

**2023 EOY RECAP**

# **EXPLORE MURRIETA**

# 2023 HIGHLIGHTS

# 2023 OVERVIEW

- **Strategic Approach** - Position Explore Murrieta as a hidden gem destination blessed with natural scenic beauty.
- **Flexible Planning** - Working with The Abbi Agency, we adopted a flexible plan for the year in light of unpredictable weather.
  - The rainy weather in Southern California benefited the destination, offering the opportunity for a Superbloom campaign but slowing down road travel.
- **Two Bandwango Campaigns** - Restaurant Month and Summer Trails Pass.
  - Gamification approach - showcase local eateries and hiking trails
- **Online Presence Enhancement and Community Building** - Enhancing Explore Murrieta's social media presence over time with quarterly content shoots; underwent website audit to identify opportunities for growth and improvement.



## KEY RESULTS

- **9M + Impressions** and a **5.9% average CTR** from search ads, surpassing the 2.18% industry average
- **211% increase in website traffic** from new users
- **51% increase in total media placements** earned quarter over quarter from PR outreach
- **135% increase in engagement** and **65% increase in followers** quarter over quarter from social media efforts
- **1,400+ sign-ups** and **700+ email opt-ins** from Bandwango passes





# CREATIVE OVERVIEW

## 2023 Quarterly Content Shoot Themes:

- Golfing
- Family Fun
- Food & Dining
- Breweries & Bars
- Hiking
- Camping/Stargazing
- Motocross

## Campaign Executions

- **Keep It Super Campaign:** Showcased the breathtaking phenomenon of the Super Bloom while promoting sustainable travel practices and positioning Murrieta as the central hub to stay, visit and experience the bloom.
- **Relax, It's Murrieta:** This campaign positions Murrieta as a destination where you can "dial down the stress and dial up the adventure or relaxation." In 2023, we used the newly gathered visual assets to update this evergreen campaign.
- **Bandwango Campaigns:** In addition to these efforts, we developed creative assets to accompany our mobile passports and social campaigns for Bandwango.



# 2023 SUPERBLOOM CAMPAIGN

After receiving an abundance of rainfall over the past year, the gorgeous wildflower Superbloom returned to the California hills for the first time since 2019. Even though it's an amazing sight to see, the last Superbloom was cut short due to large crowds of visitors trampling the wildflowers and causing traffic congestions.

With this in mind, we set out to showcase the breathtaking phenomenon of the Superbloom, all while promoting sustainable travel practices and positioning Murrieta as the central hub to stay, visit and experience the bloom.

## GOAL

- Position Murrieta as the central hub to stay, visit and experience the blooms
- Build awareness of Murrieta as Bloom Central and as an affordable getaway in SoCal's famous wine country
- Responsible and sustainable messaging and practices while enjoying the superbloom



# SUPERBLOOM SOCIAL CAMPAIGN

Explore Murrieta launched the superbloom social campaign that teased the event, educated users on how they can protect the landscape, and how Murrieta is the perfect basecamp to stay to experience the rare phenomenon.

Content included:

- “Influencers in Wild” messaging
- Video & static content
- Influencer activation with Delilah Isabel @delilah\_isabel
- California Travel Story guide
- GIF Instagram/Facebook Story stickers

## Social Metrics

- We saw a significant boost in overall engagements (17,854)\* and impressions (159,440)\*; and GIPHY views totaled over 90K.

## Paid Media Metrics

- Landing Page Visits: 22,236 (at \$0.20 each)
- Click-Through-Rate: 3.20%

## Influencer Collaboration Results

- We garnered over 6,000 views through TikTok and over 1,000 views on YouTube

*\*Facebook Reel data is not officially supported as an API integration of our social media management system. We have pulled Facebook reel metrics natively from the platform to help support this month's data.*



LANDING PAGE



Landing Page Content & Video





**16.5K**  
**Total Story Impressions**

**554**  
**Total Story Views**

**4.69%**  
**Click Through Rate**

## SUPERBLOOM TRAVEL STORIES

The Superbloom travel story brought a lot of new impressions and engagements to Explore Murrieta.

We saw a steady growth in impressions and views this year. By adding in four different slides within the story, the click through rate (CTR) being above 4% shows solid interaction.

Moving forward, we want to add more slides to travel stories rather than just one singular slide. Our strategy will be to provide more details on events through series (or carousels) of slides.



# PAID MEDIA OVERVIEW

## Goals:

- Increase visitation during non-peak periods, targeting drive markets (Los Angeles, San Diego, and Las Vegas)
- Retain visitors through retargeting ads, email marketing and content marketing.

## Platforms: Primarily digital marketing on foundational platforms, including:

- Google (SEM/Display)
- Meta (Facebook & Instagram)
- TikTok
- Pinterest

**Targeting:** Per the respective platforms, audience targeting honed in on users such as Gen X/Millennials interested in drivable getaways, families seeking fun-for-all activities and events, along with older professionals wanting to relax and recharge.

Performance highlights include:

- **More than 30 million impressions** across all digital channels, approximately **3x more than the previous year**
- Average Google CPC significantly lower than platform standard, while Meta campaigns outperformed the industry average for CTR
- Short-term, event based campaigns such as Super Bloom, Summer Trails Pass and Restaurant Week displayed strong performance, illustrating audience interest and engagement for timely opportunities to visit Murrieta

# MEETINGS & GROUPS

Throughout April and May, as part of our overall goal to increase the meetings and small groups vertical, The Abbi Agency placed a buy with Small Market Meetings targeting an audience of meeting planners:

- Dedicated Eblasts
- Display Banners
- Sponsored Articles



Explore Murrieta

Where You Meet Matters. Make it Murrieta.

