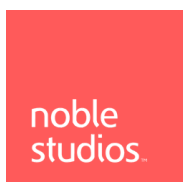




Agency Report · October 2023

SLO-TBID



Agency Report

October Activity & Performance

What's Ahead:

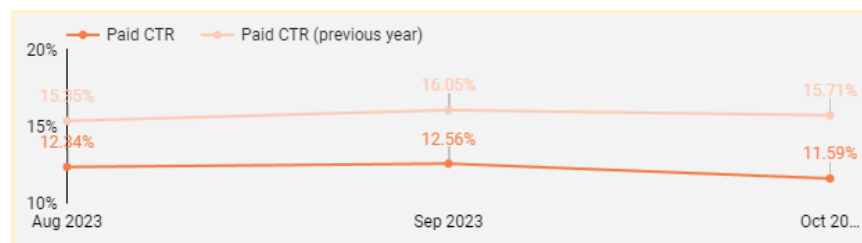
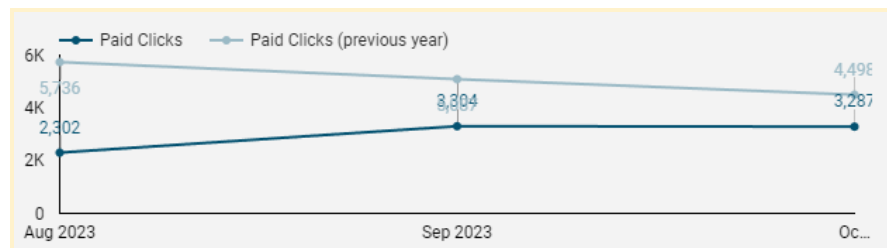
- Quarterly Marketing Plan FY23-24:

Visit SLO - 30/60/90 Marketing Plan - FY23-24

Paid Media

Paid Search

In October, paid search drove **28,360 impressions** (-1% YoY), **3,287 clicks** (-27% YoY), an **11.59% CTR** (-26% YoY), a **52.84% conversion rate** (+104% YoY) and **6,372 sessions** (+27% YoY) while driving **1,376 hotel referrals** (+35% PoP), **151 homestay referrals** (+12% PoP), and **95 things to do referrals** (+17% PoP) at a 35% increase in cost YoY.



Campaigns - PoP

Campaign	Campa...	CTR ▾	% Δ	Click convers...	% Δ	Conversions	% Δ
1.. Pet Friendly Hotels	Search O...	30.28%	-0.8% ↓	125.34%	74.5% ↑	426.17	181.1% ↑
2.. B&B	Search O...	22.39%	21.8% ↑	40.97%	-4.8% ↓	49.98	-4.8% ↓
3.. Cal Poly	Search O...	21.59%	2.4% ↑	74.39%	42.8% ↑	129.45	22.4% ↑
4.. Things To Do	Search O...	14.16%	-5.0% ↓	17.78%	35.3% ↑	161.64	23.0% ↑
5.. Motels Landing Page Experiment	Search O...	12.5%	11.0% ↑	31.16%	-30.8%...	5.61	-75.6% ↓
6.. Downtown Hotels	Search O...	11.97%	6.2% ↑	66.3%	-7.4% ↓	188.29	17.9% ↑
7.. Top Hotels	Search O...	11.9%	-6.4% ↓	50.47%	40.3% ↑	66.62	7.1% ↑
8.. Best Hotels	Search O...	11.27%	-1.4% ↓	77.1%	174.6%...	100.23	174.6% ↑
9.. Discount Hotels	Search O...	10.42%	21.2% ↑	78.22%	17.1% ↑	117.56	170.2% ↑
	Grand to...	11.59%	-7.7% ↓	52.84%	31.7% ↑	1,736.81	31.0% ↑

