

A scenic coastal landscape at sunset. The sun is low on the horizon, casting a golden glow over the sky and the ocean. The water is calm, reflecting the light. In the foreground, there are dark, rocky outcrops and a small patch of grassy land. Two people are standing on the grassy land, looking out at the ocean. The overall mood is peaceful and serene.

HIGHWAY 1

Road trip

JUST COAST

23-24 Fiscal Year End Report

September 18, 2024



FY 23-24 Theme:

A year of continuous Improvement

For the **third year** in a row, we hit over
1 million+ in all of our disciplines.

1,000,000+

1M

1.39M

WEBSITE SESSIONS

H1DR reached a record with more than **1.39M sessions** and **1.15M users**. Sessions were up 31% and Users were up 34%, Y/Y (22/23 compared to 23/24).

2.5M

3.2M

EMAIL RECIPIENTS

Sent to **3.2 million** recipients with over **a million opens** and a steady CTR.

12.2M

15.2M

SEO ORGANIC REACH

Impressions reached more than **15.2 million**, with page views reaching more than **4.8 million**, up 9.6% Y/Y.

1,000,000+

showcasing **continuous improvement** in ALL areas.

26M

31M

SOCIAL MEDIA IMPRESSIONS

Instagram and Facebook combined had nearly **31 million Impressions**, **1 million engagements**, and **2.2 million video views**.

61M

64M

PAID MEDIA IMPRESSIONS

64 million impressions, **1.3 million clicks** and **4.1 million engagements**.

