

### - Industry Engagement -

#### **Visit SLO CAL Holds Annual Destination Summit**

On Thursday, May 9 Visit SLO CAL gathered with 200 tourism industry partners from across SLO CAL at the Embassy Suites in San Luis Obispo for the annual Destination Summit (formerly Tourism Exchange). Industry partners and investors heard from Resonance Consultancy, Cal Travel, the Visit SLO CAL staff and a panel of experience industry professionals. Visit SLO CAL handed out four Destination Awards including the Lifetime Luminary to Mike Hanchett Sr., Destination Champion to Caltrans District 5, Excellence in Advocacy to Toni LeGras and the Sustainable Tourism award to Vespara on Ocean.

As a resource for our lodging investors and partners, we professionally recorded all sessions and posted them on our website along with pdfs of their corresponding PowerPoint presentations. Visit SLO CAL also released its Tourism Marketing District Results to Date Scorecard, Economic impact numbers for tourism and FY 2018/19 End of Year video.

[Click here](#) to view the presentations, documents and videos.



#### **SLO CAL Storytellers Explore South County**

In May, three of the SLO CAL Storytellers, Visit SLO CAL's local brand ambassadors, explored and ventured around SLO CAL's south county. In the morning, the group tested their abilities at Vista Lago Adventure Park in Arroyo Grande before resting for lunch and wine tasting at Sextant Winery in Edna Valley. The group then explored downtown San Luis Obispo including Mission San Luis Obispo de Tolosa, Bubblegum Alley and Creamery Marketplace. The group put their problem-solving skills to the test at The Puzzle Effect and celebrated a successful day at La Esquina Taqueria. In June, the Storytellers explore South Coast!

#### **SLO CAL Welcomes AMGEN Tour of California**

May 15-16, the AMGEN Tour of California rolled into SLO CAL once again. World-class riders raced to an exciting Finish in Morro Bay and woke up to start it all again in Pismo Beach. Live broadcasts on NBCSN and the AMGEN Tour Tracker displayed SLO CAL's north and south coast beautifully during this two-day race along Highway 1.





Central Coast  
 Trailrides & Cass  
 Winery featured on  
 Ready Set Jet Set (left)  
 Negranti Creamery  
 featured on  
 Roadfood.com (right)



- PR and Travel Trade -

### Visit SLO CAL-Assisted Media Placements

- Fodor's – [10 Ways You Can Experience Your Favorite Overseas Destinations Without Leaving the U.S.](#)
- Red Tricycle – [20 Relaxing Family Beach Vacations \(We Swear\)](#)
- SmarterTravel – [California's Best Kept Secret is This Beachside Wine Region](#)
- Roadfood – [Negranti Creamery](#)
- Ready Set Jet Set – [The Most Instagrammable Spots in SLO CAL](#)

### Recent Media Hosted

- @ZoryMory – influencer
- @Humminglion – influencer
- @HoneyTrek – influencers
- Style Etc.
- TTG Media – via Black Diamond
- Globe and Mail – via VCA Canada

### Travel Trade

- May Site Visits:
  - Destinology FAM, May 29-30
- Upcoming:
  - Black Diamond UK Agent FAM, June 21-23

### FY 2019/20 Partnership Calendar

Take advantage of Visit SLO CAL's investment in marketing, sales and media promotion by getting involved today! Linked below you'll find a calendar full of ways to get involved with Visit SLO CAL throughout FY 2019/20 (July 1, 2019 – June 30, 2020). Attend trade shows to grow your business. Learn industry best practices and the latest trends at educational events. Share your business with top national and international media by hosting press or sharing your stories. Share your stories for blogs, host our SLO CAL Storytellers or be featured in SLO CAL Crafted content.

[View the Visit SLO CAL Partnership Calendar today!](#)



### VISIT SLO CAL WEB ACTIVITY

SESSIONS: 91,571  
 USERS: 76,814  
 PAGE VIEWS: 150,732  
 AVG. PAGE VIEWS/VISIT: 1.65  
 AVG. TIME ON SITE: 2:25  
 TOTAL ORGANIC TRAFFIC: 54,510  
 PARTNER REFERRALS: 8,455  
 MOST VISITED EVENT PAGE: BEER  
 FEST AT MADONNA MEADOWS  
 (2,031 ORGANIC VISITS)  
 MOST VISITED BLOG: SIP BACK AND  
 RELAX ON CALIFORNIA'S CENTRAL  
 COAST (2,686 ORGANIC VISITS)

### VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK: 54,015  
 TOT. ORGANIC IMPRESSIONS:  
 134,707  
 HIGHEST ORGANIC REACH:  
 SENSORIO (13,703)  
 HIGHEST ORGANIC ENGAGEMENT:  
 SENSORIO (608)  
 FOLLOWERS  
 TWITTER: 8,561  
 TOT. ORGANIC IMPRESSIONS:  
 50,103  
 PINTEREST: 764  
 INSTAGRAM: 27,188  
 TOT. ORGANIC IMPRESSIONS:  
 265,680

### VISITOR GUIDE DIST.

SLOCAL.COM: 290  
 LOCAL DELIVERY: 681

### THIS MONTH IN SLO CAL

SUBSCRIBERS 36,112  
 OPENS: 4,798  
 CLICK-THROUGHS: 1,542

### THIS WEEK IN SLO CAL

CIRCULATION: 1,839  
 MOST CLICKED LINK:  
 STR REPORT

## April 2019 vs April 2018 Lodging Statistics (STR, Inc.)

Current Month - April 2019 vs April 2018												
	Occ %		ADR		RevPAR		Percent Change from April 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	69.1	67.1	130.68	120.99	90.35	81.18	3.0	8.0	11.3	11.3	0.0	3.0
Cambria, CA+	77.9	70.5	182.42	171.73	142.13	121.11	10.5	6.2	17.4	17.4	0.0	10.5
Morro Bay, CA+	73.6	64.4	133.98	129.24	98.62	83.27	14.2	3.7	18.4	18.4	0.0	14.2
Paso Robles, CA+	72.8	72.1	140.17	141.77	102.03	102.24	0.9	-1.1	-0.2	-0.2	0.0	0.9
Pismo Beach, CA+	75.3	69.6	181.84	173.82	136.93	121.06	8.1	4.6	13.1	13.1	0.0	8.1
San Luis Obispo, CA+	76.4	72.6	161.24	151.80	123.23	110.23	5.3	6.2	11.8	11.8	0.0	5.3
San Simeon, CA+	63.2	51.1	127.85	121.55	80.78	62.13	23.6	5.2	30.0	30.0	0.0	23.6
Five Cities+	75.1	68.9	171.39	164.42	128.70	113.31	9.0	4.2	13.6	13.6	0.0	9.0
North Coast+	71.2	62.0	159.34	151.50	113.49	93.87	14.9	5.2	20.9	20.9	0.0	14.9
North County+	71.8	70.8	137.74	136.54	98.93	96.65	1.5	0.9	2.4	2.4	0.0	1.5
South County+	75.7	70.6	166.65	158.42	126.17	111.88	7.2	5.2	12.8	12.8	0.0	7.2
San Luis Obispo County	74.0	68.8	156.63	150.16	115.94	103.24	7.7	4.3	12.3	12.3	0.0	7.7
Santa Barbara/Santa Maria, CA	71.5	69.0	201.08	175.94	143.70	121.47	3.5	14.3	18.3	22.7	3.7	7.4
Monterey/Salinas, CA	75.2	73.5	204.29	203.33	153.62	149.47	2.3	0.5	2.8	2.8	0.0	2.3

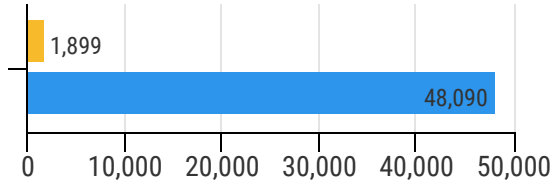
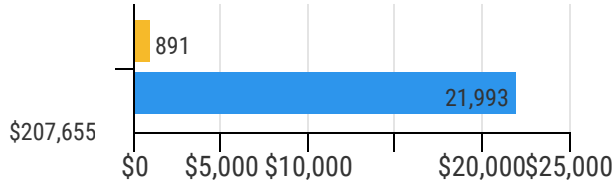
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# VisaVue® Travel - International Tourism - San Luis Obispo County - Q1 2019

