



ARCHER & HOUND

Cambria Tourism Board Marketing Report

June 2025

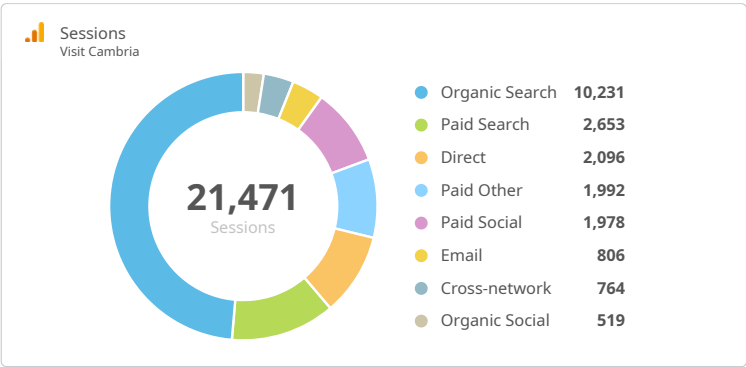
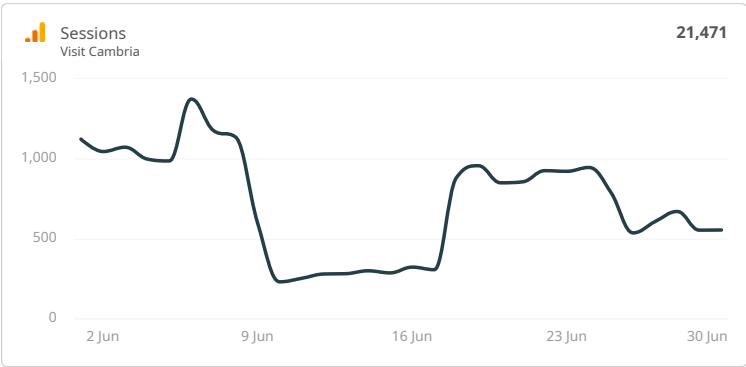
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

