

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

### Agenda

Monday, July 20<sup>th</sup>, 2020 at 9:30am

Conference Call - dial in 720.835.5596 id 26558

#### **I. Call to Order**

Board Chair Rebecca Elder will call to order the RBTT Board of Directors Meeting.

#### **II. Approval of Minutes**

Review and approve the Meeting Minutes

- Minutes from the June 8th meeting will be routed by Rebecca Elder

#### **III. Approval of Financials**

Review and approve Financials provided by Kasi Iacono, Treasurer

#### **IV. Public Comment**

Board Chair Rebecca Elder will open the meeting to public comment for all items on or not otherwise on the Agenda.

#### **V. Action Items**

1. PS&M marketing plan
  - Discussion/Approval of August media spend/budget
  - Discussion/Approval of CVENT proposal

#### **VI. Informational Items**

1. Update on Collections
  - Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts

#### **VII. Miscellaneous Items**

1. Set Next Meeting
  - Board Chair Rebecca Elder will confirm next meeting date, along with a decided location.

#### **VIII. Adjournment**

Board Chair Rebecca Elder will close the meeting, with no further business to report.

BROWN ACT: *Government Code 54950* requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. The public may inspect the agenda and any associated writings, and documents delivered after the posting of the meeting may be obtained, at 260 Portofino Way, Redondo Beach, CA 90277.

ADA: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Rebecca Elder by calling 805.895.6309 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

## Redondo Beach Travel and Tourism Financials

		<b>Savings Account</b>			
1/22/2019	Deposit			\$100.00	
		Total Savings		<u>\$100.00</u>	
		<b>Checking Account</b>			
			Contingency	Admin & Ops	Sales & Marketing
			3%	10%	87%
9/1/2019	Balance from 9/1/18-8/31/19 Period	\$477,549.02	\$14,326.47	\$47,754.90	\$415,467.65
9/25/2019	Deposit for May/Jun/Jul 2019 RBTMD Disb	\$207,846.51	\$6,235.40	\$20,784.65	\$180,826.46
11/25/2019	Deposit for Aug/Sept 2019 RBTMD Disb	\$135,263.68	\$4,057.91	\$13,526.37	\$117,679.40
12/24/2019	Deposit for Oct 2019 RBTMD Disb	\$52,305.19	\$1,569.16	\$5,230.52	\$45,505.52
1/27/2020	Deposit for Nov 2019 RBTMD Disb	\$58,942.38	\$1,768.27	\$5,894.24	\$51,279.87
2/22/2020	Deposit for Dec 2019 RBTMD Disb	\$41,470.83	\$1,244.12	\$4,147.08	\$36,079.62
3/23/2020	Deposit for Jan 2020 RBTMD Disb	\$58,491.79	\$1,754.75	\$5,849.18	\$50,887.86
4/27/2020	Deposit for Feb 2020 RBTMD Disb	\$18,870.91	\$566.13	\$1,887.09	\$16,417.69
5/26/2020	Deposit for Mar 2020 RBTMD Disb	\$39,369.21	\$1,181.08	\$3,936.92	\$34,251.21
6/22/2020	Deposit for April 2020 RBTM Disb	\$21,013.96	\$630.42	\$2,101.40	\$18,282.15
<b>Total Deposit</b>		<b>\$1,111,123.48</b>	<b>\$33,333.70</b>	<b>\$111,112.35</b>	<b>\$966,677.43</b>
11/25/2019	Reallocation of funds from Admin & Ops (\$60K) to Contingency & S&M. Keeping \$20K in Admin & Ops Moving \$30K to Contingency and \$30K to S&M.	<u>\$1,111,123.48</u>	<u>\$63,333.70</u>	<u>\$51,112.35</u>	<u>\$996,677.43</u>
9/1/2019	Expenses from 9/1/18-8/31/19 Period				(\$258,740.99)
9/9/2019	Check #1017 Paolucci Salling & Martin (PSM). \$2500 Sept Mo Svc Fee. \$3000 Sept Mo PR/Soc Media				(\$5,500.00)
9/12/2019	Check #1018 Paolucci Salling & Martin (PSM). 7 invoices 29979-29985. Digital Buyout Sept/Oct \$100,084. 3 Yrs aRES Direct Booking Functionality \$11,500. Secondary Ad Buyouts WOWSA \$6900. Phase One Photo/Video Shoots \$6500 Strategic Mktng Plan Phase 2 Media Planning \$2000. Ad Campaign YouTube/WOWSA, New Social Units/New DOOH Assets \$4000. Secondary Outreach Agency Coord on Fam Trips/Socia Media \$2500				(\$133,484.00)
9/16/2019	Check #1019 Paolucci Salling & Martin (PSM). Phase One Photo/Video Shoot, gift cards for extra Shade Hotel Parking, Meals etc.				(\$1,157.21)
10/1/2019	Check #1020 Civitas. Professional Fees for RBTT Annual Report 2019			(\$2,600.00)	
10/7/2019	Check #1021 PSM. Media Planning Beachlife \$1000. \$2300 Ad Campgn Launch of all new video/photo assets into social ads/DOOH. \$1500 Secondary Outreach. \$2500 Website Phase 2 webwork integration of aRes. \$2500 Monthly Svc Fee Oct. \$3000 Monthly PR/Social Media				(\$12,800.00)

