



MARKETING REPORT

Feb 1 – Feb 28, 2026



WEBSITE TRAFFIC OVERVIEW

February 2026 website performance reflected a slight slowdown but continued strong visitor quality and engagement. New users exceeded 100,000, showing continued success in reaching fresh audiences despite softer overall traffic. Paid media, particularly cross-network and paid social, remained the primary drivers of visits, supplemented by steady organic search activity. **Overall, February demonstrates resilient interest and effective marketing reach, even as external factors such as seasonality and weather tempered total volume.**

Feb 2026	132.7K ▼ -9.9% Sessions	121.4K ▼ 13.6% Engaged sessions	91.5% ▼ -4.0% Engagement Rate	100.6K ▼ -14.2% New Users	1.2 ▲ 4.0% Sessions per user
FY Rollup (July 25 - Feb 2026)	858.5K ▲ 18.4% Sessions	814.1K ▲ 19.3% Engaged sessions	94.8% ▲ 0.7% Engagement Rate	706.4K ▲ 24.2% New Users	1.2 ▼ -2.6% Sessions per user

Channel	Sessions	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Cross-Network	44,383	42,420	95.58%	25,722	1.45
Paid Social	35,156	33,319	94.77%	31,926	1.06
Organic Search	20,079	14,369	71.56%	15,371	1.24
Paid Search	12,002	11,223	93.51%	9,200	1.24
Direct	7,066	6,308	89.27%	5,881	1.18
Unassigned	6,267	3,114	49.69%	3,231	0.99
Email	4,331	4,184	96.61%	4,023	1.04
Organic Social	3,161	2,984	94.4%	1,820	1.40
Paid Other	2,553	2,503	98.04%	2,401	1.04
Referral	1,185	1,090	91.98%	973	1.16
Display	109	88	80.73%	15	1.60
Paid Shopping	15	15	100%	15	1.00
Grand Total	132,747	121,422	91.47%	100,583	1.23

EBLASTS & LEAD GENERATION

Subject	Sent	Delivered	Opened	Open Rate	Clicks	CTR	Clicks/ Unique Open	Unsubscribe Rate
Romantic Getaways	79,441	79,143	39,266	50%	296	0.37%	1%	0.33%
Reopened & Maps	78,711	78,424	40,767	52%	1,475	1.88%	4%	0.27%

Database total =
152,772 email subscribers

Engaged Subscribers
79,441

February 2026 added approximately **2,976 subscribers** to CBID - ALL Audience, with **2,596 remaining** at month-end.



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SEO ORGANIC SUMMARY

20,313 Sessions	16,023 Users	4,029,524 Impressions (Site-level)
-8%	-4.7%	+486%

February organic search reflected a mix of softer traffic and much stronger visibility. **Organic sessions reached 20,313** and **users totaled 16,023**, both down slightly year over year, which aligns with February seasonality and the rainy weather during the month. At the same time, total impressions climbed to 4.03M, showing Highway 1 Road Trip content is appearing in search results far more often than it did last year.

ORGANIC TRAFFIC METRICS

Total Clicks	Total Impressions	Average CTR	Average Position
12.2k 2/1/25 - 2/28/25	4.94M 2/1/26 - 2/28/26	0.2% 2/1/26 - 2/28/26	8.8 2/1/26 - 2/28/26
16.2k 2/1/25 - 2/28/25	1.23M 2/1/25 - 2/28/25	1.3% 2/1/25 - 2/28/25	16.6 2/1/25 - 2/28/25

Organic visibility continued to strengthen in February, with **total impressions reaching 4.94M** and **average position improving to 8.8** from 16.6 last year. While clicks were lower year over year, this reflects the broader shift in search behavior, where users are increasingly getting answers directly in Google and AI-generated results. Overall, the data shows Highway 1 Road Trip content is gaining authority and visibility, especially around high-interest things to do content.

PAID MEDIA

Key Insights -Just Coast Wildlife Campaign Jan-Feb 2026

\$112K Spend + \$53.5k LFA

The Wildlife campaign delivered **stronger engagement and click intent despite a tighter and more expensive impression environment**, driven by a shift toward video and evolving Google delivery across Demand Gen and Performance Max.

STRENGTHENED

- Clicks up 3% YoY despite 30% fewer impressions
- CTR up 33% YoY (CPC flat YoY)
- Engagement up +43% YoY, driving CPE 43% lower to \$.16
- Lead efficiency improved with CPL down 18% YoY to \$1.73

PLATFORM SHIFT

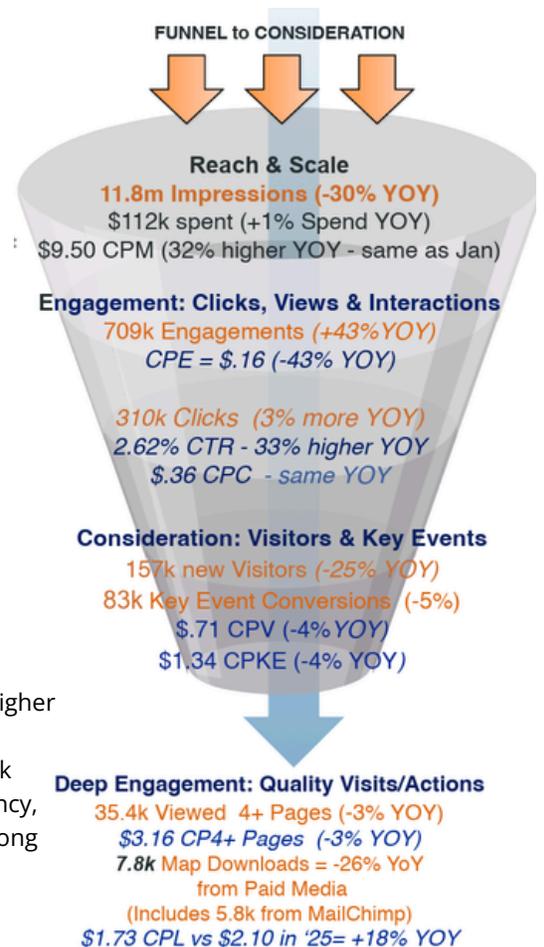
- Demand Gen/Video and PMax-heavy rotated emphasis month to month
- Video scaled for awareness while PMax drove conversion activity
- Impression supply remained tight while click intent strengthened - we're getting more audience interaction per dollar

SOFTENED

- New Visitors down 25% YoY
- Key Event conversions slightly down (-5%)
- 4+ Page Visits slightly down (-3%)
- CPM up due to heavier video mix and tighter supply

BOTTOM LINE

- Despite fewer impressions and higher CPMs, the campaign generated stronger engagement, higher click intent, and improved lead efficiency, indicating deeper interaction among the audiences reached.





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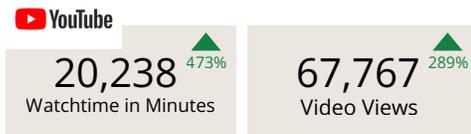


ORGANIC SOCIAL UPDATE

February organic social delivered strong engagement across platforms, with Facebook and Instagram continuing to drive the most interaction and YouTube standing out for video views. While some reach metrics normalized month over month, overall audience engagement remained healthy, showing continued interest in Highway 1 Road Trip content across key social channels.



Pinterest and YouTube are all secondary organic platforms.



FEBRUARY HIGHLIGHTS

Facebook:

19,576 engagements

Instagram:

8,686 engagements

YouTube:

67,767 video views

Pinterest:

3k impressions

TikTok: 115 likes

PUBLIC RELATIONS:

