



AGENDA

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Agenda

Tuesday, April 12, 2016

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	B. Singh
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CONSENT AGENDA – <i>motion required</i>	B. Singh
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3. **Approval of February 9, 2016 Marketing Committee Meeting Minutes**
4. **Approval of February 25, 2016 Marketing Committee Meeting Minutes**
5. **Approval of March 8, 2016 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the February and March 2016 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	B. Singh
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6. **Update on Board Action (5 min)**
Staff will provide an update on action taken at the February and March 2016 Board of Directors meetings.
7. **Marketing Agency RFP Update (15 min)**
Staff will provide an update on the FY2016-18 Marketing Agency RFP process and timeline.
8. **Coraggio Strategic Planning Proposal Update (5 min)**
Staff will provide an update on Coraggio's Strategic Planning Proposal and discuss opportunities to participate.
9. **American Airlines Advertorial Printing (20 min) – *feedback requested***
The Committee will review and discuss printing standalone copies of the American Way insert for future use.
10. **Wine Enthusiast Co-op Opportunity (10 min) – *feedback requested***
Staff will present and request feedback on a new co-op opportunity with Wine Enthusiast Magazine.
11. **Video/Photo Shoot Update (5 min)**
Staff will provide an update on Visit San Luis Obispo County's latest video and photo shoot.
12. **VSLOC FY2016-17 Budget Planning (15 min) – *feedback requested***
Staff will request feedback on key items for Visit San Luis Obispo County's FY2016-17 budget.
13. **Shoulder Season Campaign Update (15 min)**
VSLOC staff will provide an update on the shoulder season campaign and results from March.

PRESENTATION

K. Jepsen

14. WebDAM (15 min)

Staff will provide a step-by-step demonstration on how to effectively use WebDAM.

PRESENTATION

G. Jackson

15. DMO Spotlight – City of Pismo Beach (10 min)

The featured destination will provide an update on their market and happenings in their community.

ADJOURN.

**– Next Marketing Committee Meeting –
Tuesday, May 10, 2016
Location: Embassy Suites**

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



Minutes

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, February 9, 2016

8:30am

Sands Inn & Suites

1930 Monterey St, San Luis Obispo, CA 93401

1. **CALL TO ORDER:** Chuck Davison

PRESENT: Ashlee Akers, Jim Allen, Terrie Banish, Molly Cano, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Brent Haugen, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei

ABSENT: Judith Bean

STAFF PRESENT: Chuck Davison, Becky Singh, Brendan Pringle, Kylee Jepsen, Pam Roberts, Jordan Carson

Call to Order at 8:30am.

2. **PUBLIC COMMENT (On Non-Agenda Items)**

None.

ANNOUNCEMENTS

Visit San Luis Obispo County has released its new 2016-17 Visitors Magazine. Magazines will be distributed next week.

CONSENT AGENDA

3. **Approval of January 12, 2016 Marketing Committee Meeting Minutes**

4. **Approval of January 19, 2016 Marketing Committee Meeting Minutes**

Committee Discussion.

Public Comment – None.

ACTION: Moved by Jackson/Porter to approve the Consent Agenda as presented.

Motion carried: 12:0

Allen arrived after this motion carried.

BUSINESS ITEMS

5. **Update on Board Action**

The Board approved the Marketing Committee's recommendation to take SAVOR on the road and accept proposals from those who wish to continue the SAVOR event. VSLOC would pursue 3-4 events a year (e.g. the San Diego Bay Food & Wine Festival).

The Board unanimously approved contracting with Merrill Research for the 2016 Research Project, and unanimously approved the FY2016-18 Marketing Agency RFP.

Originally, the Board voted to table the decision on a booking engine option for a few months as the website was developed. However, the Executive Committee requested that the Booking Engine item be added to the agenda and recommended the Booking.com (OTA) solution. The Board approved contracting with Booking.com for the booking engine on the VSLOC site.

Committee Discussion – Keller asked how the Board came to this decision, and if there was discussion about looking at other options down the road. Davison clarified that Booking.com costs nothing to start, and can be cancelled at any time. He also noted that many mid-level properties were not represented the last time the Board discussed this issue, and they felt that the bigger hoteliers were not allowing the smaller ones to capture this business. Davison noted that JackRabbit was a broken model, and this will offer an alternative. Booking.com will come in-market so that vacation rentals and B&Bs can meet with them.

Public Comment – None.

6. Marketing Agency RFP

Davison discussed the Marketing Agency RFP timeline. VSLOC has 14 intent-to-bids, and a few of the agencies represent some of the larger DMOs. Proposals are due February 18, 2016. VSLOC will conduct a full review February 19, 2016, and provide feedback to the Marketing Committee for the meeting on February 25, 2016.

Committee Discussion – None.

Public Comment – None.

7. Coraggio Strategic Planning Proposal Update

VSLOC has begun discussions with Coraggio Group to create a strategic plan. Coraggio has worked with SLOTBID and Visit California, among others. The goal of the plan is to identify the top initiatives that will make VSLOC successful. The cost would be \$30,000 and the timeline to complete the plan would be April/May 2016, in concert with the completed research project. The Board will review their proposal on February 17, 2016.

Committee Discussion – Sorgenfrei noted the importance of involving VSLOC's marketing agency in the process. Davison agreed that agency involvement would be valuable, but also clarified that Coraggio would only be creating a strategic plan, and not a marketing plan. Cano and Banish described their positive experiences with Coraggio at the SLOTBID and the City of Atascadero, respectively.

Public Comment – None.

8. Sponsorship

VSLOC has \$35,000 remaining in its sponsorship budget.

Festival Mozaic (July 13-24, 2016) has requested \$15,000 + \$5,000 in-kind media sponsorship. Davison highlighted the sponsorship benefits of their proposal, and noted that the 24% of attendees are out-of-market.

International Chardonnay Symposium (May 12-14, 2016) has requested \$50,000 in seed funding, and \$10,000 in marketing funding. Davison highlighted some of the sponsorship benefits.

Public Comment – Bettina Swigger, Executive Director of Festival Mozaic, noted how FM has grown and attracted an affluent out-of-market audience. She highlighted the many locations throughout the county where the event takes place. The average stay for guests is 3 nights, and many stay 5-7 nights. Swigger said that the \$15,000 would be spent mostly in print publications and direct mail marketing.

Linda Parker Sanpei, representing ICS, provided background on ICS, and noted that the event is truly an international event, and fills the void that was left by World of Pinot and other similar events that left the County. The seed funding would be spent to bring a high-caliber of attendees into the region.

Committee Discussion – Cano noted that Festival Mozaic is a world-class event, and that she sees this as an opportunity for it to grow. Haugen asked for clarification on the goal and purpose of sponsorship, and Davison noted that it is two-fold: 1) driving immediate results (heads in beds), and 2) helping consumers understand the market (long-term). Haugen expressed concern that the older demographic that attends Festival Mozaic is too limited, and that the event takes place during the high season. Sorgenfrei expressed a similar concern about the timing.

Jackson noted that ICS is definitely a “County” event, and would create an unbelievable opportunity for the County as it will stay perpetually local. Diefenderfer asked if there were efforts to bring events to North County, and Parker Sanpei responded that Tooth & Nail Winery might be holding a dinner, but that is still to be decided. Sorgenfrei said that it's important to look at the event from the consumer perspective: a consumer wouldn't want to drive to 10 different locations for an event. Muran said she saw the event as hugely beneficial. Porter suggested that the increase in anticipated attendance seemed dramatic. Parker Sanpei noted that the extended lead time in marketing the event will drastically increase attendance.

Diefenderfer asked to approve Festival Mozaic with the caveat that all funding be used for out-of-area marketing. Keller noted that FM was not just about heads and beds, but is a strong component of the County's cultural pillar. Jackson and Sorgenfrei supported the sponsorship on the basis that all funds be used towards out-of-area marketing.

Moved by Diefenderfer/Banish to recommend \$15,000 in sponsorship funds and \$5,000 in-kind sponsorship for Festival Mozaic, with a required focus on out-of-area marketing.

Motion carried: 11:2

Haugen opposed on the basis of a narrow demographic. Goldie opposed due to the peak season timing of the event.

Haugen expressed hesitation about the sustainability of ICS. Sorgenfrei noted that it has to have a certain amount of attendance in order to grow, and also noted that the event is different from other food and wine events in that it draws media, sommeliers and producers from all over the world. Porter noted that PRWCA's WineFest Event, a similar event, doesn't ask for funding. Porter also offered assistance in screening media. Cano suggested \$10k for seed funding and \$10k in marketing funding.

