



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, March 11, 2021

8:30am-10:30am

Video Conference – URL: <https://us02web.zoom.us/j/81324937873>

Meeting ID: 813 2493 7873

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

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of February 11, 2021 Executive Committee Meeting Minutes
4. Approval of January 2021 Visit SLO CAL Financials
Staff will request Committee approval of the February 11, 2021 Executive Committee Meeting Minutes and the January 2021 Visit SLO CAL Financials.

CEO REPORT	C. Davison
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5. CEO Report (20 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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6. COVID-19 Impact & Response Update (15 min)
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.
7. Travel Trade & Marketing Update (25 min)
Staff will provide an update on key travel trade and marketing initiatives, an update on Mering's on-boarding and next steps, on-boarding of the Chief Marketing Consultant, and the Annual Marketing Committee Retreat.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	C. Davison
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8. Employee Dismissal

CLOSED SESSION REPORT	C. Davison
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BUSINESS ITEMS	C. Davison
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9. CEO Annual Review (30 min) – *motion required*
The Committee will discuss the President & CEO's annual review and bonus and will consider a recommendation for Board approval.

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, February 11, 2021

3:00pm

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

Meeting ID: 848 4153 9597 Passcode: 517522

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 3:01pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of January 14, 2021 Executive Committee Meeting Minutes

Davison noted that January Financials are still being finalized and will be presented in February.

Public Comment – None.

Committee Discussion.

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

Motion carried: 5:0

CEO REPORT

4. CEO Report

Davison provided an update on open positions, including the CMO, PR & Communications Manager and Finance & HR Manager roles. On January 25, 2021, the Visit SLO CAL Leadership Team held a quarterly check-in with Coraggio to discuss its progress on the Strategic Direction 2023 (SD2023) Operational Plan. While the absence of CMO and PR Manager and the work from home format has delayed some of the larger marketing and culture initiatives, staff continues to move forward

with the prep work to execute them. Davison highlighted some of the notable progress made on SD2023 objectives. Staff has finalized a project scope for the Oceano Dunes Economic Impact Assessment. Next steps include a stakeholder meeting to gain financial buy-in. Davison noted that the Coastal Commission staff report should be published this week, and Visit SLO CAL is collaborating with the South County Chambers of Commerce to submit a letter prior to the upcoming Coastal Commission meeting. At the same time, Visit SLO CAL is working with South County Chambers on a letter to Governor Newsom, asking to postpone the Coastal Commission hearing until the vacant South Central Coast Commissioner position is filled, so that SLO CAL communities have an advocate on the Coastal Commission Board. On February 1, 2021, the Tribune published a biased article featuring a flawed economic impact study from a Cal Poly associate professor, with the misleading headline, "Off-road riding at Oceano Dunes has 'no significant impact' on SLO County economy, study says." After Visit SLO CAL expressed its disappointment to The Tribune, they have suggested they are writing a follow-up editorial piece about the issue. As approved in the re-forecast, Visit SLO CAL is co-leading the effort to work on a Cal Poly economic impact report, in partnership with the university, and with assistance and contribution from the City of SLO, providing oversight for the process. Visit SLO CAL held an initial meeting with President Armstrong on February 4, 2021, and are working to identify what departments at Cal Poly can assist with data collection. A draft project assessment scope for the Economic Impact Study is being developed, and once the scope is agreed to, Visit SLO CAL will begin outreach for proposals. Davison provided an update on local outreach to newly elected officials, and asked the Committee to let staff know if they are interested in participating in any elected official "on-boarding" meetings so that they can be added to the calendar invite. Spartan officials have tentatively rescheduled the Spartan Race for November 20-21, 2021, the weekend before Thanksgiving, which has historically been a soft weekend. Staff has checked this date against local event calendars to ensure it does not conflict with any other events. As previously noted, the event would remain part of their National Series and includes co-ops from five communities.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

5. Highway 1 Closure Response Update

Due to the Rat Creek mudslide, Highway 1 is currently closed in Monterey County, but completely open in SLO CAL. Davison noted the location of the closure, and highlighted Visit SLO CAL's response. The Visit SLO CAL team quickly reactivated Highway 1 Closure information, from its 2016/2017 closure playbook, upon notice of the closure, adding content and navigation resources to SLOCAL.com for businesses and consumers, and mailing laminated one-sheets to lodging investors as well as chambers, visitor centers and CA Welcome Centers with navigation information and detour route maps. At Visit SLO CAL's January Board meeting, the Board approved increasing overall ad spend by \$600k between now and June, totaling over \$1M in direct media spend over the next 4.5 months. This advertising will also help offset the impact of the closure. Caltrans continues their assessment and rebuilding timeline development. Once that work is complete, Visit SLO CAL will begin advocating for the full re-opening. Visit SLO CAL is in direct communication with North County lodging investors, as well as Caltrans, Visit California, Monterey County CVB, and Sen. Laird's office, and other elected officials to assure efforts are aligned, and has also been working with all its agency partners on messaging, as necessary.

