

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. Tickets are now on sale.

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 Jordan@SLOCAL.com.



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) 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

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

	Current Month - November 2018 vs November 2017											
	Occ %		ADR		RevPAR		Percent Change from November 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	65.7	64.0	114.94	114.21	75.54	73.06	2.7	0.6	3.4	3.6	0.2	2.9
Cambria, CA+	63.8	59.4	177.99	169.35	113.51	100.61	7.3	5.1	12.8	12.8	0.0	7.3
Morro Bay, CA+	61.2	57.5	125.74	118.61	76.95	68.19	6.4	6.0	12.8	12.8	0.0	6.4
Paso Robles, CA+	67.8	70.8	135.19	132.01	91.62	93.40	-4.2	2.4	-1.9	-1.9	0.0	-4.2
Pismo Beach, CA+	62.2	60.8	167.87	154.17	104.42	93.67	2.4	8.9	11.5	11.5	0.0	2.4
San Luis Obispo, CA+	67.7	65.7	142.96	136.28	96.75	89.47	3.1	4.9	8.1	8.1	0.0	3.1
San Simeon, CA+	52.8	43.7	115.70	116.27	61.13	50.82	20.9	-0.5	20.3	20.1	-0.2	20.7
Five Cities+	62.3	59.7	157.58	147.87	98.10	88.21	4.4	6.6	11.2	11.2	0.0	4.4
North Coast+	58.8	52.5	150.61	146.69	88.55	77.04	11.9	2.7	14.9	14.9	-0.1	11.9
North County+	67.2	69.0	129.93	127.63	87.35	88.01	-2.5	1.8	-0.8	-0.7	0.1	-2.5
South County+	64.8	62.4	150.51	142.23	97.47	88.79	3.7	5.8	9.8	9.8	0.0	3.7
San Luis Obispo County	64.0	61.9	143.90	137.56	92.09	85.10	3.4	4.6	8.2	8.2	0.0	3.4

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