

- Industry Engagement -

Visit SLO CAL Welcomes Digital Marketing Coordinator

Please help Visit SLO CAL welcome Vanessa Robbins, Digital Marketing Coordinator. Born and raised in Santa Margarita, Vanessa comes to Visit SLO CAL with a degree in Business Administration and over 5 years of experience in Digital Marketing. As the Digital Marketing Coordinator, Vanessa is responsible for dissecting the data that helps lead our efforts across paid media, SLOCAL.com and owned media. Brand new to the tourism segment, Vanessa is excited to learn more about destination marketing and management while further developing her marketing skills.



Visit SLO CAL Attends Visit California Outlook Forum

On February 10-13 Visit SLO CAL attended Visit California's Outlook Forum. Speakers from many facets of the tourism industry shared insights and case studies during engaging keynote and educational sessions. Below are some key takeaways:

- **Destination Management** - Critical to the long-term success of tourism communities - when tourism isn't managed, the guest experience suffers
- **International travel** continues to grow in opportunity, in spite of some markets flattening out
 - Top markets are:
 - Canada, China, Japan and UK (by spend)
 - Canada, China, UK, Australia, Mexico (by numbers)
 - India, China, Brazil, Canada, Scandinavia & UK (by avg. # of nights)
 - Ctrip is the way into China business and FIT is growing
 - India is a market on the top watch list for growth
- **Leisure slowdown** -
 - Sentiment Index will go down in next 12 months
 - 32% of domestic US vacations are considering price
- **Business** -
 - 12% plan to take fewer trips, 32% plan to take more
 - 4% increase expected for 2019 in conventions and meeting travel
- **International** - US share of long-haul global travel - down to 12% - recent peak in 2013 at 16%
- **Disrupters** - Amazon is the next big disrupter in travel, and is leveraging Prime membership and consumer data - 44% would consider Amazon as their first choice for travel. if available



Visit SLO CAL Launches Paid Media Campaign in Dallas/Ft. Worth

In February, Visit SLO CAL launched a paid media campaign in Dallas/Ft. Worth to support the new flight to San Luis Obispo County Regional Airport launching April 2. New banners, video and native ad content were created and are running on social media, ADARA and Sharethrough.





Madonna Inn featured on TLCme.com (left); Pismo Beach surfers featured on @ReadySetJetSet (right).



- PR and Travel Trade -

VSC-Assisted Media Placements

- TLCme.com (online) – [17 Incredibly Retro Wedding Venues](#)
- amNewYork (print + online) – [Escape to San Luis Obispo for Beaches, Wine Country and More](#)

Media Visits

- @ReadySetJetSet– Influencer
- @FashionbyAlly - Influencer

Travel Trade

- Attended GoWest Summit, February 25-28
- Black Diamond UK Sales Mission, March 16-23
- *Up Next:*
 - Black Diamond FAM, March 27-29
 - Virgin Holiday FAM, March 29-30
 - VCA Asia Sales Mission, April 16-17

Film SLO CAL

- Recent shoots:
 - Mercedes Benz
 - Jeep
 - Sony
- Filming Stats as of February 28
 - 12 Filming leads
 - 21 Productions
 - 36 Filming Days
 - 14 Rooms Used

Upcoming Events & Content Needs.

- **What's New & Summer Deals:** Visit SLO CAL is seeking information about What's New in SLO CAL in 2019 as well as summer deals. 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.
- **Destination Summit:** Visit SLO CAL will be holding its annual Destination Summit (formerly Tourism Exchange on Thursday, May 9 at the Embassy Suites from 11:00 am – 4:30 pm with reception to follow. To RSVP, visit <http://bit.ly/2019DestinationSummit>.

