



MARKETING REPORT

September 1 – September 30, 2026

EXECUTIVE SUMMARY: September began connecting campaign response to measurable trip-planning behavior. Website traffic increased from August, paid media drove engaged visitors and map activity, and the fall campaign generated strong response across email and digital media. Organic search visibility strengthened and rankings continued to improve, while new Google AI reporting showed Highway 1 content appearing prominently in AI-generated search results. September was also the first full calendar month under the corrected GA4 pageview implementation, providing a stronger baseline for FY27 measurement.

WEBSITE ENGAGEMENT OVERVIEW

September was the first full calendar month under the corrected GA4 pageview implementation. The site generated 71.6K sessions and 59.3K new users, while average engagement time increased 89.7% YoY. Historical pageview comparisons remain affected by the previous duplicate-pageview implementation, so the current setup provides the baseline for future reporting.

Sept 2026	71.6K Sessions	35.9K Engaged sessions	50.12% Engagement Rate	59.3K New Users	1.21 Sessions per user
FY Rollup (July '26 - Sept '26)	211.5K Sessions	132.6K Engaged sessions	62.7% Engagement Rate	163.0K New Users	1.27 Sessions per user

Channel	Sessions	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Cross-network	19,492	12,064	61.89%	14,858	1.28
Organic Search	10,978	7,372	67.15%	8,064	1.31
Direct	9,603	2,887	30.06%	8,388	1.13
Paid Search	8,245	5,340	64.77%	6,824	1.18
Unassigned	7,476	114	1.52%	7,342	1.01
Paid Social	4,939	3,086	62.48%	4,192	1.17
Organic Social	4,510	754	16.72%	4,103	1.12
Email	3,600	2,320	64.44%	2,415	1.37
Grand Total	71,627	35,899	50.12%	59,289	1.21

EBLASTS & LEAD GENERATION

Takeaway: September's fall campaign generated stronger email engagement and substantially more website traffic than August. However, website engagement rate and average engagement time declined, so the next priority is understanding the quality of that traffic, not simply increasing clicks.

Next step: Review campaign-level content and click behavior to identify which messaging and calls to action generated the most engaged visitors, then apply those findings to October's campaign.

Top click interests: Hidden Secrets Along Highway 1, Best Things to Do This Fall, Cambria Scarecrow Festival, 8 Best Places to Watch the Sunset and California coastal wine content.

	EMAILS SENT	OPEN RATE	UNIQUE CLICK RATE	GA4 SESSIONS
September	158,612	51.9%	1.7%	3,600



MARKETING REPORT

September 1 – September 30, 2026

SEO ORGANIC SUMMARY

Organic search visibility strengthened in September, with site-level impressions up 22.3% YoY and average position improving to 8.87. URL-level visibility remained relatively stable while rankings also improved. Clicks and CTR continued to decline, reinforcing that the primary opportunity is converting strong search visibility into website visits rather than rebuilding search authority.

TOP SEARCH INTERESTS FOR SEPTEMBER

Whale Watching & Wildlife Viewing	Seasonal / Holiday Planning	Dining & Destination Planning	Seasonal Content	AI Discovery
"Best places for whale watching california" generated 643.9K impressions . The whale-watching landing page generated approximately 672K impressions and 71 clicks , reinforcing a major visibility-to-click opportunity.	"Cambria Christmas Market" generated 6,999 impressions and 19 clicks , confirming that holiday planning demand is already building and supporting the September content refresh timing.	"Avila Beach restaurants" generated 997 impressions and 37 clicks , with an average position of 5.34 and 3.71% CTR. The opportunity is to connect dining interest with a broader Avila Beach itinerary.	Blog traffic reached 2.8K views, up 569.6% YoY, led by Best Things to Do This Fall on Highway 1 with 590 views.	Google's new Generative AI report recorded 142,475 impressions in AI Overviews and AI Mode. Road Closures led with 18,997 AI impressions. Separately, AI assistants generated 99 GA4 sessions, including 91 from ChatGPT.