11/7/2019	Check #1022 PSM. Eblas LV. \$550. Mo Svc Fee Nov \$2500. Mo PR SM Nov \$3000. RB Social Media Ad Buyouts Nov/Dec \$109,060. Strat Mkt Plan Jan/Feb 2020 \$1000. Winter Creative Update Photo & Video \$2000. RB Organic Social Media Final Coord/Dir for Micro Influencer, Winter Expedia, Updates to Bus Freq Ads \$4500. RB Website Ecommerce Updates aRes Integ \$3500	(\$126,110.00)
11/18/2019	Check #1023 Wayland & Vukadinovich LLP. Preparation Fee for Federal and CA Forms	(\$400.00)
11/18/2019	Check #1024 Franchise Tax Board for balance owed for 2018 CA Exempt Org Annual Info Statement/Return	(\$10.00)
12/2/2019	Check #1025 United States Liability Insurance Company, 12/11/19-12/11/20	(\$1,976.00)
12/11/2019	Check #1026 PSM. 6 Invoices. Secondary Outreach Google \$3K, Website \$3K, Winter Creative \$5K Digital Buyout Nov/Dec YouTube \$8K. Monthly Svc Fee \$2500, Monthly PR/SM Dec \$3000	(\$24,500.00)
1/9/2020	Check #1027 PSM. 3 Invoices 30622-30624. Secondary Outreach Rugby Ded Landing Pg, Beachlife Planning, Exped Planning \$3000. Website Launch of new Ecomm pgmng, BLOG Pg, Holiday Assets \$3500. Digital Buyouts Jan/Feb Search,social,youtube,expedia \$40,550.	(\$47,050)
1/10/2020	Check #1028 PSM. 2 Invoices 30577-30578. Mo Svc Fee \$2500, Mo PR/SM \$3000	(\$5,500)
1/31/2020	Check #1029 Rebecca Elder, Postal Annex for RBTT Account, check #1002 lost. \$30	
2/13/2020	Check #1030 PSM. 2 Invoices 30761-30762. Mo Svc Fee \$2500, Mo PR/SM \$3000	(\$5,500)
2/13/2020	Check #1031 PSM. 4 Invoices 30791-30794. RB Superbowl 10K Cov \$2500. Beachlife Sponsorship Buyout \$44K. Website Banner ads in aRes \$2500. Beachlife Pre-Roll Vid Ads/Ad Campgn & Sweepstakes \$4K	(\$53,000.00)
3/3/2020	Check #1032 PSM. 1 Invoice 30972. Mo Retnr \$3400. Creative Svc \$4062. Creative Content \$3K. Prdctn \$400. Website Svcs \$6500, Media Planning \$2800, PR/Soc Media \$4800. Tax \$38	(\$25,000.00)
3/11/2020	Check #1033 PSM. 2 Invoices 30996-30997. 2020 Photo/Video Shoots/RB 10K Shoot \$5k. Digital Buyout March \$18K	(\$23,000.00)
4/27/2020	Check #1034 PSM. Inv #31177. Account Management Monthly Retainer	(\$3,000.00)
5/11/2020	Check #1035 PSM. Inv #31294. Account Management Monthly Retainer	(\$3,000.00)
6/8/2020	Check #1036 PSM. Inv #31540. Acct Retainer \$1K, Creative Svcs \$2262, Prdctn \$400, Website \$2500 Media Planning \$500, PR \$800	(\$7,500.00)
6/29/2020	Check #1037 PSM. Inv #31575 & 31576. \$13K July Digital Buyout: Google Adwords Leisure, YouTube, Bing Leisure, FB Leis. \$22K Expedia Q3 Summer LA Co-Op Ad Campaign	(\$35,000)
7/8/2020	Check #1038 PSM. Inv #31641. \$1K Retainer. \$2262 Creative. \$400 final art. \$2500 Website Svcs,	(\$7,500)

