

RESOLUTION NO. 16-089

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES RENEWING THE LEVY OF ASSESSMENTS FOR THE PASO ROBLES TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989

WHEREAS, tourism is an important contributor to the economy of the City and the promotion of the City's tourist lodging establishments serves an important public purpose; and

WHEREAS, at the request of the majority of Paso Robles hoteliers, the Paso Robles Tourism and Lodging Promotions Business Improvement District ("BID") was formed by Ordinance 952 N.S., adopted on December 16, 2008, and the BID became effective January 16, 2009; and

WHEREAS, the BID is commonly known as the Travel Paso Robles Alliance ("TPRA"); and

WHEREAS, the City Council appointed seven (7) members of the lodging community to the TPRA Advisory Committee to represent the interests of the owners of the tourist lodging establishments in Paso Robles; and

WHEREAS, at the TPRA's request, and after undergoing the necessary hearings and public reviews of the BID's Draft Annual Reports, the City Council has approved annual renewals of the BID levy since 2009; and

WHEREAS, unless extended, the BID levy will terminate after June 30, 2016; and

WHEREAS, on April 26, 2016 the TPRA Advisory Committee recommended the release of the annual report for the 2015/16 fiscal year, proposed a one-year marketing scope/budget in preparation for the continued levy of the BID Assessment; and

WHEREAS, the annual report of the professional marketing services and financials associated with the 2015/16 marketing year have been made available to the public in accordance with the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.), attached hereto as Exhibit A; and

WHEREAS, under the proposed 2016/17 scope of service/budget, the amount of the Assessment is proposed to remain the same and be collected in the same manner through June 30, 2017; and

WHEREAS, at its meeting of May 17, 2016, the City Council approved the annual report and directed that it be made available for public review, and adopted Resolution No. 16-048 setting the Public Hearing for consideration of this item for June 16, 2016; and

WHEREAS, at its meeting of May 24, 2016, the TPRA formally recommended renewal of the BID assessment through June 30, 2017, with no changes in its boundaries; and

WHEREAS, the Resolution No. 16-048, setting the Public Hearing, was published one time in the local Tribune Newspaper over one week prior to June 21, 2016; and

WHEREAS, there was no majority protest submitted by the conclusion of the protest hearing.

NOW, THEREFORE, BE IT RESOLVED, that the City Council for the City of El Paso de Robles does hereby resolve, determine and find as follows:

Section 1. The recitals set forth herein are true and correct.

Section 2. That the Annual Report for FY 2015/16 for the BID prepared by AugustineIdeas (attached as Exhibit A) was approved and made available for review in the office of the City Clerk.

Section 3. The boundaries of the area to be included in the BID are to remain unchanged and are coterminous with the boundaries of the City of El Paso de Robles.

Section 4. The types of activities proposed to be funded by the continued levy of assessments on businesses in the BID are those activities that will promote tourism and the local tourist lodging establishments.

Section 5. The City Council hereby approves the continued levy of the Assessment on all tourist lodging establishments within the BID, as set forth in Section 3.22.030 of the Paso Robles Municipal Code, to pay for all improvements and activities of the BID, except where funds may otherwise be available, continuing through June 30, 2017.

APPROVED by the City Council of the City of El Paso de Robles this 21st day of June 2016 by the following roll call vote:

AYES: Strong, Gregory, Hamon, Reed, Martin

NOES:

ABSENT:

ABSTAIN:



Steven W. Martin, Mayor

ATTEST:



Kristen L. Buxkemper, Deputy City Clerk



Annual Report

March 1, 2015 – February 29, 2016

Prepared by:



AugustineIdeas

Be Inspired. Be Innovative. Be Smart.



AugustineIdeas

Executive Summary

Overview: The FY15/16 Marketing Plan resulted in substantial growth in website traffic, social media followers and engagement, and public relations, as well as steady growth in email marketing.

Brand Messaging: Paid advertising efforts were focused primarily on the shoulder seasons (fall and winter). All messaging tied back to the core brand pillars: Food and Wine, Outdoor Recreation and Attractions. Target markets included Los Angeles/Orange County, San Francisco Bay Area and the Central Valley.

TOT Increase: Collective marketing efforts have contributed to a Transient Occupancy Tax (TOT) year-over-year **growth of 7%**.

Website Analysis:

Report Year	Overall Site Sessions	Bounce Rate	Avg. Session Duration	Pages Per Session	Lodging Page Traffic (clicks to site)
FY 14/15	108,239	46.83%	2:33	3.47	14,570
FY 15/16	179,904	51.08%	1:55	2.57	51,337

Social Media Analysis:

Report Year	Facebook Fans	Twitter Followers	YouTube Views (monthly avg.)	Pinterest Followers	Instagram Followers
FY 14/15	14,649	5,277	675	604	473
FY 15/16	16,110	6,643	445	1,600	1,923

E-Marketing Analysis:

Stats for the monthly Consumer eNewsletter:

Report Year	Distribution (total subscribers)	Avg. Open Rate	Avg. Click Rate
FY 14/15	13,549	19.9%	2.7%
FY 15/16	12,508	20%	10.41%

Public Relations Analysis:

Report Year	Media Impressions
FY 14/15	119,159,538
FY 15/16	318,946,275

Brand Awareness

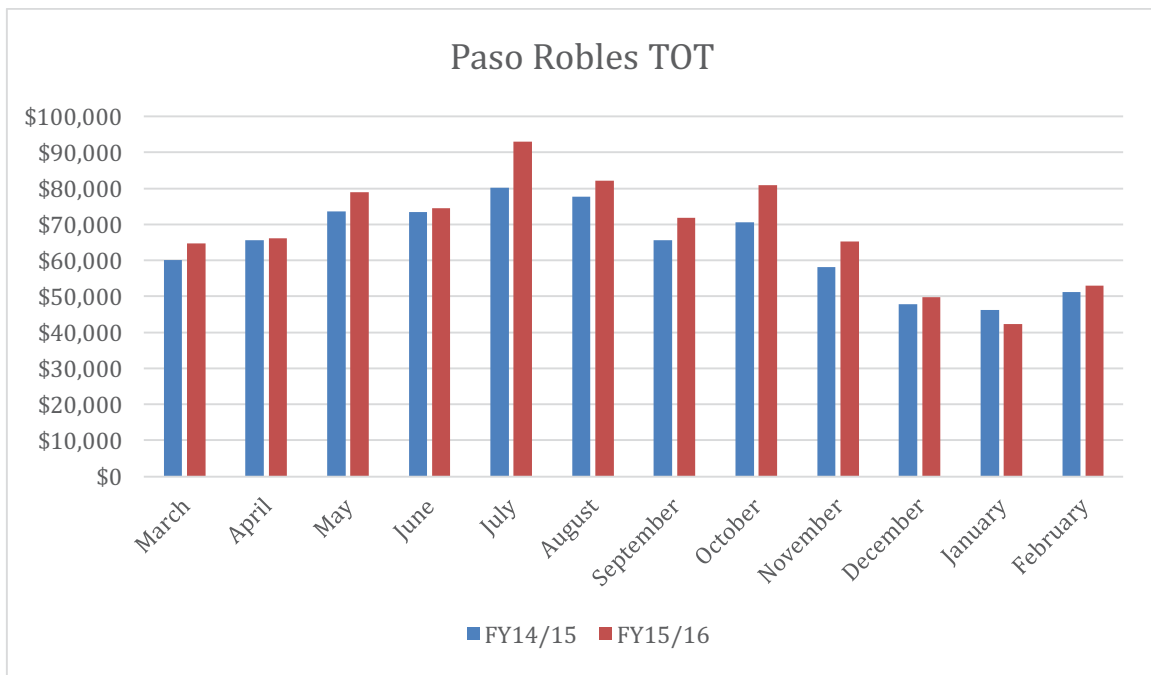
Brand Messaging

Paid advertising efforts were focused primarily on the shoulder seasons (fall and winter). All messaging tied back to the core brand pillars: Food and Wine, Outdoor Recreation and Attractions.

Target markets included Los Angeles/Orange County, San Francisco Bay Area and the Central Valley.

Impact of Tourism Marketing

Collective marketing efforts contributed to Transient Occupancy Tax (TOT) year-over-year growth. The total TOT collected in the reporting period of March 1, 2015 – February 29, 2016 was \$822,494, which is an increase of 7% over the same period (March 1, 2014 – February 28, 2015) in the previous year totaling \$770,734.



Website Analytics

Situation Analysis

Paid digital media achieved significant results with the combination of both search engine marketing (SEM) and display advertising, utilizing both Quantcast Media – and its audience segmentation functionality – and Diligent Media – and its array of targeting tactics – to drive qualified website traffic. The campaign effectively drove and sustained website traffic throughout the year, helping to drive overall sites visitation activity to much higher levels. A total of **179,904 site sessions** were recorded from 3/1/15 to 2/29/16 – eclipsing the previous year’s sessions during that same timeline by **66%**. With such site volume increases, it is expected that engagement metrics would decrease, commensurately. This is reflected in the bounce rate, pages per session and site duration.

It should be noted that the campaign increased traffic to the lodging pages by **252.3%** over the previous year.

Highlighted Metrics

Benchmark: 3/1/15 to 2/29/16 over 3/1/14 to 2/28/15

- Overall site sessions:
 - **Increased by 66% year-over-year.**
 - Goal: increase overall site sessions by 11%
 - This substantial increase year/year is a reflection of the implementation and execution of the programmatic media buying strategy. This strategy established a foundation for targeting intended audiences.
 - Engaging with Quantcast created a method of strategic targeting, allowing for conversion-based metric tracking that both qualifies and quantifies campaign performance. This effort residually affected other channels as well – most notably organic traffic, which increased in overall site volume by **75%** during the designated timeline.
 - Having transitioned the display campaign to Diligent Media in October 2015, even greater performance was experienced, helping to drive overall website metrics to record levels. In November 2015, 19,560 total site sessions were experienced – the highest single month total since the website’s inception.
 - Search engine marketing also played a critical role in elevating overall website traffic. Comparing search activity within this timeline of events, **overall search traffic rose by 150%**.

- Metrics illustrating consumer engagement:
 - **Bounce Rate: Increased by 11% year-over-year, up from 46% up to 52%.**
 - Goal: decrease bounce rate to 40%
 - As anticipated, with such high levels of overall website traffic being driven, engagement metrics are expected to decline, commensurately. There is an inverse relationship between higher volume of website traffic – especially when a large percentage of this traffic are new visitors – and sustained engagement metrics. This does not indicate a dramatic decrease in consumer engagement; it is more reflective of driving new users to site and qualifying them as prospective candidates for conversion.
 - **Average Session Duration: Decreased by 25% year-over-year, from 2:33 minutes to 1:55 minutes per session.**
 - Goal: Increase average site duration to 2:50 minutes
 - The same explanation for the increase of the bounce rate applies here as well with average session duration, as a qualified engagement metric. Again, increased volume of new users to site will counter engagement metrics. A primary component of each paid campaign is to optimize towards driving more qualified users to site, encouraging each to drive deeper and express more interest in content. The objective is to concurrently drive higher levels of volume while sustaining and increasing website engagement.
 - **Pages Per Session: Decreased by 26% year-over-year, from 3.47 to 2.57.**
 - In perspective, website user activity that records an average of 2-plus pages per visit is generally regarded as a strong indicator of engaged consumer connectivity. The new targeting tactics recently implemented will also have a profound impact on overall engagement – helping to drive more pages per session.



Google Analytic Year-Over-Year Metrics

Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
66.21% ↑ 179,904 vs 108,239	3.84% ↓ 77.99% vs 81.10%	59.83% ↑ 140,312 vs 87,786	10.63% ↓ 51.80% vs 46.83%	25.90% ↓ 2.57 vs 3.47	24.55% ↓ 00:01:55 vs 00:02:33

Unique Website Event Tracking

In an effort to further understand user behavior on site, specific user action tags have been designated to effectively track such action. These designated path points include the “more info” button, clicking images and property URLs. This function of metric tracking measures deeper site interest and user propensities – helping the analysis process of identifying optimization opportunities for each of the paid campaigns.

Since the inception of this tracking functionality, such “user actions” have trended higher moving closer to spring 2016. User actions for February 2016 posted the highest record of such engagement with a total of 3,063.

This barometer of user interest and engagement will continue to be a central component in the analytic and reporting process to leverage such data and make intelligent decisions henceforth.

