Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, October 9, 2018 8:30 am - 10:30 am Hampton Inn & Suites 1530 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

B. Burnham

CONSENT AGENDA – motion required

B. Burnham

3. Approval of September 11, 2018 Marketing Committee Minutes

Staff will ask for Committee approval of the September 2018 Marketing Committee Minutes.

BUSINESS ITEMS B. Burnham

- 4. Marketing Discussions (90 min)
 - a. **Brand Presentation** (20 min) SLO Wine Country will present their brand platform to the Committee.
 - b. 2018 Arrivalist Campaign Report (45 min)

Staff will review and Committee will discuss the Arrivalist 2018 Sprint Campaign.

c. **Upcoming Discussion Topics** (25 min)
Staff will review and Committee will discuss topics for upcoming Committee meeting discussions.

5. Advertising & Marketing Update (20 min)

Staff will review the progress on current sales initiatives, the paid media campaign, earned (PR) efforts and owned media programs.

ADJOURN

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

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



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, September 11, 2018 8:30 am – 10:30 am Hampton Inn & Suites, San Luis Obispo 1530 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Cheryl Cuming, Christen Goldie, Lindsey Hartig, Gordon Jackson, Jennifer Little, Courtney Meznarich, Heather Muran, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Jim Allen, Molly Cano

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Keba Baird, Yarina Valverde, Jordan Carson

Call to Order at 8:37 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Jackson announced that September 20 is California Surfing Day.

Tweedie hosted 750 Google employees around the county attending a wine tasting event in Paso Robles, visiting Avila Beach and the Downtown SLO Thursday Farmers Market.

Cuming announced the Eroica vintage bike race could be expanding the race route to include the north coast next year.

CONSENT AGENDA

3. Approval of September 11, 2018 Marketing Committee Minutes

Public Comment - None.

Committee Discussion.

ACTION: Moved by **Tweedie/Cuming** to approve the Consent Agenda as presented.

Motion carried: 13:0

Muran & Brennan absent at time of motion

Wambolt announced recent Certification in Hotel Industry Analytics (CHIA) certification. Wambolt reviewed recent travel trade efforts, outreach and upcoming trade programs.

Burnham reviewed recent Film SLO CAL efforts including recent film scouting, film shoots, upcoming event attendance and current year-to-date stats. Burnham announced Visit SLO CAL will be looking for a new Film Commission Liaison

Carson reviewed partnership and events efforts including SAVOR San Diego activation and the upcoming Fall Educational Symposium. Ad sales for the 2019 Visitor Magazine are now open.

Baird reviewed earned media results, efforts, local outreach and recent Destination Management Strategy efforts. Baird also reviewed upcoming pitches, award opportunities and visits, as well as upcoming articles.

Carson reviewed upcoming social media content needs and SLOCAL.com web stats.

Valverde reviewed recent creative efforts and presented Visit SLO CAL's media plan. Valverde reviewed changes to the media campaign in regard to tactics and allocation. Valverde reviewed results from the recent Highway 1 co-op.

Public Comment - None.

Committee Discussion – Stroud inquired about how Visit SLO CAL will choose who participates in the fall and spring media FAMs. Baird noted that VSC will look at which experiences fit into each theme and incorporate drive time in the consideration.

ACTION: Moved by **Porter/Arellano** to recommend the Board approve the Media Plan as presented.

Motion carried: 15:0

- 5. Marketing Discussions
- a. Destination Brand Presentation Little presented Morro Bay Tourism's brand platform.

Public Comment - None.

Committee Discussion - None.

b. 2018-19 Co-op Offerings – Burnham reviewed the Arrivalist A3 Platform co-op for DMOs and large areas (wine regions) as well as Point of Interest targeting for businesses and strategic partners. Burnham also reviewed Brand USA's City Pages for Europe & China and spring domestic digital retargeting co-op.

Public Comment - None.

Committee Discussion – Meznarich asked how Visit SLO CAL is using Arrivalist now. Burnham noted that Visit SLO CAL is currently using Arrivalist to track arrivals to the county. The data is based on people who have interacted with one of our pixels on our ads or website.

Cuming inquired about geofencing the entire north coast. Burnham noted the POI's have a 5-mile radius and Visit SLO CAL would need to talk to Arrivalist to see about the best way to do that.

City of SLO, Highway 1 Discovery Route, Pismo Beach and Paso Robles would all like to see sample reports. Davison noted that Visit SLO CAL will work to set up a call with Arrivalist and interested partners.

Akers asked if someone could purchase three POIs to make up for the one DMO. Burnham noted you could, but you wouldn't understand how people move about your destination, just how those three POIs relate.

c. Quarterly Insight Discussion – Wambolt discussed SLO CAL's international marketing strategy including a market summary, budget spend, FY 2018/19 efforts, short-term and long-term opportunities and recommendations for each market.

Public Comment – Lori Keller asked if Visit California can provide more granular data on where travelers book through. Wambolt noted that Visit California primarily focuses on countries that book the most OTA businesses in our counties.

Committee Discussion - None.

ADJOURNMENT

Meeting adjourned at 10:34 am.



PUBLIC COMMENT

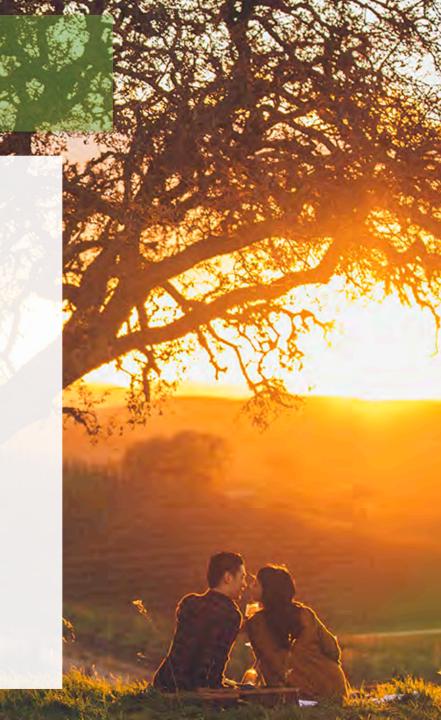
Items not on the agenda – 3 minutes in length





ANNOUNCEMENTS

- Fall Symposium is Wednesday, October 24th
 - SLO Brew Rock
 - \$35 Tickets (\$25 for Lodging)
- Packaging Party is Thursday, October 18th
 - SLO Brew Rock
 - Free to Attend RSVP through EventBrite
- End of Year Satisfaction Survey Closes October 19th
 - Please send to your partners!!





CONSENT AGENDA

- Approval of September 11, 2018 Marketing Committee Minutes
 - Public Comment
 - Committee Discussion
 - Motion Required
 - Requesting a motion to "Approve the Consent Agenda as presented"





BUSINESS ITEMS

- Marketing Discussions:
 - SLO Wine Country Brand Presentation
 - Arrivalist Report Discussion
 - Upcoming Discussion Schedule
- Ad & Marketing Update





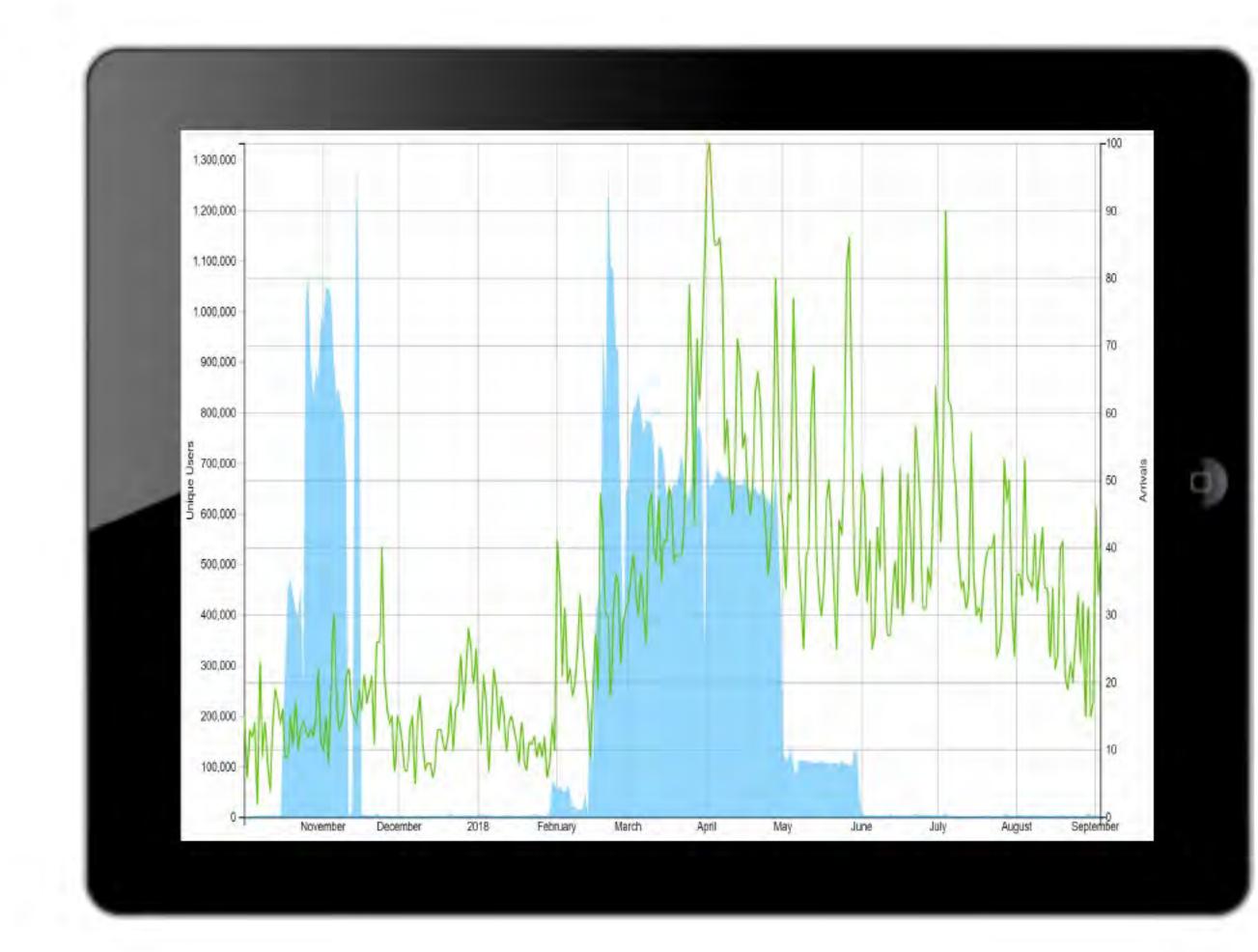






Today's Topics

- 1. Arrivalist Methodology
- 2. SLO CAL Goodway Campaign Analysis (Oct'17 Sep'18)
 - Arrival Dashboard
 - Origin Market Analysis
 - Days to Arrival (Owned Media vs. Paid Media)
- 3. Spring 2017 vs Spring 2018 Comparative Study
 - Exposures and Arrivals by Month
 - Efficiency
 - Market
 - Days to Arrival
 - Frequency
- 4. Spring 2018 Campaign Analysis
 - Exposures and Arrivals by Month
 - Origin Market Analysis
 - Days to Arrival
 - Media Type efficiency
 - Content level efficiency

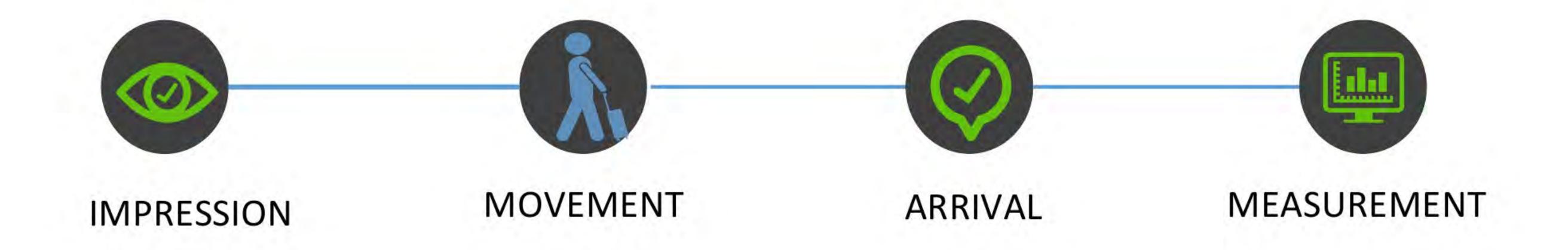








Arrivalist Methodology



Arrivalist Closes The ROI Loop

Arrivalist anonymously measures location changes of network-enabled computing devices after a sequence of media exposures to identify which messages influenced visitors to experience your destination.

