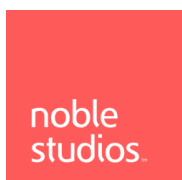




Agency Report · May 2024

SLO-TBID



Agency Report

May Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY23-24:

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

Paid Media

Paid Search

In May, paid search drove **26,234 impressions (+3% YoY)**, **3,215 clicks (-12% YoY)**, **12.26% CTR (-15% YoY)**, a **68.21% conversion rate (+104% YoY)**, a \$3.54 average CPC (+6% YoY) and **6,672 sessions (-10% YoY)** while driving **1,722 hotel referrals (+72 YoY)**, **139 homestay referrals (+70% YoY)**, and **256 things to do referrals (+169% YoY)** at a 9% decrease in cost YoY.

Campaigns - PoP							
	Campaign	Campaign ty...	CTR	% Δ	Conv. rate	% Δ	Conversions
1.	Pet Friendly Hotels	Search Only	25.98%	-6.9% ↓	108.61%	0.0% ↓	332.35
2.	Cal Poly	Search Only	22.21%	-8.1% ↓	100.53%	21.9% ↑	218.15
3.	B&B	Search Only	20.94%	-1.6% ↓	70.93%	-0.7% ↓	91.49
4.	Things To Do	Search Only	14.72%	-19.1% ↓	29.94%	-9.5% ↓	323.99
5.	Luxury Hotels	Search Only	12.45%	-13.4% ↓	37.21%	1.3% ↑	45.77
6.	Downtown Hotels	Search Only	11.7%	-21.0% ↓	79.74%	23.7% ↑	118.01
7.	Best Hotels	Search Only	11.19%	-2.4% ↓	60.61%	-23.2% ↓	121.22
8.	Boutique Hotels	Search Only	10.89%	-17.1% ↓	76.34%	-0.1% ↓	98.47
9.	Top Hotels	Search Only	10.03%	-4.9% ↓	59.22%	-16.0% ↓	86.46
10.	DSA - Landing Page	Search Only	9.25%	-13.6% ↓	88.79%	59.0% ↑	149.16
11.	Discount Hotels	Search Only	8.86%	-26.3% ↓	71.54%	-0.5% ↓	68.68
12.	Hotels Generic	Search Only	8.04%	-29.2% ↓	100.05%	9.4% ↑	404.22
13.	Motels	Search Only	7.61%	-22.6% ↓	95.13%	11.2% ↑	180.75
	Grand total		12.26%	-17.4%...	67.07%	3.0% ↑	2,238.73

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 **1,168,614 impressions** (-54% YoY), **564,493 users reached**, and **21,194 clicks** (-30% YoY) across Facebook and Instagram with a **1.81% CTR** for FB/Instagram (+53% YoY) for 12,043 sessions (+3% YoY) while driving **47 hotel referrals** (+96% YoY), **9 Homestay referrals** (+50% YoY), and **28 things to do referral** (+600% YoY) at a 44% decrease 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.

Top Campaigns by Impressions				
	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life Outdoor	416,696	1.53%	0.44
2.	Hello SLO Life 65+	305,097	2.21%	0.49
3.	Hello SLO Life Wine & Dine	137,050	2%	0.54
4.	Hello SLO Life Relaxation	135,574	1.45%	0.6
5.	Hello SLO Life Remarketing	105,455	1.52%	1.52
6.	Hello SLO Life Families	68,742	2.59%	0.39

Display

Display drove **2,328,418 impressions** (+232% YoY), **4,076 clicks** (-62% YoY), a **0.18% CTR** (-88% YoY), a **1.38% conversion rate** (+60% YoY) and **2,537 sessions** (-53% YoY) while driving **31 hotel referrals** (-40% YoY), **7 homestay referrals** (-46% YoY), and **8 things to do referral** (+60% YoY), at a 32% 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

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 Outdoor	Display Only	0.22%	-18.6% ↓	0.16%	-40.6% ↓	1	0.0%
2.	Display Families	Display Only	0.2%	-0.7% ↓	0.25%	-	1	-
3.	Display 65+	Display Only	0.2%	-2.7% ↓	1.05%	65.9% ↑	14	-17.6% ↓
4.	Display Wine & Dine	Display Only	0.17%	-44.2% ↓	0.77%	522.4%...	2	100.0%...
5.	Display Relaxation	Display Only	0.15%	3.5% ↑	2.18%	383.1%...	15	200.0%...
6.	Display Retargeting	Display Only	0.15%	-27.9% ↓	2.79%	88.0% ↑	25	-19.6% ↓
	Grand total		0.18%	-12.4%...	1.38%	89.0% ↑	58	5.3% ↑

