

## ACTIVITY REPORT, JANUARY 2017

- What's New -

### **VSLOC Rebrands as Visit SLO CAL**

Visit San Luis Obispo County has transitioned to its new consumer brand SLO CAL and organizational brand of Visit SLO CAL. The new logo, photos and videos will be incorporated into advertising, public relations, social media, the website, email marketing and our blog. On January 23rd, the new SLO CAL brand and corresponding "Life's Too Beautiful to Rush" campaign launched in our key target markets of L.A., Seattle, San Francisco, Phoenix, Las Vegas and San Diego with a variety of online ads in banners, videos, social media and as native content. We thank you for your continued partnership and look forward to working with you to bring the SLO CAL brand to life! Click this link to view our new Brand Video: <http://bit.ly/slocal-brand>



### **VSLOC Begins Work on New Website**



Visit SLO CAL is working with Simpleview on the design of a brand-new website. The site is set to launch later this year. In the meantime, be sure to check out Visit SLO CAL's new, interactive landing page, [SLOCAL.com](http://SLOCAL.com), which will receive the traffic from our marketing campaign.

### **B&D Holds Conference Center**

#### **Feasibility Meetings with Community Officials**

As part of Visit SLO CAL's conference center feasibility plan, B&D hosted individual introductory one (1) hour discussions on February 2 and 3 with City/County Managers and City/County Planner from viable communities. The meetings will help B&D understand each community's political interest and will to participate, each community's overall masterplan, how a conference center would fit with each community's land use and what property might be available for consideration.



### **Our Social Media Handles Have Changed!**



With our new brand comes new social media handles! We appreciate when all of our partners and members tag us in their posts and mention us on their social platforms. To streamline the process for you, please see our below social media handles and names.

**Consumer:** Facebook: @SLOCAL | Instagram: @SLOCAL | Twitter: @VisitSLOC

**Industry:** Facebook: @VisitSLOCAL | Twitter: @VisitSLOCAL

### **United Airlines Announces Additional Air Service to SF**

Beginning March 9, United Express operated by SkyWest Airlines will offer an additional daily flight between San Francisco International Airport (SFO) and San Luis Obispo County Regional Airport (SBP). The additional flight times include a scheduled arrival from SFO at 11:35 p.m. and scheduled departure from SBP at 8:23 p.m. This additional flight is a result of a December 2, 2016 meeting with United at their headquarters in Chicago attended by Visit SLO CAL President & CEO, Chuck Davison and San Luis Obispo County Regional Airport's Director, Kevin Bumen.





Featured on Sunday Times Travel Magazine: Madonna Inn (left); and @food.drunk: Spanish Octopus at Giuseppe's Cucina Rustica (right)



## Trending

### Media

- SLO Tribune: Restaurant Month returns to SLO County <http://bit.ly/2kvevhM>
- KSBY: Visit San Luis Obispo County launches new brand <http://bit.ly/2k6FizR>
- Sunday Times Travel Magazine: Classic California (print)
- @Food.Drunk (social media influencer): Giuseppe's Cucina Rustica – Spanish Octopus <http://bit.ly/2kEMEsR>

### Public Relations

- Visit California New York Media Reception: March 21
- Visit California San Francisco Media Reception: May 16

### Travel Trade

- GoWest: February 22-23 (Reno, NV)
- NTA: February 26-3/1 (St. Louis, MO)
- US Travel Association's IPW: June 3-7 (Washington D.C.)

## SLO CAL Film Commission Update

San Luis Obispo County received major attention from film crews throughout the month of January. National Geographic captured the natural majesty of the San Simeon elephant seals on January 24 for an upcoming program. In month of January, Microsoft filmed throughout the County and Visit California captured virtual reality footage of the County for their 360 Project, which will be promoted to media, travel trade and consumers. Likewise, Dodge released its newest commercial for the Ram, filmed at a private ranch off of Hwy 166 (Arroyo Grande) in December.

Watch the commercial here: <https://youtu.be/dn6VviyCpnU>



## Restaurant Month 2017 Recap

In January, Visit SLO CAL hosted its 10<sup>th</sup> Annual Restaurant Month, with more than 53 restaurant participants, as well as several wineries offering Local Wine Deals. Restaurant Month received media coverage from the Tribune, New Times, AGM radio and Yelp. Visit SLO CAL's Restaurant Month press release received a total of 7,387 hits and views. Moreover, Visit SLO CAL's Restaurant Month page received 44,883 pageviews.

