



# Visit San Luis Obispo County

## Activity Report, February 2016

### - What's New -



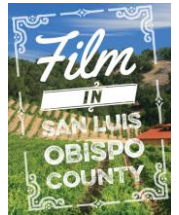
#### **Visit SLO County Takes Home Poppy Award for Best PR Campaign**

During their awards dinner on February 23, Visit California awarded VSLOC a 2016 Poppy Award for Best PR Campaign. The award recognizes VSLOC's PR campaign for SAVOR the Central Coast.

Visit San Luis Obispo County joined two other SLO County DMOs, SLOTBID and Wine Coast Country, who also won Poppy Awards. San Luis Obispo County collected 3 of the 10 statewide tourism awards at the event, the most of any county in California. Pictured, from left to right: Chuck Davison, Visit San Luis Obispo County; Chase Ramsey, Visit California "Dream Eater"; Cheryl Cuming, Wine Coast Country; Molly Cano, City of San Luis Obispo.

#### **San Luis Obispo County Film Month is Here!**

Visit San Luis Obispo County is celebrating Film Month throughout the month of March. As the tourism sponsor of the SLO International Film Festival, happening March 15-20, Visit San Luis Obispo County is leading a familiarization tour for film scouts interested in scoping out locations throughout the region for future filming, and is providing resources for out-of-area visitors on the SLO Film Fest website. Moreover, from March 1-6, Visit San Luis Obispo County will be giving away free tickets to the SLO Film Fest on Facebook.



#### **Visit San Luis Obispo County to Create Multi-Year Strategic Plan**

The Visit San Luis Obispo County Board of Directors has approved contracting with Coraggio Group on the creation of a three-year strategic plan. Coraggio Group will conduct interviews and a survey with local tourism stakeholders over the next couple months in the creation of the plan, which will set the big strategic priorities of the Tourism Marketing District over the next few years. The development of the plan will also coincide with the results of Visit San Luis Obispo County's large-scale research project, which will be complete in May.

#### **Save the Date! Tourism Forum: Friday, May 6th**

Visit San Luis Obispo County will be hosting its annual Tourism Forum on Friday, May 6 from 1:00-5:00pm in downtown San Luis Obispo, followed by a reception. The workshop will include presentations from some of the most engaging speakers in the tourism industry, as well as the results of Visit San Luis Obispo County's latest research initiative. Stay tuned for more details!



#### **Visit San Luis Obispo County Organizes American Airlines Co-Op Opportunity**

Visit San Luis Obispo County and local DMO partners will be participating in a ten-page advertorial feature in *American Way*, the in-flight magazine of American Airlines. SLOTBID, Pismo Beach CVB, Wine Coast Country, Morro Bay TBID, Atascadero TBID, Avila Beach Tourism Alliance, Travel Paso Robles Alliance and PRWCA will all be participating in this exciting opportunity. The feature will appear in the April issue of the magazine, and will reach an estimated 16 million readers. The news comes on the heels of the announcement that starting Feb. 11, American Airlines will be offering an additional evening flight from the San Luis Obispo County Regional Airport to Phoenix. For more details on this flight, click here: <http://bit.ly/1oTbhCF>.

#### **Visit San Luis Obispo County Takes Over Weekend Sherpa Site**

During the week of February 3, Visit San Luis Obispo County was featured on a blog and email takeover of *Weekend Sherpa*, a popular outdoor adventure e-publication. The site takeover also included a guest interview of the publisher on KFOG radio in the Bay Area focused on SLO County. It quickly became one of Weekend Sherpa's most popular editorials to-date. Click here to view the stories: <http://bit.ly/1LrIshn>. Click here to listen to the KFOG radio clip: <http://bit.ly/1QYzHrI>.



#### **Reminder: Upload Your Spring Break Deals!**

Spring Break is just around the corner. Don't forget to upload your Spring Break specials and packages to the Deals page of the Visit San Luis Obispo County website at [www.VisitSanLuisObispoCounty.com/Deals](http://www.VisitSanLuisObispoCounty.com/Deals).



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



Featured in *Bucket List Publications*: Elephant Seals in San Simeon (left); and in *Hemispheres Magazines*: Artisan (right).



### VISIT SLO COUNTY WEB ACTIVITY

<b>VISITS:</b>	37,694
<b>UNIQUE VISITORS:</b>	31,853
<b>PAGE VIEWS:</b>	107,927
<b>AVG. PAGE VIEWS/VISIT:</b>	2.86
<b>AVG. TIME ON SITE:</b>	2:07
<b>TOTAL ORGANIC TRAFFIC:</b>	24,262
<b>% OF ORGANIC:</b>	64%
<b>MOBILE VISITS:</b>	21,035

**MOST VISITED EVENT:**  
 FARMER'S MARKET (835 VIEWS)  
**TOTAL BLOG VISITS:** 8,088  
**MOST SHARED BLOG:** PICK A DATE!  
 4 GREAT DATE IDEAS IN SAN LUIS OBISPO COUNTY  
[HTTP://BIT.LY/1WTTTCG](http://bit.ly/1WTTTCG)

### VISIT SLO COUNTY

**FACEBOOK**  
**LIKES:** 15,225      **NEW:** 608  
**TOT. IMPRESSIONS:** 599,690  
**HIGHEST ENGAGEMENT:** BLUE SKIES  
 ABOUND IN SAN LUIS OBISPO COUNTY #FANFRIDAY (2619 ENGAGEMENTS)  
**MOST LIKED:** BLUE SKIES ABOUND IN SAN LUIS OBISPO COUNTY #FANFRIDAY (2.1K LIKES)

