

Visit San Luis Obispo County

Annual Report Fiscal Year: 2012-2013





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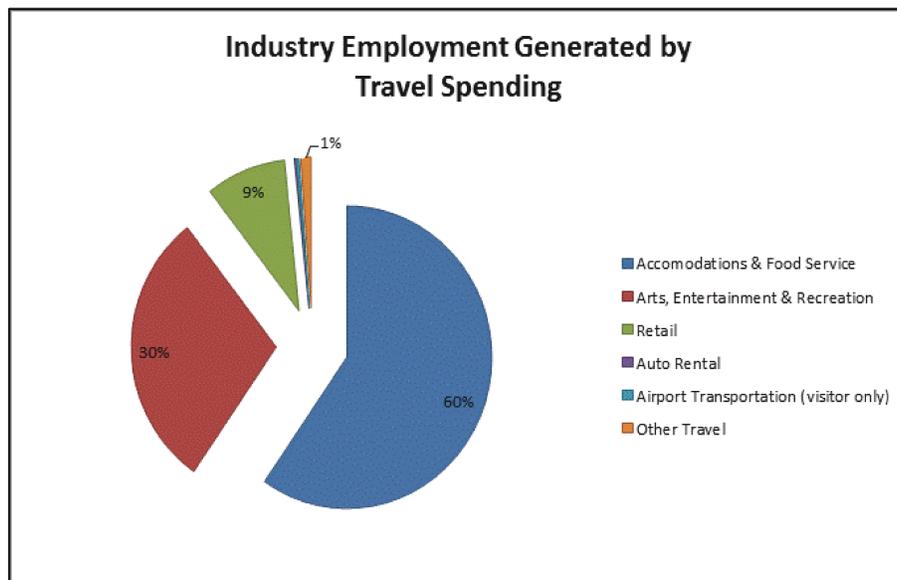
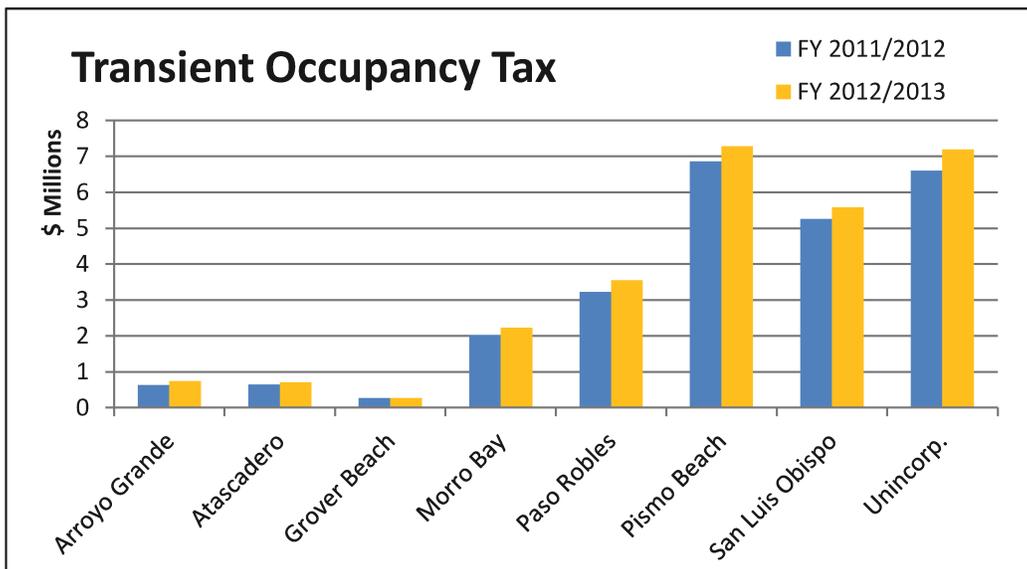
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Brand Development

Value of Brand Awareness

Tourism marketing is the best return on investment (ROI) for San Luis Obispo County. Tourism is the largest industry next to agriculture in San Luis Obispo County and wine tourism brings these key industries together. As Visit San Luis Obispo County (Visit SLO County) celebrated Tourism Month in May, we gathered some statistics on the true impact of tourism in San Luis Obispo County and why it is proving to be the top economic driver for the county. The US Travel Association reported that nationally, the travel economy has grown 1.5 times faster than the overall economy in 2011. The total estimated economic impact of San Luis Obispo County Tourism reached \$1.2 billion with an estimated 2.9 million visitors in 2011. This estimated economic impact included spending in areas such as lodging, food and beverage, and retail sales. In association to this impact, total direct employment reached 15,570 jobs. Industry earnings generated by travel and tourism spending reached \$405 million, generating \$79 million of direct tax receipts supporting San Luis Obispo County. Taxes generated by tourists through transient occupancy tax (TOT) keep local communities economically viable, create jobs, and support local businesses.



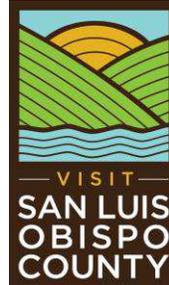


Logo and Tagline

Creating a countywide identity is critical to the collaborative effort between Visit San Luis Obispo County and its community partners. In January, the San Luis Obispo County Visitors and Conference Bureau changed its name to Visit San Luis Obispo County (Visit SLO County) and updated its logo to reflect the new name. The new name follows a trend with CVBs around the nation taking a more direct approach at creating awareness of their destination. The tagline “Pure Play” was developed with the direction of Rosetta Marketing to bring awareness to the fun, active lifestyle of San Luis Obispo County. The tagline has appeared across the entire Visit SLO County marketing platform to bring a cohesive concept and underlying theme to the brand.



