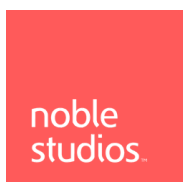




Agency Report · July 2024

SLO-TBID





Agency Report

July Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY23-24:

[Visit SLO - 30/60/90 Marketing Plan - FY24-25](#)

Paid Media

In July, Noble Studios proactively monitored and optimized paid media placements while managing a total monthly spend of \$24,634.

Paid Search

In July, paid search drove **37,842 impressions (+127% YoY)**, **3,208 clicks (+36% YoY)**, **8.48% CTR (-40% YoY)**, a **54.61% conversion rate (+207% YoY)**, a \$3.08 average CPC (**+23% YoY**) and **11,799 sessions (+334% YoY)** while driving **1,352 hotel referrals (+95% YoY)**, **99 homestay referrals (-11% YoY)**, and **298 things to do referrals (+496% YoY)** at a 66% increase in cost YoY.

Campaigns - YoY

Campaign	Campaign t...	CTR ▾	% Δ	Conv. rate	% Δ	Conversio...	% Δ
1. Pet Friendly Hotels	Search Only	33.01%	41.9% †	116.93%	579.5% †	275.95	489.6% †
2. Things To Do	Search Only	22.3%	30.1% †	33.92%	258.0% †	362.99	304.1% †
3. B&B	Search Only	21.98%	43.9% †	49.49%	197.0% †	50.48	206.0% †
4. Cal Poly	Search Only	21.7%	-1.3% †	91.18%	324.7% †	121.27	219.1% †
5. Homestays	Search Only	13.79%	-	50.96%	-	26.5	-
6. Downtown Hotels	Search Only	12.28%	2.6% †	69.07%	38.1% †	165.08	302.6% †
7. Discount Hotels	Search Only	12.2%	18.7% †	50.96%	216.8% †	44.33	216.8% †
8. Boutique Hotels	Search Only	11.87%	-20.2% †	73.13%	58.7% †	84.83	475.1% †
9. Best Hotels	Search Only	10.26%	6.0% †	49.05%	-	31.39	-
10. Motels	Search Only	8.78%	36.1% †	73.21%	56.5% †	123.73	184.4% †
11. Top/Best Hotels	Search Only	8.74%	-34.2% †	64.17%	214.6% †	84.7	69.5% †
12. Hotels Generic	Search Only	8.16%	-21.2% †	83.28%	513.2% †	234.01	2,027.4% †
	Grand total	8.48%	-40.1% †	54.61%	206.9% †	1,751.98	316.1% †

Paid Social

Paid social drove **974,245 impressions (+59% YoY)**, **447,332 users reached (+64% YoY)**, and **19,202 clicks (+104% YoY)** across Facebook and Instagram with a **1.97% CTR for FB/Instagram (+28% YoY)** for 9,304 sessions (**+147% YoY**) while driving **74 hotel referrals (+573% YoY)**, **26 Homestay referrals (+271% YoY)**, and **33 things to do referral (+3,200% YoY)** at a 102% 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.

Top Campaigns by Impressions

	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Midweekend Wine & Dine	124,250	1.2%	0.43
2.	Midweekend Relaxation	123,012	1.19%	0.42
3.	Midweekend Outdoor	116,423	1.48%	0.41
4.	Hello SLO Life Remarketing	93,032	2.69%	0.48
5.	Midweekend 65+	89,863	3.5%	0.21
6.	Hello SLO Life Outdoor	86,280	2.04%	0.41
7.	Midweekend Families	85,740	1.74%	0.42
8.	Hello SLO Life 65+	72,135	2.92%	0.37
9.	Midweekend Remarketing	52,727	1.62%	0.86

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Display

Display drove **2,175,444 impressions (+124% YoY)**, **7,688 clicks (+49% YoY)**, a **0.35% CTR (-33% YoY)**, a **1.27% conversion rate (+406% YoY)** and **1,560 sessions (-51% YoY)** while driving **43 hotel referrals (+126% YoY)**, and **4 homestay referrals (+/- 0% YoY)** at an 18% increase 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 - YoY

