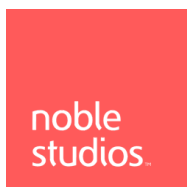




Agency Report · September 2024

SLO-TBID



Agency Report

September Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY24-25:

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

Paid Media

In September, Noble Studios proactively monitored and optimized paid media placements while managing a total monthly spend of \$64,450.

Paid Search

In September, paid search drove **32,768 impressions (+25% YoY)**, **4,414 clicks (+34% YoY)**, **13.47% CTR (+7% YoY)**, a **57.45% conversion rate (+43% YoY)**, a **\$3.30 average CPC (-26% YoY)** and **4,195 sessions (+52% YoY)** while driving **1,831 lodging referrals (+95% YoY)** and **295 things to do referrals (+273% YoY)** at a 1% decrease in cost YoY.

Paid search campaigns in September delivered significant year-over-year improvements in key metrics. Despite a slight decrease in cost, the campaigns generated more impressions, clicks and referrals, demonstrating improved efficiency and effectiveness. This is largely attributable to factors like optimized ad copy, refined keywords, and improved landing pages.

Campaign	Campaign t...	CTR	% Δ	Conv. rate	% Δ	Conversio...	% Δ	Cost / co...	% Δ	Click conversion...	% Δ
1. Pet Friendly Hotels	Search Only	30.33%	-0.7% ↓	101.82%	41.7% ↑	288.16	90.1% ↑	\$3.3	-65.4% ↓	101.82%	41.7% ↑
2. Cal Poly	Search Only	25.19%	19.5% ↑	76.63%	47.1% ↑	203.82	92.7% ↑	\$11.65	-31.5% ↓	76.63%	47.1% ↑
3. B&B	Search Only	23.97%	30.5% ↑	51.9%	20.6% ↑	54.5	3.8% ↑	\$10.54	-23.3% ↓	51.9%	20.6% ↑
4. Things To Do	Search Only	22.3%	49.6% ↑	31.18%	137.3% ↑	440.62	235.4% ↑	\$1.37	-75.6% ↓	31.18%	137.3% ↑
5. Downtown Hotels	Search Only	17.36%	54.0% ↑	74.31%	3.8% ↑	235.57	47.5% ↑	\$6.61	-33.5% ↓	74.31%	3.8% ↑
6. Boutique Hotels	Search Only	13.2%	9.3% ↑	61.04%	40.7% ↑	148.32	116.5% ↑	\$10.22	-37.3% ↓	61.04%	40.7% ↑
7. Homestays	Search Only	12.88%	-	72.62%	-	61	-	\$2.65	-	72.62%	-
8. Hotels Generic	Search Only	12%	33.5% ↑	91.97%	134.0% ↑	597.79	600.9% ↑	\$4.3	-56.2% ↓	91.97%	134.0% ↑
9. Discount Hotels	Search Only	11.78%	-10.9% ↓	45.91%	-31.4% ↓	28.92	-33.5% ↓	\$14.05	24.0% ↑	45.91%	-31.4% ↓
10. Top/Best Hotels	Search Only	9.83%	-22.7% ↓	55.83%	55.2% ↑	155.76	150.3% ↑	\$7.2	-52.6% ↓	55.83%	55.2% ↑
11. Motels	Search Only	9.25%	5.8% ↑	78.4%	83.4% ↑	164.64	314.0% ↑	\$8.95	-34.3% ↓	78.4%	83.4% ↑
12. DSA - Landing Page	Search Only	8.94%	32.5% ↑	51.88%	-10.6% ↓	128.67	-15.0% ↓	\$8.13	25.3% ↑	51.88%	-10.6% ↓
13. SLO Awareness	Search Only	4.32%	-	11.07%	-	28	-	\$7.71	-	11.07%	-
14. Discount Hotels Discount Hotels - LP Exp...	Search Only	0%	-100.0% ↓	0%	-100.0% ↓	0	-100.0% ↓	\$0	-100.0% ↓	0%	-100.0% ↓
	Grand total	13.47%	7.2% ↑	57.45%	43.2% ↑	2,535.77	91.3% ↑	\$5.75	-48.2% ↓	57.45%	43.2% ↑

