



**CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Marketing Committee
Meeting Agenda
November 12, 2025**

Time: *11:30 a.m. – 12:30 p.m.*

Location: *Cambria Pines Lodge - Treetop Room*
2905 Burton Avenue
Cambria, CA 93428

Call to Order

Discussion Items

- > ***General Updates***
 - Report Highlights
 - Landing Page
 - Travel App Signage Locations
 - Website Arts Category
- > ***CBID Report***
- > ***Visit SLO CAL Report***

Meeting Adjournment



ARCHER & HOUND

Cambria Tourism Board Marketing Report

October 2025

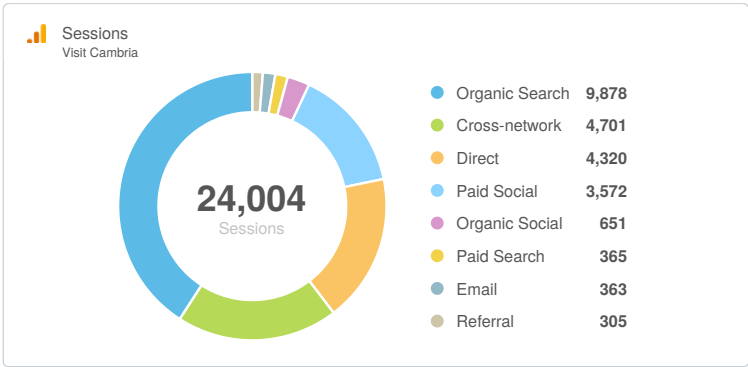
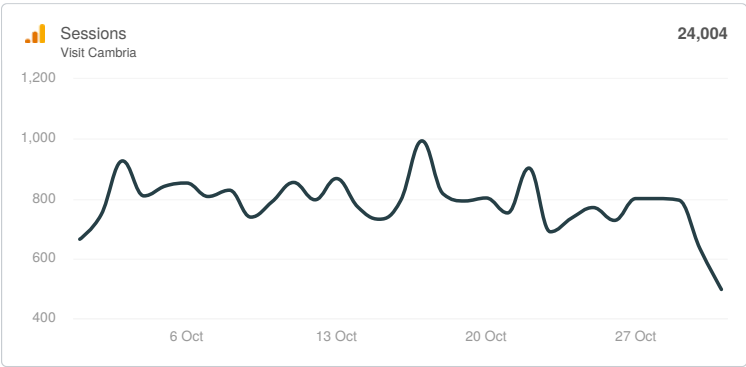
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

