



**CAMBRIA TOURISM BOARD (CTB)  
(Cambria Local Fund Advisory Board)  
Marketing Committee  
Meeting Agenda  
April 14, 2026**

**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***
  - Fiscal Year Report + Planning
    - April Board Meeting: Annual Recap Report
    - May: 2026-2027 Marketing Plan Presentation
  - Marketing Budget: Reallocating unused FY funds for a summer campaign
  - Landing Page Review— May/June
  - Visit SLO CAL Hwy 1 Co-Op – Paid Ads (running)
  - Central Coast Classico—Update
  - Arthritis Foundation Event—Update
  - Music Road Trip co-op (next fiscal year)
- > ***CBID Report***
- > ***Visit SLO CAL Report***

**Meeting Adjournment**



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# Cambria Tourism Board Marketing Report

March 2026

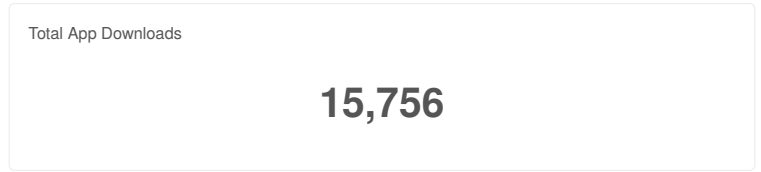
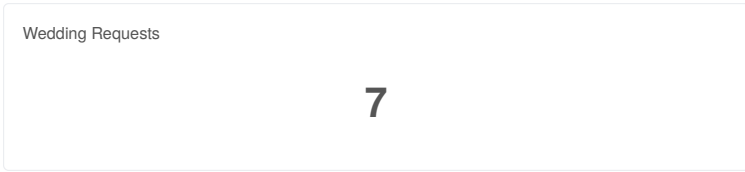
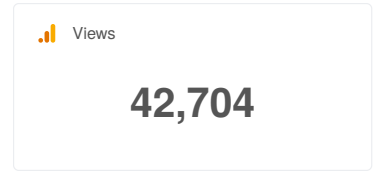
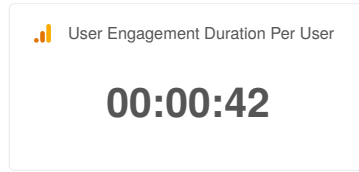
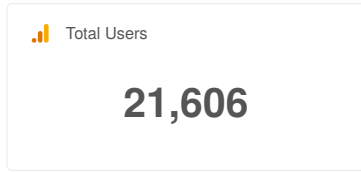
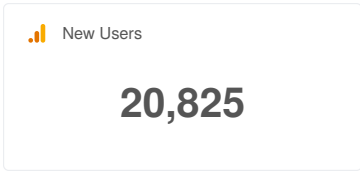
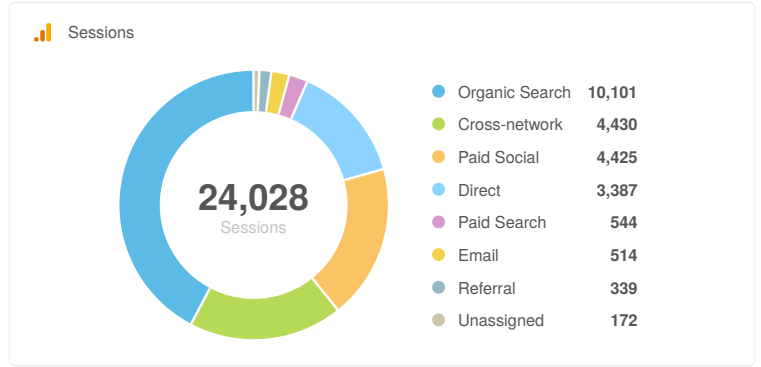
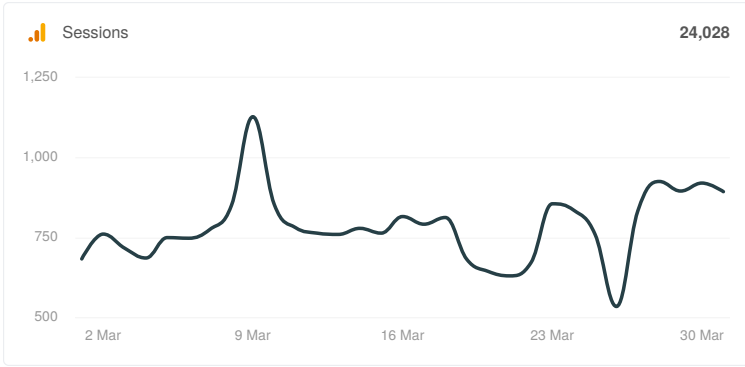
Visit Cambria

[visitcambriaca.com](http://visitcambriaca.com)

