



# Monthly Report

Reporting Period is set to *Previous Month*



## SEM Overview

SEM CTR, MoM

6.5%

↘ -13%

SEM Clicks, MoM

4,868

↘ -4%

SEM Impressions, MoM

75,164

↗ 10%

SEM - Clicks by AdGroup



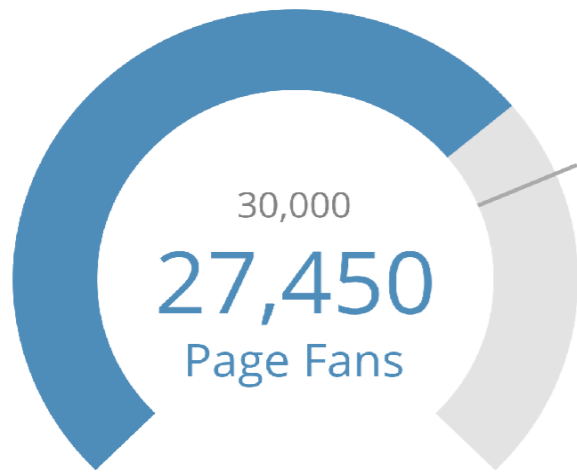
SEM KPIs  
80,204 Clicks

| platform_date | Clicks | Impressions | CTR   |
|---------------|--------|-------------|-------|
| 2023-May      | 4,787  | 82,252      | 5.82% |
| 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% |
| 2022-Jun      | 2,781  | 62,804      | 4.43% |
| 2022-May      | 4,574  | 82,067      | 5.51% |

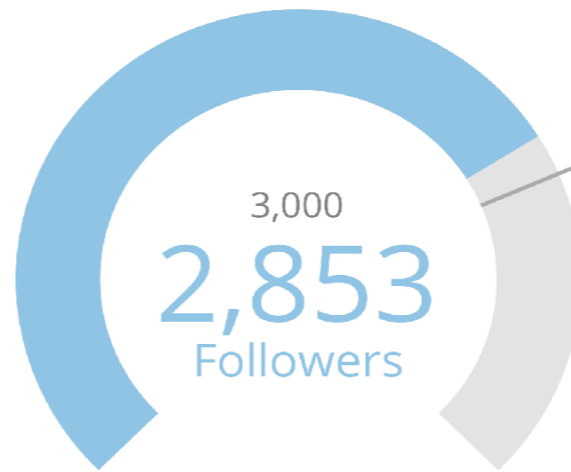
In May 2023, Events and Things to Do Sacramento, were the top performers with Events coming in at 722 clicks and Things To Do coming in at 632 clicks. Our Click Through Rate and SEM clicks had lower levels compared to last month at 6.5% and 4,868 clicks while our impressions improved over 10% month over month at 75,164%



## Social Media Stats



FACEBOOK



TWITTER



INSTAGRAM

In May 2023, our social media statistics saw nearly 100 more fans on our Facebook page, maintained twitter followers, and 100 more Instagram followers.