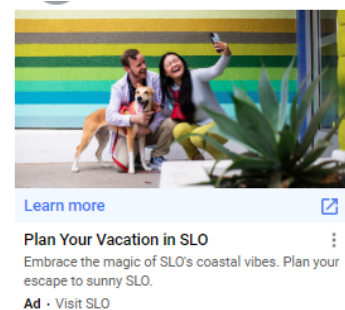
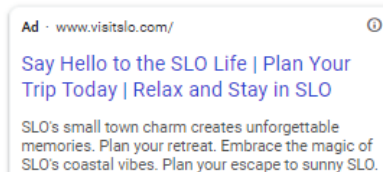
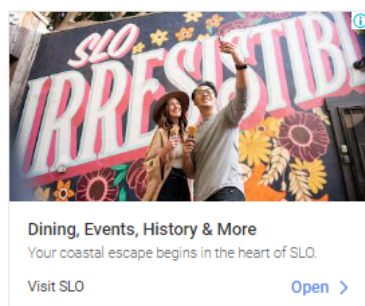
This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions 2,328,418 ↑ 232.4% from previous year	Paid Clicks 4,076 ↓ -62.1% from previous year	Paid CTR 0.18% ↓ -88.6% from previous year	Spend \$3,453.08 ↓ -31.7% from previous year	Avg. CPC \$0.85 ↑ 80.2% from previous year	Cost / conv. \$59.54 ↑ 9.5% from previous year
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Performance Max (PMAX)

Performance Max campaigns drove 23,365 impressions, 2,627 clicks, an 11.24% CTR, a 33% conversion rate and 2,879 sessions while driving 49 hotel referrals, 1 homestay referral and 526 things to do partner referrals at a total spend of \$733.

PMAX Ad Examples:





Demand Gen

Demand Gen campaigns drove 31,689 impressions, 594 clicks, a 1.87% CTR, a 7.79% conversion rate and 418 sessions while driving 34 hotel referrals, 10 homestay referrals, and 4 things to do partner referrals at a total spend of \$737.

Proactively monitored and optimized paid media placements (\$36,840 spend).

Email Marketing

Monthly Newsletter

In May, we sent two newsletters to all subscribers. The first email focused on spring events and highlighted SLO's Kind Traveler initiative. The second email focused on downtown SLO, local shopping, dining options, and the chance to win a sustainable trip. In May, our newsletters drove 1,216 sessions (+257% PoP), 152 total partner referrals (+300% PoP), 60 hotel referrals (+233% PoP), had an average engagement rate of 63% (+34% PoP), an average session duration of 2m 44s (+34% PoP), and an average pages/session of 2.91 (+40% PoP).

Key Takeaway: Both emails in May showed high levels of engagement when looking at the engagement rate, pages per session, and average engagement time. The email that prioritized downtown SLO, local shopping and dining options and the chance to win a sustainable trip drove 5x as many partner referrals and over twice as many hotel referrals.



Fresh Spring Events in SLO


Step into springtime in SLO by immersing yourself in vibrant events. Dive into the rhythm at the Shabang festival for a music-filled adventure, or revel in the enchanting beauty of a garden getaway. (And who else just can't wait for Concerts in the Plaza this summer?!!)


[Explore Events](#)

May Newsletter Snapshot | Fresh Spring Events in SLO

- **Send Date:** Friday, 5/3/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 21,741
- **Open Rate:** 46.9%
- **Click Rate:** 2.9%
- **Number of Website Sessions:** 686
- **Average Session Duration:** 2:18
- **Pages / Session:** 2.67

- **Engagement Rate:** 62.83%
- **Total Partner Referrals:** 25
- **Total Lodging Referrals:** 12





What's Up in Downtown SLO?