Moved by Cano/Goldie to recommend \$10,000 in seed funding and \$10,000 in marketing funding for the International Chardonnay Symposium.

Motion carried: 8:3:2

Muran/Sorgenfrei abstained.

**Haugen and Allen opposed, believing it set a precedent for other food and wine events to request funding.
Diefenderfer opposed because she didn't feel it was a countywide event.**

9. WebDAM

Item 9 was tabled due to time constraints.

10. DMO Spotlight – City of Pismo Beach

Item 10 was tabled due to time constraints.

11. American Airlines Co-op Opportunity

Sorgenfrei presented a new co-op opportunity that TJA Advertising and Mental Marketing organized—an 8-page advertorial in *American Way Magazine* (American Airlines' in-flight magazine). The total cost would be \$160,000, and would be covered in the approved VSLOC budget. Davison noted that American Airlines recently added a fourth flight from Phoenix to SLO, and that this would be a great showpiece to encourage other airlines (like Alaskan Airlines) to add flights to SLO.

Committee Discussion – Cano noted that San Luis Obispo could commit to it. Porter and Diefenderfer agreed that they could collaborate on a page. Jackson noted that Pismo Beach would be interested, and Banish noted that Atascadero would be interested.

Public Comment – None.

ACTION: Moved by Cano/Keller to recommend directing co-op funds to the *American Way* advertorial co-op opportunity.

Motion carried: 13:0

PRESENTATION

12. Catalyst Marketing

Catalyst Marketing informed VSLOC that they would not pursue the RFP process for FY2016-18. Davison highlighted some of the struggles that VSLOC has faced with Catalyst, and asked if the Committee saw any issues with terminating its contract with Catalyst.

Singh highlighted January metrics, unveiled VSLOC's new animated and static banners and pre-roll videos, and Davison noted that VSLOC's new press kit speaks to the breadth of the County. Davison and Singh presented two other co-op opportunities that Catalyst had recommended (*Phoenix Magazine* and *LA Magazine*), but the Committee expressed no interest in them.

Committee Discussion – The Committee did not express any concerns about terminating the contract with Catalyst. The Committee was not interested in the other co-op opportunities presented.

Public Comment – None.

CEO REPORT

13. CEO Report

Videos from the Winter Educational Symposium will be posted soon. The Tourism Vision Workshop will be happening on May 6, 2016, during National Travel & Tourism Week. Merrill Research will be delivering research results at the event.

Davison offered some highlights on SEO growth, and noted that January yielded a large increase in traffic, with 50,686 visitors.

Davison discussed a \$16,500 media opportunity that VSLOC is pursuing with BrandUSA in northwestern Canada, noting that Canada is a large market for the County.

Committee Discussion – None.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:50am.



Minutes

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Thursday, February 25, 2016

8:30am

Sands Inn & Suites

1930 Monterey St, San Luis Obispo, CA 93401

1. **CALL TO ORDER:** Chuck Davison

PRESENT: Ashlee Akers, Molly Cano, Cheryl Cuming, Christen Goldie, Brent Haugen, Heather Muran, John Sorgenfrei

ABSENT: Jim Allen, Terrie Banish, Judith Bean, Amanda Diefenderfer, Gordon Jackson, Lori Keller, Jennifer Porter

STAFF PRESENT: Chuck Davison, Becky Singh, Brendan Pringle

Call to Order at 8:35am.

2. **PUBLIC COMMENT (On Non-Agenda Items)**

None.

BUSINESS ITEMS

3. **Marketing Agency RFP Proposal Review**

Singh discussed the highlights of all the proposals that VSLOC received.

Committee Discussion – After discussing each of the proposals, Davison requested that the Committee provide their top choices. Sorgenfrei recommended Asterix, BCF and Mindgruve. Cuming recommended M&C Saatchi, Belmont, BCF and Mindgruve. Cano, Akers, and Muran recommended Asterix, M&C Saatchi, BCF and Mindgruve. Goldie recommended Asterix, BCF, M&C Saatchi and Mindgruve. Haugen recommended Asterix, Atkins, M&C Saatchi and Mindgruve.

The Marketing Committee recommended that the following agencies be invited to give Oral Presentations on March 8, 2016: M&C Saatchi, BCF, Mindgruve, Asterix, and Belmont.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 9:55am.



Minutes

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, March 8, 2016

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. **CALL TO ORDER:** Chuck Davison

PRESENT: Ashlee Akers, Jim Allen, Molly Cano, Christen Goldie, Brent Haugen, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter

ABSENT: Terrie Banish, Judith Bean, Cheryl Cuming, Amanda Diefenderfer, John Sorgenfrei

STAFF PRESENT: Becky Singh, Michael Wambolt, Brendan Pringle

Call to Order at 8:30am.

2. **PUBLIC COMMENT (On Non-Agenda Items)**

None.

BUSINESS ITEMS

3. **Marketing Agency Oral Presentations**

The Marketing Committee heard Oral Presentations from BCF, Belmont, Asterix, M&C Saatchi and Mindgruve.

Committee Discussion – Porter noted that Belmont lacked energy. Akers and Jackson commented that Belmont’s case studies and co-op opportunities were not innovative. Jackson noted that BCF brought a brand unlike the other agencies. Cano and Jackson noted that they were impressed with how BCF understood San Luis Obispo County’s struggles, and did their homework. The Committee agreed that BCF’s creative was excellent. Porter noted that BCF understands the importance of showing value to DMOs and partners. Keller noted that the way that BCF introduced SLO County as a way of life (a spirit) was important. Akers believed that the way BCF divided SLO County into four regions helped to simplify the region to the consumer. Haugen, Akers and Goldie noted that Asterix, by contrast, had dated creative that would not connect with millennials. Haugen said he was impressed by how BCF was the only agency that discussed SLO County’s inventory. Cano noted that she thought Mindgruve gave a great presentation and that she thought Jeff Morris came with a great deal of experience that could be beneficial. Porter said she was decidedly against Mindgruve after hearing them speak. Goldie said she felt that Mindgruve didn’t provide any big ideas for VSLOC, and Haugen noted that their creative wasn’t remarkable. Keller said she felt BCF had a better awareness of SLO County. Muran noted that Mindgruve’s websites seemed a bit “cookie cutter,” and that she liked M&C Saatchi’s co-ops. Muran also noted that M&C Saatchi and BCF would be her top two choices. Porter noted that M&C Saatchi definitely has more fees, but that the decision would likely come down to whether VSLOC wanted to use an agency that was closeby or an agency in Virginia. She added that she was torn between M&C Saatchi and BCF. Haugen said he felt that the “brutal simplicity”

element of M&C Saatchi's proposal was important, and that they could be the agency that brings that simplification. Akers noted that Saatchi pushes the boundaries, and that BCF understands tourism. She also added that it's important that an agency doesn't represent only tourist destination, as it could mean access to valuable partnership opportunities. Goldie noted that the fact that BCF is based in Virginia could be good because they would bring a fresh perspective. Allen noted that he felt like BCF's creative paralleled a lot of Visit California's creative, and that a strong strategy agency like M&C Saatchi would be good.

The Marketing Committee recommended both BCF and M&C Saatchi for approval by the Board.

Public Comment – Kathy Bonelli, Owner of Paso Robles Vacation Rentals and VSLOC Board Member, noted that her choice would be M&C Saatchi.

ADJOURNMENT

Meeting adjourned at 4:31pm.

HERE TO PLAY

Why should L.A. get all the fun? Sunny **San Luis Obispo County**, on the coast of California, is full of opportunities for adventure and is a worthy match for its famous neighbors. From wineries and beaches to countless outdoor activities, this destination promises to show you a good time

A visit to America's west coast invariably features the big hitters: San Francisco, Los Angeles and San Diego. But between the bright lights of these famous cities lies the lesser-known San Luis Obispo County, which has all the charm of small towns paired with the sights and adventures you'd expect to find in its illustrious neighbors.

The county has 80 miles of coastline bordering the Pacific Ocean and its many coastal communities — such as Cambria, Cayucos, Morro Bay, Avila Beach and Pismo Beach — all boast a sea-to-spoon philosophy that has created a flourishing culinary scene. When you're not eating oysters, abalone and fresh

fish from its waters, you can explore the county's coastline and find a rookery of elephant seals, whale watching opportunities and every kind of water sport imaginable.

