The website is performing extremely well, surpassing the goals for total sessions and organic search sessions. Additionally, we surpassed all of the hotel conversion goals.

**TRAFFIC & BEHAVIOR GOALS**

<table>
<thead>
<tr>
<th>TOTAL SESSIONS</th>
<th>SESSION % CHANGE</th>
<th>ORGANIC SEARCH SESSIONS</th>
<th>ORGANIC SESSION % CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>194,327</td>
<td>▲ 46%</td>
<td>87,263</td>
<td>▲ 38%</td>
</tr>
<tr>
<td>Goal: 169,800</td>
<td></td>
<td>Goal: 72,480</td>
<td></td>
</tr>
<tr>
<td>135,315 sessions in 17-18</td>
<td></td>
<td>65,058 sessions in 17-18</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVG TIME ON SITE</th>
<th>AVG PAGES PER SESSION</th>
<th>BOUNCE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1m23s</td>
<td>2.16</td>
<td>57%</td>
</tr>
<tr>
<td>Goal: 1m35s</td>
<td>1m27s in 17-18</td>
<td>Goal: 2.23</td>
</tr>
</tbody>
</table>

**HOTEL CONVERSIONS**

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>OUTBOUND HOTEL CLICKS</th>
<th>HOTEL DETAIL PAGEVIEWS</th>
<th>HOTEL CONVERSION RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,715</td>
<td>3,084</td>
<td>9,631</td>
<td>8.2%</td>
</tr>
<tr>
<td>Goal: 10,380</td>
<td>Goal: 2,340</td>
<td>Goal: 8,040</td>
<td>Goal: 7%</td>
</tr>
</tbody>
</table>
Creative Assets Developed in FY18–19

#SantaMariaStyle Marketing Campaign
The creative assets developed this year continued to focus on the Ideal Home Base, and to refresh #SantaMariaStyle web content and digital/print assets with support from:
• Wine and barbecue
• Naturally unconstrained: cycling, hiking, outdoor activities
• Heritage: dunes and rodeo

New creative assets developed:
• Photography assets
• “30 Miles” video series
• Digital ads
• Social media ads
• Email newsletter redesign
• Website enhancements
• Printable itineraries
• Updated events page
• Event widgets
• Santa Maria Style cookbook
• Audio tracks for the Wine Trolley

Photography Assets
New photography was taken and the photo assets were shared on the Flickr account.

“30 Miles” Video Series
The “Tradition of Barbecue” video was created this year. The series focuses on all of the things to do and see around the valley and weaves in our core brand pillar to tell the story of Santa Maria.

The video has been viewed 299 times on our site, and 791 times on YouTube. Although it is a long video, 57% of the viewers watching it on our site have watched 50% or more of the video.
Digital & Social Media Ads
The digital ads were refreshed for this year’s campaign.

Creative Assets—Website Enhancements
Plan Your Trip Website Section
The new Plan Your Trip website pages were developed this year to help provide potential visitors with ideas and things to do in Santa Maria Valley based on their specific interests.

Using data from web searches, we developed six itineraries: Wine Weekend, Outdoor Adventures, Barbecue, Central Coast Heritage, Family Time and Solo Traveling.

One of the calls-to-action include downloadable itineraries, which has been downloaded 22 times over the past six months. The itineraries feature the same content as the webpages, but include the ability to take notes and bring the physical itinerary with you on the trip. The second CTA includes a link to book a room to help drive traffic to hotel sites.

The page is performing really well—average time on the page is up by 60% and conversions from people landing on Plan Your Trip content has more than tripled.

Creative Assets (Continued)

Events Webpages
A lot of our traffic lands on events pages, but the on-site behavior (time on site, pages per session, bounce rate) was down and needed improvement.
We updated the page by cleaning up the events listing to make information easier to find and give users an option to view by list or by calendar. We also added social sharing buttons, a stay with us call to action button, and related information to keep visitors engaged and exploring the site.

Event Widget
Since one of the priorities of the year was building referral links from our local partner sites, we created event widgets and website content to connect our site’s content to theirs.