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Website Traffic



New Users
Visit Cambria

16,620

Total Users
Visit Cambria

17,658

User Engagement Duration Per User
Visit Cambria

00:01:03

Views
Visit Cambria

45,907

Wedding Requests

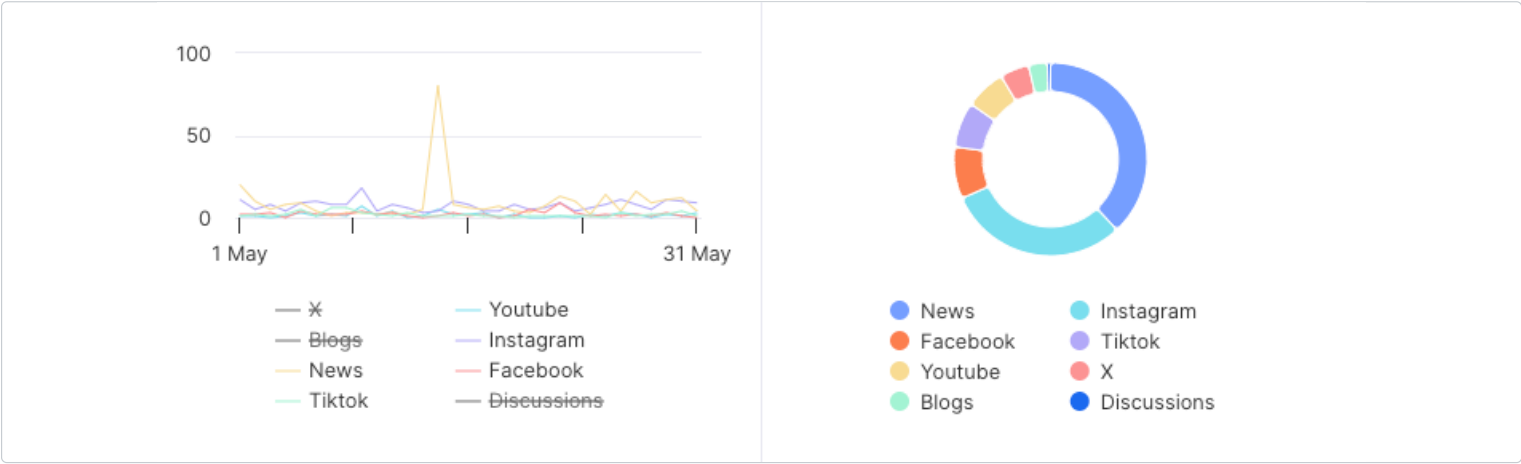
7

Total App Downloads

14,737

 Top 10 Website Pages				
PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATION ...
(not set)	7,859	7,195	0	00:00:00
/	5,281	4,733	6,155	00:00:21
/events/	1,655	1,496	2,028	00:00:55
/visitors/	1,611	1,487	2,030	00:00:27
/itineraries/itineraries-moments-of-discovery/	1,168	525	2,348	00:00:14
/lodging/	1,117	1,054	1,525	00:00:52
/lovely-lodging-in-cambria/	1,070	932	1,264	00:00:22
/weddings-in-cambria/	1,058	996	1,763	00:00:20
/outsiders-welcome-to-cambria/	919	843	1,180	00:00:32
/moonstone-beach/	917	849	1,052	00:00:22

Prowly Report



Total Mentions

763

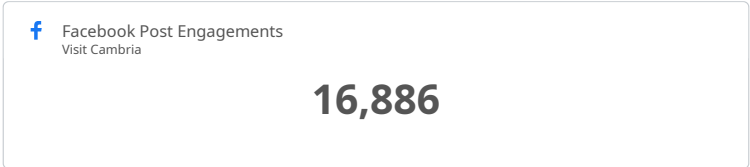
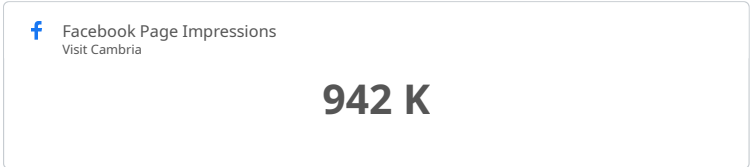
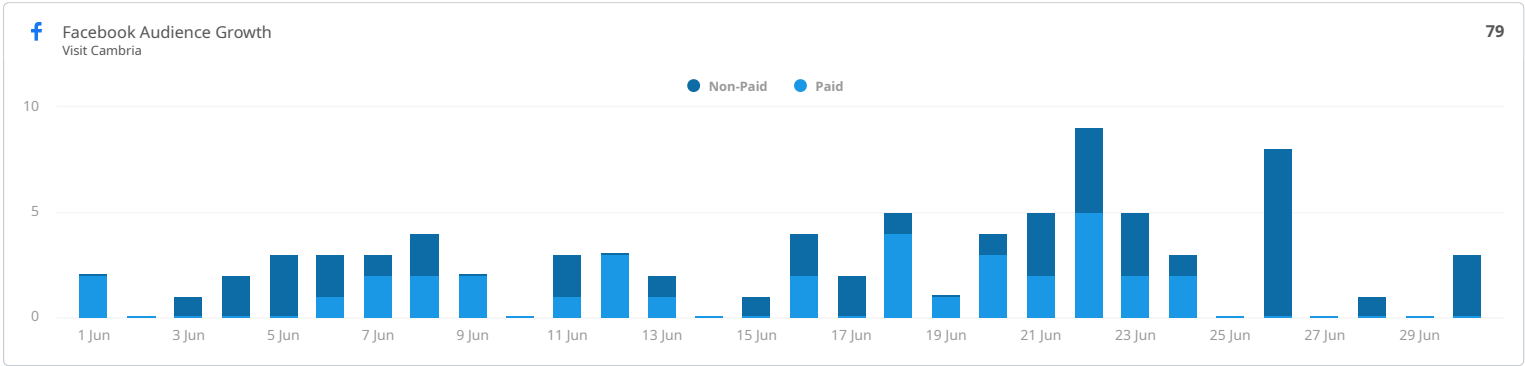
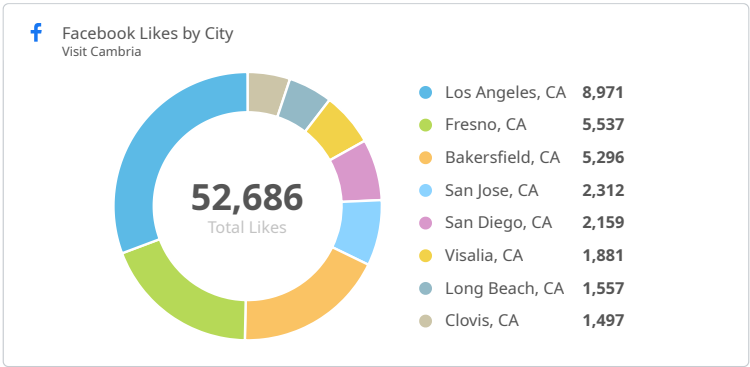
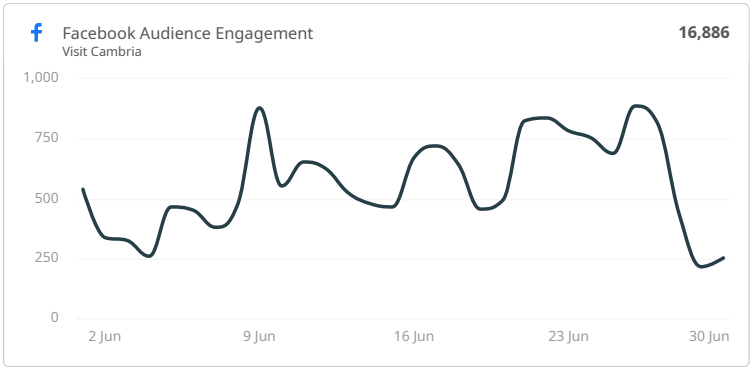
Estimated Reach