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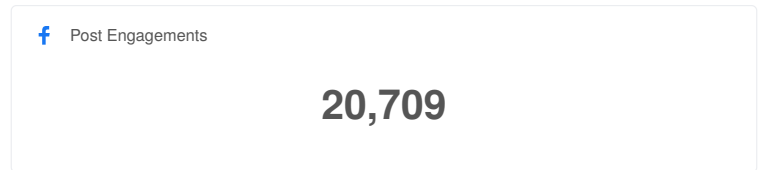
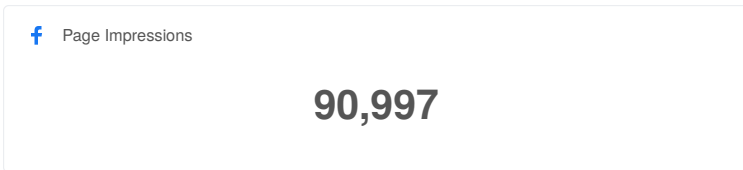
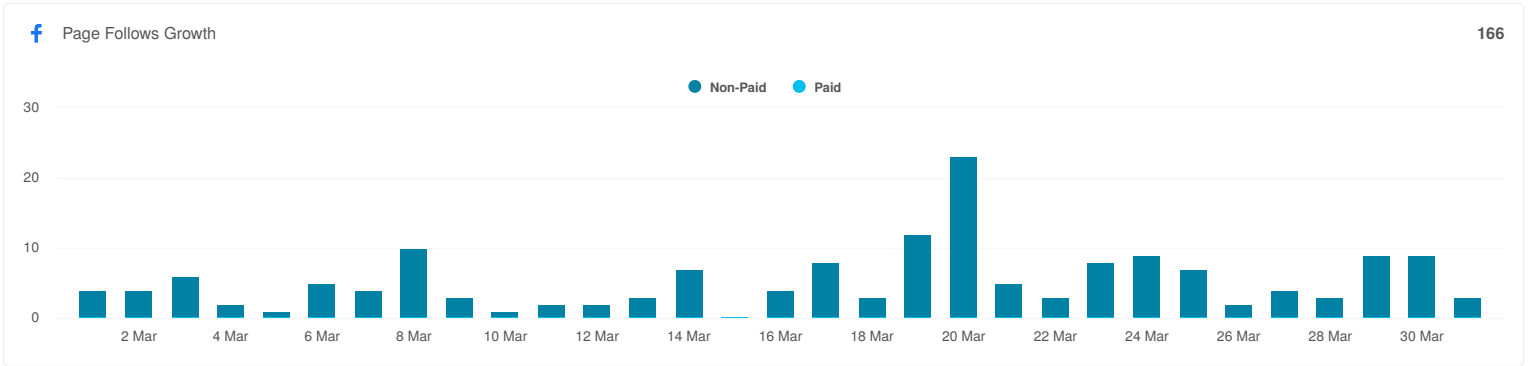
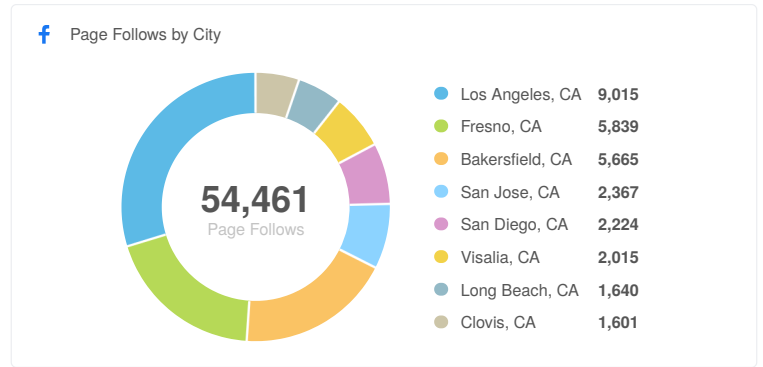
# Website Traffic







**Top 10 Pages**


PAGE	SESSIONS	TOTAL USERS	VIEWS	AVERAGE SESSION DURATION
/	7,125	6,683	8,840	00:03:56
(not set)	6,672	6,406	0	00:00:00
/visitors/	2,405	2,237	2,761	00:03:00
/weddings-in-cambria/	1,822	1,741	2,676	00:01:29
/moonstone-beach/	1,471	1,357	1,628	00:03:41
/events/	1,256	1,146	1,447	00:03:28
/history-of-cambria/	1,095	1,076	1,138	00:01:40
/explore/activities/	947	860	1,066	00:02:57
/lodging-specials/	837	785	1,015	00:02:16
/lodging/	775	740	982	00:02:18

