



TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING
AGENDA SUMMARY

Thursday, April 9, 2026, 3:00 p.m.

In person at:
Arroyo Grande Council Chamber
215 East Branch Street, Arroyo Grande, CA 93420

AND via Zoom at:
https://arroyogrande-org.zoom.us/webinar/register/WN_tXA4rRlXQV6NT7ctlkYldg
Please click the link above to register to join the Zoom Meeting

This Tourism Business Improvement District Advisory Board Regular Meeting is being conducted in a hybrid in-person/virtual format.

1. **CALL TO ORDER**
2. **ROLL CALL AND FLAG SALUTE**
3. **STAFF COMMUNICATIONS**
4. **PUBLIC COMMENT**
5. **APPROVAL OF MINUTES**
Recommended Action:
Approve the minutes of the Regular AGTBID Meeting of February 12, 2026 and Special AGTBID Meeting of March 25, 2026, as submitted.
6. **RECEIVE AND FILE MARKETING REPORT AND APPROVE BILLBOARD ARTWORK**
Recommended Action:
 - 1) Receive and file marketing report to date for FY 2025-26; and
 - 2) Approve billboard artwork.
7. **BOARD MEMBER COMMUNICATIONS**

8. ADJOURNMENT

All staff reports or other written documentation, including any supplemental material distributed to a majority of the Board within 72 hours of a regular meeting, relating to each item of business on the agenda are available for public inspection during regular business hours in the City Clerk's office, 300 E. Branch Street, Arroyo Grande. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act. To make a request for disability-related modification or accommodation, contact the Legislative and Information Services Department at 805-473-5400 as soon as possible and at least 48 hours prior to the meeting date.

This agenda was prepared and posted pursuant to Government Code Section 54954.2 Agenda reports can be accessed and downloaded from the City's website at www.arroyogrande.org If you would like to subscribe to receive email or text message notifications when agendas are posted, you can sign up online through the "Notify Me" feature.



ACTION MINUTES
REGULAR MEETING OF THE TOURISM BUSINESS IMPROVEMENT
DISTRICT ADVISORY BOARD

February 12, 2026, 3:00 p.m.
City Council Chamber
215 E Branch Street, Arroyo Grande

Board Members Present: Board Member Sean Dasmann, Board
Member Jeannie Miranda, Board Member
Tricia Kesselring

Board Members Absent: Board Member Sarah Kunkle, Board Member
Chiasa Nakazono-Klapper

Staff Present: Clerk Kendra Reynolds, City Clerk Jessica
Matson, Recreation Services Director
Sheridan Bohlken, Administrative Services
Director Nicole Valentine

This meeting was conducted in a hybrid in-person/virtual format.

1. CALL TO ORDER

Chair Dasmann called the meeting to order at 3:00 p.m.

2. ROLL CALL AND FLAG SALUTE

Clerk Reynolds took roll call. Board Members Nakazono-Klapper and Kunkle were absent. Chair Dasmann led the flag salute.

3. STAFF COMMUNICATIONS

Recreation Services Director Bohlken provided information about the After Table sponsorship request.

4. PUBLIC COMMENT

Chair Dasmann asked if there were any public comments. Speaking from the public was Matt Halvorsen, Visit SLO Cal. No further comments were received.

5. **APPROVAL OF MINUTES OF THE DECEMBER 11, 2025 REGULAR BOARD MEETING**

Moved by Board Member Miranda
Seconded by Tricia Kesselring

Approve the Minutes of the December 11, 2025 Regular Board Meeting, as submitted.

Passed By Voice Vote (3 to 0)

6. **RECEIVE AND FILE FINANCIAL STATUS REPORTS FOR DECEMBER 2025 WITH REVENUE RECEIVED FOR TBID ASSESSMENTS THROUGH NOVEMBER 2025**

Administrative Services Director Valentine presented the Item and responded to questions from the Board.

Chair Dasmann opened public comment. No public comments were received.

Moved by Chair Dasmann
Seconded by Board Member Kesselring

Receive and File Financial Status Reports for December 2025 with Revenue Received for Tourism Business Improvement District (TBID) Assessments through November 2025.

Passed By Voice Vote (3 to 0)

7. **SELECTION OF THE ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD CHAIR AND VICE CHAIR**

Recreation Services Director Bohlken presented the Item and responded to questions from the Board.

Board Member Miranda nominated Board Member Dasmann to serve as Chair, and Board Member Kunkle to service as Vice Chair for calendar year 2026.

Chair Dasmann opened public comment. No comments were received.

Moved by Board Member Miranda
Seconded by Tricia Kesselring

Select Board Member Dasmann as Chairperson and Board Member Kunkle as Vice Chairperson for the Arroyo Grande Tourism Business Improvement District (AGTBID) Advisory Board for the calendar year 2026 to preside over meetings and perform duties as directed by the Board and City Council.

Passed By Voice Vote (3 to 0)

8. **2026 MEETING SCHEDULE FOR THE ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**

Recreation Services Director Bohlken presented the Item. The Board discussed keeping the meeting schedule the same for calendar year 2026.