**VISIT SLO CAL
 WEB ACTIVITY**

SESSIONS:	79,856
USERS:	67,366
PAGE VIEWS:	135,050
AVG. PAGE VIEWS/VISIT:	1.69
AVG. TIME ON SITE:	2:24
TOTAL ORGANIC TRAFFIC:	28,680
MOBILE SESSIONS:	59,045
MOST VISITED EVENT PAGE:	
MORRO BAY CITYWIDE GARAGE SALE (567)	
MOST VISITED BLOG: ICONIC EATS EVERY VISITOR SHOULD TRY (2,252)	

**VISIT SLO CAL
 SOCIAL MEDIA ACTIVITY**

FACEBOOK:	46,170
TOT. ORGANIC IMPRESSIONS:	163,088
HIGHEST ORGANIC REACH: LEARN THE LINGO BLOG (10K)	
HIGHEST ORGANIC ENGAGEMENT: SLO International Film Festival (4.6K)	
FOLLOWERS	
TWITTER:	8,405
TOT. ORGANIC IMPRESSIONS:	39K
PINTEREST:	755
INSTAGRAM:	24,222

VISITOR GUIDE DIST.

SLOCAL.COM:	541
LOCAL DELIVERY:	3,500

THIS MONTH IN SLO CAL

SUBSCRIBERS	35,514
OPENS:	5,652
CLICK-THROUGHS:	1,574

THIS WEEK IN SLO CAL

CIRCULATION:	1,789
MOST CLICKED LINK:	
STR REPORT	

January 2019 vs January 2018 Lodging Statistics (STR, Inc.)

Current Month - January 2019 vs January 2018												
	Occ %		ADR		RevPAR		Percent Change from January 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	43.9	47.0	102.10	97.83	44.80	45.98	-6.6	4.4	-2.6	-2.4	0.2	-6.5
Cambria, CA+	51.9	50.1	148.65	145.20	77.09	72.77	3.5	2.4	5.9	5.9	0.0	3.5
Morro Bay, CA+	46.9	46.4	105.63	101.24	49.57	46.96	1.2	4.3	5.5	5.5	0.0	1.2
Paso Robles, CA+	52.2	56.3	115.42	117.44	60.27	66.16	-7.3	-1.7	-8.9	-8.9	0.0	-7.3
Pismo Beach, CA+	54.7	55.6	140.12	135.42	76.60	75.24	-1.6	3.5	1.8	1.8	0.0	-1.6
San Luis Obispo, CA+	59.3	58.0	125.86	119.31	74.61	69.15	2.3	5.5	7.9	7.9	0.0	2.3
San Simeon, CA+	37.8	32.3	102.92	102.70	38.93	33.16	17.2	0.2	17.4	17.2	-0.2	17.0
Five Cities+	54.1	53.5	131.60	128.74	71.16	68.91	1.0	2.2	3.3	3.3	0.0	1.0
North Coast+	45.5	42.3	129.61	128.19	59.00	54.27	7.5	1.1	8.7	8.6	-0.1	7.4
North County+	50.0	53.9	112.32	112.91	56.16	60.81	-7.2	-0.5	-7.6	-7.6	0.1	-7.1
South County+	56.5	55.6	128.81	124.19	72.76	69.02	1.6	3.7	5.4	5.4	0.0	1.6
San Luis Obispo County	52.3	52.2	123.72	120.41	64.75	62.86	0.3	2.7	3.0	3.0	0.0	0.3

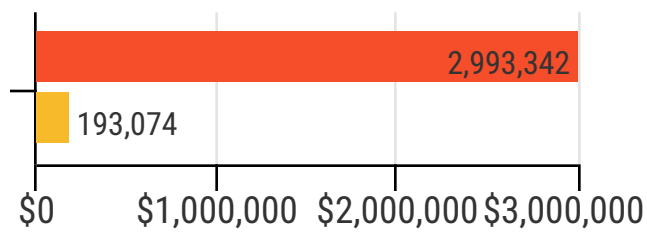
SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. THESE ARE CUSTOM SETS WHICH HAVE BEEN DEVELOPED BY STR FOR LICENSEE'S MARKET.