Paid Social

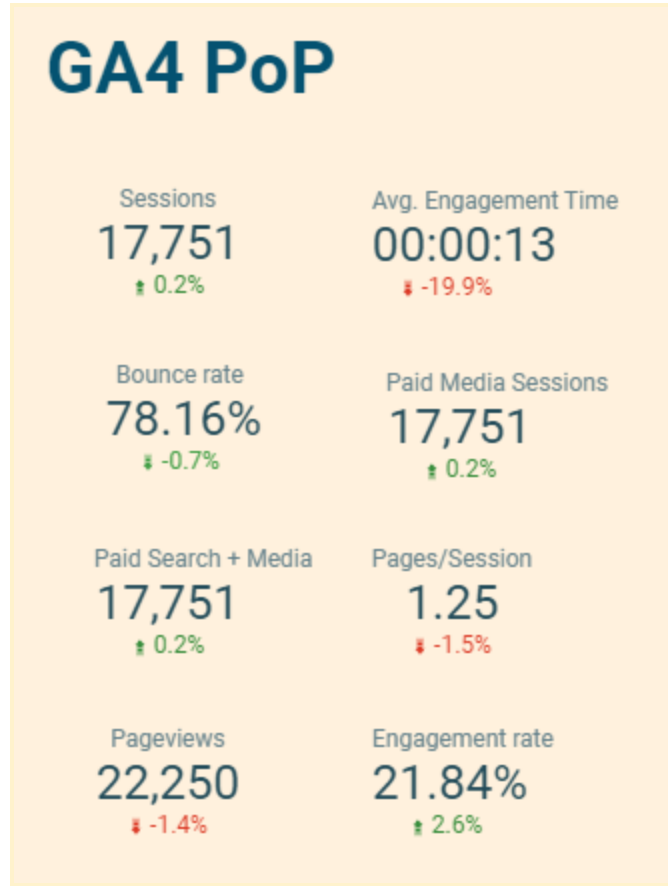
Paid social drove **2,087,662 impressions (+82% YoY)**, **799,583 users reached**, and **29,453 clicks (+107% YoY)** across Facebook and Instagram with a **1.41% CTR** for FB/Instagram **(+14% YoY)** for 11,648 sessions **(+143% YoY)** while driving **17 hotel referrals**, **1 Homestay referrals**, and **1 newsletter signup** at a 38% increase in cost YoY.

Top Campaigns by Impressions

Campaign name	Impressions ▾	CTR (all)	CPC (all)
1. Hello SLO Life Outdoor	454,367	1.02%	0.63
2. Harvest on the Coast 2023	415,932	0.99%	0.63
3. Hello SLO Life Wine & Dine	403,011	1.71%	0.55
4. Hello SLO Life Relaxation	268,839	1.42%	0.63
5. Hello SLO Life 65+	256,325	1.78%	0.38
6. Hello SLO Life Families	251,035	1.33%	0.66
7. Hello SLO Life Remarketing	38,153	5.39%	0.82

Display

Display drove **2,086,471 impressions** (+90% YoY), **9,284 clicks** (+63% YoY), a **0.44% CTR** (-14% YoY), and **17,751 sessions** (+34% YoY) while driving **40 hotel referrals**, **3 homestay referrals**, **9 things to do referrals**, and **6 newsletter signups**, at a 42% increase in cost YoY.



Impressions 2,086,471 ↑ 89.9% from previous year	Paid Clicks 9,284 ↑ 62.9% from previous year	Paid CTR 0.44% ↓ -14.2% from previous year	Spend \$6,995.33 ↑ 41.7% from previous year	Avg. CPC \$0.75 ↓ -13.0% from previous year	Cost / conv. \$109.09 ↑ 31.7% from previous year
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Campaigns - PoP

