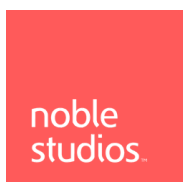




Agency Report · March 2024

# SLO-TBID



# Agency Report

## March Activity & Performance

### What's Ahead:

- Quarterly Marketing Plan FY23-24:

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

### Paid Media

#### Paid Search

In March, paid search drove **30,799 impressions (+13% YoY)**, **5,177 clicks (+58% YoY)**, **16.81% CTR (+40% YoY)**, a **59.27% conversion rate (+58% YoY)**, a \$3.28 average CPC (-27% YoY) and **9,334 sessions (+9.2% YoY)** while driving **2,391 hotel referrals (+117% YoY)**, **152 homestay referrals (+204% YoY)**, and **359 things to do referrals (+489% YoY)** at a 15% increase in cost YoY.

In April, we will focus on building out more paid search campaigns that target travelers higher in their journey to generate additional destination awareness.

| Campaigns - PoP |                     |                    |               |                |               |                |                 |                  |
|-----------------|---------------------|--------------------|---------------|----------------|---------------|----------------|-----------------|------------------|
|                 | Campaign            | Campaign type      | CTR           | % Δ            | Conv. rate    | % Δ            | Conversions     | % Δ              |
| 1.              | Pet Friendly Hotels | Search Only        | 30.96%        | 20.2% ↑        | 95.19%        | 87.2% ↑        | 397.87          | 160.9%...        |
| 2.              | Cal Poly            | Search Only        | 25.27%        | 28.7% ↑        | 92.17%        | 78.2% ↑        | 369.6           | 195.2%...        |
| 3.              | B&B                 | Search Only        | 23.19%        | 70.3% ↑        | 62.29%        | 48.1% ↑        | 133.92          | 448.9%...        |
| 4.              | Things To Do        | Search Only        | 18.47%        | 30.6% ↑        | 31.32%        | 235.9%...      | 471.42          | 712.8%...        |
| 5.              | Downtown Hotels     | Search Only        | 17.48%        | 27.4% ↑        | 56.01%        | 10.1% ↑        | 203.32          | 55.6% ↑          |
| 6.              | Luxury Hotels       | Search Only        | 17.44%        | 15.4% ↑        | 46.74%        | 44.7% ↑        | 80.4            | 104.1%...        |
| 7.              | Best Hotels         | Search Only        | 15.24%        | 29.3% ↑        | 63.68%        | 39.4% ↑        | 217.15          | 121.1%...        |
| 8.              | Top Hotels          | Search Only        | 14.19%        | 11.9% ↑        | 66.69%        | 44.7% ↑        | 177.4           | 14.9% ↑          |
| 9.              | Hotel Canada        | Search Only        | 14.06%        | 44.1% ↓        | 66.15%        | 58.3% ↓        | 265.82          | 20.3% ↓          |
|                 |                     | <b>Grand total</b> | <b>16.81%</b> | <b>39.8% ↑</b> | <b>59.27%</b> | <b>58.3% ↑</b> | <b>3,068.19</b> | <b>149.3%...</b> |

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 **3,177,537 impressions (-0.01% YoY)**, **1,179,050 users reached**, and **54,877 clicks (+46% YoY)** across Facebook and Instagram with a **1.73% CTR for FB/Instagram (+46% YoY)** for 21,873 sessions **(+64% YoY)** while driving **153 hotel referrals (+125% YoY)**, **15 Homestay referrals (+650% YoY)**, and **36 things to do referral (+620% YoY)** at a 22% increase in cost YoY.

Over the last several months we have been optimizing our campaigns to drive higher quality leads and improve conversion rates for our campaigns.

|    | Campaign name                | Impressions | CTR (all) | CPC (all) |
|----|------------------------------|-------------|-----------|-----------|
| 1. | Midweekend   65+             | 455,463     | 1.55%     | 0.41      |
| 2. | SLO Film Festival            | 376,472     | 2%        | 0.31      |
| 3. | Hello SLO Life   Outdoor     | 350,885     | 1.67%     | 0.37      |
| 4. | Hello SLO Life   65+         | 341,381     | 2.53%     | 0.36      |
| 5. | Hello SLO Life   Wine & Dine | 263,984     | 1.71%     | 0.49      |
| 6. | Midweekend   Relaxation      | 261,356     | 0.78%     | 0.49      |
| 7. | Hello SLO Life   Families    | 230,714     | 2%        | 0.47      |
| 8. | Midweekend   Families        | 206,868     | 0.82%     | 0.48      |

## Display

Display drove **5,316,499 impressions (+63% YoY)**, **8,733 clicks (-21% YoY)**, a **0.16% CTR (-52% YoY)**, a **1.33% conversion rate (+184% YoY)** and **4,713 sessions (-48% YoY)** while driving **65 hotel referrals (+67% YoY)**, **7 homestay referrals (+40% YoY)**, and **7 things to do referral (-30% YoY)**, at an 8% decrease in cost YoY.

