



BRAND CAMPAIGN: VISIT CARMEL'S "A STORYBOOK KIND OF PLACE"

GOALS

The overarching goals of Visit Carmel's FY23-24 brand refresh and integrated brand campaign was to (1) establish a brand position that sets Carmel-by-the-Sea apart from its competition and (2) create a brand message that invites visitors to transport themselves to another world in this charming, fairytale village-by-the-sea.

The new brand creative was inspired by our FY23-24 primary visitor research where we confirmed visitors LOVE to (1) explore Carmel's charming village with its hidden passageways and enjoy the amazing food, wine, art, and shopping.

(2) Visitors feel a sense of calm in the natural beauty and find joy discovering all the walkable things to do.

From a strategy and media standpoint, the primary goals were to (1) increase website traffic, especially the hotel specials landing page to drive direct hotel bookings, (2) increase hotel website referrals and direct booking ROI, (3) grow website traffic from top drive and fly markets, (4) increase YOY advertising and media performance across TV, CTV, and Digital, and (5) increase YOY City of Carmel Hotel Tax Collection TOT.

RESULTS

See the following pages.

RETURN ON INVESTMENT

Visit Carmel's FY23-24 brand campaign has helped generate record-breaking Return on Investment based on these two most accurate sources:

1.) FY23-24 Hotel Website Referral Bookings estimated at a record breaking \$6,376,821 ROI compared to the last seven years of data!

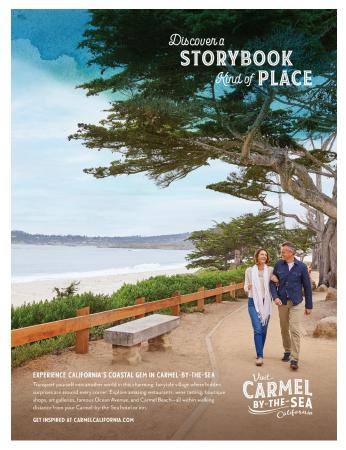
NOTE: The estimated ROI takes the total "Hotel Website Referrals" and applies this formula: 249,520 Total Referrals $\times 3.2\%$ Conversion = 7,985 Estimated Hotel Bookings $\times 798.60 Average Stay = \$6,376,821 ROI

2.) FY23-24 City of Carmel Hotel Tax Collection reported a record breaking +11.99% YOY increase in TOT for a total of \$8,347,682! This exceeds the last five years including record breaking 2021-22 that benefited from the pent-up demand due to the pandemic.

BUDGET RANGE

Medium - \$26K - \$500K

VISIT CARMEL'S INTEGRATED CREATIVE CAMPAIGN SETS IT APART FROM THE COMPETITION AND USES A MULTI-MEDIA MIX TO ACHIEVE RECORD BREAKING RESULTS IN FY23-24!



PRINT ADVERTISING

SOCIAL VIDEO, CAROUSELS & STATIC ADS

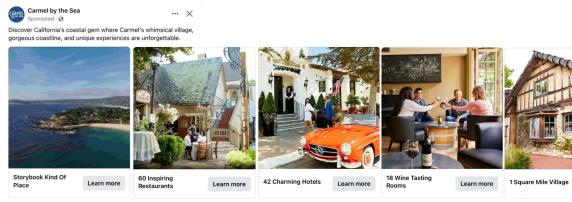




TV & CTV COMMERCIALS



DISPLAY ADS





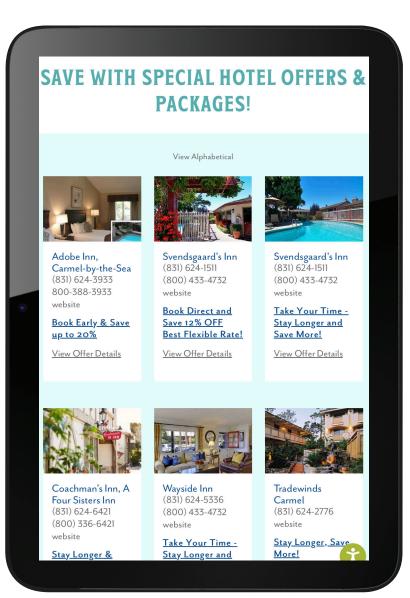
GOAL: INCREASE WEBSITE TRAFFIC, ESPECIALLY THE HOTEL SPECIALS LANDING PAGE TO DRIVE DIRECT HOTEL BOOKINGS



+17.0%

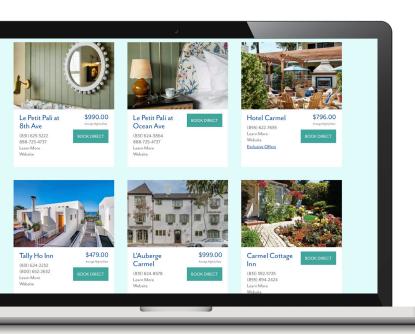
OVERALL NEW
WEBSITE USERS

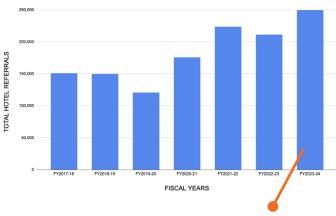
+561.9%
HOTEL SPECIALS
LANDING PAGE



GOAL: INCREASE HOTEL WEBSITE REFERRALS AND DIRECT BOOKING ROI

Visit Carmel's top priority is driving clicks from CarmelCalifornia.com to Carmel hotel websites and booking pages which convert into hotel bookings. This metric is referred to as "Hotel Website Referrals" and is tracked monthly. This fiscal year, website traffic broke a million visitors at 1,072,719 (an increase of 10% over FY23) resulting in 249,520 referrals.