4.52 M

Traffic

3.37 B

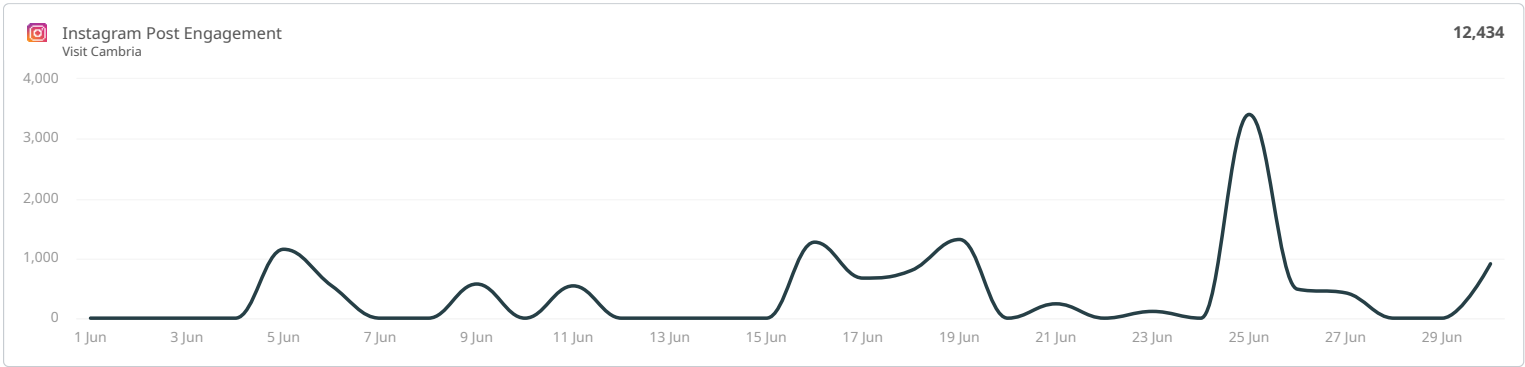
Organic Social—Facebook



f Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Jun 27, 2025	 If you want to find yourself, try looki...	292	197	10
Jun 9, 2025	 Do you know this bench? This front s...	194	614	8
Jun 21, 2025	 In Cambria, even a casual bike ride fe...	148	119	4
Jun 16, 2025	 Have you ever experienced the magi...	67	203	6
Jun 3, 2025	 Beat the heat with events in Cambria ...	17	30	5

