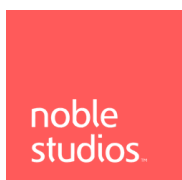




Agency Report · June 2024

SLO-TBID



Agency Report

June Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY23-24:

Visit SLO - 30/60/90 Marketing Plan - FY24-25

Paid Media

Paid Search

In June, paid search drove **19,956 impressions** (-25% YoY), **2,890 clicks** (-20% YoY), **14.48% CTR** (+7% YoY), a **67.90% conversion rate** (+137% YoY), a \$3.40 average CPC (-3% YoY) and **5,206 sessions** (+20% YoY) while driving **1,526 hotel referrals** (-21% YoY), **77 homestay referrals** (-54% YoY), and **255 things to do referrals** (+83% YoY) at a 21% decrease in cost YoY.

Campaigns - PoP								
	Campaign	Campaign ty...	CTR ▾	% Δ	Conv. rate	% Δ	Conversions	% Δ
1.	Pet Friendly Hotels	Search Only	31.5%	21.3% ↑	94.79%	-12.7% ↓	384.84	15.8% ↑
2.	Cal Poly	Search Only	24.34%	9.6% ↑	103.89%	3.3% ↑	239.99	10.0% ↑
3.	Things To Do	Search Only	16.77%	14.0% ↑	37.91%	26.6% ↑	326.02	0.6% ↑
4.	Downtown Hotels	Search Only	15.98%	36.6% ↑	58.83%	-26.2% ↓	95.89	-18.7% ↓
5.	B&B	Search Only	15.24%	-27.2% ↓	48.08%	-32.2% ↓	64.43	-29.6% ↓
6.	Boutique Hotels	Search Only	14.16%	30.0% ↑	71.04%	-6.9% ↓	78.15	-20.6% ↓
7.	Top Hotels	Search Only	11.31%	12.7% ↑	66.26%	11.9% ↑	55.66	-35.6% ↓
8.	Discount Hotels	Search Only	10.85%	22.4% ↑	39.8%	-44.4% ↓	38.61	-43.8% ↓
9.	Best Hotels	Search Only	10.54%	-5.8% ↓	75.83%	25.1% ↑	84.93	-30.0% ↓
10.	Hotels Generic	Search Only	10.11%	25.7% ↑	103.54%	3.4% ↑	384.14	-5.0% ↓
11.	Motels	Search Only	9.61%	26.3% ↑	70.41%	-26.0% ↓	124.63	-31.1% ↓
12.	DSA - Landing Page	Search Only	8.51%	-8.0% ↓	58.63%	-34.0% ↓	85.01	-43.0% ↓
	Grand total		14.48%	18.1% ↑	67.9%	1.2% ↑	1,962.28	-12.4% ↓

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 **633,223 impressions** (**-51% YoY**), **342,314 users reached**, and **13,165 clicks** (**-18% YoY**) across Facebook and Instagram with a **2.08% CTR** for FB/Instagram (**+69% YoY**) for 7,125 sessions (**+5% YoY**) while driving **51 hotel referrals** (**+168% YoY**), **5 Homestay referrals** (**-38% YoY**), and **13 things to do referral** (**+8% YoY**) at a 17% 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 65+	187,743	2.49%	0.42
2.	Hello SLO Life Outdoor	172,220	1.8%	0.46
3.	Hello SLO Life Wine & Dine	98,242	2.04%	0.53
4.	Hello SLO Life Relaxation	70,703	1.64%	0.62
5.	Hello SLO Life Remarketing	57,475	1.44%	1.6
6.	Hello SLO Life Families	46,840	2.98%	0.35

