



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, February 11, 2021

3:00pm-5:00pm

Video Conference – URL: <https://us02web.zoom.us/j/84841539597>

Meeting ID: 848 4153 9597

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

Passcode: 517522

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – motion required	C. Davison
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3. **Approval of January 14, 2021 Executive Committee Meeting Minutes**
Staff will request Committee approval of the January 14, 2021 Executive Committee Meeting Minutes.

CEO REPORT	C. Davison
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4. **CEO Report (25 min)**
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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5. **COVID-19 Impact & Response Update (15 min) – motion required**
Staff will provide an update on the impact of COVID-19 to the tourism industry and Visit SLO CAL's response to-date, as well as its planned efforts moving forward.
6. **Highway 1 Closure Response Update (15 min)**
Staff will provide an update on Visit SLO CAL's current Highway 1 Closure response and advocacy efforts.
7. **Marketing Agency Update (10 min)**
Staff will provide an update on Mering's February 1 on-boarding and SOW next steps.
8. **Travel Trade & Marketing Update (20 min)**
Staff will provide an update on key travel trade and marketing initiatives, the spring media campaign, and the Annual Marketing Committee Retreat.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	C. Davison
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9. **Employee Dismissal (15 min) – motion required**

CLOSED SESSION REPORT	C. Davison
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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 Executive 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 Executive 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

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Thursday, January 14, 2021

3:00pm

Video Conference – URL: <https://us02web.zoom.us/j/85159530502>

Meeting ID: 851 5953 0502 Passcode: 114478

1. CALL TO ORDER: Clint Pearce

PRESENT (VIA VIDEO CONFERENCE): Mark Eads, Aaron Graves, Hemant Patel, Clint Pearce, Amar Sohi

ABSENT: None

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 3:12pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of November 12, 2020 Executive Committee Meeting Minutes

4. Approval of November 2020 & December 2020 Visit SLO CAL Financials

Public Comment – None.

Committee Discussion. Graves noted he would abstain due to being absent for the November 12, 2020 meeting.

ACTION: Moved by Eads/Sohi to approve the Consent Agenda as presented.

**Motion carried: 4:0:1
Graves abstained.**

CEO REPORT

5. CEO Report

Visit SLO CAL exercised its second option to extend its office lease at 1334 Marsh Street, which was set to expire March 2021, and received confirmation from the property manager on January 8, 2021. This extends the lease through March 2023. The California Welcome Center (CWC) officially opened on December 18, 2020 and was featured on KSBY on December 19, 2020. The CWC features video assets from each community and has been working closely with each

community. As approved by the Board, Visit SLO CAL's sponsorship is \$7500 per month, and the organization will continue to make sure they are in compliance with the terms of its sponsorship agreement. Davison encouraged Committee members to register for Visit California's virtual Outlook Forum, happening on February 18-19, 2021, which is free of charge this year. Davison provided an update on Spartan, stating that the County Office of Emergency Services notified Spartan that the event will not be approved for March 2021 and won't be considered for approval until the county reaches its final re-opening phase. Visit SLO CAL and Spartan suspected this would occur, and Spartan has a contingency plan for a date change to November, and the event would remain a National Series event; Spartan will keep Visit SLO CAL informed of the new date for the event. Davison reviewed the Board Business Intelligence Report for November 2020. He provided a staffing update on the hiring process for the open positions (Chief Marketing Officer, PR & Communications Manager and Finance & HR Manager). He also provided an update on the termination of Visit SLO CAL's former CMO, Lisa Verbeck, and requested feedback from the Committee on updating the Board on this item.

Public Comment – None.

Committee Discussion. The Committee agreed that Visit SLO CAL should provide an update to the full Board on the dismissal of former CMO Lisa Verbeck.

BUSINESS ITEMS

6. COVID-19 Impact & Response Update

Davison noted that, at a local level, as of January 8, 2021, more than 8000 residents have been vaccinated and that County Public Health received an additional 12,200 vaccines (including both first and second doses). The County is progressing through Phase 1a and then will begin Phase 1b, which includes those who are 75+ and critical infrastructure workers, by February. The SLO County COVID-19 Vaccine Task Force, made up of local leaders from each sector, had its first meeting last week and will continue to meet weekly to ensure that high-risk, vulnerable community members have quick and equitable access to the vaccine. Davison provided a state update, outlining Governor Newsom's proposed budget, which includes COVID-19 relief for state residents and businesses. He also provided a national update on President Trump's signing of a new COVID-19 relief and funding bill, and noted the highlights of the components that impact the tourism industry (expansion of the Paycheck Protection Program (PPP), extension of the Economic Injury Disaster Loan (EIDL) Program, Live Venue Grant Program, extension of the Employee Retention Tax Credit, extension of Payroll Tax Deferral, Transportation Relief Funding and REAL ID Transition changes. He outlined current air service effective January 2021, and provided data forecasting the year-over-year percentage change in enplanements over the next two years. He reviewed the most recent STR report. He informed the Committee that Visit SLO CAL would explore the following potential forgivable COVID-19 relief options: ERTC, PPP (which would provide a forgivable loan of up to \$161,783), and EIDL (\$10k forgivable loan advance). He reviewed the latest cash flow projection for January-June 2021.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Patel/Graves to authorize the CEO to accept forgivable PPP and EIDL loans if applications are granted.

Motion carried: 3:0:1

Eads departed the meeting prior to this action.

7. Travel Trade & Marketing Update

Davison provided an update on recent and upcoming travel trade programs, and noted that many lodging properties have cut sales staff, so Visit SLO CAL is working to bridge those gaps as they follow up with sales leads from the two December shows. He reviewed the highlights of Mering's agency-of-record (AOR) agreement, including gross media and production budgets, advertising commission (beginning in July), and retainer, as well as their scope of work. He provided an update on Visit SLO CAL's FY2020/21 Media Campaign with Miles Partnership, noting that Visit SLO CAL reallocated \$600k in surplus funds to the remaining FY2020/21 Media Plan, increasing total FY2020/21 media spend to \$1.7M. He noted that monthly

media spend numbers will be adjusted as travel reopens. He reviewed December 2020 paid, earned and owned media highlights, and provided an update on Restaurant Month, happening throughout the month of January. He noted that many destination partners have pitched in to help support this effort and Visit SLO CAL has received great appreciation from the industry for our help during this challenging time.

Public Comment – None

Committee Discussion.