VisaVue® Travel - Domestic Tourism - San Luis Obispo County - 2018 Annual Report

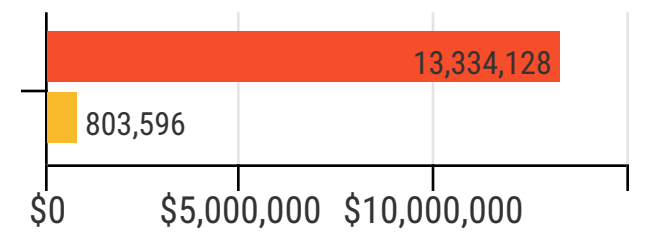
TOTAL SPEND: \$697,572,612



CARDHOLDER COUNT



TRANSACTION COUNT

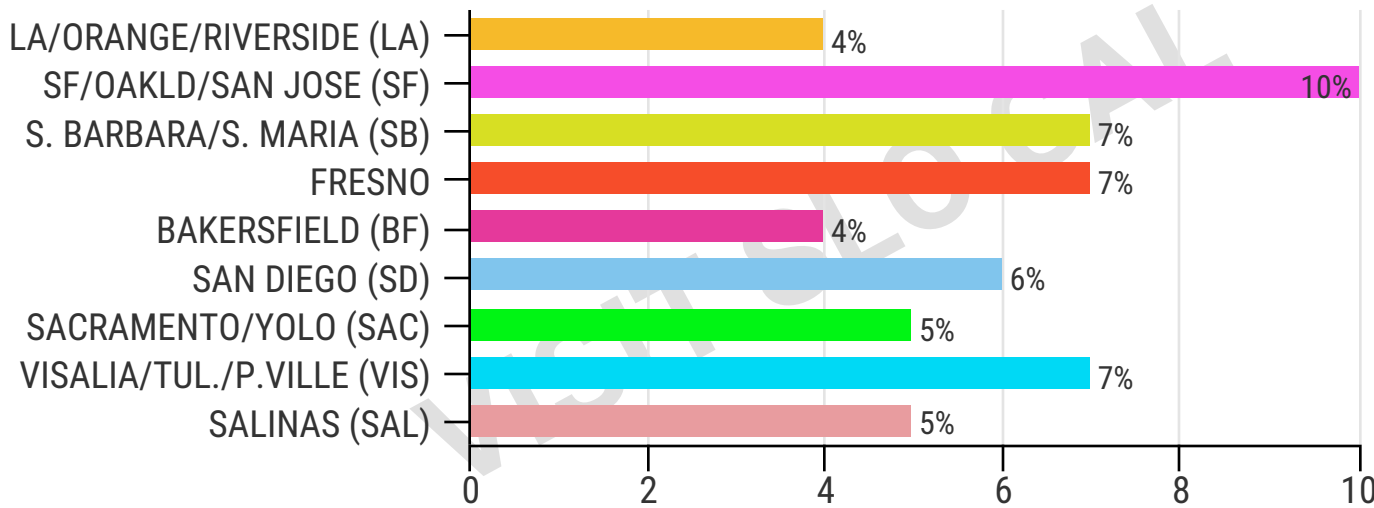


CONSUMER COMMERCIAL