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Website Traffic



New Users
Visit Cambria

20,374

Total Users
Visit Cambria

21,590

User Engagement Duration Per User
Visit Cambria

00:00:45

Views
Visit Cambria

42,482

Wedding Requests

9

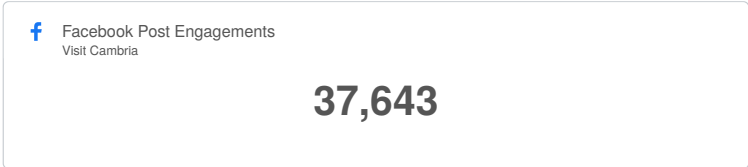
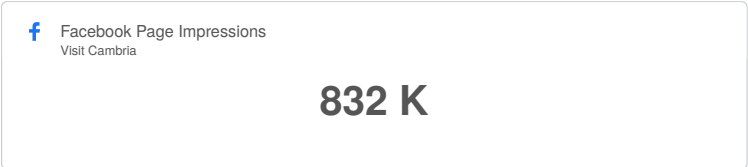
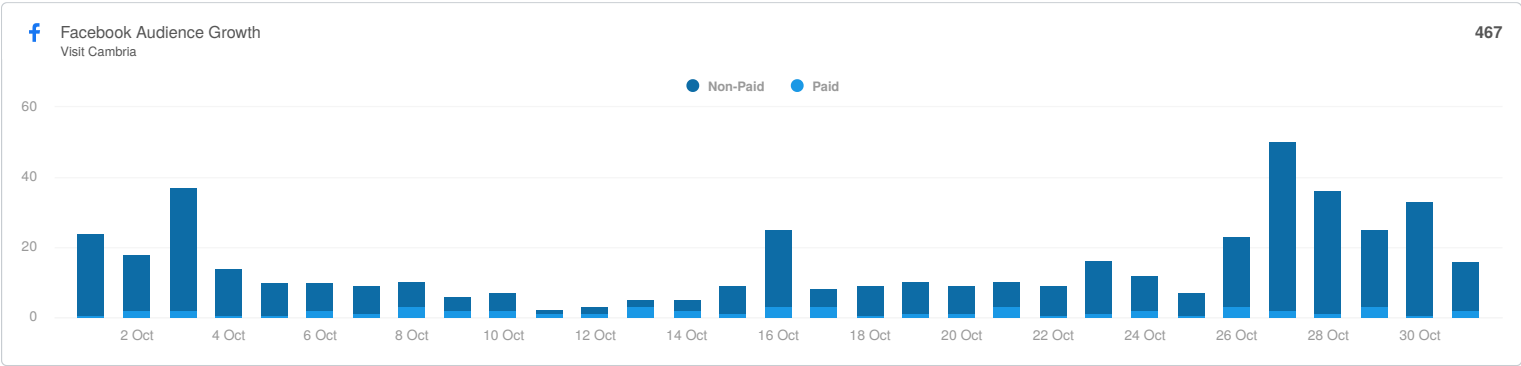
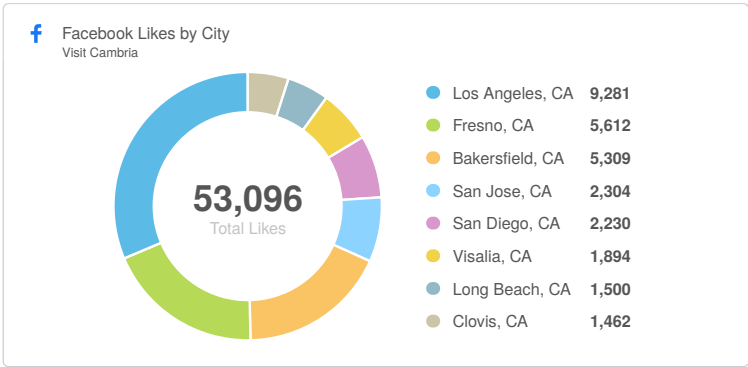
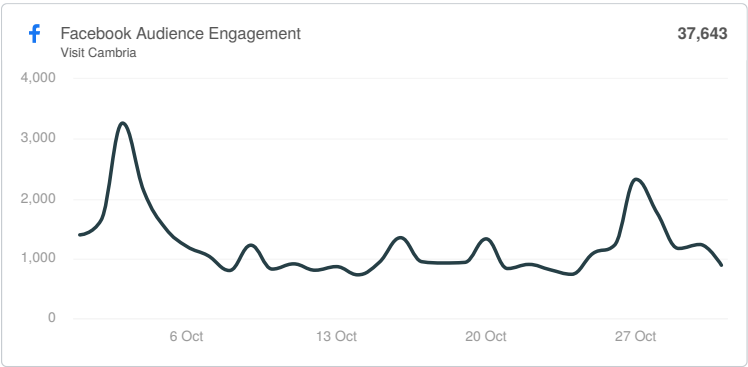
Total App Downloads

15,288

 Top 10 Website Pages

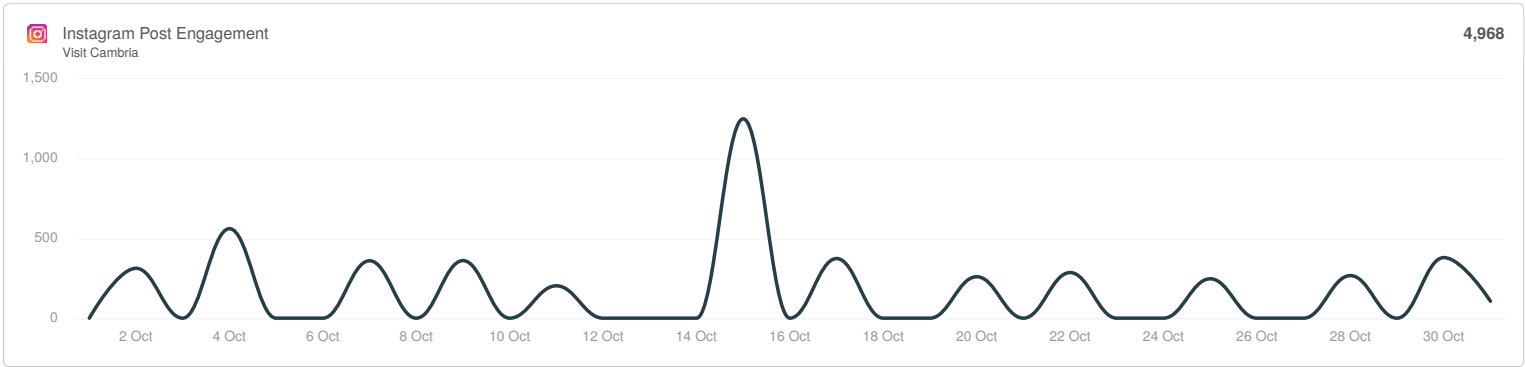
PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/	7,195	6,610	8,864	00:00:15
(not set)	7,174	6,805	0	00:00:00
/events/	1,945	1,776	2,291	00:00:48
/visitors/	1,831	1,686	2,115	00:00:17
/weddings-in-cambria/	1,254	1,158	1,499	00:00:17
/history-of-cambria/	1,117	1,089	1,160	00:00:19
/explore/activities/	1,093	1,022	1,207	00:00:39
/itineraries/reconnect-in-cambria/	1,034	1,002	1,106	00:00:14
/moonstone-beach/	958	898	1,049	00:00:20
/lodging/	931	871	1,231	00:00:59

