

RESOLUTION NO. 15-001

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 January 31, 2015; and

WHEREAS, the City's fiscal year runs from July 1st to June 30th and the BID's fiscal year runs from February 1st to January 31st, causing administrative challenges in the City's support of the BID; and

WHEREAS, at a special meeting on December 5, 2014, the TPRA Advisory Committee recommended the release of the annual report for the 2014/15 fiscal year, proposed a five month marketing scope/budget, and recommended the continued levy of the BID Assessment with no changes in its boundaries through June 30, 2015 (to align the BID's fiscal year with the City's); and

WHEREAS, the annual report of the professional marketing services and financials associated with the 2014/15 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 2015 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, 2015; and

WHEREAS, at its meeting of December 16, 2014, the City Council approved the annual report and directed that it be made available for public review, and adopted Resolution No. 14-174 setting the Public Hearing for consideration of this item for January 6, 2015; and

WHEREAS, the Resolution No. 14-174, setting the Public Hearing, was published one time in the local Tribune Newspaper over one week prior to January 6, 2015; 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 2014/2015 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 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, 2015.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 6th day of January 2015 by the following roll call vote:

AYES: Strong, Gregory, Hamon, Reed, Martin

NOES:

ABSENT:

ABSTAIN:



Steven W. Martin, Mayor

ATTEST: 

Caryn Jackson, Deputy City Clerk



Annual Marketing Report Executive Summary

February 1 – October 31, 2014



Prepared by:



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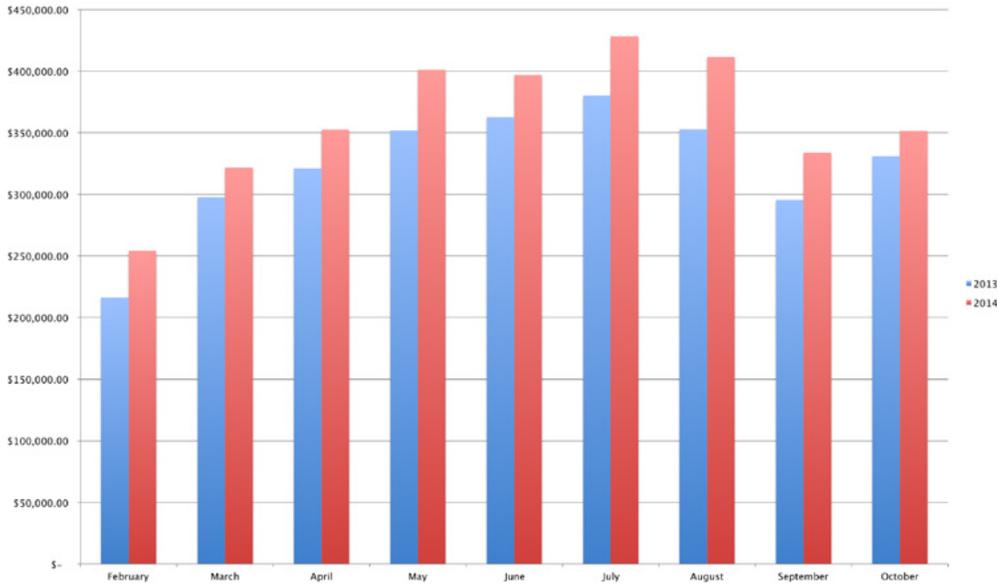
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Executive Summary

Overnight Stays

Since the beginning of the TPRA fiscal year, February 1, 2014, collective marketing efforts have contributed to the Tourism Occupancy Tax (TOT) year over year growth. To date, from February-October 2014 saw an increase of \$342,847 TOT over the same period in 2013, a total increase of 10.5%. With an additional three (3) months left to this reporting period, TOT is expected to continue to grow.



Social Media

Campaign-to-date social platform interaction on both Facebook and Twitter continues to augment both paid and direct activity in elevating brand top-of-mind awareness and engaging consumer interest.

Report Year	Facebook	Twitter	YouTube Views (monthly avg.)	Pinterest	Instagram
Oct 2013	7,030	3,544	325	220	N/A
Oct 2014	13,388	4,599	675	354	354

Facebook Fan Growth

Travel Paso’s Facebook page experienced epic growth to 13,388 fans (6,218+ new fans). The benchmark goal at the beginning of the 14/15FY was to increase total fans by 50% to 10,895, and with three (3) months still left in this fiscal year, we have already exceeded that goal by 23% for a total growth to date of 91%.

Facebook Engagement

Travel Paso’s engagements (likes, shares, comments, check-ins) showed incredible growth—with 31,972 engagements. This is a 192% increase in engagement with our fans, and we will see that number continue to increase over the final three (3) months of the fiscal year

Facebook Impressions

We delivered 2.4 million impressions via our news feed postings and ads. This number is down by 45% year over year due to a large amount of campaign dollars spent between April-May 2013 to promote food and wine getaways to the San Jose/Bay Area region. With three (3) months remaining in this fiscal year, we are confident that our impressions will continue to increase toward our benchmark of increasing our total impressions by 100%.

Facebook Daily People Talking About This

On Facebook, the “daily people talking about this” totaled 41, with an average reach per post of 1,100. The benchmark for this fiscal year was to increase this number by 30%, and to date we have seen a 64% increase year over year. With an additional three (3) months left to our fiscal year, we will continue to see this number increase.

Twitter Fan Growth

Platform engagement on Twitter continues to trend positively as engagement deepens. A total of 950 new followers were added during this campaign period for a total of 4,599 followers. This is a 30% growth year over year, and we expect growth to continue over the final three (3) months of this fiscal year.

Twitter Engagement

Our influence with our followers is at the highest possible, and our engagement rate is truly one of the highest we’ve ever seen for a Twitter following of this size. During the first nine (9) months of this fiscal year, 1,282 new connections were made, along with 746 mentions, 1,942 clicks to our posts, and 460 retweets of our posts. This shows the viral nature of @TravelPaso.

