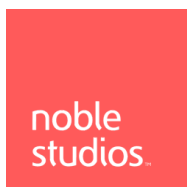




Agency Report · January 2024

# SLO-TBID



# Agency Report

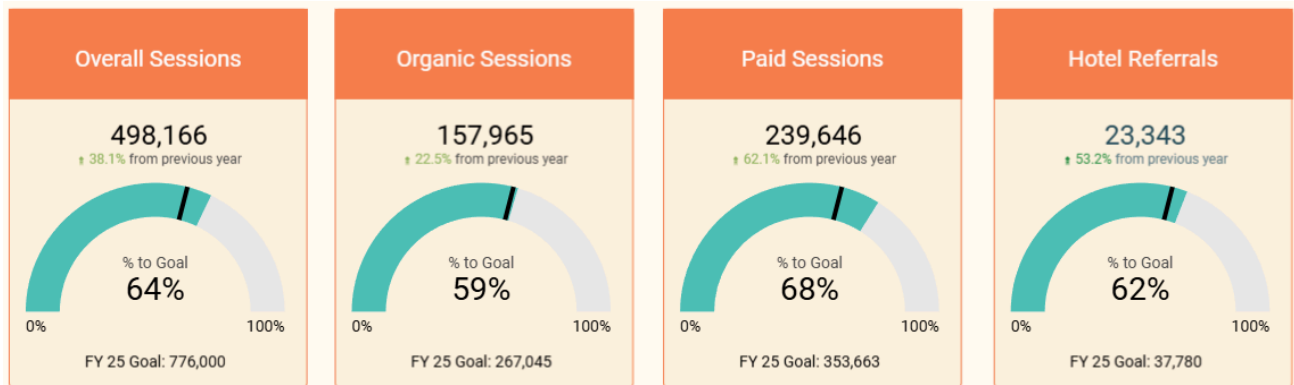
## January Activity & Performance

### What's Ahead:

- Quarterly Marketing Plan FY24-25:

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

### YTD KPI Performance



Expected Pace: 58%

### Paid Media

In January, Noble Studios proactively monitored and optimized paid media placements while managing a total monthly spend of \$41,872.

Out of respect and compassion for those impacted by the Los Angeles wildfires, and in close consultation with City Staff, we paused our paid media campaign tactics specifically targeting the Los Angeles area on January 10th. This decision aligns with the communication strategies implemented by SLO CAL, and Visit California. It was essential for us to be sensitive to the situation and avoid any appearance of insensitivity during this difficult time. This pause, which remained in effect for the rest of January, only affected campaigns targeting Los Angeles. Campaigns targeting other areas remained active, and we continued to make targeting adjustments at the zip code level where possible as the situation improved.

In January, our efforts included launching a dedicated landing page for LA Fire Assistance ([link](#)) to support those displaced by the wildfires. To ensure visibility, we also implemented a specialty

banner on the homepage, guiding visitors to this resource. This initiative reflects our commitment to providing timely and meaningful support during challenging times.

## Paid Search

In January, paid search drove **37,050 impressions (+42% YoY)**, **3,883 clicks (-2% YoY)**, **10.48% CTR (-31% YoY)**, a **25% conversion rate (-10% YoY)**, and **11,286 website sessions (+122% YoY)** while driving **1,483 lodging referrals (-6% YoY)** and **236 things to do referrals (+29% YoY)** at a 10% increase in cost YoY.

In January, our paid search campaigns brought in significantly more visibility and traffic compared to last year, thanks to continued keyword and ad optimization.

	Campaign	Campaign type	CTR ▾	% Δ	Conv. rate	% Δ	Conversions
1.	Pet Friendly Hotels	Search Only	29.23%	2.8% ↑	70.23%	-9.6% ↓	186.82
2.	Cal Poly	Search Only	28.7%	15.8% ↑	79.78%	53.9% ↑	130.05
3.	Things To Do	Search Only	18.95%	6.5% ↑	31.04%	24.9% ↑	288.69
4.	B&B	Search Only	18.22%	1.3% ↑	50.2%	-9.7% ↓	43.17
5.	Downtown Hotels	Search Only	16.19%	-19.4% ↓	65.8%	-9.0% ↓	165.16
6.	Homestays	Search Only	15.53%	-	44.25%	-	76.56
7.	Discount Hotels	Search Only	14.05%	1.9% ↑	35.09%	-49.9% ↓	23.51
8.	Hotels   Generic	Search Only	11.03%	-14.0% ↓	69.27%	-20.2% ↓	372.68
9.	Boutique Hotels	Search Only	9.95%	-21.5% ↓	66.23%	12.7% ↑	106.62
10.	Motels	Search Only	8.97%	-18.8% ↓	50.8%	-10.7% ↓	75.69
11.	Top/Best Hotels	Search Only	8.19%	-34.8% ↓	68.5%	29.5% ↑	150.01
12.	DSA - Landing Page	Search Only	6.56%	-34.7% ↓	58.76%	0.6% ↑	176.85
13.	SLO Awareness	Search Only	4.98%	-	11.38%	-	65.91
	<b>Grand total</b>		<b>10.48%</b>	<b>-30.6% ↓</b>	<b>47.95%</b>	<b>-9.7% ↓</b>	<b>1,861.74</b>

## Paid Social | Evergreen Brand Campaigns

Paid social drove **1,938,647 impressions (-29% YoY)**, **804,258 users reached (-3% YoY)**, and **35,095 clicks (-6% YoY)** across Facebook and Instagram with a **1.81% CTR (+31% YoY)** for 18,117 sessions **(+24% YoY)** while driving **49 lodging referrals (+444% YoY)**, and **23 things to do referral (+1,050% YoY)** at a 7% increase in spend YoY.