# Organic Social—Facebook

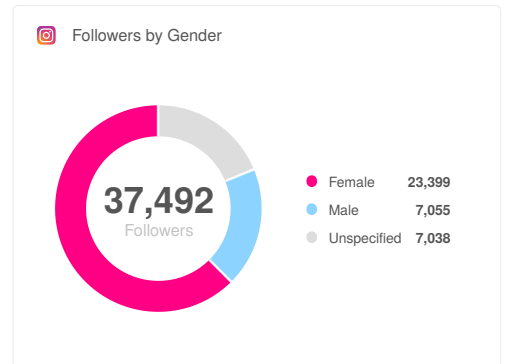
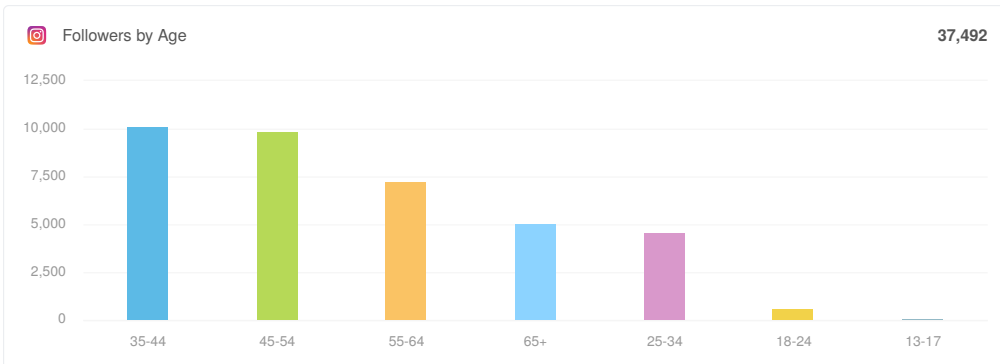
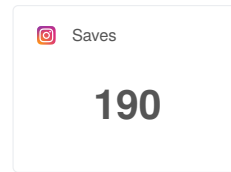
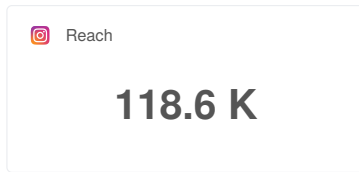
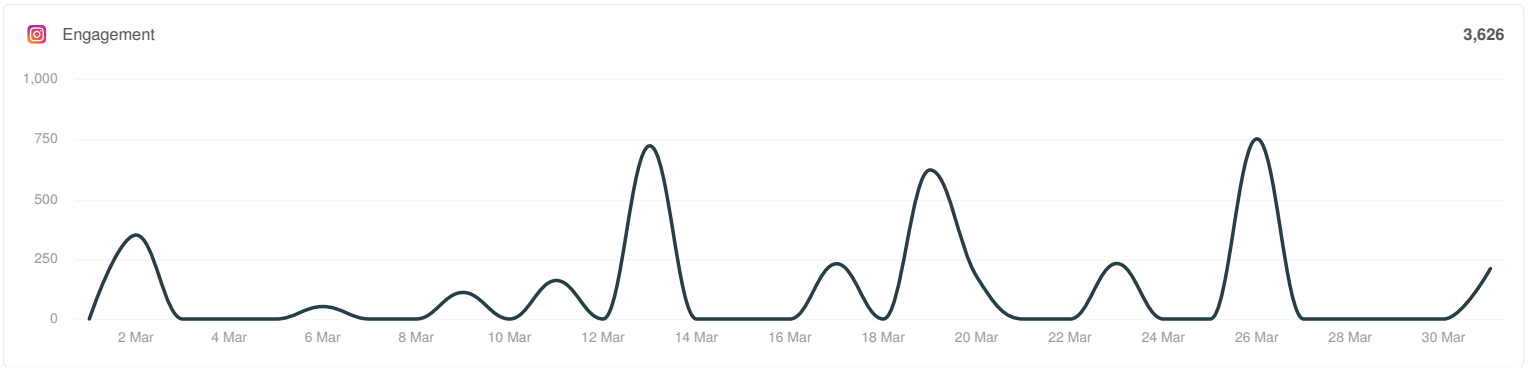


**f Top 5 Posts**

DATE	POST	LIKES	CLICKS	SHARES
Mar 19, 2026	 Highway 1 just earned the top spot on TI...	818	1,488	120
Mar 23, 2026	 Imagine staying steps away from the beach. ...	189	103	8
Mar 11, 2026	 Perched above the Central Coast, Hearst Ca...	183	94	22
Mar 17, 2026	 From molten glass to finished works of art, H...	182	158	10

DATE	POST	LIKES	CLICKS	SHARES
Mar 31, 2026	 Whether you're packing a picnic, stocking up ...	147	82	3

# Organic Social—Instagram



**Top 5 Posts**

DATE	POST	LIKES	COMMENTS	SAVED
Mar 31, 2026	Whether you're packing a picnic, sto...	184	6	9
Mar 26, 2026	Turns out, the solution was a getaw...	611	16	29
Mar 23, 2026	Imagine staying steps away from th...	192	4	26
Mar 20, 2026	It's worth it when plans don't just sta...	133	1	3

DATE	POST	LIKES	▲	COMMENTS	SAVED
Mar 19, 2026	 Highway 1 just earned the top sp...	554		10	22

