



MARKETING REPORT

April 1 – April 30, 2026

WEBSITE TRAFFIC OVERVIEW

Traffic quality remains strong despite lower overall volume, reflecting broader AI-driven search behavior shifts where users are increasingly receiving answers directly within search results.

April 2026	119.1k ▼ -18.7% Sessions	115.3K ▼ -17.5% Engaged sessions	96.8% ▲ -0.4% Engagement Rate	84.4K ▼ -30.9% New Users	1.3 ▲ 15.8% Sessions per user
FY Rollup (July '25 - April '26)	1.2M ▲ 5.8% Sessions	1.2M ▲ 5.7% Engaged sessions	95.1% ▼ -0.1% Engagement Rate	977.3K ▲ 6.6% New Users	1.2 ▲ 0.2% Sessions per user

Channel	Sessions	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Performance Max	51,100	50,268	98.37%	27,205	1.59
Organic Search	18,191	17,078	93.88%	12,898	1.31
Direct	12,279	11,327	97.06%	11,918	1.08
Paid Search	9,948	8,056	95.17%	9,468	1.19
Paid Social	8,936	7,424	99.38%	8,882	1.13
Email	3,896	2,305	96.87%	3,774	1.46
Organic Social	3,287	3,043	98.75%	3,246	1.04
Grand Total	119,133	115,305	96.8%	84,395	1.30

EBLASTS & LEAD GENERATION

Subject	Sent	Delivered	Opened	Open Rate	Clicks	CTR	Clicks/ Unique Open	Unsubscribe Rate
Spring Break	81,337	81,015	39,184	48%	956	1.18%	2%	0.31%
Earth Day	76,701	76,421	36,258	47%	781	1.02%	2%	0.33%
Shared Experiences	77,418	77,055	37,778	49%	1,108	1.44%	3%	0.33%

Database total =
78,163 email subscribers

Engaged Subscribers
77,377

April 2026 added approximately **1,594 subscribers** to CBID - ALL Audience, with **1,423 remaining** at month-end.

During April we did a clean up of the CBID - ALL Audience to remove any contacts that were not subscribed or did not fall in the 9 month engagement sending segment. This reduced the audience by about half.



MARKETING REPORT

April 1 – April 30, 2026

SEO ORGANIC SUMMARY

Organic visibility continued to grow significantly in April as Highway 1 Road Trip content gained stronger positioning across Google Search and AI-driven discovery experiences. While clicks declined year-over-year, impressions increased substantially, reflecting broader industry shifts where users increasingly receive answers directly within AI-generated search results.

Organic Visibility +51.2% YoY	4.1M
Organic Visits from Search -48.8% YoY	12.4k
Average Google Position -improved YoY	9.1

TOP SEARCH INTERESTS FOR APRIL

Whale Watching	Scenic Drives & Road Trip Planning	Wildflowers & Outdoor Exploration	Highway 1 Road Conditions	Coastal Town Discovery
<p>Massive seasonal search visibility and one of the top performing discovery topics across Google and AI search.</p> <p>*Best Places for Whale Watching</p>	<p>Scenic drive itineraries and “where to stop” content continued driving strong engagement and trip-planning activity.</p> <p>*Highway 1 Scenic Drives and Where to Stop</p>	<p>Seasonal wildflower and outdoor adventure content performed, especially while during peak, spring travel inspiration.</p> <p>*Carrizo Pain Superbloom Guide</p>	<p>Road closure and road planning pages remain some of the most visited utility resources reinforcing H1RT as a trusted source.</p> <p>*Highway 1 Road Closures & Real-Time Updates</p>	<p>Morro Bay, Moonstone Beach Avila, Beach and Cayucos content continue driving, strong destination, discovery, and engagement.</p> <p>*Morro Bay & Moonstone Beach Guides</p>