Our clients use this information to calculate and improve their ROI on media spend - and increase visitation.





Arrival Radius Definition

- Arrival zone is defined as a 30 mile radius that covers SLO CAL, CA.
- Any arrival reported must satisfy these three criteria:
 - Device must be exposed to media exposure (website or paid ad) outside the arrival zone.
 - Devices must travel at least 50 miles from origin.
 - Device must arrive within the arrival zone.





ARRIVALIST TERMS AND DEFINITIONS



IMPRESSIONS

When an advertisement or any other form of digital media is viewed by a user screen

DMA

Designated Market Area

Area split based on Nielsen DMA map. It is a group of counties that form an exclusive geographic area in which the Home Market television stations hold a dominance of total hours viewed.

Arrival

A device exposed to digital media and later arrived at the destination market

APM

Arrival Efficiency

Helps measure
how efficient
certain marketing
campaigns and
locations have
been in terms of
influencing arrivals

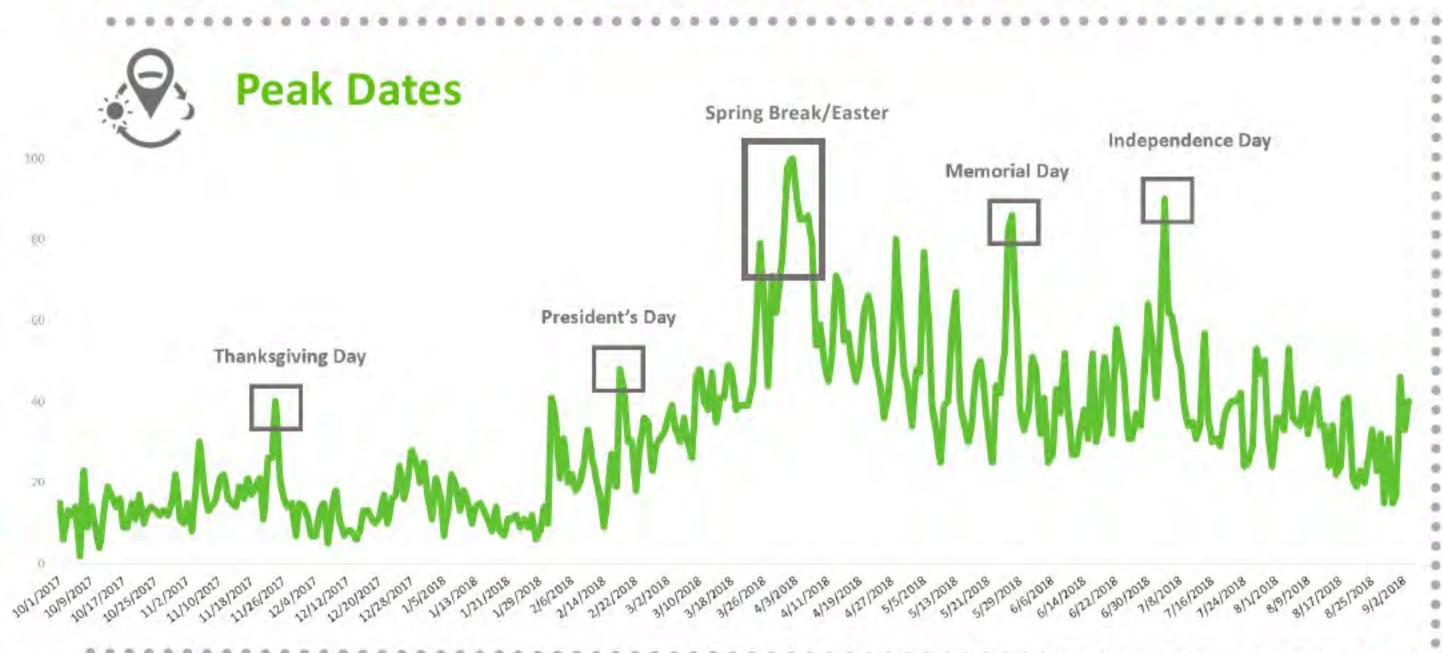
Time to Arrival

The time it takes for a Device to arrive in Market from first media exposure



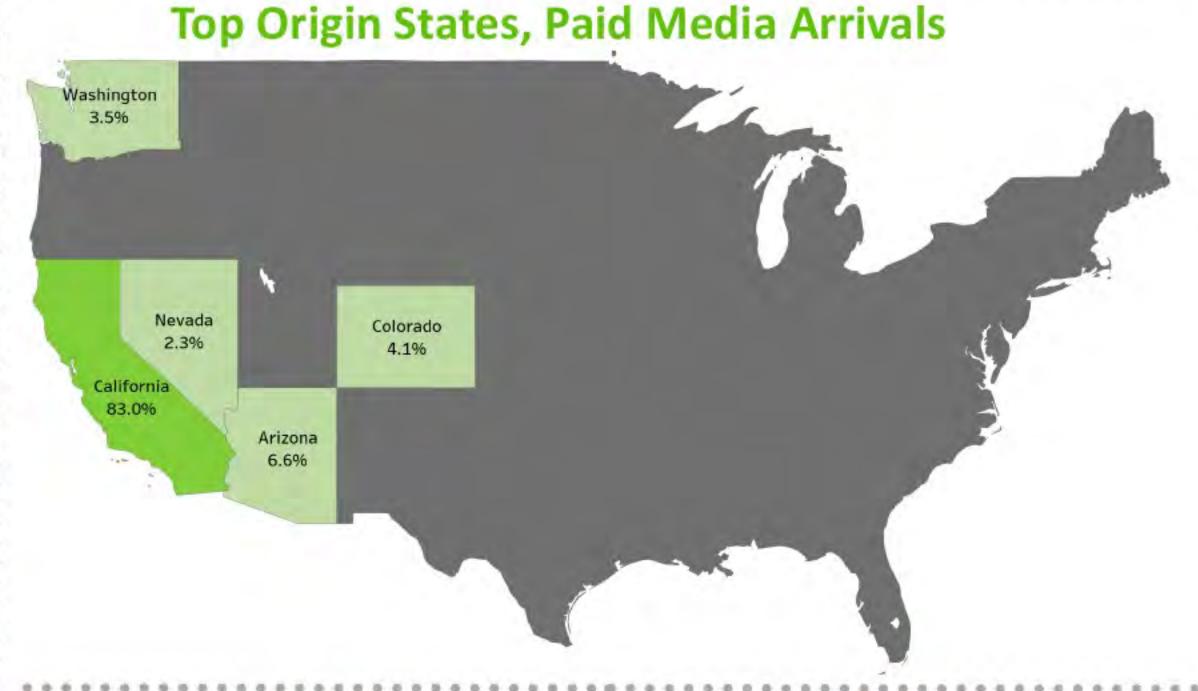


SLO CAL Arrival Dashboard



Visit SLO CAL Website		
Origin DMA Arrivals 9		
Los Angeles, CA	17.9%	
San Francisco/Oakland, CA	14.6%	
Chico/Redding, CA	13.3%	
Fresno/Visalia, CA	7.7%	
Monterey/Salinas, CA	7.4%	

Paid Media		
Origin DMA	Arrivals %	
San Francisco/Oakland, CA	44.2%	
Los Angeles, CA	35.2%	
Phoenix, AZ	6.6%	
Denver, CO	3.5%	
Seattle/Tacoma, WA	3.4%	