Chair Dasmann opened public comment. No comments were received.

Moved by Board Member Dasmann
Seconded by Board Member Miranda

Approve the regular Board meeting schedule for the Arroyo Grande Tourism Business Improvement District (AGTBID) to occur bi-monthly on the second Thursday at 3:00 PM for the 2026 calendar year pursuant to Board Bylaws.

Passed By Voice Vote (3 to 0)

9. SPONSORSHIP REQUEST FOR CREEKS TO COAST CLEANUP

Recreation Services Director Bohlken presented the Item and responded to questions from the Board.

The Board discussed allowed uses of funds per the Municipal Code and whether or not requests that do not qualify should come before the Board.

Chair Dasmann opened public comment. Speaking from the public was Kendra Paulding, ECOSLO. No further comments were received.

The Board directed staff not to bring disqualified requests to the Board for consideration and requested staff work with the applicant on another potential project.

10. REVIEW AND PRIORITIZE MARKETING OBJECTIVES FOR FY 2025-26

Richardson Reigart, Commune Communications, presented the report and responded to questions from the Board.

The Board discussed placement of the Hwy 101 billboards.

Chair Dasmann opened public comment. No comments were received.

Moved by Board Member Miranda
Seconded by Tricia Kesselring

Affirm the ongoing marketing priorities or reporting preferences for the remainder of FY 2025-26.

Passed By Voice Vote (3 to 0)

11. REVIEW AND APPROVE RFP FOR MARKETING, COMMUNICATIONS, WEBSITE MANAGEMENT, AND SOCIAL MEDIA SERVICES

Recreation Services Director Bohlken presented the Item and responded to questions from the Board.

Chair Dasmann opened public comment. No comments were received.

Moved by Board Member Dasmann
Seconded by Board Member Miranda

Approve the Request for Proposals (RFP) for Marketing, Communications, Website Management, and Social Media Services.

Passed By Voice Vote (3 to 0)

12. **BOARD MEMBER COMMUNICATIONS**

Chair Dasmann asked if there were any communications from the Board. There were none.

13. **ADJOURNMENT**

There being no further business to come before the Board, Chair Dasmann adjourned the meeting at 3:57 p.m.



**ACTION MINUTES OF THE SPECIAL MEETING
OF THE TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD**

**March 25, 2026, 3:30 p.m.
City Council Chamber
215 E Branch Street, Arroyo Grande**

Board Members Present: Board Member Sean Dasmann, Board Member Sarah Kunkle, Board Member Chiasa Nakazono-Klapper

Board Members Absent: Board Member Jeannie Miranda, Board Member Kesselring

Staff Present: Director of Recreation Services, Sheridan Bohlken, Director of Administrative Services, Nicole Valentine, Deputy City Clerk, Julie Hawkins

This meeting was conducted in a hybrid in-person/virtual format.

1. CALL TO ORDER

Chair Dasmann called the meeting to order at 3:30 p.m.

2. ROLL CALL AND FLAG SALUTE

Deputy City Clerk, Hawkins took roll call. Board Members Kesselring and Miranda were absent. Chair Dasmann led the flag salute.

3. ANNUAL ASSESSMENT REPORT AND PRELIMINARY BUDGET FOR FY 2026-27

Director Bohlken presented the budget to the Board. Director Bohlken and Nicole Valentine, Director of Administrative Services, responded to questions related to the fund balance, including variations from prior years, the marketing budget, and anticipated travel trends.

Chair Dasmann invited public comment. No public comment was received.

Moved by Sarah Kunkle

Seconded by Chiasa Nakazono-Klapper

Recommend to the City Council to approve the Arroyo Grande Tourism Business Improvement District Annual Assessment Report and Preliminary Budget for FY 2026-27.

AYES (3): Sean Dasmann, Sarah Kunkle, and Chiasa Nakazono-Klapper

ABSENT (2): Jeannie Miranda, and Tricia Kesselring

Passed (3 to 0)

4. **ADJOURNMENT**

There being no further business to come before the Board, Chair Dasmann adjourned the meeting at 3:44 p.m.



MEMORANDUM

TO: Arroyo Grande Tourism Business Improvement District Advisory Board

FROM: Sheridan Bohlken, Director of Recreation Services

SUBJECT: Receive and File Marketing Report and Approve Billboard Artwork

DATE: April 9, 2026

RECOMMENDATION:

- 1) Receive and file marketing report to date for FY 2025-26; and
- 2) Approve billboard artwork.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The agreement with Commune Communication for tourism marketing services is not to exceed \$250,000 for Fiscal Year 2025–26. No additional fiscal or personnel impacts are associated with receiving this report. All activities remain within the approved Arroyo Grande Tourism Business Improvement District budget and authorized uses.

BACKGROUND:

On [May 13, 2025](#)¹, the City Council approved an agreement with Commune Communication to provide destination marketing services for the Arroyo Grande Tourism Business Improvement District (AGTBID). The purpose of this agreement is to promote Arroyo Grande as an overnight visitor destination and support lodging demand through strategic marketing and brand development efforts.

