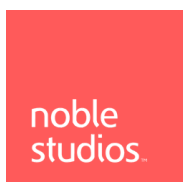




Agency Report · April 2024

SLO-TBID



Agency Report

April Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY23-24:

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

Paid Media

Paid Search

In April, paid search drove **29,715 impressions (+14% YoY)**, **4,409 clicks (+27% YoY)**, **14.84% CTR (+12% YoY)**, a **65.01% conversion rate (+75% YoY)**, a \$3.67 average CPC (-14% YoY) and **7,377 sessions (+85% YoY)** while driving **2,257 hotel referrals (+102 YoY)**, **112 homestay referrals (+70% YoY)**, and **307 things to do referrals (+420% YoY)** at a 9% increase in cost YoY.

Campaigns - PoP							
Campaign	Campaign ty...	CTR	% Δ	Conv. rate	% Δ	Conversions	% Δ
1. Pet Friendly Hotels	Search Only	27.9%	-9.9% ↓	108.62%	14.1% ↑	386.68	-2.8% ↓
2. Cal Poly	Search Only	24.16%	-4.4% ↓	82.21%	-11.5% ↓	266.35	-28.5% ↓
3. B&B	Search Only	21.28%	-8.2% ↓	71.43%	14.7% ↑	163.58	22.1% ↑
4. Things To Do	Search Only	18.19%	-1.5% ↓	32.88%	5.0% ↑	413.61	-12.3% ↓
5. Downtown Hotels	Search Only	14.81%	-15.2% ↓	64.46%	15.1% ↑	152.76	-24.9% ↓
6. Luxury Hotels	Search Only	14.38%	-17.6% ↓	36.72%	-21.4% ↓	56.18	-30.1% ↓
7. Boutique Hotels	Search Only	13.13%	2.0% ↑	76.4%	9.2% ↑	176.48	-10.3% ↓
8. Discount Hotels	Search Only	12.03%	-9.5% ↓	71.9%	-6.2% ↓	139.49	-7.2% ↓
9. Best Hotels	Search Only	11.46%	-24.8% ↓	78.93%	24.0% ↑	217.07	0.0% ↓
10. Hotels Generic	Search Only	11.37%	-19.2% ↓	91.26%	38.0% ↑	432.58	18.2% ↑
11. DSA - Landing Page	Search Only	10.71%	-12.3% ↓	55.84%	-15.7% ↓	154.67	-29.6% ↓
12. Top Hotels	Search Only	10.54%	-25.7% ↓	70.48%	5.7% ↑	168.45	-5.0% ↓
13. Motels	Search Only	9.84%	-4.1% ↓	85.55%	35.2% ↑	138.6	63.5% ↑
	Grand total	14.84%	-11.7%...	65.01%	9.6% ↑	2,866.5	-6.7% ↓

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

Paid Social

Paid social drove **1,949,063 impressions (-39% YoY)**, **841,351 users reached**, and **33,962 clicks (-28% YoY)** across Facebook and Instagram with a **1.74% CTR for FB/Instagram (+19% YoY)** for 15,064 sessions (**+16% YoY**) while driving **54 hotel referrals (-49% YoY)**, **14 Homestay referrals (+17% YoY)**, and **13 things to do referral (+333% YoY)** at a 19% decrease in cost YoY.

This year we started promoting Film Fest in March to drive more partner referrals and awareness of the event. Last year we only promoted Film Fest in April. The majority of partner referrals from paid social last April came from our film fest ads. In April of 2023, we spent \$4,220 on Film Fest, while this April we spent \$2,440.

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.	Hello SLO Life Outdoor	583,307	1.53%	0.39
2.	SLO Film Festival	370,653	1.64%	0.33
3.	Hello SLO Life Relaxation	279,024	1.36%	0.66
4.	Hello SLO Life 65+	264,087	2.35%	0.52
5.	Hello SLO Life Remarketing	155,537	1.37%	1.42
6.	Hello SLO Life Wine & Dine	137,062	1.99%	0.45
7.	Hello SLO Life Families	127,003	2.37%	0.4
8.	SLO Film Festival Event Ads	32,390	3.45%	0.39

Display

Display drove **3,448,624 impressions (+77% YoY)**, **6,893 clicks (-40% YoY)**, a **0.20% CTR (-66% YoY)**, a **0.69% conversion rate (+35% YoY)** and **3,794 sessions (-62% YoY)** while driving **24 hotel**

referrals (-45% YoY), 2 homestay referrals (-78% YoY), and 7 things to do referral (-22% YoY), at an 36% decrease in cost YoY (\$4,415).

