

- What's New -

VSC Website Exceeds 500,000 Visitors in April

During the month of April, the Visit SLO CAL website received 510,628 visitors, up from 56,935 visitors last year, as a direct result of our advertising campaign. Additionally, organic traffic to our community pages YOY from January through April has increased dramatically, with some communities increasing 250 percent or more.



2017 SLO CAL Tourism Exchange & Reception

On May 11, Visit SLO CAL hosted its 2017 Tourism Exchange at the Embassy Suites, attracting more than 170 constituents, members and local leaders. The Tourism Exchange featured a state of county tourism address from VSC President & CEO Chuck Davison, a keynote presentation from Visit California President & CEO Caroline Beteta, and other educational insight sessions. The event was followed by a reception at The Monday Club. Sessions were recorded and will be available along with speaker presentations on the Members Area on the VSC website by Thursday, May 18.

VSC Visits the UK & Ireland for Travel Trade & PR Mission

From April 24-28, Chuck Davison and Director of Travel Trade Michael Wambolt were in Dublin and London as part of a travel trade and media mission organized by our partner, Black Diamond. The trip included 10 travel trade appointments, 13 media appointments, lunch in Dublin with key Irish travel trade and media contacts and a SLO CAL event in London that attracted over 30 media and travel trade representatives. The mission yielded 14 active trade and media leads, and provided the ideal opportunity to distribute Highway 1 closure information and detour routes.



VSC Celebrates Seattle Inaugural Flight Launch

On April 13, Visit SLO CAL, the SLO County Regional Airport and the SLO EVC celebrated Alaska Airline's inaugural flight from Seattle to SLO. VSC and its partners welcomed passengers with special Visit SLO CAL gift bags, Madonna Inn cake and plenty of cheers. The event attracted media coverage from KCOY, KSBY and 98.1 KJUG. Visit SLO CAL and the airport are currently planning for a similar event to celebrate the new United Airlines flight from Denver.

Welcome Chie Evans, Executive Assistant to the President & CEO

Visit SLO CAL is excited to welcome its newest team member, Chie Evans, Executive Assistant to the President & CEO. Chie was born and raised in Gunma, Japan, and moved to the U.S. to study English after high school. After earning a Master's degree in Criminal Justice from John Jay College of Criminal Justice in New York City, she worked as a legal assistant in New York City. She recently made her dream of living on the Central Coast come true by moving to SLO CAL. She is extremely happy to be a part of a team who is devoted to promoting this beautiful area.





Featured in *Toronto Star*: SLO Provisions (left); and in *TravelAlerts.ca*: Kayaking in Morro Bay (right).



- Trending -

Media

- TravelAlerts.ca: A California road trip: from desert to coast <http://bit.ly/2r0AWvz>
- Toronto Star: 6 spots to wine and dine along CA's Central Coast <http://bit.ly/2qQTK34>
- Toronto Star: Road tripping along California's Central Coast <http://bit.ly/2qq2s8u>

Public Relations

- SO Magazine (Charlie Bond): May 12
- Seattle Times (Tan Vinh): May 12
- Visit California San Francisco Media Reception: May 16
- City AM: May 20
- Where to Retire (Ahn Phan): March 2018

Travel Trade

- US Travel Association's IPW: June 3-7 (Washington D.C.)
- Tour and Travel Sales Mission: July (Los Angeles) – co-op opportunities available (\$300)

Film Commission

- FLICS Film in CA Event: May 20 (Los Angeles)

VSC Conducts Denver Desksides

In April, VSC VP of Marketing Brooke Burnham conducted ten successful deskside visits with publications in the Denver market, including 5280 Magazine, Denver Post and National Geographic Social, to support United Airlines' new flight service from Denver to SLO. VSC is already getting impressive traction from these meetings.



VSC Heads to China for VCA Sales Mission

On April 10-14, Michael Wambolt made key contacts in three major Chinese cities – Chengdu, Hangzhou and Guangzhou – with Visit California for their annual China Sales Mission. The sales mission included 60 appointments, 35 leads, three agency takeovers and two site visits.



VSC Attends VRMA Conference

On May 8 and 9, Michael Wambolt attended the Vacation Rental Management Association's 2017 Western Regional Conference in Anaheim. This was the first time VSC attended this annual conference, and Michael gained valuable industry insight into this important segment of SLO CAL's unique lodging mix.