8. Oceano Dunes SVRA Advocacy

California Coastal Commission (CCC) and the California Department of Parks and Recreation (State Parks) have historically held conflicting views on how to best utilize the Oceano Dunes, balancing preserving the environmentally sensitive habitat with the attraction to the recreation area from both visitors and residents alike. Due to federal and state laws, both the Coastal Commission and State Parks maintain separate yet equal jurisdiction over the State Park. CCC believes that after many attempts to find sensible solutions, it is time to begin the phase-out of the off-highway vehicle (OHV) component of the Oceano Dunes State Vehicular Recreation Area (SVRA). On December 31, 2020, State Parks published the Public Works Plan (PWP) and draft Environment Impact Report (EIR) for the Oceano Dunes. These documents will likely be reviewed by Coastal Commission in the coming months; however, CCC cannot take action until a certified EIR is submitted. Coastal Commission staff has held meetings with the City of Grover Beach, the City of Pismo Beach, the South County Chambers of Commerce and other prominent business owners in the area. County and City officials have not taken an official position at this time although at least one community is ready to support the CCC's view. Visit SLO CAL is currently in the beginning phases of planning for a co-op economic impact report on the potential phase out of the OHV area or hypothetical full park closure as previous research appears incomplete. The economic impact report will provide a robust analysis of potential revenue losses, subsequent impacts of closure and mitigation measure for growth and possible opportunities to re-envision the park and its future potential. South County Chambers will submit a letter to advocate for the OHV to remain open. Davison noted that the Coastal Commission staff report will be released six weeks in advance of the meeting, and outlined their expected recommendations. The California Coastal Commission is scheduled to hold a meeting on March 18, 2021 to address this topic. Davison noted that the loss of OHV access could have a significant impact on international travel to the area, as OHV rentals are a key draw for this group. In line with Visit SLO CAL's advocacy plan and the impact of the closure on multiple communities, Visit SLO CAL would like to continue to solicit feedback, at the request of South County partners, on what advocacy role the organization should play on this issue, and requested the approval of the Committee to spearhead advocacy efforts in favor of re-permitting the Oceano Dunes SVRA, in advance of the upcoming Coastal Commission hearings. Davison noted that advocacy could include a draft letter of coalition support, speaking during public comment at the hearings and supporting the development of an economic impact report, which is currently in the budget re-forecast.

Public Comment – None

Committee Discussion. The Committee agreed that advocacy on the Oceano Dunes SVRA was in the best interest of the entire county.

ACTION: Moved by Graves/Patel to allow Visit SLO CAL to spearhead advocacy efforts in favor of re-permitting the Oceano Dunes SVRA, in advance of the upcoming Coastal Commission hearings.

Motion carried: 4:0
Eads departed the meeting prior to this action.

9. FY 2020/21 Budget Re-Forecast

Davison provided an overview of Visit SLO CAL's proposed re-forecasted budget for FY 2020/21, which reflects programs and operational expenses that were postponed, removed or reduced based on capacity and changes in light of COVID-19 recovery, and also the re-allocation of surplus TMD revenue. Re-forecasted TMD revenue includes the adjustment for actual

income received from each community through November, the estimated income for December, which is less than previously budgeted, and prior year assessments collected in the current year. Staff has not made any changes to budgeted income for January or February, which are based off of the Tourism Economics 24-month forecast, but are now expected to be much lower than anticipated. However, March through June forecasted revenues have been adjusted based on community performance during the pandemic. Davison clarified that the revenue figures do not account for any potential COVID-19 relief that we may receive from the federal government, and that PPP and EIDL loans would not be written off of the financial statements until they are actually forgiven. Davison reviewed the changes by department, and requested feedback from the Committee on how to reflect the surplus of \$851,644, noting that it wouldn't make sense to activate a total of \$2M on media in the last half of the year, as SLO CAL would not see a 1:1 incremental visitation as a result. He added that it's important to note that December, January and February revenues are expected to be well below the forecast, which will absorb much of the summer surplus. He outlined the options: 1) hold the funds as cash to offset the revenue decreases for December – February, and carry over the balance to next fiscal year; 2) invest all of the funds into VSC's laddered CD account that could be drawn from as early as May; or 3) leave half of the funds as cash and invest half as laddered CDs.

Public Comment – None

Committee Discussion. The Committee agreed that the best option was to leave half of the funds as cash and invest half as laddered CDs, and asked that the budget re-forecast be amended accordingly.

ACTION: Moved by Graves/Sohi to recommend that the Board approve the FY2020/21 Budget Re-Forecast as amended.

Motion carried: 4:0
Eads departed the meeting prior to this action.

Davison noted upcoming agenda items.

ADJOURNMENT

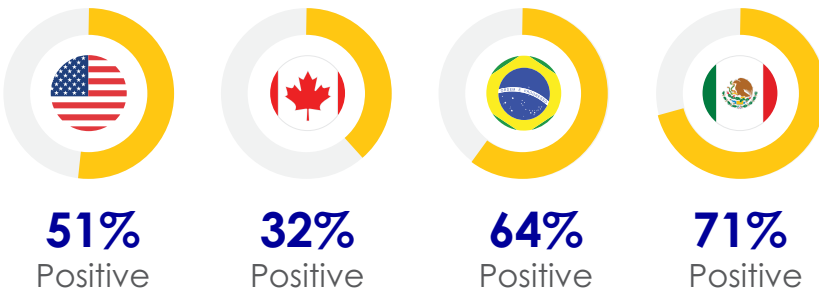
Adjourned at 4:46pm.

Traveler Sentiment & Influences

Be ready with the right marketing approach and messaging by understanding how the pandemic has impacted the hearts and minds of travelers in Canada, the U.S., Mexico, and Brazil.



Traveler Confidence Varies by Country



Estimated Leisure Trips

January-September 2021

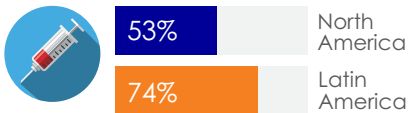


2.1 Trips
North America

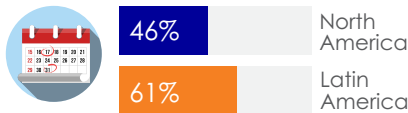
2.7 Trips
Latin America

What Instills Traveler Confidence?

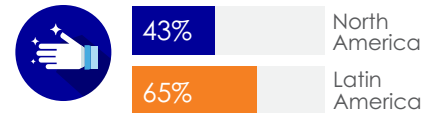
Widely available vaccine



Flexible cancellation



Guidelines on cleaning



Leading Factors Influencing Travel Decisions

Destinations

Health regulations & requirements
(mandatory mask rules, etc.)



Costs



Accommodations

Easy refunds, cancellation policy



Reduced capacity



Download the global study:
<http://bit.ly/travelsentimentstudy>



Highway 1 Closure Information Sheet

- Caltrans has closed CA Highway 1 at South Coast Center by Post Mile 34 in Monterey County to Willow Creek Road at Post Mile 11.2 in Monterey County indefinitely due to the Rat Creek mudslide.
- Highway 1 is completely open in SLO CAL - from the southern county border to the northwest corner past the northern-most destination of Ragged Point.
- The SLO CAL destinations of Morro Bay, Cayucos, Cambria, San Simeon (home of Hearst Castle) and Ragged Point are accessible from Highway 46 West from the 101 just south of Paso Robles or from northbound Highway 1 from the City of San Luis Obispo.
- Travelers coming from Monterey County are encouraged to access San Luis Obispo County via Highway 101 as an alternate route to Highway 1, which reduces travel time to SLO County by about 25 minutes, depending on traffic.
- Traveling to Hearst Castle from the north, via the detour, is approximately the same drive time as the Highway 1 route, depending on traffic. Please note that due to COVID-19, Hearst Castle has suspended tours of the property until further notice.

