



ARCHER & HOUND

Visit Cambria Marketing Report

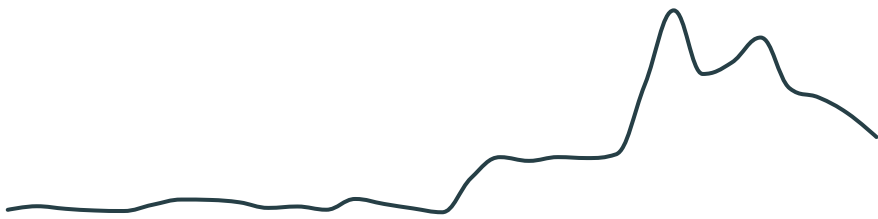
July 2026



Website Traffic

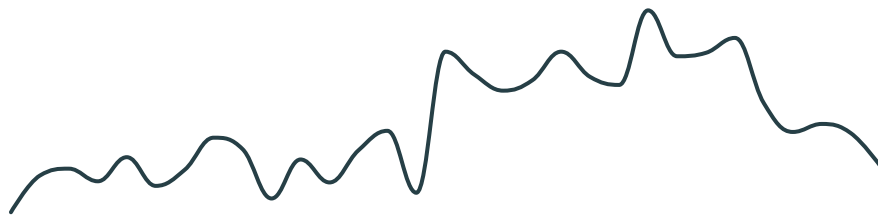
Sessions

54,806



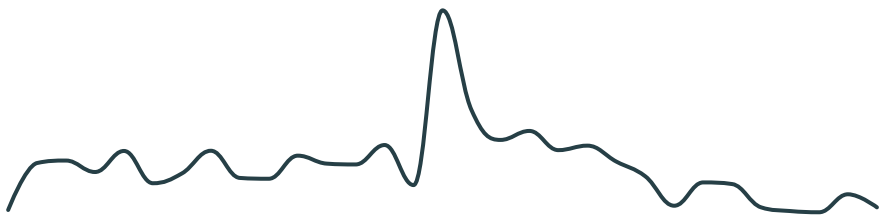
Conversions

3,162



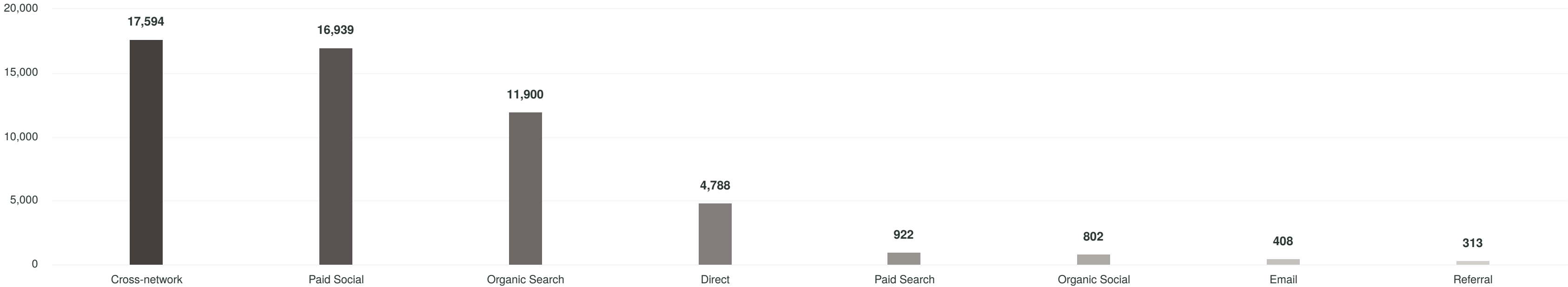
Conversion Rate

3.52%



Session by Channel

54,806



Website Traffic—User Insights

 Total Users

47,851



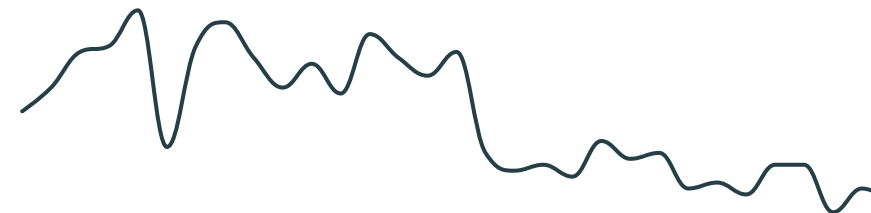
 New Users

46,736



 User Engagement Duration Per User

00:00:36

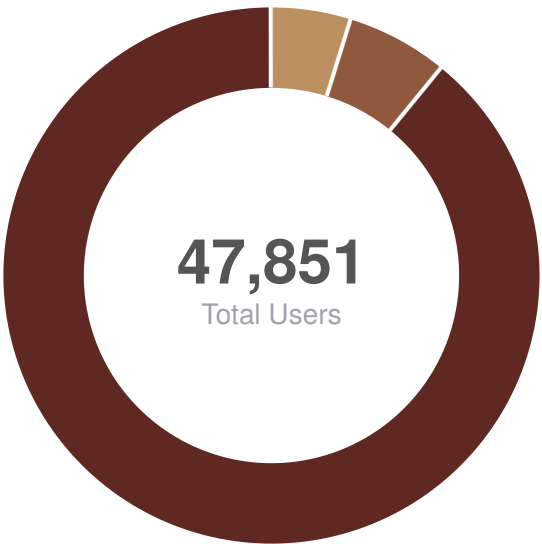


 Total Users

47,851



 Total Users



- New 46,781
- Returning 3,221
