

***FY 2010-11 Program Results***

Grant Funds Received in Fiscal Year 2010-11 (if applicable): \$ 282,927.00

Program/Project Summary: Annual Tourism Promotion Funding

Goal/Objective	Major Tasks	Timeline	Results
<p>Increase Internet and Social Media Outreach</p>	<p>Increase traffic to website by an additional 5%</p> <p>Add additional content and pages to recently revamped website.</p> <p>Increase Facebook, Twitter, Blogs and other social media content.</p>	<p>Within the fiscal year.</p> <p>Immediate and ongoing.</p> <p>Immediate and ongoing.</p>	<p>Overall, we've enhanced the user experience on sanluisobispo.com, creating a more user friendly environment for visitors. As a result web traffic increased by 14% with over 564,000 total visits to sanluisobispo.com.</p> <p>Increased our facebook fans by 875, which has garnered over 400,000 new social impressions from engaged SLO County visitors.</p>
<p>Increase On-Line Marketing</p>	<p>Increase Pay-Per-Click \$ amounts for key search words on Google, Yahoo, etc.</p>	<p>Immediate and ongoing.</p>	<p>After 3 months into the plan, this program was discontinued as a result of determined competition between marketing constituents and unnecessary duplication of dollars spent.</p>
<p>Increase Outreach to Key Targeted Regions of Growth.</p>	<p>Focus on dense population areas of Southern California and Bay area with both print and broadcast.</p>	<p>Beginning in the spring of 2010 and increasing throughout the year.</p>	<p>The VCB coordinated a cooperative advertising campaign with support of all the BID regions featuring advertising in LA Times &amp; LATimes.com, SanJoseMercuryNews.com, Sunset Magazine &amp; Sunset.com, and US Airways in flight magazine. This campaign produced 3 million media impressions, 8,447 visits to sanluisobispo.com, and nearly 3,000 new e-newsletter signups.</p>

<p>Increase Third Party Endorsements</p>	<p>Ramp up Familiarization (FAM) and Media tours using specific themes. Run at least 5 during the next fiscal year.</p>	<p>Immediate and throughout the fiscal year.</p>	<p>The VCB hosted 5 media FAM tours featuring themes including: SAVOR the Central Coast, Highway 1, motorcycle travel, and the Amgen Tour of California in partnership with the state tourism office. In addition the VCB hosted 17 individual journalists in an effort to garner third party endorsements for the destination.</p>
<p>Promotional Materials Go Green</p>	<p>Continue the transition from paper marketing materials to on-line downloadable info as well as mapping “apps” and other hand held device applications. Maintain Visitor’s Guide to once a year and research other methods of presenting VG.</p>	<p>Immediate and throughout the fiscal year.</p>	<p>Now in year II, visitors can download the Visitor Guide, nearly 4,000 electronic visitor guides were downloaded from <a href="http://sanluisobispo.com">sanluisobispo.com</a> enhancing our eco-friendly efforts. The VCB has also created a mobile site for <a href="http://sanluisobispo.com">sanluisobispo.com</a> in an effort to support the mobile device traffic. In addition the VCB developed and launched “Visit San Luis Obispo County” a way-finding travel app available for download on all smart phone devices. Since the launch in March, there were 27,665 visits to the mobile site.</p>
<p>Cal Poly Outreach</p>	<p>Involve Cal Poly staff and students in a collaborative project/event.</p>	<p>Immediate and throughout the fiscal year.</p>	<p>The VCB continued an active partnership with Cal Poly. The VCB created internship opportunities - 2 students from the journalism and the recreation departments. In addition, the VCB also participated in the spring open house and collected over 200 e-newsletter contacts. The VCB also supplied the Cal Poly</p>

			SOAR program with over 1000 guides for distribution to families of new incoming students for use in future travel planning.
Film Commission Expansion	Become more proactive in bringing movie, TV and commercial productions with outreach to organizations. Increase visual content on Film Commission website pages.	Immediate and throughout the fiscal year.	Due to the poor global economic situation, the decision was made to have the VCB maintain the reactive film commission office with a renewed focus. Within the reactive film office, over 49 film contacts were made and over 15 permits were distributed. A few highlights include: Guilliana & Bill (reality TV series), Kia car commercial, and National Geographic travel episode.
Food & Wine Promo Event	Create a new event that focuses on food and wine to attract participation from key targeted areas of growth. Increase participation in the two popular existing VCB promotions for Wine Month and Restaurant Month. Create more collaborative efforts with the county's two major wine groups.	Immediate and throughout the fiscal year.	Created an invaluable relationship with Sunset Magazine through the development of the first annual Sunset SAVOR the Central Coast- a four day food, wine, and destination event. During the inaugural year, the event contributed over \$1.6 million into the local economy. In terms of media exposure the event hosted over 60 journalists and TV crews which garnered over 250 million media impression through third party endorsements. Restaurant Month 2011 in January, in had a record breaking 40 participating restaurants. Leveraging effort with the state tourism office this promotion earned 24 million media impressions. September Wine month garnered 3.5 million impressions.

<p>Group Sales and Conference/Event Recruitment</p>	<p>With a restructured Group Sales Department, we will greatly increase our contacts with tour group entities as well as attendance at the major conferences for networking.</p>	<p>Immediate and throughout the fiscal year.</p>	<p>The group sales department hosted 7 international FAM trips showcasing the county as global destination to over 73 travel professionals. These included: travel agents, tour operators, and meeting planners. In addition the VCB gathered 310 contacts and sales leads generated through tradeshow outreach to meeting planners and tour operators. That is a 24 % increase in new business contacts.</p>
---	--	--	---

**Program/Project OUTPUTS:**

Traffic to tourism website: 564,059 (14.4% increase)  
 Referrals to member website (including reservations): 410,068 (8.8% increase)  
 Visitor Guides Distributed: 40,000 plus additional 3,916 downloaded electronically  
 Publicity Measurements: 203+ million impressions  
 Group Leads & Contacts (\$ / referrals): \$ 3.9 million/ 68 leads (250% increase in \$ / 20% decrease in leads)  
 Sunset SAVOR the Central Coast (NEW event): 250+ million impressions and \$1.6 million in economic impact to San Luis Obispo County

**Program/Project OUTCOMES:**

During the 2010/2011 fiscal year, San Luis Obispo County saw an 8.5% increase over the previous year in revenue per available room (RevPAR), a preferred standard of measurement for hoteliers. In terms of TOT collected during the 2010 calendar year, San Luis Obispo County earned \$22.5 million, an increase of 3.7% over 2009. With the current state of the global economy, these increases prove that San Luis Obispo County continues to be a preferred travel destination. The success of the VCB's marketing programs directly contributes to this overall outcome by communicating the San Luis Obispo County brand reaching audiences year around on a regional, national, and global level.