Explore everything the city and county have to offer, using downtown as your central hub. Whether it's wandering through farmers' markets, catching free concerts, or immersing yourself in the diverse culture, natural beauty, and culinary delights, downtown San Luis Obispo has it all. Set out from here to discover wineries, beaches, and attractions galore. From soaking in history at [Mission San Luis Obispo de Tolosa](#) to exploring family-friendly [museums](#), browsing quaint boutiques, and savoring local delicacies like coffee, ice cream, and farm-to-table fare, every moment promises an unforgettable experience. So come on down and make every day your best day yet!

[Explore Downtown](#)

May Newsletter Snapshot | What's Up in Downtown SLO?

- **Send Date:** Wednesday, 5/22/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 22,127
- **Open Rate:** 49.9%

- **Click Rate:** 2.8%
- **Number of Website Sessions:** 485
- **Average Session Duration:** 3:00
- **Pages / Session:** 3.30
- **Engagement Rate:** 63.71%
- **Total Partner Referrals:** 125
- **Total Lodging Referrals:** 46

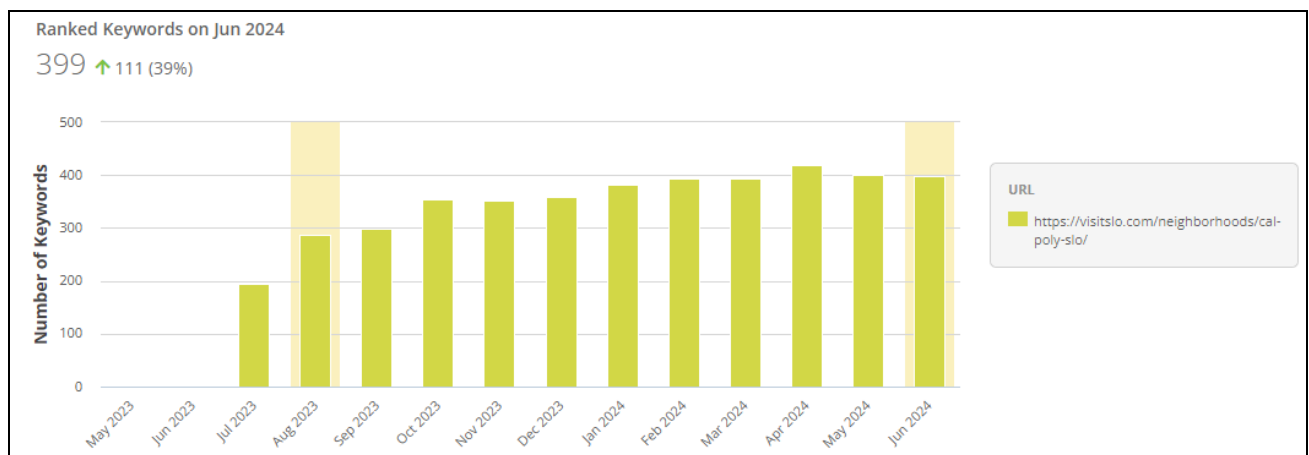
Search Engine Optimization (SEO) & Content Creation

Organic search traffic decreased 5% period-over-period and increased 38% year-over-year.

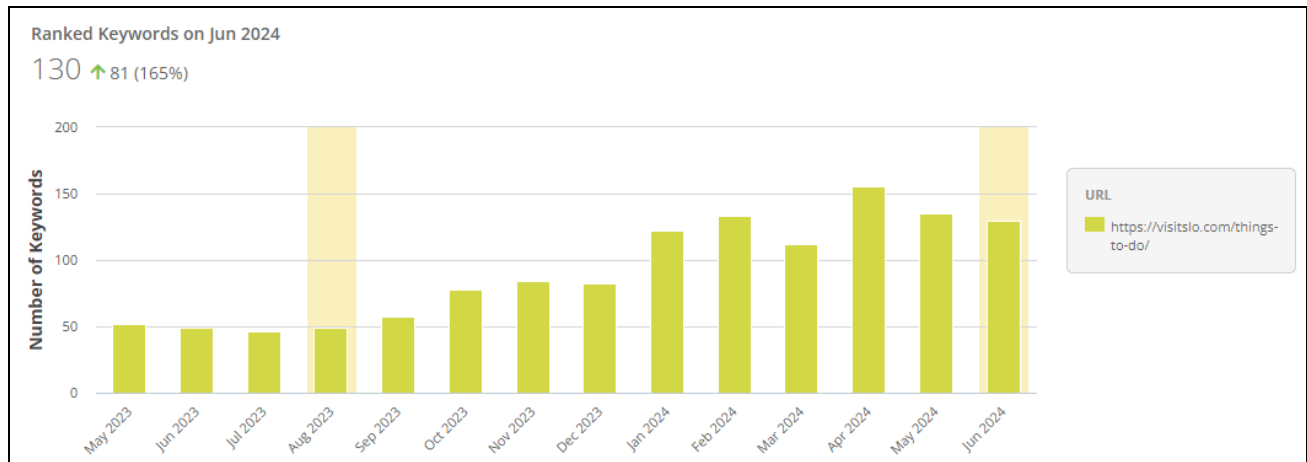
Organic search generated 841 hotel partner referrals (**+143% YoY**), 54 homestay partner referrals (**+80% YoY**), and 2,120 things to do referrals (**+89% YoY**). YoY Average Session Duration increased by 159%, and pages per session increased by 32%.