- Unknown 2,521

Website Traffic—Page Insights



Views

88,018



Total App Downloads

15,976

Wedding Form Submissions

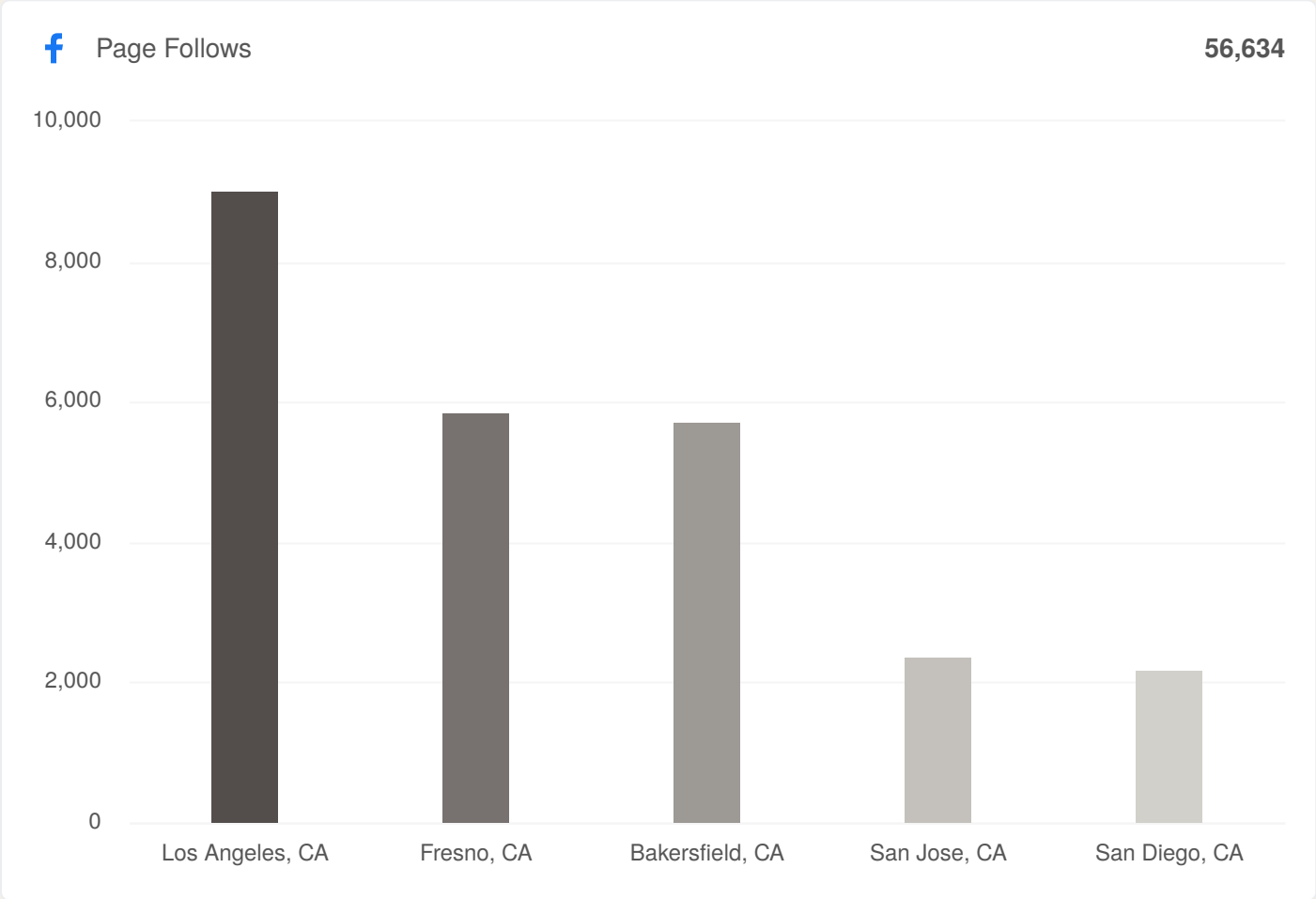
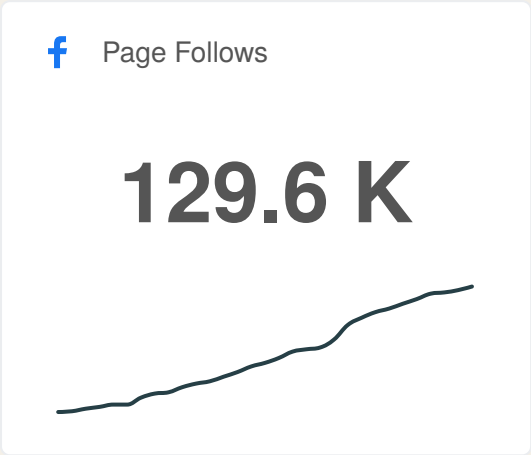
4



Top 10 Pages

PAGE	VIEWS	ENGAGEMENT RATE
/	19,882	39.71%
/weddings-in-cambria/	11,713	39.07%
/5-hidden-gems-to-discover-in-cambria/	7,992	52.57%
/lodging-specials/	3,763	79.75%
/visitors/	3,571	70.28%
/itineraries/decadence-on-deckrelax-on-the-best-patios-in-cambria/	3,208	57.66%
/lodging/	2,653	96.93%
/moonstone-beach/	2,088	74.57%
/events/	1,859	90.43%
/itineraries/reconnect-in-cambria/	1,442	54.22%