In January, our paid social campaigns on Facebook and Instagram helped us reach a large audience and drive engagement. While overall impressions and reach were slightly down from last year, we saw

increases in clicks, sessions, and a significant boost in referrals for lodging and activities, showing strong interest from those who interacted with our content.

	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life   Outdoor	648,073	1.34%	\$0.45
2.	Hello SLO Life   Remarketing	366,384	2.05%	\$0.57
3.	Hello SLO Life   Wine & Dine	299,388	1.62%	\$0.52
4.	Hello SLO Life   Families	259,458	2.39%	\$0.3
5.	Hello SLO Life   65+	251,748	2.11%	\$0.51
6.	Hello SLO Life   Relaxation	113,596	2.25%	\$0.52

## Display | Evergreen Campaigns


Display drove **1,564,606 impressions (-13% YoY)**, **8,889 clicks (+86% YoY)**, a **0.57% CTR (+115% YoY)**, a **1.1% conversion rate (+67% YoY)** and **2,374 sessions (-29% YoY)** while driving **19 lodging referrals (-21% YoY)** and **3 things to do referrals (+200% YoY)** at a **5% increase in cost YoY**.

Campaign	Campaign type	CTR	% Δ	Conv. rate	% Δ	Conversions	% Δ
Display   Families	Display Only	1.55%	633.8% ↑	0.16%	-56.0% ↓	6	200.0% ↑
Display   Wine & Dine	Display Only	0.7%	10.6% ↑	0.06%	-93.2% ↓	1	-93.8% ↓
Display   Outdoor	Display Only	0.51%	-17.9% ↓	0.58%	2.6% ↑	5	66.7% ↑
Display   Relaxation	Display Only	0.36%	31.1% ↑	0.57%	19.2% ↑	3	-25.0% ↓
Display   65+	Display Only	0.31%	-56.7% ↓	1.04%	-58.5% ↓	10	-65.5% ↓
Display   Retargeting	Display Only	0.3%	-39.5% ↓	1.27%	13.7% ↑	9	-43.8% ↓
<b>Grand total</b>		<b>0.63%</b>	<b>39.9% ↑</b>	<b>0.41%</b>	<b>-63.1% ↓</b>	<b>34</b>	<b>-51.4% ↓</b>

Impressions	Paid Clicks	Paid CTR	Spend	Avg. CPC	Cost / conv.
1,333,590	8,388	0.63%	\$3,834.92	\$0.46	\$112.79
↓ -5.9% from previous year	↑ 31.6% from previous year	↑ 39.9% from previous year	↓ -18.2% from previous year	↓ -37.8% from previous year	↑ 68.5% from previous year

## Performance Max (PMAX) | Evergreen Campaigns

Performance Max campaigns drove 40,555 impressions (**+63% YoY**), 2,678 clicks (**+3% YoY**), an 6.60% CTR (**-37% YoY**), a 25.2% conversion rate (**+22% YoY**) and 2,885 sessions (**+5% YoY**) while



driving 103 lodging referrals (+26% YoY) and 519 things to do partner referrals (+57% YoY) at a total spend of \$1,250 (+23% YoY).

## Demand Gen | Evergreen Campaigns

Demand Gen campaigns drove 56,248 impressions (+67% YoY), 901 clicks (-12% YoY), a 1.60% CTR (-47% YoY), a 4.12% conversion rate (+8% YoY) and 461 sessions (-42% YoY) while driving 19 lodging referrals (-49% YoY) and 3 things to do partner referrals (-25% YoY) at a total spend of \$969 (+24% YoY). Demand Gen campaigns are an awareness tactic and while we saw decreases in sessions and partner referrals, we significantly increased our impressions for this channel year over year, garnering more awareness and consideration of San Luis Obispo as a destination.

## Video | Evergreen Campaigns

Video campaigns drove 299,753 impressions (-31% YoY), 3,551 clicks (-42% YoY), a 1.18% CTR (-17% YoY), a 0.18% conversion rate (+11% YoY) and 2,215 sessions (-49% YoY) while driving 2 lodging referrals (-50% YoY) and 3 things to do partner referrals (+200% YoY) at a total spend of \$1,995 (+14% YoY). In January, we saw a decline in the performance of our YouTube videos compared to previous years. In January, we added the SLO CAL Unpacked videos as an alternative video ad to serve and are continuing to monitor performance. We are making additional campaign adjustments to further improve the effectiveness of our video ads to improve awareness and site traffic.

