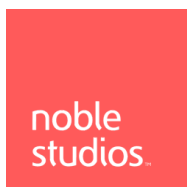




Agency Report · October 2024

SLO-TBID



Agency Report

October Activity & Performance

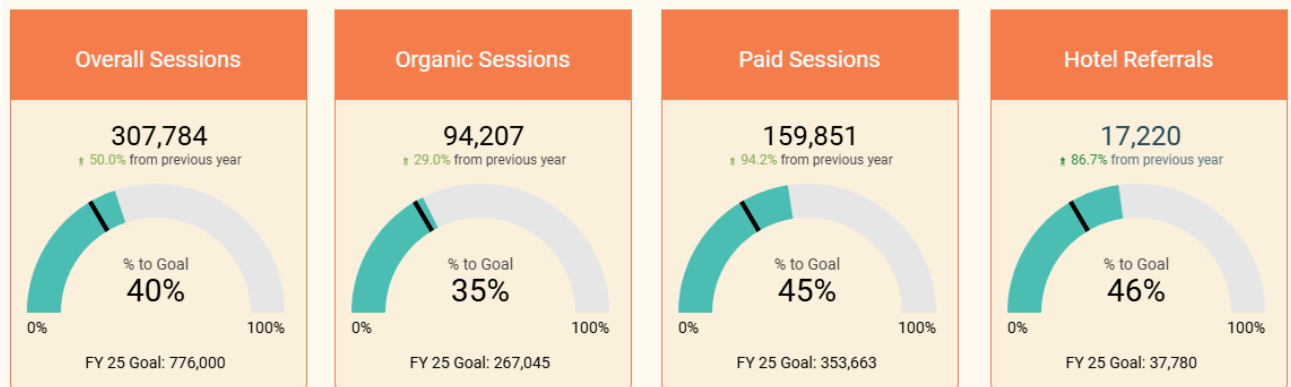
What's Ahead:

- Quarterly Marketing Plan FY24-25:

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

YTD KPI Performance

YTD KPI Performance July 2024 - Previous Month



Paid Media

In October, Noble Studios proactively monitored and optimized paid media placements while managing a total monthly spend of \$77,200.

Paid Search

In October, paid search drove **38,762 impressions (+59% YoY)**, **4,549 clicks (+57% YoY)**, **11.74% CTR (-1% YoY)**, a **52% conversion rate (-2% YoY)**, a **\$3.76 average CPC (-19% YoY)** and **10,709 sessions (+74% YoY)** while driving **1,978 lodging referrals (+30% YoY)** and **262 things to do referrals (+176% YoY)** at a 10% increase in cost YoY.

Paid search campaigns in October delivered significant year-over-year improvements in key metrics. Campaigns in October 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 type	CTR ▾	% Δ	Conv. rate	% Δ	Conversions	% Δ
Pet Friendly Hotels	Search Only	32.24%	6.5% ↑	90.01%	-29.8% ↓	275.42	-36.9% ↓
Cal Poly	Search Only	26.97%	24.9% ↑	102.39%	37.6% ↑	238.58	84.3% ↑
B&B	Search Only	24.6%	9.9% ↑	75.45%	84.2% ↑	81.49	63.0% ↑
Things To Do	Search Only	19.58%	38.2% ↑	23.72%	33.4% ↑	271.87	68.2% ↑
Downtown Hotels	Search Only	17.47%	45.9% ↑	56.06%	-15.4% ↓	145.76	-22.6% ↓
Boutique Hotels	Search Only	14.57%	60.5% ↑	81.89%	258.0% ↑	169.51	465.7% ↑
Homestays	Search Only	14.47%	-	46.02%	-	60.75	-
Discount Hotels	Search Only	11.7%	12.3% ↑	43.14%	-45.0% ↓	22	-81.3% ↓
Hotels Generic	Search Only	10.78%	32.2% ↑	82.34%	57.9% ↑	486.61	333.9% ↑
Top/Best Hotels	Search Only	8.92%	-25.1% ↓	75.15%	48.9% ↑	323.91	386.2% ↑
Motels	Search Only	8.42%	8.7% ↑	54.35%	18.4% ↑	103.82	100.1% ↑
DSA - Landing Page	Search Only	7.91%	19.1% ↑	59.01%	11.0% ↑	115.07	-35.6% ↓
SLO Awareness	Search Only	6.15%	-	11.75%	-	82.01	-
Grand total		11.74%	1.3% ↑	52.25%	-1.7% ↓	2,376.8	36.0% ↑