Page 1 keywords increased to 1,191 (+35% YoY), and total keywords decreased to 4,838 (+37% YoY). In May, we optimized the Avila Beach page and the San Luis Obispo Hikes page. 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.

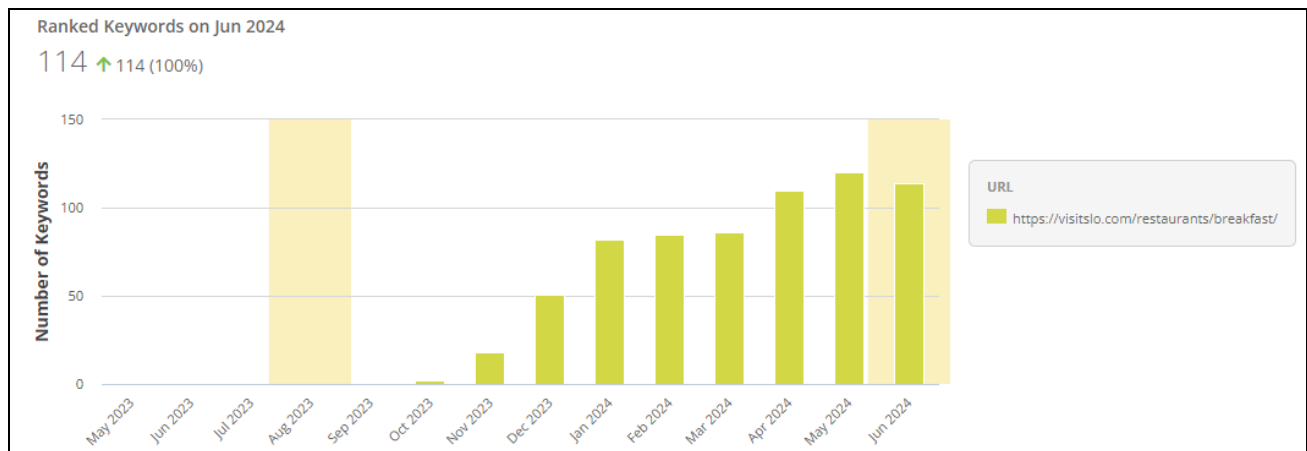
Cal Poly Page (Optimized in November)



Things to Do Page (Optimized in January)



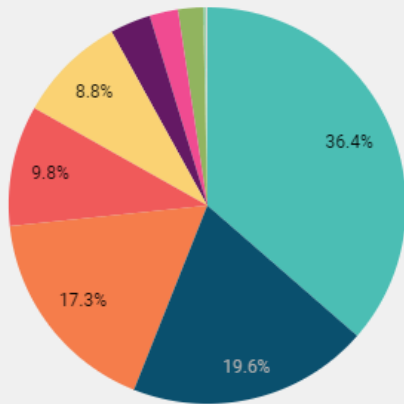
Breakfast Page (Optimized in February)