Campaign	Campaign t...	CTR ▾	% Δ	Conv. rate	% Δ	Conversio...	% Δ
1. Display Families	Display Only	0.86%	-41.3% ↓	0.36%	-	5	-
2. Display Midweekend Families	Display Only	0.57%	-	0.89%	-	8	-
3. Display Midweekend Remarketing	Display Only	0.44%	-	0.14%	-	1	-
4. Display Wine & Dine	Display Only	0.36%	-35.5% ↓	0.68%	-	2	-
5. Display Outdoor	Display Only	0.34%	-59.9% ↓	0%	-	0	-
6. Display Midweekend Relaxation	Display Only	0.34%	-	0.74%	-	5	-
7. Display Midweekend Wine & Dine	Display Only	0.32%	-	2.09%	-	17	-
8. Display Retargeting	Display Only	0.29%	111.2% ↑	6.62%	805.7% ↑	19	280.0% ↑
9. Display Midweekend Outdoor	Display Only	0.25%	-	1.05%	-	8	-
10. Display 65+	Display Only	0.25%	-82.6% ↓	5.58%	2,319.6% ↑	22	266.7% ↑
11. Display Midweekend 65+	Display Only	0.24%	-	1.3%	-	11	-
12. Display Relaxation	Display Only	0.2%	-51.5% ↓	0%	-100.0% ↓	0	-100.0% ↓
Grand total		0.35%	-33.4% ↓	1.27%	406.2% ↑	98	653.8% ↑

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 17,876 impressions, 1,918 clicks, a 10.73% CTR, a 33% conversion rate and 2,134 sessions while driving 31 hotel referrals, 0 homestay referrals and 400 things to do partner referrals at a total spend of \$484.

PMAX Ad Examples:



Dining, Events, History & More
Your coastal escape begins in the heart of SLO.
Visit SLO [Open >](#)

Ad · www.visitslo.com/

Say Hello to the SLO Life | Plan Your Trip Today | Relax and Stay in SLO

SLO's small town charm creates unforgettable memories. Plan your retreat. Embrace the magic of SLO's coastal vibes. Plan your escape to sunny SLO.



[Learn more](#)

Plan Your Vacation in SLO

Embrace the magic of SLO's coastal vibes. Plan your escape to sunny SLO.

Ad · Visit SLO

Demand Gen

Demand Gen campaigns drove 197,111 impressions, 4,804 clicks, a 2.44% CTR, a 4.70% conversion rate and 2,451 sessions while driving 124 hotel referrals, 10 homestay referrals, and 12 things to do partner referrals at a total spend of \$2,836.

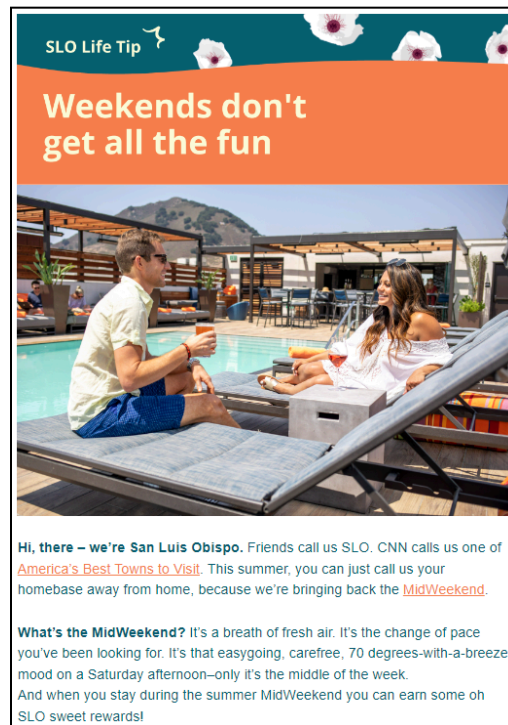
Email Marketing

July Newsletters

In July, we sent two newsletters to all subscribers. Both emails focused on promoting the Summer MidWeekend deal. In July, our newsletters drove 1,132 sessions (+53% PoP), 377 total partner referrals (+598% PoP), 350 hotel referrals (+586% PoP), had an average engagement rate of 56% (-2% PoP), an average session duration of 2m 58s (-51% PoP), and an average pages/session of 3.27 (+23% PoP).