Commune Communication provides comprehensive services including media planning, paid advertising, website management, content development, and public relations. These services are funded through AGTBID assessments and are intended to increase destination awareness, drive visitation, and support local lodging and visitor-serving businesses.

The updated Marketing Performance Report (Attachment 1) provides Location Visitation Reporting (LVR), digital campaign analytics, and strategic insights for the period of July 1, 2025, through March 22, 2026, including cumulative performance data for benchmarking purposes.

¹ <https://pub-arroyogrande.escribemeetings.com/filestream.ashx?DocumentId=14514>

ANALYSIS OF ISSUES:

Campaign Reach, Engagement, and Digital Performance

Marketing efforts for Fiscal Year 2025–26 have demonstrated strong performance across digital platforms. Campaigns generated over 2.76 million digital impressions and 61,000 clicks, with an average click-through rate of 2.21 percent, exceeding prior-year benchmarks.

Paid social media campaigns, particularly Meta Ads, significantly outperformed industry standards, with click-through rates exceeding 4–7 percent in targeted markets such as Los Angeles and the Bay Area. These campaigns also generated strong secondary engagement, including shares, saves, and follower growth, extending campaign reach beyond initial impressions.

Google Ads campaigns captured high-intent travelers actively researching trips, generating over 6,800 clicks and approximately 600 conversions, further strengthening the connection between awareness and booking behavior.

Visitation Outcomes and Return on Investment (ROI)

Location Visitation Reporting (LVR) indicates that marketing exposure continues to translate into measurable visitation. From July 2025 through March 2026, campaigns generated approximately:

- 1,216 total exposed visits
- 554 total exposed unique visitors
- Overall average cost per exposed visit of approximately \$24.67
- Overall average cost per unique visitor of approximately \$54.15

These metrics remain consistent with industry benchmarks and reflect continued optimization of media placement and targeting strategies. Notably, lodging-related visitation increased as a percentage of total visits, indicating improved effectiveness in guiding users toward overnight stays.

Media Mix Effectiveness

Analysis of advertising tactics indicates that Connected TV (CTV/OTT) continues to be the most effective driver of visitation, followed by out-of-home (OOH) billboard placements and digital display campaigns.

The U.S. 101 billboard campaign has delivered over 1.1 million impressions and continues to generate added value through extended visibility. This tactic supports upper-funnel awareness while enhancing the effectiveness of retargeting efforts.

Market Trends and Visitor Behavior

Growth markets, including Southern California and the Bay Area, account for the majority of visitation, representing approximately two-thirds of total visits.

Visitation trends indicate:

- Strong performance during key travel periods such as holidays and spring break
- Increased mid-week visitation, with approximately 58 percent of visits occurring Monday through Thursday, supporting occupancy outside peak weekends

These trends align with AGTBID goals to stabilize visitation throughout the week and year.

Strategic Insights and Ongoing Optimization

Key insights from the current reporting period include:

- Consistent soft conversion rates indicate improved website performance and user experience
- Paid media continues to generate incremental visitation and sustained awareness
- Campaign creative refreshes and targeted messaging are driving higher engagement
- Opportunities exist to expand high-performing channels, including Google Ads and retargeting strategies

Ongoing optimization efforts will focus on refining messaging, enhancing booking pathways, and strategically allocating resources toward the highest-performing tactics.

ALTERNATIVES:

The following alternatives are provided for the Board’s consideration:

1. Receive and file the marketing performance update and approve billboard artwork; or
2. Receive and file the marketing performance update and do not approve billboard artwork; or
3. Provide other direction to staff.

ADVANTAGES:

- Provides clear and transparent reporting on marketing performance and return on investment
- Demonstrates alignment between AGTBID-funded efforts and visitation outcomes
- Supports data-driven decision-making and strategic optimization
- Reinforces the value of continued investment in destination marketing

DISADVANTAGES:

- Marketing performance metrics, while strong, rely on modeled attribution (such as Location Visitation Reporting) and may not capture the full extent of visitor behavior or direct booking activity.
- Continued investment in paid media requires sustained funding levels, which may limit flexibility in future budget allocations if revenues do not increase at a comparable pace.
- Certain high-performing tactics, such as CTV/OTT and out-of-home advertising, prioritize awareness and may not always translate immediately into measurable overnight stays or direct revenue.