Old Logo



New Logo

Strategic Marketing Group Research

In an effort to determine the behaviors of San Luis Obispo County visitors, as well as their perceptions of the county, Visit SLO County contracted with the Strategic Marketing Group (SMG) to conduct the 2012 San Luis Obispo County Visitor Survey. The objective of the research was to understand the current awareness, perception and value of the San Luis Obispo County brand, establish baseline levels of county visitation awareness and its competitive set, determine consumer understanding and potential confusion of the region, and develop recommendations to improve the effectiveness of the organization’s marketing programs and collaboration among intra-regional areas. Community partners were invited to participate in the survey as a co-op opportunity by adding questions to the survey specific to their community.

Key Findings

- Brand awareness is stronger in the Central Valley. LA area non-visitors were less likely to travel to SLO County because they had never thought about it.
- Choice of destination within the county varied by geographical market. Marketing efforts in each jurisdiction should take these demographics into account.
- Primary reasons for visiting the county were distributed as follows:
 - **66%** for pleasure/vacation
 - **16%** to visit friends/relatives
 - **5%** for business
 - **3%** for a wedding or special event
- The top 5 reasons for visiting San Luis Obispo County were sightseeing, shopping, fine dining, wine tasting, and Hearst Castle.
- Attributes that set SLO County apart from other destinations include Hearst Castle, beaches, wine region, and central coastal location.
- San Luis Obispo County ranked last in advertising recall among other major California beach destinations.



Website & Technology

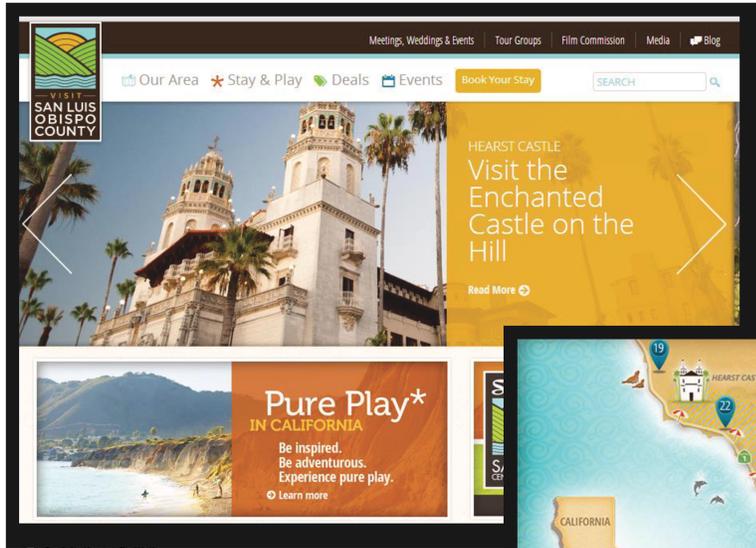
One project focused on increasing brand awareness was the development of the new Visit SLO County website. Development began early in the fiscal year in partnership with Kraftwerk Design. The process began by identifying key audiences and the features that mattered most to each audience. The objective of the website was to create a portal that could funnel visitors directly to communities' websites.

Community representatives and tourism constituents were asked to convey what the most important aspects of their community pages were and what overall features they would like to see on the website. A site map was then created to determine the structure of the web pages and the functions of each page. From there, design elements were put into place to establish the look and function of the new Visit San Luis Obispo County website. The content build phase then came into play moving and reorganizing all content from the old site. The website (www.VisitSanLuisObispoCounty.com) made its soft launch debut in May. The URL was changed to match the new name of the organization. This soft launch allowed members to log on and view the new look and layout and make suggestions for areas of improvement. The website officially launched in late June showcasing the beauty of San Luis Obispo County with increased imagery and user friendly interface. The website was also optimized for all mobile devices including tablets and smart phones.

- ◆ **Home Page:** Offers easy to navigate toolbar and special features in slideshow format, also offers additional BID advertising opportunities
- ◆ **Community Pages and Interactive Map:** Focused information including community overview, area specific lodging, dining, and activities. The interactive map gives tourists a bird's eye view of the layout of our county.
- ◆ **Member profiles:** All members now have the ability to add multiple images to their profile and events and also have the opportunity to link social media platforms to their profiles. Google maps have been integrated to show exact locations of each member.
 - **Lodging properties and Jack Rabbit Booking:** Lodging property profiles now include links to Yelp and Trip Advisor as well as opportunities to add images of their property. The Jack Rabbit booking agent is now integrated into each profile so availability and rates are displayed on each profile page.
- ◆ **Deals page:** Separated into special categories, members can now add deals to a more prominent page on the website. Anything from family fun to food and wine, visitors will be able to find great discounts in lodging, dining, activities and more.
- ◆ **Events:** Each event can now showcase up to 10 images allowing visitors to get a true feel for the area. As the most visited page of the website, the addition of detailed event pages will entice visitors to experience these events through their own eyes and also assists in backend tracking of event page clicks.
- ◆ **Focus pages:** Group Sales, Film Commission, and Media focus pages will allow our other audiences to seek out and request information that is better tailored to their needs. RFP forms, sample itineraries, location libraries, and press releases will have a home in each of these individualized areas.