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 and shift budget to 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 Pride	Display Only	0.88%	-	0%	-	0	-
2. Display Wine & Dine	Display Only	0.3%	45.0% ↑	0.12%	-71.1% ↓	1	-80.0% ↓
3. Display Outdoor	Display Only	0.27%	62.6% ↑	0.27%	-	1	-
4. Display 65+	Display Only	0.21%	35.3% ↑	0.64%	-65.9% ↓	17	-46.9% ↓
5. Display Retargeting	Display Only	0.2%	4.4% ↑	1.34%	5.0% ↑	28.09	33.8% ↑
6. Display Families	Display Only	0.2%	46.3% ↑	0%	-100.0...	0	-100.0...
7. Display Relaxation	Display Only	0.14%	-1.4% ↓	0.45%	-54.8% ↓	5	-37.5% ↓
Grand total		0.2%	21.7% ↑	0.69%	-47.9%...	52.09	-55.9%...

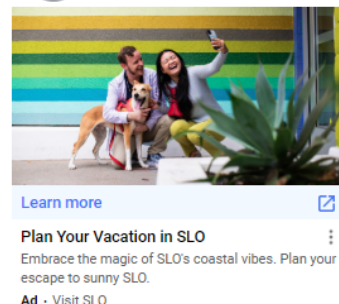
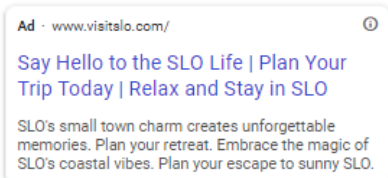
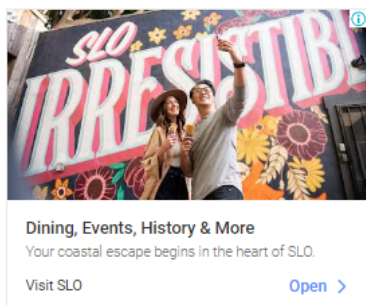
This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions 3,448,624 ↑ 76.7% from previous year	Paid Clicks 6,893 ↓ -40.1% from previous year	Paid CTR 0.20% ↓ -66.1% from previous year	Spend \$4,419.92 ↓ -36.0% from previous year	Avg. CPC \$0.64 ↑ 6.8% from previous year	Cost / conv. \$84.85 ↓ -27.5% from previous year
--------------------------------------------------------	-----------------------------------------------------	--------------------------------------------------	----------------------------------------------------	-------------------------------------------------	--------------------------------------------------------

Performance Max (PMAX)

Performance Max campaigns drove 21,449 impressions, 2,757 clicks, a 12.85% CTR, a 35% conversion rate and 3,065 sessions while driving 69 hotel referrals, 7 homestay referrals and 488 things to do partner referrals at a total spend of \$728.

PMAX Ad Examples:



Demand Gen

Demand Gen campaigns drove 27,808 impressions, 358 clicks, a 1.29% CTR, a 5.70% conversion rate and 274 sessions while driving 24 hotel referrals, 12 homestay referrals, and 6 things to do partner referrals at a total spend of \$733.

Proactively monitored and optimized paid media placements (\$39,679 spend).

Email Marketing

Monthly Newsletter

In April, we sent one newsletter to all subscribers that primarily focused on driving awareness around SLO's sustainability efforts. In April, our newsletters drove 339 sessions (-65% PoP), 121 total partner referrals (-72% PoP), 18 hotel referrals (-90% PoP), had an average engagement rate of 46.9% (-3% PoP), an average session duration of 2m 03s (-14% PoP), and an average pages/session of 2.08 (-12% PoP).