Key Takeaway: Our two MidWeekend promo emails in July had slightly lower engagement metrics but drove large numbers of partner referrals, likely signaling that users quickly digested information about the MidWeekend deal and went on to explore hotel partner sites (partner referrals) as opposed to spending long times on the website.

July Newsletter Snapshot | Summer MidWeekend



- **Send Date:** Thursday, 7/1/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 22,224
- **Open Rate:** 51%
- **Click Rate:** 1.7%
- **Number of Website Sessions:** 794
- **Average Session Duration:** 2:38
- **Pages / Session:** 3.21
- **Engagement Rate:** 54.41%
- **Total Partner Referrals:** 243
- **Total Lodging Referrals:** 232

July Newsletter Snapshot | Summer MidWeekend Extra Promo



Stay Midweek, Earn \$100

<<First Name>>, **say hello to the MidWeekend: summer edition!**
 Stay 2 nights in San Luis Obispo midweek (that's Sunday through Thursday) between now and Aug 31, 2024 and earn \$100 cash to spend however you like.

[Book Now](#)

The MidWeekend is the perfect time to live like the locals do in San Luis Obispo: fewer crowds, better hotel rates, and all the small-town charm that makes us one of [America's best towns to visit](#).

What would you do with an extra \$100 to spend on your SLO summer vacation?

- 🎭 Catch a live musical at a famous theater?
- 🌅 Watch the sunset in a Central Coast vineyard?
- 🍽️ Treat yourself to a meal at a Michelin-recognized restaurant?

[Plan Your Visit](#)

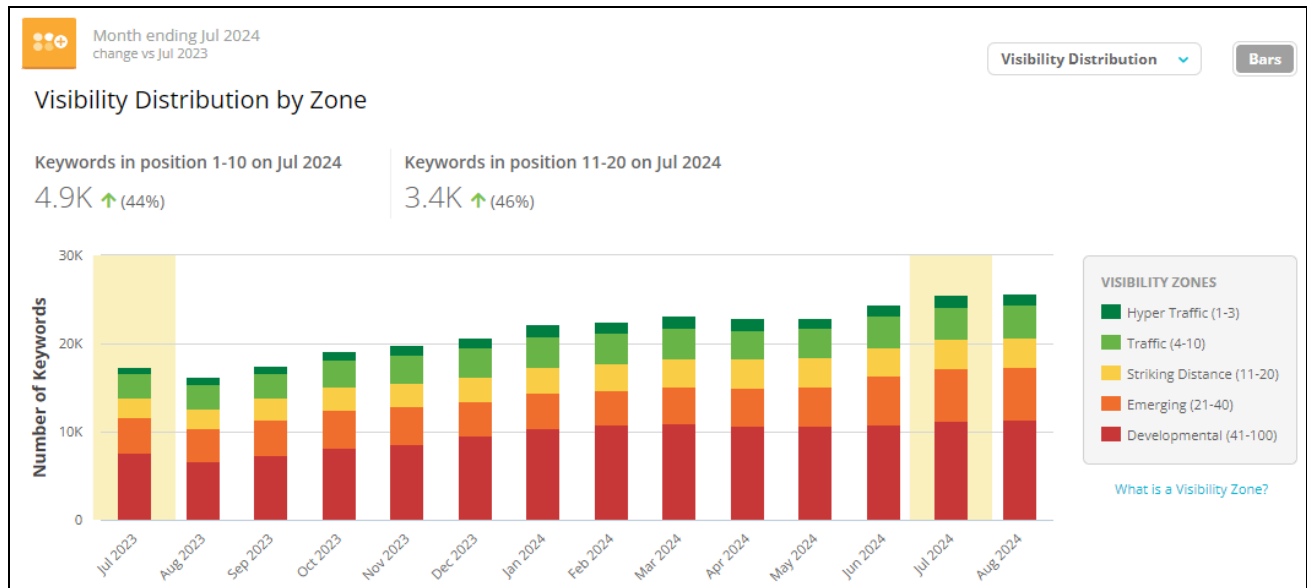
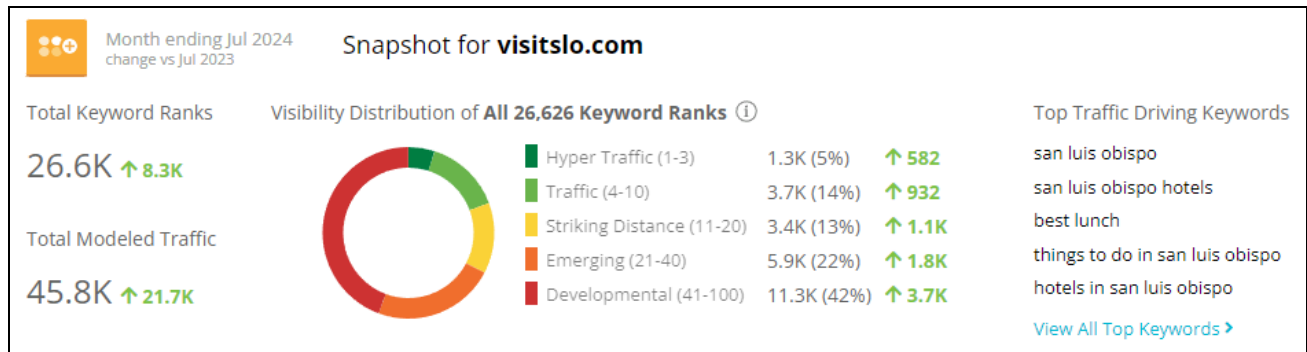
- **Send Date:** Tuesday, 7/23/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 23,169
- **Open Rate:** 50.8%
- **Click Rate:** 1.3%
- **Number of Website Sessions:** 276
- **Average Session Duration:** 3:55
- **Pages / Session:** 3.69
- **Engagement Rate:** 61.23%
- **Total Partner Referrals:** 130
- **Total Lodging Referrals:** 119

