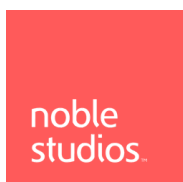




Agency Report · January 2024

SLO-TBID



Agency Report

January Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY23-24:

[+ Visit SLO - 30/60/90 Marketing Plan - FY23-24](#)

Paid Media

Paid Search

In January, paid search drove **26,175 impressions (+13% YoY)**, **3,955 clicks (+41% YoY)**, **15% CTR (+24% YoY)**, a **53% conversion rate (+53% YoY)**, a **\$3.99 average CPC (-6% YoY)** and **5,152 sessions (+61% YoY)** while driving **1,595 hotel referrals (+106% YoY)**, **170 homestay referrals (+89% YoY)**, and **187 things to do referrals (+167% YoY)** at a 33% increase in cost YoY.

Campaigns - PoP

Campaign	Campaign t...	CTR	% Δ	Conv. rate ▾	% Δ	Conversions	% Δ
1.. Hotels Generic	Search Only	12.82%	53.4% †	86.79%	56.1% †	396.64	659.0% †
2.. Pet Friendly Hotels	Search Only	28.44%	9.1% †	77.65%	-14.7% †	234.5	17.1% †
3.. Downtown Hotels	Search Only	20.08%	28.9% †	72.2%	42.1% †	220.21	218.6% †
4.. Discount Hotels	Search Only	13.78%	23.0% †	70.07%	120.6%...	68.67	222.6% †
5.. Best Hotels	Search Only	12.79%	9.7% †	62.12%	39.8% †	127.35	82.6% †
6.. Boutique Hotels	Search Only	12.67%	15.3% †	58.75%	6.8% †	127.48	363.6% †
7.. DSA - Landing Page	Search Only	10.05%	38.9% †	58.43%	-4.8% †	197.5	195.2% †
8.. Motels	Search Only	11.04%	34.4% †	56.91%	-20.8% †	119.51	130.9% †
n. n.p.	Search Only	17.08%	20.6% †	55.50%	25.5% †	62.27	81.1% †
	Grand total	15.11%	18.5% †	52.97%	17.2% †	2,094.78	131.3% †

This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Paid Social

Paid social drove **2,712,697 impressions (+145% YoY)**, **826,856 users reached**, and **37,519 clicks (+161% YoY)** across Facebook and Instagram with a **1.38% CTR for FB/Instagram (+7% YoY)** for 14,436 sessions **(+144% YoY)** while driving **8 hotel referrals (+33% YoY)**, **1 Homestay referrals (-67% YoY)**, and **1 things to do referral (+100% YoY)** at a 101% increase in cost YoY.

Top Campaigns by Impressions

	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life Outdoor	781,054	1.01%	0.41
2.	Hello SLO Life 65+	506,667	1.71%	0.28
3.	Hello SLO Life Relaxation	481,769	1.24%	0.45
4.	Hello SLO Life Wine & Dine	434,218	1.82%	0.39
5.	Hello SLO Life Families	382,893	1.22%	0.45
6.	Hello SLO Life Remarketing	126,096	1.9%	0.83

Display

Display drove **1,807,969 impressions (-6% YoY)**, **4,780 clicks (-13% YoY)**, a **0.26% CTR (-8% YoY)**, and **3,252 sessions (-41% YoY)** while driving **22 hotel referrals (+57% YoY)**, **2 homestay referrals (-75% YoY)**, and **1 things to do referral (-67% YoY)**, at a 4% decrease in cost YoY.

