

- Industry Engagement -



Visit SLO CAL Celebrates Highway 1 Opening With Dream Drive + FAM

On August 9, Visit California, Visit SLO CAL, Morro Bay Tourism and other Central Coast partners took part in the Highway 1 Dream Drive. This monumental event began at the WeatherTech Raceway Laguna Seca in Monterey with 80+ cars carrying over 70 international media and representatives down Highway 1, ending at Morro Rock for a finale rally and reception. Stops along the route included Ventana Big Sur and Hearst Ranch Winery in San Simeon. [Click here to view the entire gallery.](#)



Following the Dream Drive, Visit SLO CAL, in partnership with Visit California and six local DMOs (Paso Robles, San Luis Obispo, Morro Bay, Cambria, San Simeon and Atascadero) hosted 61 international and domestic media/digital influencers from such outlets as Rolling Stone, Lonely Planet, Elle China, National Geographic Traveller, as well as Craig Lowndes, an Australian racecar driver. The Dream Drive FAM touched 16 cities, 21 lodging partners and 60 total business partners in SLO CAL – Visit SLO CAL’s largest FAM to date!

Destination Management Strategy Community Survey Receives 5,013 Responses

August 1-27, Visit SLO CAL conducted its Destination Management Strategy Community Survey. The survey was targeted to residents of SLO CAL and was promoted via PSAs on social media, television and radio, as well as e-blasts from Visit SLO CAL, Assemblyman Jordan Cunningham, County Supervisors, local Mayors, City Managers, Chambers of Commerce, TBIDs, Cal Poly, The Tribune, KSBY and others. PSAs featuring President & CEO Chuck Davison, Assemblyman Cunningham and SLO CAL Mayors, were used to help convey



Visit SLO CAL Participates in US Travel Association’s ESTO

President & CEO Chuck Davison, VP of Marketing Brooke Burnham, Director of Communications Keba Baird and Marketing Coordinator Jordan Carson attended US Travel’s ESTO conference in Phoenix, Arizona August 13-15. Davison spoke about VSC’s Destination Management Strategy on a panel during an Ideas & Inspiration session focused on social issues and the role of destination marketers. While Visit SLO CAL did not win the Best Digital Campaign ESTO award, it was an honor to be a finalist with the very well-established organizations Visit Seattle (winner) and Visit St. Pete-Clearwater.

Upcoming Events & Content Needs

- **Fall Educational Symposium** – Save the date for our Industry Educational Symposium at SLO Brew Rock’s brand-new event space the morning of Wednesday, October 24.
- **Fall/Harvest & Holiday Content:** Fall and the holiday season are right around the corner. Submit your 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.



Pismo Beach featured in Reader's Digest (left) SLO CAL featured in Airbnb Magazine (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- Orbitz – [The most unique hotels in all 50 states](#)
- Reader's Digest - [41 Mini Family Vacations That Won't Break the Bank](#)
- Forbes Travel Guide – [5 Amazing Travel Experiences for Kids](#)
- Airbnb Magazine + Online – [Fall Getaways: 3 Weekend Escapes for Wine Lovers](#)

Media Visits

- Dream Drive FAM (60+ international journalists)
- USA Today's GoEscape Magazine (August 11-12)

Travel Trade

Upcoming Shows & FAM opportunities:

- Southern California Sales Mission
 - September 18-20
- UK Super FAM – October
- Recreational Vehicle Industry Association (RVIA) show - Pomona
 - October 5-15

Film SLO CAL

- Attending American Film Market (Oct 21-Nov 7)
- Statistics as of August 1:
 - 103 filming leads
 - 58 productions
 - 155 filming days

Destination Wedding Released August 31

Last fall, Film SLO CAL played a monumental roll in helping to secure locations, local crew and talent for the feature film Destination Wedding, with Keanu Reeves and Winona Ryder. Over several weeks, crews filmed at the Apple Farm, DuBost Winery, San Luis Obispo County Regional Airport and Happy Feet Spa. Film SLO CAL hosted producer Elizabeth Dell on a location scout FAM tour when the movie was still in its planning stages. Destination Wedding can be seen at theaters locally and nationwide.



VISIT SLO CAL WEB ACTIVITY

SESSIONS:	71,143
UNIQUE VISITORS:	55,701
PAGE VIEWS:	155,972
AVG. PAGE VIEWS/VISIT:	2.19
AVG. TIME ON SITE:	3:21
TOTAL ORGANIC TRAFFIC:	49,878
% OF ORGANIC:	70%
MOBILE SESSIONS:	47,254
MOST VISITED EVENT PAGE:	TEMPLETON RECREATION CONCERTS IN THE PARK (1,093 VIEWS)
TOTAL BLOG VISITS:	10,308
MOST VISITED BLOG:	15 FREE THINGS TO DO IN SLO CAL (784 VISITS)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK		
LIKES:	34,498	NEW: 947
TOT. ORGANIC IMPRESSIONS:	256,111	
HIGHEST REACH:	BAY TO BASKET VIDEO (6.3K PEOPLE REACHED))	
HIGHEST ENGAGEMENT:	MEET SLO CAL STORYTELLER KAREN! (948 ENGAGEMENTS)	
	FOLLOWERS	NEW
TWITTER:	8,095	10
	41K IMPRESSIONS	
PINTEREST:	738	1
INSTAGRAM:	21.9K	800

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED:	314
THIS MONTH IN SLO CAL	
SUBSCRIBERS	34,300
OPENS:	4,684
CLICK-THROUGHS:	797
THIS WEEK IN SLO CAL	
CIRCULATION:	1,839
MOST CLICKED LINK:	STR REPORT

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

	Current Month - July 2018 vs July 2017											
	Occ %		ADR		RevPAR		Percent Change from July 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	82.6	84.6	145.66	151.47	120.31	128.09	-2.3	-3.8	-6.1	-5.9	0.2	-2.1
Cambria, CA+	84.8	84.6	224.69	223.67	190.59	189.29	0.2	0.5	0.7	0.8	0.1	0.4
Morro Bay, CA+	84.9	83.8	170.94	168.30	145.17	141.06	1.3	1.6	2.9	3.0	0.1	1.4
Paso Robles, CA+	84.4	85.7	165.74	173.95	139.93	149.02	-1.4	-4.7	-6.1	-6.1	0.0	-1.4
Pismo Beach, CA+	88.1	87.2	232.35	228.66	204.78	199.50	1.0	1.6	2.6	8.9	6.1	7.2
San Luis Obispo, CA+	85.2	84.8	175.07	174.10	149.16	147.66	0.5	0.6	1.0	1.1	0.0	0.5
San Simeon, CA+	79.5	73.2	150.93	163.40	120.04	119.67	8.6	-7.6	0.3	0.2	-0.2	8.4
Five Cities+	86.6	86.7	219.99	216.93	190.49	188.11	-0.1	1.4	1.3	5.7	4.4	4.3
North Coast+	82.7	79.7	191.07	196.16	158.01	156.24	3.8	-2.6	1.1	1.1	0.0	3.8
North County+	83.9	85.4	160.49	168.04	134.72	143.47	-1.7	-4.5	-6.1	-6.1	0.1	-1.6
South County+	85.9	85.8	199.46	196.96	171.43	169.03	0.2	1.3	1.4	3.8	2.4	2.5
San Luis Obispo County	85.0	84.6	187.54	188.12	159.38	159.09	0.5	-0.3	0.2	1.4	1.2	1.7

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