As Google transitions away from traditional static display ads, we expect to continue to see decreases in performance for these types of static ads. New ad formats such as Performance Max and Demand Gen ads allow Google to utilize machine learning and AI to improve performance by dynamically switching out headlines, descriptions, and other assets. We will continue to build out

more ads for these types of ads to utilize these new tools and continue to drive higher levels of engagement and performance across the display networks.

| Campaigns - PoP                       |                    |              |                  |              |                  |               |                  |  |
|---------------------------------------|--------------------|--------------|------------------|--------------|------------------|---------------|------------------|--|
| Campaign                              | Campaign ty...     | CTR          | % Δ              | Conv. rate   | % Δ              | Conversions   | % Δ              |  |
| 1. Display   Midweekend   Remarketing | Display Only       | 0.23%        | -47.9% ↓         | 4.57%        | 153.4%...        | 27.65         | 402.6%...        |  |
| 2. Display   Wine & Dine              | Display Only       | 0.21%        | -25.9% ↓         | 0.43%        | 101.7%...        | 5             | 25.0% ↑          |  |
| 3. Display   Retargeting              | Display Only       | 0.19%        | -16.4% ↓         | 1.28%        | 107.6%...        | 21            | 500.0%...        |  |
| 4. Display   Outdoor                  | Display Only       | 0.16%        | -46.1% ↓         | 0%           | -100.0%...       | 0             | -100.0%...       |  |
| 5. Display   Midweekend   Wine & Dine | Display Only       | 0.16%        | -53.7% ↓         | 0.27%        | -44.9% ↓         | 1             | -50.0% ↓         |  |
| 6. Display   65+                      | Display Only       | 0.15%        | -72.9% ↓         | 1.86%        | 178.0%...        | 31.99         | 299.8%...        |  |
| 7. Display   Midweekend   65+         | Display Only       | 0.15%        | -72.6% ↓         | 0.3%         | -48.9% ↓         | 1             | -75.0% ↓         |  |
| 8. Display   Midweekend   Families    | Display Only       | 0.14%        | -64.0% ↓         | 1.88%        | 493.4%...        | 12            | 1,100.0%...      |  |
| 9. Display   Relaxation               | Display Only       | 0.14%        | -46.0% ↓         | 1%           | 107.0%...        | 0             | -67.0% ↓         |  |
|                                       | <b>Grand total</b> | <b>0.16%</b> | <b>-51.7%...</b> | <b>1.33%</b> | <b>183.7%...</b> | <b>118.23</b> | <b>127.3%...</b> |  |

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<br><b>5,316,499</b><br>↑ 62.9% from previous year | Paid Clicks<br><b>8,733</b><br>↓ -21.3% from previous year | Paid CTR<br><b>0.16%</b><br>↓ -51.7% from previous year | Spend<br><b>\$6,435.73</b><br>↓ -8.2% from previous year | Avg. CPC<br><b>\$0.74</b><br>↑ 16.6% from previous year | Cost / conv.<br><b>\$54.43</b><br>↓ -59.6% from previous year |
|---|--|---|--|---|---|

## Video

Video campaigns drove **543,077 impressions (+33% YoY)**, **6,120 clicks (+259% YoY)**, a **1.13% CTR (+171% YoY)**, a 27% in-stream view rate (**+30% YoY**) and **4,061 sessions (+154% YoY)** while driving **5 hotel referrals (+400% YoY)**, **3 things to do referrals (+200% YoY)**, and **1 newsletter signup**, at a 49% decrease in cost YoY.

| Campaigns - PoP        |                |       |           |            |            |             |            |  |
|------------------------|----------------|-------|-----------|------------|------------|-------------|------------|--|
| Campaign               | Campaign ty... | CTR   | % Δ       | Conv. rate | % Δ        | Conversions | % Δ        |  |
| 1. Video   Wine & Dine | Video          | 1.51% | 361.0%... | 0.18%      | 280.5%...  | 4           | 100.0%...  |  |
| 2. Video   Remarketing | Video          | 1.49% | 240.1%... | 0%         | -100.0%... | 0           | -100.0%... |  |
| 3. Video   Relaxation  | Video          | 0.88% | 104.4%... | 0.2%       | -          | 2           | -          |  |
| 4. Video   Outdoor     | Video          | 0.85% | 56.7% ↑   | 0.24%      | 349.4%...  | 3           | -40.0% ↓   |  |
| 5. Video   Families    | Video          | 0.82% | 133.2%... | 0%         | -100.0%... | 0           | -100.0%... |  |

| Impressions                | Paid Clicks                 | Paid CTR                    | Spend                       | Avg. CPC                    | Cost / conv.                |
|----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 543,077                    | 6,120                       | 1.13%                       | \$1,752.40                  | \$0.29                      | \$194.71                    |
| ↑ 32.8% from previous year | ↑ 259.4% from previous year | ↑ 170.6% from previous year | ↓ -49.1% from previous year | ↓ -85.8% from previous year | ↑ -29.3% from previous year |

Proactively monitored and optimized paid media placements (\$48,434 spend).

## The MidWeekend (February - March)


We ran ads in Google Display and social media for the MidWeekend in February and March. MidWeekend campaigns drove 5,780,677 impressions (+79% YoY), 20,172 sessions (+65% YoY), 47,099 clicks (+35% YoY), 1.57 pages per session (+28% YoY), an average session duration of 54 seconds (+125% YoY), 920 hotel referrals (+224% YoY), 9 homestay referrals (+12% YoY), and 25 things to do referrals (+127% YoY) at an increase of 12% in spend YoY.

