



Visit San Luis Obispo County

Activity Report, November 2015

- What's New -



Save the Date: Restaurant Month 2016

Save the date for Restaurant Month 2016! In the month of January, dozens of restaurants throughout San Luis Obispo County will be offering special prix-fixe, three-course menus at \$30-\$40 per person. For more details on San Luis Obispo County Restaurant Month, and to view this year's participants VisitSanLuisObispoCounty.com/Restaurant-Month and get ready for most delicious month of the year!

San Luis Obispo County Holiday Event Guide Now Available!

Just in time for the holidays, Visit San Luis Obispo County released its annual Holiday Event Guide, in a blog post entitled "Light Up Your Holidays in SLO County." We have compiled a complete list of all of the Holiday Happenings in San Luis Obispo County, from lighting ceremonies to parades and everything in between. In addition, we have listed the holiday hours of our restaurant and winery members. To view and print the Holiday Event Guide for your guests and customers, visit our blog at VisitSanLuisObispoCounty.com/blog!



- Sunset SAVOR the Central Coast Recap -

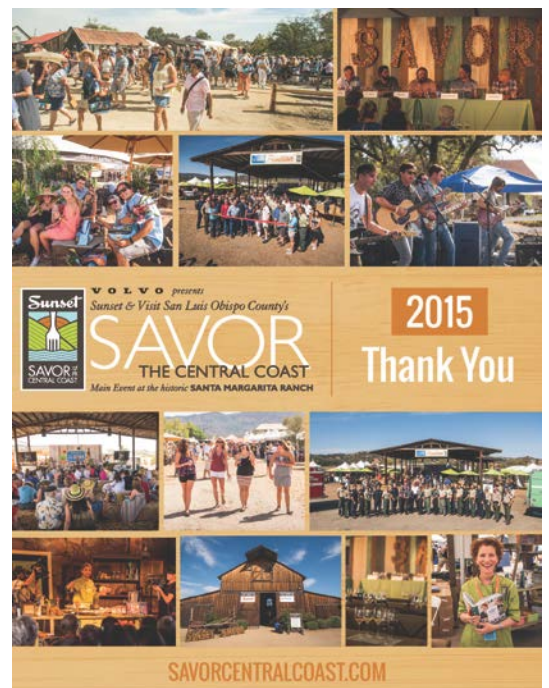
With a 15% increase in out-of-market attendance and the first-ever event profit, this year's Sunset SAVOR the Central Coast proved to be one of the most successful in the event's six-year history. Below is a short recap of SAVOR 2015.

Economic Impact Breakdown

- Total Economic Impact: **\$3.47 million**
 - Total Economic Impact from attendee spending: **\$1.16 million**
 - Economic Impact from operations/preparation: **\$1.91 million**
 - Economic Impact from Local Leavers: **\$0.396 million**
 - Total dollars spent by attendees: **\$0.779 million**
 - Estimated local sales tax generated: **\$53,277**
 - Average length of guest stay was **2.64 days**
 - Average party size of **3.43 persons**
- Media coverage for the event generated **over 511 million** media impressions, with a **publicity value** of **\$78.8 million**

Attendee Demographics

- The four-day event had **5,063** total unique attendees
- Local/Non-Local split: **59.3%/40.7%** (15% increase in non-local attendance from last year)
- Out of state attendance: **4.84%** (24 states plus England)
- Southern CA/LA Area attendance: **15.52%**
- Northern CA/Bay Area attendance: **12.31%**
- Central Valley: **6.96%**
- Lifestyle and experiential driven demographic
- **47%** of attendees have an average household income of over \$100,000
- **56%** of attendees are between 45-64 years of age





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



Featured in *Yahoo! Travel*: Vista from Madonna Mountain in San Luis Obispo (left); and in *Nexos*: Old West Cinnamon Rolls in Pismo Beach (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	35,523
UNIQUE VISITORS:	28,908
PAGE VIEWS:	109,024
AVG. PAGE VIEWS/VISIT:	3.07
AVG. TIME ON SITE:	2:18
TOTAL ORGANIC TRAFFIC:	24,267
% OF ORGANIC:	68%
MOBILE VISITS:	20,055

MOST VISITED EVENT:
 CAMBRIA CHRISTMAS MARKET
 (1,933 VIEWS)
TOTAL BLOG VISITS: 8,873
MOST SHARED BLOG: LIGHT UP YOUR HOLIDAYS IN SLO COUNTY
[HTTP://BIT.LY/1YDYML4](http://bit.ly/1YDYML4)

VISIT SLO COUNTY

FACEBOOK
LIKES: 13,292 **NEW:** 366
TOT. IMPRESSIONS: 366,337
HIGHEST ENGAGEMENT: #ICYMI:
 YAHOO TRAVEL FINDS OUT WHY SAN LUIS OBISPO IS THE HAPPIEST PLACE IN AMERICA (1242 ENGAGEMENTS)
MOST LIKED: #ICYMI: YAHOO TRAVEL FINDS OUT WHY SAN LUIS OBISPO IS THE HAPPIEST PLACE IN AMERICA (576 LIKES)