Public Comment – None.

Committee Discussion.

6. COVID-19 Impact & Response Update

Davison provided an update on local COVID-19 response efforts. San Luis Obispo County received \$7.7M in FEMA funds to provide COVID-19 vaccines for distribution centers. The county is still in Phase 1b of distribution efforts, but have vaccinated over 15,000 people who are 75 and older and/or health care workers; other local agencies have vaccinated about 10,000 more. On February 10, 2021, the County opened vaccines to people 65 and older. Thus far, about 20 percent of those who have completed the vaccine series have received their second dose. He provided an update on state COVID-19 response efforts, noting that the state has received 5.8 million doses, and has administered an average of 155,087 shots

each day. Thus far, 7.2 percent of Californians have received at least one dose. At a national level, President Biden has issued several executive orders that have a severe impact on the travel industry. U.S. Travel collaborated with Airlines for America on a coalition letter to raise feasibility and cost concerns with the White House regarding a potential domestic testing requirement prior to air travel, which could be problematic on several levels, and the organization has also pushed for greater clarity from the administration on mandatory self-quarantine and self-isolation requirements for inbound travel. Davison noted that national air travel recovered some of its losses through the rest of 2020, but remains at less than half of 2019 levels, and that since the beginning of March and through the end of 2020, the pandemic has resulted in \$492 billion in cumulative losses for the U.S. travel economy, equating to a daily loss of approximately \$1.6 billion for the past 10 months. The continual depressed level of travel spending has caused a loss of \$64 billion in federal, state and local tax revenue since March 1. Davison also reviewed international traveler sentiment research and domestic travel research on the impact of the vaccine and COVID-19 on travel plans in the coming months. Davison provided an update on air service for the month of March and reviewed the most recent STR report. Davison also provided an update on Visit SLO CAL's COVID-19 relief options. He reviewed the Cash Flow Projection through June, with updated room revenue results from January and expenses reflecting the re-forecasted budget.

Public Comment – None.

Committee Discussion.

7. Marketing Agency Update

Davison provided an update on the on-boarding of Visit SLO CAL's agency-of-record, Mering. Visit SLO CAL signed its contract with Mering, effective February 1, 2021, and is currently working to package its photo, video and advertising assets to send to Mering. Mering is currently reviewing the research that's been conducted up to this point, as well as understanding the scope of Visit SLO CAL's current contact database. They are developing the stakeholder engagement questions, along with the visitor engagement questions and source for methods of outreach. They will be reviewing all creative against the current campaign and will help develop the annual Marketing Committee Retreat to inform the Business & Marketing Plan.

Public Comment – None.

Committee Discussion.

8. Travel Trade & Marketing Update

Davison provided an update on recent and upcoming travel trade efforts. He noted that the Marketing Committee retreat will be postponed to April to provide more time for Mering to on-board in advance of the meeting, and that Visit SLO CAL is working with Coraggio Group and Mering on the format; Coraggio Group will be facilitating the meeting. He outlined the purpose of the retreat, and added that based on the current state, Visit SLO CAL will likely look to have a special Board meeting in June, as was done in 2020, to approve the FY 2021/22 Budget and the Business & Marketing Plan, allowing for as much planning time in the pandemic as possible. Other business items that would typically be on the May agenda will remain on the May agenda. Davison provided an update on the paid media campaign, noting that Visit SLO CAL worked with Miles Partnership to reallocate the \$600k in surplus funds to the FY 2020/21 Media Plan. He reviewed the media plan, and noted that the spring campaign launched February 8, 2021. All media is being placed within the state with the goal of activating those who can drive to SLO CAL. He reviewed the paid, owned, and earned media highlights from January 2021, and recapped some of the key results from Restaurant Month.

Public Comment – None

Committee Discussion. Pearce and Eads recognized the impact of Restaurant Month and thanked Visit SLO CAL for its efforts.

ANNOUNCEMENT OF CLOSED SESSION ITEM

9. Employee Dismissal

CLOSED SESSION REPORT

ACTION: Moved by Graves/Eads to allow the President & CEO to continue retaining Kathy Eppright for local oversight of a claim involving the termination of an employee.

Motion carried: 5:0

Davison noted upcoming agenda items.

ADJOURNMENT

Adjourned at 4:21pm.

