

San Luis Obispo County

May 2010

SAN LUIS OBISPO COUNTY VISITORS & CONFERENCE BUREAU

WEB ACTIVITY			AD RESPONSE		REV PAR STATS		
Click Thrus			Total Guides Sent: 1,557 Total E-Guides: 186 Visitor Guide requests are a direct result of our marketing efforts.		YTD-April 2010 2009 % Chg.		
Visits: 44,959	Calendar: 14,368	Members: 23,744			State	\$63.32	\$63.38
YTD: 432,131	YTD: 118,520	YTD: 225,926	SLO/PR	50.87	53.55	-5.0%	
Reservations: 4,977	Jack Rabbit: 11,988		SB/SM	74.04	73.54	+7%	
YTD: 50,312	YTD: 93,081		Mont./	67.82	69.57	-2.5%	
**Year to year total visits to SanLuisObispoCounty.com +18%					Salinas		
					*Per Smith Travel Research (STR) Report		

PUBLIC RELATIONS

<p>Coverage: Weekend Today Show, May 15. Feature on Highway 1, featured Cambria. 4.5 mins. Viewers: 2.5 Million. Value: \$120,000</p> <p>Sunset Magazine, May 2010, So. CA Weekend Day Trip— Templeton. Full page. Circ: 665,000. Value: \$29,700.</p> <p>Weinwelt by Andre Domain (hosted in March). Feature on PR & SLO wine countries. 6 pages. Circ: 65,200 Value: \$43,200.</p> <p>Epoch Times-International, May 2010. Circ: 1,375,450. Value: \$20,000.</p>	<p>Pending Coverage: <i>Sunset Magazine - June 2010, Westways - July/Aug. 2010, Los Angeles Times, San Joaquin Magazine, KTIE Talk Radio, 805 Living, AAA, "Santa Barbara & the Central Coast" (nationwide Sept, 2010), Tasting Panel, Whole Life Times, about.com, Santa Barbara Independent, LA Confidential, San Francisco Chronicle, KSBC, KCBX, KAXU.</i></p> <p>Media Marketplace - Pow Wow International Trade Show, Orlando Florida, May 17-19. Partnered with Hearst Castle, Travel Paso Robles Alliance, Martin Resorts. Contact with over 400 international and domestic travel journalists.</p>	<p>Upcoming Press Visits: June 10-11— Harriott Manley, Sunset/CTTC 2011 Visitors Guide. June 26-27— Achim Sam, CTTC Referral, German Office, "Fit for Fun." June 30-July 2 - Grace Belangia, Sashay Magazine, Augusta Family Magazine. Local Publicity: 4/22 Tribune, Biz Buzz-Today Show 5/7 KSBY News - Today Show 5/28 - Tribune - Feature Story, front page, Memorial Day Round up. California Wine Month - September Promotion. Member wineries and restaurants to participate. Landing page on site created.</p>
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GROUP SALES ACTIVITY

FAM Visits/ Tours	Group Sales Projects & Tradeshow
<p>5/21/10 CTTC/ Japan Office</p> <p>Post Pow Wow visit from new representative in Tokyo office. Cities Visited: No. Coast— Hearst Castle & San Luis Obispo</p>	<p>Pow Wow— Orlando, FL 5/14-20/10</p> <p>Attended Pow Wow which resulted nearly 40 one-on-one appointments with International Tour Operators & Travel Media. Leads are being processed for distribution to members, available in July. Currently working on follow-up from appointments including involvement in 2 site visits/FAM visits from 2 top receptive operators.</p> <p>Sunset's Celebration Weekend— Menlo Park, CA 6/5-6/10</p> <p>Secured 2 member partners for CW including. Coordinating booth set-up including paperwork for permitting, booth décor, and shipping. Coordinating distribution of member information in addition to SLO Co VG.</p>
Sales Leads	
<p>Group Leads: 16 Attendees: 1059 Room Nights: 700 Est. Economic Impact (EEI): \$ 209,745</p>	

SOCIAL MEDIA	FILM COMMISSION	MEMBERSHIP
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<p>Twitter—SLOCVCB Followers: 843</p> <p>Twitter—Savor Followers: 577</p> <p>Facebook—SLOCVCB Friends: 5,000 Fans: 1,232</p> <p>Facebook—Savor Fans: 1,677</p> <p>Uploaded new photo album titled "Destination Wedding... San Luis Obispo County" with photos of various wedding locations. Using new social media site called Digg to stream our blogs through to blog readers.</p>	<p>Total film contacts/County: 6 Permits issued: 4 Total definite film projects/County: Fruit of the Loom commercial, Alicia Keys documentary, John Laird/State Senate commercial, VW commercial.</p> <p>EEI - \$300,000</p> <p>Highlights: Fruit of the Loom commercial shot at Montana de Oro and Chimney Rock Ranch in Paso Robles and included helicopter shots. Upcoming projects: Chevy Truck commercial (tentative). "House" location match requested.</p>	<p>* New Members: Travel-host Central Coast, Seven Sisters Trading Post and Ancient Peaks Winery.</p> <p>* May 25th Member Workshop was a success with 17 attendees.</p> <p>* Membership Renewal invoices and letters will start going out to members starting on Monday, June 14th.</p>
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