



# AGENDA

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## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Agenda

Wednesday, July 15, 2020

8:30am-10:30am

Video Conference – URL: <https://us02web.zoom.us/j/86285247594> Meeting ID: 862 8524 7594

Call-In Phone Number: (669) 900-6833

**1. CALL TO ORDER**

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

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA - <i>motion required</i></b>	<b>C. Davison</b>
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**3. Approval of June 17, 2020 Board of Directors Meeting Minutes**

*Staff will request Board approval of the June 17, 2020 Board of Directors Meeting Minutes.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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**4. CEO Report (10 min)**

*Staff will provide an update on current projects, reporting and areas of focus for the months ahead.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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**5. New Board Member Terms (5 min)**

*New Board Members will draw lots for their initial term length.*

**6. Operations Update (15 min)**

*Staff will provide an update on the timing for completion of Visit SLO CAL's year-end financials, reports and compliance requirements.*

**7. Equity and Inclusion Update (15 min) – *motion required***

*Staff will review Visit SLO CAL's Equity and Inclusion Statement and request the Board's adoption.*

**8. Operational Plan Update (25 min)**

*Staff will provide an update on the Strategic Direction 2023 operational planning process.*

**9. Marketing Update (15 min)**

*Staff will provide an update on key marketing initiatives, including creative, timing and spend.*

**ADJOURN.**

Brown Act Notice: Each speaker is limited to two 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 board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

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 Board of Directors

### Visit SLO CAL Board of Directors

#### Annual Meeting Minutes

Wednesday, June 17, 2020

8:30am

Video Conference – URL: <https://us02web.zoom.us/j/83994556758>

Meeting ID: 839 9455 6758

#### 1. CALL TO ORDER: Clint Pearce

**PRESENT (VIA VIDEO CONFERENCE):** Alma Ayon, Jed Bickel, John Conner, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Toni LeGras, Clint Pearce, Victor Popp, Amar Sohi

**ABSENT:** Kathy Bonelli, Sam Miller, Hemant Patel

**STAFF PRESENT:** Chuck Davison, Lisa Verbeck, Derek Kirk, Brendan Pringle

**Call to Order at 8:33 am.**

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

None.

#### ANNOUNCEMENTS

Visit SLO CAL will be holding a virtual town hall on Wednesday, June 24, 2020 at 10:00am. Davison outlined the agenda.

#### CONSENT AGENDA

#### 3. Approval of May 20, 2020 Board of Directors Meeting Minutes

#### 4. Approval of May Visit SLO CAL Financials

Davison explained that the March TMD income (remitted to Visit SLO CAL in May) is significantly less than what was re-forecasted in January and the projections for May were also reduced from the reforecast based on estimated receipts due to the impact of COVID-19.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Hamilton/Bickel to approve the Consent Agenda as presented.

**Motion carried: 11:0**

## **CEO REPORT**

### **5. CEO Report**

Davison noted that Kirk was appointed to serve as Chair of the CalTravel Government Relations Committee—an exciting opportunity for him to play a key role in this committee and state advocacy. REACH asked Visit SLO CAL to sign a coalition letter, as requested by Congressman Carbajal's office, supporting the possible selection of Vandenberg Air Force Base as the permanent United States Space Command (USSPACECOM) Headquarters. Based on the need to sign on by 6/16 (yesterday), staff requested approval in advance from the Executive Committee at their 6/15 meeting, and signed the letter. Davison reported out that on June 8, 2020, Visit SLO CAL's creative agency, BCF, notified the organization that due to late payments on their SBA loan, their assets were being liquidated, and that BCF would cease to exist within the next 30-40 days. BCF's CEO, Keith Ireland, has assured Davison that all current projects would be completed despite these unfortunate circumstances. Ireland's wife will be opening a new agency out of BCF (called Sunshine & Bourbon), and Visit SLO CAL will contract with that agency on a month-to-month basis to complete the necessary work for the current campaign. Visit SLO CAL will work to release an RFP for the business in the coming months. Davison noted his travel schedule, which includes an upcoming vacation.

Public Comment – None.

Board Discussion.

## **BUSINESS ITEMS**

### **6. COVID-19 Impact & Response Update**

Visit SLO CAL created an Open and Safe Toolkit which includes flyers, social media banners and profile picture frames, to help investors and partners communicate with guests the health and safety precautions they are taking to keep everyone safe and healthy. The resources were distributed to investors and partners on May 22, 2020, and they are available at SLOCAL.com. On May 30, 2020, Visit SLO CAL provided a three-scenario lodging forecast to stakeholders and destination partners, who received both the report for their community and the countywide report. Four of six DMOs have agreed to offset the \$1,000 cost of their individual community report. Access to the reports was subsequently shared with Board members on June 1, 2020, and with Visit SLO CAL's list of investors and partners on June 4, 2020. Davison outlined the components of the forecast, and noted that Visit SLO CAL used the baseline forecast to produce its FY2020/21 revenue budget projections. On June 5, 2020, the County announced that the countywide public health order limiting the daily occupancy of all lodging properties to 50% would expire. Davison noted that Visit SLO CAL had been advocating directly with Wade Horton, County CAO, on this issue, and he recognized the lodging investors who took an active role in advocating for the tourism community against this order. He also noted that despite the fact that leisure travel is permitted and this ordinance has been lifted, the County government is still pushing back on promotion of travel to the region. Davison reported out on air service changes, and on the occupancy, ADR and RevPAR figures reported by STR for the week ending June 6, 2020. Davison outlined the highlights of Visit SLO CAL's latest cash flow projection produced by its controller. Visit SLO CAL received approval for a loan through EIDL, but has not received an update on the grant, which is now processed separately. Davison noted that based on the restrictions that come with the loan, and Visit SLO CAL's current cash position, the Executive Committee agreed that the organization should allow the opportunity to expire, and wait to see if it receives a grant, which is still an option. Davison requested Board feedback on Visit SLO CAL's COVID-19 response efforts.

