



**CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Marketing Committee
Meeting Minutes
March 10, 2026**

Call to Order

The meeting was called to order at 11:45 a.m.
(Meeting started late due to equipment issues).

In attendance: Karen Cartwright, Committee Chair; CAO Cheryl Cuming (12 p.m.), Jessica Blanchfield, Summer Bonilla, Archer & Hound Advertising; Jill Jackson, CTB MA.

Discussion Items

> **General Updates**

▪ **Report Highlights**

Jessica could not display the report, but reviewed highlights (attached).

▪ **Landing Page — March/April**

She displayed the new landing page that was created for March-April.

▪ **Pacific Coast Wine Trail Content**

Jessica shared that this will be updated and they are working on it.

▪ **Visit SLO CAL Hwy 1 Co-Op**

- *Paid Ads*
- *Influencers*

▪ **Central Coast Classico**

This new event is coming up in April. They are promoting.

> **CBID Report**

Cheryl reviewed the LFA update.

Meeting Adjournment

There being no further business, the meeting was adjourned at 12:19 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant



ARCHER & HOUND

Cambria Tourism Board Marketing Report

February 2026

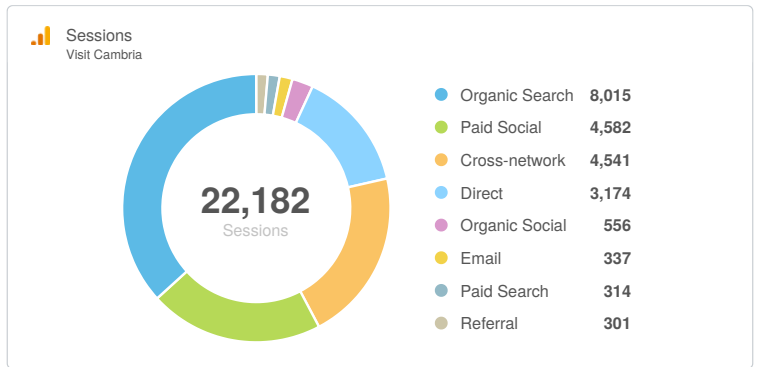
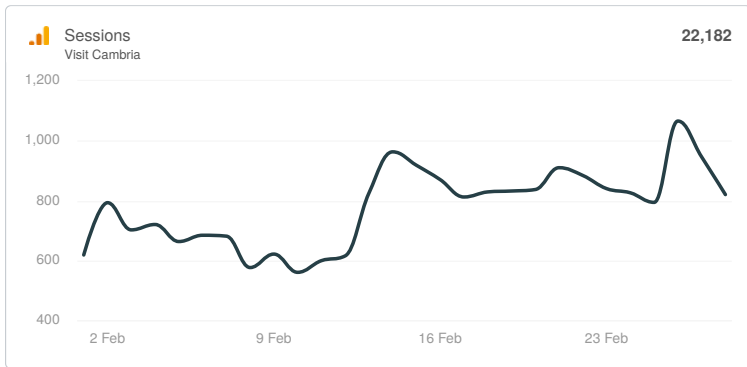
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

Table of Contents

Website Traffic	3
Organic Social—Facebook	4
Organic Social—Instagram	5
Organic Social—Pinterest	7
Paid Digital Advertising Overview	8
Email Marketing	10
Cycle Central Coast Traffic	11
Cycle Central Coast Organic Social—Facebook	12
Cycle Central Coast Organic Social—Instagram	13