Organic Social—Facebook



Top 5 Facebook Posts				
DATE	POST	LIKES	CLICKS	SHARES
Oct 2, 2025	 The Scarecrow Festival has begun! All ...	1,803	2,204	151
Oct 15, 2025	 October in Cambria is pure fall magic. 🍂 ✨	1,096	188	63
Oct 25, 2025	 Looking for the perfect fall adventure? ...	969	3,817	97
Oct 20, 2025	 When you happen upon a coastal sight...	323	230	9
Oct 30, 2025	 The perfect day trip from Cambria is just up t...	193	51	6

Organic Social—Instagram



Followers
Visit Cambria

37,294

Reach
Visit Cambria

129 K

Post Engagement
Visit Cambria

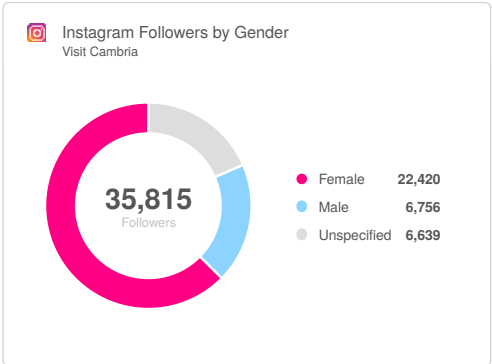
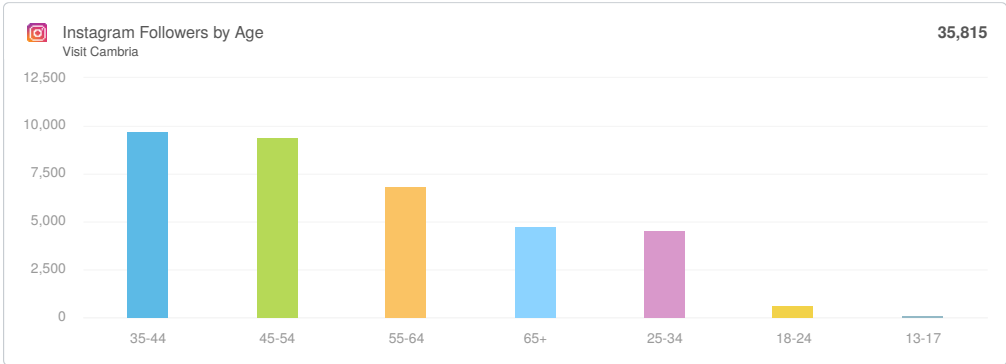
4,968

Saves
Visit Cambria

210

Shares
Visit Cambria

554



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Oct 15, 2025	 October in Cambria is pure fall magi...	970	19	6,413
Oct 4, 2025	 There's a new spot to sip and sa...	433	18	5,541
Oct 9, 2025	 Wake up to the sound of waves ...	321	10	2,528
Oct 30, 2025	 The perfect day trip from Cambria is...	293	4	3,666

DATE	POST	LIKES		COMMENTS	REACH
Oct 7, 2025	 The recipe for the perfect fall? J...	291		4	2,937

