

## Activity Report, March 2018

### - Industry Engagement -

#### **2018 Visit SLO CAL Tourism Exchange**



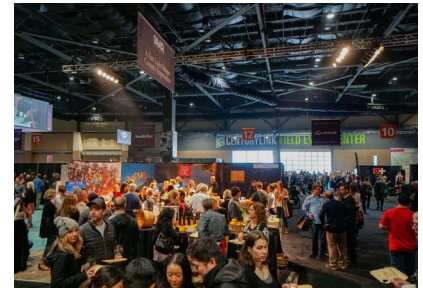
Join Visit SLO CAL at our 2018 Tourism Exchange on Tuesday, May 8 from 11 am-4:30 pm at the Embassy Suites as we highlight the accomplishments of the past year and outline the major initiatives for the year ahead. Hear from industry leaders during educational sessions that will help build your business for tomorrow as we grow our destination together.

The main event will include a luncheon and keynote presentations, followed by three educational insight sessions. Mix, mingle and share in the excitement with a special reception after the event. Click this link to RSVP today:

<https://bit.ly/2uZ4sbh>

#### **Successful SAVOR on the Road at Taste Washington**

On March 24-25, VSC staff and destination partners from Paso Robles, San Luis Obispo and Pismo Beach, as well as partners from Central Coast Creamery, Yes Cocktail Co., Paso Almonds, The Groves on 41 and Marisol Restaurant brought SAVOR and SLO CAL to life at Taste Washington in Seattle. The booth's farmers market theme featured fresh vegetables, fruit and flowers displayed amongst rustic tables and wood flooring, ideally situated in the middle of the event floor next to Alaska Airlines. VSC and destination partners arrived early to meet with in-market media at desk sides throughout the city. VSC also worked closely with Visit Seattle for pre- and post-event giveaways.



#### **Winter/Spring Media Update**

The winter/spring campaign garnered over 27M impressions and 76k website activities. Video was the top performing tactic during this campaign as it accounted for 46% of all activities. Los Angeles generated the most conversions with 7,266 activities and Las Vegas had the lowest overall eCPA at \$2.34. The top display creatives included the SLO CAL Adventure brand video and Pear Valley banner, while top social creative was the outdoor carousel.

#### **VSC Holds Annual Strategic Marketing Committee Retreat**

On March 13 Visit SLO CAL, its agencies and Marketing Committee members gathered in Avila Beach to dig into learnings from the previous year and start mapping the strategy for the year to come which will form the basis of the FY2018/19 Marketing Plan. Topics of discussion included DMO funnel & alignment including barriers and solutions, how we can align with Visit California strategy and initiatives, and how to reduce duplication.



Morro Bay featured on MoneyInc.com (left) and SLO Brew featured on Sunset.com (right).



- PR and Travel Trade -

### **VSC-Assisted Media Placements**

- Sunset Magazine: 10 Amazing Art Museums in the West – <http://bit.ly/MBSkateSunset>
- Sunset Magazine: 10 Best Craft Beer Taprooms in the West - <http://bit.ly/BeerSunsetMag>
- MoneyInc.com: Life's Too Beautiful to Rush: Savor the California Central Coast - <http://bit.ly/MoneyIncSLOCAL>
- Travelocity: 8 Hotel Suites that Bring Your Favorite Fairytale to Life - <http://bit.ly/HotelSLOCAL>
- San Francisco Magazine: Big Coast, Small Wonders - <http://bit.ly/SFMagSLOCALCoast>
- Resident Magazine: Escape Los Angeles This Spring Season - <http://bit.ly/ResidentMagSLOCAL>

### **Media Visits**

- 365 Atlanta Family
- Wine Enthusiast
- Air Canada EnRoute
- Conde Nast Traveler

### **Travel Trade**

- Visit California Mexico Sales Mission – March 11-16
- Visit California 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
- HGTV Mountain Life



### **Film Scout Location FAM Tour**

Film SLO CAL recently hosted eight filmmakers and location scouts on the annual film location tour in SLO CAL. In partnership with the SLO International Film Festival, the tour participants blitzed the county in two days, traveling from San Simeon to Paso Robles to Arroyo Grande and everything in between. A special thank you to all the tourism partners who participated in hosting the group.

### **VISIT SLO CAL WEB ACTIVITY**

**SESSIONS:** 112,917  
**UNIQUE VISITORS:** 95,233  
**PAGE VIEWS:** 191,693  
**AVG. PAGE VIEWS/VISIT:** 1.70  
**AVG. TIME ON SITE:** 1:44  
**TOTAL ORGANIC TRAFFIC:** 30,477  
**% OF ORGANIC:** 27%  
**MOBILE SESSIONS:** 83,690  
**MOST VISITED EVENT PAGE:**  
 EASTER EGGSTRAVAGANZA (820 VIEWS)  
**TOTAL BLOG VISITS:** 11,250  
**MOST VISITED BLOG:** 15 FREE THINGS TO DO IN SLO CAL (1.374 VISITS)

### **VISIT SLO CAL SOCIAL MEDIA ACTIVITY**

**FACEBOOK**  
**LIKES:** 31,923 **NEW:** 1,750  
**TOT. ORGANIC IMPRESSIONS:** 163,316  
**HIGHEST REACH:** WHAT DO 80 MILES OF SLO CAL COAST LOOK LIKE? (VIDEO) (5.2K PEOPLE REACHED)  
**HIGHEST ENGAGEMENT:** THE 2018 SAN LUIS OBISPO INTERNATIONAL FILM FESTIVAL KING VIDOR... (2.1K ENGAGEMENTS)

	FOLLOWERS	NEW
<b>TWITTER:</b>	7,787	43
	34.8K IMPRESSIONS	
<b>PINTEREST:</b>	725	6
<b>INSTAGRAM:</b>	19.5K	400

### **VISITOR GUIDE DIST.**

**GUIDES DISTRIBUTED:** 1,441  
**THIS MONTH IN SLO CAL**  
**SUBSCRIBERS** 34,822  
**OPENS:** 4,543  
**CLICK-THROUGHS:** 773  
**THIS WEEK IN SLO CAL**  
**CIRCULATION:** 1,660  
**MOST CLICKED LINK:**  
 STR REPORT