10.3M

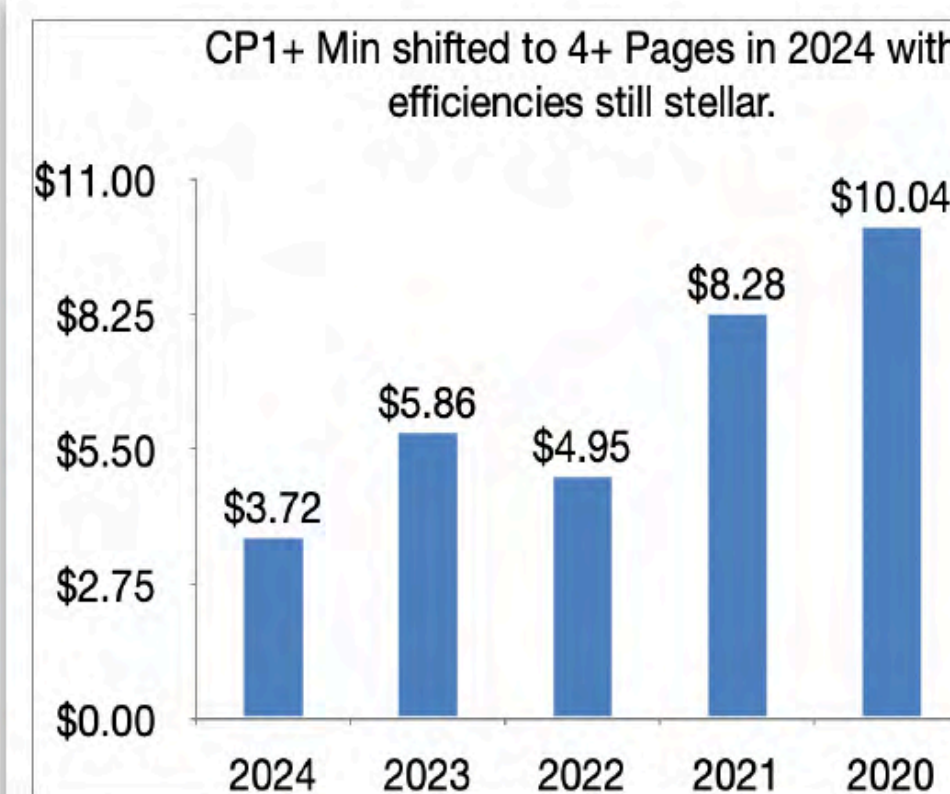
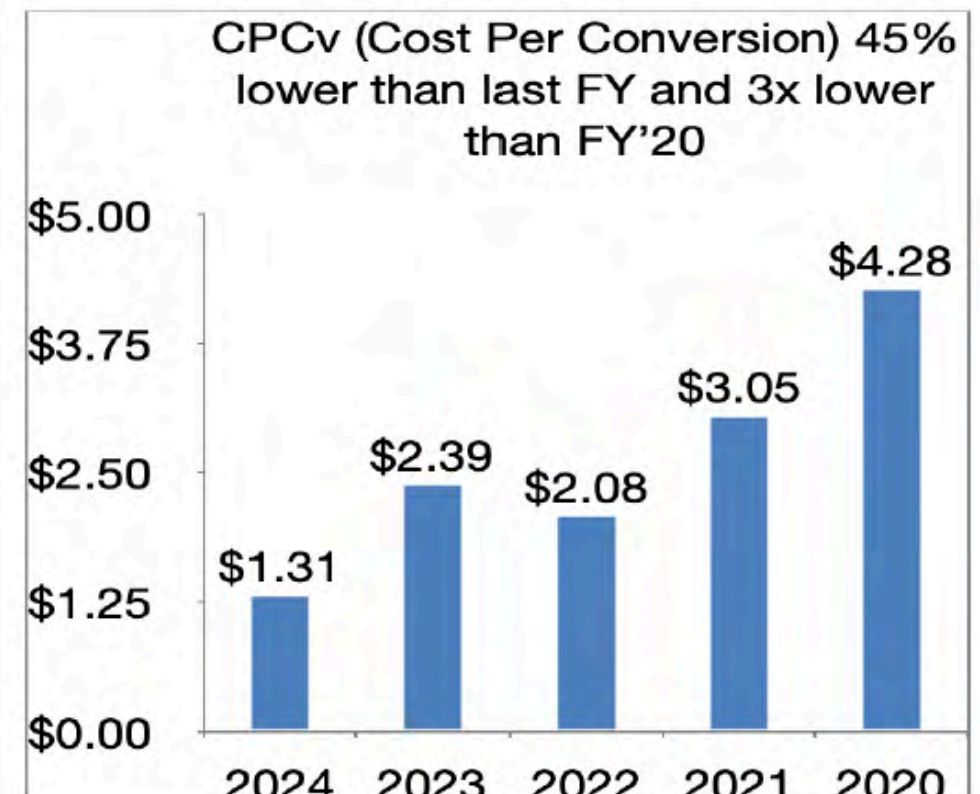