Tourism Business Improvement District Advisory Board
Receive and File Marketing Report and Approve Billboard Artwork
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ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. FY 2025-26 Arroyo Grande Location Visitation Reporting Update

FY25-26

Arroyo Grande

LVR Update 3.2026



Agenda

Agenda

Location Visitation Reporting Update Optimization Recommendations



LVR REPORTING 7.1.25 - 3.27.26

The Role of LVR Reporting

OBJECTIVE	TAX REVENUE AND OCCUPANCY	REACH AND ENGAGEMENT	SITE TRAFFIC AND ENGAGEMENT	INCREMENTAL VISITATION
HOW IS IT MEASURED?	Tourism Economics Report via Visit SloCal	Digital and Social media performance dashboards	Web Analytics	Location Visitation Reporting
WHAT IS MEASURED?	TOT Occupancy Rates Room Revenue	Impressions Clicks CTR Follower Growth Likes, Comments, Shares Engagement Rate	Site visits Time spent Hotel page visits Book now clicks	Total exposed visits Total exposed unique visitors Cost per exposed visit Cost per exposed unique visitor Visits to specific properties Visits by source location
WHAT QUESTIONS DOES IT ANSWER?	How much revenue is being generated via tax? What % occupancy are we hitting?	How effective are our marketing efforts at generating reach and response?	How engaging is the site content? How effective is the website at connecting visitors with booking opportunities?	What is marketing's contribution to incremental visits? Where are people going? Where are people coming from? Which marketing tactics are most effective?

FY25-26 Campaign Media Plan

Channels	2025						2026					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Paid Digital												
	7/1/25 - 6/30/26											
Paid Social												
			8/28 - 11/30/25						2/1 - 4/30/26			
OOH												
					10/27-12/21				2/16 (4 weeks)		5/2 (8 weeks)	

Arroyo Grande: Location Visitation Report

4.50M+

Total LVR Ad Tactics Exposed Impressions

32,072

Total LVR Ad Tactics Clicks

0.71%

Overall LVR Ad Tactics Click-Thru Rate (CTR)

2,694

Total Exposed Visits

1,130

Total Exposed Unique Visitors

\$54.16

Overall Average Cost Per Unique Visitor

\$61.2k

Total Digital LVR Ad Budget
From Nov 10, 2024 to March 31, 2026
(Budget for CTV, Pre-Roll, Display, & Interstitials Ad Units)
(Pre-Roll videos stopped in March 2025)

**LOCATION VISITATION
REPORT**

**Cumulative of all FY25 to FY26 Fiscal Campaigns
and LVR Reporting from 11.10.2024 to 3.22.2026**

\$22.72

Overall Average Cost Per Exposed Visit

Campaign Reporting for Paid Digital Media Actions

2.76M+

Total Digital Impressions

2.21%

Total Average Overall CTR
across all digital platforms

61,106

Total Clicks across all
digital platforms

1.26M+

Total Video Impressions
across all platforms

882k+

Total Paid Social Media
Impressions*

**DIGITAL CAMPAIGN
PERFORMANCE REPORT**

Cumulative FY26 Fiscal Campaign from 7.1.25 thru 3.22.26

**Meta Ads ran from 8.28 - 11.30.25 and 2.1 - 3.22.26*

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Arroyo Grande: Location Visitation Report

1.78M+

Total LVR Ad Tactics Exposed Impressions

16,766

Total LVR Ad Tactics Clicks

0.94%

Overall LVR Ad Tactics Click-Through Rate (CTR)

1,216

Total Exposed Visits

554

Total Exposed Unique Visitors

\$54.15

Overall Average Cost Per Unique Visitor

\$30k

Total Digital LVR Ad Budget
From July 1, 2025
to March 31, 2026

(Budget for CTV, Display, & Interstitials Ad Units)

**LOCATION VISITATION
REPORT**

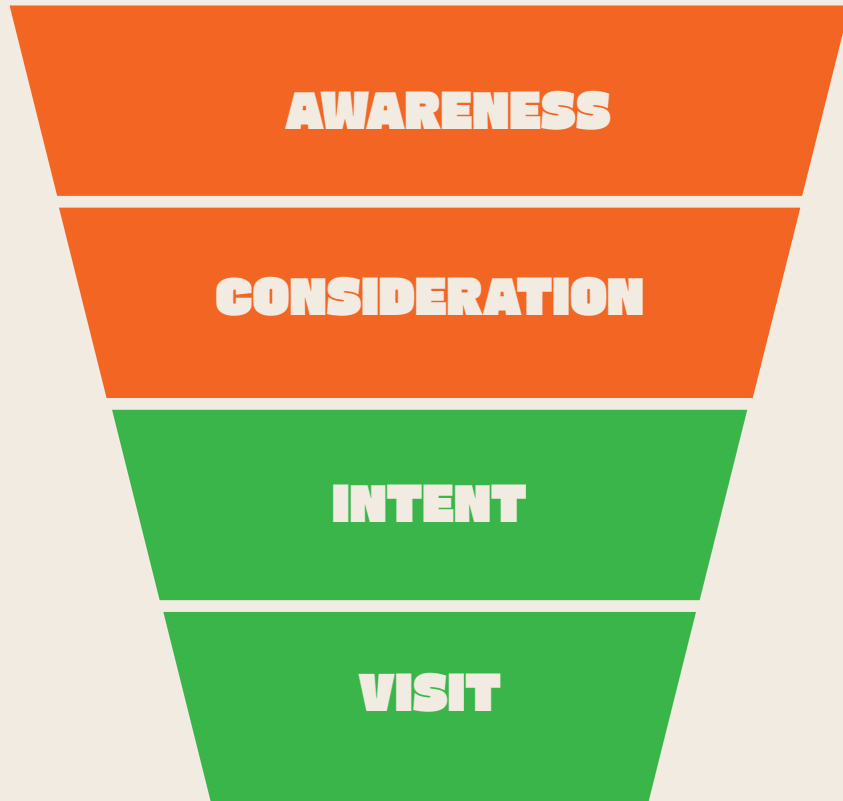
Cumulative FY26 Fiscal Campaign
LVR Reporting from 7.1.25 thru 3.22.26