## Email Marketing

### Monthly Newsletter

In March, we sent two monthly newsletters to all subscribers that highlighted the MidWeekend deal and SLO Film Fest event. In March, our newsletters drove 980 sessions (-6% PoP), 430 total partner referrals (-29% PoP), 180 hotel referrals (-4% PoP), had an average engagement rate of 48.47% (-15% PoP), an average session duration of 2m 23s (-9% PoP), and an average pages/session of 2.36 (-12% PoP).

**Key Takeaway:** MidWeekend emails drove higher levels of engagement and partner referrals when compared to our Film Fest email. Because February contained two MidWeekend emails and March only contained one, we saw slightly better performance in February overall.



**Last Call For the MidWeekend Deal**

Craving a last minute getaway? Book and stay in San Luis Obispo before the end of March for 2 midweek nights, and you can get \$100 to spend however you want—wine tasting, date night, spa treatments, souvenirs or anything else.

[Book My Stay, Get \\$100](#)

## March Newsletter #1 Snapshot | The MidWeekend

- **Send Date:** 3/18/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 21,414
- **Open Rate:** 58.7%
- **Click Rate:** 2.2%
- **Number of Website Sessions:** 562
- **Average Session Duration:** 2:49
- **Pages / Session:** 2.45
- **Engagement Rate:** 52%
- **Total Partner Referrals:** 288
- **Total Lodging Referrals:** 132



Visit San Luis Obispo  
Live the SLO Life

April 25-30 2024

SLO FILM FEST

SAN LUIS OBISPO INTERNATIONAL FILM FESTIVAL

SLOFilmFest.org

ESTABLISHED 1993

CELEBRATING 30 FESTIVALS OF INDEPENDENT FILM AND STORYTELLING

### GET YOUR SEE + STAY PASSES

The San Luis Obispo International Film Festival is celebrating 30 years in 2024! Join the festivities and get special perks by booking any two nights at a SLO hotel. You'll get access to exclusive events and panels, the VIP Festival Lounge, and four screening tickets per person.

[GET YOUR PASSES](#)

## March Newsletter #2 Snapshot | Film Fest

- **Send Date:** 3/27/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 21,417
- **Open Rate:** 55.8%
- **Click Rate:** 1.6%
- **Number of Website Sessions:** 417
- **Average Session Duration:** 1:48
- **Pages / Session:** 2.24
- **Engagement Rate:** 43.65%
- **Total Partner Referrals:** 142
- **Total Lodging Referrals:** 56

## Search Engine Optimization (SEO) & Content Creation

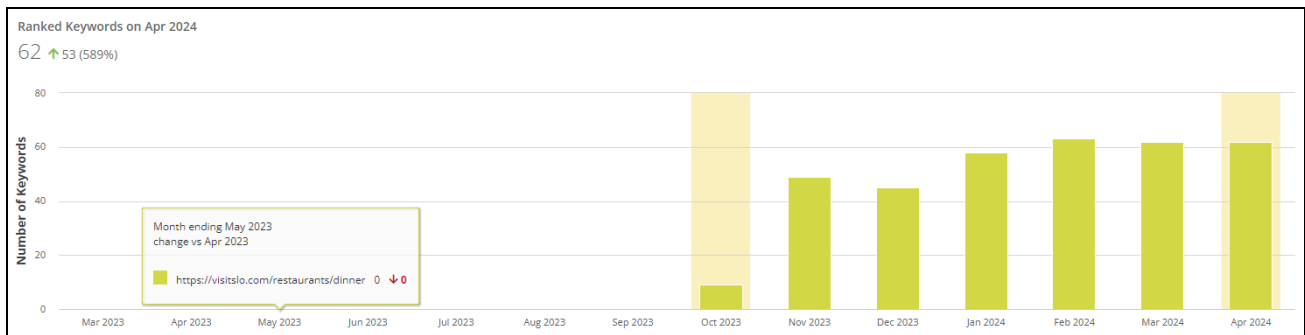
**Organic search traffic increased 12% period-over-period and increased 37% year-over-year.**

Year-over-year organic search generated 1,216 hotel partner referrals (+174% YoY), 61 homestay partner referrals (+118% YoY), and 1,943 things to do referrals increased by (+94% YoY). YoY Average Session Duration increased 108%, and pages per session increased 25%.