Foodies will feel right at home as they wander around any one of the 13 farmers' markets that pop up in various cities

San Luis Obispo County boasts a sea-to-spoon philosophy that has created a flourishing culinary scene

and beach towns throughout San Luis Obispo County. And if you want to experience the region's tastiest dishes, embark on a 'food-ucation' with organizations such as FARMstead Ed, which takes guests on a tour of local farms for a day of tastings and hands-on experiences, from milking goats to growing your own tomatoes. Or, learn to cook from the comfort of your hotel. Classes are available at many of the budget-friendly hotels, quiet bed and breakfasts and vacation rentals that fill the area.

If wine tasting is more your thing, check out Paso Robles. The rural city was named Wine Enthusiast's Wine Region of the Year in 2013 and offers wine trails and tasting rooms that cover more than 200 wineries. You'll find Rhône varieties of Grenache and Viognier on the trails along Highway 46, traveling



both east and west, as well as bold Bordeaux reds such as Cabernet Sauvignon and fantastic Rosés if you stick to the scenic back roads of the Adelaida District. Meanwhile, the vineyards of Edna Valley, less than an hour's drive south, and the flowering fields of Arroyo Grande Valley offer up award-winning, cool-climate Pinot Noir and Chardonnay.

Distilling has also become a popular trend among wineries, which take their premium grapes to create high-end vodka, gin, brandy and whiskey spirits. There are also 15 local craft breweries, with more in development, to pay a visit to.

The Oceano Dunes at Pismo State Beach offer the only drive-on beach in California. Wind down at the end of the day with a picnic and beach bonfire

DON'T MISS

1. Hearst Castle
Possibly the county's most elaborately ornate estate — the grand Hearst Castle. Built by media mogul William Randolph Hearst in the early 20th century, the 250,000 acre estate is California's only castle and stands in all its glory.



2. The vineyards
In the north of the county is Paso Robles. Named Wine Enthusiast's Wine Region of the Year in 2013, it offers wine trails and tasting rooms that cover more than 200 wineries.



3. Seaside cycling
California's 80 mile-long coastline doesn't get more beautiful — or peaceful — than this. Rent a bike and cycle along the promenade, just don't forget to take a dip in the great surf on offer too.



HOW THE LOCALS DO IT



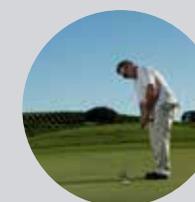
The Beach

Head down to Avila or Pismo beaches in the early evening to catch the fiery sunset from the sand



The Drink

Make sure you sample a glass from each of the vineyards in Paso Robles, Edna Valley and Arroyo Grande



The Sport

Californian weather teamed with green coastal cliffs, equals the best golf — head to Sea Pines in Los Osos



The Activity

The county is brimming with farmers' markets — head to SLO city center for the biggest party



From Avila Beach to the Oceano Dunes, the county's vast sandy coastline and great waves are a big draw for surfers and sun worshippers



If you head toward the coast you can spend a day (or a week) sunning yourself on San Luis Obispo County's peaceful beaches

One of the best ways to take in the county's vast network of wineries is by bike. There are a dozen open trails to cycle down, each offering picturesque views of either the coast, vineyards or the rolling hills. The routes aren't exclusively for two wheels either, they also make fantastic hikes so grab your boots and take in the scenery. If you head towards the coast you can spend a day (or a week) sunning yourself on the county's peaceful beaches. Many argue they're more gorgeous than those found further south towards L.A., and far less populated, so you'll have your pick of the water sports. Try your hand at deep-sea fishing, kayaking and stand-up paddle boarding. Or head out on a boat tour — choose between a glass-bottomed boat for the shallows and the larger offerings for whale watching.

For more adventure, rent a dune buggy or all-terrain vehicle and head for the Oceano Dunes at Pismo Beach State Park, which is the only drive-on beach in California. Alternatively, you could see it all from above by flying a biplane over the Pacific Ocean.

For a touch of luxury, stay in one of the county's full-service spa resorts and take in a show at the Opera SLO, the Little Theatre or the San Luis Obispo Symphony. The county has a vibrant music scene, from classic and contemporary music festivals to intimate gigs at

the smaller SLO Brew. Meanwhile, the Vina Robles Amphitheatre in Paso Robles is a stunning outdoor venue for world-class concerts and the Pozo Saloon, built in 1858, adds a touch of old-California charm.

For another glimpse into the county's long history, pay a visit to Mission de Tolosa, which was founded in 1772, in the city center

of San Luis Obispo. Also from the 18th Century is the rustic Mission San Miguel, which sits further north on the road past Paso Robles wine country, and has been a national landmark for more than 200 years. At either end of San Luis Obispo County's coastline lie the Piedras Blancas Light Station, in the north, and the Port San Luis Lighthouse on the southern tip of Whalers Island. Both historic lighthouses are open for docent-led tours.

If a historical tour isn't enough to keep the little ones placated, then the family friendly county is happy to oblige with more entertainment. Head to Atascadero for the Charles Paddock Zoo. Dedicated to the conservation of both local and exotic species, the zoo is home to the rare Malayan tiger, which is bound to get the kids excited, as well as spider monkeys, meerkats, and a beautiful aviary filled with numerous bird species.

Neighboring San Francisco and Los Angeles might get all the fame and the glamour, but the softly spoken San Luis Obispo County is just as adventurous and proves itself a worthy match for a fun-filled getaway.

visitslocounty.com

[VisitSanLuisObispoCounty](https://www.facebook.com/VisitSanLuisObispoCounty)

[visitsloc](https://twitter.com/visitsloc)

[VisitSLOC](https://www.instagram.com/VisitSLOC)

“SLO” IT DOWN ON CALIFORNIA’S WEST COAST

The city of **San Luis Obispo** serves as the hub of the county and is just minutes from world-class wine country and beaches. Picturesque surroundings aside, the city's charming downtown is a must-see destination in its own right

The city of San Luis Obispo, which sits roughly 10 miles inland from its nearest beach, half way between the bright lights of San Francisco and Los Angeles, has quietly been garnering a stellar reputation as a foodie paradise nestled into the countryside. San Luis Obispo, or SLO as its loving fan base likes to call it, is the centerpiece for the wider county of the same name and it epitomizes the small-town charm its flashier neighbors have lost.

In and around the city, you'll find dozens of hiking and biking trails that make the most of the county's verdant countryside. Or, for water babies, there are several peaceful beaches just 10 minutes' drive away.

But branch out from the picturesque surroundings — though they are a big hit — and spend a few days in the center of SLO where you'll experience its culinary scene. While award-winning restaurants,

wineries and breweries come as standard through its streets, it's the famous Farmers' Market that is the city's stand-out star. Agriculture still plays a vital role in the local economy and it's evident on Thursday nights, during the second largest farmers' market in the western United States. For three hours every week, six blocks of Higuera Street are closed off for a street party featuring a selection of the county's fresh produce, hot barbecues and engaging entertainers.

For the little ones, the Children's Museum is a must-do, and skaters in the family will love the new state-of-the-art SLO Skateboard Park. The kids will also have fun leaving their mark on San Luis Obispo's infamous Bubblegum Alley — where thousands of pieces of chewed gum line the 70-foot-long alley wall just off Higuera Street.

sanluisobispovacations.com

[ShareSLO](https://twitter.com/ShareSLO)

DON'T MISS

- 1. Farmers' Market**
Party with the locals every Thursday night.
- 2. Child's Play**
Take the tykes to the Children's Museum and SLO Skateboard Park.
- 3. Sips & Suds**
SLO's city center teems with brew pubs, wine bars and restaurants.

DECANT TO CALIFORNIA'S WINE COUNTRY

With acres of vineyards and olive orchards, **Paso Robles** is a foodie and wine-lover's dream. But it's the city's warm hospitality that turns every guest into a life-long friend

No trip to California is complete without a visit to wine country. Paso Robles, which translates from Spanish to mean Pass of the Oaks, is so named for the breath-taking oak-studded countryside that surrounds the city. Scattered between the rolling hills are row after row of grapes that form the backbone of the city's award-winning wines. Recognized a few years ago as Wine Enthusiast's Wine Region of the Year, the rural city is home to wine trails and tasting rooms that cover more than 200 neighboring wineries.

