

- Industry Engagement -

Visit SLO CAL Releases Visitor Volume Study

As part of Visit SLO CAL's Strategic Direction 2020 and our goal of providing "strategic research and sharing of vital tourism knowledge to our stakeholders, partners and communities," Visit SLO CAL was pleased to showcase the very first quarterly results from the newly-commissioned Visitor Volume Study through Tourism Economics.

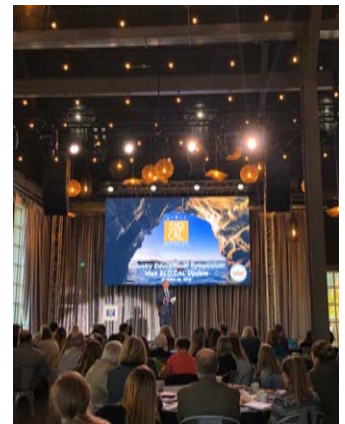
In this report we saw overnight visitors outpaced day visitors in Q2 2018, increasing 2.2% over Q2 2017 levels to 1.23 million visits; with day visitors increasing 1.1% over Q2 2017 levels, registering 0.71 million visits. This led to overall visitor growth, both overnight and day trips, within the first two quarters year over year even though Highway 1 remained closed to access from the North.

These numbers reflect the overall success of Visit SLO CAL's \$1.2M advertising campaign in addition to the efforts of our overall tourism community and the dedication of you, our lodging investors and partners. Here's to another successful quarter for SLO CAL!



Visit SLO CAL Holds Industry Educational Symposium

Visit SLO CAL held the fall Industry Educational Symposium at SLO Brew Rock on Wednesday, October 24. In addition to an update from Visit SLO CAL's President & CEO Chuck Davison, over 95 lodging investors and partners heard from Nate Huff, Senior Vice President at Miles Partnership; Keith Ireland, CEO & Chief Creative Officer at BCF Agency; and Aida Osta, Director of Travel Trade Marketing for Visit California. Videos and presentations are now available on SLOCAL.com/Partners.



Visit SLO CAL Attends SoCal Visitor Industry Outlook Conference

On Thursday, October 25, Visit SLO CAL's Operations Manager, Brendan Pringle, attended the 30th Annual Southern California Visitor Industry Outlook Conference, which provided valuable information on industry trends through 2019. A few of the major takeaways include:

- Industry growth will persist comfortably through 2018 and after
- The market will soften in 2020 – plan for slowdown, but not downturn
- Increasing construction costs will stunt new hotel construction
- **2019 SLO CAL Forecast:**
 - **Occ:** 70.6% (5.3% up), est. 6% increase in supply
 - **ADR:** \$168.09 (2.6% up)
 - **RevPAR:** \$118.60 (1.9% up)

You can access the presentations, as well as CBRE's 2019 Forecast, via the [folder link here](#) (Password: SCVIOC).





Parrish Family Vineyards featured on MoneyInc.com (left); Hearst Castle featured in Mike Sheffer's YouTube video (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- Reader's Digest – [These are the 15 Best Places to Move in the U.S. \(Before They Get Too Crowded\)](#)
- Money Inc. – [California's Central Coast: Where Will the Road Take You?](#)

Media Visits

- Fall Adventure Media FAM – October 25-29
- Bridges & Balloons
- Marie Claire
- Erik Conover + Mike Sheffer – YouTube
 - [California Road Trip Travel Guide](#)

Travel Trade

- Vacation Rental Management Association National Conference
 - October 27-30
- CalSAE Seasonal Spectacular
 - December 12-13

Film SLO CAL

- Attended American Film Market (Oct 21-Nov 7)
- Statistics as of November 5:
 - 141 filming leads
 - 93 productions
 - 211 filming days



Fall Media Adventure FAM

October 25-29, Visit SLO CAL hosted five journalists on a countywide FAM trip focusing on outdoor adventure. These journalists write for outlets such as Forbes, Fodor's, Outdoorsy.com, Alaska Airlines Magazine, Outside Magazine, SmarterTravel.com, Huffpost.com, Elevation Outdoors Magazine, Paste Magazine, Trip Savvy and Arizona Republic. Itinerary items included learning to sail in Avila Beach, a hummer ride at the Oceano Dunes, paragliding in Santa Margarita and a wine tasting bike excursion through Edna Valley.