Campaigns - PoP

Campaign	Campaign t...	CTR ▾	% Δ	Conv. rate	% Δ	Conversions	% Δ
1.. Display Wine & Dine	Display Only	0.45%	25.1% ↑	0.5%	-38.5% ↓	5	-49.9% ↓
2.. Display 65+	Display Only	0.35%	-	1.68%	-	21	-
3.. Display Outdoor	Display Only	0.34%	-39.7% ↓	0%	-100.0...	0	-100.0...
4.. Display Relaxation	Display Only	0.24%	1.7% ↑	0.66%	103.6%...	4	14.3% ↑
5.. Display Retargeting	Display Only	0.21%	7.2% ↑	0%	-100.0...	0	-100.0...
6.. Display Families	Display Only	0.13%	-40.2% ↓	1.34%	160.5%...	8	60.0% ↑
7.. Display Central Coast Pride 2023	Display Only	0%	-	0%	-	0	-
8.. Display Harvest On The Coast 2023	Display Only	0%	-	0%	-	0	-
9.. Display Midweekland	Display Only	0%	-	0%	-	0	-
	Grand total	0.26%	-7.6% ↓	0.79%	38.1% ↑	38	20.7% ↑

This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions 1,807,969 ↓ -5.6% from previous year	Paid Clicks 4,780 ↓ -12.8% from previous year	Paid CTR 0.26% ↓ -7.6% from previous year	Spend \$3,567.98 ↓ -4.4% from previous year	Avg. CPC \$0.75 ↑ 9.6% from previous year	Cost / conv. \$93.89 ↓ -20.8% from previous year
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Video

Video campaigns drove **433,290 impressions (+163% YoY)**, **6,168 clicks (+549% YoY)**, a **1.42% CTR (+147% YoY)**, and **4,241 sessions (+1,488% YoY)** while driving **4 hotel referrals, 3 things to do referral, and 1 newsletter signups**, at an 18% increase in cost YoY.

Campaigns - PoP

Campaign	Campaign t...	CTR ▾	% Δ	Conv. rate	% Δ	Conversions	% Δ
1.. Video Remarketing	Video	2.01%	54.7% ↑	0.17%	1,198.8...	3	400.0% ↑
2.. Video Wine & Dine	Video	1.8%	271.9% ↑	0.04%	-	1	-
3.. Video Outdoor	Video	1.24%	54.7% ↑	0.11%	688.6%...	2	100.0% ↑
4.. Video Families	Video	1.22%	236.9% ↑	0.09%	11.1% ↑	2	0.0%
5.. Video Relaxation	Video	1.1%	144.5% ↑	0.06%	-	1	-

Impressions 433,290 ↑ 162.8% from previous year	Paid Clicks 6,168 ↑ 549.3% from previous year	Paid CTR 1.42% ↑ 147.1% from previous year	Spend \$1,757.21 ↑ 17.5% from previous year	Avg. CPC \$0.28 ↓ -81.9% from previous year	Cost / conv. \$195.25 ↓ -53.0% from previous year
--------------------------------------------------------------	------------------------------------------------------------	---------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------------

Proactively monitored and optimized paid media placements (\$38,434 spend).



Email Marketing

Monthly Newsletter

In January, we sent a monthly newsletter to all subscribers that highlighted the return of The MidWeekend deal. This email also featured a link to vote for Mission Plaza in USA Today's "10 Best Rankings", ways to be well in the new year, and kid-friendly fun. We also tested adding a new SLO Life Tip block to the bottom of the page. The MidWeekend link significantly drove the most clicks at 71% of total clicks. While we saw slight decreases in total website sessions, average session duration, and engagement rate, we saw a significant increase in total partner referrals PoP.

January Newsletter Snapshot

- **Email Campaigns Sent:** 1
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 22,737
- **Open Rate:** 40.2%
- **Click Rate:** 1.1%
- **Number of Website Sessions:** 420 (-6% PoP)
- **Average Session Duration:** 2:14 (-5% PoP)
- **Pages / Session:** 2.43 (+23% PoP)
- **Engagement Rate:** 54.76% (-1% PoP)
- **Total Partner Referrals:** 114 (+256% PoP)
- **Total Lodging Referrals:** 35 (+40% PoP)

Search Engine Optimization (SEO) & Content Creation

Organic search traffic increased 25% period-over-period and increased 47% year-over-year.

Year-over-year organic hotel partner referrals increased 205%, homestay partner referrals increased 166%, and things to do referrals increased 58%. YoY Average Session Duration decreased 2% and pages per session increased 14%.

