Website and Digital Marketing Analytics Summary

While the August weather brought heat to the Santa Maria Valley, our online performance cooled off a bit. This is the first month we’ve seen a downturn in total sessions and conversions which is a direct result we were anticipating, with August having the lowest monthly budget so far this year. Special events in July, specifically Independence Day and the Obon Festival, gave July some significant padding with outbound attractions conversions (up 110%) which, along with the budget decrease, is why we saw the dip in August, bringing the clicks back to a normal level.

SantaMariaValley.com had an average of 305 sessions per day, with an overall visitor conversion rate of 6.98%. Web visits from Facebook were up 43% due to a significant response to a blog post we shared about celebrated local, Susan Righetti.

Santa Maria Valley’s monthly newsletter and Facebook ads continued to be the top primary sources for Getaway entries. Facebook was responsible for 41% of entries for August. The total number of entries received was down 9% over July. Entries from Facebook were up 30% but entries from our top source, email, were down 32%.

Monthly newsletter subscribers increased slightly, although percentages for both opens and clicks were down over July. The new incoming leads for the monthly newsletter with the highest open rates were from Sunset Magazine.

Public Relations efforts remained steady through August with continued focus on travel, wine, and barbecue. In addition, local birder, John Deacon, assisted with Santa Maria Valley with a “Hot Spots” article in Birdwatching Magazine. Another piece of content to note is the Santa Maria Valley website blog post for Susan Righetti, which brought in 773 visits to the site when it was posted on Facebook. The total regional/national article count for Santa Maria Valley is now up another five stories, bringing the grand total to 56.
**Santa Maria Valley**

**AUGUST 2017: WEB ANALYTICS DASHBOARD**

**TOTAL SESSIONS**

9,466

Avg. sessions/day: 305

**SESSION % CHANGE VS. AUG. 2016**

319%

2,259 in 2016 vs. 9,466 in 2017

**ORGANIC TRAFFIC GROWTH**

357%

1,034 in 2016 vs. 4,723 in 2017

**PRIMARY GETAWAY ENTRY SOURCE**

email

42% of entries came from email

**OUTBOUND HOTEL CLICKS**

83

vs. 112 in July – down 26%

**OUTBOUND ATTRACTION CLICKS**

166

vs. 302 in July – down 45%

**HOTEL + ATTRACTION CLICKS**

249

vs. 414 in July – down 40%

**UNIQUE EMAIL ENTRIES**

308

vs. 337 in July – down 9%

**TOTAL CONVERSIONS**

557

vs. 751 in July – down 26%

**OVER CONVERSION RATE (VISITORS)**

6.98%

vs. 7.85% in July – down 11%

**GETAWAY CONVERSION RATE**

3.36%

vs. 3.02% in July – up 11%

**UNIQUE GETAWAY ENTRIES**

268

vs. 289 in July – down 7%

**SESSIONS BY AGE DEMOGRAPHIC**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>716</td>
</tr>
<tr>
<td>25-34</td>
<td>1,252</td>
</tr>
<tr>
<td>35-44</td>
<td>1,120</td>
</tr>
<tr>
<td>45-54</td>
<td>1,131</td>
</tr>
<tr>
<td>55-64</td>
<td>1,135</td>
</tr>
<tr>
<td>65+</td>
<td>711</td>
</tr>
</tbody>
</table>

**SESSIONS BY LOCATION (ALL VISITORS)**

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>1,444</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>1,182</td>
</tr>
<tr>
<td>San Francisco</td>
<td>881</td>
</tr>
<tr>
<td>Orcutt</td>
<td>528</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>182</td>
</tr>
<tr>
<td>San Louis Obispo</td>
<td>152</td>
</tr>
<tr>
<td>Lompoc</td>
<td>133</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>131</td>
</tr>
<tr>
<td>Arroyo Grande</td>
<td>127</td>
</tr>
<tr>
<td>San Diego</td>
<td>120</td>
</tr>
</tbody>
</table>
## 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>#5</td>
<td>96</td>
</tr>
<tr>
<td>Santa Maria Downtown</td>
<td>#6</td>
<td>95</td>
</tr>
<tr>
<td>Santa Maria Wine Tasting Map</td>
<td>#6</td>
<td>95</td>
</tr>
<tr>
<td>Downtown Santa Maria</td>
<td>#5</td>
<td>95</td>
</tr>
<tr>
<td>Santa Maria Lodging</td>
<td>#7</td>
<td>94</td>
</tr>
<tr>
<td>Santa Maria Map</td>
<td>#9</td>
<td>92</td>
</tr>
<tr>
<td>Santa Maria Style BBQ / Barbecue</td>
<td>#11</td>
<td>90</td>
</tr>
<tr>
<td>Santa Maria Barbecue</td>
<td>#17</td>
<td>84</td>
</tr>
<tr>
<td>Santa Maria Winery</td>
<td>#9</td>
<td>83</td>
</tr>
<tr>
<td>Santa Maria Wine</td>
<td>#2</td>
<td>72</td>
</tr>
</tbody>
</table>

## WEB VISITS FROM FACEBOOK

<table>
<thead>
<tr>
<th>TOTAL PAID CLICKS</th>
<th>AVERAGE COST PER CLICK</th>
<th>TOTAL PAID IMPRESSIONS</th>
<th>FACEBOOK LIKES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,768</td>
<td>$0.64</td>
<td>194,104</td>
<td>+36</td>
</tr>
<tr>
<td>vs. 3,351 in July – down 17%</td>
<td>vs. $0.62 in July – up 3%</td>
<td>vs. 203,990 in July – down 4%</td>
<td>Current Total Page Likes: 5,022</td>
</tr>
</tbody>
</table>

