST.

WEB DOWNLOADS:	206
GUIDES DISTRIBUTED:	503
TOTAL:	709

THIS MONTH IN SLO CAL	
SUBSCRIBERS	35,294
OPENS:	5,524

CLICK-THROUGHS:	830
THIS WEEK IN SLO CAL	
CIRCULATION:	1,341

MOST CLICKED LINK:	STR REPORT
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August 2017 vs August 2016 Lodging Statistics (STR, Inc.)

Current Month - August 2017 vs August 2016												
	Occ %		ADR		RevPAR		Percent Change from August 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	74.3	85.6	129.72	128.24	96.42	109.79	-13.2	1.2	-12.2	-12.2	0.0	-13.2
Cambria, CA+	75.6	82.8	205.95	210.54	155.60	174.29	-8.7	-2.2	-10.7	-10.6	0.1	-8.6
Morro Bay, CA+	75.1	79.4	151.94	149.96	114.18	119.06	-5.4	1.3	-4.1	-4.1	0.0	-5.4
Paso Robles, CA+	76.7	88.0	147.00	144.66	112.81	127.34	-12.8	1.6	-11.4	-11.3	0.1	-12.8
Pismo Beach, CA+	79.9	82.8	203.19	198.03	162.40	164.06	-3.5	2.6	-1.0	-0.9	0.1	-3.5
San Luis Obispo, CA+	76.6	82.5	157.94	155.56	121.01	128.38	-7.2	1.5	-5.7	-5.7	0.0	-7.1
San Simeon, CA+	63.0	75.4	150.55	148.21	94.86	111.76	-16.4	1.6	-15.1	-15.1	0.0	-16.4
Five Cities+	77.7	81.5	194.12	189.47	150.75	154.40	-4.7	2.5	-2.4	-2.3	0.0	-4.7
North Coast+	70.1	79.5	180.52	180.68	126.47	143.59	-11.8	-0.1	-11.9	-11.9	0.1	-11.8
North County+	76.1	87.4	142.52	140.39	108.46	122.68	-12.9	1.5	-11.6	-11.5	0.1	-12.9
South County+	77.2	82.0	177.18	173.37	136.72	142.13	-5.9	2.2	-3.8	-3.8	0.0	-5.8
San Luis Obispo County	75.6	82.5	168.07	165.15	127.09	136.31	-8.4	1.8	-6.8	-6.7	0.0	-8.3
Santa Barbara/Santa Maria	81.6	84.5	235.79	227.68	192.46	192.50	-3.5	3.6	-0.0	3.6	3.6	0.0
Monterey/Salinas	85.0	86.2	264.00	252.98	224.53	217.98	-1.3	4.4	3.0	3.4	0.4	-0.9
California	80.2	80.7	172.86	169.76	138.58	136.96	-0.6	1.8	1.2	2.7	1.5	0.8

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