San Luis Obispo County
Visitors & Conference Bureau
2020-2021 Financial Summary - January

Income	This Month	Budgeted for Month	MTD Variance	% Variance	MTD % of Total Income/ Expenses	FISCAL YTD	Budget YTD	YTD Variance	% Variance	YTD % of Total Income/ Expenses
Web & Ticket Revenue	\$ 686	\$ 700	\$ (14)	-1.95%	0.20%	\$ 6,886	\$ 6,900	\$ (14)	-0.20%	0.18%
Co-op Revenue	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%
Interest Income	\$ 267	\$ 300	\$ (33)	-10.99%	0.08%	\$ 2,787	\$ 2,820	\$ (33)	-1.17%	0.07%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 111,509	\$ 111,509	\$ -	0.00%	2.96%
Arroyo Grande	\$ 5,087	\$ 5,087	\$ -	0.00%	1.50%	\$ 57,361	\$ 57,361	\$ -	0.00%	1.52%
Atascadero **	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 64,806	\$ 64,806	\$ -	0.00%	1.72%
Grover Beach	\$ 1,885	\$ 1,885	\$ -	0.00%	0.55%	\$ 23,115	\$ 23,115	\$ -	0.00%	0.61%
Morro Bay	\$ 16,709	\$ 16,709	\$ -	0.00%	4.92%	\$ 193,537	\$ 193,537	\$ -	0.00%	5.13%
Paso Robles	\$ 27,255	\$ 27,255	\$ -	0.00%	8.02%	\$ 269,179	\$ 269,179	\$ -	0.00%	7.14%
Pismo Beach	\$ 66,321	\$ 66,321	\$ -	0.00%	19.52%	\$ 746,066	\$ 746,066	\$ -	0.00%	19.78%
City of San Luis Obispo	\$ 47,287	\$ 47,287	\$ -	0.00%	13.92%	\$ 380,414	\$ 380,414	\$ -	0.00%	10.09%
Unincorporated SLO County	\$ 77,093	\$ 77,093	\$ -	0.00%	22.69%	\$ 740,547	\$ 740,547	\$ -	0.00%	19.64%
Adjustment for Actual TMD Collected	\$ 97,142	\$ 114,000	\$ (16,858)	-14.79%	28.59%	\$ 1,174,739	\$ 1,191,597	\$ (16,858)	-1.41%	31.15%
Total TMD Income	\$ 338,778	\$ 355,636	\$ (16,858)	-4.74%	99.72%	\$ 3,761,274	\$ 3,778,132	\$ (16,858)	-0.45%	1107.13%
Total Income	\$ 339,731	\$ 356,636	\$ (16,905)	-4.74%	100.00%	\$ 3,770,948	\$ 3,787,853	\$ (16,905)	-0.45%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 442,817	\$ 17,817	\$ 425,000	2385.39%	69.16%	\$ 614,252	\$ 189,252	\$ 425,000	224.57%	23.77%
G&A	\$ 22,712	\$ 22,085	\$ 627	2.84%	3.55%	\$ 152,140	\$ 151,513	\$ 627	0.41%	5.89%
Industry Research and Resources	\$ 12,832	\$ 14,347	\$ (1,515)	-10.56%	2.00%	\$ 105,039	\$ 106,554	\$ (1,515)	-1.42%	4.07%
Travel Trade	\$ 8,068	\$ 8,610	\$ (543)	-6.30%	1.26%	\$ 91,516	\$ 92,059	\$ (543)	-0.59%	3.54%
Communications	\$ 11,693	\$ 14,249	\$ (2,556)	-17.94%	1.83%	\$ 111,754	\$ 114,310	\$ (2,556)	-2.24%	4.33%
Advertising	\$ 59,355	\$ 234,609	\$ (175,254)	-74.70%	9.27%	\$ 1,158,749	\$ 1,334,003	\$ (175,254)	-13.14%	44.85%
Promotions & Events	\$ 14,459	\$ 13,966	\$ 492	3.52%	2.26%	\$ 41,289	\$ 40,797	\$ 492	1.21%	1.60%
Digital Marketing	\$ 39,904	\$ 39,478	\$ 425	1.08%	6.23%	\$ 194,396	\$ 193,971	\$ 425	0.22%	7.52%
Film Commission	\$ -	\$ 194	\$ (194)	-100.00%	0.00%	\$ 300	\$ 494	\$ (194)	-39.21%	0.01%
Engagement & Advocacy	\$ 28,425	\$ 22,745	\$ 5,680	24.97%	4.44%	\$ 114,452	\$ 108,771	\$ 5,680	5.22%	4.43%
Total Expenses	\$ 640,264	\$ 388,101	\$ 252,163	64.97%	100.00%	\$ 2,583,886	\$ 2,331,723	\$ 252,163	10.81%	100.00%
Surplus(Deficit)	\$ (300,533)	\$ (31,465)	\$ (269,068)	-855.14%		\$ 1,187,061	\$ 1,456,130	\$ (269,068)	-18.48%	

Cash Flow				
Surplus (Deficit)	\$ (300,533)		\$ 1,187,061	
Beginning Cash Balance	\$ 3,381,438		\$ 1,605,945	
Change in Accounts Receivable	\$ (28,991)		\$ (161,538)	
Change in Accrued Expenses	\$ (21,201)		\$ 66,107	
Change in Prepaid Expenses	\$ (36,894)		\$ (12,854)	
Change in Accounts Payable	\$ (57,735)		\$ 79,927	
Change in Reserve Contingency	\$ 442,817		\$ 614,252	
Visit SLO CAL Cash Balances	\$ 3,378,901		\$ 3,378,901	
Contingency Reserve - 5% of Cumulative Rev.	<u>\$ (1,155,961)</u>		<u>\$ (1,155,961)</u>	
Liability on Balance Sheet				
Net Available Cash	\$ 2,222,940		\$ 2,222,940	

Notes:

- \$300k deficit for January (\$269k larger deficit than budgeted). \$1.19 Million surplus year-to-date (\$269k smaller surplus than budgeted).
- All TMD amounts accrued through November have been collected.
- Contingency Reserve line item for January includes \$425,844 of budgeted surplus, as stated in the FY 20-21 Reforecasted Budget.