Paid Social | Evergreen Brand Campaigns

Paid social drove **1,190,764 impressions (-43% YoY)**, **586,565 users reached (-27% YoY)**, and **24,818 clicks (-16% YoY)** across Facebook and Instagram with a **2.08% CTR** for FB/Instagram (**+48% YoY**) for 13,246 sessions (**+15% YoY**) while driving **52 lodging referrals (+93% YoY)**, and **43 things to do referral (+1,300% YoY)** at a 10% decrease in spend YoY.

Paid social campaigns in the past year saw a decrease in impressions but an increase in sessions, and referrals, indicating improved targeting and engagement. While the overall spend decreased 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.

Top Campaigns by Impressions				
	Campaign name	Impressions ▾	CTR (all)	CPC (all)
1.	Hello SLO Life Outdoor	341,894	1.65%	\$0.62
2.	Hello SLO Life Remarketing	273,249	2.62%	\$0.59
3.	Hello SLO Life Wine & Dine	176,980	2.22%	\$0.51
4.	Hello SLO Life 65+	152,954	1.74%	\$1.02
5.	Hello SLO Life Relaxation	150,480	1.92%	\$0.71
6.	Hello SLO Life Families	95,207	2.66%	\$0.41

Display | Evergreen Campaigns

Display drove **1,271,551 impressions (-39% YoY)**, **7,997 clicks (-14% YoY)**, a **0.63% CTR (+41% YoY)**, a **0.96% conversion rate (+39% YoY)** and **2,704 sessions (-65% YoY)** while driving **28 lodging referrals (-20% YoY)** and **14 things to do referrals (+133% YoY)** at a **49% decrease in cost YoY**.

Campaign	Campaign type	CTR ▾	% Δ	Conv. rate	% Δ	Conversions	% Δ
Display Families	Display Only	0.97%	393.0% ↑	0.52%	-24.0% ↓	13	225.0% ↑
Display Wine & Dine	Display Only	0.71%	-7.3% ↓	0.15%	-87.2% ↓	2	-90.9% ↓
Display 65+	Display Only	0.59%	-1.3% ↓	1.85%	245.1% ↑	35	288.9% ↑
Display Relaxation	Display Only	0.48%	111.4% ↑	0.75%	-13.7% ↓	5	-37.5% ↓
Display Outdoor	Display Only	0.45%	-17.5% ↓	0.44%	41.0% ↑	3	50.0% ↑
Display Retargeting	Display Only	0.42%	5.4% ↑	2.04%	208.8% ↑	19	72.7% ↑
Grand total		0.63%	41.3% ↑	0.96%	39.0% ↑	77	20.1% ↑