TOTAL SPEND: \$3,235,476

CARDHOLDER COUNT

TRANSACTION COUNT

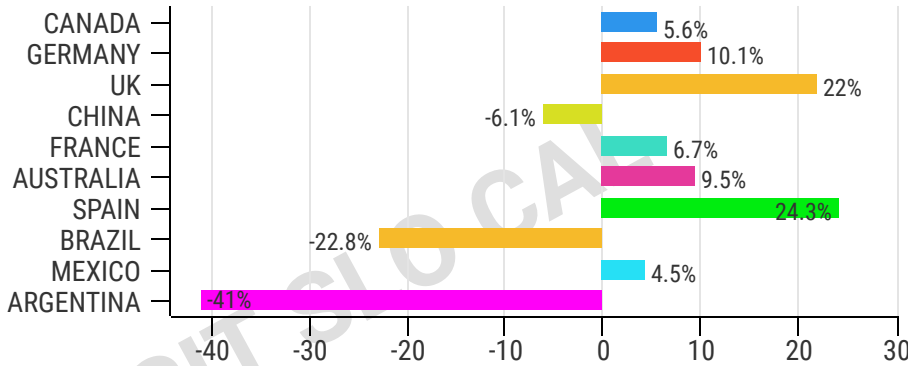


CONSUMER COMMERCIAL

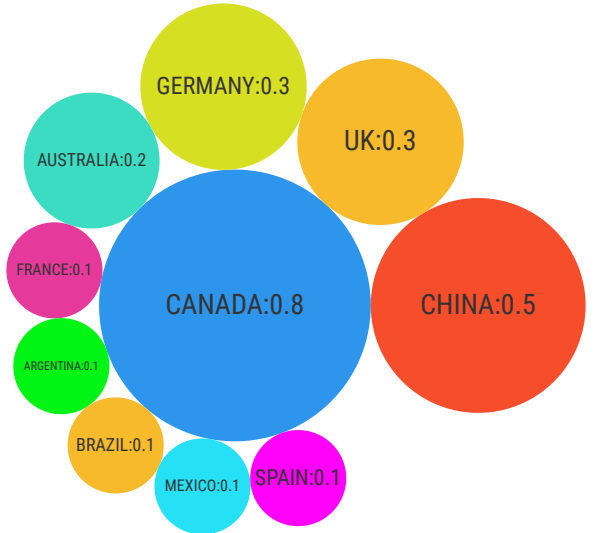
CONSUMER COMMERCIAL

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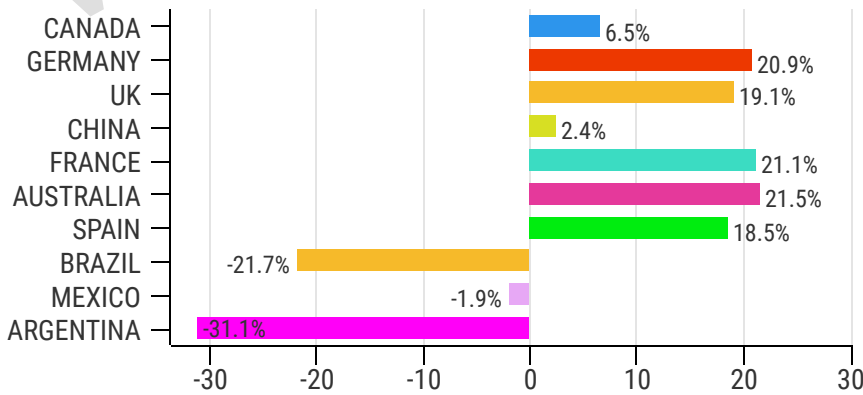
## Top \$ Countries Y/Y Growth



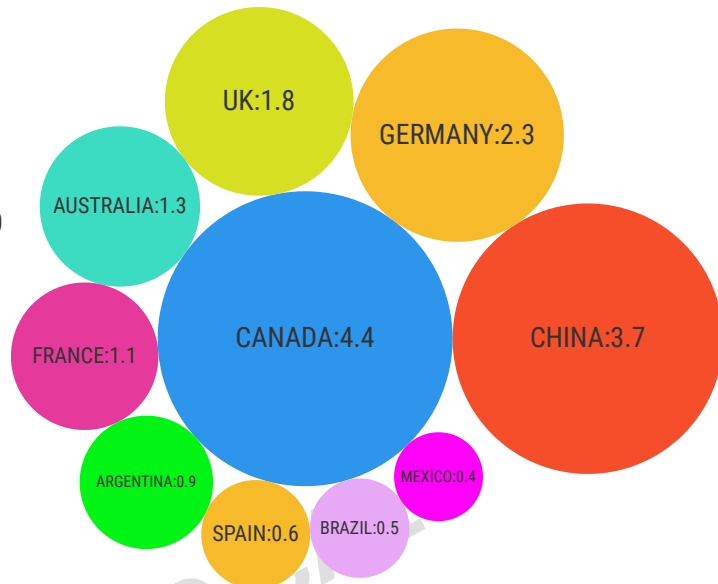
## TOP ORIGINATING COUNTRIES BY SPEND AMOUNT (\$M)