Driving Directions from Monterey to Ragged Point

- 1) From Highway 1, take CA-68 East towards Salinas.
- 2) Turn onto US-101 South.
- 3) Take exit 228 for CA-46 West toward Cambria.
- 4) Turn right onto Highway 1 North and continue to Ragged Point.

Driving Directions from Ragged Point to Monterey

- 1) Drive South on Highway 1.
- 2) Turn onto CA-46 E/Green Valley Road.
- 3) Merge onto US-101 North.
- 4) Take Exit 327 for CA-68 West to Monterey (or continue North towards San Francisco).
- 5) Merge onto Highway 1 South/CA-68 West.

Online resources for additional information and updates on travel conditions

- Caltrans Website: [Dot.Ca.Gov](https://dot.ca.gov)
- Caltrans Quick Map: [Quickmap.Dot.Ca.Gov](https://quickmap.dot.ca.gov)
- Visit SLO CAL Partner Information and Resources: SLOCAL.com/things-to-do/outdoor-activities/scenic-drives/highway-1/
- Visit SLO CAL Guest Information: SLOCAL.com/Getting-Here

Scan here for translations



(DE, FR, CH)



The Best Detour You Will Ever Take: Accessing Highway 1 in SLO CAL

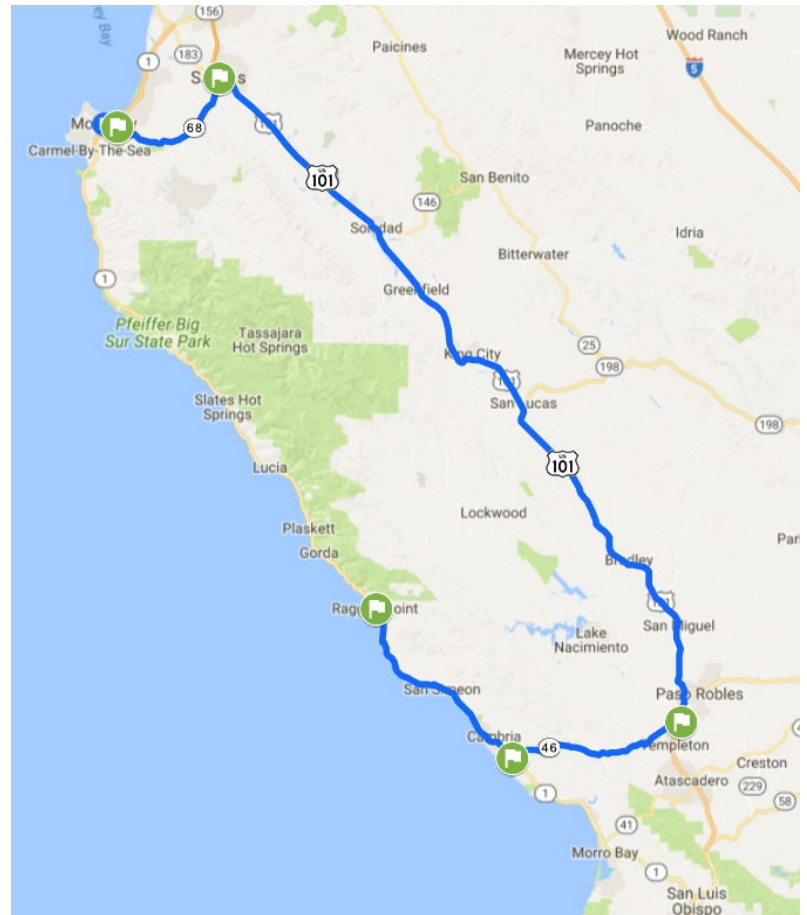
Even with the closures north of San Luis Obispo County, the famous coastal views and Pacific adventures of Highway 1 are all open and accessible! Travelers can take the “Best Detour Ever” to easily loop around the closures from SLO CAL back to Highway 1 in Monterey.

Enjoy the “scenic route” by exploring the Central Coast’s inland towns and cities that you’d otherwise miss. The detour from Ragged Point to Monterey will take approximately 30 minutes longer than the original Highway 1 route, but the fun and unique stops listed here will have you taking your time.

Driving Directions from Ragged Point to Monterey

- 1) **Drive South on Highway 1** through San Simeon (home of Hearst Castle) and the charming village of Cambria.
- 2) **Turn left onto CA-46 E/Green Valley Road**
- 3) **Merge onto US-101 North**
- 4) **Take exit 327 towards CA-68/Monterey or continue North towards San Francisco**
- 5) **Merge onto Highway 1 S/CA-68 W**

Have more time? Continue south through **Cayucos and Morro Bay** for fun stops, exciting adventures and stunning views before heading east on Highway 41 to US Highway 101 North near the unique town of **Atascadero**.



Scan here for translations



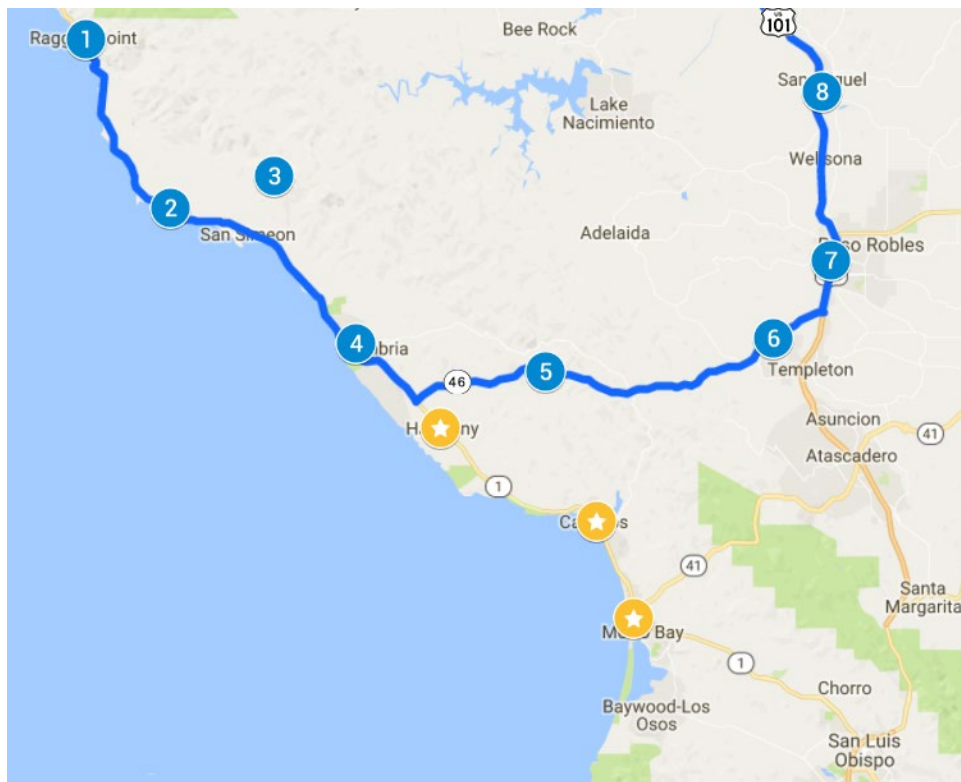
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Turn Over for a Detailed SLO CAL Route Map & Suggested Activities >>>>