YouTube Views

Views to TravelPaso’s YouTube page increased to a monthly average of 675 views year over year from an average of 325 monthly views.

Social Sentiment Audit

Augustineldeas conducted an audit of social sentiment on Travel Paso’s TripAdvisor account, and to date there have been 14,993 reviews of Paso Robles. Of those reviews, hotel properties have received 6,356 reviews. These hotels have received highly favorable reviews from consumers, and here is a snapshot of social sentiment:

Hotel Name	Number of Reviews	Stars (out of 5)
The Oaks Hotel	287	4.5
La Quinta Inn & Suites	475	4.5
Hotel Cheval	196	4.5
Adelaide Inn	464	4.5
Best Western Plus Black Oak	390	4.5

Monthly Consumer Enewsletter

Distribution

Travel Paso’s monthly consumer e-newsletters have seen a 13% increase in distribution from 11,725 to 13,267 subscribers. This number will further increase over the final three (3) months of this fiscal year, significantly due to the email sign-ups collected during Sunset’s SAVOR the Central Coast event, with the use of the interactive photo booth app. We are confident that we will meet the benchmark set forth of a 25% increase in distribution.

Open Rate

The industry average for email open rate is 18.96%, and Travel Paso’s consumer e-newsletter is trending quite a bit higher than the industry average with an open rate of 23.28%. The benchmark set forth was an increase of 25%, and with the recent update to the e-newsletter template, we are confident that we will be able to hit that benchmark during the final three (3) months of this fiscal year.

Click Rate

The monthly industry e-newsletters are currently trending at a 3% click-through rate (CTR). With the recent implementation of a new eblast template for the final three (3) months of this fiscal year, we should see that CTR increase.

Weekly Industry Eblasts

Distribution

In March, Travel Paso began their Weekly Wednesday Watch List email campaign. This weekly email campaign enabled Travel Paso to communicate with hotel and tourism partners about upcoming events and opportunities, with the list of recipients alternating every other week to be sent to just the hotel partners on the first and third Wednesdays, and to include the greater list of local travel and tourism partners (i.e.-restaurants, wineries, tour companies, etc.) on the second and fourth Wednesdays.

Open Rate

The open rate for these emails has far exceeded the industry average of 18.96%. To date, with our Paso Robles Hotels list, we have seen an open rate of 34.6% and a CTR of 4.15%.

Click Rate

Our Hotel and Tourism Partner list has also seen an increase with an open rate of 32.5% and a CTR of 0.79%.

Website

Traffic Situation Analysis

In annual review, paid digital media performance achieved significant results in effectively driving and sustaining website traffic since the paid campaign launched March 24, of this year. While overall sites visitation activity has decreased, consumer engagement has increased – meaning a more qualified, engaged consumer is onsite longer and drilling down deeper into the site. However, the trend of declining overall traffic is not one taken lightly. Looking forward, we have identified specific changes and marketing strategies to address this challenge in the upcoming marketing plan.

Highlighted Metrics

Benchmark: Feb 1, 2013 – Oct 31, 2013 to Feb 1, 2014 to Oct 31, 2014

- Overall site sessions:
 - Decreased by 27.52% year-over-year.
 - These are total site sessions by all users, not indicating engagement or actual interest in Paso Robles as a destination.
 - Reduction appears to be the result of decreased organic and direct site visits, as well as a 2013 Facebook paid social campaign.
- Metrics illustrating heightened consumer engagement:
 - Bounce Rate: Decreased by 13.38% year-over-year, from 51.19% down to 44.34%.
 - This indicates a dramatic increase in consumer engagement, meaning a more qualified consumer is being targeted.
 - Average Session Duration: Increased by 5.82% year-over-year, from 2:33 minutes to 2:41 minutes per session.
 - Another positive indicator that a more qualified consumer is being driven to site, illustrating stronger engagement.
 - Pages Per Session: Decreased by a nominal 0.46% year-over-year, from 3.67% to 3.65%.
 - Such a reduction is inconsequential and illustrates sustained user activity.
 - User activity that records an average of 3-plus pages per visit is regarded as a strong indicator of engaged consumer connectivity.

Rationale

While there are no exact conclusions for the decreases in year-over-year organic and direct site visitation, metric analysis does suggest that a more consistent display advertising outreach may have a residual impact on such channels. As a result, more balanced mix of display and SEM would likely produce more direct and organic visitation.

- Digital display advertising establishes:
 - A demand generation driver
 - Has a residual impact on both direct- and organic-generated traffic.
- Search Engine Marketing (SEM) establishes:
 - Generates expressed-interest traffic without broader, residual effects.

Having a scenario where overall site traffic trends lower, but consumer engagement is being strengthened at the same time is not necessarily a detrimental issue. Such an occurrence is much more favorable than the reverse – site traffic increasing, but engagement metrics declining. Ideally, both should trend in unison. As recommended, implementation of the Quantcast campaign will help to achieve this objective.

Paid Analysis

From a search engine marketing (SEM) perspective, paid results continued to increase throughout the year generating a total of 9,117 total clicks, February 1 through October 31.

Total delivered impressions have also continued to accelerate through October. The following segments paid performance:

- Total Impressions: 784,165
- Total Clicks: 9,117
- Click-Thru Rate: 1.16%
- Most Effective Ad Group: Hotels
 - Total Impressions: 314,269
 - Total Clicks: 2,107
 - Click-Thru Rate: 0.67%

Lodging Page Traffic

Traffic to the Travel Paso lodging page saw an increase year over year, from 17,154 to 18,902 page views in the first nine (9) months of this year. This is a 10% increase, and with an additional three (3) months remaining to this fiscal year, we will continue to see an additional increase in lodging page views.

Public Relations

Media Impressions

AugustineIdeas was tasked with a benchmark of 200 million media impressions over a 12-month period, and have delivered 967,662,363 impressions to date. At the time of this report we are tracking 767,662,363 impressions above and beyond that benchmark; an increase of 79%. We are also tracking at a 33% increase year over year in media impressions, with an additional three (3) months left to further increase that percentage within the current fiscal year.