In May, these award-winning winemakers gather together for the 34th Annual Paso Robles Wine Festival — from 19-22 — in the downtown historic square. As the city's epicenter, the square plays host to many wine, food and cultural events throughout the year, such as its regular farmers' markets and summer concerts. And this year's calendar is already jam-packed with opportunities to sample the region's delicious wines. In late March, the city dedicates a weekend to the Zinfandel grape, which is the region's heritage grape, first planted back in 1880s, with its Vintage Paso: Zinfandel festival. Meanwhile, October sees Harvest Wine Weekend come to town.

In addition to the city's square, on the edge of town there's another breathtaking venue, the Vina Robles Amphitheatre, which has played host to some of the world's biggest bands. Built in 2013, the outdoor site was designed to reflect the historic missions dotted throughout California. There's also a bulging catalog of cultural attractions, including Studios on the Park — an art center in downtown Paso Robles — and numerous local galleries. pasowine.com, travelpaso.com

[TravelPaso](#), [PasoRoblesWine](#)

DON'T MISS

1. Wine Festivals

Find a festival for every palate year round.

2. Trails & Tastings

More than 200 wineries surround Paso Robles.

3. World-Class Dining

Because you can't live on wine alone (or can you?)



Pull on your Lycra and grab a bike — Paso Robles has more than 200 wineries and there's no better way to visit them than sat upon a saddle



FROM CITY TO SHORE

A stunning highway connects **Atascadero** with **Morro Bay** to create a unique road trip that spans from the warm climes of wine country to the sea lion-studded coast

As you drive towards the coast, Highway 41 — also known as the E.G. Lewis Highway — connects the historic Atascadero with Morro Bay to form an idyllic mini road trip.

Atascadero is California as it used to be. Founded by E.G. Lewis as a utopian society, the town has many stunning remains from its creation in 1913, such as the historic City Hall. The recently refurbished building features a domed roof and grand white columns at its entrance, and serves as the centerpiece to the town's Sunken Gardens. Known for its simple pleasures, Atascadero is also home to and burgeoning craft brewing scene and San Luis Obispo County's only zoo.

After exploring inland, the connecting highway rises from the countryside, on the fringes of Paso Robles wine country, to reveal sweeping vistas with every winding turn, before dropping down onto the coast at Morro Bay. With the iconic Morro Rock standing impos-

ingly at its harbor entrance, Morro Bay is a memorable and strikingly scenic addition to California's coastline. The seaside fishing village is one of the best places to grab fresh ocean-to-table seafood, which is caught daily through sustainable fishing practices. Aside from the delicious cuisine, sea life is also something of an attraction in Morro Bay, and you'll find its protected waters are home to a colony of barking sea lions.

Sitting just off the scenic Highway 1 route, the small family-friendly town is easy to get to and has plenty to offer, from its bustling embarcadero, filled with seaside shopping and dining, to the expansive undeveloped beaches where you'll find stand-up paddle boarding, kayaking and renowned surfing. There's also a series of bike trails around the bay so you can explore with ease.

visitatascadero.com, morrobay.org
[VisitAtascadero](#), [MorroBayCalifornia](#)
[VisitAtascadero](#), [MorroBayCa](#)

DON'T MISS

1. SLO County's Zoo

Because the kids (and you) will love to see the animals.

2. A Mini Road Trip

Head inland to old-world Atascadero.

3. Fresh Seafood

The fishing port offers ocean-to-table dining.

BEACH LOVERS, WELCOME HOME

Avila Beach is best loved for its fun in the sun philosophy — just make sure you take a day off from the beach to test out its natural mineral hot springs

For some guaranteed fun in the sun, Avila Beach is your go-to destination with its laid-back vibe and family-friendly activities. The community is home to a unique still-working fishing pier, Harford Pier, built in 1873, which today is one of the very few left in the state that you can drive a car along. Head out to its tip and you might catch a glimpse of the whales, sea lions and seals that roam the ocean.

The seaside community is loved for its well-maintained small-town charm, which is never more apparent than in the enchanting lighthouse, built in the 1890s. There's also the long-established oceanfront promenade, which houses the farmers' market every Friday from spring through to late summer.

For a more modern itinerary, Avila Beach has plenty of dining, a seaside 18-hole golf course and numerous shopping options, as well as a selection of eclectic celebrations, such as May's Tequila Festival and Harvest on the Coast in November.

There's also the chance to escape the everyday as you navigate the winding roads of nearby Avila Valley and its charming wineries. Find the tasting rooms of See Canyon and Avila Valley just five minutes away from the beautiful beaches.

Check out the community's Instagram account for envy-inducing snaps of its fiery sunsets and vast sandy beach, which is dog-friendly and offers the chance to try kayaking, stand-up paddle boarding and fishing. While its coastline is undoubtedly beautiful, Avila Beach is also home to rarer waters: mineral hot springs. Find hot tubs hidden among the oak forests, luxury retreats offering massages and yoga classes from some of the best practitioners in health and wellness.

visitavilabeach.com,
 [AvilaBeachCa](https://www.facebook.com/AvilaBeachCa)



Avila Beach has all the charm of an old-Californian beach town. Check out its candy-colored houses and the historic Harford Pier

WINE AMONG THE WAVES

While we don't necessarily mean that literally, it's true that there's no better place that combines the delicious Californian wines with west-coast surf than **Pismo Beach**

Pismo Beach, just 12 miles from the center of San Luis Obispo, is dripping with old-Californian cool. The coastal city is also just minutes from the vineyards that blanket the hills of Edna Valley and Arroyo Grande — making it the ideal place to enjoy a glass of chilled wine with the waves.

Each of the city's oceanfront restaurants serves up delicious combinations of nearby vintages alongside locally grown dishes. And there's also the chance to discover new grape varieties produced throughout the historic winemaking regions. This year's International Chardonnay Symposium, held from May 12-14, is a big draw for foodies and wine lovers and features grand

tastings as well as talks by taste-makers and fellow enthusiasts (thechardonnaysymposium.com)

If you'd prefer to step away from the vineyards and into the surf, Pismo Beach has white-washed sand where you'll find world-class surfing and every kind of water sport imaginable — from kite boarding to sea kayaking. For even more adventure, rent a dune buggy or all-terrain vehicle and head for the tree-lined Oceano Dunes at Pismo Beach State Park. As the only drive-on beach in California, it's the only place you'll be able to let loose on the sand, before sitting down for a picnic under the sun.

classiccalifornia.com

 [PismoBeachIsClassicCalifornia](https://www.facebook.com/PismoBeachIsClassicCalifornia)

 [PismoBeachCa](https://www.instagram.com/PismoBeachCa)

DON'T MISS

1. Chardonnay Celebration

Sip and attend seminars about your favorite grape.

2. Driving the Dunes

Take a dune buggy out on the beach.

3. Surfing Safari

Hang ten with your friends.

DON'T MISS

1. Harford Pier

Watch for whales and sea lions.

2. Mineral Hot Springs

Soak and relax amid oak forests.

3. Sunset with the dog

Wander the beautiful coastline with man's best friend.



IT'S YOUR WAY ON THE HIGHWAY

Let the allure of an All-American road trip come to life along the **CA Highway 1 Discovery Route** through San Luis Obispo County



ADD SOME 'AAAH' MOMENTS TO YOUR TRIP

If you're not satisfied with just seeing the expansive coastline there's also the chance to get stuck into local life with the **annual coastal, discovery and stewardship celebration**. Along the route you'll find a variety of ecological activities where you can learn more about Marine Protected Areas and make a difference while you're away.

A road trip down one of America's most famous highways brings to mind the roar of a Chevrolet and the kind of wild freedom that's found in a Jack Kerouac novel. But aside from the alluring adventure of sweeping bends where you can really put your foot down, a road trip allows you to discover the best an area has to offer in one fell swoop.

Located half way between Los Angeles and San Francisco, along a small portion of the 655 mile-long California Highway 1, is the Discovery Route through San Luis Obispo County. The coast-hugging drive begins just south of Big Sur, at Ragged Point, before heading all the way down to the Oceano-Nipomo dunes. At this point the route turns rural, heading inland towards wine country at Edna Valley and Arroyo Grande Valley.

Along the way you're guaranteed breath-taking natural beauty, preeminent wine regions and more than 500 vacation rentals, hotels, motels and B&Bs in which to crash for one or two nights.

