Website and Digital Marketing Analytics Summary

The dog days of Summer are officially over and it’s now time to harvest. The month of September brought our online month-over-month performance back up, mirroring our slight increase in budget as we prepare to launch our Fall campaign.

SantaMariaValley.com had an average of 320 sessions per day, with the number of sessions totaling 9,600 for the month of September. The overall visitor conversion rate was 7.14%. Hotel clicks were up 46% and attractions, up 7%. Web visits from Facebook saw a decrease of 65% from August due to the major traffic boost in August from the popular post on Susan Righetti. Our pipeline is building again with new stories and articles to post and share to Facebook that will bring this number back up in the coming month.

The total number of Getaway entries was down another 9% month-over-month, but keep in mind, the Getaway was not advertised beyond Facebook and AdWords in September. The decrease was mostly due to a decrease in entries coming from organic social channels, of which we had many in August. The top three sources of Getaway entries were the monthly newsletter (44%), AdWords (33%), and Facebook Ads, (12%), bringing the total number of September Getaway entries to 245.

Monthly newsletter subscribers increased slightly, and the September edition of the Santa Maria Valley Fresh Take garnered 13% more opens than the month prior. The new incoming leads for the monthly newsletter with the highest open rates were from the Yosemite Journal.

Santa Maria Valley had some nice incremental PR and media coverage this month. The website Foodsided highlighted Santa Maria Style Barbecue. The 2 Travel Dads visit resulted in one of the most comprehensive and thoughtful blog posts we’ve seen to-date along with extended social media presence over their channels. Vintages Magazine was distributed in September with Santa Maria Valley on the cover and inside as a feature story. Bliss Babe Magazine, a lifestyle publication distributed in Reno, Eldorado County and Northern California highlighted the Santa Maria Valley. The total regional/national article count for Santa Maria Valley is now up to 64.
Santa Maria Valley
SEPTEMBER 2017: WEB ANALYTICS DASHBOARD

TOTAL SESSIONS
9,600
Avg. sessions/day: 320

SESSION % CHANGE VS. SEPT. 2016
332%
2,222 in 2016 vs. 9,600 in 2017

ORGANIC TRAFFIC GROWTH
296%
1,172 in 2016 vs. 4,641 in 2017

PRIMARY GETAWAY ENTRY SOURCE
email
44% of entries came from email

OUTBOUND HOTEL CLICKS
121
vs. 83 in Aug. – up 46%

OUTBOUND ATTRACTION CLICKS
177
vs. 166 in Aug. – up 7%

HOTEL + ATTRACTION CLICKS
298
vs. 249 in Aug. – up 20%

UNIQUE EMAIL ENTRIES
280
vs. 308 in Aug. – down 9%

TOTAL CONVERSIONS
578
vs. 557 in Aug. – up 4%

OVR. CONVERSION RATE (VISITORS)
7.14%
vs. 6.98% in Aug. – up 2%

GETAWAY CONVERSION RATE
3.02%
vs. 3.36% in Aug. – down 10%

UNIQUE GETAWAY ENTRIES
245
vs. 268 in Aug. – down 9%

SELECTIONS BY AGE DEMOGRAPHIC

18-24: 782
25-34: 1,335
35-44: 1,152
45-54: 1,001
55-64: 991
65+: 579

SESSIONS BY LOCATION (ALL VISITORS)

TOP CITIES

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>1,876</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>1,080</td>
</tr>
<tr>
<td>San Francisco</td>
<td>808</td>
</tr>
<tr>
<td>Orcutt</td>
<td>370</td>
</tr>
<tr>
<td>San Jose</td>
<td>175</td>
</tr>
<tr>
<td>Lompoc</td>
<td>170</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>165</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>149</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>136</td>
</tr>
<tr>
<td>San Diego</td>
<td>126</td>
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</tbody>
</table>