TRAVEL PASO: EVENT ACTIVITY by Channel

TOTAL SESSIONS by Channel						
CHANNEL:	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Direct	1,052	955	N/A	1,457	1,214	1,180
Digital Display	2,354	3,280	N/A	3,417	2,164	2,774
Organic Search	4,271	4,082	N/A	5,211	4,621	5,085
Paid Search	4,115	4,314	N/A	4,012	4,326	4,168
Referrals	2,237	2,149	N/A	2,655	3,540	4,026
Social	358	474	N/A	312	585	534
Email	237	486	N/A	333	394	343
TOTALS:	14,624	15,740		17,397	16,844	18,110

TOTAL SESSIONS WITH EVENTS by Channel						
CHANNEL:	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Direct	15	16	N/A	13	15	31
Digital Display	71	145	N/A	2	8	93
Organic Search	94	54	N/A	51	95	90
Paid Search	347	327	N/A	201	278	302
Referrals	122	109	N/A	163	210	318
Social	0	0	N/A	1	6	1
Email	2	9	N/A	3	1	9
TOTALS:	651	660		434	613	844

TOTAL EVENTS by Channel						
CHANNEL:	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Direct	70	39	N/A	47	39	161
Digital Display	118	213	N/A	5	11	499
Organic Search	290	148	N/A	169	288	363
Paid Search	1,044	927	N/A	535	703	854
Referrals	392	332	N/A	475	841	1147
Social	-	1	N/A	3	31	6
Email	3	14	N/A	10	8	33
TOTALS:	1,917	1,674		1,244	1,921	3,063

Rationale

As previously stated, overall website volume metrics rose substantially high during the comparative period in analysis – 66%. As the programmatic media strategy continues to escalate and scale moving forward with more innovative targeting tactics being employed, higher levels of site traffic are anticipated, along with increased and sustained engagement metrics. The following provides an essential breakdown of core capabilities for both the display advertising and search engine marketing functions:

- Digital display advertising establishes:
 - A demand generation driver
 - A residual impact on both direct- and organic-generated traffic

- Search Engine Marketing establishes:
 - As a mid-funnel driver of interest consumers, only generates expressed-interest traffic without broader, residual effects.

Ideally, both of these tactics work and trend in unison and synergy. As the campaign continues to scale effectively, both the search and display outreach will achieve the desired outcomes moving into next fiscal year.

Paid Analysis – Display

Both paid display advertising and search engine marketing were the primary channel drivers to the website this past year. Previously highlighted, both campaigns with Quantcast Media and Diligent Media strategically targeted intended audiences through tactical solutions to effectively drive qualified users to the site and drive each to the designated end-of-path conversion points.

Cumulatively, both campaigns drove more than **26 million impressions** and **more than 51,000 clicks**. The campaign’s key performance indicator was recording conversions – users clicking the individual property page for more information.

The following illustration outlines individual and combined activity for each respective campaign. Of note, both campaigns have delivered a high level of engagement, with Diligent continuing to elevate performance upon the expiration of the Quantcast campaign, driving cost-per-click metrics to an average of **\$1.26, down from an average of \$1.40**.

Digital Display Advertising Comparative Metrics					
Campaign Report					
Travel Paso Robles Media Campaign - 2015/2016					
Travel Paso Robles Alliance					
DURATION		PERFORMANCE			
Campaign	Impressions Delivered	Clicks	Conversions	CPC	CTR
Quantcast Media Mar '15 - Sept '15	15,014,529	27,718	2,826	\$1.40	0.20%
Diligant Media Oct '15 - Feb '16	11,479,197	23,619	1,053	\$1.26	0.19%
TOTAL	26,493,726	51,337	3,879	\$1.33	0.20%

