



Monthly Report

Reporting Period is set to *Previous Month*



SEM Overview

SEM CTR, MoM

5.8%

↘ -10%

SEM Clicks, MoM

4,915

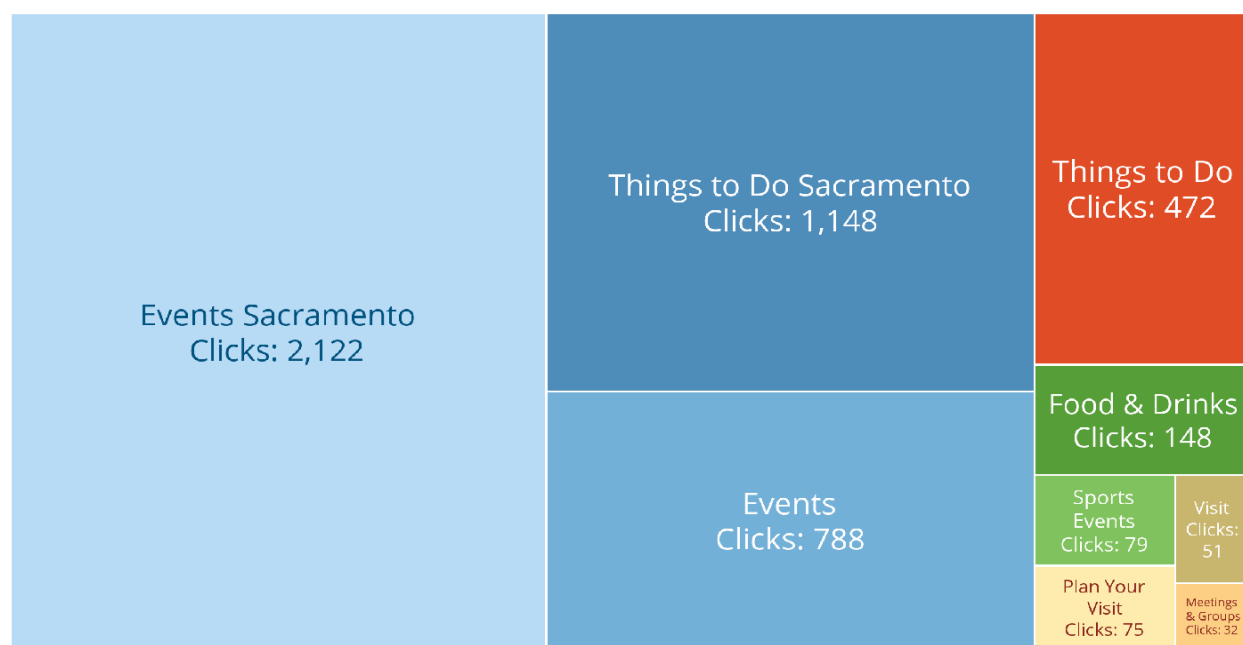
↗ 1%

SEM Impressions, MoM

84,615

↗ 13%

SEM - Clicks by AdGroup



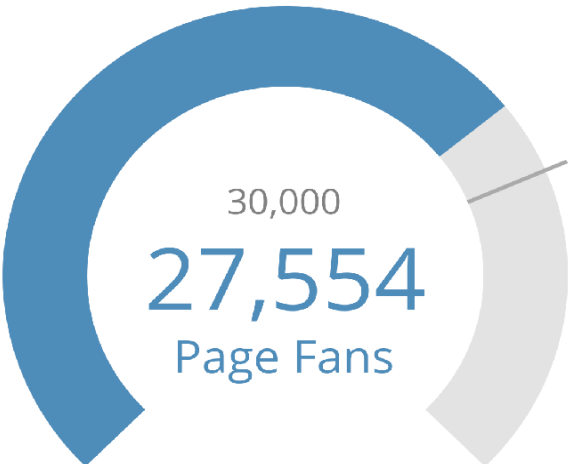
SEM KPIs

85,521 Clicks

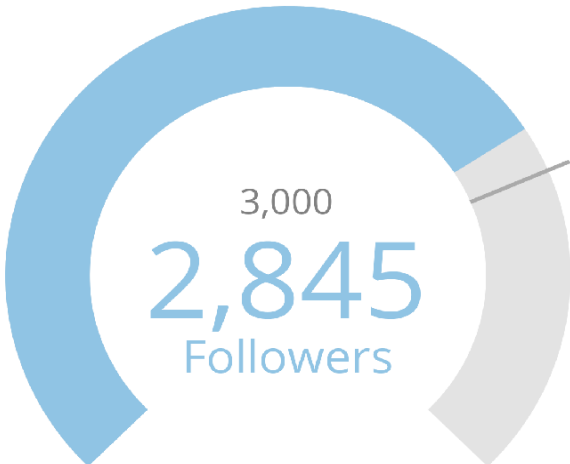
platform_date	Clicks	Impressions	CTR
2023-Jun	5,189	77,185	6.72%
2023-May	4,915	84,615	5.81%
2023-Apr	4,868	75,164	6.48%
2023-Mar	5,091	68,358	7.45%
2023-Feb	4,736	63,141	7.50%
2023-Jan	3,872	62,234	6.22%
2022-Dec	3,254	45,588	7.14%
2022-Nov	4,975	62,207	8.00%
2022-Oct	5,321	81,512	6.53%
2022-Sep	5,299	66,956	7.91%
2022-Aug	5,014	74,654	6.72%
2022-Jul	4,558	85,313	5.34%

In June 2023, Events and Things to Do Sacramento, were the top performers with Events coming in at 788 clicks and Things To Do coming in at 472 clicks. Our Click Through Rate saw lower levels compared to last month at 5.8% while our SEM clicks saw an increase at 4, 915 clicks. Our impressions improved 13% month over month at 84,615.

Social Media Stats



FACEBOOK



TWITTER



INSTAGRAM

In June 2023, our social media statistics saw nearly 100 more fans on our Facebook and twitter pages, with a maintained number of Instagram followers.