Thank you to all who participated in this promotion!



## VISIT SLO CAL WEB ACTIVITY

<b>VISITS:</b>	169,053
<b>UNIQUE VISITORS:</b>	114,725
<b>PAGE VIEWS:</b>	290,378
<b>AVG. PAGE VIEWS/VISIT:</b>	1.72
<b>AVG. TIME ON SITE:</b>	1:21
<b>TOTAL ORGANIC TRAFFIC:</b>	34,573
<b>% OF ORGANIC:</b>	20%
<b>MOBILE VISITS:</b>	138,355
<b>MOST VISITED EVENT PAGE:</b>	
RESTAURANT MONTH (36,813 VIEWS)	
<b>TOTAL BLOG VISITS:</b>	29,496
<b>MOST SHARED BLOG:</b>	MEET JULIE SIMON, FOREMOST WINE CO.
<a href="http://bit.ly/2koMV4J">http://bit.ly/2koMV4J</a>	(105 SHARES)

## VISIT SLO CAL SOCIAL MEDIA ACTIVITY

<b>FACEBOOK</b>		
<b>LIKES:</b>	18,896	<b>NEW:</b> 591
<b>TOT. IMPRESSIONS:</b>	4.7M	
<b>HIGHEST ENGAGEMENT:</b>		
INTRODUCTION TO SLO CAL BRAND VIDEO #VISIT SLOCAL (1211 ENGAGEMENTS)		
<b>MOST REACTIONS:</b>		
INTRODUCTION TO SLO CAL BRAND VIDEO #VISIT SLOCAL (524 REACTIONS)		
	<b>FOLLOWERS</b>	<b>NEW</b>
<b>TWITTER:</b>	6,903	84
44.8K IMPRESSIONS		
TWEETS: 7,059		
<b>PINTEREST:</b>	691	3
PINS: 802		
<b>INSTAGRAM:</b>	8,764	791
POSTS: 980		

## VISITOR GUIDE DIST.

<b>WEB DOWNLOADS:</b>	46
<b>GUIDES DISTRIBUTED:</b>	431
<b>TOTAL:</b>	
<b>THIS MONTH IN SLO CAL</b>	
<b>SUBSCRIBERS</b>	35,914
<b>OPENS:</b>	5,817
<b>CLICK-THROUGHS:</b>	<b>932</b>
<b>THIS WEEK IN SLO CAL</b>	
<b>CIRCULATION:</b>	887
<b>MOST CLICKED LINK:</b>	
STR REPORT	

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

Current Month - December 2016 vs December 2015													
	Occ %		ADR		RevPAR		Percent Change from December 2015						
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Atascadero, CA+	51.4	48.9	97.36	102.40	50.02	50.08	5.1	-4.9	-0.1	-0.1	0.0	5.1	
Morro Bay, CA+	48.6	49.5	106.74	101.29	51.90	50.17	-1.8	5.4	3.5	3.6	0.1	-1.7	
Paso Robles, CA+	57.4	58.5	116.39	113.24	66.81	66.19	-1.8	2.8	0.9	0.9	0.0	-1.8	
Pismo Beach, CA+	51.9	53.3	140.16	134.36	72.71	71.60	-2.7	4.3	1.5	1.4	-0.1	-2.8	
San Luis Obispo, CA+	58.9	59.7	123.17	118.86	72.52	70.92	-1.3	3.6	2.3	2.3	0.0	-1.3	
San Simeon, CA+	44.6	47.1	110.92	108.97	49.44	51.28	-5.3	1.8	-3.6	-3.6	0.0	-5.3	
Five Cities+	51.2	52.1	131.78	128.60	67.52	67.06	-1.7	2.5	0.7	0.6	-0.1	-1.8	
North Coast+	51.0	51.8	137.91	133.30	70.32	68.99	-1.5	3.5	1.9	2.0	0.1	-1.4	
North County+	55.8	55.9	111.74	110.73	62.36	61.92	-0.2	0.9	0.7	0.7	0.0	-0.2	
South County+	54.8	55.7	127.42	123.68	69.88	68.88	-1.5	3.0	1.4	1.4	-0.0	-1.6	
San Luis Obispo County	53.9	54.5	123.89	120.44	66.72	65.60	-1.1	2.9	1.7	1.7	0.0	-1.1	
Cambria, CA+	56.8	56.1	160.05	154.91	90.86	86.86	1.2	3.3	4.6	4.8	0.1	1.4	
<b>Santa Barbara/Santa Maria</b>	<b>59.1</b>	<b>58.2</b>	<b>172.70</b>	<b>156.95</b>	<b>102.00</b>	<b>91.36</b>	<b>1.5</b>	<b>10.0</b>	<b>11.6</b>	<b>15.3</b>	<b>3.2</b>	<b>4.7</b>	
<b>Monterey/Salinas</b>	<b>55.4</b>	<b>53.0</b>	<b>157.58</b>	<b>153.00</b>	<b>87.34</b>	<b>81.04</b>	<b>4.6</b>	<b>3.0</b>	<b>7.8</b>	<b>8.4</b>	<b>0.6</b>	<b>5.3</b>	
<b>California</b>	<b>64.0</b>	<b>63.7</b>	<b>141.12</b>	<b>135.13</b>	<b>90.35</b>	<b>86.12</b>	<b>0.5</b>	<b>4.4</b>	<b>4.9</b>	<b>6.1</b>	<b>1.2</b>	<b>1.6</b>	