Paid Analysis – Search Engine Marketing

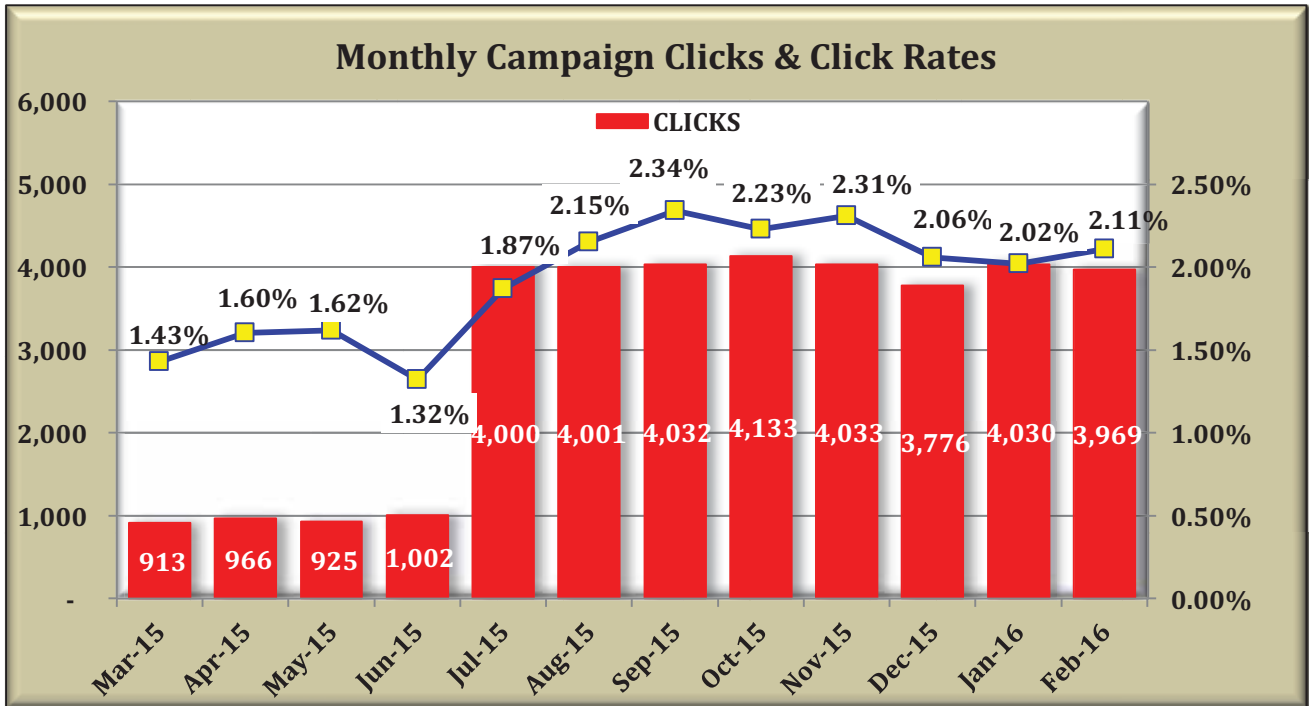
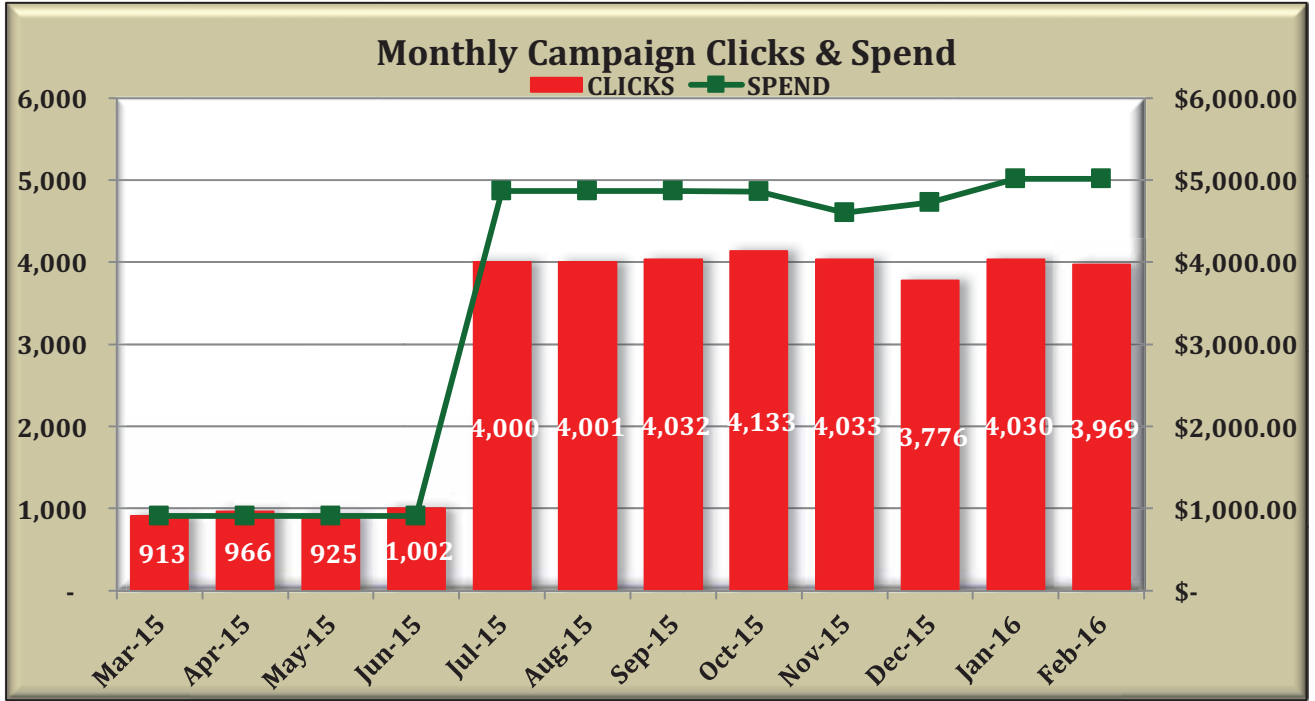
Search engine marketing continues to be a vital component of the overall digital media mix. As more of a mid-funnel driver, search drives users “in-market” who are demonstrating an interest in key terms associated with the destination.

The campaign performed consistently – an intended and deliberate outcome. Trending consistently is the desired objective to maintain a steady pace of both search exposure and user engagement. Overall, the campaign continuously ranked in the top three and achieved an efficient **\$1.19 average cost-per-click**.

Travel Paso SEM Monthly Summary (Mar 2015 - Feb 2016)

Monthly Summary

Month	Impressions	Clicks	CTR	Avg. CPC	Spend	Avg. position
Mar-15	63,816	913	1.43%	\$ 1.00	\$ 911.93	2.8
Apr-15	60,267	966	1.60%	\$ 0.94	\$ 911.66	3.2
May-15	57,107	925	1.62%	\$ 0.99	\$ 911.79	3.1
Jun-15	75,995	1,002	1.32%	\$ 0.91	\$ 911.80	2.7
Jul-15	213,517	4,000	1.87%	\$ 1.22	\$ 4,864.00	2.6
Aug-15	185,681	4,001	2.15%	\$ 1.22	\$ 4,863.88	2.6
Sep-15	172,060	4,032	2.34%	\$ 1.21	\$ 4,863.72	2.4
Oct-15	185,394	4,133	2.23%	\$ 1.18	\$ 4,861.49	2.3
Nov-15	174,538	4,033	2.31%	\$ 1.14	\$ 4,603.16	2.3
Dec-15	183,122	3,776	2.06%	\$ 1.25	\$ 4,723.22	2.5
Jan-16	199,781	4,030	2.02%	\$ 1.24	\$ 5,015.99	2.6
Feb-16	187,880	3,969	2.11%	\$ 1.26	\$ 5,015.75	2.4
Mar'15 - Feb'16 TOTALS:	1,759,158	35,780	2.03%	\$ 1.19	\$ 42,458.39	2.5





Conclusion

In conclusion, FY15/16 was a pivotal time period of advancement for marketing Travel Paso Robles. As stated, overall website traffic increased significantly at the pace of 66%.

The objective will be to continue to leverage both paid display and search engine marketing as the primary drivers of demand generation, guiding each user down the path to conversion, while improving the return on media spend. Adjustments recommended for the next fiscal year will effectively balance engagement with growth.



Social Media Analytics

Interaction on Facebook, Twitter, Instagram and Pinterest continue to augment both paid and organic activity, elevating the brand’s top-of-mind awareness and engaging consumer interest.

- Facebook: Platform engagement activity continued to strengthen as evidenced with **2,200 new Facebook fans**, **57,900 engagements** (likes, shares, comments and check-ins) and **11,600,00 impressions**.
- Twitter: Platform engagement on Twitter also continues to trend positively as engagement deepens. A total of **1,469 new followers** were added during this campaign for a total of **6,643 followers**. Most significantly, **679,343 organic impressions** were made.
- Instagram: Travel Paso has added **330 new Instagram followers** during this campaign period for a total of **1,923 followers**.
- Pinterest: Travel Paso added **712 new followers** on Pinterest for a total of **1,600 followers**.

