



## AGENDA

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### Visit SLO CAL Marketing Committee

#### Visit SLO CAL Marketing Committee Meeting

Tuesday, August 11, 2020

8:30 am - 10:00 am

Video Conference – URL: <https://zoom.us/j/412892721> Meeting ID: 412 892 721

Call-in Phone Number (669) 900-6388

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

CMO UPDATE	L. Verbeck
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3. **Staffing Update** (5 minutes)  
*Staff will provide an update on marketing department staffing.*

CONSENT AGENDA – <i>motion required</i>	L. Verbeck
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4. **Approval of July 11, 2020 Minutes**  
*Staff will ask for Committee approval of the July 2020 Meeting Minutes.*

BUSINESS ITEMS	L. Verbeck
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5. **July Trade & Marketing Update** (45 minutes)  
*Staff will review highlights from July, end of year reporting, and discuss current activities.*
6. **Events & Festivals Strategy Update** (25 minutes)  
*Staff will review highlights from the proposals.*
7. **Marketing Committee Member Updates** (15 minutes)  
*Marketing Committee Members to share examples of tourism businesses going above and beyond with safety measures and campaigns.*

#### ADJOURN

Brown Act Notice: Each speaker is limited to 2 minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



## MINUTES

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### Visit SLO CAL Marketing Committee

#### Visit SLO CAL Marketing Committee Minutes

Tuesday, July 14, 2020

8:30 am – 10:00 am

Video Conference – URL: <https://zoom.us/j/412892721> Meeting ID: 412 892 721

Call-In Phone Number: (669) 900-6388

#### 1. CALL TO ORDER: Lisa Verbeck

**PRESENT:** Ashlee Akers, Jim Allen, Terrie Banish, Cheryl Cuming, Stacie Jacob, Gordon Jackson, Lori Keller, Megan Leininger, Lindsey Roberts, John Sorgenfrei, Jill Tweedie

**ABSENT:** Audrey Arellano, Jocelyn Brennan, Molly Cano, Joel Peterson, Jill Tweedie

**STAFF PRESENT:** Chuck Davison, Lisa Verbeck, Derek Kirk, Kyla Boast, Taylor Grantham, Haley Cahill

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Call to Order at 8:31 am.

#### 2. PUBLIC COMMENT (On Non-Agenda Items)

None.

#### 3. Staffing Update

Verbeck informed the Marketing Committee on the open Digital Marketing Specialist role.

Public Comment – None.

Committee Discussion – None.

#### CONSENT AGENDA

#### 4. Approval of June 9, 2020 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

**ACTION:** Moved by Banish/Allen to approve the Consent Agenda as presented.

**Motion carried: 11:0:0**  
**Steinhauer abstained.**

#### BUSINESS ITEMS

## **5. June Trade & Marketing Update**

### **a. Travel Trade Update**

Boast updated the Marketing Committee on recent Visit SLO CAL Travel Trade initiatives.

Public Comment – None.

Committee Discussion – None.

### **b. Marketing Update**

Verbeck summarized Visit SLO CAL's paid media performance for FY 19/20. Nissen, Director of Digital Strategy at Simpleview, shared Visit SLO CAL's website KPIs for FY 20/21.

Public Comment – None.

Committee Discussion – Cuming asked if connected TV is in the FY 20/21 Media Plan and if there is a co-op planned for connected TV. Verbeck took note of the idea and will follow-up after speaking with Miles. Jacob inquired about the drive markets Visit SLO CAL is targeting. Verbeck noted that Visit SLO CAL is not spending in some markets that destination partners are targeting. Keller inquired whether Visit SLO CAL is going to be using Sojern currently or if Visit SLO CAL is waiting until markets open up for more flights and rental companies. Verbeck noted that they will be using Sojern's drive data as they target high-value travelers.

### **c. Public Relations**

Grantham informed the Marketing Committee on recent Visit SLO CAL Public Relations Initiatives.

Public Comment – None.

Committee Discussion – None.

## **6. FY 2020/21 Marketing Updates**

Verbeck reviewed Visit SLO CAL's current Marketing Plan and strategy for launching paid media. Grantham also shared Visit SLO CAL's Content Calendar, pitching ideas and quarter one Public Relations activities.

Public Comment – None.

Committee Discussion – Cheryl asked if Visit SLO CAL needs assistance in updating the community pages and listings. Kirk informed the Marketing Committee of Visit SLO CAL's efforts to update lodging listings and community pages and asked Destination Partners to share any photos or content updates with the Visit SLO CAL Team.

