



ARCHER & HOUND

Cambria Tourism Board Marketing Report

May 2025

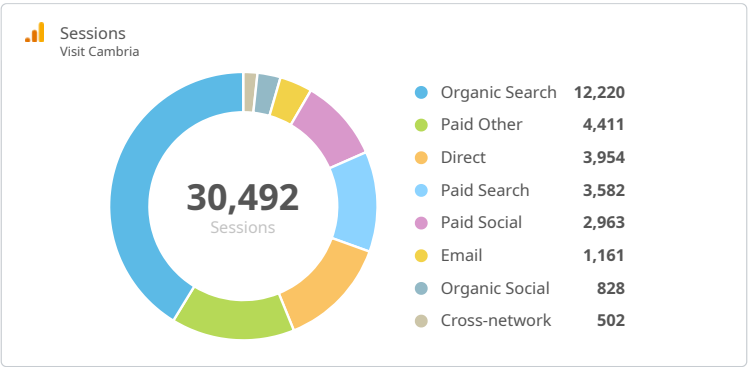
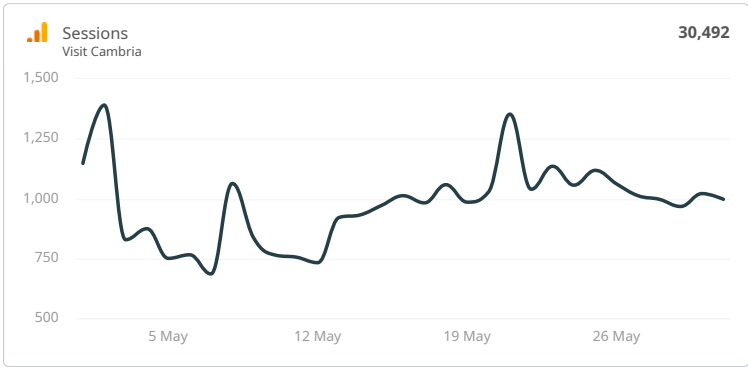
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

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Website Traffic



New Users
Visit Cambria

21,444

Total Users
Visit Cambria

22,906

User Engagement Duration Per User
Visit Cambria

00:00:59

Views
Visit Cambria

66,058

Wedding Requests

7

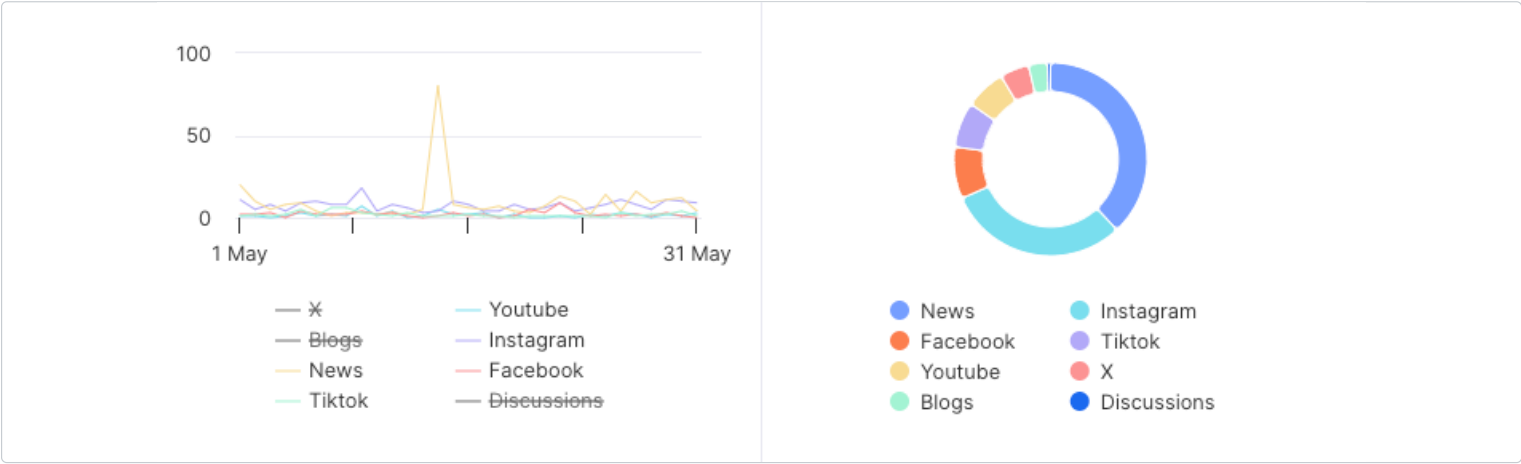
Total App Downloads

14,645

Top 10 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATION ...
(not set)	10,241	8,482	0	00:00:00
/	6,683	5,975	8,886	00:00:24
/itineraries/itineraries-moments-of-discovery/	2,644	680	5,465	00:00:23
/itinerary-element/moonstone-beach/	1,647	1,475	1,879	00:00:21
/weddings-in-cambria/	1,549	1,476	2,872	00:00:17
/lovely-lodging-in-cambria/	1,533	1,251	1,960	00:00:31
/activities/	1,510	1,429	1,738	00:00:51
/visitors/	1,510	1,390	1,899	00:00:27
/events/	1,483	1,330	1,876	00:00:37
/history-of-cambria/	1,321	1,089	1,536	00:00:50