Display

Display drove **864,566 impressions** (**+0.36% YoY**), **2,768 clicks** (**-85% YoY**), a **0.32% CTR** (**-86% YoY**), a **1.05% conversion rate** (**+144% YoY**) and **833 sessions** (**-82% YoY**) while driving **10 hotel referrals** (**-80% YoY**), and **3 homestay referrals** (**-88% YoY**) at a 66% 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 Relaxation	Display Only	0.55%	274.1%...	0.53%	-75.7% ↓	2	-86.7% ↓
2.	Display Families	Display Only	0.42%	107.2%...	0.96%	292.8%...	8	700.0%...
3.	Display 65+	Display Only	0.36%	80.2% ↑	2.04%	94.1% ↑	11	-21.4% ↓
4.	Display Retargeting	Display Only	0.33%	129.4%...	1.59%	-43.2% ↓	4	-84.0% ↓
5.	Display Wine & Dine	Display Only	0.21%	26.7% ↑	0.61%	-20.6% ↓	1	-50.0% ↓
6.	Display Outdoor	Display Only	0.21%	-4.8% ↓	0.5%	206.9%...	3	200.0%...
	Grand total		0.32%	82.9% ↑	1.05%	-24.2%...	29	-50.0%...

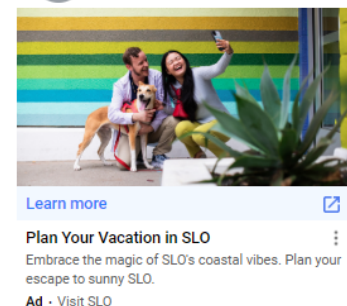
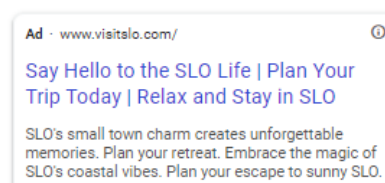
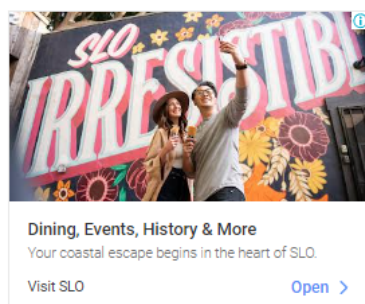
This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions 864,566 ↑ 0.4% from previous year	Paid Clicks 2,768 ↓ -85.5% from previous year	Paid CTR 0.32% ↓ -85.6% from previous year	Spend \$1,815.29 ↓ -66.3% from previous year	Avg. CPC \$0.66 ↑ 132.9% from previous year	Cost / conv. \$62.60 ↓ -4.5% from previous year
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Performance Max (PMAX)

Performance Max campaigns drove 21,460 impressions, 3,569 clicks, a 16.63% CTR, a 31% conversion rate and 3,899 sessions while driving 46 hotel referrals, 5 homestay referrals and 663 things to do partner referrals at a total spend of \$665.

PMAX Ad Examples:





Demand Gen

Demand Gen campaigns drove 54,366 impressions, 1,153 clicks, a 2.12% CTR, a 9.43% conversion rate and 483 sessions while driving 22 hotel referrals, 12 homestay referrals, and 5 things to do partner referrals at a total spend of \$1,114.

Proactively monitored and optimized paid media placements (\$20,398 spend).

Email Marketing

Monthly Newsletter

In June, we sent one newsletter to all subscribers. The email focused on summer events, concerts, and things to do. In June, our newsletter drove 712 sessions (-39% PoP), 245 total partner referrals (-45% PoP), 51 hotel referrals (-15% PoP), had an average engagement rate of 57% (-8% PoP), an average session duration of 6m 02s (+120% PoP), and an average pages/session of 2.67 (-8% PoP).

Key Takeaway: While we sent just one email in June, compared to the two we sent in May, the email performed well, drove a large number of hotel and event referrals, and generated a lot of traffic to the Concerts in the Plaza page. The open and click rates were on target and exceeded industry benchmarks.



Summertime in SLO: It Doesn't Get Any Better Than This

With mild highs and cozy lows, summer in San Luis Obispo is the perfect temperature for adventure. Stay in town, wander around, or venture out to explore the Central Coast. Try something new every day (and afternoon, and evening) in a place where summer is more than a season. It's a way of life – the SLO life.