Find an interactive map, additional details and trip ideas at SLOCAL.com/Getting-Here

Don't Miss these Fun SLO CAL Sites

As you travel south along Highway 1 and through the detour, you'll discover many unique sights along the way – from historical attractions to modern hot spots. Just south of Cambria, head east on Highway 46 through the scenic Paso Robles Wine Country before heading north on US-101.



1) Ragged Point + The Portal to Big Sur: With million-dollar-views to spare, this landmark offers iconic Highway 1 shores and crashing waves. Stop by the Ragged Point Inn to find 'The Portal to Big Sur,' a unique wooden sculpture and perfect photo op.

2) Elephant Seal Vista Point: Watch as hundreds of elephant seals mingle, molt and tend to their pups on the scenic beach below. These incredible seals are a classic Highway 1 wildlife experience!

3) Hearst Castle + Zebras: Due to COVID-19, tours of William Randolph Hearst's glamorous showcase of art, architecture are currently suspended. But view the historic castle from HWY 1 and be on the lookout for the infamous Hearst Castle zebras that roam just south of the property as you approach Cambria.

4) Cambria: Stop along Moonstone Beach to watch the waves crash against the shore, or visit Main Street for a unique antiques experience.

5) Scenic Viewpoint on Highway 46: On a clear day, this pullout is the perfect place to take that jealousy-inducing vacation pic with views of Morro Rock in the distance.

6) Highway 46 Wineries, Vineyards & Distilleries: Paso Robles was recently named 'Best Wine Country Town' by

Sunset Magazine and you can explore a wide variety of local establishments on the route there.

7) Paso Robles: Grab a beer at **Barrelhouse Brewing** or **Firestone Walker Brewing** on your way into Paso Robles. Stroll around the quaint downtown park filled with shops, art galleries, restaurants and tasting rooms.

8) Mission San Miguel Arcángel: Walk through California's 16th mission that is considered by many to be the best preserved and most authentic of all the California Missions. Get a true taste of history at this historic landmark.

Additional Highway 1 Sights

Harmony: Don't be fooled by its population size of 18, Harmony packs in glassblowing, wine tasting and a creamery making it the perfect recipe for a quick pit-stop.

Cayucos: Enjoy this iconic California beach town with miles of pet-friendly beach, surfing, kayaking, and a historic pier. Don't forget to stop in at the utterly delicious Brown Butter Cookie Company.

Morro Bay: Catch glimpses of sea otters, seals, dolphins and whales by kayak or dig into salt water taffy, fresh fish by the pound and local oysters while enjoying views of Morro Rock and the bay.



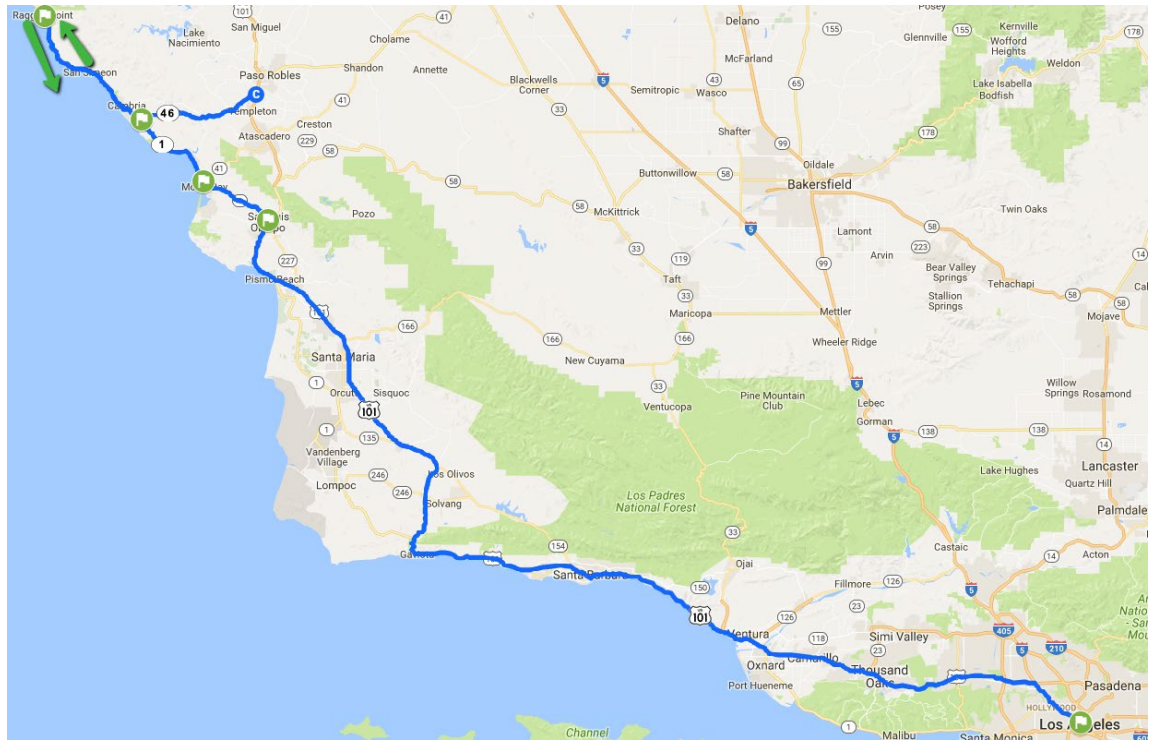
Take to the Open Road – Accessing Highway 1 in SLO CAL

Travelers can easily access the scenic Highway 1 in SLO CAL via US-101 from Los Angeles. Experience SLO CAL's hidden gems and travel like a local while you enjoy our SLO CAL activity suggestions listed on the back of this sheet.

For those continuing north into Monterey County, an easy detour back to US-101 via CA-46 takes you to towns and cities that you'd otherwise miss.