Paid Social | Evergreen Brand Campaigns

Paid social drove **1,471,567 impressions (-18% YoY)**, **723,757 users reached (+1% YoY)**, and **29,106 clicks (+12% YoY)** across Facebook and Instagram with a **1.98% CTR for FB/Instagram (+3% YoY)** for 12,291 sessions (**+14% YoY**) while driving **75 lodging referrals (+56% YoY)**, and **46 things to do referral (+2,400% YoY)** at a 5% increase in spend YoY.

Paid social campaigns in the past year saw a decrease in impressions but an increase in clicks, sessions, and referrals, indicating improved targeting and engagement. While the overall spend increased slightly, the optimized targeting and use of lookalike audiences contributed to higher conversion rates and positive engagement metrics. Last year, we launched a “Harvest on the Coast” event-specific campaign which did not return this year and likely contributed to the decrease in impressions.

	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life Remarketing	577,920	2.2%	\$0.46
2.	Hello SLO Life Outdoor	382,430	1.46%	\$0.67
3.	Hello SLO Life 65+	148,053	2.2%	\$0.81
4.	Hello SLO Life Wine & Dine	146,642	1.66%	\$0.56
5.	Hello SLO Life Families	128,945	2.54%	\$0.33
6.	Hello SLO Life Relaxation	87,577	2.1%	\$0.54

Display | Evergreen Campaigns

Display drove **1,257,377 impressions (-31% YoY)**, **8,888 clicks (-1% YoY)**, a **0.71% CTR (+43% YoY)**, a **0.79% conversion rate (+41% YoY)** and **2,466 sessions (-78% YoY)** while driving **22 lodging referrals (-41% YoY)** and **8 things to do referrals (+60% YoY)** at a **39% 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 the 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.

Campaign	Campaign t...	CTR	% Δ	Conv. rate	% Δ	Conversio...	% Δ	Cost / co...	% Δ	Click conversion...	% Δ
1. Display Wine & Dine	Display Only	0.91%	25.6% ↑	0.51%	-39.0% ↓	10	-28.6% ↓	\$99	15.6% ↑	0.51%	-39.0% ↓
2. Display Families	Display Only	0.86%	56.9% ↑	0.75%	118.2% ↑	31	933.3% ↑	\$39.18	-84.2% ↓	0.75%	118.2% ↑
3. Display 65+	Display Only	0.82%	14.7% ↑	1.12%	106.9% ↑	12	9.1% ↑	\$35.45	-67.9% ↓	1.12%	106.9% ↑
4. Display Retargeting	Display Only	0.51%	55.8% ↑	1.37%	87.7% ↑	12	-40.0% ↓	\$40.04	-50.0% ↓	1.37%	87.7% ↑
5. Display Relaxation	Display Only	0.35%	-15.0% ↓	0.83%	505.0% ↑	3	200.0% ↑	\$95.43	-85.1% ↓	0.83%	505.0% ↑
6. Display Outdoor	Display Only	0.31%	-55.5% ↓	0.41%	199.2% ↑	2	100.0% ↑	\$146.89	-72.3% ↓	0.41%	199.2% ↑
Grand total		0.71%	43.1% ↑	0.79%	40.8% ↑	70	40.0% ↑	\$52.72	-56.3% ↓	0.79%	40.8% ↑

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	Paid Clicks	Paid CTR	Spend	Avg. CPC	Cost / conv.
1,257,377	8,888	0.71%	\$3,690.57	\$0.42	\$52.72
↓ -30.5% from previous year	↓ -0.6% from previous year	↑ 43.1% from previous year	↓ -38.9% from previous year	↓ -38.5% from previous year	↓ -56.3% from previous year

Performance Max (PMAX) | Evergreen Campaigns

Performance Max campaigns drove 31,185 impressions, 3,660 clicks, an 11.74% CTR, a 32% conversion rate and 3,614 sessions while driving 73 lodging referrals and 677 things to do partner referrals at a total spend of \$1,123.58.