Organic Social—Pinterest



Pinterest Impressions

Visit Cambria

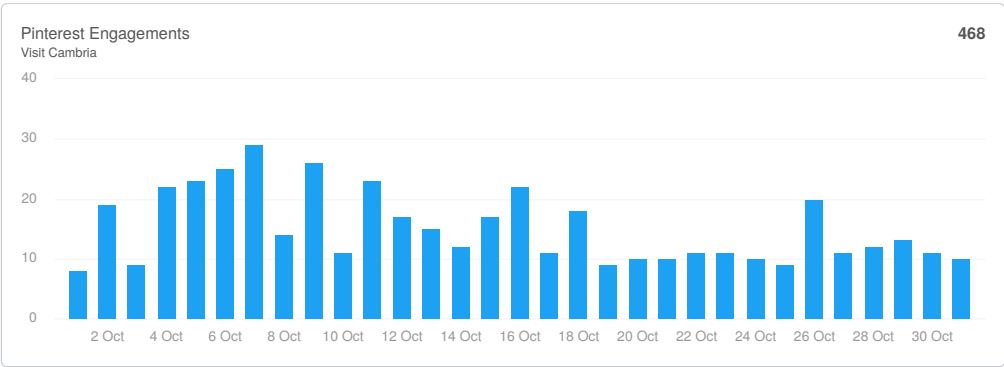
69,678



Pinterest Engagement Rate

Visit Cambria

0.67%





Outbound Clicks

Visit Cambria

307



Pin Clicks

Visit Cambria

414

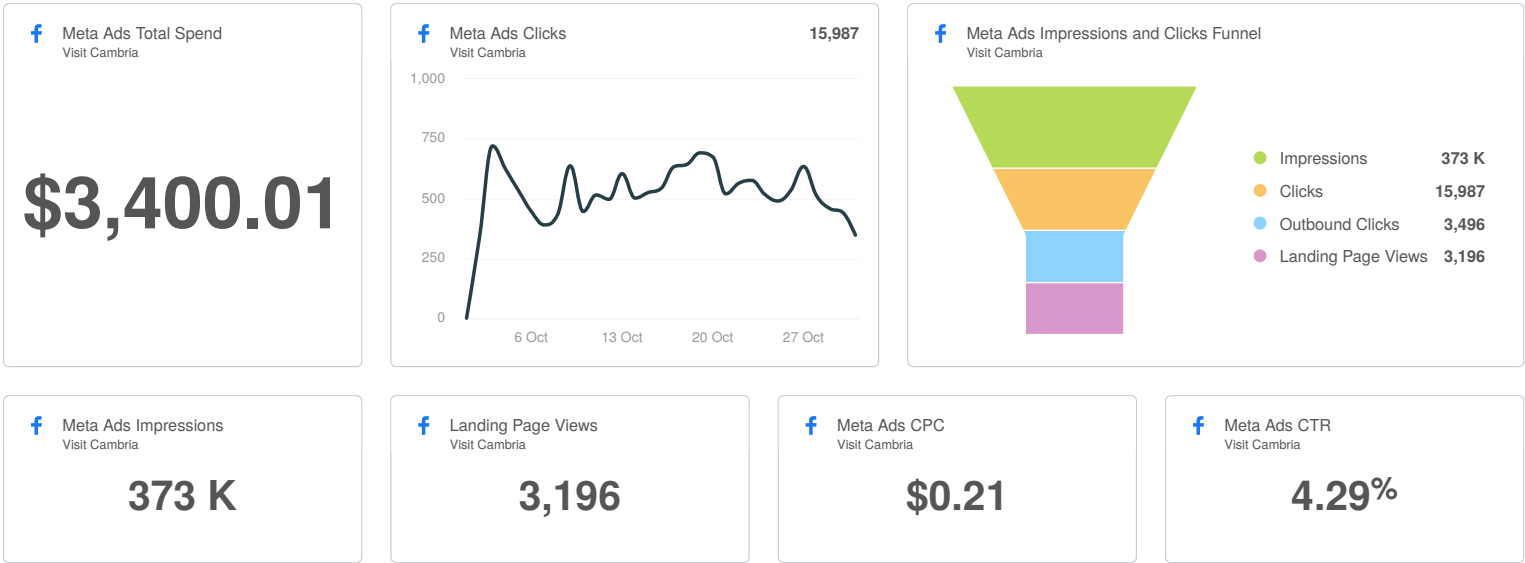


Pin Click Rate

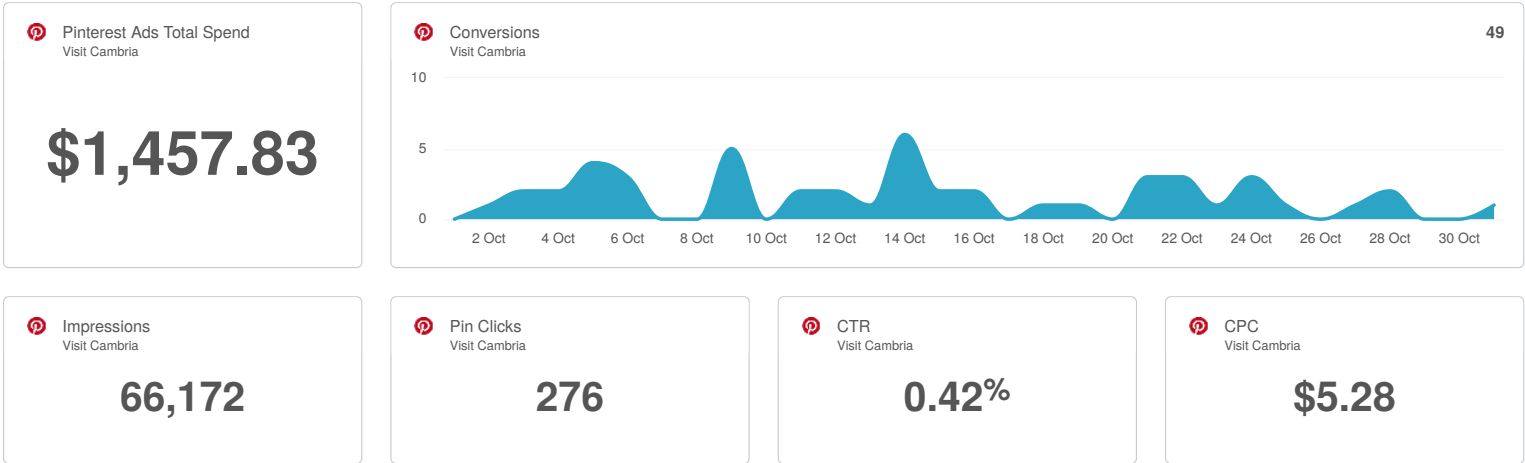
Visit Cambria

0.59%

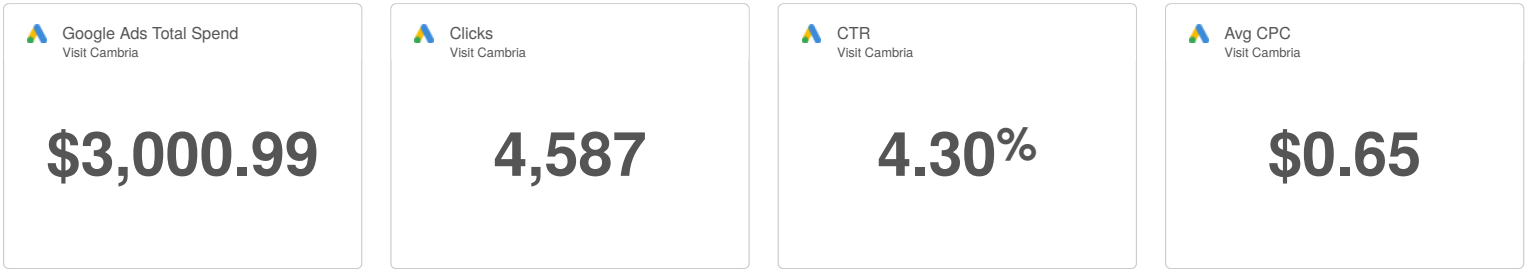