To: kyle@smallmarketmeetings.com



## E-Blast



### Booming in the Bluegrass

Shelbyville, Kentucky, still emanates a folksy, small-town feel, a blend of metro sophistication and the surrounding countryside dotted with horse farms between Kentucky's biggest cities.

[READ THE ARTICLE](#)



### Meet in Magical Murrieta!

#### Sponsored Content

With sprawling vineyards, fun-filled outdoor activities and year-round sunny skies, Murrieta offers an unparalleled meeting place for groups of all sizes, from large and lively to small and intimate.

[READ THE ARTICLE](#)

## Sponsored Articles

[View this email in your browser](#)

## SMALL MARKET MEETINGS

### MEETINGS AT A GLANCE

[Home](#) | [About Us](#) | [Digital Editions](#) | [Conference](#) | [Contact Us](#)



### A Cultural Capital

Baton Rouge offers meeting planners the best of Louisiana, where Cajun and Creole cultures intermingle.

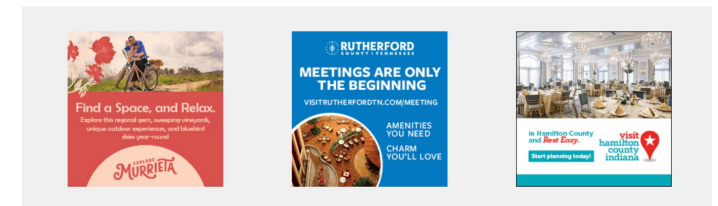
[READ THE ARTICLE](#)

### Read the Digital Edition



## Display Ad

[See More](#)



## Meeting News



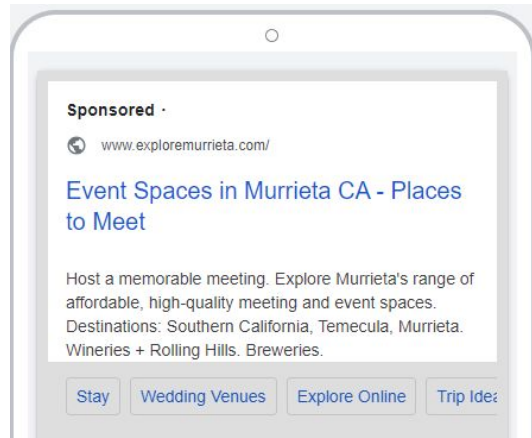
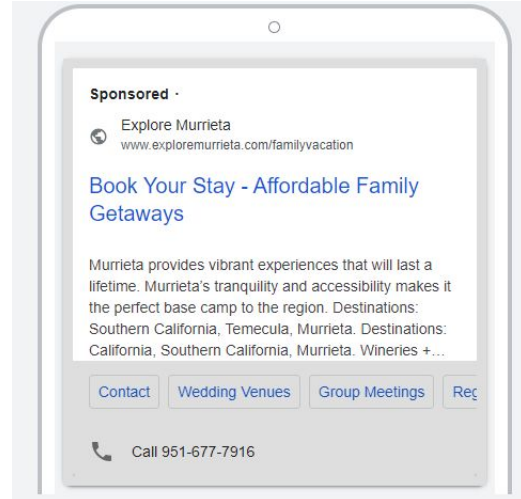
## Display Ad

