

SLO Marketing Activities Report

Key Performance Highlights

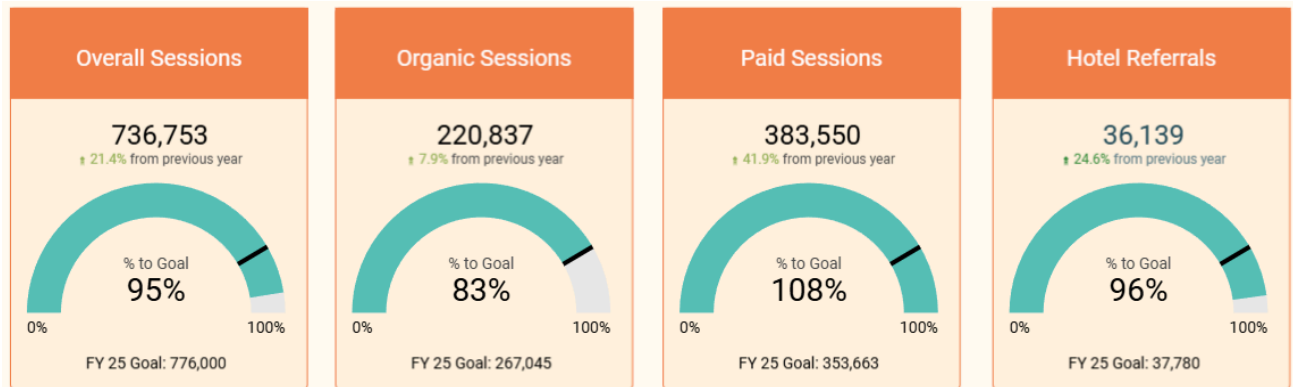
April 2025



At-a-Glance Highlights

- **Total Website Sessions:** 73,992 (+7% YoY)
- **Top Traffic Source:** Organic Search
- **Total Lodging Referrals:** 4,987 (+12% YoY)
- **Top Performing Ad:** SLO CAL Unpacked (Paid Social, CTR up to **14%**)
- **Email Open Rate:** 48.7% (April Newsletter Average)
- **Media Mentions:** NBC Los Angeles: *Explore San Luis Obispo, from the 'Vinyl Trail' to the 'Architecture Graveyard'* **UVM 1,345,573**


YTD KPI Performance



Expected Pace through April: 83%

Overall Performance

San Luis Obispo's digital marketing efforts in April reflected steady performance with **73,992 total website sessions**, a **7% year-over-year (YoY) increase**. The top traffic source became **Organic Search**, while **lodging referrals totaled 4,987**, representing a **12% YoY increase**. A standout in



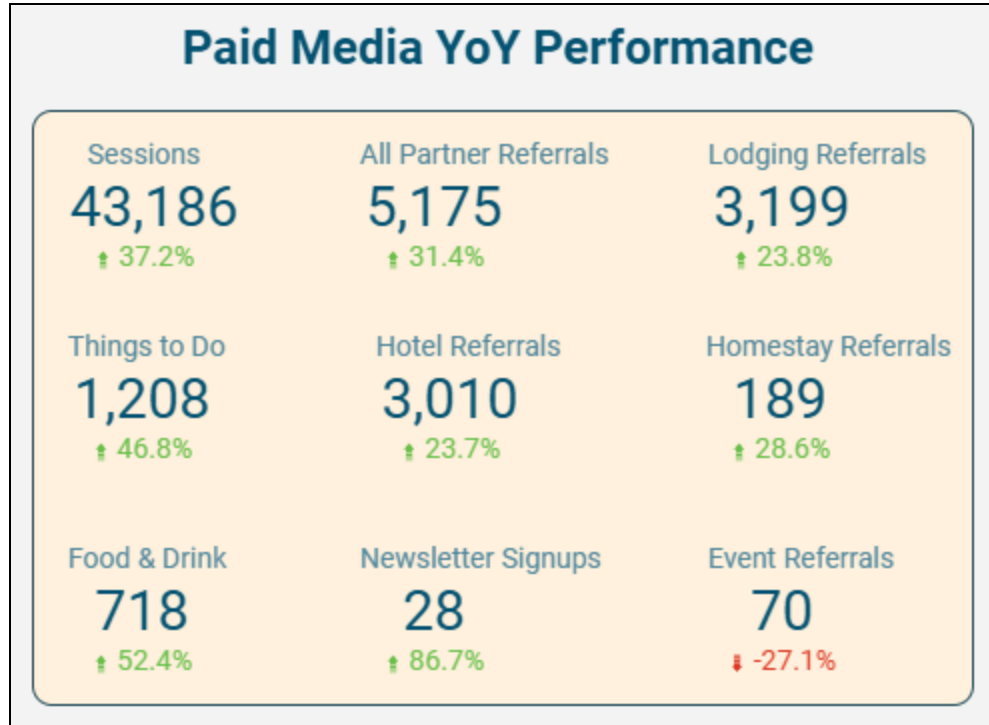
engagement was the **SLO CAL Unpacked ad**, achieving a **14% click-through rate (CTR)** on Paid Social. The **April newsletters performed strongly** with an average **open rate of 48.7%** and saw a **97% increase in partner referrals YoY**.

