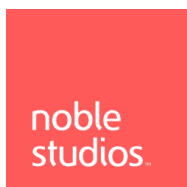




Agency Report · August 2024

SLO-TBID





Agency Report

August Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY24-25:

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

Paid Media

In August, Noble Studios proactively monitored and optimized paid media placements while managing a total monthly spend of \$43,847.

Paid Search

In August, paid search drove **60,197 impressions (+223% YoY)**, **4,600 clicks (+100% YoY)**, **7.64% CTR (-38% YoY)**, a **52.43% conversion rate (+47% YoY)**, a **\$2.72 average CPC (-9% YoY)** and **27,429 sessions (+573% YoY)** while driving **1,908 hotel referrals (+220% YoY)**, **125 homestay referrals (+4% YoY)**, and **481 things to do referrals (+501% YoY)** at an 81% increase in cost YoY.

Our SLO Awareness campaign is targeting high-level awareness search terms to drive additional consideration of the destination among travelers. This campaign has led to a significant increase year over year in paid search impressions and sessions, but due to the nature of awareness tactics, we see a decrease in click through rate year over year. Despite the decrease in click through rate, we continue to see YoY increases in conversions and partner referrals among travelers who do click through to VisitSLO.com.

Campaigns - YoY

Campaign	Campaign t...	CTR ▾	% Δ	Conv. rate	% Δ	Conversio...	% Δ
1. Pet Friendly Hotels	Search Only	31.39%	19.7% †	91.66%	147.6% †	336.4	349.9% †
2. Cal Poly	Search Only	22.75%	5.6% †	101.91%	13.4% †	195.67	65.0% †
3. Things To Do	Search Only	20.57%	40.6% †	33.86%	102.4% †	380.29	182.0% †
4. B&B	Search Only	20.12%	9.3% †	54.6%	162.1% †	52.96	253.1% †
5. Homestays	Search Only	13.1%	-	49.73%	-	82.06	-
6. Downtown Hotels	Search Only	12.96%	57.0% †	74.8%	40.7% †	167.55	184.0% †
7. Boutique Hotels	Search Only	12.7%	13.0% †	82.36%	75.9% †	169.66	671.2% †
8. DSA - Landing Page	Search Only	10.08%	12.0% †	64.39%	21.1% †	103.67	54.7% †
9. Hotels Generic	Search Only	10.05%	42.6% †	83.36%	94.5% †	342.62	626.6% †
10. Discount Hotels	Search Only	10.03%	4.4% †	39.77%	138.6% †	48.13	434.8% †
11. Top/Best Hotels	Search Only	9.39%	-19.2% ‡	68.15%	155.0% †	176.5	235.2% †
12. Motels	Search Only	8.53%	9.7% †	66.29%	95.2% †	145.17	186.9% †
	Grand total	7.64%	-38.1% ‡	52.43%	47.1% †	2,411.96	194.0% †

Paid Social | Evergreen Campaigns

Paid social drove **935,795 impressions (+33% YoY)**, **523,689 users reached (+70% YoY)**, and **19,439 clicks (+81% YoY)** across Facebook and Instagram with a **2.08% CTR for FB/Instagram (+36% YoY)** for 9,318 sessions (**+100% YoY**) while driving **90 hotel referrals (+4,400% YoY)**, **25 Homestay referrals (+2,500% YoY)**, and **46 things to do referral (+4,500% YoY)** at a 93% increase in spend YoY.

Over the last several months we have been optimizing our campaigns to drive higher quality leads and improve conversion rates for our campaigns, while leaning into leveraging Instagram-specific placements and remarketing lookalike audiences.

Top Campaigns by Impressions

	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life Remarketing	266,835	2.29%	0.49
2.	Hello SLO Life Outdoor	234,608	1.53%	0.58
3.	Hello SLO Life Families	128,040	2.75%	0.3
4.	Midweekend Outdoor	120,158	1.56%	0.39
5.	Hello SLO Life 65+	117,877	2.59%	0.57
6.	Hello SLO Life Wine & Dine	117,616	1.66%	0.58
7.	Midweekend 65+	105,082	3.18%	0.24
8.	Midweekend Families	94,157	1.64%	0.44
9.	Midweekend Wine & Dine	93,029	1.16%	0.46
10.	Midweekend Relaxation	87,482	1.13%	0.46
11.	Midweekend Remarketing	71,360	1.58%	0.7
12.	Hello SLO Life Relaxation	70,819	1.73%	0.52

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Display | Evergreen Campaigns