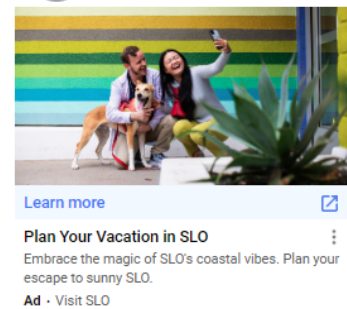
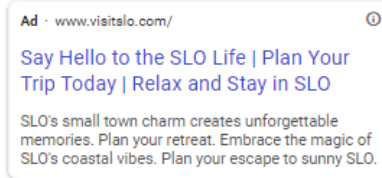
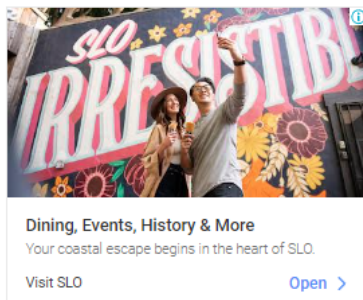
This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions 1,271,551 ↓ -39.1% from previous year	Paid Clicks 7,997 ↓ -13.9% from previous year	Paid CTR 0.63% ↑ 41.3% from previous year	Spend \$3,561.30 ↓ -49.1% from previous year	Avg. CPC \$0.45 ↓ -40.9% from previous year	Cost / conv. \$46.25 ↓ -57.6% from previous year
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Performance Max (PMAx) | Evergreen Campaigns

Performance Max campaigns drove 41,256 impressions, 3,447 clicks, an 8.36% CTR, a 32.24% conversion rate and 3,777 sessions while driving 120 lodging referrals and 550 things to do partner referrals at a total spend of \$1,196.

PMAx Ad Examples:



Demand Gen | Evergreen Campaigns

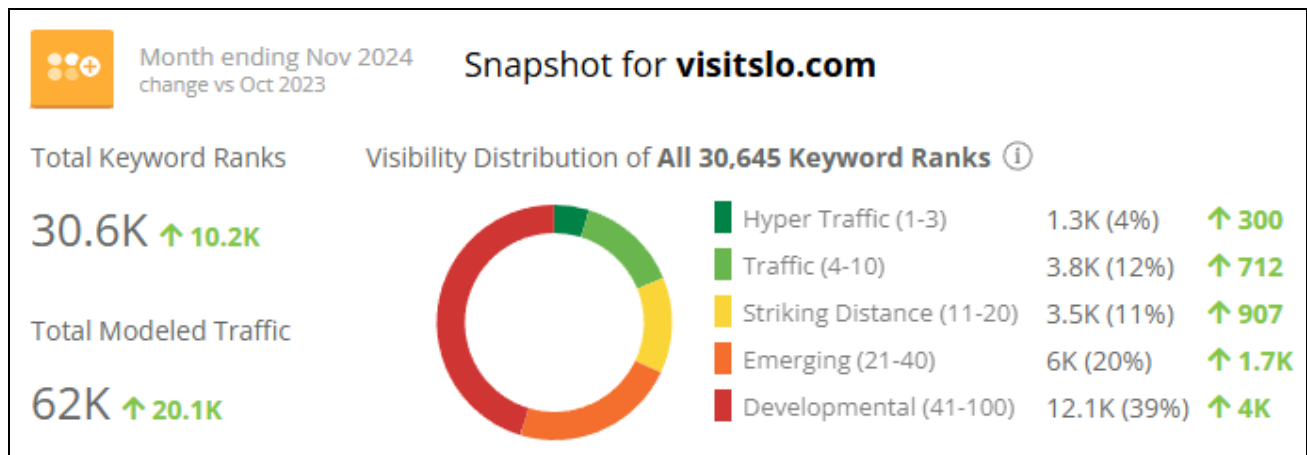
Demand Gen campaigns drove 120,393 impressions, 1,866 clicks, a 1.55% CTR, a 3.81% conversion rate and 1,120 sessions while driving 48 lodging referrals and 14 things to do partner referrals at a total spend of \$2,207.