- **YTD KPI Performance** stands on pace with expectations at **83% through April**.

Paid Media Snapshot

- **Paid Search**
 - Impressions: 50,820 (+71% YoY)
 - Clicks: 5,419 (+23% YoY)
 - CTR: 10.66% (-28% YoY)
 - Sessions: 16,153 (+119% YoY)
 - Lodging Referrals: 2,875 (+21% YoY)
 - Cost: \$15,702 (-3% YoY)
- **Paid Social (Evergreen)**
 - Impressions: 1.32M (-14% YoY)
 - Clicks: 37,951 (+42% YoY)
 - CTR: 2.87% (+66% YoY)
 - Sessions: 18,224 (+2% YoY)
 - Lodging Referrals: 62 (-19% YoY)
 - Cost: \$14,407 (-2% YoY)
- **Paid Social (Film Fest)**
 - Impressions: 728,669 (-7% YoY)
 - Clicks: 14,370 (-4% YoY)
 - CTR: 1.97% (+3% YoY)
 - Sessions: 5,911 (+2% YoY)
 - Event Responses: 648 (+9% YoY)
 - Cost: \$4,952 (+1% YoY)
- **Display, Demand Gen, & PMAX**
 - Impressions: 1.73M (-50% YoY)
 - CTR: 1.19% (+317% YoY)
 - Clicks: 20,756 (+108% YoY)
 - Sessions: 8,307 (+14% YoY)
 - Lodging Referrals: 207 (+49% YoY)
 - Cost: \$6,551 (+11% YoY)

Key Insight: A shift in targeting for Display campaigns led to fewer, but much higher quality impressions, a 290% increase in CTR, and ultimately 108% more clicks at a 21% decrease in spend.



Owned Media Snapshot

Email Marketing

- **Emails Sent:** 3
- **Avg. Open Rate:** 48.7%
- **Avg. CTR:** 1.5%
- **Total Sessions:** 1,554 (+184% YoY)
- **Total Partner Referrals:** 134 (+97% YoY)

Key Insight: Our three newsletters sent in April highlighted the MidWeekend Capital declaration, the Middle Name Giveaway, and Earth Day content, highlighting SLO's sustainable initiatives. The emails garnered a large number of clicks, website sessions, and partner referrals. The MidWeekend Offers page also garnered a large number of clicks, indicating users' interest in travel deals. We will look at other ways to highlight these ongoing MidWeekend offers in future emails and other aspects of the new evergreen MidWeekend campaigns.