Report Year	Facebook Fans	Twitter Followers	YouTube Views (monthly avg.)	Pinterest Followers	Instagram Followers
FY 14/15	14,649	5,277	675	604	473
FY 15/16	16,110	6,643	445	1,600	1,923

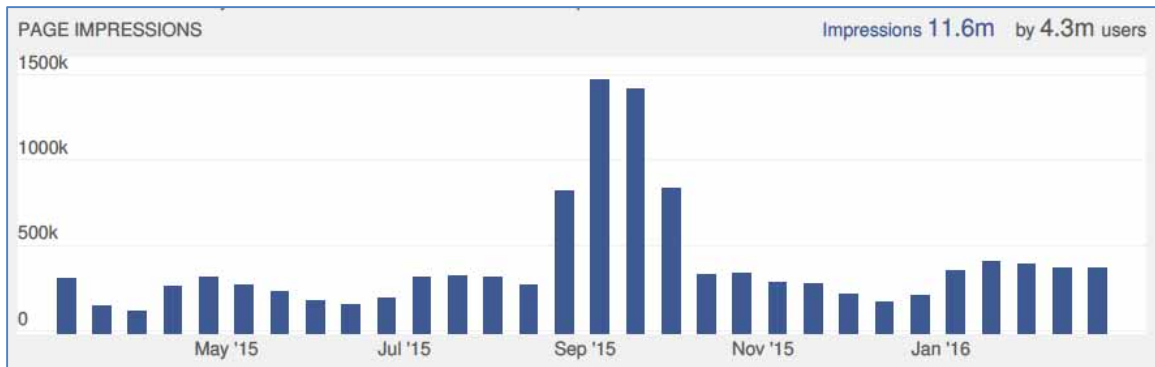
Travel Paso: Facebook Analysis

Travel Paso’s Facebook page grew to 16,110 fans (2,200+ new fans). This represented a 10% growth against a goal of 55%.





Travel Paso received **11.6 million impressions** through news feed postings and ads. This number is up by **251% year-over-year**, which exceeded the goal of increasing impressions by 100%.



This fiscal year, **57,900 engagements** were driven (likes, shares, comments, check-ins). This shows a **51% increase** in engagement with fans year-over-year, which was a significant increase, however it did not meet the benchmark of increasing engagements by 70%.



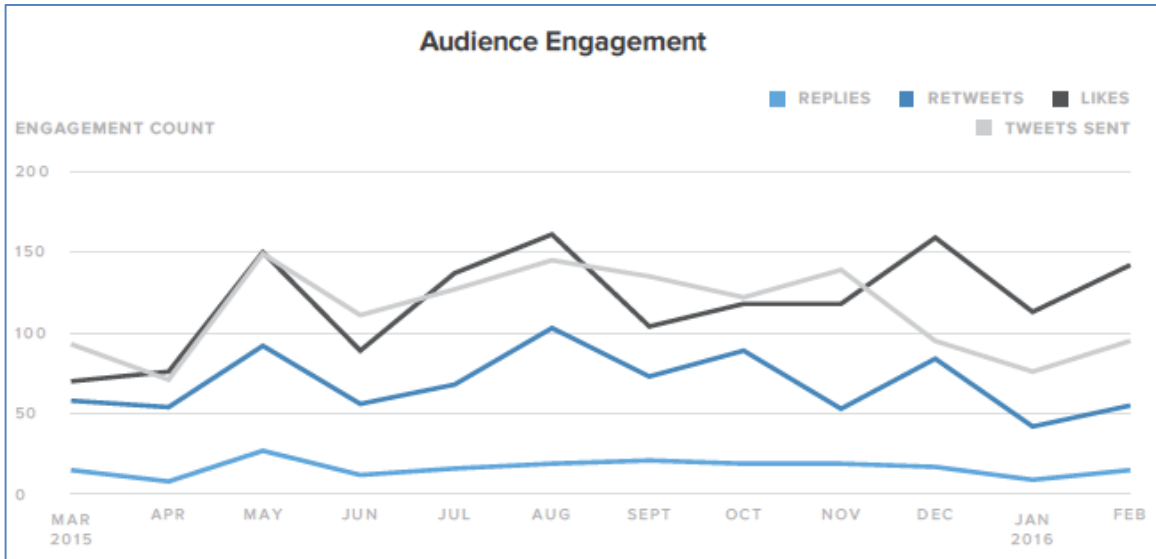
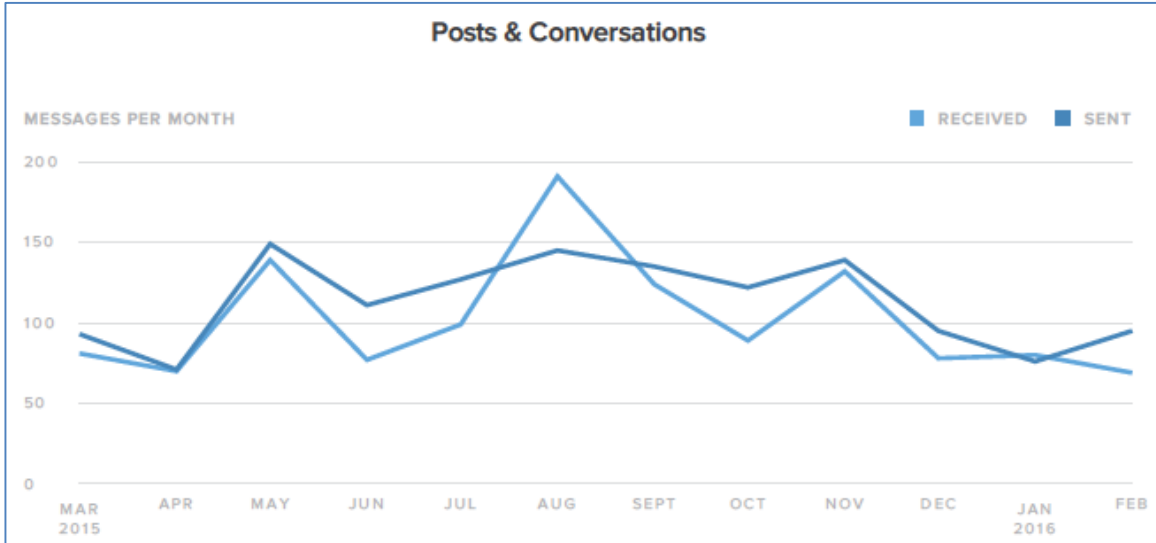
Travel Paso: Twitter Analysis

Travel Paso has 6,643 followers (1,469+ new followers), an increase of 26%. The goal was to increase Twitter followers by 55%.