Website Traffic



New Users
Visit Cambria

18,681

Total Users
Visit Cambria

19,428

User Engagement Duration Per User
Visit Cambria

00:00:45

Views
Visit Cambria

37,024

Wedding Requests

6

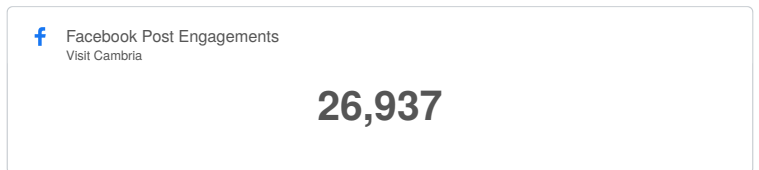
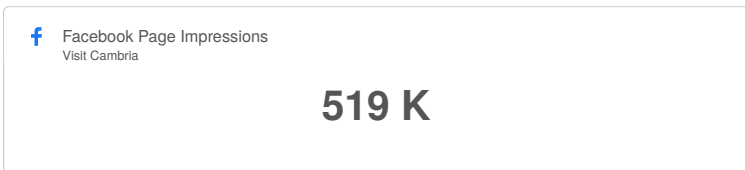
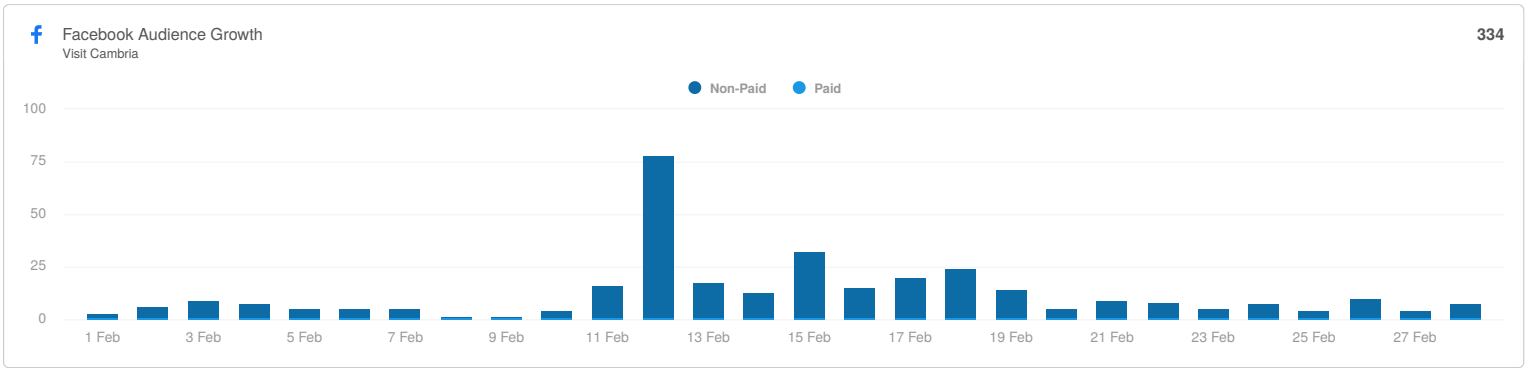
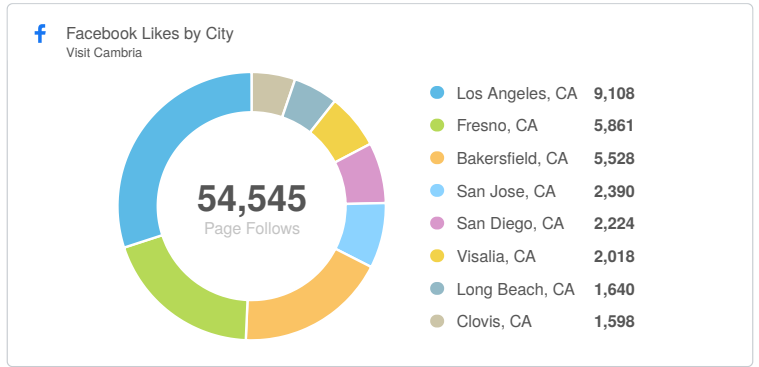
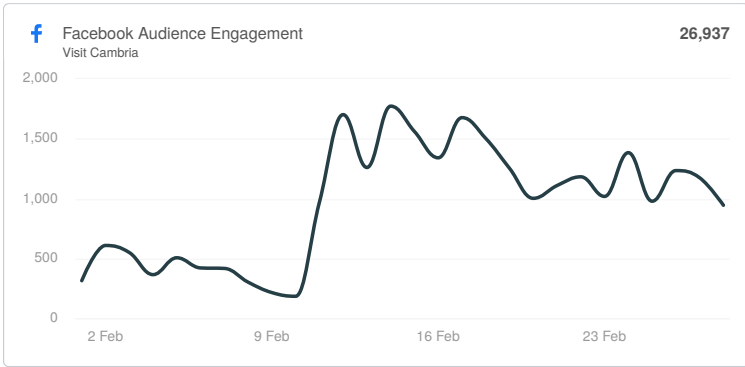
Total App Downloads