## Year to Date Lodging Statistics (STR, Inc.)

Year to Date - December 2016 vs December 2015													
	Occ %		ADR		RevPAR		Percent Change from YTD 2015						
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Atascadero, CA+	65.7		121.57		79.87								
Morro Bay, CA+	66.2	65.9	129.85	121.50	85.92	80.04	0.4	6.9	7.4	7.4	0.1	0.5	
Paso Robles, CA+	72.1	72.6	137.98	131.90	99.43	95.79	-0.8	4.6	3.8	14.2	10.0	9.2	
Pismo Beach, CA+	70.7	73.0	168.69	158.02	119.30	115.42	-3.2	6.8	3.4	3.3	-0.1	-3.3	
San Luis Obispo, CA+	71.4	73.9	144.95	136.88	103.44	101.14	-3.4	5.9	2.3	2.3	0.0	-3.4	
San Simeon, CA+	61.5	63.2	128.50	125.37	79.04	79.27	-2.7	2.5	-0.3	-0.3	0.0	-2.7	
Five Cities+	69.6	71.6	161.60	151.87	112.50	108.81	-2.8	6.4	3.4	3.3	-0.1	-2.9	
North Coast+	67.4	68.4	156.09	149.91	105.17	102.57	-1.5	4.1	2.5	2.6	0.0	-1.5	
North County+	70.4	70.2	133.91	128.74	94.24	90.34	0.3	4.0	4.3	15.3	10.5	10.8	
South County+	70.4	72.7	153.64	144.69	108.23	105.19	-3.1	6.2	2.9	2.8	-0.0	-3.1	
San Luis Obispo County	69.6	70.7	147.73	140.37	102.75	99.29	-1.7	5.2	3.5	5.6	2.1	0.4	
Cambria, CA+	72.6	73.3	179.36	171.70	130.26	125.87	-0.9	4.5	3.5	3.5	0.0	-0.9	
<b>Santa Barbara/Santa Maria</b>	<b>73.3</b>	<b>74.0</b>	<b>188.61</b>	<b>180.18</b>	<b>138.29</b>	<b>133.32</b>	<b>-0.9</b>	<b>4.7</b>	<b>3.7</b>	<b>4.7</b>	<b>1.0</b>	<b>0.0</b>	
<b>Monterey/Salinas</b>	<b>72.3</b>	<b>70.4</b>	<b>193.70</b>	<b>188.97</b>	<b>140.00</b>	<b>133.03</b>	<b>2.7</b>	<b>2.5</b>	<b>5.2</b>	<b>5.4</b>	<b>0.1</b>	<b>2.8</b>	
<b>California</b>	<b>75.4</b>	<b>74.6</b>	<b>158.23</b>	<b>150.10</b>	<b>119.36</b>	<b>111.96</b>	<b>1.1</b>	<b>5.4</b>	<b>6.6</b>	<b>7.3</b>	<b>0.7</b>	<b>1.8</b>	

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