## **7. Creative Agency Discussion**

Verbeck informed the Marketing Committee of recent updates with the creative agency, Sunshine & Bourbon.

Public Comment – None.

Committee Discussion – Sorgenfrei inquired on whether oral presentations would be presented to the Marketing Committee. Verbeck informed the Marketing Committee that they will have an opportunity to hear oral presentations from the finalists.

#### **ADJOURNMENT**

Meeting adjourned at 9:28 am.





# SEO REPORT

July 2020



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## 3

### **Engagement Goals**

Top Content

Onsite Performance

Site Engagement vs Industry

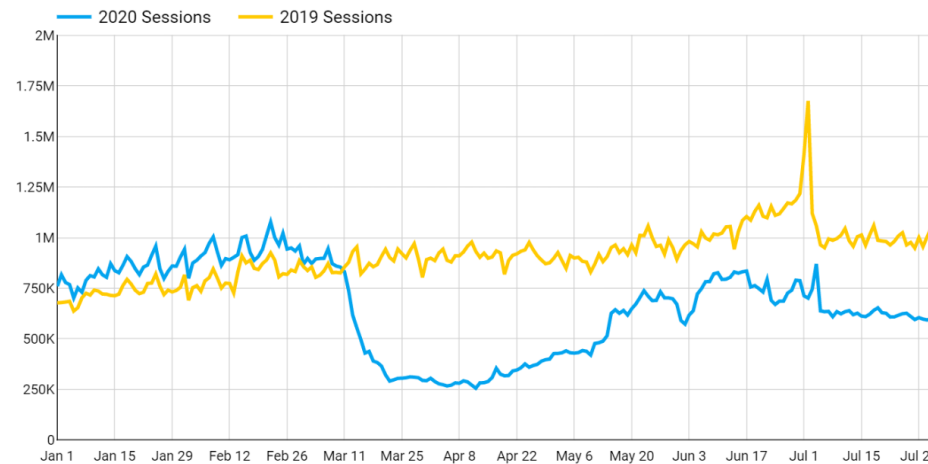
# COVID-19 Impact On Industry-Wide Website Traffic

After a lot of ups and downs for DMO web traffic, July was a month of uneasy stasis. Industry-wide, all sessions remained almost eerily flat once the July 4th spike (naturally not as dramatic as in most years) had passed, matching last year's slight decline for the rest of the month almost day for day. As the nation and the world wait uneasily for the next development in the path of the disease, users are still coming to DMO sites, but they have stopped catching up with last year's pace.

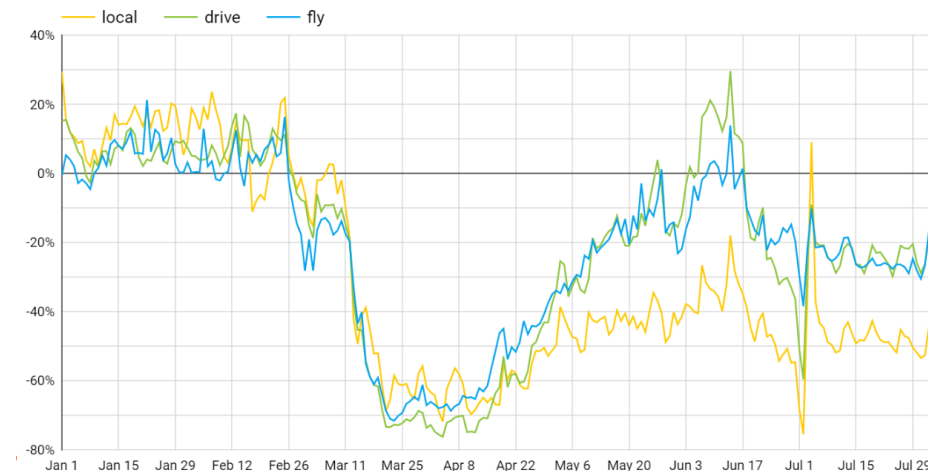
Sessions fell somewhat from their pre-Independence day high, but this is normal for July. Organic sessions behaved about the same as overall traffic levels did, and there was little deviation across regions, where the Northeast enjoyed the strongest performance thanks to the tamping down of the virus in that area. The South and West were not so lucky with the pandemic, and the effect was clear in their website traffic levels

Organic sessions remain barely ahead of all sessions as measured by YoY losses. Fly and drive markets continue to do about the same as each other and better than locals. The uptick at the end of the chart occurred after the calendar turned to August, so there is some hope for future improvement, but the trend for July was steady at best.