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\$24.67

Overall Average Cost Per Exposed Visit

Sales Funnel



2.76M+

Total Digital Impressions

61,106

Total Clicks across all digital platforms

2.21%

Total Average Overall CTR across all digital platforms

1,123

Book Now Clicks

1.01%

“Soft” Conversion Rate

1,216

Total Exposed Visits

\$24.67

Cost Per Exposed Visit



Best Western Casa Grande Inn

Days Inn

Hampton Inn & Suites

Aloha Inn

Beachway Inn

The Agrarian Hotel

Arroyo Village Inn

VISITATION PER LOCATION

Arroyo Grande: Location Visitation Report

Total Exposed Visits: 1,216	Total Exposed Unique Visitors: 554	Website - Soft Conversions - Book Now
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Locations	Total across all Hotels: 290	Total across all Hotels: 146	Total across all Hotels: 1,223
The Village - Arroyo Grande	926	408	21
Best Western Casa Grande	83	37	318
Hampton Inn & Suites	71	39	134
Aloha Inn	48	19	107
Days Inn (was Pismo)	36	21	67
The Agrarian Hotel	31	16	409
Arroyo Village Inn	11	7	85
Beachway Inn	10	7	82

VISITATION PER LOCATION



Arroyo Grande: Location Visitation Report

Cumulative 7.1.25 - 3.22.26	Total Exposed Visits	Total Exposed Unique Visitors	Total LVR Impressions: 1.78M+	Total Exposed Visits Per 1K Impressions
Ad Tactic				
CTV/OTT	944	376	384,807	2.45
High Impact Interstitials**	30	24	134,441	0.22
Standard Display Banners	242	153	1,264,245	0.19
Billboards* (Retargeted started 10.28.25)	142	108	*569,725 - Billboards retargeted with display banner ads	0.25

VISITATION PER AD TACTIC

Cumulative Fiscal Campaign LVR Reporting from 7.1.25 thru 3.22.26

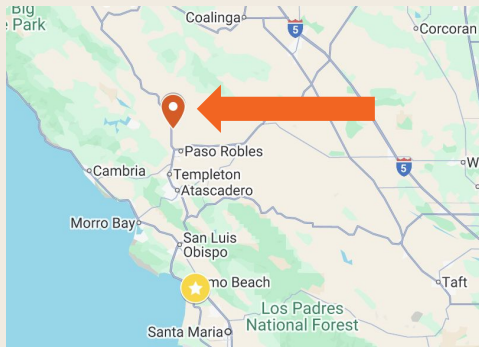
** Interstitials from 10.28.25 and 2.1 - 2.28.26 -

Less Budget, Less Flight Time, Less Exposure, Less Traffic



OOH Delivery to Date

- **Location:** US 101, 2 miles North of Spring St.
- **Impressions to Date:** 1,161,549
- **Dates Live:** w/o 10/27/25 to 12/15/25; w/o 2/15/26 to present
 - Board was scheduled to come down on 3/16/26 but is currently accumulating **added value at a rate of 13,199 impressions per day**



Total Flight: w/o 10/27 to w/o 12/15 + w/o 2/15 for 4 weeks + w/o 7/15 - 2/15

OOH Billboard - New Creative



OOH Billboard - New Creative



Arroyo Grande: Location Visitation Report

Cumulative 7.1.25 - 3.22.26	Total Exposed Visits	Total Exposed Unique Visitors	Population
All Markets			
Growth Markets	766	309	13,175,753
Nurture Markets	251	93	1,247,217
Growth Markets			
All Bay Area	309	123	1,335,372
All So Cal Area	457	186	4,639,394

