



Monthly Report

Reporting Period is set to *Previous Month*



SEM Overview

SEM CTR, MoM

7.5%

↗21%

SEM Clicks, MoM

4,925

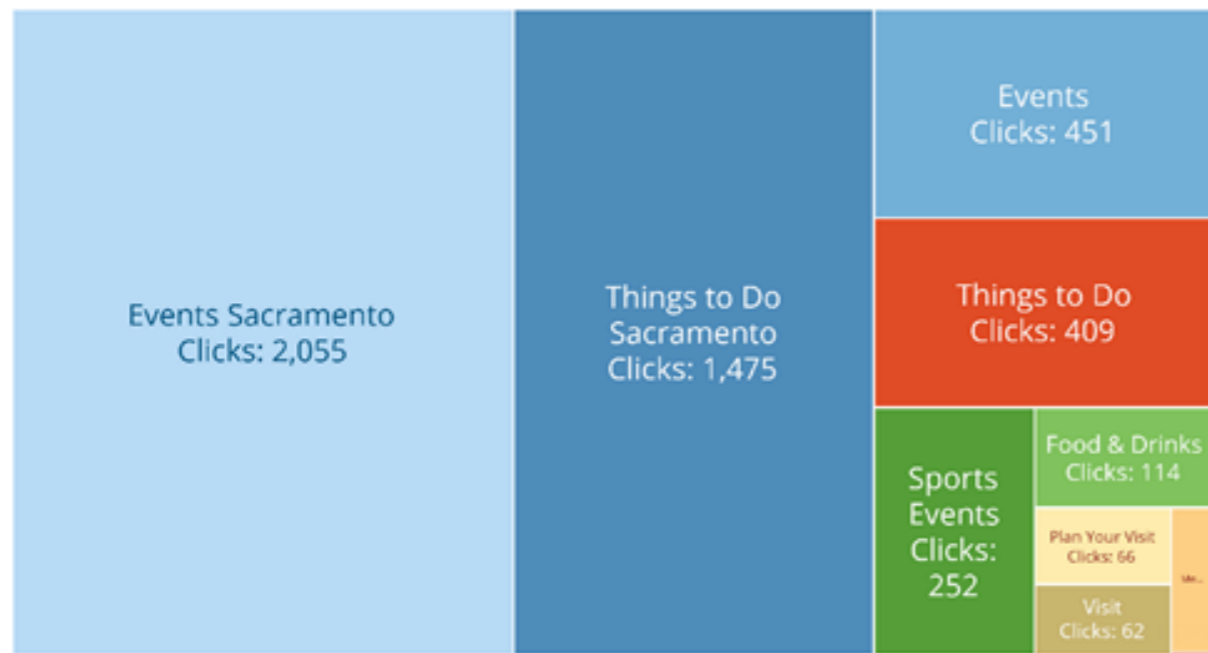
↗4%

SEM Impressions, MoM

66,231

↗5%

SEM - Clicks by AdGroup



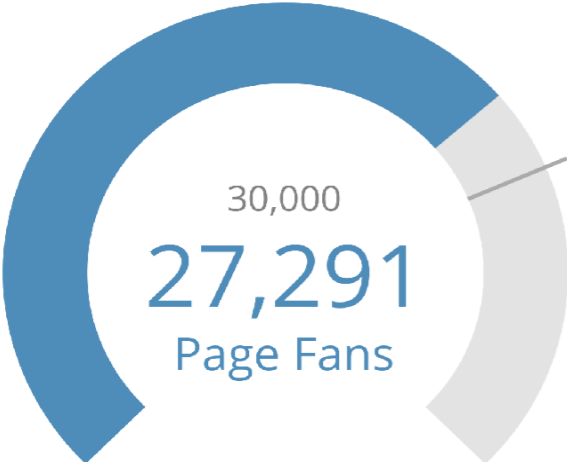
SEM KPIs

70,383 Clicks

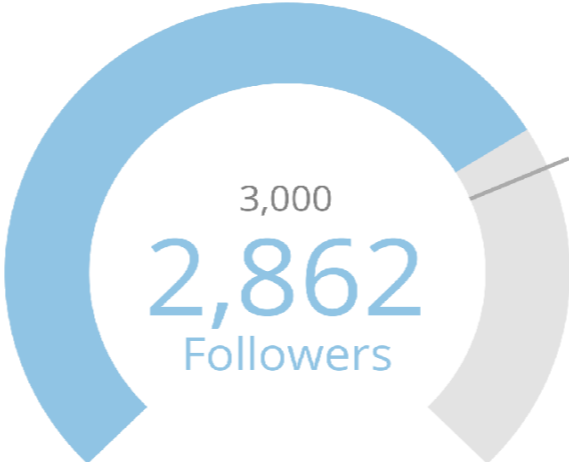
platform_date	Clicks	Impressions	CTR
2023-Mar	4,925	66,231	7.44%
2023-Feb	4,736	63,141	7.50%
2023-Jan	3,872	62,234	6.22%
2022-Dec	3,254	45,588	7.14%
2022-Nov	4,975	62,207	8.00%
2022-Oct	5,321	81,512	6.53%
2022-Sep	5,299	66,956	7.91%
2022-Aug	5,014	74,654	6.72%
2022-Jul	4,558	85,313	5.34%
2022-Jun	2,781	62,804	4.43%
2022-May	4,574	83,067	5.51%
2022-Apr	4,754	75,461	6.30%
2022-Mar	4,287	53,528	8.01%

In March 2023, the Events and Things to Do pages for Rancho Cordova and Sacramento were the top performers with Events Sacramento outperforming with 2,055 clicks. Our Click Through Rate was similar to February with 7.4% and a Month over month increase of 4-5% in our clicks and impressions. Compared to last year, our KPI outperformed with over 10k more impressions.

Social Media Stats



FACEBOOK



TWITTER



INSTAGRAM

In March 2023, our social media statistics saw maintained levels with Facebook and Instagram seeing a slight increase and Twitter hovering at a maintained follower count around 2,800.