# Organic Social—Pinterest

Impressions

106.6 K

Engagement Rate

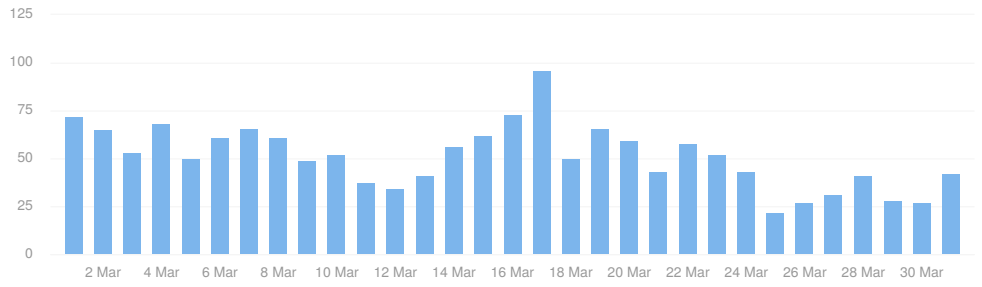
1.49%

Outbound Clicks

1,409

Engagements

1,585



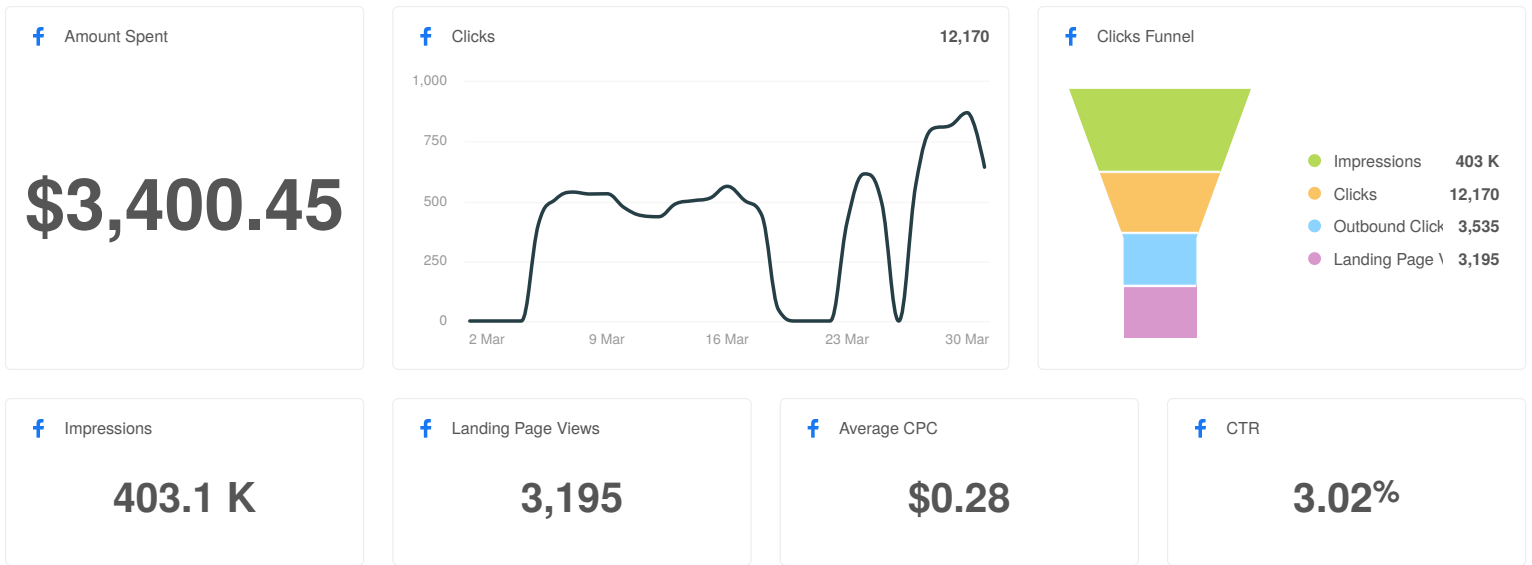
Pin Clicks

1,523

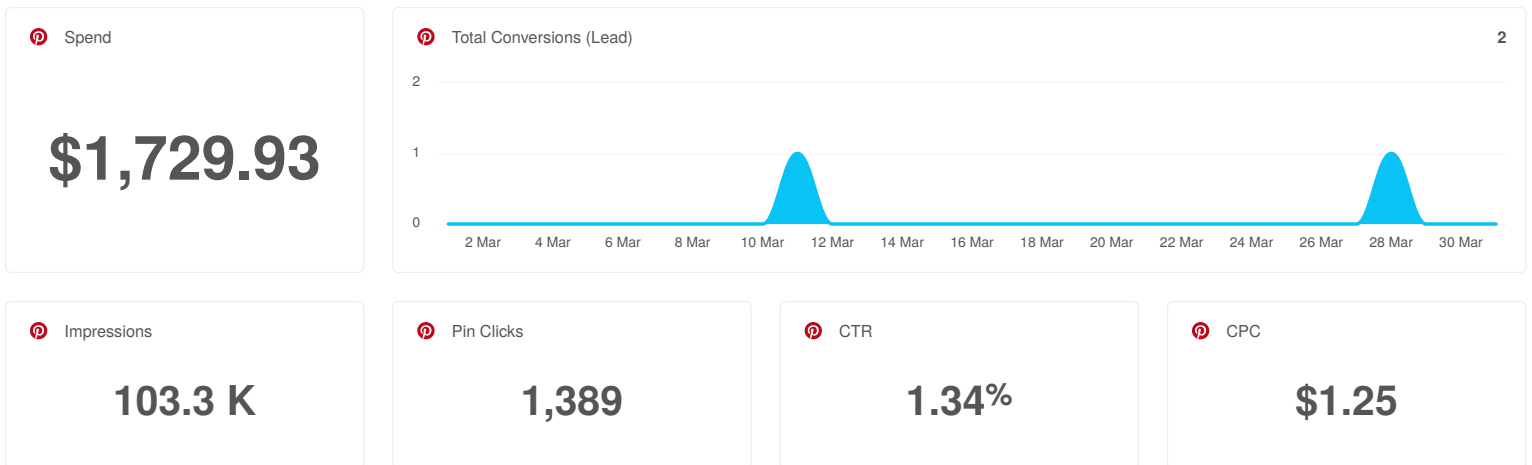
Pin Click Rate

1.43%

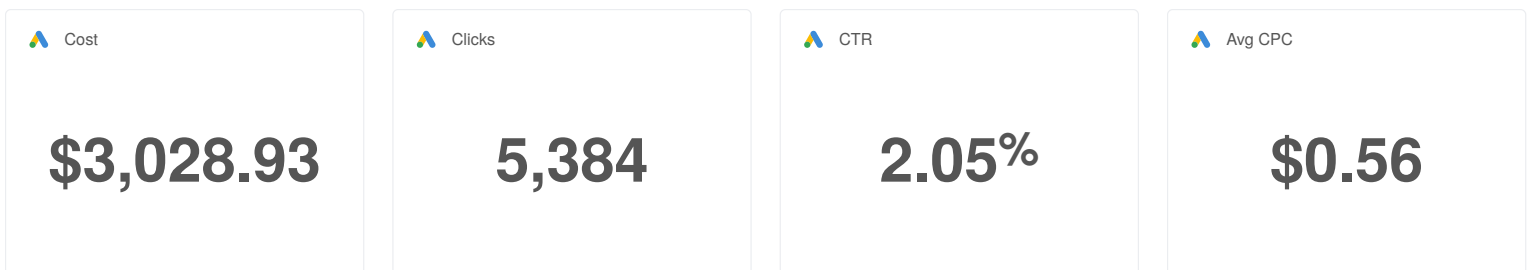
## Paid Digital Advertising Overview

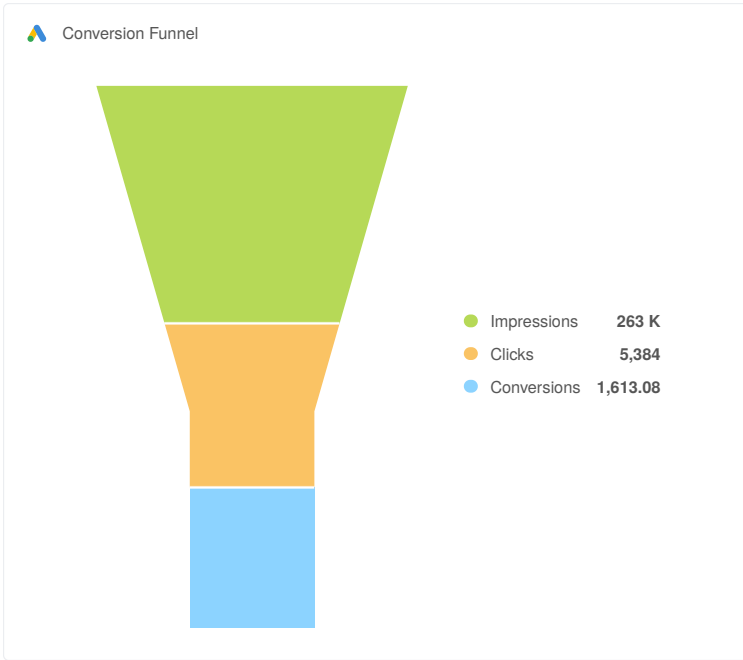


## Pinterest Advertising



## Google Advertising





Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	2,097.77
4+ Pages Visited	270.31
Lodging Specials Button	45.00
Book Now Button	28.00
Lodging Specials Outbound	28.00
Lodging Property Outbound	15.00
Wedding Form Submission	2.00
Visit Cambria - GA4 (web) booking_engine_click	18.00

Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
<a href="#">Demand Gen   CTB Vacationers   Prospectin</a>	\$785.11	169,155	3,670	\$0.21	1,599.08	41.93%
<a href="#">Demand Gen   Cambria Weddings   Early Pla</a>	\$1,457.68	91,187	1,164	\$1.25	2.00	0.01%
<a href="#">Search   Visit Cambria   Brand</a>	\$786.14	2,498	550	\$1.43	12.00	2.18%

## Email Marketing

Sent

**35,624**

Opens

**9,696**

Open Rate

**27.48%**

Click Rate

**1.17%**



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# Cycle Central Coast Marketing Report