15,654






Top 10 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/	7,007	6,413	8,242	00:00:33
(not set)	6,105	5,808	0	00:00:00
/visitors/	2,034	1,886	2,327	00:00:17
/weddings-in-cambria/	1,451	1,397	2,809	00:00:17
/history-of-cambria/	1,434	1,413	1,478	00:00:13
/events/	1,229	1,156	1,406	00:00:48
/moonstone-beach/	1,000	915	1,119	00:00:25
/lodging-specials/	736	704	902	00:00:37
/lodging/	702	667	894	00:00:57
/explore/activities/	689	649	773	00:00:40

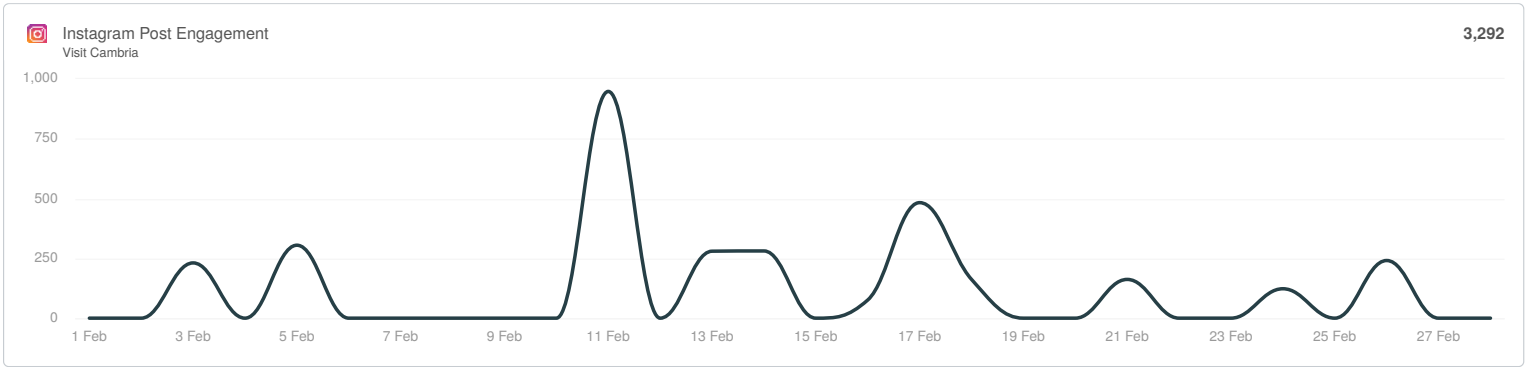
Organic Social—Facebook



f Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Feb 5, 2026	 Cambria is home to all kinds of wild wo...	2,477	1,251	54
Feb 11, 2026	 You just arrived in Cambria... what's the first ...	1,374	1,929	48
Feb 26, 2026	 Wander a little. Discover a lot. ✨ Ever...	430	544	19
Feb 17, 2026	 Where the air is crisp, the pines meet the sea...	304	101	16
Feb 24, 2026	 You're spoiled for choice when it come...	237	308	2

Organic Social—Instagram



Followers
Visit Cambria

38,646

Reach
Visit Cambria

142 K

Post Engagement
Visit Cambria

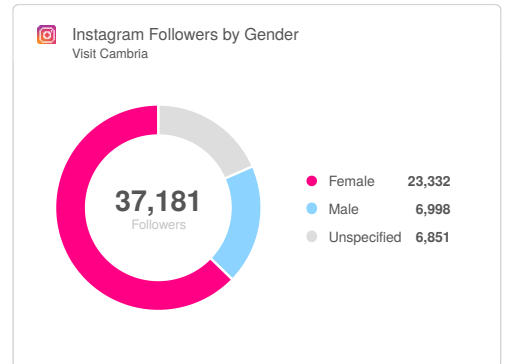
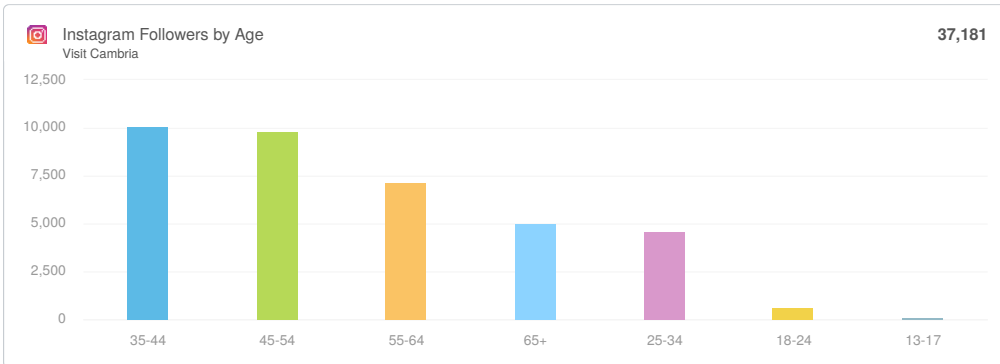
3,292