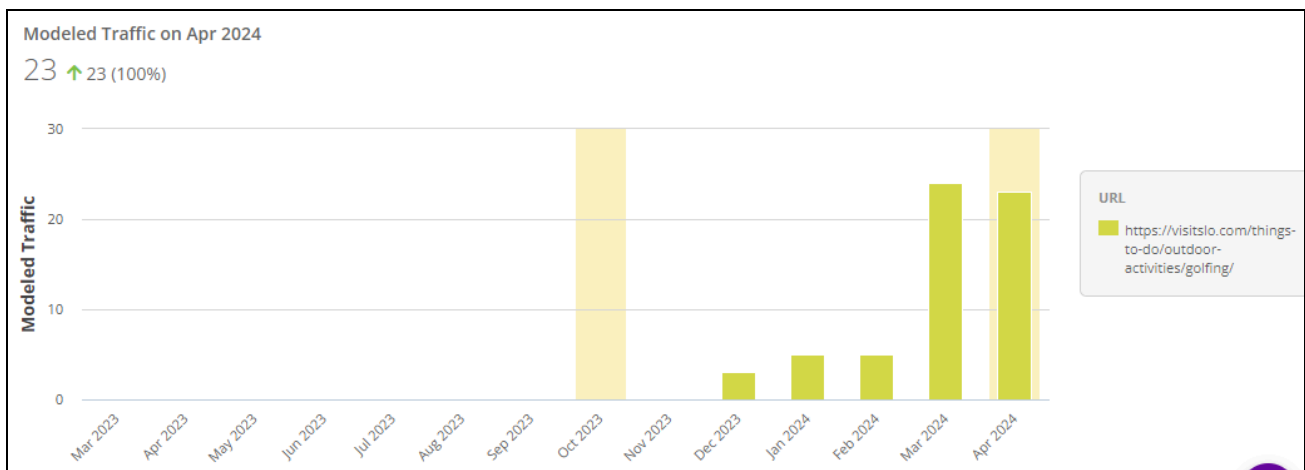
**Page 1 keywords increased to 1,296 (+8% PoP), and total keywords increased to 5,009 (+5% PoP).**

In March, we performed an optimization of the places to stay page and added FAQ questions and schema to the Things to do/Places to Stay pages. 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.