Campaign	Campa...	CTR ▾	% Δ	Click convers...	% Δ	Conversions	% Δ
1.. Display Wine & Dine	Display ...	0.76%	5.6% ↑	1.18%	40.7% ↑	22	57.1% ↑
2.. Display 65+	Display ...	0.6%	-16.1% ↓	0.54%	-0.9% ↓	9	-18.2% ↓
3.. Display Harvest On The Coast 2023	Display ...	0.59%	-13.5% ↓	0.42%	-	8.12	-
4.. Display Outdoor	Display ...	0.55%	-19.8% ↓	0.31%	125.2...	2	100.0% ↑
5.. Display Retargeting	Display ...	0.4%	21.9% ↑	0.66%	-9.4% ↓	11	-45.0% ↓
6.. Display Relaxation	Display ...	0.23%	-45.2% ↓	0.87%	534.8...	8	700.0% ↑
7.. Display Families	Display ...	0.2%	-64.3% ↓	0.68%	98.3% ↑	4	33.3% ↑

Video

Video campaigns drove **532,566 impressions (+82% YoY)**, **9,792 clicks (+768% YoY)**, a **1.84% CTR (+377% YoY)**, and **4,275 sessions (+943% YoY)** while driving **2 hotel referrals, 5 things to do referrals, and 72 newsletter signups**, at a 19% increase in cost YoY.

Proactively monitored and optimized paid media placements (\$42,884 spend).

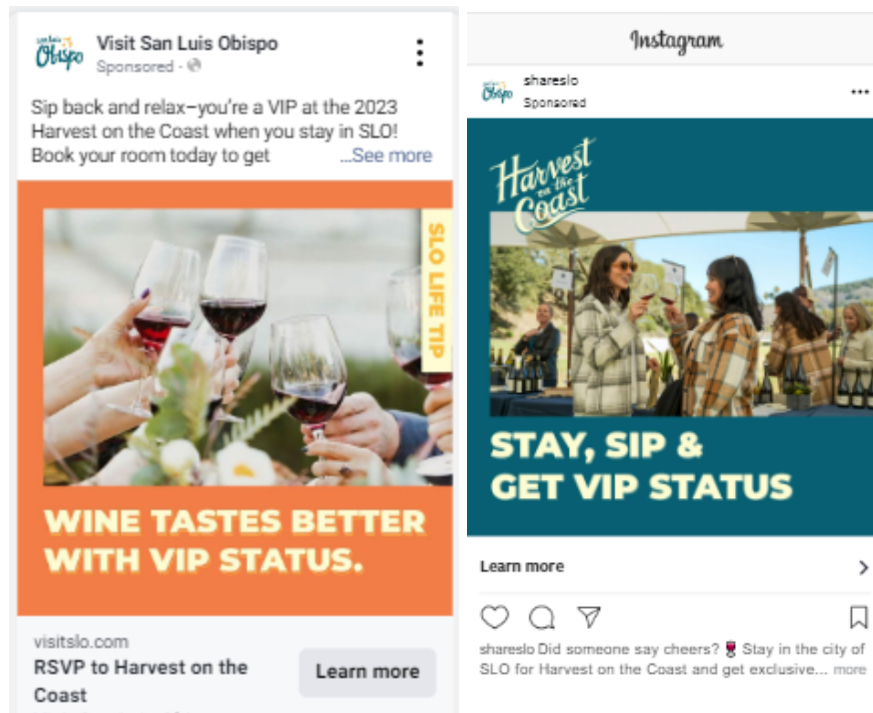
Harvest on the Coast | Display

Harvest on the Coast | Display drove **396,743 impressions** with a **0.56% CTR, 2,220 clicks**, and a **0.37% conversion rate**. We targeted people interested in food and wine festivals, wine, foodies, and more living within 50 miles of our target regions. Over the course of the campaign, Harvest on the Coast | Display drove **8 total partner referrals with 2 hotel referrals, 3 newsletter signups, 1 restaurant referral, and 2 visitor guide downloads**.