## Top Cardholder Countries Y/Y Growth



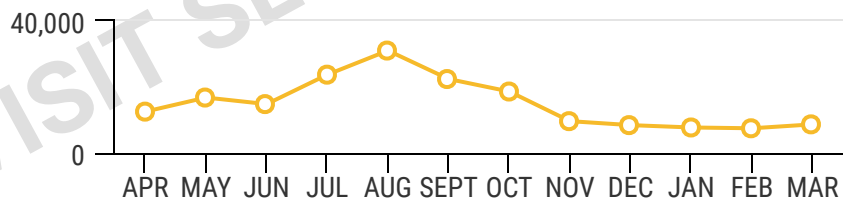
## TOP ORIGINATING COUNTRIES BY CARDHOLDER COUNT (1000's)



## TOP MARKET SEGMENTS BY SPEND AMT (\$M)



## Cardholder Count Trend

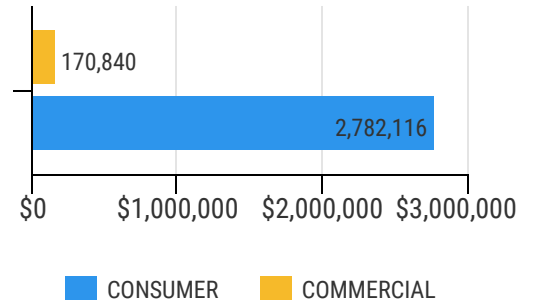
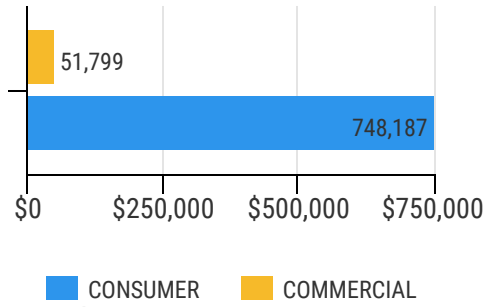
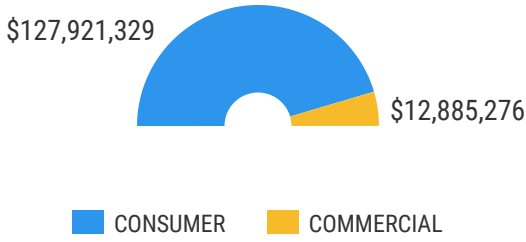


# VisaVue® Travel - Domestic Tourism - San Luis Obispo County - 2019 Q1 Report

TOTAL SPEND: \$140,806,605

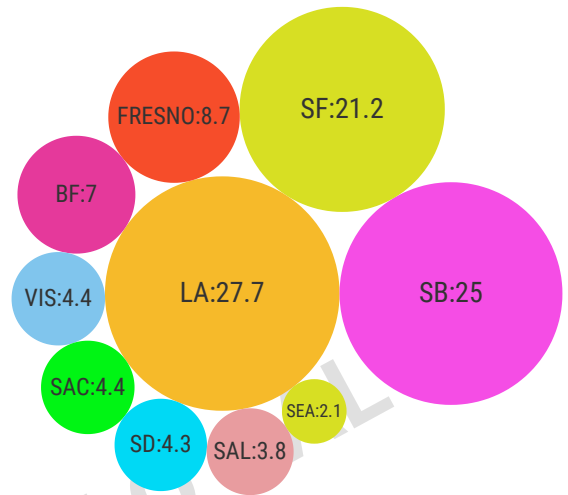
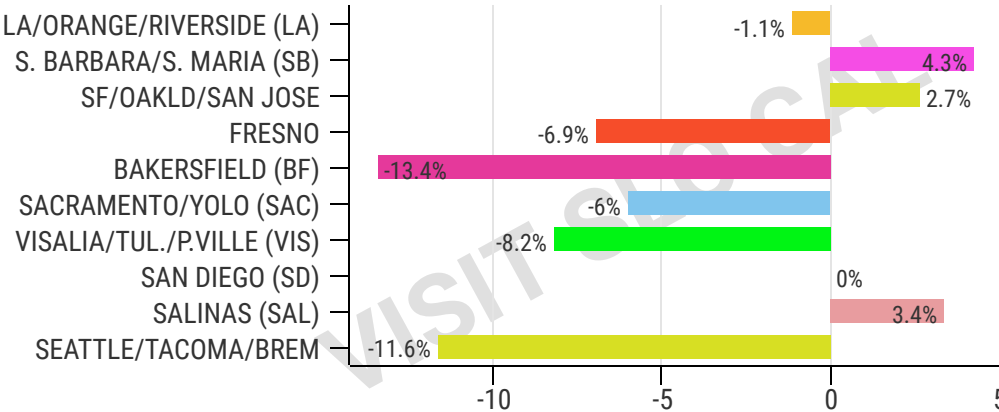
CARDHOLDER COUNT