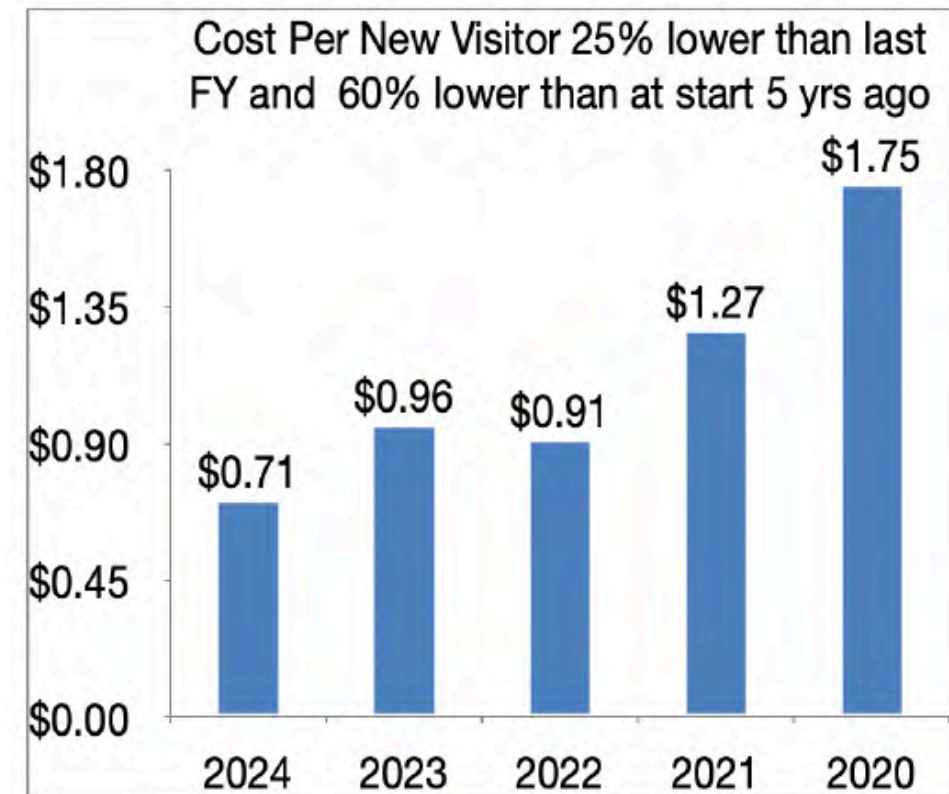
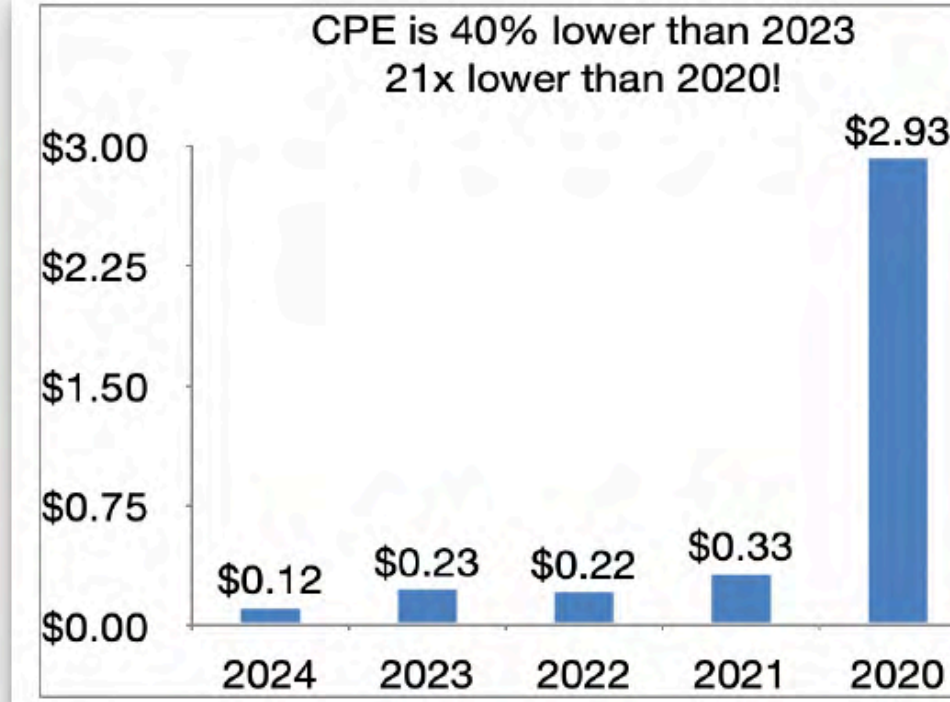