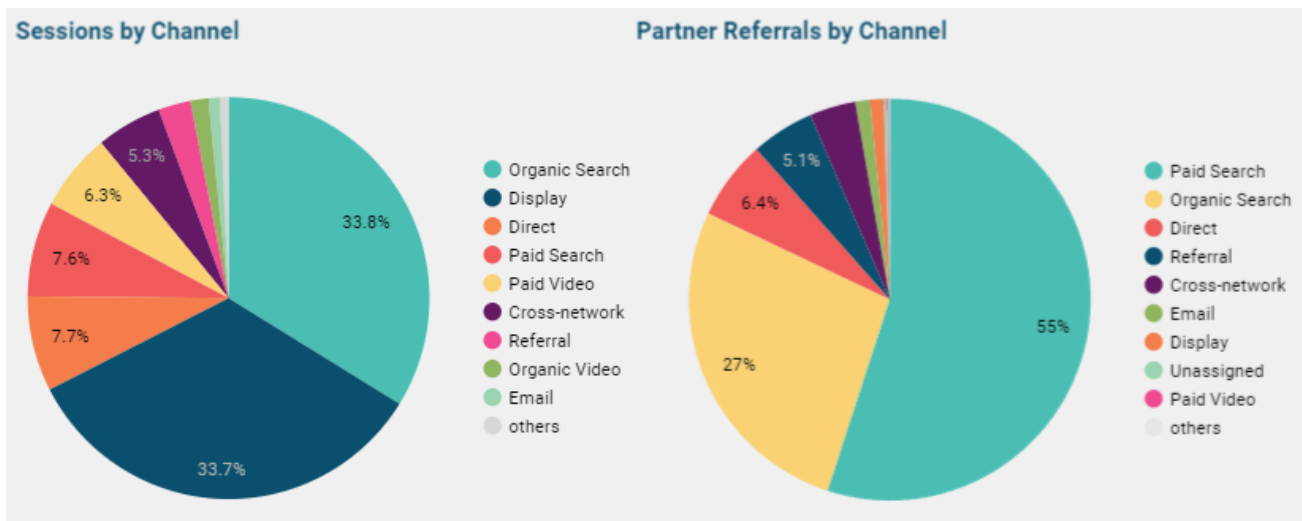
Page 1 keywords decreased by 6% PoP, and total keywords decreased by 4%. This slight decrease for the month of January could be in part from a shift in focus during the month of December. In December, we audited the website's images and SERP appearance for Google's Search Generative Experience (SGE) queries and identified opportunities to improve our ranking potential for SGE queries in the future. 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

- Cal Poly
- Golf Courses
- Things To Do
- Mission San Luis Obispo de Tolosa
- Technical SEO: Audit the caching, server response time, and JS execution time to ensure fast load of content

Website

In January, the website saw 69,908 total sessions (+86% YoY). The engagement rate averaged 43% (+66% YoY), with the highest engagement coming from paid social, organic search, display, and paid search. January saw an average of 2.22 pages per session (+17% YoY) and an average session duration of 1:39 (+68% YoY). In January we saw 2,864 Hotel Referrals (+123% YoY), 344 Homestay referrals (+97% YoY), and 2,363 Things to Do referrals (+50% YoY).