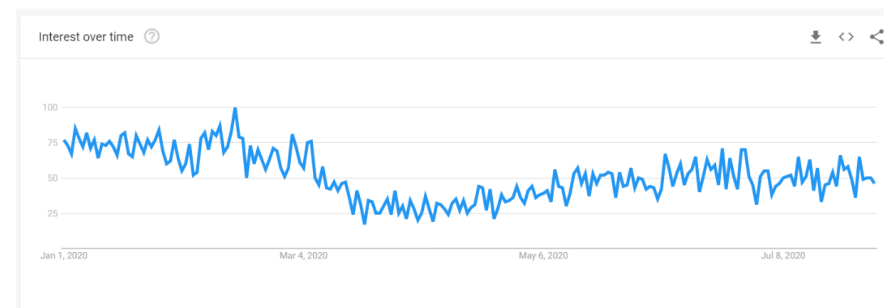
Google Trends can show us how search volumes have changed during the pandemic since these ultimately constrain the potential size of your web audience. Searches including the words "book" and "hotel" settled in at about 75% of pre-shutdown interest levels throughout July, perhaps slightly lower than they were in June. This is a good indication that travel interest has not been destroyed entirely, though it remains significantly weaker than it would be in normal times.



YTD YoY All Sessions All DMOs



YTD YoY Organic Sessions All DMOs by Visitor Segment



Google Trends search term: book hotel

# Executive Summary

## Analysis

The COVID-19 pandemic continues to have a significant industry-wide impact on website traffic. **July's YoY loss in organic traffic of -8.45%, was less than the industry average of -31%**, and from July 7th until the end of the month **your site showed YoY parity and at times showed growth.**

A few more notable bright spots:

- Your homepage (+19% sessions YoY)
- /explore/avila-beach/ (+280% sessions YoY)
- /blog/post/iconic-eats-every-visitor-should-try/ (+4,187% sessions YoY, +1,000 sessions)
- /things-to-do/beaches-parks-nature/beaches/ (+105% sessions YoY)
- /explore/cambria/(+649% sessions YoY)

These pages were in your top 10 organic landing pages, and showed YoY growth.

## Recommendations

We continue to recommend adapting your SEO and web strategy to the specific realities facing your destination. In areas where infections are low or at least falling, promoting socially distanced, flight-free getaways can yield results, as many travelers are eager for a quick weekend away after so much quarantine time. In less fortunate areas, a longer view toward encouraging travel is needed, and DMOs may have more of a role in encouraging locals to seek out socially distanced, safe activities until the disease comes under control.

Specific content development opportunities:

- Make the most out of the traffic going to the most popular pages of your site. explore/avila-beach/ has good content and good internal links, but, content and internal links can be added for the dining options available. /things-to-do/beaches-parks-nature/beaches/ has great content and internal links as well, but, are there restaurants near on the beach for which you can create content and internal links?
- Consider a blog or a page for drive-in movie theaters (drive-in theaters has 390 AMS geolocated in SLO CAL) .
- Consider adding pages featuring black-owned (Hispanic-owned, women-owned as well) businesses and restaurants as this is trending