Search Engine Optimization (SEO) & Content Creation

Organic search traffic increased 17% period-over-period and increased 47% year-over-year.

Organic search generated 1,653 hotel partner referrals (+92% YoY), 65 homestay partner referrals (-37% YoY), and 3,644 things to do referrals (+184% YoY). YoY Average Engagement Time increased by 11%, and pages per session increased by 25%.

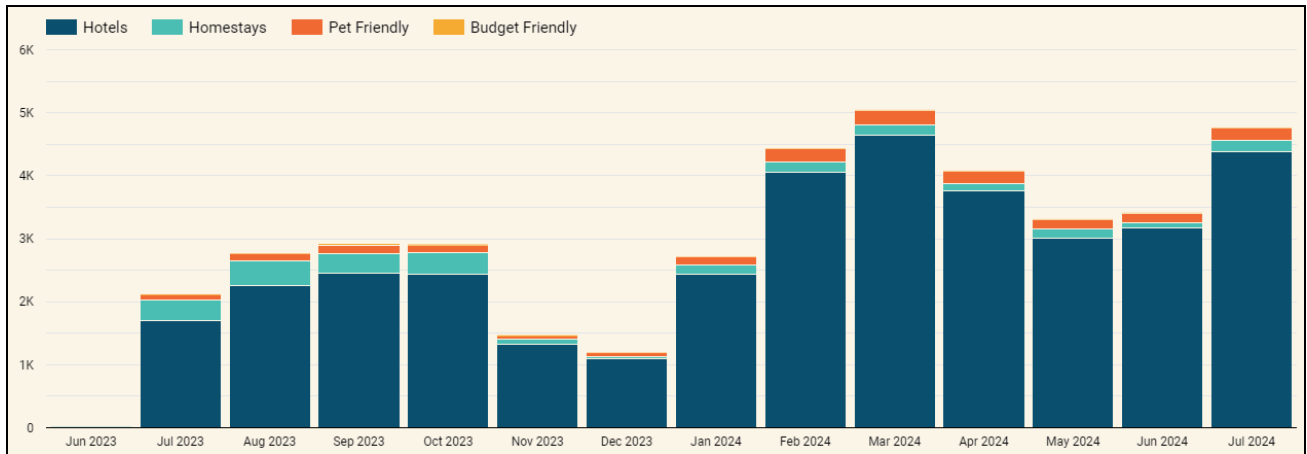
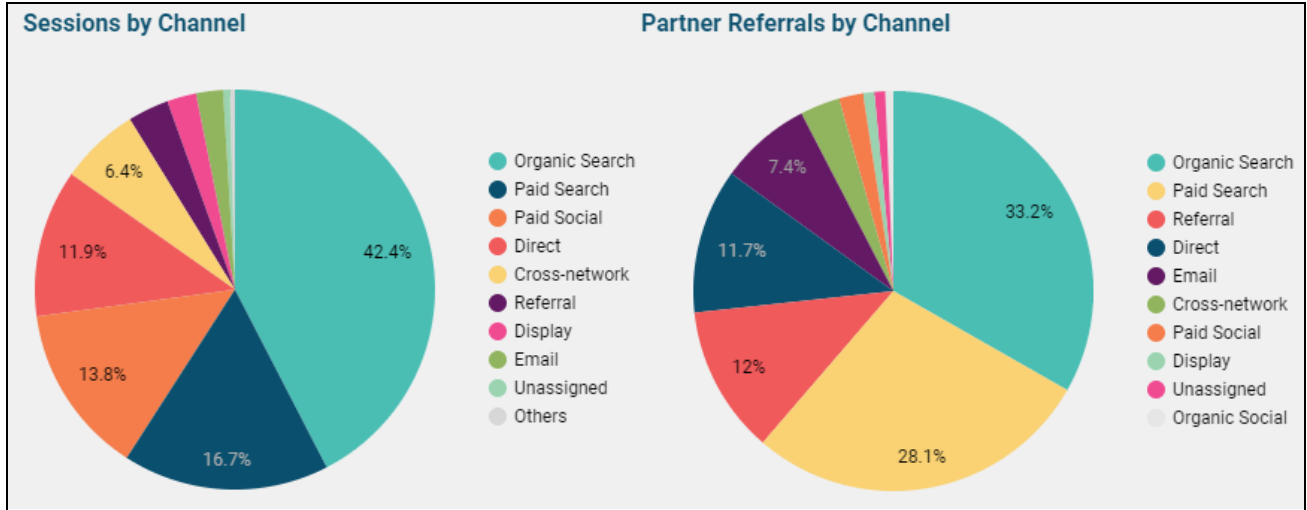
Page 1 keywords increased to 4.9K (+44% YoY), and total keywords increased to 26.6K (+45% YoY). In July we optimized the best places to eat and San Luis Obispo concerts pages. We are continuing to monitor SEO performance across all of our pages since our new website launched last July, and are seeing great organic improvements across the board.