28.7%
SLOCAL Website



71.3% Paid Advertising

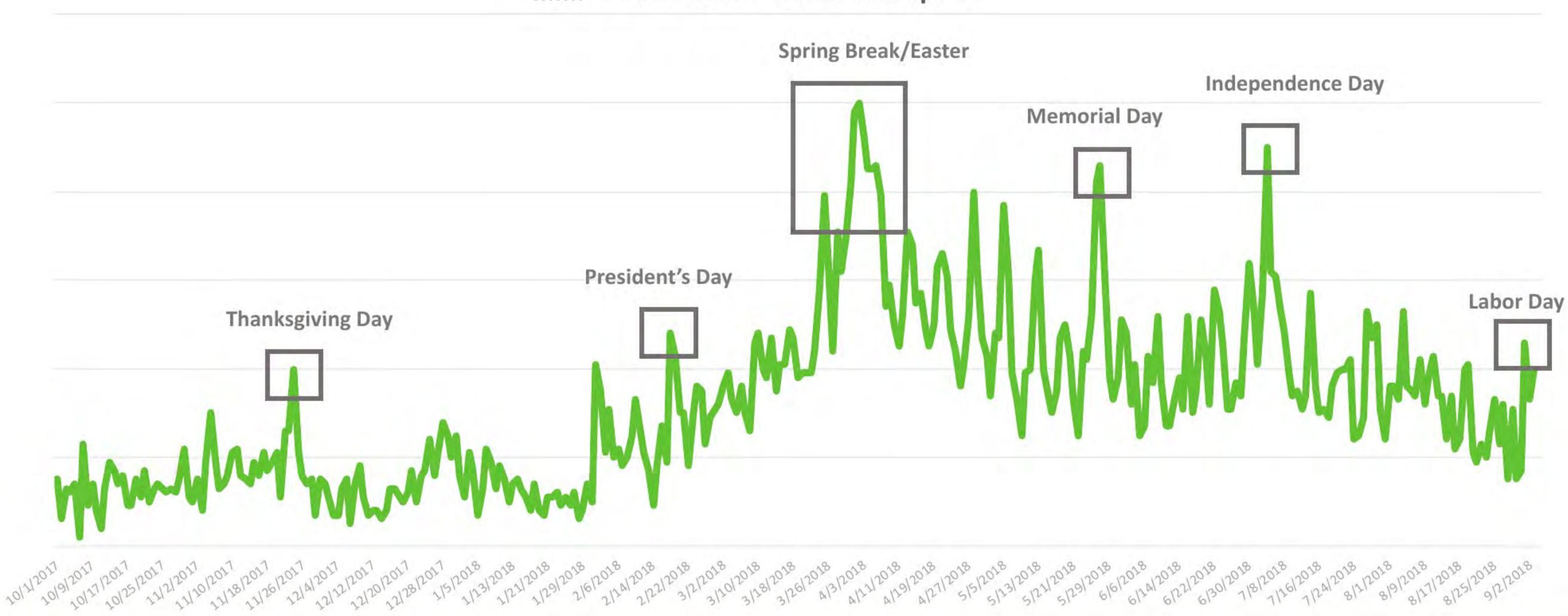
Date Range: 10/1/2017 - 9/3/2018

*Arrivals are a representative sampling of visitation from exposed users



Peak Arrival Dates from Exposed Visitors





Date Range: 10/1/2017 - 9/3/2018

* Still collecting the data



Overall Highlights

28.7%
OWNED MEDIA

Total Arrivals _ 10,690

SLO CAL, CA
Arrivals*

71.3%
PAID MEDIA

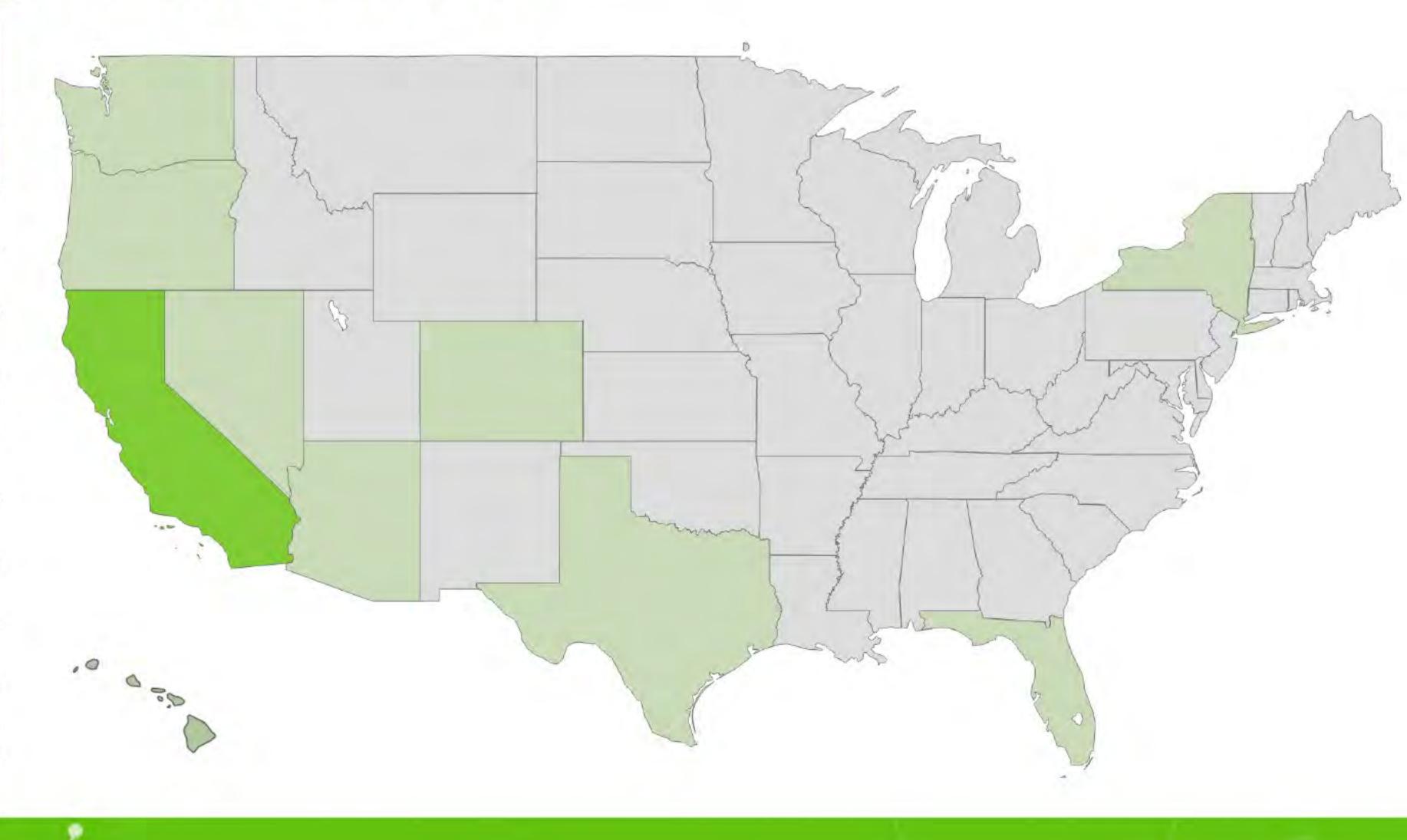


^{*}Arrivals are a representative sampling of visitation from exposed users.

^{*}Arrivals are attributed on a first-touch model.

California markets dominate the website views and arrivals, followed by Washington and Arizona.

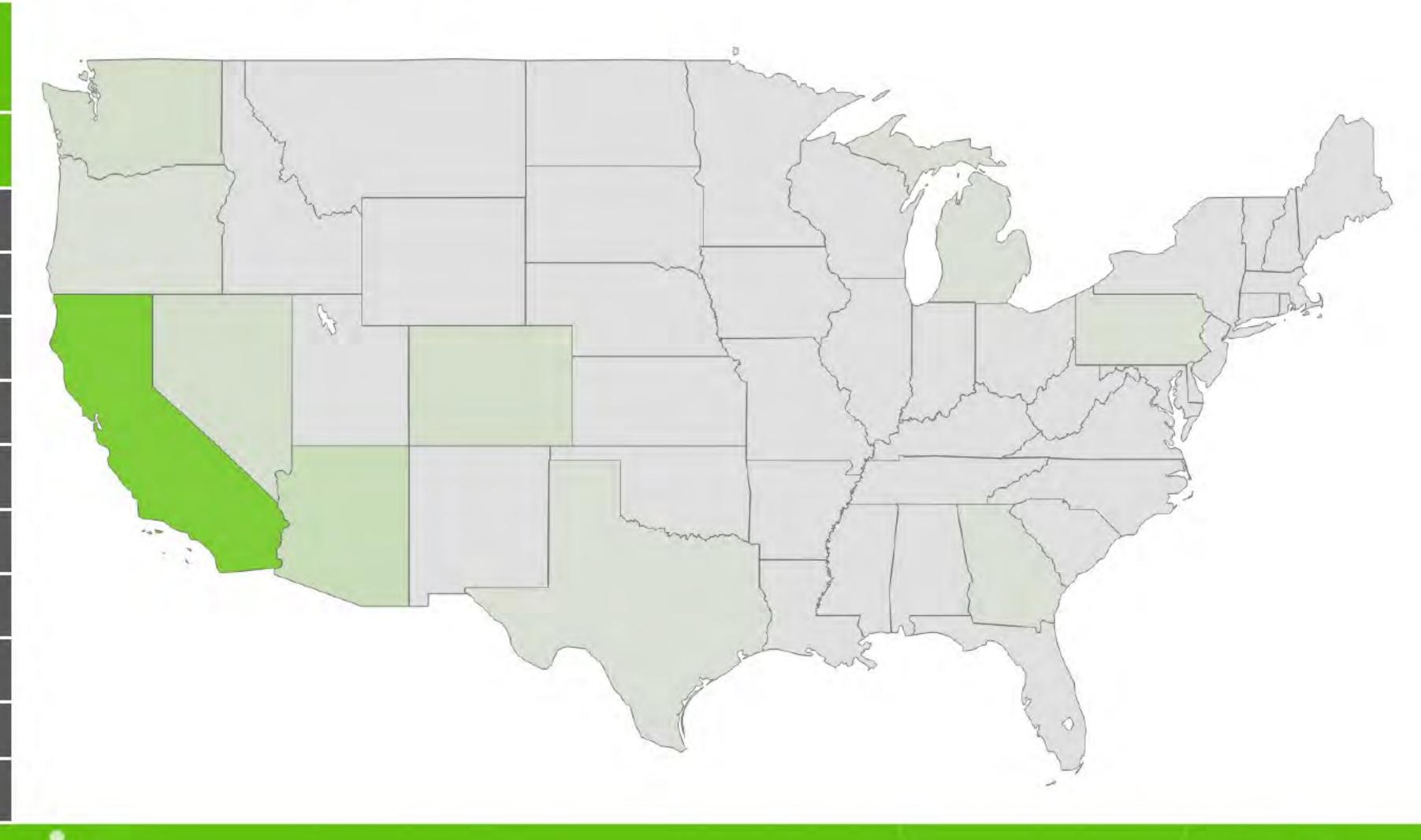
SLO CAL Website		2,997 Arrivals
Origin State	Page View %	Arrivals %
California	78.8%	78.3%
Washington	2.9%	2.4%
Arizona	3.3%	2.4%
Texas	1.3%	1.7%
Colorado	2.6%	1.5%
Oregon	0.9%	1.0%
Nevada	1.8%	1.0%
New York	0.9%	0.9%
Hawaii	0.2%	0.8%
Florida	0.5%	0.7%





Paid media influences more visitors from Arizona and out of state markets compared to the website

Paid Media (From – All States)		7,693 Arrivals
Origin State	Impression %	Arrivals %
California	50.8%	83.0%
Arizona	14.2%	6.6%
Colorado	15.7%	4.1%
Washington	12.4%	3.5%
Nevada	5.2%	2.3%
Texas	0.2%	0.1%
Georgia	0.1%	0.1%
Michigan	0.0%	0.0%
Oregon	0.1%	0.0%
Pennsylvania	0.1%	0.0%





Varied responses from California DMAs for owned and paid media.

SLO CAL Website		
Origin DMA	Arrivals %	
Los Angeles, CA	17.9%	
San Francisco/Oakland, CA	14.6%	
Chico/Redding, CA	13.3%	
Fresno/Visalia, CA	7.7%	
Monterey/Salinas, CA	7.4%	
Sacramento/Stockton, CA	6.5%	
Bakersfield, CA	4.0%	
San Diego, CA	3.5%	
Barbara/Santa Maria, CA	2.4%	
Seattle/Tacoma, WA	2.0%	

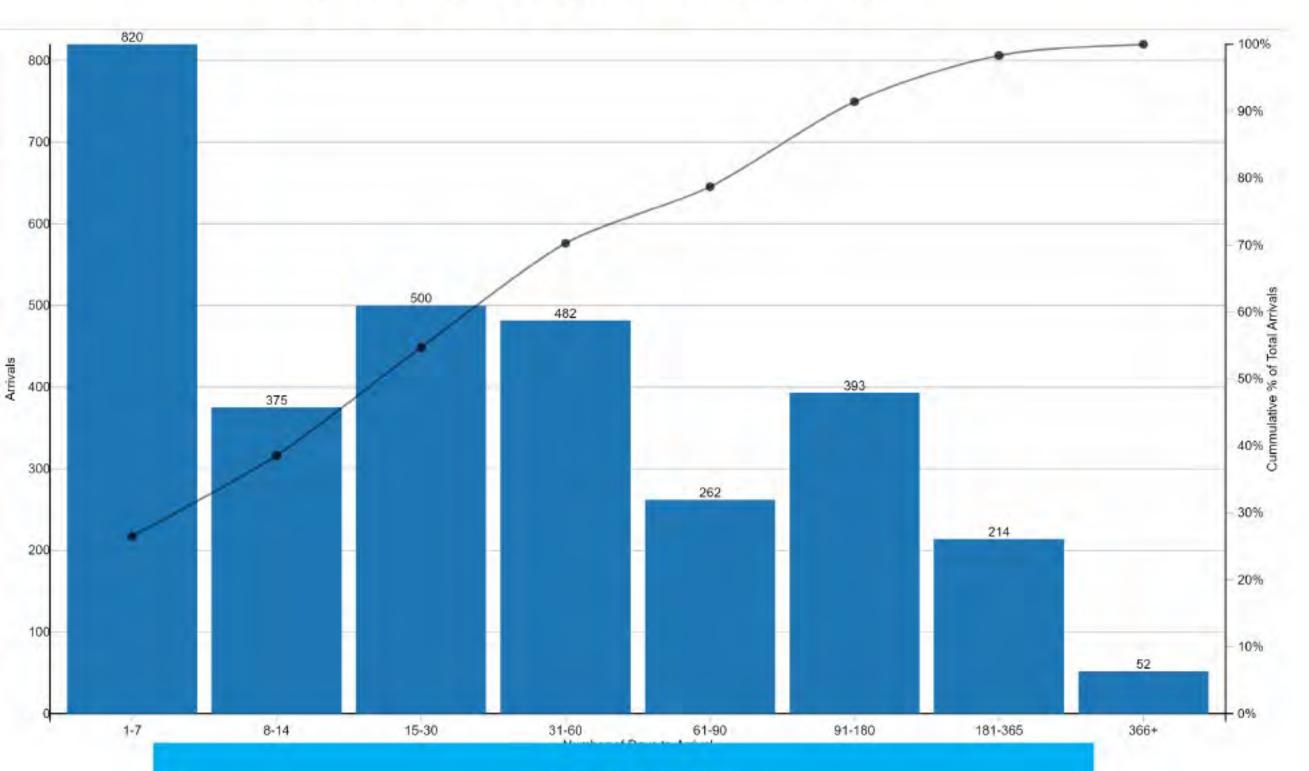
Paid Media			
Origin DMA	Arrivals %		
San Francisco/Oakland, CA	44.2%		
Los Angeles, CA	35.2%		
Phoenix, AZ	6.6%		
Denver, CO	3.5%		
Seattle/Tacoma, WA	3.4%		
Las Vegas, CA	2.2%		
Monterey/Salinas, CA	1.2%		
Colorado Springs/Pueblo, CO	0.6%		
Sacramento/Stockton, CA	0.6%		
Santa Barbara/Santa Maria, CA	0.5%		

