



ARCHER & HOUND

Cambria Tourism Board Marketing Report

August 2024

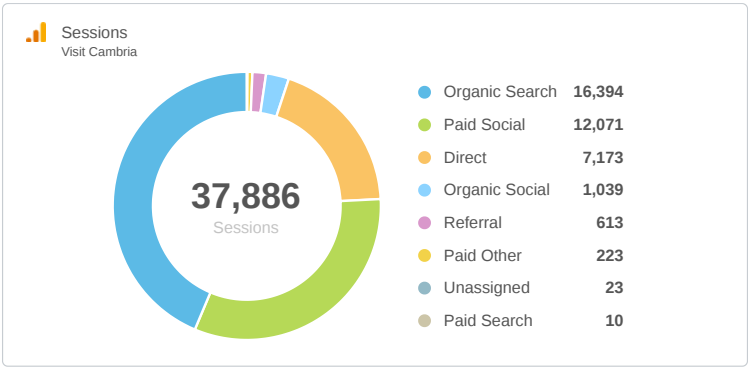
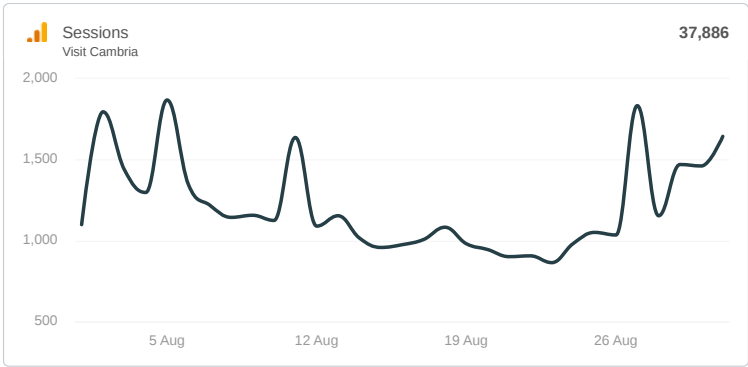
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

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Website Traffic



New Users
Visit Cambria

31,429

Total Users
Visit Cambria

32,765

User Engagement Duration Per User
Visit Cambria

00:00:58

Views
Visit Cambria

72,513

Wedding Requests

0

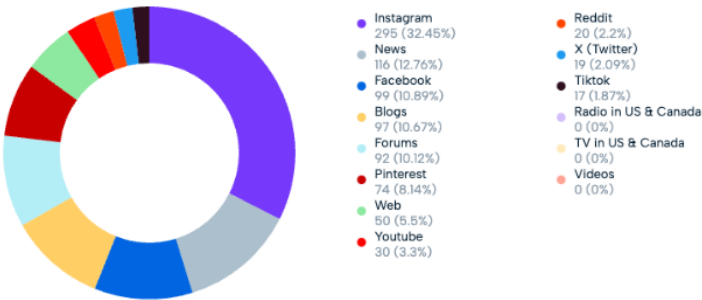
Total App Downloads

13,787

Top 10 Website Pages
Visit Cambria

PAGE	SESSIONS▼	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
(not set)	13,030	12,415	0	00:00:00
/lodging-specials/	8,683	8,060	10,000	00:00:35
/	4,775	4,352	6,186	00:00:30
/lodging/	2,928	2,746	4,070	00:00:36
/visitors/	2,392	2,203	2,941	00:00:29
/itinerary-element/moonstone-beach/	2,037	1,896	2,237	00:00:23
/activities/	1,971	1,855	2,388	00:00:47
/events/	1,867	1,689	2,285	00:00:44
/blogs-surprising-things-central-coast-cambria/	1,520	1,443	1,628	00:00:18
/itineraries/curated-tours-for-curated-moments-in-cambr...	1,155	1,095	1,261	00:00:20