Website Traffic

Source: Google Analytics

Sessions
56,742
 ↗ 16%

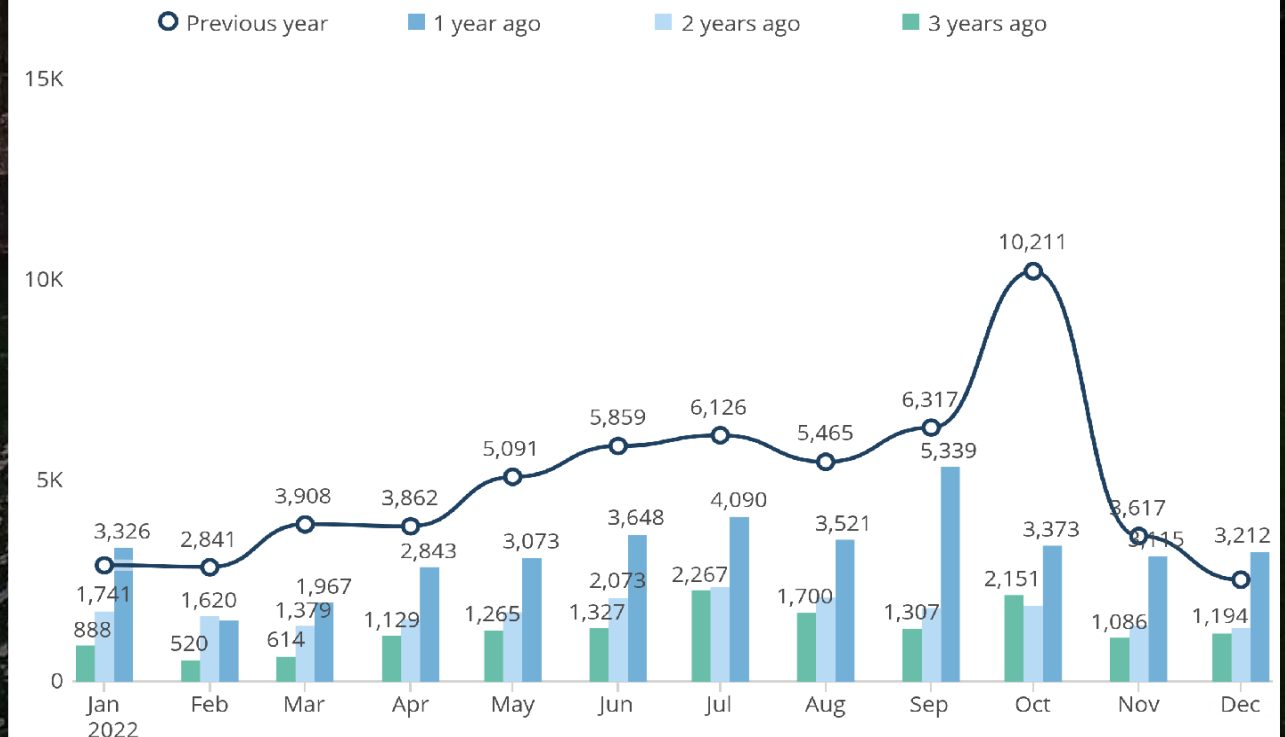
New Users
48,598
 ↗ 13%

Pageviews
71,290
 ↗ 13%

KPIs, Top 10 Pages

Page	Sessions	Pageviews	New Users	Bounce rate
/taking-it-in/	5,094	6,303	4,075	88%
/browse?test=true	2,965	2,970	2,964	100%
/events/	2,768	3,661	2,470	74%
/things-to-do/	1,777	2,492	1,604	75%
/meetings/	1,652	1,800	1,382	97%
/where-to-stay/	1,357	1,622	1,135	96%
/things-to-do/outdoors-activities/	1,100	1,253	897	97%
/	1,012	1,691	732	63%