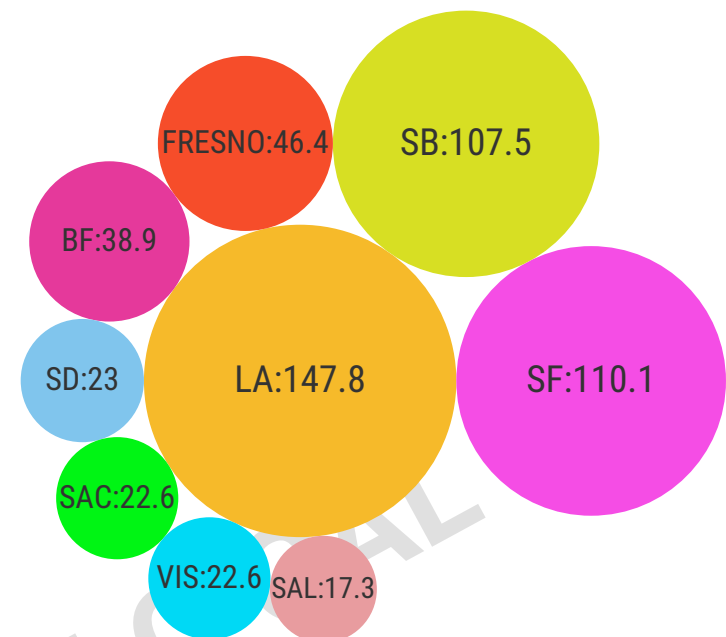
COMMERCIAL CONSUMER

COMMERCIAL CONSUMER

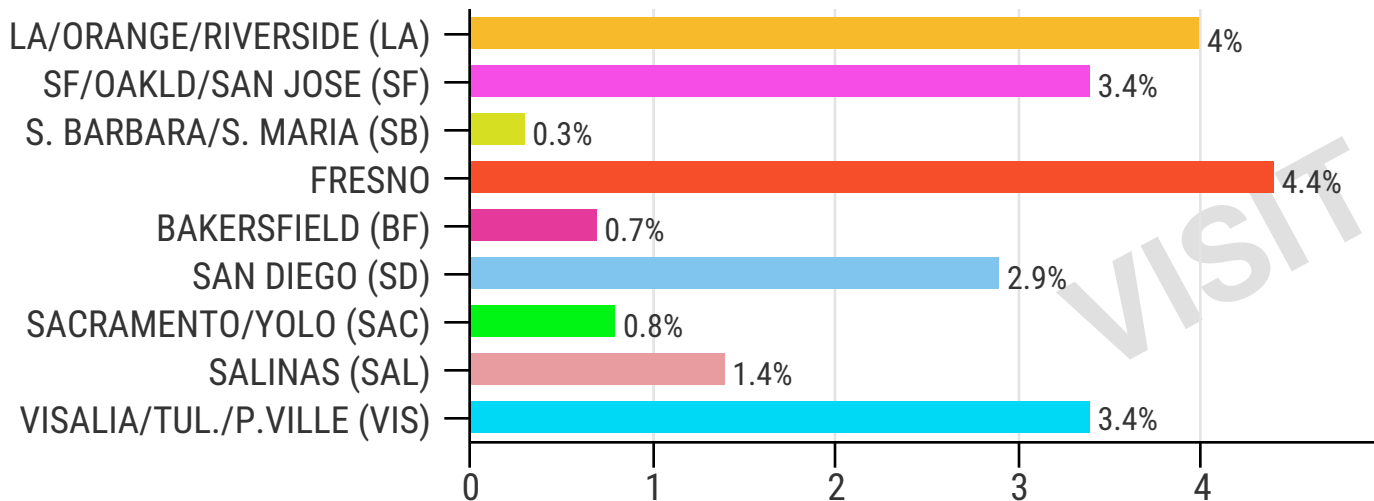
Top Originating MSAs Y/Y \$ Growth



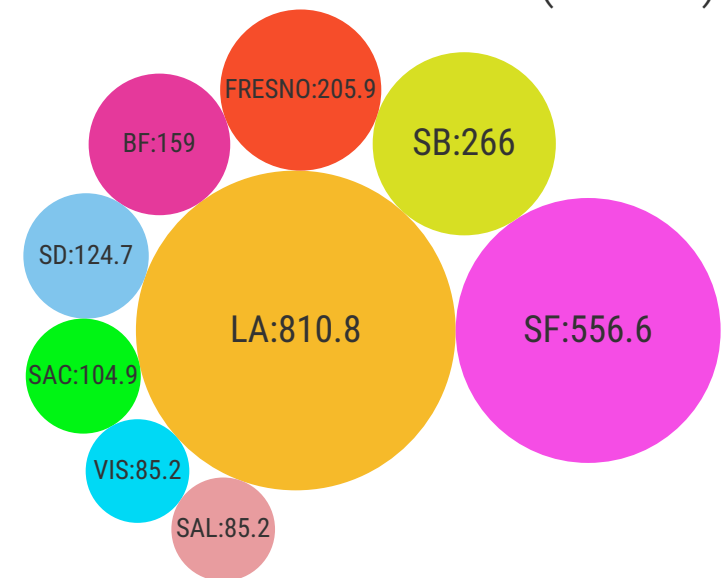
TOP ORIGINATING MSAs BY SPEND AMOUNT (\$M)



