

YEAR-TO-DATE REVIEW

MORRO BAY TOURISM BUREAU

July 2015 – March 2016

WEBSITE

WEB ANALYTICS (JUL 2015 - MAR 2016)

WEBSITE TRAFFIC

Website Visits:
260,346 (+21%)

Total Unique Visitors:
201,292 (+18%)

Total Page Views:
579,934 (+16%)

New Visitors:
195,558 (+18%)

Returning Visitors:
64,788 (+34%)

TOS (Time on Site):
1:47 (+0%)

LODGING PAGE STATS

Total Lodging Views:
88,218 (+15%)

Deals and Promotions:
5,174 (+6%)

Hotels-Motels:
11,936 (-15%)

Vacation-Rentals:
4,876 (-17%)

TOP REFERRING URLS

Old Desktop Site:

m.morrobay.org: 39%

morro-bay.ca.us: 17%

morrodunes.com: 6%

centralcoast-tourism.com: 5%

m.facebook.com: 5%

Old Mobile Site:

m.facebook.com: 43%

lm.facebook.com: 20%

morro-bay.ca.us: 8%

search.yahoo.com: 3%

New Site:

m.facebook.com: 51%

morro-bay.ca.us: 5%

morrodunes.com: 4%

morrobayca.gov: 3%

TOP GEO AREAS

Old Desktop Site:

Los Angeles: 7%

San Francisco: 5%

Morro Bay: 5%

Fresno: 4%

Old Mobile Site:

Los Angeles: 24%

San Francisco: 16%

San Diego: 3%

Morro Bay: 3%

Sacramento: 2%

New Site:

Los Angeles: 10%

San Francisco: 8%

Fresno: 5%

Bakersfield: 4%

Morro Bay: 4%

REFERRAL SOURCES (JUL 2014-MAR 2015 VS. JUL 2015-MAR 2016)

Organic Search: 58.2%	Organic Search: 39.7%
Social: 9.3%	Social: 19.3%
Referral: 24.3%	Referral: 16%
Direct: 20.8%	Direct: 12.4%
Paid: 1.5%	Paid: 6.4%

CONCLUSION

The transition from separate websites for desktop and mobile users to a single responsive site has made a tremendous improvement in user experience and search engine optimization. The number of page views for the site's suite of "Lodging" landing pages has increased by 15% year-over-year, helping to increase the overall number of "heads in beds" and contributing to Transient Occupancy Tax revenue. Additionally, the demographics of the site's user base indicate that geo-targeting specific audiences has been successful.

SOCIAL MEDIA

SOCIAL MEDIA

Facebook

Likes YTD: 36,566 (+13%)
Increase over prior period: +4,754
Engagement Rate: 12% (+1%)
Total Impressions: 6,414,388 (+30%)
Total Reach: 3,110,551 (+90%)
Avg. Weekly Reach: 99,538
Avg. Weekly Engaged Users: 5,291
Website Referrals: 30,613 (+176%)

Twitter

Total Followers: 1,516 (+31%)
Interactions: 1,035
Retweets: 98
Mentions: 273
Website Referrals: 157 (+43%)

Instagram

Total Followers: 4,498
Period Change: +2,996

CONCLUSION

The social media marketing strategy, as designed and implemented by Verdin, has been extremely successful. From differentiated social campaigns to strategic engagement and cutting-edge methodology, social media has played a crucial role for the Morro Bay brand as well as in driving traffic to the Morro Bay website.

SOCIAL MEDIA OUTLETS

FACEBOOK

FAN INCREASE: 13% (31,812 TO 36,566 FANS)

We have seen an overall steady increase in the amount of fans and the level of engagement with the Facebook page. Despite the ongoing changes to the News Feed algorithm and the increasing level of difficulty in getting your content served to users, both reach (+90%) and impressions (+30%) are up significantly.

The sentiment on the page is overwhelmingly positive, and we have seen excellent participation and interaction with status updates, quizzes, polls and contests.