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 | Evergreen Campaigns

Demand Gen campaigns drove 83,118 impressions, 1,620 clicks, a 0.71% CTR, a 6.43% conversion rate and 763 sessions while driving 55 lodging referrals and 5 things to do partner referrals at a total spend of \$1,818.89.

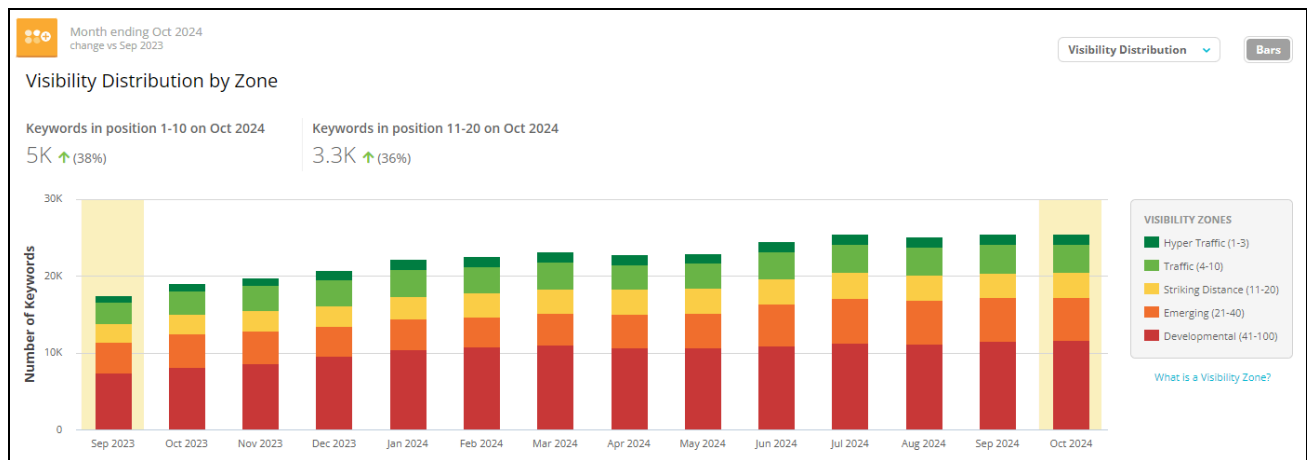
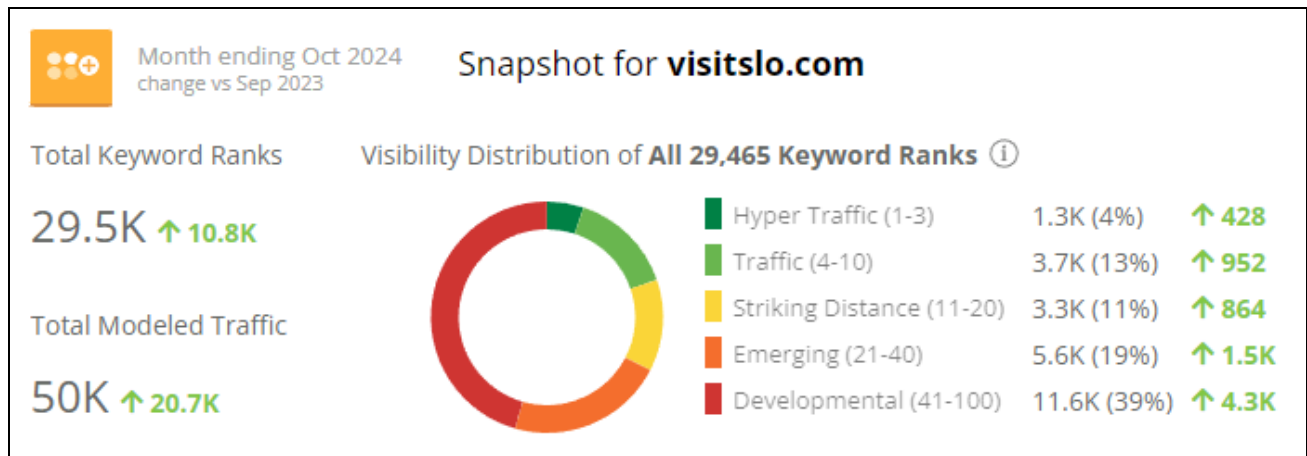
Search Engine Optimization (SEO) & Content Creation

Organic search traffic decreased 20% period-over-period and increased 13% year-over-year.