Organic Social—Instagram



 Followers

Visit Cambria

35,761

 Reach

Visit Cambria

168 K

 Post Engagement

Visit Cambria

12,429

 Saves

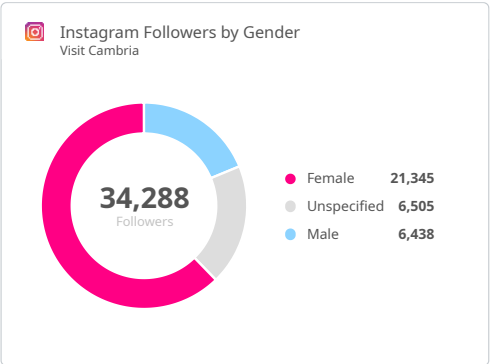
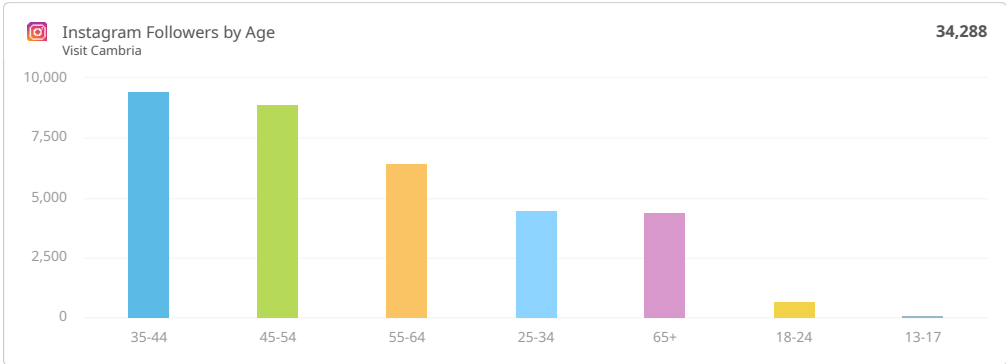
Visit Cambria

1,664

 Shares

Visit Cambria

2,536



 Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Jun 25, 2025	 Tucked along the coast just south ...	1,688	21	24,949
Jun 19, 2025	 Looking for a hike that's equal par...	806	12	8,879
Jun 16, 2025	 It's never too early to start plannin...	791	16	11,258
Jun 5, 2025	 Don't miss this iconic tasting stop ...	709	19	13,067

DATE	POST	LIKES		COMMENTS	REACH
Jun 30, 2025		Fresh air, great food, and even ...	589	16	8,417