Key Takeaway: In March we sent a MidWeekend and a Film Fest newsletter which were much more conversion-based in intent. In April, we sent our Kind Traveler newsletter to increase awareness of Visit SLO's sustainability efforts. From the email copy to the landing page experience, the Sustainability email was not expected to drive nearly as many conversions as our emails sent in March. While we saw a dip in conversions, the sustainability email was still well received and maintained strong engagement and a higher click rate than our past several emails.



Stay Sustainably, Travel Kindly, Live SLO-ly

SLO Life Tip

It pays to stay sustainably.

Win a 5-night getaway, plus earth-friendly rewards!

[Kind Traveler](#) and [Sustainable SLO](#) support a greener, more carbon-neutral future for San Luis Obispo. The [Every Stay Gives Back Program](#) helps travelers see their direct impact through the Keys for Trees initiative, which uses a portion of your overnight stay to plant trees around town.

April Newsletter Snapshot | SLO Kind Traveler

- **Send Date:** 4/24/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 21,747
- **Open Rate:** 45.4%
- **Click Rate:** 3.6%
- **Number of Website Sessions:** 284
- **Average Session Duration:** 1:55
- **Pages / Session:** 2.07
- **Engagement Rate:** 47.18%
- **Total Partner Referrals:** 106
- **Total Lodging Referrals:** 13

Search Engine Optimization (SEO) & Content Creation

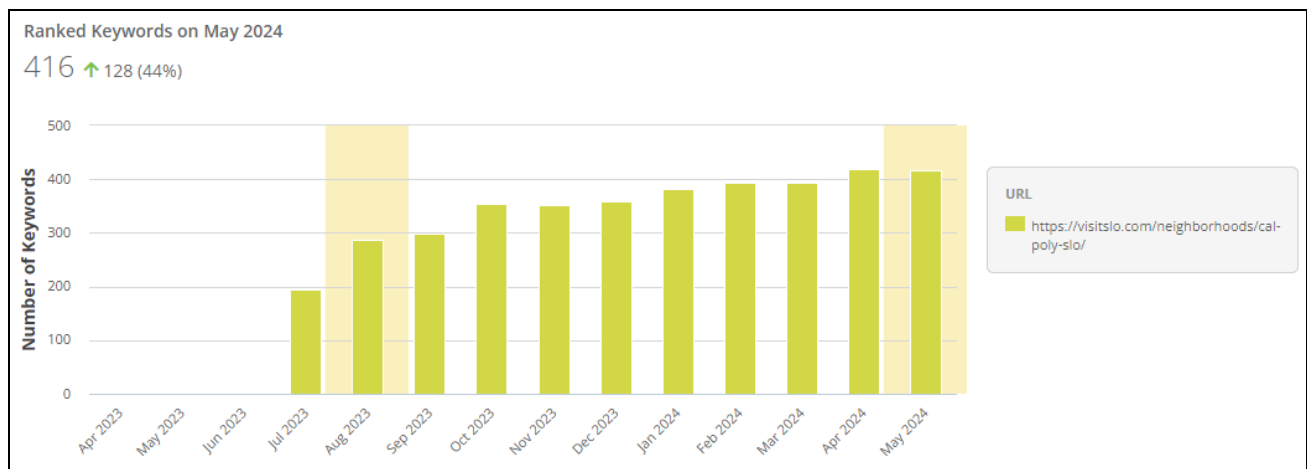
Organic search traffic decreased 2% period-over-period and increased 10% year-over-year.

Year-over-year organic search generated 1,013 hotel partner referrals (+148% YoY), 59 homestay partner referrals (+44% YoY), and 2,039 things to do referrals increased by (+88% YoY). YoY Average Session Duration increased 114%, and pages per session increased 33%.