Organic search generated 870 hotel partner referrals (+17% YoY), 34 homestay partner referrals (-55% YoY), and 1,977 things to do referrals (+48% YoY). YoY Average Engagement Time increased by 3%, and pages per session increased by 6%.

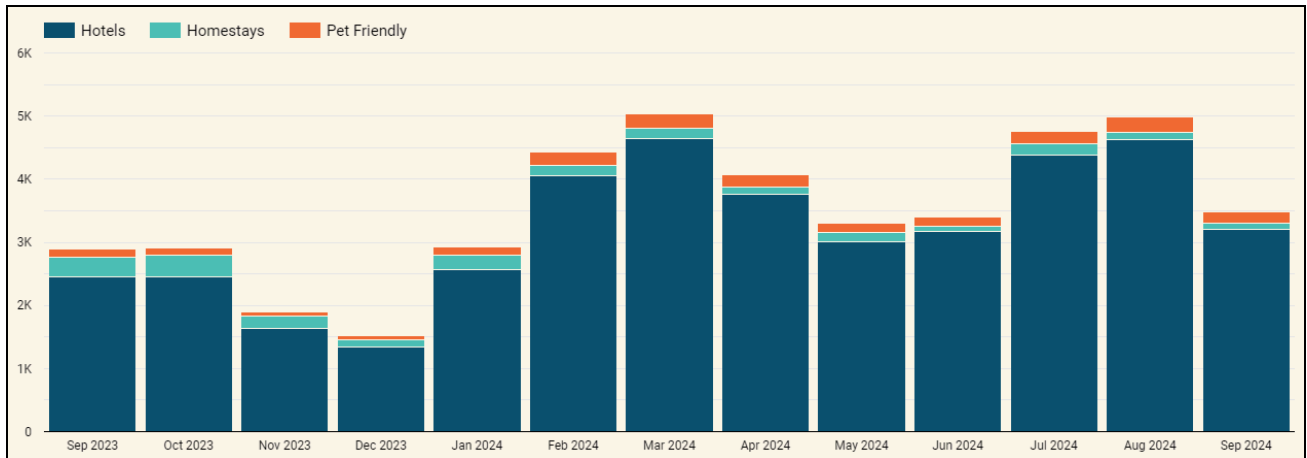
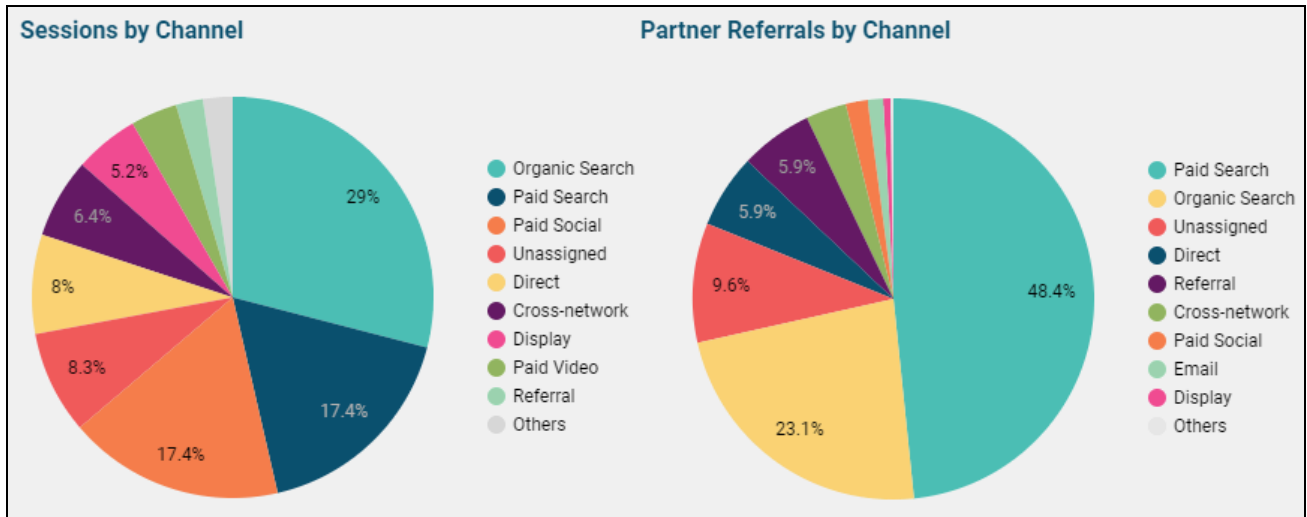
Page 1 keywords increased to 5K (+38% YoY), and total keywords increased to 29.5K (+58% YoY).