Prowly Report



Total Mentions

763

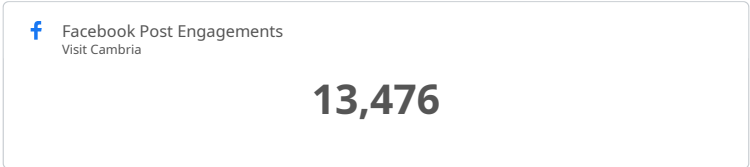
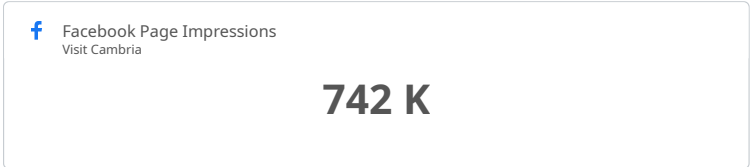
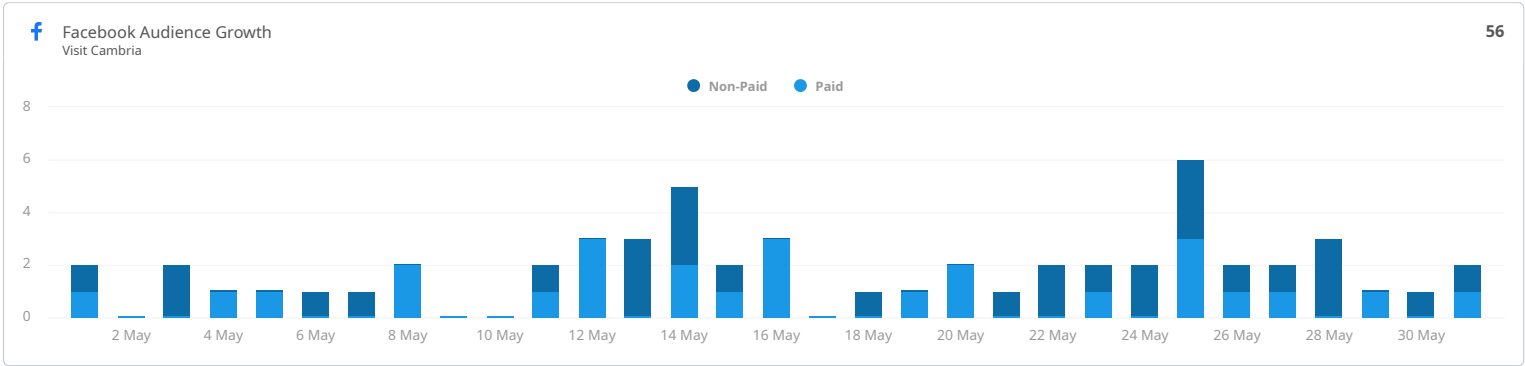
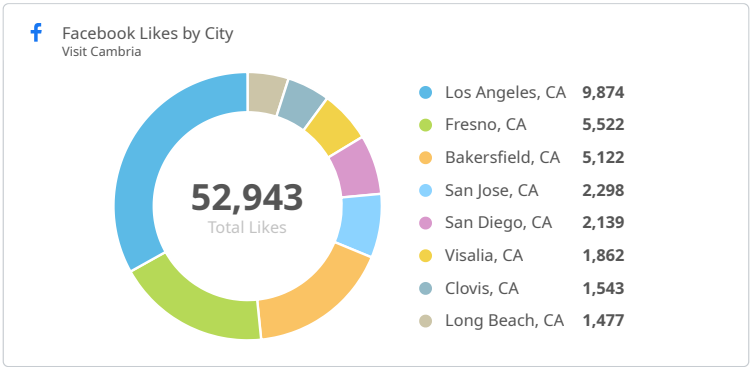
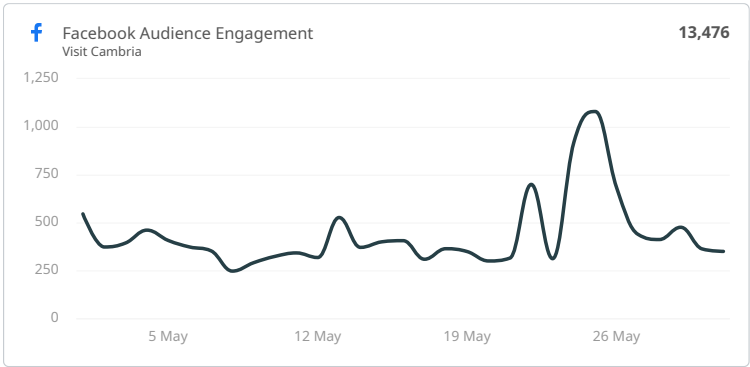
Estimated Reach

