

**- What's New -****VSC Joins VCA Mexico and Canada CEO Mission**

On May 22-25, Visit SLO CAL's President & CEO, Chuck Davison, joined a delegation of senior industry leadership and elected officials on a momentous Visit California CEO Mission to deepen ties and reaffirm our industry's commitment in Mexico and Canada, the state's biggest international visitation drivers. Visit California organized the mission around its "All Dreams Welcome" campaign, in response to the national political climate and global economic factors impacting international travel.

**VSC Attends VCA Silver Anniversary Celebration**

On May 3, Chuck Davison and VSC Vice President of Marketing, Brooke Burnham, attended Visit California's Silver Anniversary Celebration in Sacramento, CA, along with Paso Robles Mayor Steve Martin and several members of the SLO CAL tourism community, including VSC Board Chair Jay Jamison. Special guests included California Governor Jerry Brown, who recognized the importance of tourism to the state's economy. This event also provided an opportunity to collaborate with Visit California on the communication strategy surrounding the closure of Highway 1.

**VSC Continues Highway 1 Communication Efforts**

With the recent setback on efforts to re-open Highway 1, VSC has pivoted from a short-term to a long-term strategy, working with Monterey County, Visit California and the Central Coast Tourism Council to unify consumer messaging and advocacy efforts. We are relentlessly sharing the message that SLO CAL is open for business, and engaging the international and tour sectors to bolster this message, while also encouraging local support of our North Coast partners who are directly affected by the closure.

**AMGEN Tour of California Races Through SLO CAL**

On May 16, professional riders geared up for Stage 3 of the AMGEN Tour of California, which started in Pismo Beach, traveled through the County, ending in Morro Bay. This countywide opportunity was made possible through Visit SLO CAL's \$50,000 sponsorship of the event. The sponsorship package included two 30-second commercials on NBC Sports and an online 15-second video, among other promotions. The event provided two hours of live international television coverage of the county on NBC Sports, reaching an audience of 11.3 million. Kudos to our partners, the Pismo Beach CVB and City of Morro Bay, for making this event such a success.

**SLO CAL Magazine Spread Hits Seatbacks on Alaska Airlines**

In the May issue of Alaska Airline's Beyond in-flight magazine, readers found a 7-page paid placement story about SLO CAL! In collaboration with 6 SLO CAL destinations, VSC placed this spread to feature unique experiences and activities throughout the county. The publication, and the SLO CAL spread, appears on all Alaska flights, including the new Seattle flight to and from the SLO County Regional Airport.

**Renew Your Membership Today**

Visit SLO CAL is now reaching out to current and inactive members to renew their membership for the FY2017-18. For more information, contact Pam Roberts, Membership and Travel Trade Sales Coordinator, at [Pam@SLOCAL.com](mailto:Pam@SLOCAL.com).



Featured in King 5 Evening Magazine: McIntock's at SLO Farmers Market (left) and Elephant Seals in San Simeon (right).



- Trending -

**Media**

- Travel Weekly: CA tourism officials propose alternative routes with Pfeiffer Canyon Bridge closed <http://bit.ly/2s2l3bN>
- King 5 Evening Magazine: Must-see spots in SLO County <http://kng5.tv/2rz20UX>
- King 5 Evening Magazine: 6 must-do things in SLO CAL <http://kng5.tv/2sQvGea>
- Matador Network: 8 Things That Will Surprise You About Arroyo Grande <http://bit.ly/2qXuG7m>
- Matador Network: Escape the City in Pismo Beach <http://bit.ly/2sEoUZA>
- Matador Network: Morro Bay: The Perfect Spot to Ignite Your Senses <http://bit.ly/2qXjAz9>

**Public Relations**

- Petite Fute (Nelly Jacques):
- Billiger-mietwagen.de (Maggie Gernatowski):

**Travel Trade**

- Tour and Travel Sales Mission: July (Los Angeles) – co-op opportunities available (\$300)

**SLO CAL Attends VCA San Francisco Media Event**

On May 16, Visit SLO CAL representative Kylee Corliss attended the Visit California San Francisco Media Reception. The event hosted 80 media with outlets including the San Francisco Chronicle, the Bay Area News Group, AFAR, Sunset, Via and Smart Meetings. The event also attracted some major SF-based international media.



**Film SLO CAL Attends Film in California Event**

In partnership with FLICS (Film Liaisons in California), each year Film SLO CAL has the opportunity to attend the Film in CA event held at CBS Studios in Los Angeles. This year, Film SLO CAL representative Kylee Corliss was able to meet with representatives from Paramount and Disney, as well as location managers who work on features, commercials and TV series, to promote SLO CAL as a filming location.



