

San Luis Obispo County *April 2010*

SAN LUIS OBISPO COUNTY VISITORS & CONFERENCE BUREAU

WEB ACTIVITY			WEB FACTOID	REV PAR STATS			
Click Thrus			SanLuisObispoCounty.com "Calendar of Events" page receives 300 visits per day, and over 9,000 visits per month.	YTD-March 2010	2009	% Chg.	
Visits: 44,672	Calendar: 13,775	Members: 23,084		<i>State</i>	61.69	62.42	-1.2 %
YTD: 387,172	YTD: 104,152	YTD: 247,564		SLO/PR	45.16	48.74	-7.4%
Reservations: 5,907	Jack Rabbit: 10,751			SB/SM	69.92	69.40	+0.8%
YTD: 44,752	YTD: 81,284		Mont./	68.20	64.64	-6.7%	
**Year to year total visits to SanLuisObispoCounty.com +19%				Salinas			
<i>*Per Smith Travel Research (STR) Report</i>							

PUBLIC RELATIONS

<p>Coverage: <i>Epoch Times</i> April 2010 by Beverly Mann. "San Luis Obispo's Green Charm & Hospitality." Feature includes SLO and north county. 1,375,450 impressions. Value: \$20,000.</p> <p>Adam Lemon / <i>DTLAX</i> April 2010, Weekend getaway features SLO and north coast. 40,000 impressions; Value: \$750.</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>, 805 <i>Living, AAA</i>, "Santa Barbara & the Central Coast" (nationwide Sept, 2010).</p> <p>Weekend Today Show, May 15. Feature on Highway 1 with anchor Lester Holt.</p> <p>Media Marketplace - Pow Wow International Trade Show, Orlando Florida, May 17-20. Partnering with Hearst Castle, Travel Paso Robles Alliance, Martin Resorts. Contact with over 400 international and domestic travel journalists.</p>	<p>Media Tour: May 5-7. "Green" Tour. Based in Paso Robles & San Luis Obispo. Nine confirmed journalists.</p> <p>Upcoming Press Visits: May 7-8: <i>Andrew Collins & Allison Wellner. About.com, Advocate Magazine, Out Magazine. Referred from CTTC.</i></p> <p>May 17-20/May 25-26: <i>Stephan Buriak. Austrian newspapers. Referred from CTTC Germany office.</i></p> <p>May 20: <i>Heather Greenwood, Toronto Star. Referred from CTTC.</i></p>
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GROUP SALES ACTIVITY

SAVOR Room Blocks	Group Sales Projects & Tradeshow
Began coordinating the SAVOR Sponsor room blocks . Secured an estimated 300 room nights with a projected sleeping room revenue of an estimated \$60,000.	CTTC Destination Day — Sacramento, CA 4/15/10 Attended the CTTC event in Sacramento. Learned about new CTTC programs and opportunities including "Keep it in CA" meetings initiative. Worked w/ PRWCA to submit wine into CA competition on behalf of Assemblyman Sam Blakeslee.
Sales Leads	Cal Poly Open House - 4/15-17/10 Exhibited at the Resource Fair. Distributed 100+ Visitor Guides and gathered 30+ email addresses for SLOCVCB e-newsletter.
Group Leads: 16 Attendees: 500 Room Nights: 512 Est. Economic Impact (EEI): \$ 102,587	Pow Wow — Orlando, FL 5/14-20/10 Submitted 100 initial appointment requests to tour operators and journalists. Coordinated booth including décor and shipping of materials.

SOCIAL MEDIA	FILM COMMISSION	AD RESPONSE
<p>Twitter—SLOCVCB Followers: 812</p> <p>Twitter—Savor Followers: 542</p> <p>Facebook—SLOCVCB Friends: 5,000 Fans: 1,143</p> <p>Facebook—Savor Fans: 1,531</p> <p>Continually distributing info on events, activities, and Savor. Working on a big push for YouTube with new content and individual media players on the city pages of our website to stream city specific content through YouTube.</p>	<p>Total film contacts/County: 7 Permits issued: 4 Total definite film projects/County: <i>ATT commercial, Quicksilver Catalog, TV documentary, VW Commercial.</i> EEI - \$400,000</p> <p>Other: Represented County at the invitation-only California Film Commission Networking Breakfast in LA in April. Attended the Association of Film Commissioners International (AFCI) Location Show in Santa Monica in mid-April. Distributed 150 SLO County Visitor Guides.</p> <p>Upcoming projects: Fruit of the Loom commercial, Toyota commercial.</p>	<p>Total Guides Sent: 844 Total E-Guides: 336</p> <p style="text-align: center;">SPECIAL PROJECTS</p> <p>Savor the Central Coast Member Newsletter Marketing Plan 2010-2011 Draft Budget 2010-11</p>