VISITATION BY MARKET OVERVIEW

Arroyo Grande: Location Visitation Report

Total Exposed Visits: 1,216	Total Exposed Unique Visitors: 554	% of Total Visits
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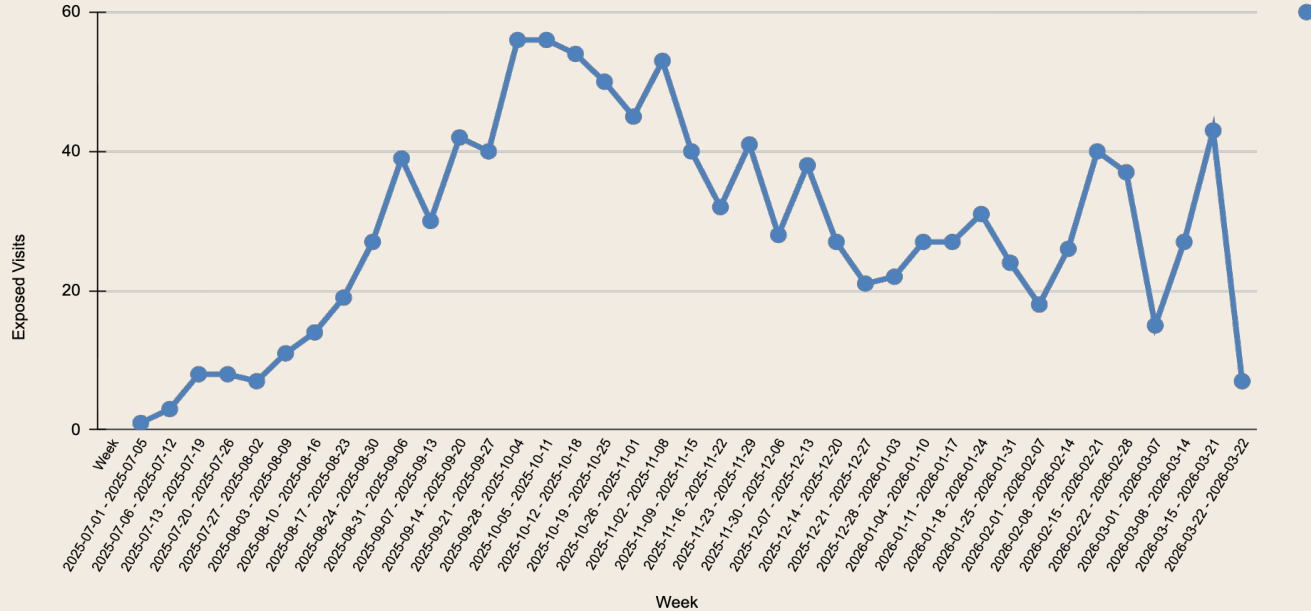
Day of Week	Mon - Thu: 58%		
SUNDAY	149	88	12%
MONDAY	145	81	12%
TUESDAY	188	108	15%
WEDNESDAY	177	99	15%
THURSDAY	197	112	16%
FRIDAY	201	126	17%
SATURDAY	159	97	13%

VISITATION BY DAY OF WEEK



Arroyo Grande: Location Visitation Report

Exposed Visits by Week



WEEKLY TRENDS: AD EXPOSED VISITATION PER WEEK

Cumulative campaign metrics from 7.1.25 thru 3.22.26.

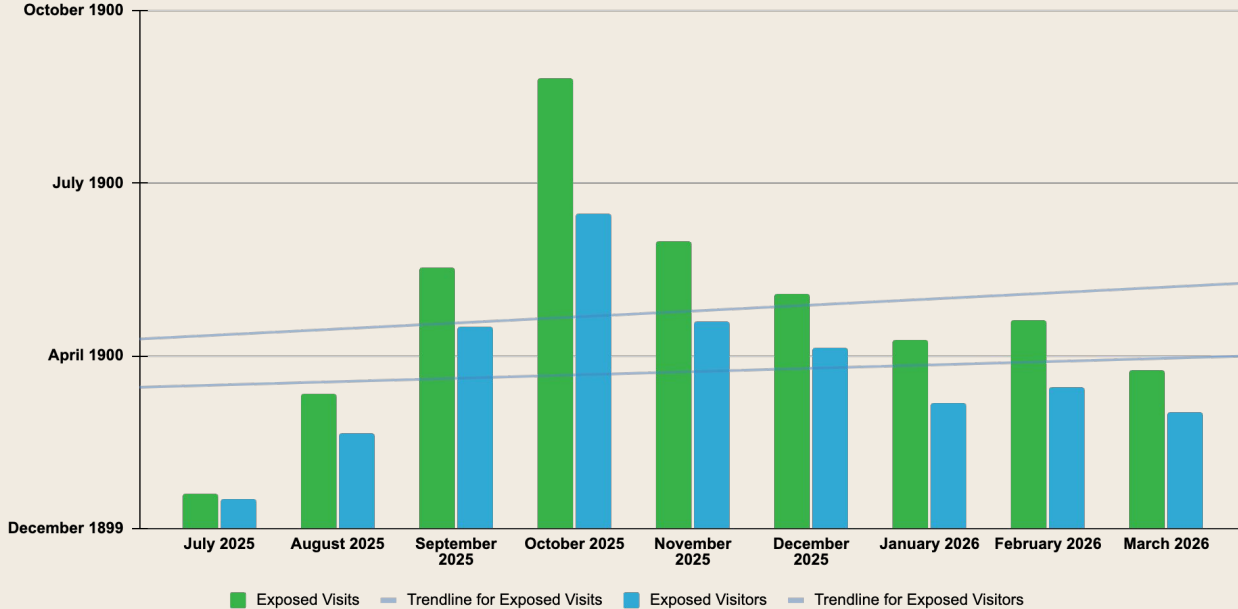
Tourism industry average customer journey is 30 days from first ad exposure