4.52 M

Traffic

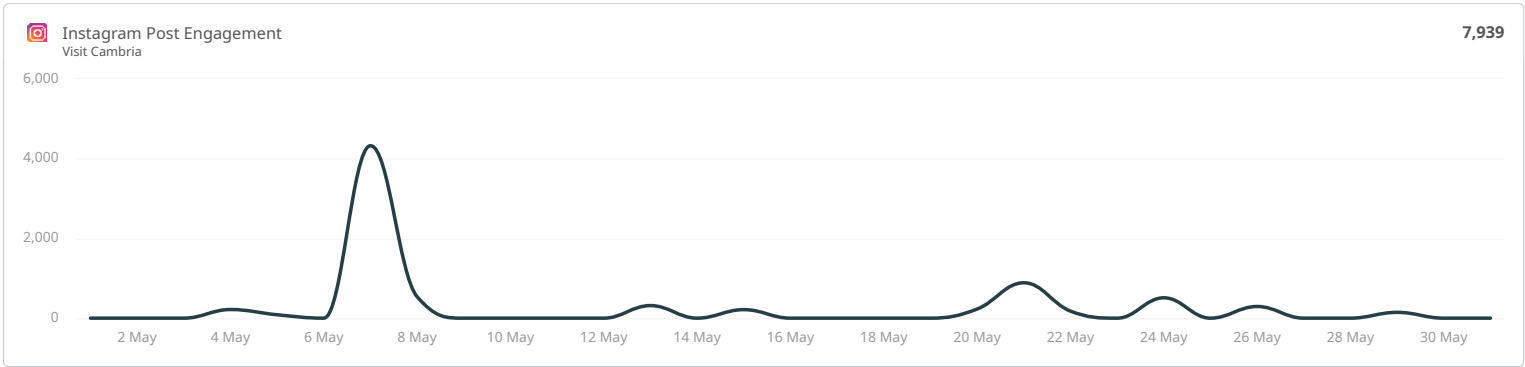
3.37 B

Organic Social—Facebook



Top 5 Facebook Posts					
DATE	POST	LIKES	CLICKS	SHARES	
May 24, 2025	 Nature's most dramatic makeover. Ev...	496	716	41	
May 26, 2025	 Honoring those who served by enjoyi...	150	84	5	
May 13, 2025	 All local, all heart. Did you know C...	139	275	6	
May 4, 2025	 Celebrate Mom with an escape to fre...	60	32	0	
May 29, 2025	 Thanks to Phoenix Magazine for the ...	42	107	4	

Organic Social—Instagram



 Followers

Visit Cambria

35,307

 Reach

Visit Cambria

180 K

 Post Engagement

Visit Cambria

7,939

 Saves

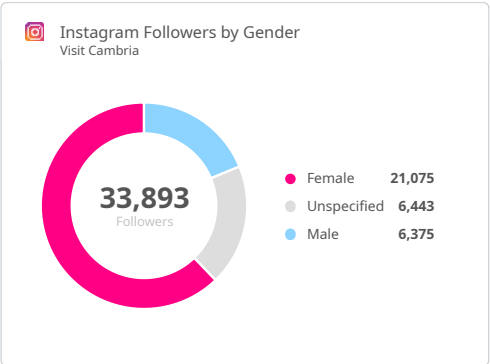
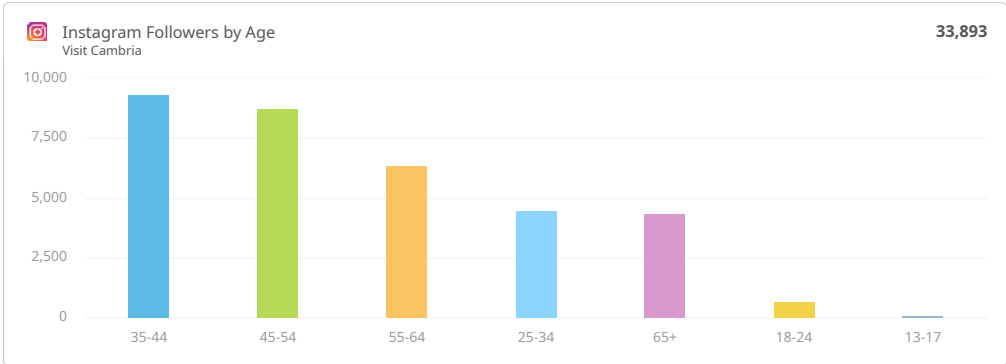
Visit Cambria

494

 Shares

Visit Cambria

1,870



 Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
May 7, 2025	 The person who sent you this wan...	2,478	35	33,670
May 21, 2025	 Along Cambria's coastal trails, eve...	667	9	5,511
May 24, 2025	 Nature's most dramatic makeo...	477	2	3,726
May 8, 2025	 Whether you're strolling beside th...	374	10	3,982

DATE	POST	LIKES		COMMENTS	REACH
May 26, 2025	 Honoring those who served by ...	289		2	2,225

