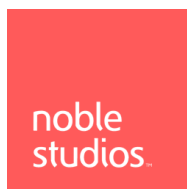


SLO Marketing Activities Report

Key Performance Highlights

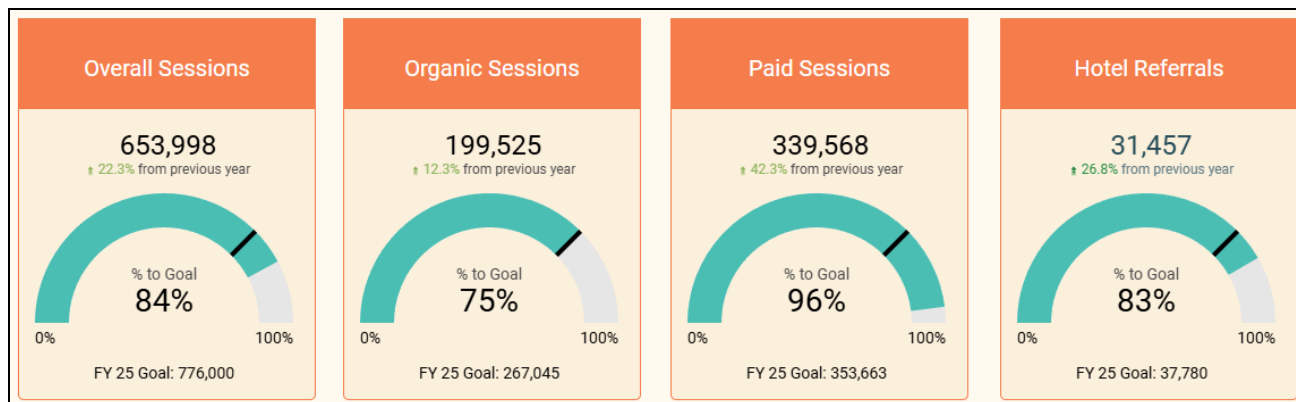
March 2025



At-a-Glance Highlights

- **Total Website Sessions:** 84,246 (+1.4% YoY)
- **Top Traffic Source:** Paid Social
- **Total Lodging Referrals:** 5,426 (-1% YoY)
- **Top Performing Ad:** SLO CAL Unpacked (Paid Social, CTR up to **15%**)
- **Email Open Rate:** 51.6% (March Newsletter)
- **Media Mentions:** Rose the SLO Way, featured as a springtime event 'to be seen' at (MSN Syndication **UVM 127,227,053**)

YTD KPI Performance



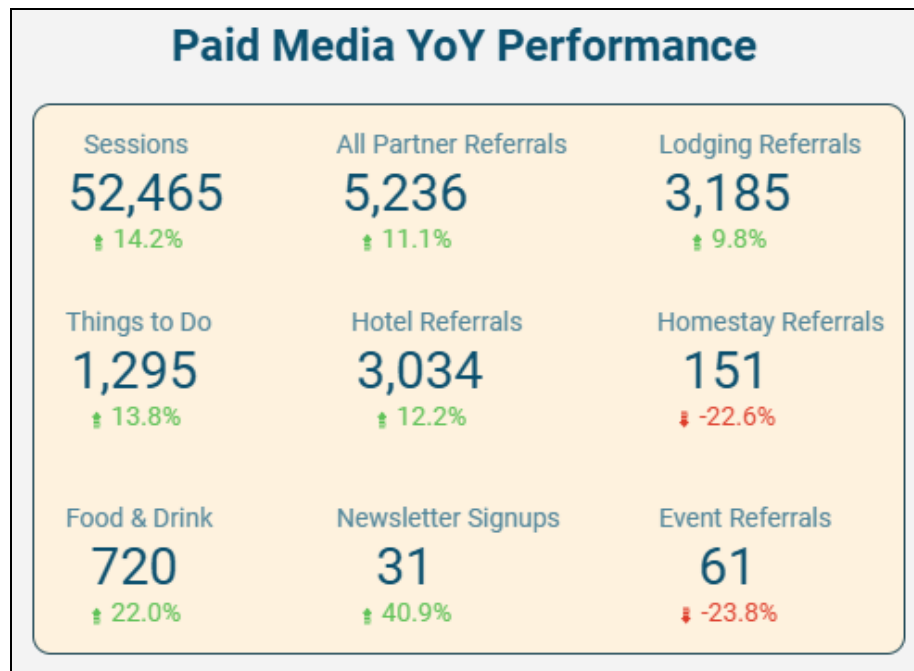
Expected Pace through March: 75%

Paid Media Snapshot

- **Paid Search**
 - Impressions: 46,477 (+51% YoY)
 - Clicks: 5,317 (+3% YoY)