Saves
Visit Cambria





150


Shares
Visit Cambria

223




Top 5 Instagram Posts


DATE	POST	LIKES	COMMENTS	REACH
Feb 11, 2026	 You just arrived in Cambria... what'...	677	147	8,545
Feb 17, 2026	 Where the air is crisp, the pines me...	401	8	3,391
Feb 14, 2026	 Happy Valentine's Day from the ...	276	3	2,454
Feb 13, 2026	 The wait is half the fun. ✨ @se...	250	7	3,081

DATE	POST	LIKES	▼	COMMENTS	REACH
Feb 5, 2026	 The perfect romantic day in Cambri...	238		6	2,803


Organic Social—Pinterest

 Pinterest Impressions
Visit Cambria

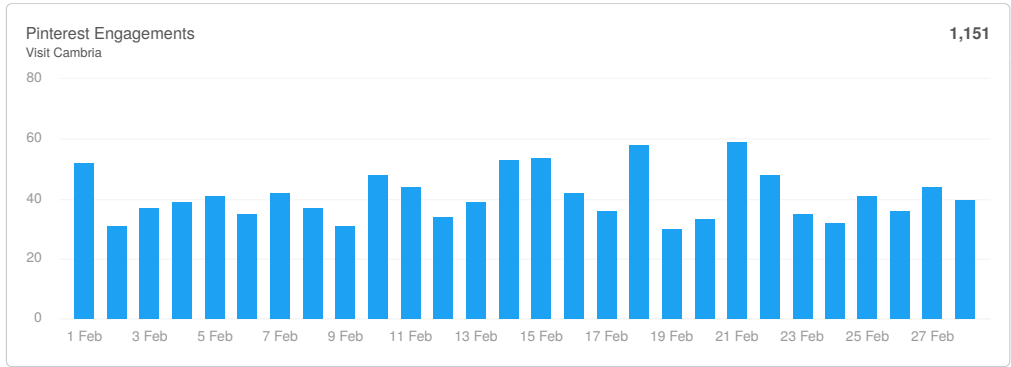
93,800


 Pinterest Engagement Rate
Visit Cambria

1.23%


 Outbound Clicks
Visit Cambria

1,016



 Pin Clicks
Visit Cambria

1,112

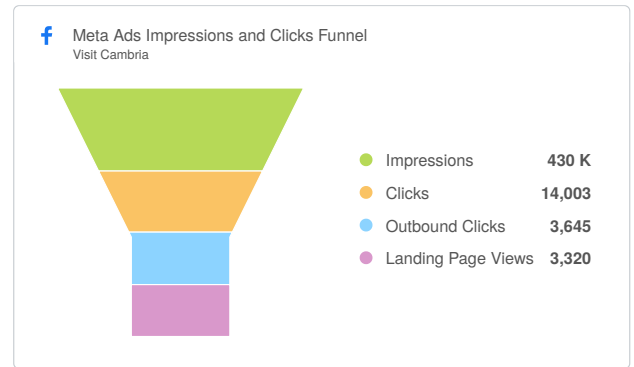
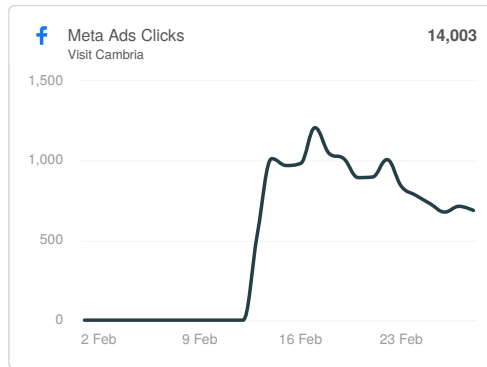
 Pin Click Rate
Visit Cambria