Public Comment – None.

Board Discussion.

### **7. Diversity Discussion**

Davison noted that he and Kirk met with Jed Bickel and Myraline Whitaker of SeaCrest/Inn at the Cove, and decided it would be an important first step with the Board to lead a discussion on the role of Visit SLO CAL and the SLO CAL tourism industry to support diversity, equity and inclusion efforts in the community. He thanked Bickel and Whitaker for having this initial conversation with Visit SLO CAL staff. He noted that the purpose of the Board's conversation would be to discuss proposed action steps on the draft document that was included in the agenda packet, in order to ensure that the conversation continues. Davison outlined the highlights of Visit SLO CAL's draft engagement plan for equity, diversity and inclusion (EDI), and requested feedback from the Board. He noted that Visit SLO CAL does not believe it should be leading the community-wide conversation but that it should be playing a role, and that the draft engagement plan will start the conversation. He also noted that staff believes EDI efforts should be a Board-led initiative.

Public Comment – None.

Board Discussion. Bickel thanked Davison and Kirk for reaching out to start this conversation and described his own personal experience to the Board. Sohi approved of Visit SLO CAL's decision to make this a priority and noted that he believed the organization should have a leadership role. Bickel agreed and added that if others see Visit SLO CAL set an example, they will feel safe in that space and also create positive action. The Board expressed consensus on the items outlined in the draft document and requested the full plan be brought back to the board in the months ahead.

## **8. Strategic Direction 2023 Update**

With the approval of Strategic Direction 2023 (SD2023), staff requested a proposal from Coraggio Group to facilitate the development of an Operational Plan. As with the Operational Plan for Strategic Direction 2020, this plan would efficiently and effectively outline Visit SLO CAL's approach to implementing and executing SD2023 in a way that minimizes confusion, prioritizes strategies, and manages capacity constraints. He outlined the proposed three-phase approach, and noted that the cost would be \$10,855. He explained that the cost for Visit SLO CAL's previous Operational Planning was significantly higher, and that this reduced cost was based on a reduced scope from Coraggio, with the team performing work independently on action steps for most of the initiatives and managing the documentation of the Operational Plan. Davison noted that the goal would be to complete the Operational Plan by the end of July. The Executive Committee recommended Board approval of Coraggio Group's proposal at their June 15, 2020 meeting.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Graves/LeGras to approve Coraggio Group's proposal to facilitate the development of an Operational Plan for SD2023, as recommended by the Executive Committee.

**Motion carried: 11:0**

## **9. FY2020/21 Business & Marketing Plan**

Davison noted that the draft FY2020/21 Business & Marketing Plan was Visit SLO CAL's sixth Business & Marketing Plan, and is by far the most thorough plan that the organization has developed, despite all of the uncertainty that surrounds this time of crisis. The plan was recommended for approval by the Marketing Committee on June 9, 2020 and by the Executive Committee on June 15, 2020. Davison noted that some minor adjustments may be made to the plan in the coming days, but that the overall strategy will remain the same. Davison reviewed the business and marketing objectives, updated media strategy, new elements and features, target market overview and media allocations. He also outlined the earned media and travel trade strategies and objectives, and recapped the prioritization of Experience SLO CAL 2050 (destination management strategy) recommendations. He noted that the Chief Investment Officer recommendation would be put on hold and reconsidered as a FY2020/21 priority during the re-forecast.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Bickel/Graves to approve the FY2020/21 Business & Marketing Plan, as recommended by the Executive Committee.

**Motion carried: 11:0**

#### **10. FY2020/21 Budget**

Davison presented the FY2020/21 annual budget and walked the Board through revenue projections and expenses by department. Davison noted that, in the coming months, depending on additional revenue increases, staff may make a recommendation to access reserve funds to boost the advertising campaign when the time is right. The proposed budget was recommended for Board approval by the Executive Committee on June 15, 2020.

Public Comment – None

Board Discussion.

**ACTION:** Moved by Graves/Sohi to approve the FY2020/21 Budget as presented, as recommended by the Executive Committee.

**Motion carried: 11:0**

#### **11. Board Member Selection Process**

Davison provided an update on the appointed seats. The City of Atascadero will likely make their decision in July; the County will renew Hamilton's appointed seat; and the City of Morro Bay approved the renewal of H. Patel to Morro Bay's appointed seat. He noted that in terms of elected seats, Graves' at-large seat is up for election at the end of the fiscal year, along with four new at-large seats. Visit SLO CAL opened the Board application process on March 18, 2020, and extended the deadline to April 30, 2020 based on the COVID-19 crisis. Eight total qualified applications were received, all of which were included in the agenda packet. The ad-hoc nominating committee, comprised of the Executive Committee, reviewed the applications at their May 15, 2020 meeting. Davison noted that there is no obligation to fill all five open seats, and that the ad hoc nominating committee recommended the election of three candidates, holding off on the other two seats until the immediate impact of the COVID-19 crisis passes, offering the ability to engage additional lodging investors. Davison explained that the Board can hold a special meeting to elect remaining seats later in the year or wait until the next Annual Meeting in 2021. He reviewed the slate recommended by the ad hoc nominating committee, which includes Aaron Graves, Chateau Hospitality; Nipool Patel, Lamplighter Inn & Suites; and Amit Patel, New Horizon Associates.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by LeGras/Ayon to elect Aaron Graves, Amit Patel and Nipool Patel to the open at-large seats on the Visit SLO CAL Board, as recommended by the ad hoc nominating committee (Executive Committee).