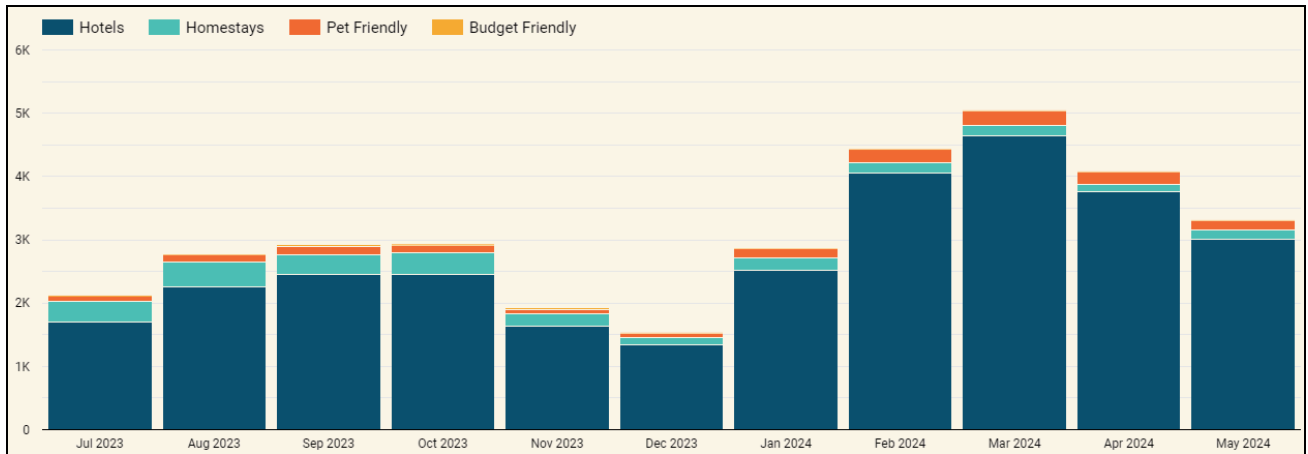
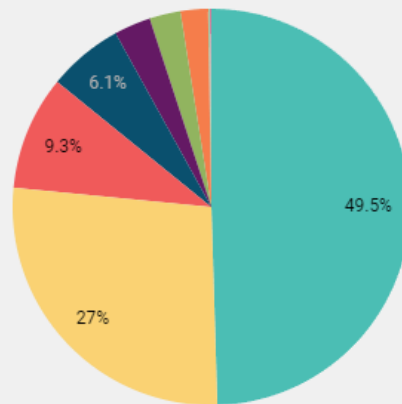
Website

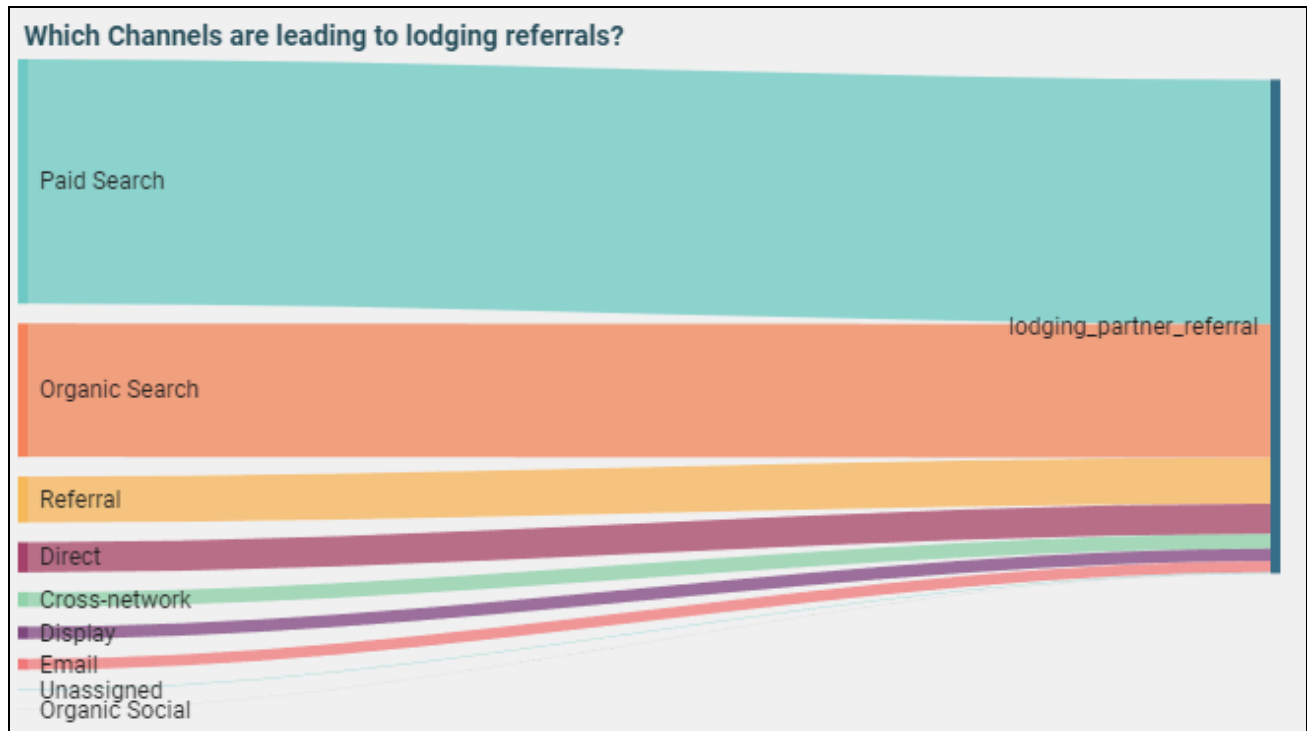
In May, the website saw 66,880 total sessions (**+24% YoY**). The highest engagement rates came from organic search, email, and referral traffic. May saw an average of 1.93 pages per session (**+28% YoY**) and an average session duration of 1:52 (**+93% YoY**). In May we saw 3,403 Hotel Referrals (**+97% YoY**), 354 Homestay referrals (**+85% YoY**), and 3,244 Things to Do referrals (**+100% YoY**).