### Dinner Page (Optimized in August)

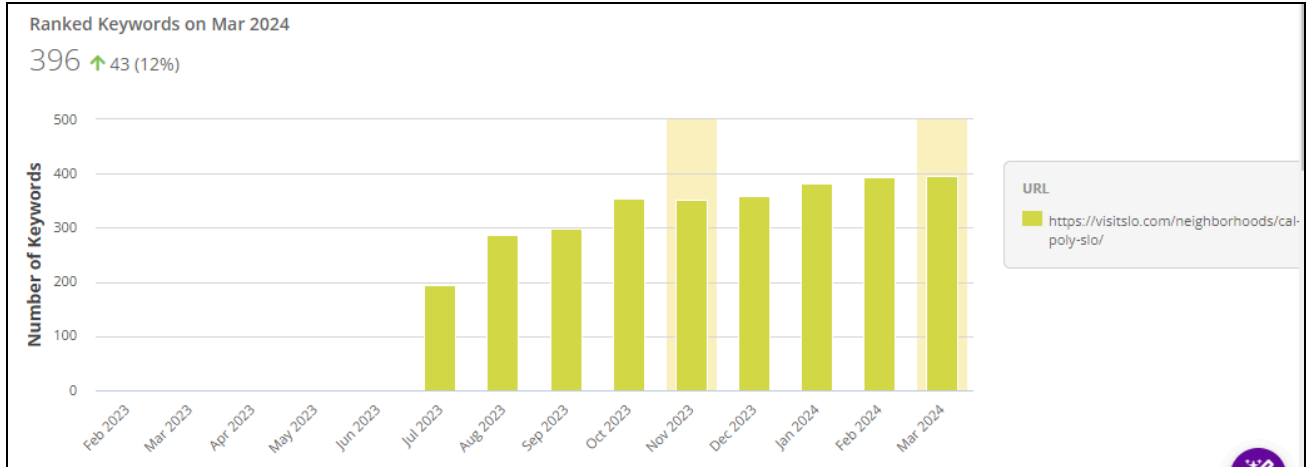


### Golf Courses Page (Optimized in November)

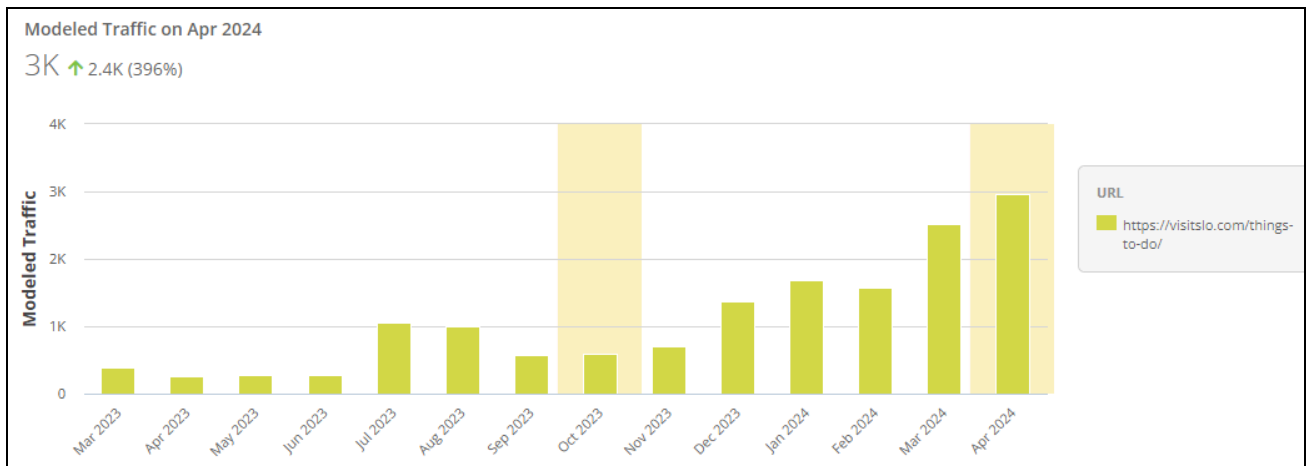


### Cal Poly Page (Optimized in November)



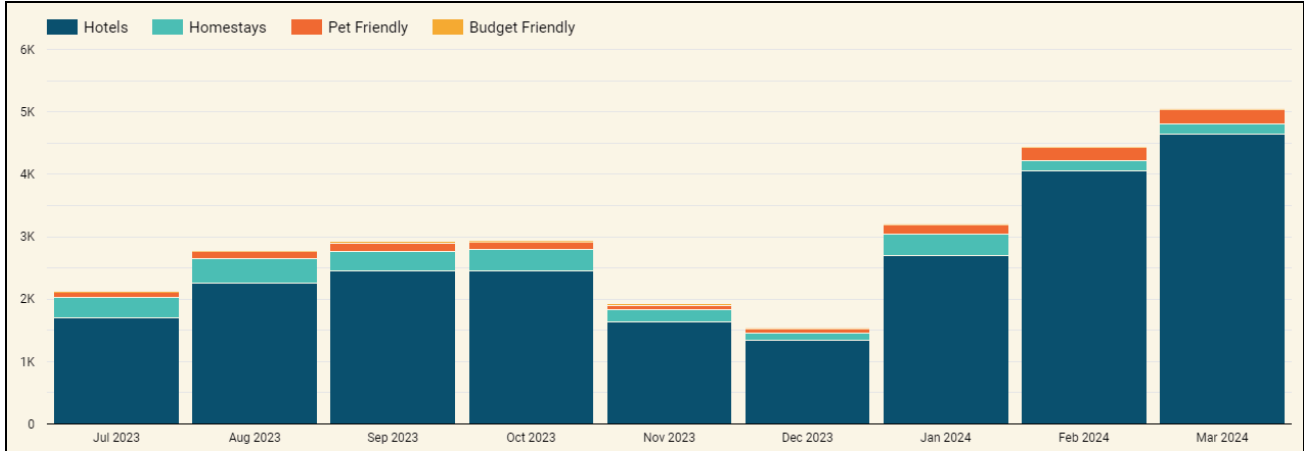
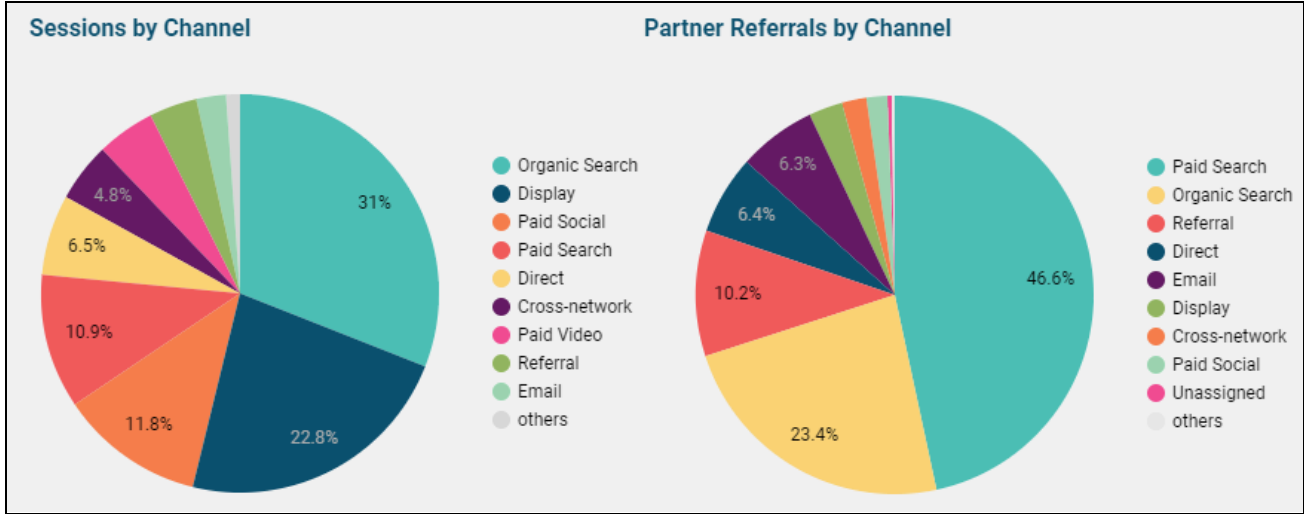