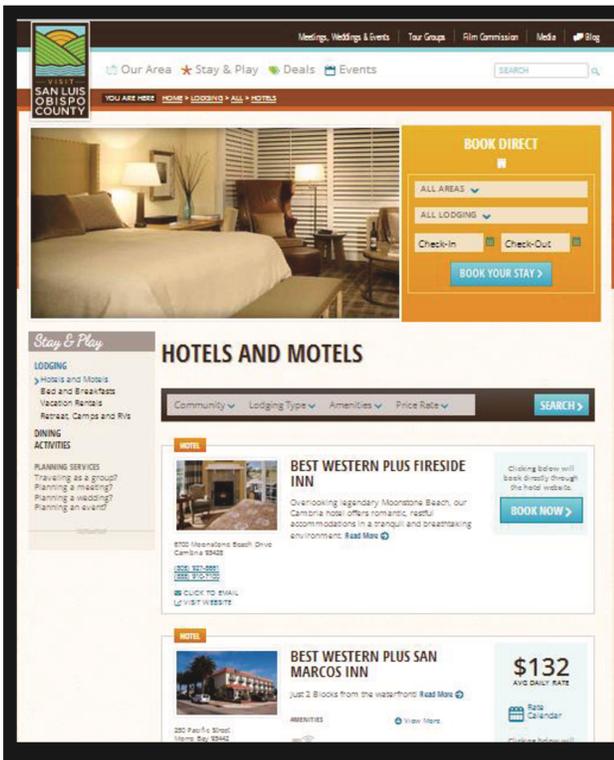
Screenshots of VisitSanLuisObispoCounty.com



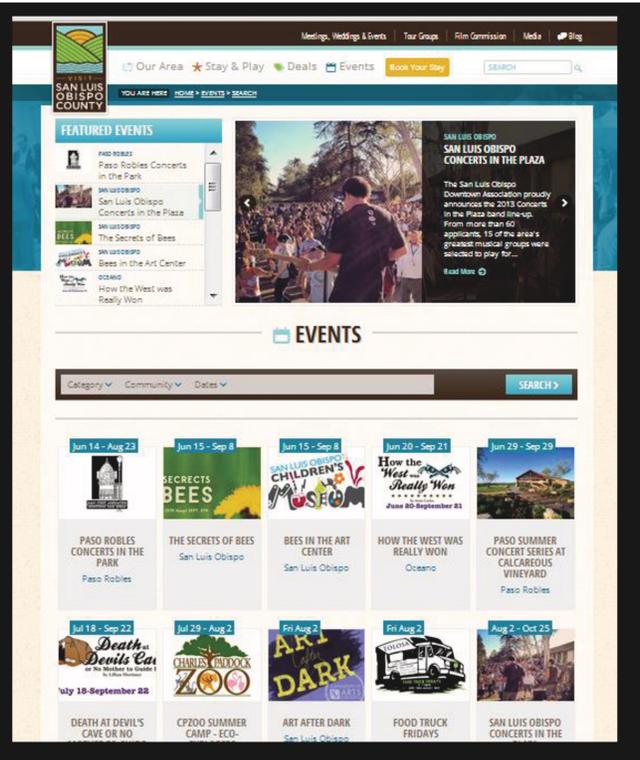
Home Page



Interactive Area Map



Lodging Member Section



Event Calendar Page



Membership Programs

- **2013 Visitor Guide**– The 2013 Visitor Guide used the tagline “Pure Play” to showcase the publication as the official guide to playing in California. The annual guide featured a directory of all active members, a county map, and special features of local personalities.
 - 2013 Visitor Guide Total Distribution: **45,000**
 - Distribution through online downloads, bulk mailings and call-in requests: **4,080**
 - Distribution through SAVOR: **6,000**
 - Distribution to meeting planners, tour operators, group organizers, etc.: **1,500**
 - Distribution through CA Welcome Centers in San Francisco, Oxnard, Pismo Beach, Burbank/Bob Hope Airport, San Jose Airport: **30,000**

Remaining 2012 Visitor Guides (550 qt.) were donated to the San Luis Obispo Coastal Unified School District for educational purposes.



- **Event and Holiday Guides**- Visit SLO County continued distribution of the weekly event calendar, “This Week in SLO County”. The guide is used by members to anticipate upcoming events and in hotels to provide guests with a weekly listing of events around the county. A Holiday Guide was also prepared including all holiday related events, performances, and dining specials categorized by city and also included holiday hours for all member restaurants and wineries.
- **Membership Survey (December 2012)**- A survey was conducted to better gauge the overall satisfaction of services offered to members and to confirm proper direction of Visit SLO County marketing efforts. Results showed that the website was considered the most important marketing program offered by Visit SLO County followed by public/earned media and social media. The most used benefits included the calendar of events, group sales leads, and "This Week in SLO County". It was also determined that members were interested in seeing a stronger group sales effort year round.
- **Tourism Vision Workshop (1/11/13)**- The annual conference was held at the Performing Arts Center at Cal Poly. The event brought together over 150 Visit SLO County members and tourism partners to hear presentations on various Visit SLO County programs and industry trends. Speakers included SMG Research, Kraftwerk Design, Black Ink PR, Thomas See, Vice President of Sales for Universal Studios, and Shannon Thompson, Vice President of Marketing for *Sunset Magazine*. The new organizational name and logo were unveiled, and a Tourism Ambassador Award was presented to Hoyt Fields of Hearst Castle. The SLO County branded Silverado bus was also on display at the workshop. The event concluded with a networking cocktail hour at the PAC.
- **Packaging Party (3/12/13)**- The annual membership networking event was held at the Pavilion on the Lake in Atascadero. Over 38 representatives from member lodging properties, restaurants, wineries and activities were in attendance. Members were able to network through a “speed meeting” format to establish potential relationships for creating hotel packages. New in 2013 was an extended cocktail networking hour for attendees to mingle freely after the event.



Group & Leisure Sales

Building on previous efforts, the Group Sales Advisory Committee was reconstituted with a representative cross-section of destination managers and hospitality sales professionals. Areas of priority for the advisory body included maintaining and leveraging memberships in key industry associations, continuing active participation in relevant state and international trade shows, and developing and supporting industry familiarization (FAM) trips.