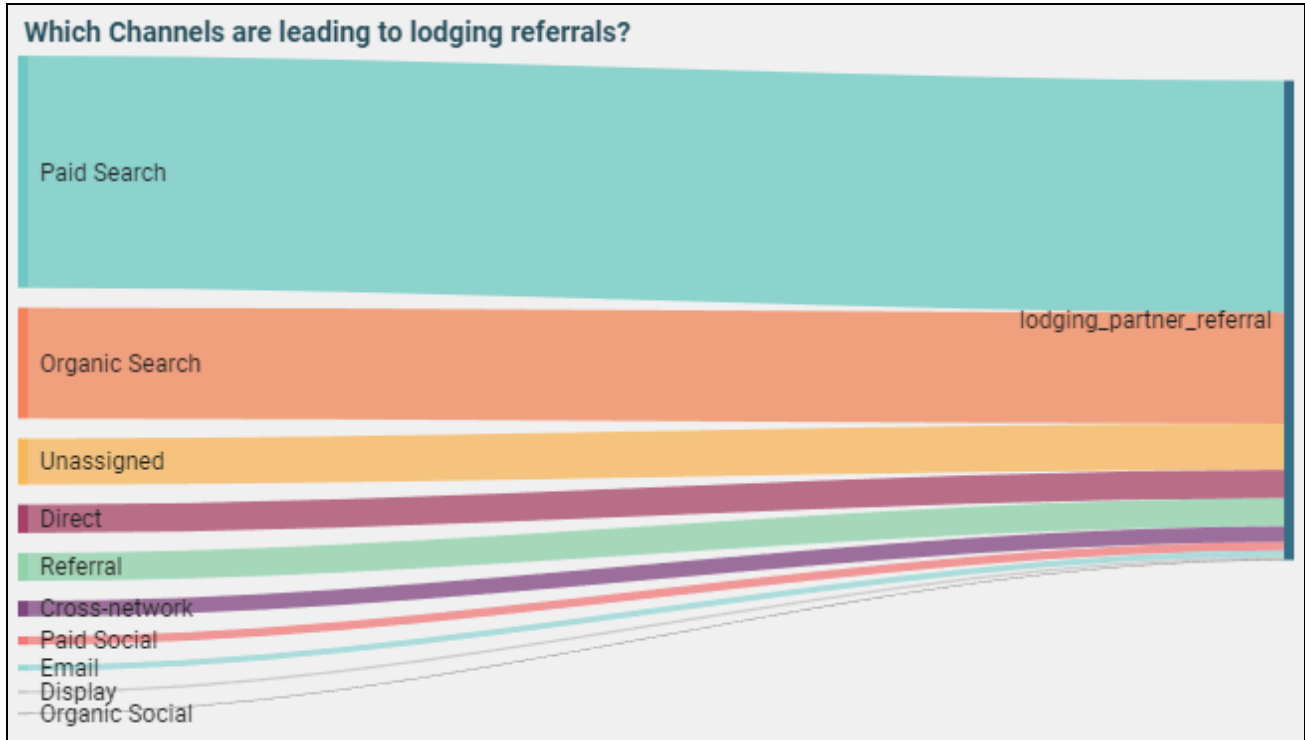
In September we performed technical updates and prompted a new page for San Luis Obispo Weather. We are continuing to monitor SEO performance across all of our pages and are seeing great organic improvements across the board.