Driving Directions from LA to Ragged Point

- 1) Drive North on US-101.
- 2) Take Exit for Highway 1 toward Morro Bay.
- 3) Follow Highway 1 to Ragged Point.
- 4) Return via Highway 1 South to CA-46 E/Green Valley Road (approx 30 min.).
- 5) Northbound travelers head east on CA 46 to US-101 North



Scan here for translations



(DE, FR, CH)

Turn Over for a Detailed SLO CAL Map and Activities »»»

Find an interactive map, additional details and trip ideas at SLOCAL.com/Getting-Here

Don't Miss These SLO CAL Sights

As you travel through SLO CAL along US-101 North and Highway 1, you'll discover many unique sights along the coast - from historical attractions to modern hot spots.

1 Nipomo: Enter through the gateway to SLO CAL and you'll find impressive golf courses, the historic Dana Adobe and beautiful Oso Flaco Lake.

2) Arroyo Grande: Relish the village vibes in Arroyo Grande as you stroll the swinging bridge, hunt for antiques and meander amongst roaming chickens. Wander out towards Lake Lopez for a fun-filled day of boating, hiking, ziplining and biking.

3) Oceano Dunes + Grover Beach: Lose yourself in the views of the dunes as you drive right up on the beach and walk along the beautiful coastline, then gather around a bonfire for a seaside sunset on the sand in Grover Beach for an unforgettable night.

4) Pismo Beach: Come for the classic Cali vibes, stay for the clam chowder bread bowls, sweet surf spots and underwater caverns worthy of a kayak adventure.

5) San Luis Obispo: Walk the energetic downtown, explore Mission San Luis Obispo de Tolosa, California's 5th Mission and make your mark on Bubblegum Alley. Or take in breathtaking hikes and refresh with local craft brew.

6) Morro Bay: Catch glimpses of sea otters, seals, dolphins and whales by SUP or dig into salt water taffy, fresh fish by the pound and local oysters with views of Morro Rock and the bay.

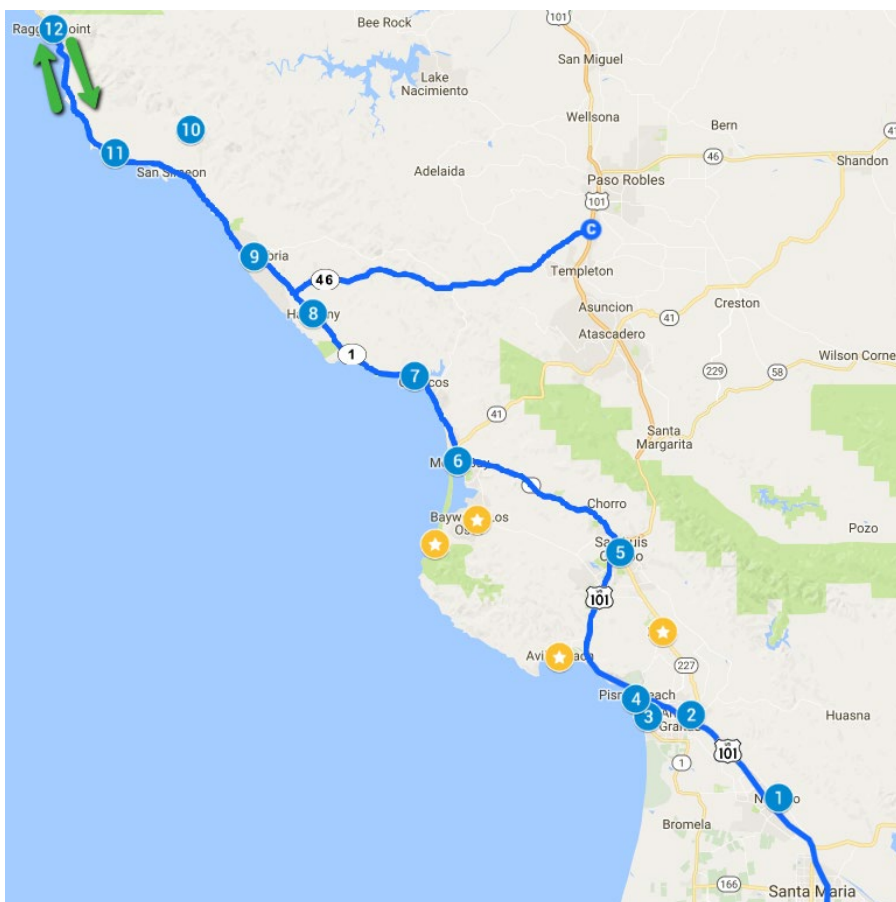
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11) Elephant Seal Vista Point: Watch as hundreds of elephant seals mingle, molt and tend to their pups on the scenic beach below. These incredible seals are a classic Highway 1 wildlife experience!



12) Ragged Point: With million-dollar-views to spare, this landmark offers iconic Highway 1 shores and crashing waves. Stop by the Ragged Point Inn to find 'The Portal to Big Sur,' a unique wooden sculpture and perfect photo op.

Additional Highway 1 Sights

Edna Valley: Less than ten miles from the Pacific Ocean, you'll find close to 30 boutique wineries with award-winning pinot noir, buttery chardonnay and down-home hospitality.

Avila Beach: Kayak out to the Point San Luis Lighthouse, stroll the grounds and take a QR code tour. Then, paddle amongst seals, sea otters and whales, relax on the pristine beach or let Fido frolic through the waves.

Los Osos/Baywood Park: Nestled around the south shore of Morro Bay, nature lovers are drawn to the gorgeous parks, scenic bay views and Morro Bay National Estuary, one of the best-preserved estuaries in central and southern California.

Montaña de Oro: Revel in more than 50 miles of hiking and mountain biking trails with spectacular ocean, mountain and valley vistas.

Find an interactive map, additional details and trip ideas at SLOCAL.com/Getting-Here



SEO REPORT

January 2021

SEO EXECUTIVE SUMMARY - January 2021

Organic Traffic Analysis

COVID-19 Impact: Industry Average YoY Organic Sessions -31%. Our Data Insights Hub is a compilation of data-driven resources to aid the eventual recovery process. These regularly updated insights and analyses help to demonstrate the impact of the pandemic on destinations around the world. Learn more at <https://www.simpleviewinc.com/insights-hub/>

Organic sessions for SLO CAL were down 34% YoY. Last month, Restaurant Month and restaurant phrases dominated the top 20 list. Specific towns and specific attractions were some of the few phrases that showed a YoY increase in clicks. Four of the top 10 organic landing pages showed YoY growth; 2 of these pages feature outdoor activities. Though down YoY the Restaurant Month page brought in 17% of organic sessions. Though YoY organic sessions were down for January it is worth noting that for two-thirds of the month YoY sessions out-performed the industry average with January 30th being the best day at -10% sessions.

Recommendations

Consider expanding the restaurant content to include pages for specific types of food. Mexican Food in San Luis Obispo (590 AMS), Italian Restaurants San Luis Obispo (590 AMS), Chinese Food San Luis Obispo (260 AMS). As Easter approaches consider creating an Easter Brunch (4,400 AMS) page or blog that would include meal delivery/pickup content as well.