With the launch of the new Visit San Luis Obispo County website platform, strong collaborative efforts and input will be instrumental in developing responsive functionalities and streamlining of RFP processes.

New for the coming fiscal year are plans to initiate and develop in-state sales missions targeting meeting planners, tour operators, receptive agencies, and related organizations.

FAM Tours

- **Smart Meetings (10/28-30/12)**- Targeted 10 qualified meeting planners from key drive markets in partnership with *Smart Meetings* Magazine to attend a countywide FAM tour focused on small and large meeting spaces. Itinerary stops included the Performing Arts Center and various lodging properties from Paso Robles to Pismo Beach culminating in a member showcase featuring over 45 members. Results indicated that 66% of attendees planned to book a meeting in SLO County in the next 2 years.
- **UK SuperFAM (9/23-24/12)**- Agents representing 7 top UK tour operators included stops at Hearst Castle, Paso Robles and Pismo Beach.
- **Visit CA International Staff FAM (5/1/13)**- Hosted 7 international staff members from Visit CA with stops at Hearst Castle, Pismo Beach and Paso Robles.
- **Brand USA Mega FAM (5/11-12/13)**- 14 UK Travel Agents with stops at the Best Western PLUS Black Oak, La Quinta Inn Paso Robles, Hearst Castle, and Luna Red.
- **Additional FAM Tours**- Audley Travel (7/14), Air New Zealand (7/17), Sovereign Experiences (7/18), Nomade Adventure (Mid-Sept), China FAM- MICE/Leisure (Mid-Oct), Willy Scharnow (11/16), Visit CA Australia FAM (March)

Future Projects

As group sales efforts are considered one of the most important benefits offered by Visit SLO County, the department plans to continue strong efforts to bring group business to its members. Future projects include planning and participation in international sales missions with Visit California targeting primary source markets in Canada. The Group Sales Advisory Committee also plans to develop a Northern California Sales Mission in conjunction with local wine producers and hospitality partners.



Trade Shows

- **MPI Holiday Event (12/4/12)**- SLO County was the featured wine sponsor. Held in Los Angeles, Visit SLO County distributed branded SAVOR wine glasses and flash drives loaded with county meeting information.
- **Cal SAE Seasonal Spectacular (12/5/12)**- Tradeshow focused on association executives held in Sacramento. Partnered with Martin Resorts, SeaCrest Oceanfront Hotel, TPRA, Cambria Pines Lodge and Cal Poly Conference and Event Planning. Participated in prearranged appointments with top meeting planners. Made 145 contacts, brought back 5 RFPs. A sales blitz was coordinated for tradeshow partners in the downtown Sacramento area. Thirty additional meeting planners were met with through this blitz.
- **NTA Convention (1/20-24/13)**- Conference and Expo focused on leading tour operators. Held in Orlando, FL. Attended with Hearst Castle, Boutique Hotel Collection, SeaCrest Oceanfront Hotel, Martin Resorts, Apple Farm, and TPRA. Forty-two appointments were secured.
- **The Smart Event (1/30)**- A *Smart Meetings* Magazine event held in San Francisco. Partnered with Martin Resorts, TPRA, Madonna Inn and Boutique Hotel Collection. Exclusively hosted a mini FAM breakfast attended by 25 qualified meeting planners interested in holding future meetings in San Luis Obispo County.
- **U.S. Travel Association’s International Pow Wow Conference (6/8-12/13)**- Held in Las Vegas, NV. Partnered with Martin Resorts, Hearst Castle, TPRA, and Best Western PLUS Colony Inn. Participated in over 40 one-on-one meetings with countries including China, Germany, and Canada. Visit SLO County was also active in the Media Marketplace.



MPI Event in Los Angeles (12/4)



CalSAE’s Seasonal Spectacular in Sacramento (12/5)



NTA in Orlando, FL (1/20)



The Smart Event Mini FAM Breakfast in San Francisco (1/30)



International Pow wow in Las Vegas, NV (6/8-12)



Public Relations

Visit SLO County continued work with contractor Black Ink PR with connections to northern and southern California media. The PR team, Margot Black and Jeanne Sullivan, have focused their efforts on putting the proper systems and processes in place for tracking and reporting multiple forms of public relations activities. They have directed their attention this year to key drive markets including the San Francisco and Los Angeles areas. Another major focus of their efforts has been on expanding the reach of advertising programs for *Sunset SAVOR* the Central Coast. They have created processes to secure highly qualified media to attend the event and also create buzz around the county as a whole. These new processes and systems create consistency and clarity in working with our tourism partners. We anticipate the media to generate third party endorsements, leveraging the Visit SLO County investment into national media impressions.

All programs tout the county’s assets to position SLO County as the place to play on California’s Central Coast. The strategy targets consumer audiences within California’s drive markets as well as national lifestyle and travel media outlets. Public relations programs this year included:

Earned Media Coverage

San Luis Obispo County was featured in many notable publications in the last year. Securing placements through earned media is among the most benefitting ROI for tourism marketing.