Creative Assets (Continued)

Santa Maria Style Cookbook
Features recipes for a full Santa Maria Style spread from tri-tip to pinquito beans. There have been 120 downloads over the past month, and people spend an average of 2m33s on the page.
Audio Tracks for Wine Trolley
We wrote and produced eight audio tracks to be played between the stops on the wine trolley. They provide entertainment to trolley riders and inspiration for what to do in and around Santa Maria Valley once they hop off the trolley.
Santa Maria Valley
2018-2019 EOY REPORT
2018 – 2019 Monthly Newsletter Analytics

<table>
<thead>
<tr>
<th>NEWSLETTER SUBSCRIBERS</th>
<th>AVG. NEWSLETTER OPENS (PER EMAIL)</th>
<th>AVG. NEWSLETTER CLICKS (PER EMAIL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,082</td>
<td>1,532</td>
<td>76</td>
</tr>
<tr>
<td>vs. 19,081 in June 2018 – up 31%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEBSITE SESSIONS FROM NEWSLETTERS</th>
<th>CONVERSIONS FROM NEWSLETTERS</th>
<th>OUTBOUND HOTEL CLICKS FROM NEWSLETTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,600</td>
<td>924</td>
<td>58</td>
</tr>
<tr>
<td>vs. 5,122 in 2018 – 2019 – down 10%</td>
<td>vs. 465 in 2018 – 2019 – up 99%</td>
<td>vs. 24 in 2018 – 2019 – up 142%</td>
</tr>
</tbody>
</table>

Monthly Email Newsletters

The “Fresh Take” email campaign provided a monthly touch point to communicate the latest events and offers with those who have expressed an interest in visiting Santa Maria Valley. We sent 24 emails to our subscribers this year.

The email newsletter template was redesigned to be used for the bi-monthly newsletters starting in March 2019.

Starting in March 2019, we started sending emails twice per month to our regular subscriber list, highlighting upcoming events and recent blog posts, with an invitation to stay. The goal was to increase engagement, but the majority of the subscribers were still not opening the email. Therefore, we will be doing a re-engagement campaign in 2019-20 to clean up the subscriber list. Once our email is deploying to active subscribers, we will receive better data on engagement.

In addition to the bi-monthly emails, we also sent out one email to Yosemite Journal subscribers. We receive this list as part of our advertising package. The email was sent to 7,801 recipients and had 1,234 opens, with 34 clicks.

Public Relations and Social Media
Santa Maria Valley

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Our PR approach is to primarily target the leisure travel audience, continuously reinforcing our
unique experiences, Santa Maria Style barbecue, wine country and authentic hospitality at a
value.

With Cision, we are able to track UVPM (unique visitors per month) and publicity value for
stories trackable by the monitoring service. This fiscal year, we received 3.7M reach with a
UVPM of 1.1B and a publicity value of $1.3M, surpassing our coverage goal of $1M.

This fiscal year, we achieved 48 stories on Santa Maria Valley.

Coverage:

• Eater LA, The Guide to California’s Cowboy Country
• 2 Travel Dads, California Central Coast Road Trip Itinerary: castles, wine and more
• The Outbound Collective, From the Sea to the Sky: Road Tripping California’s Central Coast
• Los Angeles Times, Unearthing the mysteries of ‘Egypt in the dunes of the California coast
• Orbitz Travel Blog, The Ultimate California wine lover’s road trip
• Posh Beauty Blog, Visit Santa Maria Valley Staycation
• House Method, Most Underrated Towns in Every State
• Forbes, Delicious BBQ And World-Class Wine Are Your Perfect Pairing
• Matador Network, 9 underrated destinations in the US for a blowout girls trip
• Business Insider, 9 underrated destinations in the US for a blowout girls trip
• Modern Hiker, 36 Hours in the Santa Maria Valley
• Modern Hiker, One city, one hike – Santa Maria’s Point Sal Trail
• Roamaroo Youtube, What to do in Santa Maria California – a Travel Guide
• We3Travel, Cheap Winter Family Vacations in the United States
• Bird Watcher’s Digest, Far Afield Santa Maria Valley
• Chelsea Pearl, 10 brands to shop this Small Business Saturday
• Wine Oh TV, Discover Santa Maria Valley Wine Country
• Wine Oh TV, Santa Maria Style Barbecue at its Best
• The Daily Meal, America’s 50 Best Steakhouses
• Go Nomad, Guadalupe, Gateway to the Dunes
• L.A. Latino Foodie, Let Santa Maria Valley Capture your Palate and Recharge Your Soul #SantaMariaStyle
• KUSI, Travel Advice with Ashley Colburn
• Atlas Obscura, Monarch Butterfly Grove
• Chelsea Pearl, A Weekend Getaway to Santa Maria Valley
• Red Tricycle, 20 Spring Break Spots That Are Worth the Drive
• Visit CA, California Restaurant Month 2019 Reaches an All-Time High with 40 Destinations
• Pasadena Now, Santa Maria Valley Brings the Sizzle to National Barbecue Month
• California Unpublished, Best Restaurants to Experience Traditional Santa Maria Style Barbecue
• California Unpublished, The Secret to Santa Maria Style Grilling at Home
• Christina’s Cucina, 5 Reasons to Visit Santa Maria Valley
• The Outbound Collective, A Solo Woman’s Escape to Santa Maria Valley

Coverage (continued):

• Mother Earth News, Understanding Clean Wine Designations
• Forbes, Best BBQ Ever - Your Ultimate Grilling Guide 2019
• Barbecue Bible, Underappreciated Beef: New Cuts To Try On Your Grill
• 2 Travel Dads, California Agritourism in the Santa Maria Valley: a new way to explore
• KNSD, Savor BBQ Month in the Santa Maria Valley
• KNBC, Cheers, It’s the Santa Barbara Vintners Festival
Santa Maria Valley
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• Newswire, Santa Maria Valley Brings the Sizzle to National Barbecue Month
• Travel Latina, Santa Maria Valley—On the Coast of Somewhere Beautiful
• Red Tricycle, Santa Maria Valley Is Your Next Central California Vacation Destination
• 2 Travel Dads, The most Instagramable town in California: Guadalupe CA
• Food & Wine, What I Learned at BBQ Bootcamp
• Food & Wine, 22 Memorial Day Recipes for a Perfect Cookout
• The Roanoke Times, Family travel five: Enlightenment through cultural celebrations
• Joe’s Daily, Santa Maria Valley: Wineries, Places to Eat, and Other Things to Do
• Reno Gazette-Journal, The best California wine region you’ve never heard of
• This story was also published in several other Gannett papers.

We hosted 17 FAMs this fiscal year and posted 39 blog posts.

Social Media
• Instagram
  • Followers: 1,756 (+75% year-over-year)
  • 755 new
  • Comments: 467 (baseline)
  • Likes: 12,076 (baseline)
  • Average post reach: 471.6 (baseline)
• Top Posts:

Social Media (continued)

• Facebook
  • Followers: 6,236 (+7% year-over-year)
  • 408 new
  • Reactions: 9,336 (baseline)
  • Shares: 664 (baseline)
• Top Posts:
Santa Maria Valley
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- **Pinterest**
  - Website Sessions: 85 (baseline)
  - Followers: 15 (baseline)

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**New Website Content**

**39 New Blog Posts:**

- Bringing Santa Maria Style Barbecue Back Home: Recipes and Pro Tips for Grilling it Yourself
- Obon Festival Celebration
- Trip Tips: Experience More for Less at The Radisson
- Trip Tips: Experience More for Less at The Holiday Inn Hotel & Suites
- Hollywood History Unearthed at the Dunes Center
- Roundup: New eateries in Santa Maria Valley
- Pedal to the Pinot
- Your Day on the Santa Maria Valley Wine Trolley
- Trip Tips: Experience More for Less at Santa Maria Valley’s Candlewood Suites
- The Most Underrated Town in California
- Hiking in Santa Maria Valley
- Top 5 Best Wine Regions
- The Secret to Santa Maria Style Grilling: 3 Pro Tips for Tasty, Timeless Barbecue
- Show me Your Key Card Promotion
- Trip Tips: Experience More for Less at Fairfield Inn & Suites by Marriott
- Modern Hiking Through Santa Maria Valley
- Give the Gift of Santa Maria BBQ
- The 6 Best Ways to Enjoy Fall and Foliage in Santa Maria Valley
- Trip Tips: Experience More for Less at Best Western Plus Big America
- Guides for Your Next Santa Maria Valley Adventure
- Enjoy a Guided Hike at La Purisima Mission
- Thanksgiving, Santa Maria Style: Tradition, with a Twist
Santa Maria Valley

