

CANCELLATION NOTICE

San Simeon Tourism Alliance Meeting of September 17, 2024

The Board of Directors has directed the cancellation of the September 17, 2024, Meeting.

Solterra Strategies continues to execute our marketing plan and continues to sync with Visit SLO Cal and Highway 1 Discovery Route efforts and have also moved ahead with the Hotel bed promotion.

Accompanying, please find the Local Fund Summary and Solterra's August Marketing Report.

If you haven't seen the PR on the CBS's Sunday Morning, the link is here for your review.

[Keeping California's scenic Highway 1 open](#)

We anticipate meeting again on October 15, 2024, unless actions require our attention at a special meeting sooner. Blendfest 2025 will be on the October agenda.

The San Simeon Tourism Alliance Board

**(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Is October 15, 2024 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room**

LOCAL FUND SUMMARY

August 2024

WEB TRAFFIC

USERS

63K

↑ 3% Y|Y

SESSIONS

75K

↓ 1% Y|Y

DESTINATION PAGEVIEWS

RP	1,811	LO	5,037
SS	576	EVIAG	3,646
Cam	856	AB	850
Cay	5,554	OclNi	3,739

Destination Page Views: 22,069 | 8.8% of traffic
Lodging Landing Page Views: 8,660* | 3.4% of traffic
Total Page Views: 252,084

*Number no longer includes individual property profiles

EMAIL & SOCIAL



Subscribers: 127,199
Adj. Open Rate: 30%
Site Traffic: 2,899



Fans: 119,128
Impressions: 90,964
Engagement: 5,370



Followers: 45,197
Impressions: 73,019
Engagement: 3,384



Views: 4,216
Hours Watched: 57

TOT/ASSESSMENT

July

	2024	2023	2022
SS RP	\$253,789	\$173,219	\$209,108
Cambria	\$527,071	\$590,676	\$511,280
Cayucos	\$232,410	\$196,215	\$195,859
Los Osos	\$64,654	\$63,763	\$57,532
EV AGV	\$222,273	\$195,056	\$184,157
Avila	\$498,695	\$283,761	\$262,548
Oc Nip	\$99,790	\$107,539	\$95,513
CBID	\$1,895,681	\$1,610,229	\$1,515,997

LFA NEWS & INFO

TOT for Fiscal Year 2023 | 2024

	Airbnb	All Other	Total
San Simeon RP	\$16,835	\$1,746,837	\$1,763,673
Cambria	\$373,220	\$4,286,160	\$4,659,380
Cayucos	\$454,257	\$1,361,899	\$1,816,157
Los Osos Baywood	\$170,238	\$380,373	\$550,612
Edna Valley AG Valley	\$372,928	\$401,826	\$774,754
Avila Beach	\$183,711	\$2,268,613	\$2,452,324
Oceano Nipomo	\$260,832	\$416,007	\$676,839
CBID TOTAL	\$1,832,022	\$10,861,716	\$12,693,738

CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at 12pm. Meetings are held at Cambria Pines Lodge.

September 18

Moved from Sept. 25 due to SLO CAL Summit*

October 23

December 4 (Combo Nov/Dec meeting)

*H1RT has a table at the SLO CAL Summit, so please let Cheryl know if you're interested in attending.

TOOLS & PROMOTIONS

Brand & Campaign Tools

The new Highway 1 Road Trip Brand Book is available on Google Drive and includes guidelines and more helpful info.

The "Just Coast" campaign assets are also in Drive. If you haven't received an invite, please email Cheryl. A Tool Kit will be added to the Member page in September.

INDUSTRY INFO

Highway 1 Re-Opening Update

Caltrans is anticipated to announce that Highway 1 will not fully re-open this year. Installation of sensors at Regent's Slide and the evaluation of site conditions resulted in additional work. Coupled with the upcoming winter, the re-opening will likely be by next year.

KEY MILESTONES | PARTNER INFO

Highway 1 Featured

Edna Valley was included in *US News & World Report's* article "15 Best Weekend Getaways from Los Angeles". The publication has a UVM of 33,216,481.