/blog/guide-barrel-district-craft-beverage-haven-heart-californias-gold-country/	869	921	679	96%
/browse	803	1,056	698	96%

Organic Sessions, YTD (Compared to Last 3 Years)

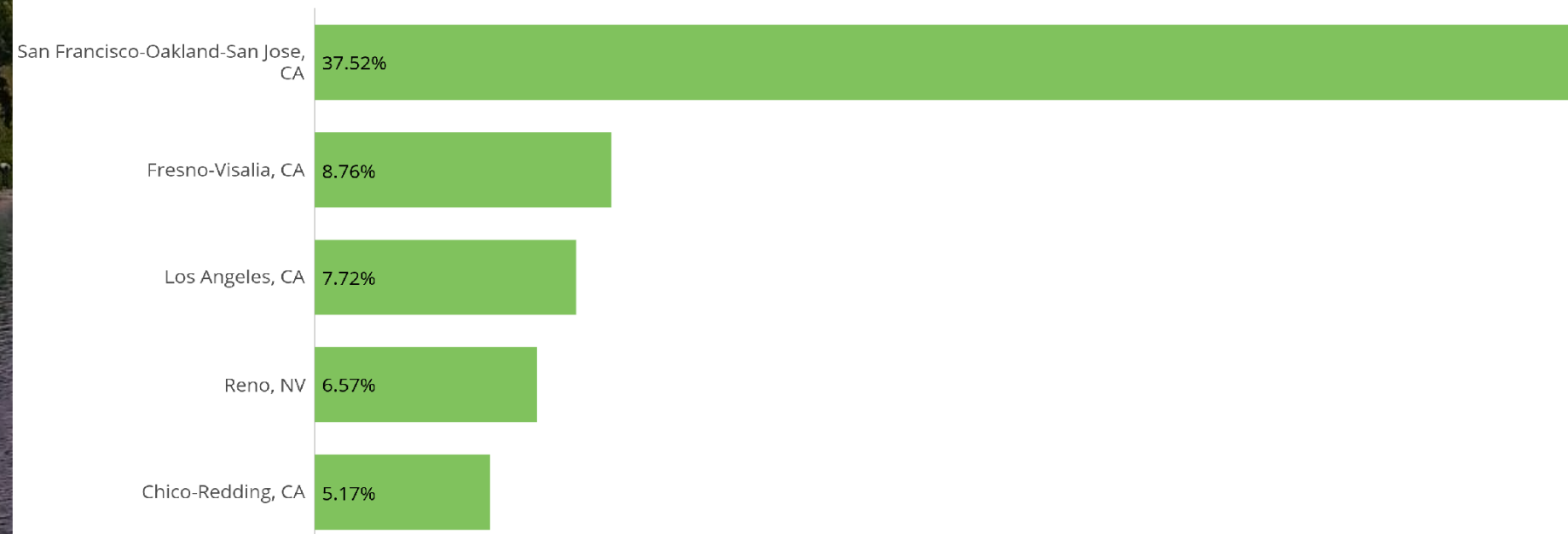


In June 2023, our website traffic saw an increase across the board, with nearly 57k sessions (up 16%), nearly 49k in new users (up 13%), and over 71k pageviews (up 13%). Our top page performers include taking it in, Events, things to do, meetings, where to stay, things to do outdoors, and our how to barrel district blog.