**Motion carried: 10:0:1**

**Graves abstained (for the election of his seat).**

#### **12. Executive Committee Seats**

Davison outlined the current composition of the Executive Committee. At their June 15, 2020 meeting, the Executive Committee recommended that the Board re-appoint Clint Pearce as Board Chair, based on his industry knowledge and

community relationships during this current crisis. They also recommended the appointment of Hemant Patel as Vice Chair, Mark Eads as Secretary, and Aaron Graves to remain as Treasurer. The current Executive Committee discussed adding a new member to the Committee. Davison opened the item up to the Board for nominations.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Bickel/Eads to appoint Clint Pearce as Chair, Hemant Patel as Vice Chair, Mark Eads as Secretary, Aaron Graves as Treasurer and Amar Sohi as At-Large Member for FY2020/21.

**Motion carried: 10:0:2**

**Eads abstained (for the appointment of his seat).**

**Sohi abstained (for the appointment of his seat).**

Davison recognized the fact that Visit SLO CAL is concluding its fifth and final year under the original Tourism Marketing District's five-year term. He noted how excited the staff is to be doing work on behalf of the Board and tourism industry, and how blessed they feel for the contribution that the Board makes on behalf of the organization and industry.

## **ADJOURNMENT**

Adjourned at 10:36am.



July 6, 2020

San Luis Obispo County Planning Commission  
1055 Monterey St  
San Luis Obispo, CA 93408

**re: Item #6, Establishing Residential Vacation Rental Standards for the Community of Los Osos**

Dear Commissioners,

I am writing today in reference to Item #6 on your July 9, 2020 agenda, a hearing to consider a request to amend the Coastal Zone Land Use Ordinance, establishing residential vacation rental standards for the community of Los Osos.

Visit SLO CAL is the countywide destination marketing and management organization for San Luis Obispo County (SLO CAL). We represent all lodging properties in the county including hotels/motels, Bed & Breakfasts, RV parks, and vacation rentals. We are active not only in marketing the destination to potential visitors, but also in advocating on behalf of the industry with our local governments and state and federal officials.

I would like to first start by saying thank you to the planning staff including project manager, Cory Hanh, for his work on the proposed amendments. We appreciate Mr. Hanh's diligence in understanding where common ground can be found between the community and local small businesses.

The Travel & Tourism industry in San Luis Obispo County, including vacation rentals, provided over \$2 Billion in local community investments last year, as well as over \$90 Million in local public funding. While it is no secret that our industry has been severely impacted by the current pandemic and travel restrictions, our industry is doing everything they can to prevent the spread of COVID-19 and protect the visitors that do come in to our county. There have been no cases of COVID-19 linked back to one of our lodging properties to-date.

In relation to the proposed amendments, we very much understand the need for sensible regulations and to ensure that our communities remain authentic, keep their unique characteristics, and most importantly that our residents maintain a high quality of life. We also know that several other Community Advisory Councils across the county are watching this





process diligently, waiting to amend their own vacation rental regulations based on the action you and ultimately the Board of Supervisors take.

We are supportive of the limitation of vacation rentals to single-family dwelling units, as we know that we are in dire need of affordable housing and that the multi-family dwelling units are a great solution.

While we understand the urge to implement a density barrier across the entire community to “lessen the impact”, we know that there is no true data across the country showing that vacation rentals are not compatible with residential communities or that they in some way cause harm. That claim is backed by the lack of valid code enforcement complaints that communities receive regarding vacation rentals. Many of the single-family homes along our coastline are second homes for people that visit our communities for only a few weeks each year. Those homes can either be vacant for the remainder of the year, sitting idly by generating no benefit, or they can be used to welcome visitors from around the world, to show off our communities and to gain the much-needed financial investment they make in our restaurants, retailers and local experiences.

We encourage the Planning Commission to consider a modified approach allowing more vacation rentals along the coastline, compliant with the Coastal Commission’s support of vacation rentals as low-cost visitor serving accommodations; and instituting a more reasonable density barrier further inland. We know from other communities, like Cambria, that the most significant barriers that have been adopted to-date are at 200’.

Our industry is dedicated to the communities we serve and we ask that as you make a recommendation to the Board of Supervisors, you consider the industry’s contribution and dedication to the community.

If you have additional questions or concerns, please contact, Derek Kirk, Director of Community Engagement & Advocacy for Visit SLO CAL at [derek@slocal.com](mailto:derek@slocal.com).

Thank you for your consideration,

Chuck Davison, CDME  
President & CEO  
Visit SLO CAL



July 9, 2020

Mitch Weiss, Executive Director  
California Transportation Commission  
1120 N Street, MS 52  
Sacramento, CA 95814

**RE: Letter of Support—2020 Solutions for Congested Corridors Program  
SLOCOG U.S. 101 San Luis Obispo South County Congestion Relief Project**

Dear Mr. Weiss:

On behalf of Visit SLO CAL, the destination marketing and management organization for San Luis Obispo County (SLO CAL), I am pleased to submit this letter of support for the San Luis Obispo Council of Governments' (SLOCOG) application for the California Transportation Commission's Solutions for Congested Corridors Program (SCCP) for the U.S. 101 San Luis Obispo South County Congestion Relief Project.