Organic Social—Pinterest



Pinterest Impressions

Visit Cambria

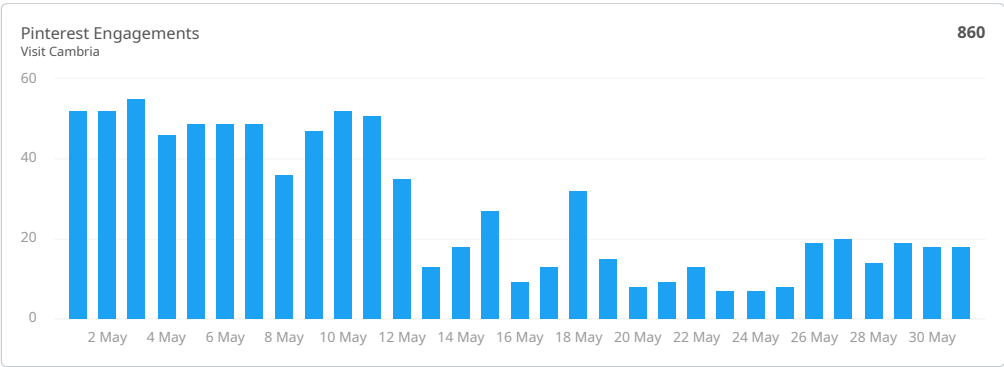
174 K



Pinterest Engagement Rate

Visit Cambria

0.49%





Outbound Clicks

Visit Cambria

729



Pin Clicks

Visit Cambria

806

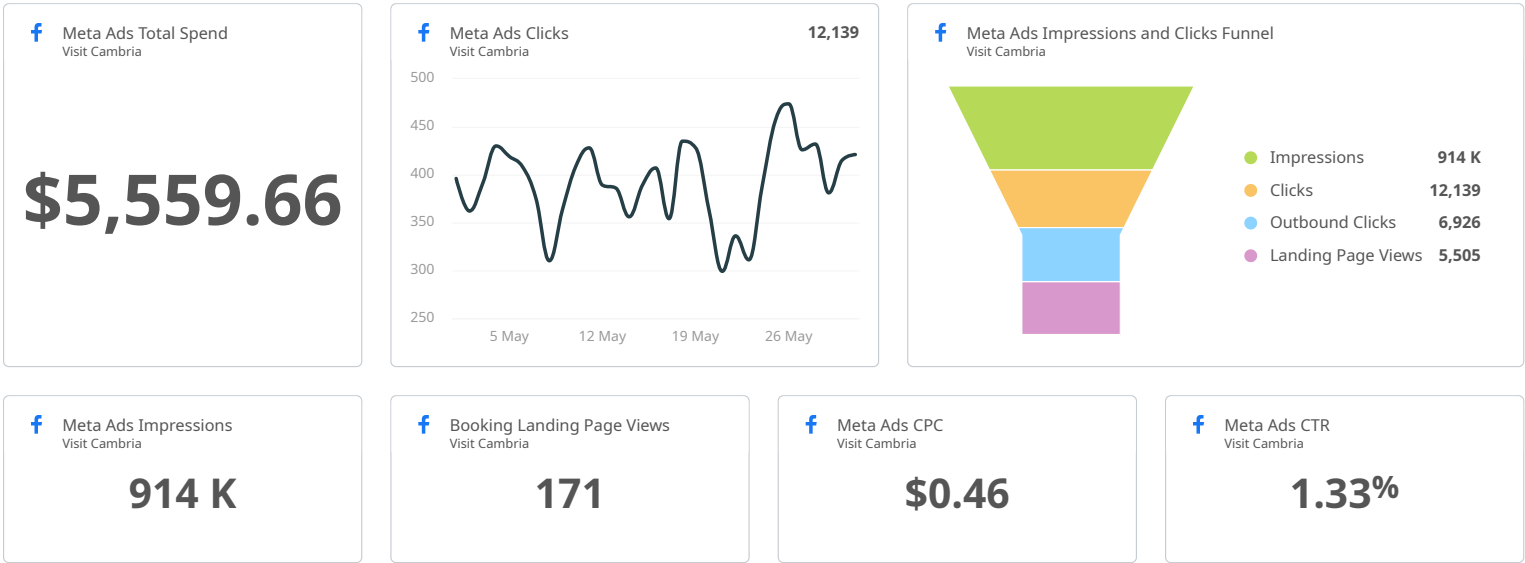


Pin Click Rate

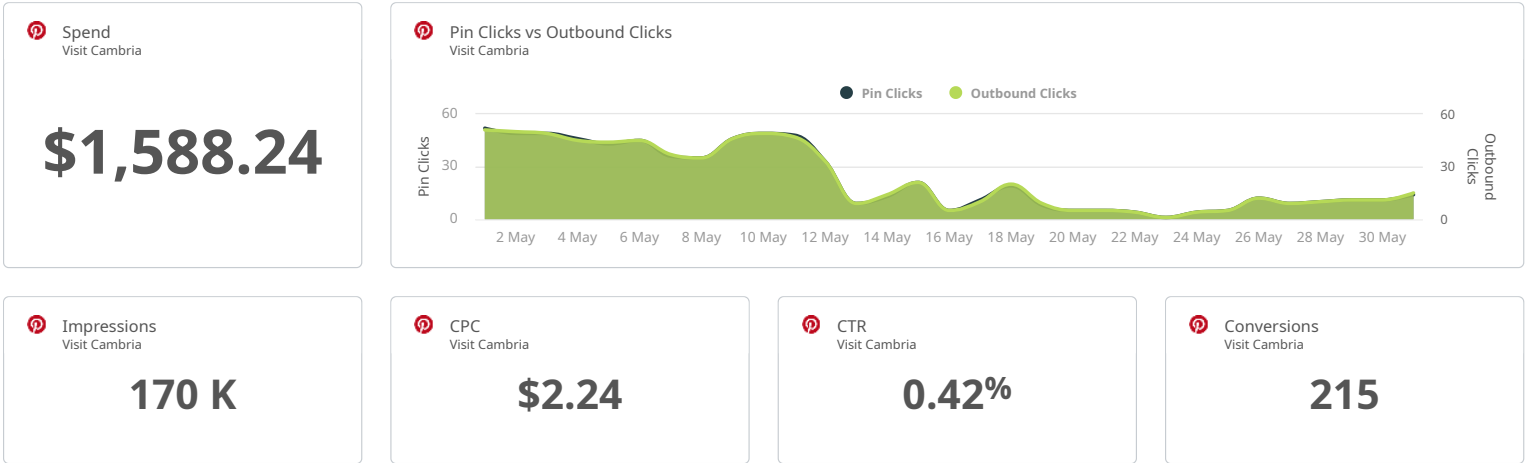
Visit Cambria

0.46%

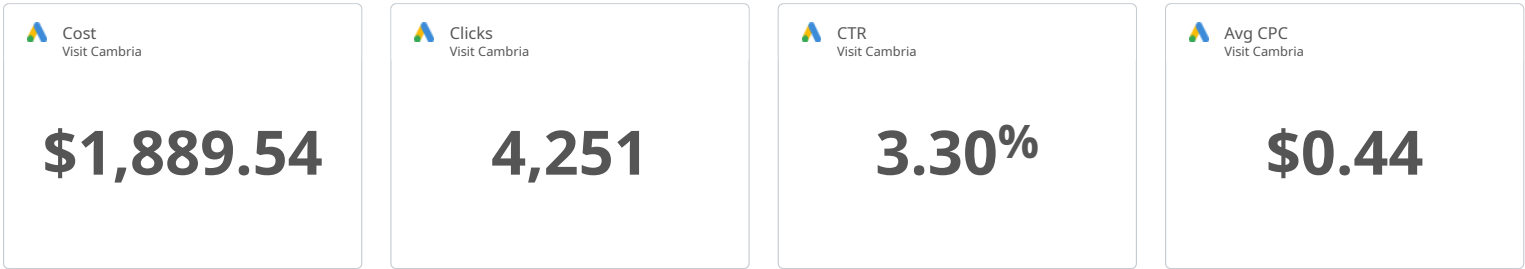
Paid Digital Advertising Overview

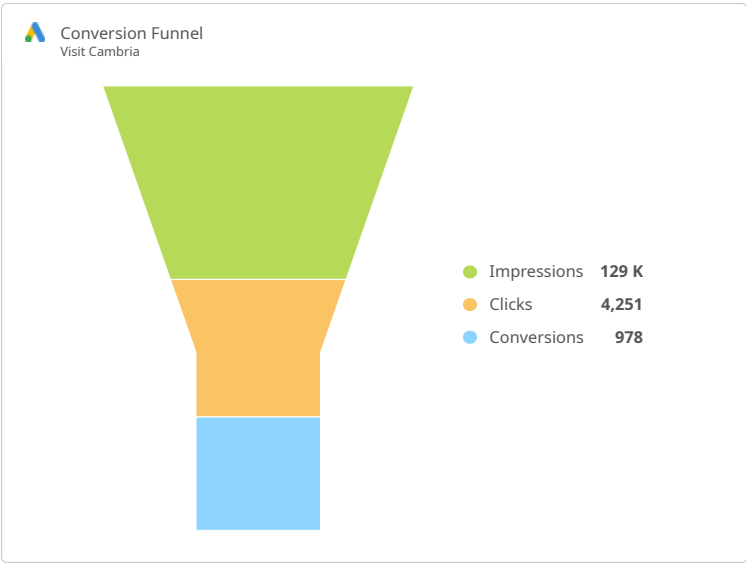