# Website Traffic

Source: Google Analytics

**Sessions**  
54,750  
↗ 179%

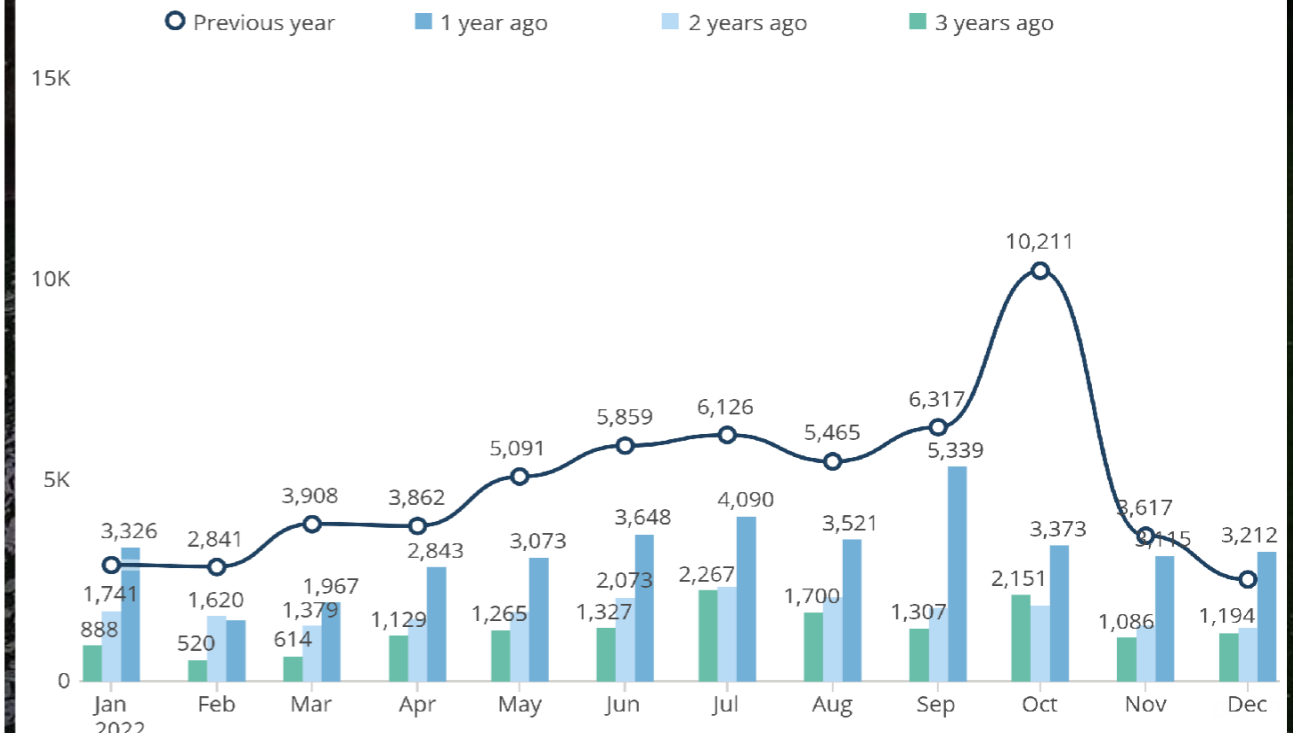
**New Users**  
46,226  
↗ 182%

**Pageviews**  
71,047  
↗ 137%

## KPIs, Top 10 Pages

| Page                               | Sessions | Pageviews | New Users | Bounce rate |
|------------------------------------|----------|-----------|-----------|-------------|
| /taking-it-in/                     | 11,788   | 15,087    | 9,066     | 88%         |
| /where-to-stay/                    | 4,001    | 4,386     | 3,057     | 97%         |
| /browse?test=true                  | 2,833    | 2,833     | 2,832     | 100%        |
| /things-to-do/                     | 2,368    | 3,072     | 2,181     | 75%         |
| /events/                           | 2,315    | 2,989     | 2,084     | 76%         |
| /                                  | 1,157    | 1,849     | 869       | 61%         |
| /meetings/                         | 962      | 1,126     | 887       | 96%         |
| /california-capital-airshow/       | 432      | 752       | 361       | 80%         |
| /events/kids-day-in-the-park-2023/ | 312      | 431       | 226       | 80%         |
| /blog/california-capital-airshow/  | 237      | 982       | 193       | 75%         |

## Organic Sessions, YTD (Compared to Last 3 Years)



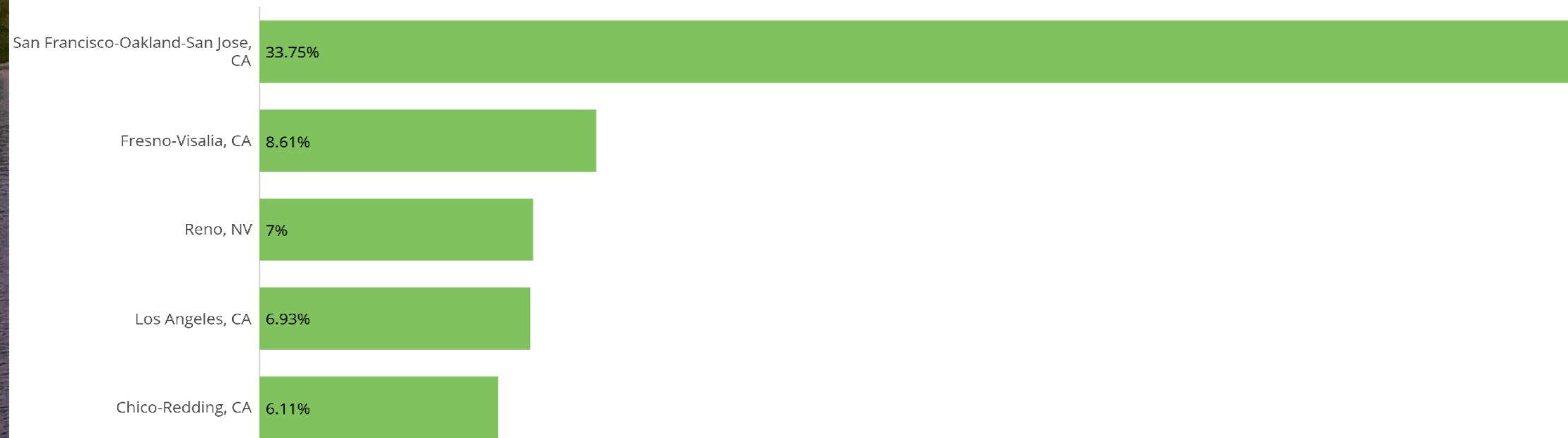
In May 2023, our website traffic saw a significant increase across the board, with nearly 55k sessions (up 179%), nearly 47k in new users (up 182%), and over 71k pageviews (up 137%). Our top page performers include taking it in, where to stay, things to do, events, meetings, California capital airshow, kids day event listing, and our California Capital Airshow blog.



