



Visit San Luis Obispo County

Activity Report, June 2016

- What's New -



SLO County Airport Announces New Seattle Flight with Alaska Airlines

On June 29, San Luis Obispo County Regional Airport revealed that Alaska Airlines will commence nonstop service between San Luis Obispo (SBP) and Seattle (SEA) next spring. This is a major victory for the airport and the County of San Luis Obispo. Visit San Luis Obispo County worked closely with the airport and the SLO EVC in persuading the sought-after airline to begin service in the County. Daily flights begin April 13, 2017, and tickets are now available online. This flight allows the local tourism industry to introduce San Luis Obispo County to new visitors, and based on our recent consumer research study, Seattle is the perfect new market for SLO County.

VSLOC Heads to New Orleans for US Travel Association's IPW

June 18-23, Visit San Luis Obispo County and other local tourism leaders traveled to New Orleans, Louisiana for this year's IPW. In three days of intensive business appointments, our delegation met with more than 70 international and domestic buyers. Our combined 50-foot booth this year, in addition to wine pourings every day of the event, made San Luis Obispo County's presence stand out among its competitors, and even drew additional meetings. Early-bird registration for IPW 2017 in Washington D.C ends July 29, 2016. Contact VSLOC Director of Travel Trade Michael Wambolt if you would like to learn more about this opportunity. Thank you to our booth partners and to Vina Robles, Halter Ranch, Peachy Canyon, Chronic Cellars, J. Lohr, Biddle Ranch, Niner Wine Estates and Ancient Peaks for providing wine for this event.



Visit San Luis Obispo County Research Takeaways Now Available

Visit San Luis Obispo County is excited to share the results of its Awareness Study and Demographic and Share-of-Wallet Research Study in a concise multi-page form. Both research studies are the first of their kind for San Luis Obispo County, and shed light on the core consumer who visits San Luis Obispo County, along with insights into prospective customers. The documents are now accessible from the Members Area of the VSLOC website, as are the YouTube videos of the research presentations from Merrill Research. Simply navigate to www.VisitSanLuisObispoCounty.com/Members-Area, and enter your member credentials to view the password-protected page. If you need log-in assistance, please contact Pam Roberts at Pam@VisitSanLuisObispoCounty.com.



Renew Your Visit San Luis Obispo County Membership Today!

Visit San Luis Obispo County has started the renewal application process for all non-lodging members.

From access to digital marketing tools to quarterly education seminars and other valuable resources, there has never been a better time to become a VSLOC member. FY2016-17 renewal invoices have been distributed, and are due this month. Also, this is a great time to update your profile with current pictures and new information. Please don't hesitate to contact our Travel Trade and Membership Sales Coordinator, Pam Roberts, at 805-541-8000 or Pam@VisitSanLuisObispoCounty.com with any questions.



July is Historic Monuments, Buildings and Markers Month in SLO County

From the San Luis Obispo and San Miguel Missions to the Atascadero City Hall to Nitt Witt Ridge in Cambria, San Luis Obispo County has a rich history to share with visitors. Follow our social media channels throughout July as we celebrate Historic Monuments, Buildings and Markers Month. We are always looking for content, so if you have information you would like to include during the month of July about tours or an historic site, please contact our Marketing Coordinator, Jordan Carson, at Jordan@VisitSanLuisObispoCounty.com. We will be covering everything from well-known to little-known and unique, so nothing is off limits.



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



Featured in *Destinations Detours & Dreams*: Cambria's West Village (left); and in *USA Today*: Alaska Airline's new air service to Seattle (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	48,327
UNIQUE VISITORS:	40,379
PAGE VIEWS:	141,856
AVG. PAGE VIEWS/VISIT:	2.94
AVG. TIME ON SITE:	2:15
TOTAL ORGANIC TRAFFIC:	37,646
% OF ORGANIC:	78%
MOBILE VISITS:	28,965

MOST VISITED EVENT:
 SAN LUIS OBISPO FARMERS MARKET (1520 VIEWS)
TOTAL BLOG VISITS: 10,978
MOST SHARED BLOG: EPIC SUNSETS AND WHERE TO FIND THEM IN SLO COUNTY [HTTP://BIT.LY/EPICSUNSETS](http://bit.ly/epicsunsets)

VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK		
LIKES: 16,593		NEW: 362
TOT. IMPRESSIONS:		364,418
HIGHEST ENGAGEMENT: SCHOOL'S OUT FOR SUMMER...HEAD OVER TO GROVER BEACH FOR A PROPER BEACH BONFIRE. (1.7K ENGAGEMENTS)		
MOST REACTIONS: SCHOOL'S OUT FOR SUMMER...HEAD OVER TO GROVER BEACH FOR A PROPER BEACH BONFIRE. (1.5K REACTIONS)		
	FOLLOWERS	NEW
TWITTER:	6,421	104
32.2K IMPRESSIONS		
TWEETS: 6,753		
PINTEREST:	677	8
PINS: 802		
INSTAGRAM:	5,636	662
POSTS: 729		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	91
GUIDES DISTRIBUTED:	1,037
TOTAL:	1,128