Display drove **941,091 impressions (-18% YoY)**, **5,224 clicks (-14% YoY)**, a **0.56% CTR (+5% YoY)**, a **0.69% conversion rate (+3% YoY)** and **1,030 sessions (-78% YoY)** while driving **9 hotel referrals (-10% YoY)** and **2 things to do referrals (-33% YoY)** at an **52% 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 dynamic ad placements 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	1.1%	-3.7% ↓	0.74%	64.1% ↑	16	433.3% ↑
2. Display Wine & Dine	Display Only	0.84%	24.5% ↑	0.73%	-80.0% ↓	9	-40.0% ↓
3. Display Midweekend Families	Display Only	0.57%	-	0.9%	-	8	-
4. Display Midweekend Relaxation	Display Only	0.48%	-	0.64%	-	21.02	-
5. Display Midweekend Wine & Dine	Display Only	0.42%	-	0.86%	-	34.98	-
6. Display Retargeting	Display Only	0.38%	0.9% ↑	0.25%	-55.7% ↓	1	-91.7% ↓
7. Display Midweekend Outdoor	Display Only	0.37%	-	0.68%	-	27	-
8. Display 65+	Display Only	0.36%	-45.2% ↓	0.86%	76.7% ↑	6	-25.0% ↓
9. Display Midweekend 65+	Display Only	0.33%	-	0.88%	-	46	-
10. Display Midweekend Remarketing	Display Only	0.33%	-	0%	-	0	-
11. Display Relaxation	Display Only	0.26%	-46.1% ↓	0%	-100.0% ↓	0	-100.0% ↓
12. Display Outdoor	Display Only	0.25%	-71.2% ↓	0.79%	319.7% ↑	4	300.0% ↑
Grand total		0.42%	-21.6% ↓	0.74%	10.9% ↑	173	322.0% ↑

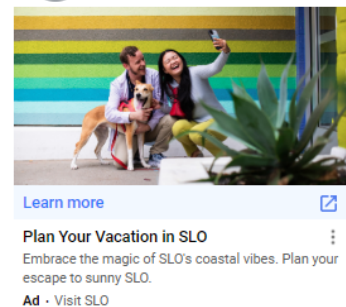
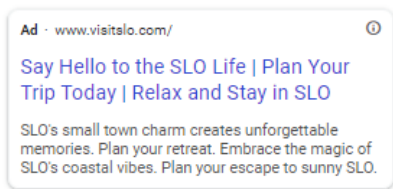
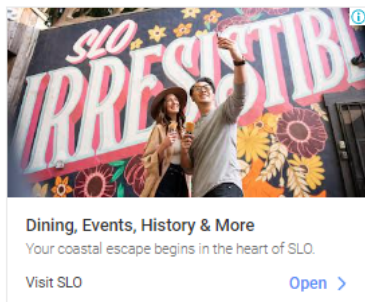
This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions 5,598,715 ↑ 386.1% from previous year	Paid Clicks 23,248 ↑ 281.1% from previous year	Paid CTR 0.42% ↓ -21.6% from previous year	Spend \$5,898.46 ↑ 46.5% from previous year	Avg. CPC \$0.25 ↓ -61.6% from previous year	Cost / conv. \$34.10 ↓ -65.3% from previous year
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Performance Max (PMAX) | Evergreen Campaigns

Performance Max campaigns drove 29,410 impressions, 3,393 clicks, a 11.54% CTR, a 30% conversion rate and 3,796 sessions while driving 59 hotel referrals, 14 homestay referrals and 599 things to do partner referrals at a total spend of \$735.

PMAX Ad Examples:



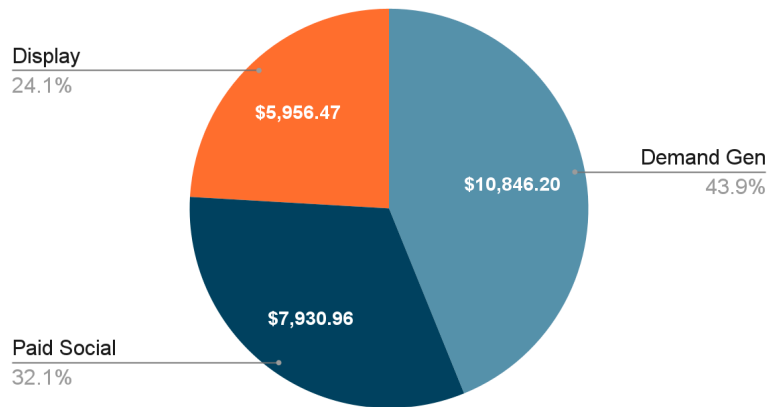
Demand Gen | Evergreen Campaigns

Demand Gen campaigns drove 153,516 impressions, 913 clicks, a 0.59% CTR, a 2.36% conversion rate and 602 sessions while driving 42 hotel referrals, 15 homestay referrals, and 7 things to do partner referrals at a total spend of \$1,197.