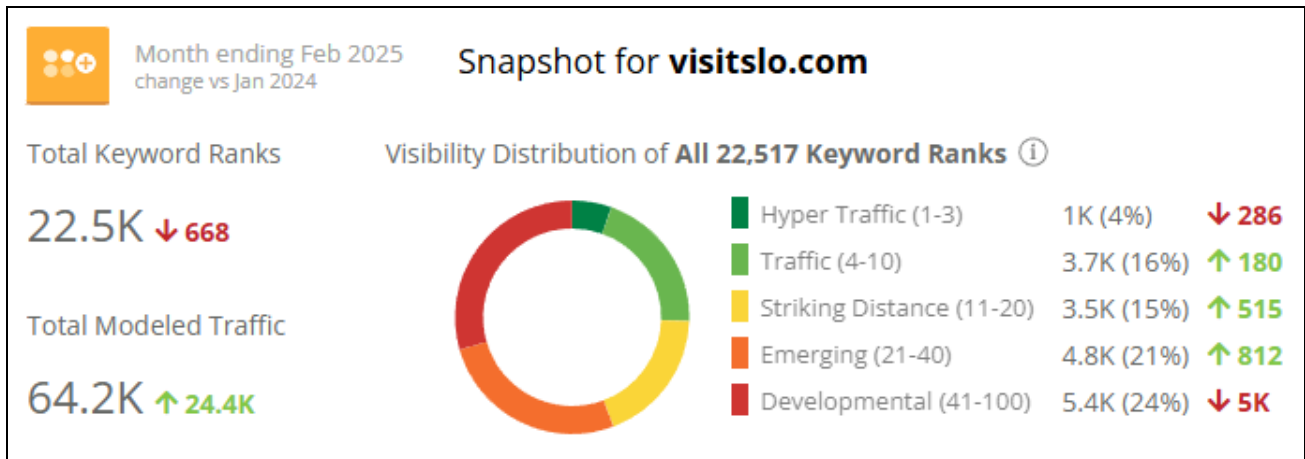
## Search Engine Optimization (SEO) & Content Creation

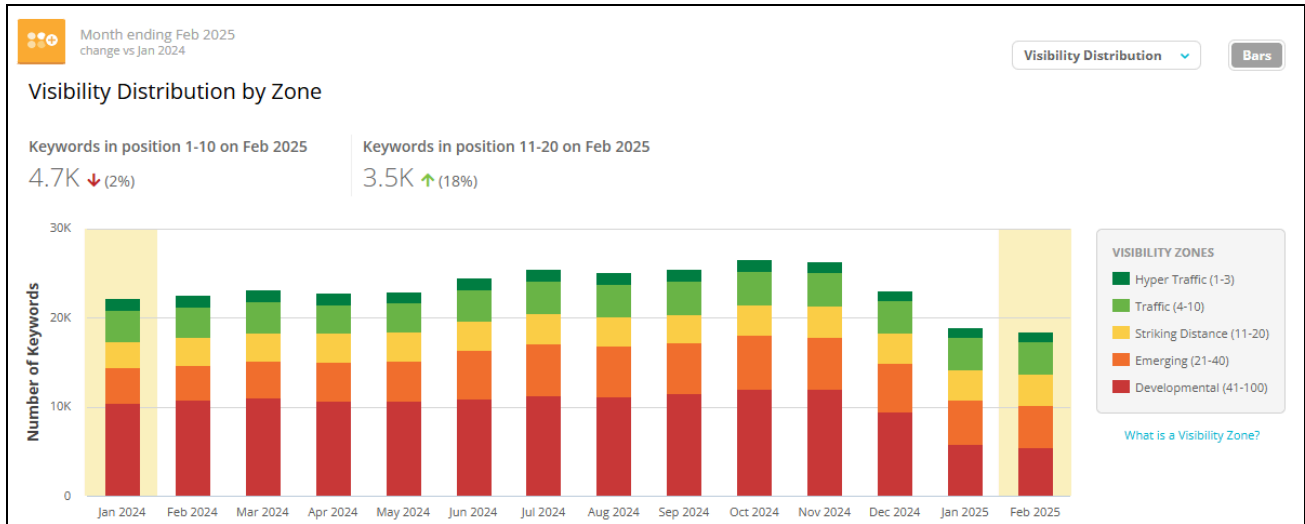
**Organic search traffic increased 82% period-over-period and increased 32% year-over-year.**

Organic Search generated 655 hotel partner referrals (-15% YoY), 54 homestay partner referrals (-42% YoY), and 1,783 things-to-do referrals (+6% YoY). Average engagement time has increased 13% YoY and pages per session have increased 9% YoY.

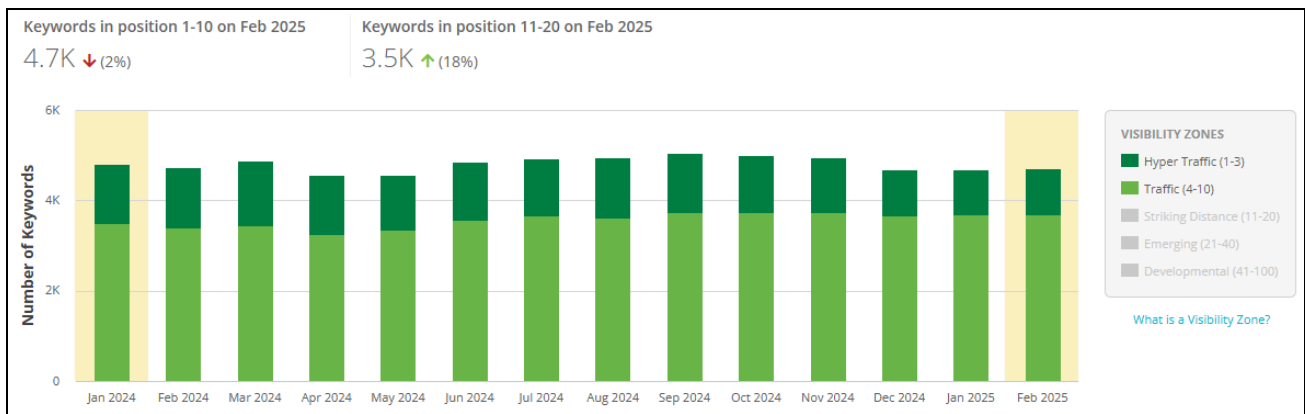
	Query	Impressions	% Δ	Url Clicks	% Δ
1.	slo restaurant month 2025	2,197	-	1,152	-
2.	slo restaurant month	2,479	876.0% †	1,148	10,336.4% †
3.	things to do in san luis obispo	48,540	730.9% †	879	664.3% †
4.	san luis obispo	905,488	466.5% †	741	39.8% †
5.	restaurant month san luis obispo	671	219.5% †	328	1,950.0% †
6.	restaurant month slo	433	576.6% †	209	2,222.2% †
7.	things to do in slo	10,830	542.0% †	197	302.0% †
8.	san luis obispo restaurant month	541	420.2% †	186	3,620.0% †
9.	slo county restaurant month 2025	556	-	168	-
	<b>Grand total</b>	<b>2,116,637</b>	<b>145.9% †</b>	<b>10,540</b>	<b>44.5% †</b>