Mention Report



News/Radio/TV Reach

96,457,341

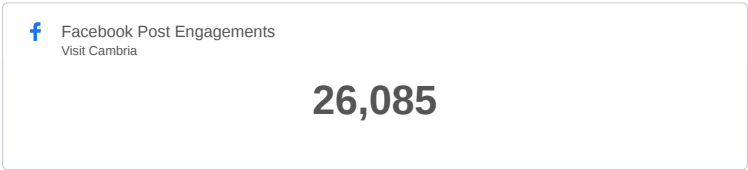
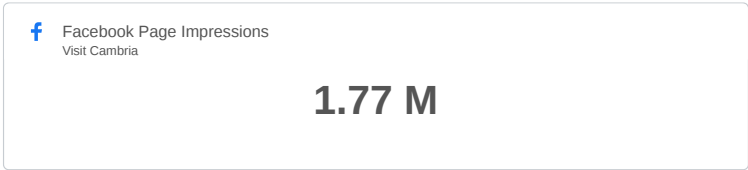
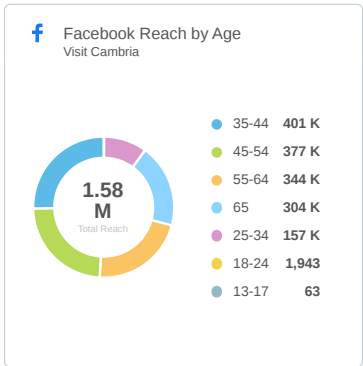
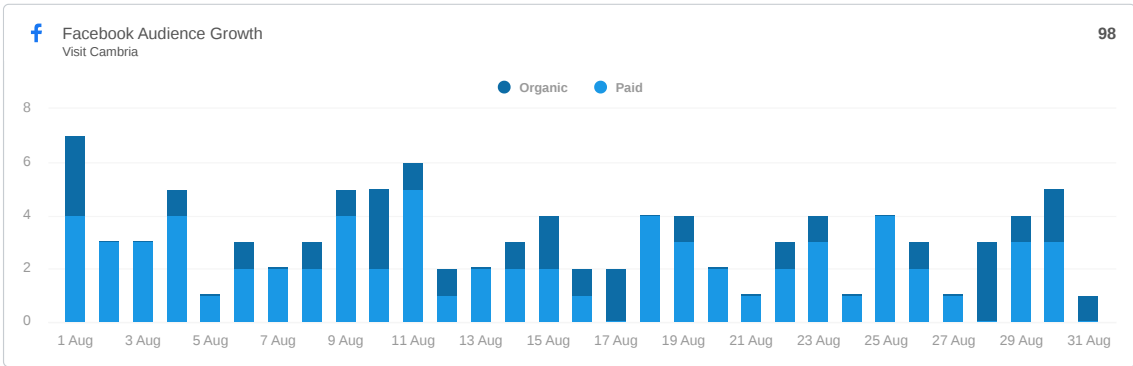
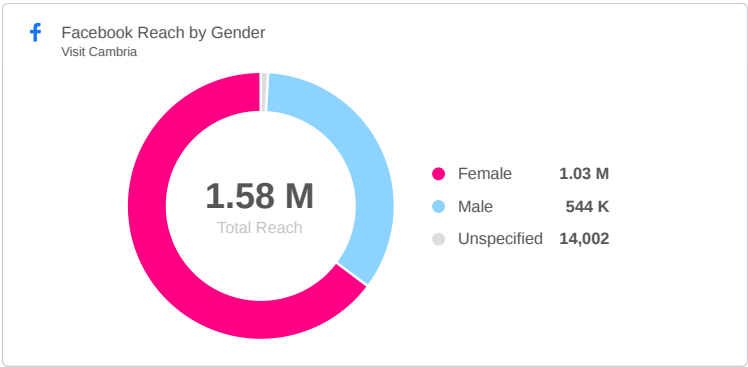
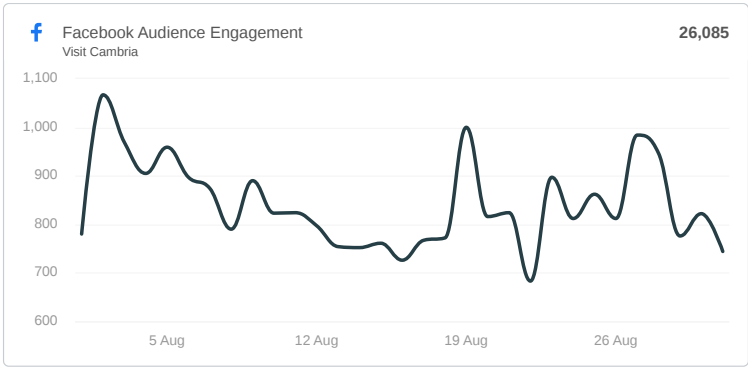
Web Reach