Sessions by Channel



Partner Referrals by Channel





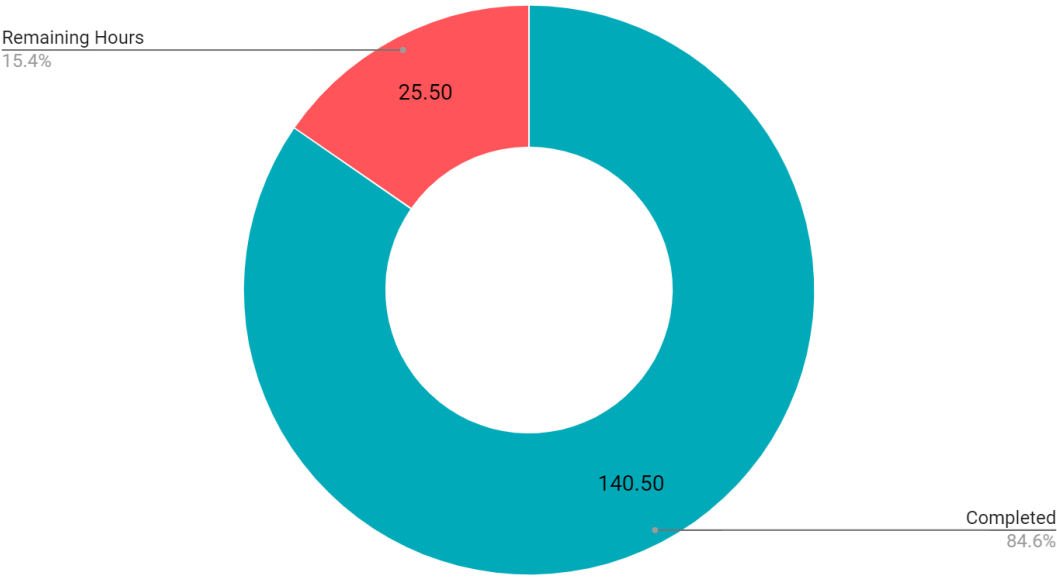
MRO Updates:

Plugins:

- Plugins and Updates
 - WP core 6.5.3
 - Gravity Forms
 - Gravity Forms Mailchimp
 - Permalink Manager Pro
 - Events Calendar
 - Events Calendar Community Events
 - Events Calendar Pro
 - WP Hide Login
 - Yoast SEO
 - ACF Pro