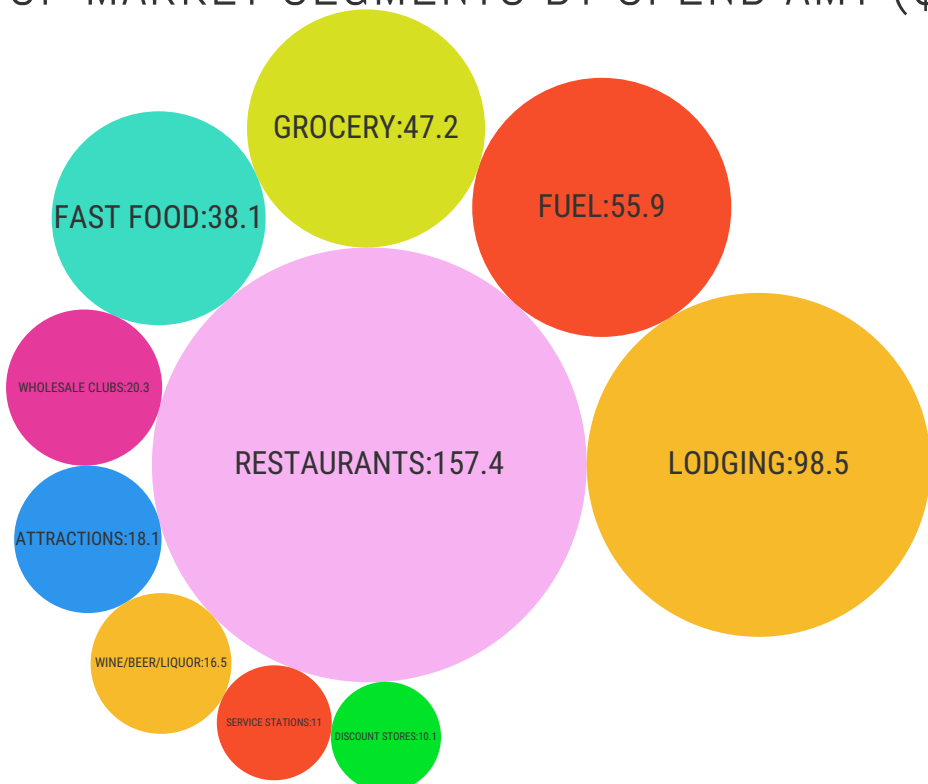
Top Originating MSAs Y/Y Cardholder Growth



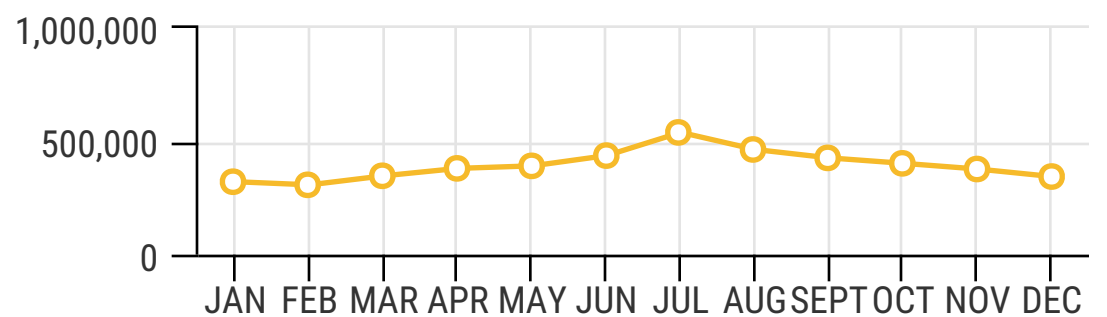
TOP ORIGINATING MSAs BY CARDHOLDER COUNT (1000's)



TOP MARKET SEGMENTS BY SPEND AMT (\$M)



Cardholder Count Trend



Report represents 1/1/18-12/31/18. Source: VVT/VISA



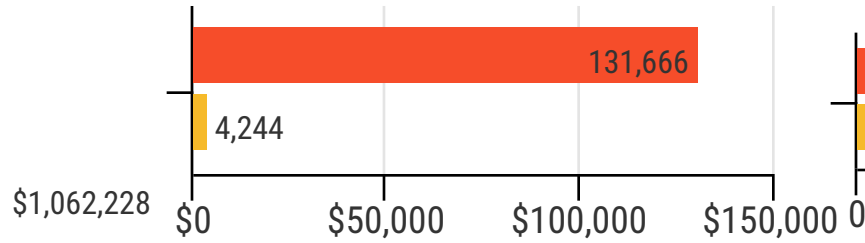
VisaVue® Travel - International Tourism - San Luis Obispo County - 2018 Annual Report