Highlights include articles/coverage in:

- **Local Media**
KCOY, KSBY, *The Tribune*, *New Times*, *Pacific Coast Business Times*, and *Indulge Magazine*
- **Regional Media**
Sacramento Bee, KRON4, 805 Living, Van Nuys News Press, Orange County Register, MPI Southern California, Washington Examiner, Chicago Tribune, and Great Toronto News
- **National Media**
USA Today, *New York Times*, *Los Angeles Times*, *The Boston Globe*, CBS News, Travel Channel, *National Geographic*, Christian Science Monitor, Huffington Post, *Sunset Magazine*, *Travel and Leisure Magazine*, *Wine Enthusiast Magazine*, *Westways Magazine*, Rand McNally’s Best of the Road, *LA Parent Magazine*, *Budget Travel Magazine*, CCTV: Biz Asia America, and Globetrotter TV
- **Radio and Online Media**
MSNBC.com, Examiner.com, Cuisinest.com, TheDailyMeal.com, SFGate.com, JetSet.com, WagTheDogUK.com, PeterGreenburg.com, Canada.com, IndiaInfoOnline.com, Brand USA Blog, Have Dog Blog Will Travel, BayWoof.com, Grape Encounters Radio, Around the World Radio, KCBX Radio

Press Releases

Visit San Luis Obispo County and Black Ink PR produced eight press releases throughout the fiscal year focusing on special Visit SLO County programs and projects as well as targeted vacation planning itineraries and information. These releases were pushed out through all media platforms and included:

- **SLO Down for the Holidays (11/20/13)**
Impressions: 515,907 Publicity Value: \$803,123.89
- **4th Annual San Luis Obispo County Restaurant Month (12/9/13)**
Local release leveraging Visit California statewide release



- **Valentine’s Day in San Luis Obispo County (1/22/13)**
Impressions: 2,139,633 Publicity Value: \$3,430,313.43
- **Visit SLO County Announces Name Change and Visitor Guide (3/28/13)**- Local release
- **San Luis Obispo County’s Gone to the Dogs (4/4/13)**
Impressions: 1, 259,446 Publicity Value: \$922,916.35
- **San Luis Obispo County and the U.S. Travel Association Celebrate Economic Benefits of Tourism in Local Communities (5/13/13)**- Local release leveraging Brand USA
- **What’s New in San Luis Obispo County (7/31/13)**
Impressions: 1,353,849 Publicity Value: \$622,614.10
- **Sunset SAVOR the Central Coast (5 Releases for 2012 Event)**
Impressions: 8.5+ million Circulation: 340+ million Publicity Value: \$17+ million

Press & Media Visits

Visit SLO County hosted domestic and international travel writers representing both regional and international organizations. These familiarization trips introduced representatives from the following to the county:

- *National Geographic, Zest Media Magazines (UK)Wine Chic Travel, California Wedding Day Magazine, Parenting OC Magazine, Huffington Post, 805 Living, Travel Digest, Accent on Tampa Bay Magazine, Toronto Star*

Special PR Projects

To help increase brand awareness, Black Ink PR secured various projects with a larger scope. These projects included features with:

- The Hub Network’s Family Game Night
- California Life (\$40K value)
- United in-flight video (\$16,800 value), 2.5 million viewers / 18K flights in N. America
- Gayot.com Content Build Project and Promo (\$30,000 value)
- CBS Let’s Make a Deal
- KCRW Radio Promo (\$20,000 Value)
- Bringing it Home TV
- SAVOR at the Oscars
- Vancouver Wine Festival
- Wendy Williams Show
- Wheel of Fortune

Public Relations Events

Visit SLO County participated in the Visit California San Francisco Media Event (10/23-24/13) to target key media outlets and coordinate desk side briefings. We participated alongside Hearst Castle, TPRA and Martin Resorts. Three story ideas were submitted for use in event media packets. Through the event, Visit SLO County distributed branded preloaded flash drives containing itineraries, photos, and story ideas to over 88 qualified media personnel.





Countywide Themed Events

- California Wine Month (September)**- 2012 marked the eighth consecutive year of the celebration of California Wine Month. California Wine Month is a campaign coordinated by the California Wine Institute and its more than 1,000 California wineries and affiliated businesses. Leveraging this statewide campaign, the county’s signature event *Sunset SAVOR the Central Coast* anchors the California Wine Month promotion.
- Restaurant Month (January)**- 3 Courses, \$30, 31 Days
The month long promotion offers great meal deals for great prices in an otherwise slow month for restaurants. In partnership with Visit CA, the statewide promotion produced 54.7 million impressions, an over \$790k value from state media efforts. Chef Chris Kobayashi of Artisan Restaurant in Paso Robles was one of five CA chefs to be featured on Visit CA’s Knife Point Interviews. SLO County was also selected to be part of the Visit CA Foodie Photo Contest. Forty-three member restaurants participated. A new program to the 2013 promotion was Wine Wednesdays focusing on special pairings. Media partners included KSBY, KRUSH/AGM, Tolosa Press, New Times, Eat Drink Explore, KCBX 13. Through social media promotion we increased our Facebook audience by 523 new fans. Our sweepstakes on Facebook resulted in 1,000 entries which were added to our consumer database. The promotion garnered 13,687 visits to the website, a 14.02% increase from 2012.
- Dog Friendly Month (April)**- This monthly thematic focused on creating content and buzz around San Luis Obispo County as a dog friendly destination. The “San Luis Obispo County has Gone to the Dogs” was distributed through all channels garnering a publicity value of \$922,916. We also launched content through DogTrekker.com that contained 142 listings of dog friendly destinations and activities in the county. We saw 584 visits to the Dog Friendly splash page on VisitSanLuisObispoCounty.com, received 150 entries into Top Dog Photo Contest, and added 167 new likes on Facebook.

 - Dog Friendly Media FAM (4/25-27)**- Six pre-qualified journalist attended a 3-day FAM tour devoted to all things dog-friendly in San Luis Obispo County. Itinerary stops included SeaCrest Oceanfront Hotel, Splash Café, San Luis Obispo, SLO Museum of Art, Luna Red, Grover Beach, Morro Bay, San Simeon, Best Western Plus Cavalier Oceanfront Resort, Hearst Castle, Cambria, Robin’s Restaurant, Paso Robles, Ecluse Winery, and Thomas Hill Organics.
- Tourism Month (May)**- We celebrated Tourism Month by preparing a press release to show how important tourism is to our local economy. The thematic continued with a special sweepstakes for visitors to win tickets to the tourist focused event, *Sunset SAVOR the Central Coast*, whose ticket sales launched the same month. Five blogs were created to celebrate National Tourism Week, National Wine Tourism Day, National Train Day, Bike Month, and *Sunset SAVOR the Central Coast*.