23,185,761

Social Media Reach

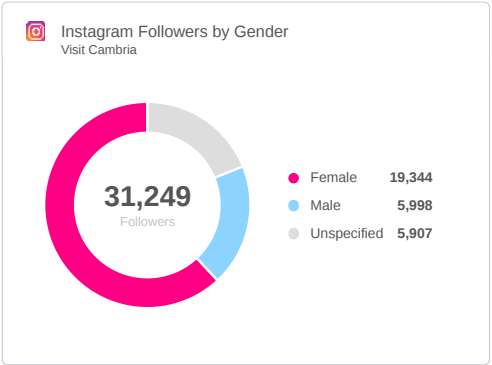
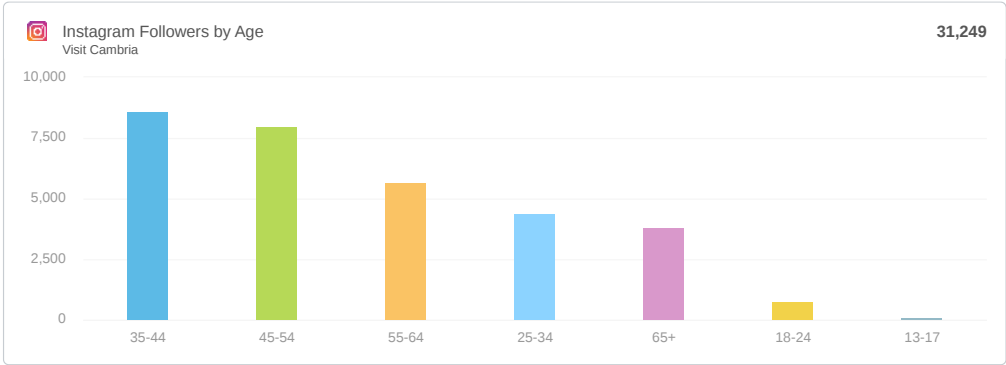
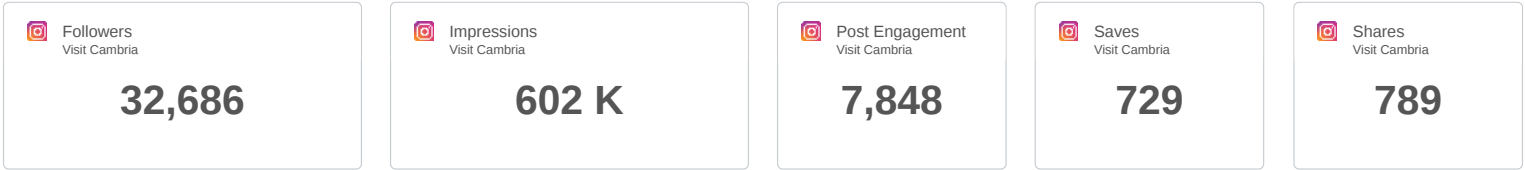
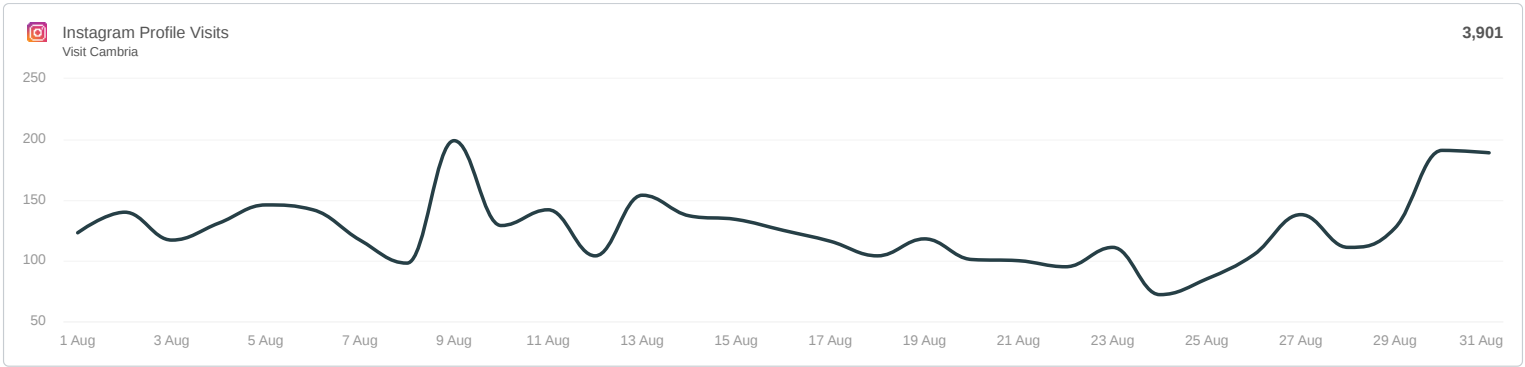
2,569,527

Organic Social - Facebook



f Top 5 Facebook Posts Visit Cambria				
DATE	POST	LIKES▼	CLICKS	SHARES
Aug 2, 2024	 Nothing pairs better with the temperate... Photos from Visit Cambria's post	90	305	1
Aug 19, 2024	 One of the best ways to savor the sum... Photos from Visit Cambria's post	83	421	4
Aug 31, 2024	 A weekend trip to Cambria is already s... 5 Must-Stops on the Way to Cambria Fror	58	162	7
Aug 6, 2024	 The vibrant history of Cambria is embo... Discover the History of Cambria, Californi	46	43	2
Aug 7, 2024	 Heading into Cambria for a weekend w...	44	98	4