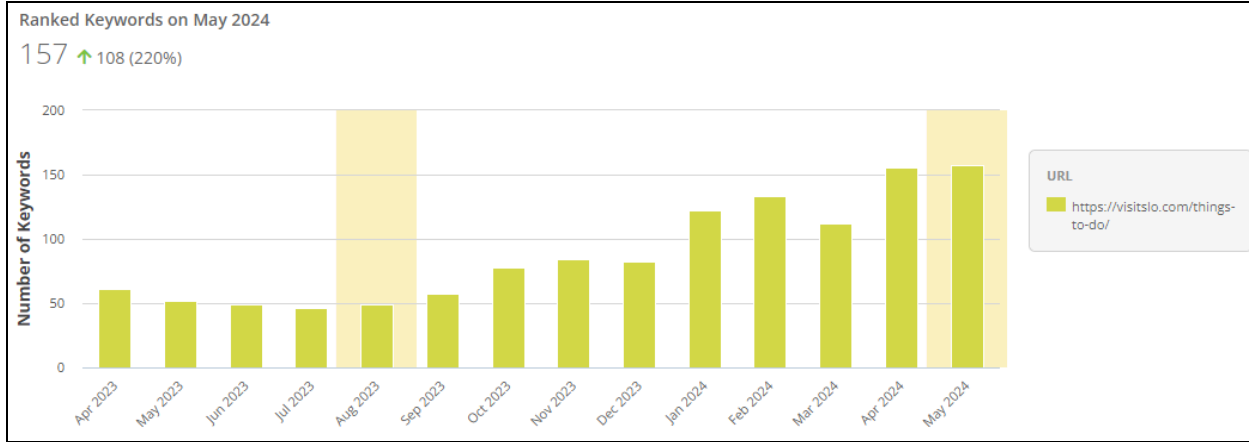
Page 1 keywords increased to 1,343 (+4% PoP), and total keywords decreased to 4,916 (-2% PoP).

In April, we prompted a new FAQ page to improve our ranking potential for Google's Search Generative Experience and long-tail keyword searches, and FAQ content and schema to the Food and Drink pages. We are continuing to monitor SEO performance across all of our pages since our new website launched last July, and are seeing good organic improvements across the board.

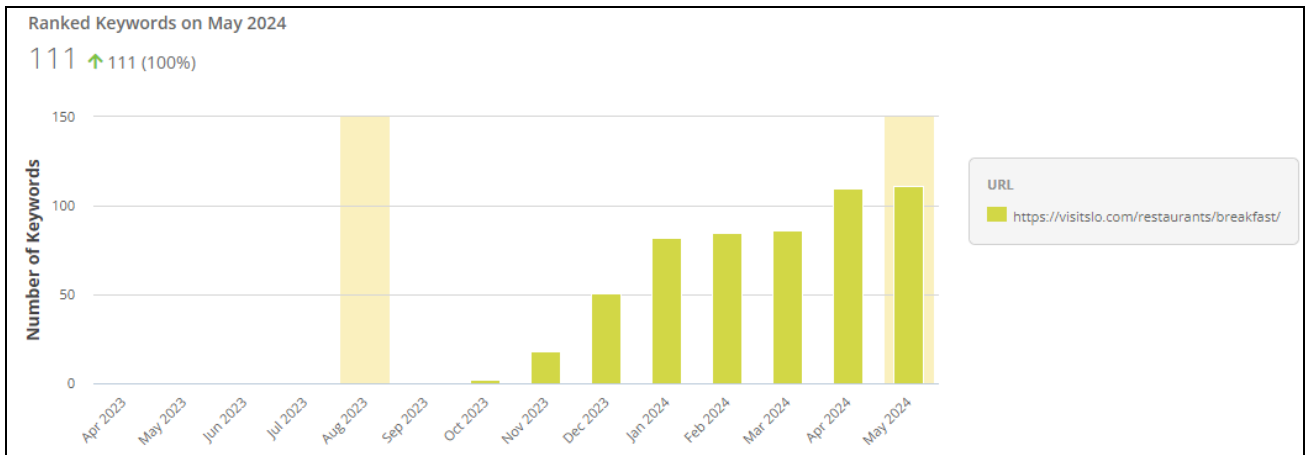
Cal Poly Page (Optimized in November)



Things to Do Page (Optimized in January)

