

San Luis Obispo County

September 2011

SAN LUIS OBISPO COUNTY VISITORS & CONFERENCE BUREAU

WEB ACTIVITY			REV PAR STATS			DISTRIBUTION
	Sept 2011	FYTD	YTD-Aug	2011(\$)	2010(\$)	% Chg.
Total Visits	42,046	156,778	State	79.00	70.97	+11.3
Calendar Page Views	9,989	34,232	SLO/PR	73.98	68.53	+8.0
Calendar Click-Thrus	3,339	11,932	SB/SM	100.58	91.71	+9.7
Reservations	4,109	17,834	Mont./	96.61	96.43	0.2
JackRabbit	7,040	39,940	Salinas			
Member Site Click-Thrus	13,469	50,923	*Per Smith Travel Research (STR) Report			

318 Visitor Guides requested and mailed to potential visitors.
204 electronic Visitor Guides downloaded from website.

PUBLIC RELATIONS ACTIVITY	SAVOR ACTIVITY
<p>Media Coverage in September: About.com, <i>SLO Means San Luis Obispo on California's Central Coast</i>. Online article. FAM partnership w CBID. Circulations: 37 million KCOY News, <i>SLO County Travel App</i>. News story & interview. Charter Local Edition: <i>SAVOR, SLO County Travel App, CA Wine Month</i>. Press Visits in September: 9/12-18: Annabel Goldie-Morrison, on assignment for Wine Chic Travel online (UK). 9/28-10/3: Kathleen Kenna, on assignment for Toronto Star. Upcoming Press Visits in October: 10/19: Wayne & Judy Bayliff, on assignment for feature article in six life-style publications; PowWow 2011. PR Projects: 9/15-19: Countywide co-op ad campaign sweepstakes tour. 9/1-30: CA Wine Month Promo. 147+ million impressions. 878 entries.</p>	<p>Community Outreach: 9/1: Atascadero Kiwanis presentation (Molly) 9/13: SLO Rotary Daybreak presentation (Molly) 9/22: GMSLO (Stacie) Sponsorship Update: 9/14: SLO TBID update on Heritage Dinner and event overview PR Activities: 9/15: Into the Soup radio interview Operations Activities: Coordinated booths for: SLO County (PAG); SLO County International Film Festival & CarFree SLO; event information booth Coordinated details for Thursday night opening event at Hearst Castle Coordinated details for Friday Culinary/ Adventure Tours Coordinated insurance reconciliation for all SAVOR participants Coordinated and secured parking lot locations</p>

GROUP SALES ACTIVITY

Sales Leads	Group Sales Projects & FAM Trips
<p>Total Group Leads: 1 Total Attendees: 80 Total Room Nights: 160 Est. Economic Impact (EEI): \$ 19,365</p>	<p>FAM trips: UK Super FAM (9/16-18): working with Maryann Stansfield to coordinate the UK SuperFAM for CCTC and SLO County. Participants(16) toured SLO County: Pismo Beach; SLO; Morro Bay; Paso Robles. Upcoming FAM trips: Trailfinders (UK)- (December) Educational FAM for travel agents Dertour (Germany)- (February) Educational FAM for travel agents Sales Projects: Group Sales Advisory Committee meeting (9/1) Mille Maglia- (10/26) 1000 mile drive for historic cars with lunch stop over; site visit on 9/14 Sunset Sales Meeting- (10/2-3) working with Sunset to coordinate sales meeting</p>
Upcoming Tradeshows	
<p>NTA Convention, Las Vegas NV December 5-9, 2011. Began appointment scheduling CalSAE Seasonal Spectacular, Sacramento CA December 7, 2011</p>	

SOCIAL MEDIA	MEMBERSHIP	FILM COMMISSION
<p>Twitter: SLOCVCB Followers: 1,605 Total Posts: 109 Savor Followers: 1,086 Total Posts: 22</p> <p>Facebook: SLOCVCB Likes: 3,470 —Total Impressions: 83,062 <i>New Likes: 1,187</i> Savor Likes: 4,263 —Total Impressions: 126,808 <i>New Likes: 373</i></p> <p>Blogging Module On Site: Visits: 1,919 Total Posts: 14</p> <p>Total Visits to Mobile Site: 9,812</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 September 22 to database of 26,000 subscribers. Member Media Opportunities: Wine Country Welcome – website dedicated to the hospitality industry launched new Central Coast section. CTTC Media Requests— Pet Friendly Attractions & Accommodations, Sports in CA, Music in CA, Health & Wellness, TravelGirl Magazine –New Years Eve Celebration, Bing.com –boutique hotels on a budget. 	<p>Total film contacts: 3</p> <p>Potential Projects: Nike (November)</p> <p>Definite film projects in the County: National Geographic Channel</p>