Organic Social - Instagram



 Top 5 Instagram Posts Visit Cambria				
DATE	POST	LIKES▼	COMMENTS	REACH
Aug 30, 2024	 Enjoy the indulgences of White Wat...	1,105	24	19,595
Aug 21, 2024	 Let Cambria's beauty wash over yo...	1,105	38	9,486
Aug 23, 2024	 Another must-see when you're in to...	520	18	4,112
Aug 27, 2024	 Find fresh inspiration this summer a...	478	14	6,441

DATE	POST	LIKES▼	COMMENTS	REACH
Aug 13, 2024	 Sometimes all you need is the crisp ...	469	24	3,887

Localhood

August Localhood



55
Total impressions ⓘ

55
Impressions from Google search

--
Impressions from Google Discover

Data last updated: August 31, 2024

73.43%
Completion rate ⓘ

335
Views ⓘ

6.57%
Click-through rate ⓘ

Data last updated: September 3, 2024

Organic Social - Pinterest

 Pinterest Impressions
Visit Cambria

119 K

 Pinterest Engagement Rate
Visit Cambria

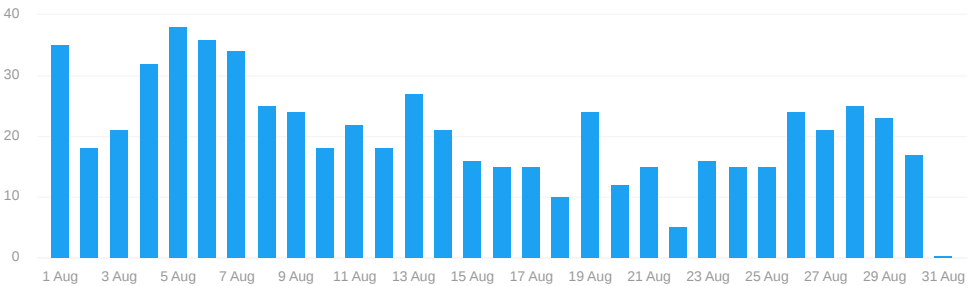
0.54%

 Outbound Clicks
Visit Cambria

443

 Pinterest Engagements
Visit Cambria

637



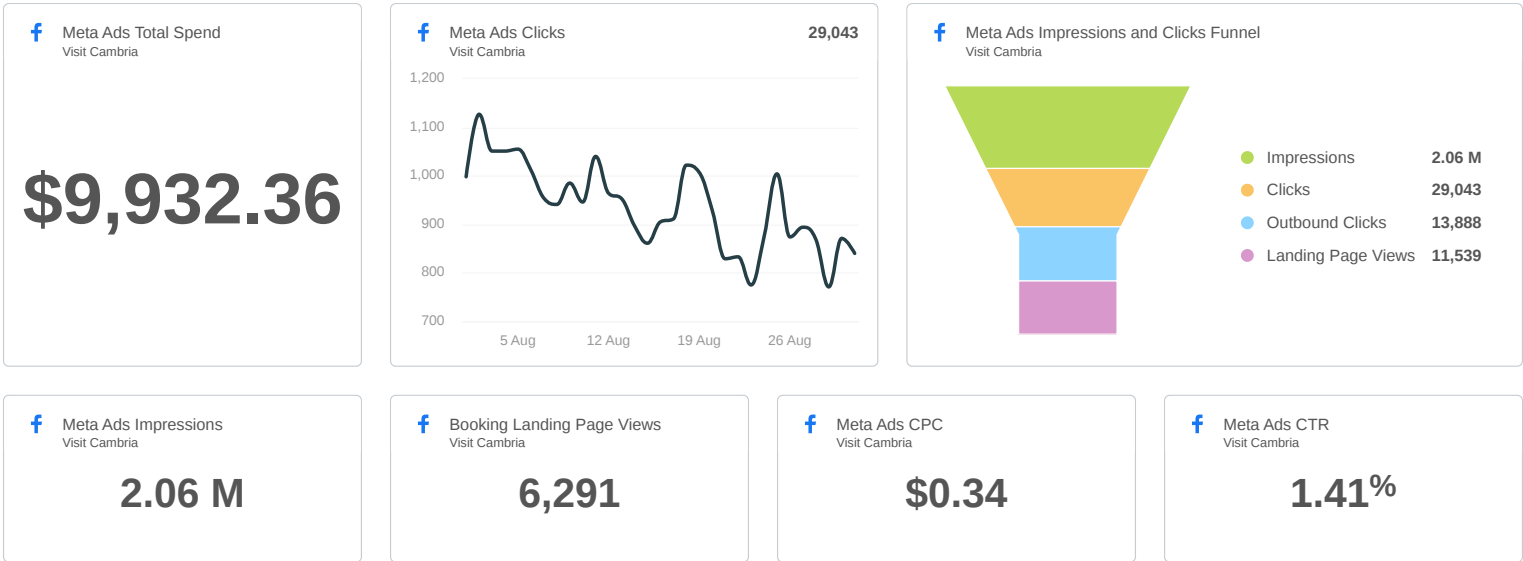
 Pin Clicks
Visit Cambria

561

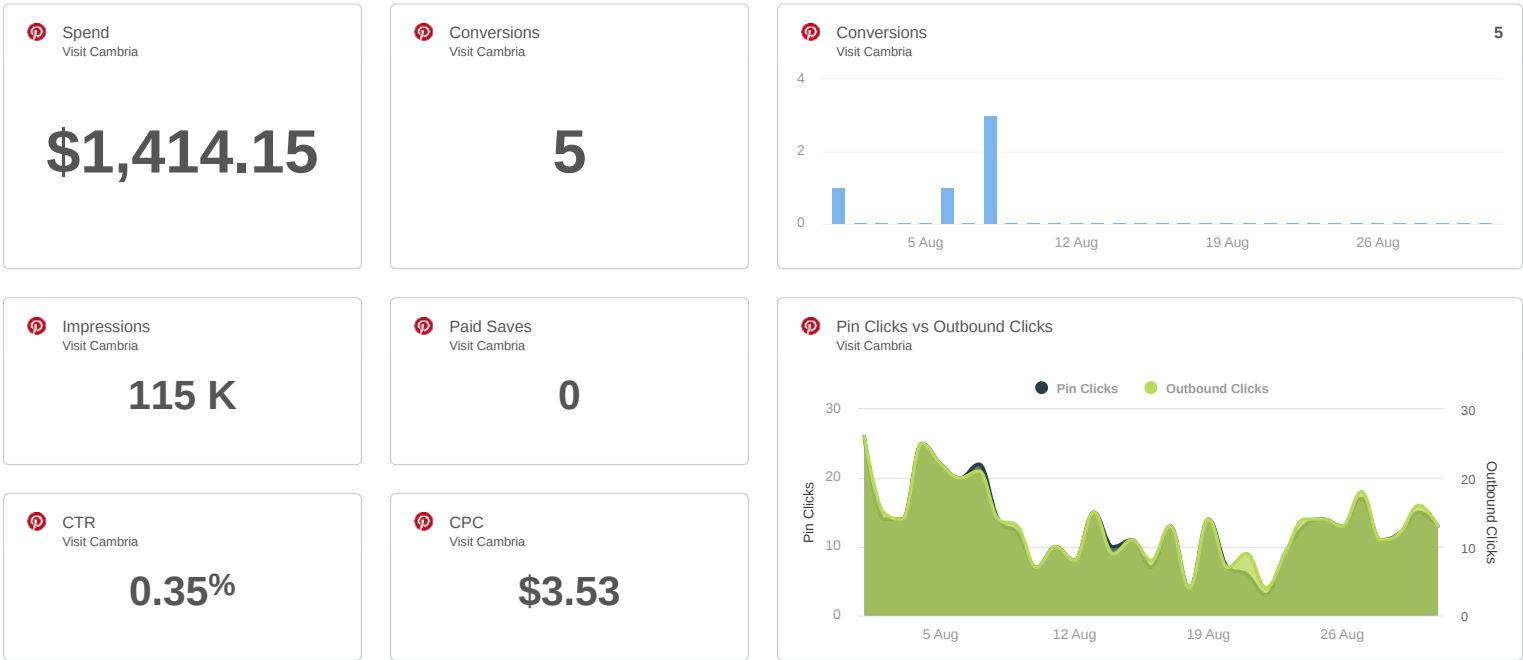
 Pin Click Rate
Visit Cambria

0.47%

Paid Digital Advertising Overview

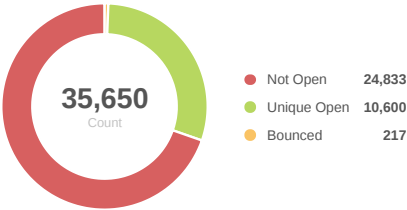


Pinterest Advertising

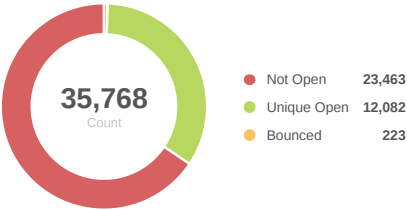


Email Marketing

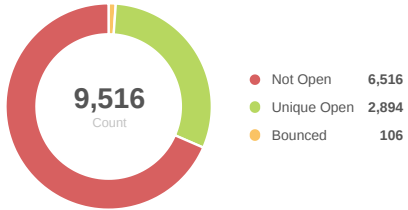
Purposeful Planner E-blast
Visit Cambria



