

ACTIVITY REPORT, SEPTEMBER 2018

- Industry Engagement -

Industry Educational Symposium

Join Visit SLO CAL at SLO Brew Rock on Wednesday, October 24 from 8 am to 12 pm for our fall Industry Educational Symposium. In addition to an update from Visit SLO CAL's President & CEO Chuck Davison, speakers will include Nate Huff, Senior Vice President at Miles Partnership; Keith Ireland, CEO & Chief Creative Officer at BCF Agency; and Aida Osta, Director of Travel Trade Marketing for Visit California. Topics will include the following:

- Who Visit SLO CAL is marketing to, how they behave and how you can best reach that audience to attract them to your business
- How Visit SLO CAL is branding our county, how to align your business with the SLO CAL brand and how integrating branding into the guest experience can elevate your customer service
- Why international tour and travel affects SLO CAL from the top-down and how your property can capitalize on market trends and SLO CAL's efforts.

Tickets are \$25 for lodging and \$35 for non-lodging. [RSVP here.](#)

If you are unable to attend, Visit SLO CAL will be recording the event and sharing the sessions on our website.



FY 2017/18 Year-End Satisfaction Survey

At Visit SLO CAL, we strive for continuous improvement, seeking feedback and gaining insight on how we can bring more value to all of you. We are currently conducting our annual [Year-End Satisfaction Survey](#) to get your feedback on our efforts over the last year. Please [click here](#) and take a few minutes to provide your opinions, reviews and input on how Visit SLO CAL is doing for your business and for SLO CAL tourism as a whole. Please complete the survey prior to **Friday, October 19.**



Visit SLO CAL Launches Fall Media Campaign

Visit SLO CAL launched the fall advertising campaign on September 21. Working with our new media partner, Miles Partnership and our creative agency BCF, Visit SLO CAL is delivering digital banners, native ads, video, social media ads and search engine marketing (SEM) in six key feeder markets: Los Angeles, San Francisco, Phoenix, Seattle, Denver and Las Vegas. The fall campaign will run through November with a winter-spring campaign kicking off in early 2018.

Upcoming Events & Content Needs

- **SAVOR at San Diego Bay Wine & Food Festival** – Visit SLO CAL and 10+ local partners will be venturing down to San Diego on November 16-17 to participate once more in the San Diego Bay Wine & Food Festival. For more information or to sign-up, email jordan@SLOCAL.com
- **SLO CAL Restaurant Month:** SLO CAL Restaurant Month is right around the corner! To sign up your restaurant or a restaurant partner by November 17, [click here.](#)



Epoch Estate Wines
featured on
AirbnbMag.com (left)
Cambria featured in
Red Tricycle (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- Red Tricycle – [Beach Towns You'll Still Want to Visit in the Off Season](#)
- Apartment Therapy – [Where to Buy an Affordable Vacation Home, Based on Your Myers-Briggs Type](#)
- Airbnb Magazine Online – [Fall Getaways: 3 Weekend Escapes for Wine Lovers](#)

Media Visits

- Brides Magazine – September 14-16

Travel Trade

Upcoming Shows

- Vacation Rental Management Association National Conference
 - October 27-30
- CalSAE Seasonal Spectacular
 - December 12-13
 - \$1000 Co-op, Deadline: November 1
- Meeting & Conference Sales Mission
 - December

Film SLO CAL

- American Film Market (Oct 21-Nov 7)
- Congratulations to Dena Bellman, a finalist in California On Location Awards in State Employee Category
- Statistics as of October 15:
 - 133 filming leads
 - 77 productions
 - 185 filming days
 - 1,276 rooms booked

New! Visit SLO CAL Partnership Calendar

In an effort to better inform our lodging investors and local tourism partners, Visit SLO CAL has created a [FY 2018/19 Partnership Calendar](#), outlining marketing initiatives and collaboration opportunities through June 2019. This calendar encompasses sales efforts, public relations, paid media, content needs, SLO CAL Storyteller trips, and Industry and consumer event opportunities. This calendar is a working document and will be updated periodically by Visit SLO CAL to bring lodging investors and partners the latest information.