Pinterest Advertising



Google Advertising





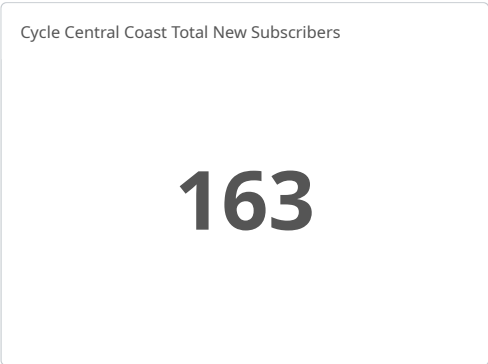
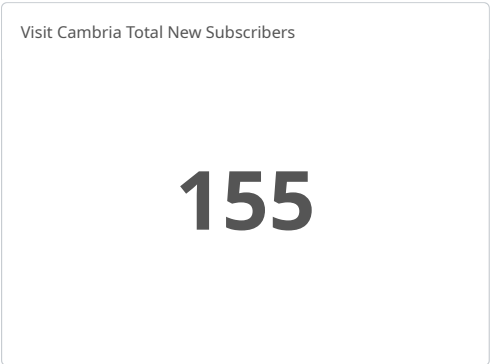
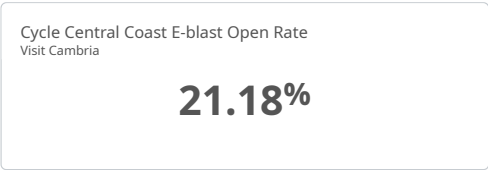
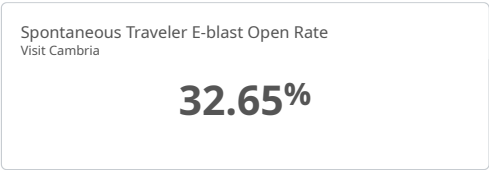
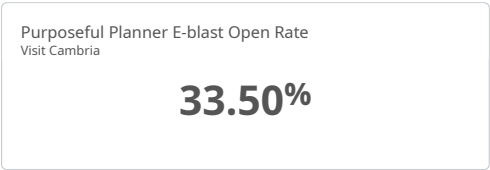
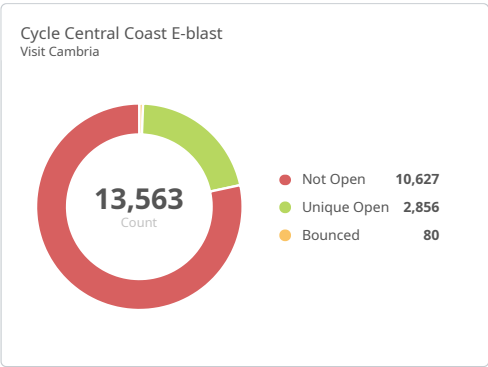
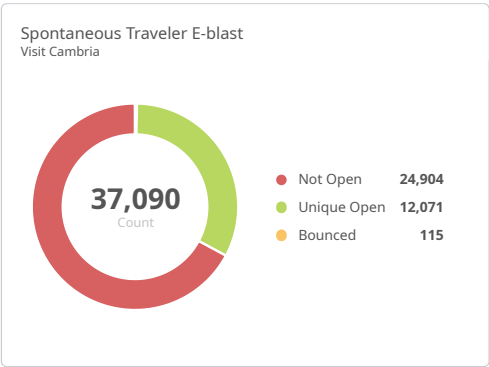
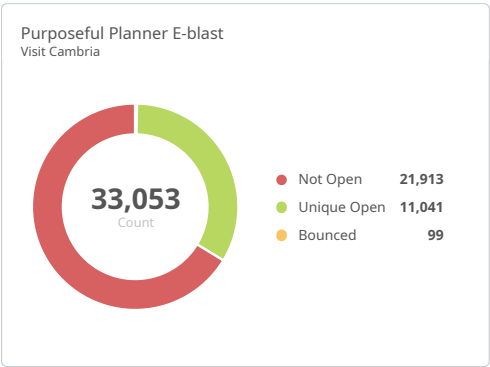
 Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	1,486.00
4+ Pages Visited	262.00