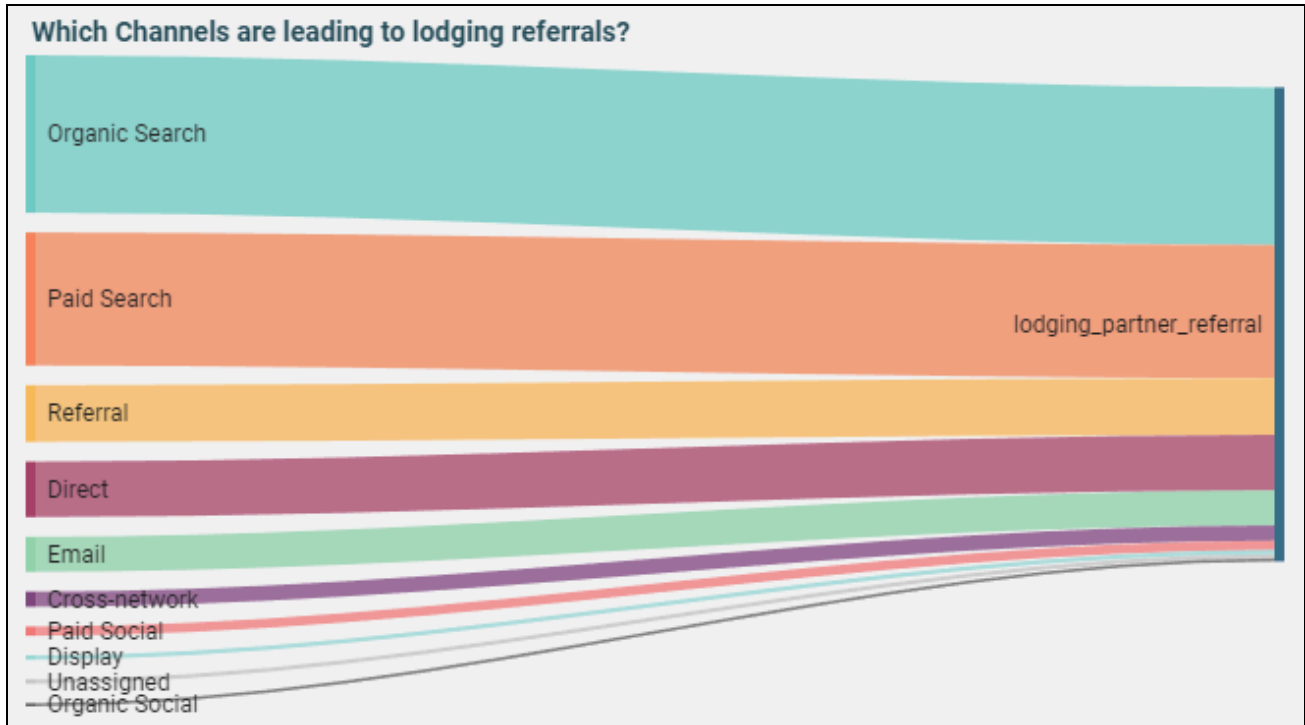


Website

In July, the website saw 69,518 total sessions (+56% YoY). The highest engagement rates came from organic search, organic social, and cross-network traffic. Across the website in July we saw an

average of 2.19 pages per session (+5% YoY) and an average session duration of 2:25 (+1% YoY). In July we saw 4,824 Hotel Referrals (+96% YoY), 343 Homestay referrals (-14% YoY), and 4,772 Things to Do referrals (+207% YoY).





MRO Updates:

- Plugins and Updates
 - Gravity Forms
 - Events Calendar
 - Events Calendar Pro
 - Community Events
 - Safe SVG
 - WP Hide Login
 - Yoast SEO
 - ACF Pro
 - WP Mail SMTP
- Theme Updates
 - Updated the SLO Life Tips so that navigation is hidden when only one slide is inserted.
 - Fixed color themes in the adv listings block
 - Enabled inner blocks for the adv listing intro

Web Retainer & Creative Services

Monthly overview of efforts will resume within the August report once the new contract and retainer has been fully executed. In July, Creative Services efforts resumed with the ongoing creation of a Keys for Trees video.



PR And Media Relations

We are pleased to present our first monthly report and would like to express our appreciation for the opportunity to meet with the board. Our initial meetings were highly productive, focusing on onboarding and discussing strategies for reaching multiethnic audiences and media targeting.

A significant milestone in June was the publication of the CNN Travel article highlighting San Luis Obispo as the epitome of "California perfection." Since its release, the Uniquely Driven team has been actively pitching this to media alongside the MidWeekend Promotion, to further amplify its reach and garner potential interest in other story opportunities with media.

We had insightful discussions with Hollie and Jacqui regarding the PR objectives and key messages for the new 2-year marketing and business plan. These conversations have been instrumental in shaping our strategy moving forward.

We have also finalized our "most wanted" media list, carefully considering target markets, emerging audiences, and new vertical opportunities. Our team is currently developing a comprehensive 12-month PR strategy and exploring ways to enhance the monthly reporting format to better highlight key PR successes.

Below is a breakdown of proactive media efforts, including pitch angles, ongoing media conversations and other activities for July:

Proactive Pitch Angles:

- CNN Travel
- MidWeekend Promotion

Ongoing Media Conversations:

- William Tomicki, Travel by ENTRÉE, Weekend experiences / living the SLO life
- Rosa Gamazo, Telecinco, Luxury hotel and destination feature
- Joshua Lurie, Discover Los Angeles, Foodie destination

Other Activities:

- Attended TBID marketing retreat & in-market working sessions with City Staff, Chamber and Noble Studios teams
- Submitted interest-based multicultural media list
- Planning for upcoming FAM trip (immersion trip for the Uniquely Driven team)