

CANCELLATION NOTICE
San Simeon Tourism Alliance
Meeting of October 17, 2023

The Board of Directors has directed the cancellation of the October 17, 2023, Meeting.

Solterra Strategies continues to execute a marketing plan that addresses the road closure, and we are in sync with Visit SLO Cal, Highway 1 Discovery Route. Accompanying please find the September Marketing Report provided by Solterra.

Please also review the October Local Fund Summary provided by Cheryl Cuming, Chief Admin Officer SLO TBID.

Caltrans progress is continuing to be monitored and updates will be sent as available. Weather will become an issue as winter begins, and we can only hope any delays will be short.

With the upcoming Holidays, we don't anticipate meeting again until the January 16, 2024 unless actions require our attention at a special meeting sooner. If a meeting is called, you will be notified.

Happy Holidays,

The San Simeon Tourism Alliance Board

(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Date and Time: January 16, 2024 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room

San Simeon September Marketing Report: Social

Content Themes

- Fall Travel
- Scarecrow Festival
- Light Station
- Coastal Clean
- Elephant Seals



Impressions

450

-24%



Followers

6,481

+94

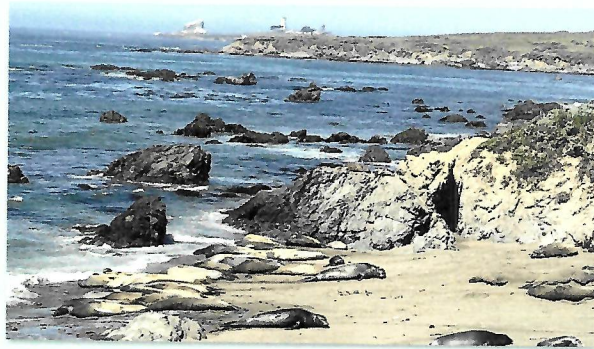


Page Likes

9,603

+107

Top Performing Media



Theme: Piedras Blancas Elephant Seal Rookery, Wildlife, Nature

5,392 Accounts Reached

1,506 Impressions

1,175 Accounts Engaged



Theme: Fall season, hiking, wildlife, Highway 1 Road Trip, coastal views

4,057 Accounts Reached

693 Impressions

99 Accounts Engaged

Reach*

6,031

-76%

Impressions*

18,620

-63%

Engagement

806

+18%

Interactions

1,792

+51%

Reach*

303,113

-68%

Paid*/ Organic

**226K/
78K**

-75% / +62%

Impressions

325,076

-70%

Engagement

5,976

-77%

*Paid Advertising Spend ended in August - accounts for lower traffic numbers

San Simeon September Marketing Report: SEO

September SEO Build: Elephant Seals

Overall Content Refresh:

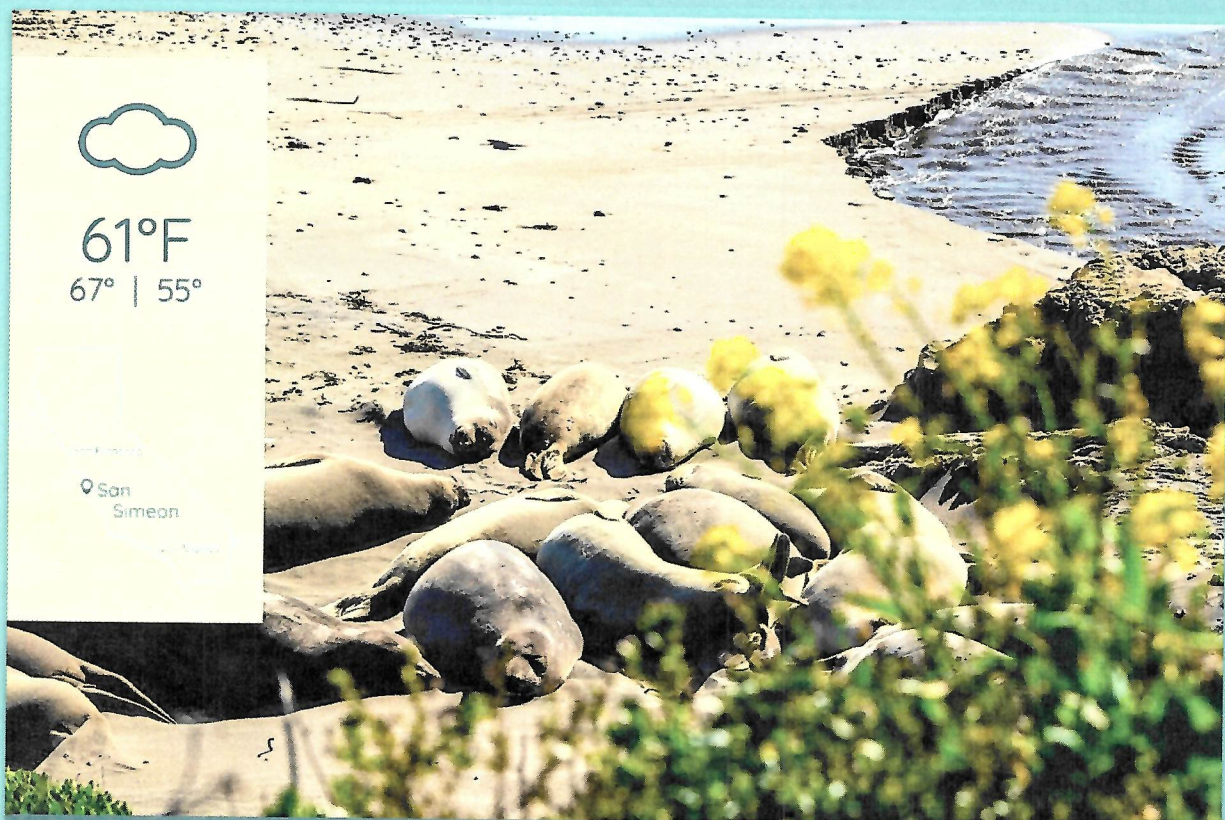
- New Photos
- Removed Outdated Information

New Sections:

- Table of Contents
- History of the Elephant Seal Rookery
- Elephant Seal Facts & FAQs
- Wildlife Viewing Nearby
- Where to Stay

Updated Sections:

- Elephant Seal Viewing Area
- Parking on Highway 1
- Elephant Seal Viewing Seasons
- Piedras Blancas Friends of the Elephant Seal
- Elephant Seals & Stewardship Travel
- Elephant Seal Visitor Center



Meet the Elephant Seals

San Simeon September Marketing Report: Email/Web



Email Subscribers

11,607

+183



Average Open Rate

40%

+4.6%



Average Click Rate

1.5%

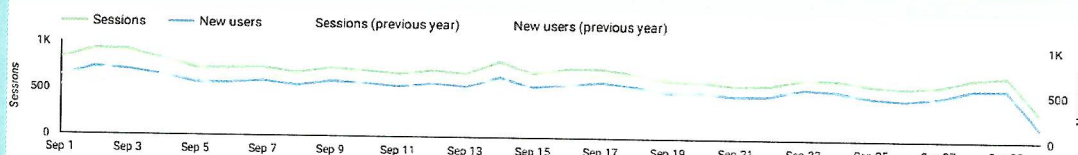
+15%



Unsubscribe Rate

0.43%

+39%



September Sessions*

21.2K

FYE Sessions

295.9K

+228%

September Engaged*

20.4K

FYE Engaged

159.2K

+231%

September New Users*

16.6K

FYE New Users

244.4K

+230%

September Page Views*

35.9K

September Impressions*

344.4K

-15%

Email Content



Monthly Overview: CA Wine Month, Elephant Seals, Scarecrow Festival

42.3% Opens

1.7% Clicks



Silly Spooks & Fall Cheer — 15th Annual Scarecrow Festival & Salute to Scarecrows