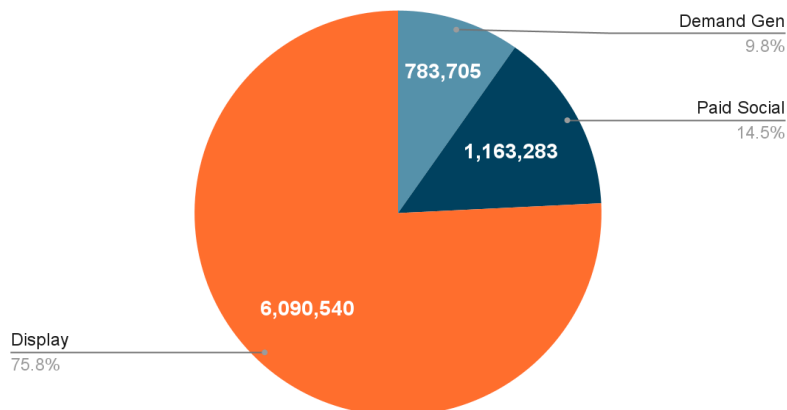
Summer MidWeekend | July - August

Summary: Summer MidWeekend campaigns drove a total of **8,037,528 impressions**, **64,204 clicks**, an average **1.45% CTR**, and a total of **24,463 sessions**. These summer MidWeekend campaigns also drove a total of **712 Hotel Partner Referrals**, **2,992 MidWeekend Hotel Button Clicks**, and **35 MidWeekend Itinerary button clicks** at a total spend of \$24,734.

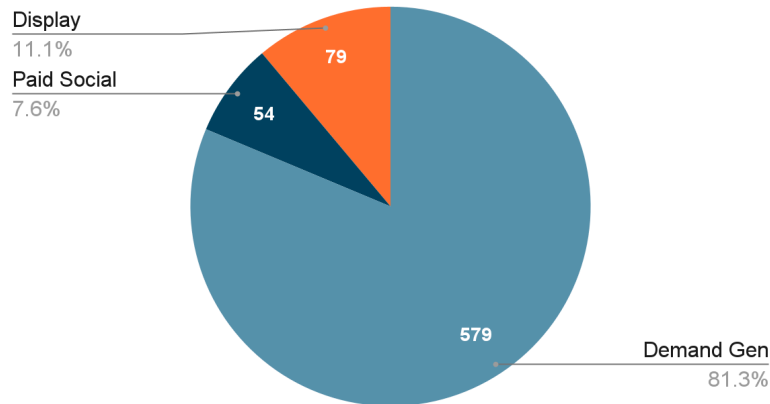
Summer MidWeekend Budget Breakdown by Channel



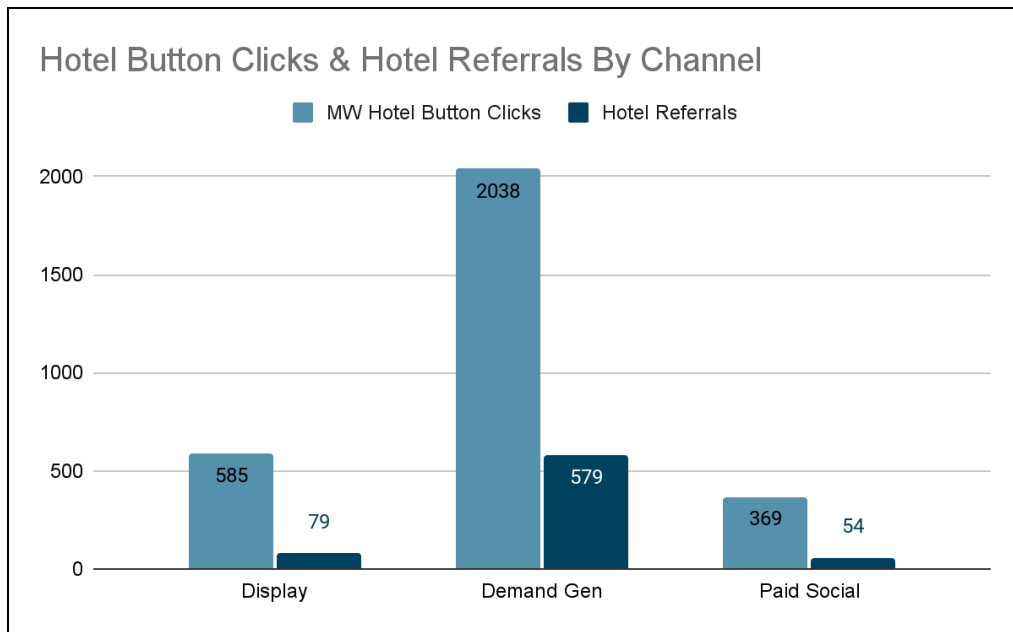
Summer MidWeekend Total Impressions by Channel



MidWeekend Hotel Partner Referrals by Channel



Hotel Button Clicks & Hotel Referrals By Channel



Paid Social | Summer MidWeekend Campaigns

Paid social drove **1,163,283 impressions**, **343,088 users reached**, and **20,127 clicks** across Facebook and Instagram with a **1.73% CTR** for FB/Instagram for **8,836 sessions** while driving **54 hotel referrals**, **369 MidWeekend Hotel Button Clicks**, and **9 MidWeekend Itinerary Button Clicks**.