Harvest on the Coast | Paid Social

Harvest on the Coast - paid social drove **476,494 impressions** and reached **109,579 total accounts**. We targeted people interested in food and wine festivals, wine, foodies, and more living within 50 miles of our target regions. We also targeted past attendees via an email list. The **standard targeting drove a 0.90% CTR** while the **past attendees ad set drove a 2.46% CTR** with **1,219 clicks**. Over the course of the campaign, Harvest on the Coast | Paid Social drove **28 total partner referrals**, with **20 hotel referrals**, **2 homestay referrals**, **2 things-to-do referrals**, **3 restaurant referrals**, and **1 newsletter signup**.



Email Marketing

In October, we sent one campaign to all subscribers, and our Harvest on the Coast email was sent to a list of event seekers. We saw slightly lower open and click rates for these two emails than we did in September but saw increased engagement metrics with the users who clicked on our emails.

Email Campaigns Sent: 2

Audiences Reached: All Newsletters Subscribers, Entertainment & Events, Culinary

Recipients: 32,574

Open Rate: 44% (-3% PoP)

Click Rate: 1.5% (-65% PoP)

October 2023 - LGBTQ+ History Month Regular · SLO TBID Sent Wed, October 25th 4:00 PM to 29K recipients by you	Sent Classic Builder	42.1% Opens	1.1% Clicks
October 2023 - Harvest on the Coast Special Send Regular · SLO TBID Unsaved segment Sent Fri, October 13th 7:00 PM to 350 recipients by you	Sent Classic Builder	57.7% Opens	7.1% Clicks

Number of Website Sessions: 940 (-32% PoP)

Average Session Duration: 3:36 (+5% PoP)

Pages / Session: 2.98 (+12% PoP)

Engagement Rate: 54% (-12% PoP)

Total Hotel Referrals: 41 (-54% PoP)

Total Homestay Referrals: 35 (-77% PoP)

Total Things to Do Referrals: 25 (-71% PoP)

Search Engine Optimization (SEO) & Content Creation

Organic search traffic increased 4% period-over-period and increased 24% year-over-year.

Period-over-period organic hotel partner referrals decreased 27%, homestay partner referrals increased 94% and things to do referrals increased 5%. PoP Avg Session Duration decreased 7%, engagement rate increased 1%, and pages per session decreased 8%.

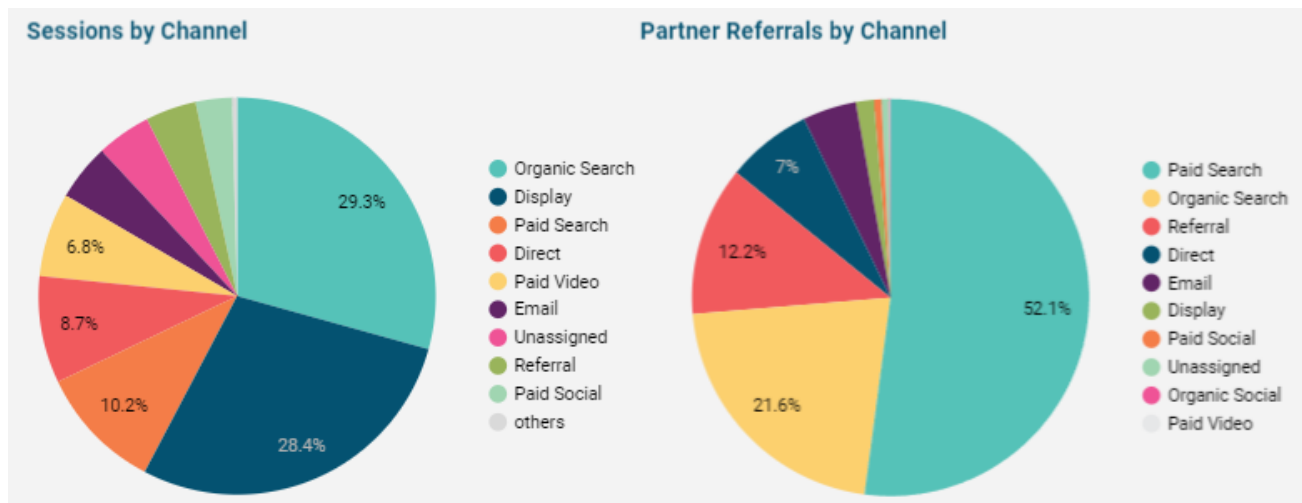
Page 1 keywords increased by 10% PoP, and total keywords increased by 7%. In October, we saw additional positive PoP growth of ranked keywords for pages we have optimized, including a 50%