37.2% Opens

1.3% Clicks

*Paid Advertising Spend ended in August - accounts for lower traffic numbers

Local Fund Summary

October 2023

WEB TRAFFIC

USERS

79,243

↑ 0.3% Y|Y

SESSIONS

93,855

↑ 1.3% Y|Y

DESTINATION PAGEVIEWS

| | | | |
|-----|-------|-------|-------|
| RP | 750 | LO | 1,682 |
| SS | 294 | EV AG | 1,226 |
| Cam | 428 | AB | 306 |
| Cay | 1,681 | Oc Ni | 1,110 |

Destination Page Views: 7,447 | 5.3% of traffic

Lodging Page Views: 3,805 | 2.7% of traffic

Total Page Views: 141,979

EMAIL & SOCIAL

✉ Subscribers: 108,930

Open Rate: 27%

Site Traffic: 7,333

f Fans: 110,736

Impressions: 3,434,735

Engagement: 86,358

📷 Followers: 40,517

Impressions: 270,870

Engagement: 8,092

📺 Views: 39,140

Hours Watched: 388

TOT/ASSESSMENT

| | August | | |
|----------|-------------|-------------|-------------|
| | 2023 | 2022 | 2021 |
| SS RP | \$326,823 | \$310,513 | \$240,904 |
| Cambria | \$519,551 | \$744,108 | \$525,243 |
| Cayucos | \$254,987 | \$267,154 | \$216,396 |
| Los Osos | \$31,592 | \$64,641 | \$52,567 |
| EV AGV | \$134,979 | \$164,340 | \$151,687 |
| Avila | \$552,921 | \$584,797 | \$297,708 |
| Oc Nip | \$93,902 | \$125,353 | \$120,360 |
| CBID | \$1,914,754 | \$2,260,918 | \$1,604,864 |

NEWS & TOOLS

Results, Results, Results!

The 22 | 23 fiscal year included several significant achievements:

- Over 1,000,000 impressions in every discipline
 - 61M Paid Media Impressions
 - 26M Social Media Impressions
 - 12.2M SEO Organic Impressions
 - 10.3M SEM Impressions
 - 2.5M Emails Distributed
 - 1M Website Sessions
- First party data tracking generated 200 leads *daily*
- 400+ website pages rank in Google's top 3 for 1,000+ searches

Content Strategy for the New Year

CONTENT PILLARS

STORY TELLING

The content strategy will focus on **storytelling**: Road trips are all about the journey; pivot our content to capture the experience of traveling on Highway 1 with the use of **vivid descriptions, photos, and videos to help readers visualize the scenery, attractions, and local culture.**

Our overarching content pillars will continue to focus on LFA Destinations, Highway 1 Route Information, Scenic Views, Things to Do, Outdoor Activities, Beaches, Family Friendly Activities, Accommodation Options, Food and Drink, Cultural and Historical Sites, user generated content via CrowdRiff, Local Events, Sustainability, Stewardship, and Travel Tips.

UPDATE CONTENT

We will **update top performing pages** as well as create additional legs to these pages to support each LFA destination. The content created for Highway 1 road trip will be informative, engaging, and visually appealing.

CBID MEETINGS

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at 12pm.

October 25 - Cambria Pines Lodge

December 6 - Cambria Pines Lodge



HIGHWAY 1 DISCOVERY U

Member Resources

The CBID is seeking your input on the Highway 1 Road Trip strategic branding process. A email with the link was sent on Sept. 26.

[Highway 1 Road Trip Survey](#)

KEY MILESTONES/PARTNER INFO

Fodor's Recognition

The Public Relations team earned coverage for Fodor's in their "Cruise the Coast Along the World's Most Scenic Ocean Drives" article. Highway 1 was ranked #4 of their list of 11.

<https://www.fodors.com/news/photos/the-most-beautiful-ocean-drives-in-the-world>