Visit Cambria - GA4 (web) booking_engine_click	60.73
Book Now Button	28.00
Lodging Specials Button	16.00
Lodging Property Outbound	7.00
Lodging Specials Outbound	6.00

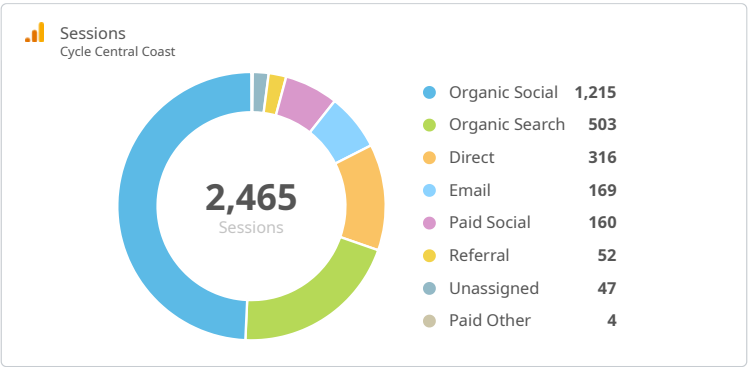
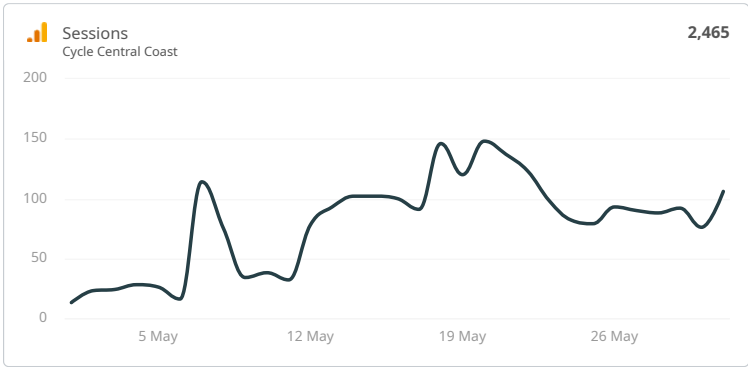
 Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospect	\$490.72	102,223	2,703	\$0.18	969.00	35.73%
Demand Gen Cambria Weddings Early J	\$908.28	23,927	987	\$0.92	1.00	0.10%
Search Visit Cambria Brand	\$490.54	2,825	561	\$0.87	8.00	1.43%

