



# Visit San Luis Obispo County

## Activity Report, April 2016

### - What's New -

#### 2016 SLO County Tourism Exchange Attracts Local Tourism Leaders



Tourism partners, dignitaries and elected officials came together at the Fremont Theatre for the 2016 San Luis Obispo County Tourism Exchange. Speakers included Chuck Davison, President & CEO of Visit San Luis Obispo County; Caroline Beteta, President & CEO of Visit California; Pat Merrill, Partner, Merrill Research; and Brandon Feighner, Director, CBRE Hotels, Valuation and Advisory Services. **Videos of the presentations and presentation decks** are available on the Tourism Exchange page of the VSLOC website: <http://bit.ly/TourismExchange>. The event was followed by a reception at the Mission San Luis Obispo de Tolosa Gardens. Thank you to our generous partners for providing food and wine for the reception: Splash Café, Thomas Hill Organics, SLO Provisions, Firestone Walker Brewing Company, Niven Family Wine Estates, J. Lohr and Tablas Creek Vineyard.

#### Visit San Luis Obispo County Selects BCF as Marketing Agency-of-Record

Visit San Luis Obispo County has announced their new marketing agency partnership with BCF Agency. BCF will be working with VSLOC during year-two of the Tourism Marketing District using research and a multi-year strategic plan to create an impactful new brand for Visit San Luis Obispo County, ultimately resulting in a marketing campaign geared to promote the region in the shoulder season, during off-peak months.

BCF Agency is a tourism destination marketing firm, based out of Virginia. They were chosen from 14 national agencies that submitted and pitched for the business. BCF's past work includes the widely recognized "Virginia is for Lovers" campaign, as well as Aspen, Colorado's campaign. For the first few months of their contract with VSLOC, BCF will have professionals in market, working hand-in-hand with the organization to craft a marketing strategy that will convey SLO County's unique positioning to attract new visitors from across the country. BCF specializes in working with destinations, hotels, resorts and travel-related experiences throughout the United States. VSLOC is excited to begin this two-year partnership.



#### Visit San Luis Obispo County Research Results Presentation: June 6

Visit San Luis Obispo County is excited to release the results from its Demographic and Share-of-Wallet Research on Monday, June 6, 9:30am-12pm at the Embassy Suites in San Luis Obispo. Don't miss this opportunity to understand the core consumer who visits San Luis Obispo County, where they go when they are in market, and how they spend their money! Merrill Research will also be providing an overview of the Awareness Study results that were presented at the Tourism Exchange.



#### Strategic Planning Workshops: RSVP Today!

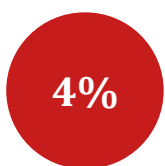
Visit San Luis Obispo County would like to invite you to participate in the stakeholder sessions of our Strategic Planning Workshops, happening May 17 and June 2 from 1pm-2pm at the Embassy Suites in San Luis Obispo. This is your opportunity to weigh in on the direction given by the Planning Team and the Board of Directors Strategic Planning Task Force, and provide feedback for next steps. The finalized strategic plan will define the major initiatives and focus for VSLOC over the next few years.

Please RSVP to Brendan at [Brendan@VisitSanLuisObispoCounty.com](mailto:Brendan@VisitSanLuisObispoCounty.com) if you are interested.



#### VSLOC Celebrates National Travel & Tourism Week

Visit San Luis Obispo County celebrated National Travel & Tourism Week May 1-7 to recognize the local and national impact of tourism, a \$1.58 billion industry in San Luis Obispo County. Below are just a few noteworthy 2015 statistics for SLO County:



Tourism Spending Growth over 2014



Avg. Increase in TOT



Local/State Tax Receipts from Travel Spending



Travel & Tourism Spending



Tourism Jobs



Visit San Luis Obispo County is a 501c6 tourism non-profit. For more information please call (805)541-8000.



Featured in *Afar Magazine*:  
 Firestone Grill (left);  
 and in *Johnny Jet*:  
 Chanticleer Bed &  
 Breakfast in  
 Paso Robles (right).



## Trending

### Media

- USA Today 10 Best: Best Small College Town <http://bit.ly/1TRRgHC>
- Gear Patrol: 72 Hours in San Luis Obispo County <http://bit.ly/72HoursinSLOC>
- Travel Pulse: An Overnight California Wine Country Experience <http://bit.ly/1UWHOFc>
- Traveling with Françoise: San Luis Obispo County <http://bit.ly/1OIBA08>
- Johnny Jet: 7 Romantic Gems to Experience in SLO County this Summer <http://bit.ly/1NrXejc>
- Derek Low: California's Best Kept Secret: The Central Coast <http://bit.ly/1Wt1i5r>
- Afar Magazine: California's BBQ Secret is Hidden in the Central Coast <http://bit.ly/1T8ZOCQ>

### Travel Trade

- International Pow Wow: June 18-23 (New Orleans)

### Film Commission

- Film Liaisons In California Statewide Film in California Conference: May 21
- Film Scout Familiarization Tour: TBD

### VSLOC Heads to China for Visit California Sales Mission

Last month, VSLOC Director of Travel Trade Michael Wambolt traveled to Beijing and Shanghai on a China Sales Mission with Visit California. During this mission, he conducted 88 appointments and participated in 3 travel agency take-overs. As a result, he uncovered the top China receptive operators in California, and discovered that San Luis Obispo County is best suited for the Chinese FIT traveler. California represents \$1.1 billion in Chinese spending, and over 1.2 million visits to California from China are forecast in 2016.



