

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*

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-Thru 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)

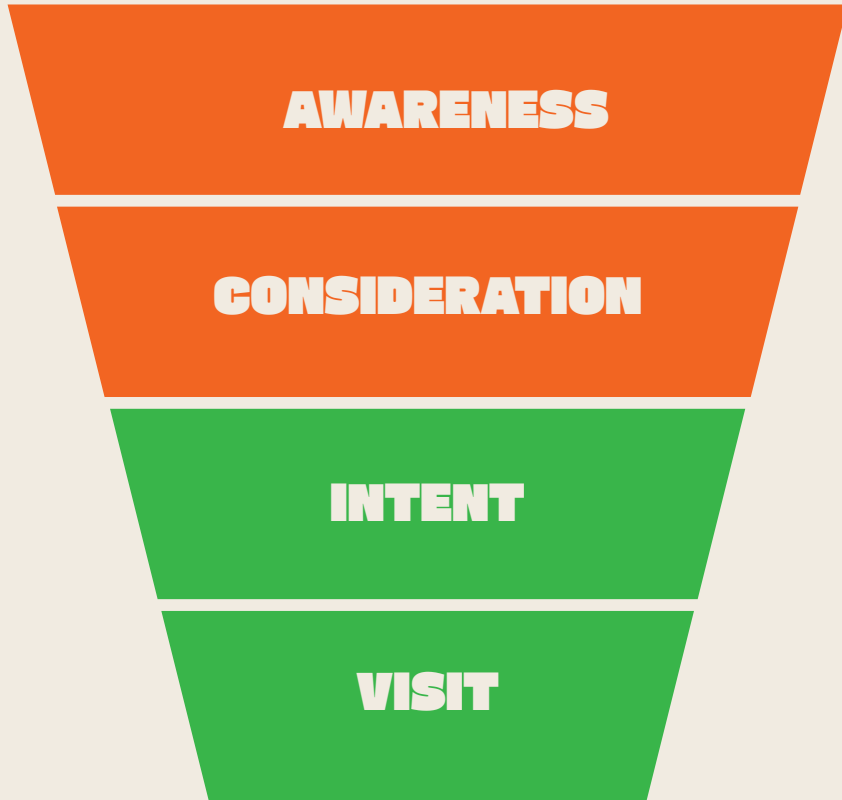
**LOCATION VISITATION
REPORT**

**Cumulative FY26 Fiscal Campaign
LVR Reporting from 7.1.25 thru 3.22.26**

\$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

Cumulative FY26 Fiscal Campaign
Online Digital Reporting from 7.1.25 thru 3.22.26
LVR Reporting from 7.1.25 thru 3.22.26



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

Cumulative Fiscal Campaign
LVR Reporting from 7.1.25 thru 3.22.26



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

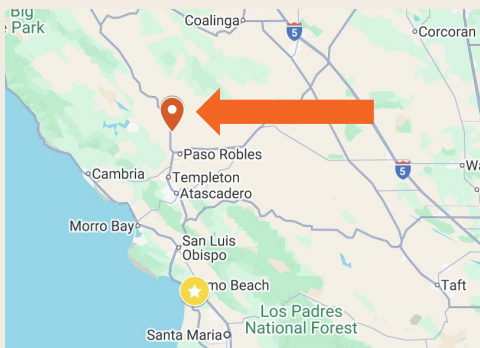
Cumulative Fiscal Campaign LVR Reporting from 7.1.25 thru 3.22.26