Spontaneous Traveler E-blast
Visit Cambria



Cycle Central Coast E-blast
Visit Cambria



Purposeful Planner E-blast Open Rate
Visit Cambria

29.92%

Spontaneous Traveler E-blast Open Rate
Visit Cambria

33.99%

Cycle Central Coast E-blast Open Rate
Visit Cambria

30.75%

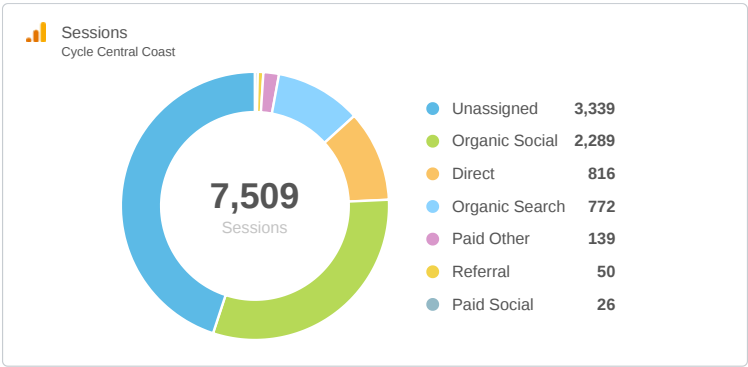
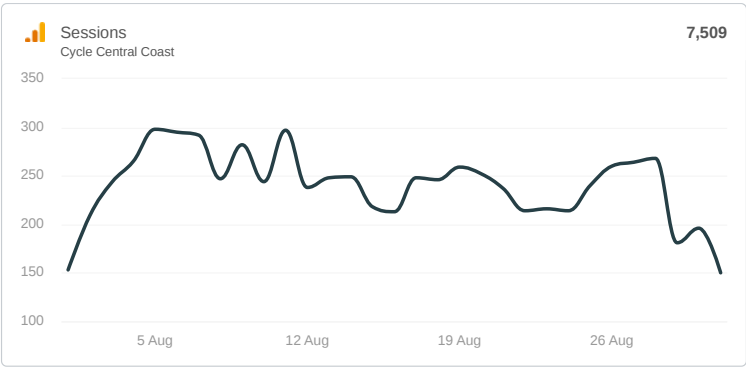
Visit Cambria Total New Subscribers