**VSC Hosts UK Travel Trade FAM in SLO CAL**

On the heels of a successful sales and PR mission in the UK and Ireland, VSC hosted nine top travel agents and product managers from UK and Ireland in SLO CAL on May 17-19. They experienced several communities along Highway 1, wine tasting at Paso Robles, dinner in Morro Bay and at the SLO Farmer's Market, and even enjoyed a bonfire at the Oceano Dunes. The FAM was organized through our UK partners at Black Diamond.



**VISIT SLO CAL  
WEB ACTIVITY**

**SESSIONS:** 305,084  
**UNIQUE VISITORS:** 182,207  
**PAGE VIEWS:** 461,690  
**AVG. PAGE VIEWS/VISIT:** 1.51  
**AVG. TIME ON SITE:** 0:59  
**TOTAL ORGANIC TRAFFIC:** 45,232  
**% OF ORGANIC:** 15%  
**MOBILE SESSIONS:** 273,399  
**MOST VISITED EVENT PAGE:**  
 ARROYO GRANDE STRAWBERRY  
 FESTIVAL (894 VIEWS)  
**TOTAL BLOG VISITS:** 35,697  
**MOST SHARED BLOG:** 2017  
 SUMMER CONCERT GUIDE  
 (66 SHARES)

**VISIT SLO CAL  
SOCIAL MEDIA ACTIVITY**

**FACEBOOK**  
**LIKES:** 22,198 **NEW:** 1,498  
**TOT. IMPRESSIONS:** 8.5M  
**HIGHEST ENGAGEMENT:**  
 SHARESLO MADE THRILLIST'S LIST  
 AS THE BEST SMALL TOWN IN  
 CA (1345 ENGAGEMENTS)  
**MOST REACTIONS:** HEY  
 COLORADO!...LET US HELP YOU  
 CREATE YOUR BEST SLO CAL  
 ITINERARY (475 REACTIONS)  
**FOLLOWERS** **NEW**  
**TWITTER:** 7,163 95  
 28.2K IMPRESSIONS  
 TWEETS: 7,151  
**PINTEREST:** 701 0  
 PINS: 791  
**INSTAGRAM:** 13K 1K  
 POSTS: 1,105

**VISITOR GUIDE DIST.**

**WEB DOWNLOADS:** 156  
**GUIDES DISTRIBUTED:** 849  
**TOTAL:** 1,005  
**THIS MONTH IN SLO CAL**  
**SUBSCRIBERS** 35,674  
**OPENS:** 5,937  
**CLICK-THROUGHS:** 955  
**THIS WEEK IN SLO CAL**  
**CIRCULATION:** 915  
**MOST CLICKED LINK:**  
 STR REPORT

## April 2017 vs April 2016 Lodging Statistics (STR, Inc.)

Current Month - April 2017 vs April 2016												
	Occ %		ADR		RevPAR		Percent Change from April 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	78.2	66.7	121.78	118.93	95.17	79.31	17.2	2.4	20.0	20.0	0.0	17.2
Cambria, CA+	77.1	73.9	172.67	170.64	133.17	126.04	4.4	1.2	5.7	5.8	0.1	4.6
Morro Bay, CA+	73.1	67.7	131.11	123.69	95.82	83.72	8.0	6.0	14.5	14.6	0.1	8.1
Paso Robles, CA+	78.6	74.4	139.27	139.03	109.47	103.49	5.6	0.2	5.8	5.8	0.0	5.6
Pismo Beach, CA+	77.0	73.2	172.84	158.88	133.14	116.25	5.3	8.8	14.5	14.5	0.0	5.3
San Luis Obispo, CA+	80.4	72.5	149.96	145.67	120.56	105.62	10.9	2.9	14.1	14.1	0.0	10.9
San Simeon, CA+	61.4	61.8	122.78	121.50	75.43	75.04	-0.5	1.1	0.5	0.5	0.0	-0.5
Five Cities+	76.2	72.5	165.09	152.94	125.80	110.87	5.1	7.9	13.5	13.5	0.0	5.1
North Coast+	70.2	68.2	151.22	148.50	106.21	101.34	2.9	1.8	4.8	4.9	0.1	3.0
North County+	78.5	72.4	134.65	134.11	105.68	97.07	8.4	0.4	8.9	8.9	0.0	8.4
South County+	78.2	72.5	157.75	149.51	123.33	108.39	7.8	5.5	13.8	13.8	0.0	7.8
San Luis Obispo County	76.6	71.3	149.33	143.76	114.33	102.53	7.3	3.9	11.5	11.5	0.0	7.4
<b>Santa Barbara/Santa Maria</b>	79.8	74.5	193.13	176.23	154.07	131.25	7.1	9.6	17.4	21.2	3.2	10.6
<b>Monterey/Salinas</b>	73.8	71.9	184.26	188.49	135.90	135.51	2.6	-2.2	0.3	-0.0	-0.3	2.3
<b>California</b>	76.9	76.5	157.43	155.20	121.04	118.71	0.5	1.4	2.0	3.0	1.1	1.6

**SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.**