Ragged Point and San Simeon

Kick off the drive at Ragged Point, where you'll find a cliff-side spot that looks out over the Pacific Ocean and a rookery of elephant seals, nicknamed the 'million dollar view', before driving south towards San Simeon. The town is one of the most visited stops because of the spectacular Hearst Castle. Built by William Randolph Hearst in 1919, the grand estate, which was named 'La Cuesta Encantada', Spanish for The Enchanted Hill, spans more than 250,000 acres and features ornate Gothic architecture to explore.

Cambria

Nestled between towering pine trees and the sunny coastline is a village with a bustling arts scene, which includes galleries, workshops and lively jazz bars. But the seaside village is best known for its many pine trees — totaling almost 2,000 acres



at Covell's California Clydesdales ranch. The protected conservation hosts around 100 horses for a fun day out. There's also nearby Moonstone beach where a walk through the sand will reveal the colorful moonstones for which it was named.

Cayucos

Cayucos is a beachcomber's paradise and you'll find everything from surfing and parasailing, to wild sea otters jumping through the waves. The town, which sits across a tiny cove, is also perfect for tide-pooling and hunting for sea glass during low tides. Don't forget to go deep-sea fishing or wander out on the Cayucos pier and watch out for wildlife.

COURTESY/HEARST CASTLE/STATE OF CA, ALL RIGHTS RESERVED

Los Osos and Baywood Park

Very much off the beaten tourist path, Los Osos sits on the southern tidal estuary of Morro Bay where it meets the neighboring Baywood Park — a sweeping peninsula that locals refer to as the 'back bay'. Just six miles south of the joint township is Montaña de Oro State Park whose name, 'mountain of gold', refers to the blanket of golden wildflowers that bloom in spring. For more than just stunning nature make sure you check out the excellent golf course at the Sea Pines Resort.

Avila Beach

Avila Beach has a unique still-working fishing pier, Harford Pier, built in 1873, where once

the Pacific Coast Railway line ran all the way out to its end. Today, the historic pier is one of the very few left in the state that you can drive a car along. The town is loved for its well-maintained small-town charm, which is never more apparent than in the enchanting lighthouse, built in the 1890s. The nearby Avila Valley is home to excellent wineries and tasting rooms for your pick of the best bottles.

Oceano and Nipomo

The region is well known for the giant Guadalupe-Nipomo sand dunes, which encompass a 18 mile-stretch of the coastline and serve as the second largest system in the state. Railway fans are also well-served by Oceano's reconstructed Southern Pacific

Railway depot, which was built to look like a classic depot and houses various authentic railroad artifacts.

Edna and Arroyo Grande Valleys

End your road trip with a visit to wine country where you can relax in the foothills of volcanic mountains with a glass of locally produced wine. Choose between a tasting at Talley Vineyards in Arroyo Grande Valley or the nearby township of Old Edna. After reaching the most southern point of the Discovery Route, the Edna Valley winds north towards San Luis Obispo.

highway1discoveryroute.com
WineCoastCountry,
Highway1DiscoveryRoute



Driving along the CA Highway 1 Discovery Route allows you to tour the county's picturesque coastline, blooming wine country and best-loved attractions, such as Hearst Castle, Cambria's charming downtown, and Nipomo's sand dunes, in one fell swoop



Wine Enthusiast's 2016 Road Trip California: From Pismo to Paso



ROAD TRIP CALIFORNIA: FROM PISMO TO PASO



Wine Enthusiast is proud to present for 2016 the “**Road Trip California: From Pismo to Paso**” – hosted by Matt Kettmann, one of Wine Enthusiast Magazine most acclaimed Contributing Editors.

In 2016, Matt Kettmann will **meet and interview clients** while a video team captures the essence of each interview. Videos will be released on WineMag.com and will be part of an **integrated media package** that will include print and digital opportunities. A **special section** showcasing this incredible adventure will be published in our **September 2016** issue.

ROAD TRIP CALIFORNIA: FROM PISMO TO PASO

Wine Enthusiast is offering **two media programs** to participate in the highly anticipated “Road Trip California: From Pismo to Paso”. These programs are:

Option 1

- **Custom video of interview** hosted by WE & Matt Kettmann.
- **Two Page spread** in print: 1x page branded ad + 1x page Q & A with Matt Kettmann. Run date September 2016.
- **150 reprints** of print component.
- **Inclusion in opening map** in September 2016 print issue.
- **WE digital promotion** of videos.



Option 1 Cost: **\$52,000 Net**

Option 2

- **Two Page spread** in print: 1x page branded ad + 1x page Q & A with Matt Kettmann. Run date September 2016
- **150 reprints** of print components.
- **Inclusion in opening map** in September 2016 print issue.



Option 2 Cost: **\$30,000 Net**

ROAD TRIP CALIFORNIA: FROM PISMO TO PASO

“Excellent choice.”

Savor the acclaimed taste of Paso Robles, captured in our Hilltop Cabernet Sauvignon, a dining favorite from the limited-production, artisan wines of J. Lohr Vineyard Series.



VINEYARD-DRIVEN | PASSIONATELY MADE | J. LOHR VINEYARD SERIES

J. LOHR VINEYARDS & WINES

© 2017 J. Lohr Vineyards & Wines, Paso Robles, CA

ROAD TRIP CALIFORNIA: PISMO TO PASO
DESTINATION: PASO ROBLES



From farm to table

Wine Enthusiast Magazine Editor Matt Kettmann discovers what **Jerry Lohr** pairs best with a visit to Paso Robles.



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LOHR RECOMMENDS...

“Take advantage of our area’s farm-fresh ingredients. Our **J. Lohr Hilltop Cabernet Sauvignon** pairs perfectly with grass-fed ribeye and a seasonal, seasonal root salad—think garlic roasted potatoes with parsnips and fennel.”



“We are lucky to have many restaurants in Paso Robles that share our dedication to sustainability. I am particularly fond of lunch at Thomas Hill Organics, where they source ingredients from local purveyors and California farms.”

Thomas Hill Organics: 1313 Park St., Paso Robles, CA, thomashillorganics.com



Mock-Up 1: Two Page Spread – 1x Page Branded Ad + 1x Page Q&A with Matt Kettmann

ROAD TRIP CALIFORNIA: FROM PISMO TO PASO

EUROPEAN INSPIRATION — CALIFORNIA CHARACTER



Your WINE COUNTRY DESTINATION




Scoring WORLD CLASS ARTISTS AND 90+ POINT WINES

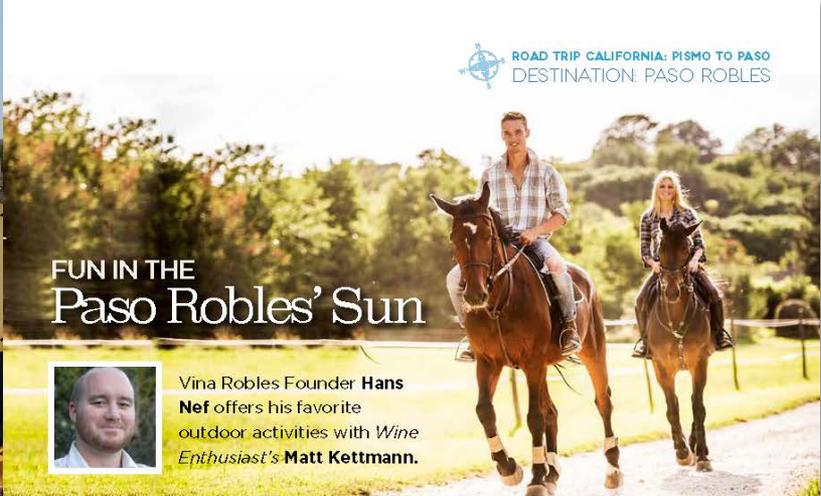


VINA ROBLES
VINEYARDS & WINERY

3700 MILL ROAD • PASO ROBLES, CA 93446
805-227-4812 • WWW.VINAROBLES.COM

TASTING ROOM OPEN DAILY:
10AM - 6PM SUMMER

ROAD TRIP CALIFORNIA: PISMO TO PASO
DESTINATION: PASO ROBLES



FUN IN THE Paso Robles' Sun



Vina Robles Founder **Hans Nef** offers his favorite outdoor activities with *Wine Enthusiast's* **Matt Kettmann**.

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NEF RECOMMENDS...

HORSEBACK RIDING
Take in the beautiful views with the entire family.

GOLFING
California has the perfect climate for growing grapes and playing golf.

Outback Trail Rides
2915 Gilead Ln.
Paso Robles
outbacktrailrides.com

Hunter Ranch Hole 1
4041 E Hwy 46,
Paso Robles
hunter ranch golf.com



Mock-Up 2: Two Page Spread – 1x Page Branded Ad + 1x Page Q&A with Matt Kettmann

VSLOC Paid Social Media Report March 2016
4/4/2016

Carousel Facebook Ads

Los Angeles-



Results:

- Reach – 39,333
- Impressions – 66,486
- CTR – 2.40%
- CPC -- \$0.39

San Francisco-



Results:

- Reach – 25,950
- Impressions – 46,621
- CTR – 2.19%
- CPC -- \$0.48

Central Valley-



Results:

- Reach – 26,521
- Impressions – 46,955
- CTR – 2.21%
- CPC -- \$0.27

Overall-

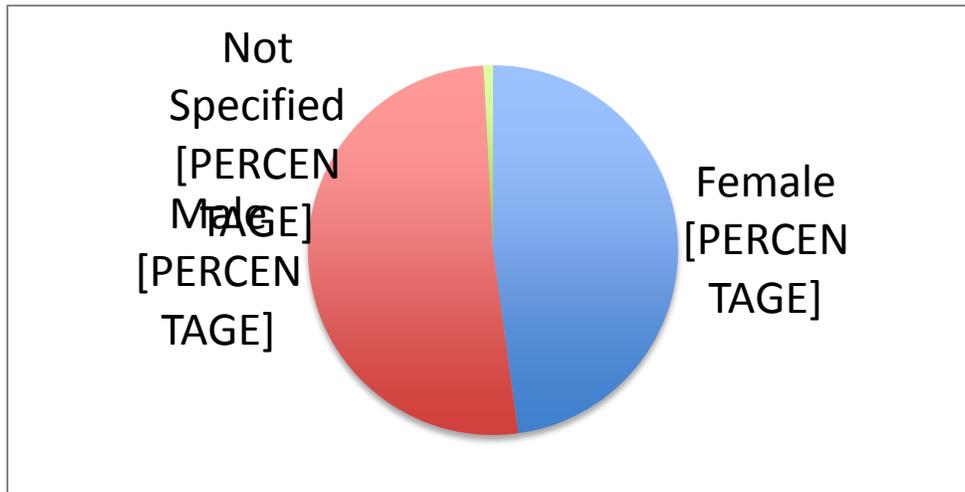
Results:

- Reach – 91,804
- Impressions – 166,236
- CTR – 2.31% (% below industry average of 2.3%)
- CPC -- \$0.37

Clicks by Age Groups:

Age	CTR
25-34	1.55%
35-44	1.73%
45-54	2.06%
55-64	2.46%
65+	2.98%

Clicks by Gender:



Facebook Boosted Posts

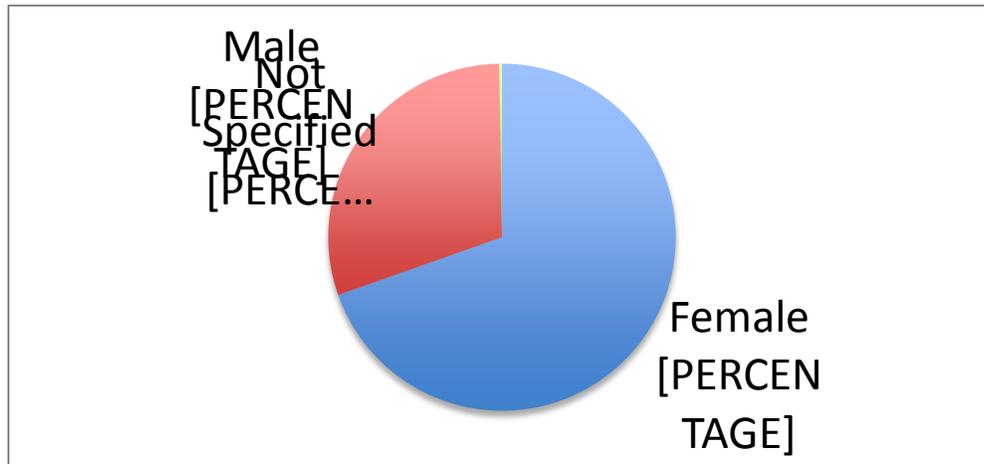
Results:

- Number of Posts Boosted – 27
- Reach – 15,071
- Impressions – 48,754
- CTR – 11.68% (289% above the industry average of 3.0%)
- CPC -- \$0.08

Clicks by Age Groups:

Age	CTR
25-34	7.26%
35-44	5.92%
45-54	9.30%
55-64	11.92%
65+	14.54%

Clicks by Gender:



Facebook Boosted Promotions

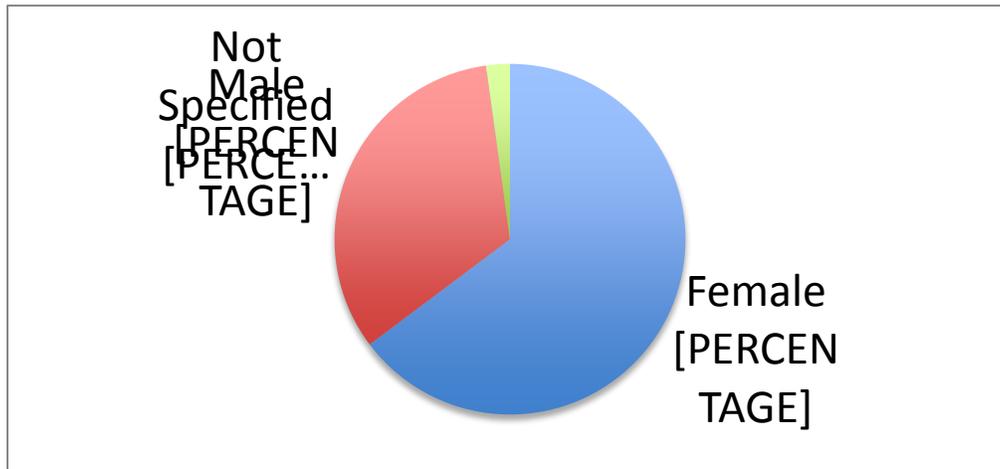
Results:

- Number of Promotions – 1
- Reach – 5,167
- Impressions – 6,943
- CTR – 5.17% (72% above the industry average of 3.0%)
- CPC -- \$0.28

Clicks by Age Groups:

Age	CTR
25-34	4.19%
35-44	3.38%
45-54	4.17%
55-64	5.67%
65+	5.99%

Clicks by Gender:



Facebook Pre Roll Ads

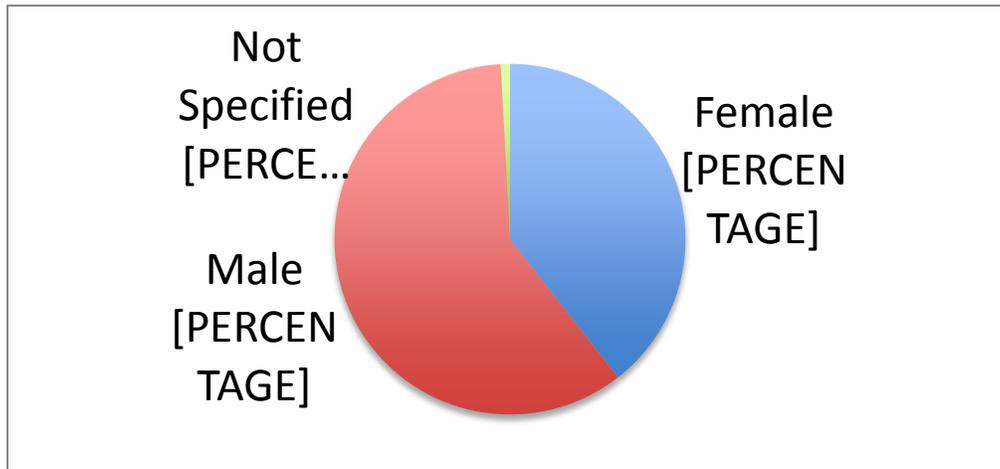
Results:

- Reach – 57,518
- Impressions – 219,127
- CTR – 1.24%
- CPC -- \$0.28

Clicks by Age Groups:

Age	CTR
25-34	1.03%
35-44	0.96%
45-54	1.05%
55-64	1.74%
65+	1.89%

Clicks by Gender:



Facebook

Overall Results

	February	March	Change
Reach	140,510	169,560	+29,050
Impressions	236,251	441,060	+204,809
CTR	5.58%	5.1%	-0.48%
CPC	\$0.22	\$0.25	+\$0.03
New Facebook Fans	695	427	-268
Total Followers	15,227	15,583	+356
Total Page Engagement	5%	4%	-1%

- Top Facebook Post:

 **Visit San Luis Obispo County** ✓
Published by Jordan Carson (?) · March 18 at 10:00am · 🌐

California's wildflowers are blooming and SLO County is putting on a spectacular show. Where do you think the best spot to view these beauties is in SLO County?
#FanFriday photo by @andymurdock via Instagram
#VisitSLOCounty



10,088 people reached [View Results](#)

👍 Like 💬 Comment ➦ Share

👍❤️👤 Rachel Larson, Elaine Kelso and 689 others Top Comments ▾

71 shares 24 comments

Twitter

	February	March	Change
New Followers	117	131	+14
Total Followers	6,012	6,146	+134
Tweets	55	65	+10
Tweet Impressions	28,500	41,700	+13,200
Profile Visits	731	865	+134
Link Clicks	83	85	+2
Mentions	50	72	+22
Retweets	40	62	+22
Likes	115	172	+57
Total Engagements	434	588	+154

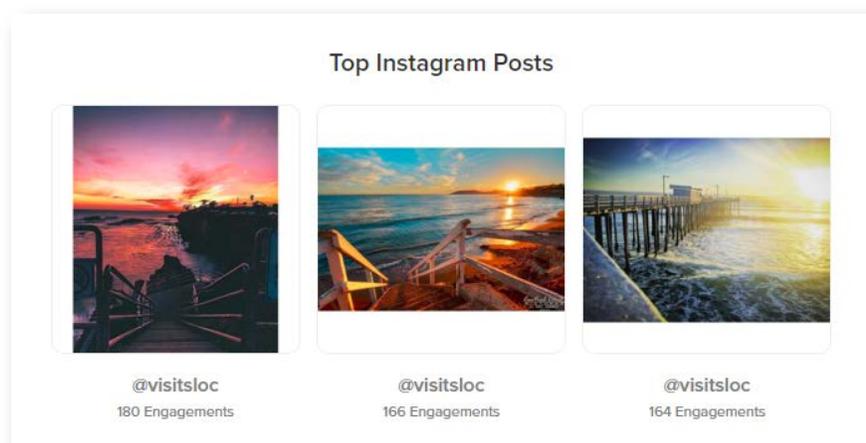
- Top Tweet-



Instagram

	February	March	Change
New Followers	581	476	-105
Total Followers	3,167	3,665	+498
Likes	4,415	4,757	+342
Comments	400	163	-237

- Most Engaged Hashtags (most engaging to least) – These hashtags ranked based on which ones were the most engaging with VSLOC followers on Instagram, not Instagram as a whole.
 - #SLOCounty
 - #California
 - #VisitSLOCounty
 - #VisitCalifornia
 - #CentralCoast
 - #TheOriginalRoadTrip
 - #ShareSLO
 - #PasoRobles
 - #SanLuisObispo
 - #MorroBay
- Top Instagram Posts



Recommendations

Based on the analytics from March, Catalyst recommends the following:

- Continue boosting Facebook posts consistently to increase page impressions and engagement
- Continue with multiple promotions on the Facebook page each month
 - This month we only had one promotion on Facebook and we saw a drop in not only reach, but page engagement.
- Continue to post engaging content asking followers to comment, like or share regularly.
 - VSLOC did a great job of this in the month of March and the CTR on boosted posts was 11.68%, which is 289% higher than the industry average.
- Increase cross promotion posts.
 - Remind your followers every so often to follow you on other platforms (once a week or every other week even). It is important to capture and engage with your audience on as many platforms as possible. More exposure helps keep San Luis Obispo County top-of-mind and if they are already following you on Facebook they will most likely follow you on Twitter and Instagram too.
- Celebrate the theme of the month (Film Month, Pet Month) on the VSLOC social media platforms, but don't let the themes consume the platforms.
 - By tying the theme into a majority of your posts you lose your overall mission of promoting the entire County as the ultimate travel destination and instead focus on a niche group.
 - Scatter the theme into a few posts throughout the month and form Giveaways around it. That provides awareness of what is happening in SLO County without allowing it to take over your content.

MONTHLY PR ACTIVITY REPORT FOR VISIT SAN LUIS OBISPO COUNTY

MARCH 2015

Press Material Drafted/Disseminated

Press Releases

Press Release Topic	Release Date	Local/Regional/ National	Notes
<i>Pet Friendly SLOC</i>	<i>March 30</i>	<i>National</i>	<i>Release was found on 237 websites, with a potential total audience of 13,024,181 unique visitors per day.</i>
<i>San Luis Obispo County, California To Host Stage 4 of Amgen Tour of California</i>	<i>April</i>	<i>Regional</i>	<i>Draft in process highlighting sightss in SLOC along route.</i>

Pitches

Pitch Topic	Distribution	Status	Notes
<i>“Exploring San Luis Obispo County’s Culinary Bounty”</i>	<i>Pitch designed for outreach to national magazines (i.e. Saveur, Bon Appetite, etc.)</i>	<i>Outreach ongoing</i>	<i>Pitch approved. Outreach initiated week of March 14.</i>
<i>San Luis Obispo County coming to New York</i>	<i>NY-based, national media outlets (i.e. – Travel + Leisure, Country Living, Every Day with Rachel Ray, etc.)</i>	<i>Outreach concluded March 18</i>	<i>Done in conjunction with Visit California media reception on March 22. Secured in-person meeting with Travel + Leisure on March 21</i>
<i>San Luis Obispo County coming to Austin</i>	<i>Austin food, wine and travel media</i>	<i>Outreach concluded April 1</i>	<i>Done in conjunction with Visit California’s 2016 Texas Media Bootcamp, April 7</i>
<i>Best lodging recommendations along PCH Hwy 1 from San Francisco to L.A./Santa Monica RT, including Big Sur, Central Coast, Santa Barbara. Malibu/Santa Monica</i>	<i>Media outlet anonymous</i>	<i>Sent March 20</i>	<i>Opportunity fielded from HARO (Help a Reporter Out)</i>

<i>Free family attractions</i>	<i>Visit California</i>	<i>March 11</i>	<i>With the kids out of school, summer is a popular time for family vacations. Keeping this in mind, Visit CA was looking for free attractions that families can enjoy when traveling in this summer.</i>
<i>Golden State Page-Turner</i>	<i>Visit California</i>	<i>April 1</i>	<i>California has a robust literary history, with famous writers finding inspiration and settings for their stories in the state's natural beauty and iconic destinations. Visit CA was doing a round-up of information to create a story idea that will inspire would-be writers and travelers alike.</i>

Coverage of San Luis Obispo County (from clipping service)

Huffington Post

San Luis Obispo: The New Napa?

Article type: Feature

March 29, 2016

http://www.huffingtonpost.com/james-marshall-crotty/san-luis-obispo-the-new-napa_b_9551388.html

Monrovia Weekly/Sierra Madre Weekly

Cayucos: A California Beach Town Lost in Time

Article type: Feature

March 22, 2016

<http://www.sierramadweekly.com/opinion/cayucos-a-california-beach-town-lost-in-time/>
<http://www.monroviaweekly.com/opinion/cayucos-a-california-beach-town-lost-in-time/>

Forbes

Wine Country Travel: California's Central Coast Right Now

Article type: Feature

March 21, 2016

<http://www.forbes.com/sites/cathyhuyghe/2016/03/21/wine-country-travel-californias-central-coast-right-now-photo-essay/#186a64e262d4>

AFAR

We're Really Into This New Brewery Trend

Article type: Brief

March 11, 2016

<http://www.afar.com/magazine/were-really-into-this-new-brewery-trend>

Los Angeles Times

Readers Recommend: Dom's Original Breakers Cafe in Morro Bay, Calif.