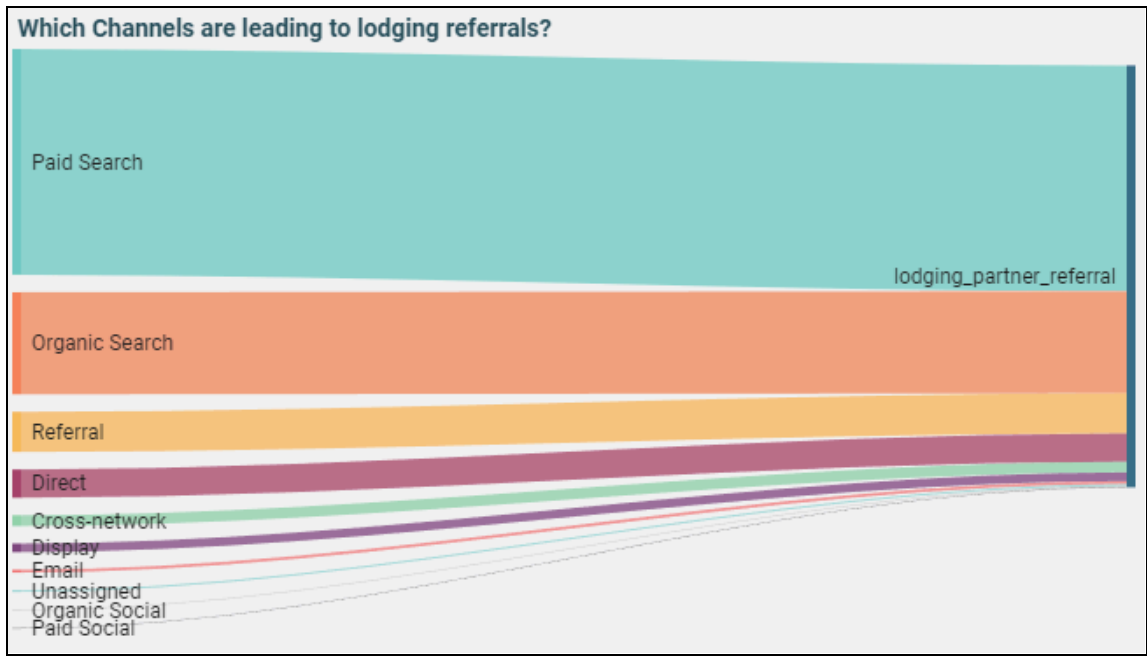
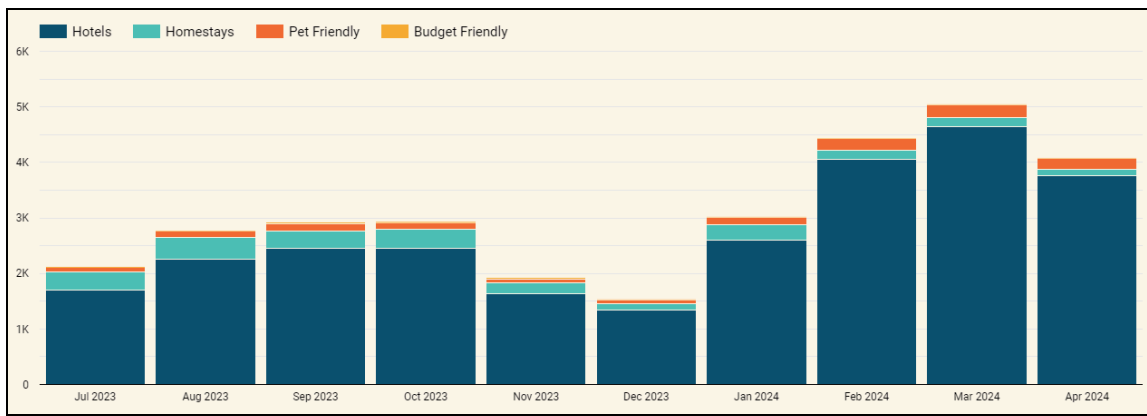
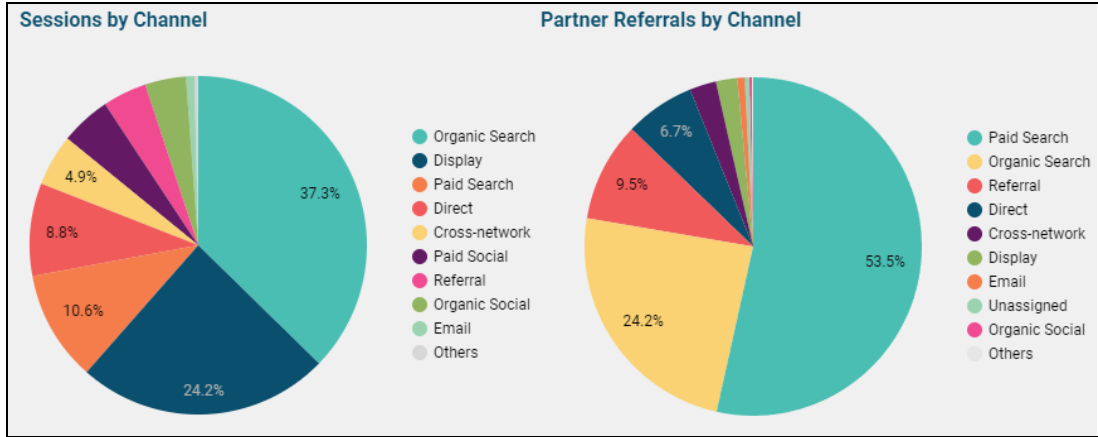