Organic Social—Facebook



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Top 5 Facebook Posts

DATE	POST	LIKES	SHARES	CLICKS
Jul 21, 2026	 People ask us: is it “CAM-bria”...	814	112	5,614
Jul 9, 2026	 Nature therapy, the Cambria w...	709	61	192
Jul 15, 2026	 Get out of the heat and into th...	573	40	197
Jul 7, 2026	 Fresh fish, simple ingredients, ...	501	22	851
Jul 14, 2026	 What started as a dream to sh...	432	53	898

Organic Social—Instagram

 Followers

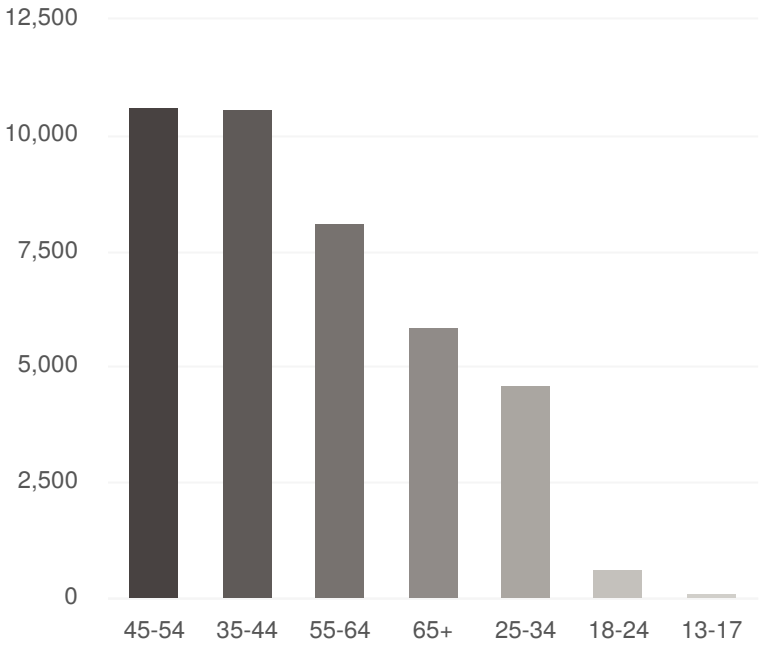
41,557

 Post Engagements

2,255

 Followers by Age

40,308



 Top 5 Instagram Posts

DATE	POST	REACH	LIKES	SAVED
Jul 21, 2026	 People ask us: is ...	47,579	2,675	398
Jul 14, 2026	 What started as a...	7,871	833	117
Jul 7, 2026	 Fresh fish, simple...	6,716	747	35
Jul 9, 2026	 Nature therapy, t...	5,806	638	19
Jul 13, 2026	 We're so grate...	5,886	587	14