©2023 The Abbi Agency

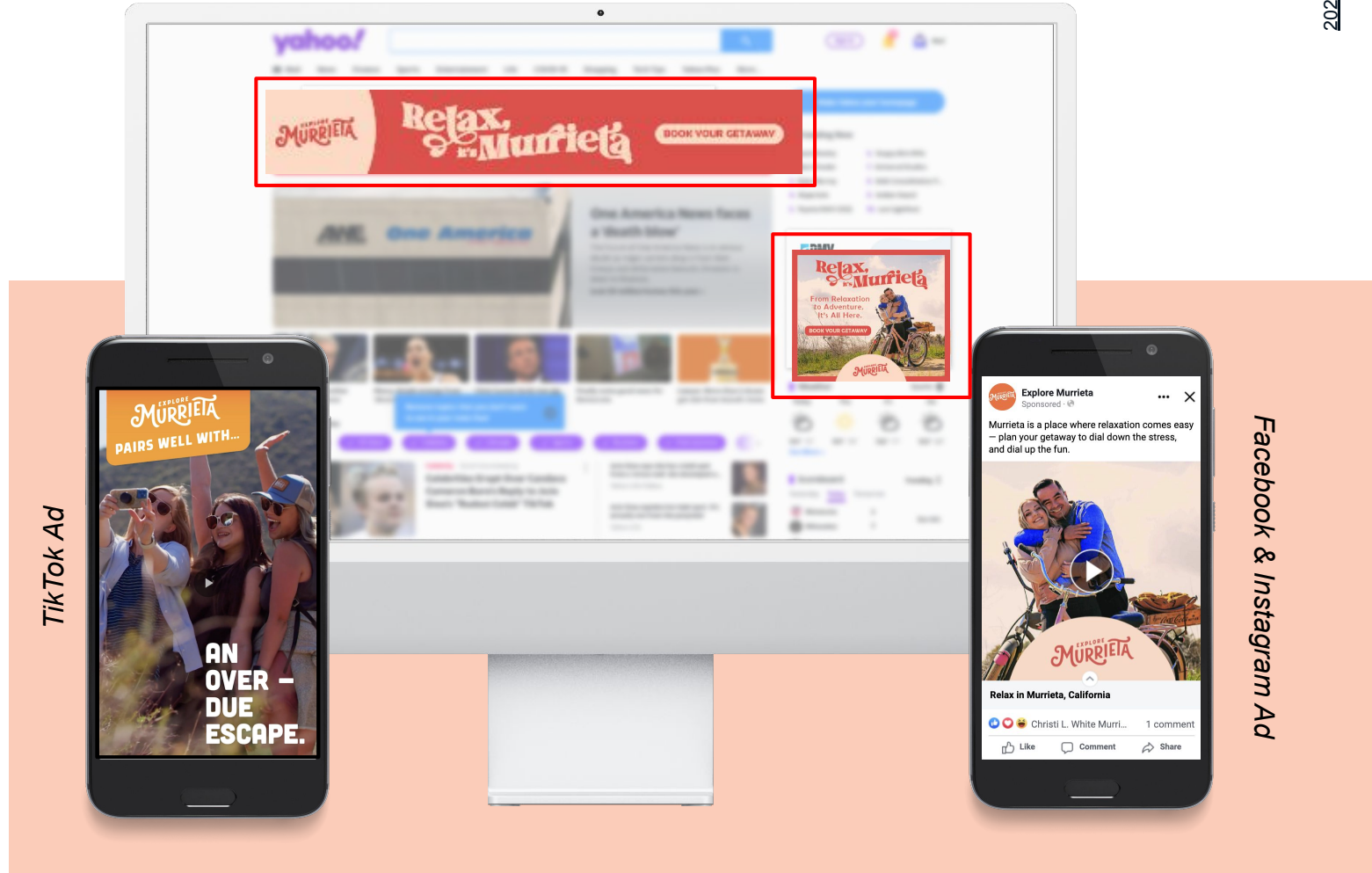


# | CREATIVE ASSETS - Evergreen

Display Ads



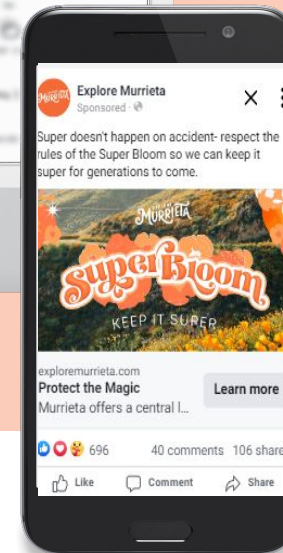
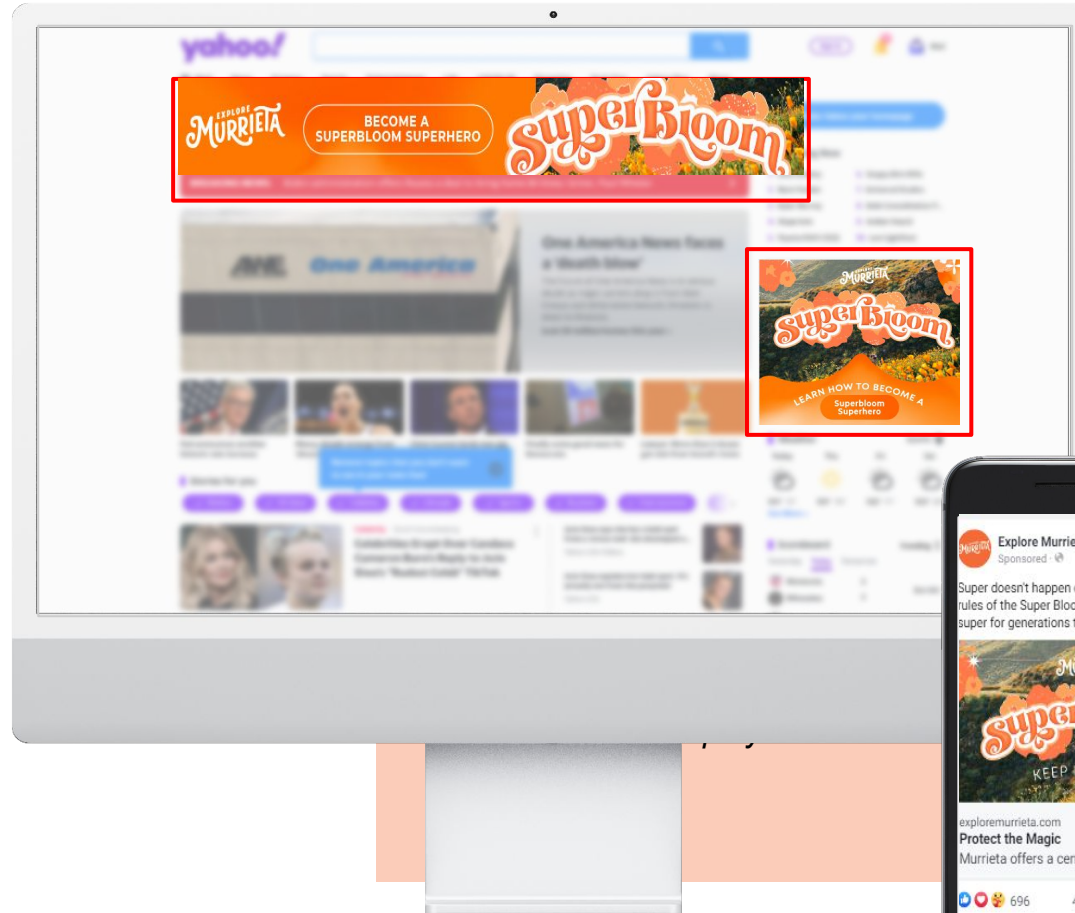
SEM Ads  
Evergreen, Top  
SMM, Bottom



