

San Luis Obispo County

January 2010

SAN LUIS OBISPO COUNTY VISITORS & CONFERENCE BUREAU

Web Activity

Click Thrus

Visits: 41,777 **Calendar:** 11,139 **Members:** 19,953 **Reservations:** 4,085 **Jackrabbit:** 6,985
 YTD: 261,785 YTD: 62,262 YTD: 180,125 YTD: 32,302 YTD: 52,610

Public Relations

Coverage:

- **China Travel Show** - Filmed location shots in county in September. Hearst Castle, Avila Beach, Oceano Dunes. 37 minutes. 300 million households. Value: \$550,000.
- **KTIE 590 AM, Los Angeles, "Let's Dine Out" with Allan Borgen**, hosted an interview with John Summer featuring Restaurant Month in January 2010. Air date: Jan. 2. Value: TBD.
- **Bergen County Magazine, Ron Kapon**—a multi-page article about the Central Coast is featured in the Jan./Feb. 2010 issue; Circ: 35K copies; Impressions 105K. Value: \$3900.
- **TastingTable.com - Nancy Davidson**—participated in the October 2009 media tour; the article references Black Cat Bistro and the Abalone Farm; Posted January 15, 2010.

Pending Coverage:

- **Los Angeles Times, Barbara Beckley** - Two articles: "Romantic Central Coast Getaways" & "Central Coast Highlights." SLOCVCB Members contacted.
- **Sunrise Publications, Camille Bounds**—was on assignment with *Sunrise Publications* during the Oct. 09 media tour. Her editorial will be available as clips for Rupert Murdoch publications, such as the *Wall Street Journal*. Also pitching: *Travel & Leisure, Morgan Hill Times, Gilroy Dispatch*.
- **LA Times magazine, Spa, Generation Health, 805 Living**, Heidi Dvorak - attended the Harvest Moon Tour and has placed a story in the September 2010 issue of *805 Living*.
- **Smart Meetings, Karen Miscura** - March issue. Tasting rooms with meeting space.

Nature & The Great Outdoors Media Eco-Tour

Jan. 31-Feb. 3, 2010. Completed Media Tour. Seven freelance journalists: DTLAX Mag, San Joaquin Mag, Radio - KRLA, KABC, CCM, SB Mag, Smart Meetings, LATimes.

Press Releases:

- Jan. 25 - "The Bachelor" films in SLO County. Coverage: The Tribune, KSBY-TV, KPRL, Five Cities Times Press Recorder, SLO City News.
- Jan. 28 - **SAVOR Winery Opportunity**. Distributed locally and statewide.

Group Sales Activity

GROUP SALES PROJECTS

CCTC Retreat 1/24-26/10
 attended retreat in Santa Barbara
Cal Poly Open House 4/15-17/10
 platinum sponsorship
Pow Wow 5/14-20/10
Sunset Celebration Weekend 6/5-6/10

SALES LEADS

Wedding Leads: 15
 Room Nights: 472
 Econ Value: \$ 64,716

FAMILARIZATION TOURS

1/3-4/10 America BackRoads Travels FAM

Hosted a tour operator for city/county site visit. Owner of America Back Roads Travels visited SLO Co.- she is working on new itinerary ideas for spring 2011 tentatively. (Result of NTA Convention)

1/26/09 CTTC India Office Training FAM

3 Representatives
 Cities Visited: No. Coast- Hearst Castle

FILM COMMISSION

Total film contacts/ County: 3

Known location scout visits/County: Scouted locations for Dodge pickup truck print ad campaign. Confirmed shooting in March in MB & Cambria.

Total definite film projects/ County: "The Bachelor" Jan. 25. Locations: Oceano Dunes and SLO. 17 million viewers.

Other: Attending California Location Scout reception, LA, Feb. 27. Contacted members for prizes, created two packages, including lodging, meals and wine.

SPECIAL PROJECTS

- Sunset Magazine Food & Wine Event ~ Savor the Central Coast, Fall 2010
- Media Eco-Tour Jan. 31- Feb. 3. Seven qualified journalists.
- Restaurant Month - January 2010 - 24, 315 visits to site
- County Visitors Guide in production
- E-Special/Visitor Newsletter Template Created
- Website Administration Database Upgrade

ADVERTISING RESPONSE

Total Guides Sent:

1180 (Sent 900 to Certified Folder)
 Dropped 90 off to PR Main St. Assoc.

Total E-Guides Requested:

138