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of January 31, 2021

	Jan 31, 21	Jan 31, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,455,578.60	832,192.20	623,386.40	74.9%
1020 · Bank of the Sierra - Membership	291,131.40	269,065.39	22,066.01	8.2%
1030 · Morgan Stanley - TMD	1,524,885.29	844,017.64	680,867.65	80.7%
1040 · Morgan Stanley - Membership	107,305.41	106,094.82	1,210.59	1.1%
Total Checking/Savings	3,378,900.70	2,051,370.05	1,327,530.65	64.7%
Accounts Receivable				
1200 · Accounts Receivable	607,909.42	599,915.92	7,993.50	1.3%
Total Accounts Receivable	607,909.42	599,915.92	7,993.50	1.3%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	744.40	0.00	0.0%
1350 · Prepaid Expenses	106,212.03	181,183.28	-74,971.25	-41.4%
1330 · Employee Advances	74.85	7.26	67.59	931.0%
Total Other Current Assets	111,401.23	186,304.89	-74,903.66	-40.2%
Total Current Assets	4,098,211.35	2,837,590.86	1,260,620.49	44.4%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	37,349.33	37,349.33	0.00	0.0%
1410 · Furniture & Fixtures	101,040.00	101,040.00	0.00	0.0%
1415 · Leasehold Improvements	71,766.15	71,766.15	0.00	0.0%
1425 · Office Equipment	19,488.10	19,488.10	0.00	0.0%
Total 1400 · Fixed Assets	229,643.58	229,643.58	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-21,231.17	-21,231.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-14,984.00	-14,984.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-5,959.00	-5,959.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-26,197.00	-26,197.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-68,371.17	-68,371.17	0.00	0.0%
Total Fixed Assets	161,272.41	161,272.41	0.00	0.0%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	15,750.00	0.00	0.0%
Total 1600 · Intangibles	15,750.00	15,750.00	0.00	0.0%
Total Other Assets	15,750.00	15,750.00	0.00	0.0%
TOTAL ASSETS	4,275,233.76	3,014,613.27	1,260,620.49	41.8%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	111,726.48	141,940.30	-30,213.82	-21.3%
Total Accounts Payable	111,726.48	141,940.30	-30,213.82	-21.3%
Credit Cards				
2060 · American Express Credit Card	12,171.70	-2,407.43	14,579.13	605.6%
Total Credit Cards	12,171.70	-2,407.43	14,579.13	605.6%
Other Current Liabilities				
2070 · Accrued Liabilities	66,139.25	240,233.48	-174,094.23	-72.5%
2010 · Deferred Revenue	0.00	5,120.00	-5,120.00	-100.0%

5:43 PM

02/12/21

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of January 31, 2021

	Jan 31, 21	Jan 31, 20	\$ Change	% Change
2100 · Payroll Liabilities				
2115 · Company ETT Payable	0.00	48.02	-48.02	-100.0%
2125 · Company FUTA Payable	0.00	288.31	-288.31	-100.0%
2135 · Company SUI Payable	0.00	2,354.52	-2,354.52	-100.0%
2160 · Health Insurance Withheld	-1,198.51	-1,303.59	105.08	8.1%
Total 2100 · Payroll Liabilities	-1,198.51	1,387.26	-2,585.77	-186.4%
Total Other Current Liabilities	64,940.74	246,740.74	-181,800.00	-73.7%
Total Current Liabilities	188,838.92	386,273.61	-197,434.69	-51.1%
Total Liabilities	188,838.92	386,273.61	-197,434.69	-51.1%
Equity				
3120 · Reserved Earnings	1,581,804.58	922,748.68	659,055.90	71.4%
3130 · Retained Earnings	1,317,528.76	1,586,777.19	-269,248.43	-17.0%
Net Income	1,187,061.50	118,813.79	1,068,247.71	899.1%
Total Equity	4,086,394.84	2,628,339.66	1,458,055.18	55.5%
TOTAL LIABILITIES & EQUITY	4,275,233.76	3,014,613.27	1,260,620.49	41.8%



SEO REPORT

February 2021

SEO EXECUTIVE SUMMARY - February 2021

Organic Traffic Analysis

COVID-19 Impact: Industry Average YoY Organic Sessions -30%. 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 here.](#)

Organic sessions for SLO CAL were down 1% YoY. The Events section was the main driver behind YoY losses. Last month, specific towns, specific attractions, and specific activities dominated the top 20 phrases that brought traffic to the site, many of which showed a YoY increase in clicks. Of the 9 pages for which we have YoY data, 5 showed YoY growth. The top blogs combined brought in more than 5% of organic visitors. The three /explore/ pages were responsible for 5% of organic sessions. YoY organic sessions in February were very nearly at YoY parity. It is worth noting that more than half of February's day-by-day organic performance showed YoY growth.