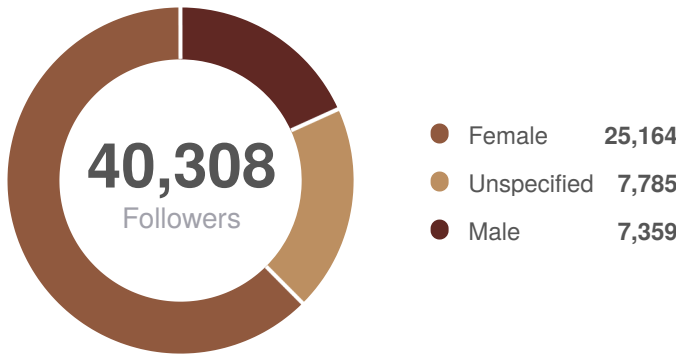
 Saves

810

 Shares

2,079

 Followers by Gender





Organic Social—Pinterest



Impressions

25,813



Engagement Rate

1.24%



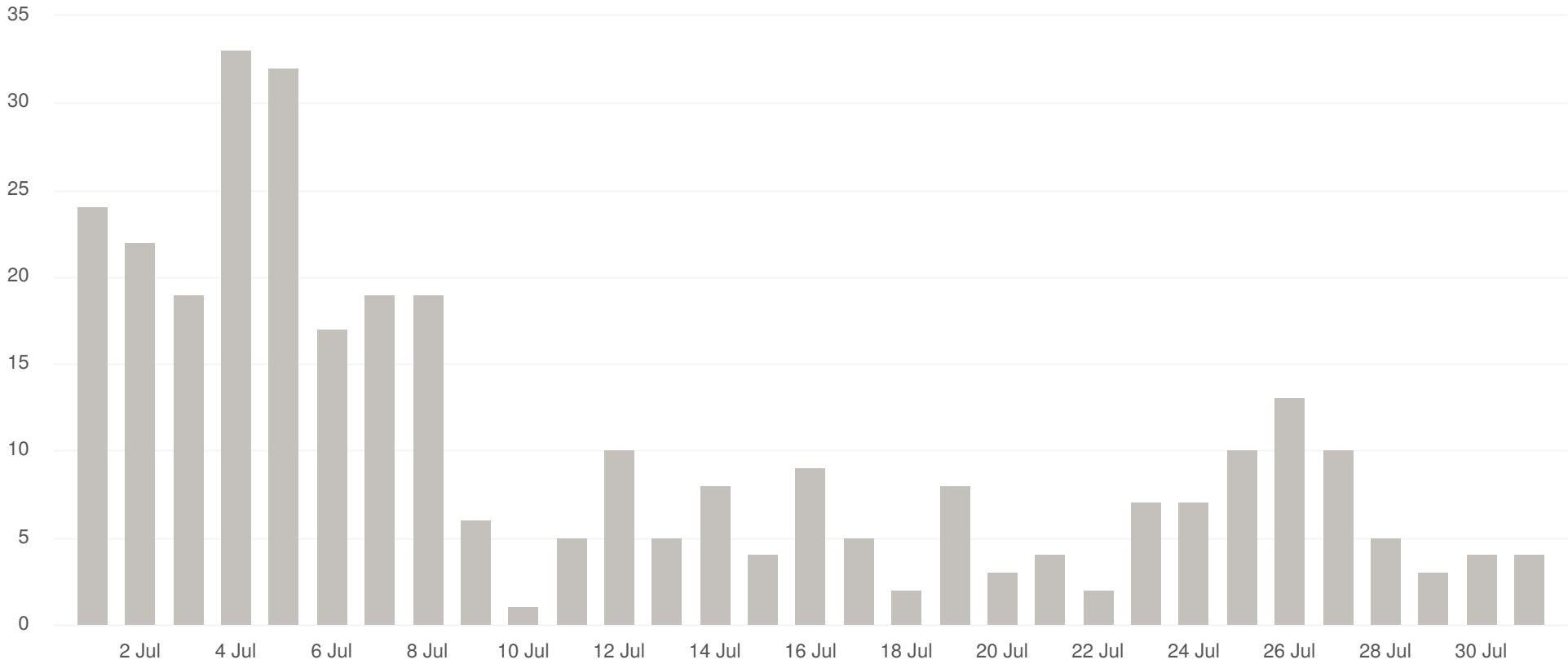
Outbound Clicks

194



Engagements

320



Pin Click Rate

0.94%



Pin Clicks

242

Paid Digital Advertising—Meta

Amount Spent

\$9,962.40

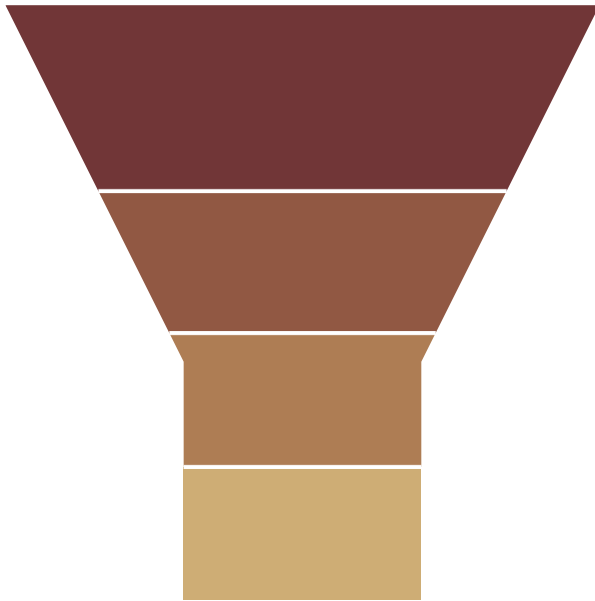
Impressions

761.3 K

Landing Page Views

15,390

Click Funnel



- Impressions 761 K
- Clicks 29,788
- Outbound Clicks 16,706
- Landing Page Views 15,390

Campaign Insights

CAMPAIGN	IMPRESSIONS	LANDING PAGE VIEWS	AVERAGE CPC	CTR
A&H L1 Engage Traffic A/B/C/G/J 071726	506,994	12,945	\$0.25	4.73%
A&H L1 Engagement Summer 2026 0603	131,879	2,228	\$0.67	2.28%
A&H L1 Awareness Weather CV 070725	96,348	214	\$3.78	0.45%
A&H L2 Lead Newsletter 070725	26,086	3	\$0.18	9.00%