Visitation Overview

Previous month | Source: Near

Top 5 DMAs



Hotel & Lodging Overview

Latest reported mo. | May, 2023

RevPAR

YoY, Source: STR

\$84.96 ▼ **-2%**

OCCUPANCY RATE

YoY, Source: STR

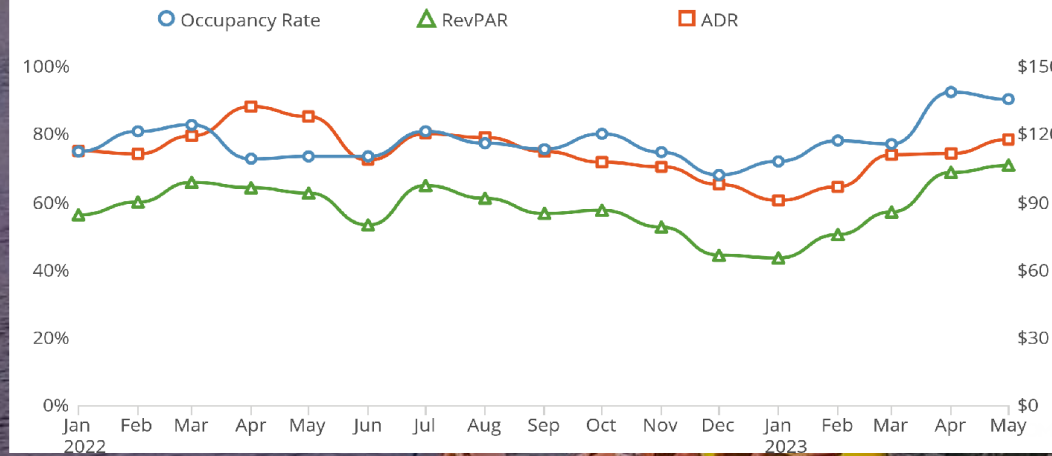
67% ▼ **-8%**

ADR

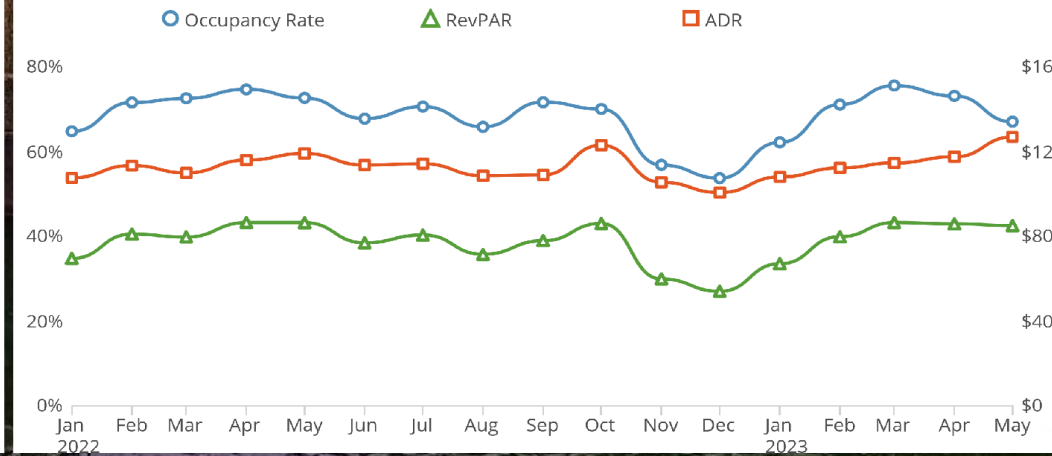
YoY, Source: STR

\$126.83 ▲ **7%**

Short-Term Rental KPIs (Source: Key Data)



Hotel Lodging KPIs (Source: Smith Travel Research)



Short Term Rental Monthly Performance

Date	Occ	ADR	RevPAR	Occ. YoY %	ADR YoY %	RevPar YoY %
2023-May	91%	\$117.33	\$116.16	23%	-8%	13%
2023-Apr	93%	\$111.16	\$104.53	27%	-16%	7%
2023-Mar	78%	\$110.31	\$86.17	-7%	-7%	-13%
2023-Feb	79%	\$95.75	\$75.69	-3%	-13%	-16%
2023-Jan	72%	\$90.59	\$65.39	-4%	-19%	-23%
2022-Dec	69%	\$97.17	\$66.56	-19%	-8%	-25%
2022-Nov	75%	\$104.67	\$79.00	-13%	10%	-5%
2022-Oct	81%	\$107.09	\$86.41	-10%	5%	-6%
2022-Sep	76%	\$111.70	\$85.07	-16%	8%	-9%
2022-Aug	78%	\$117.76	\$92.02	-16%	7%	-10%