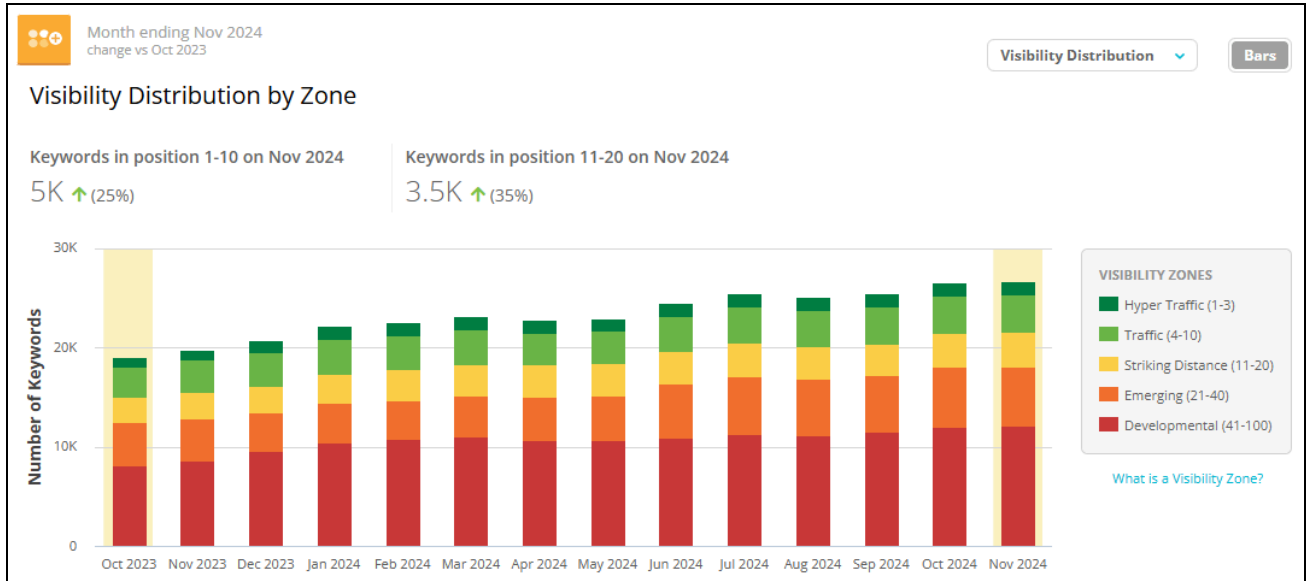
Search Engine Optimization (SEO) & Content Creation

Organic search traffic increased 3% period-over-period and increased 12% year-over-year.

Organic search generated 803 hotel partner referrals (+37% YoY), 67 homestay partner referrals (-25% YoY), and 1,960 things to do referrals (+37% YoY). YoY Average Engagement Time increased by 18%, and pages per session increased by 24%.

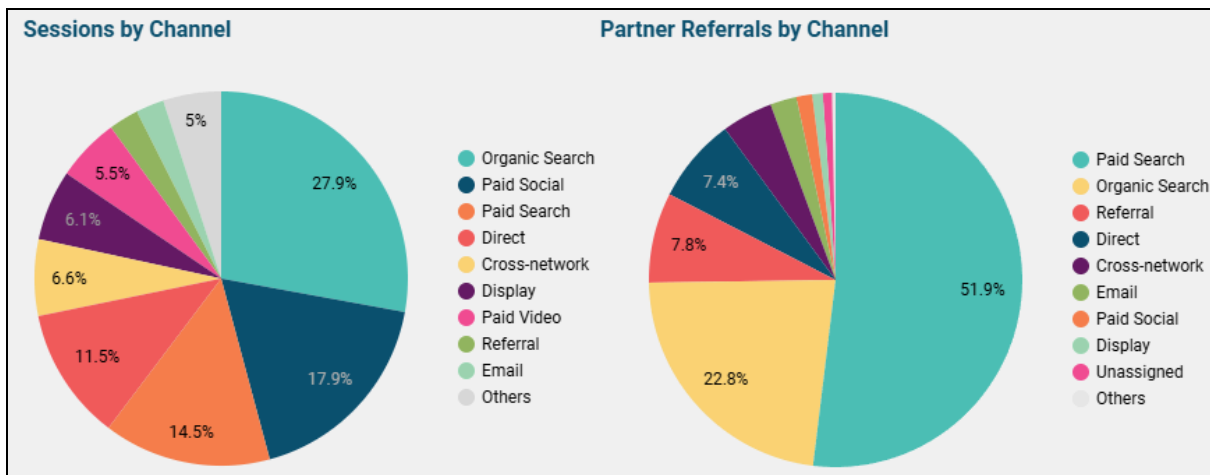
Page 1 keywords increased to 5K (+25% YoY), and total keywords increased to 30.6K (+50% YoY). In October we performed a full technical audit and prompted a new page for San Luis Obispo Pizza. We are continuing to monitor SEO performance across all of our pages and are seeing great organic improvements across the board.

