

## Activity Report, December 2018

### - Industry Engagement -

#### **San Luis Obispo County Regional Airport Announces New Daily Service to Dallas/Fort Worth International Airport**



On December 13, Visit SLO CAL along with Supervisor Adam Hill, the San Luis Obispo County Regional Airport and Cal Polys President Jeffrey Armstrong announced new daily, nonstop service to Dallas/Fort Worth International Airport (DFW). This new service will begin April 2 and open travelers to 89 new one-stop connections around the world, including Central and South America. DFW is the third in a string of new route announcements in the last 24 months.

#### **SLO CAL Storytellers Visit North County During Quarterly Group Excursion**

On December 1, the SLO CAL Storytellers went their second immersive FAM trip, this time visiting Atascadero and Paso Robles. The crew visited Groves on 41 for olive oil tasting, Rava Winery for sparkling wine tasting and the new Tin Canteen restaurant in Tin City for lunch. Later, the Storytellers went to Calwise Spirits for a tour and tasting, Studios on the Park for a tour and to talk with artists, and wrapped it up with some cocktail education at 1122 Cocktail Lounge. Content about this trip will be coming out this month on SLOCAL.com and SLO CAL social media channels. If you are interested in hosting one of our Storytellers, reach out to Jordan Carson, Marketing & Brand Manager at



#### **Dena Bellman Wins California On Location Award in State Employee Category**

On December 16, Visit SLO CAL Director of Communications Keba Baird attended the California On Location Awards (COLA) in Los Angeles along with Dena Bellman Senior Park & Recreation Specialist for Oceano Dunes District of California State Parks. Dena was one of two finalists in the State Employee Category and works diligently to assist filmmakers, photographers and scouts with filming needs at the Oceano Dunes. Help us in congratulating Dena on this outstanding acknowledgement.

#### **Upcoming Events & Content Needs.**

- **Romance/Valentine's Day Content:** February is right around the corner. Submit your Valentine's Day events and special offers to SLOCAL.com via SLO CAL Connection, today! Be sure to send Jordan Carson ([Jordan@SLOCAL.com](mailto:Jordan@SLOCAL.com)) any unique happenings and offers for potential inclusion in blog posts, e-blasts and on social media.



Bubblegum Alley featured on @NoBackHome's social media (left); Paso Robles wine country featured on ShermansTravel (right).



## - PR and Travel Trade -

### VSC-Assisted Media Placements

- € ShermansTravel – [Top Budget Destinations of 2019](#)
- € American Way (print) – Beer Hotels are Hopping

### Media Visits

- Journalist - Fodor's Travel
- Influencer/Blogger - No Back Home

### Travel Trade

- Attended CalSAE Seasonal Spectacular
  - December 11-14, Sacramento, CA
- VCA Sichuan China FAM, January 16-17
- GoWest Summit, February 25-28



### Visit SLO CAL Attends CalSAE Seasonal Spectacular

Visit SLO CAL Director of Travel Trade Michael Wambolt and representatives from Visit Atascadero, Martin Resorts, La Bellasera, Embassy Suites and Allegretto Vineyard Resort showcased SLO CAL at CalSAE's Seasonal Spectacular December 11-14 in Sacramento. Visit SLO CAL held over 30 meetings and appointments during this annual show.

### VISIT SLO CAL WEB ACTIVITY

SESSIONS:	68,468
USERS:	56,225
PAGE VIEWS:	154,119
AVG. PAGE VIEWS/VISIT:	2.25
AVG. TIME ON SITE:	2:45
TOTAL ORGANIC TRAFFIC:	36,264
MOBILE SESSIONS:	50,501
MOST VISITED EVENT PAGE:	
MORRO BAY LIGHTED BOAT PARADE (2K)	
TOTAL BLOG VISITS:	6,937
MOST VISITED BLOG: SLO CAL CHRISTMAS DAY DINING GUIDE (1.7K VISITS)	

### VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK:	42,679
TOT. ORGANIC IMPRESSIONS:	126,135
HIGHEST ORGANIC REACH:	
CAMBRIA CHRISTMAS MARKET (4.2K PEOPLE REACHED)	
HIGHEST ORGANIC ENGAGEMENT:	
DRIFTWOOD ART IN CAMBRIA (1K ENGAGEMENTS)	
FOLLOWERS	
TWITTER:	8,349
TOT. ORGANIC IMPRESSIONS:	43K
PINTEREST:	744
INSTAGRAM:	22,825

### VISITOR GUIDE DIST.

GUIDES DISTRIBUTED:	550
THIS MONTH IN SLO CAL	
SUBSCRIBERS	35,085
OPENS:	4,654
CLICK-THROUGHS:	507
THIS WEEK IN SLO CAL	
CIRCULATION:	1,811
MOST CLICKED LINK:	
STR REPORT	