Facebook & Instagram Ad

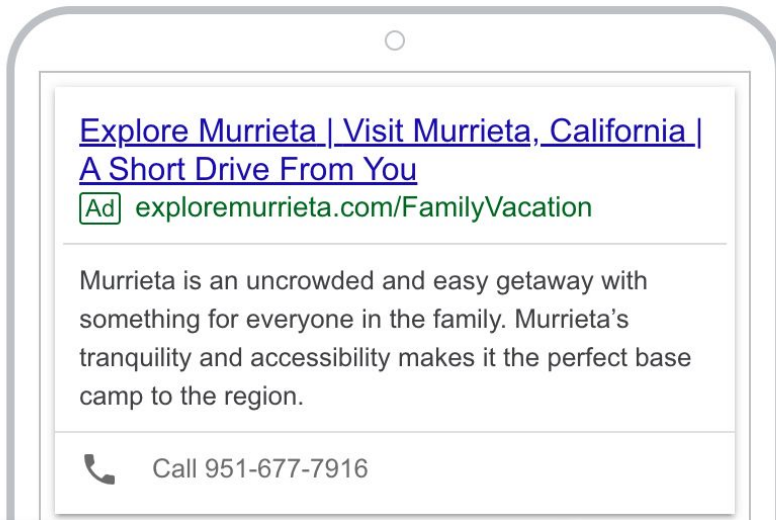
# | CREATIVE ASSETS - Super Bloom

Display Ads

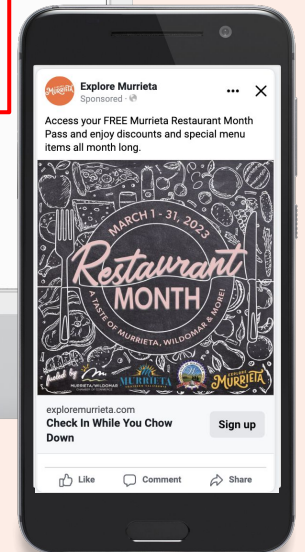
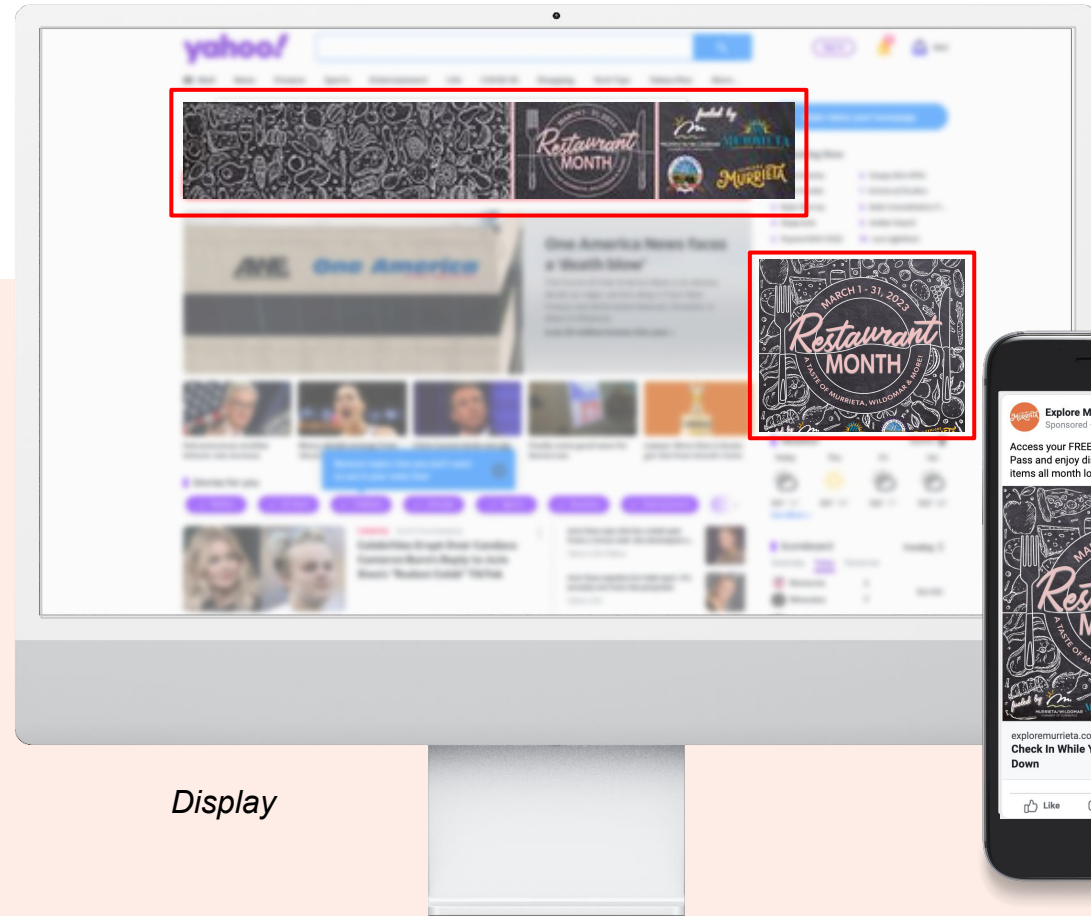