209

Cycle Central Coast Total New Subscribers

222

Cycle Central Coast Traffic



New Users
Cycle Central Coast

4,625

Total Users
Cycle Central Coast

5,122

User Engagement Duration Per User
Cycle Central Coast

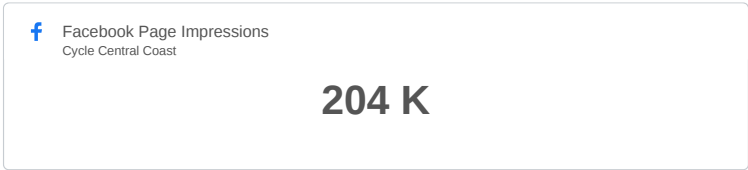
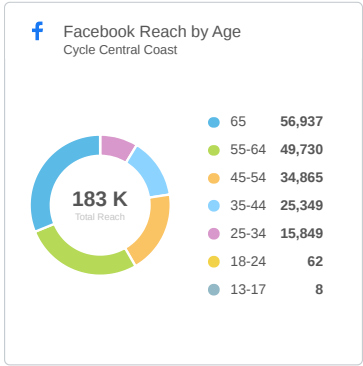
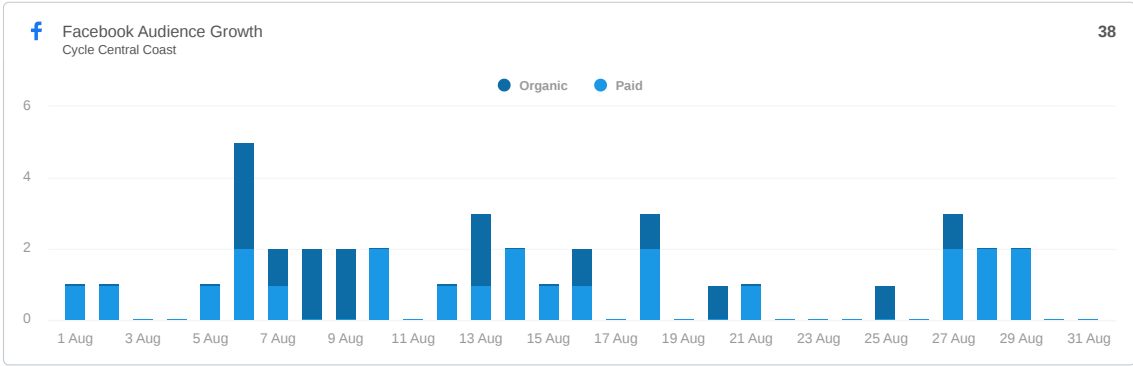
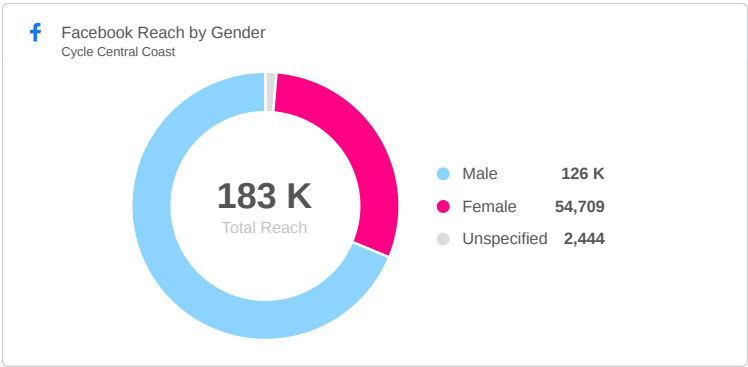
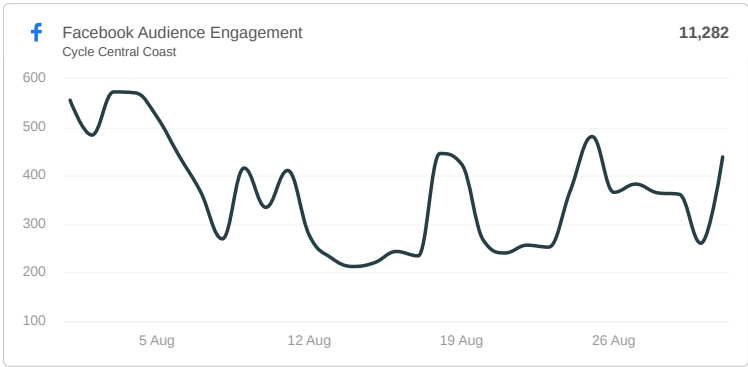
00:00:37

Views
Cycle Central Coast

11,311

Top 25 Website Pages Cycle Central Coast				
PAGE	SESSIONS▼	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/blog/guide-to-ragged-point-for-cyclists/	4,229	2,822	5,377	00:00:19
/blog/roads-to-ride-in-cambria/	1,394	1,000	1,755	00:00:21
/	517	472	699	00:00:26
/routes/	503	434	709	00:01:00
/events/	196	184	287	00:00:36
/blog/central-coast-challenging-climb-the-wall/	169	87	230	00:00:28
/events/lighthouse-century/	163	152	188	00:00:56
/events/eroica-california/	135	122	168	00:00:51
/resources/	106	98	116	00:00:21
/routes/morro-rock-descent/	84	69	94	00:00:47

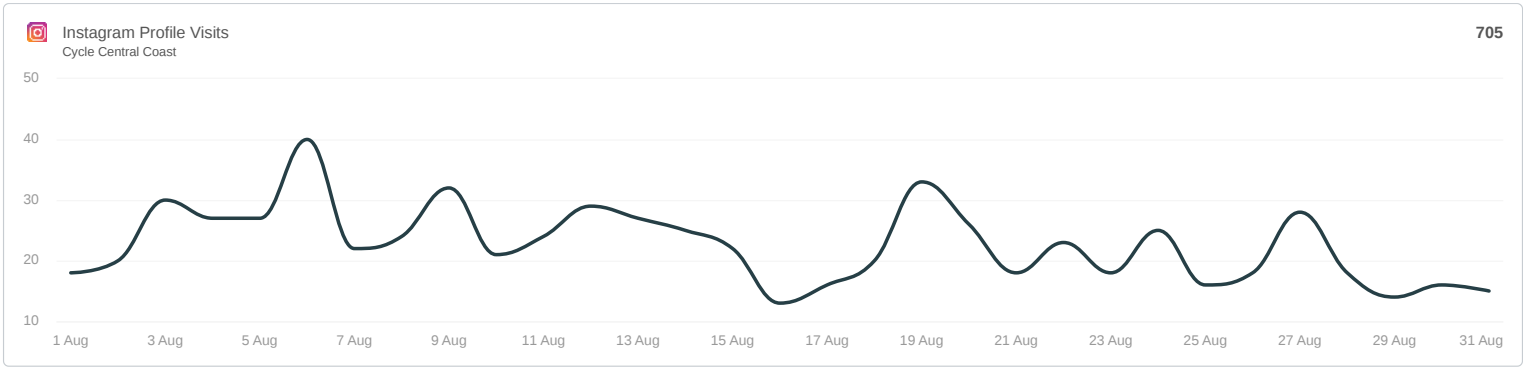
Cycle Central Coast Organic Social - Facebook



