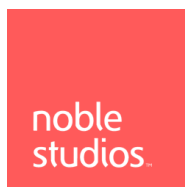


SLO Marketing Activities Report

Key Performance Highlights

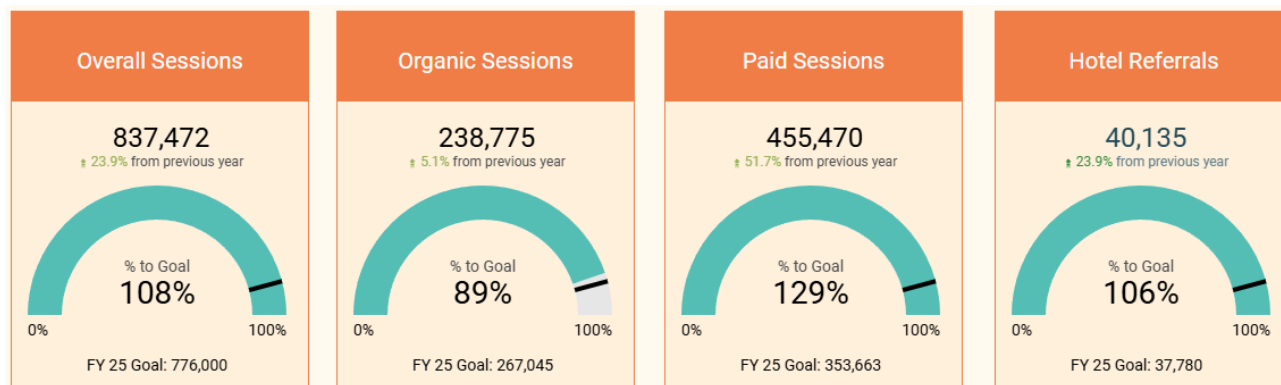
May 2025



At-a-Glance Highlights

- **Total Website Sessions:** 107,187 (+60% YoY)
- **Top Traffic Source:** Paid Search
- **Total Lodging Referrals:** 4,356 (+16% YoY)
- **Top Performing Ad:** SLO CAL Unpacked (Paid Social, CTR up to **8%**)
- **Email Open Rate:** 50.2% (May Newsletter Average)
- **PR Media Mentions:** USA Today 10Best: [Top things to do in San Luis Obispo along the Central Coast](#) (Reach: 86,267,170)


YTD KPI Performance



Expected Pace through May: 91.6%

Overall Performance

Visit San Luis Obispo's digital marketing efforts in May reflected steady performance with **107,187 total website sessions**, a **60% year-over-year (YoY) increase**. The top traffic source became **Paid Search**, while **lodging referrals totaled 9,247**, representing a **6% YoY increase**. A standout in



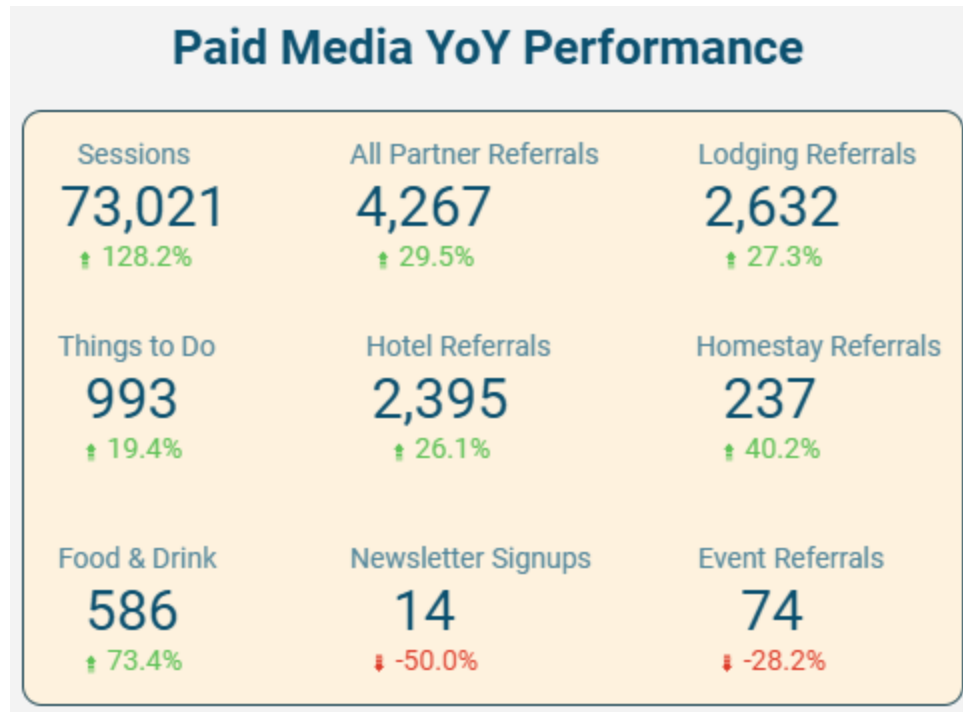
engagement was the **SLO CAL Unpacked ad**, achieving an **8% click-through rate (CTR)** on Paid Social. The **May newsletters performed strongly** with an average **open rate of 50.2%** and saw a **6% increase in sessions YoY**.

- **YTD KPI Performance** exceeds goal pace and total goal volume through May for all KPIs except Organic Sessions, which is slightly behind goal pace.