	<b>FOLLOWERS</b>	<b>NEW</b>
<b>TWITTER:</b>	6,015	114
28.4K IMPRESSIONS		
TWEETS: 6,472		
<b>PINTEREST:</b>	648	12
PINS: 802		
<b>INSTAGRAM:</b>	3,205	604
POSTS: 568		

### VISITOR GUIDE DIST.

<b>WEB DOWNLOADS:</b>	100
<b>GUIDES DISTRIBUTED:</b>	975
<b>TOTAL:</b>	<b>1975</b>

### MONTHLY E-SPECIAL

<b>SUBSCRIBERS:</b>	35,866
<b># OF OPENS:</b>	5,699
<b># OF CLICK-THROUGHS:</b>	<b>502</b>

### THIS WEEK IN SLO COUNTY

<b>CIRCULATION:</b>	848
<b>MOST CLICKED LINK:</b>	STR Report—Week of 1/24

## Trending

### Public Relations

- Will McGough, Gear Patrol FAM – Throughout SLO County: February 28-March 3
- SLO International Film Festival FAM: March 20
- Visit California New York Media Event: March 22
- Visit California Texas Media Bootcamp: April 7-8
- North America Travel Journalists Association FAM: April 8-10

### Media

- Hemispheres Magazine (United): Three Perfect Days: The California Coast <http://bit.ly/216exqu>
- VacationIdea.com: 25 Best Things to Do in Paso Robles <http://bit.ly/1oKwfn0>
- Bucket List Publications: What to do in San Luis Obispo <http://bit.ly/216erzf>
- 7x7: With 40 Varietals of Wine, Paso Robles is a Taster's Paradise <http://bit.ly/1Lsm9MR>
- The Daily Meal: 2015 Winery of the Year: Tablas Creek Vineyard <http://bit.ly/21EQ7GZ>

### Travel Trade

- MPI Sacramento Tradeshow/Sales Mission: March 15 – *co-op opportunity still open!*
- International Pow Wow (IPW) – New Orleans: June 18-23 – *co-op opportunity still open!*

### Travel Trade Update: MPI Northern CA Expo/Go West Summit

On February 9-10, VSLOC Director of Travel Trade Michael Wambolt travelled to San Francisco for MPI's NorCal Expo, which generated 22 qualified leads. He then headed to Anchorage, Alaska from February 22-24 for ITM's Go West Summit, where VSLOC had 42 appointments with international and domestic tour and travel companies.



### Film Commission Sees Significant Increase in Local Filming

The SLO County Film Commission, a department of Visit San Luis Obispo County, reports a significant increase in the number of filming days in the 2015 calendar year. As of December 31, 2015, over 100 leads have come through the film commission office for projects ranging from independent feature films, to television programs, commercials, catalog shoots, music videos and documentaries. These projects resulted in a total of 271 filming days and an estimated \$6.3M economic impact for San Luis Obispo County.



### San Luis Obispo County Restaurant Month Recap

On January 4-29, Visit San Luis Obispo County hosted the most successful Restaurant Month to date, with more than 56 restaurant participants, as well as 67 wineries participating in Local Wine Deals. Restaurant Month received media coverage from the Tribune, New Times and AGM radio. VSLOC's Restaurant Month press release reached a potential total audience of 13,817,790 unique visitors per day. Visit California's Dream Eater featured three of the County's restaurants as part of a YouTube series that will premiere on March 7. Moreover, Visit San Luis Obispo County's Restaurant Month page received 44,883 pageviews. Thank you to all who participated in this promotion.



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

Current Month - January 2016 vs January 2015												
	Occ %		ADR		RevPAR		Percent Change from January 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	41.1		98.34		40.46							
Morro Bay, CA+	46.3	50.7	97.78	90.99	45.30	46.11	-8.6	7.5	-1.8	-1.8	0.0	-8.6
Paso Robles, CA+	51.8	59.1	111.96	107.70	58.00	63.70	-12.4	4.0	-8.9	7.0	17.5	2.9
Pismo Beach, CA+	51.6	57.1	129.43	121.45	66.77	69.33	-9.6	6.6	-3.7	-3.8	-0.1	-9.7
San Luis Obispo, CA+	55.2	60.8	118.80	112.18	65.57	68.26	-9.3	5.9	-3.9	-3.9	0.0	-9.3
San Simeon, CA+	40.7	48.9	99.27	95.25	40.36	46.60	-16.9	4.2	-13.4	-13.4	0.0	-16.9
Five Cities+	50.4	56.7	123.37	115.54	62.19	65.50	-11.1	6.8	-5.0	-5.1	-0.0	-11.1
North Coast+	47.3	53.6	122.12	115.75	57.72	62.07	-11.9	5.5	-7.0	-7.0	0.0	-11.9
North County+	48.9	57.0	108.90	103.53	53.30	58.97	-14.1	5.2	-9.6	9.9	21.5	4.4
South County+	52.7	58.6	121.11	113.90	63.78	66.80	-10.2	6.3	-4.5	-4.5	-0.0	-10.2
San Luis Obispo County	50.4	56.5	116.75	110.20	58.82	62.26	-10.8	5.9	-5.5	-1.8	3.9	-7.3
<b>Santa Barbara/Santa Maria</b>	60.9	63.9	151.81	151.05	92.39	96.59	-4.8	0.5	-4.3	-5.0	-0.7	-5.5
<b>Monterey/Salinas</b>	52.4	53.2	145.77	141.55	76.45	75.29	-1.4	3.0	1.5	1.8	0.2	-1.2
<b>California</b>	66.8	64.9	148.32	138.86	99.11	90.12	3.0	6.8	10.0	10.5	0.5	3.4