

San Luis Obispo County

October 2011

SAN LUIS OBISPO COUNTY VISITORS & CONFERENCE BUREAU

WEB ACTIVITY			REV PAR STATS			DISTRIBUTION
	Oct 2011	FYTD	<i>YTD-Sept</i>	2011(\$)	2010(\$)	% Chg.
Total Visits	39,753	196,531	State	79.43	71.27	+11.4
Calendar Page Views	18,708	52,940	SLO/PR	75.10	69.15	+8.6
Calendar Click-Thrus	3,512	15,444	SB/SM	101.38	92.76	+9.3
Reservations	3,288	21,122	Mont./	99.61	97.64	+2.0
JackRabbit	5,235	45,175	Salinas			
Member Site Click-Thrus	11,257	62,180	<i>*Per Smith Travel Research (STR) Report</i>			

194 Visitor Guides requested and mailed to potential visitors.
171 electronic Visitor Guides downloaded from website.

PUBLIC RELATIONS ACTIVITY	SAVOR ACTIVITY
<p>Media Coverage in October: KSBY News; coverage of the Mille Miglia event. Smart Meetings; Get Inspired! Print & online article. Circ.: 40,000 AVE: \$25,200 Tribune; Tourism Holds Strong. Print & online article. Circ.: 90,386 Sunset Magazine; Discovering Morro Bay. Print & online article. Circ.: 665,000 AVE: \$307,560.00 Press Visits in October: 10/19: Wayne & Judy Bayliff, on assignment for feature article in six life-style publications; PowWow 2011. Upcoming Press Visits in November: Sascha Rettig- (11/19) Freelance journalist from Germany on assignment for article on Hwy 1 for Passauer Neue Presse Kameron DeWulf- (11/19-20) on assignment from California Wedding Day PR Projects: Feria de California- worked with Hearst Castle on the coordination of the sister castle exchange program MOU signing event</p>	<p>Event Production: 9/29-10/2: Managed various aspects of the SAVOR the Central Coast event Event Wrap Up: Managed the take down and clean up of SMR; including the coordination and facilitation of the SAVOR garage sale Developed SAVOR wrap up presentation: including economic impact survey; vendor collections; event stat analysis Wrap-Up Presentations: 10/25: TPRA board meeting; 10/26: CBID board meeting Upcoming SAVOR Presentations: 11/7: Grover Beach City Council; 11/9: SLO TBID board meeting; 11/15: Pismo Beach City Council; 11/16: Pismo Beach CVB; 11/17: MB TBID; 11/18: CCTC board meeting; 11/22: SLO County Board of Supervisors</p>

GROUP SALES ACTIVITY	
Sales Leads	Group Sales Projects & FAM Trips
<p>Total Group Leads: 2 Total Attendees: 200 Total Room Nights: 400 Est. Economic Impact (EEI): \$ 78,670</p>	<p>FAM trips: 10/8: Director of Sales from Main Street Tours visited the area while developing new ideas for itineraries as a pre-NTA visit. Upcoming FAM trips: Trailfinders (UK)- (December) Educational FAM for 13 travel agents Dertour (Germany)- (February) Educational FAM for 43 travel agents Sales Projects/Special Groups: Mille Maglia- (10/26 & 28) 1000 mile drive for historic cars with lunch stop over; over 50 international/domestic participants in event Sunset Sales Meeting- (10/2-3) worked with Sunset to coordinate full sales team meeting and dinner event post-SAVOR PowWow 2012 wine sponsorship opportunity- county liaison for wine sponsorship at opening night event</p>
Upcoming Tradeshows	
<p>NTA Convention, Las Vegas NV December 5-9, 2011. Submitted appointment requests CalSAE Seasonal Spectacular, Sacramento CA December 7, 2011</p>	

SOCIAL MEDIA	MEMBERSHIP	FILM COMMISSION
<p>Twitter: SLOCVCB Followers: 1,648 Total Posts: 43 <i>New Followers: 43</i></p> <p>Facebook: SLOCVCB Likes: 3,499 —Total Post Views: 78,345 <i>New Likes: 82</i></p> <p>Blogging Module On Site: Visits: 1,832 Total Posts: 15</p> <p>Total Visits to Mobile Site: 9,812</p> <p>New: Researching alternate Social Media sites (Yelp, Trip Advisor) to leverage our special promotions and programs to enhance our presence online.</p>	<ul style="list-style-type: none"> • "This Week in SloCounty", highlighting county events distributed every Thursday to membership. Circulation: 817 • Member co-op advertising in Bakersfield Californian. Media Impressions: 235,850 • Consumer newsletter sent Oct 27 to database of 26,000 subscribers who frequent San Luis Obispo County. • Coordinating Tourism Vision Workshop, Dec 15. Member reception will immediately follow workshop. "Save the Date" sent out Members, City Officials, Board of Supervisors and BID Board of Directors Oct 25. • Coordinating 5th Annual Restaurant Month promotion. Secured 31 restaurants to participate. KRUSH & AGM confirmed as our exclusive radio sponsor. 	<p>Total film contacts: 2</p> <p>Potential Projects:</p> <p>Definite film projects in the County:</p> <p>Urban Outfitters catalog shoot Restoration Hardware catalog shoot</p>