Recommendations: Consider creating a memorial day-focused blog, it can have information about activities, events, hotel-deals, and 3-day weekend itineraries, for towns and cities throughout SLO CAL. I recommend using headers and paragraphs to organize the content by town and then by activity, event, itinerary, etc. for each town.

Content Inspiration for Upcoming National Days

05/05 Cinco de Mayo - Great way to promote holiday-related content

05/06 International No Diet Day - Great way to promote local places to eat and drink

05/09 Mother's Day - Great way to promote holiday-related content

05/15 National Chocolate Chip Day - Great way to promote local cafes, coffee shops, bakeries, sweet shops

05/21 National Pizza Party Day - Great way to promote local places to eat and drink

05/31 Memorial Day - Great way to promote holiday-related content

SEO Activity Highlights

- Google Analytics Monitoring
- Site Health Scan (Broken Links, Crawl Errors, No-Index Pages) - Issue identification and correction
- On-Page Optimization - New Blogs

Traffic Overview - February 2021

Total Traffic

YoY Comparison

Sessions 159,997 ↑ 50.7% ↑ 53,830	Bounce Rate 53.81%	Pages / Session 1.79	Avg. Session Duration 00:03:49
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Organic Traffic

YoY Comparison

Sessions 32,952 ↓ -1.0% ↓ -319	Percent of Total Sessions 20.60% ↓ -34.3%	Bounce Rate 45.68%	Pages / Session 1.83	Avg. Session Duration 00:03:05
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Organic Traffic and Top Landing Pages