Facebook & Instagram Ad

# | CREATIVE ASSETS - Restaurant Month

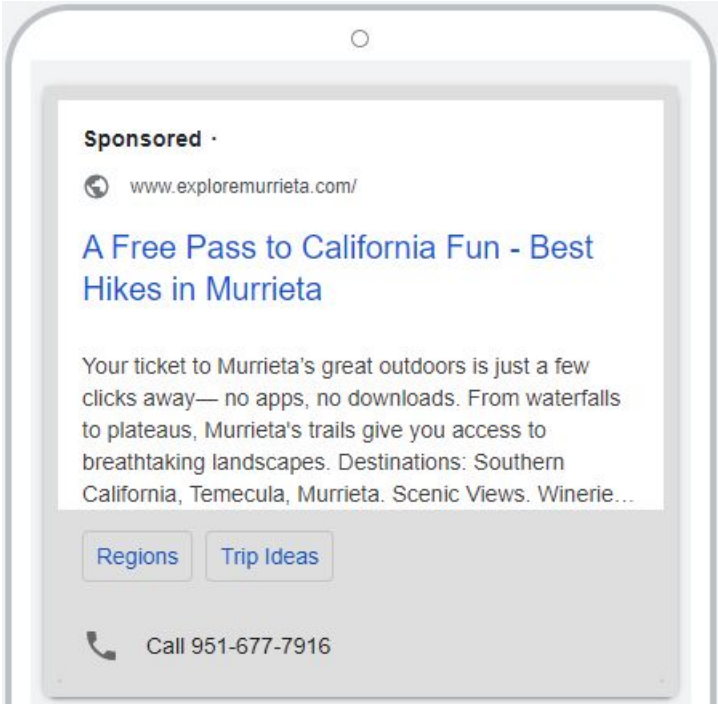


SEM

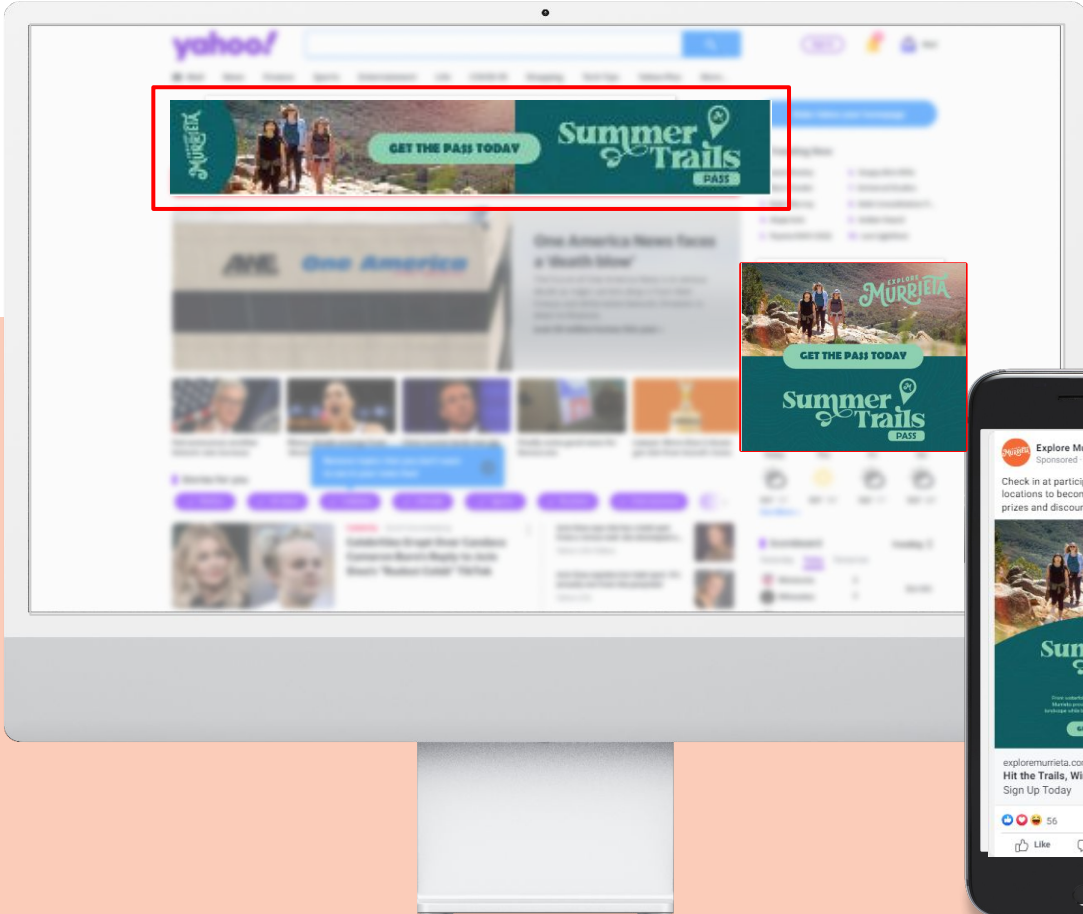




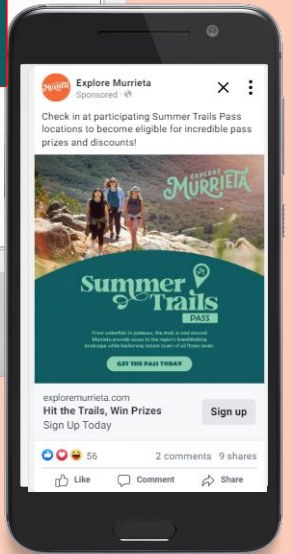
# | CREATIVE ASSETS - Summer Trails Pass



SEM Ads



Display Ads



Facebook & Instagram Ad

# | Meta (Facebook and Instagram) Performance Overview

| Meta                          |        |        |             |         |        |             |
|-------------------------------|--------|--------|-------------|---------|--------|-------------|
|                               | Clicks | CPC    | Impressions | CPM     | CTR    | Cost        |
| MUR-Evergreen                 | 43,854 | \$0.31 | 3,276,531   | \$4.12  | 1.34%  | \$13,483.05 |
| MUR-Restaurant Month-23       | 5,190  | \$0.29 | 225,620     | \$6.65  | 2.30%  | \$1,500.00  |
| MUR - Fan Acquisition - 22/23 | 2,952  | \$3.04 | 609,343     | \$14.75 | 0.48%  | \$8,987.38  |
| MUR-Summer Trails Pass        | 4,290  | \$1.00 | 724,226     | \$5.49  | 0.58.% | \$1,938.64  |

**Total Clicks**    **Total CPC**    **Total Impressions**    **Total CPM**    **Total CTR**    **Total Cost**  
**56,286**    **\$0.46**    **4,835,720**    **\$5.36**    **1.16%**    **\$25,909.07**

