

### - Industry Engagement -

#### **Visit SLO CAL Welcomes Communications Manager**

Please help Visit SLO CAL welcome Madison Quiring, Communications Manager. Madison began at Visit SLO CAL in late April and brings a passion for the travel and tourism industry to the Communications team. Previously, Madison was the Director of Strategic Communications at the Atascadero Chamber and holds a bachelors' degree focused in Marketing from California Baptist University.

As the Communications Manager, Madison is responsible for developing and implementing proactive communications strategies, responding to in-bound media requests and overseeing all media relations and public communications. Please help us welcome Madison to the team!

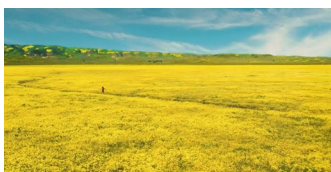


#### **Visit SLO CAL Celebrates Inaugural Dallas-Fort Worth Flight**

On April 2, Visit SLO CAL, Supervisor Debbie Arnold and the San Luis Obispo County Regional Airport welcomed new daily, nonstop service from Dallas/Fort Worth International Airport (DFW). Passengers were welcomed at the terminal with SLO CAL bags filled with SLO CAL Visitors Magazines and SLO CAL Crafted items, as well as information and swag from San Luis Obispo, Paso Robles and Highway 1 Discovery Route. This new service opens travelers to 89 new one-stop connections around the world, including Central and South America.

#### **SLO CAL Crafted FAM**

April 11-15, Visit SLO CAL along with its PR Agency, TURNER Public Relations, hosted four journalists across SLO CAL showing them all things SLO CAL Crafted. Journalists enjoyed a distillery and winery tour, olive oil experience, calligraphy class, cocktail garden class with FARMstead Ed, a painting class with Cambria-based painter Patrick Dennis, a tour of the Luffa Farm, bonfire in Grover Beach and several fabulous restaurant experiences. Media outlets these journalists contribute to include Men's Health, Forbes, Lonely Planet, Huffington Post, Cosmopolitan, SmarterTravel and more.



#### **Visit SLO CAL Captures Aerial Footage of Carrizo Plain Superbloom**

Due to heavy winter rains, SLO CAL experienced a super bloom of epic proportions this spring. To document this natural wonder, Visit SLO CAL worked with Peregrine Media Group to capture Carrizo Plain National Monument and its amazing display of wildflowers. PMG produced a :15 second and :30 second spot, as well as b-roll footage to be used in Visit SLO CAL marketing and PR efforts.



Colony Market & Deli featured on Forbes.com (left and right)



- PR and Travel Trade -

**Visit SLO CAL-Assisted Media Placements**

- Forbes.com – [Mom and Pop Sandwich Shop Breathes New Life into a 1950's Gas Station](#)
  - Result of the SLO CAL Crafted FAM

**Recent Media Hosted**

- Dallas Morning News
- @BearFootTheory via VCA
- Freelancer - Seattle Times, Brit + Co, Outside Magazine, Shape
- Modern Farmer
- Freelancer – MSN, Time Out New York, Esquire, Men's Health
- Freelancer – Forbes, HuffPost, Insider
- Freelancer – New York Magazine, Lonely Planet, Bon Appetit, Elite Daily
- SmarterTravel

**Travel Trade**

- Upcoming
  - Destinology FAM, May 29-30
  - IPW, June 1-5
    - Partners include: Boutique Hotel Collection, Pismo Beach, Paso Robles, Atascadero, San Luis Obispo, Morro Bay and Holiday Inn Express, Atascadero
  - IPW Post FAM, June 6-9

**Visit SLO CAL Attends Visit California Asia**

**Mission**

In March, Visit SLO CAL's Director of Travel Trade attended Visit California's Asia Sales Mission, visiting Japan, South Korea and China. In total, Wambolt held 61 appointments, attended five agency takeovers, trained 55 agents and participated in a team building exercise.



**VISIT SLO CAL  
 WEB ACTIVITY**

SESSIONS:	137,526
USERS:	115,996
PAGE VIEWS:	204,819
AVG. PAGE VIEWS/VISIT:	1.49
AVG. TIME ON SITE:	1:59
TOTAL ORGANIC TRAFFIC:	41,686
MOBILE SESSIONS:	110,701
MOST VISITED EVENT PAGE:	POLY ROYAL RODEO (844 ORGANIC VISITS)
MOST VISITED BLOG:	15 FREE THINGS TO DO IN SLO CAL (823 ORGANIC VISITS)

**VISIT SLO CAL  
 SOCIAL MEDIA ACTIVITY**

FACEBOOK:	51,471
TOT. ORGANIC IMPRESSIONS:	121,291
HIGHEST ORGANIC REACH:	A DAY ON THE WATER IN PISMO BEACH IS BEST SPENT EXPLORING SEA CAVES. (4,645)
HIGHEST ORGANIC ENGAGEMENT:	NO APRIL FOOLS JOKES HERE... (171)
FOLLOWERS	
TWITTER:	8,534
TOT. ORGANIC IMPRESSIONS:	35,236
PINTEREST:	763
INSTAGRAM:	25,349
TOT. ORGANIC IMPRESSIONS:	220,708

**VISITOR GUIDE DIST.**

SLOCAL.COM:	449
LOCAL DELIVERY:	7,500

**THIS MONTH IN SLO CAL**

SUBSCRIBERS	35,956
OPENS:	5,017
CLICK-THROUGHS:	1,213

**THIS WEEK IN SLO CAL**

CIRCULATION:	1,786
MOST CLICKED LINK:	
STR REPORT	