+18.15% Web Referral Growth in FY24

FY24 Hotel Web Referrals set a new record with 249,520 referrals which generated an estimated \$6,376,821 Return On Investment*

The estimated ROI takes the total "Hotel Website Referrals" and applies this formula:

* 249,520 Total Referrals x 3.2% Conversion = 7,985 Estimated Hotel Bookings x \$798.60 Average Stay = \$6,376,821 ROI

FISCAL YEAR	JUL	AUG	SEP	ост	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	% CHANGE
FY2017-18	16,751	14,870	11,303	14,528	7,918	8,122	12,805	12,509	14,004	12,396	12,522	13,314	151,042	
FY2018-19	16,597	15,139	11,296	9,025	8,515	7,015	13,810	13,050	14,964	12,265	13,638	14,581	149,895	-0.76%
FY2019-20	14,724	12,945	10,518	9,304	7,647	9,053	12,669	14,082	5,406	2,677	5,641	16,251	120,917	-19.33%
FY2020-21	14,649	14,442	14,061	13,302	7,062	4,351	7,004	13,970	18,164	18,997	24,098	25,834	175,934	45.50%
FY2021-22	26,369	22,567	20,975	16,190	12,775	10,319	16,568	18,933	20,810	19,670	19,156	19,568	223,900	27.26%
FY2022-23	18,653	20,401	17,374	13,880	11,174	11,813	18,075	19,057	18,616	18,622	20,489	23,037	211,191	-5.68%
FY2023-24	25,961	24,514	20,494	16,598	12,640	12,971	25,287	21,016	22,475	21,421	21,285	24,858	249,520	18.15%

GOAL: INCREASE CITY OF CARMEL HOTEL TAX COLLECTION TOT

Record breaking +11.99% YOY increase in TOT for a total of \$8,347,682!

Receipts of Hostelry Tax - Bi-Monthly How much Hostelry Tax was collected by the City for the reporting period?												
Fiscal Year		Jul-Aug		Sep-Oct		Nov-Dec		Jan-Feb	Mar-Apr	May-Jun	Aı	nnual Total
2019-20	\$	1,607,409	\$	1,266,140	\$	847,588	\$	729,949	\$ 158,239	\$ 361,983	\$	4,971,308
2020-21	\$	962,111	\$	966,633	\$	520,075	\$	404,428	\$ 900,012	\$ 1,353,178	\$	5,106,437
2021-22	\$	1,904,207	\$	1,504,616	\$	1,109,537	\$	914,460	\$ 1,332,782	\$ 1,502,146	\$	8,267,749
2022-23	\$	2,030,271	\$	1,612,439	\$	947,605	\$	661,030	\$ 955,869	\$ 1,246,931	\$	7,454,145
2023-24	\$	1,951,202	\$	1,676,903	\$	1,060,305	\$	850,282	\$ 1,256,345	\$ 1,552,645	\$	8,347,682
% change vs LY		-3.89%		4.00%		11.89%		28.63%	31.43%	24.52%		11.99%



GOAL: GROW WEBSITE TRAFFIC FROM TOP DRIVE & FLY MARKETS

A majority of the brand campaign is targeted to the core California drive markets, however CTV and digital media allow Visit Carmel to grow fly market website visitors too. This year shows record breaking increases across our top website visitor markets:

1. 2.	San Jose Los Angeles	+83.65% +51.85%		
3.	San Francisco	+16.51%	SACRAMENTO ●	
4.	Sacramento	+34.22%	SAN FRANCISCO •	
5 .	Dallas	+67.60%	BAY AREA • SAN JOSE	
6.	San Diego	+35.23%		
7.	Phoenix	+59.73%		
8.	Seattle	+62.86%		
9.	New York	+47.34%		
10.	Denver	+106.76%		• LOS ANGELES

2024 HSMAI ADRIAN AWARDS - BRAND CAMPAIGN

• SAN DIEGO

GOAL: INCREASE YOY ADVERTISING AND MEDIA PERFORMANCE ACROSS TV, CTV, AND DIGITAL,

In FY24, broadcast TV media (linear) elevated our brand image on leading TV stations and programs in San Francisco, Los Angeles, and Sacramento with a +27.58% increase in impressions. What's more, the addition of Connected TV using Mountain (MNTN) expanded our reach to huge national audience.





28,760,612 **Impressions** +27.58%

1,814 **TV Spots** +109,22% **Custom Programs** +0.00%































mntn

5,673,047 **Impressions** New

5,508,168 100% Viewed Spots New

15,891 **Website Clicks** New



CALIFORNIA'S COASTAL GEM











TARGETED DIGITAL CAMPAIGNS DRIVE RESULTS & ATTRACT QUALITY VISITORS

Our digital-first media strategy is the #1 source for driving website traffic that converts into bookings. In FY24, the targeted digital ad campaigns increased YOY Impressions by +9.25% and YOY Clicks by +18.49% with a dramatic increase in YOY Social Media Engagements by +69.34% as a result of using more video creative.

Google facebook Instagram

73,845,356

Impressions

+9.25%

791,883

Clicks

+18.49%

5,975,210

Engagements

+69.34%

META AND GOOGLE CTAs ARE WELL ABOVE INDUSTRY STANDARD:

Meta Avg. CTA = 1.29 (Meta Industry standard 0.90% CTA)

Google Avg. CTA = 0.81 (Google Industry standard 0.10% CTA)