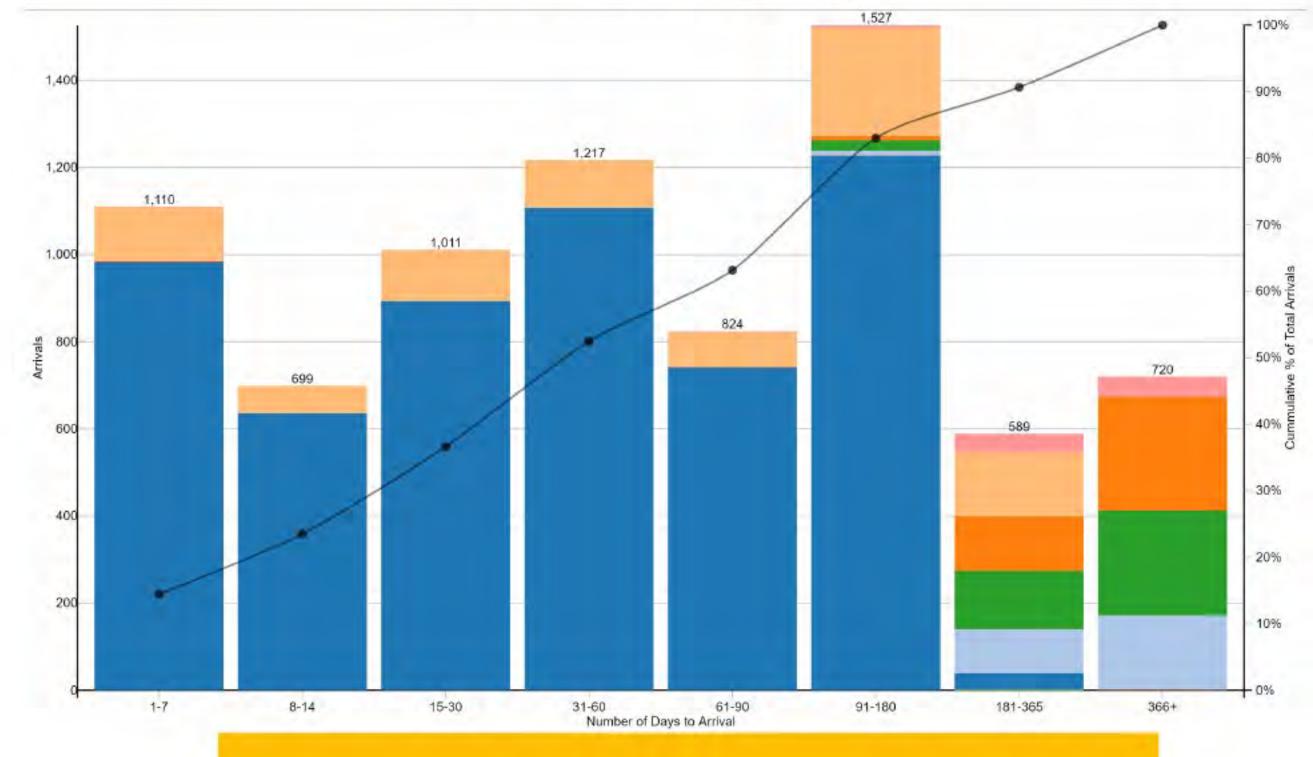


Paid media influencing more out-of-state visitors, resulting in increase in days from first media impression and arrival.

Visit SLO CAL Website







59.7

Average Days between first visit to the website and subsequent arrival in SLO CAL.

107.7

Average Days between first exposure to paid media ads and subsequent arrival in SLO CAL.



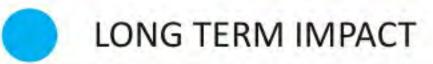


Most of the exposures were spent in March (39.5%) and majority of arrivals are in April (26.0%)





MONTH	EXPOSURE %	ARRIVAL %	
Jan	0.2%	0.0%	
Feb	20.0%	3.4%	
Mar	39.5%	16.8%	
Apr	34.5%	26.0%	
May	May	5.8%	18.2%
Jun	0.0%	14.2%	
Jul	0.0%	12.6%	
Aug	0.0%	7.8%	
Sep*	0.0%	1.0%	

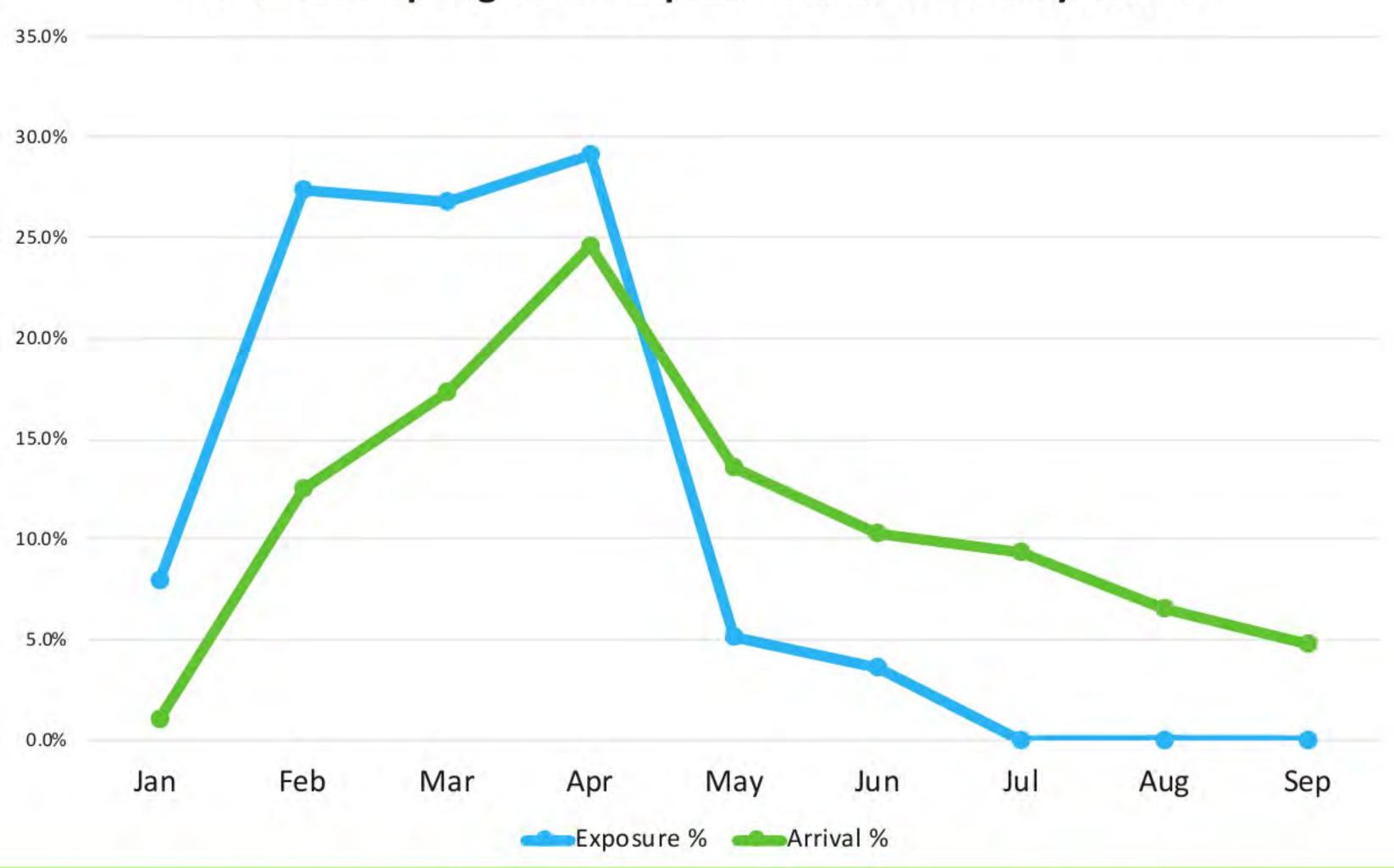






Most of the exposures were spent in March (26.8%) and majority of arrivals are in April (24.6%)





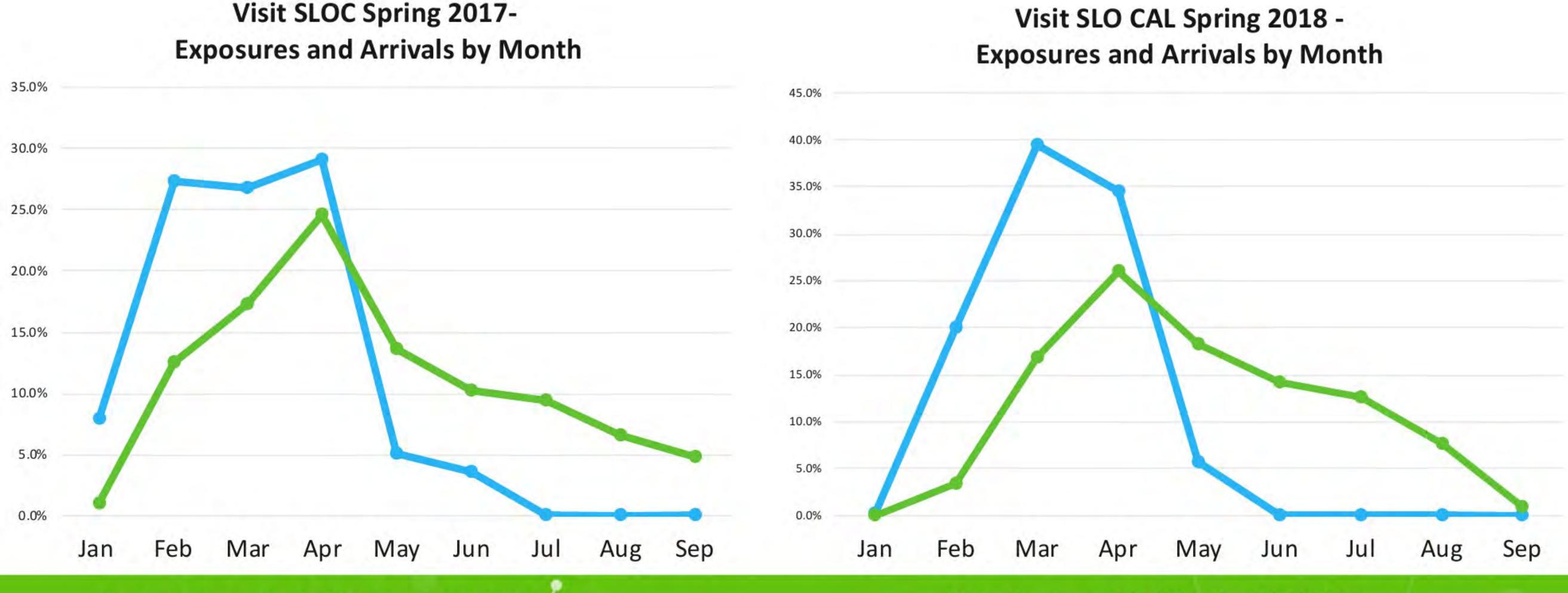
MONTH	EXPOSURE %	ARRIVAL %
Jan	8.0%	1.1%
Feb	27.4%	12.5%
Mar	26.8%	17.3%
Apr	29.1%	24.6%
May	5.1%	13.6%
Jun	3.6%	10.2%
Jul	0.0%	9.4%
Aug	0.0%	6.5%
Sep	0.0%	4.8%







Most of the exposures are spent in March for both year's Spring Campaigns and majority of arrivals are in April

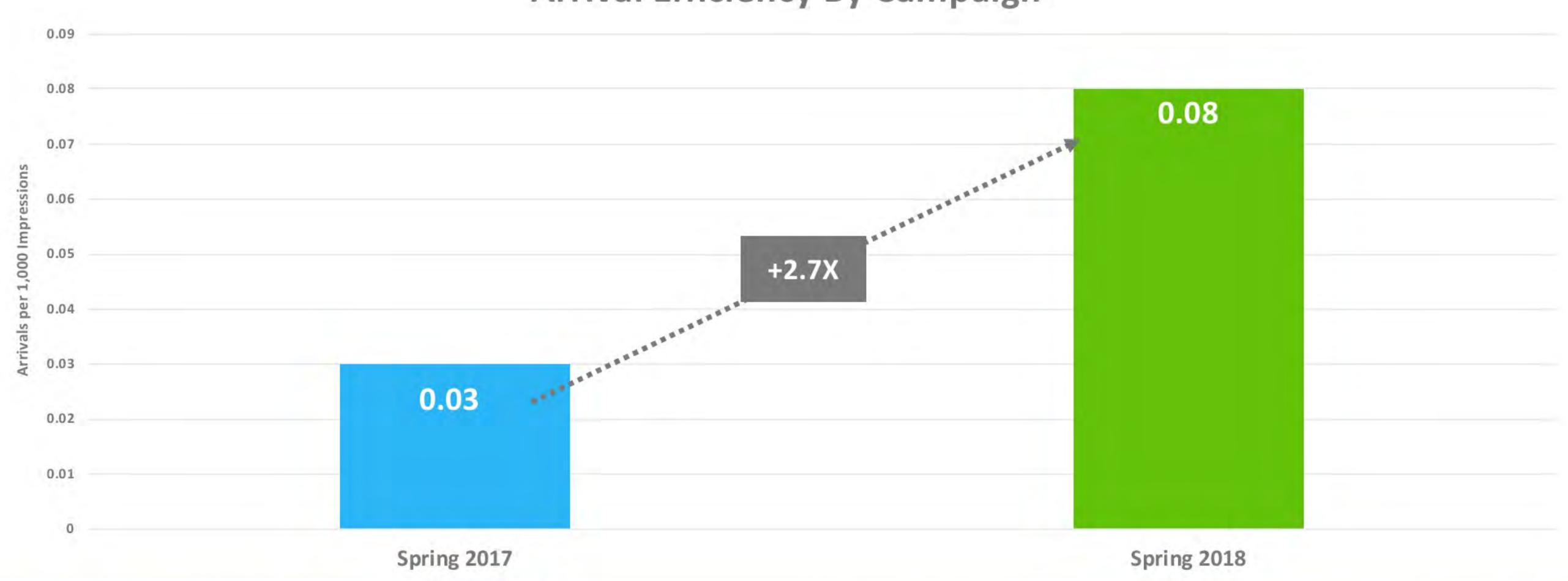


Date Range: 01/1/2017 - 9/30/2017

Date Range : 1/1/2018 – 9/3/2018 ✓ ARRIVALIST

Spring 2018 was 2.7 times more efficient in influencing an arrival than Spring 2017 campaign.