STR Monthly Performance

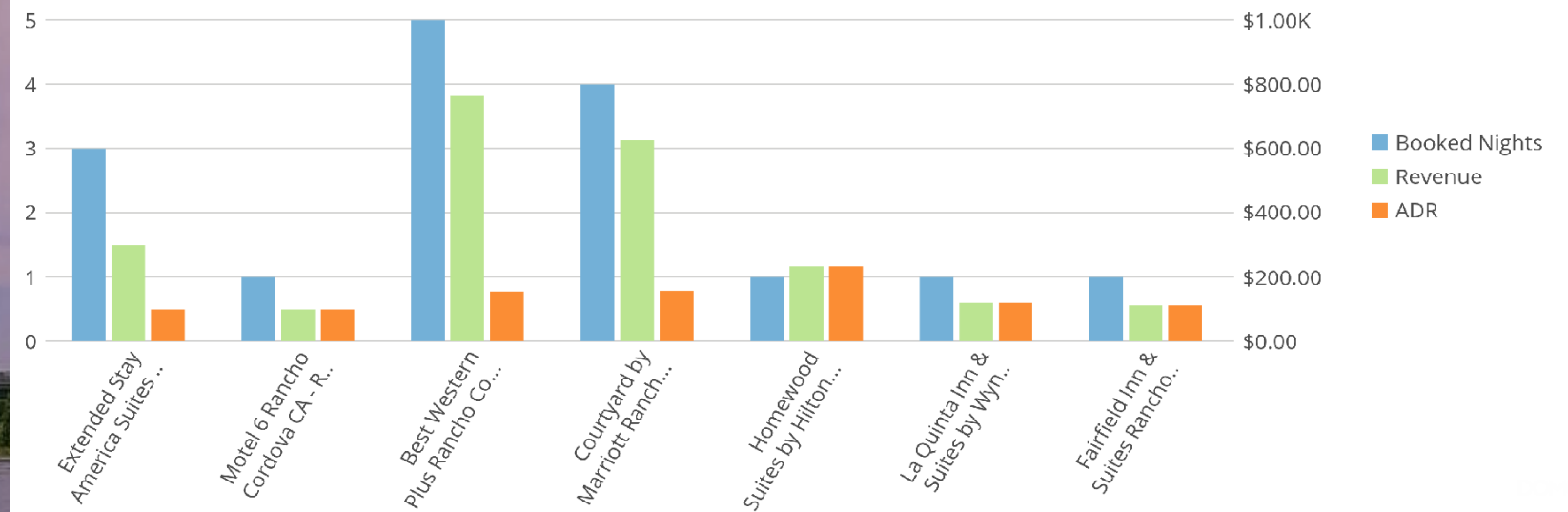
Date	Occ	ADR	RevPAR	Occ. YoY %	ADR YoY %	RevPar YoY %
2023-May	67%	\$126.83	\$84.96	-8%	7%	-2%
2023-Apr	73%	\$117.40	\$85.79	-2%	1%	-1%
2023-Mar	76%	\$114.45	\$86.43	4%	4%	8%
2023-Feb	71%	\$112.27	\$79.74	-1%	-1%	-2%
2023-Jan	62%	\$107.92	\$67.04	-4%	0%	-4%
2022-Dec	54%	\$100.63	\$54.01	-23%	-5%	-27%
2022-Nov	57%	\$105.40	\$59.89	-21%	0%	-21%
2022-Oct	70%	\$122.84	\$85.97	-7%	7%	-1%
2022-Sep	72%	\$108.90	\$77.94	-11%	1%	-10%
2022-Aug	66%	\$108.54	\$71.38	-17%	3%	-14%

Booking Engine Reservations

9 Reservations

Booking Date	LOS	ADR	Revenue
2023-Jan	1	\$113.00	\$113.00
2023-Feb	5	\$165.88	\$784.95
2023-Mar	4	\$156.75	\$627.00
2023-Apr	2	\$166.24	\$332.48
2023-May	4	\$99.66	\$398.96
GRAND TOTAL	16	\$136.96	\$2,256.39

Rancho Cordova, CA - Reservations by Property



Hotel Referrals by Property

149 Total Referrals

Property	Referrals	Chart
towneplace-suites-sacramento-rancho-cordova	6	
sacramento-marriott-rancho-cordova	11	
residence-inn-by-marriott-sacramento-rancho-cordova	8	
hyatt-place-sacramento-rancho-cordova	8	
fairfield-inn-suites-rancho-cordova	11	
homewood-suites	10	
courtyard-by-marriott-rancho-cordova-sacramento	25	
california-inn-suites-rancho-cordova-sacramento	9	
hampton-inn-rancho-cordova	7	
doubletree-suites-by-hilton-hotel-sacramento-rancho-cordova	4	
comfort-inn-suites-rancho-cordova-sacramento	8	
days-inn-suites-by-wyndham-rancho-cordova	3	
la-quinta-inn-suites-by-wyndham-rancho-cordova-sacramento	12	
holiday-inn-rancho-cordova-an-ihg-hotel	5	
hometowne-studios-by-red-roof-rancho-cordova	3	