Demand Gen | Summer MidWeekend Campaigns

Demand Gen campaigns drove **783,705 impressions**, **21,338 clicks**, a **2.72% CTR**, a **2.81% conversion rate** and **12,128 sessions** while driving **579 hotel referrals**, **2,038 MidWeekend Hotel Button Clicks**, and **21 MidWeekend Itinerary Button Clicks**.

Display | Summer MidWeekend Campaigns

Display drove **6,090,540 impressions**, **22,739 clicks**, a **0.37% CTR**, a **0.82% conversion rate** and **3,499 sessions** while driving **79 hotel referrals**, **585 MidWeekend Hotel Button Clicks**, and **5 MidWeekend Itinerary Button Clicks**.

Email Marketing

August Newsletters

In August, we sent one newsletter to all subscribers. The email focused on promoting the final week of the Summer MidWeekend deal. In August, our newsletter drove 1,132 sessions (**-60% PoP**), 377 total partner referrals (**-85% PoP**), 45 hotel referrals (**-87% PoP**), had an average engagement rate of 50% (**-10% PoP**), an average session duration of 2m 15s (**-24% PoP**), and an average pages/session of 3.27 (**-31% PoP**).

Key Takeaway: Our final MidWeekend promo email in August had slightly lower engagement metrics and drove lower numbers of partner referrals compared to July, signaling that many users were not as able to take advantage of the MidWeekend promotion in the last week of the deal.



Last Call for MidWeekend Magic

\$100 just for staying in San Luis Obispo overnight? It almost sounds too good to be true. But that's just how we roll on MidWeekends. Stay overnight in SLO Sunday through Thursday before August 31, 2024, and collect cash to sweeten your stay. Our recommendation: treat yourself à la [Downtown Summer Spending](#). Shop, eat and drink at participating businesses, scan a QR code and enter for a chance to win weekly \$350 prize packages...or the grand prize, valued at \$2,500!

[Plan Your MidWeekend](#)

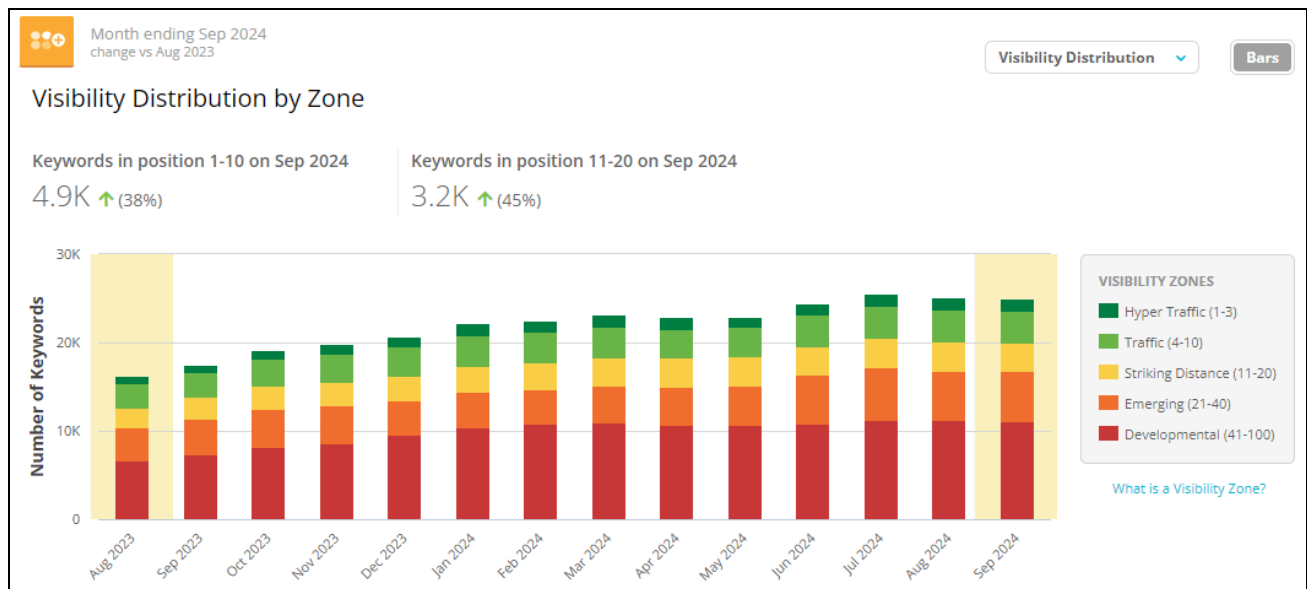
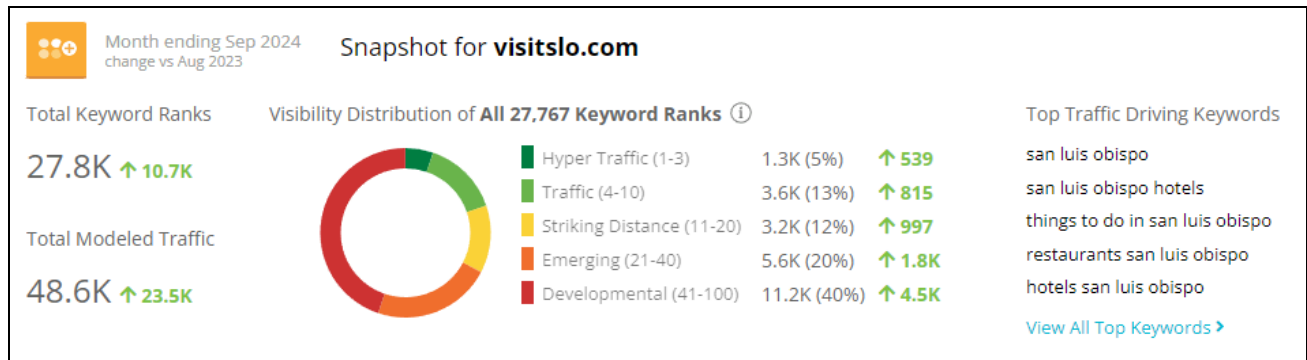
- **Send Date:** Thursday, 8/22/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 23,845
- **Open Rate:** 48.7%
- **Click Rate:** 2.0%
- **Number of Website Sessions:** 450
- **Average Session Duration:** 2m 15s
- **Average Engagement Time:** 58s
- **Pages / Session:** 2.26
- **Engagement Rate:** 50.44%
- **Total Partner Referrals:** 56
- **Total Lodging Referrals:** 45