More impressions in California as well as targeted impressions in Phoenix/Seattle/Las Vegas markets has worked well for Spring 2018

Visit SLOC S	pring 2017	
Origin DMA	Exposure %	Arrival %
San Francisco/Oakland, CA	15.3%	42.5%
Los Angeles, CA	16.0%	35.0%
Seattle/Tacoma, WA	36.8%	7.2%
Phoenix, AZ	16.2%	5.9%
Denver, CO	11.6%	3.0%
Monterey/Salinas, CA	0.0%	1.1%
San Diego, CA	0.1%	0.7%
Sacramento/Stockton, CA	0.2%	0.5%
Fresno/Visalia, CA	0.1%	0.5%
Chico/Redding, NC	0.0%	0.4%

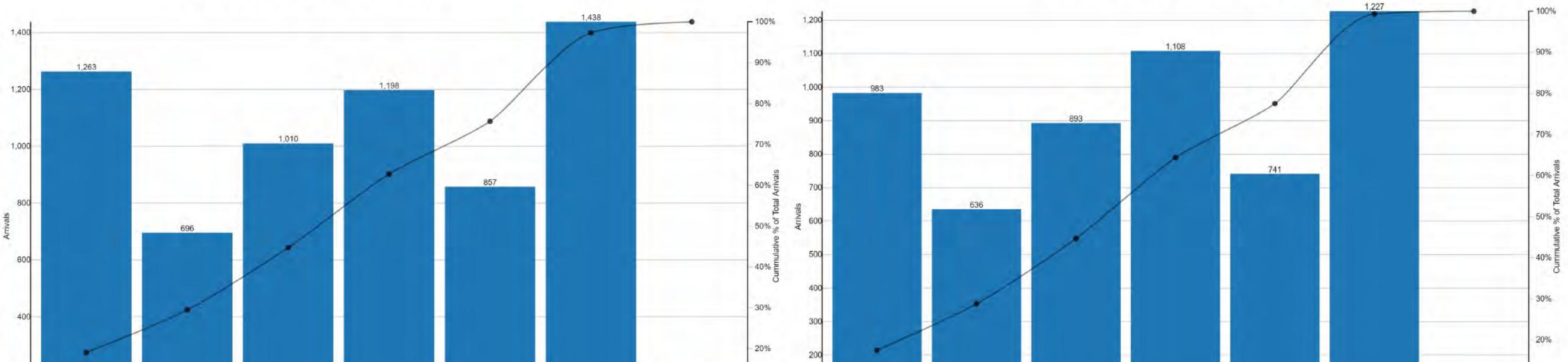
Visit SLO CAL Spring 2018			
Origin DMA	Exposure %	Arrival %	
San Francisco/Oakland, CA	23.5%	46.1%	
Los Angeles, CA	25.6%	34.1%	
Phoenix, AZ	14.7%	7.1%	
Las Vegas, NV	5.0%	2.8%	
Denver, CO	12.3%	2.6%	
Seattle/Tacoma, WA	14.4%	2.5%	
Monterey/Salinas, CA	0.2%	1.4%	
Santa Barbara, CA	0.1%	0.6%	
Colorado Springs/Pueblo, CO	2.2%	0.6%	
Sacramento/Stockton, CA	0.5%	0.6%	

Date Range: 01/1/2017 - 9/3/2017



45% of arrivals are within first 30 days for both Spring'17 & Spring'18 Campaigns





10%

1-7

56.2 Days

31-60 Number of Days to Arrival

Average time between first exposure and subsequent arrival in SLO CAL

52.6 Days

31-60 Number of Days to Arrival

Visit SLO CAL Spring 2018

Average time between first exposure and subsequent arrival in SLO CAL

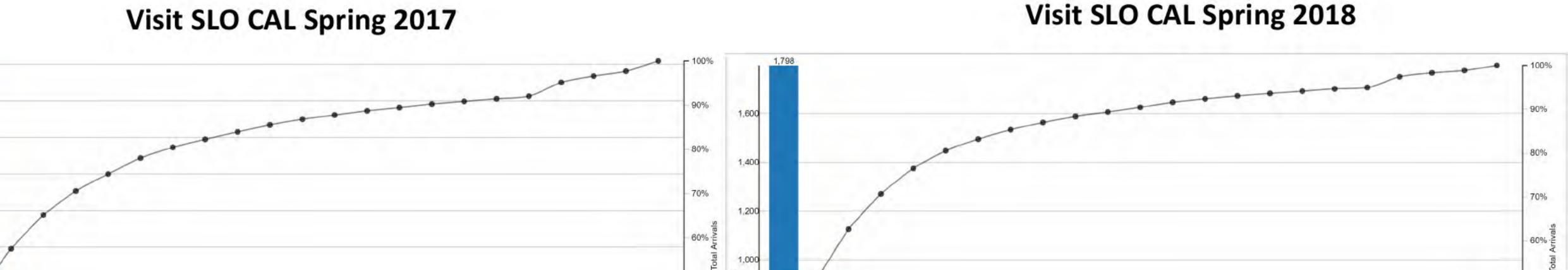
Date Range: 01/1/2017 - 9/3/2017

Date Range: 1/1/2018 - 9/3/2018 ARRIVALIST

91-180

181-365

83% of Spring 2018 arrivals arrive with 7 impressions or less.



50% 5

40%

30%

78% of arrivals arrive within 7 or fewer impressions

83% of arrivals arrive within 7 or fewer impressions

Date Range: 01/1/2017 - 9/3/2017

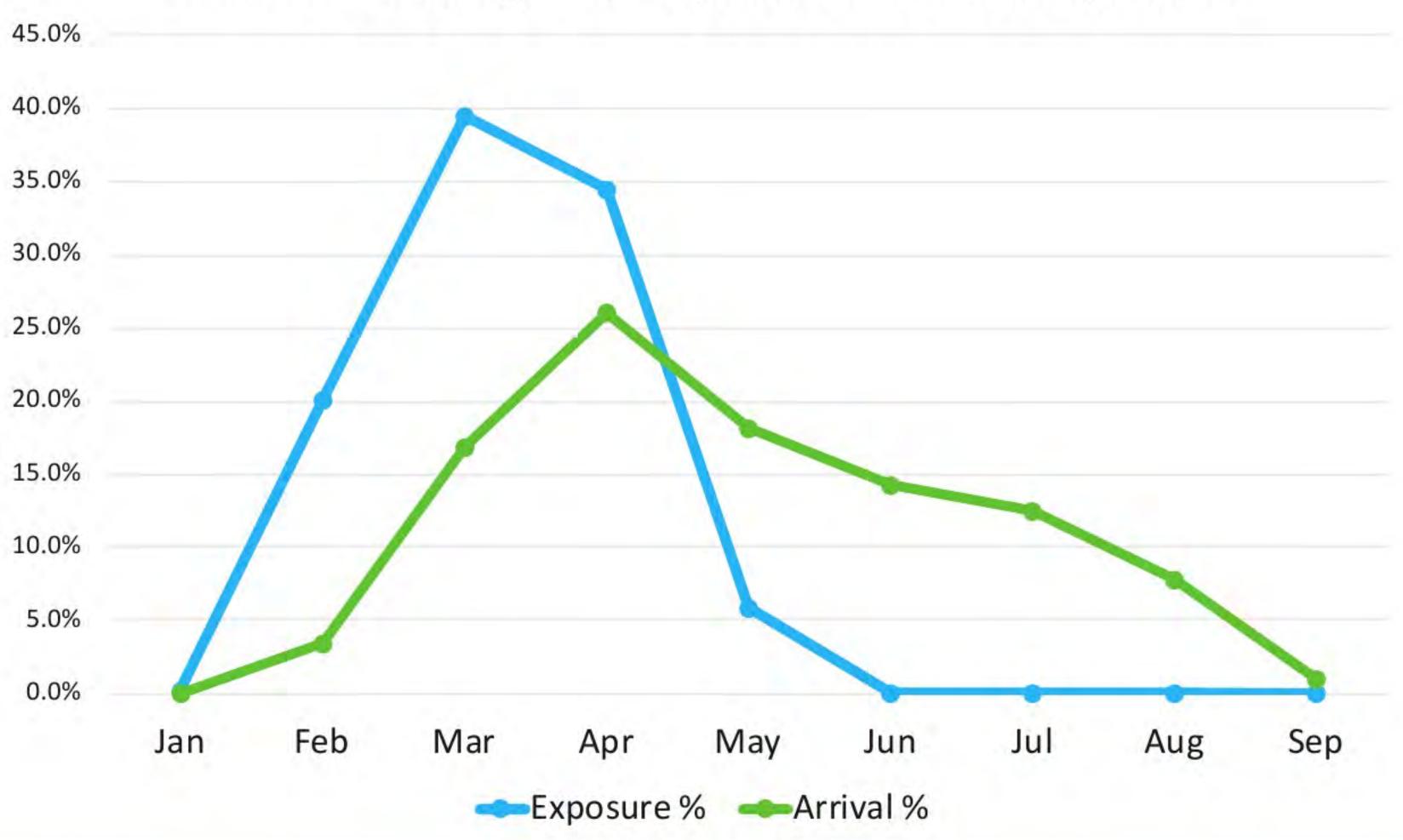
1,400

1,200

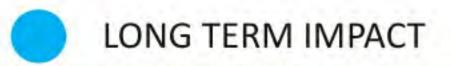


Most of the exposures were spent in March (39.5%) and majority of arrivals are in April (26.0%)





MONTH	EXPOSURE %	ARRIVAL %		
Jan	0.2%	0.0%		
Feb	20.0%	3.4%		
Mar	39.5%	16.8%		
Apr	34.5%	26.0%		
May	5.8%	18.2% 14.2%		
Jun	0.0%			
Jul	0.0%	12.6%		
Aug	0.0%	7.8%		
Sep*	0.0%	1.0%		