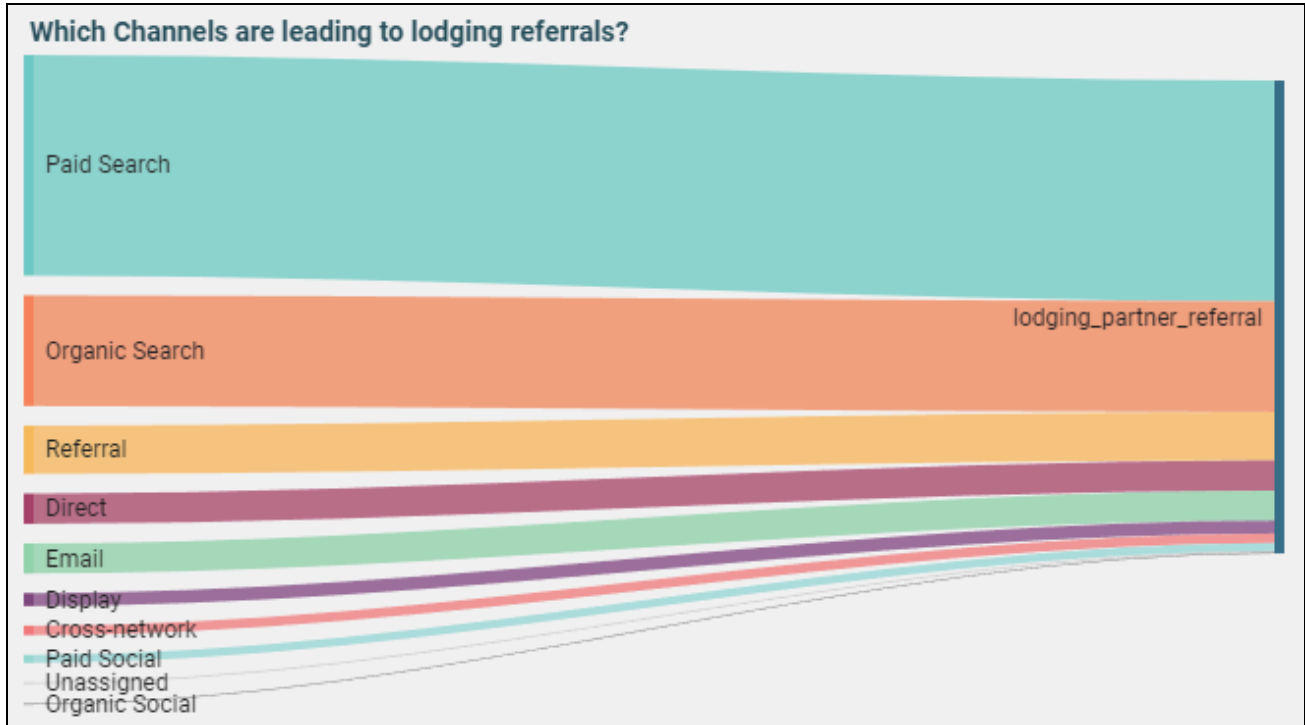
### Things to Do Page (Optimized in January)



## Website

In March, the website saw 83,119 total sessions (**+32% YoY**). The highest engagement rates came from cross-network, organic search, and email. March saw an average of 1.97 pages per session (**+33% YoY**) and an average session duration of 1:32 (**+106% YoY**). In March we saw 5,091 Hotel Referrals (**+108% YoY**), 364 Homestay referrals (**+119% YoY**), and 3,345 Things to Do referrals (**+122% YoY**).





MRO Updates:

Plugins:

- ACF
- Gravity Forms
- Gravity Forms Mailchimp Add-on
- Permalink Manager Pro
- The Events Calendar
- WP Mail SMTP
- Yoast

