



MARKETING REPORT

May 1 – May 31, 2026



WEBSITE ENGAGEMENT OVERVIEW

May showed a more complete performance story: visibility is up, engagement quality is strong, destination interest is growing, and paid media is becoming more efficient. At the same time, sessions and clicks are shifting as traveler discovery behavior changes through AI search and zero-click results.

May 2026	97.2% ▲ +1% Engagement Rate	116.9K ▼ -16.0% Engaged sessions	120.3K ▼ -16.8% Sessions	81.8K ▼ -26.7% New Users	1.3 ▲ 11.5% Sessions per user
FY Rollup (July '25 - May '26)	95.2% -0% Engagement Rate	1.3M ▲ 2.2% Engaged sessions	1.3M ▲ 2.2% Sessions	1.1M ▲ 3.0% New Users	1.3 ▲ 0.7% Sessions per user

Channel	Sessions	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Performance Max	53,032	51,781	97.64%	28,933	1.55
Organic Search	18,071	17,226	95.32%	13,136	1.30
Direct	14,754	14,492	98.22%	13,587	1.08
Paid Search	10,086	9,759	96.76%	8,107	1.20
Paid Media	5,397	5,138	95.2%	5,112	1.00
Paid Social	4,954	4,927	99.45%	4,147	1.10
Email	4,193	4,092	97.59%	2,525	1.39
Organic Social	3,323	3,297	99.22%	2,929	1.09
Display	2,817	2,802	99.47%	2,752	1.02
Grand Total	120,298	116,908	97.18%	81,792	1.35

EBLASTS & LEAD GENERATION

Subject	Sent	Delivered	Opened	Open Rate	Clicks	CTR	Clicks/ Unique Open	Unsubscribe Rate
Road Trip Energy	78,070	77,715	38,530	50%	1,276	1.64%	3%	0.33%
Small Towns Worth the Stop	78,209	78,089	41,657	53%	1,301	1.67%	3%	0.23%

Database total =
79,563 total contacts

Email Subscribers
78,139

May 2026 added approximately **1,400 subscribers** to
CBID - ALL Audience



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SEO ORGANIC SUMMARY

Organic visibility continued to grow in May as Highway 1 Road Trip content maintained strong positioning across Google Search and AI-driven discovery experiences. While organic clicks declined year-over-year, this reflects broader search behavior shifts where users increasingly receive answers directly within Google AI Overviews and zero-click results.

Organic Visibility +22.0% YoY	4.0M
Organic Clicks from Search -46.0% YoY	13.1K
Average Google Position Improved YoY	9.0

TOP SEARCH INTERESTS FOR MAY

Things To Do content is the strongest organic content story. Things To Do page impressions reached 3.3M, up 61.6% YoY, showing that original, experience-driven content is still being rewarded in search and likely benefiting from Google's preference for authoritative, useful content.

Whale Watching	Scenic Drives & Road Trip Planning	Things To Do & Outdoor Exploration	Highway 1 Road Conditions	Coastal Town Discovery
<p>Whale watching continued to drive significant organic visibility and remains one of H1RT's strongest discovery topics across Google Search.</p> <p>*Best Places for Whale Watching California</p>	<p>Scenic drive and itinerary-style content continued to perform well, showing that travelers are actively using H1RT for trip-planning inspiration.</p> <p>*Highway 1 Scenic Drives: Where to Stop</p>	<p>Things To Do content was the strongest SEO story in May, with page impressions up 61.6% year-over-year.</p> <p>*Things To Do on Highway 1 / Outdoor Activity Guides</p>	<p>Road closure and road condition content remained one of the top organic click drivers, reinforcing H1RT as a trusted resource for real-time travel planning.</p> <p>*Highway 1 Road Closures & Real-Time Updates</p>	<p>Destination pageviews increased 37% year-over-year, showing continued interest in local communities including Oceano/Nipomo, Cayucos, Los Osos, Edna Valley, Ragged Point, Cambria, San Simeon and Avila Beach.</p> <p>*Destination & Coastal Town Guides</p>

*top content

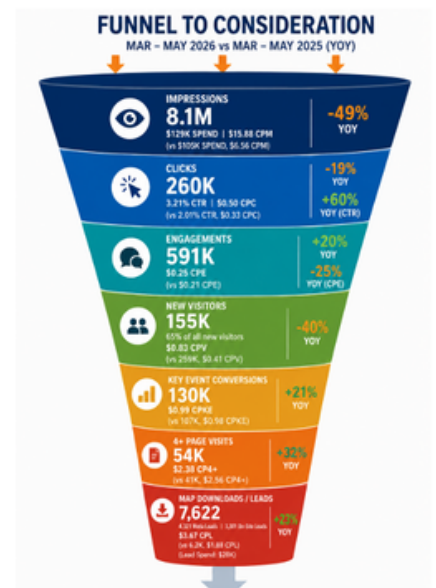
Travelers are actively searching for coastal experiences, road trip planning, outdoor activities and real-time Highway 1 travel information. H1RT content continues to rank prominently and be surfaced within AI-driven search experiences, strengthening destination authority even as clicks are increasingly absorbed by zero-click and AI-generated search results.

PAID MEDIA

Higher Quality Engagement Despite Reduced Scale - Spend YOY +18% @\$128k

This was an intentional shift toward higher-intent audiences and conversion-focused delivery, not a decline in campaign effectiveness.

- Higher Intent Travelers** CTR increased **+60% YoY** despite significantly fewer impressions (49%). Stronger click intent and audience targeting.
- Better Conversion Efficiency** Engagements +25% YoY while maintaining strong \$.025 CPE.
- More Valuable Traffic** Key Event Conversions increased +35% while CPKE improved 32%.
- Deeper Engagement Quality** 4+ Page Visits up 32% YoY with cost/ deep visit continuing significant downward trend.
- Lower-Funnel Impact** Map Downloads +20% YoY maintaining a flat \$2.10 CPL despite higher CPMs. Mailchimp doubled vs last year volume.





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ORGANIC SOCIAL UPDATE

MAY HIGHLIGHTS

192,308 video views	
53,373 followers	
172,707 video views	
8,200 impressions	
308 likes	

+405

Created using new LFA-uploaded assets from the Collectors, which performed well across organic social.



	129,262 ^{1%} Total Fans	649,131 ^{-12%} Total Impressions	15,934 ^{42%} Total Engagements	5,048 ^{150%} Total link clicks	192,308 ^{175%} Video Views (Not to completion)	68,656 ^{101%} Video Views (100%)	891 ^{868%} Shares
	53,373 ^{1%} Total Followers	600,040 ^{64%} Total Impressions	8,219 ^{-28%} Total Engagements	5 Number of Stories	866 Average Story Views	1,072 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		61,500 ^{26%} Watchtime in Minutes	172,707 ^{33%} Video Views
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PUBLIC RELATIONS:

PR and organic social continued to extend H1RT visibility beyond paid media, supporting destination awareness, direct links, and local-area storytelling.

184 Articles to date	15 Visiting journalists	4 Media Missions	146 Direct Links to Highway 1 Road Trip Website
12 Articles in Target Outlets	5 Additional Placements to Target Outlets	0 FAMS with Visit SLO CAL	5 Stewardship/Sustainability Related Articles
1 Journalist Shares	869 Total Engagement	450 Journalist Reach	663.15M Total UVM