Additional growth for Travel Paso’s Twitter account included:

- 6,674 engagements
- 1,242 clicks to posts
- 1,377 mentions
- 1,479 likes
- 962 re-tweets



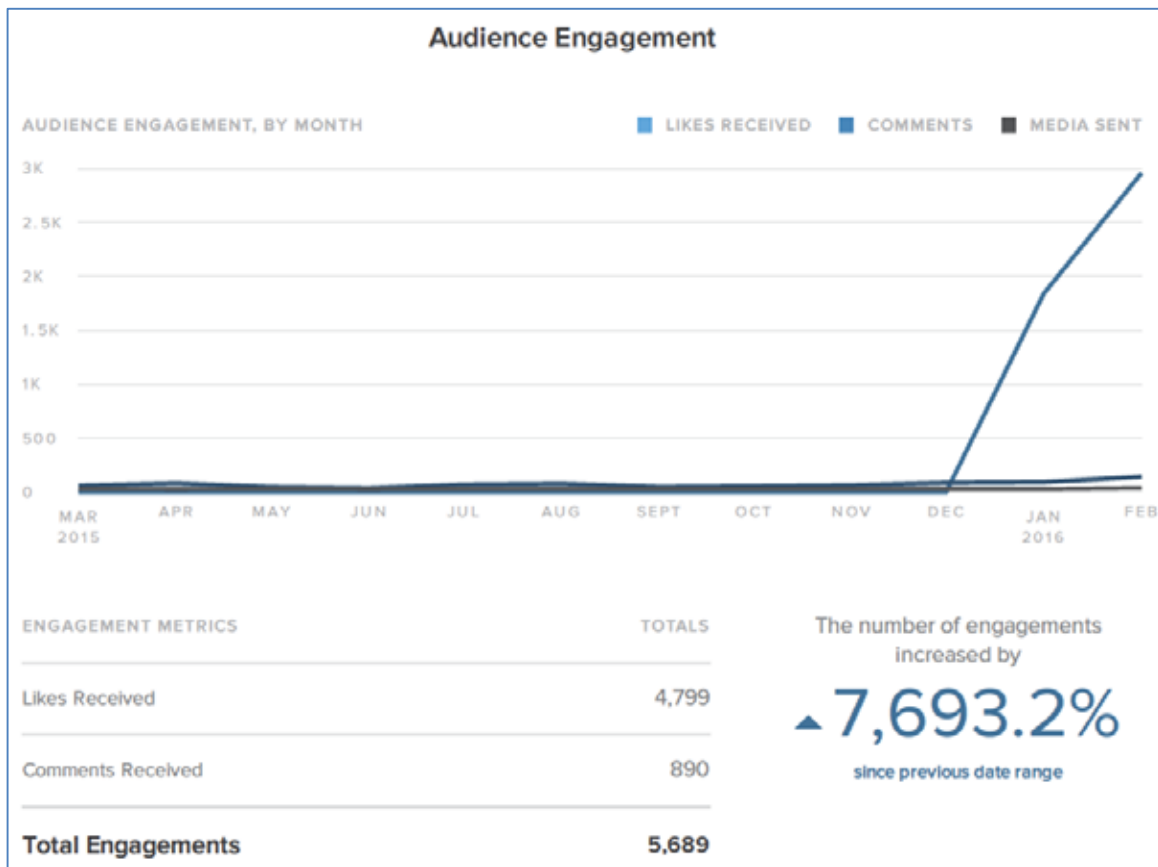


Travel Paso: Instagram Analysis

The @TravelPaso Instagram audience continued to attract new followers. Travel Paso currently has **1,923 Instagram followers**. The goal was to increase followers on this platform by 25%. This goal was far exceeded with a **301% growth** year over year.

Additional growth for Travel Paso’s Instagram account included:

- 5,689 engagements
- 685 posts

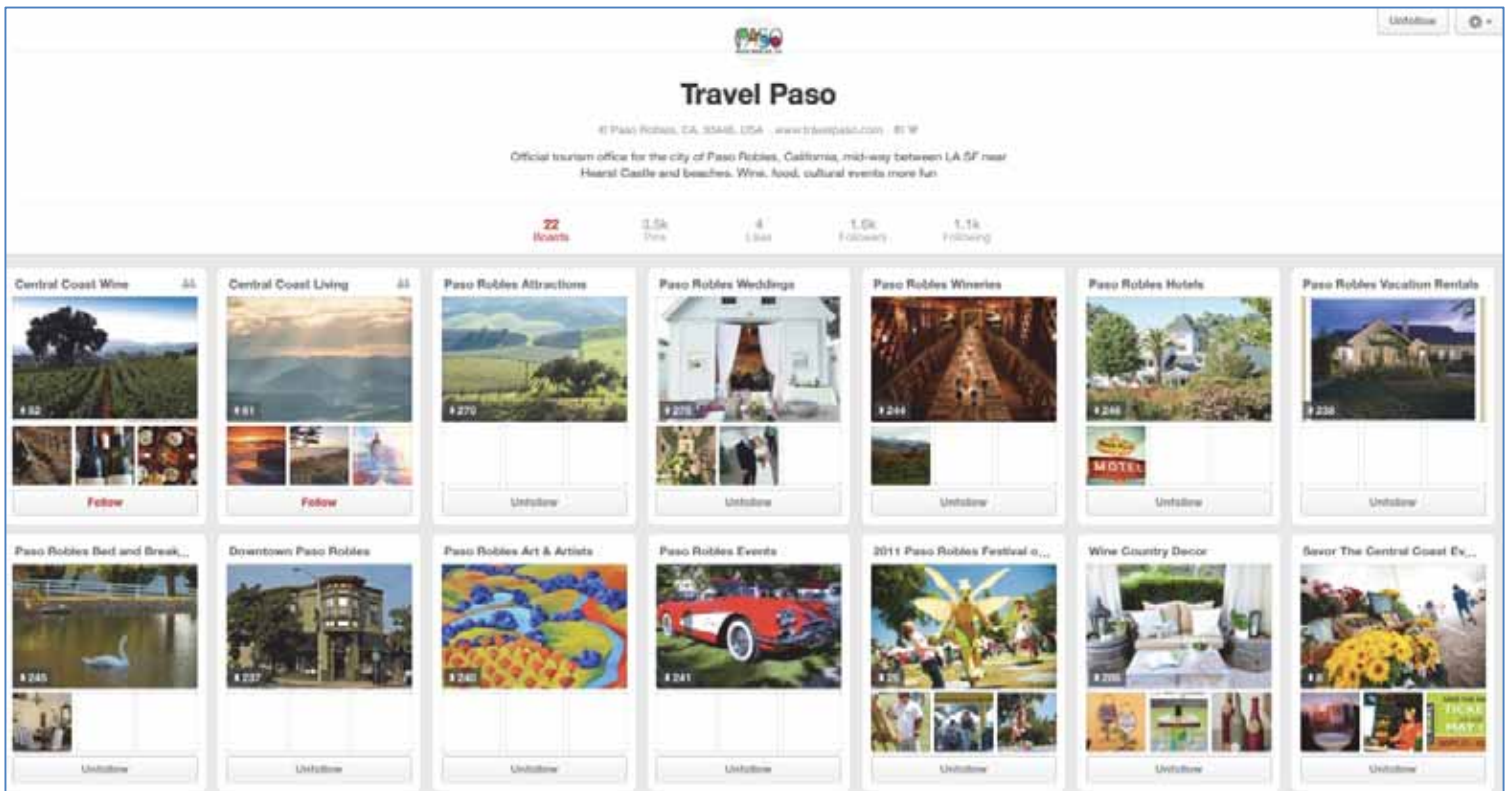


Travel Paso: Pinterest Analysis

Travel Paso currently has **1,600 Instagram followers**. The goal was to increase followers on this platform by 25%. This goal was far exceeded with a **165% growth year over year**.

Additional Pinterest engagement highlights include:

- 3,468 pins
- 22 boards





Timeline Contests and Promotions

Throughout the year, we have conducted more than 25 Facebook promotions and contests to increase followers and engagement. These contests included giveaways promoting the following local events:

- Earth Day Food & Wine
- Wine Festival
- PASO ARTSFEST
- 3 Speckled Hens
- Winemakers' Cook Off
- Hunter Ranch
- Mid State Fair
- Beaverstock
- Sunset SAVOR the Central Coast
- SAVOR Adventure Tours
- Sip and Swing at Derby Winery
- Paderewski Festival
- Harvest Wine Weekend
- Garagiste Festival
- Fire and Ice – Paso Robles Distillery Trail event
- Hospice du Rhône

Upwards of 60,000 people have been reached through these timeline contests, with more than 5,000 likes/comments/shares.



Public Relations Analytics

Overview

AugustineIdeas successfully delivered and executed an effective public relations campaign throughout the year. Our team has built a strong foundation of long-term relationships with targeted media, supporting Paso Robles as a strong player in the travel industry. Our approach is to create consistent, top-of-mind brand awareness within multiple target markets.

Media Reach

AugustineIdeas was tasked with a benchmark reach of 250 million impressions over a 12-month period. From March 2015 to February 2016, through earned media coverage, blogger engagement, social media sharing and securing story angles with Visit California assets, AugustineIdeas earned a total reach of 318,946,275 impressions. This is **68,946,275 over the original goal** without January and February 2015 included.

Media Relations

AugustineIdeas has built strong relationships with targeted media supporting Paso Robles as a strong player in the travel industry. This strategic approach has continued to contribute to Paso Robles having top-of-mind brand recognition among multiple target markets. From March 2015 to February 2016, we have made over **500 individual pitches to media** for feature stories, secured a number of editorial features and **written 31 blog posts**, coordinating guest blog posts as relevant to blog schedule. From publicizing the exciting local events and festivals to creating round up features showcasing what is new in the destination, AugustineIdeas capitalized on news, events, awards, recreation, culture, leisure, etc. to successfully deliver a steady drumbeat of coverage that produced strong results for the year.

Paso Robles also received incredible coverage in national publications for activities that go beyond a wine experience, including: SF Gate, LA Weekly, Huffington Post, I Heart Radio, NBC Los Angeles, NBC Bay Area, NBC San Diego, Examiner, About.com, Bustle, The Culture Trip, Huffpost Taste, Jet Set Extra, Wine Institute and Ricardo Magazine.

Event Support

In 2015, AugustineIdeas attended the Visit California media reception in San Francisco and New York. With more than 60 media in attendance, the receptions afforded AugustineIdeas the opportunity to further enhance relationships with key travel writers as well as showcase the newest offerings in Paso Robles. To provide the most up-to-date and compelling information, AugustineIdeas updated the Paso Robles press kit to reflect new story ideas and current brand standards.

Media Familiarization (FAM) Tours

In Spring and Fall of 2015, AugustineIdeas coordinated FAM Tours highlighting wine, food, leisure and recreational offerings in Paso Robles as a means of earning editorial coverage to highlight Paso Robles as a top travel destination.

- **Spring FAM Tour: May 12-14, 2015**
 - Eight media attendees from eleven different outlets participated
 - 14 Paso partners (restaurants, hotels, tour companies, attractions) participated
 - Total Earned Reach: 39,479,975 impressions
- **Fall FAM Tour: November 10-12, 2015**
 - Eight media attendees from ten different outlets participated
 - 17 Paso partners (restaurants, hotels, tour companies, attractions) participated
 - Total Earned Reach: 84,463,703 impressions

During the tours, AugustineIdeas introduced these travel writers to the area's wine, beer, culinary, agricultural, cultural and adventure scene; took them on walking tours showcasing downtown Paso activities; facilitated cultural experiences at local art studios and historical landmarks; led food and drink tours displaying the regions bounty and coordinated their accommodations at a number of Paso Robles' lodging properties.

In addition to the group media familiarization tours, AugustineIdeas coordinated 15 individual media FAM tours showcasing the area's attractions and lodging properties. As a result of these FAM tours AugustineIdeas was able to secure earned media coverage in a number of well-known outlets. Some examples of the outlets covering Paso Robles include: Vancouver Sun, Examiner and The Culture Trip.

