

- Industry Engagement -

Visit SLO CAL Takes SAVOR to the San Diego Bay Wine & Food Festival



On November 17 Visit SLO CAL's Vice President of Marketing Brooke Burnham and Marketing & Brand Manager Jordan Carson attended the San Diego Bay Wine & Food Festival. In its third year, the SAVOR booth moved to a new, larger location allowing for consumers to linger longer, play yard games, interact with partners and soak in the SLO CAL way of life. Ten wine, beer, distillery, artisan product and food partners filled the space, of which 6 were first-time attendees.

On the Horizon: Taste Washington March 30-31 in Seattle

New Brand Photography + Videography Produced

During the week of November 27, Visit SLO CAL's creative agency BCF traveled around San Luis Obispo and Highway 1 capturing new brand photography and videography. Locations included Irish Hills and Cerro San Luis with hikers and mountain bikers, Cayucos, Cambria, San Simeon and Ragged Point. The Farmers Market shoot had to be postponed due to rain and will be re-scheduled for the next creation trip. These new assets will be used to refresh the spring/winter paid media campaign set to launch in January.



Comfort Inn Downtown and Visit SLO CAL Recognized by Assemblyman Jordan Cunningham

Hemant and Jalpa Patel, owners of the Comfort Inn, Morro Bay were honored as Assemblyman Jordan Cunningham's Small Business of the Month in November. The Patels were recognized for the investments they have made to enhance the quality of tourism in Morro Bay and the county. As a lodging investor and member of the Visit SLO CAL Board of Directors, Hemant Patel is helping drive marketing, sales and air service development initiatives that will benefit the industry and broader community of SLO CAL.



Visit SLO CAL and its board were also recognized by the office of Assemblyman Cunningham at the November board meeting for their successes over the last three years. This honor included their work to drive economic impact of the tourism industry in SLO CAL, leading the industry through the closure of Highway 1 and for winning Visit California's 2018 Poppy Award for Best Digital Campaign.



SLO Wine Country
featured on
PasteMagazine.com
(left); Morro Bay
featured on
Newsweek.com
(right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- Newsweek – [Road Tripping the California Coast](#)
- The Arizona Republic – [San Luis Obispo is the Laid-Back California Vacation Spot You've Been Looking For](#)
- Global Travel Info – [San Luis Obispo County Offers a Slow-Paced, but Action-Packed Vacation Destination](#)
- Paste Magazine – [How to Drink Your Way Through Laid Back Central California](#)

Media Visits

- Visit California Scandinavian FAM

Travel Trade

- World Travel Market & Germany Sales Days
 - London and Frankfurt, November 3-9
- FAM – Holiday Architects
 - November 26-28

Film SLO CAL

- Statistics as of November 27:
 - 93 productions
 - 210 filming days
 - # of rooms used: 1,319

Visit SLO CAL Attends World Travel Market and Germany Sales Days

From November 3-9 Visit SLO CAL's Director of Travel Trade Michael Wambolt attended World Travel Market in London, the largest global travel event in the United Kingdom. SLO CAL was one of only two Central Coast destinations and utilized its partnership with Black Diamond to book appointments with trade and media during this three-day event. Wambolt also attended the accompanying Visit California Germany Sales Days in Frankfurt, meeting with trade and media as well as taking part in an evening event with 100+ trade and media in attendance.



VISIT SLO CAL WEB ACTIVITY

SESSIONS:	64,485
USERS:	52,719
PAGE VIEWS:	136,012
AVG. PAGE VIEWS/VISIT:	2.11
AVG. TIME ON SITE:	2:42
TOTAL ORGANIC TRAFFIC:	32,594
MOBILE SESSIONS:	45,856
MOST VISITED EVENT PAGE:	
MORRO BAY LIGHTED BOAT PARADE (1.7K)	
TOTAL BLOG VISITS:	6,937
MOST VISITED BLOG: 15 FREE THINGS TO DO IN SLO CAL (601 VISITS)	

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK:	42,588
TOT. ORGANIC IMPRESSIONS:	151,561
HIGHEST ORGANIC REACH:	
MONARCH BUTTERFLY GROVE OPENING (28.5K PEOPLE REACHED)	
HIGHEST ORGANIC ENGAGEMENT:	
MONARCH BUTTERFLY GROVE OPENING (2.9K ENGAGEMENTS)	
FOLLOWERS	
TWITTER:	8,330
TOT. ORGANIC IMPRESSIONS:	31K
PINTEREST:	745
INSTAGRAM:	22,629

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED:	651
THIS MONTH IN SLO CAL	
SUBSCRIBERS	34,937
OPENS:	4,142
CLICK-THROUGHS:	655
THIS WEEK IN SLO CAL	
CIRCULATION:	1,916
MOST CLICKED LINK:	
STR REPORT	

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

	Current Month - October 2018 vs October 2017											
	Occ %		ADR		RevPAR		Percent Change from October 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	65.3	66.1	126.19	125.02	82.39	82.68	-1.3	0.9	-0.3	-0.2	0.2	-1.1
Cambria, CA+	72.6	68.8	182.29	181.84	132.31	125.19	5.4	0.2	5.7	5.8	0.1	5.6
Morro Bay, CA+	67.2	65.8	132.49	129.57	89.00	85.24	2.1	2.3	4.4	4.4	0.0	2.1
Paso Robles, CA+	72.8	74.8	141.76	141.65	103.24	105.95	-2.6	0.1	-2.6	-2.6	0.0	-2.6
Pismo Beach, CA+	69.2	70.2	174.66	167.70	120.78	117.79	-1.5	4.1	2.5	8.9	6.2	4.5
San Luis Obispo, CA+	72.7	70.0	151.17	147.10	109.87	102.91	3.9	2.8	6.8	6.8	0.0	3.9
San Simeon, CA+	62.7	55.1	127.56	127.25	79.92	70.07	13.8	0.2	14.1	13.9	-0.2	13.6
Five Cities+	69.0	68.7	163.25	160.00	112.60	109.85	0.5	2.0	2.5	7.1	4.5	4.9
North Coast+	68.0	62.6	157.61	157.63	107.13	98.63	8.6	-0.0	8.6	8.6	0.0	8.6
North County+	70.8	72.5	137.95	137.62	97.70	99.78	-2.3	0.2	-2.1	-2.0	0.1	-2.3
South County+	70.7	69.3	157.51	153.83	111.34	106.56	2.0	2.4	4.5	6.9	2.3	4.4
San Luis Obispo County	69.9	68.6	151.28	148.69	105.74	101.99	1.9	1.7	3.7	4.9	1.2	3.1

SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. THESE ARE CUSTOM SETS WHICH HAVE BEEN DEVELOPED BY STR FOR LICENSEE'S MARKET.