Website

- **Total Sessions:** 73,992 (+7% YoY)
- **Avg. Pages/Session:** 1.94 (-0.2% YoY)

- **Average Session Duration:** 2:04 (+10% YoY)

Top Lodging Referral Channels: Paid Search (58%), Organic Search (17%), Referral (11%)

SEO + Content

- Organic Sessions: 19,821 (-24% YoY)
- Organic Partner Referrals: 3,519 (-23% YoY)
- Page 1 Keywords: 4.5K (-1%)
- Top Losses: San Luis Obispo, SLO Drive-In, Breakfast & Restaurant keywords
- Actions Taken: Restaurant page optimized mid-March; SLO Drive-In/Movie Theaters page optimization optimized in April

Key Insight: YoY organic traffic drop tied to Google's December Core Update, with top 1-3 rank keywords recently seeing a 28% decline. Google's March Core Update also drastically increased the number of SERP features, allowing more users to get the information they're looking for directly on the SERP without the need to visit a website. We're seeing organic traffic declines across the Travel & Tourism industry and are continuing to leverage ways to show up in more places on the SERP.

Creative & Web Maintenance

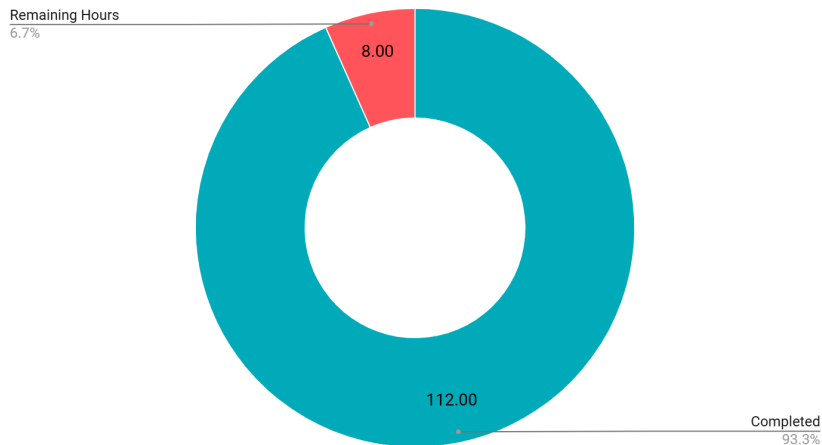
Website Maintenance & MRO

- Plugins and Updates
 - ACF Pro
 - Gravity Forms
 - Permalink Manager Pro
 - Events Calendar
 - Events Calendar Pro
 - Tiny PNG
 - Wordpress Importer
 - WPS Hide Login
 - Yoast
- Theme Updates
 - Removed core table block from blacklist
 - Open content block updated to allow tables, columns, spacer
 - Added content width option to open content block
 - Cleaned up taxonomy registrations to ensure correct labels in editor, disable term archives

Web Retainer

- SLO Life Coach Coverage, Sizzle Reel Revision Coverage, homepage updates

SLO Web Retainer | 2024/2025 - 120 Total Hours



Creative Services

- Long and Short Brochure edits. Creative Services has reached 220 hours for the fiscal year and is closed.

Earned Media Activity

Earned Media Highlights

Total Impressions/Circulation: 2,595,093


Stories: 4

Completed Group FAM Trips:

- **The Essence of SLOw Travel** – April 24-27, 2025

Press Coverage

- 4/2/25: **Brand USA:** [Maximize Your Next U.S. Vacation with Budget-Friendly Tips from Brand USA](#) (Molly O'Brien) (Reach: 9,411)

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- 4/2/25: **NBC Los Angeles:** [Explore San Luis Obispo, from the 'Vinyl Trail' to the 'Architecture Graveyard'](#) (Alysia Gray Painter) (Reach: 1,345,573)
 - 4/16/25: **CBS Portland:** [Why Portlanders should consider a "midweekend vacation" to San Luis Obispo](#) (Emily Burris, Travis Teich) (Reach: 1,228,209)
 - 4/19/25: **@ReubenMourad:** [Press Trip to San Luis Obispo, Instagram Stories](#) (Reuben Mourad) (Follower Reach: 11,900)

Upcoming Individual Press Trips:

- **Laura Powell, AAA/Organic Spa Magazine** — June 22-25, 2025