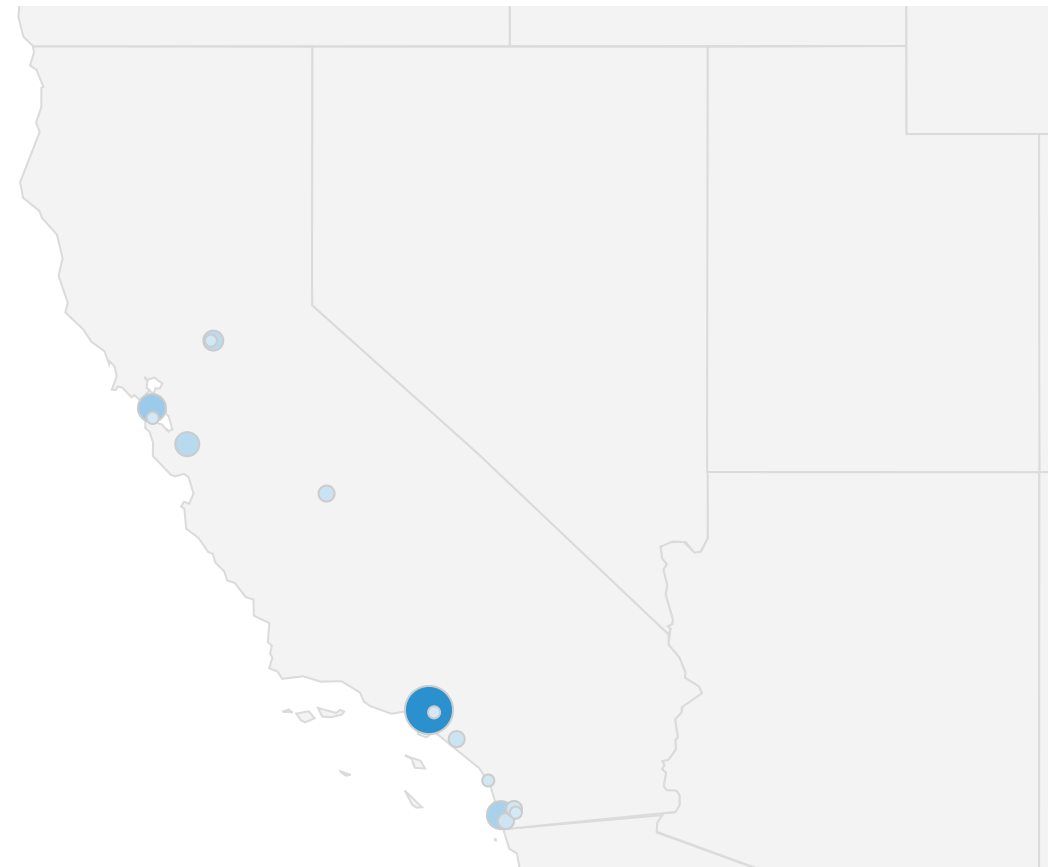
by Section YoY Comparison

Stay 815 ↑ 42.5% ↑ 243	Stay (Including City Stay pages) Sessions ▾ /stay/rv-parks-campgrounds/ 271 /stay/vacation-rentals/ 167	Blog 6,215 ↑ 49.5% ↑ 2,059	Blog Sessions ▾ /blog/post/iconic-eats-every-visitor-s... 862 /blog/post/valentines-day-and-roman... 750
Things to Do 3,840 ↑ 24.5% ↑ 755	Things to Do Sessions ▾ /things-to-do/ 606 /things-to-do/beaches-parks-nature/... 292	Explore 6,142 ↑ 20.5% ↑ 1,047	Explore Sessions ▾ /explore/cambria/ 653 /explore/edna-valley/wineries/ 458
Listings 5,526 ↑ 63.3% ↑ 2,142	Listings Sessions ▾ /listing/cypress-rv-&-mh-park/2197/ 733 /listing/irish-hills-natural-reserve/169... 315	Event Pages 558 ↓ -86.0% ↓ -3,419	Explore Sessions ▾ /event/los-osos-&-baywood-park-far... 82 /event/fiesta-in-a-bottle-–-9th... 57

How many sessions are coming from my drive market?

by City, Sessions, and % Change Year over Year

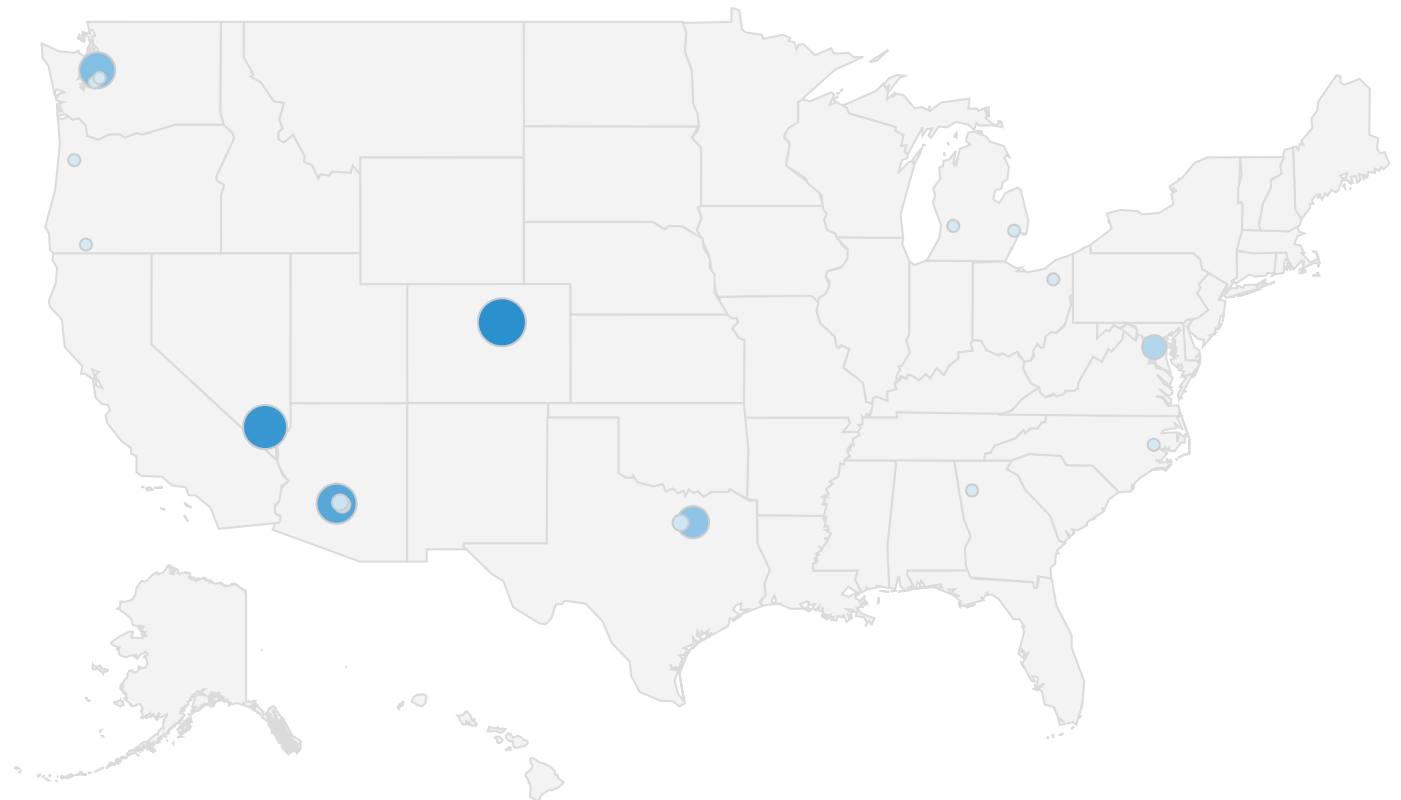
City	Sessions ▾
Los Angeles	21,432
San Francisco	7,246
San Diego	5,485
San Jose	3,550
Sacramento	3,301
Fresno	1,342
Irvine	1,272
Chula Vista	883
El Cajon	616
Carlsbad	452
West Sacramento	218
South San Francisco	200
Rancho San Diego	92
East Los Angeles	44
San Francisco del Rincon	2
San Jose del Cabo	1
Grand total	46,136