Full March 2026 visitation will be in the next LVR



Arroyo Grande: Location Visitation Report

Exposed Visits and Exposed Visitors



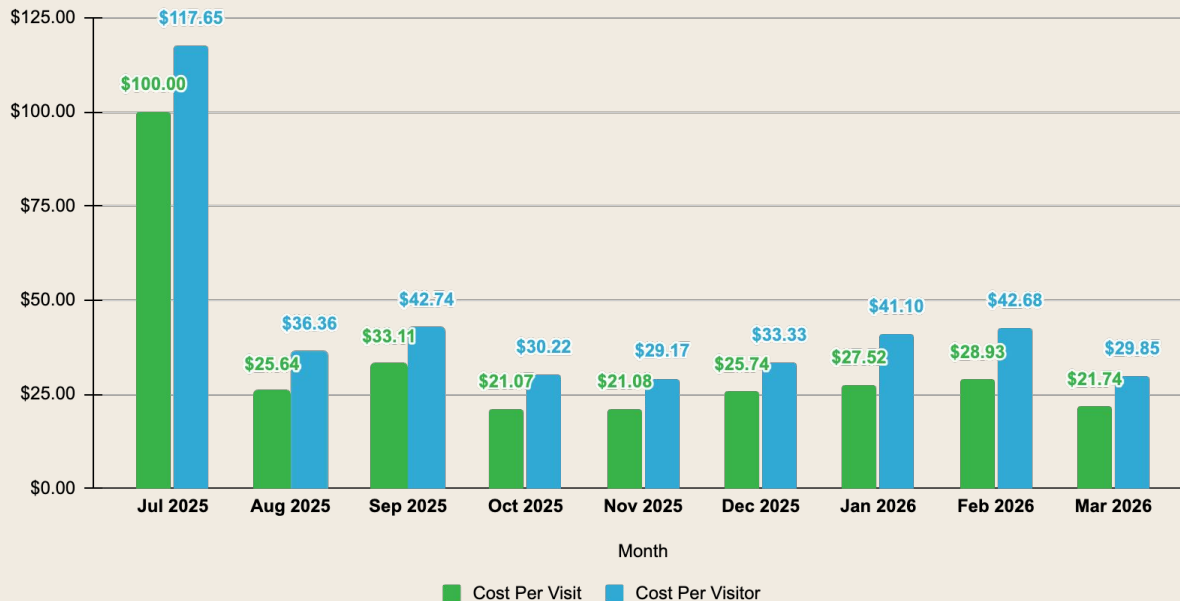
MONTHLY TRENDS: AD EXPOSED VISITS VS VISITORS

Cumulative campaign metrics from 7.1.25 thru 3.22.26.
Tourism industry average customer journey is 30 days from first ad exposure
Full March 2026 visitation will be in the next LVR



Arroyo Grande: Location Visitation Report

Cost Per Visit and Cost Per Visitor



MONTHLY TRENDS: AD EXPOSED COST PER VISITS VS VISITORS

Cumulative campaign metrics from 7.1.25 thru 3.22.26.

Tourism industry average customer journey is 30 days from first ad exposure

Full March 2026 visitation will be in the next LVR

Benchmarks

Metric	FY 24/25 Benchmarks	Current FY up to 3.22.26	% +/- Benchmark
CTR	1.21%	2.21%	+1%
Soft Conversion Rate	1.02%	1.01%	-.01%
Cost per Exposed Unique Visitor	\$54	\$54.15	+ \$0.15
Cost per Exposed Visit	\$21	\$24.67	+ \$3.67
Hotels as % of Total Visits	20.33%	23.85%	+3.47%

SOCIAL MEDIA - META

OVERVIEW PERFORMANCE

	Clicks	CTR	Impressions	Page Engagement	Ad Saves	Ad Shares	Page Likes/Follows
Meta Ad Message							
Conveniently - Los Angeles	3,678	7.06%	52,083	25,550	47	48	30
Conveniently - Bay Area	2,813	4.92%	57,135	24,279	28	35	27
Shells - All Markets	7,283	5.42%	134,428	53,392	50	26	39
Homebase - All Markets	2,119	5.39%	39,282	13,101	15	6	9

Meta Ad Units ran from 2.1.26 until 3.22.26
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SOCIAL MEDIA - META

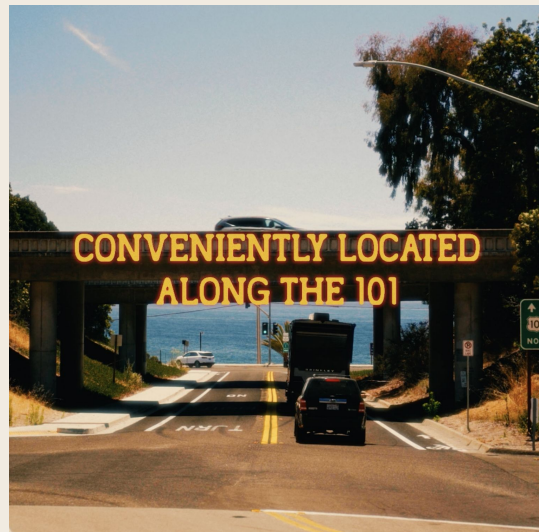
OVERVIEW PERFORMANCE



Conveniently

Ad ran 2.1 - 3.22.26
Targeting Los Angeles

7.06% CTR
52,083 impressions
3,678 clicks
30 Page Likes/Follows
48 Shares
47 Saves