Breakfast Page (Optimized in February)



Website

In April, the website saw 69,178 total sessions (+1.2% YoY). The highest engagement rates came from organic search, cross-network, and referral traffic. April saw an average of 1.94 pages per session (+35% YoY) and an average session duration of 1:53 (+109% YoY). In April we saw 4,185 Hotel Referrals (+95% YoY), 245 Homestay referrals (+13% YoY), and 3,174 Things to Do referrals (+100% YoY).



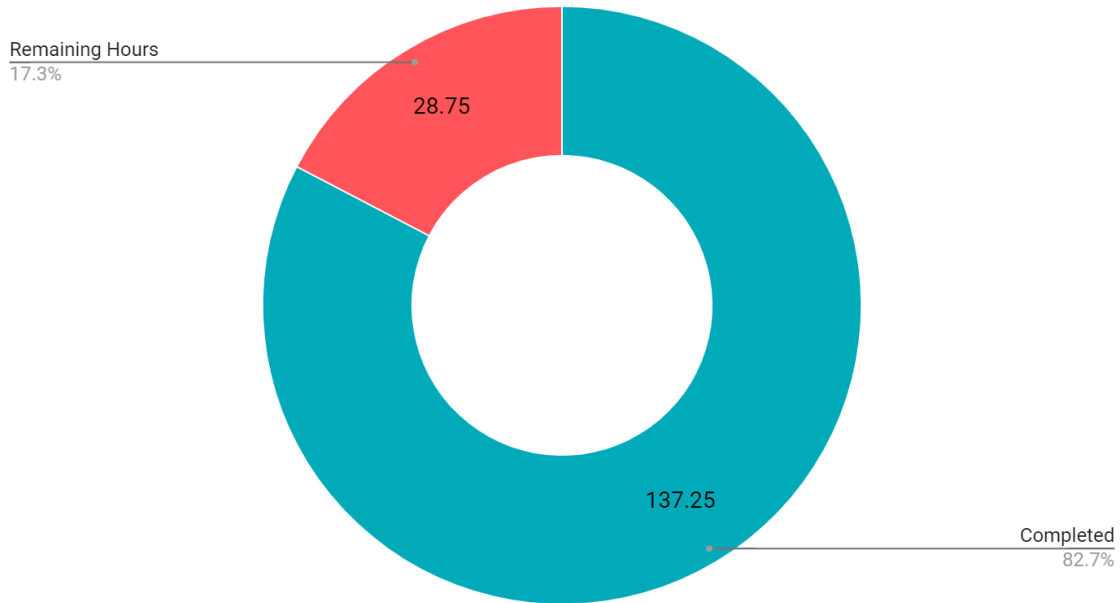
MRO Updates:

Plugins:

- WP core 6.5.2
- Safe SVG
- Events Calendar
- Events Calendar Pro
- Community Events
- Yoast
- Relevanssi Premium
- Gravity Forms
- ACF