# | Google SEM Performance Overview

| Google SEM                  |        |        |             |          |        |             |
|-----------------------------|--------|--------|-------------|----------|--------|-------------|
|                             | Clicks | CPC    | Impressions | CPM      | CTR    | Cost        |
| MUR-SEM-Evergreen           | 25,084 | \$0.58 | 282,651     | \$51.83  | 8.87%% | \$14,649.69 |
| MUR-SEM-Summer Trails Pass  | 1,623  | \$2.38 | 235,304     | \$16.38  | 0.69%  | \$3,855.23  |
| MUR-SEM-SMM                 | 2,138  | \$2.21 | 148,274     | \$31.87  | 1.44%  | \$4,725.36  |
| MUR-SEM-Restaurant Month-23 | 653    | \$2.25 | 12,825      | \$114.75 | 5.09%  | \$1,471.69  |

|                     |                    |                          |                    |                    |                    |
|---------------------|--------------------|--------------------------|--------------------|--------------------|--------------------|
| <b>Total Clicks</b> | <b>Average CPC</b> | <b>Total Impressions</b> | <b>Average CPM</b> | <b>Average CTR</b> | <b>Total Cost</b>  |
| <b>29,498</b>       | <b>\$0.84</b>      | <b>679,054</b>           | <b>\$36.38</b>     | <b>4.02%</b>       | <b>\$24,701.97</b> |



# | Google Display Performance Overview

| Google Display                     |        |        |             |        |       |             |
|------------------------------------|--------|--------|-------------|--------|-------|-------------|
|                                    | Clicks | CPC    | Impressions | CPM    | CTR   | Cost        |
| MUR-Dis-Evergreen                  | 37,919 | \$0.34 | 14,880,235  | \$0.87 | 0.25% | \$12,984.42 |
| MUR-DIS-Summer Trails Pass         | 7,413  | \$0.55 | 3,422,186   | \$1.19 | 0.22% | \$4,058.98  |
| MUR-Display-Restaurant<br>Month-23 | 1,196  | \$1.25 | 2,201,600   | \$0.68 | 0.05  | \$1,499.03  |
| MUR-Dis-CBW-22                     | 213    | \$2.99 | 370,426     | \$2.04 | 0.07% | \$627.13    |

|                     |                    |                          |                    |                    |                    |
|---------------------|--------------------|--------------------------|--------------------|--------------------|--------------------|
| <b>Total Clicks</b> | <b>Average CPC</b> | <b>Total Impressions</b> | <b>Average CPM</b> | <b>Average CTR</b> | <b>Total Cost</b>  |
| <b>46,741</b>       | <b>\$0.41</b>      | <b>20,874,447</b>        | <b>\$0.92</b>      | <b>0.22%</b>       | <b>\$19,169.56</b> |

# | Pinterest Performance Overview

| Pinterest                   |              |             |                   |             |             |            |
|-----------------------------|--------------|-------------|-------------------|-------------|-------------|------------|
|                             | Clicks       | CPC         | Impressions       | CPM         | CTR         | Cost       |
| MUR-Evergreen-Awareness     | 1,084        | \$4.61      | 1,702,626         | \$2.94      | 0.06%       | \$5,000.00 |
| MUR-Evergreen-Consideration | 2,729        | \$0.92      | 506,682           | \$4.93      | 0.54%       | \$2,500.00 |
|                             | Total Clicks | Average CPC | Total Impressions | Average CPM | Average CTR | Total Cost |
|                             | 3,813        | \$2.77      | 2,209,308         | \$3.94      | 0.30%       | \$7,500.00 |

# | TikTok Performance Overview

| TikTok           |        |        |             |        |       |             |
|------------------|--------|--------|-------------|--------|-------|-------------|
|                  | Clicks | CPC    | Impressions | CPM    | CTR   | Cost        |
| MUR<br>Evergreen | 20,574 | \$0.54 | 2,379,602   | \$4.63 | 0.86% | \$11,015.72 |





# WEBSITE 2023 OVERVIEW

## Website Performance Highlights

- **Surge in website traffic and engagement** from November 30, 2022 to November 30, 2023, compared to the prior campaign period (November 30, 2021 to November 30, 2022)
- **82.2% of website users and sessions** were driven by Paid & Social Media efforts, with Google Search and Facebook driving the biggest impact
- Landing pages that garnered the highest performance include:
  - Home page
  - Meet in Murrieta page
  - Blog post featuring holiday events.
- Website metrics strongly suggest that specific paid initiatives with Small Market Meetings, facilitated by The Abbi Agency, effectively piqued interest among groups and meeting planners, thereby generating considerable online traction for Explore Murrieta.



# SOCIAL MEDIA 2023 OVERVIEW

Explore Murrieta's social media channels saw an impressive increase in all metrics and engagement for 2023.

**Content Performance:** Our content performed above average in 2023 as compared to 2022, and there was an significant rise in all social channel engagement throughout this past year.

Since November 2022, platform performance increases include:

- **70% Audience Increase:** 25,304 followers gained
- **86% Increase in Engagements:** 174,331 total
- **34% Increase in Impressions:** 6,388,229 total
- **87% Increase in Post Link Clicks:** 58,557 total

## Social Media Audiences

- Audiences on Facebook and Instagram are still mainly comprised of women between the ages of 35-44
- Top cities for those platforms include Los Angeles, Murrieta, San Diego, Temecula, Menifee, Phoenix, and Wildomar





**91,297**  
Total Story  
Impressions

**4,041**  
Total Story Views

**6**  
Stories Created

## CALIFORNIA TRAVEL STORIES

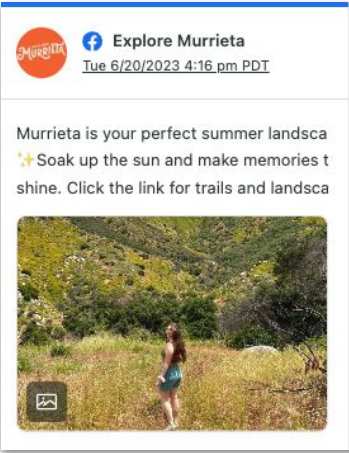
As a part of our monthly content, we launched and produced California Travel Stories as a Visit California Partner on Localhood.