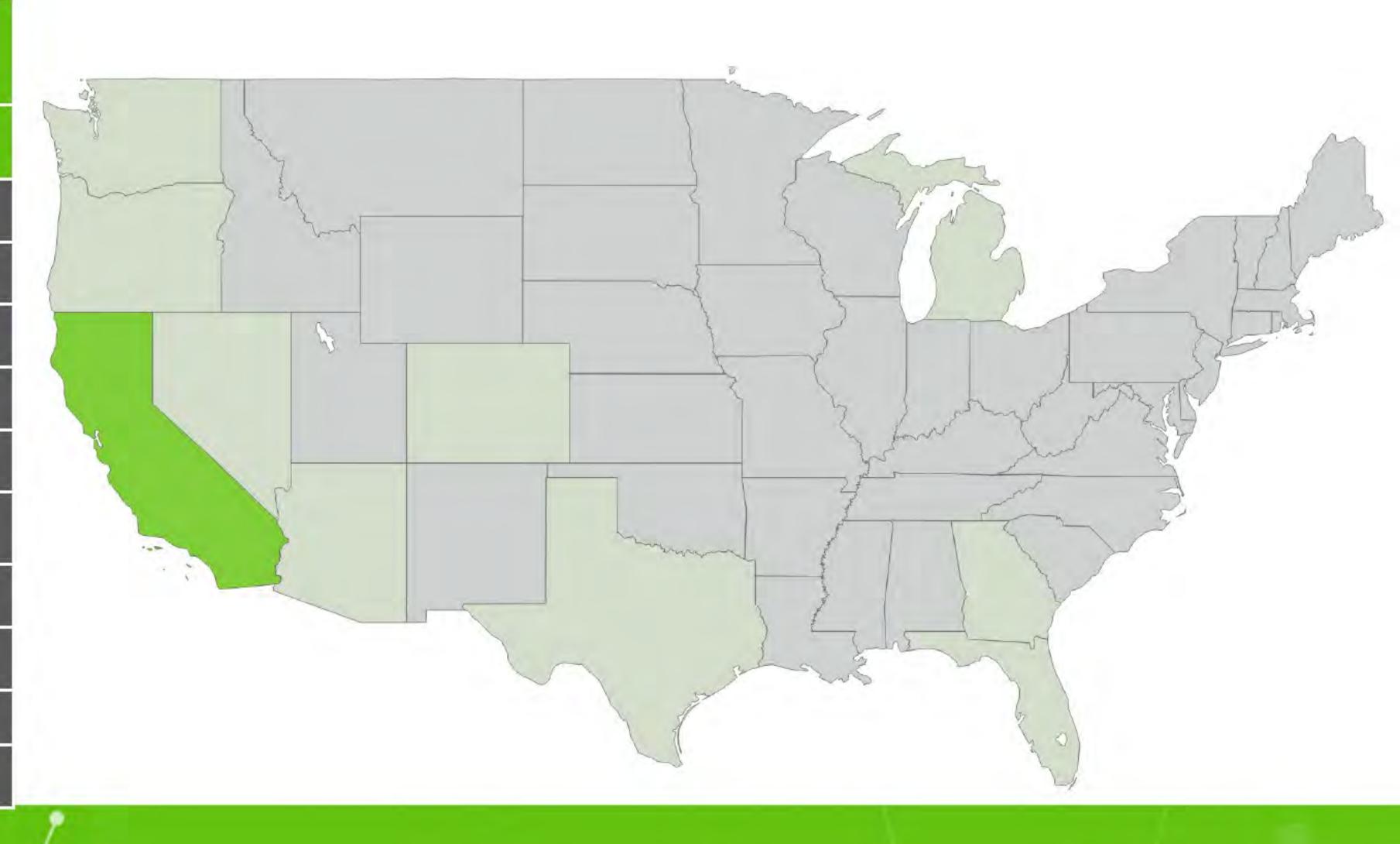






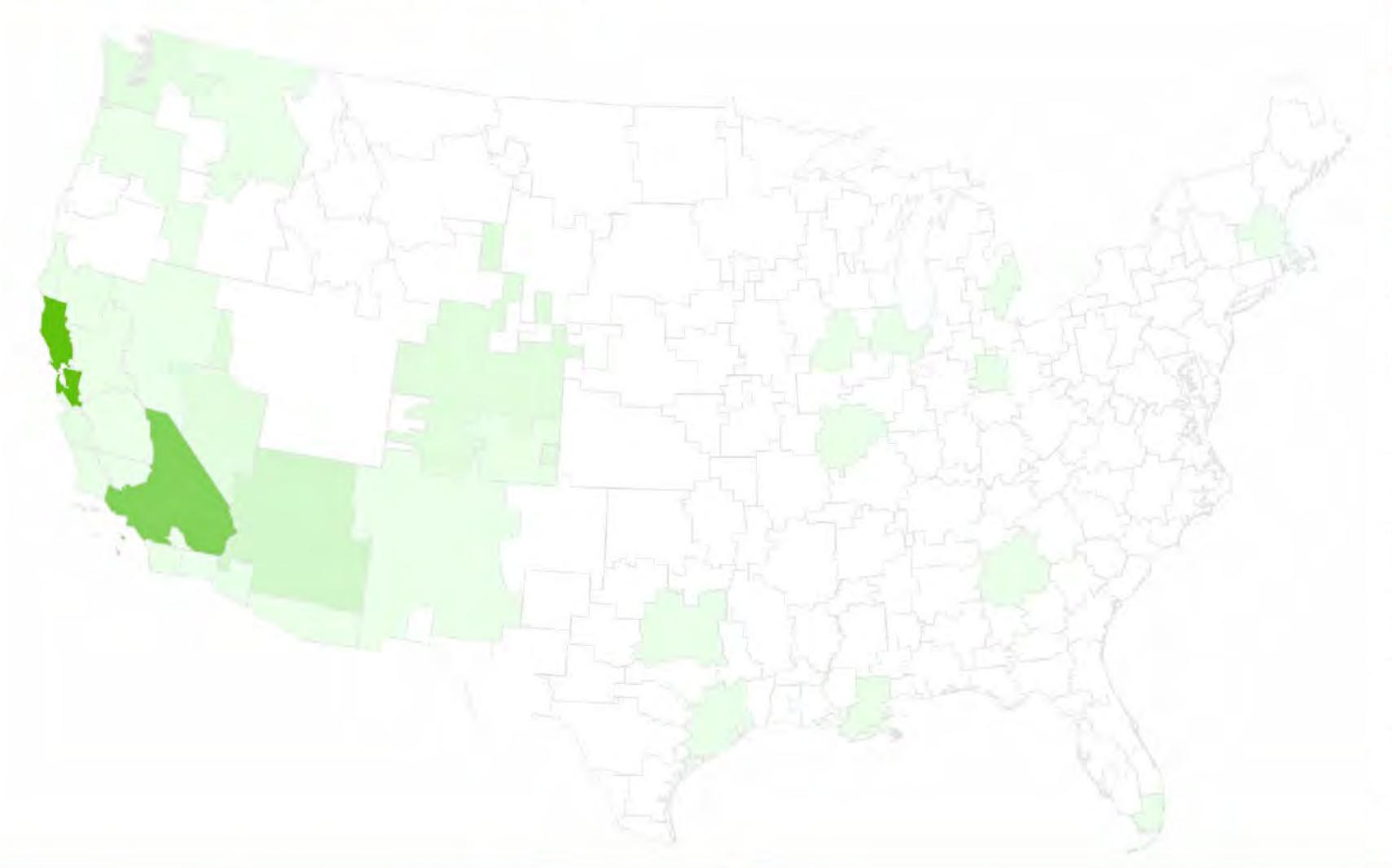
Paid media influences 90% Arrivals from California and Arizona state

Paid N (From – A	5,624 Arrivals			
Origin State	Impression %	Arrivals %		
California	50.1%	83.9%		
Arizona	14.8%	7.2%		
Colorado	14.5%	3.2%		
Nevada	5.1%	2.8%		
Washington	14.4%	2.5%		
Texas	0.1%	0.1%		
Michigan	0.0%	0.0%		
Florida	0.0%	0.0%		
Georgia	0.1%	0.0%		
Oregon	0.1%	0.0%		





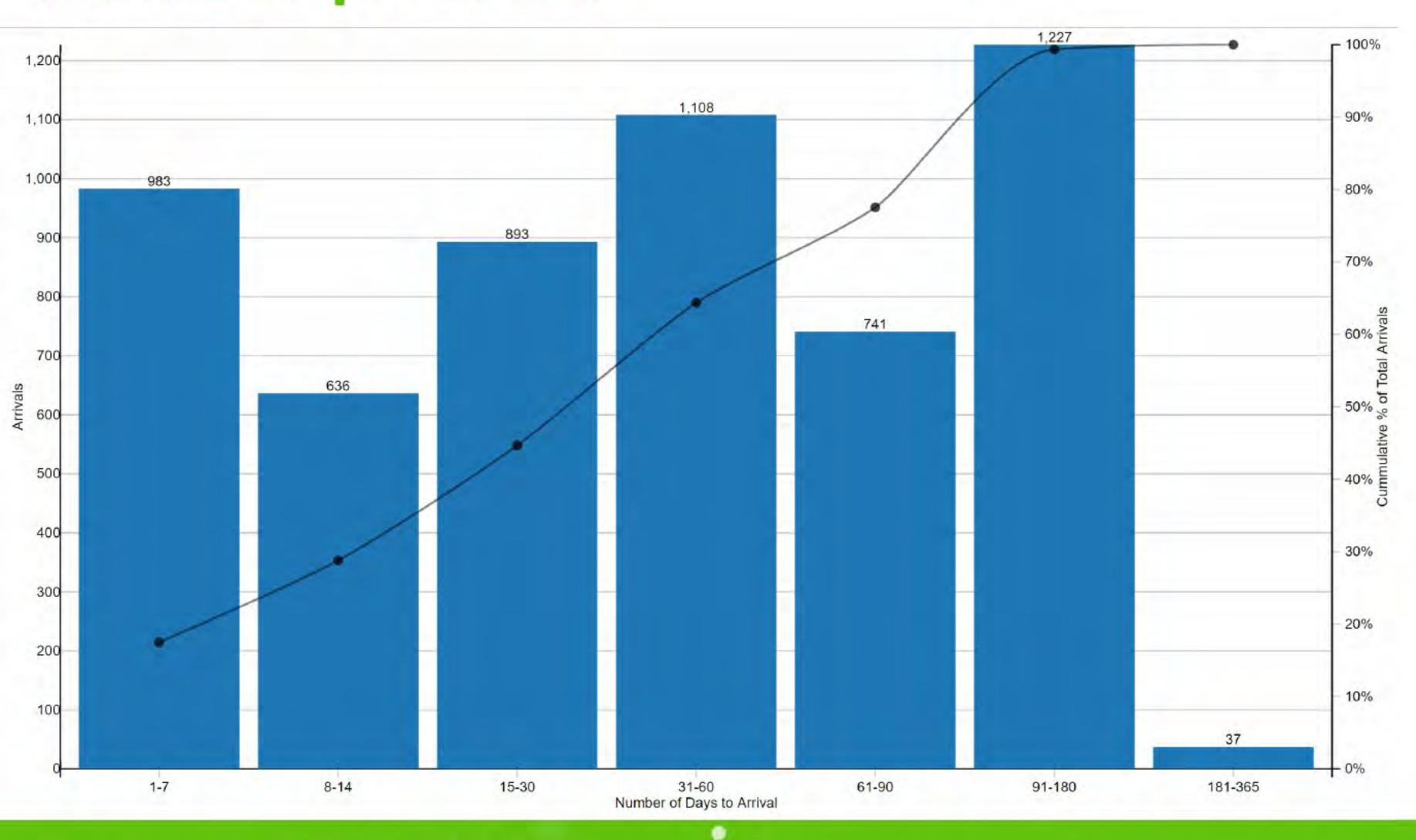
Paid media attracted a greater share of out of state visitors from Phoenix DMA



Paid Media							
Origin DMA	Arrivals %						
San Francisco/Oakland, CA	46.1%						
Los Angeles, CA	34.1%						
Phoenix, AZ	7.1%						
Las Vegas, CA	2.8%						
Denver, CO	2.6%						
Seattle/Tacoma, WA	2.5%						
Monterey/Salinas, CA	1.4%						
Santa Barbara/Santa Maria, CA	0.6%						
Colorado Springs/Pueblo, CO	0.6%						
Sacramento/Stockton, CA	0.6%						



Paid media influences arrivals within 53 days from first media impression



52.6

Average Days between first exposure to paid media and subsequent arrival in SLO CAL.