- CTR: 11.44% (-32% YoY)
- Sessions: 16,969 (+82% YoY)
- Lodging Referrals: 2,743 (+8% YoY)
- Cost: \$17,744 (+4% YoY)
- **Paid Social (Evergreen)**
 - Impressions: 1.78M (+18% YoY)
 - Clicks: 44,372 (+53% YoY)
 - CTR: 2.49% (+30% YoY)
 - Sessions: 19,368 (+47% YoY)
 - Lodging Referrals: 247 (-20% YoY)
 - Cost: \$21,972 (+60% YoY)
- **Display, Demand Gen, & PMAx**
 - Impressions: 1.76M (-53% YoY)
 - CTR: 1.25% (+360% YoY)
 - Clicks: 22,020 (+116% YoY)
 - Sessions: 9,908 (+33% YoY)
 - Lodging Referrals: 312 (+111% YoY)
 - Cost: \$9,031 (+45% YoY)

Key Insight: A shift in targeting for Display campaigns led to fewer, but much higher quality impressions, a 499% increase in CTR, and ultimately 85% more clicks at a 15% decrease in spend.



Owned Media Snapshot

Email Marketing

- **Emails Sent:** 1
- **Avg. Open Rate:** 51.6%
- **Avg. CTR:** 1.5%
- **Total Sessions:** 461 (-53% YoY)
- **Total Partner Referrals:** 154 (-64% YoY)

Key Insight: Last year, we sent two emails in March, one highlighting the MidWeekend deal and another highlighting Film Fest. The one email from this March had slightly lower open and click rates, but still did well compared to benchmarks. Our MidWeekend email will be going out in April highlighting our new evergreen MidWeekend messaging approach.

Website

- **Total Sessions:** 84,246 (+1% YoY)
- **Avg. Pages/Session:** 2.01 (+2% YoY)
- **Engagement Time:** 0:32 (-10% YoY)

Top Lodging Referral Channels: Paid Search, Organic Search, Referral

SEO + Content

- Organic Sessions: 19,620 (-19%)
- Page 1 Keywords: 4.7K (-1%)
- Top Losses: San Luis Obispo, SLO Drive-In, Restaurant keywords
- Actions Taken: Restaurant page optimized mid-March; SLO Drive-In optimization underway

Key Insight: YoY organic traffic drop tied to Google's Dec Core Update, with top 1-3 rank keywords recently seeing a 28% decline.

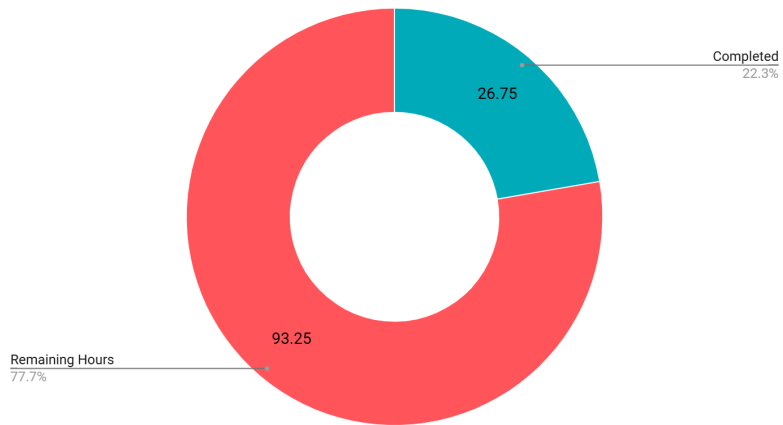
Creative & Web Maintenance

Website Maintenance & MRO

- Community Events Fix
- Plugin Updates:
 - Gravity Forms

- Gravity Forms Email Blacklist
- Pantheon Advanced Page Cache
- Redirection
- Events Calendar (Core, Pro, Community)
- Tiny PNG
- WP Mail SMTP
- Yoast
- Styling Fixes: Image captions, editor scroll issues