Search Engine Optimization (SEO) & Content Creation

Organic search traffic decreased 17% period-over-period and increased 41% year-over-year.

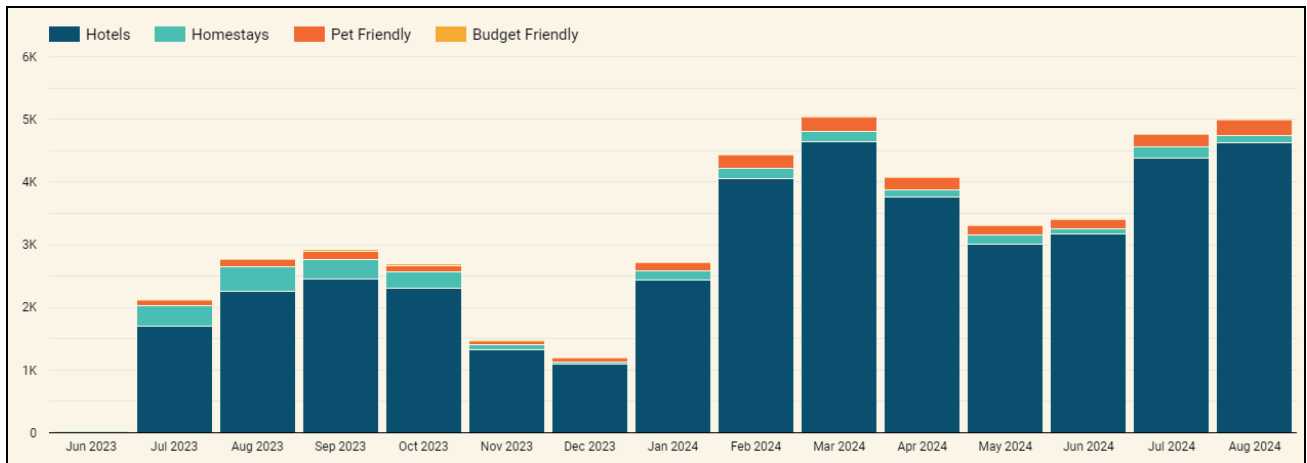
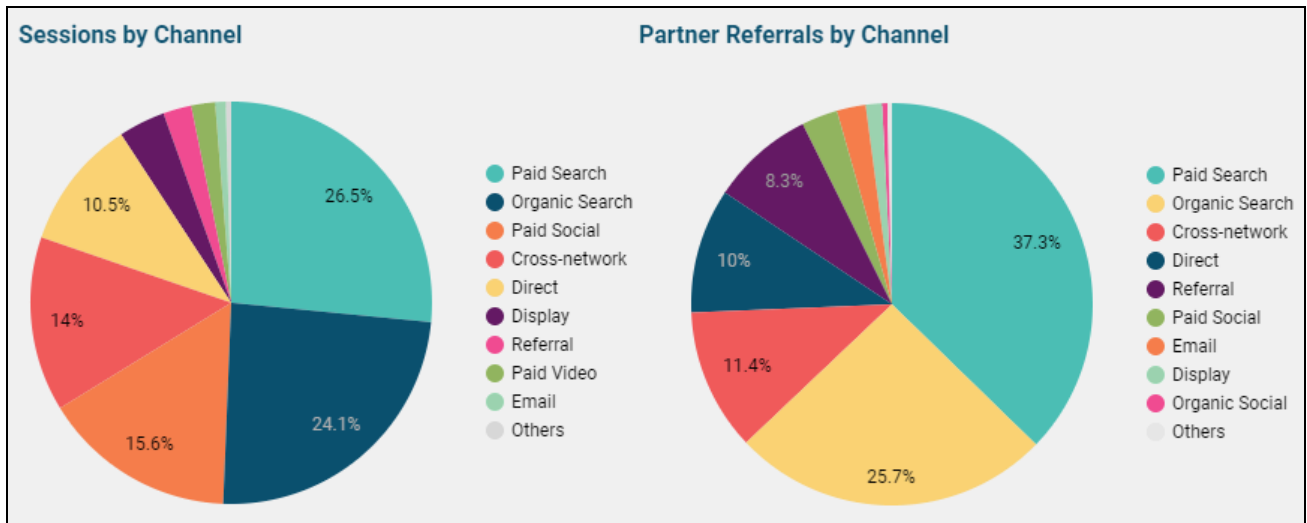
Organic search generated 1,335 hotel partner referrals (+116% YoY), 67 homestay partner referrals (+34% YoY), and 2,711 things to do referrals (+70% YoY). YoY Average Engagement Time increased by 13%, and pages per session increased by 6%.