VISIT SLO CAL WEB ACTIVITY

VISITS: 510,628
UNIQUE VISITORS: 268,867
PAGE VIEWS: 715,222
AVG. PAGE VIEWS/VISIT: 1.40
AVG. TIME ON SITE: 1:04
TOTAL ORGANIC TRAFFIC: 42,459
% OF ORGANIC: 8%
MOBILE VISITS: 462,948

MOST VISITED EVENT PAGE:

TASTE OF PISMO (1136 VIEWS)

TOTAL BLOG VISITS: 89,483

MOST SHARED BLOG: STEP INTO SLO CAL HISTORY WITH THESE RIVETING CULTURAL DESTINATIONS (32 SHARES)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 20,700 **NEW:** 1,269

TOT. IMPRESSIONS: 11.8M

HIGHEST ENGAGEMENT: THEY DON'T CALL IT A SUPER BLOOM FOR NOTHING! (CARRIZO PLAIN) (3325 ENGAGEMENTS)

MOST REACTIONS: THEY DON'T CALL IT A SUPER BLOOM FOR NOTHING! (CARRIZO PLAIN) (2K REACTIONS)

	FOLLOWERS	NEW
TWITTER:	7,068	91

38.3K IMPRESSIONS

TWEETS: 7,133

PINTEREST: 708 13

PINS: 819

INSTAGRAM: 12K 2K

POSTS: 1,070

VISITOR GUIDE DIST.

WEB DOWNLOADS: 163

GUIDES DISTRIBUTED: 2,146

TOTAL: 2,309

THIS MONTH IN SLO CAL

SUBSCRIBERS 35,848

OPENS: 5,302

CLICK-THROUGHS: 574

THIS WEEK IN SLO CAL

CIRCULATION: 916

MOST CLICKED LINK:

UPCOMING EVENTS

March 2017 vs March 2016 Lodging Statistics (STR, Inc.)

Current Month - March 2017 vs March 2016												
	Occ %		ADR		RevPAR		Percent Change from March 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	68.5	65.8	106.29	110.04	72.85	72.41	4.2	-3.4	0.6	0.6	0.0	4.2
Cambria, CA+	67.2	72.4	153.78	162.55	103.26	117.67	-7.2	-5.4	-12.2	-12.1	0.1	-7.1
Morro Bay, CA+	59.5	63.8	111.96	112.79	66.62	71.93	-6.7	-0.7	-7.4	-7.3	0.1	-6.6
Paso Robles, CA+	70.0	71.3	125.53	125.39	87.83	89.45	-1.9	0.1	-1.8	-1.8	0.0	-1.9
Pismo Beach, CA+	66.6	71.2	144.25	151.82	96.02	108.13	-6.5	-5.0	-11.2	-11.2	0.0	-6.5
San Luis Obispo, CA+	69.1	72.3	130.03	131.95	89.91	95.34	-4.3	-1.5	-5.7	-5.7	0.0	-4.3
San Simeon, CA+	50.3	58.0	109.95	112.73	55.28	65.43	-13.4	-2.5	-15.5	-15.5	0.0	-13.4
Five Cities+	65.4	71.0	137.84	145.36	90.21	103.18	-7.8	-5.2	-12.6	-12.6	0.0	-7.8
North Coast+	59.5	65.8	134.95	140.44	80.24	92.37	-9.6	-3.9	-13.1	-13.1	0.1	-9.5
North County+	69.6	69.9	120.50	121.55	83.85	84.93	-0.4	-0.9	-1.3	-1.3	0.0	-0.4
South County+	67.2	71.6	134.05	138.98	90.07	99.48	-6.1	-3.5	-9.5	-9.5	0.0	-6.1
San Luis Obispo County	65.8	69.6	129.25	133.29	85.04	92.72	-5.4	-3.0	-8.3	-8.3	0.0	-5.4
Santa Barbara/Santa Maria	70.7	72.8	175.72	165.47	124.28	120.50	-2.9	6.2	3.1	6.4	3.2	0.2
Monterey/Salinas	67.9	67.4	163.49	163.88	110.97	110.42	0.7	-0.2	0.5	0.6	0.1	0.9
California	77.6	77.4	159.18	155.98	123.52	120.67	0.3	2.0	2.4	3.5	1.1	1.4

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