1.19%

Paid Digital Advertising Overview

Amount Spent

\$3,400.66



f Meta Ads Impressions
Visit Cambria

430 K

f Landing Page Views
Visit Cambria

3,320

f Meta Ads CPC
Visit Cambria

\$0.24

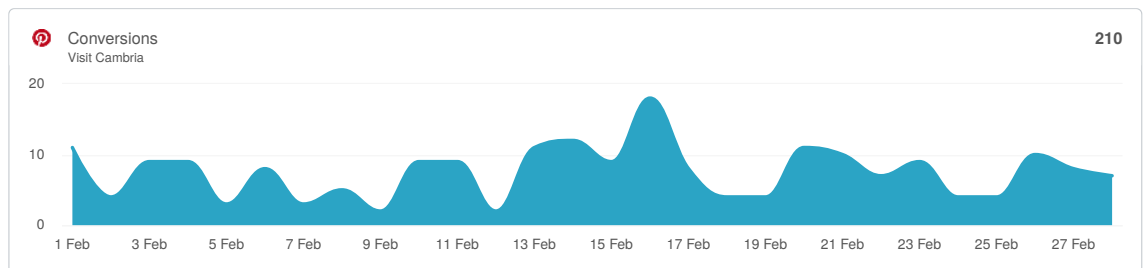
f Meta Ads CTR
Visit Cambria

3.25%

Pinterest Advertising

p Pinterest Ads Total Spend
Visit Cambria

\$1,457.91



p Impressions
Visit Cambria

90,442

p Pin Clicks
Visit Cambria

1,007

p CTR
Visit Cambria

1.11%

p CPC
Visit Cambria

\$1.45

Google Advertising

g Google Ads Total Spend
Visit Cambria

\$3,000.95

g Clicks
Visit Cambria

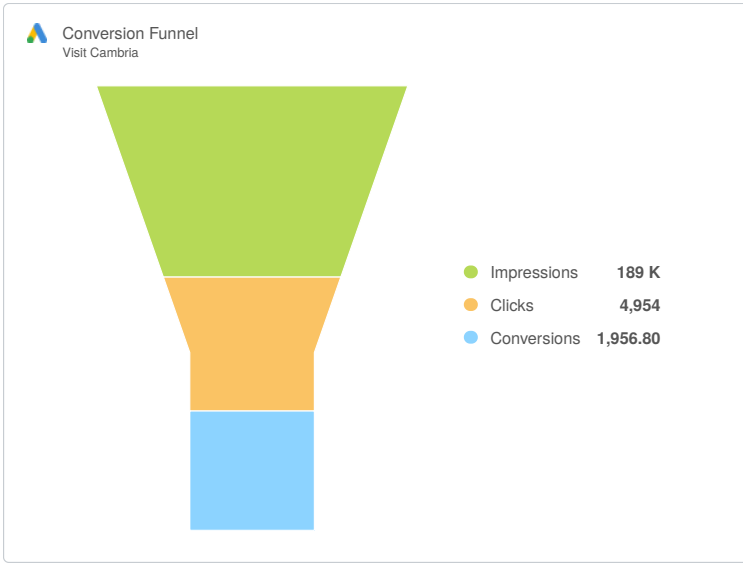
4,954

g CTR
Visit Cambria

2.62%

g Avg CPC
Visit Cambria

\$0.61



Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	2,247.80
4+ Pages Visited	141.00
Lodging Specials Button	41.00
Lodging Specials Outbound	14.00
Visit Cambria - GA4 (web) booking_engine_click	12.00
Book Now Button	8.00
Lodging Property Outbound	7.00

Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospectin	\$785.16	162,609	3,834	\$0.20	1,950.80	49.40%
Demand Gen Cambria Weddings Early Pla	\$1,431.07	25,149	825	\$1.73	2.00	0.16%
Search Visit Cambria Brand	\$784.72	1,135	295	\$2.66	4.00	1.36%

