

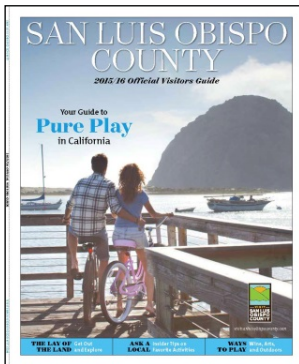
Visit San Luis Obispo County

Activity Report, August 2015



- What's New -

2016 San Luis Obispo County Visitors Magazine



Production of the official 2016 San Luis Obispo County Visitors Magazine has begun! Visit San Luis Obispo County is once again partnering with Pace Communications to produce a fresh, content rich piece that is the gateway for tourists pursuing more information about our region's unique Culinary, Coastal and Cultural assets. The magazine will continue to feature custom advertorial content, original stories and compelling photography, creating a colorful, all-in-one, travel planner. Based on the popularity of the newly designed 2015 Visitors Magazine, we are increasing production from 45,000 copies to 55,000 copies of the new magazine. Custom content space reservations are first-come, first-served—so don't miss this special year-round opportunity to speak directly to those who are planning a visit to our area. View the Digital Media Kit here: <http://bit.ly/1X7tCsG>. Space reservation is due November 20, 2015. Please call us at 805-541-8000 with questions.

Visit SLO County Has Moved!

Visit San Luis Obispo County is pleased to announce that its office moved to the City of San Luis Obispo on August 12th, putting the organization back in the hub of the county. The new office is at 1334 Marsh Street, just east of Johnson Avenue. The image to the right is a rendering of our new space, which is set to be completed early next year. Be sure to stop by and say hello!



NEW: Countywide STR Reports

As San Luis Obispo County's tourism industry resource, Visit San Luis Obispo County has initiated a subscription to weekly and monthly Smith Travel Research (STR) reports. On the third page of every activity report will be a monthly report on 11 segments of San Luis Obispo County, as well as a comparison with Monterey/Salinas, CA, Santa Barbara/Santa Maria, CA, and California as a whole.

SAVOR Media Preview Event

Volvo Presents Sunset SAVOR the Central Coast welcomed over 20 members of the local media to Edna Valley Vineyards on Thursday, August 20 for an afternoon showcasing the new events, culinary headliners and experiences happening at the sixth annual Sunset SAVOR the Central Coast. Attendees enjoyed a three-course lunch prepared by participating SAVOR chefs including: popular food blogger and author Brigit Binns, Chef Kenny Toledo of Thomas Hill Organics, and Chef Chiara Adorno of TenderFork. Alongside wine pairings from Edna Valley Vineyards, the preview included a sneak peek at the musical performances occurring during the brand new opening night event, Strings at Sunset, as well as the opportunity to learn about this year's new Adventure Tours, special events, dinners and more!



Sunset SAVOR the Central Coast Announces New \$100 Combo Ticket

The \$100 SAVOR Combo Ticket is here! This limited edition ticket package includes admission to Strings at Sunset on Thursday, September 24 and the Main Event on Sunday, September 27. Only available from September 1 until September 15, food and wine lovers will indulge in two of Sunset SAVOR the Central Coast's premier experiences for only \$100, for a total savings of \$70. Visit savorcentralcoast.com for details.



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



Featured in *Food & Beverage Magazine*: "Traveling with the Editor"

The Olive Oil Cake at Thomas Hill Organics (left); and in *TravelingMom.com*: Morro Bay's Skateboard Museum (right).



Trending

Public Relations

- Delicious Magazine Australia – San Luis Obispo: Sept. 4-5
- Sarah Freeman, Destination of the World News (Dubai) – San Luis Obispo/Edna Valley: Sept. 6-7
- Sid Lipsey, Yahoo! Travel – San Luis Obispo, Paso Robles, Pismo Beach, Avila Beach: Sept. 10 & 13
- Holly Black, UK Daily Mail – Pismo Beach: Sept. 17-18
- Chris Flavell, UK Newsquest Midlands – Cambria: Sept. 21
- Peter Greenberg – Throughout San Luis Obispo County: Sept. 23-26
- Melanie Hearse – San Simeon, Cambria, Paso Robles, San Luis Obispo: Sept. 25-27
- Darcie Maranich, SuchTheSpot.com – TBD: Sept. 25-27
- Mike Osborne, AAP Network Australia – Cambria, Paso Robles and Pismo Beach: Sept. 27-28
- Visit California San Francisco Media Event: Sept. 29

Media

- HuffPost – 7 Great California Getaways Perfect for the End of Summer <http://huff.to/1Ug1y7D>
- Yahoo! Travel – 7 Small Town Summer Drive-In Theatres You Can't Miss <http://yhoo.it/1PFLsh5>
- TravelingMom.com – Two Fun Days in Morro Bay <http://bit.ly/1ErEUlm>
- Food & Beverage Magazine – Traveling with the Editor <http://bit.ly/1JqC64V>
- About.com Travel – Getaway to Cambria <http://abt.cm/1Eu2HRR>
- 10Best.com – State of Grape: Take in One of These California Wine Fests <http://bit.ly/1JnjBAB>

Travel Trade

- UK SuperFAM – Paso Robles: Sept. 26-27, Finale Event in Sacramento: Sept. 30

Film Commission Update

San Luis Obispo County is slated to be featured in many upcoming commercials, still shoots and online/TV productions. Credits include the Visit California Dreamers Commercial (Morro Bay); the 2015 Toyota Avalon still camera shoot, (Avila Beach); Awesomeness TV (Oceano Dunes); Travelocity's still camera shoot (Morro Bay State Beach); and an Audi Car commercial (Oceano Dunes/Montana de Oro). Additionally, Animal Planet's *The Redwood Kings* continues to shoot their TV series throughout San Luis Obispo County.