\$500 Media Planning/Dig Ad Analytics&Rptng. \$800 PR/Soc Media Content/Posting

Total Spent			\$0.00	(\$4,986.00)	(\$777,342.20)
	CHECKING BALANCE	\$328,795.28	\$63,333.70	\$46,126.35	\$219,335.23
	TOTAL BALANCE	\$328,895.28			

# South Beaches

## Market and Sub Market Trends

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**Tena Adam**, Associate Market Manager

 Expedia for Properties    @ExpediaLPS    Expedia for Properties    @expediaforproperties

May 5<sup>th</sup> 2020

# LA Tourism

Weekly Lodging Report  
June 28-July 4, 2020

## Industry Update

**Occupancy (-42.5%)** YoY an occupancy of (43.9%) and reported the 8<sup>th</sup> highest occupancy among the top 25 markets.

- Occupancy reported last week was (44.9%)
- 4 out of 10 Submarkets reported occupancies higher than the weekly average of (43.9%). These Submarkets include Los Angeles East (55.2%), **South Bay** (50.8%), Los Angeles North (54.0%), and Los Angeles Southeast (**55.7%**).

**ADR (-30.9%)** YoY and an ADR of (\$122.80) and reported the 8<sup>th</sup> highest ADR among the top 25 markets .

- ADR reported last week was (\$118.15)
- 3 out of 10 Submarkets reported ADRs higher than the average of (\$122.80). These Submarkets include Downtown Los Angeles (\$132.26) Beverly Hills/West Hollywood/Century City (\$204.64), Santa Monica (\$237.49)

**RevPAR (-60.2%)** YoY and a RevPAR of (\$53.97) and reported the 5<sup>th</sup> highest RevPAR among the top 25 markets

- RevPAR reported last week was (\$53.02)
- 4 out of the 10 Submarkets reported RevPARs higher than the market average of (\$53.97). These Submarkets include **South Bay** (\$60.24), Los Angeles North (\$55.37), Santa Monica (\$72.77), and Hollywood/Beverly Hills/Westside (\$73.08).

	comparing 6/21-6/27 to 6/28-7/4			
	Demand YoY % Change	Supply YoY % Change	Demand WoW % Change	Supply WoW % Change
L.A. County	-47.6%	-9.0%	3.7%	1.0%
Downtown L.A.	-60.5%	-13.2%	6.0%	0.6%
Hollywood/Beverly Hills/Westside	-63.2%	-24.5%	3.4%	0.9%
Los Angeles Airport	-53.5%	-0.3%	3.9%	-0.2%
Santa Monica/Marina Del Rey	-63.5%	-7.8%	0.7%	6.8%
Pasadena/Glendale/Burbank	-47.8%	-2.1%	5.5%	2.9%



## Los Angeles County Lodging Trends

(Actuals &amp; YOY % Change Compared to Same Period Last Year)