### Film Commission Update

VSLOC Sr. Communications Director & Film Commission Liaison Kylee Jepsen had the opportunity to attend the AFCI Locations & Global Finance Conference in Burbank, CA on behalf of the County Film Commission. At the event, she met with qualified film scouts and producers from Miramax, Disney, Fox and many other large production companies. She will also be attending the FLICS Film in California event in May, where she will have the opportunity to pitch to Los Angeles specific producers and location scouts.



### VSLOC Attends Visit California Media Event in Texas

April 17-18, Kylee Jepsen represented Visit San Luis Obispo County at Visit California's Texas Media Bootcamp in Austin where she had the opportunity to connect one on one with key Texas tourism Media. Pictured (right) is Jepsen representing San Luis Obispo County at the Texas Media Bootcamp "runway" event.



### VISIT SLO COUNTY WEB ACTIVITY

<b>VISITS:</b>	40,417
<b>UNIQUE VISITORS:</b>	34,203
<b>PAGE VIEWS:</b>	110,213
<b>AVG. PAGE VIEWS/VISIT:</b>	2.73
<b>AVG. TIME ON SITE:</b>	2:01
<b>TOTAL ORGANIC TRAFFIC:</b>	29,043
<b>% OF ORGANIC:</b>	72%
<b>MOBILE VISITS:</b>	22,655

#### MOST VISITED EVENT:

SAN LUIS OBISPO FARMERS MARKET (680 VIEWS)

**TOTAL BLOG VISITS:** 9,382

**MOST SHARED BLOG:** MOTHER'S DAY ACTIVITIES IN SLO COUNTY:

[HTTP://BIT.LY/MOTHERSDAYSLOC](http://bit.ly/MOTHERSDAYSLOC)

### VISIT SLO COUNTY

#### FACEBOOK

**LIKES:** 15,974 **NEW:** 391

**TOT. IMPRESSIONS:** 910,326

**HIGHEST ENGAGEMENT:** YOU NEVER KNOW WHAT BEAUTY YOU'LL FIND IN SAN LUIS OBISPO COUNTY ON A #TRAVELTHURSDAY (2K ENGAGEMENTS)

**MOST REACTIONS:** YOU NEVER KNOW WHAT BEAUTY YOU'LL FIND IN SAN LUIS OBISPO COUNTY ON A #TRAVELTHURSDAY. (1.6K REACTIONS)

	<b>FOLLOWERS</b>	<b>NEW</b>
<b>TWITTER:</b>	6252	103

31.8K IMPRESSIONS

TWEETS: 6,666

**PINTEREST:** 658 9

PINS: 802

**INSTAGRAM:** 4,227 548

POSTS: 648

#### VISITOR GUIDE DIST.

**WEB DOWNLOADS:** 104

**GUIDES DISTRIBUTED:** 1003

**TOTAL:** 1107

#### THIS MONTH IN SLO COUNTY

**SUBSCRIBERS:** 35,801

**# OF OPENS:** 6,066

**# OF CLICK-THROUGHS:** 819

#### THIS WEEK IN SLO COUNTY

**CIRCULATION:** 840

#### MOST CLICKED LINK:

USA Today 10 Best Small College Towns

### March 2016 vs March 2015 Lodging Statistics (STR, Inc.)

#### Current Month - March 2016 vs March 2015

	Occ %		ADR		RevPAR		Percent Change from March 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	65.8		110.00		72.39							
Morro Bay, CA+	64.3	62.5	114.25	103.75	73.49	64.84	2.9	10.1	13.3	13.3	0.0	2.9
Paso Robles, CA+	71.4	73.3	125.19	120.72	89.37	88.44	-2.6	3.7	1.1	18.7	17.5	14.5
Pismo Beach, CA+	71.2	72.7	151.80	133.22	108.13	96.90	-2.1	14.0	11.6	11.5	-0.1	-2.1
San Luis Obispo, CA+	72.3	70.5	131.90	121.88	95.33	85.94	2.5	8.2	10.9	10.9	0.0	2.5
San Simeon, CA+	58.0	58.4	112.73	108.12	65.43	63.11	-0.6	4.3	3.7	3.7	0.0	-0.6
Five Cities+	71.0	71.6	145.30	127.68	103.14	91.40	-0.8	13.8	12.8	12.8	-0.0	-0.9
North Coast+	65.8	65.8	138.72	129.11	91.23	84.98	-0.1	7.4	7.4	7.4	0.0	-0.1
North County+	69.9	71.3	121.36	116.41	84.82	83.00	-2.0	4.2	2.2	24.2	21.5	19.2
South County+	71.6	71.1	138.92	124.97	99.46	88.82	0.7	11.2	12.0	11.9	-0.0	0.7
San Luis Obispo County	69.6	69.2	133.09	122.11	92.66	84.46	0.7	9.0	9.7	14.0	3.9	4.6
<b>Santa Barbara/Santa Maria</b>	73.1	73.3	164.80	163.54	120.40	119.95	-0.4	0.8	0.4	1.0	0.6	0.2
<b>Monterey/Salinas</b>	67.4	65.4	163.59	158.68	110.31	103.75	3.1	3.1	6.3	6.6	0.2	3.4
<b>California</b>	77.5	76.1	155.71	145.41	120.70	110.71	1.8	7.1	9.0	9.7	0.6	2.5