increase to the lunch and dinner page. We took a break from optimizing pages before we launched the new website, and some of the more recently optimized pages will take a little more time to show improvements in keyword rankings. We are continuing to monitor SEO performance across all of our pages since our new website launched in July, and are seeing good organic improvements across the board.

- SEO Optimizations completed
 - Net New Web Page: Why Visit San Luis Obispo + written content
 - Post-Website Launch Organic Keyword Audit

Website

The website saw a 3% increase in sessions period-over-period. The engagement rate averaged 42% (-1% PoP), with the highest engagement coming from organic search, email, and referral traffic. Pages/session decreased by 5% PoP, and average session duration increased by 2% with an average duration of 1:47. The largest increases in traffic PoP came from paid video and paid social. Total partner referrals are up 6% PoP, with Hotel Referrals up 6% PoP, Homestay referrals up 17%, and Things to Do referrals up 4%. Across all channels, the conversion rate is up 5% PoP.

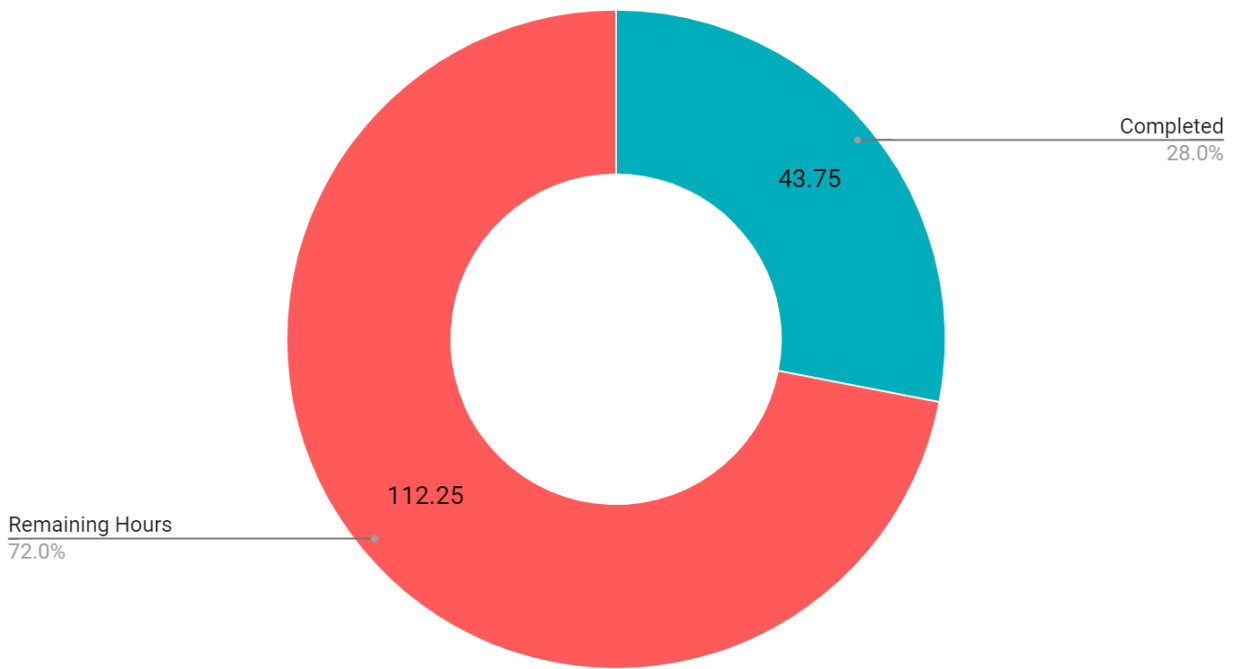


- Monthly Web Maintenance Items
- WP core updated to 6.3.2
- PHP upgraded to version 8.2
- Plugins:
 - Permalink Manager Pro
 - Events Calendar, Events Calendar Pro, Community Events

- Yoast
- Gravity Forms
- Relevanssi
- Theme Updates
 - Filter added to disable deprecation notices triggered by PHP 8.2
 - Weather widget now uses svg images instead of the weather icon font to improve page load time
 - Local development environment now uses a local email service so that test emails are not sent out when testing forms or editing user accounts