## Current Week, Running 28 Days, Monthly, &amp; YTD Performance Summary

L.A. Submarkets	Wk Ending Jul 04		Running 28 Days		May 2020		Jan-May 2020 YTD	
Occupancy	Occ Rate	YOY%	Occ Rate	YOY%	Occ Rate	YOY%	Occ Rate	YOY%
Downtown L.A.	33.6	-54.6	32.1	-61.0	27.3	-65.3	48.6	-37.1
Hollywood/Beverly Hills/Westside	35.7	-51.3	35.6	-57.0	25.8	-66.9	50.0	-36.9
Los Angeles Airport	38.8	-53.3	38.8	-57.3	34.3	-60.0	55.3	-35.6
Long Beach	43.2	-37.1	44.0	-47.1	37.4	-49.1	49.3	-34.5
South Bay	50.8	-36.0	51.9	-39.7	44.0	-44.8	55.4	-31.2
Los Angeles Southeast	55.7	-29.1	54.0	-34.1	48.0	-35.5	54.7	-26.7
Santa Monica/Marina Del Rey	30.4	-60.4	31.4	-63.1	18.5	-77.4	46.2	-44.7
Los Angeles East	55.2	-25.2	54.0	-29.7	45.5	-37.3	52.0	-26.9
Los Angeles North	54.0	-28.7	53.1	-35.4	46.8	-39.3	55.5	-27.8
Pasadena/Glendale/Burbank	41.0	-46.7	40.8	-51.8	33.8	-57.4	50.4	-36.0
<b>Total Los Angeles County</b>	<b>43.9%</b>	<b>-42.5%</b>	<b>43.7%</b>	<b>-47.9%</b>	<b>36.6%</b>	<b>-53.4%</b>	<b>52.2%</b>	<b>-33.6%</b>
ADR	ADR \$	YOY%	ADR \$	YOY%	ADR \$	YOY%	ADR \$	YOY%
Downtown L.A.	132.26	-35.6	123.60	-43.8	108.02	-46.8	179.73	-9.7
Hollywood/Beverly Hills/Westside	204.64	-29.8	196.17	-35.0	168.12	-41.1	281.78	-6.1
Los Angeles Airport	110.65	-20.1	107.19	-30.4	101.08	-28.9	128.26	-9.5
Long Beach	119.08	-16.5	117.45	-31.8	105.96	-33.9	147.20	-8.7
South Bay	118.58	-25.5	112.19	-29.8	99.54	-32.0	126.35	-11.2
Los Angeles Southeast	95.13	-13.2	93.24	-17.4	88.46	-18.1	101.02	-5.6
Santa Monica/Marina Del Rey	237.49	-30.7	214.47	-35.2	180.10	-40.5	280.97	-8.2
Los Angeles East	88.77	-15.8	87.45	-21.5	83.40	-24.4	97.02	-10.0
Los Angeles North	102.63	-26.7	100.86	-31.0	93.04	-32.5	120.07	-12.4
Pasadena/Glendale/Burbank	108.75	-27.8	104.91	-36.5	95.77	-41.8	144.82	-10.8
<b>Total Los Angeles County</b>	<b>\$122.80</b>	<b>-30.9%</b>	<b>\$117.90</b>	<b>-37.2%</b>	<b>\$104.42</b>	<b>-40.8%</b>	<b>\$156.91</b>	<b>-11.6%</b>
RevPAR	RvPR \$	YOY%	RvPR \$	YOY%	RvPR \$	YOY%	RvPR \$	YOY%
Downtown L.A.	44.50	-70.7	39.66	-78.1	29.51	-81.5	87.40	-43.2
Hollywood/Beverly Hills/Westside	73.08	-65.8	69.77	-72.0	43.39	-80.5	140.76	-40.7
Los Angeles Airport	42.99	-62.7	41.54	-70.3	34.72	-71.5	70.90	-41.7
Long Beach	51.43	-47.4	51.73	-63.9	39.63	-66.4	72.56	-40.2
South Bay	60.24	-52.3	58.22	-57.6	43.80	-62.5	70.06	-38.9
Los Angeles Southeast	53.00	-38.5	50.30	-45.6	42.44	-47.2	55.25	-30.8
Santa Monica/Marina Del Rey	72.27	-72.6	67.38	-76.1	33.36	-86.6	129.88	-49.2
Los Angeles East	48.97	-37.0	47.21	-44.9	37.94	-52.6	50.47	-34.3
Los Angeles North	55.37	-47.7	53.56	-55.5	43.58	-59.0	66.67	-36.7
Pasadena/Glendale/Burbank	44.59	-61.5	42.82	-69.4	32.38	-75.2	73.04	-43.0
<b>Total Los Angeles County</b>	<b>\$53.97</b>	<b>-60.2%</b>	<b>\$51.48</b>	<b>-67.3%</b>	<b>\$38.22</b>	<b>-72.4%</b>	<b>\$81.86</b>	<b>-41.3%</b>

