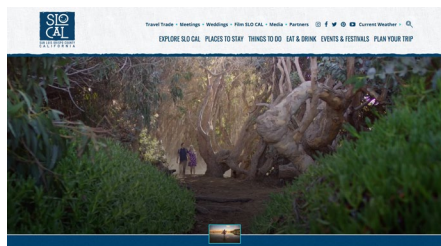


Visit SLO CAL

Activity Report, February 2018

- Industry Engagement -



Visit SLO CAL Launches New SLOCAL.com

After many months of writing all new content and developing video, imagery and customizations, Visit SLO CAL brought to life the brand new SLOCAL.com. This showcase of our incredible countywide destination offers guests a more robust experience by allowing all tourism-related businesses access to a free listing in appropriate categories. This new, inclusive approach to tourism promotion moves VSC from being a paid membership organization to one of broad representation and tourism partnership throughout the county.

Visit SLO CAL Wins Visit California Poppy Award

On February 15 in Anaheim, CA, Visit SLO CAL received Visit California's coveted Poppy Award for Best Digital Marketing Campaign in recognition of our "Life's Too Beautiful to Rush" initiative. One of four finalists for the Best Digital Campaign award, VSC, with a \$3.8 million budget, rose above Monterey County Convention & Visitors Bureau (\$7 million budget), Visit Anaheim (\$17 million) and San Diego Tourism Authority (\$43 million). VSC's winning program launched the first-ever countywide brand (SLO CAL) and corresponding "Life's Too Beautiful to Rush" campaign developed by their creative agency BCF.



Full Winter/Spring Media Campaign Launches

In conjunction with the launch of the brand-new SLOCAL.com, VSC launched the display portion of the winter/spring media campaign. The strategy of this campaign is to increase awareness and drive consideration for travel to SLO CAL. The winter/spring media campaign is now running fully on social, display and SEM.

VSC Launches #SoSLOCAL Contest

On February 17, VSC launched its search for six San Luis Obispo County residents to become SLO CAL Storytellers. Applicants were asked to submit a video, blog, five photos and a short description about why they are #SoSLOCAL. One storyteller from North County, South County, North Coast and Cal Poly will be chosen, each to represent one of VSC's three personas – Active Adventurer, Mom to the Max and Cultured Class.



Upcoming Opportunities & Events

- **Unique, Family-Friendly Activities Content:** Visit SLO CAL is collecting content ideas for media pitches and blogs. If you have unique, family-friendly packages or other notable information, please email your ideas to Jordan Carson, Jordan@SLOCAL.com.



Halter Ranch Vineyard featured in Forbes (left) and San Luis Obispo featured in 7x7 (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- KSBY: *Local Destination Non-Profit Wins Visit California's Poppy Award* - <http://bit.ly/VSCPopyAward>
- 7x7: *The Lake Tahoe Antidote: Snow-Free Winter Getaways in Northern California* - <http://bit.ly/7x7SLOCAL>
- Forbes: *The Perfect San Luis Obispo SLO CAL Getaway* - <http://bit.ly/ForbesSLOCAL>
- Livability: *Is This California Town the Happiest in America?* - <http://bit.ly/LivabilitySLOCAL>
- Bravo TV: *California Wine Country Travel Update: Everything You Need to Know to Plan a Trip After the Fires* - <http://bit.ly/BravoTVSLOCAL>
- SF Chronicle: *Slumber Among the Vineyards in Paso Robles* - <http://bit.ly/SFChroniclePasoRobles>
- Architectural Digest: *33 Incredible Springtime Adventures*

Media Visits

- Fashion by Ally - Influencer
- Entertainment Today
- @Tiffpenguin - Influencer

Travel Trade

- MPI Northern California Expo – Feb. 27

Upcoming Travel Trade

- VCA China Sales Mission – April 9-13
- IPW Denver – May 19-23

Film SLO CAL

- Twin Turbos – Discovery Channel
- Outside TV
- Extreme RV – Travel Channel
- Kipling Handbags - Commercial



Film Scout Location FAM Tour

Film SLO CAL is partnering with the SLO International Film Festival, to hold a location scout FAM tour on March 19 & 20. A total of nine producers, filmmakers and location managers will be attending the scout. The goal is to showcase as many locations throughout SLO CAL as possible, framing our region as a premier location for filming.

VISIT SLO CAL WEB ACTIVITY

SESSIONS: 118,469
UNIQUE VISITORS: 101,353
PAGE VIEWS: 213,711
AVG. PAGE VIEWS/VISIT: 1.80
AVG. TIME ON SITE: 1:40
TOTAL ORGANIC TRAFFIC: 40,453
% OF ORGANIC: 34%
MOBILE SESSIONS: 84,206
MOST VISITED EVENT PAGE:
 SURF NITE IN SLO (488 VIEWS)
TOTAL BLOG VISITS: 11,739
MOST VISITED BLOG: 15 FREE THINGS TO DO IN SLO CAL (662 VISITS)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK
LIKES: 30,314 **NEW:** 2,618
TOT. ORGANIC IMPRESSIONS: 174,763
HIGHEST REACH: BIG WAVES ARE COMING TO THE SLO INTERNATIONAL FILM FEST... (7K PEOPLE REACHED)
HIGHEST ENGAGEMENT: BIG WAVES ARE COMING TO THE SLO INTERNATIONAL FILM FEST... (2.8K ENGAGEMENTS)

	FOLLOWERS	NEW
TWITTER:	7,774	58
33.8K IMPRESSIONS		
PINTEREST:	719	7
INSTAGRAM:	19.1K	2000

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED: 520
THIS MONTH IN SLO CAL
SUBSCRIBERS 34,651
OPENS: 4,979
CLICK-THROUGHS: 733
THIS WEEK IN SLO CAL
CIRCULATION: 1,684
MOST CLICKED LINK:
 STR REPORT