** Interstitials ran 10.1 - 12.31.25 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

Cumulative Fiscal Campaign
LVR Reporting from 7.1.25 thru 3.22.26

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%

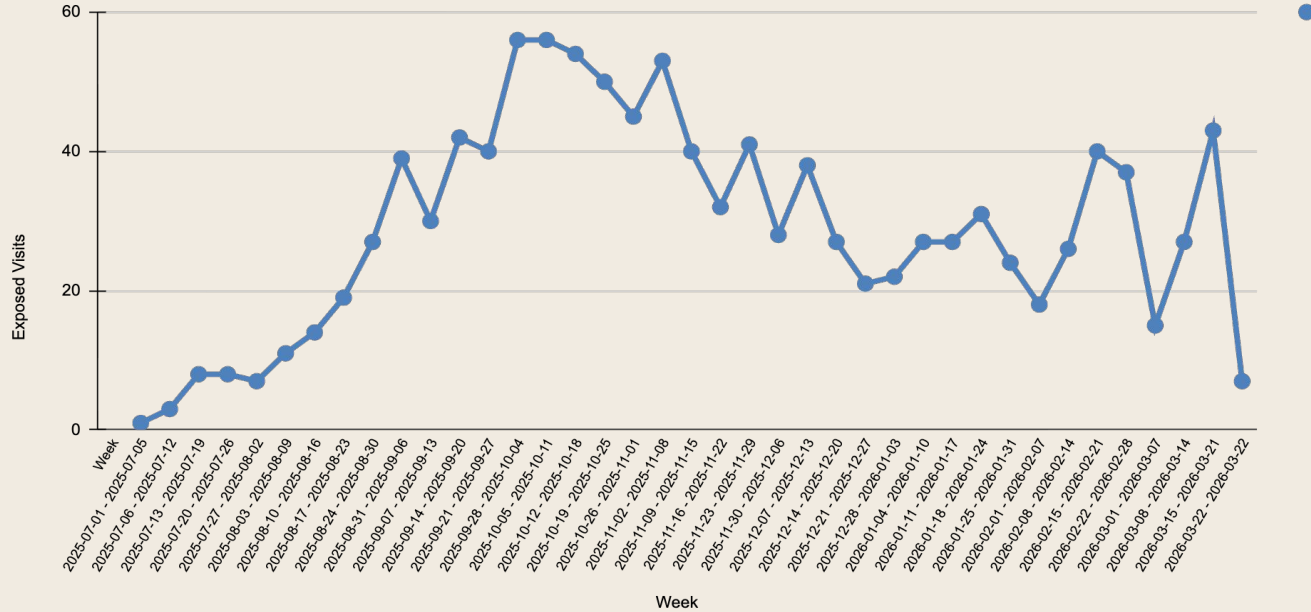
VISITATION BY DAY OF WEEK

Cumulative Fiscal Campaign
LVR Reporting from 7.1.25 thru 3.22.26



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.

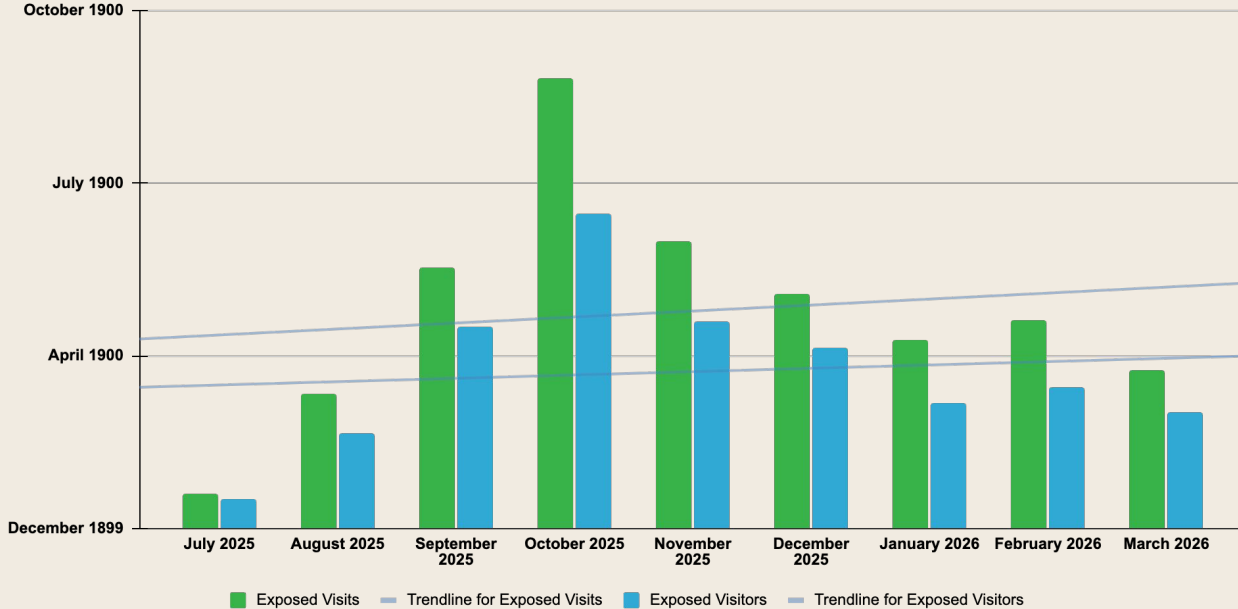
Tourism industry average customer journey is 30 days from first ad exposure

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

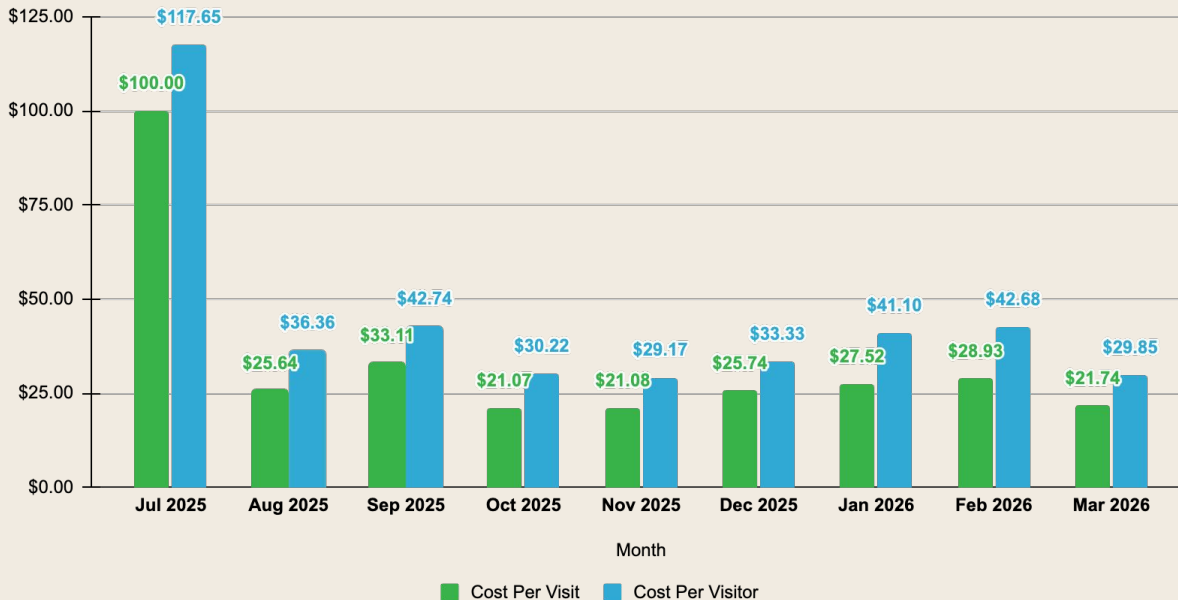
Cumulative campaign metrics from 7.1.25 thru 3.22.26.