Email Marketing

Sends
Visit Cambria

35,650

Opens
Visit Cambria

10,062

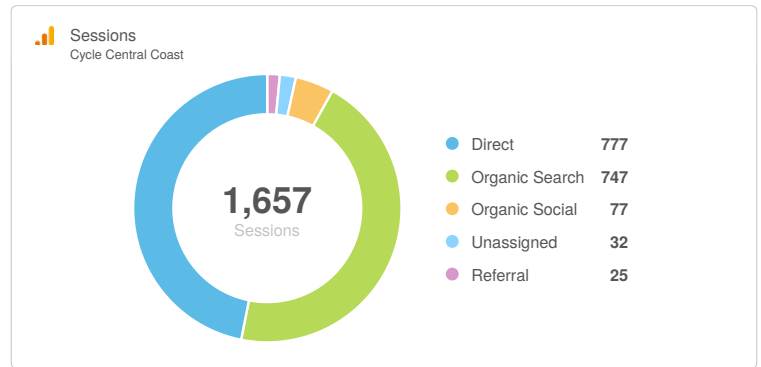
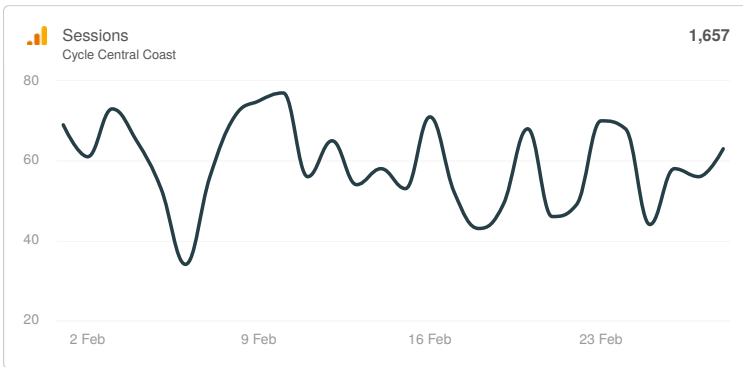
Open Rate
Visit Cambria