VISIT SLO CAL WEB ACTIVITY

| | |
|---|---------|
| SESSIONS: | 55,258 |
| UNIQUE VISITORS: | 44,998 |
| PAGE VIEWS: | 114,473 |
| AVG. PAGE VIEWS/VISIT: | 2.07 |
| AVG. TIME ON SITE: | 2:57 |
| TOTAL ORGANIC TRAFFIC: | 30,913 |
| % OF ORGANIC: | 56% |
| MOBILE SESSIONS: | 38,574 |
| MOST VISITED EVENT PAGE: | |
| SIZZLIN' SUMMER CONCERT SERIES (759 VIEWS) | |
| TOTAL BLOG VISITS: | 12,303 |
| MOST VISITED BLOG: EXPLORE SLO CAL THIS FALL (3,338 VISITS) | |

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

| | |
|--|------------|
| FACEBOOK | |
| LIKES: | 34,597 |
| TOT. ORGANIC IMPRESSIONS: | 117,154 |
| HIGHEST ORGANIC REACH: DOC BURNSTEIN'S ON MARTHA & SNOOP'S POTLUCK DINNER PARTY (7.2K PEOPLE REACHED) | |
| HIGHEST ORGANIC ENGAGEMENT: DOC BURNSTEIN'S ON MARTHA & SNOOP'S POTLUCK DINNER PARTY (513 ENGAGEMENTS) | |
| FOLLOWERS | |
| TWITTER: | 8,229 |
| TOT. ORGANIC IMPRESSIONS: | 35K |
| PINTEREST: | 739 |
| INSTAGRAM: | 22.2 K 264 |

VISITOR GUIDE DIST.

| | |
|-----------------------|--------|
| GUIDES DISTRIBUTED: | 4,928 |
| GUIDES DOWNLOADED: | |
| THIS MONTH IN SLO CAL | |
| SUBSCRIBERS | 34,794 |
| OPENS: | 4,684 |
| CLICK-THROUGHS: | 508 |
| THIS WEEK IN SLO CAL | |
| CIRCULATION: | 1,791 |
| MOST CLICKED LINK: | |
| STR REPORT | |

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

| Current Month - August 2018 vs August 2017 | | | | | | | | | | | | |
|--|-------|------|--------|--------|--------|--------|---------------------------------|------|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from August 2017 | | | | | |
| | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Atascadero, CA+ | 77.2 | 74.3 | 136.56 | 129.86 | 105.39 | 96.43 | 3.9 | 5.2 | 9.3 | 9.5 | 0.2 | 4.1 |
| Cambria, CA+ | 83.1 | 74.5 | 217.86 | 209.79 | 180.96 | 156.20 | 11.6 | 3.8 | 15.9 | 16.0 | 0.1 | 11.7 |
| Morro Bay, CA+ | 80.0 | 74.6 | 163.86 | 151.87 | 131.11 | 113.34 | 7.2 | 7.9 | 15.7 | 15.8 | 0.1 | 7.3 |
| Paso Robles, CA+ | 79.9 | 76.7 | 146.48 | 149.21 | 116.97 | 114.39 | 4.2 | -1.8 | 2.3 | 2.3 | 0.0 | 4.2 |
| Pismo Beach, CA+ | 84.1 | 79.6 | 215.77 | 203.80 | 181.51 | 162.23 | 5.7 | 5.9 | 11.9 | 18.8 | 6.2 | 12.2 |
| San Luis Obispo, CA+ | 81.3 | 76.3 | 166.50 | 158.22 | 135.44 | 120.67 | 6.7 | 5.2 | 12.2 | 12.2 | 0.0 | 6.7 |
| San Simeon, CA+ | 78.8 | 62.9 | 154.31 | 150.79 | 121.61 | 94.86 | 25.3 | 2.3 | 28.2 | 28.0 | -0.2 | 25.1 |
| Five Cities+ | 82.4 | 77.4 | 204.11 | 194.60 | 168.22 | 150.62 | 6.5 | 4.9 | 11.7 | 16.7 | 4.5 | 11.2 |
| North Coast+ | 81.1 | 69.4 | 188.15 | 182.63 | 152.53 | 126.83 | 16.7 | 3.0 | 20.3 | 20.3 | 0.0 | 16.7 |
| North County+ | 79.1 | 76.0 | 143.91 | 144.20 | 113.89 | 109.63 | 4.1 | -0.2 | 3.9 | 3.9 | 0.1 | 4.2 |
| South County+ | 81.9 | 76.9 | 186.84 | 177.51 | 153.05 | 136.44 | 6.6 | 5.3 | 12.2 | 14.8 | 2.3 | 9.1 |
| San Luis Obispo County | 81.0 | 75.3 | 176.41 | 168.92 | 142.85 | 127.19 | 7.5 | 4.4 | 12.3 | 13.7 | 1.2 | 8.8 |

SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. THESE ARE CUSTOM SETS WHICH HAVE BEEN DEVELOPED BY STR FOR LICENSEE'S MARKET.