Media Hits

AugustineIdeas successfully delivered and executed an effective public relations strategy and tactics 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 created consistent, top-of-mind brand awareness within multiple target markets. To date, we have made 282 pitches to media, 416 editorial placements, and written 32 blogs.

Paso Robles has received incredible coverage in national publications including The Huffington Post, The Sacramento Bee, The Washington Times, San Francisco Chronicle, Wine Enthusiast, SF Gate, Time.com, KSBY.com, The Tribune, Examiner.com, Los Angeles Times, Business Insider.com, About.com, AmericanTown.com, Luxury Travel Magazine, NBC San Diego, ATOD Magazine, and Forbes Travel Guide. Here are some examples of the stories placed to date:

Examiner.com

<http://www.examiner.com/article/sunset-savor-the-central-coast-discovering-halter-ranch>

KSBY.com

<http://www.ksby.com/news/runners-lace-up-shoes-for-harvest-marathon/>

Time.com

<http://time.com/3502965/beers-oktoberfest/>

The Tribune

<http://www.sanluisobispo.com/2014/10/01/3273656/the-collins-orchard-in-paso-robles.html>

NBC Bay Area

<http://www.nbcbayarea.com/blogs/worth-the-trip/Love-Day-in-San-Luis-Obispo-County-243376671.html>

NBC San Diego

<http://www.nbcsandiego.com/blogs/worth-the-trip/May-Merry-Paso-Wine-Festival-255733671.html>

Los Angeles Times

<http://www.latimes.com/food/dailydish/la-dd-escape-to-the-wine-country-for-these-late-april-events-20140411,0,6450334.story#axzz2zGIZ1M4r>

Business Insider

<http://www.businessinsider.com/awesome-summer-road-trips-around-the-country-2014-4#!KqTaw>

Theweek.com

<http://theweek.com/article/index/260634/8-great-weekend-getaways-that-wont-break-the-bank>

About.com

<http://gocalifornia.about.com/od/casanluisobispocondo/f/Justin-Winery.htm>

ATOD Magazine

<http://atodmagazine.com/2014/06/12/thomas-hill-organics/>

Americantowns.com

<http://www.americantowns.com/ca/pasorobles/news/paso-robles-taste-of-downtown-offers-a-saturday-of-fine-cuisine-music-art-20153103>

Luxury Travel Magazine

<http://www.luxurytravelmagazine.com/news-articles/top-10-ways-to-experience-california-wine-country-22221.php>

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Annual Marketing Report

February 1 – October 31, 2014



Prepared by:



Brand Awareness

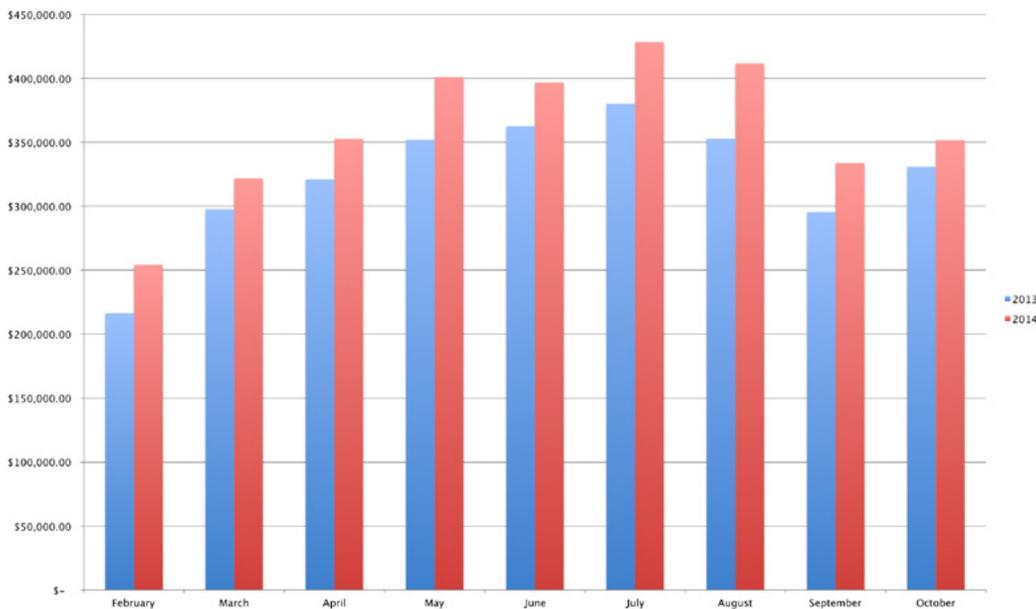
Brand Messaging

Paid advertising efforts were focused primarily on the shoulder season, with steady messaging positioning Paso Robles as a “Wine and More” destination. All messaging tied back to the core brand pillars of Food and Wine, Outdoor Recreation and Attractions. Target markets included Los Angeles/Orange County, San Francisco Bay Area, Silicon Valley and the Central Valley.

Impact of Tourism Marketing

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Website Analytics



Situation Analysis

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Paid Analysis

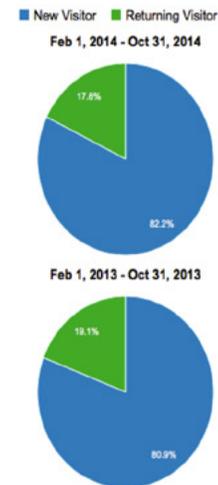
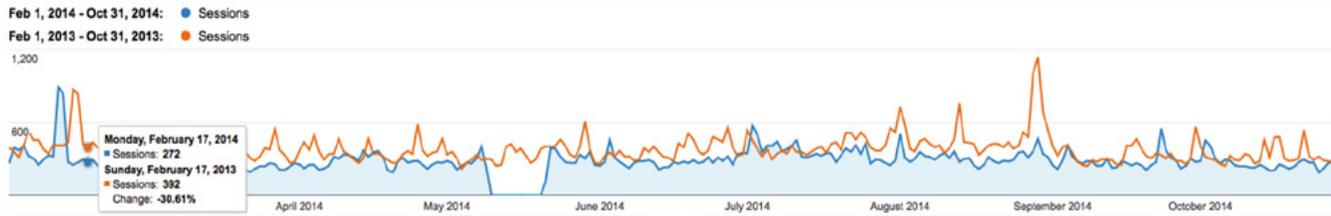
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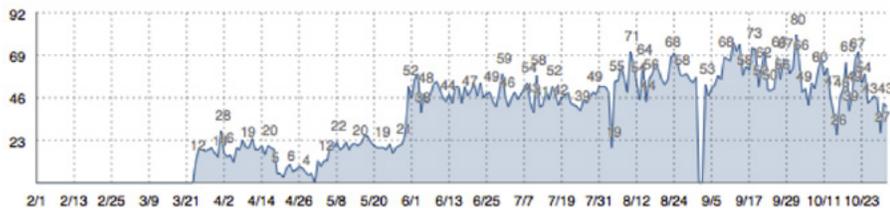


Google AdWords Campaign Report

2/1/2014 - 10/31/2014

Campaign: SEM

Clicks



Impressions	Clicks	Avg. CPC	CTR
784,165	9,117	\$1.23	1.16%

Social Media Analytics

Campaign-to-date social platform interaction on both Facebook and Twitter continue to augment both paid and direct activity in elevating brand top-of-mind awareness and engaging consumer interest.

- Facebook: Platform engagement activity continues to strengthen as evidenced with 6,218 new Facebook fans and 31,972 total engagements.
- Twitter: Platform engagement on Twitter also continues to trend positively as engagement deepens. A total of 950 new followers were added during this campaign and, most significantly, 1,282 new connections were made.
- Instagram: Travel Paso has added 354 new Instagram followers during this campaign period.
- Pinterest: Travel Paso added 354 new followers on Pinterest for a total of 604 followers.

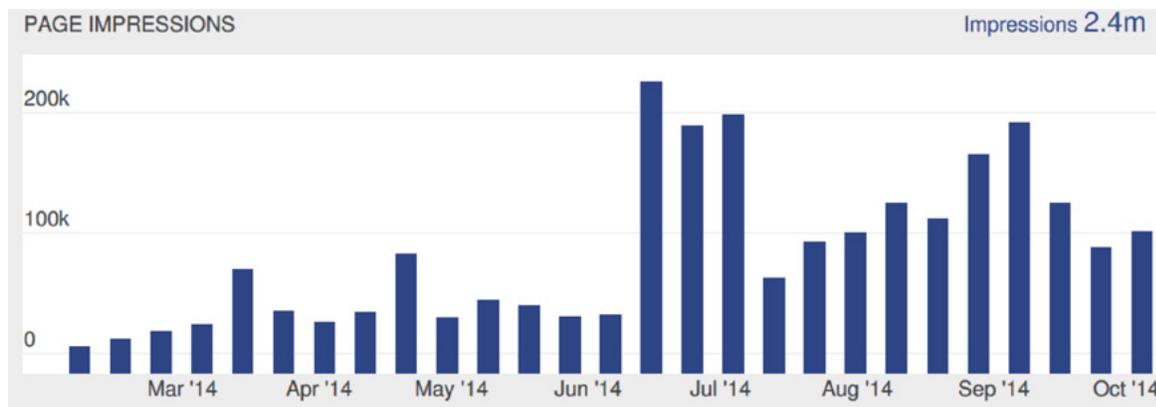
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Travel Paso: Facebook Analysis

Travel Paso's Facebook page experienced monumental growth to 13,388 fans (6,218+ new fans). The benchmark at the beginning of the 14/15FY was to increase total fans by 50% to 10,895, and with three (3) months still left in this fiscal year, we have already exceeded that goal by 23% for a total growth to date of 91%.



We delivered 2.4 million impressions via our news feed postings and ads. This number is down by 45% year over year due to a large amount of campaign dollars spent between April-May 2013 to promote food and wine getaways to the San Jose/Bay Area region. With three (3) months remaining in this fiscal year, we are confident that our impressions will continue to increase to come closer to our benchmark of increasing our total impressions.

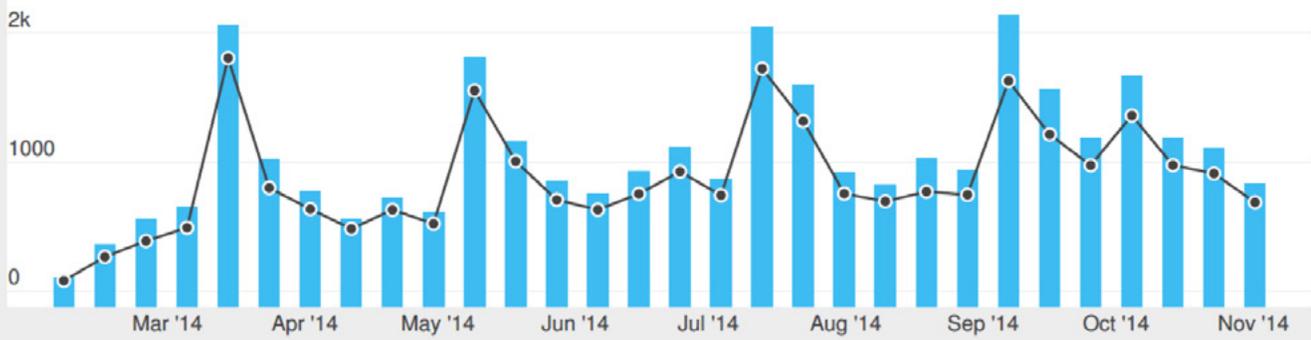


We drove 31,972 engagements (likes, shares, comments, check-ins) - that's thousands of truly priceless engagements with our fans. These numbers are off the charts for a page of our size! We have increased engagement with our fans by 192%, and will see that number increase further with the addition of reporting over the final three (3) months of the fiscal year.