The U.S. 101 Corridor Mobility Master Plan, conducted by SLOCOG, identifies U.S. 101 through Pismo Beach as the most congested stretch of highway in the region. The corridor experiences daily southbound commute congestion and seasonal congestion, specifically in the summer months when a majority of our 7.5M visitors from around the state, country and world visit the region's popular coastal destinations. As an organization advocating for the local Travel & Tourism industry while keeping the preservation of resident quality of life top of mind, Visit SLO CAL fully supports SLOCOG's pursuit of funds for the U.S. 101 San Luis Obispo South County Congestion Relief Project, consisting of the following project components:

1. U.S. 101 Pismo Congestion Relief- Left Shoulder Part-Time Travel Lane
2. U.S. 101 Avila Beach Drive Interchange and Multimodal Improvement Project
3. Bob Jones-City to Sea Trail Extension Project

In 2019, Visit SLO CAL finalized our countywide destination management strategy, Experience SLO CAL 2050. In that document we focus on the need to improve ground transportation across the county as well as further develop our



trail system. The proposed improvements directly complement our strategy to strengthen quality of life for residents and the experiences our visitors have while visiting the destination. They also fit our region's coastal community character, address our long-term highway capacity needs, reduce vehicle emissions, facilitate goods movement, support the region's tourism, alleviate vehicle dependency, and enhance safety for drivers, pedestrians, and bicyclists alike. Complimentary to local and regional investments made in the parallel active transportation network and transportation demand management programs, this package of improvements will significantly enhance the corridor's multimodal mobility ecosystem and address a major gap in the regional active transportation network, better connecting south county communities and amenities with centrally located jobs, housing, and services.

Thank you for the consideration of SLOCOG's application. I hope the California Transportation Commission recognizes this project's value and strongly considers it for SCCP funding.

If you have any additional questions, please contact Derek Kirk, Director of Community Engagement & Advocacy at [derek@slocal.com](mailto:derek@slocal.com).

All the best,

A handwritten signature in black ink, appearing to read "Chuck Davison".

Chuck Davison, CDME  
President & CEO  
Visit SLO CAL

# VISIT SLO CAL EQUITY & INCLUSION STATEMENT

Visit SLO CAL is committed to ensure our work helps San Luis Obispo County (SLO CAL) become a more equitable and inclusive destination, so that all who travel into and through the destination feel welcomed and embraced by *The California Less Traveled*.

Our work is built on our vision of maintaining and bettering our resident's quality of life and to enhance our visitors' experiences. That means being willing to learn and participating in difficult conversations around equity and inclusion, as well as leading the Travel & Tourism industry to be more aware and purposeful in the ways they represent and support all people.

We value all of our investors, partners, stakeholders, team and visitors, and we desire to create an inclusive and equitable environment built on a foundation of trust, collaboration and action.

## **We are committed to the following shared values:**

- Understanding what equity is and acknowledging that not all people have the same starting point
- Being life-long learners regarding equity, inclusion and listening, having difficult conversations and committing to repair relationships when we misstep
- Building and maintaining an inclusive community where all people feel welcomed and comfortable
- Stepping up and speaking out when we see injustices happening in our industry and supporting our strategic partners to provide support and education when we see injustices happening in their organizations, industries and in our communities
- Working to ensure our intent aligns with our impact

## **We are committed to the following actions:**

- Working toward and maintaining diverse representation on our board, committees and team
- Providing mandatory training for our board, committees and team and voluntary education to our investors, partners and stakeholders on how to build equitable and inclusive businesses and communities
- Observing commemorative months through the promotion of Travel & Tourism businesses owned by members of the associated communities
- Being inclusive in our hosting of media and tour operators on individual and group FAM tours
- Promoting to our industry the use of storefront displays communicating to consumers that people of all make-ups are welcome
- Using assets that are representative of a diverse makeup of people in our marketing campaigns and owned channels
- Building deeper relationships with our current and potential agency partners to ensure we continue inclusive contracting practices

# *VISIT SLO CAL EQUITY & INCLUSION STATEMENT*

Visit SLO CAL strives to build a deeper understanding of what it means to be an equitable and inclusive organization and to take an active role in encouraging our industry and community to do the same.

We aim to remove barriers that hinder our residents and visitors from making SLO CAL their community or travel destination of choice. Addressing equity and inclusion through exploration and collaboration helps us build a stronger, more unified community—a community where we see race, age, ethnicity, sexual orientation, gender, gender identity, gender expression, religion, visible and invisible disabilities, socioeconomic status and all the intersecting identities therein and we know that in these differences lies our strength.

We are committed to a regular review of our practices and to maintaining data driven systems that hold us accountable to ourselves and our investors, partners and stakeholders.

We encourage all of our investors, partners and stakeholders to commit to these shared values and to develop their own action steps to become more equitable and inclusive in their work.

We strongly condemn any exclusion, violence, verbal abuse, prejudice or other action by our investors, partners and stakeholders that run counter to our values of equity and inclusion. As such, Visit SLO CAL will not extend engagement opportunities to investors, partners and stakeholders who engage in behaviors inconsistent with these values.





simpleview 

# SEO REPORT

June 2020



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Overall Traffic Drive Market

Overall Traffic Fly Market

Overall Traffic UK

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## 3

### **Engagement Goals**

Top Content

Onsite Performance

Site Engagement vs Industry

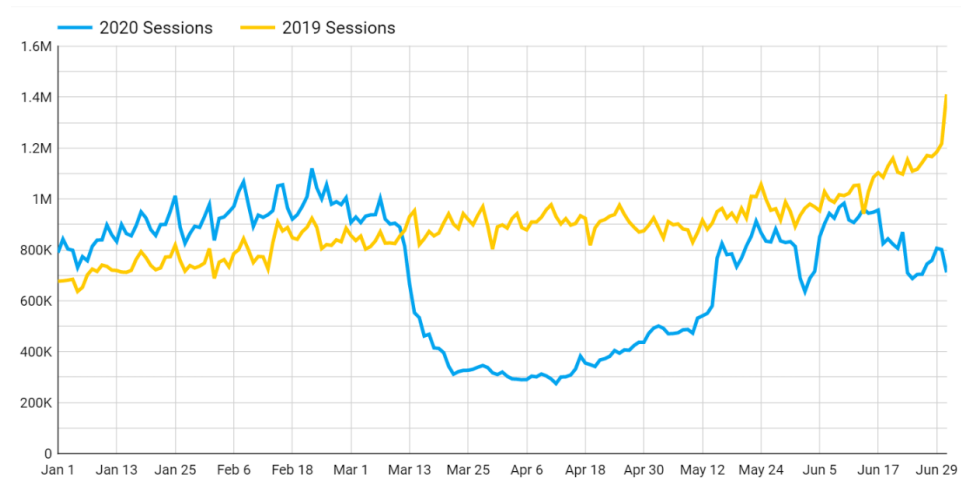
# COVID-19 Impact On Industry-Wide Website Traffic