[All Events](#)

June Newsletter Snapshot | Summer Events in SLO

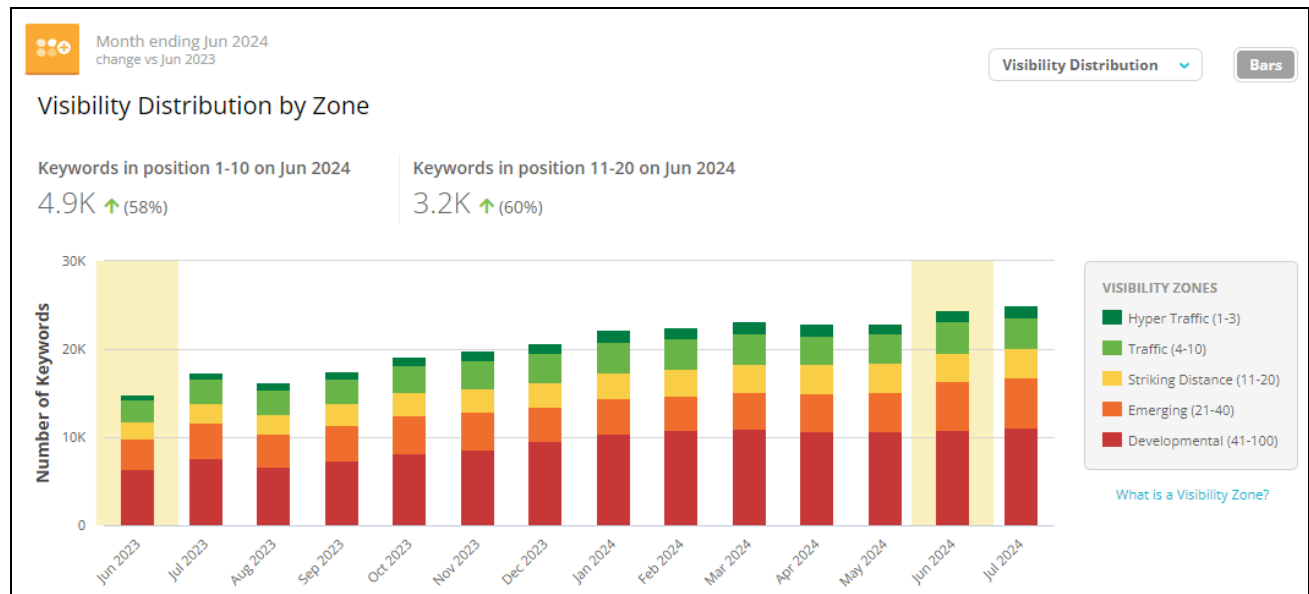
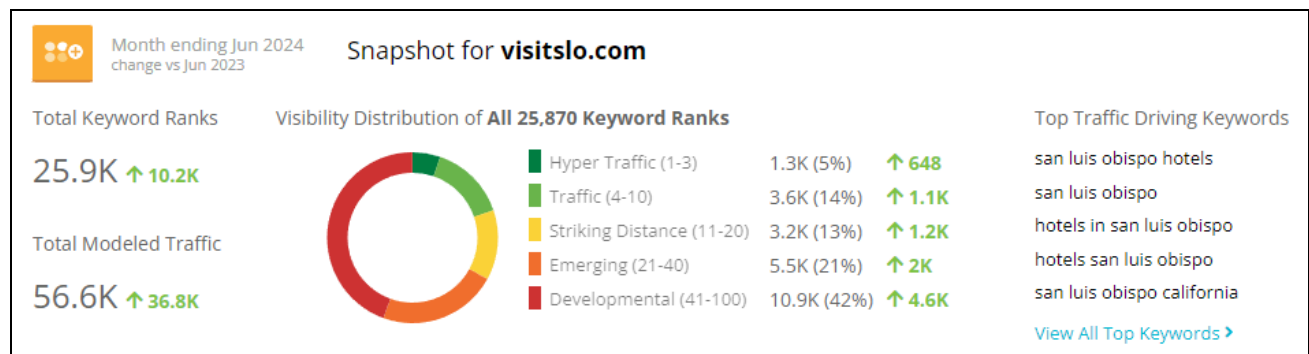
- **Send Date:** Friday, 6/14/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 22,175
- **Open Rate:** 48.5%
- **Click Rate:** 2.5%
- **Number of Website Sessions:** 712
- **Average Session Duration:** 6:02
- **Pages / Session:** 2.58
- **Engagement Rate:** 57.58%
- **Total Partner Referrals:** 54
- **Total Lodging Referrals:** 51

Search Engine Optimization (SEO) & Content Creation

Organic search traffic increased 4% period-over-period and increased 44% year-over-year.