TRANSACTION COUNT



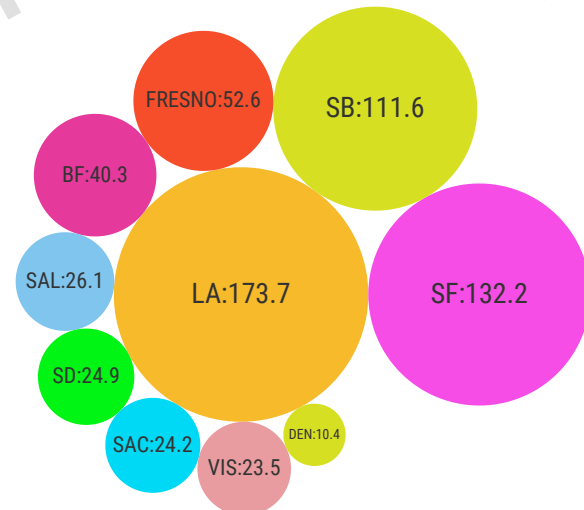
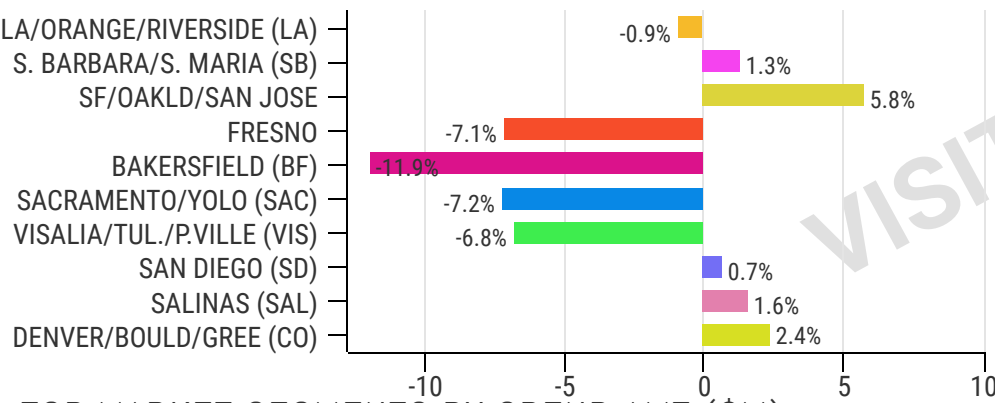
## Top Originating MSAs Y/Y \$ Growth

## TOP ORIGINATING MSAs BY SPEND AMOUNT (\$M)

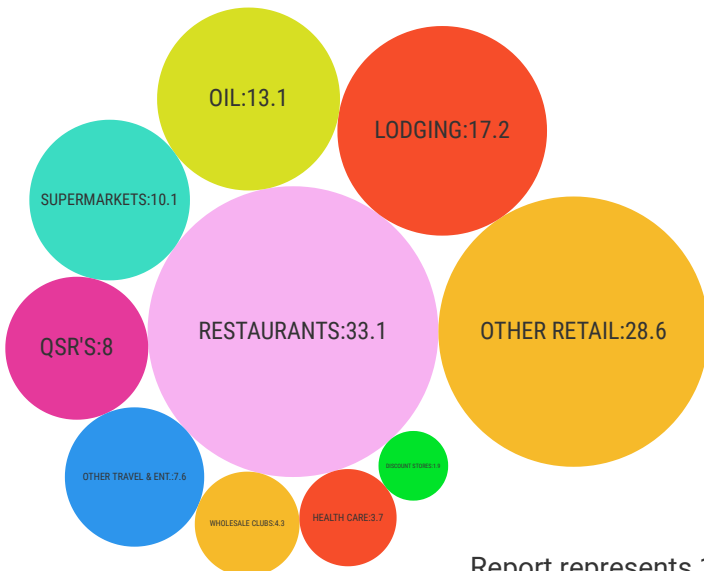


## Top Originating MSAs Y/Y Cardholder Growth

## TOP ORIGINATING MSAs BY CARDHOLDER COUNT (1000's)



## TOP MARKET SEGMENTS BY SPEND AMT (\$M)



## Cardholder Count Trend