# Traffic Overview - July 2020

## Total Traffic

YoY Comparison

Sessions

78,580

↓ -8.6% ↓ -7,398

Bounce Rate

46.39%

Pages / Session

1.94

Avg. Session Duration

00:02:41

## Organic Traffic

YoY Comparison

Sessions

48,597

↓ -8.5% ↓ -4,495

Bounce Rate

43.40%

Pages / Session

2.01

Avg. Session Duration

00:03:00

## Organic Traffic and Top Landing Pages

by Section YoY Comparison

Stay

1,482

↑ 158.2% ↑ 908

### Stay (Including City Stay pages) Sessions ▾

/stay/rv-parks-campgrounds/ 710

/stay/vacation-rentals/ 374

Blog

5,341

↓ -24.3% ↓ -1,710

### Blog Sessions ▾

/blog/post/iconic-eats-every-visitor-s... 1,029

/blog/post/dog-friendly-beaches-abo... 689

Things to Do

5,351

↑ 43.7% ↑ 1,626

### Things to Do Sessions ▾

/things-to-do/beaches-parks-nature/... 1,072

/things-to-do/ 790

Explore

8,936

↑ 32.7% ↑ 2,203

### Explore Sessions ▾

/explore/avila-beach/ 1,088

/explore/cambria/ 944

Listings

7,315

↑ 93.7% ↑ 3,538

### Listings Sessions ▾

/listing/cypress-rv-&-mh-park/2197/ 1,596

/listing/irish-hills-natural-reserve/169... 315



# **Visitor Geographic Data**

## How many sessions are coming from my drive market?

by City, Sessions, and % Change Year over Year

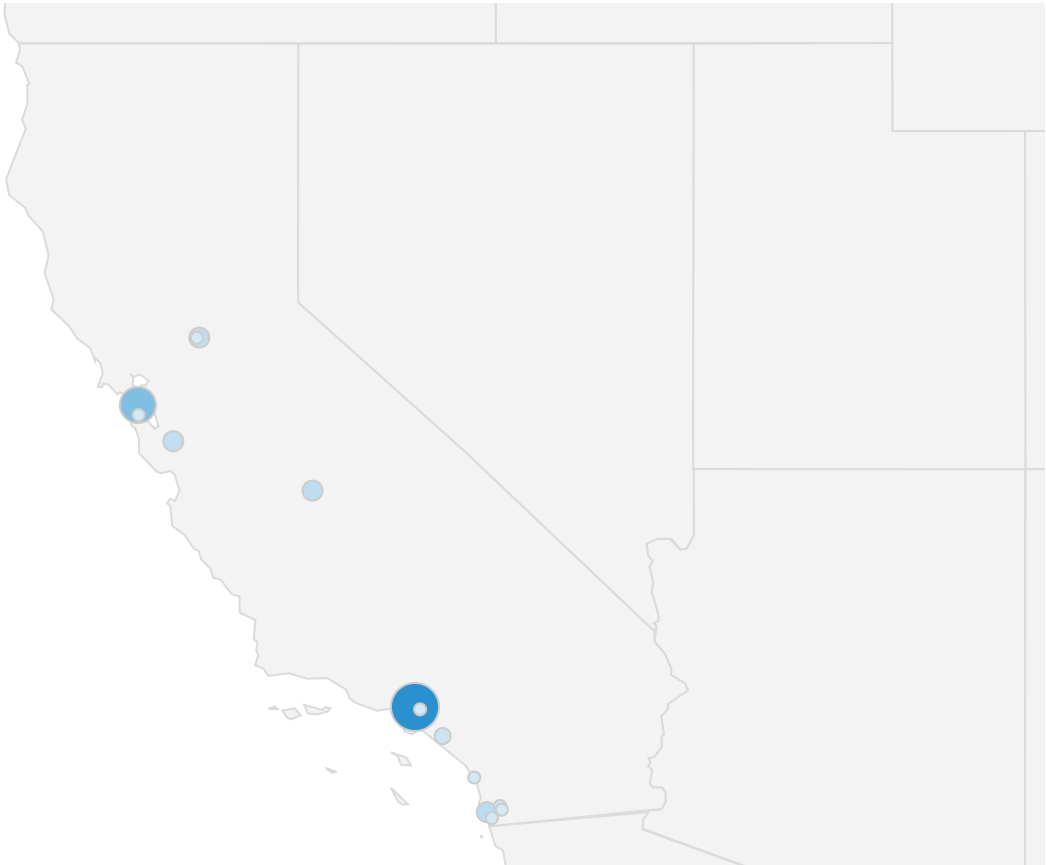
City	Sessions
Los Angeles	12,869
San Francisco	6,278
San Diego	1,857
Fresno	1,752
Sacramento	1,536
San Jose	1,450
Irvine	651
Carlsbad	174
Chula Vista	126
El Cajon	108
West Sacramento	63
South San Francisco	43
East Los Angeles	25
Rancho San Diego	3
San Francisco Chimalpa	1