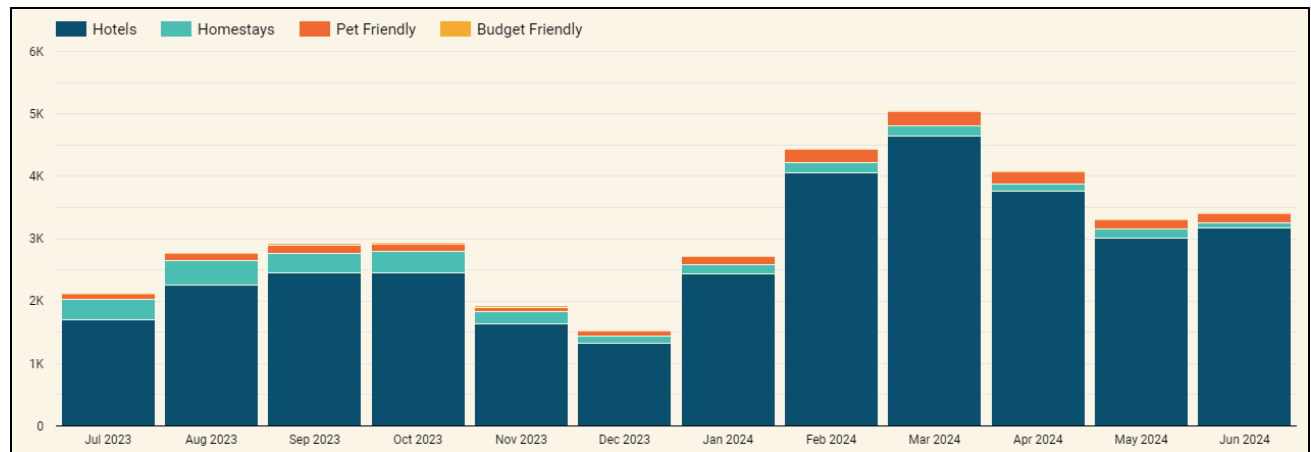
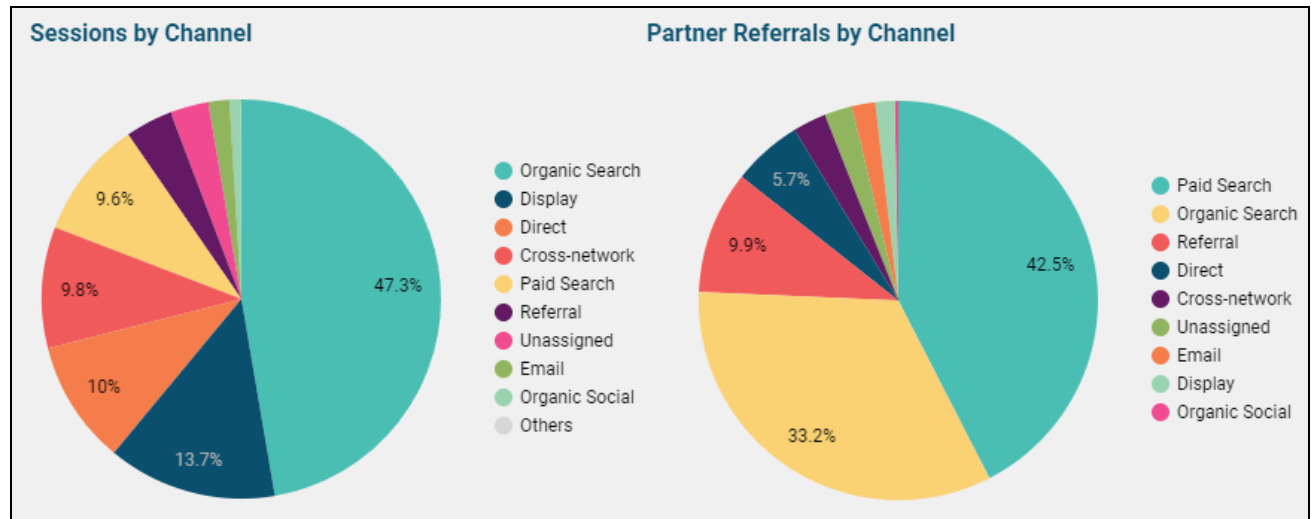
Organic search generated 1,209 hotel partner referrals (**+22% YoY**), 46 homestay partner referrals (**-41% YoY**), and 2,722 things to do referrals (**+37% YoY**). YoY Average Session Duration increased by 11%, and pages per session increased by 27%.