LA Tourism

Industry Update



# Partner Central Update

Update your Traveler  
Health and Safety  
information to boost  
traveler confidence

Property details



Overview

Photos

Property amenities

Room amenities

Points of interest

Fees, policies, and settings

Renovations and closures

Change history

## GENERAL INFORMATION

Traveler health and safety



Enhanced cleaning  
None

Guest safety  
None

Water heating  
None



Kitchen/Room safety features  
None

# South Beaches Last 7 Days

18%

International Bookings

12%

Package Bookings

0-7 booking day  
booking window

59%

44%

Mobile Bookings

27%

Members Only Bookings

\$199

ADR





## Short Term

- Hotwire
- Mobile (59% of room night in the L7D)
- **Members Only (MOD) + MOD Autostack**



## Mid/Long Term

- MLOS %
- Package/International
- Update your health and safety information in Partner Central

# Campaigns



## Book early and save – target customers looking for stay dates further away

Reward travellers planning their holiday in advance with a generous discount, all while building your base occupancy.

Promotion runs	Travel Dates	Min. Discount *	Min. Length of Stay
Jul 14 - Jul 28	Sep 12 - Mar 31	20%	1 - 4 nights



## Last minute deals - convert empty rooms to reservations

Appeal to last minute travelers and sell open rooms by offering appealing discounts for travel in the next 14 days.

Promotion runs	Travel Dates	Min. Discount *	Min. Length of Stay
Jul 14 - Jul 28	Jul 14 - Jul 28	10%	1 - 3 nights

## Join a marketing campaign

Join a campaign below and benefit from a promotion that is supported with advertising. [Learn more.](#)



## Summer Sale - attract guests looking for a late summer getaway

This campaign will be support with onsite placements, dedicated landing pages and marketing emails.

Join By	Promotion runs	Travel Dates	Min. Discount *	Min. Length of Stay
Aug 2	Aug 3 - Aug 17	Aug 3 - Oct 31	10%	1 - 4 nights



Redondo Beach Tourism – July 2020

### **REDONDO BEACH STAYCATION**

- Staycation Campaign Reporting: Analytics for Review:
  - o Search (Google/Bing)
  - o Paid Social (Facebook/Instagram)
  - o LA Times Email Results
  - o YouTube Early-on Metrics
  - o Overall Web Traffic & Booking Engine Engagement
- Launch of additional Summer StayCation Campaign assets
  - o LA Times Escapes Newsletter – Deployed 7/2
  - o Relaunched YouTube Efforts – 7/6
- Expedia Summer/Q3 Co-Op Campaign – Launched
- Website Updates & Hosting
  - o Event Calendar Integrated to Website – Complete
  - o Riviera Village Blog Post – Complete
  - o Updates to be made:
    - Safety First/Activities Still Available in Redondo Page
    - Meeting Page Updates – Realities Around Current Business Travel
- Short-Term Media Planning – August Budgets for Review
  - o August Media Spend with Email Campaigns = \$13,000

### **ONGOING JULY MONTHLY SCOPE**

Analytics/Social/Website

- Social Postings – Relaunched in June
- Additional Email Deployments in August
- aRES Updates:
  - o Booking Engine Display Ad Integration & Opt-in Language – Supplied to aRES
  - o Incentives/Packages – Approval of \$10,000 RBT Incentive of “STAYCATION” promo for \$25 Gift Cards Per Booking
    - aRES has Some Limitations with Gift Cards – No Automation
    - Will Need to Discount or Have a Voucher of \$25/\$50 Off Each Booking
- CVENT 2020 Proposal