**Page 1 keywords decreased to 4.7K (-2% YoY), and total keywords decreased to 22.5K (-3% YoY).** Google released a Core Update in December, which may have impacted our total organic rankings on VisitSLO.com. We have provided some additional charts below to further explain how this Core Update in December impacted our total organic keyword volume.

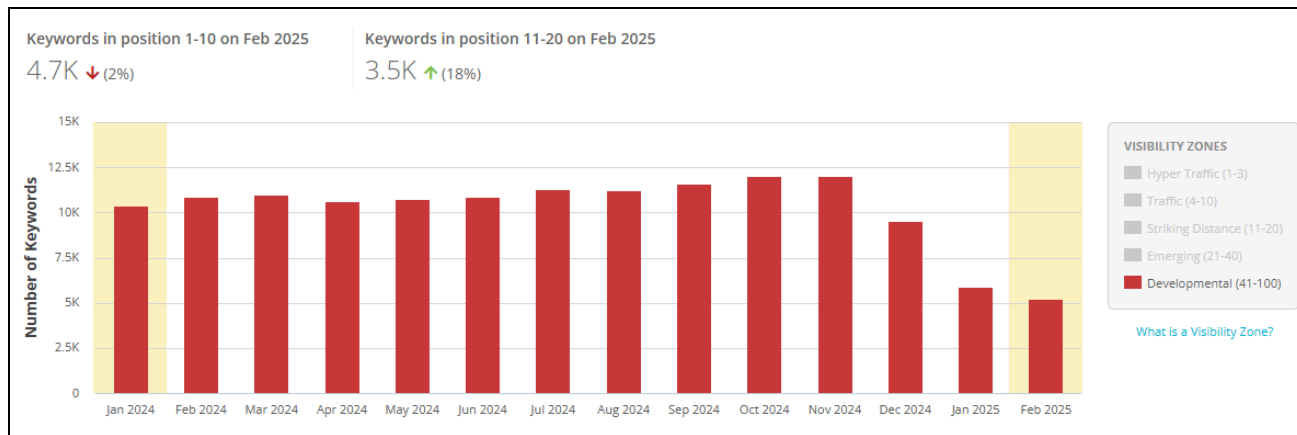




The chart above shows a breakdown of our total keywords by their position on the Search Engine Results Page. Since December we've seen a decrease in our total organic keywords, however upon further investigation, the decrease came from our developmental keywords (positions 40-100). Google released a core update in December, which are Google's larger algorithm updates. Google typically doesn't provide much detail behind these core updates but uses them to further improve the algorithm.



To further break this down, this chart shows the number of our keywords on page 1, which have remained relatively steady over the last 12 months, with a slight decrease in hyper traffic keywords (positions 1-3) since the December core update.



When we look at the graph of our developmental keywords (positions 40-100), we see a stark drop since December, when the core update took place. Developmental keywords are typically keywords that we aren't necessarily trying to rank for or focus on and don't contribute much traffic due to their positions on pages 4 - 10 of the Search Engine Results Page. This signals to us that in Google's attempt to improve the algorithm, our pages that were ranking for these keywords lost their rank, as our content wasn't targeted toward these keywords.

In January, we saw a 32% increase in organic sessions year over year to VisitSLO.com, so we aren't concerned with the drop we saw since December in our total keyword volume. We will continue to monitor our organic rankings and prioritize key pages that may have slipped from positions 1-3 since the December core update as needed.