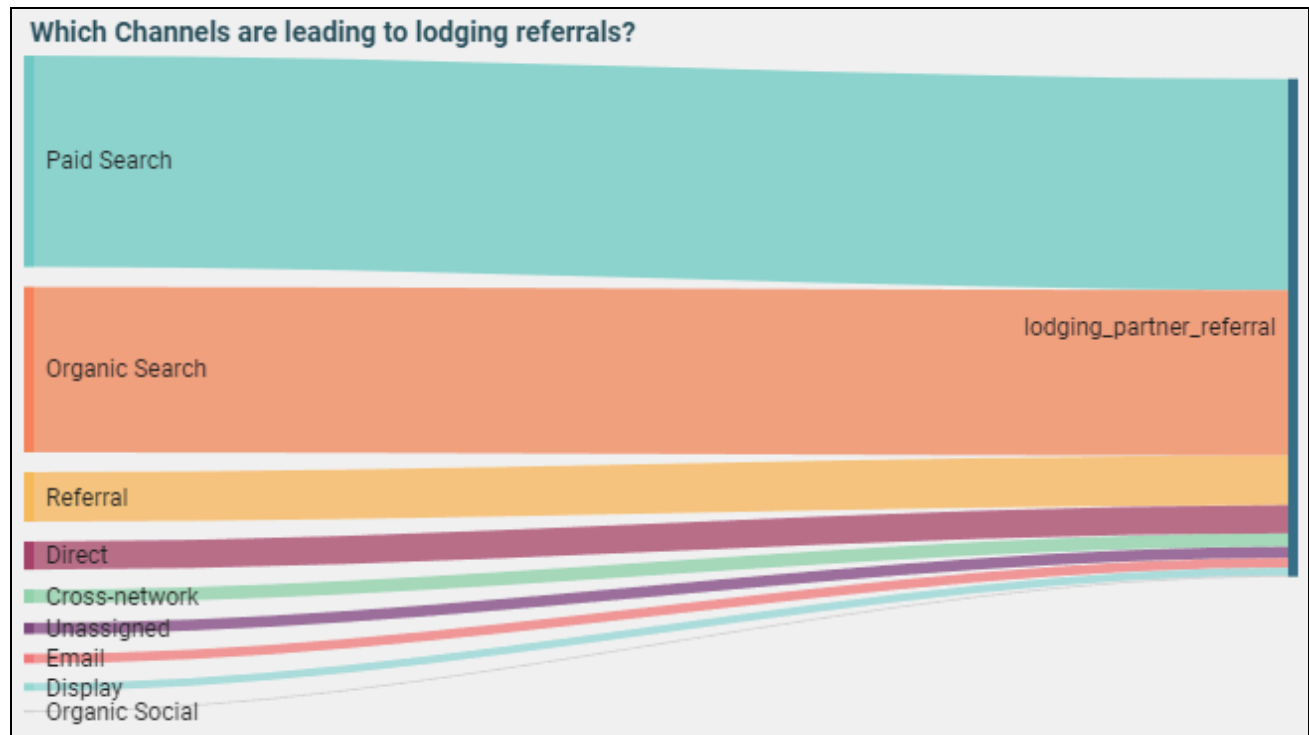
Page 1 keywords increased to 4.9K (+58% YoY), and total keywords increased to 25.9K (+75% YoY). In June we optimized the Weekend Trips from LA page and prompted a new meetings and events page. We are continuing to monitor SEO performance across all of our pages since our new website launched last July, and are seeing good organic improvements across the board.