	FOLLOWERS	NEW
TWITTER:	5,753	93
26.5K IMPRESSIONS		
TWEETS: 6,259		
PINTEREST:	619	0
PINS: 802		
INSTAGRAM:	1,761	205
POSTS: 448		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	45
GUIDES DISTRIBUTED:	816
TOTAL:	861

MONTHLY E-SPECIAL

SUBSCRIBERS:	36,021
# OF OPENS:	5,402
# OF CLICK-THROUGHS:	628

THIS WEEK IN SLO COUNTY

CIRCULATION: 887
MOST CLICKED LINK:
 2016 San Luis Obispo County Visitors Magazine Media Kit

Trending

Media

- Basingstoke Gazette – Warren Christmas takes a California road trip <http://bit.ly/1NqO5oD>
 - Also appeared in the Sunday Sun, Evening Times, and News & Star (UK)
- Nexos – Aventura soñada en California <http://bit.ly/1PwnJ6S>
- Yahoo! Travel – Visiting San Luis Obispo –The Happiest City in America <http://yhoo.it/1HW7ibQ>

Travel Trade

- NTA Travel Exchange: Jan. 31- Feb. 4
- MPI Northern California Expo: Feb. 10

Film Commission

- SAS Air – Filmed a promo video at Farmers Market (SLO), Pismo Beach, and the Oceano Dunes to promote a new flight from Scandinavia to San Francisco: Nov. 19-20

Visit SLO County Welcomes

BrandUSA/Visit California China FAM

On November 6, Visit San Luis Obispo County's Director of Travel Trade, Michael Wambolt, joined a BrandUSA/Visit California China FAM tour, consisting of 11 tour operators and a Visit California representative, as they visited Hearst Castle. While they enjoyed lunch at Hearst Castle, Michael had the opportunity to meet and discuss the attributes and attractions of San Luis Obispo County.



Visit SLO County Hosts Visit California Australia SuperFAM

On November 12-13, Visit San Luis Obispo County hosted a Visit California Australia SuperFAM tour consisting of 10 travel agents from *helloworld* and a Visit California representative. The group stayed at the Paso Robles Inn, toured Hearst Castle, and enjoyed dinner and a special wine tasting at the Allegretto Vineyard Resort's Cello Ristorante with owner Doug Ayres. Additionally, the group visited the Seaside Gallery in Pismo Beach, and took a stroll on the Pismo Pier. Michael Wambolt also participated in the SuperFAM Finale event in San Diego.



Visit SLO County Learns How to Be "China Ready"

Approximately 1 million Chinese visitors came to California in 2014, and this number continues to grow annually. On November 17, Michael Wambolt attended Visit California's China Ready presentation in Beverly Hills. Wambolt learned about the unique travel patterns of the Chinese and how to best attract this market so that he could share this valuable information with San Luis Obispo County constituents.



October 2015 vs October 2014 Lodging Statistics (STR, Inc.)

Current Month - October 2015 vs October 2014

	Occ %		ADR		RevPAR		Percent Change from October 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Atascadero, CA+	61.7		126.32		78.00						
Morro Bay, CA+	69.8	67.1	122.58	114.41	85.55	76.71	4.1	7.1	11.5	11.5	0.0	4.1
Paso Robles, CA+	77.5	74.7	137.59	129.93	106.66	96.99	3.8	5.9	10.0	13.4	3.1	7.1
Pismo Beach, CA+	79.6	78.2	151.60	144.60	120.73	113.14	1.8	4.8	6.7	6.8	0.1	1.8
San Luis Obispo, CA+	77.9	78.0	140.91	130.39	109.70	101.68	-0.2	8.1	7.9	7.9	0.0	-0.2
San Simeon, CA+	66.8	66.1	126.33	117.64	84.37	77.78	1.0	7.4	8.5	8.5	0.0	1.0
Five Cities+	77.2	76.2	146.55	139.00	113.20	105.85	1.4	5.4	6.9	7.0	0.0	1.5
North Coast+	71.9	70.2	152.17	143.69	109.37	100.88	2.4	5.9	8.4	8.4	0.0	2.4
North County+	72.9	72.3	134.78	126.29	98.23	91.32	0.8	6.7	7.6	19.0	10.6	11.5
South County+	77.5	77.0	143.89	134.91	111.56	103.89	0.7	6.7	7.4	7.4	0.0	0.7
San Luis Obispo County	74.9	73.9	141.68	133.03	106.10	98.37	1.3	6.5	7.9	10.0	2.0	3.3
California	77.9	75.3	157.16	146.64	122.50	110.36	3.6	7.2	11.0	11.5	0.5	4.0
Santa Barbara/Santa Maria	76.0	77.3	179.67	172.08	136.52	133.09	-1.8	4.4	2.6	1.5	-1.1	-2.8
Monterey/Salinas	76.0	70.6	196.79	188.32	149.57	133.02	7.6	4.5	12.4	12.7	0.2	7.8