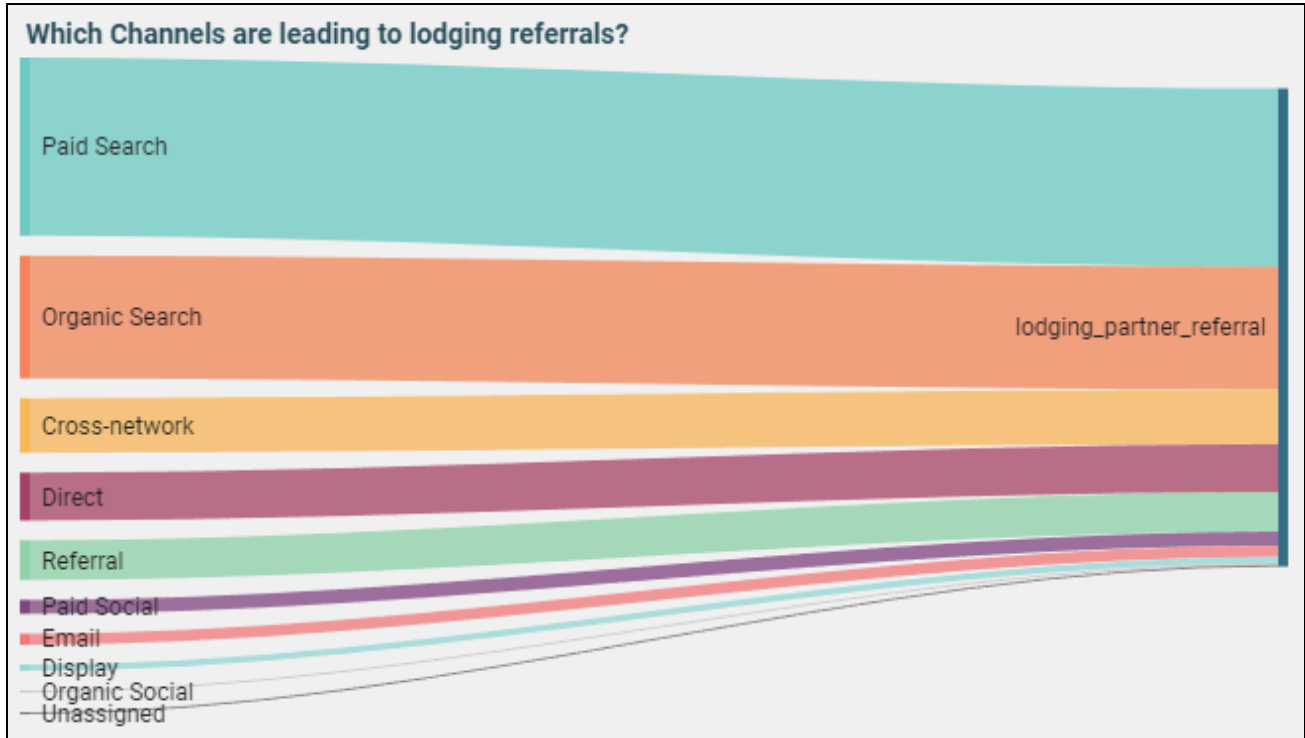
Page 1 keywords increased to 4.9K (+38% YoY), and total keywords increased to 27.8K (+63% YoY). In August we optimized the San Luis Obispo Airport and Mission San Luis Obispo pages. We are continuing to monitor SEO performance across all of our pages since our new website launched last July, and are seeing great organic improvements across the board.