Website

In June, the website saw 53,925 total sessions (+24% YoY). The highest engagement rates came from paid search, organic search, and referral traffic. Across the website in June we saw an average of 2.2 pages per session (+34% YoY) and an average session duration of 2:35 (+21% YoY). In June we saw 3,576 Hotel Referrals (+1% YoY), 200 Homestay referrals (-45% YoY), and 4,134 Things to Do referrals (+63% YoY).





MRO Updates:

Plugins and Updates

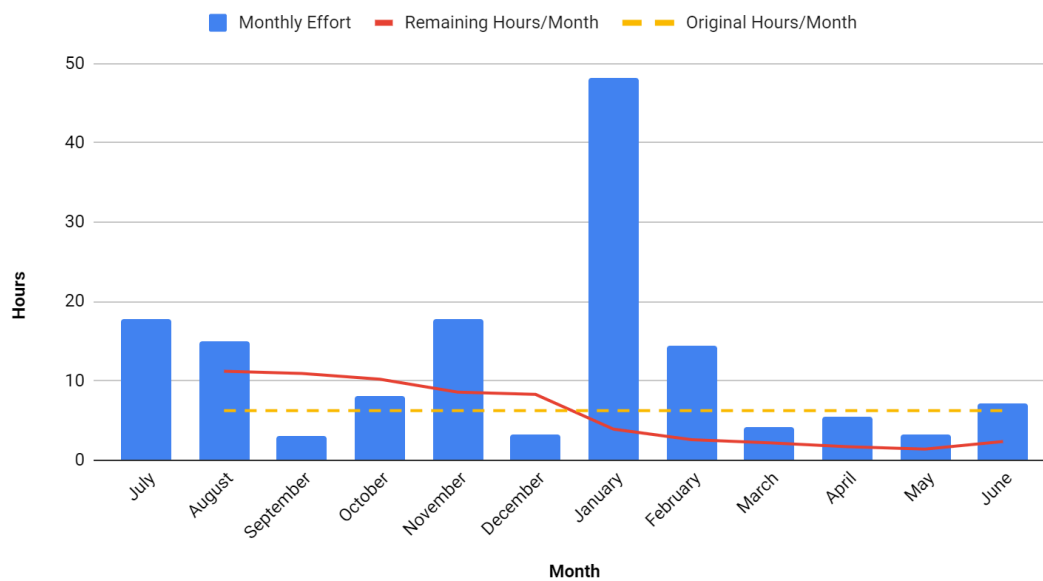
- WP core 6.5.5
- Gravity Forms
- Permalink Manager Pro
- Events Calendar
- Events Calendar Community Events
- WP Hide Login
- Yoast SEO
- ACF Pro
- Improved how styles are enqueued to improve compatibility with the site editor
- Rebuilt Main Nav and Footer to use React scripts instead of ACF (featured events is now the only ACF block remaining)

Web Retainer

Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	7.25	Cal Poly Days, Homepage updates, Chamber Updates, Footer refactoring