What cities are users from?

by City, Sessions, and % Change Year over Year

City	Sessi...
Denver	1,018
Las Vegas	927
Phoenix	752
Seattle	483
Dallas	426
Washington	207
Mesa	72
Scottsdale	59
Fort Worth	32
Tacoma	23
Kent	12
Kentwood	2
Tashkent	1



1 1,018

What cities are users from?

by City, Sessions, and % Change Year over Year

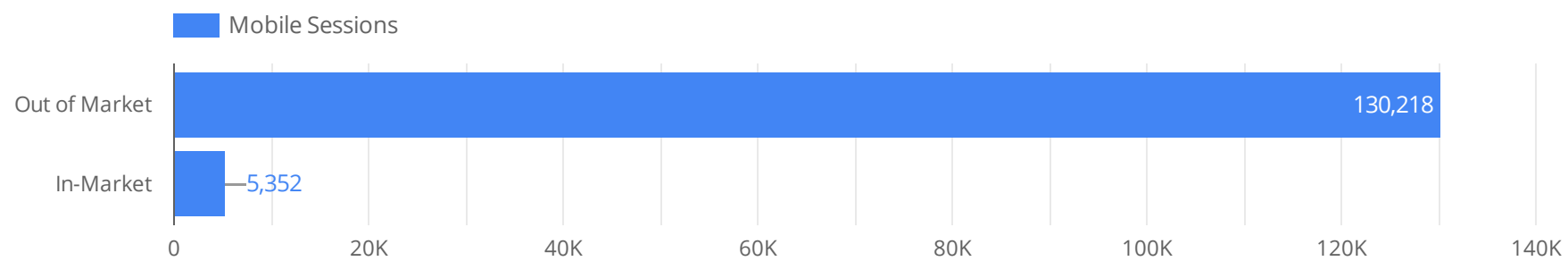
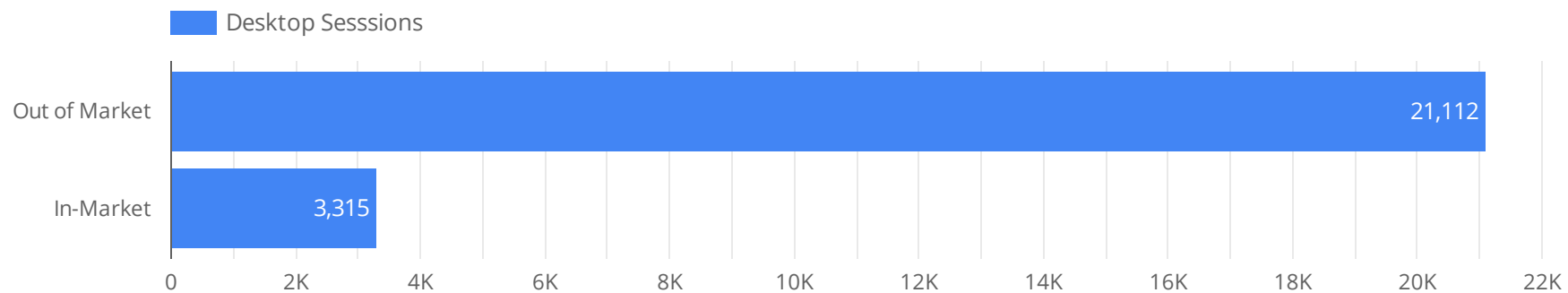
Metro	Sessions ▾
London	45
North West	15
Midlands	8
Meridian (exc. Channel Islands)	6
Yorkshire	5
East Of England	5
(not set)	4
HTV West	3
Central Scotland	3
North East	2
Ulster	1



4 1,018

What are my sessions break down?

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



What are my top pages?