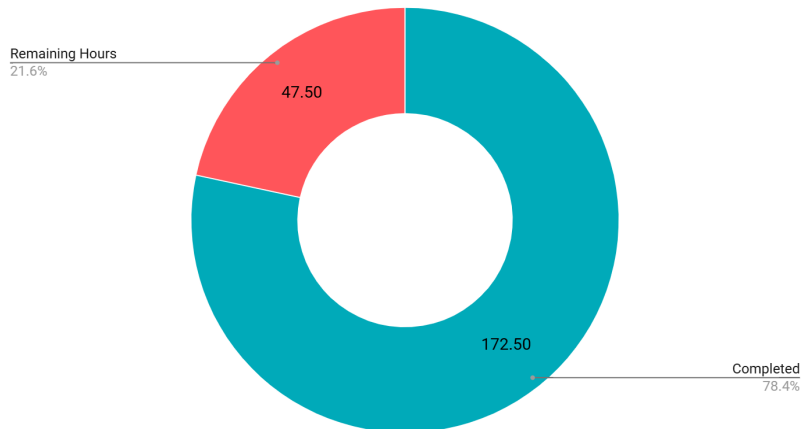
SLO Web Retainer | 2024/2025 - 120 Total Hours



Creative Services

- Long and Short Brochure edits

SLO Creative Services | 2024/2024 - 220 Total Hours



Earned Media Activity

In March, our pitching efforts focused on positioning San Luis Obispo as an under-the-radar wine getaway, the SLO Film Festival, an arts and culture hub, eco-friendly vacation destination and opportunistic budget flights from direct SBP destinations. Through strategic outreach, we emphasized SLO's hidden gems, budget-friendly activities, outdoor experiences ahead of spring, and cultural events to key media publications. We continued building momentum for the upcoming SLO International Film Festival underscoring 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 March:

- **Inspirations and Celebrations – UVM 6,675**
- **MSN Syndication – UVM 127,227,053**
 - The article highlighted:
 - Rose the SLO Way, featured as a springtime event 'to be seen' at.
 - A link to the news article can be found [here](#).
- **National Geographic – UVM 6,892,122**
- **Yahoo! Syndication – UVM 407,199,536**
- **AOL Syndication – UVM 34,968,755**
 - The article highlighted:
 - SLO's wildflowers in bloom and hiking trails to enjoy them.
 - A link to the news article can be found [here](#).

SLO International Film Festival FAM RSVPs:

- **Caterina Balzano, La Opinion/El Diario Nueva York, UVM – 1,726,703**
- **Lesley Balla, Freelance/Taste of Home, UVM – 17,282,459**
- **Brenda Medley-Alexander, Blavity, UVM – 1,873,697**
- **Fiona Chandra, Freelance**
- **Sharael Kolberg, Freelance**

Proactive Pitch Angles:

- "SLOIFF, SLO is an arts/culture/wine hub"
- "Budget-friendly wine country getaway"
- "\$69 direct flights from SD to a budget-friendly spring break, blooms and wine trip"
- "Best detour destination to Paso Robles"
- "\$99 direct flights from Portland"
- "Direct flights from Denver = art + wine on a dime"
- "Quietly becoming the best beverage hub in California"



Pending Individual Press Trips:

- **Ronny Maye, Essence:** UVM – 2,035,079 / **Fodor’s Travel:** UVM – 2,641,983
 - April 5-7, 2025 press trip.
- **Reuben Mourad, Thrillist:** UVM – 1,371,632
 - April 17-19, 2025 press trip.
- **Laura Powell, AAA:** UVM 277,533 / **Organic Spa Magazine:** Circulation – 140,000; UVM – 3,128
 - June 22-25, 2025 press trip.
- **Ligaya Malones, Lonely Planet:** UVM – 3,889,221
 - TBD; Press trip in ‘25-26 fiscal year.
- **Meghan Rose, PS (PopSugar):** UVM – 3,752,358
 - FAM trip postponed due to LA fires. Trip rescheduling in progress.
- **Rosa Gamazo, Telecinco (Spanish):** UVM - 4,976,592 - Luxury hotel/destination feature
 - TBD; 2025 press trip.
- **Stephanie Gravalese, Forbes:** UVM – 99,621,955 / **Slow Living Kitchen:** UVM – 5,370
 - TBD; 2025 press trip.
- **Christina Silvestri, Arizona Foothills Magazine:** UVM - 26,039 - History, dining, SLO life
 - TBD; Press trip in ‘25-26 fiscal year.