June was a roller coaster of a month for coronavirus spread, DMO web traffic, and pretty much everything else in the world. We were still running on the optimism of the re-openings in May at the start of the month, right before it became clear that the disease was gaining momentum in many areas of the country. The result was a significant reversal of fortunes in DMO web sessions, particularly in the previously strong regions of the South and the West. Regions such as the Northeast, meanwhile, which had already been through bad outbreaks and were recovering strongly, posted much better traffic numbers.

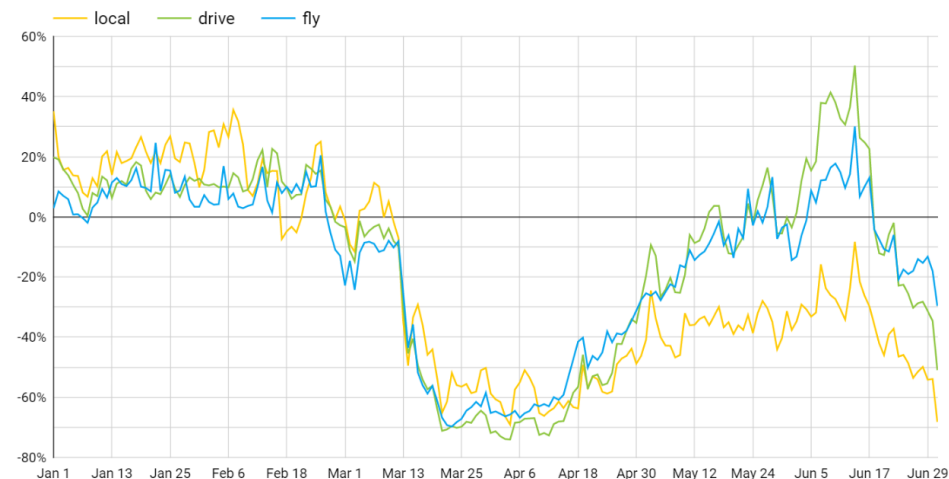
Despite some ups and downs, DMO sessions ended up almost flat from the end of May to the end of June, falling by 1.5% between those two points. In a typical June, sessions rise across the month, as it comes in the heart of the summer travel season, so this flatness represents a significant loss from a year ago. The industry did briefly touch parity with 2019 numbers in the first half of the month, but the spread of the virus and the threat of reimposed shutdowns caused session levels to fall from there.

Industry-wide, organic search traffic is still performing better than other sources, but not by much, and it has dipped toward the end of June as we begin to compare this year to the days just before July 4, 2019 (Independence Day is by a considerable margin the biggest date for organic search sessions on US DMO sites). For much of the month, Fly and Drive market visitors were visiting DMO sites at much higher rates than they did in 2019, while Locals continued to lag. Given that Coronavirus information pages remained the biggest driver of traffic, this pattern makes sense: much of the activity came from out-of-market potential visitors looking to see when they could make trips to their favorite destinations.

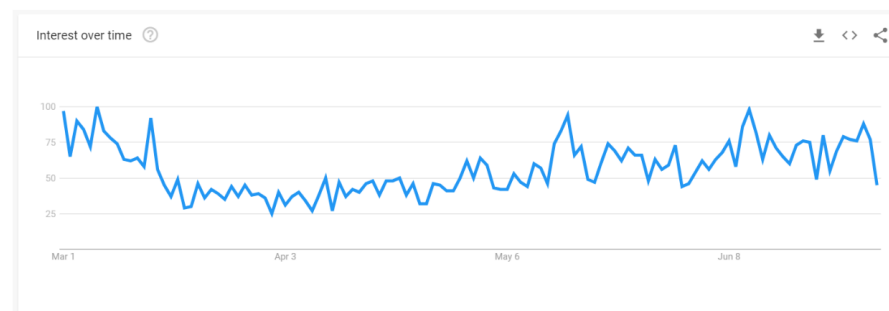
Google Trends can show us how search volumes have changed during the pandemic since these ultimately constrain the potential size of your web audience. "Book hotel" search volumes have in fact returned to pre-shutdown levels early in June, before weakening again at the end. People can and will travel now, even if not quite at the levels they did before, so it remains important to reach out to your audience as the pandemic runs its course.



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. Similar to the Industry Average your site's organic sessions showed considerable growth over last month (+ 64% sessions).

June's YoY loss in organic traffic (-6%) was less than the industry average of -18%, and from June 5th to June 16th your site experienced YoY growth ranging from 3% (June 16th) to 33% June 13th).

A few more notable bright spots: your home page (+26% sessions YoY), /explore/avila-beach/ (+280% sessions YoY), /blog/post/iconic-eats-every-visitor-should-try/ (+7,193% sessions YoY, +1,000 sessions), /things-to-do/beaches-parks-nature/beaches/ (+199% sessions YoY), /explore/cambria/ (+657% sessions YoY). These pages were in your top 10 organic landing pages, showed YoY growth, and suggest a direction for content development.

## Recommendations

Like other states that are going through an upsurge in infection rates right now, content that focuses on outdoor activities, on the social distancing, and shutdown measures in your area will remain crucial. Lastly, prepare for a significant traffic gap for the beginning of July if your destination will not be repeating its fireworks events from last year, as these annually bring in major traffic to DMOs that will be lost.