TOTAL SPEND: \$19,953,041

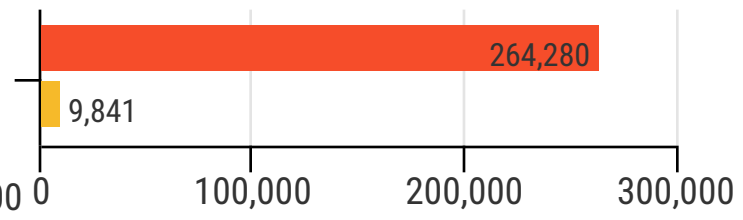
\$18,890,814



CARDHOLDER COUNT



TRANSACTION COUNT

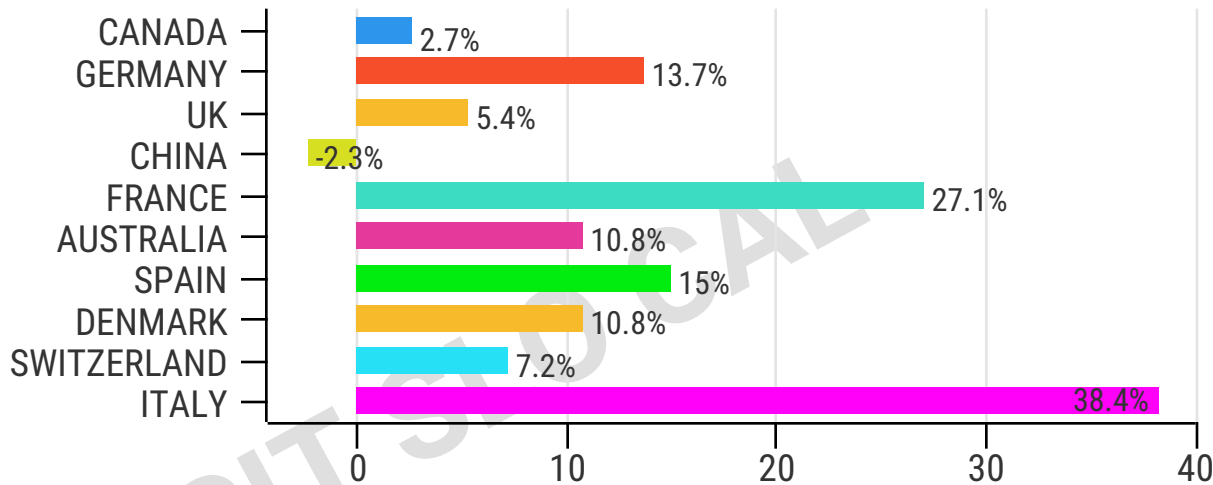


CONSUMER COMMERCIAL

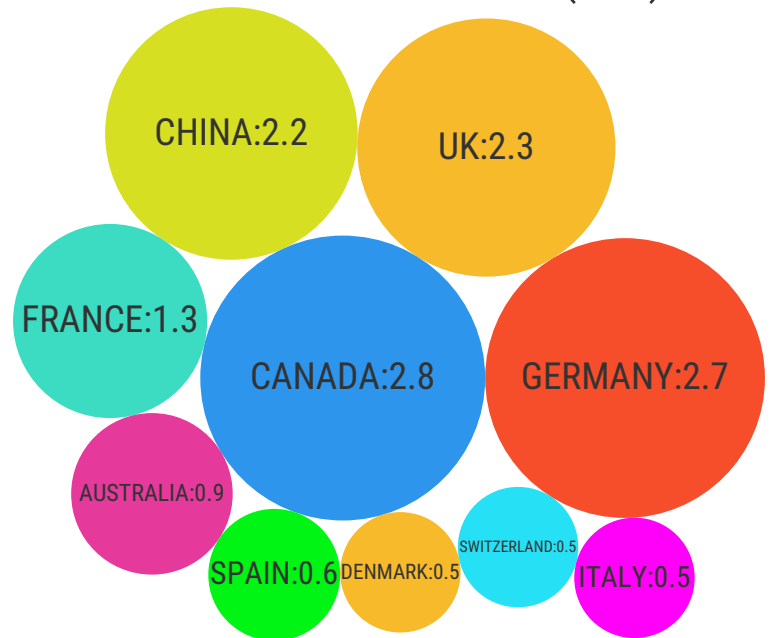