## Email Marketing

### January Newsletters

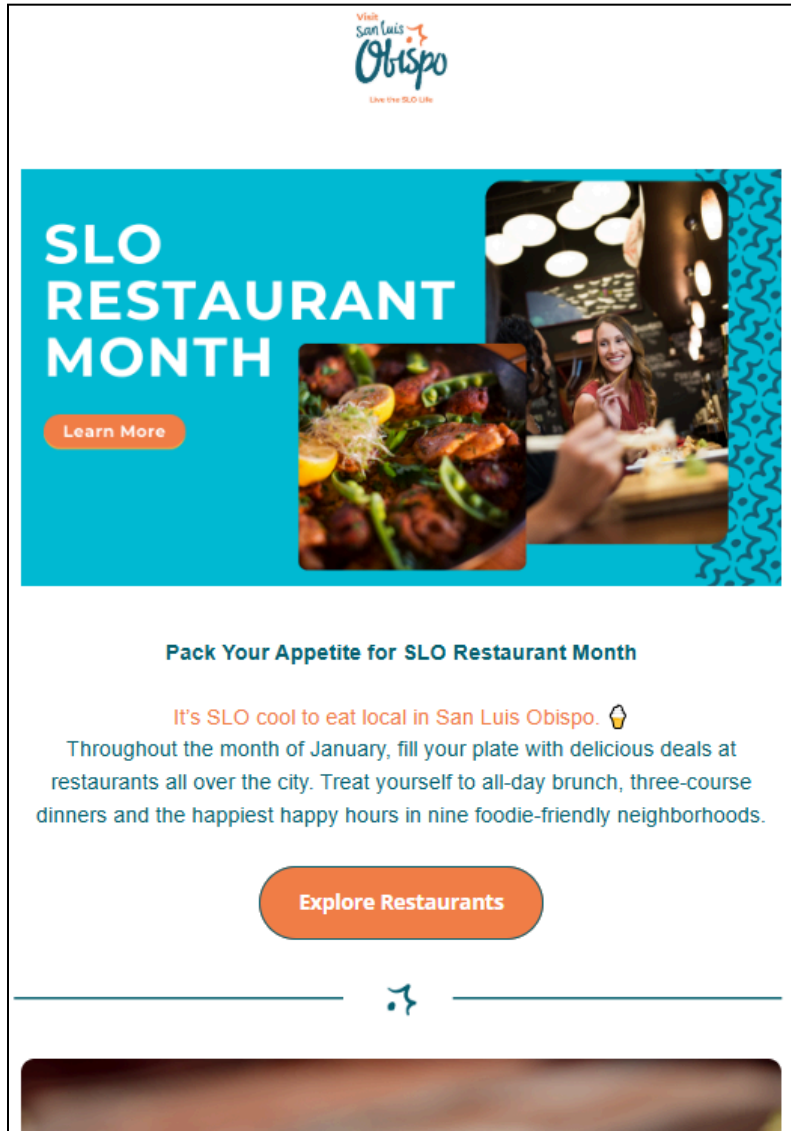
In January, we sent one newsletter to all subscribers. The email focused on promoting SLO Restaurant Month. In January, our newsletter drove 1,062 sessions (+73% YoY), 137 total partner referrals (-3% YoY), 53 hotel referrals (+130% YoY), had an average engagement rate of 62% (+22% YoY), an average engagement time of 1m 10s (+36% YoY), and an average pages/session of 2.5 (-3% YoY).

**Key Takeaway:** The January newsletter held a strong open rate of over 50% and a very strong click rate of 2.4%, which contributed to a large number of website sessions from the newsletter along with strong engagement metrics, including long average session durations and high engagement rates. The SLO Restaurant Month page garnered over a third of the clicks in the email, showing reader engagement with the topic. Another 17% of clicks went to the ShareSLO Instagram page,



showing that the gift card giveaway helped to send traffic to the Instagram page and gain additional followers.

## January Newsletter Snapshot | SLO Restaurant Month



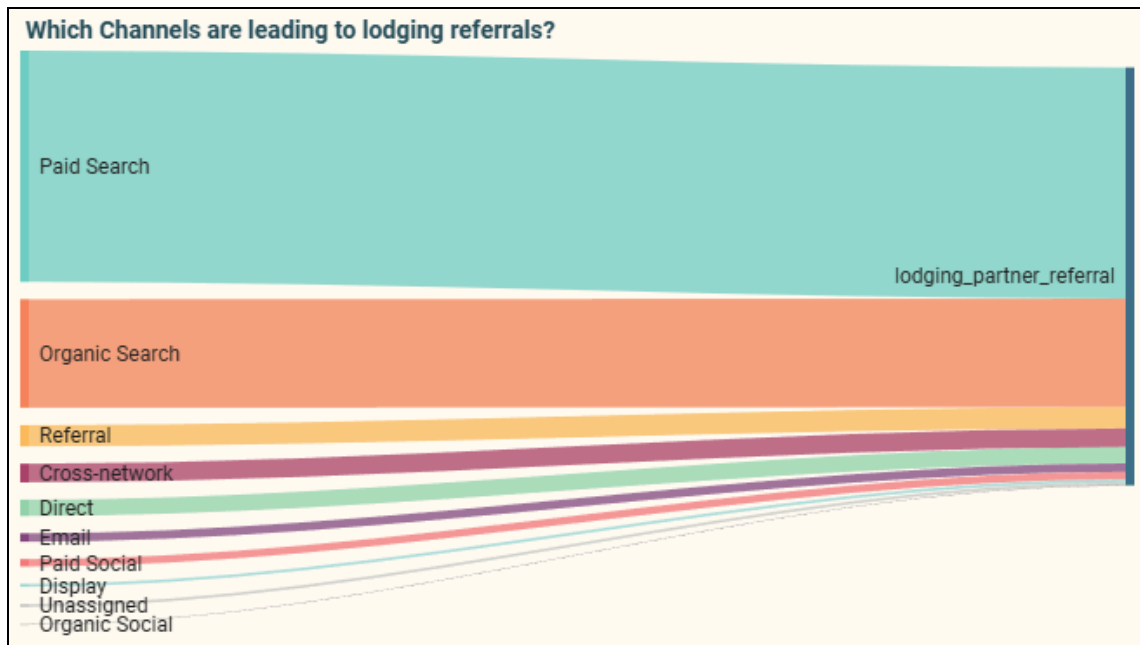
- **Send Date:** Wednesday, 1/15/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 33,391
- **Open Rate:** 50.9%
- **Click Rate:** 2.4%
- **Number of Website Sessions:** 820
- **Average Session Duration:** 4m 9s
- **Average Engagement Time:** 1m 10s
- **Pages / Session:** 2.20