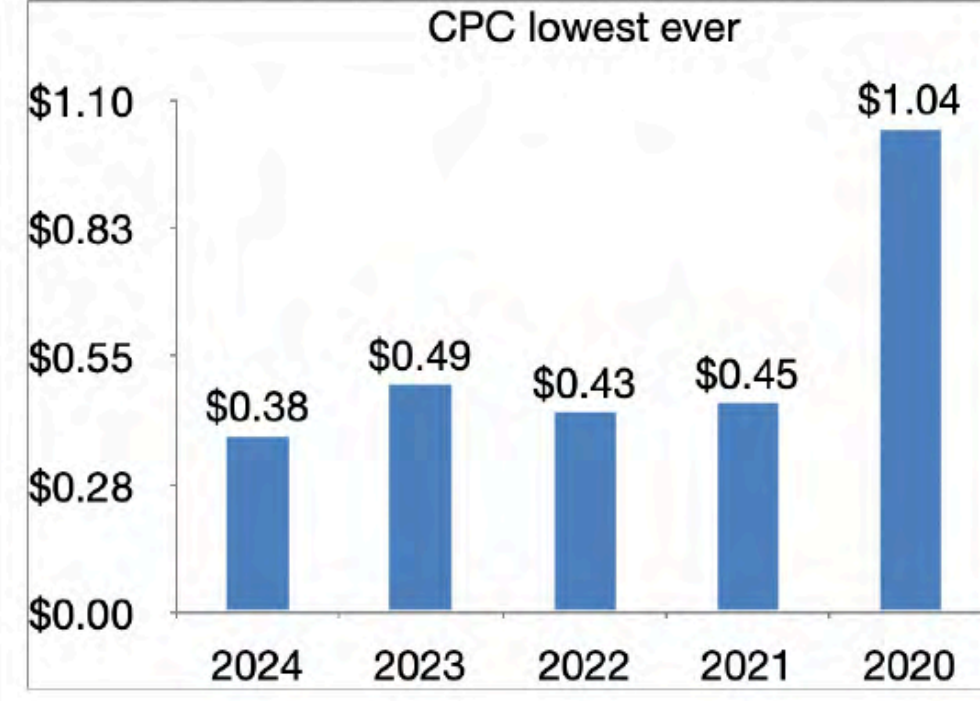
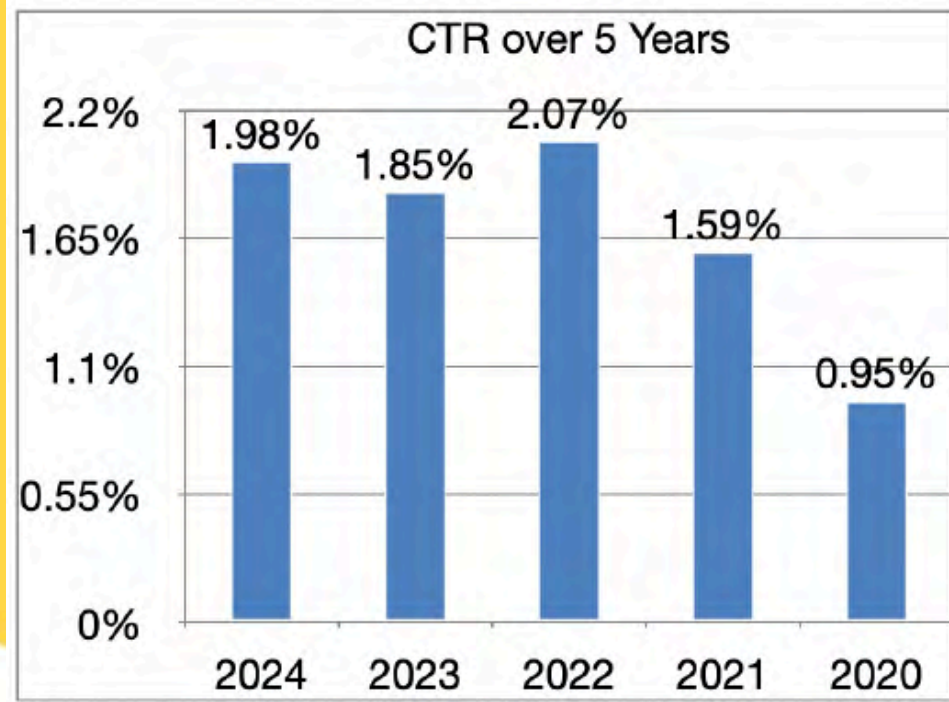
14.9M