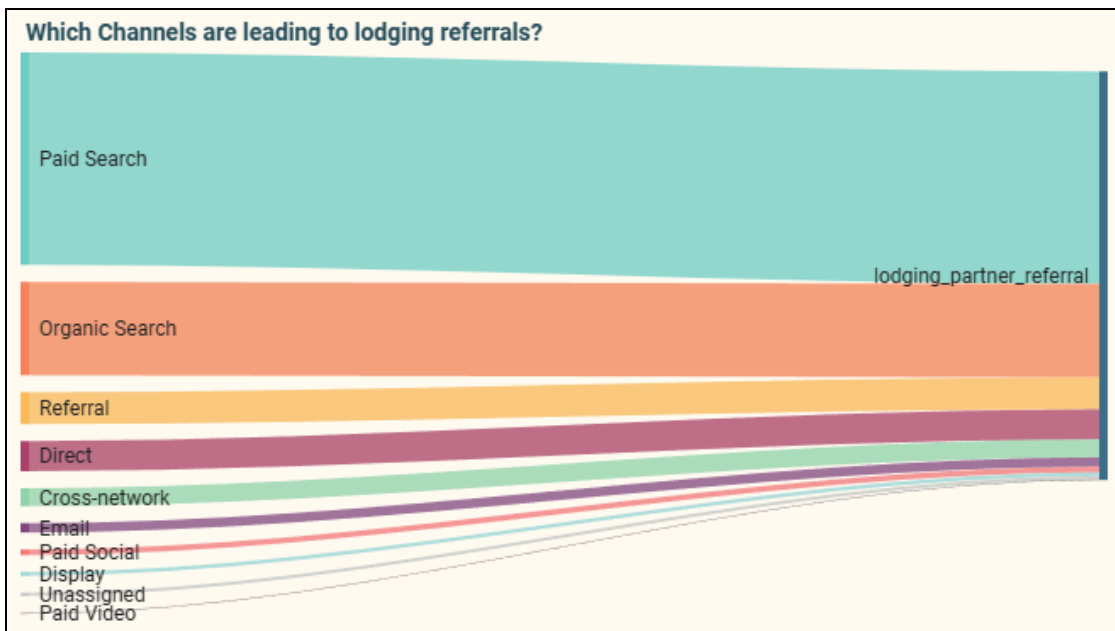
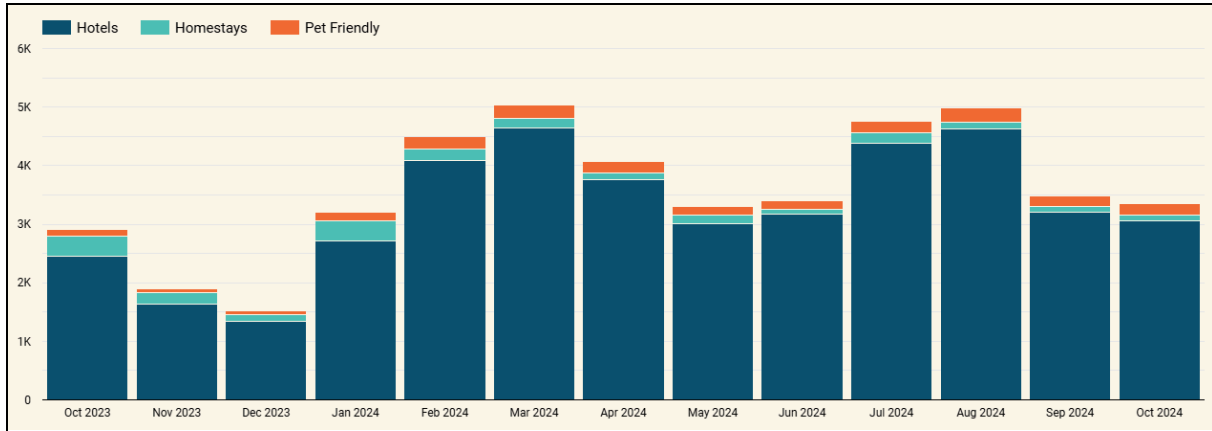