Paid Digital Advertising Overview

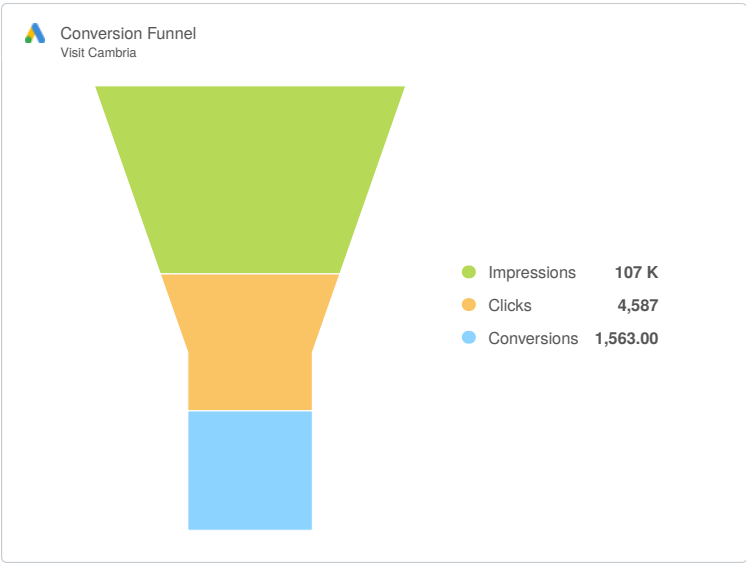


Pinterest Advertising



Google Advertising





 Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	1,774.01
4+ Pages Visited	198.00
Lodging Specials Button	100.00
Lodging Specials Outbound	42.00
Book Now Button	25.00
Visit Cambria - GA4 (web) booking_engine_click	25.00
Lodging Property Outbound	21.00

 Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospecting	\$785.20	80,481	3,159	\$0.25	1,544.00	47.19%
Demand Gen Cambria Weddings Early Pla	\$1,431.03	24,695	1,110	\$1.29	11.00	0.99%
Search Visit Cambria Brand	\$784.76	1,457	318	\$2.47	8.00	2.52%

Email Marketing

Visit Cambria Total New Subscribers

208

Visit Cambria Monthly Email Open Rate
Visit Cambria

82.46%

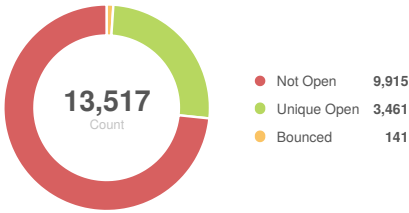
Cycle Central Coast Total New Subscribers

0

Visit Cambria Monthly Email Click Rate
Visit Cambria

2.42%

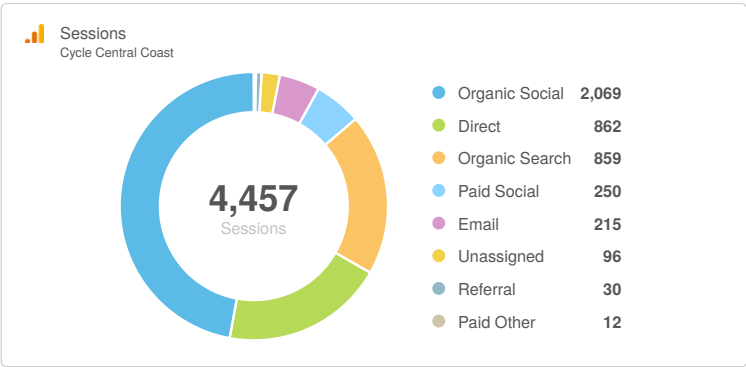
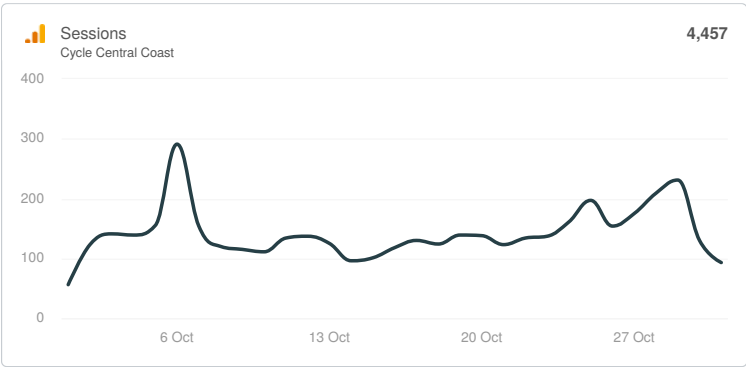
Cycle Central Coast Monthly Email
Visit Cambria