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

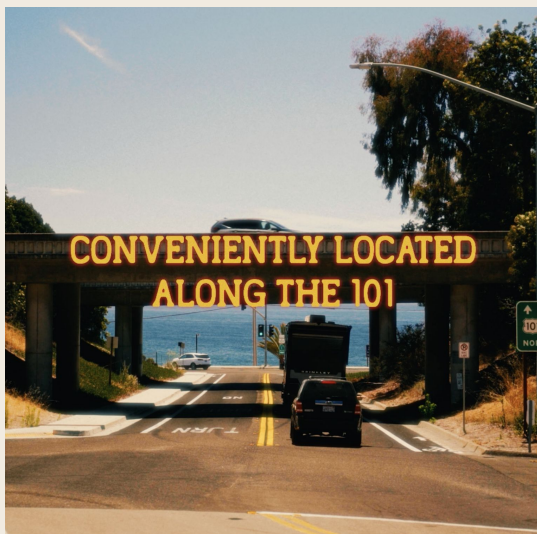
OVERVIEW PERFORMANCE

	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

SOCIAL MEDIA - META

OVERVIEW PERFORMANCE



Conveniently

Ad ran 2.1 - 3.22.26
Targeting Los Angeles

7.06% CTR

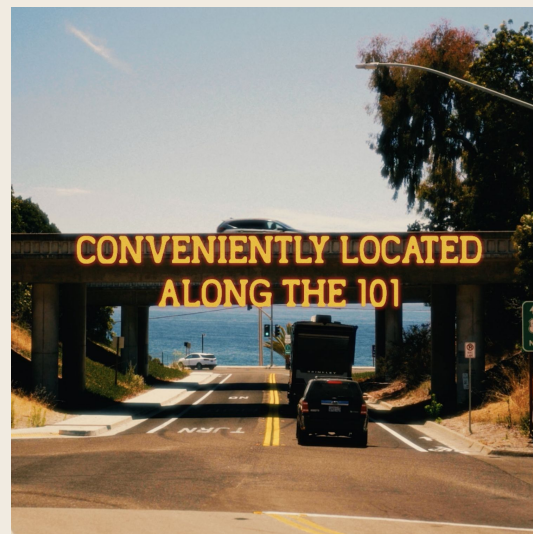
52,083 impressions

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/

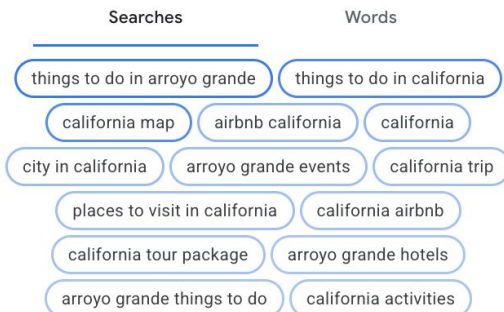
Your Central Coast Basecamp - Discover our Charm

Vacation To The Past In Arroyo Grande, Where Historic Buildings & Antique Shopping Await. From Artisanal To Antique To Boutique—Shopping Is A Treasure Hunt In Arroyo Grande, CA. Check Events. Subscribe To Newsletter.

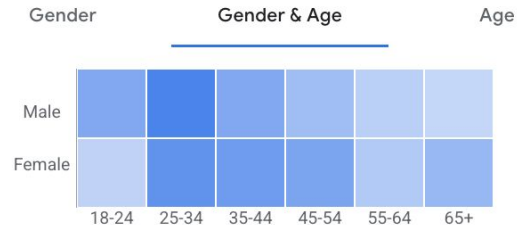
[Where to Stay](#) [Things To Do](#) [Book A Stay](#)

Most Shown Google Ad

Top searches and words within searches where people saw your ads



Summary of the demographic groups your ads are reaching by age and gender



Based on the 76% of your impressions with known gender and age. ?

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

Report created using axe CLI by [Deque Systems](https://deque.com/)