Web Retainer

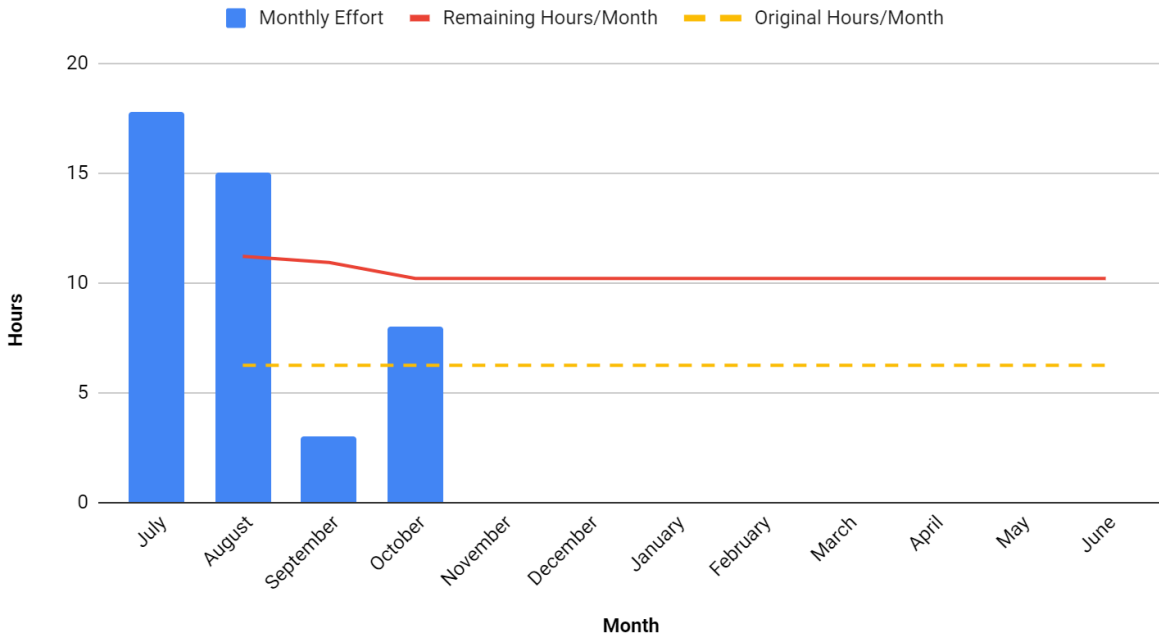
SLO Web Retainer | 2023/2024



October 2023

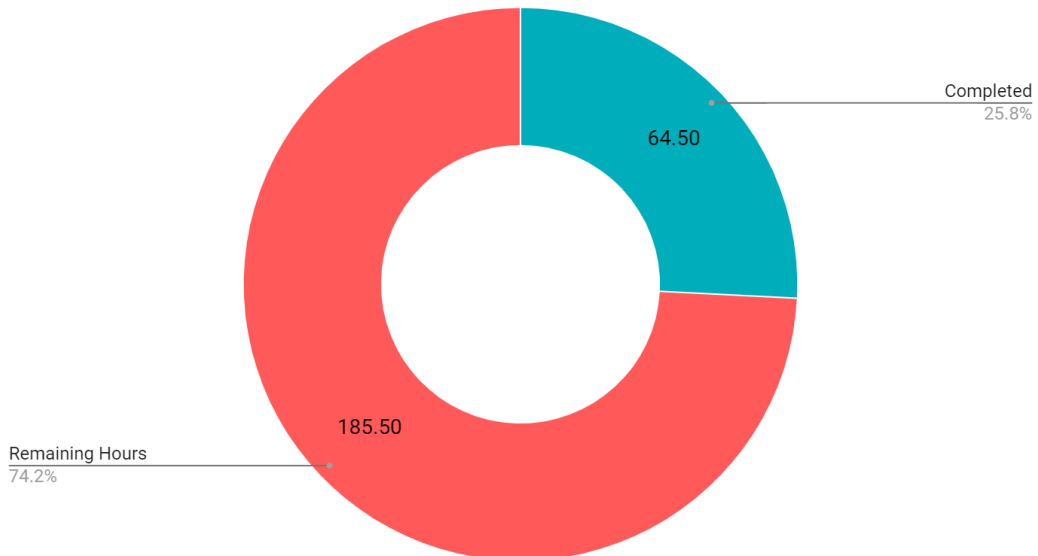
Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	8	Update to stakeholder hero for email addresses, Film Fest page, Media page updates, Cal poly give-a-way updates, Artober blog