Email Marketing



Cycle Central Coast Traffic



New Users
Cycle Central Coast

2,034

Total Users
Cycle Central Coast

2,114

User Engagement Duration Per User
Cycle Central Coast

00:00:36

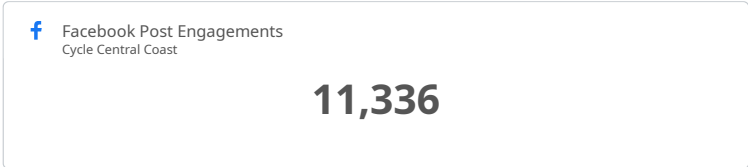
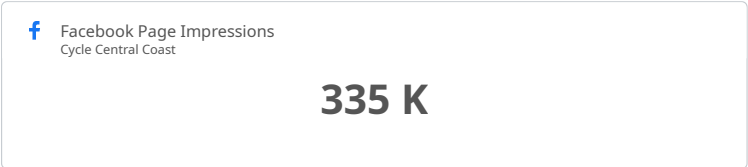
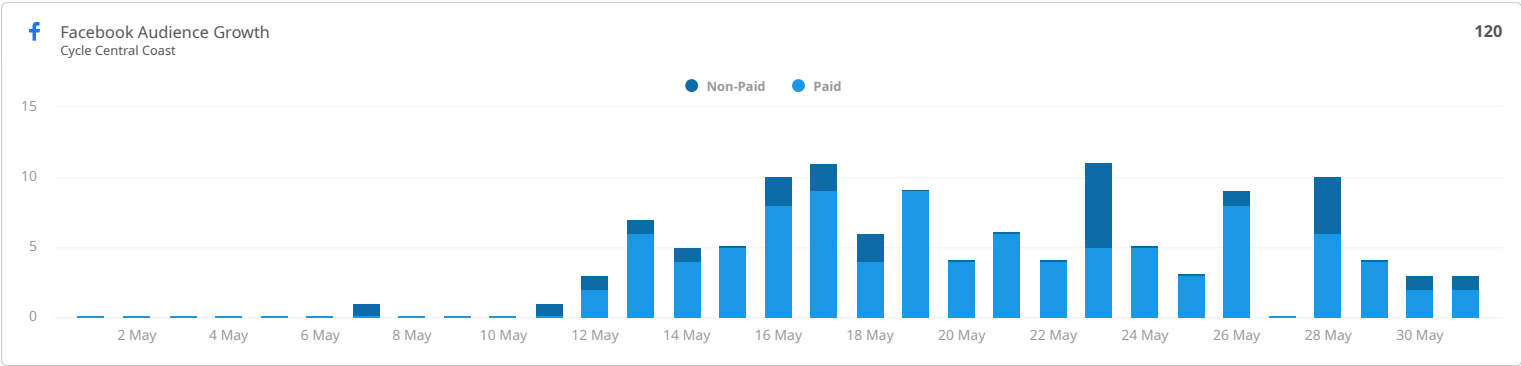
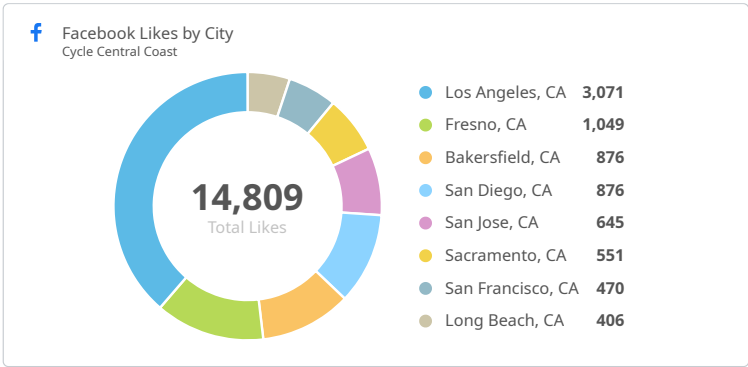
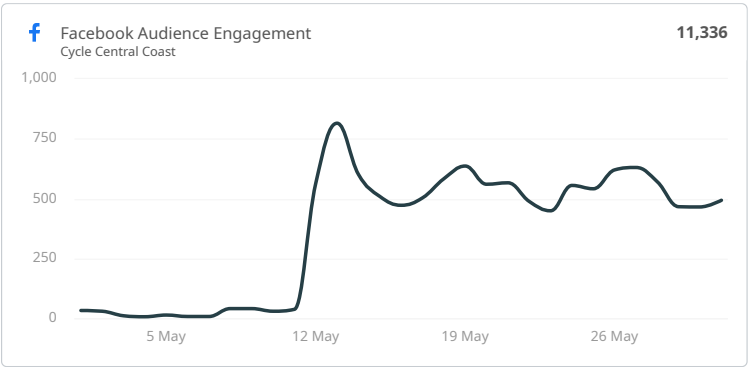
Views
Cycle Central Coast

4,103

Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATION ...
/blog/guide-to-ragged-point-for-cyclists/	553	524	607	00:00:08
/blog/roads-to-ride-in-cambria/	544	514	615	00:00:15
/routes/	287	246	379	00:00:48
/	266	227	379	00:00:18
/events/	159	153	222	00:00:29
/blog/highway-1-cycling/	158	130	187	00:00:51
/routes/cayucos-loop/	142	121	139	00:00:32
/blog/route-guide-central-coast-road-cycling-for-beginn	113	104	121	00:00:15
/stay/stay-in-san-simeon/	111	104	134	00:00:08
/blog/win-a-spot-in-the-california-coast-classic-bike-tou	69	57	111	00:00:44

Cycle Central Coast Organic Social—Facebook



f Top 5 Facebook Posts					
DATE	POST	LIKES	CLICKS	SHARES	
May 31, 2025	 We love Highway 1 so much that we ...	24	133	1	
May 9, 2025	 Need a ride that balances flow and fi...	22	112	3	
May 19, 2025	 With Memorial Day weekend just aro...	13	3	1	
May 28, 2025	 It's time for a challenge courtesy of Cycl... Photos from Cycle Central Coast's post	12	34	10	
May 26, 2025	 Looking to sharpen your climbing leg...	10	16	1	

Cycle Central Coast Organic Social—Instagram



Instagram Followers
Cycle Central Coast

5,498

Instagram Views
Cycle Central Coast

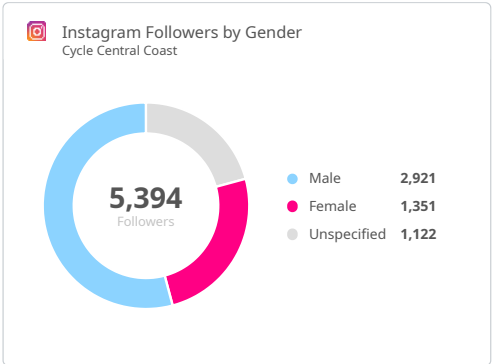
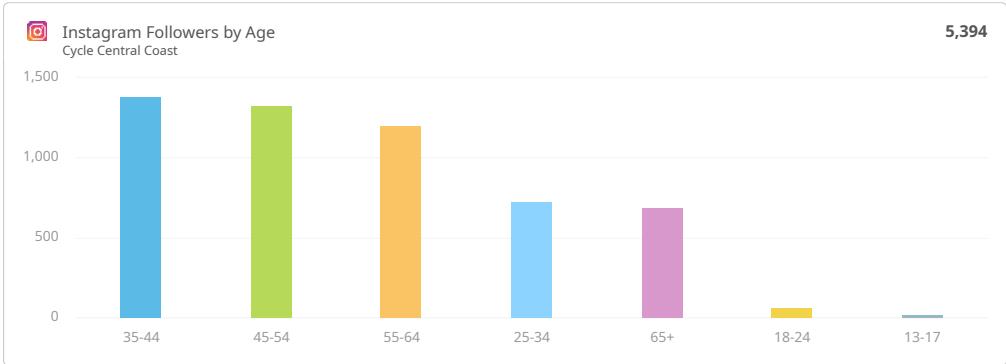
16,375

Instagram Post Engagement
Cycle Central Coast

770

Reach
Cycle Central Coast

174 K



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
May 31, 2025	 We love Highway 1 so much th...	102	4	2,954
May 7, 2025	 A ride like this is why we're here: i...	100	1	1,516
May 29, 2025	 Central Coast cycling is awesome, ...	58	0	918
May 21, 2025	 The Cayucos Loop isn't just about ...	48	6	887

DATE	POST	LIKES		COMMENTS	REACH
May 23, 2025	 Clip in and score your shot at a ...	40		0	920

Cycle Central Coast Paid Digital Advertising Overview

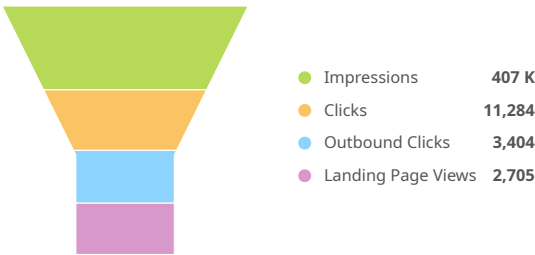
Total Spend

\$3,566.98

Meta Ads Clicks
Cycle Central Coast 11,284



Meta Ads Impressions and Clicks Funnel
Cycle Central Coast



Meta Ads Impressions
Cycle Central Coast

407 K

Meta Ads Landing Page Views
Cycle Central Coast

2,705

Meta Ads CPC
Cycle Central Coast

\$0.33

Meta Ads CTR
Cycle Central Coast

3.06%