We saw a steady growth in impressions and views this year. Even better, there were **2,225 interactions** total in 2023.

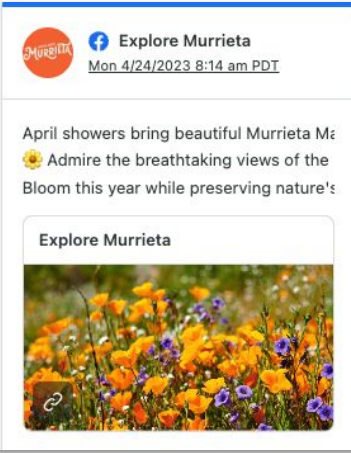
Our strategy is to continue highlighting state holidays, monthly celebrations, and Murrieta focused events moving forward into 2024.



# TOP PERFORMING POSTS OF THE YEAR FACEBOOK, INSTAGRAM TWITTER & TIKTOK



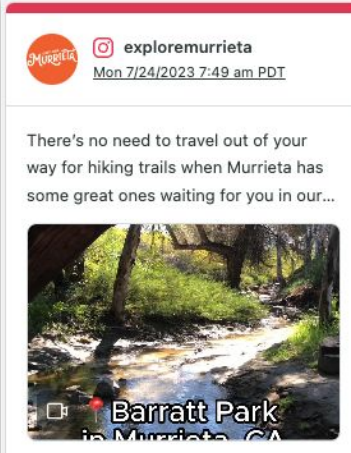
Engagement: 7,114  
Impressions: 42,531



Engagement: 6,929  
Impressions: 84,446



Engagement: 5,231  
Impressions: 598,707



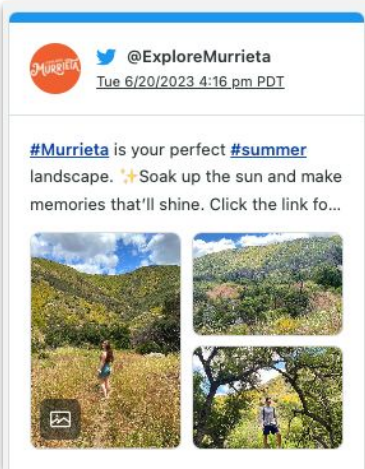
Engagement: 1,532  
Impressions: 10,372



Engagement: 881  
Impressions: 7,334



Engagement: 725  
Impressions: 5,670



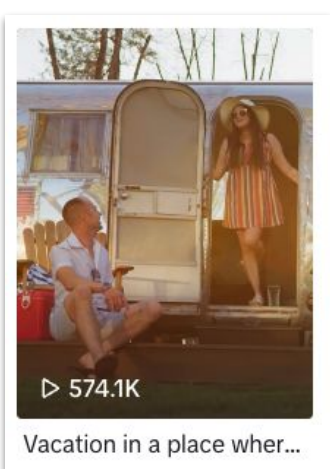
Engagement: 8  
Impressions: 47



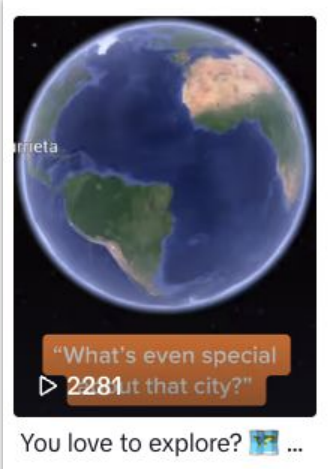
Engagement: 7  
Impressions: 99



Engagement: 6  
Impressions: 100



Engagement: 129  
Impressions: 574,118



Engagement: 51  
Impressions: 2,280





# PUBLIC RELATIONS 2023 OVERVIEW

## Press Releases

- Long-form seasonal press release
- Super bloom seasonal press release
- Restaurant Month press release - in conjunction with City of Murrieta, City of Wildomar and Murrieta/Wildomar Chamber of Commerce
- *Distributed to media outlets in Sacramento, Los Angeles, San Diego and surrounding neighborhoods, Las Vegas, and more*

**Visit California Content Submissions:** TAA drafted multiple entries for Visit California content requests.

## 2023 Public Relations Performance

- **281** Media Placements
- **86.9M** Estimated Outlet Readership/Viewership
- **8.3M** Estimated Coverage Views

Click [here](#) to view all coverage and metrics to date.

## PUBLIC RELATIONS PLACEMENT HIGHLIGHTS

### SMALL MARKET MEETINGS

**Story Title:** [Murrieta, California: 'Southern California's Playground'](#)

**Est. Reach:** 557

**Market:** National

**Key Message:** Murrieta's meeting spaces

**NOTE:** Includes backlink to [exploremurrieta.com](https://exploremurrieta.com)

## Murrieta, California: 'Southern California's Playground'

With 250 days of sunshine, a thriving winery scene and plentiful outdoor opportunities, Murrieta is Southern California's playground.

Tucked between San Diego and Los Angeles in California's Temecula Valley, Murrieta is an ideal location for groups looking for affordable meeting options. Murrieta boasts 250 days of sunshine a year, is surrounded by wine country and stunning natural landscapes, and is easily accessed by three regional and two international airports, and via Interstate 214 or State Route 15.

"We have a lot of options in Murrieta and the surrounding areas," said Patrick Ellis, president and CEO of Explore Murrieta. "We're a great fit for groups looking for the same amenities you'd get in a city. We have world-class beer, wine, and outdoor recreation, and we offer this for an affordable rate. We're very creative in finding opportunities where groups can use venues you wouldn't normally think of."