Hours: Planned vs. Actual



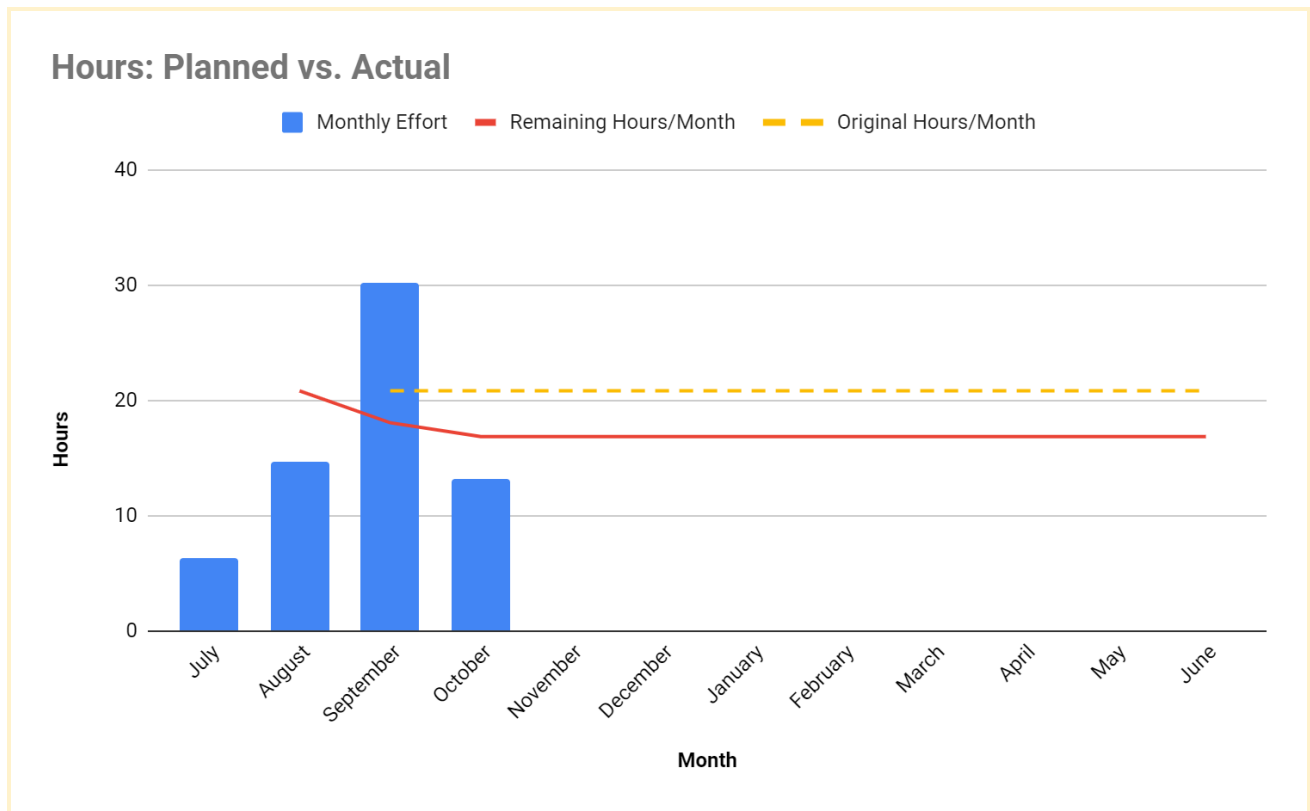
Creative Services

SLO Creative Services | 2023/2024



October 2023

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	13.25	Gumball and Tumbler designs, finalizing swag designs, marketing email refreshes



PR, Media, And Influencer Relations

Proactive Pitch Development:

- Babymoon Destinations - All Client Pitch - Pitching in Progress
- ARTober – Monitoring in Progress
- Harvest on the Coast - Monitoring in Progress
- Public Art: Art After Dark, SLOMA – Pitching In Progress

Proactive/Reactive Pitching and Outreach:

- Go Banking Rates, Affordable Destinations
- Elaine Glusac, AARP, Where to Go in 2024

- Robin Catalano, Reader's Digest, Haunted Places
- Fodor's, Best Coffee Drink
- Noreen L. Komanik, Rovology, Best U.S. College Towns
- Urmila Ramakrishnan, Bon Appetit
- Elyse Glickman, Beyond Pumpkin Spice Lattes
- Robin Catalano, Reader's Digest, Haunted Places
- Juliet Izon, Country Living, Where to go in November
- Arielle Paul, NYT, How a Small California Town is Leading the Way in Sustainability
- Hayley Smith, LA Times, How a Small California Town is Leading the Way in Sustainability