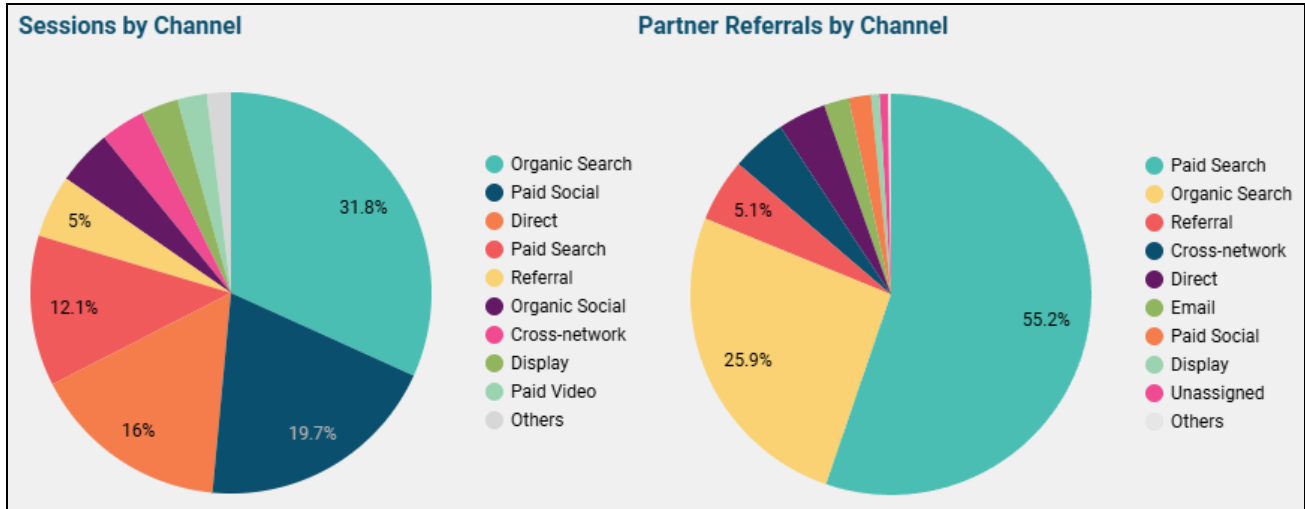
- **Engagement Rate:** 62%
- **Total Partner Referrals:** 100
- **Total Lodging Referrals:** 44

## Website

In January, the website saw 94,124 total sessions (+35% YoY). The channels contributing to the most lodging referrals this month were paid search, organic search, and referral. Across the website in January, we saw an average of 1.83 pages per session (+/-0% YoY) and an average engagement time of 0:38 (+21% YoY). In January, we saw 9,229 total partner referrals (+21% YoY), 2,522 hotel referrals (-12% YoY), 212 homestay referrals (-38% YoY), and 2,778 things-to-do referrals (+18% YoY).

In January, our efforts included launching a dedicated landing page for LA Fire Assistance ([link](#)) to support those displaced by the wildfires. To ensure visibility, we also implemented a specialty banner on the homepage, guiding visitors to this resource. This initiative reflects our commitment to providing timely and meaningful support during challenging times.





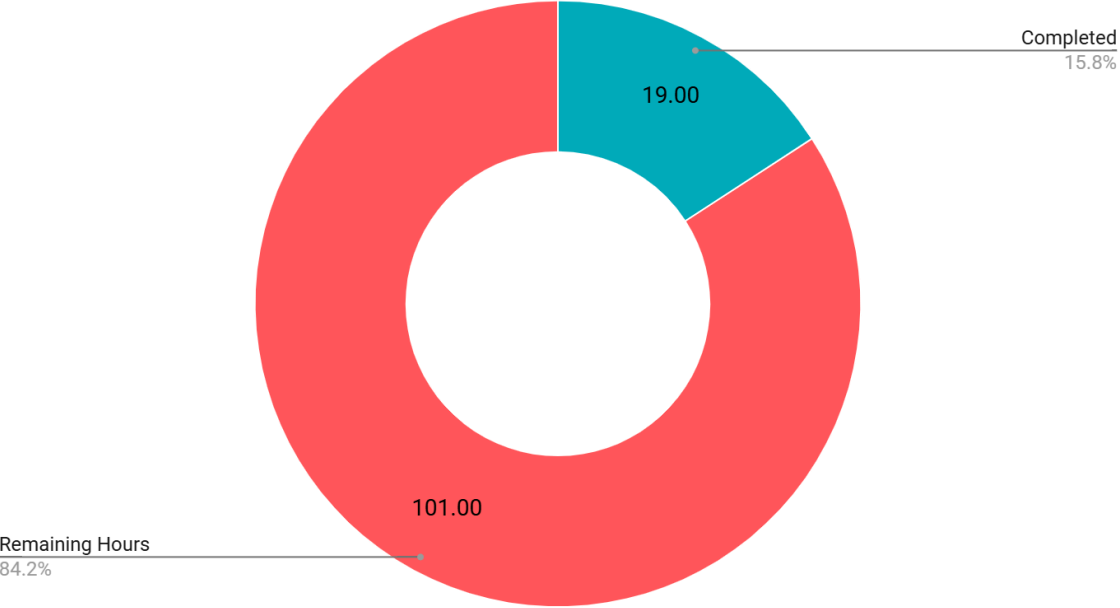
MRO Updates:

- Plugins and Updates
  - ACF Pro
  - Gravity Forms
  - Events Calendar
  - Events Calendar Pro
  - Tiny PNG
  - Yoast
- Theme Updates
  - Fixed image alignment options in the Open Content block
  - Updated a deprecated PluginDocumentSettingPanel import
  - Fixed a php warning in the Listing Block
  - Added anchor support to appropriate blocks
  - Updated wp-scripts
  - Fixed the block blacklist, added some other core blocks to the list

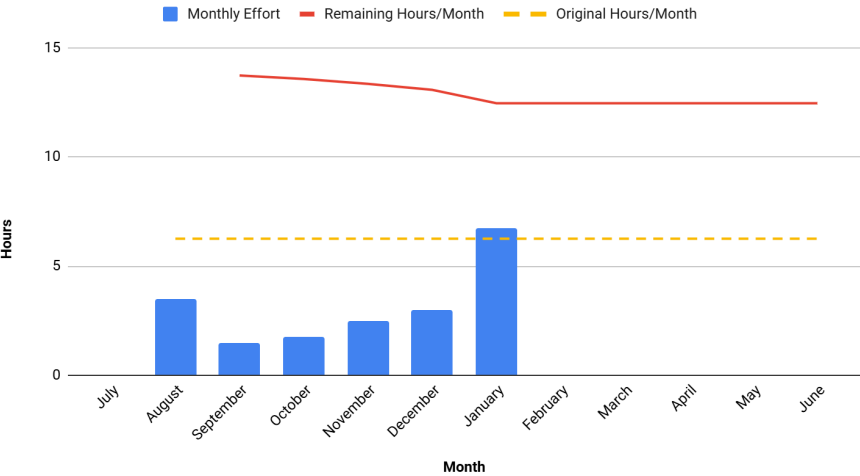
**Web Retainer**

<b>Task</b>	<b>Hours</b>	<b>Accomplishments</b>
Monthly Maintenance, Coordination, and Management	6.75	Chamber Updates, Fire Banner work, Syncs with Intern, Homepage updates, city blog post