Content Inspiration for April National Days

04/01 National Burrito Day - Great way to promote local places to eat and drink
04/04 Easter - Great way to promote holiday-related content
04/05 National Deep Dish Pizza Day - Great way to promote local places to eat and drink
04/07 National Beer Day - Great way to promote local places to eat and drink
04/11 National Pet Day - Great way to promote pet-friendly content
04/22 Earth Day - Great way to promote content featuring outdoor activities
04/23 National Picnic Day - Great way to promote content featuring outdoor activities

SEO Activity Highlights

- Google Analytics Monitoring
- Site Health Scan (Broken Links, Crawl Errors, No-Index Pages) - Issue identification and correction
- KWR - vacation by month and season and type OPO - /blog/post/plan-your-vacation-in-slo-cal/

Traffic Overview - January 2021

Total Traffic

YoY Comparison

Sessions 89,936 ↓ -23.7% ↓ -27,861	Bounce Rate 53.83%	Pages / Session 2.06	Avg. Session Duration 00:02:42
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Organic Traffic

YoY Comparison

Sessions 32,632 ↓ -33.8% ↓ -16,685	Percent of Total Sessions 36.47% ↓ -12.9%	Bounce Rate 41.88%	Pages / Session 2.44	Avg. Session Duration 00:03:47
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Organic Traffic and Top Landing Pages

by Section YoY Comparison

Stay 633 ↑ 6.2% ↑ 37	Stay (Including City Stay pages) Sessions ▾ /stay/rv-parks-campgrounds/ 304 /stay/vacation-rentals/ 142	Blog 4,083 ↓ -4.4% ↓ -187	Blog Sessions ▾ /blog/post/iconic-eats-every-visitor-s... 567 /blog/post/hike-through-slo-cal/ 361
Things to Do 3,201 ↑ 2.8% ↑ 87	Things to Do Sessions ▾ /things-to-do/ 536 /things-to-do/outdoor-activities/moun... 264	Explore 4,298 ↓ -22.9% ↓ -1,279	Explore Sessions ▾ /explore/cambria/ 519 /explore/san-luis-obispo/ 297
Listings 4,516 ↑ 35.1% ↑ 1,174	Listings Sessions ▾ /listing/cypress-rv-&-mh-park/2197/ 687 /listing/irish-hills-natural-reserve/169... 314	Event Pages 1,030 ↓ -87.8% ↓ -7,439	Explore Sessions ▾ /event/los-osos-&-baywood-park-far... 102 /event/rib-line-slo/7953/ 46

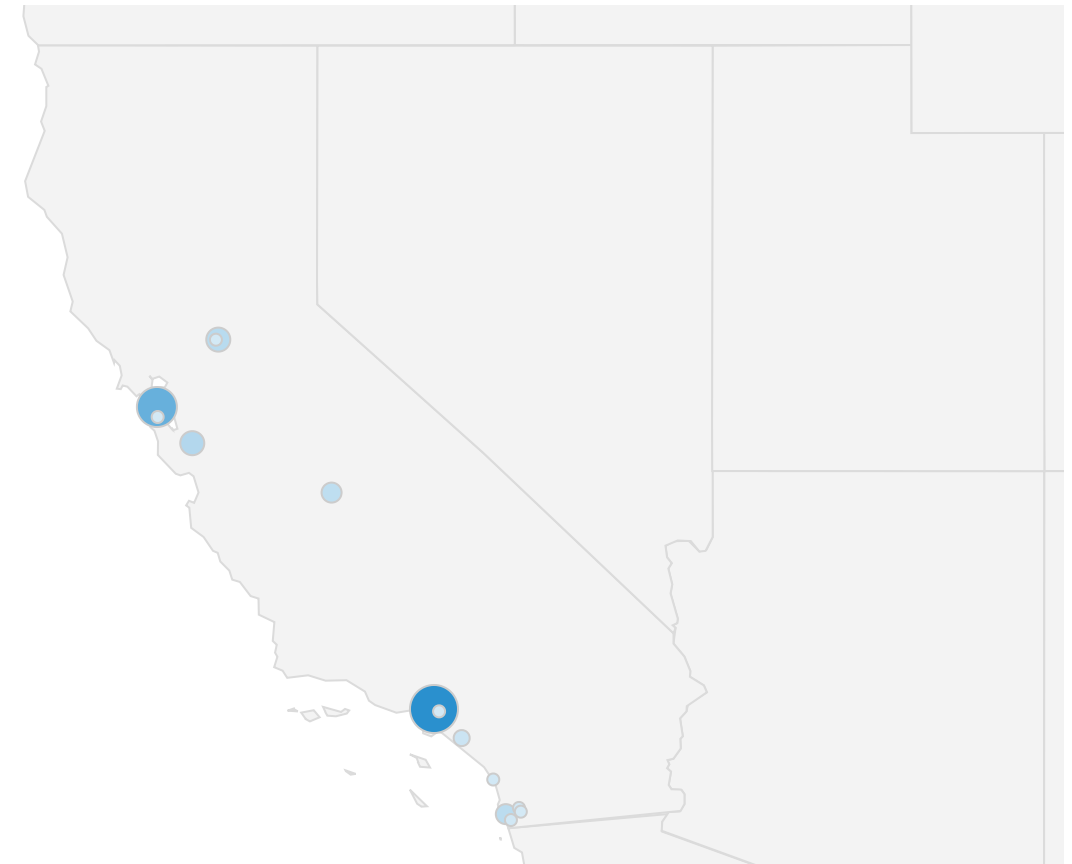
The background image shows a blurred office scene with people working on laptops. Overlaid on this are various digital graphics: a network of white lines and dots in the top left, a horizontal bar with orange, green, blue, red, and purple segments, and several faint circular and line patterns in the bottom right. The text 'Visitor Geographic Data' is centered in a white box.