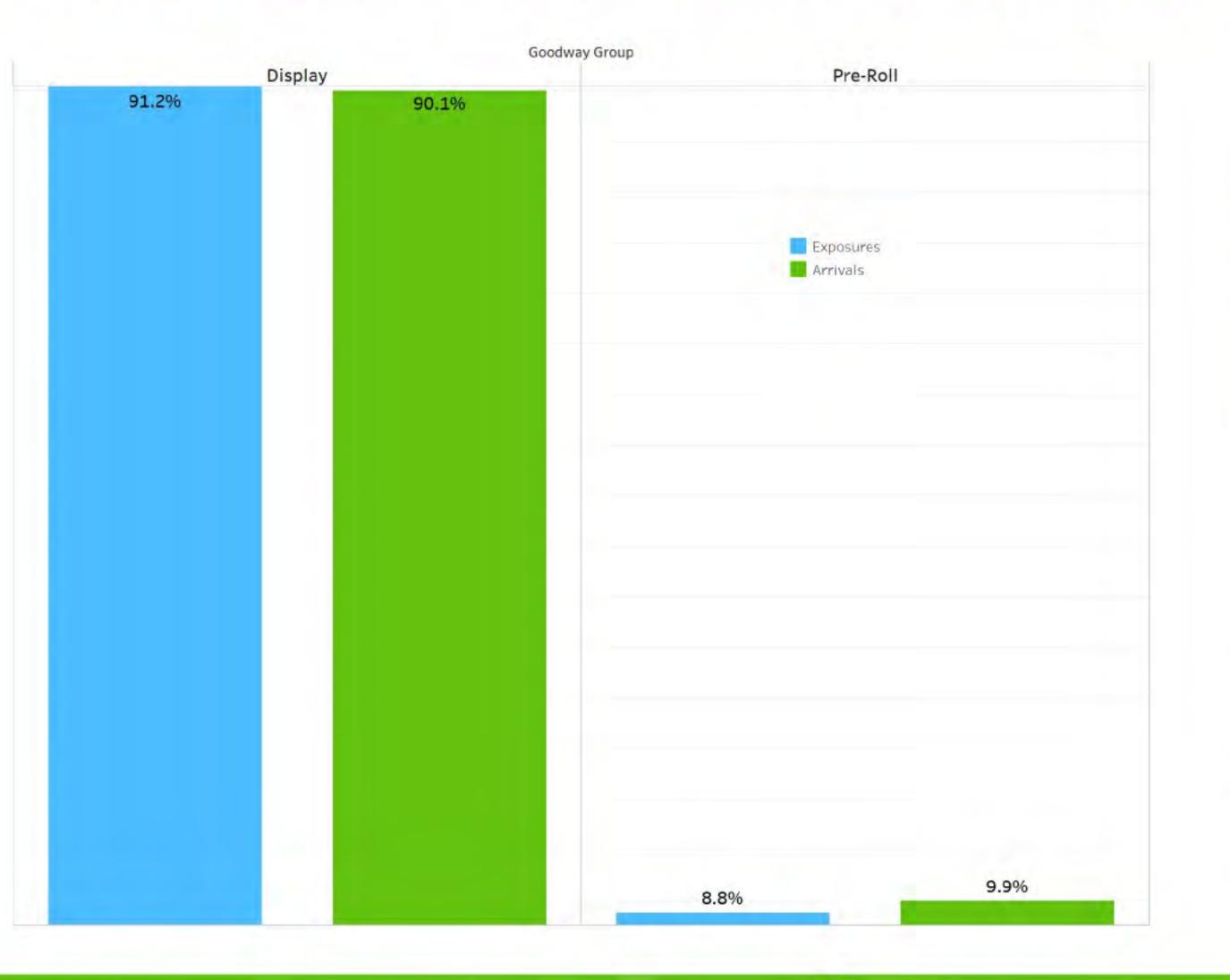
Days to Arrival by top DMAs

	San Francisco /Stockton, CA	Los Angeles, CA	Phoenix, AZ	Las Vegas, NV	Denver, CO	Seattle /Tacoma, WA	Monterey/ Salinas, CA	Santa Barbara/ Santa Maria, CA	Colorado Springs/ Pueblo, CO	Sacramento/ Stockton, CA	Grand Total
Paid Media Arrivals*	2,594	1,918	402	159	146	140	79	35	33	32	5,538
Paid Media Days to Arrival	52.4	53.4	54.0	58.1	60.4	57.0	34.2	51.8	62.3	37.5	53.0



^{*}Arrivals are attributed based on first exposure

Pre-Roll impressions have been 13% more efficient in influencing arrivals than Display media although Display contributed to 90% of overall Spring arrivals.

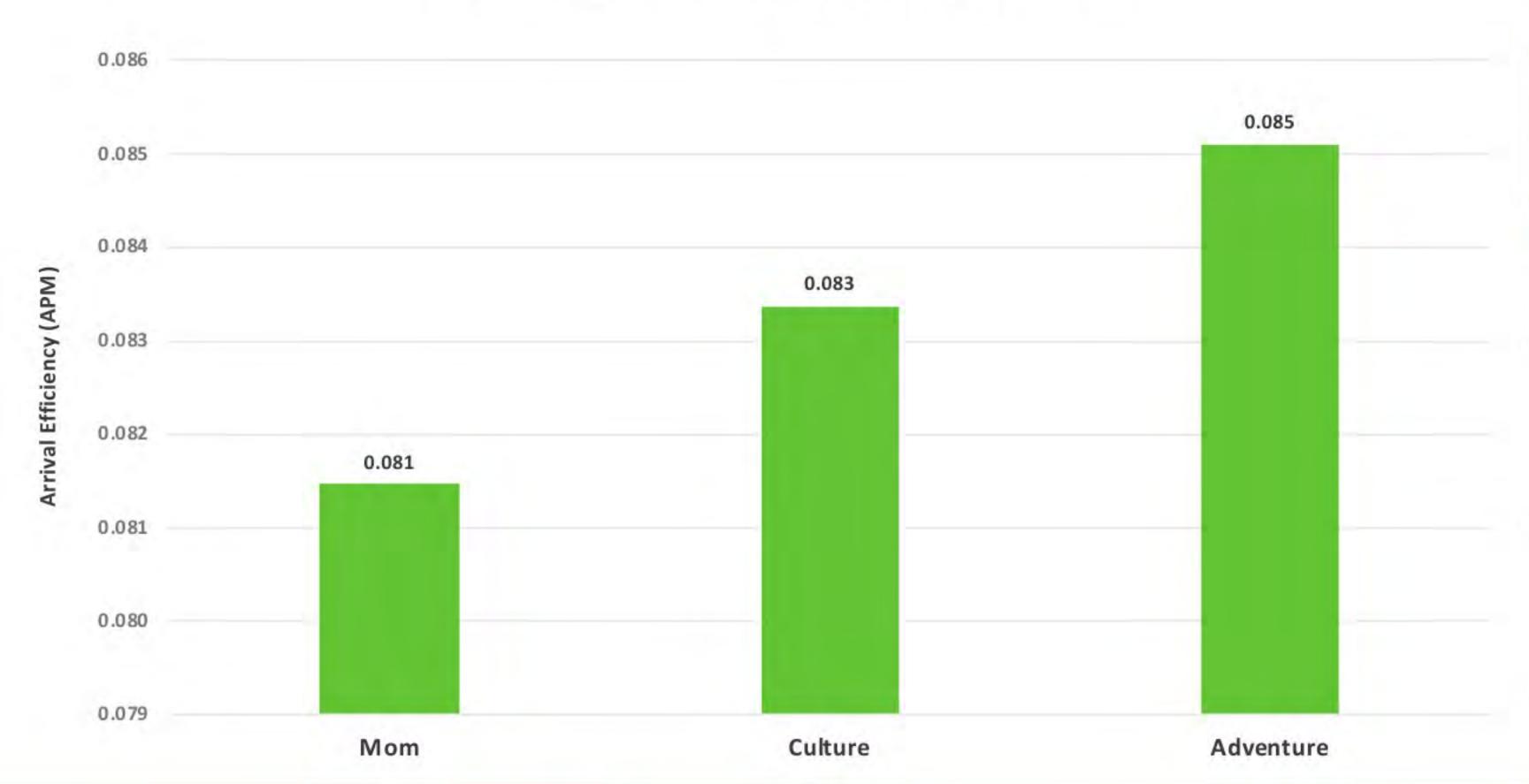


Source	Medium	Exposure %	Arrival %	APM
Goodway Group	Display	91.1%	90.1%	0.073
Goodway Group	Pre-Roll	8.9%	9.9%	0.083



All 3 content pieces have performed with similar efficiency with Adventure leading the way with the most efficient class.

Arrival per 1,000 Impressions by Content



Content	Exposure %	Arrival %	APM
Adventure	33.5%	34.2%	0.085
Culture	33.1%	33.2%	0.083
Mom	33.4%	32.6%	0.081



Key Summary:

- Arrivalist has observed over 19,425 arrivals from exposed media from Jan'17 Aug'18. Out of which, 10,690 arrivals were measured between Oct'17 Aug'18.
- Spring 2018 saw a balance in impressions between in-state vs out-of-state. Phoenix, Las Vegas and Seattle markets have responded well to the advertising.
- > Spring 2018 programs were 2.7 times more efficient in influencing arrivals than Spring 2017.
- > Spring 2018 campaigns were more tightly knit in frequency compared to Spring 2017 campaigns.
- > 52.6 Average Days needed between first media impression and subsequent arrival in market.
- While Display programs drove a bulk of arrivals, Pre-Roll initiatives were 13% more efficient in influencing Spring 2018 arrivals compared to Display.



Time to Arrival 35 days



SLO CAL MARKET SUMMARY

PRIORITIZE REMAINING DISCUSSION TOPICS FROM LAST YEAR'S RETREAT

Months	July	August	September	October	November	December	January	February	March	April	May	June
VSC Developments			Media Strategy		All-Agency		Fall Media Results					
Discussions	Со-ор	NA	Co-op Options	Potential: Article Scoring System	CCTC & VCA Overview	Meeting Planner & In-Market Communications	Sustainable tourism	Cana-Tourism (?)	RETREAT: • 2019/2020			
			International	Arrivalist Report		Retreat Planning	DMS Initial Recommendations		Co-ops			
					Quarterly Inventory Report			Quarterly Inventory Report				Quarterly Inventory Report
Quarterly Deep Dive	Paid Media			International (Sept.)	(Earned Media			Owned Medi	a/Content	
DMO Brand Presentation	Pismo		Morro Bay	SLO Wine	Atascadero	SLO	Paso Robles	H1DR		AG/GB	Paso Wine	
Guest Speaker(?)												

BUSINESS ITEMS MARKETING DISCUSSIONS

- Public Comment
- Committee Discussion









RECENT EFFORTS

- Outreach: Paso Robles & San Luis Obispo
- Prospecting
 - Meeting Planner CalSAE
 - Tour & Travel Companies
- VSC Tour and Travel Sales Mission: Sept. 18-20
 - Southern California
 - Chinese and European operators

UPCOMING TRADE PROGRAMS

- Visit California UK Super-FAM: October 6-8
- RVIA California RV Show: October 5-15
 - · Pomona, CA
- VSC Fall Packaging Party: October 18
 - SLO Brew Rock
- VRMA International Tradeshow: October 27-30
 - Vacation Rental Managers
 - Las Vegas, NV
- WTM & German Sales Days: November 5-11
 - London & Frankfurt







FILM SLO CAL NEWS

Seeking new Film Commission Liaison

RECENT & UPCOMING SHOOTS

- American Landmarks
- Measure G Commercial
- Animal Planet
- Clean and Clear Web Series
- IGTV Content
- Visit CA Commercial
- NFL Network Series
- Aerie Still Shoot
- Chevy Commercial
- Goliath TV Series (scouting, pending)

EVENTS

- American Film Market October 21-November 7:
 - Booth co-op
- COLA Awards December
 - Dena Bellman finalist in State Employee Category

FILMING STATS A/O August 1:

- 103 Filming leads
- 58 Productions
- 155 Filming days



PARTNERSHIP & EVENTS





SAVOR - SAN DIEGO BAY WINE & FOOD FESTIVAL

- November 16-17
- Now accepting DMO + other booth partner participation
 - For DMO sign-up, click here
 - For partner sign-up, click here

INDUSTRY EDUCATIONAL SYMPOSIUM

- 8 am 12 pm, Wednesday, October 24
- SLO Brew Rock
- Speaker Topics:
 - Who Is Coming to SLO CAL and How Can We Get Them Into Our Business? (Miles)
 - Elevating The Customer Experience (BCF)
 - International Markets: The Next Frontier (VCA)





- Public Relations
- Social Media
- SLOCAL.com





Earned Media: PUBLIC RELATIONS



SEPTEMBER MEDIA RESULTS

Turner PR:

• AVE: \$399,131.00

• Impressions: 4,185,555

UPCOMING OPPORTUNITIES

Proactive Pitching:

Short Lead: Animal EncountersLong Lead: Holidays in SLO CAL

Awards:

Conde Nast Traveler Readers' Choice Awards

Paso Robles Inn

Hotel Cheval

•EMBARGOED UNTIL OCTOBER 9

Upcoming Visits:

•Bridges and Balloons - VCA UK (Oct 22-23

•The Daily Telegraph- VCA UK (October 21)

•Will Migow – VCA (Oct 19)

•Bridges and Balloons - VCA UK (Oct 22-23)

•Eric Conover – VCA (Oct 19)

•Marie Claire Magazine – VCA (Oct 23-24)

•@style and Trouble- VCA Italy (Oct 26-27)