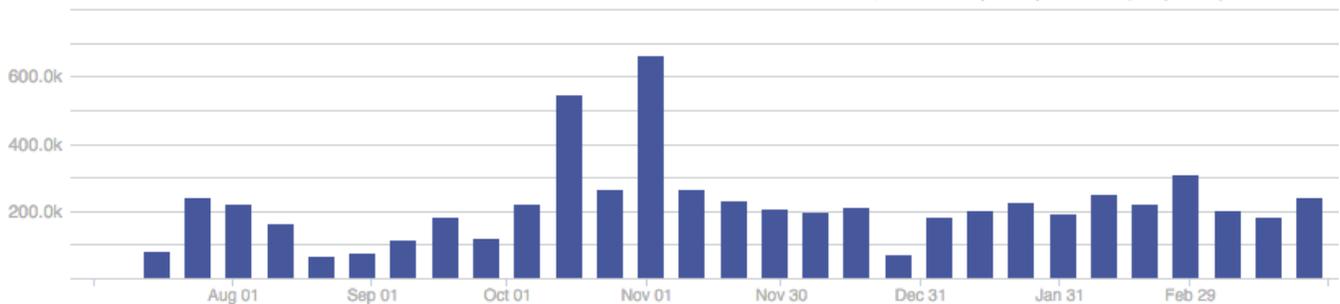
FAN GROWTH



PAGE IMPRESSIONS

PAGE IMPRESSIONS

Impressions **6,414,388** by **4,515,839** Users

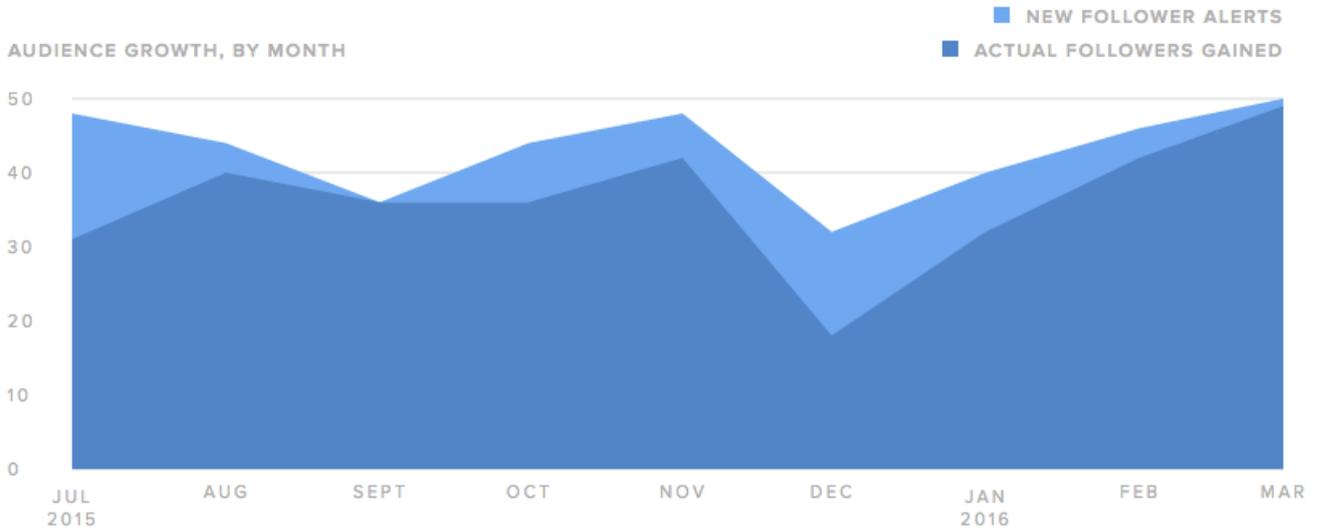


TWITTER

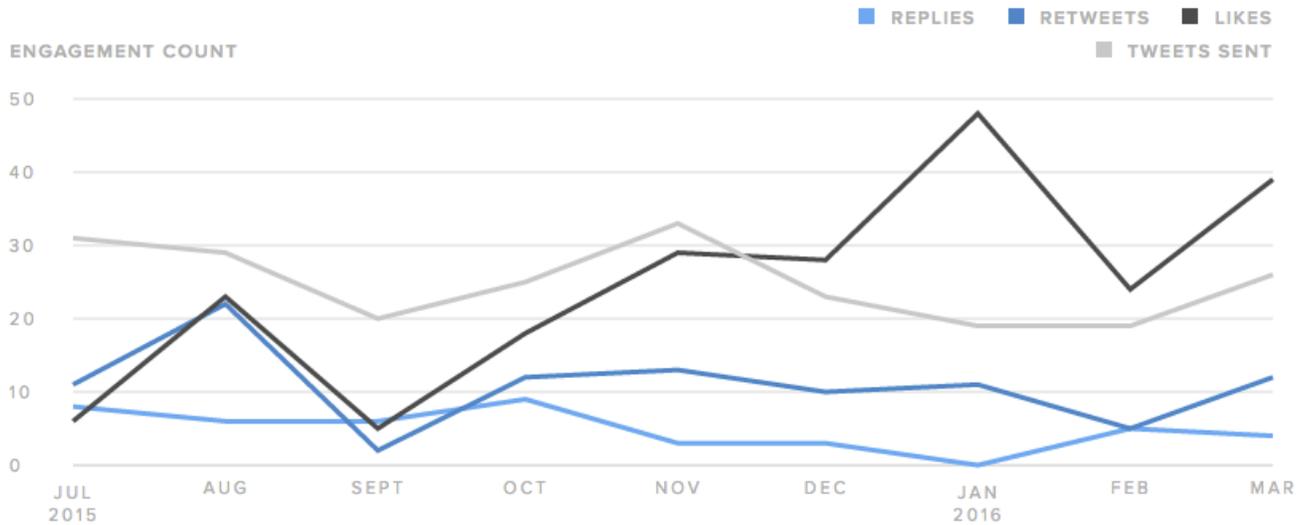
FOLLOWER INCREASE: 31% (1,156 TO 1,516 FOLLOWERS)

While Twitter's impact and influence in the general social media landscape has begun to dwindle, we are still seeing significant increases in follower count as well as interactions.

AUDIENCE



ENGAGEMENT



INSTAGRAM

FOLLOWER INCREASE: 199% (1,502 FOLLOWERS TO 4,498 FOLLOWERS)

Instagram is an excellent platform for marketing tourism destinations, as rich, authentic photos and video primarily drive engagement. Additionally, it is a great resource for sharing (“re-gramming”) authentic content directly from other users.

Our follower base on Instagram has grown significantly, and has surpassed Twitter in terms of importance and overall impact on branding.

SOCIAL MEDIA MARKETING IMPACT ON WEBSITE TRAFFIC

The impact that social media has had, and continues to have, on driving users to the Morro Bay website is incredibly significant. Social media referrals increased by a full 10% year-over-year. Social media referrals make up 19.3% of all traffic to the website.

Facebook continues to have the most significant impact on driving referral traffic to the site. The amount of referrals from Facebook alone has increased by 176% year-over-year.

CONCLUSION

Morro Bay’s social media channels - primarily Facebook, Instagram and Twitter - have continued to increase the brand visibility, reach and influence as a unique and authentic tourism experience for visitors to California’s Central Coast.

ADVERTISING

OVERVIEW

The following summary contains information on the paid advertising for Morro Bay Tourism Bureau from July 2015 until March 31, 2016. All advertising campaigns performed well and increased traffic to the MBTB website.

TARGET AUDIENCE

Millennial visitors aged 25 - 35

Generation X aged 35- 45

Baby Boomers aged 50+

*Micro-targeting to specific behaviors was additionally used within these target audiences, for example millennials interested in surfing or boomers interested in bird watching, and families.