COMMERCIAL CONSUMER

COMMERCIAL CONSUMER

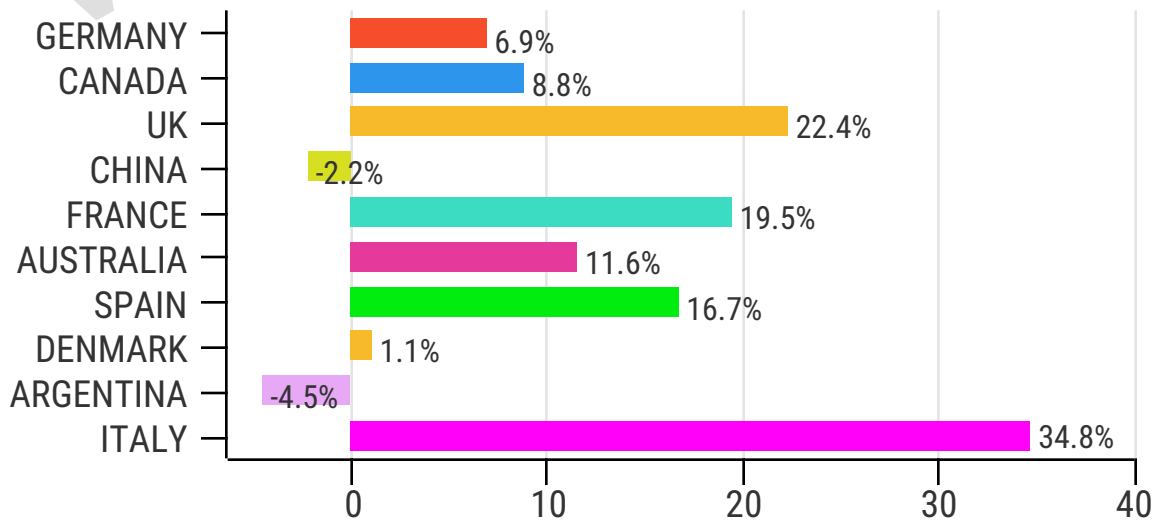
Top \$ Countries Y/Y Growth



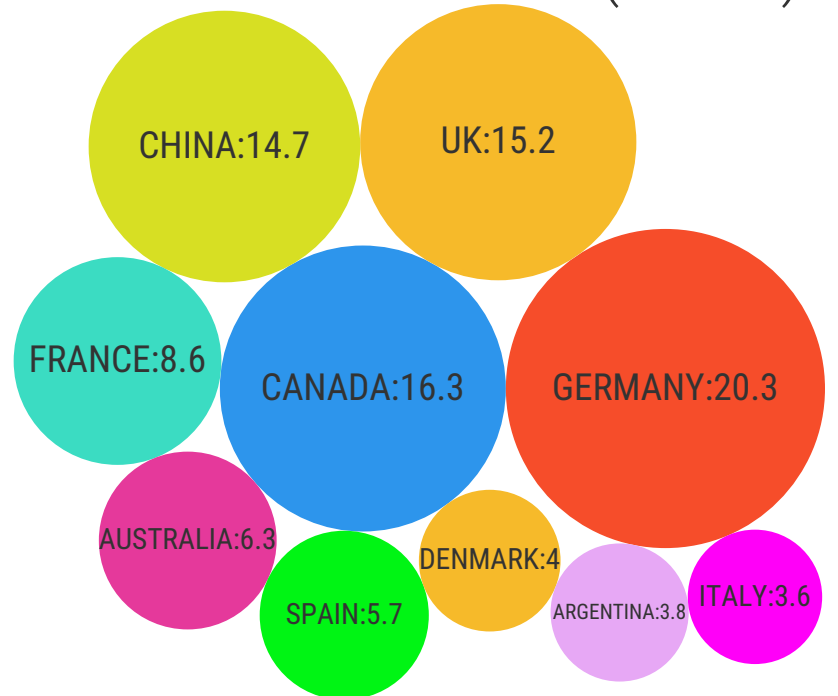
TOP ORIGINATING COUNTRIES BY SPEND AMOUNT (\$M)