Top 5 Facebook Posts Cycle Central Coast				
DATE	POST	LIKES	CLICKS	SHARES
Aug 28, 2024	 Clip in for a double dose of invigorating...	12	22	0
Aug 6, 2024	 Big ups to our King of the Mountain for ...	10	33	0
Aug 2, 2024	 This is the final push, cyclists. There's j...	10	19	0
Aug 12, 2024	 Let's hear it for Amanda Walgrove! 🙌...	8	24	0

DATE	POST	LIKES▼	CLICKS	SHARES
Aug 19, 2024	Don't just learn about history—ride thro...	7	5	0

Cycle Central Coast Organic Social - Instagram



Instagram Followers
Cycle Central Coast

3,189

Instagram Impressions
Cycle Central Coast

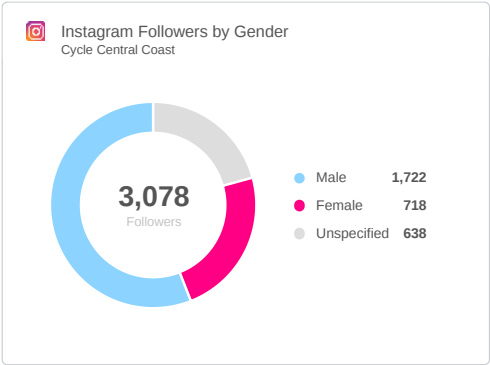
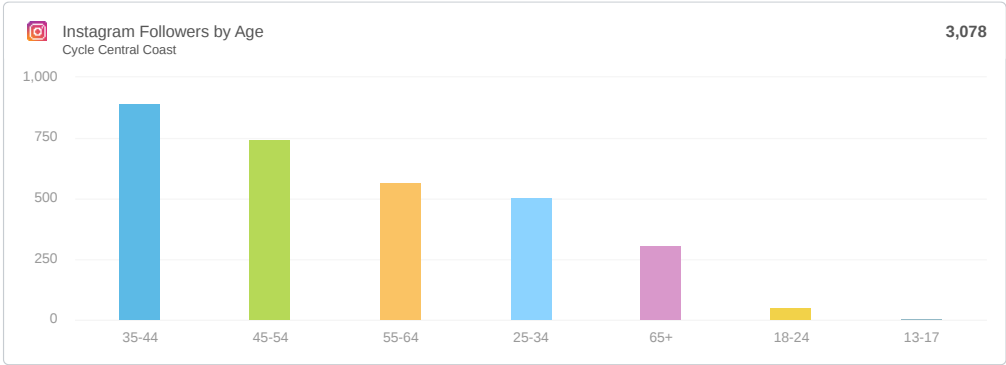
158 K

Instagram Post Engagement
Cycle Central Coast

470

Website Clicks
Cycle Central Coast

58



Top 5 Instagram Posts Cycle Central Coast				
DATE	POST	LIKES▼	COMMENTS	PLAYS
Aug 21, 2024	 You like to push it while cycling the ...	82	2	1,565
Aug 20, 2024	 Don't just learn about history—ride t...	69	0	1,771
Aug 12, 2024	 Get a taste of everything the Centra...	50	4	660
Aug 9, 2024	 Plot the perfect course for a sick Ce...	38	0	541

DATE	POST	LIKES▼	COMMENTS	PLAYS
Aug 2, 2024	This is the final push, cyclists....	30	0	0

Cycle Central Coast Paid Media

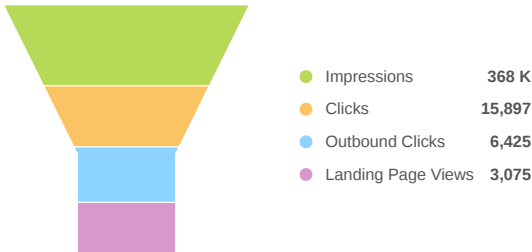
Meta Ads Total Spend

\$3,618.71

Meta Ads Clicks
Cycle Central Coast 15,897



Meta Ads Impressions and Clicks Funnel
Cycle Central Coast



Meta Ads Impressions
Cycle Central Coast

368 K

Meta Ads Post En...
Cycle Central Coast

128 K

Meta Ads CPC
Cycle Central Coast

\$0.23

Meta Ads CTR
Cycle Central Coast

4.32%

Meta Ads Event Responses
Cycle Central Coast

45

Meta Ads Newsletter Subscribes
Cycle Central Coast

221

Meta Ads Cost Per Newsletter Subscribe
Cycle Central Coast

\$3.67