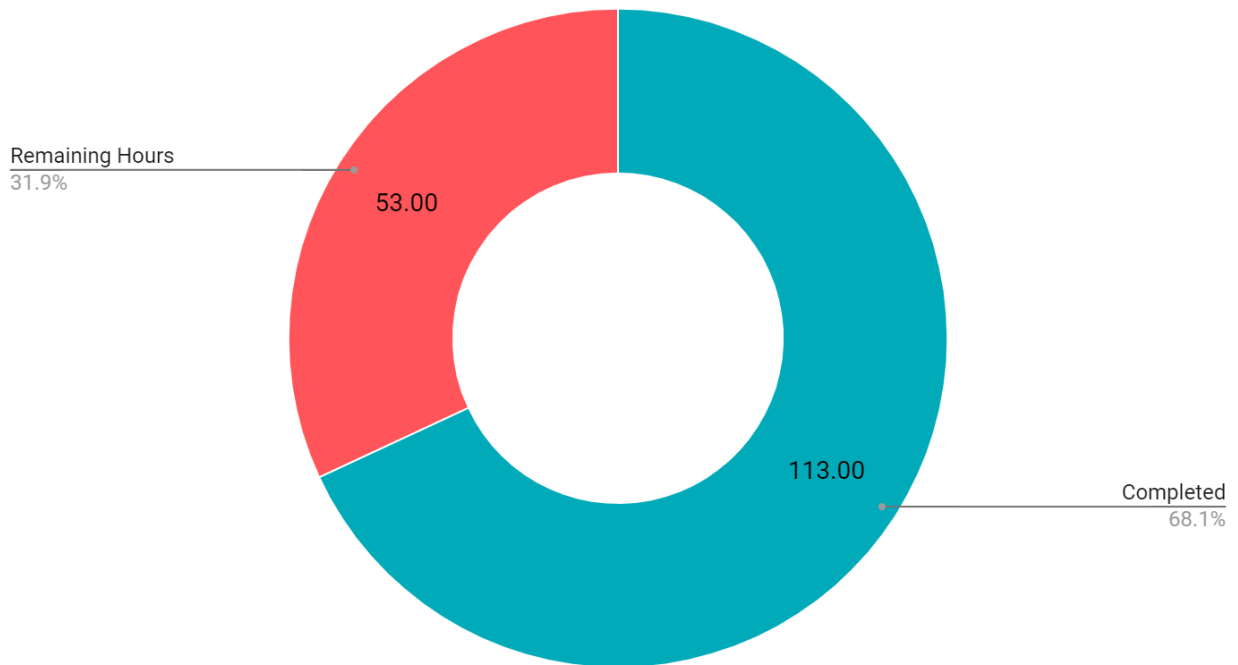
MRO Updates:

- Plugin Updates
- Fixed SLO Life Tips display in backend (eyebrows and CTAs rendered with wrong styles, and eyebrows were not always readable)
- New CTA edit control, this one finally makes sense and is simple
- Disabled WP core patterns so that patterns list is cleaner. This makes patterns more usable as a "starter template" tool
- Some code cleanup

Web Retainer

Includes the injection of 10 hours for the approved SLO International Film Festival and Harvest on the Coast campaign support.

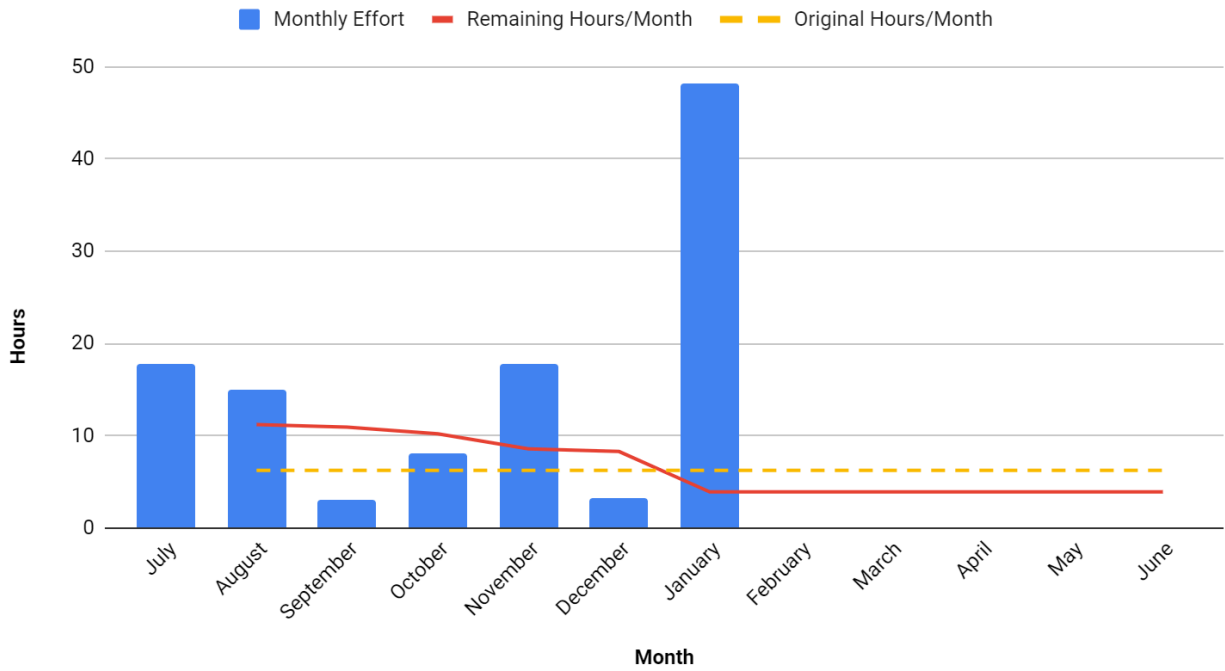
SLO Web Retainer | 2023/2024 - 166 Total Hours