March 2026

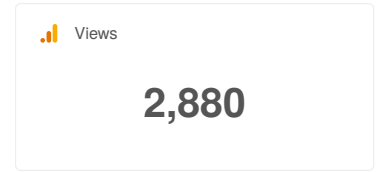
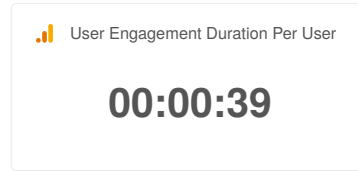
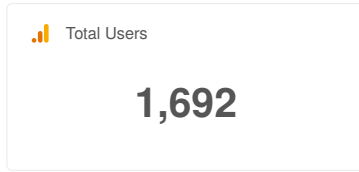
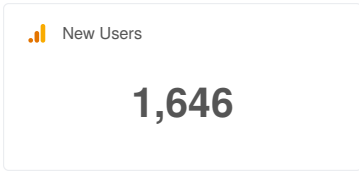
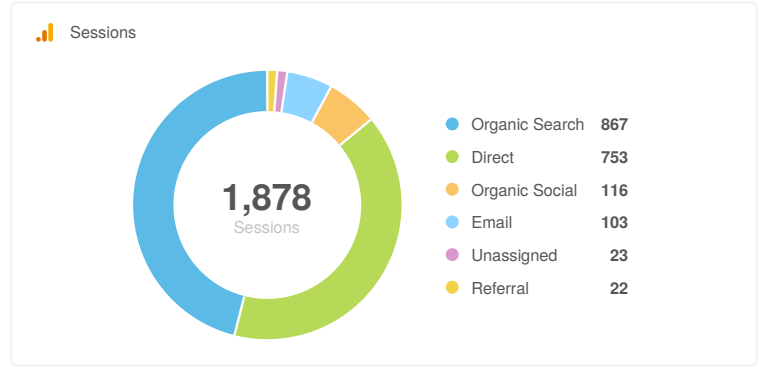
Cycle Central Coast

[cyclecentralcoast.com](http://cyclecentralcoast.com)

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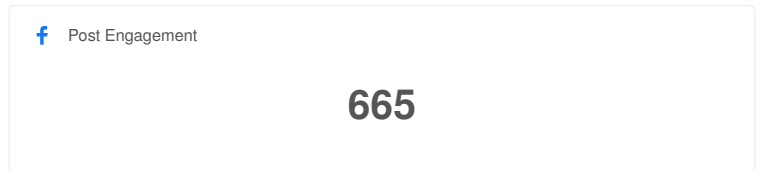
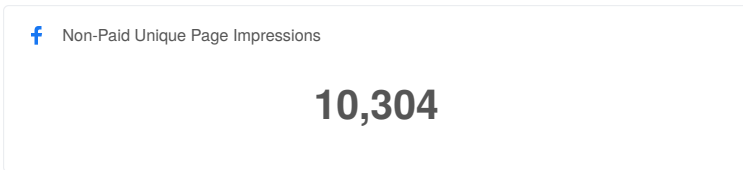
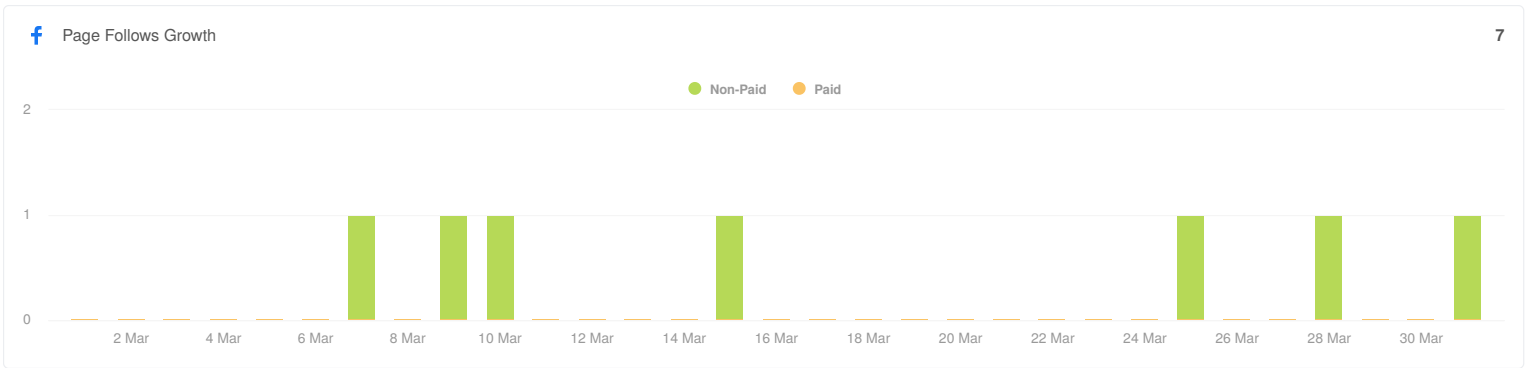
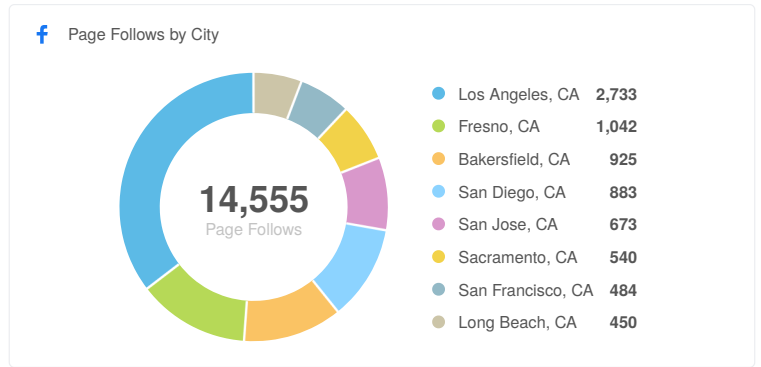
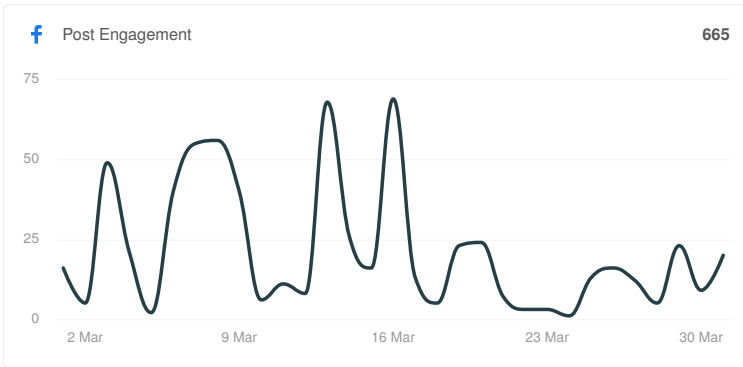
# Website Traffic