Web Retainer

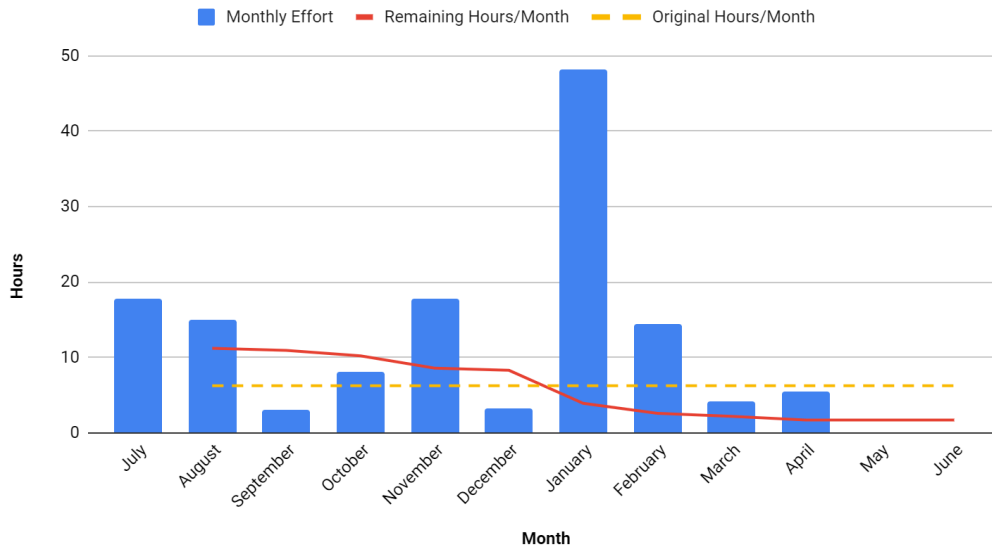
SLO Web Retainer | 2023/2024 - 166 Total Hours



Monthly Progress

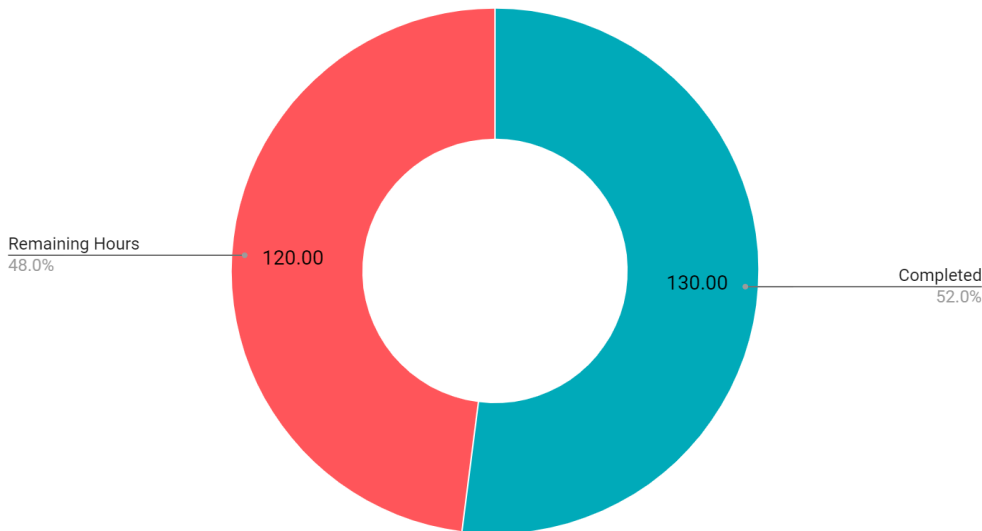
Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	5.5	Cal Poly weekend updates, Neighborhood page updates, new accordion block