Organic Social—Pinterest

 Pinterest Impressions
Visit Cambria

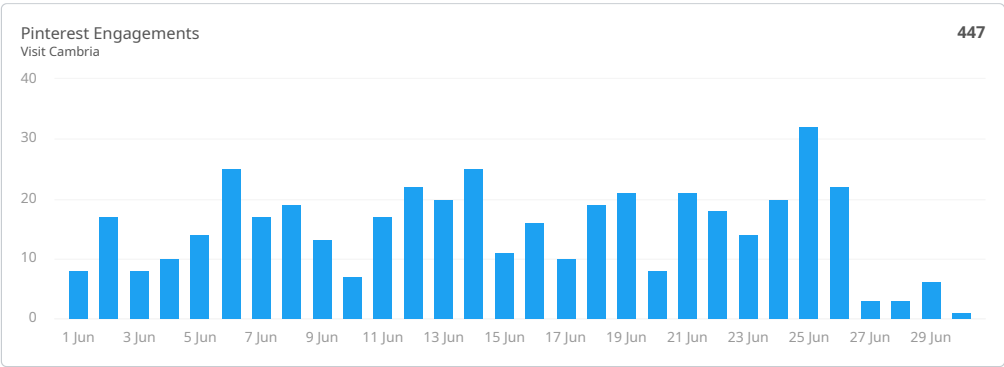
105 K

 Pinterest Engagement Rate
Visit Cambria

0.42%

 Outbound Clicks
Visit Cambria

335



 Pin Clicks
Visit Cambria

405

 Pin Click Rate
Visit Cambria

0.38%

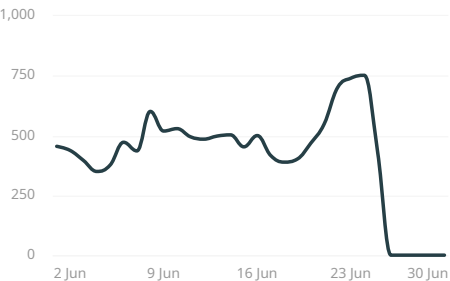
Paid Digital Advertising Overview


Meta Ads Total Spend
Visit Cambria

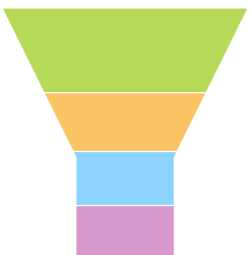
\$4,813.75


Meta Ads Clicks
Visit Cambria

12,355




Meta Ads Impressions and Clicks Funnel
Visit Cambria



Impressions808 K

Clicks12,355

Outbound Clicks5,783

Landing Page Views3,551


Meta Ads Impressions
Visit Cambria

808 K


Booking Landing Page Views
Visit Cambria

274


Meta Ads CPC
Visit Cambria

\$0.39


Meta Ads CTR
Visit Cambria

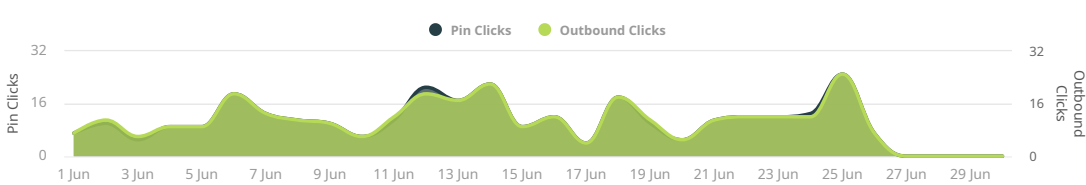
1.53%

Pinterest Advertising


Spend
Visit Cambria

\$1,434.51


Pin Clicks vs Outbound Clicks
Visit Cambria




Impressions
Visit Cambria

102 K


CPC
Visit Cambria

\$4.66


CTR
Visit Cambria

0.30%


Conversions
Visit Cambria

87

Google Advertising


Cost
Visit Cambria

\$2,559.06


Clicks
Visit Cambria

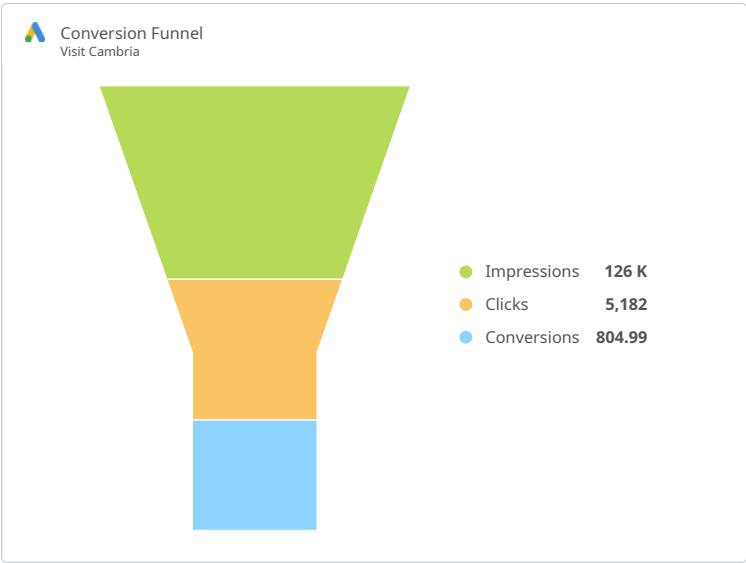
5,182


CTR
Visit Cambria

4.13%


Avg CPC
Visit Cambria

\$0.49



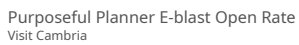
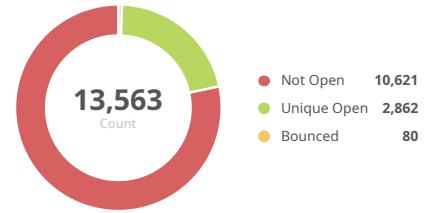
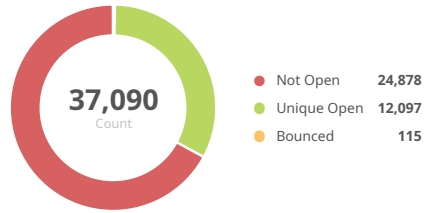
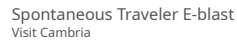
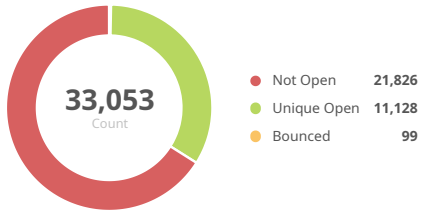
 Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	1,298.00
4+ Pages Visited	283.00
Lodging Specials Button	46.00
Lodging Specials Outbound	45.00
Visit Cambria - GA4 (web) booking_engine_click	43.23
Book Now Button	36.00
Lodging Property Outbound	23.99