Monthly Progress

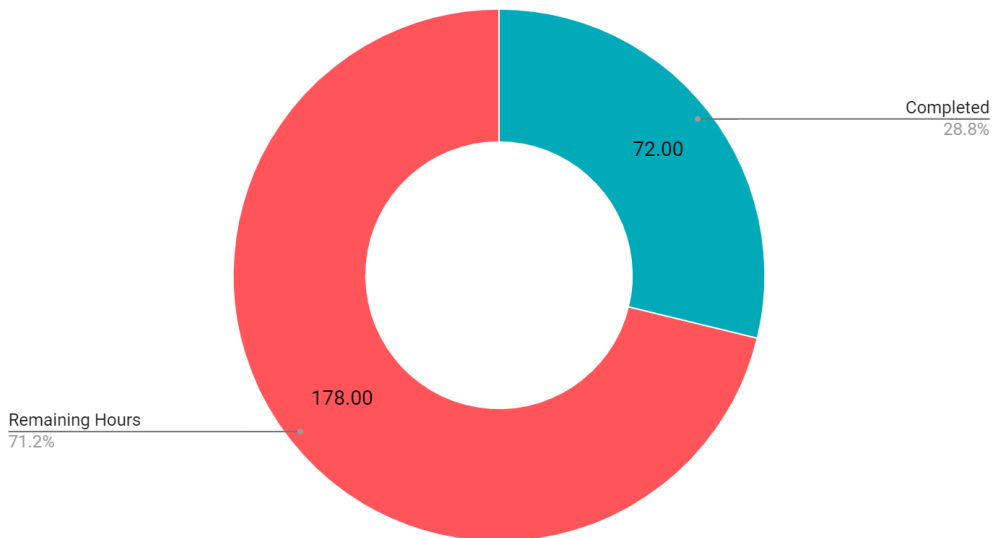
Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	48.25	<i>New filter listing for stakeholders/hotels, homepage and event updates, partner blog posts implemented, updates to new neighborhood pattern</i>