Web Retainer

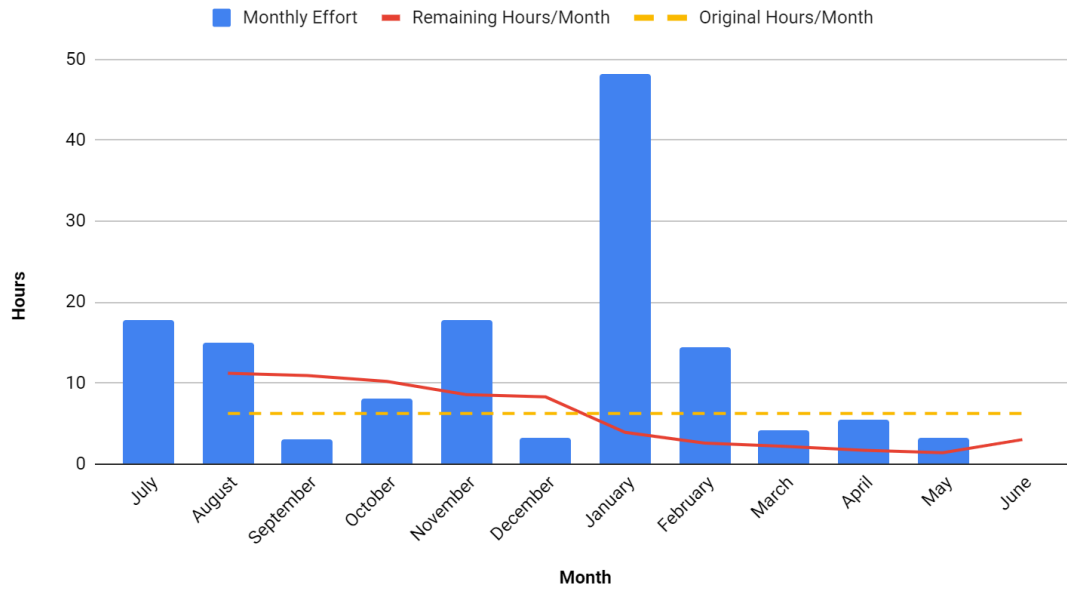
SLO Web Retainer | 2023/2024 - 166 Total Hours



Monthly Progress

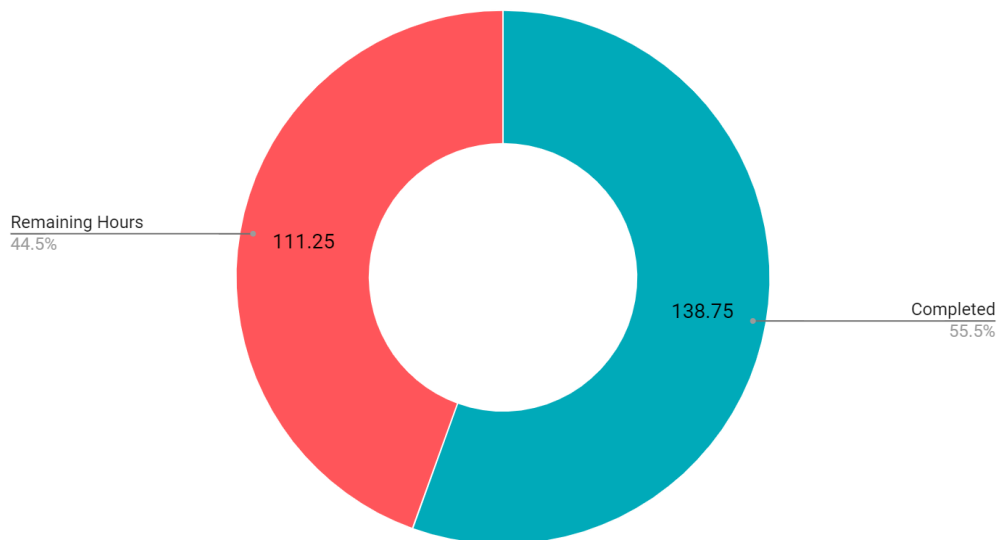
Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	3.25	Neighborhood page update support + fix for video upload