Website

In September, the website saw 67,620 total sessions (+13% YoY). The highest engagement rates came from organic search, organic social, and cross-network traffic. Across the website in September we saw an average of 1.9 pages per session and an average engagement time of 0:34 (-4% YoY). In September we saw 3,680 Hotel Referrals (+51% YoY), 232 Homestay referrals (-23% YoY), and 3,548 Things to Do referrals (+115% YoY).





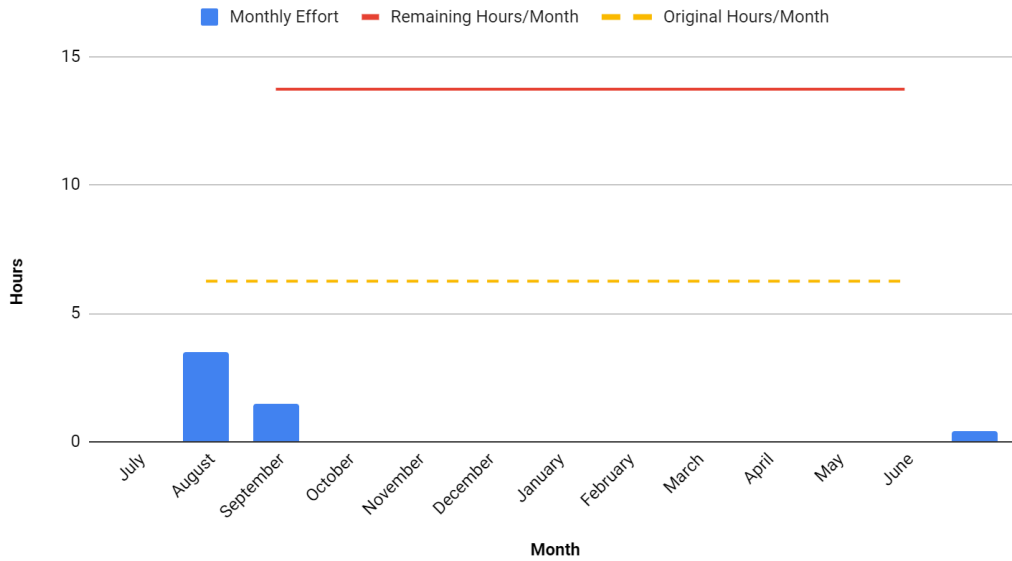
MRO Updates:

- WP Core updated to 6.6.2
- Plugins and Updates
 - ACF Pro
 - Permalink Manager
 - Safe SVG
 - Events Calendar
 - Events Calendar Pro
 - Community Events
 - Gravity Forms Mailchimp
 - Safe SVG
 - Yoast SEO
 - Relevanssi Premium
- Theme Updates
 - PHP errors fixed
 - Block icons added
 - Block previews started
 - New block categories for easier location