PREPARED BY KPS3
KPS3.COM
### Google Ranking Improvement

<table>
<thead>
<tr>
<th>KEYWORD</th>
<th>GOOGLE RANK</th>
<th>IMPROVEMENT SINCE LAUNCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Maria Wineries Map</td>
<td>#1</td>
<td>100</td>
</tr>
<tr>
<td>Wine Tasting Santa Maria</td>
<td>#6</td>
<td>95</td>
</tr>
<tr>
<td>Downtown Santa Maria</td>
<td>#6</td>
<td>95</td>
</tr>
<tr>
<td>Santa Maria Map</td>
<td>#7</td>
<td>94</td>
</tr>
<tr>
<td>Santa Maria Style Barbecue</td>
<td>#18</td>
<td>83</td>
</tr>
<tr>
<td>Santa Maria Lodging</td>
<td>#18</td>
<td>83</td>
</tr>
<tr>
<td>Santa Maria Winery</td>
<td>#12</td>
<td>80</td>
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<tr>
<td>Santa Maria Wine</td>
<td>#2</td>
<td>72</td>
</tr>
<tr>
<td>Central Coast California Wineries</td>
<td>#44</td>
<td>57</td>
</tr>
<tr>
<td>Santa Maria Attractions</td>
<td>#4</td>
<td>57</td>
</tr>
</tbody>
</table>

### Total Paid Clicks

- **4,382** vs. **2,768** in Aug. — up 58%

### Average Cost per Click

- **$1.18** vs. **$0.64** in Aug. — up 84%

### Total Paid Impressions

- **188,455** vs. **194,104** in Aug. — down 3%

### Facebook Likes

- 23 vs. 1,951 in Aug. — up 12%
- Total Page Likes: 5,033

### Web Visits from Facebook

- **682** vs. **1,951** in Aug. — down 65%

### Newsletter Subscribers (MO.)

- **11,740** vs. **11,670** in Aug. — up 0.60%

### Newsletter Opens (MO.)

- **1,589** vs. **1,401** in Aug. — up 13%

### Newsletter Clicks (MO.)

- **233** vs. **251** in Aug. — down 7%

### Monthly Newsletter Stats

<table>
<thead>
<tr>
<th>SUBSCRIBER LIST</th>
<th>RECIPIENTS</th>
<th>OPENED</th>
<th>OPEN RATE</th>
<th>CLICKED</th>
<th>CTR</th>
<th>BOUNCED</th>
<th>BOUNCE RATE</th>
<th>UNSUBSCRIBE</th>
<th>UNSUBSCRIBE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Santa Maria Valley Visitor</td>
<td>11,623</td>
<td>1,574</td>
<td>13.54%</td>
<td>232</td>
<td>2.00%</td>
<td>54</td>
<td>0.46%</td>
<td>131</td>
<td>1.13%</td>
</tr>
<tr>
<td>CA Visitor Guide Leads - Sep. ’17</td>
<td>11</td>
<td>3</td>
<td>27.27%</td>
<td>0</td>
<td>0.00%</td>
<td>3</td>
<td>27.27%</td>
<td>1</td>
<td>9.09%</td>
</tr>
<tr>
<td>Sunset Magazine Leads - Sep. ’17</td>
<td>8</td>
<td>1</td>
<td>12.50%</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Yosemite Journal Leads - Sep. ’17</td>
<td>41</td>
<td>11</td>
<td>26.83%</td>
<td>1</td>
<td>2.44%</td>
<td>0</td>
<td>0.00%</td>
<td>1</td>
<td>2.44%</td>
</tr>
</tbody>
</table>
EXECUTIVE SUMMARY:

The Santa Maria Valley realized some nice PR coverage this month. The website Foodsided, highlighted Santa Maria Style Barbecue. According to Cision, the website receives 523 million unique visitors per month and the story has a publicity value of $1,223. The 2 Travel Dads visit resulted in extended social media presence over their channels. In addition, their Bonanza Journal was written daily on their many stops in the area. Vintages Magazine was distributed in September with Santa Maria Valley on the cover and inside as a feature story. Bliss Babe Magazine, a lifestyle publication distributed in Reno, Eldorado County and Northern California, highlighted the Santa Maria Valley through the eyes of Chrisie Yabu.