**Top 10 Pages**

PAGE	SESSIONS	TOTAL USERS	VIEWS	AVERAGE SESSION DURATION
/	481	456	516	00:01:44
/routes/	285	258	410	00:04:41
/events/	188	177	207	00:02:07
/blog/highway-1-cycling/	124	105	127	00:06:43
/blog/cycling-laws-regulations-central-coast-california/	81	74	83	00:02:43
/routes/hwy-1-adventure-route-altitude/	75	63	76	00:02:55
/event/the-central-coast-classico-2026/	68	58	78	00:07:15
/resources/	53	46	55	00:04:06

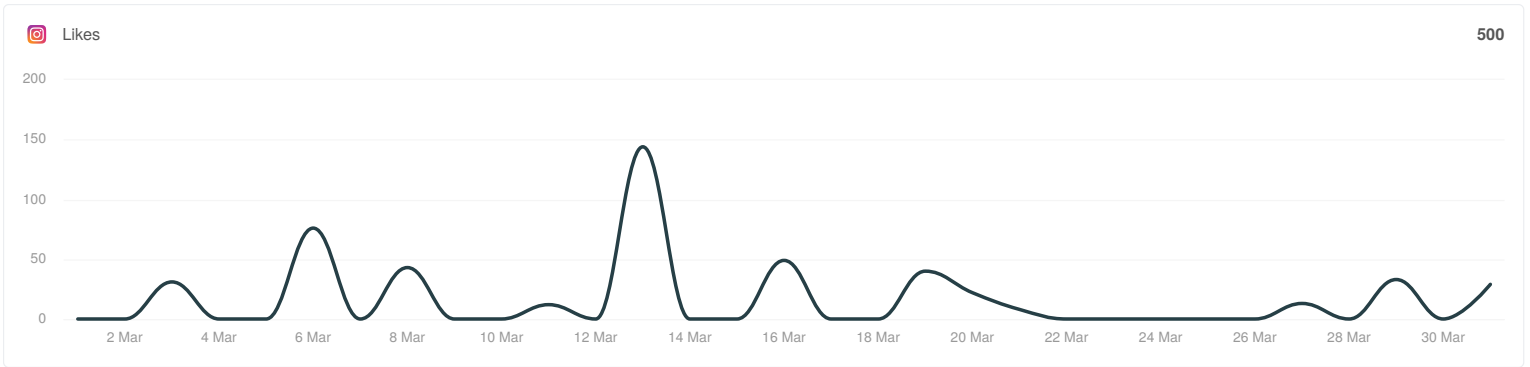
# Organic Social—Facebook



**f Top 5 Posts**

DATE	POST	LIKES	CLICKS	SHARES
Mar 29, 2026	Some rides stay comfortable. This isn't...	342	127	2
Mar 13, 2026	Every great ride has a starting point. Aaron Li...	44	38	5
Mar 3, 2026	Rolling green hills. Wildflowers in full bl... Photos from Cycle Central Coast's post	30	32	0
Mar 6, 2026	Not a race. An experience. The Central...	23	106	0
Mar 19, 2026	You know the kind. Not fun while it's happeni...	19	8	0