THIS MONTH IN SLO COUNTY
SUBSCRIBERS: 36,372
OF OPENS: 5,066
OF CLICK-THROUGHS: 995

THIS WEEK IN SLO COUNTY
CIRCULATION: 824
MOST CLICKED LINK:
 US Secret Service: Know Your Money

Trending

Media

- Destinations Detours & Dreams: Enchanting Cambria <http://bit.ly/29kIJ3P>
- USA Today: Alaska Air's West Coast growth continues with new CA city <http://usat.ly/29ifzAH>
- KSBY: SLO Airport adding flights to Seattle <http://bit.ly/29ONGx8>
- KEYT: SLO Airport announces new daily flight to Seattle <http://bit.ly/29ONRbH>
- Destinations Detours & Dreams: Craft beer in wine country <http://bit.ly/29if4ly>
- Pacific Coast Business Times: Alaska Airlines to begin service between San Luis Obispo and Seattle <http://bit.ly/29iidIA>

Travel Trade

- Meeting & Conference Sales Mission: August (Sacramento)
- Tour & Travel Sales Mission: September (Los Angeles)

Film Commission

- Semi-Annual Film Permitting Partners Meeting: July

VSLOC Plans Summer Sales Missions in Northern CA and LA

Visit San Luis Obispo County travel trade efforts will be continuing in full force throughout the summer. VSLOC Director of Travel Trade Michael Wambolt will be heading to Northern California in August for a Meeting and Conference sales mission, where he will be targeting Bay Area meeting professionals and Sacramento government meeting planners. In September, he will be heading to Los Angeles to target international groups and receptive operators in a Tour and Travel sales mission. If you are interested in co-op opportunities for these sales missions, please contact Michael at Michael@VisitSanLuisObispoCounty.com.



VSLOC Creates Buzz at IPW Media Marketplace

Visit San Luis Obispo County contracted with Jeanne Sullivan to represent our region at the IPW Media Marketplace on June 20. Sullivan, along with Jim Allen from Hearst Castle, met with 34 different travel writers where they pitched the great assets and news about San Luis Obispo County tourism. Visit San Luis Obispo County's communications department is currently following up with these media.



Semi-Annual Film Permitting Partners Meeting Set for July

The San Luis Obispo County Film Commission will be holding their semi-annual film permitting partners meeting this July. The purpose of this meeting is to update permitting partners on industry news and review the filming economic impact for 2015.



May 2016 vs May 2015 Lodging Statistics (STR, Inc.)

Current Month - May 2016 vs May 2015												
	Occ %		ADR		RevPAR		Percent Change from May 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	69.7		121.30		84.57							
Morro Bay, CA+	67.4	66.8	130.25	123.34	87.77	82.44	0.8	5.6	6.5	6.5	0.0	0.8
Paso Robles, CA+	74.2	74.3	140.67	142.47	104.44	105.91	-0.1	-1.3	-1.4	15.9	17.5	17.4
Pismo Beach, CA+	72.8	71.3	161.47	159.07	117.62	113.49	2.1	1.5	3.6	3.5	-0.1	2.0
San Luis Obispo, CA+	70.7	73.7	145.55	138.90	102.93	102.36	-4.0	4.8	0.6	0.6	0.0	-4.0
San Simeon, CA+	64.2	63.8	127.38	125.49	81.75	80.12	0.5	1.5	2.0	2.0	0.0	0.5
Five Cities+	71.2	70.6	155.83	152.36	110.98	107.51	0.9	2.3	3.2	3.1	-0.1	0.8
North Coast+	68.6	69.4	152.79	149.01	104.83	103.40	-1.1	2.5	1.4	1.4	0.0	-1.1
North County+	73.0	72.5	135.72	137.94	99.12	99.94	0.8	-1.6	-0.8	20.5	21.5	22.5
South County+	71.0	72.0	151.00	145.87	107.18	105.08	-1.5	3.5	2.0	2.0	-0.0	-1.5
San Luis Obispo County	70.7	71.2	146.12	142.86	103.27	101.67	-0.7	2.3	1.6	5.5	3.9	3.2
Santa Barbara/Santa Maria	72.8	75.5	178.93	178.66	130.25	134.85	-3.6	0.2	-3.4	-3.3	0.1	-3.5
Monterey/Salinas	75.2	71.0	190.32	191.00	143.19	135.70	5.9	-0.4	5.5	5.7	0.2	6.1
California	75.1	75.0	155.97	146.65	117.05	110.04	0.0	6.4	6.4	7.1	0.6	0.7