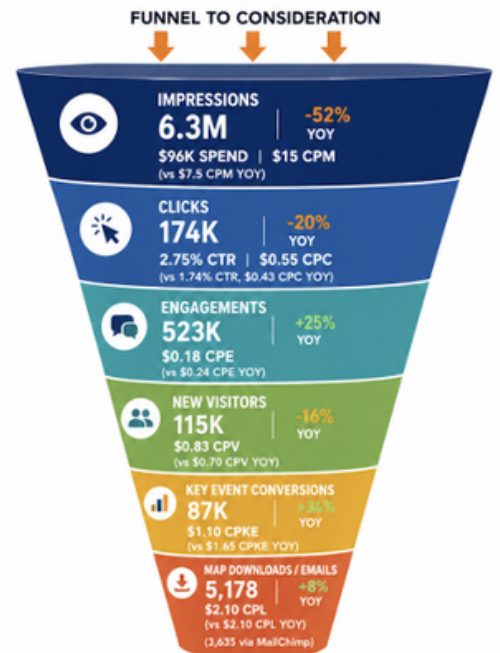
**top content*

Travelers are actively searching for coastal experiences, scenic drives, and trip planning information. H1RT content continues to rank prominently and be surfaced within AI-generated answers, strengthening our authority and visibility across search.

PAID MEDIA

Higher Quality Engagement Despite Reduced Scale
- Same Spend YOY \$96k

- **Stronger Qualified traffic** CTR increased +37% YoY despite significantly fewer impressions. Stronger click intent and audience targeting.
- **Better Conversion Efficiency** Engagements +25% YoY with CPE down 25%
- **More Valuable Traffic** Key Event Conversions increased +34% while CPKE improved 36%.
- **Deeper Engagement Quality** 4+ Page Visits doubled YoY with cost per deep visit down 49%.
- **Lower-Funnel Impact** Map Downloads +8% YoY maintaining a flat \$2.10 CPL despite higher CPMs. Mailchimp doubled vs last year volume.
- **Deeper, more qualified traffic:** 4+ page visits is up 17%, cost per down 17%





MARKETING REPORT

April 1 – April 30, 2026



ORGANIC SOCIAL UPDATE

APRIL HIGHLIGHTS

128,083 followers	+1,307	
52,968 followers	+1,331	
129,733 video views		
9,160 impressions		
4,661 video views		

Organic social performance normalized in April following an unusually strong March driven largely by the viral success and cross-collaborative PR momentum of the TIME Magazine feature reel, which generated exceptionally high share activity across platforms.



	128,083 ^{1%} Total Fans	738,903 ^{-16%} Total Impressions	11,183 ^{-65%} Total Engagements	2,026 ^{-83%} Total link clicks	69,683 ^{-60%} Video Views (Not to completion)	34,234 ^{-35%} Video Views (100%)	92 ^{-95%} Shares
--	-------------------------------------	--	---	--	---	--	------------------------------

	52,968 ^{2%} Total Followers	365,235 ^{-39%} Total Impressions	11,488 ^{1%} Total Engagements	5 Number of Stories	1,217 Average Story Views	2,236 Shares
--	---	--	---	------------------------	------------------------------	-----------------

Pinterest and YouTube are all secondary organic platforms.

	9.16k ^{111%} Total Impressions	466 ^{13%} Total Engagements	6.9k ^{106%} Total Audience	331 ^{15%} Engaged Audience		48,648 ^{358%} Watchtime in Minutes	129,733 ^{235%} Video Views
--	--	---	--	--	--	--	--

PUBLIC RELATIONS:

180 Articles to date	13 Visiting journalists	3 Media Missions	146 Direct Links to Highway 1 Road Trip Website
12 Articles in Target Outlets	4 Additional Placements to Target Outlets	0 FAMS with Visit SLO CAL	5 Stewardship/Sustainability Related Articles
1 Journalist Shares	863 Total Engagement	450 Journalist Reach	651.94M Total UVM