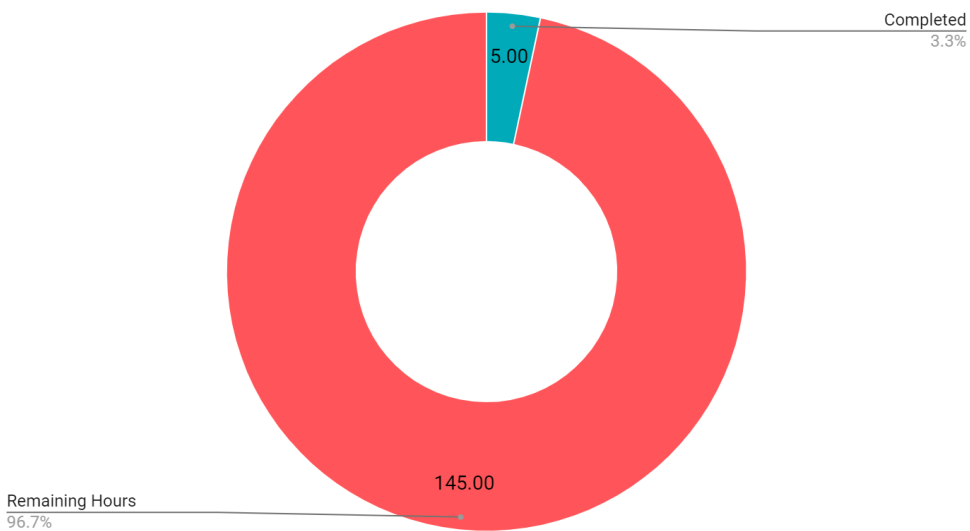
Web Retainer & Creative Services Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	1.5	Stakeholder & Chamber updates

Hours: Planned vs. Actual



SLO Web Retainer | 2024/2025 - 150 Total Hours



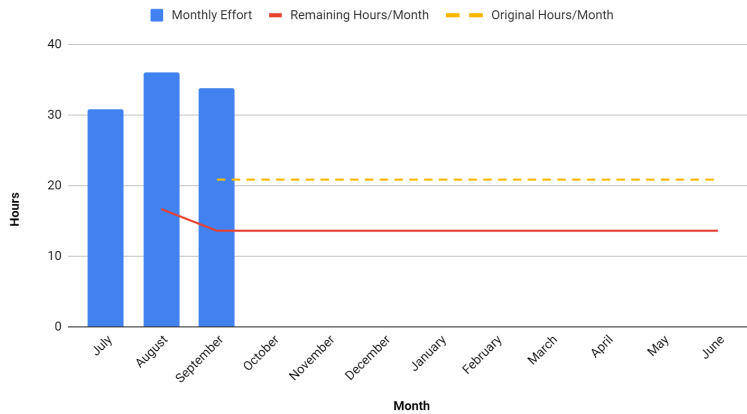
Creative Services

With our new FY24-25 Retainer in place, a new budget of 100 hours of Creative Services for any ad hoc request will be available. Additionally, Noble Studios has rolled over 70h from FY23-24.

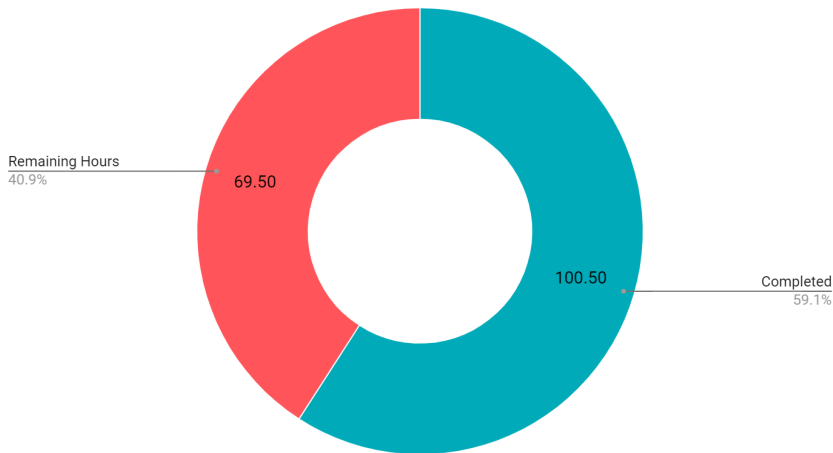
Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management - Sept	33.75	SLO CAL Spartan Race Co-Op Assets (Socks & Ads), Midweekend Infographic update