Grand total

26,936

1

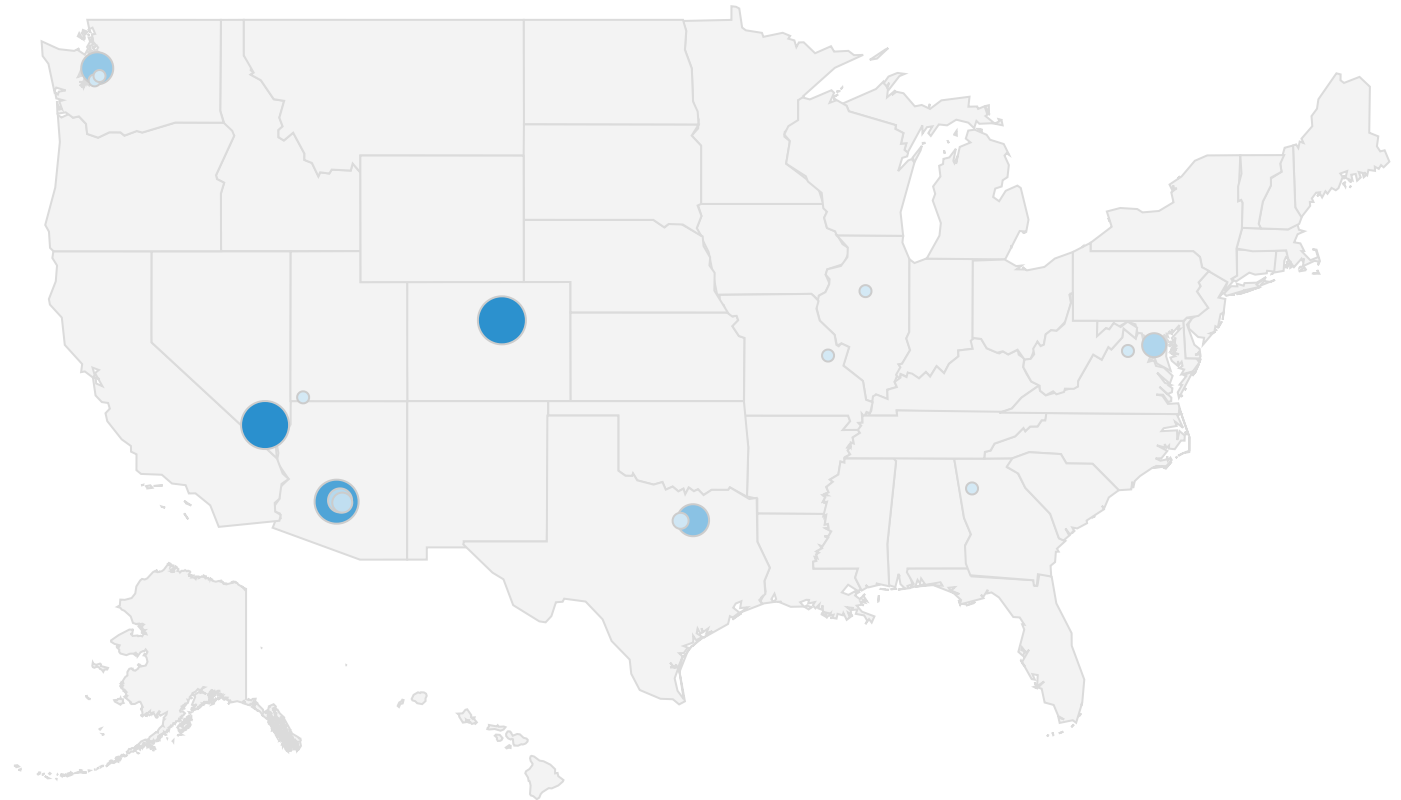
12,869



## What cities are users from?

by City, Sessions, and % Change Year over Year

City	Sessi...
Las Vegas	396
Denver	392
Phoenix	309
Dallas	174
Seattle	145
Washington	91
Scottsdale	72
Mesa	48
Fort Worth	13
Tacoma	10
Kent	3