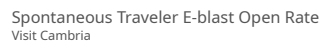
 Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
<u>Demand Gen CTB Vacationers Prospect</u>	\$663.07	95,593	3,199	\$0.21	769.00	14.79%
<u>Demand Gen Cambria Weddings Early J</u>	\$1,237.58	26,572	1,257	\$0.98	6.00	0.48%
<u>Search Visit Cambria Brand</u>	\$658.41	3,386	726	\$0.91	29.99	4.13%

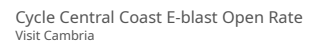
Email Marketing



33.77%



32.72%



21.23%

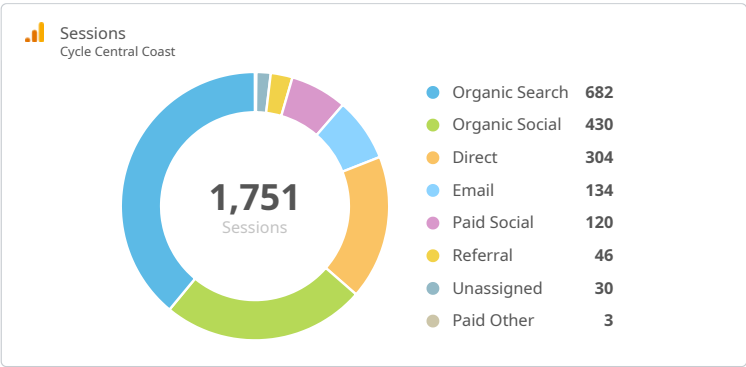
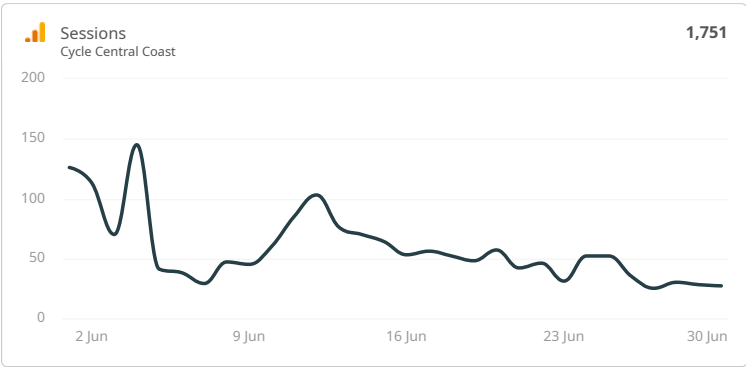