Specific content development opportunities:

- Your homepage is the most visited page on your site and it could be doing more to direct traffic to other parts of your site. I recommend adding content and internal links to highlight the wide range of outdoor activities folks visiting SLO CAL can enjoy.
- Consider adding a sub-nav item under Eat & Drink for Take Out & Delivery.
- Consider adding a sub-nav item under Eat & Drink for Outdoor Dining
- For city-specific pages that have restaurants consider adding Take Out & Delivery and Outdoor Dining pages

# Traffic Overview - June 2020

## Total Traffic

YoY Comparison

Sessions

58,785

↓ -37.7% ↓ -35,546

Bounce Rate

45.99%

Pages / Session

2

Avg. Session Duration

00:02:46

## Organic Traffic

YoY Comparison

Sessions

42,896

↓ -5.7% ↓ -2,570

Bounce Rate

44.12%

Pages / Session

2.03

Avg. Session Duration

00:02:55

## Organic Traffic and Top Landing Pages

by Section YoY Comparison

Stay

1,405

↑ 132.6% ↑ 801

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

/stay/rv-parks-campgrounds/ 702

/stay/vacation-rentals/ 366

Blog

4,979

↓ -10.0% ↓ -556

### Blog Sessions ▾

/blog/post/iconic-eats-every-visitor-s... 1,021

/blog/post/dog-friendly-beaches-abo... 608

Things to Do

4,879

↑ 60.6% ↑ 1,841

### Things to Do Sessions ▾

/things-to-do/beaches-parks-nature/... 897

/things-to-do/ 756

Explore

8,630

↑ 49.1% ↑ 2,842

### Explore Sessions ▾

/explore/avila-beach/ 1,149

/explore/cambria/ 818

Listings

6,151

↑ 91.6% ↑ 2,940

### Listings Sessions ▾

/listing/cypress-rv-&-mh-park/2197/ 1,182

/listing/irish-hills-natural-reserve/169... 314

The background is a blurred office scene with people working on laptops. Overlaid on this are various digital graphics: a network of white lines and dots in the top left, a horizontal bar with segments of orange, green, blue, red, and purple, and several faint, light-blue circular and linear patterns across the bottom and right. A semi-transparent white rectangle is positioned in the center-left, containing the text.

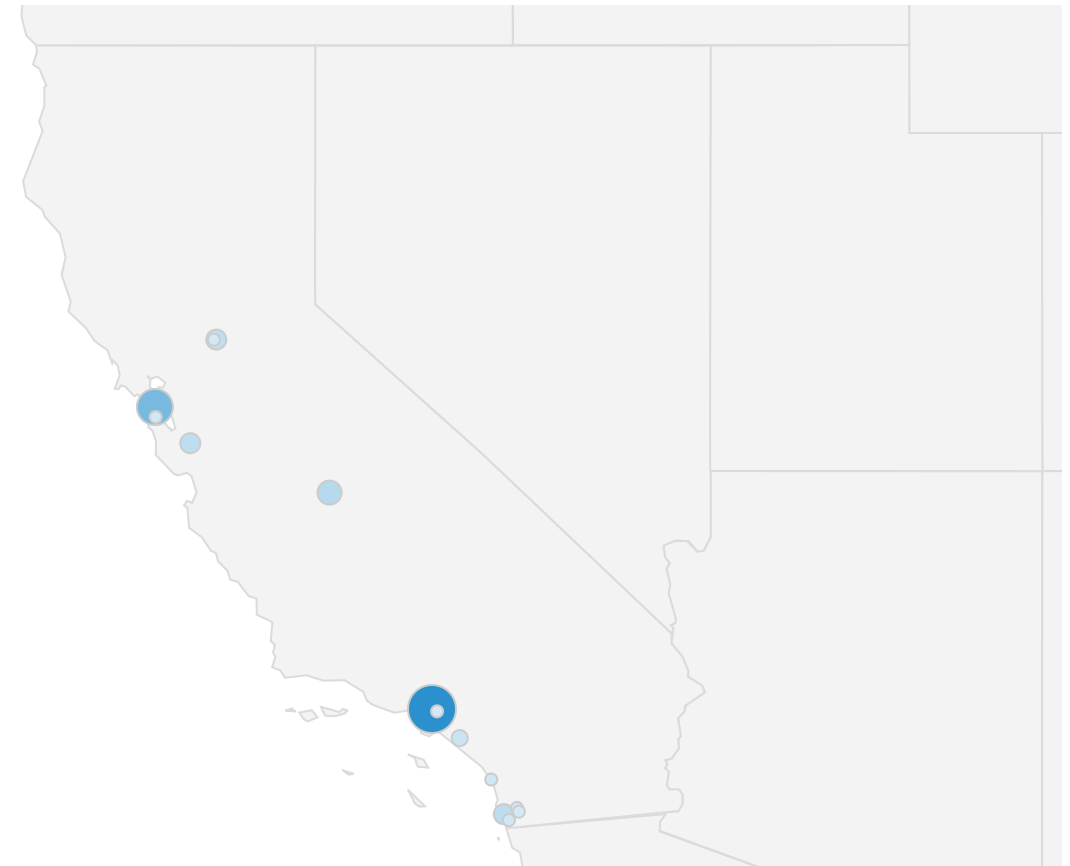
# Visitor Geographic Data

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

by City, Sessions, and % Change Year over Year

City	Sessions ▾
Los Angeles	7,419
San Francisco	4,005
Fresno	1,294
San Diego	1,037
San Jose	1,025
Sacramento	919
Irvine	381
Carlsbad	154
Chula Vista	113
West Sacramento	99
El Cajon	61
South San Francisco	50
East Los Angeles	21
Rancho San Diego	6
San Jose del Cabo	1