# SLO Web Retainer | 2024/2025 - 120 Total Hours



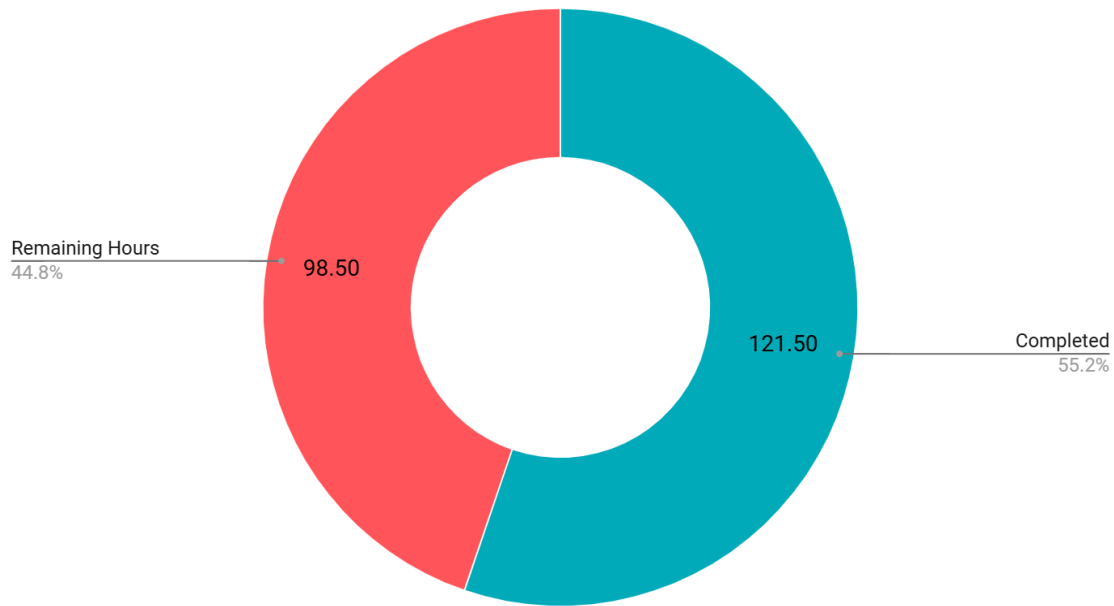
## Hours: Planned vs. Actual



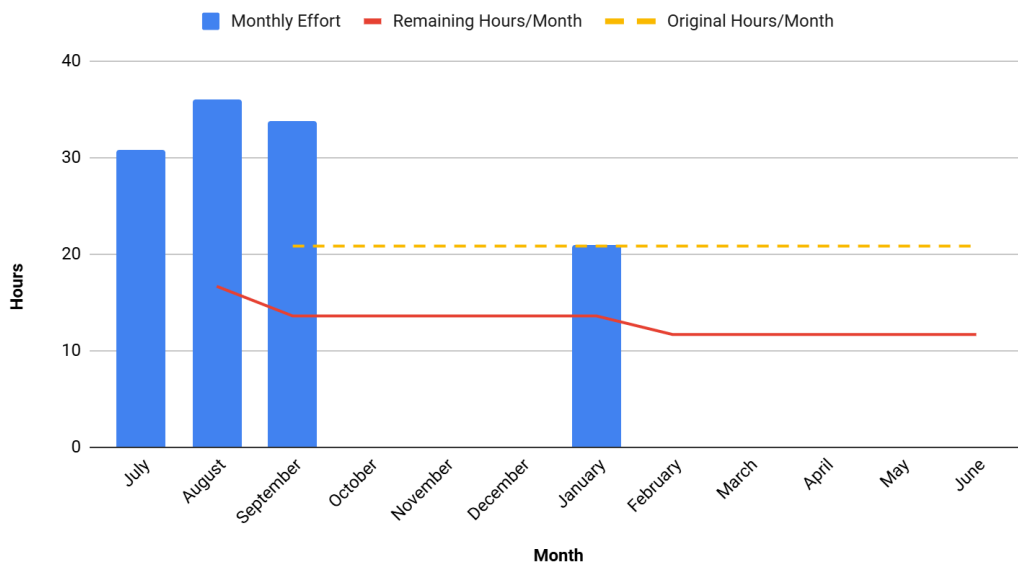
## Creative Services

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	21	B-roll updates, Marketing Plan updates,

### SLO Creative Services | 2024/2024 - 220 Total Hours



### Hours: Planned vs. Actual



## PR And Media Relations

In January, our pitching efforts focused on positioning San Luis Obispo as a premier romantic getaway destination and highlighting the city's Lunar New Year celebrations. Through strategic outreach, we emphasized SLO's scenic beauty, intimate experiences, and cultural events to key media publications. Additionally, a sponsored segment featuring Jacqui Clark-Charlesworth aired on KSNV in Las Vegas, where she discussed the direct flights from Las Vegas to San Luis Obispo, along with the city's outdoor adventures, wine tasting, and two Michelin-mentioned restaurants. The segment, which aired on National Plan a Vacation Day and was over four minutes long, reinforced the Central Coast as an accessible and enticing destination for both relaxation and exploration. We continued building momentum for the upcoming SLO International Film Festival FAM, further showcasing the city's rich arts and culture scene.

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

- **Multicultural Travel News & Newsletter – UVM 4,630**
  - Multicultural Travel News and Multicultural Travel Newsletter published an article featuring the below.
    - The article highlighted:
      - SLO's Lunar New Year Block Party
      - All festivities and events for Lunar New Year
      - Community participation in Chinatown heritage celebrations
  - A link to the news article can be found [here](#).
  - A link to the newsletter can be found [here](#).

### Interviews:

- **KSNV Channel 3: UVM – 605,061** – On January 22, Jacqui Clark-Charlesworth was interviewed, highlighting the direct flights from Las Vegas to San Luis Obispo and showcasing key destination pillars for visitors to experience SLO.
  - A link to the segment can be found [here](#).

### Bonus Inclusion:

- **KSNV Channel 3: UVM - 605,061** - The segment lives on the KSNV Local Living homepage.
  - A link to the website article can be found [here](#).

### Film Festival FAM RSVP's:

- **Michael Goldstein, Forbes, UVM – 88,209,424**
- **Rafael Cores, La Opinion/El Diario Nueva York, UVM – 1,726,703**

- **Jennifer Chan, People Magazine, UVM** – 67,076,409
- **Lesley Balla, Freelance/Taste of Home, UVM** – 17,282,459
- **Fiona Chandra, Freelance**
- **Sharael Kolberg, Freelance**

#### Proactive Pitch Angles:

- “This Overlooked CA City is the Ultimate Silent Travel Destination for 2025”
- “Where to Go for Lunar New Year”
- “Where to Go for the Valentine’s 3-day Weekend”
- “Unique Vacation Ideas for 2025”
- “Where to Go in April 2025”
- “Romantic Getaways in the US”
- “Look No Further than this Central CA Destination for an Outdoor Break”
- “You’re Invited: Arts, Culture + Film FAM on the Central Coast”

#### Pending Press Trips:

- **Meghan Rose, PS (PopSugar): UVM** – 3,752,358
  - TBD; FAM trip postponed due to LA fires. Trip to be rescheduled in February.
- **Noel Burgees, Forbes: UVM** – 99,621,955
  - TBD; March 2025 press trip.
- **Stephanie Gravalese, Forbes: UVM** – 99,621,955 / **Slow Living Kitchen: UVM** – 5,370
  - TBD; March 2025 press trip.
- **Christina Silvestri, Arizona Foothills Magazine: UVM** - 26,039 - History, dining, SLO life
  - TBD; Press trip in the next fiscal year.
- **Reuben Mourad, Thrillist: UVM** – 1,371,632
  - TBD; April 2025 press trip.
- **Ronny Maye, Essence: UVM** – 2,035,079 / **Fodor’s Travel: UVM** – 2,641,983 – Arts & Black culture, history and culinary
  - TBD; requesting an April 2025 press trip.
- **Rosa Gamazo, Telecinco Spanish media: UVM** - 4,976,592 - Luxury hotel and destination feature
  - Setting up a visit in 2025.