Website

In October, the website saw 72,372 total sessions (+17% YoY). The highest engagement rates came from organic search, cross-network traffic, and referral traffic. Across the website in October we saw an average of 1.99 pages per session (+9% YoY) and an average engagement time of 0:37 (+12% YoY). In October we saw 3,573 Hotel Referrals (+39% YoY), 234 Homestay referrals (-34% YoY), and 3,279 Things to Do referrals (+92% YoY).





MRO Updates:

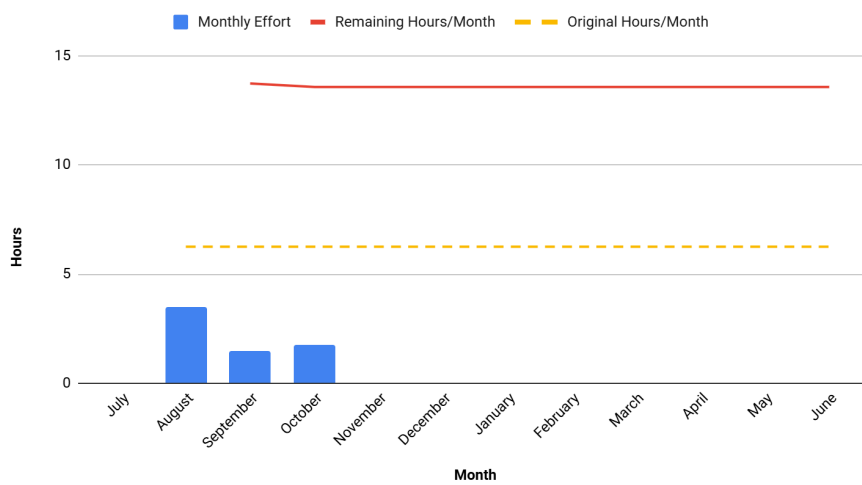
- Plugins and Updates
 - ACF Pro
 - Gravity Forms
 - Permalink Manager
 - Events Calendar
 - Events Calendar Pro
 - Community Events
 - WPS Hide Login
 - Yoast SEO
- Theme Updates
 - Featured events block rebuilt in react

- Block previews/icons added
- Fixed bug where in some inner blocks, the add before/after buttons did not show up when editing