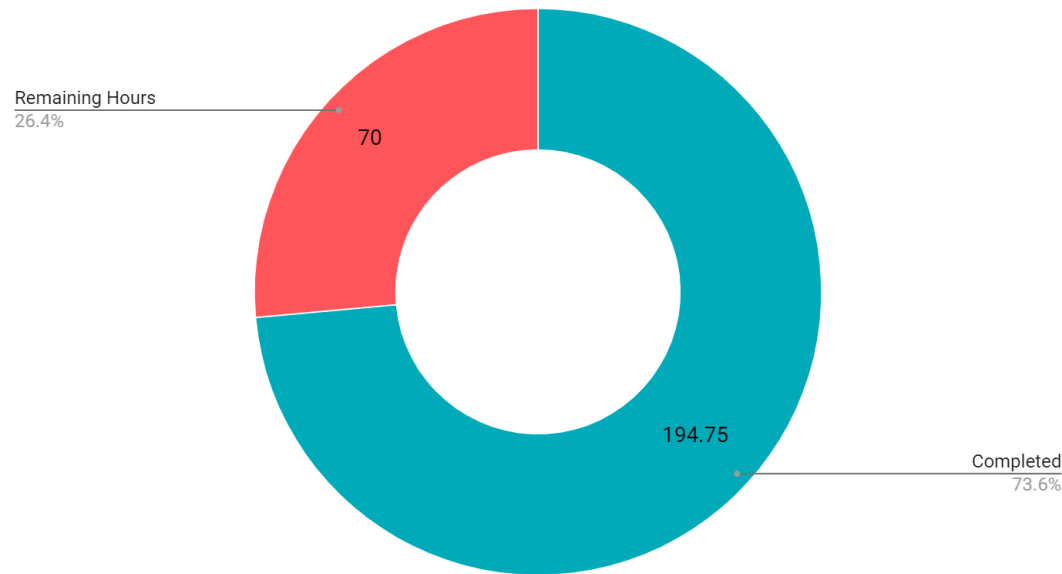
Hours: Planned vs. Actual



Creative Services

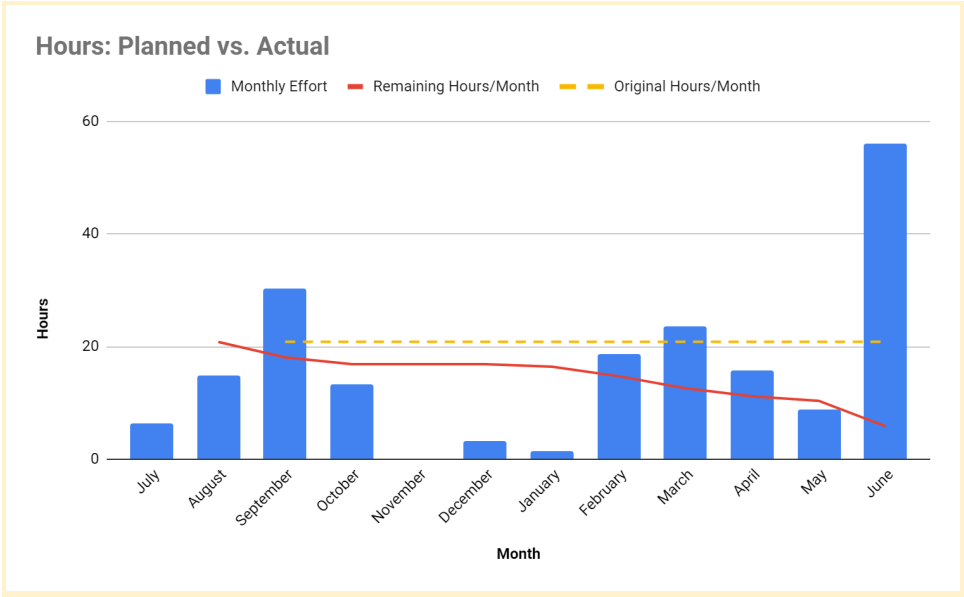
70h will be rolled over to the 24/25 Retainer

SLO Creative Services | 2023/2024 - 250 Total Hours



Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	56	Keys for Trees - video script, storyboard, video work





PR And Media Relations

Proactive Pitching:

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

Media Relations: Pitching and Outreach

- Linda Laban, Sustainability
- Travel Market Report, Briana Bonfiglio, Boutique Hotels
- Extended Weekend Getaways, Agritourism Experiences, Robin Smith
- Craig Stoltz, Sustainability
- Mary Jo Manzanares, Wine and General Travel
- Soumya Karlamangla, NY Times, Sustainability

DCI also attended two conferences:

- SATW Eastern Chapter Conference
- SATW Western Chapter Conferenc
 - Both included one-on-one meeting with media to discuss story opportunities for SLO

DCI 2023-24 SLO Coverage Grid:

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