SHARING how people are sharing your content

STORIES

Stories Created 31,972 by 26,239 users



SHARE TYPE



- Page Post 20.4k
- Fan 6.3k
- Other 4.9k
- User Post 216
- Mention 11
- Checkin 3
- Question 0

BY DAY OF WEEK

Day	Avg	Total
Sun	82.6	3.3k
Mon	117.2	4.7k
Tue	112.5	4.5k
Wed	128.8	5.2k
Thu	160	6.2k
Fri	118.9	4.6k
Sat	86.3	3.5k

IMPRESSION DEMOGRAPHICS

AGE & GENDER

Age Group	Male	Female
13-17	3.3k	3.7k
18-24	53.9k	52.5k
25-34	85.0k	131.2k
35-44	73.5k	139.4k
45-54	65.2k	140.3k
55+	77.9k	163.9k



TOP CITIES

Paso Robles, CA	86.5k
San Luis Obispo, CA	63.4k
Los Angeles, CA	51.9k
Atascadero, CA	33.6k
Bakersfield, CA	26.3k

Daily people talking about this totaled 41, with an average reach per post of 1,100. This is a 64% increase year over year, and with an additional three (3) months left to our fiscal year, we will continue to see this number increase.

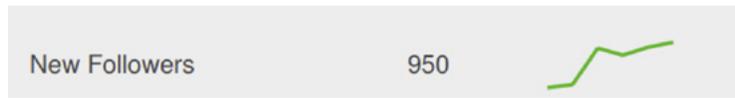
Average Reach per post - 1,100

AVG. PER POST

Reach	1.1k
People Talking About This	41
Engagement	10%

Travel Paso: Twitter Analysis

We have 4,599 followers (950+ new followers), 1,282 connections with our followers, 746 mentions, 1,942 post clicks, and 460 retweets, as noted below.



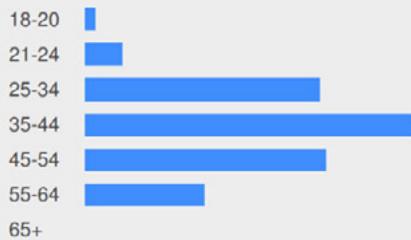
1,282 connections made in this time period



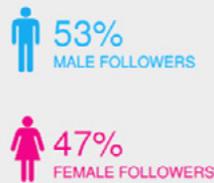
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER



KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES



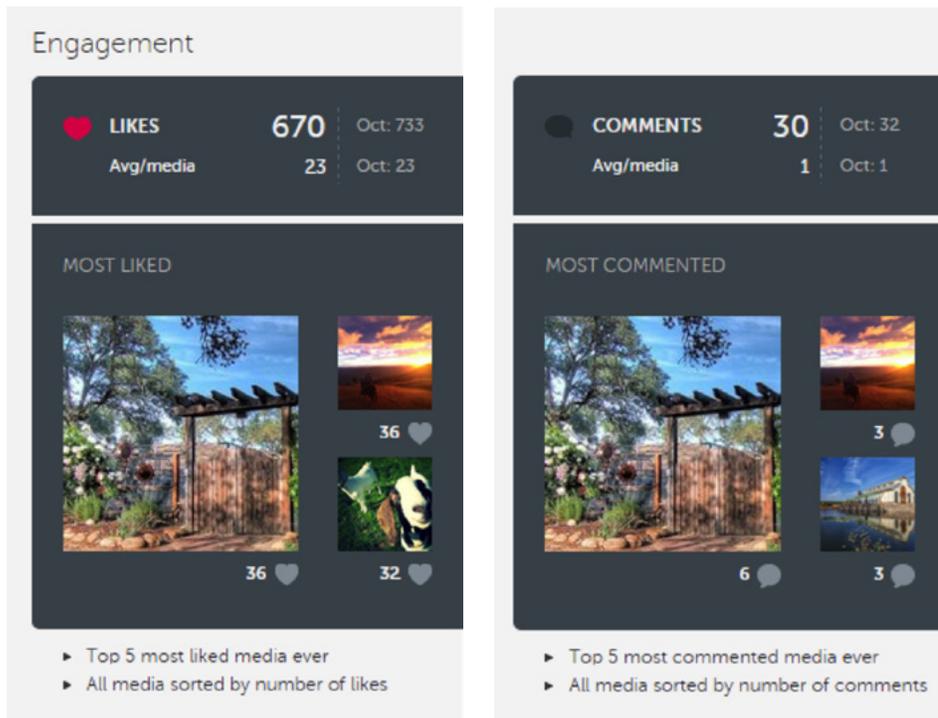
TWEETING BEHAVIOR



Our influence is at the highest possible rate, and our engagement is truly one of the highest we've ever seen for a Twitter following of this size. Typically destinations rank around 20-25% engagement.

Travel Paso: Instagram Analysis Following on Instagram:

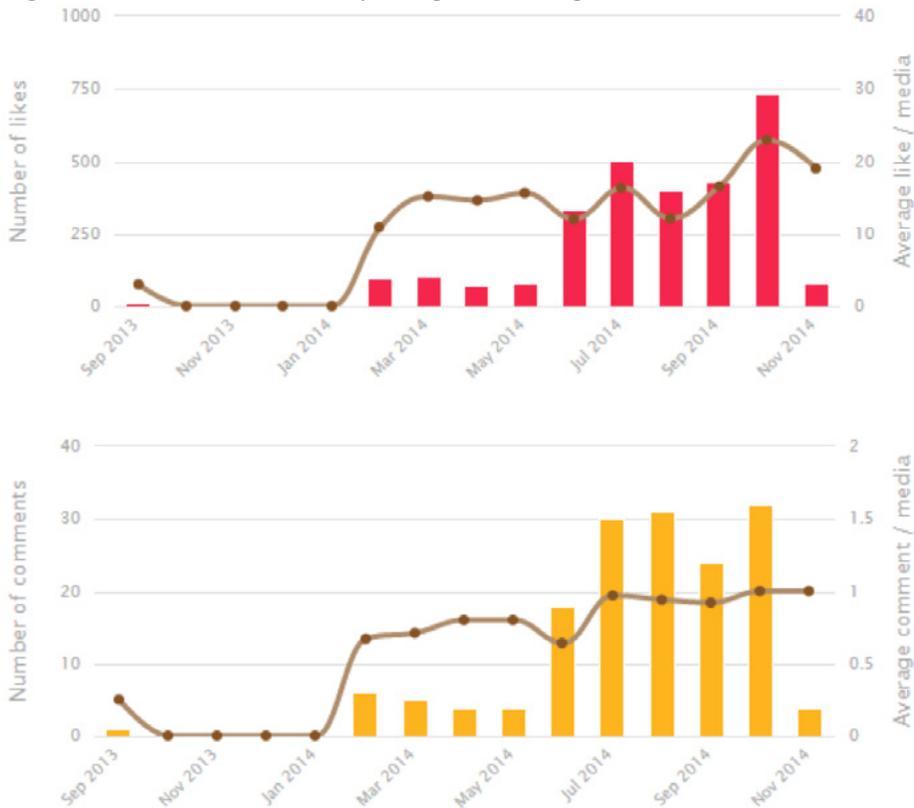
The @TravelPaso Instagram audience continued to consistently grow by the same number of followers as previous months. *Travel Paso is currently at 354 Instagram followers.* This is a new social platform for Travel Paso this fiscal year.

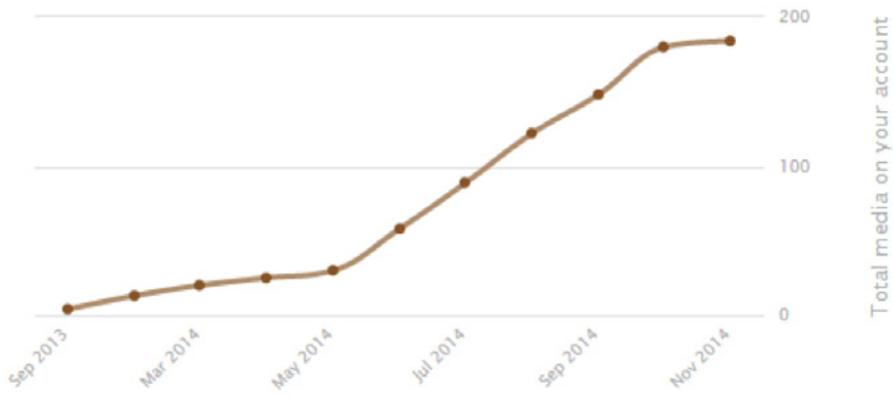


Instagram Engagement Likes and Comment Growth—engagement has gone up 10x:

GROWTH HISTORY

Instagram Content Posted—we’re posting more Instagram content than before:





MOST LIKED MEDIA, EVER!



36 ❤️



36 ❤️



36 ❤️



34 ❤️



32 ❤️



6



6



6



6



4

Timeline Contests and Promotions

Throughout the year we have conducted more than 20 Facebook promotions and contests to increase followers and engagement. These contests included giveaways promoting the following local events:

- Garagiste Festival
- Paderewski Festival
- Sip & Swing
- Pianetta Palooza
- Sunset's SAVOR the Central Coast—Paso Robles Adventure Tours
- Sunset's SAVOR the Central Coast
- Three Speckled Hens Antique Show
- Beaverstock

- Crush & Roll West
- California Mid-State Fair
- Parkfield Bluegrass Festival
- Paso Robles Wine Festival
- Paso Robles CAB Collective
- Paso Robles Rotary Winemakers' Cookoff

Upwards of 42,000 people have been reached through these timeline contests, with more than 3,000 likes/comments/shares.

Post Details Reported stats may be delayed from what appears on posts X

TravelPaso with Joe Thomas

October 8 at 5:30pm · 🌐

FAN CONTEST!! **WIN 2 Night Hotel Stay in Paso Robles .**

Have you visited Paso Robles recently? If so, please tell us the five adjectives that you feel best describe Paso.

We'll randomly select a winner from all entries. Visit our page on October 13 to see if you've won a 2 night stay in beautiful Paso Robles!






7,912 people reached

Boost Post

Like · Comment · Share · 🍷 152 🗨️ 187 ➦ 22

7,912 People Reached

396 Likes, Comments & Shares

178 <small>Likes</small>	152 <small>On Post</small>	26 <small>On Shares</small>
194 <small>Comments</small>	188 <small>On Post</small>	6 <small>On Shares</small>
24 <small>Shares</small>	22 <small>On Post</small>	2 <small>On Shares</small>

585 Post Clicks

208 <small>Photo Views</small>	0 <small>Link Clicks</small>	377 <small>Other Clicks 📱</small>
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NEGATIVE FEEDBACK

3 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Social Sentiment Audit

Augustineldeas conducted an audit of social sentiment on Travel Paso's Tripadvisor account, and to date there have been 14,993 reviews of Paso Robles. Of those reviews, hotel properties have received 6,356 reviews. These hotels have received highly favorable reviews from consumers, and here is a snapshot of social sentiment:

Hotel Name	Number of Reviews	Stars (out of 5)
The Oaks Hotel	287	4.5
La Quinta Inn & Suites	475	4.5
Hotel Cheval	196	4.5
Adelaide Inn	464	4.5
Best Western Plus Black Oak	390	4.5

Public Relations Analytics

Overview

Augustineldeas successfully delivered and executed an effective public relations strategy and tactics 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 created consistent, top of mind brand awareness within multiple target markets.

Press Releases and Themed Program Support

Each quarter, our team coordinated with the TPRA and partners to create a list of "What's New" information to pitch to targeted media publications and journalists. This year, the team successfully distributed and pitched three "What's New" releases on the Web.