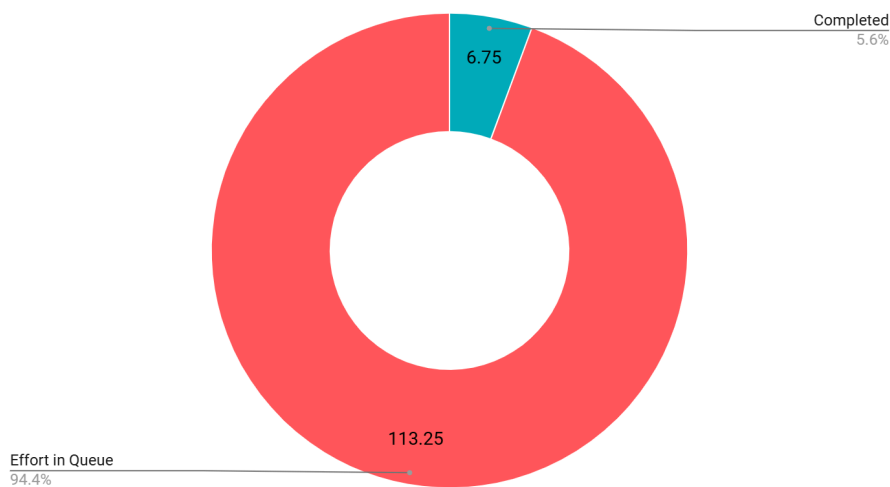
Web Retainer & Creative Services Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	1.75	Arts and Culture page updates, Mustang Weekend updates

Hours: Planned vs. Actual



SLO Web Retainer | 2024/2025 - 120 Total Hours



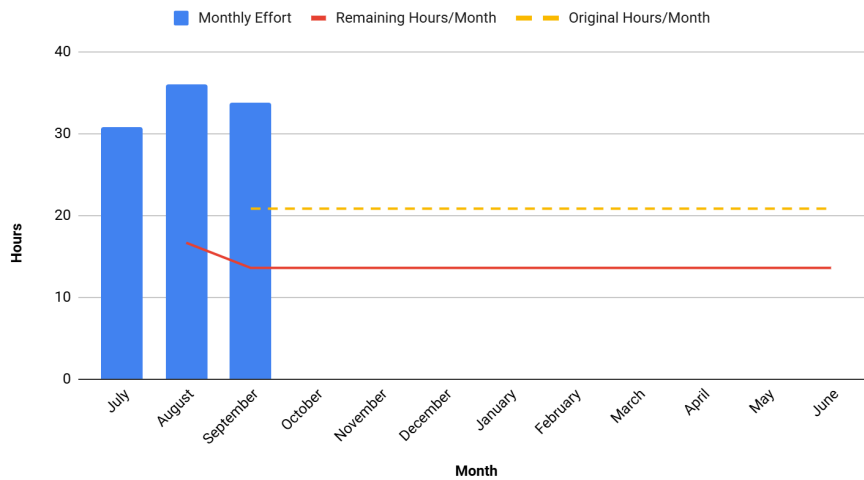
Creative Services

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 has rolled over 70h from FY23-24.

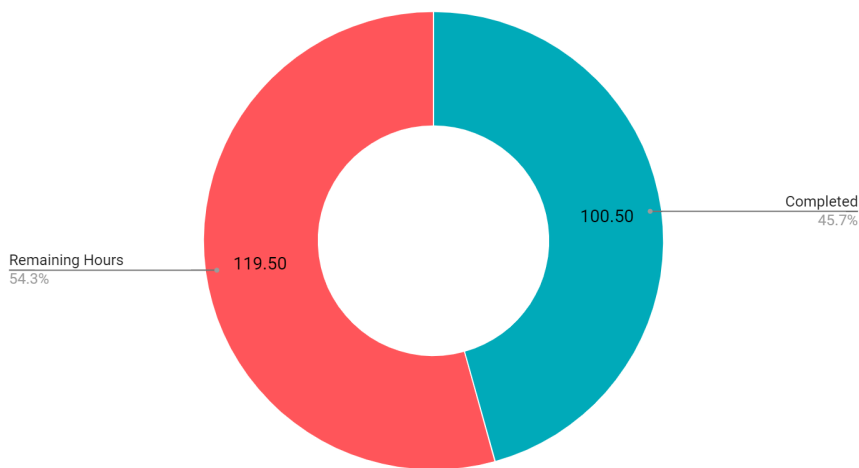
Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	0	n/a