Cycle Central Coast Monthly Email Open Rate
Visit Cambria

25.87%

Cycle Central Coast Traffic



New Users
Cycle Central Coast

3,745

Total Users
Cycle Central Coast

3,885

User Engagement Duration Per User
Cycle Central Coast

00:00:25

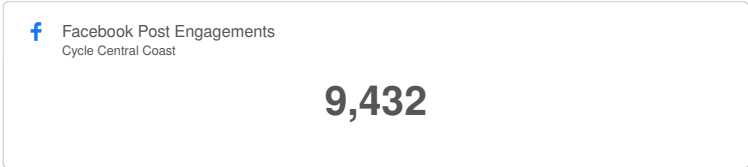
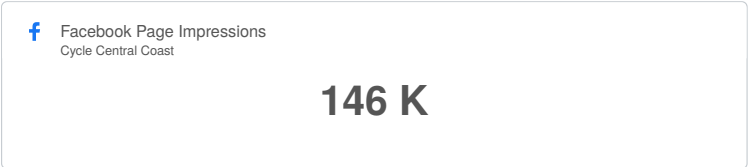
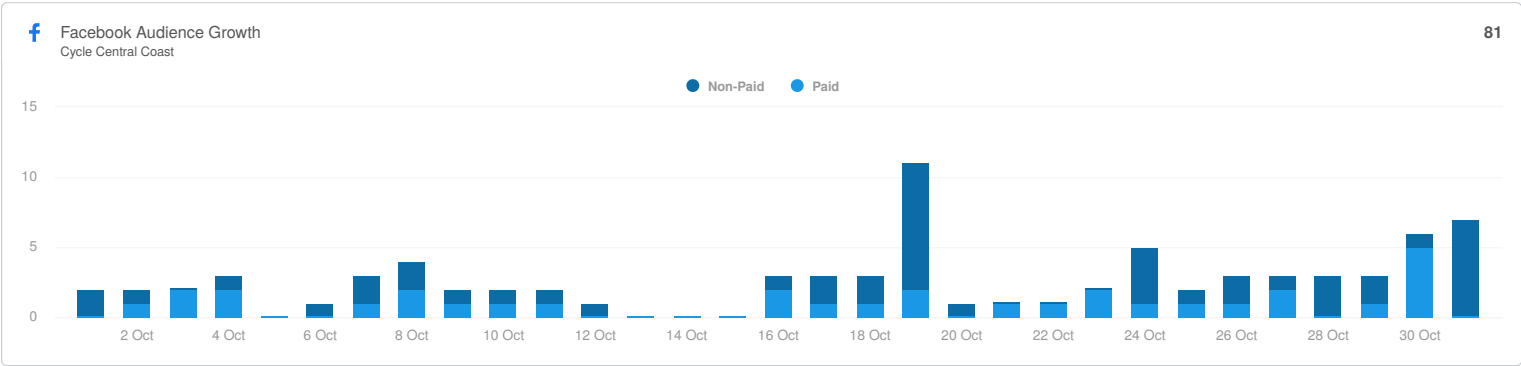
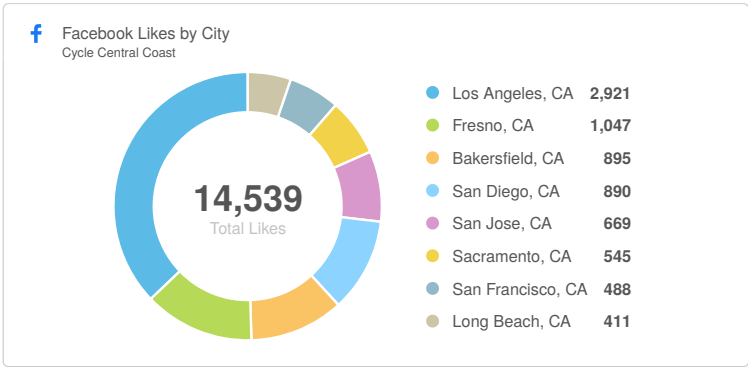
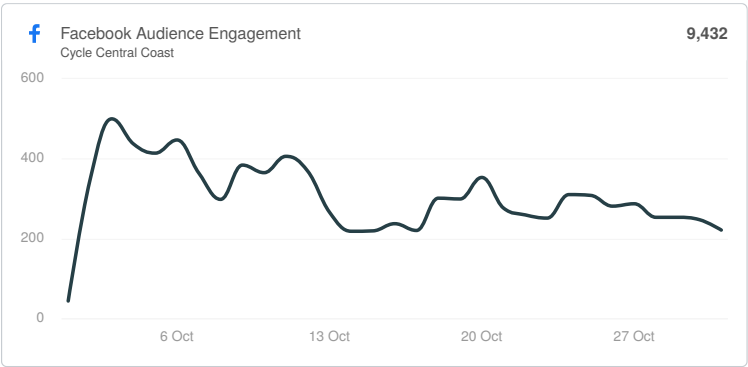
Views
Cycle Central Coast

5,961

Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/blog/guide-to-ragged-point-for-cyclists/	1,357	1,238	1,394	00:00:03
/blog/roads-to-ride-in-cambria/	703	652	734	00:00:10
/routes/	374	332	611	00:00:59
/	344	301	388	00:00:15
/blog/roads-to-ride-cycling-central-coast/	236	216	244	00:00:08
/events/	153	145	175	00:00:22
/blog/highway-1-cycling/	122	105	129	00:01:27
/event/the-bovine-classic-2025/	107	95	112	00:00:29
/routes/cayucos-loop/	96	92	96	00:00:27
/blog/autumn-on-two-wheels-unforgettable-fall-rides-on-the	92	75	107	00:00:46