Website

In August, the website saw 101,918 total sessions (+142% YoY). The highest engagement rates came from organic search, organic social, and cross-network traffic. Across the website in August we saw an average of 1.85 pages per session (-13% YoY) and an average engagement time of 0:32 (-17% YoY). In August we saw 5,143 Hotel Referrals (+195% YoY), 310 Homestay referrals (+28% YoY), and 4,161 Things to Do referrals (+114% YoY).





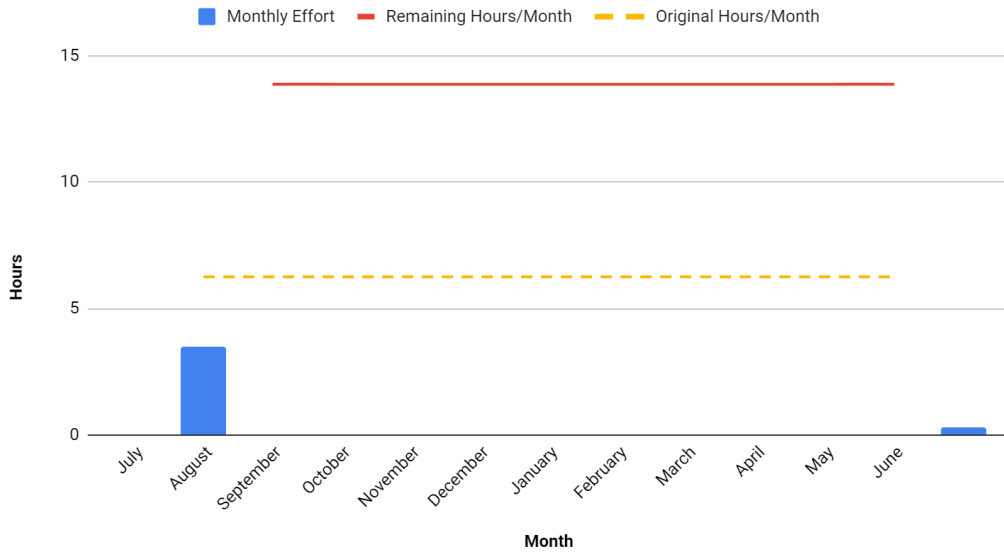
MRO Updates:

- WP Core updated to 6.6.1
- Plugins and Updates
 - ACF Pro
 - Gravity Forms
 - Permalink Manager
 - Redirection
 - Relevanssi Premium
 - Events Calendar
 - Events Calendar Pro
 - Community Events
 - Yoast SEO
 - WP Mail SMTP
- Theme Updates

Web Retainer & Creative Services Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	3.5	Media Page updates, helping Anna with some updates, Stakeholder additions