28.52%

Click Rate
Visit Cambria

1.05%

Cycle Central Coast Traffic



New Users
Cycle Central Coast

1,428

Total Users
Cycle Central Coast

1,487

User Engagement Duration Per User
Cycle Central Coast

00:00:35

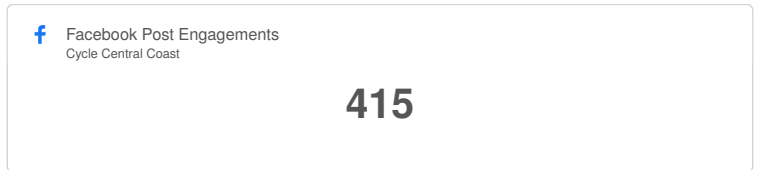
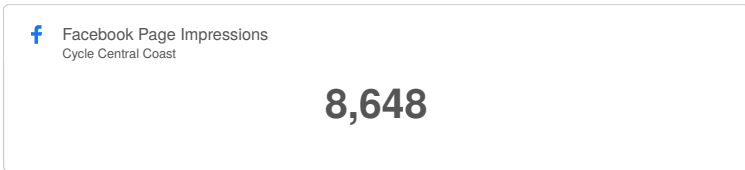
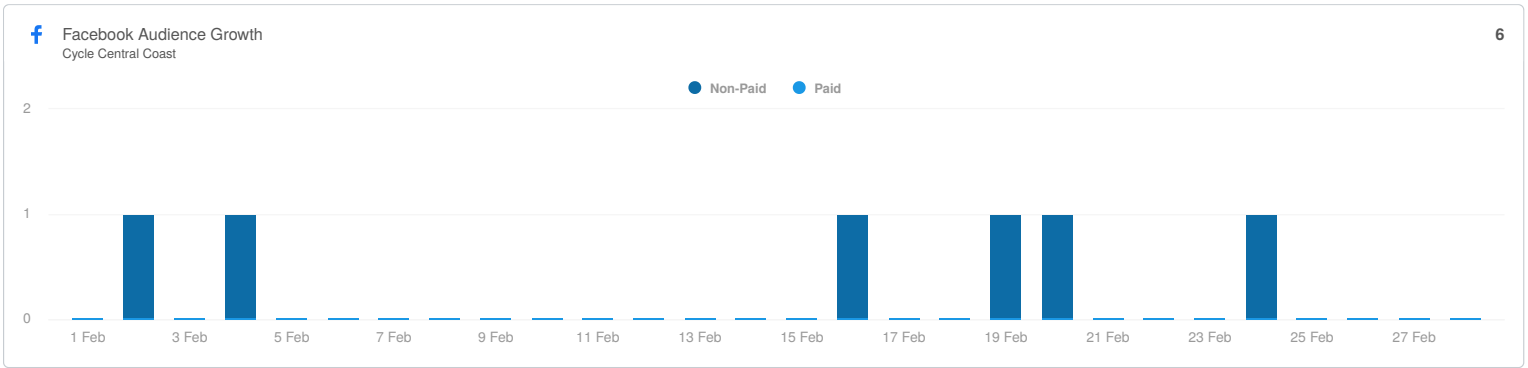
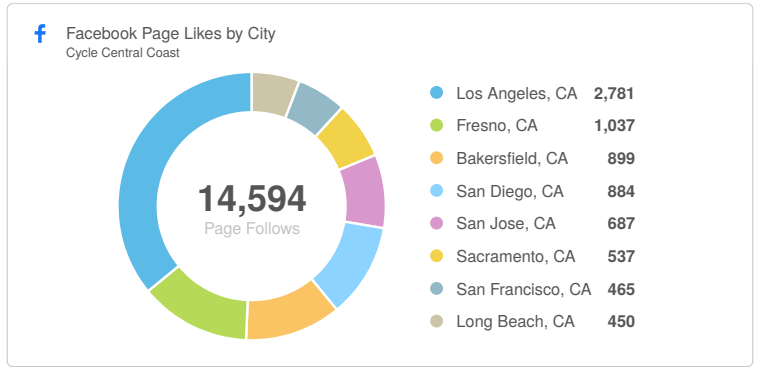
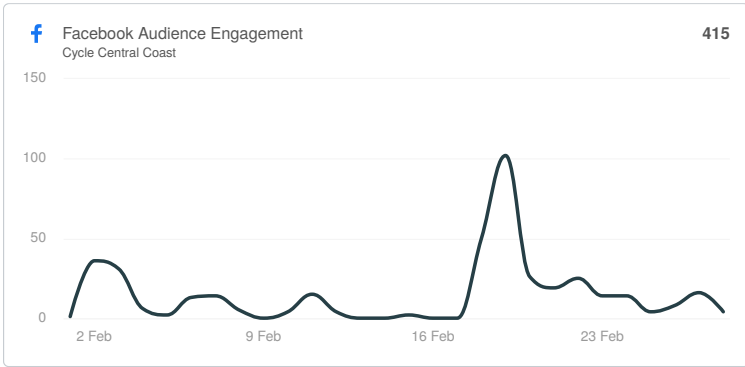
Views
Cycle Central Coast

2,532






Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/	379	363	411	00:00:09
/routes/	281	254	431	00:00:48
/events/	178	160	199	00:00:17
/blog/highway-1-cycling/	128	102	141	00:01:11
/blog/cycling-laws-regulations-central-coast-california/	48	42	49	00:01:09
/resources/	47	43	50	00:00:42
/routes/santa-rosa-creek-route/	45	38	55	00:00:35
/blog/roads-to-ride-in-cambria/	38	35	39	00:00:39
/blog/	32	32	33	00:00:06
/event/eroica-california-2024/	31	30	34	00:00:26