155



163

Cycle Central Coast Traffic



New Users
Cycle Central Coast

1,392

Total Users
Cycle Central Coast

1,471

User Engagement Duration Per User
Cycle Central Coast

00:00:47

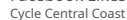
Views
Cycle Central Coast

2,932

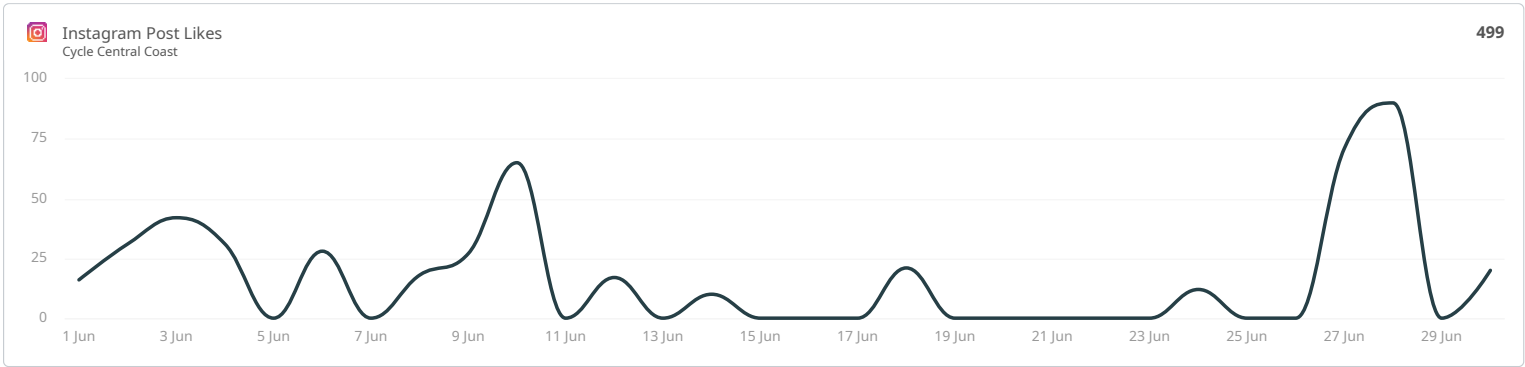
 Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATION ...
/events/	306	290	397	00:00:22
/routes/	295	253	395	00:00:55
/	246	226	302	00:00:17
/blog/guide-to-ragged-point-for-cyclists/	168	158	170	00:00:22
/blog/roads-to-ride-in-cambria/	167	156	181	00:00:16
/blog/win-a-spot-in-the-california-coast-classic-bike-tou	159	112	171	00:00:56
/blog/highway-1-cycling/	98	73	102	00:00:36
/event/lighthouse-century-2025/	86	73	109	00:01:12
/routes/cambria-route/	85	77	96	00:00:24
/stay/stay-in-san-simeon/	61	56	81	00:00:13

Cycle Central Coast Organic Social—Facebook



Cycle Central Coast Organic Social—Instagram



Instagram Followers
Cycle Central Coast

5,580

Instagram Views
Cycle Central Coast

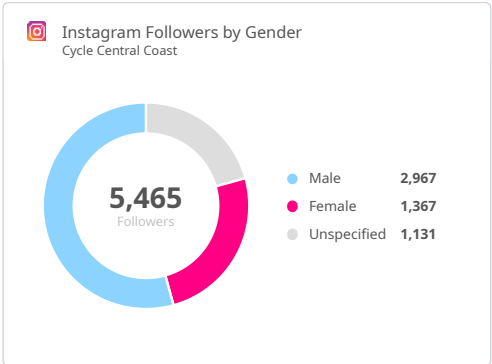
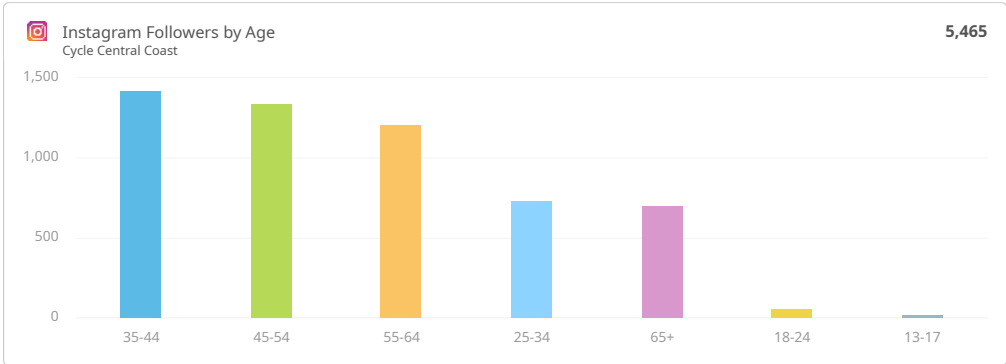
11,477

Instagram Post Engagement
Cycle Central Coast

609

Reach
Cycle Central Coast

120 K



Top 5 Instagram Posts					
DATE	POST	LIKES		COMMENTS	REACH
Jun 28, 2025	 Because no trip is complete wit...	90		4	1,006
Jun 27, 2025	 Cycling Cambria? These are the ro...	71		0	1,280
Jun 10, 2025	 When your problems feel like a vic...	65		1	901
Jun 3, 2025	 Ready to start gearing up for June'...	42		0	794

DATE	POST	LIKES		COMMENTS	REACH
Jun 4, 2025	 Lock in as you experience the h...	31		0	754

Cycle Central Coast Paid Digital Advertising Overview