CTR

3.91%

CPC

\$0.33

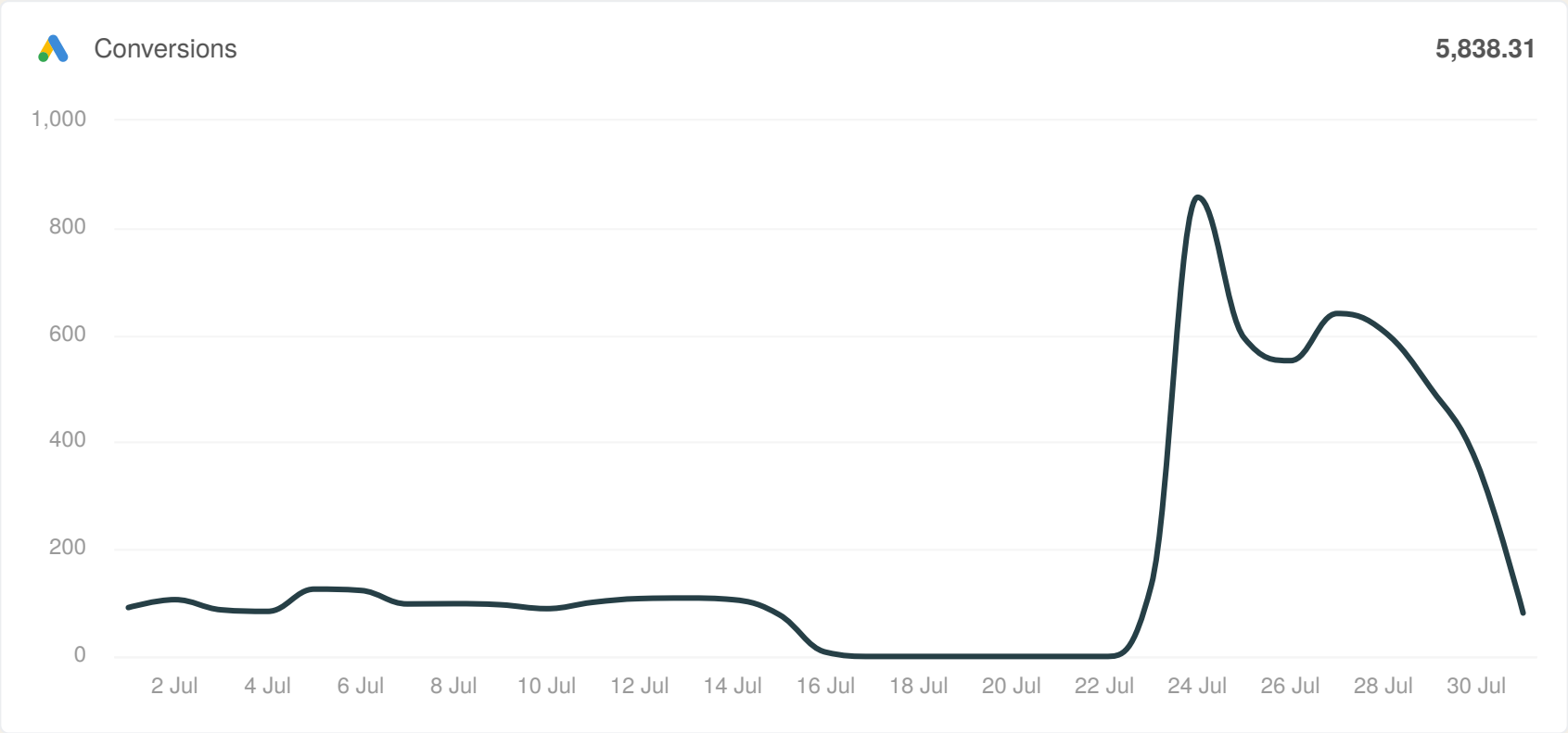
Paid Digital Advertising—Google

 Amount Spent

\$5,943.37

 CTR

4.13%



 Clicks

20,627

 Avg CPC

\$0.29

 Campaign Breakdown						
CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospecting	\$2,306.67	325,426	11,899	\$0.19	5,684.21	45.90%
Demand Gen Cambria Weddings Early Planning	\$1,974.74	168,282	7,882	\$0.25	31.00	0.39%
Search Visit Cambria Brand	\$1,661.96	5,851	846	\$1.96	123.10	14.55%