Media Pitching and Press Visits

Reactive and proactive pitching has been one of our most successful tactics supporting the objectives of the TPRA. Increasing brand awareness for Paso Robles has allowed for a variety of feature stories and positive media coverage promoting the destination.

- Topic pitches to media: 282

Familiarization (FAM) Tours

Two media FAM tours were coordinated and executed on behalf of TPRA:

- June 18-20, 2014
 - Nine (9) media attendees from 8 different outlets participated
 - 17 Paso partners (restaurants, hotels, tour companies) participated
- October 7-9, 2014
 - Three (3) media attendees from two (2) different outlets participated, with additional follow up interviews
 - 16 Paso partners (restaurants, hotels, tour companies) participated
 - Total media impressions: 1,395,297 with a spread of 252,962

Public Relations Measurements and Results:

- Editorial placements: 416
- Earned media impressions: 967,662,363
 - Augustineldeas was tasked with a benchmark of 200 million media impressions over a 12-month period. At the time of this report, we are tracking 767,662,363 impressions above and beyond that benchmark; an increase of 79%. We are also tracking at a 33% increase year over year in media impressions, with an additional three (3) months left to further increase that percentage within the current fiscal year.

THE HUFFINGTON POST
BREAKING NEWS AND OPINION

THE SACRAMENTO BEE

San Francisco Chronicle

The Washington Times

SFGate

Forbes
TRAVEL GUIDE

Here are some examples of the stories placed to date:

Examiner.com

<http://www.examiner.com/article/sunset-savor-the-central-coast-discovering-halter-ranch>

KSBY.com

<http://www.ksby.com/news/runners-lace-up-shoes-for-harvest-marathon/>

Time.com

<http://time.com/3502965/beers-oktoberfest/>

The Tribune

<http://www.sanluisobispo.com/2014/10/01/3273656/the-collins-orchard-in-paso-robles.html>

NBC Bay Area

<http://www.nbcbayarea.com/blogs/worth-the-trip/Love-Day-in-San-Luis-Obispo-County-243376671.html>

NBC San Diego

<http://www.nbcsandiego.com/blogs/worth-the-trip/May-Merry-Paso-Wine-Festival-255733671.html>

Los Angeles Times

<http://www.latimes.com/food/dailydish/la-dd-escape-to-the-wine-country-for-these-late-april-events-20140411,0,6450334.story#axzz2zGIZ1M4r>

Business Insider

<http://www.businessinsider.com/awesome-summer-road-trips-around-the-country-2014-4#!KqTaw>

Theweek.com

<http://theweek.com/article/index/260634/8-great-weekend-getaways-that-wont-break-the-bank>

About.com

<http://gocalifornia.about.com/od/casanluisobispocounty/fl/Justin-Winery.htm>

ATOD Magazine

<http://atodmagazine.com/2014/06/12/thomas-hill-organics/>

Americantowns.com

<http://www.americantowns.com/ca/pasorobles/news/paso-robles-taste-of-downtown-offers-a-saturday-of-fine-cuisine-music-art-20153103>

Luxury Travel Magazine

<http://www.luxurytravelmagazine.com/news-articles/top-10-ways-to-experience-california-wine-country-22221.php>

Travel Paso Blog Results:

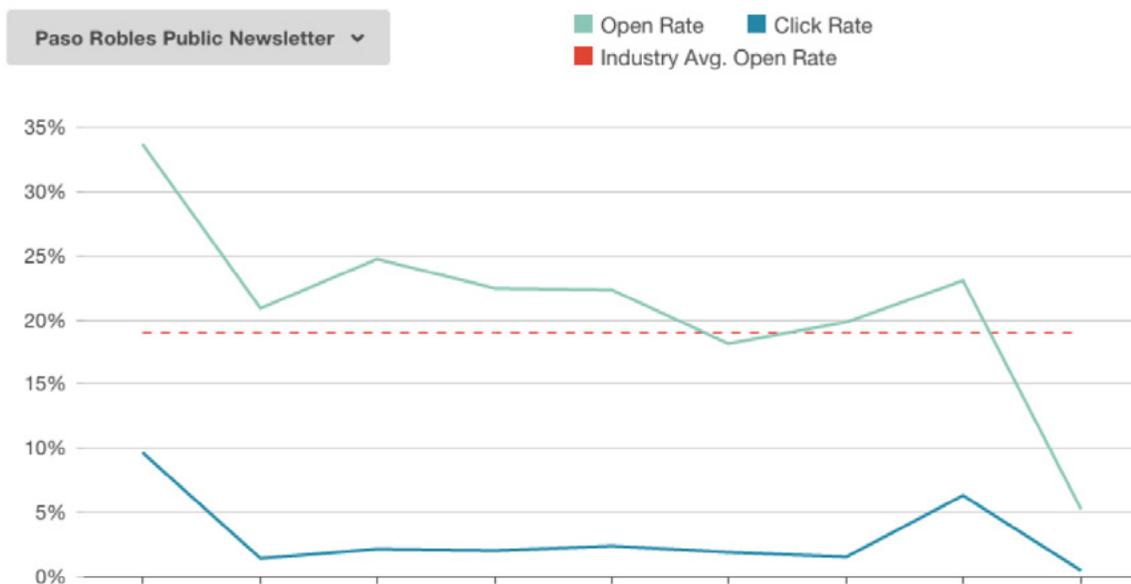
- Blogs written: 32
- Guest blogger content incorporated on a monthly basis

E-Marketing Analytics

Monthly Consumer Eblasts

Travel Paso’s monthly consumer e-newsletters have seen a 13% increase in distribution from 11,725 to 13,267 subscribers. We anticipate that this number will further increase over the final three (3) months of this fiscal year, and will increase significantly due to the email sign-ups collected during Sunset’s SAVOR the Central Coast event with the use of the interactive photo booth app. We are confident that we will meet the benchmark set forth of a 25% increase in distribution.