# Organic Social—Instagram



**Followers**

**5,717**

**Views**

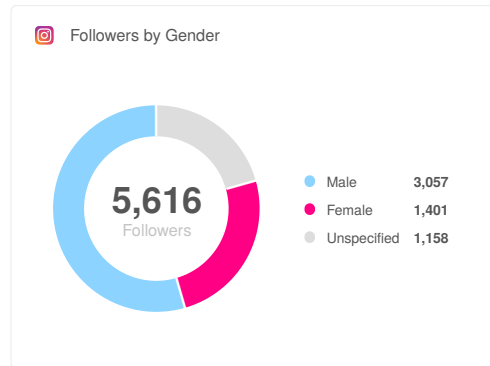
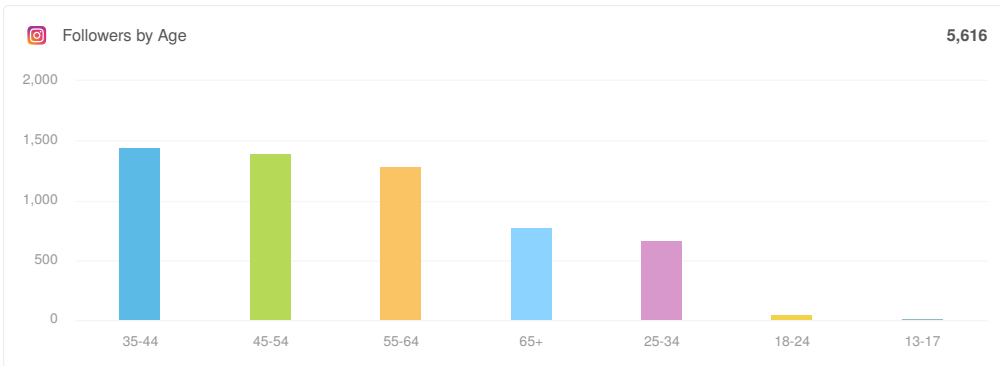
**17,445**

**Engagement**

**662**

**Reach**

**12,730**



**Top 5 Posts**

DATE	POST	LIKES	COMMENTS	SAVED
Mar 13, 2026	Every great ride has a starting point...	144	16	9
Mar 6, 2026	Not a race. An experience. The ...	76	1	5
Mar 16, 2026	Looking for a leg burner? These ...	49	0	15
Mar 8, 2026	133.2 miles. 11,637 feet...	43	1	2

DATE	POST	LIKES	▼	COMMENTS	SAVED
Mar 19, 2026	 You know the kind. Not fun while it's...	40		1	0

## Email Marketing

Sends

**10,722**

Opens

**4,172**

Open Rate

**39.82%**

Click Rate

**2.69%**

# Music Roadtrip is a Free mobile app for Music Fans with an Interactive Music MAP

The music tourism market is projected to grow 4x from \$100 billion in 2025 to more than \$400 billion by 2032, driven by the rising demand for live music experiences”

The Music Roadtrip App helps communities tap into this tourism trend by providing the traveler with real-time, music focused locations and events in your area, encouraging them to stay longer and spend.

## Trends in Music Tourism

- Music as a Primary Travel Driver
- Shift Toward Experience-Driven Travel Like Festivals and Shows
- Digital Fandom → Real-World Travel converts online discovery into destination-led travel.”
- Rise of Mega-Events & Economic Impact
- Travel + Music results in extending trip into short vacations
- Curated travel packages now bundle live performances with accommodation, transportation, and VIP access.”
- Festivals are evolving into “cultural destinations, integrating music, travel, and lifestyle.”
- Consumers aged 18 to 34... accounted for over 64% of the market.
- The global music tourism market is projected to grow to \$330 billion by 2033.

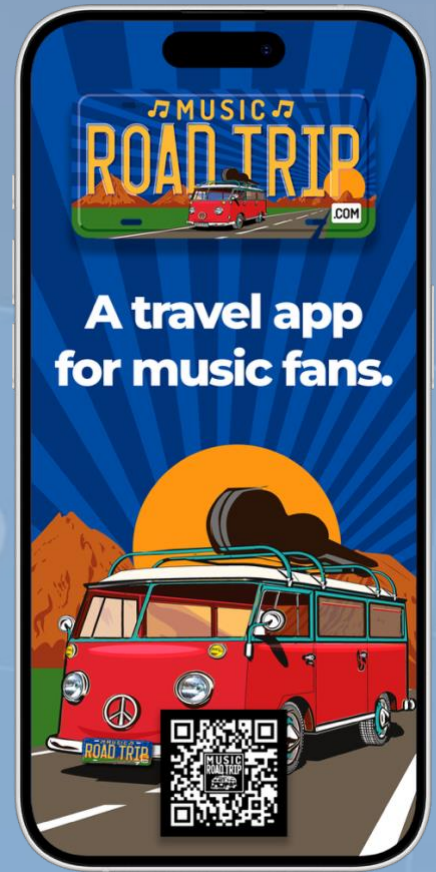
“Millennials and Gen Ze’ that want a more organic experience when they travel, and music is one of the ways to achieve that”

## Which Music Destination are in the App?

- Live Music Venues, Music Festivals, Dance Club
- Record & Music Stores, Music Fashion & Merch
- Music Museums, Artist Homes, Recording Studios
- Album Covers Locations, Historical Markers, Mural’s
- Music Studios, Radio Stations, Music Schools
- Bars, Lounges, Restaurants, Clubs with Live Music
- Memorials, Music Tours, Statues, Grave Sites

## What Features does the App have?

- Interactive Music Map featuring Music Destinations including Venues, Food & Bev, Shopping & Culture
- Real-time Live Music Calendar covering the entire US
- Purchase tickets to concerts & festivals through the App
- Turn by Turn Navigation to Music Destinations
- Curated Itineraries for Music Travelers
- Integrations: Ticketmaster, Yelp, Expedia, Spotify, Uber
- Gamification and Corw Sourcing
- Travel Planning



“A “music city” is defined as a city that embeds music as a tool into its collective governance ethos across economic development, education, tourism, and overall quality of life. ”

