

# San Luis Obispo County

February 2010

SAN LUIS OBISPO COUNTY VISITORS & CONFERENCE BUREAU

WEB ACTIVITY			WEB FACTOID	REV PAR STATS			
<b>Click Thrus</b>			"Weddings" was one of the most popular pages on the website with 1544 visits and resulted in 16 Group Leads (see Group Sales below).	YTD-Jan.	<b>2010</b>	<b>2009</b>	<b>% Chg.</b>
Visits: 37,432	Calendar: 12,746	Members: 20,746		State	55.04	57.71	-4.6
<b>YTD: 299,217</b>	<b>YTD: 75,200</b>	<b>YTD: 200,871</b>		SLO/PR	37.09	43.26	-14.3
Reservations: 1,300	Jack Rabbit: 8,853		SB/SM	61.08	64.77	-5.7	
<b>YTD: 33,602</b>	<b>YTD: 61,463</b>		Mont./	43.18	50.16	-13.9	
**Year to year total visits to SanLuisObispoCounty.com +27%			Salinas				
				*Per Smith Travel Research (STR) Report			

## PUBLIC RELATIONS

<p><b>Coverage:</b>  <i>Los Angeles Times</i>, January 31, 2010. Two articles: "Romantic Central Coast Getaways" &amp; "Central Coast Highlights." One &amp; 1/4 pages. <b>Value: \$6930.</b></p> <p><i>Sunset Magazine</i>, March 2010. <i>Bringing the Table to the Farm</i>; Half page. Full CA Edition. Circ: 665,000; <b>Value: \$14,850.</b></p> <p><i>KZSB-AM1290 Santa Barbara News-Press Radio</i> "Around the World Travel Show" / <i>Arthur von Weisenberger &amp; Michael Cervin</i> - San Luis Obispo was featured as a result of the Eco Tour; he mentioned all members who participated in the tour; the ten-minute radio show aired February 15, 2010. Circ 18,500; <b>Value: \$4500.</b></p> <p><i>Morgan Hill Times, Gilroy Dispatch, Hollister Pinnacle</i> San Luis Obispo: <i>Camelot with a California edge</i>, 3/4 page feature in all three publications, January 15, 2010; Circ 5K. <b>Value: \$4208</b></p> <p><b>Pending Coverage:</b>  <i>Smart Meetings</i> - March 2010; <i>DTLAX Magazine</i> - April 2010; <i>Sunset Magazine</i>, May 2010, Templeton feature. "Santa Barbara &amp; the Central Coast" (nationwide Sept, 2010); <i>805 Living</i>, Sept. 2010.</p>	<p><b>Media Tour:</b> May 5-7. "Green" tour. Based in Paso Robles &amp; SLO.</p> <p><b>Upcoming Press Visit:</b> Referred from CTTC German office. Andre Domain. German wine writer. Coordinating with PRWCA &amp; SLOVA. March 26-27.</p> <p><b>Savor the Central Coast:</b>  <i>Groundbreaking Ceremony</i> - Feb. 26. 40 local media invited and attended. Press release written &amp; distributed with photo to local and state media.. Coverage: KSBY, SLO City News, Bay News, Coast News, Atascadero News, Paso Robles Press.</p> <p><i>Upcoming March Press Releases:</i>                      Vendor Sign-ups &amp; Celebrity Chef - Food Network's Tyler Florence.</p>
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## GROUP SALES ACTIVITY

Group Sales Projects	FAM Tours / Site Visits
<p>Cal Poly Open House 4/15-17/10</p> <p>Pow Wow 5/14-20/10</p> <p>Sunset Celebration Weekend 6/5-6/10</p>	<p>2/1/09 Airship Ventures Interested in creating new tour option in/around Paso Robles/ No. Coast</p> <p>2/3/09 CTTC/ Black Diamond UK Training FAM 2 Representatives; Cities Visited: No. Coast- Hearst Castle, Morro Bay, San Luis Obispo, Pismo Beach</p> <p>2/19/09 CAJOA Organized/hosted meeting planner to various meeting spaces throughout the county. Interested in SLO Co. for 4 mid-week meetings per year w/100+ RN (CalSAE result)</p> <p>2/26-27/09 Main Street Tours Organized/hosted TO for product development FAM. 1 or 2 new tour series potential (NTA result)</p>
Sales Leads	
<p>Wedding Leads: 16</p> <p>Attendees: 1,246</p> <p>Room Nights: 521</p> <p><b>Est. Economic Impact (EEI): \$ 306,847</b></p>	

SOCIAL MEDIA	FILM COMMISSION	AD RESPONSE
<p>Twitter—SLOCVCB Following: <b>993</b> Followers: <b>658</b></p> <p>Twitter—Savor Following: <b>999</b> Followers: <b>362</b></p> <p>Facebook—SLOCVCB Friends: <b>2,250</b> Fans: <b>526</b></p> <p>Facebook—Savor Fans: <b>1,208</b></p> <p>Uploaded county photos, staff photos, Ground-breaking photos, changed identity and created a fan page for Savor.</p>	<p><b>Total film contacts/County:</b> 30</p> <p><b>Total definite film projects/County:</b> Dodge pickup truck print ad campaign. Shot in Morro Bay &amp; Cambria. <b>EEI - 56 Room Nights, \$4,384.</b></p> <p><b>Other:</b> Presented SLO County at the California Location Scout reception, LA, Feb. 27. Awarded two prizes to location scout for ABC Family Channel &amp; TV Producer. Attended "Film Liaisons In California" (FLICS) Board Meeting. Attended related seminar regarding hosting location scout FAM Tour. On April 15, will be presenting SLO County at a California Locations reception in L.A., followed by participation in the Association Film Commissioners International (AFCI) Location Show in Santa Monica on April 15-17.</p>	<p><b>Total Guides Sent: 456</b></p> <p><b>Total E-Guides: 252</b></p>
		SPECIAL PROJECTS
		<p>Savor the Central Coast</p> <p>2010 Visitors Guide completed.</p> <p>Upgraded admin database</p> <p>Online credit card processing</p>