

San Luis Obispo County

March 2010

SAN LUIS OBISPO COUNTY VISITORS & CONFERENCE BUREAU

WEB ACTIVITY			WEB FACTOID	REV PAR STATS			
Click Thrus			The top referring site to SanLuisObispoCounty.com was Savor The Central Coast with 777 click-thrus.	YTD-Feb.	2010	2009	% Chg.
Visits: 43,283	Calendar: 15,177	Members: 23,609		State	58.64	60.99	-3.9
YTD: 342,500	YTD: 90,377	YTD: 224,480		SLO/PR	41.22	47.79	-13.7
Reservations: 5,907	Jack Rabbit: 11,073		SB/SM	66.45	67.54	-1.6	
YTD: 39,509	YTD: 70,537		Mont./Salinas	56.56	61.69	-8.3	
**Year to year total visits to SanLuisObispoCounty.com +28%				*Per Smith Travel Research (STR) Report			

PUBLIC RELATIONS

<p>Coverage: <i>Sunday Mirror</i>, U.K., March 7, 2010. Feature on "Homes & Holidays" by Andre Frizee. Included feature on SLO County. CTTC Referral. Coordinated visit in December '09. Circ: 1,113,310. Value: \$87,060.</p> <p>Smart Meetings, March 2010, by Karen Misuraca. Toured the county in February with the Eco Tour; article features a half page focus of San Luis Obispo County, including winery meeting space; Circ: 50,00. Value \$ 5,553.</p>	<p>Inland Empire Business Journal by Camille Bounds, Hearst Castle "The Enchanted Hill" was featured in the December 2009 issue. Result of Fall 2009 Harvest Tour; 2 1/2 pages of weekly regional newspaper; circ: 30,000. Value: \$11,200.</p> <p>Pending Coverage: <i>Sunset Magazine</i> - May 2010, <i>Westways</i> - July/Aug. 2010, <i>Los Angeles Times</i>, <i>San Joaquin Magazine</i>, <i>KTIE Talk Radio</i>, <i>805 Living</i>, <i>AAA, Destinations</i>, <i>Air New Zealand</i>, <i>Qantas Airlines</i>, <i>Destinations</i>, <i>DTLAX Magazine</i>, <i>Epoch Times</i> <i>Epoch Times</i>, "Santa Barbara & the Central Coast" (nationwide Sept, 2010).</p>	<p>Media Tour: May 5-7. "Green" tour. Based in Paso Robles & SLO. Four confirmed journalists. Freelance & on assignment.</p> <p>Upcoming Press Visits: <i>Jan Sturman</i>, April 14. Referred from CTTC German office. <i>Martin Hesp</i>, April 17-18. Referred from CTTC U.K. office.</p> <p>Coordinated with fact checkers/photos on upcoming articles in <i>Sunset Magazine</i>, May 2010, feature on Templeton; <i>Westways</i>, July/Aug. 2010, feature on Morro Bay; <i>LA Times</i> feature on Paso Robles, TBD.</p>
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GROUP SALES ACTIVITY

FAM Tours/Site Visits	Group Sales Projects & Tradeshows
<p>CTTC "Rose Wedding" scouting trip: Pitched major Chinese reality show "Rose Wedding" for SLO Co. PR & Travel Trade opportunities through developed honeymoon itineraries</p>	<p>Group Sales Committee_ Leisure Market- 3/16 Began to develop themed itineraries for SLO County. Current themes include: "E-Ticket" adventure; Vines & Wines, Surf & Sand; Arts & Culture</p> <p>Group Sales Presentation at TPRA Luncheon- 3/31 Presented & participated in luncheon & site visits designed for meeting/event planners in Paso Robles.</p>
<p style="text-align: center;">Sales Leads</p> <p>Wedding Leads: 23 Attendees: 1,050 Room Nights: 702 Est. Economic Impact (EEI): \$ 216,039</p>	<p>Tradeshaw Preparation: Cal Poly Open House 4/15-17/10 Pow Wow 5/14-20/10 Sunset Celebration Weekend 6/5-6/10</p>

SOCIAL MEDIA	FILM COMMISSION	AD RESPONSE
<p>Twitter—SLOCVCB Followers: 769</p> <p>Twitter—Savor Followers: 509</p> <p>Facebook—SLOCVCB Friends: 4,887 Fans: 936</p> <p>Facebook—Savor Fans: 1,409</p> <p>Added events to Facebook events page. Also added info on how to become a member and member benefits of the VCB. Continually keep an updated Savor Sponsor list available. Working on a plan/strategy to push Savor ticket sales.</p>	<p>Total film contacts/County: 5 Total definite film projects/County: Mazda truck commercial in Pismo Beach. EEI - 75 Room Nights, \$5850.</p> <p>Other: April 15, representing SLO County at the invitation-only California Film Commission Networking Breakfast in LA, and then April 15-17, representing SLO County at the Association of Film Commissioners International (AFCI) Location Show in Santa Monica.</p> <p>Three projects (ATT Cell Phone, Documentary, Quick-silver Clothing Catalog Shoot) already permitted for early April.</p>	<p>Total Guides Sent: 640 Total E-Guides: 240</p> <p style="text-align: center;">SPECIAL PROJECTS</p> <p>Savor the Central Coast Gathering film stats for California State Film Commission Member Newsletter Marketing Plan 2010-2011</p>