Hours: Planned vs. Actual



SLO Creative Services | 2024/2024 - 170 Total Hours





PR And Media Relations

In September, the Uniquely Driven team had the opportunity to visit San Luis Obispo on a team FAM trip to explore and learn more about the destination. The team explored the following locations and attractions:

- Apple Farm Inn (Lodging for 3 nights)
- Saints Barrel
- Mistura
- Sunrise hike at Cerro San Luis Lemon Grove Loop
- Seeds
- SLO Museum of Art
- History Center of San Luis Obispo Country
- Mission San Luis Obispo de Tolosa
- Mission Plaza
- Bubblegum Alley
- SLO Arts District
- Wolff Vineyards
- Open sidecar ride with Third Wheel Tours
- Center of Effort Vineyard
- Treatments at SLOCO Health + Wellness
- Craft House & Kitchen
- Madonna Inn
- Ebony
- E-Bikes
- Duncan Alley
- Luna Red
- Farmers' Market
- Nate's on Marsh

This visit provided a deeper understanding of the unique attributes that SLO offers, allowing the team to further refine and build story lanes ladder back to the strategic Marketing & Business Plan.

Since the team's visit, we've continued to leverage seasonal media interests and the acknowledgment of SLO by CNN Travel. Throughout this last month, our pitching efforts have led to increased interest and press trip inquiries from a variety of media outlets, including national, regional, and interest based media. We're also excited about the number of minority publications that are interested in learning about SLO that we continue to work with on story development as well as FAM trip interest.



Below is a breakdown of media efforts, including proactive pitching, ongoing media conversations and other activities for September:

Proactive Pitch Angles:


- “Named One of America’s Best Towns to Visit by CNN Travel”
- “San Luis Obispo: A Top Undiscovered Destination”
- “Off Peak Time Travel to California”
- “Winter Escape to the Central Coast”
- “Get Away and Unwind from Stressmas”
- “Christmas in SLO” push San Luis Obispo being the central point of all the other experiences
- “Why Wait until Spring Break, Take Advantage of Winter Break with Kids”

Current Media Conversations:

- **Sacramento Bee**, UVM – 2,185,317 – We are working with the writer on a story highlighting the local farmers’ market and farm-to-table restaurants in SLO.
 - Restaurants and a quote from Jacqui were submitted for potential inclusion.
- **AARP**, UVM – 15,386,008 – We are working with the reporter on a round-up story focused on local pumpkin patches and seasonal activities
 - Information about Avila Valley Barn, Avila Beach Wine Trail, and the Bob Jones hiking trail was submitted for potential inclusion.
- **MSN**, UVM – 125,576,242 / **Fodor’s Travel**, UVM – 2,641,983 / **Essence**, UVM – 2,035,079 – We are speaking with a writer who is very interested in writing a story about SLO and a potential press trip opportunity.
- **Forbes**, UVM – 99,621,955 / **Flipboard**, UVM – 1,286,071 – We are working with a writer based in the bay area who is looking at doing a story on SLO and creating social content on its food scene, cocktails, and SLO as a hidden gem getaway.
- **Forbes**, UVM – 99,621,955 / **Slow Living Kitchen**, UVM – 5,370 – We are working with a freelance reporter/photographer on a potential food feature on SLO.

Pending Press Trips:

- **Martie Bowser, DETOUR Magazine:** UVM 250,000 - Arts & Black culture, foodie destination
 - Confirmed for November 19 – 22.
- **Christina Silvestri, Arizona Foothills Magazine:** UVM 26,039 - History, dining, SLO life

- 
- TBD; will confirm travel date in October for the end of January or early February.
 - **Rosa Gamazo, Telecinco Spanish media:** UVM 4,976,592 - Luxury hotel and destination feature
 - Requested FAM in July / December; reporter based in LA / Madrid; In the works of setting up a visit in 2025.

Other Activities:

- Finalized the PR plan that aligns with the two-year marketing strategy and objectives.
- Collaborating with the Noble team to enhance the media page, specifically by introducing a gated gallery that will track which media outlets are downloading content.
- Working on additional activity / itinerary options for the media center.