# Visitation Overview

Previous month | Source: Near

## Top 5 DMAs





# Hotel & Lodging Overview

Latest reported mo. | Apr, 2023

## RevPAR

YoY, Source: STR

**\$85.79** ▼ **-1%**

## OCCUPANCY RATE

YoY, Source: STR

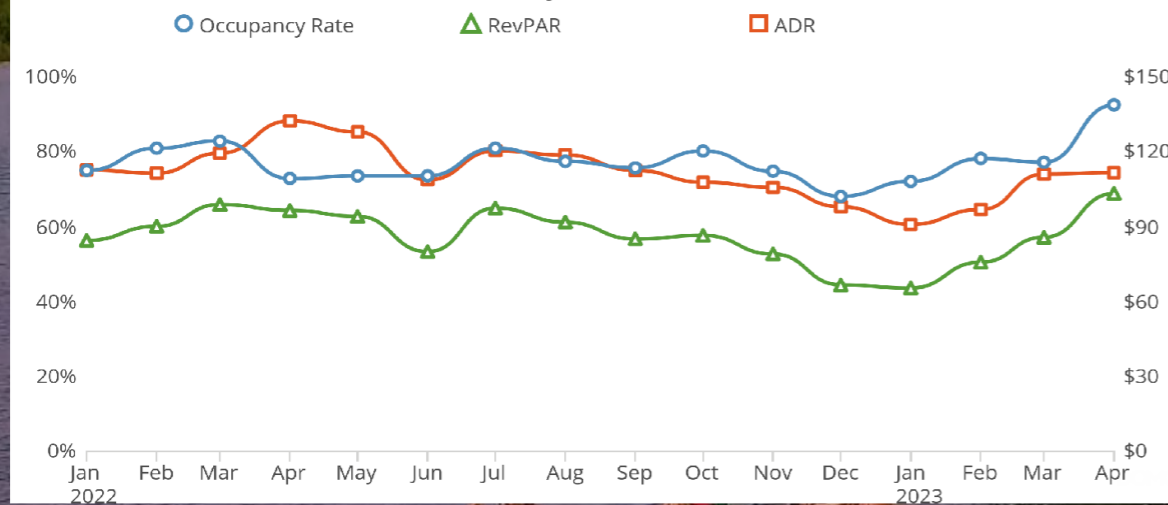
**73%** ▼ **-2%**

## ADR

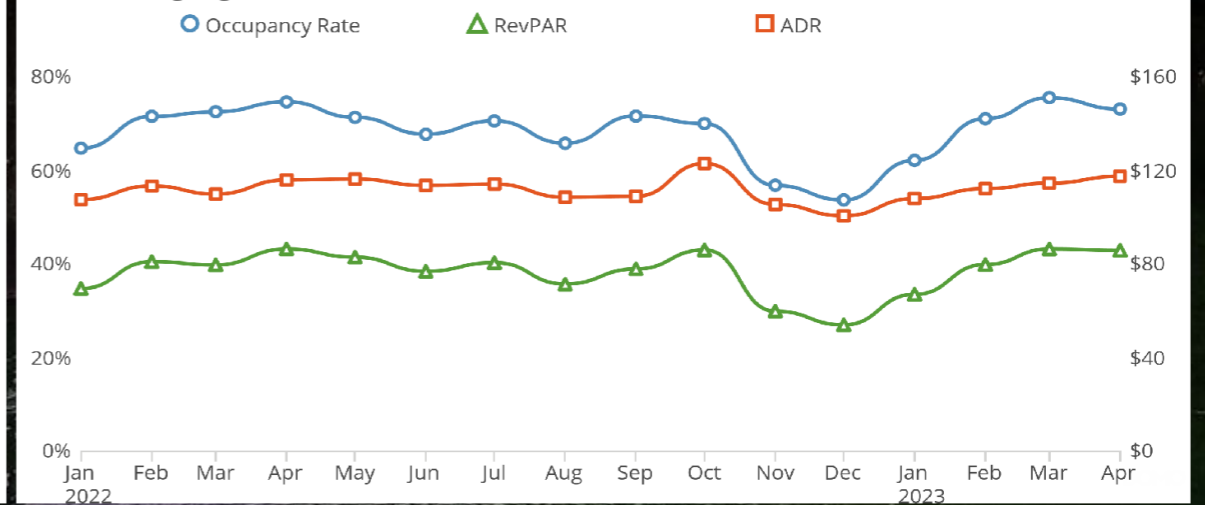
YoY, Source: STR

**\$117.40** ▲ **1%**

### 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-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%         |
| 2022-Jul | 81% | \$120.18 | \$97.72  | -10%       | 14%       | 3%           |