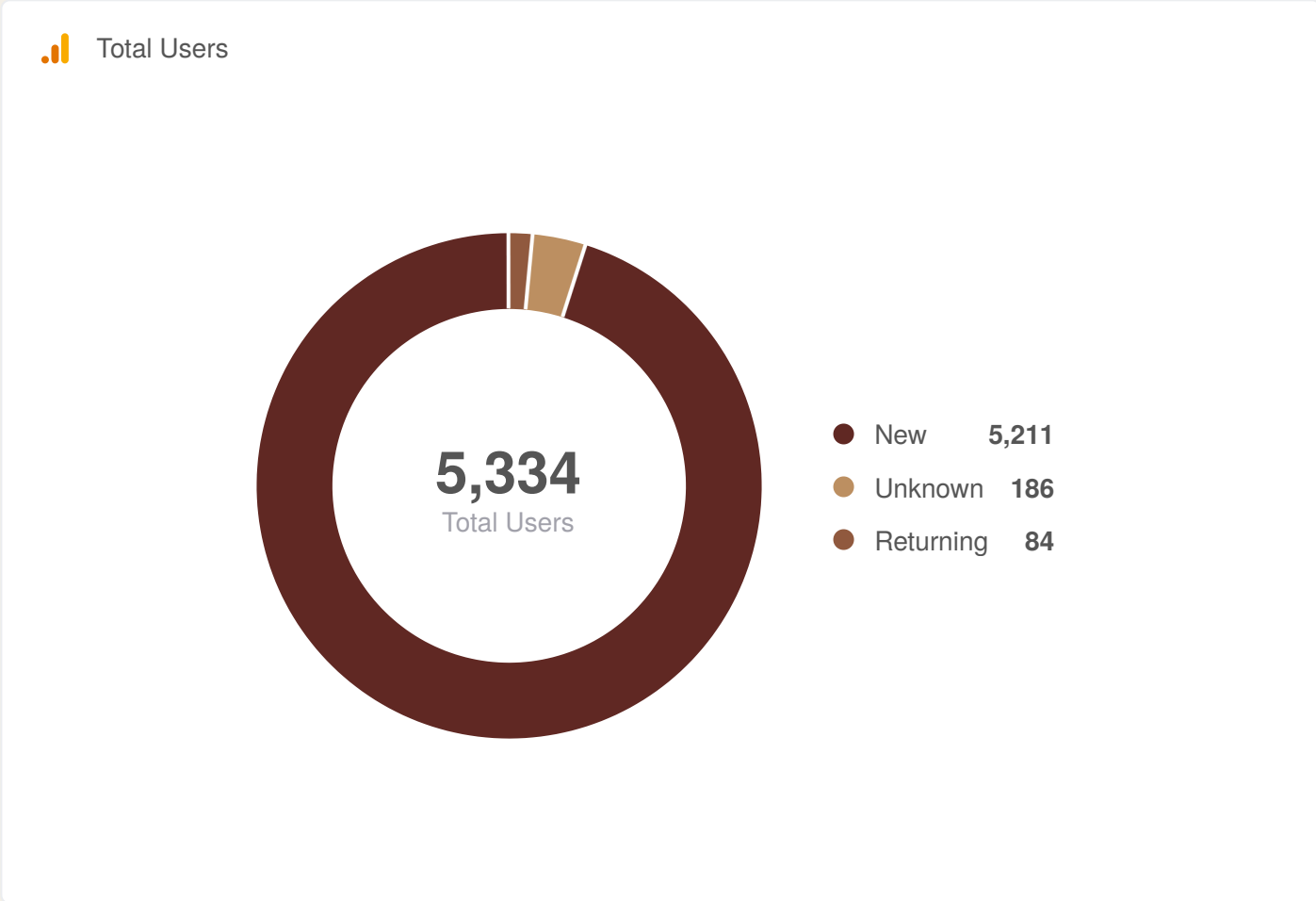
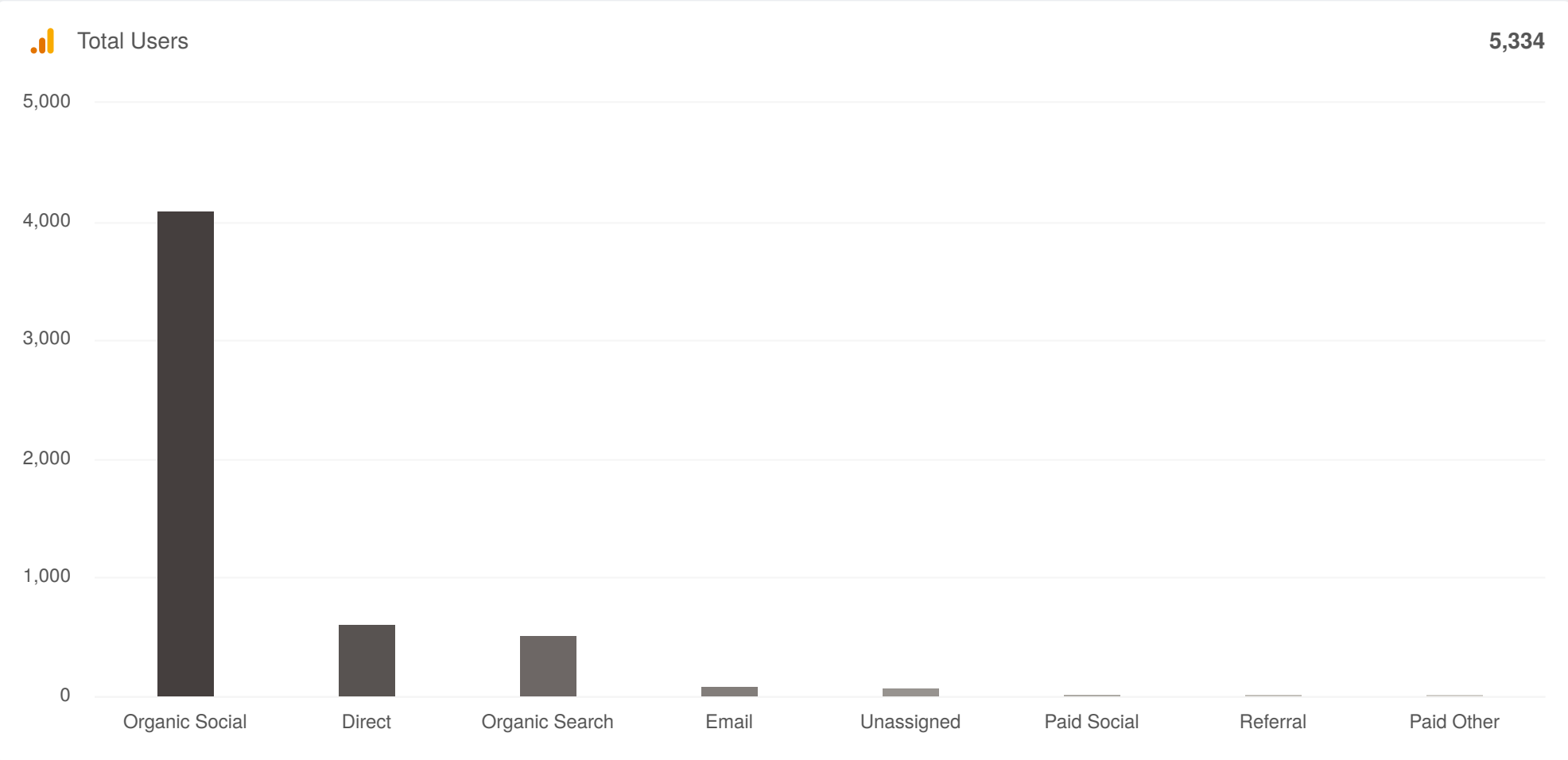
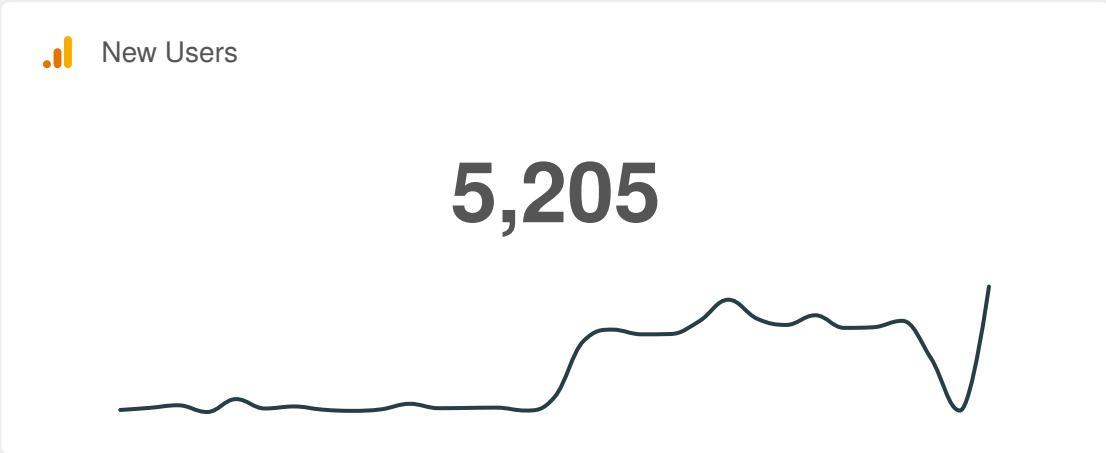