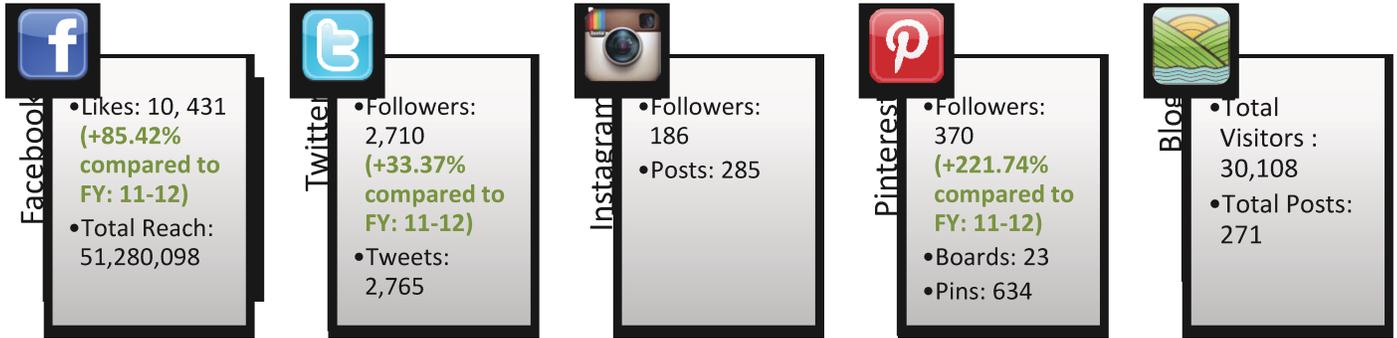




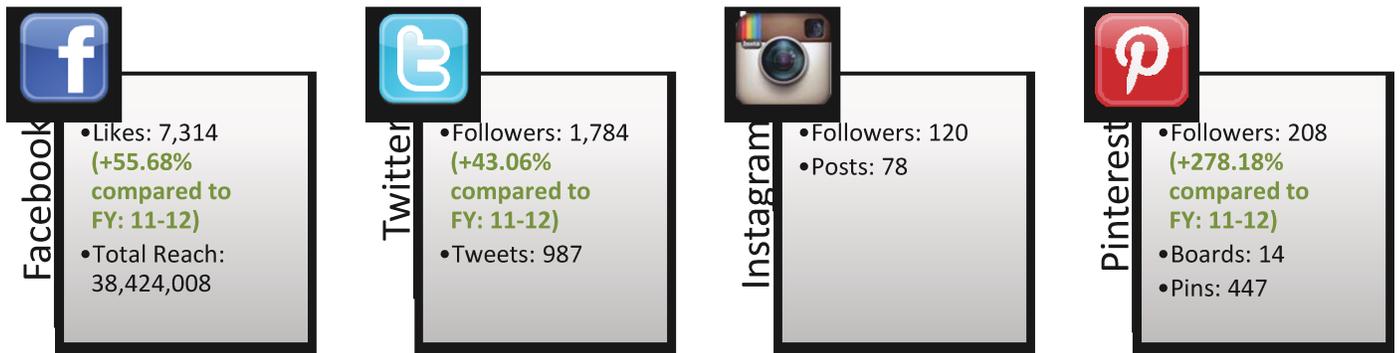
Social Media

These media outlets provided an opportunity to leverage and build traffic by working collaboratively with community partners to tout local happenings and to position the Visit SLO County social media platform as *THE* place for insider information.

Visit SLO County Social Media Statistics



SAVOR Social Media Statistics



Marketing

Visit San Luis Obispo County Marketing

Over the past year, marketing efforts have been focused on increasing brand awareness in key drive markets including the Central Valley, Bay Area and Los Angeles Area. While marketing focus in the latter two groups has been driven more by press releases and media articles, co-op advertising through regional publications in the Central Valley has continued to prove successful. New this year was a branded Silverado bus making its way up and down the coast on a Los Angeles area route.



Visit San Luis Obispo County Branded Bus



Co-Op Advertising

Cost effective co-op advertising opportunities give our members a chance to advertise in more prominent publications that may otherwise be too expensive to advertise in individually. Co-op advertising opportunities in 2012-2013 included the *Fresno Bee*, *Bakersfield Californian*, *805 Living*, *Smart Meetings Magazine*, and the California State Visitors Guide.

Retail Co-op Advertising – Full page advertisements were taken out in Fresno Bee and Bakersfield Californian publications monthly as well as full page ads in the January and April issues of Smart Meetings Magazine. Countywide advertorial accompanied all co-op advertisements.

Consumer eSpecial

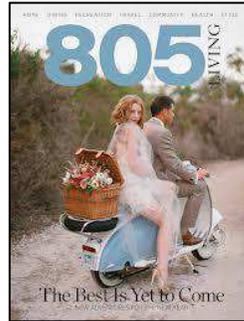
Our monthly eSpecial gives members an opportunity to get their special offers sent directly to over 29,000 consumers' inboxes. The email promotes discounts, specials, and packages of member organizations throughout the county. A new design was created this year to optimize this tool.