Awesomeness TV to Air Episode Featuring Oceano Dunes

On September 19, Awesomeness TV will air an episode that highlights the Oceano Dunes. The program, produced in partnership with Visit California, will reach an aggregate base of 24 million subscribers. This episode is valued at \$50,000, and is anticipated to engage at least 400,000 viewers.



Visit California Commercial to Highlight SLO County

Visit California will highlight San Luis Obispo County in its newest "California Dreamers" commercial. The commercial includes a clip of a "bubblesmith" blowing a gigantic bubble in front of the iconic Morro Rock. This opportunity is the result of Visit San Luis Obispo County's continued strategic partnership with Visit California.



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	37,447
UNIQUE VISITORS:	30,571
PAGE VIEWS:	113,518
AVG. PAGE VIEWS/VISIT:	3.03
AVG. TIME ON SITE:	2:19
TOTAL ORGANIC TRAFFIC:	27,187
% OF ORGANIC:	73%
MOBILE VISITS:	20,530

MOST VISITED EVENT:

FARMERS MARKET – SAN LUIS OBISPO (649 VIEWS)

TOTAL BLOG VISITS: 7,699

MOST SHARED BLOG: CHOOSE YOUR OWN ADVENTURE: THE CAMBRIA STORY

[HTTP://BIT.LY/1PBVCfQ](http://bit.ly/1PBVCfQ)

VISIT SLO COUNTY

FACEBOOK

LIKES: 12,539 NEW: 158
TOT. IMPRESSIONS: 41,207

HIGHEST ENGAGEMENT:

#FANFRIDAY PHOTO OF SEAL AT AVILA BEACH (309 ENGAGEMENTS)

MOST LIKED: #FANFRIDAY PHOTO OF SEAL AT AVILA BEACH (240 LIKES)

TWITTER: 5,462 NEW: 87
177.1K IMPRESSIONS

TWEETS: 6,039

PINTEREST: 608 8

PINS: 773

INSTAGRAM: 1,251 93
POSTS: 365

VISITOR GUIDE DIST.

WEB DOWNLOADS: 61

GUIDES DISTRIBUTED: 200

TOTAL: 261

MONTHLY E-SPECIAL

SUBSCRIBERS: 36,617

OF OPENS: 7,408

OF CLICK-THROUGHS: 757

THIS WEEK IN SLO COUNTY

CIRCULATION: 888

MOST CLICKED LINK:

SAVOR the Central Coast Lodging Partner Information

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

Current Month - July 2015 vs July 2014												
	Occ %		ADR		RevPAR		Percent Change from July 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	75.1		141.95		106.59							
Morro Bay, CA+	84.2	84.5	151.40	143.10	127.52	120.91	-0.3	5.8	5.5	5.5	0.0	-0.3
Paso Robles, CA+	82.9	82.8	157.07	150.22	130.14	124.34	0.1	4.6	4.7	7.9	3.1	3.2
Pismo Beach, CA+	90.0	89.6	201.94	187.71	181.78	168.17	0.5	7.6	8.1	8.2	0.1	0.5
San Luis Obispo, CA+	88.2	87.2	159.40	143.53	140.66	125.19	1.2	11.1	12.4	12.4	0.0	1.2
San Simeon, CA+	80.5	82.9	155.68	140.71	125.27	116.60	-2.9	10.6	7.4	7.4	0.0	-2.9
Five Cities+	88.7	88.3	193.10	178.90	171.32	157.91	0.5	7.9	8.5	8.5	0.0	0.6
North Coast+	84.2	84.5	183.16	168.30	154.23	142.21	-0.3	8.8	8.5	8.5	0.0	-0.3
North County+	80.6	82.3	152.92	145.43	123.21	119.72	-2.1	5.2	2.9	13.9	10.6	8.3
South County+	88.5	87.8	177.32	162.39	156.93	142.55	0.8	9.2	10.1	10.1	0.0	0.8
San Luis Obispo County	85.7	85.9	171.48	158.88	146.99	136.45	-0.2	7.9	7.7	9.8	2.0	1.8
Santa Barbara/ Santa Maria	86.5	84.2	217.58	203.64	188.22	171.56	2.7	6.8	9.7	8.7	-0.9	1.7
Monterey/Salinas	85.6	82.4	211.01	201.18	180.66	165.83	3.9	4.9	8.9	9.3	0.3	4.2
California	83.0	81.4	164.05	150.86	136.22	122.79	2.0	8.7	10.9	11.5	0.5	2.5