Website Traffic

Source: Google Analytics

Sessions
24,815
↗79%

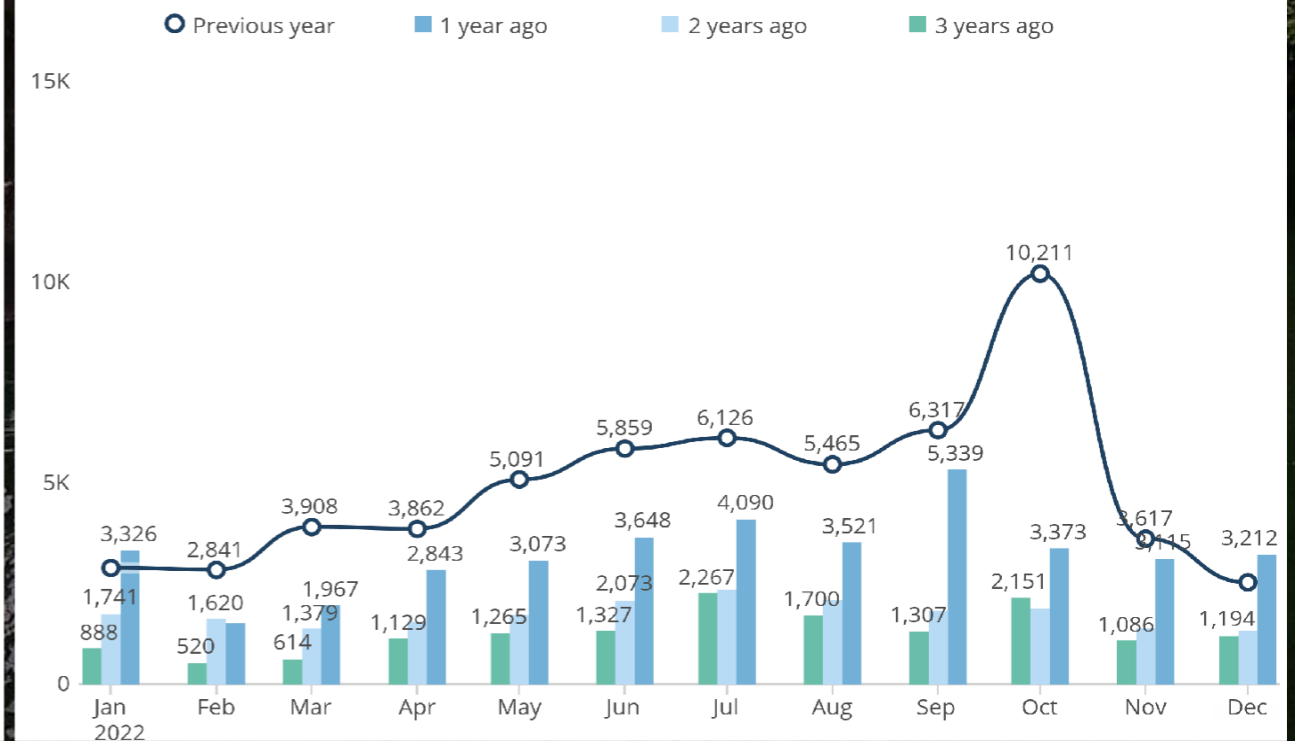
New Users
21,759
↗85%

Pageviews
33,715
↗61%

KPIs, Top 10 Pages

Page	Sessions	Pageviews	New Users	Bounce rate
/where-to-stay/	4,937	5,336	4,243	96%
/things-to-do/	2,559	3,035	2,344	79%
/meetings-groups/	2,110	2,237	1,996	97%
/events/	1,954	2,393	1,796	80%
/taking-it-in/	1,059	1,154	981	92%
/	884	1,212	669	61%
/food-drink/breweries-distilleries/barrel-district-passport/	843	910	796	94%
/browse	803	2,945	789	86%
/events/annual-events-holidays/	187	379	161	78%
/events/righting-a-wrong-japanese-americans-wwii-saturdays-at-the-macc/	181	238	111	61%

Organic Sessions, YTD (Compared to Last 3 Years)