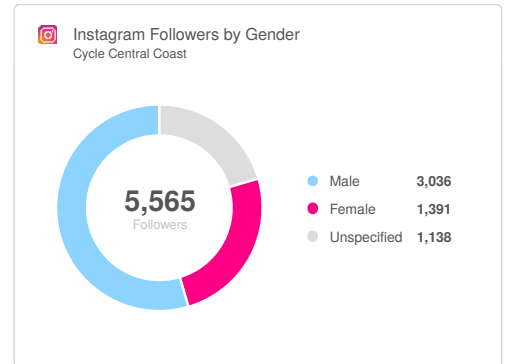
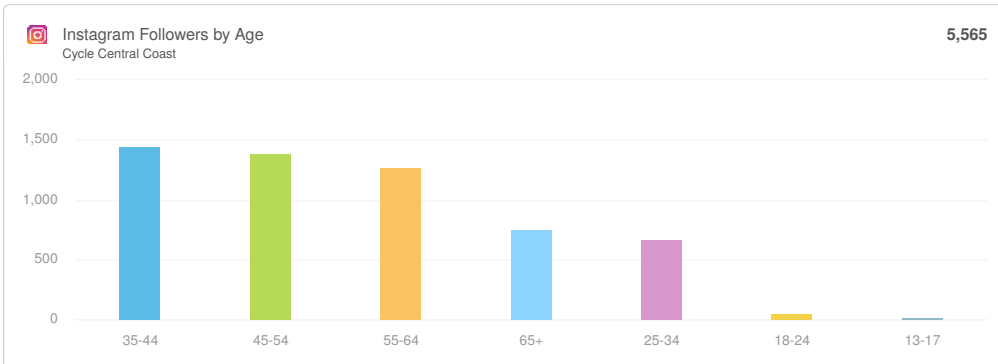
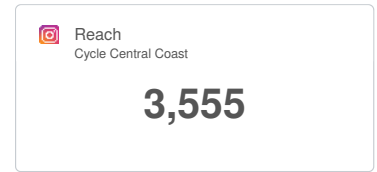
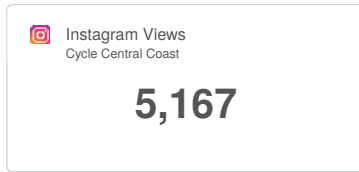
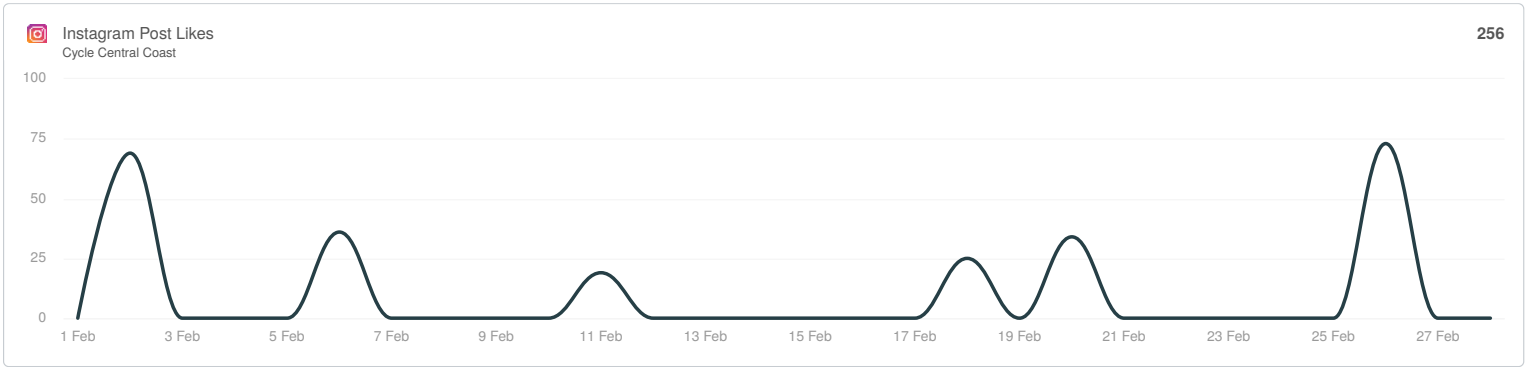
Cycle Central Coast Organic Social—Facebook



f Top 5 Facebook Posts


DATE	POST	LIKES	CLICKS	SHARES
Feb 18, 2026	 Cruise on the Coastal Cayucos Route, ...	80	126	3
Feb 26, 2026	 Leave Friday. Ride Saturday. Be home Sunda...	18	8	1
Feb 6, 2026	 You + Me + two wheels + the open road = pe...	18	13	1
Feb 2, 2026	 Ready to burn watts and chase views? ... Photos from Cycle Central Coast's post	15	60	0
Feb 20, 2026	 Riding on the Central Coast isn't just a...	12	12	0

Cycle Central Coast Organic Social—Instagram



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Feb 26, 2026	Leave Friday. Ride Saturday. Be ho...	73	8	795
Feb 2, 2026	Ready to burn watts and chase v...	69	0	664
Feb 6, 2026	You + Me + two wheels + the open r...	36	0	764
Feb 20, 2026	Riding on the Central Coast isn't...	34	0	349

DATE	POST	LIKES	▼	COMMENTS	REACH
Feb 18, 2026	 Cruise on the Coastal Cayucos ...	25		1	277