### STR Monthly Performance

| Date     | Occ | ADR      | RevPAR  | Occ. YoY % | ADR YoY % | RevPar YoY % |
|----------|-----|----------|---------|------------|-----------|--------------|
| 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%         |
| 2022-Jul | 71% | \$114.10 | \$80.50 | -7%        | 9%        | 2%           |

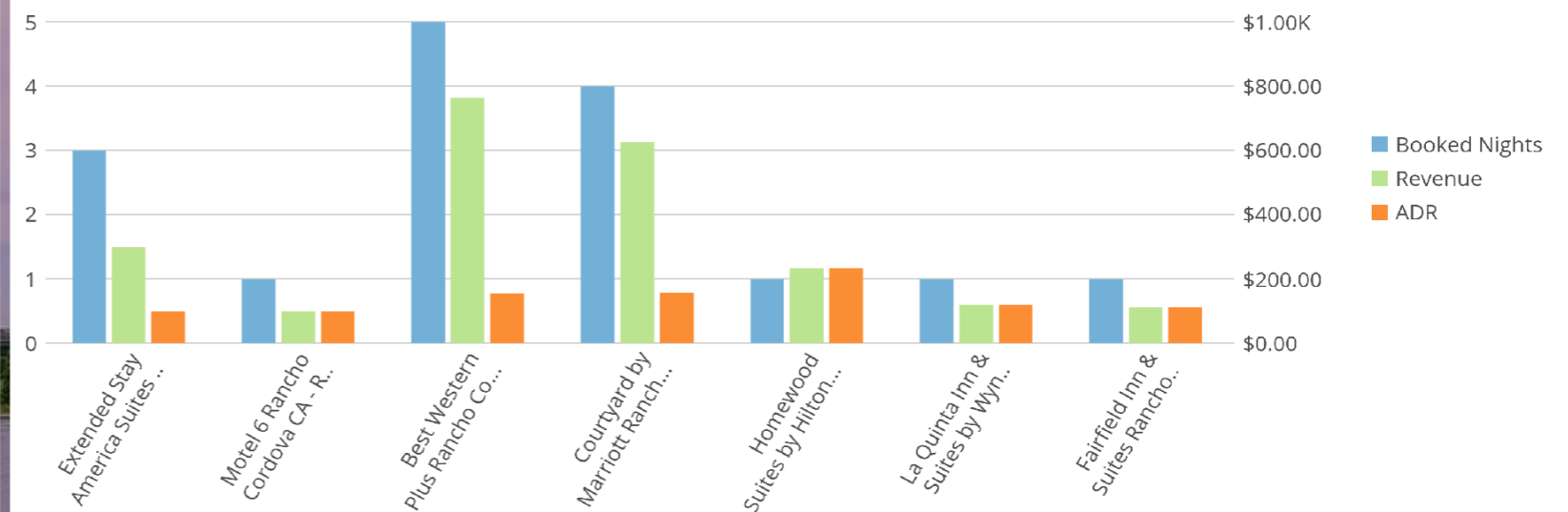


# Booking Engine Reservations

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          |
| <b>GRAND TOTAL</b> | <b>16</b> | <b>\$136.96</b> | <b>\$2,256.39</b> |

Rancho Cordova, CA - Reservations by Property



## Hotel Referrals by Property

149 Total Referrals

| Property  | Referrals | Chart |
|---|-----------|-------|
| towneplace-suites-sacramento-rancho-cordova                 | 6         |       |
| fairfield-inn-suites-rancho-cordova                         | 11        |       |
| courtyard-by-marriott-rancho-cordova-sacramento             | 25        |       |
| hyatt-place-sacramento-rancho-cordova                       | 8         |       |
| doubletree-suites-by-hilton-hotel-sacramento-rancho-cordova | 4         |       |
| hampton-inn-rancho-cordova                                  | 7         |       |
| sacramento-marriott-rancho-cordova                          | 11        |       |
| california-inn-suites-rancho-cordova-sacramento             | 9         |       |
| best-western-plus   | 12        |       |
| residence-inn-by-marriott-sacramento-rancho-cordova         | 8         |       |
| la-quinta-inn-suites-by-wyndham-rancho-cordova-sacramento   | 12        |       |
| homewood-suites   | 10        |       |
| holiday-inn-rancho-cordova-an-ihg-hotel                     | 5         |       |
| extended-stay-america-suites-sacramento-white-rock-rd       | 4         |       |
| comfort-inn-suites-rancho-cordova-sacramento                | 8         |       |