Visitor Geographic Data

How many sessions are coming from my drive market?

by City, Sessions, and % Change Year over Year

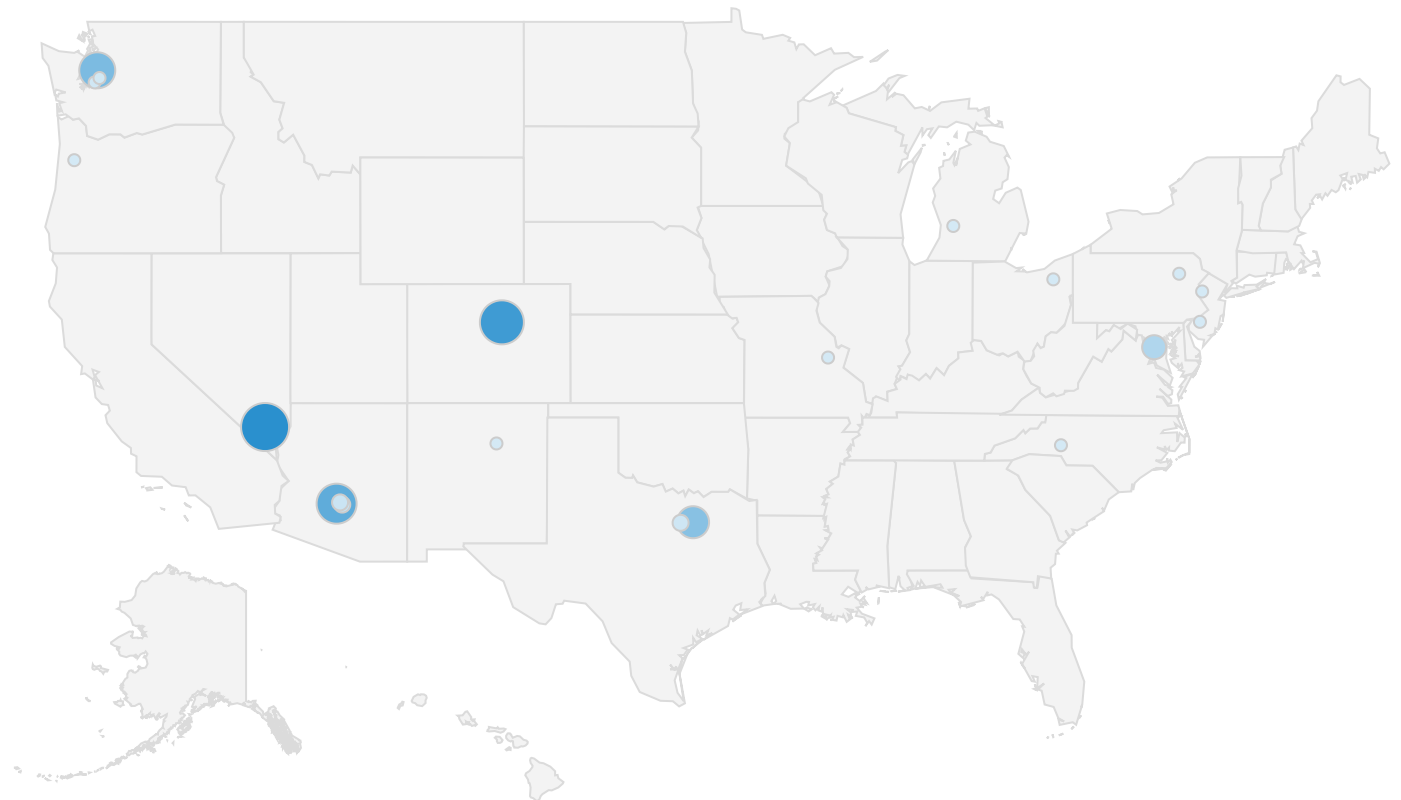
City	Sessions ▾
Los Angeles	8,722
San Francisco	5,615
San Jose	1,723
Sacramento	1,414
San Diego	1,305
Fresno	1,108
Irvine	483
Chula Vista	169
El Cajon	111
Carlsbad	89
South San Francisco	49
West Sacramento	28
East Los Angeles	7
San Jose del Cabo	3
Rancho San Diego	1
San Francisco de Macoris	1
Grand total	20,828



What cities are users from?

by City, Sessions, and % Change Year over Year

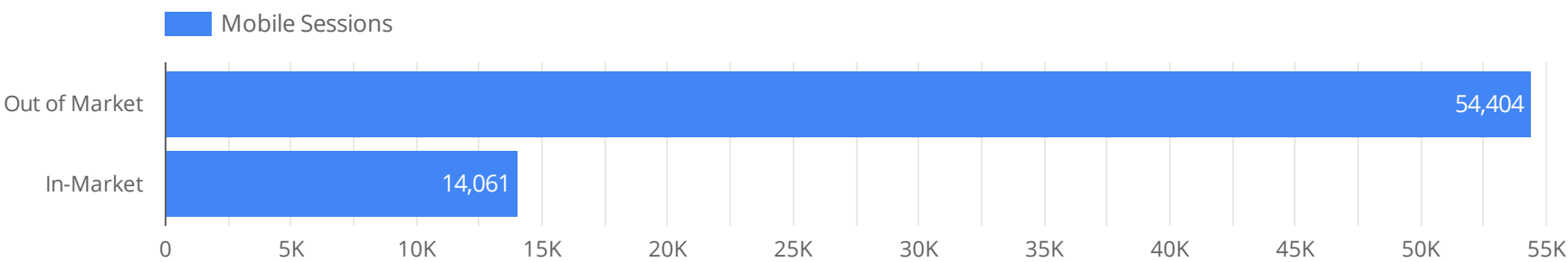
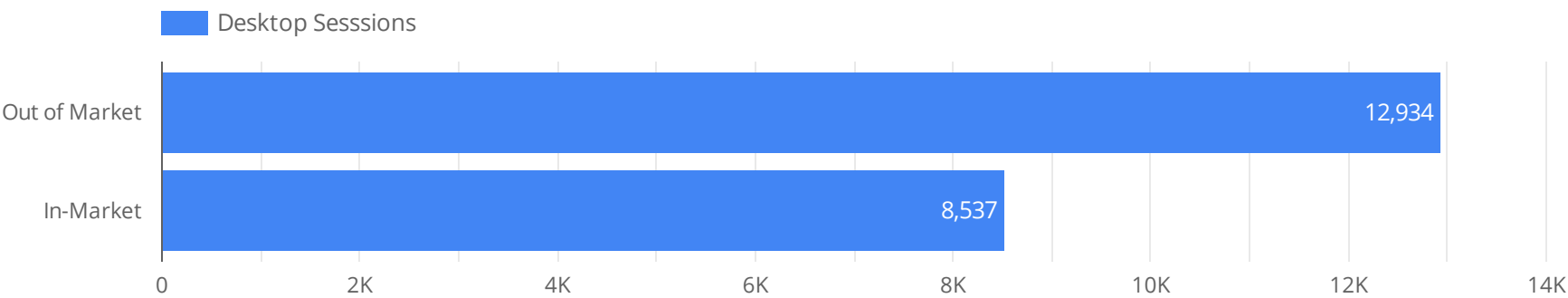
City	Sessi...
Las Vegas	851
Denver	747
Phoenix	584
Seattle	440
Dallas	385
Washington	182
Mesa	60
Scottsdale	50
Fort Worth	31
Tacoma	20
Kent	16
Kentwood	3
Washington Township	2
Tashkent	1