## PUBLIC RELATIONS PLACEMENT HIGHLIGHTS

# BENZINGA

**Story Title:** [Explore Murrieta Encourages Superbloom Visitors to Keep it Super](#)

**Monthly Visits:** 12,400,000

**Market:** National

**Key Message:** Murrieta Superbloom

**NOTE:** Includes backlink to [explore-murrieta.com](https://explore-murrieta.com)

## Explore Murrieta Encourages Superbloom Visitors to Keep it Super

From lifelong nature lovers to social media mavens, thousands of people flock to Southern California each year to enjoy the polychromatic floral symphony that defines bloom season. With the last superbloom in 2019 luring an influx of visitors, it resulted in roadblocks, trampled flowers and a headache for locals. Explore Murrieta is getting involved by reminding travelers to "Keep it Super."

Explore Murrieta's "Keep it Super" campaign gives interested visitors a chance to educate themselves on sustainable tourism and offers alternative ways to enjoy the superbloom from their own home. The campaign encourages visitors to "Come with respect. Leave with wonder. Because it's only super if we keep it that way." In addition, supporters can become "Superbloom Superheros" by advocating for sustainable tourism and protecting the poppies.

## PUBLIC RELATIONS PLACEMENT HIGHLIGHTS



**Story Title:** [Summer 2023 Events Are Heating Up in Murrieta, California](#)

**Monthly Visits:** 57,028

**Market:** National

**Key Message:** Murrieta Summer Events and Activities

**NOTE:** Includes backlink to [exploremurrieta.com](https://exploremurrieta.com)

### Summer 2023 Events Are Heating Up in Murrieta, California

Santa Rosa Plateau Trail openings, market nights, and concerts in Murrieta, California this summer

MURRIETA, Calif., July 13, 2023 /PRNewswire-PRWeb/ – [Explore Murrieta](#), a must-see destination with year-round fun for people of all ages and interests, has plenty to offer for last-minute road trippers and family vacationers as the summer season heats up.

Summers in Murrieta consists of days exploring in the sun and fun nights indulging in restaurants, breweries, wineries and more. During the day, visitors can enjoy [hiking](#) around places like Santa Rosa Plateau Trail for a scenic loop or Cole Canyon Trail for an elevation challenge. In addition to hiking, Murrieta offers other outdoor activities such as [biking](#) at Sylvan Meadows, [horseback riding](#) at Susie Q Ranch, and [water sports](#) at Lake Elsinore. At night, Murrieta's charming city comes to life. To enjoy a night of [eats and drinks](#), visitors should try [The Shamrock Irish Pub and Eatery](#) for food and catchy live music, [Anthony's Lounge & Ristorante](#) for a more sophisticated experience, or [South Coast Winery Resort & Spa](#) for those looking for a one-stop-shop for a luxurious night out.

# 2024 TRAVEL TRENDS





# 2024 TRAVEL TRENDS

**Set-jetting:** For 2023, Expedia predicted travelers would turn to television sets and movie screens for travel inspiration. They did, and the trend shows no signs of stopping in 2024.

- What does this mean for you? If your destination has any relation to a TV show, movie, or even celebrity, this is the time to include that in our PR messaging.

**Destination Dupes:** The “dupe” trend — affordable alternatives to popular products — that has flooded TikTok feeds is now taking over travel. Travelers are looking for similar, more affordable destinations to the tried-and-true destinations travelers love.

- What does this mean for you? TAA can research comparative destinations of a more expensive magnitude so we can offer your destination as a destination dupe in our 2024 PR messaging.

**Dry Tripping:** From observing Dry January to Sober October, it's clear that living a low- or alcohol-free lifestyle is becoming more common.

- What does this mean for you? Ensure that your partners are offering non-alcoholic options like stocking minibars with zero-proof options, or offering mocktail-making experiences.



# 2024 TRAVEL TRENDS

**Vibe Check-in:** Beyond searching for specific amenities or star ratings, a hotel's overall "vibe" is becoming a strong indicator of travelers' hotel choices. What contributes to a hotel's overall vibe? Travelers say the top element is customer service, which surpassed the music, interior or lighting of the hotel.

- What does this mean for you? This is a great opportunity to share insight with hotel partners to encourage them going into the New Year.

**Go-ccasions:** Puppymoos, First-date-iversaries, and Plate Dates are in the cards for travelers in 2024. One in 4 say they are looking for 'any excuse' to get away with their loved ones.

- What does this mean for you? TAA will continue to think outside the box for more unique, niche opportunities to drive visitation.

**Gen Gen AI:** While generative AI tools like ChatGPT took center stage in 2023, only 6% of travelers used it to plan their trip.

- What does this mean for you? TAA will continue to leverage itinerary examples and sneak peeks in their PR messaging as ChatGPT is still not the most used source for travel planning.

# **2024 PLANNING & STRATEGY**



# 2024 - STRATEGIC PLANNING OPPORTUNITY

As we kick off this year, we want to pause and take the time for intensive strategic planning.

- 2024 is Explore Murrieta's sixth year as a destination in the tourism marketplace.
- We will take a look at performance to-date, trends shaping the tourism/DMO space and the future of Murrieta, as well as the Board's direction on the vision for the destination's future.

**January Board Planning Workshop - will result in:**

- Strategic Destination Plan
- Destination Vision
- 2024-25 Marketing Plan

## KEY AREAS OF FOCUS FOR 2024

- Board Workshop and Strategic Planning
- Murrieta Hot Springs Grand Opening
- Website Redesign and Redevelopment
- Evolved Creative Campaign
- Expanded Paid Media Channels and Targets



# THANK YOU

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