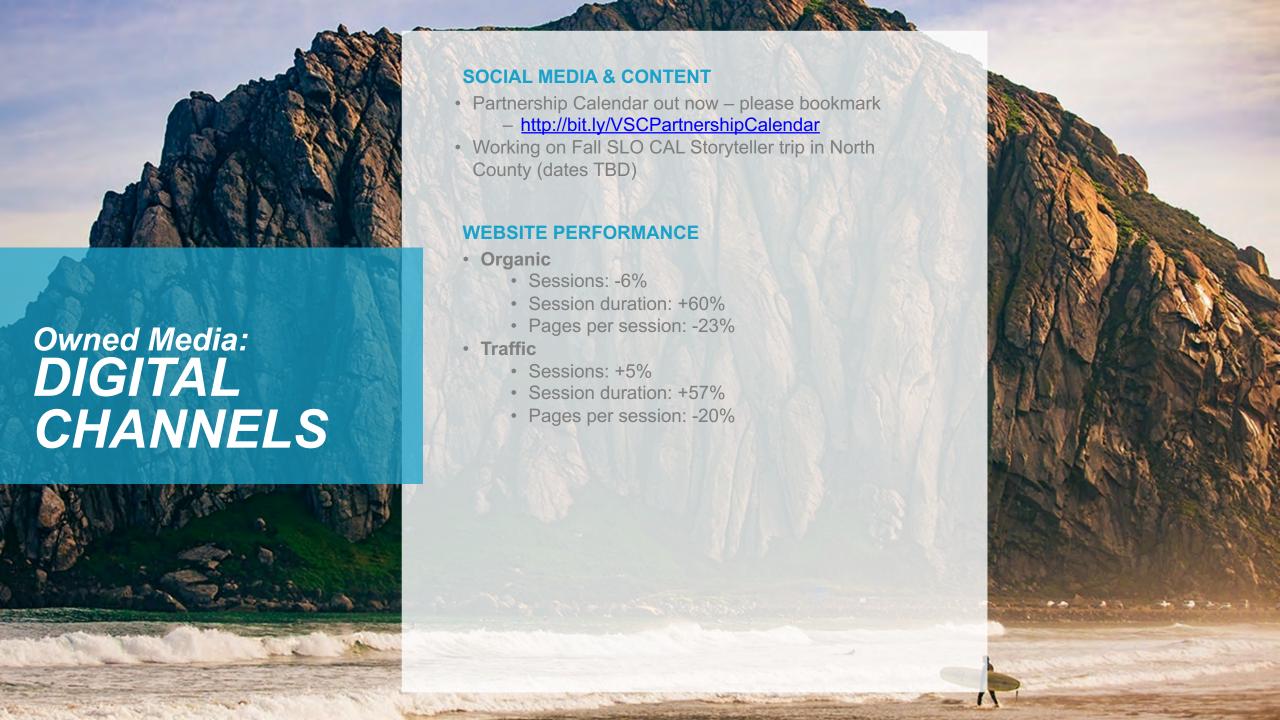
•Thrillist (TBD) – VCA (Nov 12-13)

•Fall FAM – Active Adventure (Oct 25-28th)

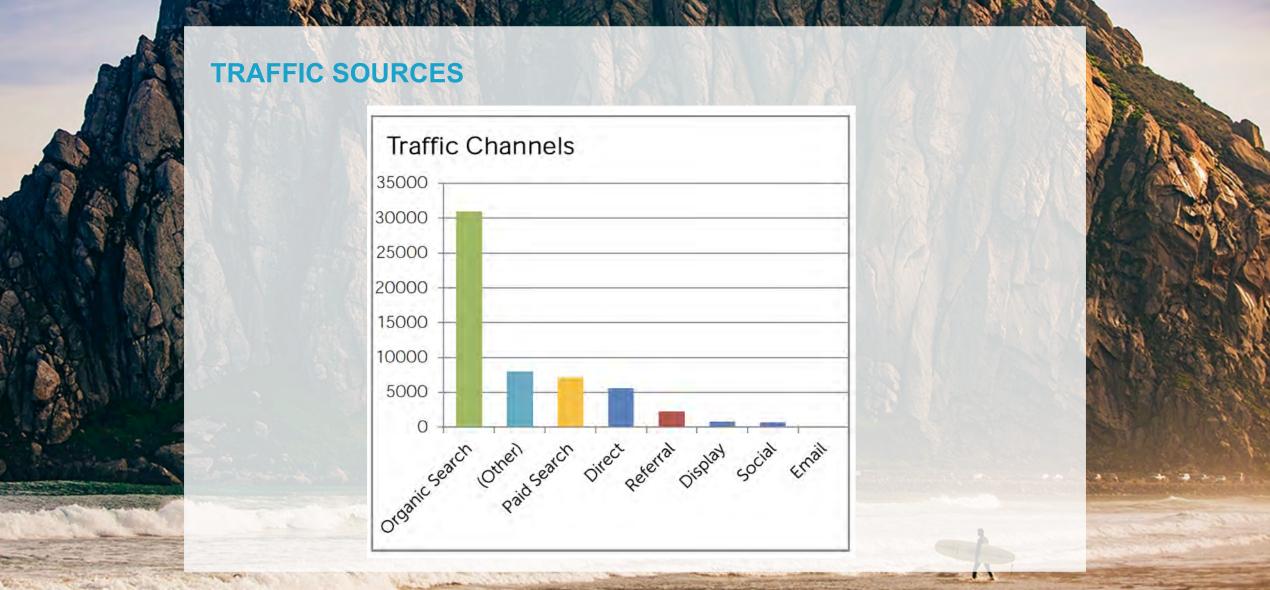
CONFIRMED UPCOMING ARTICLES

•425 Mag., Sunset, Arizona Republic, Paste Magazine,, Forbes, Entertainment Today, Newsweek, Locations Magazine, Scottish Sun



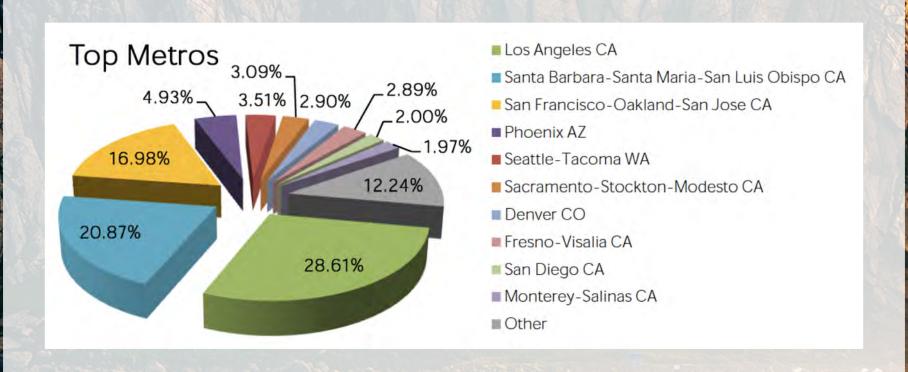


Owned Media DIGITAL CHANNELS

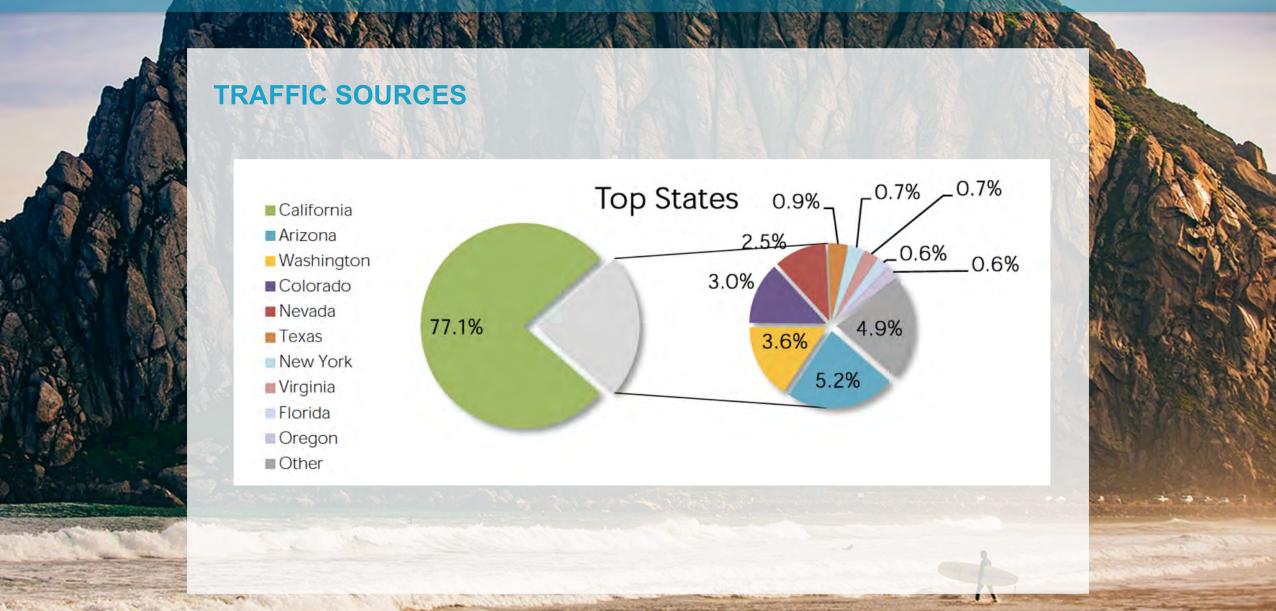


Owned Media DIGITAL CHANNELS





Owned Media DIGITAL CHANNELS







CREATIVE

- Preparing for updated shoot scope: North Coast & SLO
- Launched with all-new Native & Social

MEDIA - MILES

- PAID MEDIA CAMPAIGN IS LIVE!
 - All tactics below are currently running
 - Launched September 21st







JHARETHROUGH



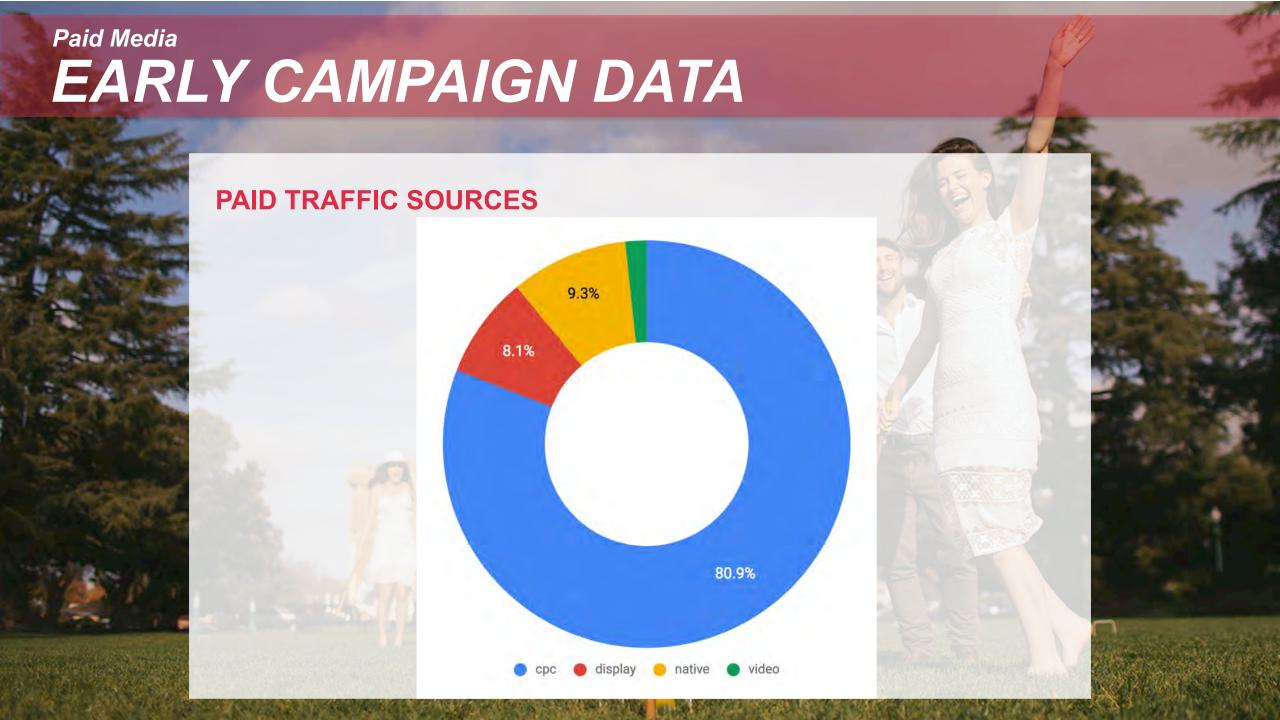














TRAFFIC SOURCES

Medium	Bounce Rate	Pages / Session	Avg. Session Duration
срс	53.44%	1.17	0:01:16
display	30.14%	2.32	0:01:07
native	71.31%	1.16	0:00:40
video	3.92%	2.18	0:00:42
Grand Total	20.98%	2.07	0:00:52





NEXT MEETING Tuesday, November 13

Thank you!