Cambria was included in Travel + Leisure's article, "The Best Small Towns for a Fall Getaway". The publication has a UVM of 13,831,469.

Hi Michael,

As promised, the August marketing report is attached below. Please let me know if you have any questions!

A few things to note:

- Users and sessions are down Y/Y because of paid spend being down
- Organic impressions, traffic, engagement, and SERP position are up 18%, Y/Y
- Social reach and impressions drop reflects lack of paid spend

San Simeon continues to have strong brand and organic traffic.

Some of the negative numbers are related to the lack of spending this year from last year. This is expected and understood when shifting campaign dollars.

Absent campaign dollars include:

- Summer Valley Display Campaign (\$5K last year)
- Paid Search (from the CBID) is shifted into other Google ads (Discovery Ads); So Paid Spend looks like it is down, but spend appears to have shifted into Cross-Network ads for August this year. Cross-Network ads have less click-through and more impressions...so more brand awareness from the CBID, which is good.

Best,

--

Julia Meyers

[Soltterra Strategies](#)

[Travel Paso | Visit San Simeon](#)

San Simeon August Marketing Report: Social

Content Themes

- Fall
- Road Trip
- Family Travel
- Wildlife
- Hearst Castle
- Pet-Friendly



Impressions

1.17K

+2%



Followers

7,555

+26

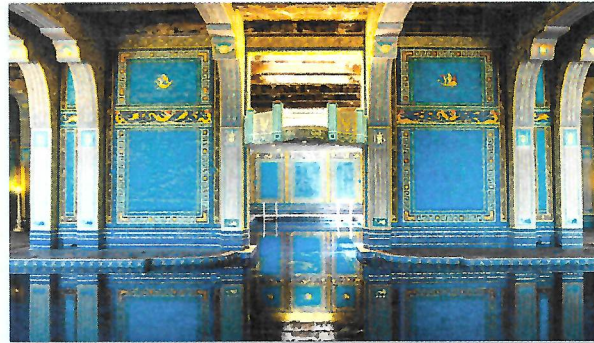


Page Likes

9,848

+3

Top Performing Media



Theme: Hearst Castle, Grand Rooms Tour, Neptune Pool, First-Time Guests

- 2K Accounts Reached**
- 388 Impressions**
- 220 Accounts Engaged**



Theme: Pacific Coast Surfing, Kitesurfing, Windsurfing, & Water Sports

- 1K Accounts Reached**
- 272 Impressions**
- 57 Accounts Engaged**

Reach	Impressions	Interactions	Profile Views
6,809	9,471	1,150	10,257
-35%	-37%	-7%	+82%

Reach	Paid/Organic	Impressions	Engaged Users
16K	0K/16K	18K	709
-72%	-72%	-69%	+17%

San Simeon August Marketing Report: Email/Web



Email Subscribers

13,122

+10



Average Open Rate

24%

-9%



Average Click Rate

0.86%

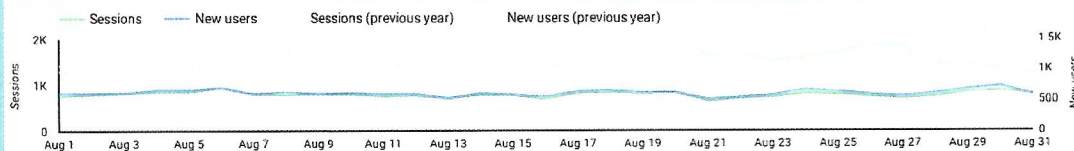
-44%



Unsubscribe Rate

0.32%

+7%



August Sessions

24.3K

August Engaged

23.0K

August New Users

19.0K

August Page Views

41.2K

FYE Sessions

51.6K

-36%

FYE Engaged %

95.2%

+18%

FYE New Users

40.7K

-37%

August Impressions

473.2K

+13%

Email Content



Monthly Overview: Best Beaches, Hike In Open House, Summer / Fall Hiking

23.9% Opens

0.9% Clicks



Dog Days of Summer - Pet-Friendly Things To Do In San Simeon

24.2% Opens

0.9% Clicks