Hours: Planned vs. Actual



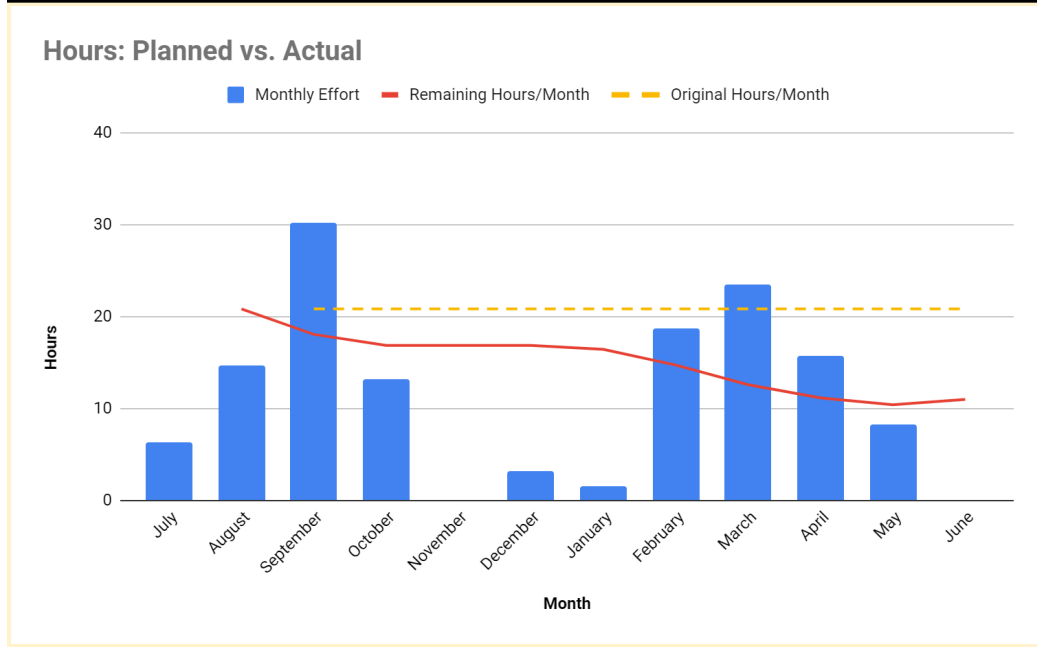
Creative Services

SLO Creative Services | 2023/2024 - 250 Total Hours



Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	8.25	<i>SLO Retractable Banner Design</i>



PR And Media Relations

Proactive Pitching:

- One Town, Many Events
 - Pride and LGBTQ-friendly travel
 - Summer Travel (Mission Plaza Concert Series)
 - Wine and Sustainability

Media Relations: Pitching and Outreach

- Veronica Stoddart, Budget-friendly Vacations
- TimeOut, Best U.S. Memorial Day Weekend Getaways within 5 Hours from a major U.S. city
- Travel Market Report, Boutique Hotels
- Robin Smith, U.S. Events and Festivals
- Robin Smith, Agritourism Experience

Hosted Media Visits for May:

- Matt Meltzer, Fifty Grande, May 15-16

SoCal Coastal Media Mission

DCI coordinated a three county media mission spread across five days with two events hosted in Los Angeles and one in Orange County coupled with one-on-one meetings held in San Diego. Collectively, the Visit SLO team met with 21 journalists.

- **Santa Monica, May 13**

- The Potting Shed | 6:15-8:45pm
 - Alissa Bica (Wine & Spirits Magazine)
 - Chanin Victor (Freelance: Cali Mag)
 - Jennifer Chan (People Magazine)
 - Linda Laban (NY Post, Robb Report)
 - Neal Broverman (The Advocate, Equal Pride)
 - Samantha Leal (Travel + Leisure, The Cut)
 - Rena Nadar (LA Family Travel)

- **DTLA/Arts District, May 14**

- Manuela - 11:30am-2pm
 - Matthew Kaner (Men's Journal)
 - Kaila Yu (Business Insider)
 - Marina Szakin (TravelAge West)
 - Jason Heidemann (Expedia Group, Passport)

- **Newport Beach (OC), May 15**

- Dine + Duffy 4:30-7:30pm
 - Sharon Stello (Laguna Beach Magazine, Newport Beach Magazine)
 - Wendy Lee (InsideHook, TravelAwaits)
 - Christopher Trela (Newport Beach Independent, Orange County Business Journal)
 - Greer Wylder (Greer's OC)
 - Jim Benning (AAA)
 - Cindy Carcamo (LA Times)

- **San Diego, May 16 & 17**

- Desksides only
 - Carmen Varner (Tasting Table)
 - Brandon Hernandez (San Diego Beer News)
 - Ron Donoho (The San Diego Sun)
 - Joanne & Tony DiBona (USA Today)

DCI 2023-24 SLO Coverage Grid:

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