ARCHER & HOUND

Cycle Central Coast Marketing Report

July 2026

Website Traffic



Website Traffic—Page Insights



Views

6,508



Engagement Rate

21.04%



Average Session Duration

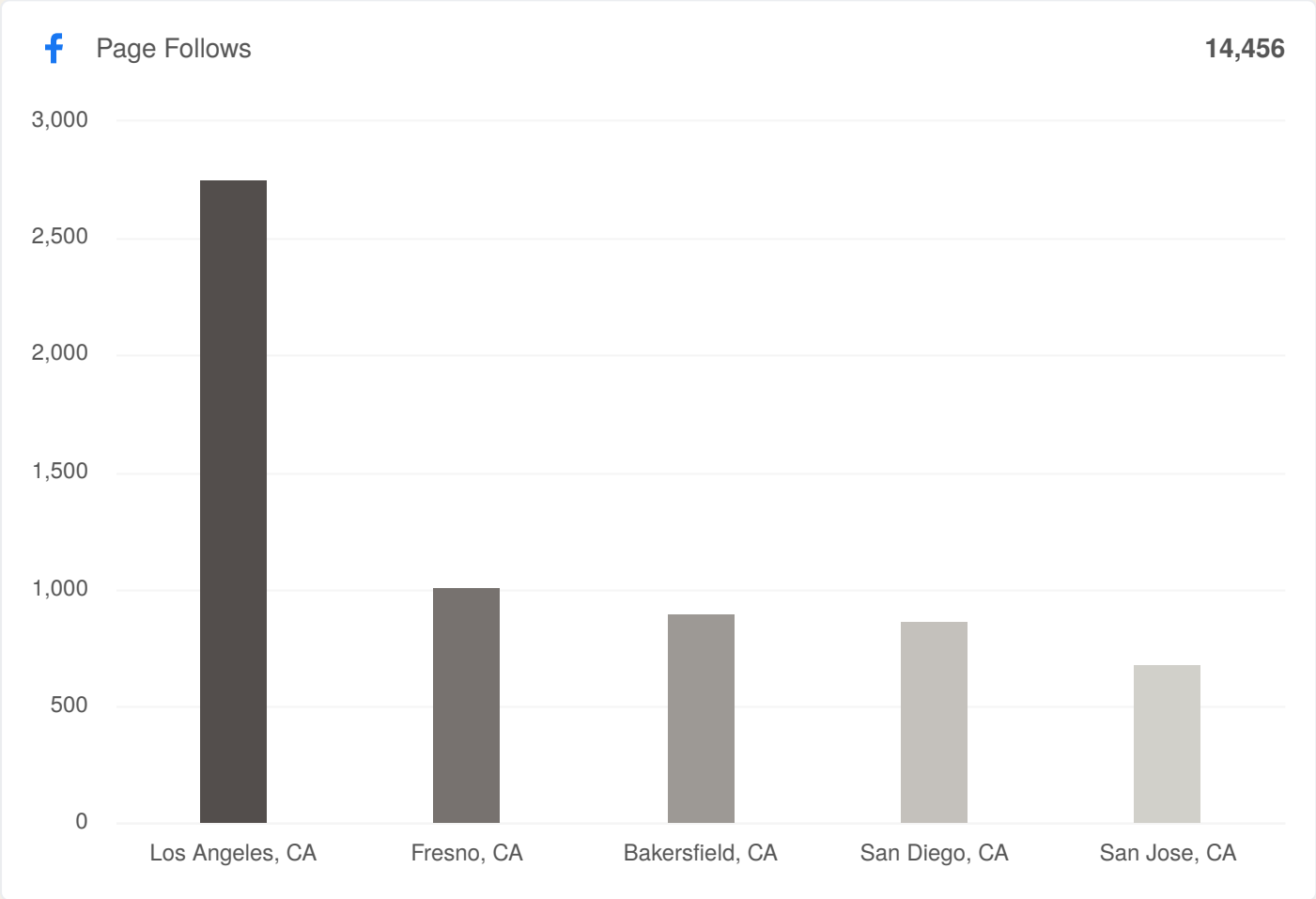
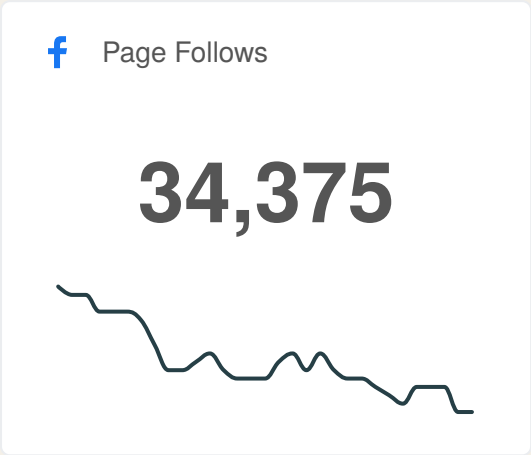
00:01:27



Top 10 Pages

PAGE	VIEWS	ENGAGEMENT RATE
/blog/guide-to-ragged-point-for-cyclists/	4,225	11.40%
/routes/	346	68.09%
/	341	39.19%
/blog/roads-to-ride-in-cambria/	145	42.25%
/blog/highway-1-cycling/	119	73.27%
/events/	82	88.73%
/blog/best-routes-for-a-workout-on-californias-central-coast/	70	63.79%
/stay/	65	71.43%
/resources/	54	67.27%
/blog/cycling-laws-regulations-central-coast-california/	45	43.48%