Monthly eSpecial



Fresno Bee Co-op Ad



805 Living



Smart Meetings Magazine





Film Commission

Total Film Commission Leads: **144**

The San Luis Obispo County Film Commission (SLOCFC) saw increased activity throughout the fiscal year. The diverse geography, winding country and coastal roads, and proximity to Los Angeles makes San Luis Obispo County an easy choice for filming. Development of the Film Commission began with ensuring proper contacts and permitting information were on file in the office. The staff began developing a location library of images in late fall and will continue in to the new fiscal year as new platforms will be used to feature these images on VisitSanLuisObispoCounty.com. The SLOCFC participated in many additional programs this year including the following:

San Luis Obispo International Film Festival

The SLOCFC partnered up with the San Luis Obispo International Film Festival (March 7-10) to host an evening opening reception to the festival on Thursday, March 7 at Luna Red. The reception was attended by over 75 city and county representative, film makers, producers, location scouts and festival attendees. For 2014, the Film Festival plans to do a year-long promotion showcasing “San Luis Obispo County on the Silver Screen”. Movies shot in areas within the county will be screened at various theaters around the county. The SLOCFC will sponsor a clip reel of these movies and commercials shot locally to be housed on the SLOCFC page on VisitSanLuisObispoCounty.com.

Location Scout FAM Tour

Seven qualified location scouts were introduced to San Luis Obispo County (March 7-10) during a four day FAM tour. The FAM tour took place during the film festival, giving the location scouts the opportunity to partake in these special events while touring to private and public locations during the day. Itinerary locations included the Apple Farm Inn, EZ1 Ranch, Santa Margarita Ranch, Thomas Hill Organics, Paso Robles, Madonna Inn, Morro Bay, Cayucos, Cambria, Cambria Pines Lodge, and Ragged Point Inn.

California Locations Conference

The SLOCFC attended the California Locations Conference in Los Angeles (April 19-20). The conference, hosted by the FLICS organization, was attended by over 300 location manager, scouts, producers, directors, and production companies. The conference consisted of a series of panel discussions with top location managers and expo portion where the SLOCFC held a booth space and discussed filming opportunities in San Luis Obispo County. The conference also included a breakfast hosted by the California State Film Commission where the SLOCFC participated in a special networking hour with production company finance departments and hosted a table at the breakfast attended by production companies including ABC, Disney, and Jim Henson Productions.



Location Scout FAM



Film Festival Reception



FLICS Locations Conference



Future Projects

The SLOCFC plans to continue its effort to increase leads and productions shot within the county by further developing the Film Commission section of VisitSanLuisObispoCounty.com, continuing to build a comprehensive location library of images, participating in additional industry events, hosting FAM tours, and partnering with the San Luis Obispo International Film Festival to bring more awareness to the Film Commission as its own entity.

Notable Credits in 2012-2013

Print

- French Vogue (May 2013 Issue) ft. Oceano Dunes
- Jeep Grand Cherokee ft. Oceano Dunes

Commercial

- Mazda ft. Avila Beach Dr. (70+ room nights, EEI \$14,613)
- Subaru ft. San Luis Obispo and Meze Café
- Bank of America ft. Turri Road
- Microsoft (Chris Burkard- Adventure Photographer) ft. Pismo Beach, Los Osos, Cayucos
- Viagra (The Age Where Giving Up Isn't Who You Are) ft. Morro Bay
- Dignity Health Central Coast ft. multiple countywide locations
- BMW, Mercedes, Jeep Grand Cherokee ft. Oceano Dunes

Television

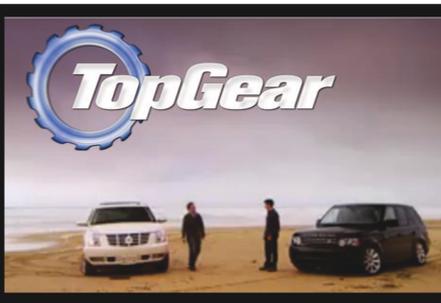
- Top Gear USA (Season 3 Episode 14 Mammoth Mountain) ft. Oceano Dunes, Santa Margarita Ranch, Paso Robles, Villa San-Juliette Winery
- Travel Channel's Beach-n-RVs ft. Oceano Dunes
- Lifetime Network's Preachers Daughters ft. Oceano and Pismo Beach

Web

- eHow.com Cooking Series ft. local media personality Audrey Johns
- Whole Foods web series ft. Morro Bay Oyster Company and Ocean Rose Abalone Farm



eHow Cooking web Series



Top Gear USA Episode



French Vogue May Issue



Subaru Commercial



Mazda Commercial



Viagra Commercial



Sunset SAVOR the Central Coast

Sunset SAVOR the Central Coast

Sunset SAVOR the Central Coast has become a key marketing program of Visit SLO County with year round promotions most heavily focused during the months of May through October. The third annual event, held September 27-30, 2012, saw a 6% growth in total attendance from 2011 to 2012 with an even attendance of the Main Event on both Saturday and Sunday.

- Total Attendance: **10,000** (Compared to 8,872 from 2011)
- Out of County Attendees: **20%**
- Out of State Attendees: **4%** (23 states represented)
- LA Area Attendees: **10%**
- Total Media Impressions: **304 million+** (Compared to 128 million from 2011)

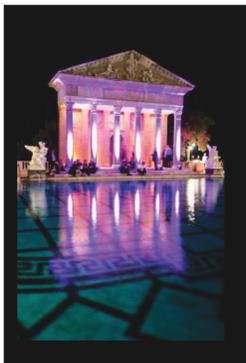
The overall economic impact of the event increased by nearly 22% from 2011. The total dollar value of the overall economic impact for 2012 was estimated at **\$3.58 million** (compared at \$2.93 million from 2011).