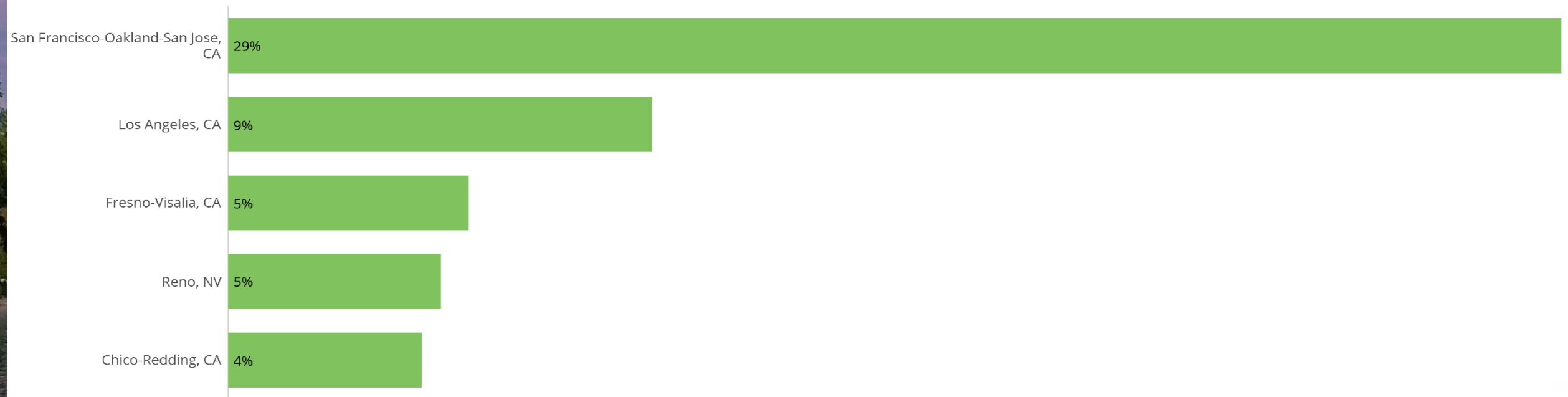


In March 2023, our website traffic saw a significant increase across the board, with over 24k in sessions, over 21k in new users, and over 31k in page views with each category seeing over a 50% increase year over year. Additionally, our sessions, new users, and page views all saw a 1k-3k increase over January and February. Our where to stay, things to do, meeting groups, events, and taking it in pages came in our top 5 with food-drink/breweries-distilleries/barrel-district-passport/, righting a wrong at the MACC, and our annual events filling the rest of our top ten.

Visitation Overview

Source: Near

Top 5 DMAs



Hotel & Lodging Overview

RevPAR

YoY, Source: STR

OCCUPANCY RATE

YoY, Source: STR

ADR

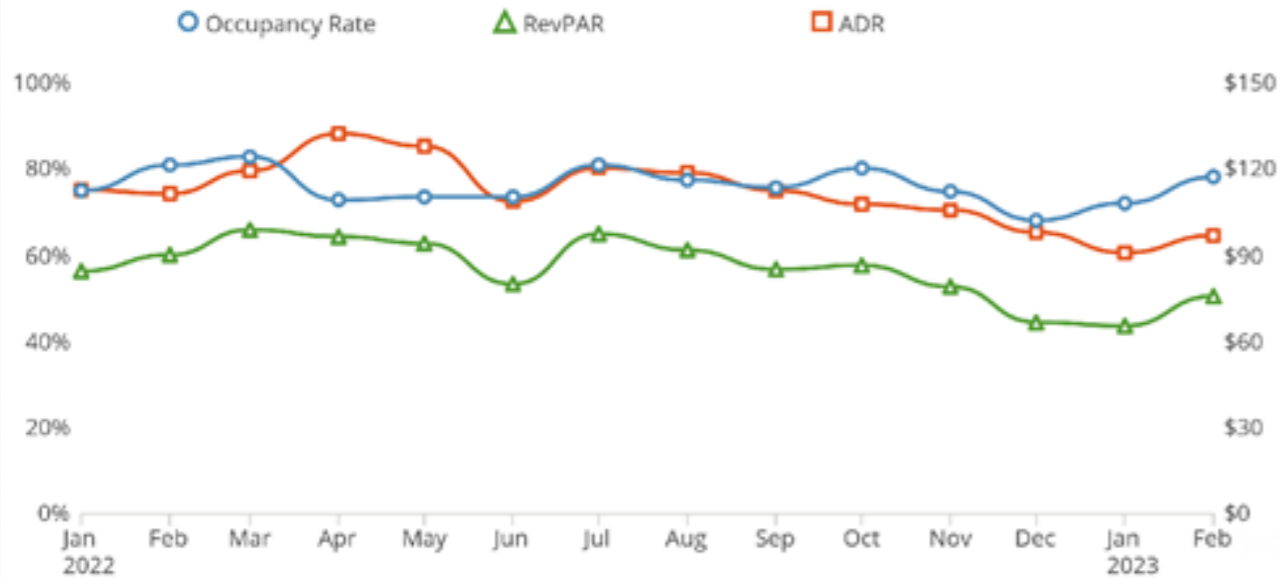
YoY, Source: STR

\$79.74 ▼ -2%

71% ▼ -1%

\$112.27 ▼ -1%

Short-Term Rental KPIs (Source: Key Data)



Hotel Lodging KPIs (Source: Smith Travel Research)