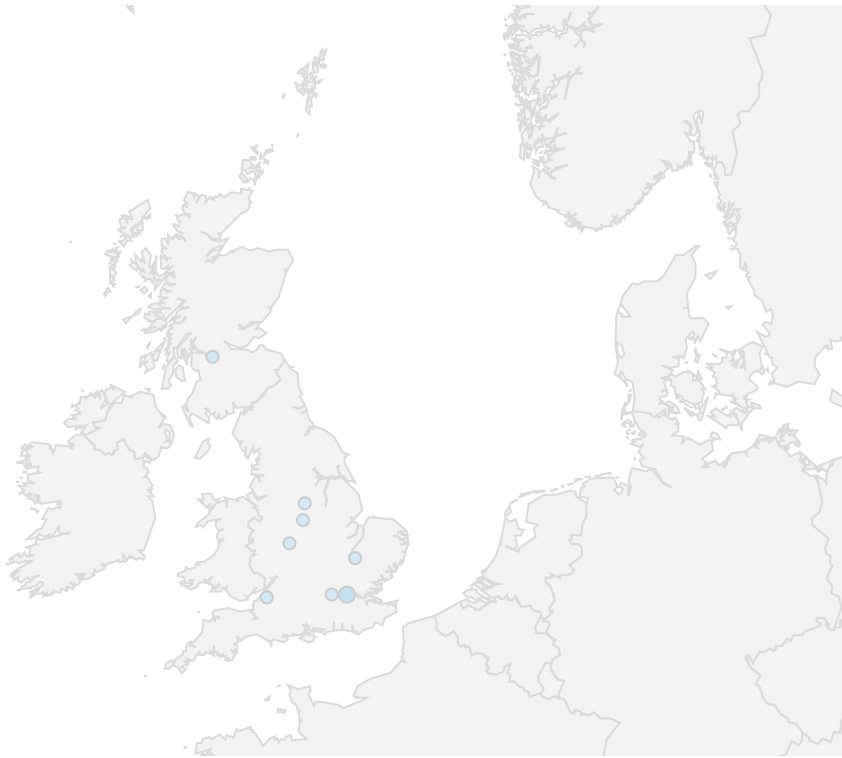




## What cities are users from?

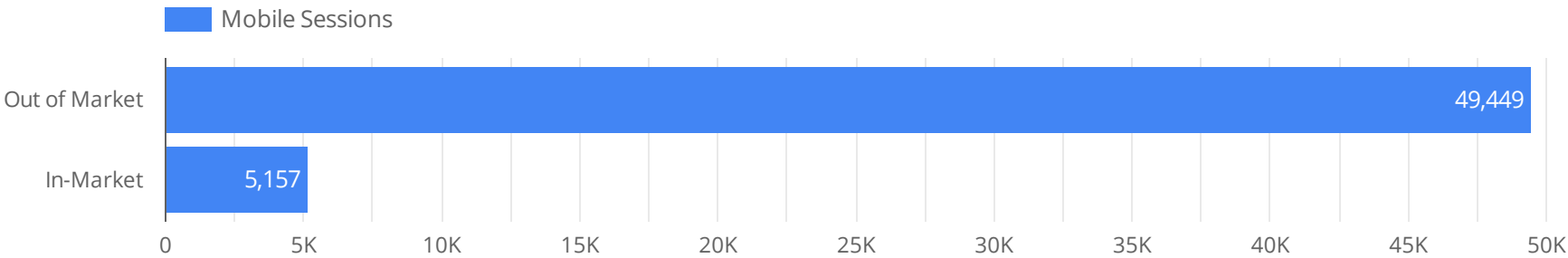
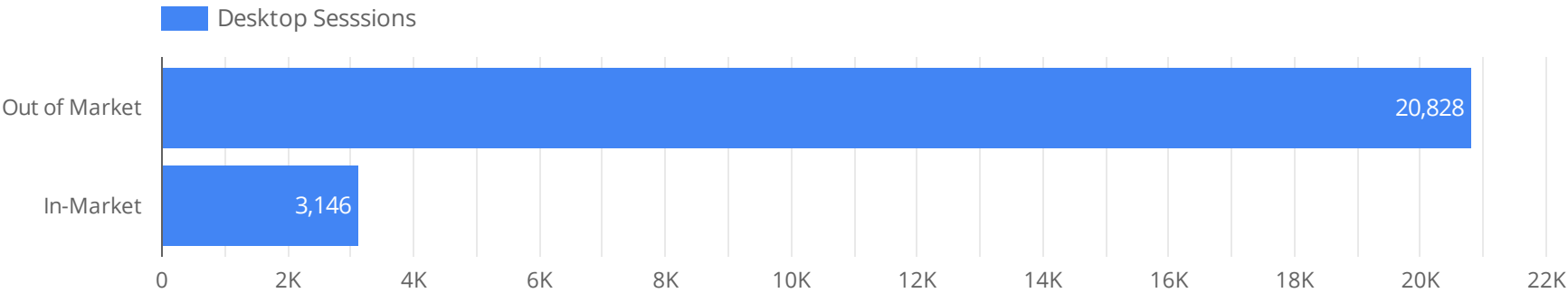
by City, Sessions, and % Change Year over Year