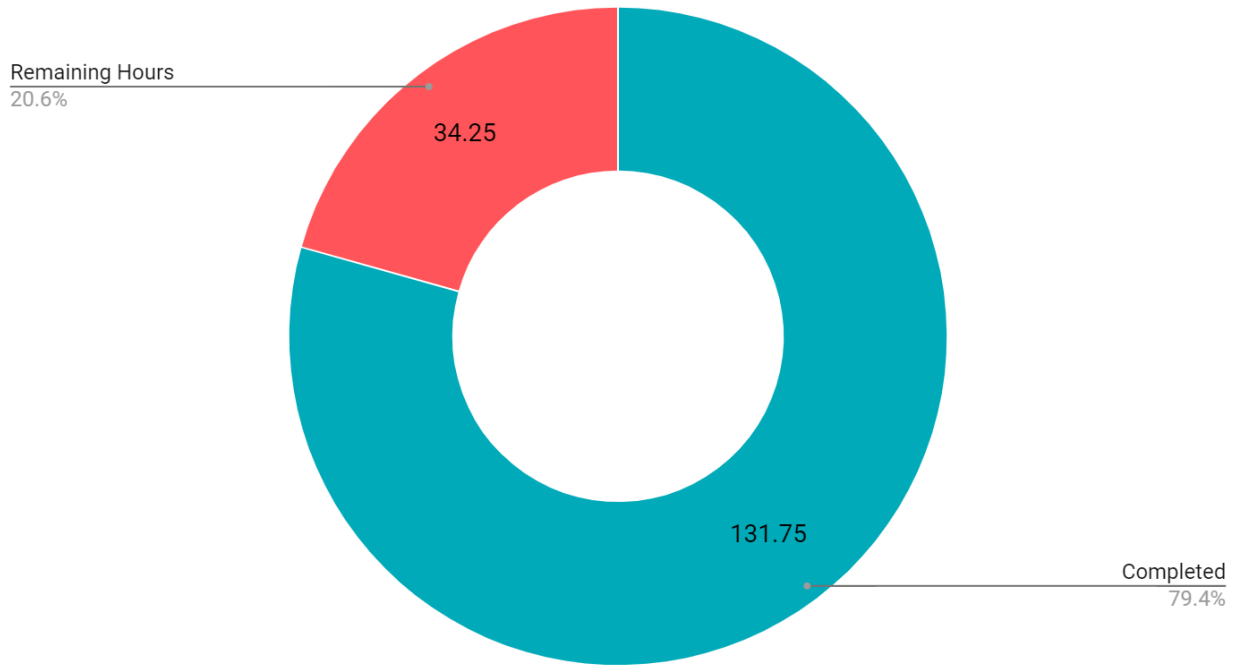
Theme Updates

- Event hero no longer shows an empty location pin if no venue is set
- Built out the editor preview for the Featured Content block
- Added fields to customize the category CTAs in the featured Content block (so we can boost SEO scores)
- Added styles to the core heading block so that any “<strong>” tags pasted into the content will not cause the headline to render with a lighter font weight
- Some code reorganization to keep customizations organized
- Removed an empty “Theme Settings” submenu item from the WP admin Settings sidebar
- Removed unused js scripts from the theme

## Web Retainer

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

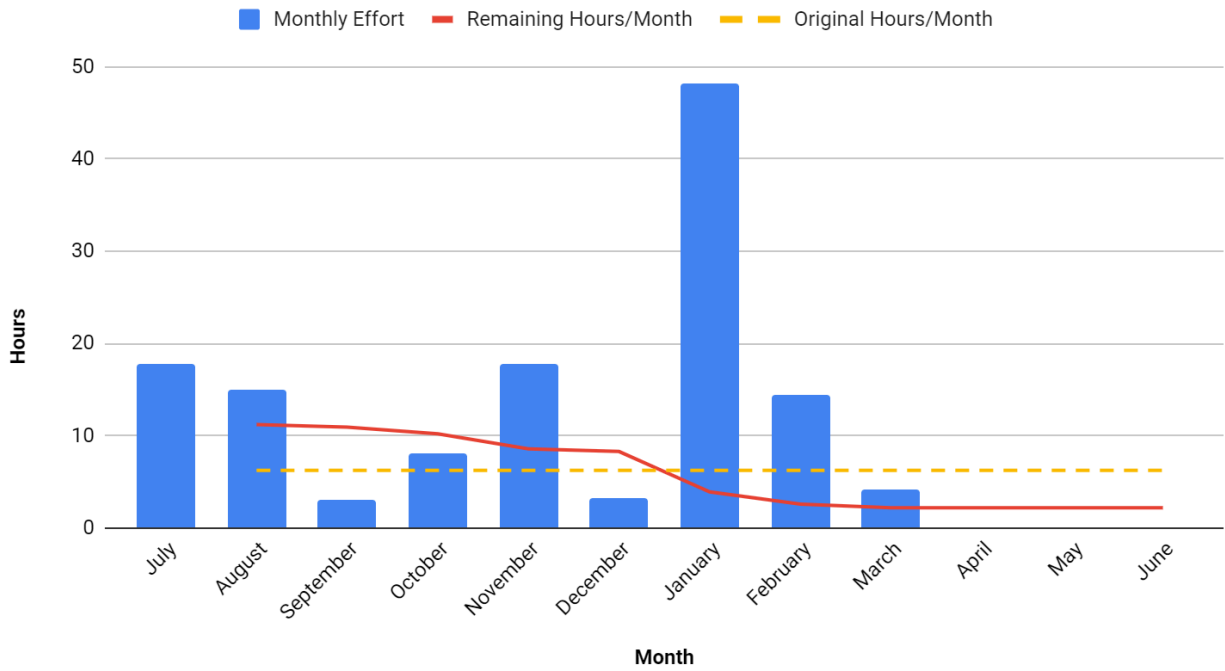
### SLO Web Retainer | 2023/2024 - 166 Total Hours



## Monthly Progress

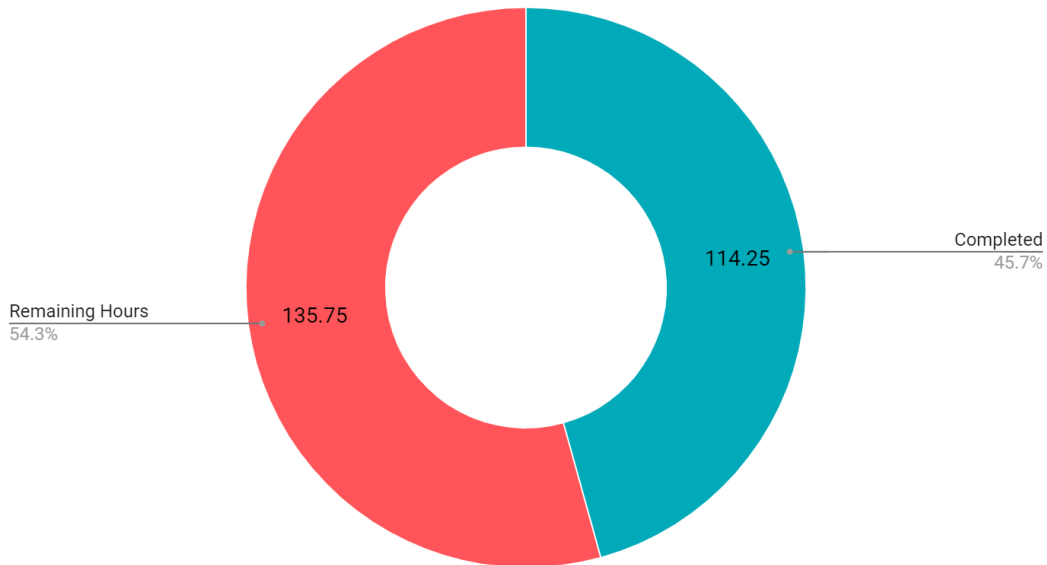
| Task  | Hours | Accomplishments   |
|---|-------|---|
| Monthly Maintenance, Coordination, and Management | 4.25  | homepage updates, neighborhood page publishing, crowdriff IG pattern, listing updates, post type strategy |