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• Enjoy a Cheap California Weekend Getaway in Santa Maria Valley
• What’s (and Who’s) on Tap at Naughty Oak Brewery
• Trip Tips: Experience More for Less at the Historic Santa Maria Inn
• A Tasty Tour: A Look at Regional Barbecue Styles & Why Our Valley’s is so Unique
• Benchmark for Success
• A Destination to Chirp About
• Wine Dogs of Santa Maria Valley
• Grilled to Perfection
• Horseback Riding Through the Dunes: Add it to Your Bucket List
• Wine Tasting Weekend
• The Ultimate Guide to Beaches Near Santa Maria Valley
• The 6 Best Ways to Enjoy Spring in the Santa Maria Valley
• Get Hooked on Fishing in the Santa Maria Valley
• These 4 Sweet Strawberry Recipes Will be Your New Jam
• Roundup: Trails for Every Type of Cyclist
• A $500 Wine Weekend in the Santa Maria Valley
• Follow the Santa Maria Valley Taco Trail

2018–2019 Media

The media budget supported new content creation and allowed us to continue to grow the number of visitors to the website, share more stories across multiple platforms and expand our reach to new potential visitors. Smaller media buys in the digital space allowed us to target our key audiences and have a presence in niche markets. We placed Traditional, Digital and Native ads as follows.

Traditional Media
We placed print ads in SLO Vintages and the Yosemite Journal.

Digital Media
Digital ads led to 64,000 sessions on the website. The ads were placed on Facebook, Instagram, Pinterest, and Google Ads.
Native Media
A main focus for the 2018-19 year was gaining exposure to prospective visitors in our target audience through eNewsletters or email blasts. These native ads led to 8,171 sessions on the website and 726 hotel conversions. The most successful ones were Visit Santa Barbara and VisitCA, and we will be continuing with these in 2019-2020. Visit Santa Barbara led to 2,000 website visits with an 8.6% conversion rate, and VisitCA led to 3,700 website visits with a 4.6% conversion rate.

The following media outlets created advertising packages for us that included a newsletter component:
- Outside
- The Outbound Collective Followers
- Outdoor Project
- Visit Santa Barbara
- VisitCA
- Atlas Obscura
- The Outbound Collective
- Rodeo

The following Native advertising opportunities focused on video:
- Roamaroo
Santa Maria Valley

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• Wine Oh TV

<table>
<thead>
<tr>
<th>TOTAL SESSIONS</th>
<th>HOTEL CONVERSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,171</td>
<td>726</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVERAGE TIME ON SITE</th>
<th>AVERAGE PAGES PER SESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1m32s</td>
<td>2.39</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONVERSION RATE</th>
<th>BOUNCE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Overview

Highlights of the upcoming marketing plan:

• New Wine+ creative approach
• Tie our offerings to geographic markets where they resonate best
• Refresh the wine advertisements
• Incorporate event and attraction promotion into our Facebook and Instagram advertising efforts
• Website updates including:
  - Updated homepage design
  - Mobile optimization on key pages
  - Personalization/promotions integration
  - Winery profiles
  - $500 Wine Weekend landing page
• Concentrate SEO efforts on wine search terms that support the Wine+ marketing strategy
• Invite targeted media, with a focus on larger audienceship and the main brand pillar of wine, to participate in Familiarization visits
• Integrated content calendar to combine social media, newsletter, web and blog content to ensure cohesive messaging and consistency
• Clean, optimize, and engage the eNewsletter subscribers list
• New photography/video
• Continue “30 Miles” video series