Conveniently

Ad ran 2.1 - 3.22.26
Targeting Bay Area

4.92% CTR
57,135 impressions
2,813 clicks
27 Page Likes/Follows
35 Shares
28 Saves

Meta Ad Units ran from 2.1.26 until 3.22.26

Google Ads Insights

ALL MARKETS

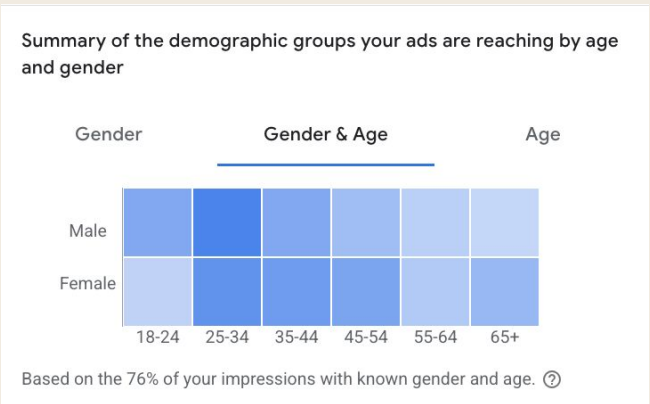
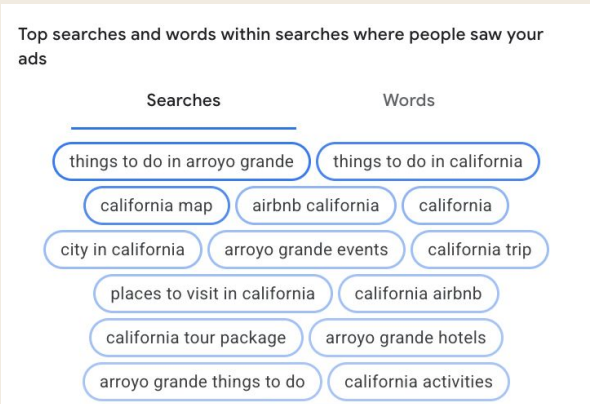
visitarroyogrande.org
www.visitarroyogrande.org/

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Most Shown Google Ad



101k+

Total Google Ad Impressions

6,864

Total Google Ad Clicks

6.76%

Overall CTR

600

Google Ad Conversions

Insights and Actions

INSIGHTS	ACTIONS
<p>Click rates continued again driving by clicks on Meta Ads and Interstitials, indicating keeping campaign ads fresh is effective at driving interest</p>	<p>Continue to expand on current campaign themes</p>
<p>Soft conversion rates remain consistent with the benchmarks indicating indicating the new site is driving web conversions when users are exposed to paid media</p>	<p>Continue to evaluate site user data to optimize booking experience</p>
<p>CTV/OTT is the most effective tactic at driving visitation, followed by OOH, then Interstitials now running again have increased for driving visitation</p>	<p>Monitor performance of new, high-impact board targeting travelers from the South leading into high season</p>
<p>Higher visitation reported during President's Day and Spring Break weeks, audiences plan for these holidays and we need to stay ahead of their vacation planning.</p>	<p>Continue with specific booking targeted messaging and we are now starting the re-targeting to AG and Pismo visitors using our high impact interstitial inventory for April and May</p>
<p>Google Ads is capturing high-intent travel audiences as they research and plan there trips, and has more scale available to capture especially in Los Angeles target market.</p>	<p>Consider a test to increase Google Ads budget to just Los Angeles to capture more high-intent travelers, and monitor conversions on the website.</p>
<p>Paid Media appears to be driving a sustaining incremental lift to mid-week stays</p>	<p>Continue to use paid media strategically to fill occupancy gaps by day of week and season</p>

ADA Audit Results for visitarroyogrande.org

Violation Type	Violation Count	Violation Percent (%)	Remediation Count	Priority Level
1.4.3 Contrast (Minimum)	798	51.72%	798	High
1.3.1 Info and Relationships	638	41.35%	638	High
aria-hidden-focus	70	4.54%	70	Medium
4.1.2 Name, Role, Value	26	1.69%	26	Medium
aria-allowed-role	6	0.39%	6	Low
landmark-one-main	3	0.19%	3	Low
empty-heading	2	0.13%	2	Low

We ran a full accessibility (ADA) audit on visitarroyogrande.org and found 1,543 issues that could make the site difficult or impossible to use for people with disabilities — things like screen readers not being able to interpret content, or text being too hard to read against its background. Every single one of those 1,543 issues has been fixed, bringing the site to 100% remediation.

Total violations found and remediated: 1,543