## 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>11,469</td>
<td>1,370</td>
<td>11.95%</td>
<td>248</td>
<td>2.16%</td>
<td>48</td>
<td>0.42%</td>
<td>127</td>
<td>1.11%</td>
</tr>
<tr>
<td>CA Visitor Guide Leads - Aug. ‘17</td>
<td>44</td>
<td>11</td>
<td>25.00%</td>
<td>2</td>
<td>4.55%</td>
<td>6</td>
<td>13.64%</td>
<td>1</td>
<td>2.27%</td>
</tr>
<tr>
<td>Sunset Magazine Leads - Aug. ‘17</td>
<td>10</td>
<td>3</td>
<td>30.00%</td>
<td>1</td>
<td>10.00%</td>
<td>1</td>
<td>10.00%</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Yosemite Journal Leads - Aug. ‘17</td>
<td>89</td>
<td>17</td>
<td>19.10%</td>
<td>0</td>
<td>0.00%</td>
<td>3</td>
<td>3.37%</td>
<td>2</td>
<td>2.25%</td>
</tr>
</tbody>
</table>
Santa Maria Valley
TMD Travel &
Financial Report
JULY 2017
Santa Maria Valley

JULY 2017: ADR & REVPAR YEAR-OVER-YEAR

JULY 2017 - ADR

$119.79

vs. $118.10 in July 2016

JULY 2017 - OCC

85%

vs. 83.8% in July 2016

JULY 2017 - REVPAR

$101.85

vs. $99.02 in July 2016

YEAR-OVER-YEAR ADR % CHANGE

↑ 1.4%

$118.10 in 2016 vs. $119.79 in 2017

YEAR-OVER-YEAR OCC % CHANGE

↑ 1.4%

83.8% in 2016 vs. 85% in 2017

YEAR-OVER-YEAR REVPAR CHANGE

↑ 2.9%

$99.02 in 2016 vs. $101.85 in 2017

JUNE 2017: CITY REVENUE FROM HOTEL BOOKINGS

JUNE 2017 REVENUE

$418,533

vs. $422,551 in 2016

YEAR-OVER-YEAR REVENUE % CHANGE

↓ 0.95%

$241,636 in 2016 vs. $263,861 in 2017

MONTH-OVER-MONTH REVENUE CHANGE

↑ 48.15%

$282,507 in May vs. $418,533 in June
### July 2017: ADR & RevPAR Month-Over-Month

<table>
<thead>
<tr>
<th>Area</th>
<th>ADR</th>
<th>OCC</th>
<th>RevPAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Maria Valley</td>
<td>$119.79</td>
<td>85%</td>
<td>$101.85</td>
</tr>
<tr>
<td>vs. $111.29 in June</td>
<td>vs. 76.3%</td>
<td>vs. $84.89</td>
<td></td>
</tr>
<tr>
<td>vs. $119.79 in July</td>
<td>vs. 85%</td>
<td>vs. $101.85</td>
<td></td>
</tr>
</tbody>
</table>

**Month-Over-Month ADR % Change**: 7.64%

**Month-Over-Month OCC % Change**: 11.4%

**Month-Over-Month RevPAR Change**: 20%

- $111.29 in June vs. $119.79 in July
- 76.3% in June vs. 85% in July
- $84.89 in June vs. $101.85 in July
Santa Maria Valley Media Update
AUGUST 2017 CONTENT AND PR HIGHLIGHTS

EXECUTIVE SUMMARY:

The Santa Maria Valley PR coverage remains steady throughout the summer, with its continued focus on travel, wine and barbecue. In addition, John Deacon, local birder, assisted the Santa Maria Valley with a “Hot Spots” article in Birdwatching Magazine, which has an audience reach of 44,000. Another piece of content to note is the Santa Maria Valley website blog post for Susan Righetti, which brought in 773 visits to the site after promoting on Facebook.

HERE ARE THE SELECTED HIGHLIGHTS FOR THE MONTH:

- Wineormous, Fond Farewell to Santa Maria Valley

- Wine Spectator, 9 Elegant Santa Barbara Pinot Noirs

- D Magazine/Explore Dallas, What to Drink Now: Sauvignon Blanc and Sémillon

- Birdwatching Daily, Santa Maria River Estuary, Hot Spot

- MyYosemitePark.com, Santa Maria Valley – BBQ and a Lost City

- KEYT, F-100 Run draws classic trucks, enthusiasts to Santa Maria

- Santa Maria Times, Two-day North/South Run Classic Ford F-100 truck show at Historic Santa Maria Inn

- Post Magazine, Three Californian wines that exemplify New World innovation

- KCOY, Harvest begins for some wineries in the Santa Maria Valley

- Bottle Report, Weekend Tasting-Vineyard-Aug. 18-19

- Eat, Move, Make, Wine and Music Pairings Awaken All Five Senses
• The Nittany Epicurean, 2012 Au Bon Climat Hildegard

• KSBY, Santa Maria Valley Wine Trolley season extended

• Santa Barbara Seasons, Bob’s WELL BREAD Bakery Welcomes Cambria Estate Winemakers

• Cambria Winery Welcomes Jill DelaRiva Russell as Winemaker

• SoCal Food & Beverage Professional, Tasteful Destinations, Pages 6-7

EINEWswire RELEASES

EINewswire – Swing Into High Gear for the Cruizin’ for Life Car Show

BLOG POSTS

Spotlight on PCPA

Get a Taste of the Foxen Canyon Wine Trail

Meet Susan Righetti

No FAMs were hosted in August.

We have achieved 56 regional/national stories to-date.