1 850

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 circular markers in the upper left, a network of interconnected nodes and lines in the upper right, a horizontal bar chart with multiple colored segments (orange, green, blue, red, purple, teal) in the middle left, and a large, semi-transparent circular gauge or progress indicator 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
/events-and-festivals/signature-events/restaurant-month/	16,287
/	6,370
/plan/getting-here/covid-19/	3,608
	828
/listing/cypress-rv-&-mh-park/2197/	759
/blog/post/iconic-eats-every-visitor-should-try/	620
/things-to-do/	602
/explore/cambria/	549
/blog/post/hike-through-slo-cal/	501
/stay/rv-parks-campgrounds/	417

Page	Pageviews
/events-and-festivals/signature-events/restaurant-month/	34,509
/	7,598
/plan/getting-here/covid-19/	4,280
/event/novo-restaurant-and-lounge/7974/	1,750
/blog/post/how-to-support-slo-cal-restaurants-during-restauran...	1,661
/event/slo-provisions/7957/	1,627
/event/the-switch/7977/	1,522
/event/piadina-at-hotel-slo/7924/	1,518
/event/marisol-at-the-cliffs-restaurant-&-lounge/7929/	1,504
/event/alex-madonnas-gold-rush-steakhouse-at-madonna-inn/7...	1,484

Exit Page	Exits
/events-and-festivals/signature-events/re...	8,436
/	4,651
/plan/getting-here/covid-19/	3,097
/event/the-switch/7977/	462
/event/slo-provisions/7957/	404
/event/marisol-at-the-cliffs-restaurant-&-...	404
/event/alex-madonnas-gold-rush-steakho...	372
/event/luna-red/7972/	304
/event/cafe-bovino-at-bovino-vineyards/7...	225
/event/seaventure-restaurant/5078/	318

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

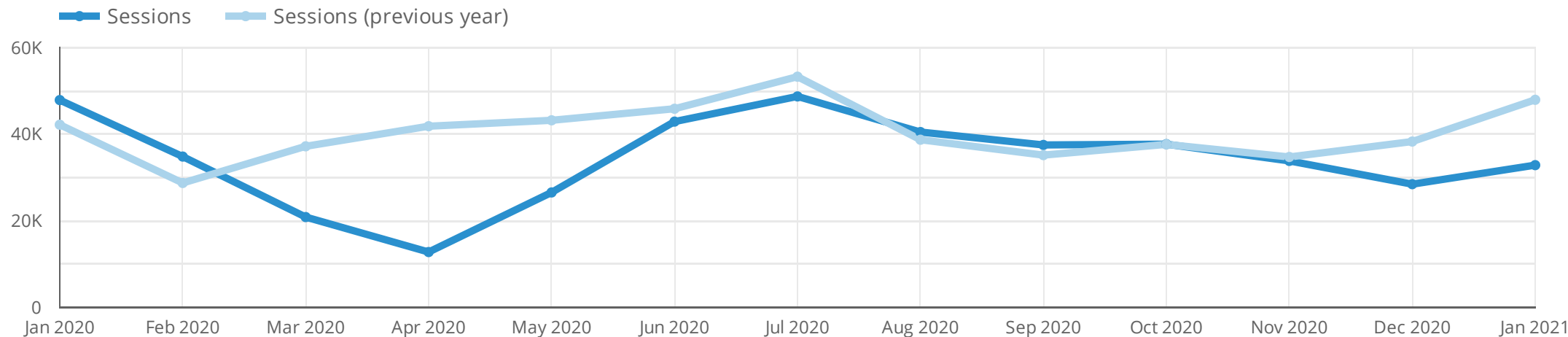
Metric	Industry Average	SLOCAL.com	% Difference
Total Pages Per Session	1.93	2.01	4.32%
Total Avg Session Duration	00:01:48	00:02:34	42.68%
Total Bounce Rate	55.00%	56.23%	2.25%
Organic Pages Per Session	2.06	2.36	14.45%
Organic Avg Session Duration	00:02:11	00:03:34	63.65%
Organic Bounce Rate	48.27%	45.20%	-6.37%



Organic Traffic

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

by Landing Page, Sessions, and Percent of Total Sessions Year over Year

Landing Page	Sessions	% Δ	% of Total	% Δ
/events-and-festivals/signature-events/restaurant-month/	5,202	-42.1% ↓	17.02%	-13.5% ↓
/	2,945	-41.2% ↓	9.63%	-12.1% ↓
/plan/getting-here/covid-19/	2,766	-	9.05%	-
/listing/cypress-rv-&-mh-park/2197/	687	9,714.3% ↑	2.25%	14,586.9% ↑
/blog/post/iconic-eats-every-visitor-should-try/	567	-56.3% ↓	1.85%	-34.6% ↓
/things-to-do/	536	-41.5% ↓	1.75%	-12.5% ↓
/explore/cambria/	519	88.7% ↑	1.7%	182.1% ↑
/blog/post/hike-through-slo-cal/	361	3,510.0% ↑	1.18%	5,291.8% ↑
/listing/irish-hills-natural-reserve/1691/	314	41.4% ↑	1.03%	111.4% ↑
/events-and-festivals/events-calendar/	309	-78.4% ↓	1.01%	-67.7% ↓

Analysis:

Four of the top 10 organic landing pages showed YoY growth; 2 of these pages feature outdoor activities. Though down YoY the Restaurant Month page brought in 17% of organic sessions.

Though YoY organic sessions were down for January it is worth noting that for two-thirds of the month YoY sessions out-performed the industry average with January 30th being the best day at -10% sessions.

Partner Referrals - Organic Traffic

Jan 1, 2021 - Jan 31, 2021



Partner Referrals are Defined as the sum of clicks on Visit Website, Book, and Phone links on Listing Detail page

Partner	Event	Total Referrals ▾
Cypress RV & MH Park	RV Parks & Campgrounds	455
Irish Hills Natural Reserve	Parks, Preserves & Natural Areas	148
Bruce Munro: Field of Light at Sensorio	Art Galleries & Museums	118
Elephant Seal Vista Point	Animals & Wildlife	64
Tolosa	Wineries & Tasting Rooms	63
Morro Dunes RV Park	RV Parks & Campgrounds	50
Wolff Vineyards Edna Valley	Wineries & Tasting Rooms	50
Biddle Ranch Vineyard House & Tasting Room	Wineries & Tasting Rooms	49
Bob Jones Trail	Hiking & Trails	45
Edna Valley Vineyard	Wineries & Tasting Rooms	40
Pismo Coast Village RV Resort	RV Parks & Campgrounds	40
Morro Strand RV Park	RV Parks & Campgrounds	39
Chamisal Vineyards	Wineries & Tasting Rooms	39
Journey's End	Vacation Rentals	32
Avila Lighthouse Suites	Hotels & Motels	31
Baileyana, Tangent & True Myth Tasting Room	Wineries & Tasting Rooms	30
Hartley Farms	Food & Farm Tours	29
Piedra Creek Winery	Wineries & Tasting Rooms	29
Bay Pines RV & Travel Trailer Park	RV Parks & Campgrounds	28
Claiborne & Churchill Winery	Wineries & Tasting Rooms	27