- Elyse Glickman, Global Traveler, California's Friendliest Fall Cities,
- Mark Ellwood, Today with Hoda & Jenna,, Fall Getaways
- Amanda Norcross, US News & World Report, Fall Family Break Ideas
- Rachel Paley, Wine Enthusiast
- Carmen Varner, All Getaways, Best Weekend Getaways in California Within 5 Hours of San Diego
- Ali Walansky, Forbes, National Cheeseburger Day
- Sharael Kolberg, Thrillist, Top Neighborhood Guides

Hosted Media Visit or Influencer Partnerships (3-5 visits/partnerships in 2023-24)

- **Individual Media Visits - 3 Complete**
 - Lina Lecara, LA Weekly, August 2-4
 - Eileen Ognitz & Andrew Yemma, Taking the Kids, August 9-11
 - Susan Lanier-Graham, freelance, October 26
- **Upcoming Individual Media Visits (Confirmed)**
 - Erica Zazo, Backpacker Magazine, Dates December 6-9
 - Matthew Meltzer, Fifty Grande, December 20

DCI's All Client Pitch Initiative

Proposed: (4-6 pitches throughout 2023-24)

Progress:

4 Complete: What's New in 2024 (July 2023), Hispanic Heritage Month (August 2023), Foodie Destinations (September 2023), Babymoos (October 2023)

DCI 2023-24 SLO Coverage Grid:

- https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio_XtbqSyap54Hau1wV7yY/edit?usp=sharing