

- Industry Engagement -



Winter/Spring Media Update

The winter/spring campaign garnered over 28.6M impressions and 65k website activities. Bounce rate for this campaign is 41.53% compared to 90.9% for Spring 2017 and 79.37% for Fall 2017. Pages per session is 1.57 compared to 1.20 for Spring 2017 and 1.05 for Fall 2017. Average session time is 1:14 compared to 0:18 for Spring 2017 and 1:16 for Fall 2017.

VSC Attends Visit California LA Media Event

On April 24-25, VSC's Director of Communications, Keba Baird, and Hilary Townsend of Townsend PR attended Visit California's LA Media Event. Over 120 media professionals attended this annual event. While in LA, VSC held ten deskside meetings with publications such as Travel + Leisure, Sherman's Travel, Conde Nast, Bon Appetit, LA Times, Sunset, Vanity Fair, American Way, Westways, NY Times, Men's Health, AARP and Food & Wine.



VSC Attends Visit California China Sales Mission

Michael Wambolt, VSC's Director of Travel Trade, attended Visit California's annual China Sales Mission on April 9-13. On this sales mission, Wambolt visited Shanghai and Beijing, held 54 appointments and three agency takeovers. Key takeaways from this mission include:

- Group business is down due to travel visas being rejected
- Seeing a shift from group to FIT travel
- The SLO CAL brand is being recognized during the meetings and is helping the operators recognize our destination faster
- Operators are looking for experiential travel for their clients, they are moving past the big sightseeing venues like Disney and Vegas.
 - o Experience partners need to become China Ready to help this along
- Top inbound operators for their market are JBS Hotels, GTA, Galaxy and Hotelbeds



Avila Beach featured in NY Lifestyle Magazine (left) and Inn at the Pier featured in Seattleite (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- New York Lifestyle Magazine: *San Luis Obispo: Exploring California's Central Coast* – <http://bit.ly/nylifestylemagSLOCAL>
- Resident Magazine: *Escape Los Angeles this Spring Season* - <http://bit.ly/ResidentMagSLOCAL>
- Seattleite: *Weekend Wanderings: San Luis Obispo County, California* - <http://bit.ly/SeattleiteSLOCAL>

Media Visits

- Fodor's Travel
- LARoadtrips.com
- GettingonTravel.com

Travel Trade

- Visit California China Sales Mission – April 9-13
- LA Sales Mission – May 9-10
- IPW Denver – May 19-23
- UK Sales Mission – June 10-15

Film SLO CAL

- GMC
- Western Film
- Ad Astra
- As of April 30 – 56 filming leads, 27 productions
- 43 filming days



Film Permitting Partners Meeting

Film SLO CAL will be hosting its bi-annual meeting at Tolosa Winery in San Luis Obispo on June 5 at 1:00 pm. All permitting and DMO partners are invited to attend. Seating is limited and reservations are recommended. If you wish to attend, please email Kylee Corliss at Kylee@SLOCAL.com.

VISIT SLO CAL WEB ACTIVITY

SESSIONS:	113,861
UNIQUE VISITORS:	93,686
PAGE VIEWS:	233,155
AVG. PAGE VIEWS/VISIT:	2.05
AVG. TIME ON SITE:	2:23
TOTAL ORGANIC TRAFFIC:	34,891
% OF ORGANIC:	31%
MOBILE SESSIONS:	86,842
MOST VISITED EVENT PAGE:	27 TH ANNUAL ROCK & GEM SHOW (1,116 VIEWS)
TOTAL BLOG VISITS:	9,288
MOST VISITED BLOG:	15 FREE THINGS TO DO IN SLO CAL (1.605 VISITS)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 32,924 **NEW:** 1,171
TOT. ORGANIC IMPRESSIONS: 157,668
HIGHEST REACH: SUNSHINE, LONG WALKS ON THE BEACH AND HUNTING FOR SEASHELLS MAKE FOR A GREAT DAY IN MORRO BAY CA. (20.8K PEOPLE REACHED)
HIGHEST ENGAGEMENT: SUNSHINE, LONG WALKS ON THE BEACH AND HUNTING FOR SEASHELLS MAKE FOR A GREAT DAY IN MORRO BAY CA. (1.6K ENGAGEMENTS)

	FOLLOWERS	NEW
TWITTER:	7,845	58
35.8K IMPRESSIONS		
PINTEREST:	737	12
INSTAGRAM:	20.2K	600

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED: 2,069
THIS MONTH IN SLO CAL SUBSCRIBERS 34,802
OPENS: 5,117
CLICK-THROUGHS: 832
THIS WEEK IN SLO CAL CIRCULATION: 1,726
MOST CLICKED LINK: STR REPORT

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

Current Month - March 2018 vs March 2017													
	Occ %		ADR		RevPAR		Percent Change from March 2017						
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Atascadero, CA+	62.9	68.7	110.49	105.82	69.54	72.72	-8.4	4.4	-4.4	-4.2	0.2	-8.2	
Cambria, CA+	61.1	65.4	167.09	154.85	102.08	101.33	-6.6	7.9	0.7	0.9	0.1	-6.5	
Morro Bay, CA+	59.1	58.9	120.44	110.75	71.24	65.20	0.5	8.8	9.3	9.4	0.1	0.6	
Paso Robles, CA+	64.8	70.0	132.73	128.92	85.96	90.20	-7.4	3.0	-4.7	-4.7	0.0	-7.4	
Pismo Beach, CA+	65.7	67.9	161.50	144.79	106.13	98.30	-3.2	11.5	8.0	14.7	6.2	2.8	
San Luis Obispo, CA+	68.5	69.2	139.88	131.26	95.85	90.79	-0.9	6.6	5.6	5.7	0.1	-0.8	
San Simeon, CA+	46.1	50.2	114.49	110.14	52.75	55.31	-8.3	3.9	-4.6	-4.8	-0.2	-8.4	
Five Cities+	63.7	66.4	153.66	138.26	97.90	91.76	-4.0	11.1	6.7	11.4	4.5	0.3	
North Coast+	54.6	58.6	144.75	135.37	79.09	79.31	-6.7	6.9	-0.3	-0.3	0.0	-6.7	
North County+	64.3	69.6	126.95	122.87	81.60	85.57	-7.7	3.3	-4.6	-4.6	0.1	-7.6	
South County+	65.9	67.7	147.05	134.89	96.95	91.30	-2.6	9.0	6.2	8.7	2.4	-0.3	
San Luis Obispo County	63.2	65.8	140.16	130.20	88.51	85.72	-4.1	7.6	3.3	4.5	1.2	-2.9	