The industry average for an open rate of emails is 18.96%, and Travel Paso’s consumer e-newsletter is trending higher than the industry average with an open rate of 23.28%. The benchmark set forth was an increase of 25%, and with the recent update to the e-newsletter template, we are confident that we will be able to hit that benchmark during the final three (3) months of this fiscal year.

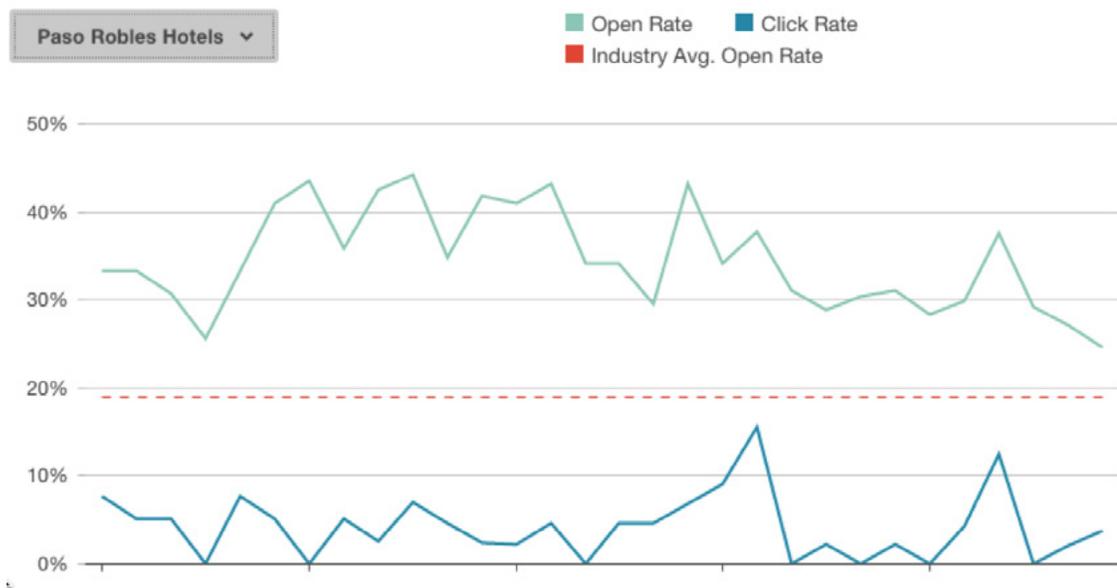


The monthly industry e-newsletters are currently trending at a 3% click-through rate (CTR). With the recent implementation of a new eblast template for the final three (3) months of this fiscal year, we should see that CTR increase.

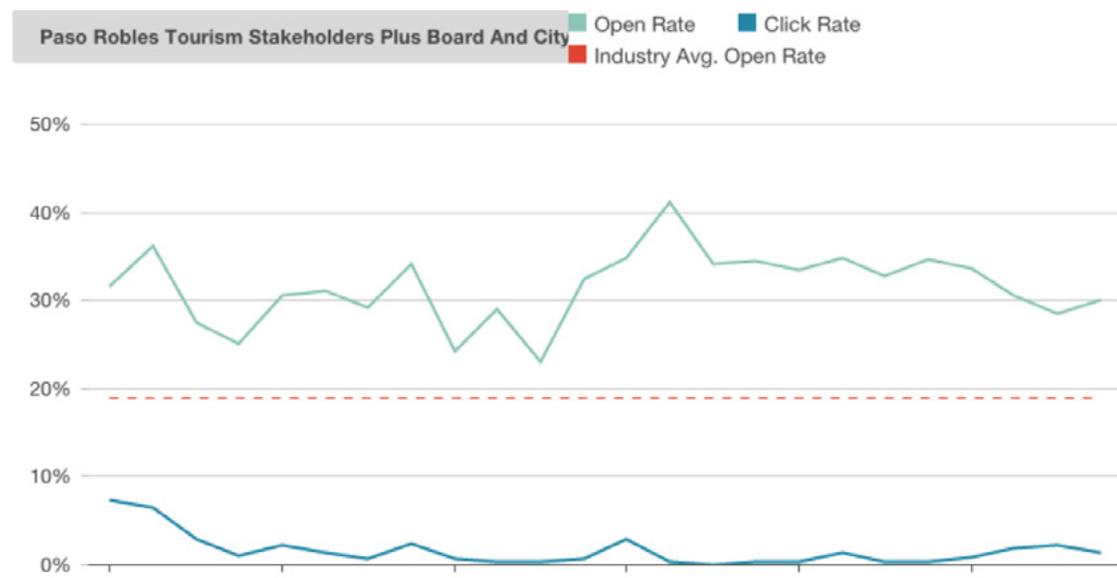
Weekly Industry Eblasts

In March, Travel Paso began their Weekly Wednesday Watch List email campaign. This weekly email campaign enabled Travel Paso to communicate with hotel and tourism partners about upcoming events and opportunities, with the list of recipients alternating every other week to be sent to just the hotel partners on the first and third Wednesdays, and to include the greater list of local travel and tourism partners (i.e.-restaurants, wineries, tour companies, etc.) on the second and fourth Wednesdays.

The open rate for these emails has far exceeded the industry average of 18.96%. To date, with our Paso Robles Hotels list, we have seen an open rate of 34.6% and a CTR of 4.15%.



Our Hotel and Tourism Partner list has also seen an increase with an open rate of 32.5% and a CTR of 0.79%.



Tour and Travel Trade Shows

Travel Paso assisted Destination Manager Amanda Diefenderfer with marketing materials for her attendance and participation at the following shows:

- NTA, Los Angeles, January 2014
- Visit California Outlook Forum, Pasadena, February 2014
- Visit California Media Event, New York, March 2014
- International Pow Wow (IPW), Chicago, April 2014
- Sunset SAVOR the Central Coast, September 2014

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.

- Visit California
- Visit San Luis Obispo County
- City of Paso Robles
- Paso Robles Wine Country Alliance (PRWCA)
- Paso Robles Chamber of Commerce
- Paso Robles Main Street Association
- Hearst Castle