Metro	Sessions ▾
London	40
Yorkshire	8
East Of England	7
Midlands	7
Central Scotland	6
HTV West	5
North West	4
Meridian (exc. Channel Islands)	4
(not set)	3
HTV Wales	3
South West	2
North East	1



## What are my sessions break down?

by Sessions, by Out of Market and In-Market, and by Desktop and Mobile



The background of the slide features a blurred image of hands interacting with a laptop. Overlaid on this are various digital graphics: a line graph with data points in the upper left, a network of connected nodes in the upper right, a horizontal bar chart with multiple colored segments (orange, green, blue, red, purple, teal) across the middle, and a large circular progress indicator in the bottom right. The overall aesthetic is modern and tech-oriented.

# Engagement Goals

## What are my top pages?

by Sessions, Exits, and Pageviews

Top Landing Pages	Sessions
<a href="/plan/getting-here/covid-19/">/plan/getting-here/covid-19/</a>	7,904
<a href="/">/</a>	7,117
<a href="/listing/cypress-rv-&amp;-mh-park/2197/">/listing/cypress-rv-&amp;-mh-park/2197/</a>	1,689
<a href="/partners/covid-19/">/partners/covid-19/</a>	1,319
<a href="/things-to-do/beaches-parks-nature/beaches/">/things-to-do/beaches-parks-nature/beaches/</a>	1,187
<a href="/explore/avila-beach/">/explore/avila-beach/</a>	1,183
<a href="/blog/post/iconic-eats-every-visitor-should-try/">/blog/post/iconic-eats-every-visitor-should-try/</a>	1,151
<a href="/blog/post/coastal-bike-routes/">/blog/post/coastal-bike-routes/</a>	1,121
<a href="/explore/cambria/">/explore/cambria/</a>	999
<a href="/things-to-do/">/things-to-do/</a>	869

Page	Pageviews
<a href="/">/</a>	12,225
<a href="/plan/getting-here/covid-19/">/plan/getting-here/covid-19/</a>	10,056
<a href="/things-to-do/beaches-parks-nature/beaches/">/things-to-do/beaches-parks-nature/beaches/</a>	3,967
<a href="/things-to-do/">/things-to-do/</a>	2,811
<a href="/stay/">/stay/</a>	2,603
<a href="/listing/cypress-rv-&amp;-mh-park/2197/">/listing/cypress-rv-&amp;-mh-park/2197/</a>	2,111
<a href="/explore/avila-beach/">/explore/avila-beach/</a>	1,993
<a href="/explore/cambria/">/explore/cambria/</a>	1,858
<a href="/stay/vacation-rentals/">/stay/vacation-rentals/</a>	1,741
<a href="/stay/rv-parks-campgrounds/">/stay/rv-parks-campgrounds/</a>	1,732

Exit Page	Exits
<a href="/plan/getting-here/covid-19/">/plan/getting-here/covid-19/</a>	6,222
<a href="/">/</a>	3,984
<a href="/things-to-do/beaches-parks-nature/beaches/">/things-to-do/beaches-parks-nature/beaches/</a>	1,907
<a href="/things-to-do/">/things-to-do/</a>	1,058
<a href="/listing/cypress-rv-&amp;-mh-park/2197/">/listing/cypress-rv-&amp;-mh-park/2197/</a>	1,616
<a href="/stay/">/stay/</a>	639
<a href="/explore/avila-beach/">/explore/avila-beach/</a>	1,038
<a href="/stay/rv-parks-campgrounds/">/stay/rv-parks-campgrounds/</a>	762
<a href="/stay/vacation-rentals/">/stay/vacation-rentals/</a>	523
<a href="/partners/covid-19/">/partners/covid-19/</a>	1,267



## How does my website perform compared to the industry averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All and Organic Traffic

Metric	Industry Average	SLOCAL.com	% Difference
Total Pages Per Session	1.92	1.94	1.33%
Total Avg Session Duration	00:01:52	00:02:41	43.51%
Total Bounce Rate	54.30%	46.39%	-14.57%
Organic Pages Per Session	2.04	2.01	-1.59%
Organic Avg Session Duration	00:02:11	00:03:00	37.15%
Organic Bounce Rate	49.49%	43.40%	-12.29%