Hours: Planned vs. Actual



SLO Creative Services | 2024/2024 - 220 Total Hours



PR And Media Relations

In October, our pitching efforts centered on maximizing exposure for the new Alaska Airlines direct flights from Las Vegas to San Luis Obispo, highlighting SLO's standout attractions, including Michelin-recognized dining, premier wine tasting experiences, and exceptional accommodations. Through targeted outreach, we sparked interest among diverse media outlets eager to showcase the accessibility and appeal as a premier destination for Las Vegas travelers. This strategy has effectively elevated awareness of the new route, positioning SLO as an attractive and convenient getaway.

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

- **Las Vegas Review-Journal en Español – UVM 26,800**
 - Sandy Sandoval, Area Director of Sales & Marketing, Windsor Hospitality was featured on Las Vegas Review-Journal en Español.
 - The segment was over 1 minute and featured b-roll of the destination.
 - Interview segment highlighted:
 - The direct flights from Las Vegas to SLO
 - Tips for planning a trip to SLO
 - Michelin-recognized restaurants and Michelin-Keyed hotels
 - A link to the segment can be found [here](#).
- **Channel 13 Morning Blend – UVM 575,142**
 - SLO was featured on Channel 13 Morning Blend and ran live on October 28.
 - The segment was over one minute and featured b-roll of the destination.
 - The segment highlighted:
 - The direct flights from Las Vegas to SLO
 - SLO named one of the Best Towns to Visit in 2024
 - The easy access from Las Vegas to SLO
 - A link to the segment can be found [here](#).
- **AARP – UVM 15,386,008**
 - SLO was featured in an AARP article.
 - The article highlighted:
 - Avila Valley Barn
 - The wineries along the Avila Beach Wine Trail
 - SLO being a perfect fall getaway
 - A link to the article can be found [here](#).
- **Sacramento Bee – UVM 2,185,317**
 - SLO was featured in a Sacramento Bee article.
 - The article highlighted:
 - SLO being a perfect fall getaway

- The SLO farmers market
- SLO Coast Wine Collective
- A link to the article can be found [here](#).
- Please note that our team shares credit for this media placement with the SLO CAL PR team who we learned also worked with this reporter.

Proactive Pitch Angles:

- “New Direct Flights from Vegas, 2024 Michelin Recognized Restaurants and Hotels, and Passionate Winemakers in SLO”
- “Now Boarding: Direct Flights from Las Vegas to San Luis Obispo, Michelin Recognized Dining & Wine Adventures Await”
- “This Overlooked CA City is the Ultimate Silent Travel Destination for 2025”
- “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:

- **DETOUR Magazine**, UVM 16,718,008 – FAM trip confirmed for November 19 – 22. The reporter will publish an article highlighting SLO’s arts, history, dining, unique attractions, and wine.
- **PopSugar**, UVM – 3,752,358 – FAM trip confirmed for January 26 – 29. The reporter will do social media coverage highlighting culinary, beer + wine, arts + culture, and outdoor adventures.

Pending Press Trips:

- **Christina Silvestri, Arizona Foothills Magazine:** UVM - 26,039 - History, dining, SLO life
 - TBD; travel dates for the end of January or early February 2025.
- **Rosa Gamazo, Telecinco Spanish media:** UVM - 4,976,592 - Luxury hotel and destination feature
 - Setting up a visit in 2025.
- **Ronny Maye, Essence:** UVM – 2,035,079 / **Fodor’s Travel:** UVM – 2,641,983 – Arts & Black culture, history and culinary
 - TBD; requesting a March 2025 press trip.
- **Stephanie Gravalese, Forbes:** UVM – 99,621,955 / **Slow Living Kitchen:** UVM – 5,370
 - TBD; will confirm travel dates in early November for a trip early 2025.
- **Noel Burgees, Forbes:** UVM – 99,621,955
 - TBD; a January or February 2025 press trip.