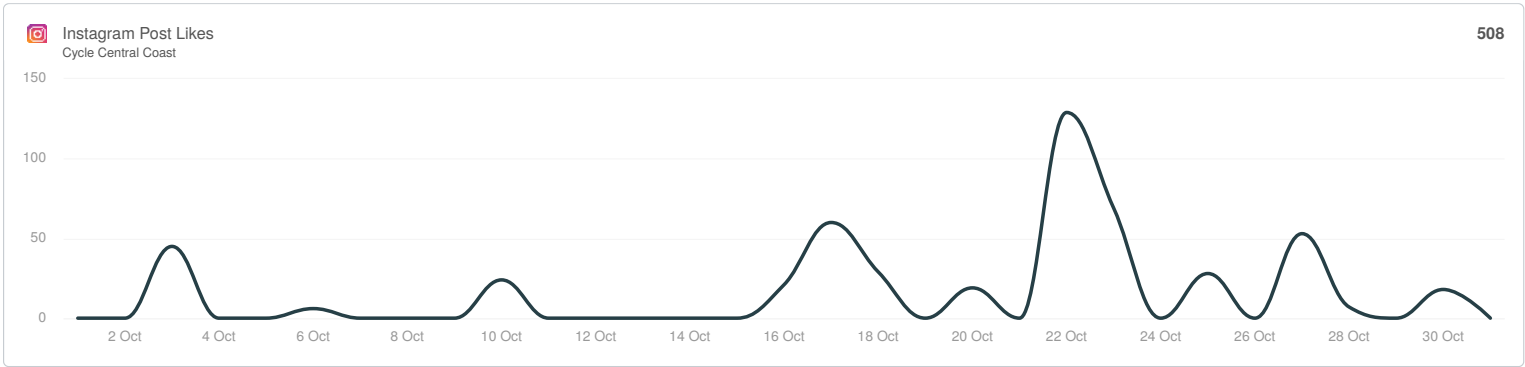
Cycle Central Coast Organic Social—Facebook



Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Oct 23, 2025	 Clocking in at 72.1 miles with 3,568 ft of clim...	53	46	2
Oct 3, 2025	 70 miles. 5,041 feet of climbing. And o...	46	161	1
Oct 27, 2025	 Central Coast roads hit different. 🌊 Rugged...	26	5	1
Oct 18, 2025	 Where coastal chill meets technical pre...	22	135	2
Oct 22, 2025	 The Central Coast is calling. The climbs are ...	21	7	1

Cycle Central Coast Organic Social—Instagram



Instagram Followers
Cycle Central Coast

5,664

Instagram Views
Cycle Central Coast

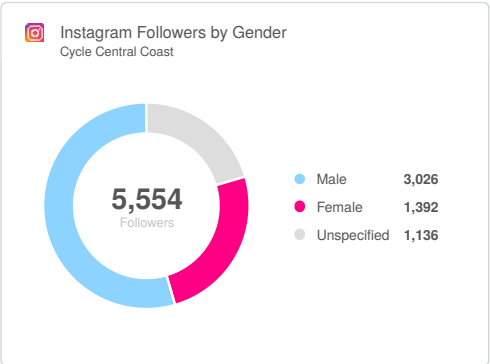
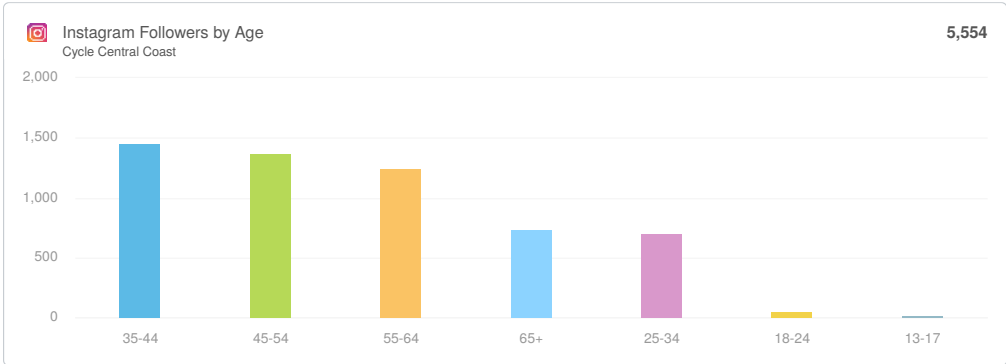
14,319

Instagram Post Engagement
Cycle Central Coast

617

Reach
Cycle Central Coast

33,953



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Oct 22, 2025	 The Central Coast is calling. The cli...	129	0	2,749
Oct 23, 2025	 Clocking in at 72.1 miles with 3,568 ...	69	0	1,073
Oct 17, 2025	 Only a true friend invites you to suff...	60	0	713
Oct 27, 2025	 Central Coast roads hit different. ...	53	3	737

DATE	POST	LIKES		COMMENTS	REACH
Oct 3, 2025	 70 miles. 5,041 feet of climbing. ...	45		0	526

Cycle Central Coast Paid Digital Advertising Overview