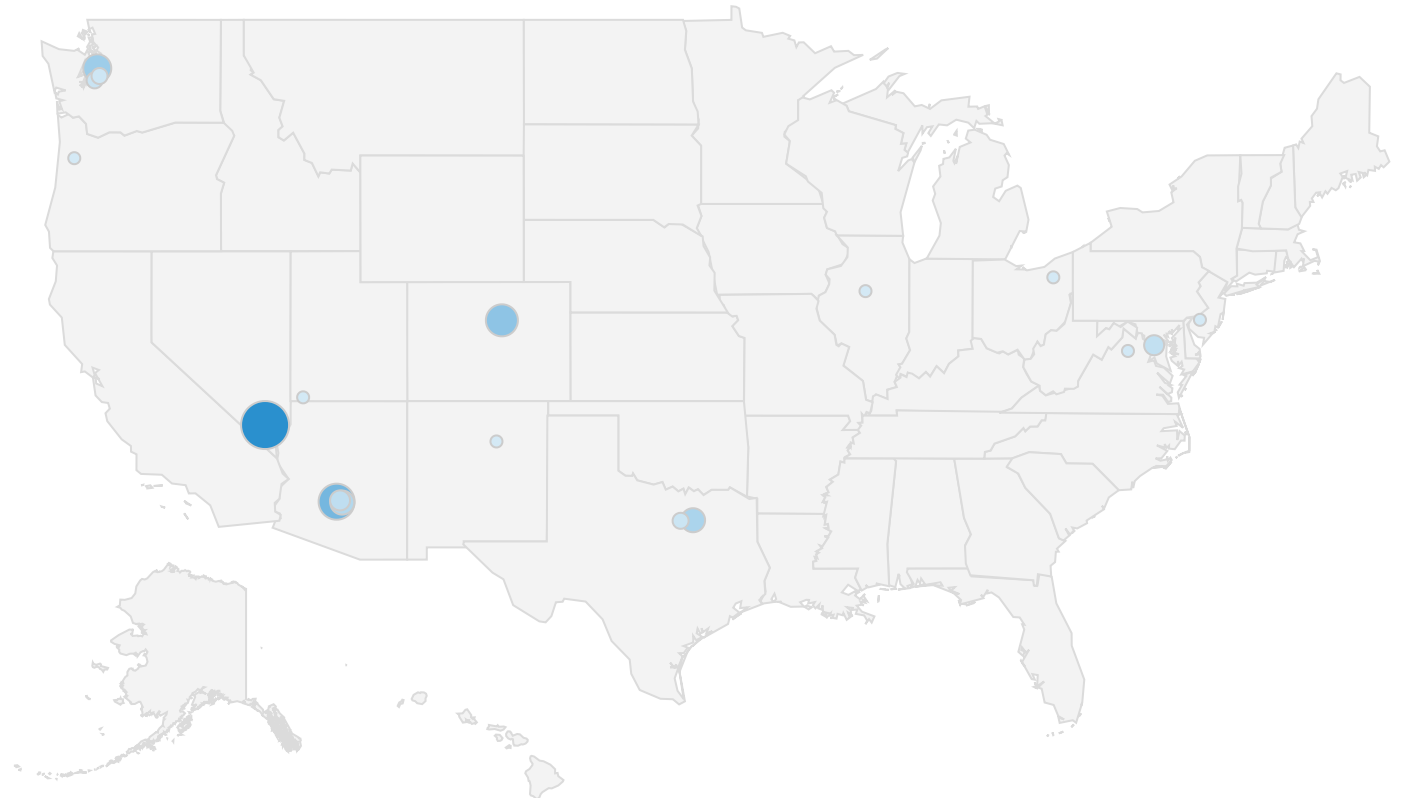
**Grand total** 16,585



## What cities are users from?

by City, Sessions, and % Change Year over Year

City	Sessi...
Las Vegas	380
Phoenix	212
Denver	157
Seattle	120
Dallas	94
Mesa	75
Washington	50
Scottsdale	48
Tacoma	26
Fort Worth	20
Kent	16
Washington Township	1
Tashkent	1