MEDIA OUTLETS AND PLATFORMS

Several types of advertising were integrated in the comprehensive media plan for Morro Bay Tourism Bureau to effectively reach the identified target audiences.

DIGITAL

Facebook

Facebook continued to be a very successful platform to reach current fans and new followers for Morro Bay. A total of 3,734,694 impressions were delivered. There have been 102,715 clicks on ads or paid posts during the reporting period, a 138% increase over last year. 267,578 actions were taken, which included shares, comments, likes and clicks. The overall CTR for MBTB was 2.75%, also an improvement over last year.

The Facebook ad campaigns had several different goals and landing pages, based on the promotion and content available on the new website. Additionally, new types of ad platforms were used to improve engagement including video, Cinemagraphs and carousel ads. Instagram was also experimentally used in a limited fashion for advertising.

Google Adwords

The Google Adwords campaign continued to see steady increases. Total impressions for the reporting period were 532,686. While this number is very close to the impressions for the year before, the total overall clicks increased by 15% to 15,049. Average click through rate also improved to 3.02% from 2.30%.

Digital Ads

Digital ads refer to any ad that appears on websites or within mobile applications on smartphones. Depending on the goals for a digital ad campaign, the ads can be static, animated, gifs or videos. Several different digital ad campaigns were created with different target locations and demographics. Reporting for digital ads changed somewhat during the reporting period, as the trend to click on web ads decreased and the ability to track "view through conversions" increased with tracking pixels placed on the website. The combined impressions for all digital ads were 2,237,688. Clicks improved by 49% to 1,358 with 30,915 unique users engaging with the ads.

Trip Advisor

The advertising results for Trip Advisor stayed consistent. 24,183 users visited the Morro Bay Pages in Trip Advisor. Additionally, 1,695 unique users clicked on the ads to leave Trip Advisor and visit the Morro Bay website. Another 2,226 users visited the Morro Bay website at a later date after seeing ads on Trip Advisor. In addition to ads on the sponsorship and other destination pages, Morro Bay was included in two email blasts.

Pandora

Pandora was used successfully to reach potential visitors both with a fall campaign and a winter/spring campaign. The fall campaign targeted the San Diego market, and the winter/spring campaign targeted the Central Valley. The combined campaigns served 1,862,373 impressions with 7,506 direct clicks to the Morro Bay website. Click through rates were .65%, well above industry standards.

SFGate.com

Morro Bay participated in two email campaigns that targeted the San Francisco area. SFGate.com generated a list for locals who had opted into their e-newsletters. The email blast performed above industry standards with an 11.52% open rate (average is 8%-11%) and 2.15% click through rate (average is .08%-1.4%). Total clicks for the two email blasts were 2,153, with 11,530 emails opened and 100,000 impressions.

PRINT

Magazines

Morro Bay Tourism participated in a "LA Getaway" campaign featured in Southern California with an advertorial in Redbook, Good Housekeeping and Women's Day.

One ad ran in Travel 50 and Beyond Magazine very successfully, with feedback from the publisher on those who requested more information on Morro Bay. Vacations Magazine, targeting baby boomers within the western US was also used. A total of 1,465 leads were received from both publications.

BROADCAST

Morro Bay also had a cable television campaign in the San Francisco/San Jose area in the fall of 2015. Ads were carried on channels enjoyed by travelers, including National Geographic, The Travel Channel and The Food Channel.

CONCLUSION

The overall performance of the paid advertising for Morro Bay Tourism Bureau was excellent. Exciting creative, strong promotions, micro-targeting and the use of new platforms all helped increase the reach and results of the campaigns. The total impressions served to potential visitors were 9,180,196 from July 2015 to March 2016. Clicks to the Morro Bay website from paid advertising in this reporting period were 130,549, an increase of 114% percent over the year prior.