## Hours: Planned vs. Actual



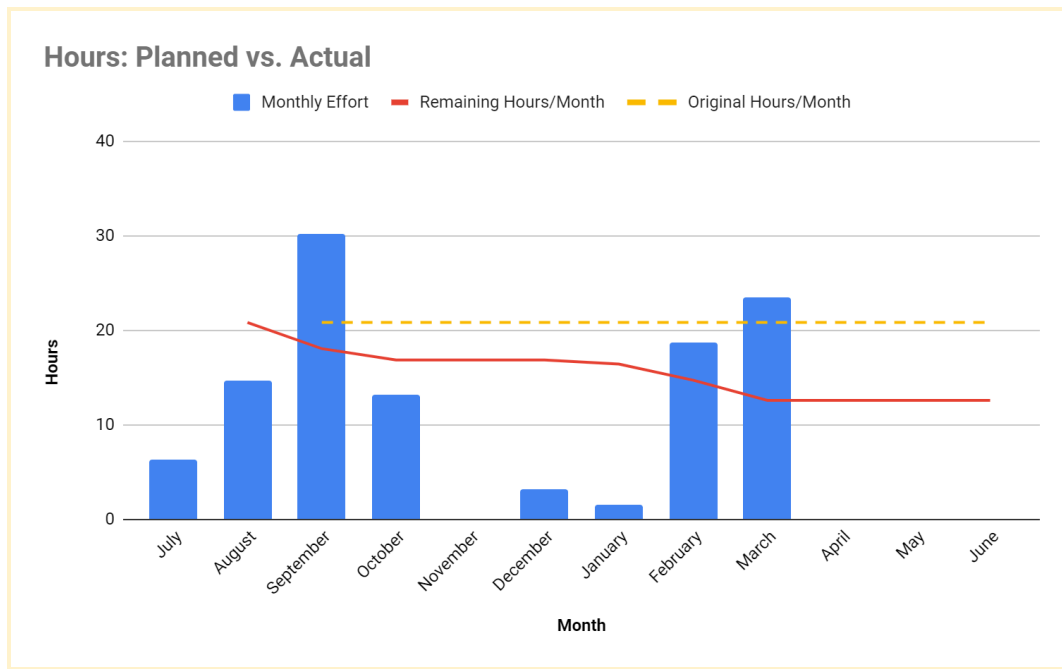
## Creative Services

### SLO Creative Services | 2023/2024 - 250 Total Hours



## Monthly Progress

| Task  | Hours | Accomplishments   |
|---|-------|---|
| Monthly Maintenance, Coordination, and Management | 23.5  | SLO Letterhead, Film Fest email, Video updates, IPW updates, Film fest landing page updates |



## PR And Media Relations

### Proactive Pitching:

- One Town, Many Audiences (empty nesters, wine and food,, cultural celebrations)
- SLO Midweekender - Monitoring for Coverage
- Women's History Month

### Media Relations: Pitching and Outreach

- Patrice Williams, Essence, Lesser-Known Wine Regions
- Robin Smith, Extended Weekend Getaways, TV and Movie Travel Destinations
- Boston Globe, Upcycled Motels
- Courtney Holden, Spring Break Destinations with Non-Stop Flights From Den

## Hosted Media Visits (3-5 visits/partnerships in 2023-24)

- **Individual Media Visits - 5 Complete**
  - Lina Lecaro, 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
  - Alexa Mellardo, Eat This, Not That, March 6-9
- **Upcoming Individual Media Visits (Confirmed)**
  - Matt Meltzer, Fifty Grande, May 15-16
  - Garrett Martin, Paste Magazine, May 13-16
- **Group FAM, April 23-27 (4-6 media)**
  - Mae Hamilton, AFAR, AARP, TripAdvisor (confirmed)
  - Janet Fullwood, Mercury News (confirmed)
  - Marah Anne Eakin, Thrillist, Fodor's, LA Times, Dwell (confirmed)
  - Janet O'Grady, Architectural Digest, WSJ, Organic Spa
  - Linda Laban, NY Post, Gannett (TBD)

## SoCal Coastal Media Mission:

- Santa Monica, May 13
  - The Potting Shed | 6:15-8:45pm)
- DTLA/Arts District, May 14
  - Manuela 11:30am-2pm
- Newport Beach (OC), May 15
  - Dine + Duffy 4:30-7:30pm
- San Diego, May 16
  - Desksides only

## DCI's All Client Pitch Initiative

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

**Progress:**

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

## DCI 2023-24 SLO Coverage Grid:

- [https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio\\_XtbqSyap54Hau1wV7yY/edit#gid=1486951543](https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio_XtbqSyap54Hau1wV7yY/edit#gid=1486951543)