SEM (GOOGLE SEARCH) IMPRESSIONS

14.9 million Impressions with **half a million clicks**, generating the **highest CTR at 3.68%**.



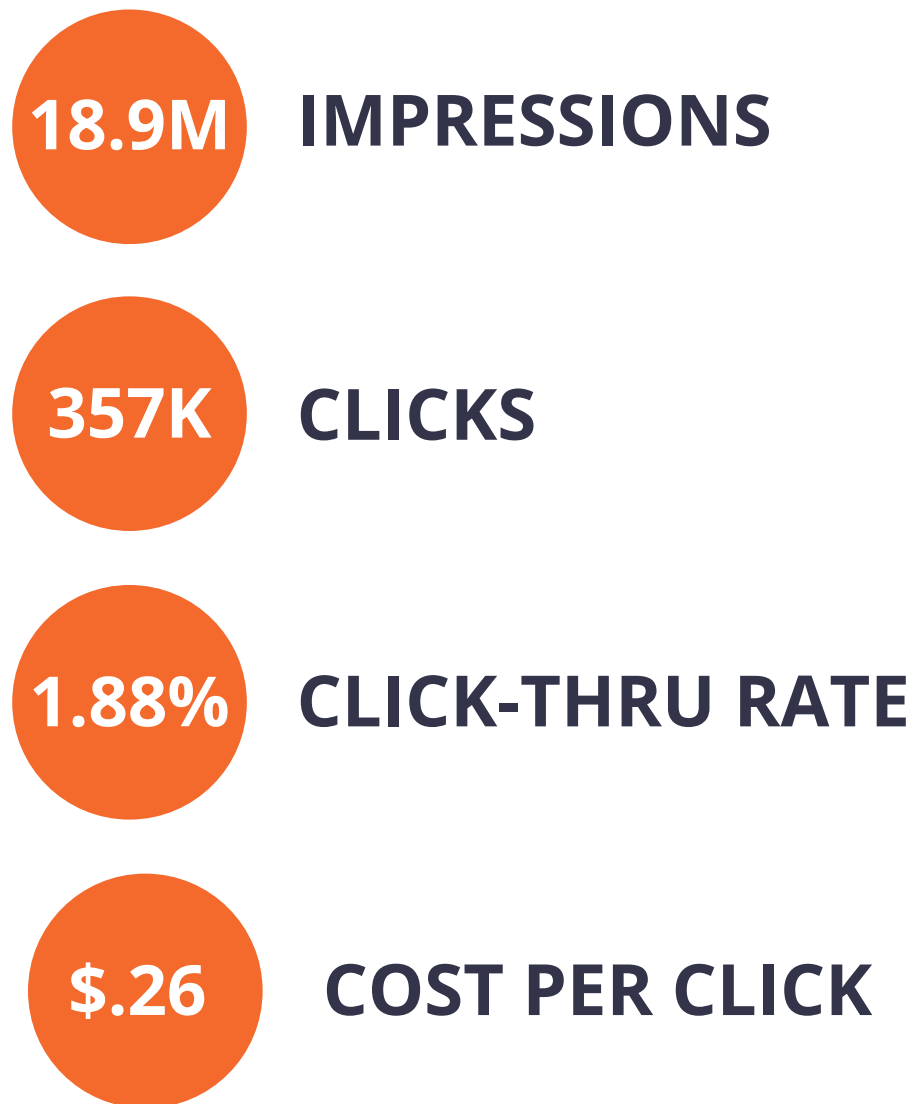
Continuous Improvement - Paid Media



LFA Program

We have expanded our LFA media to include Facebook and Instagram via LATimes and the use of Native Stories and emails via SFGate.

Looking ahead: CBID will offer LA Times Handshake ad to LFA's.





VIDEO ASSETS

170+

Over 170 video assets have been added to the library, which is a huge value to H1RT and all the LFAs.

CONTENT CURATION

48

38 content pages and 10 blogs added to the website.

PUBLIC RELATIONS

214

214 articles to date, 14 visiting journalists, and 147 direct links to H1RT.com.

Organic Social Media

Main Social Channels



All messaging.
Social video
distribution.



All messaging.
Stills and link
distribution.

This year has been a mix of significant achievements and valuable learning opportunities for our main social platforms. We saw **growth in followers, impressions, and video views - demonstrating the strength of our content strategy.**

As we look towards the **Highway 1 Road Trip rebrand**, we are excited to **refine our strategy** and continue building on our successes to enhance our social presence and deepen our connection with our audience.

Supporting Platforms



Content hub for
video assets and
campaigns.



Vertical aligned
content for
exploration.

YouTube: This fiscal year has been highly successful for our YouTube channel, with significant increases in both views and watch time. These impressive gains are likely due to the ad spend within the platform.

Pinterest: This year on Pinterest has brought significant changes, particularly with a noticeable pullback in paid efforts. We saw declines in engagement, Impressions, and audience. This was largely due to the pullback of paid media spend.


