

MARKETING REPORT - APRIL '24

Owned

- Website
 - Sessions: 34k (5.6%) | New Users: 31k (4%) | Pageviews: 44k (7.7%)
- Email Newsletters
 - Leisure: 1 email | Meetings: 2 emails | Advocacy: 3 emails
 - Avg. Open Rate: 43.6% | Avg. CTR: 5.5%
- Social Media
 - Facebook: 27k likes | 28,614 followers | 83.3k reach (19.4%)
 - Instagram: 6.4k reach (57.6%) | 4.8k followers (17.4%)

Earned

- Media Features
 - The Grapevine Independent | [Holi Festival Celebrates Arrival of Spring](#) | April 2024
 - Visit California | [Generational Travel in California](#) | April 2024
 - USA Today 10Best | [California Gold Country Road Trip Planner](#) | April 2024
 - TravelPulse | [Where to Travel in May 2024](#) (featuring California Mermaid Convention) | April 2024
 - Pride Journeys | [Your LGBTQ+ Road Trip Gets Quirkier in Rancho Cordova, CA](#) | April 2024

Paid

- Meta Ads
 - Impressions: 137,658 | Reach: 73,547 | Clicks: 3,905 | CPC: \$0.26
- Search Engine Marketing (SEM)
 - Impressions: 126,958 | Clicks: 4,313 | CTR: 3.4%