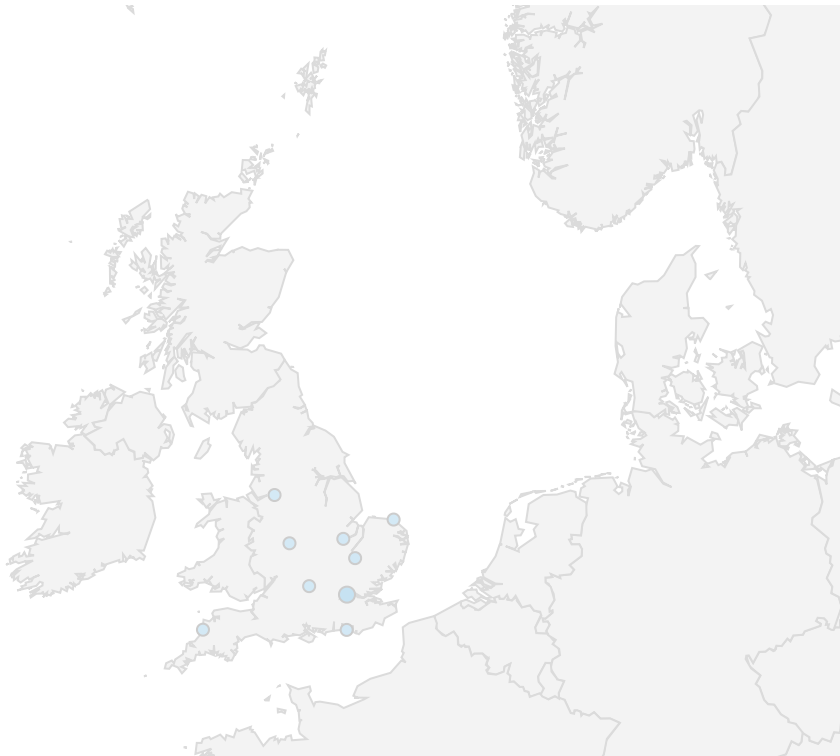


1 379

## What cities are users from?

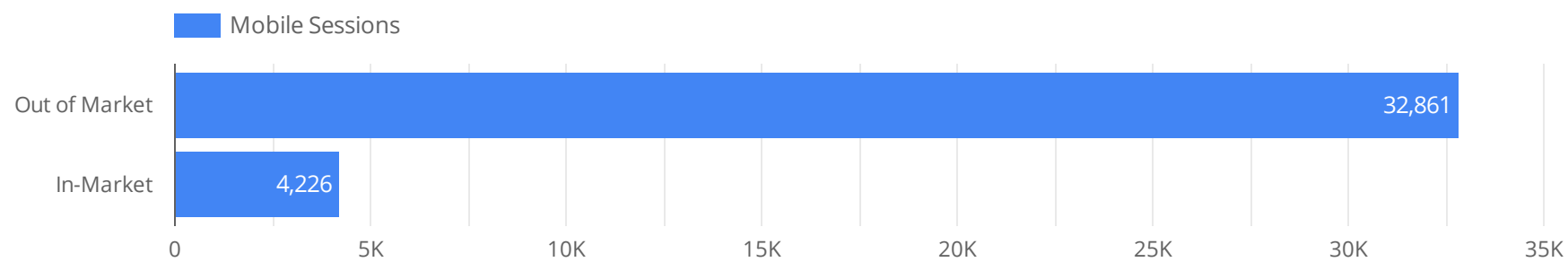
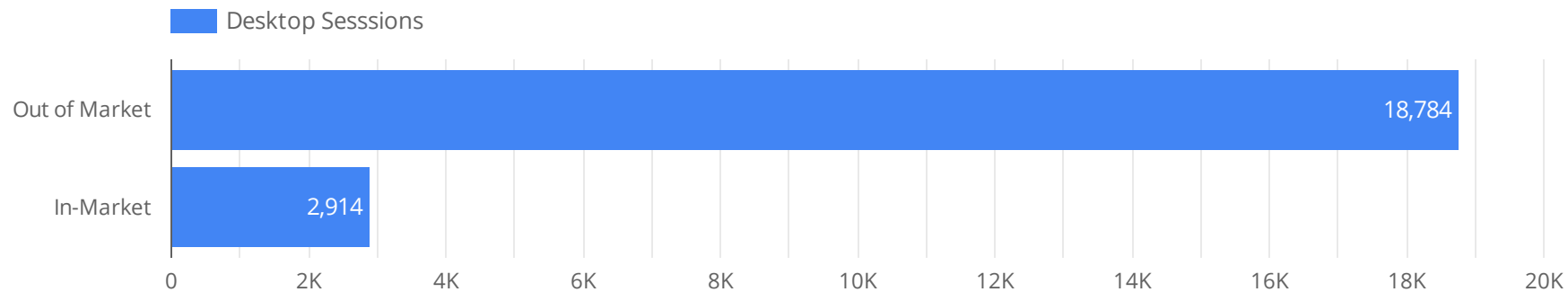
by City, Sessions, and % Change Year over Year

Metro	Sessions ▾
London	40
East Of England	23
North West	12
Meridian (exc. Channel Islands)	10
Yorkshire	10
Midlands	9
(not set)	8
South West	5
North East	4
HTV Wales	4
Central Scotland	3
HTV West	1
Border	1



## What are my sessions break down?

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





The background features a close-up of hands interacting with a laptop. One hand holds a pen, pointing at the screen, while the other rests on the keyboard. The image is overlaid with various digital graphics: a line graph with circular nodes in the upper left, a network of interconnected nodes and lines in the upper right, a horizontal bar chart with five colored segments (orange, green, blue, red, purple) in the middle left, and a large, semi-transparent donut chart in the lower 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
/	7,526
/plan/getting-here/covid-19/	4,189
/partners/covid-19/	1,275
/listing/cypress-rv-&-mh-park/2197/	1,249
/explore/avila-beach/	1,217
/blog/post/iconic-eats-every-visitor-should-try/	1,149
/events-and-festivals/	1,014
/things-to-do/beaches-parks-nature/beaches/	991
/events-and-festivals/events-calendar/	951
/explore/cambria/	891

Page	Pageviews
/	13,258
/plan/getting-here/covid-19/	5,831
/things-to-do/	2,738
/things-to-do/beaches-parks-nature/beaches/	2,471
/stay/	2,304
/explore/avila-beach/	1,777
/events-and-festivals/	1,748
/listing/cypress-rv-&-mh-park/2197/	1,720
/stay/rv-parks-campgrounds/	1,711
/explore/cambria/	1,668

Exit Page	Exits
/	4,183
/plan/getting-here/covid-19/	3,740
/things-to-do/beaches-parks-nature/beac...	1,193
/things-to-do/	959
/listing/cypress-rv-&-mh-park/2197/	1,178
/stay/	563
/stay/rv-parks-campgrounds/	748
/explore/avila-beach/	1,019
/events-and-festivals/	879
/events-and-festivals/events-calendar/	880

## 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	1.90	2	5.46%
Total Avg Session Duration	00:01:52	00:02:46	48.04%
Total Bounce Rate	53.09%	45.99%	-13.37%
Organic Pages Per Session	2.06	2.03	-1.21%
Organic Avg Session Duration	00:02:10	00:02:55	34.34%
Organic Bounce Rate	48.85%	44.12%	-9.69%