*Questions
or
Comments?*



HIGHWAY  **Y**
Road trip

JUST COAST

**Content & Social
Strategy**



**One of the keys to being
successful in digital media is
saying the same thing 100
different ways.**

JLL and Visit California Website Webinar

		Q1-2024		Q2-2024		Q3-2024		Q4-2024		Q1-2025		
		SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
THEMES	PAID MEDIA	New Branding Launch: JUST COAST				JUST COAST: Wildlife Focus			JUST COAST: Beach Focus			Google Search (SEM)
	Seasonal THEME	Wine/Harvest/Fall		Connectivity	Holiday	Wildlife New Year, New Adventures	Wildlife Romantic Getaways	Spring Awakening	Sustainability AgriTourism	Early Summer Escapes	Summer Fun	
	CONTENT THEME	Food and Drink, Nature, Local Culture	Outdoor Activities, Seasonal Events, Family Travel	Shopping Culinary (Food & Drink)	Festive Events, Family Travel, Winter Activities	Wildlife, Travel Guides, Wellness, Scenic Views	Couples Travel, Local Cuisine, Scenic Views	Nature (Green Hills & Wildflowers), Outdoor Activities	Family Travel, Outdoor Activities, Sustainability	Best Beaches, Outdoor Activities, Local Culture	Best Beaches, Road Trips, Outdoor Activities, Family Travel	
	SLOCAL CONTENT THEME	Wine Month	Wine / Harvest / Fall	Thanksgiving / SLOCAL Crafted	Holiday	Culinary	Valentines Day / Black History Month	Spring Break / Womens History Month	SLO International Film Festival	Mothers Day / Asian Pacificer Islander Heritage Month	Pride / Fathers Day / Graduation	
VCA TRAVEL NOW THEME	*Wine/Wineries* Budget Friendly	Haunted Sites Fall Colors	Shopping Culinary (Food & Drink)	Holiday Snow	Wellness Snow	Romance Luxury Experiences	*Family* Edutourism	Sustainability AgriTourism	*Road Trips* Neighborhood Guides	Music, Arts, Culture LGBQ+		
VERTICALS	ANNUAL EVENTS	9/22 First Day of Fall Oct. 4 - Nov. 16th Art Under the Moonlight Tours at Hearst Castle			12/21 First Day of Winter			3/20 First Day of Spring: Green Hills / Wildflowers			6/20 First day of Summer	
		Wine Month								Events: Memorial Day, live music, farmers markets, fairs, and other celebrations.		
		Surf Month										
		9/21 Coastal Cleanup Day	Scarecrow Festival Come Over October	Thanksgiving	Cambria Christmas Lights		Blendfest		Earth Day			
	WILDLIFE	Elephant Molting Season Sea Otter Awareness Wk: 22-28				Adult Male Elephant Seal Turf Wars Begin Grey Whale Migration South	Elephant Seals Born	Elephant Seals males dip & pups make their way into the water	Elephant Seals Molting Season Grey Whale Migration North			
						Monarch Butterflies		Bird Watching				
CONTENT	OUTDOOR ACTIVITIES	Hiking and Biking: Great weather for trails and biking along the coast.		Hiking: Cooler weather is perfect for hiking without the summer crowds.		Winter Along the Coast: Mild weather. Highlight the unique opportunities and sights available during this season.		Wildflower Viewing: Spring blooms in areas like the Carrizo Plain National Monument.		Beach Activities: Swimming, sunbathing, and beachcombing.		
		Surfing: best spots, conditions, what to expect, etc.						Hiking: Enjoy the trails with blooming wildflowers and lush greenery.		Kayaking: Explore the coves and sea caves along the coast		
	FOOD & DRINK	Wine Tasting: Visit the nearby wine country in Paso Robles or Edna Valley. Harvest Festivals: Enjoy local food and wine festivals during the harvest season.		Local cuisine: Highlight the local cuisine, including seasonal specialties like peppermint treats and holiday dinners, could be a popular theme for visitors looking to experience the local flavors.		Spotlight cozy cafes/coffee shops, and restaurants that offer a warm respite Local Seasonal Cuisine: Emphasize restaurants or eateries that offer winter specialties or seafood fresh from the ocean.		Focus on farm-to-table dining and craft beer and wine, featuring the local food and drink scene.		Best restaurants, cafes, and bars along the route, as well as information on local food specialties, such as seafood or wine.		