HERE ARE THE SELECTED HIGHLIGHTS FOR THE MONTH:

- Noozhawk, New Signs Uncorked on Foxen Canyon Wine Trail
- 2 Travel Dads, Santa Maria Valley: a new California getaway
- Mama Likes to Cook, Trattoria Uliveto in Old Orcutt, California
- Foodsided, Santa Maria-Style barbecue, flavorful simplicity of Spanish style barbecue
- Northwest Arkansas Democrat Gazette, A revitalization dream team
- Santa Maria Times, Last Call for Santa Maria Valley Wine Trolley
- Santa Maria Times, Rise in tourism, new wine trolley highlights of Chamber’s year
- Santa Maria Times, Annual Cruzin’ for Life car show raising funds to fight cancer
- Just Short of Crazy, Cambria: A Place Like No Other
- Mama Likes to Cook, *Lunch at Willow Bar & Grill in Nipomo*

- Lampoc Record, *From the Vine: Bubblyfest at Avila Beach is on the horizon*

- Vintages, *So Cool It’s Hot, Pages 16-26*

- Noozhawk, *Kiwanis to Drink in Proceeds from Santa Maria Beer Fest*

- 2 Travel Dads, *Our California Central Coast Bonanza journal*

- Conde Nast Traveler, *Beautiful Wineries in California, Presqu’ile Winery*

- Bliss Babe Magazine, *One For Your Travel List: Visit Santa Maria Valley, Page 59*

- The Splendid Table, *An expert guide to American Rhône wines*

**EINEWSWIRE RELEASES**

- Santa Maria Valley is Your Ideal Home Base for the Celebration of Harvest Weekend

- Honoring the Tradition of Dia de los Muertos, Day of the Dead in the Santa Maria Valley

- Hop on to the 2nd Annual Santa Maria Beer Fest Benefiting Santa Maria Kiwanis

**BLOG POSTS**

- The Hidden Hollywood

- Say Cheers to the Harvest Season During California Wine Month

One FAM was hosted in September.

We have achieved 64 regional/national stories to-date.
Santa Maria Valley
AUGUST 2017: ADR & REVPAR YEAR-OVER-YEAR

AUG. 2017 - ADR
$112.11
vs. $111.25 in Aug. 2016

AUG. 2017 - OCC
76.8%
vs. 79.1% in Aug. 2016

AUG. 2017 - REVPAR
$86.16
vs. $87.96 in Aug. 2016

YEAR-OVER-YEAR ADR % CHANGE
↑ 0.77%
$111.25 in 2016 vs. $112.11 in 2017

YEAR-OVER-YEAR OCC % CHANGE
↓ 2.9%
79.1% in 2016 vs. 76.8% in 2017

YEAR-OVER-YEAR REVPAR CHANGE
↓ 2.0%
$87.96 in 2016 vs. $86.16 in 2017

JULY 2017: CITY REVENUE FROM HOTEL BOOKINGS

JULY 2017 REVENUE
$411,760
vs. $389,010 in 2016

YEAR-OVER-OVER REVENUE % CHANGE
↑ 5.85%
$389,010 in 2016 vs. $411,760 in 2017

MONTH-OVER-MONTH REVENUE CHANGE
↓ 1.62%
$418,533 in June vs. $411,760 in July
### Santa Maria Valley

**AUGUST 2017: ADR & REVPAR MONTH-OVER-MONTH**

<table>
<thead>
<tr>
<th></th>
<th>RevPAR Aug.</th>
<th>RevPAR July</th>
</tr>
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<tbody>
<tr>
<td>Santa Maria Valley</td>
<td></td>
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<tr>
<td>Santa Barbara</td>
<td></td>
<td></td>
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<tr>
<td>SLO+</td>
<td></td>
<td></td>
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<tr>
<td>SLO County North</td>
<td></td>
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<tr>
<td>SLO County South</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SB County/Santa Ynez+</td>
<td></td>
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</tr>
<tr>
<td>California</td>
<td></td>
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</tr>
</tbody>
</table>

#### AUG. 2017 - ADR
- **$112.11**
  - vs. **$119.79** in July 2017

#### AUG. 2017 - OCC
- **76.8%**
  - vs. **85%** in July 2017

#### AUG. 2017 - REVPAR
- **$86.16**
  - vs. **$101.85** in July 2017

#### MONTH-OVER-MONTH ADR % CHANGE
- **6.4%**
  - **$119.79** in July vs. **$112.11** in Aug.

#### MONTH-OVER-MONTH OCC % CHANGE
- **9.6%**
  - **85%** in July vs. **76.8%** in Aug.

#### MONTH-OVER-MONTH REVPAR CHANGE
- **15.4%**
  - **$101.85** in July vs. **$86.16** in Aug.