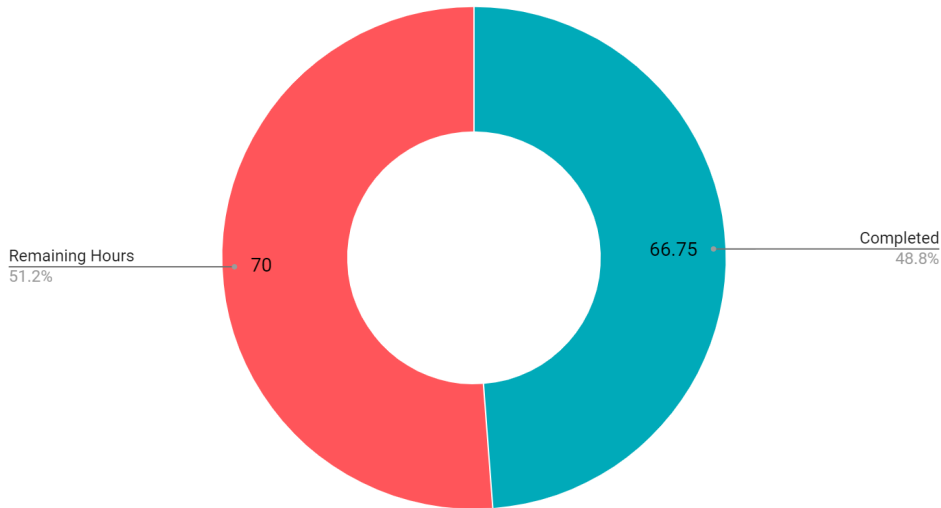
Hours: Planned vs. Actual



Creative Services

Recap of FY23-24 Creative Services Hours

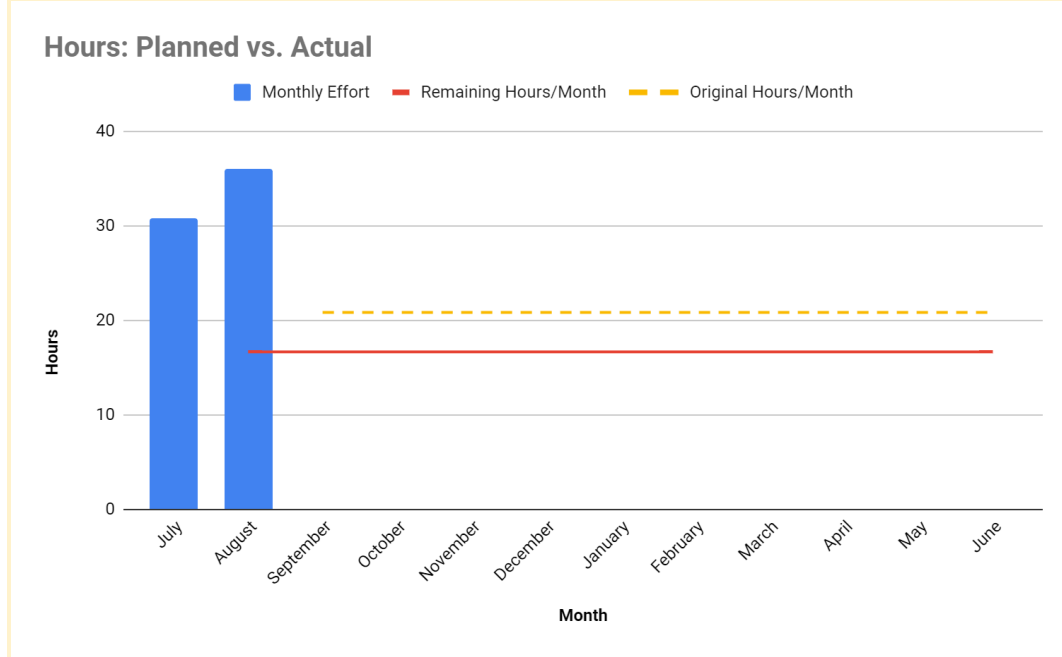
SLO Creative Services | 2024/2024 - 100 Total Hours



With our new FY24-25 Retainer in place, a new budget of 150 hours of Creative Services for any ad hoc request will be available. Additionally, Noble Studios is working closely with City Staff to ensure a rollover of remaining hours from FY23-24.

Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management - July	30.75	Cal Poly Ad updates, K4T video
Monthly Maintenance, Coordination, and Management - Aug	36	Lodging Ad updates, Cal Poly Ad updates, Wrapping up K4T video, B-roll for PR spot



PR And Media Relations

In August, our pitching efforts focused on leveraging the CNN Travel article naming SLO as **“One of America’s Best Towns to Visit,”** as well as developing Visit SLO’s strategic public relations plan. A key component of this was the development of a Media Tiers Guide for the team to use when assessing media opportunities, especially FAM Trip requests. This guide will help to prioritize media outreach efforts and press trip requests so there is a framework for how opportunities are vetted and approved ensuring that the impressions and circulation are not the only barometers considered. This guide offers a structured approach to vetting and approving opportunities, prioritizing outreach based not only on impressions, circulation, and unique visitors, but also on targeted niche audiences, including multiethnic groups and key fly markets.



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

- KUNS-TV / KOMO News - UVM 2,251,283
 - Molly Cano, Economic Development & Tourism Manager, City of San Luis Obispo, was featured on KUNS-TV (affiliate of the CW in Seattle - the ARC Seattle program)
 - The segment was over 5.5 minutes and featured b-roll of the destination.
 - Interview segment highlighted:
 - Why SLO was the perfect place for late summer travel
 - Tips for planning a trip to SLO (including a mention of the MidWeekend promotion)
 - New and must see attractions
 - Arts, culture and sustainability initiatives
 - **A link to the segment** can be found [here](#).

Proactive Pitch Angles:

- “Named One of America’s Best Towns to Visit by CNN Travel”
- “Learn About A CNN Top Travel Destination For Late Summer”
- “San Luis Obispo: A Top Undiscovered Destination”

New Media Opportunities To Be Reviewed For Approval:

- Martie Bowser, DETOUR Magazine, Arts & Black culture, foodie destination
- Christina Silvestri, Arizona Foothills Magazine, History, dining, SLO life
- Carolyn Steere, Destination I Do, Wedding destination, wine and dining
- Rosa Gamazo, Telecinco, Luxury hotel and destination feature

Other Activities:

- Finalize MWML Tiers Document
- Finalize comprehensive PR plan aligning with two-year marketing objectives.
- Planning for upcoming FAM/Immersion trip for the Uniquely Driven Team (Sept. 10 - 13)