- Total Economic Impact from attendee spending: **\$1.34 million**
- Total Dollars spent by Out-of-Town Visitors: **\$1.23 million**
- Estimated local sales tax generated: **\$63,228**
- Average length of guest stay was **2.3 days** with an average party size of **3.9 persons**

Attendees were surveyed at the conclusion of the event and the results were quite positive.

- Expectations were met, exceeded or greatly exceeded: **84%**
- Guests likely or very likely to return to the event in 2013: **85%**
- Guests that would recommend the event to family/friends living outside of area: **88%**

SAVOR 2012 Events



Opening Night Reception at Hearst Castle



Adventure Tour



Paso Glow



Main Event



Sunset International Wine Competition



SAVOR 2012 Media and Marketing

Total Media Coverage: 304,402,000 Impressions \$35,760,800 Publicity Value

Clam Bake Media Preview (7/19/13)- Visit SLO County hosted a Clam Bake Media Preview in Pismo Beach on 7/19/13 to create buzz around the 2012 event. The preview was attended by *Sunset* staff and local media. Nearly 20 journalists attended including KSBY, KCOY, NPR and The Tribune.

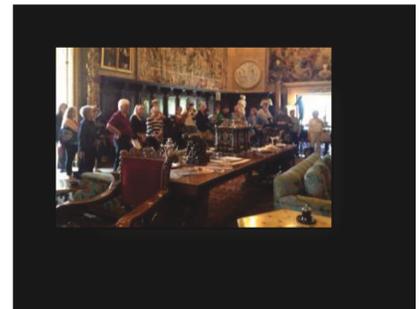
Media Familiarization Tour (9/26-30)- Visit SLO County hosted 13 qualified media for the “SLO Down & Savor” Tour. Guided by Black Ink PR, the group attended all SAVOR events in addition to touring around San Luis Obispo, Morro Bay, Pismo Beach, Paso Robles, and Cambria.

Media at SAVOR- For the first time, Visit SLO County offered a media lounge at the main event for press interviews and radio feeds. 79 pre-qualified media attended the weekend including 38 non-local media, 28 local journalists, and 13 FAM tour participants. The radio interviews that occurred throughout the Main Event garnered a publicity value of +\$105k.

Ultimate San Luis Obispo County Giveaway- The sweepstakes yielded over 600 entries from consumers interested in winning a 5-night fully inclusive SLO County Vacation awarded at the Main Event. Guests could enter to win smaller prize packages offered by individual communities that included entrance in to the larger giveaway.

April Adventure Tours

Visit SLO County offered a sneak peek of SAVOR 2013 Adventure Tours in April in partnership with the SLO Marathon. Tours drew 74 guests from CA with 58% being out of county guests. Tours included Hearst Castle, Madonna Inn and Paso Robles.



Celebration Weekend (6/1-2/13)

Celebration Weekend, held at *Sunset* Magazine Headquarters in Menlo Park, is the sister event to *Sunset* SAVOR the Central Coast. Visit SLO County and several of partners were heavily represented at this 2-Day food and wine festival. We were located in the coveted inner courtyard featured as the ‘SAVOR Courtyard’ along with Brown Butter Cookie Co., Pasolivo Olive Oil, Negranti Dairy, Paso Almonds, the Monterey County Vintners & Growers Assoc., Santa Cruz Mountains Winegrowers Assoc., SLO Wine and Paso Robles Wine Country Alliance. Visit SLO County distributed Visitor Guides and offered an Instagram photo booth to create buzz about the 2013 event resulting in 43 Instagram posts and 116 entries in to a ticket giveaway.



Instagram Photo Booth



Pasolivo Serves Event Attendees



SAVOR Courtyard



Strategic Partnerships

Building trust among tourism constituents and government partners, Visit SLO County continued to position itself as a trustworthy resource to disseminate tourism information within San Luis Obispo County. Furthermore, strengthening regional and statewide relationships helps to grow sales and strengthen marketing opportunities.

Industry Relations

- **Brand USA** – A new national tourism campaign to encourage the world to choose the USA. A gateway to leverage increased international travel to California and SLO County. Visit SLO County hosted a Mega FAM resulting in footage being created for future Brand USA marketing pieces.
- **Visit California** – Statewide organization focused on keeping California at the top of travelers’ minds. Synergies in working with this group are critical to keep SLO County positioned as the must see destination on the Central Coast. Attended the Visit CA Outlook Forum (2/20/13) in San Francisco. Networked with international tour operators and was highlighted in the Visit CA branding piece touting a focus on Pure Play.
- **Central Coast Tourism Council (CCTC)** – Connection for SLO County to ensure international tour groups and media visit and stay in SLO County. Visit SLO County holds a board seat to ensure your voice is heard. Visit SLO County hosted a CCTC Membership mixer at the Shore Cliff Lodge (4/16/13) attended by over 35 industry professionals.

Local Partnerships

- **SLO County Airport** – Efforts continued with the County Airport and EVC to demonstrate that local businesses will pay the required price structure and guarantee revenue for more direct flight service. Visit SLO County participated in a special EVC presentation in June to help county leaders understand the need for a viable airport with eastbound service.
- **County Parks, Golf Courses, and Airport** – Assisted as marketing arm for each entity. Participated at SAVOR in a county booth and placed ads in the Visitor Guide.
- **Economic Vitality Corporation** – Worked on Uniquely SLO to lead and implement the efforts of this program focusing on wine, food and tourism industries special to this county. Continued collaboration on airport marketing.
- **Performing Arts Center** – Hosted the Visit SLO County Annual Tourism Vision Workshop and a series of Board meetings in partnership with the Performing Arts Center.



For additional information on Visit San Luis Obispo County programs and projects, please contact (805)541-8000 or info@visitsanluisobispo.com.