by Sessions, Exits, and Pageviews

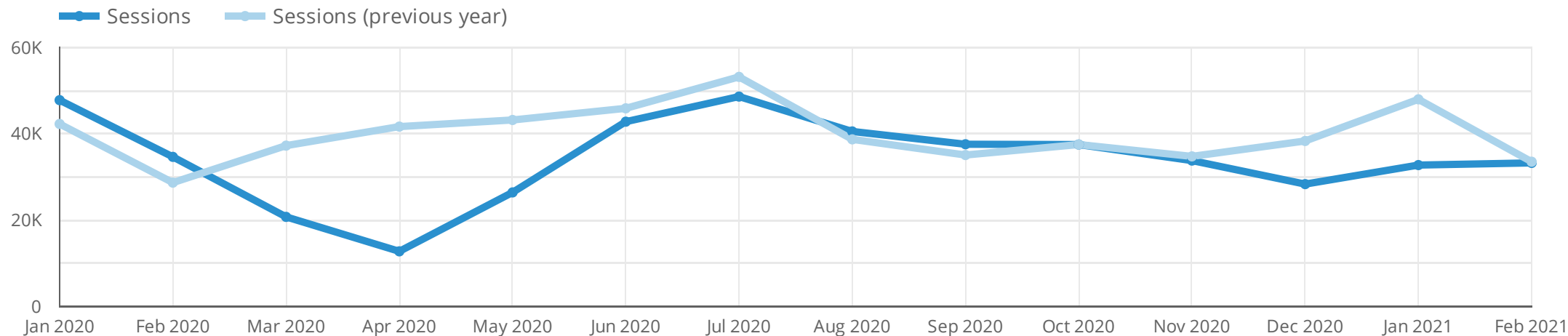
Top Landing Pages	Sessions
/	78,219
/plan/getting-here/covid-19/	2,252
?campaign=11551195581&content=477422582387&keyword=	1,009
/blog/post/iconic-eats-every-visitor-should-try/	894
/blog/post/valentines-day-and-romance-awaits-this-february-in-slo-cal/	884
/things-to-do/?campaign=10342354460&content=493343018583&keywor...	873
/explore/pismo-beach-shell-beach/	844
/listing/cypress-rv-&-mh-park/2197/	796
/explore/cambria/	771
/things-to-do/?campaign=10347873357&content=493361217598&keywor...	770

Page	Pageviews
/	155,433
/plan/getting-here/covid-19/	2,981
/things-to-do/	1,901
/explore/pismo-beach-shell-beach/	1,782
/explore/san-luis-obispo/	1,510
/stay/	1,449
/explore/paso-robles/	1,381
/events-and-festivals/	1,149
/blog/post/valentines-day-and-romance-awaits-this-february-in-...	1,134
/events-and-festivals/events-calendar/	1,121

Exit Page	Exits
/	75,357
/plan/getting-here/covid-19/	2,020
/things-to-do/	935
/explore/pismo-beach-shell-beach/	788
/explore/san-luis-obispo/	616
/stay/	448
/events-and-festivals/events-calendar/	597
/explore/paso-robles/	526
?campaign=11551195581&content=477...	971
/events-and-festivals/	498

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
/	3,875	-16.5% ↓	12.53%	-15.7% ↓
/plan/getting-here/covid-19/	1,667	-	5.39%	-
/blog/post/iconic-eats-every-visitor-should-try/	862	-31.4% ↓	2.79%	-30.8% ↓
/blog/post/valentines-day-and-romance-awaits-this-february-...	750	443.5% ↑	2.42%	448.5% ↑
/listing/cypress-rv-&-mh-park/2197/	733	6,563.6% ↑	2.37%	6,631.8% ↑
/explore/cambria/	653	114.1% ↑	2.11%	116.1% ↑
/things-to-do/	606	-37.0% ↓	1.96%	-36.4% ↓
/events-and-festivals/events-calendar/	498	-61.7% ↓	1.61%	-61.3% ↓
/explore/edna-valley/wineries/	458	21.5% ↑	1.48%	22.6% ↑
/explore/san-luis-obispo/wineries/	446	86.6% ↑	1.44%	88.3% ↑

Analysis:

Of the 9 pages for which we have YoY data, 5 showed YoY growth. The top blogs combined brought in more than 5% of organic visitors. The three /explore/ pages were responsible for 5% of organic sessions.

YoY organic sessions in February were very nearly at YoY parity. It is worth noting that more than half of February's day-by-day organic performance showed YoY growth.

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	522
Irish Hills Natural Reserve	Parks, Preserves & Natural Areas	130
Bruce Munro: Field of Light at Sensorio	Art Galleries & Museums	129
Wolff Vineyards Edna Valley	Wineries & Tasting Rooms	110
Biddle Ranch Vineyard House & Tasting Room	Wineries & Tasting Rooms	108
Tolosa	Wineries & Tasting Rooms	97
Chamisal Vineyards	Wineries & Tasting Rooms	79
Piedra Creek Winery	Wineries & Tasting Rooms	67
Claiborne & Churchill Winery	Wineries & Tasting Rooms	61
Charles Paddock Zoo	Aquariums and Zoos	61
Oceano Dunes State Park	ATVs & Off-roading	60
Sycamore Mineral Springs Resort & Spa	Hotels & Motels	59
Elephant Seal Vista Point	Animals & Wildlife	56
Avila Lighthouse Suites	Hotels & Motels	56
B.J.'s ATV Rental Inc.	ATVs & Off-roading	53
Edna Valley Vineyard	Wineries & Tasting Rooms	51
Central Coast Aquarium	Aquariums and Zoos	50
Baileyana, Tangent & True Myth Tasting Room	Wineries & Tasting Rooms	50
Sextant Wines - Edna Valley	Wineries & Tasting Rooms	50
Margarita Adventures	Adventure Tours	49