	OUTDOORS (Wellbeing)	Preserves, Estuaries, Sanctuaries			Stateparks, Wide Open Spaces			Beaches, Oceano Dunes				
SUSTAINABILITY	Katie to ADD											
DRIVE TIME (Iconic road)	Scenic Drives: Clear weather provides the best views for driving and photography.				Small Towns, Big Experiences (Best of Highway 1) / Hidden Secrets / Road Trip Highway 1				Coastal scenery: The coastal scenery along Highway 1 is breathtaking, highlight best viewpoints and scenic drives.			
PUBLICATIONS	Pitching 1 season ahead	Winter: Start pitching in September/October •Central Coast Holidays •Stop and see the wildlife – Winter is the best season for wildlife on California's Central Coast •What's new for 2025 •Winter Wellness NATIONAL MEDIA: Winter Wildlife along Highway 1 (highlighting butterflies, whales, etc.) – Send in October		Fall FAM partnership with Travel Paso & SLOCAL		Spring: Start pitching in December/January •Best spots for wildflowers •Skip-Gen family road trip •Thrill seeking spring adventures		Summer: Start pitching in Feb/March •Unique ways to soak up the summer surf •Wine Tasting along Highway 1 •Coolcation - Escape the summer heat and play outdoors on California's Central Coast NATIONAL MEDIA: What's New for Spring/Summer (highlighting events, activities, restaurants, wildflowers, etc.) – Send in February 2025				
CONTENT	New	Best Restaurants in Big Sur	Highway 1 Road Conditions	Day Trips with focus on all of the maps	Best Places to Stay on Highway 1	SEO Optimized Blog: Coolcationing	Best Beach Hotels on Highway 1	Best Hotels with Pools	Best Hotels with Views	SEO Optimized BLOG: Wild Feasting	SEO Optimized Blog: Skip-Gen	
	Updated	Gateway to Big Sur Hiking in Cayucos	Hiking Oceano/Nipomo Hiking SS/RP	Surfing Spots on Highway 1 Avila Beach Surfing	Surfing Cambria Surfing Los Osos	Surfing San Simeon Oceano Surfing	Morro Bay Surfing Cayucos Surfing	Moonstone Beach Farm to Table along Highway 1	Fishing on Highway 1 Fishing Avila Beach	Fishing Los Osos/Baywood Fishing San Simeon	Fishing Cambria Fishing Cayucos	
	Blog	What's New This Fall	Best places to watch the sunset	Top Cozy Retreats Along Highway 1	Best Winter Activities: From Beaches to Mountains	SEO Optimized Blog: Coolcationing				SEO Optimized BLOG: Wild Feasting	SEO Optimized Blog: Skip-Gen	
EMAIL		Campaign Launch: Just Coast	Seasonal: Fall Things to Do	Monarch Season	Area Highlight: Cambria Christmas Lights	Revise Events Email from drip campaign	Wellness, Spas, Best places to relax		Sustainability, Travel for Good, Earth Day			
		Hidden Secrets	Best Places to Watch the Sunset	Best Hiking Spots	Festive Things to Do	Campaign Launch: Wildlife	Romantic Getaways, Scenic Views	Where to see wildflowers				



Social Workshop with Pensara

Where we started....



*Content structured
to make you stay.*



*Making partners
play their part.*



*New brand,
updated approach.*

The road ahead...



Content Strategy Matrix

BRAND	JUST COAST Elevate the key tourism proposition of Highway 1 Road Trip to drive visitation.							
PILLARS	Wanderlust	Spontaneity	Freedom	California-ness	Sensory	Connectivity		
JOURNEY	Inspiration		Education		Community			
PARTNERS	Ragged Point	San Simeon	Cambria	Cayucos	Los Osos & Baywood	Avila Beach	Oceano & Nipomo	Edna & Arroyo Grande Valley
VERTICALS	Activities	Drivetime	Gastronomy	Outdoors	Wildlife	Exploration	Culture	
TONE	Relaxed	Vivid	Curious	Welcoming	Relatable			



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or
Comments?*