**VISIT SLO CAL
WEB ACTIVITY**

SESSIONS:	73,266
UNIQUE VISITORS:	58,915
PAGE VIEWS:	137,885
AVG. PAGE VIEWS/VISIT:	1.88
AVG. TIME ON SITE:	2:35
TOTAL ORGANIC TRAFFIC:	32,590
MOBILE SESSIONS:	52,974
MOST VISITED EVENT PAGE:	
PISMO BEACH CLAM FESTIVAL WALK (1,378 VIEWS)	
TOTAL BLOG VISITS:	17,111
MOST VISITED BLOG: EXPLORE SLO CAL THIS FALL (6,725 VISITS)	

**VISIT SLO CAL
SOCIAL MEDIA ACTIVITY**

FACEBOOK:	41,470
TOT. ORGANIC IMPRESSIONS:	127,588
HIGHEST ORGANIC REACH:	
ELEPHANT SEALS (4.2K PEOPLE REACHED)	
HIGHEST ORGANIC ENGAGEMENT:	
ELEPHANT SEALS (320 ENGAGEMENTS)	
FOLLOWERS	
TWITTER:	8,296
TOT. ORGANIC IMPRESSIONS:	33K
PINTEREST:	743
INSTAGRAM:	22,355

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED:	1930
THIS MONTH IN SLO CAL	
SUBSCRIBERS	34,955
OPENS:	4,798
CLICK-THROUGHS:	607
THIS WEEK IN SLO CAL	
CIRCULATION:	1,841
MOST CLICKED LINK:	
STR REPORT	

September 2018 vs September 2017 Lodging Statistics (STR, Inc.)

Current Month - September 2018 vs September 2017												
	Occ %		ADR		RevPAR		Percent Change from September 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	65.8	72.5	134.16	131.67	88.28	95.47	-9.3	1.9	-7.5	-7.4	0.2	-9.1
Cambria, CA+	74.8	72.0	195.77	196.04	146.42	141.08	3.9	-0.1	3.8	3.9	0.1	4.1
Morro Bay, CA+	73.2	71.4	147.74	144.36	108.11	103.13	2.4	2.3	4.8	4.8	0.0	2.4
Paso Robles, CA+	74.0	77.8	144.60	150.62	106.97	117.14	-4.9	-4.0	-8.7	-8.7	0.0	-4.9
Pismo Beach, CA+	75.0	77.8	190.46	183.10	142.77	142.46	-3.7	4.0	0.2	6.4	6.2	2.3
San Luis Obispo, CA+	72.3	74.5	163.13	158.36	117.89	117.91	-2.9	3.0	-0.0	-0.0	0.0	-2.9
San Simeon, CA+	68.7	61.8	142.02	141.79	97.57	87.64	11.1	0.2	11.3	11.2	-0.2	11.0
Five Cities+	73.9	75.9	179.77	175.31	132.86	133.04	-2.6	2.5	-0.1	4.3	4.5	1.7
North Coast+	72.0	67.6	170.88	171.00	122.97	115.57	6.5	-0.1	6.4	6.4	0.0	6.5
North County+	71.8	76.4	142.06	145.85	102.01	111.39	-6.0	-2.6	-8.4	-8.4	0.1	-5.9
South County+	73.1	75.2	172.17	167.37	125.94	125.88	-2.7	2.9	0.0	2.4	2.3	-0.5
San Luis Obispo County	72.7	73.9	163.52	161.21	118.87	119.14	-1.6	1.4	-0.2	0.9	1.2	-0.5

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