PAID MEDIA

CONNECTING MEDIA RESPONSE TO TRIP-PLANNING ACTIVITY

Q1 paid-media results are establishing a new KPI baseline connecting campaign response with meaningful travel interest. Paid channels generated approximately 87K new users and 80K engaged sessions, while Google delivered a 4.22% CTR and 21.6K reported engagements. Map requests, lead forms and retargeting actions are providing early indicators of how media is moving travelers from discovery into planning.

Q1 FY27 | JULY–SEPTEMBER

Paid Media Spend	\$74K
Paid New Users	87.2K
4+ Page Visits	12.9K
Map Requests	2.7K

- **Engaged Audience:** Paid media generated approximately 79K GA4 engagements, helping establish a stronger Q1 baseline for measuring meaningful travel interest.
- **Planning Behavior:** 12.9K visitors viewed 4+ pages, while 2.2K map requests provided an early signal that campaign response is translating into trip-planning activity.
- **Google's Role:** Google accounted for 88.6% of paid new users, with other partners supporting awareness, social leads, retargeting and follow-up.
- **Retargeting:** September display retargeting generated 60 vendor-attributed map actions, including 50 from Reticle-tagged placements. Attribution is still being validated before broader budget shifts.
- **Takeaway:** Q1 is beginning to connect media response with measurable travel-planning behavior, giving us a stronger foundation for future optimization.

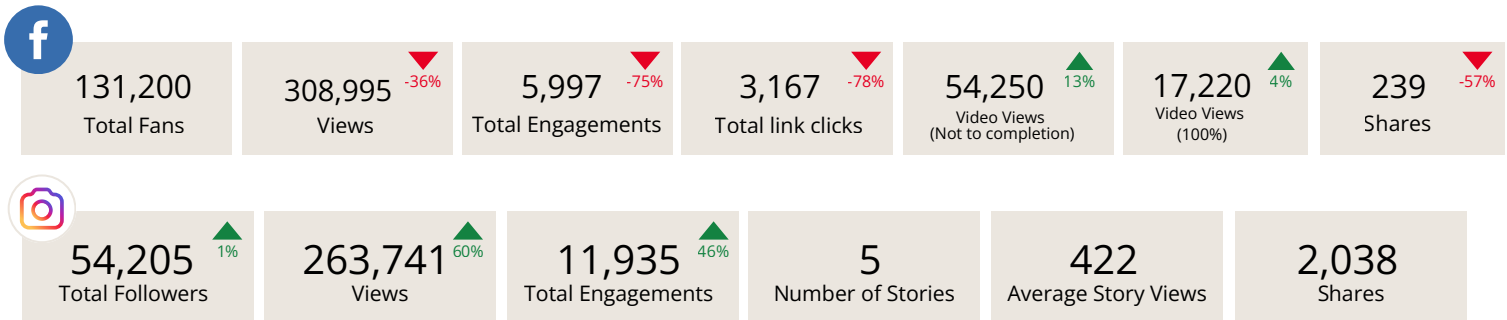


MARKETING REPORT

September 1 – September 30, 2026

ORGANIC SOCIAL UPDATE

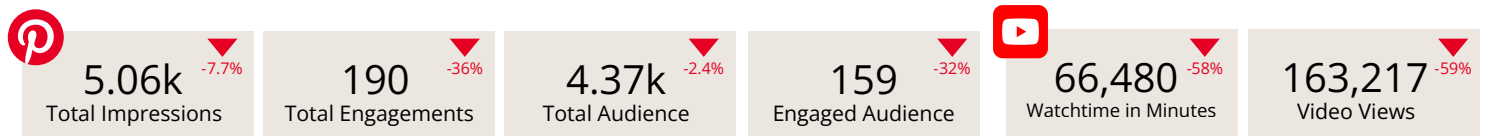
September social performance was mixed by platform, with a strong rebound on Instagram while Facebook and YouTube normalized after August's unusually strong video performance. Pinterest continued to provide steady discovery and outbound traffic.



NEW: Lifetime Content Views

September Facebook + Instagram content generated approximately **228.3K lifetime views**.

Pinterest and YouTube continue to provide additional organic reach.



PUBLIC RELATIONS

September delivered significant national media exposure, with placements across Travel + Leisure, Food & Wine, Condé Nast Traveler and Islands, along with major syndicated coverage.