Paid Media Snapshot

- **Paid Search**
 - Impressions: 47,210 (+73% YoY)
 - Clicks: 4,593 (+38% YoY)
 - CTR: 9.73% (-21% YoY)
 - Sessions: 36,714 (+450% YoY)
 - Lodging Referrals: 2,307 (+24% YoY)
 - Cost: \$12,742 (+8% YoY)
- **Paid Social (Evergreen)**
 - Impressions: 1.15M (-2% YoY)
 - Clicks: 34,655 (+64% YoY)
 - CTR: 3.01% (+66% YoY)
 - Sessions: 17,463 (+45% YoY)
 - Lodging Referrals: 42 (-29% YoY)
 - Cost: \$12,938 (+9% YoY)
- **Display, Demand Gen, & PMAX**
 - Impressions: 876,884 (-63% YoY)
 - CTR: 1.22% (+299% YoY)
 - Clicks: 10,721 (+47% YoY)
 - Sessions: 6,016 (+5% YoY)
 - Lodging Referrals: 226 (+71% YoY)
 - Cost: \$3,929 (-20% YoY)

Key Insight: A shift in targeting for Display campaigns led to much higher quality impressions, a 201% increase in CTR, and ultimately 454% more clicks at an 85% increase in spend.



Owned Media Snapshot

Email Marketing

- **Emails Sent:** 2
- **Avg. Open Rate:** 55%
- **Avg. CTR:** 1%
- **Total Sessions:** 1,450 (+6% YoY)
- **Total Partner Referrals:** 73 (-58% YoY)
- **Total Middle Name Giveaway Form Fills:** 162

Key Insight: On April 30th, we sent an email for the Middle Name Giveaway that mistakenly included "TEST" in the subject line instead of the recipient's name. We sent a follow-up email on May 1st to acknowledge this error candidly and in an engaging way. Our separate dedicated May newsletter promoted upcoming Pride events; to ensure this message reached the most relevant audience, we limited the send to our Events and Entertainment segment, given past negative sentiment around Pride communications.

Website

- **Total Sessions:** 107,187 (+61% YoY)
- **Avg. Pages/Session:** 1.63 (-16% YoY)

- **Engaged Sessions:** 34,512 (+6% YoY)

Top Lodging Referral Channels: Paid Search (53%), Organic Search (20%), Referral (14%)

SEO + Content

- Organic Sessions: 20,300 (-18% YoY)
- Organic Partner Referrals: 3,693 (-14% YoY)
- Page 1 Keywords: 4.7K (-4%)
- Top Losses: San Luis Obispo, SLO Drive-In, Cal Poly, Breakfast keywords
- Actions Taken: SLO Drive-In/Movie Theaters page optimized in May, leaning into optimizing key lodging pages to ensure we show up well across the rapidly changing SERP

Key Insight: YoY drops in Organic traffic are tied to a 28% decrease in organic CTRs related to a rapidly evolving search engine results page, which now features AI responses and significantly more SERP features, allowing searchers to get more information without the need to click through to a website. We're seeing organic traffic declines across the Travel & Tourism industry and are continuing to explore ways to increase our visibility on the SERP.

Creative & Web Maintenance

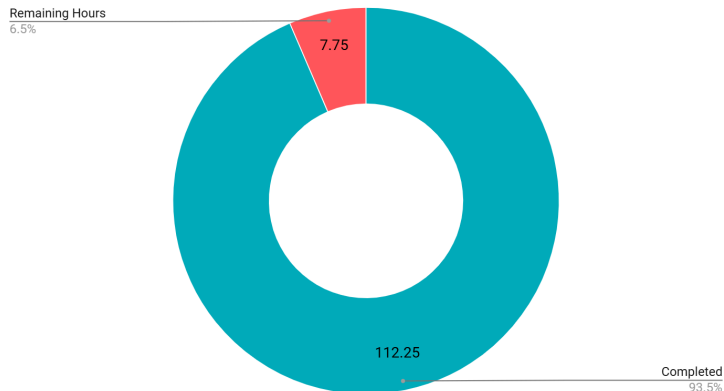
Website Maintenance & MRO

- Plugins and Updates
 - WP 6.8.1
 - ACF Pro
 - Gravity Forms
 - Events Calendar
 - Events Calendar Pro
 - Yoast
- Theme Updates
 - Hero opacity layer adjustment option
 - Hero image crop position option

Web Retainer

- Cache Fix for the website.

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: 166,080,239

Stories: 6

Press Coverage

- 5/1/25: **Best of the Southwest:** [20-plus lavish Southern California Mother's Day dining locales](#) (Erin Thorburn) (Reach: 1,087)
- 5/10/25: **Forbes:** [Mom-Led Brands Giving Back And Cultivating Change Around The World](#) (Martie Bowser) (Reach: 78,108,059)
- 5/22/25: **@Thrillist:** [Instagram Feature](#); [TikTok Feature](#); [YouTube Feature](#) (Reuben Mourad) (Follower Reach: 1,703,923)
- 5/28/25: **USA Today 10Best:** [Top things to do in San Luis Obispo along the Central Coast](#) (Lesley Balla) (Reach: 86,267,170)

Upcoming Individual Press Trips:

- **Cu Fleshman, Travel + Leisure** — June 1-3, 2025
- **Laura Powell, AAA/Organic Spa Magazine** — June 22-25, 2025