Article type: Brief

March 5, 2016

<http://www.latimes.com/travel/deals/la-tr-recs-20160306-story.html>

Examiner

Vintage Paso Zinfandel Weekend coming March 18 to 20

Article type: Feature

March 3, 2016

<http://www.examiner.com/article/vintage-paso-zinfandel-weekend-coming-march-18-to-20>

SFGate (San Francisco Chronicle)

Top field for Amgen Tour of California, but few Bay Area stops

Article type: Brief

March 1, 2016

<http://www.sfgate.com/sports/article/Top-field-for-Amgen-Tour-of-California-but-few-6863426.php>

NBC Bay Area

Cambria: Beautiful Cycling Routes

Article type: Brief

March 1, 2016

<http://www.nbcbayarea.com/blogs/worth-the-trip/Cambria-Beautiful-Cycling-Routes-370688671.html>

PR Performance Benchmark

Month	Article Type (Feature/Mention)	Total Articles
<i>December</i>	<i>4 briefs, 2 features</i>	<i>6</i>
<i>January</i>	<i>7 Features</i>	<i>7</i>
<i>February</i>	<i>3 Features</i>	<i>3</i>
<i>March</i>	<i>4 briefs, 4 features</i>	<i>8</i>
Total to date:	4 briefs, 18 features	26

Competitive Intelligence and Opportunities

Destination	News Topics	Media Coverage	Opportunities for VSLOC
Santa Barbara	Santa Barbara Shows Healthy Tourism, Growth in Chinese Travelers: Visit Santa Barbara made	http://www.noozhawk.com/article/santa_barbara_sh	"This is the first year that Santa Barbara started focusing on Chinese visitors," said Kathy

	<p>its annual tourism presentation to the Santa Barbara City Council on Tuesday. Among the surprising results:</p> <ul style="list-style-type: none"> » About 45 percent of all Chinese travelers come to California » Chinese visitors spent \$4.1 million Santa Barbara in 2015. » China's spend is up 23 percent from the prior year 	<p>ows healthy tourism growth in chinese travelers</p>	<p>Janega-Dykes, president and CEO of Visit Santa Barbara. "They are looking beyond the gateway cities like San Francisco and Los Angeles."</p> <p>Is there a similar opportunity for SLOC?</p>
Monterey	<p>New Website Provides Inspiration and Utility for Monterey County Visitors at SeeMonterey.com</p>	<p>http://www.prnewswire.com/news-releases/new-website-provides-inspiration-and-utility-for-monterey-county-visitors-at-seemontereycom-300235655.html</p>	<p>A mobile-first platform featuring videos, images and interactive planning tools is the foundation of the new website unveiled by the Monterey County Convention & Visitors Bureau (MCCVB).</p> <p>VisitSanLuisObispoCounty.com Web site is already mobile friendly, but worth comparing to SeeMonterey.com to compare UI/UX, features, and photos.</p>

Industry Intelligence

Topic	Source/Destination
<p><i>Louisville Banking on Bourbon for Tourism</i></p> <p>According to the Distilled Spirits Council, the combined U.S. revenues for bourbon, Tennessee whiskey and rye whiskey jumped 7.8 percent to \$2.9 billion in 2015, and domestic volume rose 5.2 percent to 20.4 million cases, outpacing the overall distilled spirits sector.</p>	<p>HuffPost Travel</p> <p>http://www.huffingtonpost.com/john-mariani/louisville-banking-on-bou_b_9609376.html</p>
<p><i>Wellness Tourism: In Search of the Self</i></p> <p>The wellness tourism market grew by almost 13% from 2012 to 2013, with turnover reaching \$494 billion in 2013 : nearly 15% of the total volume of tourist spending! The Wellness Global Institute forecasts a bright outlook for wellness tourism, expecting it to grow by an average of 9.1% a year between 2012 and 2017.</p>	<p>4Hoteliers</p> <p>http://www.4hoteliers.com/features/article/9623</p>
<p><i>Despite Terrorism Scares, Summer Tourists Still Plan European Trips</i></p>	<p>Wall Street Journal</p> <p>http://www.wsj.com/articles/despite-</p>

Even after attacks in Paris and elsewhere, travel agents predict strong vacation bookings around the continent	terrorism-scares-summer-tourists-still-plan-european-trips-1459963152
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Pending Placements

Johnny Jett

April 2016

Article in process resulting from travel writer Trishna Patel FAM trip Dec. 28-30. She acknowledged that her story would shift to a Spring Break theme expected out in late March.

Business Jet Traveler Magazine

Spring 2016

"Best of the Best List" on Best Scenic Roads

About.com

April 2016

San Luis Obispo County (Cayucos) Abalone and recipes

Gear Patrol

April/May 2016

72 Hours in San Luis Obispo County

<http://gearpatrol.com/guides/travel-guides/>

Media Outreach

Media outlet	Topic	Date	Notes/Next Steps
Examiner, Betsy Malloy	Fam trip	Multiple dates	Plans on completing her article by April 18 showcasing abalone recipes from local chefs. <u>Next Steps</u> : Catalyst to monitor coverage and follow up as necessary.
Johnny Jet, Trishna Patel	Visiting SLOC	Multiple	She is still in the process of writing her story, which has been delayed and will now become a Spring Break story. Confirmed that story is done and in queue. <u>Next Steps</u> : Catalyst to monitor coverage and follow up as necessary.
Conde Nast Traveler, Will McGough	Visiting SLOC	Multiple	Followed up after fam trip to the area Feb 27-March 6 to provide information and coordinate interviews. Initial story ran in AFAR and subsequent story expected in Gear Patrol. <u>Next Steps</u> : Catalyst to monitor coverage and follow up as necessary.
Terry Gardner, Chicago Tribune/Los Angeles Times	Fam Trip/Tour of California	Multiple	Expressed interest in a story on Stage 4 of Tour of California, which kicks off in Morro Bay. <u>Next Steps</u> : Will send tour of California press release in April and follow up by phone.
Adeline Duff, Travel + Leisure	Deskside Visit	2/29	Sent follow up note after deskside visit by Visit San Luis Obispo on March 21. <u>Next Steps</u> : Catalyst to add her to press release distribution list.

Benjamin Liong Setiawan, Forbes	Deskside Visit	3/1	Expressed interest in a deskside meeting, but could not accommodate timing. Next Steps: Catalyst to add him to press release distribution list.
Deborah Frank, Executive Managing Editor, DEPARTURES	Deskside Visit	3/8	Expressed interest in a deskside meeting, but could not accommodate timing. Next Steps: Catalyst to add her to press release distribution list.
Harvey Steiman, Wine Spectator	Deskside Visit	3/10	Expressed interest in a deskside meeting, but could not accommodate timing. Next Steps: Catalyst to add him to press release distribution list for wine/food related topics.
Joshua Greene, Wine & Spirits	Deskside Visit	3/10	Expressed interest in a deskside meeting, but could not accommodate timing. Next Steps: Catalyst to add him to press release distribution list for wine/beer/spirits/food related topics.
MaryAnn Worobiec, Wine Spectator	Culinary	3/15	Expressed interest in VSLOC, and has asked to be added to news distribution list. Next Steps: Catalyst to add her to press release distribution list and continue to press for a visit to the area since she is located in Napa.
Ray Isle, Executive Wine Editor, Food & Wine	Deskside Visit	3/16	Expressed interest in a deskside meeting, but could not accommodate timing. Next Steps: Catalyst to add him to press release distribution list for wine/beer/spirits/food related topics.
Meredith Bethune, freelance food, spirits, and travel writer who has written for over 30 magazines and websites like National Geographic Traveler, AFAR, Travel + Leisure, Saveur, Condé Nast Traveler, Bon Appétit	Culinary	3/28	Expressed interest in VSLOC. Next Steps: Catalyst to add her to press release distribution list. She is based in Washington DC.

Media Fams Trips

Contact	Publication	Date	Next Steps
Terry Gardner	Chicago Tribune/Los Angeles Times	June/July	Has asked to postpone trip to SLOC until June/July. Will follow up in May.
Will McGough	Gear Patrol (also writes for Outside Magazine, Conde Nast and others)	Feb. 28-March 6	Fam trip and follow-up completed. Will monitor coverage.
Barbara Barton Sloane	The Huffington Post, Luxury Travel Magazine, Scene in San	NA	Politely declined. She requested a FAM trip to the area requesting coverage of all expenses including round-trip airfare from NY.

	Antonio TBDMagazine, Shoreline Publishing (5 Westchester Newspapers), Bay Area Family Travel, Jetsetter,		
Francoise Rhode	Traveling with Francoise” on outlets including KESQ-TV (ABC – Palm Springs), DirectTV, Money Radio syndicated (Coachella Valley, Phoenix)	April 11-13	Radio show is two hours of live radio, streaming live, online, and pod cast showing the property. Along with the live Sunday travel show, there is also a live golf show on Saturday that highlights golf in the area. Draft itinerary complete.