Hours: Planned vs. Actual



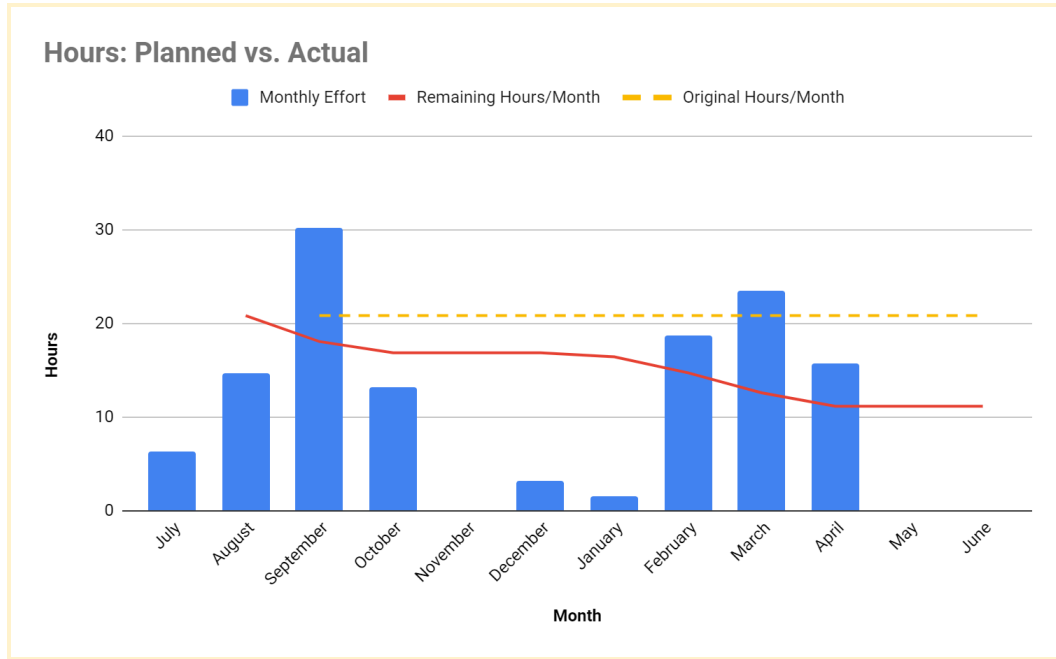
Creative Services

SLO Creative Services | 2023/2024 - 250 Total Hours



Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	15.75	IPW updates, Pride Creative



PR And Media Relations

Proactive Pitching:

- One Town, Many Events (SLO Film Fest, Movies Filmed in SLO, Famous Residents, Spring/Summer Road Trips and Sustainability with Earth Day/Arbor Day/Kind Traveler Program)

Media Relations: Pitching and Outreach

- Alex Caspero, AP Newswire, Luxury Hotels/Vacations
- Brandon Berkson, Hotels Above Par, Affordable Boutique Hotels for the Summer
- Patrick Clarke, Travel Pulse, Hidden Gem Destinations
- Sona Patel, New York Times, Sustainability
- Annita Thomas, Travel with Annita and Friends (Radio), Sustainability
- Erica Finamore, Real Simple, Historic Hotels

- Patrice Williams, Essence, Lesser-Known Wine Regions
- Robin Smith, Extended Weekend Getaways, TV and Movie Travel Destinations

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)**
 - Garrett Martin, Paste Magazine, May 13-16
 - Matt Meltzer, Fifty Grande, May 15-16

Group FAM, April 23-27 (4-6 media) - Complete

- Mae Hamilton, AFAR, AARP, TripAdvisor (attended)
- Janet Fullwood, Mercury News (attended)
- Marah Anne Eakin, Thrillist, Fodor's, LA Times, Dwell (attended)
- Janet O'Grady, Architectural Digest, WSJ, Organic Spa (attended)
- Linda Laban, NY Post, Gannett (Client Declined)
- Manny Velasquez, Connexions Magazine (Client Declined)

The Travel Mom Giveaway

- DCI was proactive with the following:
 - Partnering with Emily Kaufman for a social media giveaway
- Results
 - KTLA Morning News Feature, Los Angeles, on April 23
 - (3) Instagram Reels
 - (3) Facebook Posts

DCI's All-Client Pitch Initiative

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

Progress:

7 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), Accessibility (April 2024)

DCI 2023-24 SLO Coverage Grid:

- https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio_XtbqSyap54Hau1wV7yY/edit#gid=1486951543