Some examples of the stories placed to date are listed here:

SF Gate

<http://www.sfgate.com/travel/centralcoasting/article/The-best-motels-hotels-inns-and-B-Bs-in-San-5990951.php>

Bustle

<http://www.bustle.com/articles/74905-what-are-the-most-romantic-cities-11-cities-of-love-because-paris-isnt-the-only-one>

HuffPost Taste

http://www.huffingtonpost.com/joan-gelfand/spring-wine-food-and-activity-tour-in-paso_b_6890392.html

Examiner.com

<http://www.examiner.com/article/discovering-what-s-new-paso-robles>

<http://www.examiner.com/article/paso-robles-ca-organic-cuisine-downtown-stroll-and-olive-oil-day-1>

<http://www.examiner.com/article/paso-robles-california-cheese-winery-tour-and-wine-reserve-tasting-day-2>

<http://www.examiner.com/article/hearst-castle-and-paso-robles-art-food-and-wine>

Huffington Post

http://www.huffingtonpost.com/abby-tegnelia/california-getaways_b_7977906.html

Culture Trip

<http://theculturetrip.com/north-america/usa/california/articles/one-tank-getaways-tm-welcome-to-the-wine-country-of-paso-robles-/>

<http://theculturetrip.com/north-america/usa/california/articles/one-tank-getaways-eat-drink-and-play-in-paso-robles-wine-country/>

Now It Counts

<http://nowitcounts.com/california-weekend-getaways-california-dreaming/>

I Heart Radio

http://www.iheart.com/show/53-Food-Drink-and-Travel/?episode_id=27336142

LA Weekly

<http://www.laweekly.com/arts/holiday-getaways-within-driving-distance-of-la-6384913>



E-Marketing Analytics

MONTHLY CONSUMER ENEWSLETTER

Distribution

Travel Paso's monthly consumer e-newsletters have a distribution of 12,508 subscribers. New segments were added in order to target specific content for future campaigns with wedding/event planners, food & wine enthusiasts, hikers, horse lovers and cyclists. We also were able to add an additional 144 subscribers at Savor. In order to overcome annual email list churn (average list churn rate benchmarks are 20% per year. Travel Paso averages 0.35% opt-outs per send) and maintain email list health we anticipate the list building recommendations as well as the new website redesign will increase the volume of the distribution list.

The benchmark was to increase subscribers by 20%, however due to the majority of the list building activity being focused in the latter half of the 15/16 fiscal year, total subscribers actually decreased by 8%.

Open Rate

The industry average for an open rate of emails is 18.96%. Travel Paso's consumer e-newsletter is trending slightly higher than the industry average with an open rate of 20% for the monthly Consumer emails. The Welcome Series was a new email marketing initiative we introduced for this fiscal year and it has performed very well with an **average Open Rate of 54.8%**.

The benchmark was to increase the average open rate to 24%. While the consumer Eblast fell slightly short of that goal, the Welcome Series far exceeded it.

Click Rate

The average click through rate for the Monthly Consumer Email generates 10.41% on average. For the January 2016 Consumer Email "Happy New Year from Paso Robles!" we introduced a split test in order to boost performance and it generated the most unique clicks at 14.42%. In the upcoming fiscal year, we would like to continue to split test in order to lift the performance of other consumer email campaigns. The new Welcome Series averaged 32% in clicks.

The benchmark was to increase the average click rate to 3.5%, which was **far exceeded with a 10.41%** average click rate.

Analytics

Email marketing performs the best when delivering timely, segmented content. The Welcome series shows this success in both opens (54.8%) and clicks (32%). We were looking at creating new automated emails and segmented content in the previous fiscal year, but strategically and economically it was better to wait until the website redesign was finished. The Paso Mavericks Email Campaign is one of the recommended tactics in order to provide the automated content. We will also be able to send segmented emails in addition to the general Consumer Enewsletter with the new email template design refresh and monthly management service. Site behavior analytics were implemented on May 1, 2015 for email newsletters. During this period, email campaigns showed a highly engaged audience with an average of 2.36 pages and over 2 minutes in overall website sessions.





WEEKLY INDUSTRY EBLASTS

Distribution

The Weekly Industry email campaigns enable Travel Paso to communicate with hotel and tourism partners about upcoming events and opportunities. We currently have 843 hotel and tourism partners on the weekly distribution list.

Open Rate

The open rate for the Weekly Industry email campaigns have averaged 27.34%. This consistency in Open rate shows that it continues to be a successful strategy for keeping Travel Paso hotel and tourism partners well-informed.

Click Rate

The Weekly Industry email campaigns have seen a click through rate of 11% with an average sharing rate of at least 1 or more for each week.

Analytics

The Weekly Industry email campaign continues to serve as a successful communications tool, which allows Travel Paso hotel and tourism partners to learn about upcoming events and opportunities. We currently have 843 hotel and tourism partners on the weekly distribution list and have maintained a high Open rate of 27.34% and click rate of 11%.



Tour and Travel Trade Shows

Destination Manager, Amanda Diefenderfer, and Destination Coordinator, Lauren Tognazzini, represented Travel Paso at the following trade, media and consumer shows:

- **Visit California Media Reception, New York, March 2015**
Met with 22 qualified media representatives
- **U.S. Travel Association's International Pow Wow (IPW), Orlando, June 2015**
Met with tour operators and media generating 44 leads
- **Sunset Celebration Weekend, Menlo Park, June 2015**
Distributed 500 branded Frisbees and visitor guides to consumers
- **Visit California Media Reception, San Francisco, September 2015**
Met with 41 qualified media representatives
- **Sunset SAVOR the Central Coast, San Luis Obispo County, September 2015**
Representation included a special Paso Robles track of events consisting of 4 Adventure Tours, opening concert at Vina Robles Amphitheatre, Cocktail Shootout at Paso Robles Inn, dinearounds at 3 Paso Robles establishments, attendance at Sunset Editor's breakfast, and booth space and Artists' Village at the Main Event
- **National Tour Association's Travel Exchange (NTA), Atlanta, February 2016**
Met with tour operators generating 28 leads
- **Visit California Outlook Forum, San Francisco, February 2016**
Gained insights into the travel industry and networked with tourism representatives

Participation at these events generated tour operator, media and consumer leads that were distributed to or made connections with various tourism businesses in Paso Robles.

Strategic Partnerships

Travel Paso continues to build key marketing relationships with local, county, regional, state and international tourism partners in an effort to leverage TPRA marketing dollars and expand the reach and exposure of the Paso Robles brand. Those partnerships include working with the following organizations and committees:

- Visit California
- Visit San Luis Obispo County
 - TPRA held a seat on the Board of Director's Resource Council, and served on the Tourism Marketing District (TMD) Committee
- City of Paso Robles
- Paso Robles Wine Country Alliance (PRWCA)
- Paso Robles Chamber of Commerce
- Paso Robles Main Street Association
- Hearst Castle
- Tourism Collaborating Committee
 - Acting chair of the committee