Hours: Planned vs. Actual



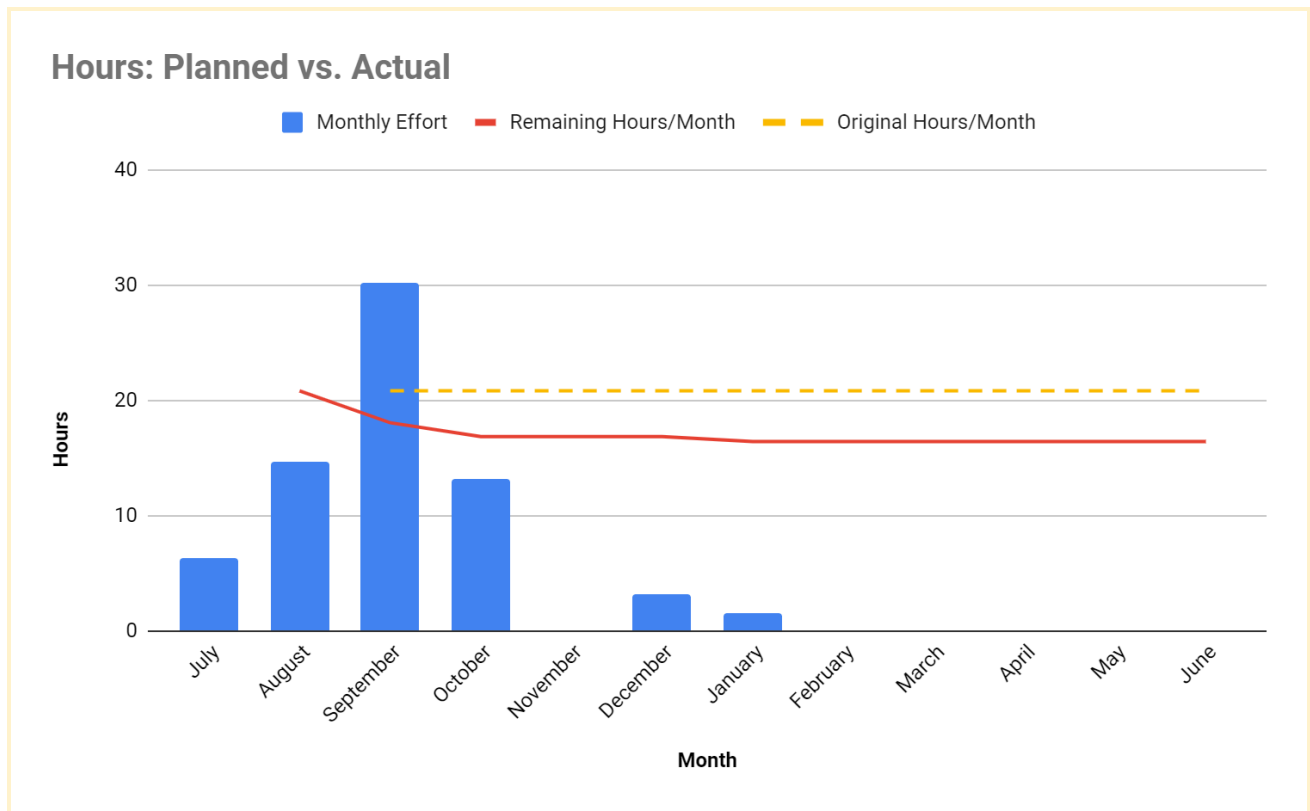
Creative Services

SLO Creative Services | 2023/2024 - 250 Total Hours



Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	1.5	<i>IHeart radio scripts</i>



PR, Media, And Influencer Relations

Proactive Pitch Development:

- One Town, Many Flavors (Wine, Farmers' Market, Public Market) - In Progress
- SLOMA After Dark - Monitoring for Coverage
- SLO Named an 'A List City' by the Carbon Disclosure Project - Monitoring for Coverage
- Lunar Year Block Party – Monitoring for Coverage

Proactive/Reactive Pitching and Outreach:

- Farley Elliott, SF Gate, Car-Free Dining

- Janet O' Grady, Architectural Digest
- Josh Jackson, Paste Magazine, Wine and Wellness
- Linda Laban, NY Post
- Steve Drake, Drift Travel, Lunar Year Block Party
- Tim Controneo, Travel Dreams Magazine, Lunar Year Block Party (story ran)
- USA Today's 10 Best, Wine Country Hotels, Tamara Gane
- Sucheta Rawal, Thrillist, Under-the-Radar Romantic Destinations

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

- **Individual Media Visits - 4 Complete**
 - Lina Lecara, LA Weekly, August 2-4
 - Eileen Ognitz & Andrew Yemma, Taking the Kids, August 9-11
 - Susan Lanier-Graham, North Peoria Lifestyle, October 26
 - Erica Zazo, Backpacker Magazine, December 6-9
- **Upcoming Individual Media Visits (Confirmed)**
 - Alexa Mellardo, Eat This, Not That, March 6-9
 - Matt Meltzer, Fifty Grand, December 20 (Canceled)

DCI's All Client Pitch Initiative

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

Progress:

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

DCI 2023-24 SLO Coverage Grid:

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