Organic Social—Facebook



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Top 5 Posts

DATE	POST	LIKES	SHARES	CLICKS
Jul 24, 2026	 Sure, there are plenty of roads...	33	1	12
Jul 27, 2026	 The miles might blur together ...	22	0	29
Jul 4, 2026	 Here's to the freedom of th...	22	1	32
Jul 22, 2026	 Sometimes all you need is a lit...	21	0	9
Jul 1, 2026	 “Just a quick ride” somehow tu...	18	0	42

Organic Social—Instagram

 Followers

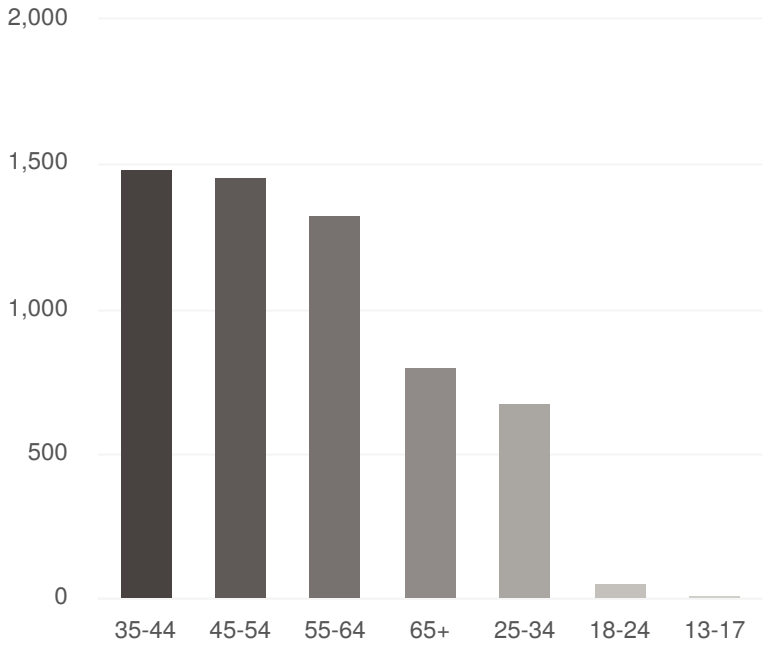
5,868

 Post Engagement

211

 Followers by Age

5,777



 Top 5 Instagram Posts

POST	DATE	REACH	LIKES	▼	SAVED
 “Just a quick ride...	Jul 1, 2026	959	68		9
 Sure, there are pl...	Jul 24, 2026	813	64		3
 Some of the b...	Jul 25, 2026	738	50		6
 Sometimes all yo...	Jul 22, 2026	572	43		0
 Sorry, we're supe...	Jul 8, 2026	589	35		1

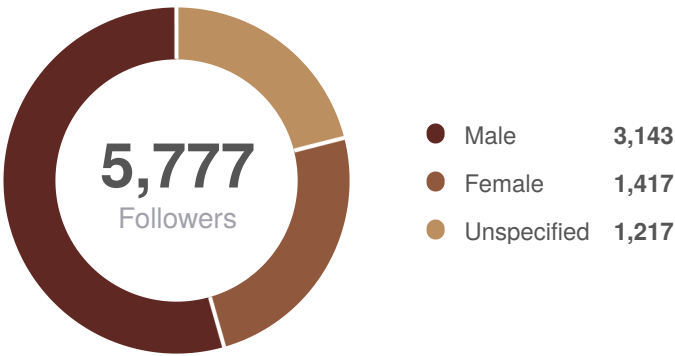
 Saves

48

 Shares

19

 Followers by Gender



Paid Digital Advertising—Meta

Amount Spent

\$1,218.49

Impressions

160.1 K

Landing Page Views

4,019

Campaign Insights

CAMPAIGN	IMPRESSIONS	CLICKS	AVERAGE CPC	CTR
A&H L1 Engagement Quality Traffic	55,698	5,049	\$0.12	9.06%
A&H L1 Engagement Sponsor Post	104,440	828	\$0.72	0.79%

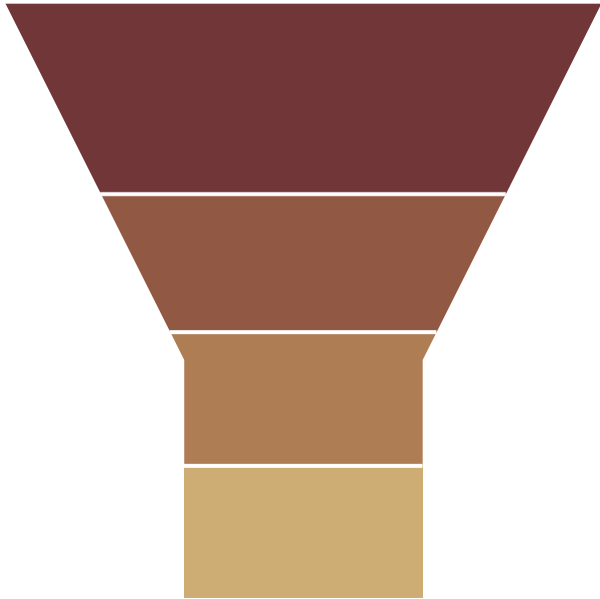
CTR

3.67%

Average CPC

\$0.21

Impressions and Clicks



- Impressions 160 K
- Clicks 5,877
- Outbound Clicks 4,465
- Landing Page Views 4,019