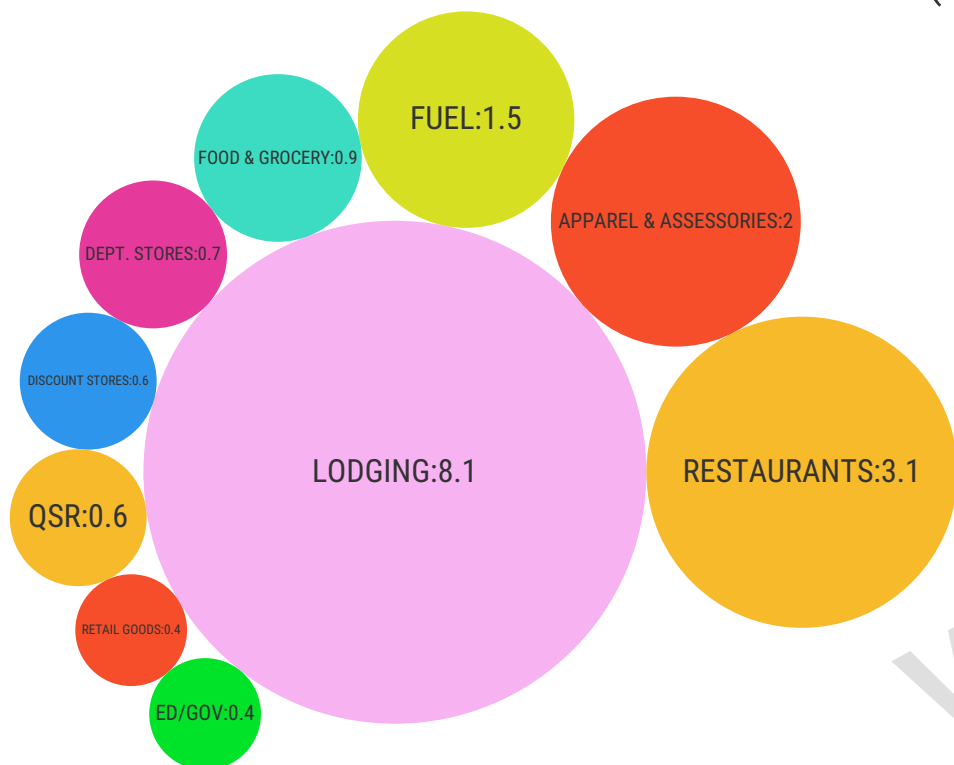
Top Cardholder Countries Y/Y Growth



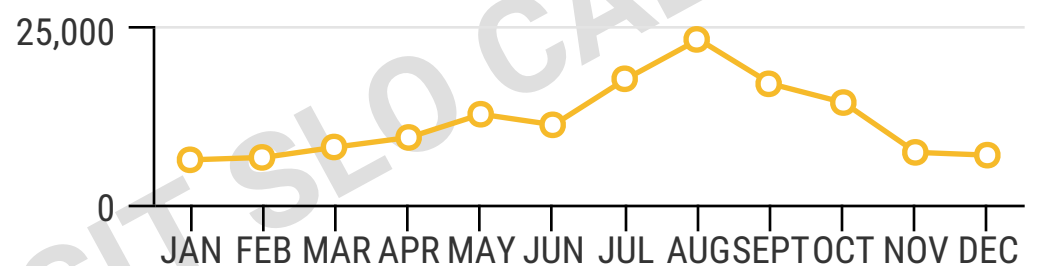
TOP ORIGINATING COUNTRIES BY CARDHOLDER COUNT (1000's)



TOP MARKET SEGMENTS BY SPEND AMT (\$M)



Cardholder Count Trend



Report represents 1/1/18-12/31/18. Source: VVT/VISA