# Summer Web Updates

## Event Calendar Integration:

<https://www.redondobeachtourism.com/explore>


## Riviera Village Blog Post:

<https://www.redondobeachtourism.com/news/staying-safe-big-space>



<b>Sandy Beaches</b> Redondo Beach features a 1.5 mile stretch of beautiful sandy beach that offers n... 🕒 18th Jul   07:00 - 21:00	<b>Sandy Beaches</b> Redondo Beach features a 1.5 mile stretch of beautiful sandy beach that offers n... 🕒 17th Jul   07:00 - 21:00	<b>Boating, Sailing &amp; Fishing</b> Take your adventure to the open waters with the King Harbor Marina. Rentals are ... 🕒 17th Jul   09:00 - 18:00
<b>Sandy Beaches</b> Redondo Beach features a 1.5 mile stretch of beautiful sandy beach that offers n... 🕒 18th Jul   07:00 - 21:00	<b>Boating, Sailing &amp; Fishing</b> Take your adventure to the open waters with the King Harbor Marina. Rentals are ... 🕒 18th Jul   09:00 - 18:00	<b>Sandy Beaches</b> Redondo Beach features a 1.5 mile stretch of beautiful sandy beach that offers n... 🕒 18th Jul   07:00 - 21:00


Check In07/16/2020Check Out07/19/2020Rooms1Adults2Children0Age 18+0-12BOOK NOW



07/16/2020  
STAYING SAFE WITH BIG SPACE

The world keeps turning at Redondo Beach. The restaurants of the beach city are open for your enjoyment while ensuring their customer's safety. Redondo's shopping and dining center, the Riviera, is open for your enjoyment while...

READ MORE





# Summer Web & Digital Ads Running: Google AdWords/Bing Search

## Mobile:

You Deserve a Stay-cation | Book a Safe Beach Stay Today | 15 Redondo Beach Hotel Options  
**Ad** [www.redondobeachtourism.com](http://www.redondobeachtourism.com)

Book a Stay in Redondo Beach for Whenever You're Ready. We'll Be Here to Help. From Luxury Hotels to Cozy Inns. Available Rates That Meet Everyone's Budget. Amenities: Minutes from LAX, Luxury Hotels, Comfortably Elegant...

[Explore Redondo Beach](#)

[Watch Our Short Film](#)

[Stay Connected](#)

Best Places to Stay in SoCal | Redondo Meets Everyones Budget | Luxury Hotels to Cozy Inns  
**Ad** [www.redondobeachtourism.com](http://www.redondobeachtourism.com)

Whether it's Now, Later this Summer, or When Your Ready. Redondo is Here for You. Safe and Convenient Options for Whenever Your Ready to Book Your Next Trip. Amenities: Minutes from LAX, Luxury Hotels, Comfortably Elegant...

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Close-By Beach Hotel Escapes | 15 Redondo Beach Hotel Options | Luxury Hotels to Cozy Inns  
**Ad** [www.redondobeachtourism.com](http://www.redondobeachtourism.com)

Safe and Convenient Options for Whenever Your Ready to Book Your Next Trip. Book with any of our 15 Hotel Options for the Most Authentic SoCal Experience. Amenities: Minutes from LAX, Luxury Hotels, Comfortably Elegant...

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Safe South Bay Beach Hotels | A Closeby & Convenient Option  
**Ad** [www.redondobeachtourism.com](http://www.redondobeachtourism.com)

Get Back to Loving Life on Your Own Terms & Book Your Next Trip When Your Ready. 15 Hotels with Rooms & Rates Available that Meet Everyone's Budget and Needs. Amenities: Minutes from LAX, Luxury Hotels, Comfortabl...

[Explore Redondo Beach](#)

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[Stay Connected](#)

## Desktop:

### You Deserve a Stay-cation | Book a Safe Beach Stay Today

**Ad** [www.redondobeachtourism.com](http://www.redondobeachtourism.com)

Book a Stay in Redondo Beach for Whenever You're Ready. We'll Be Here to Help. From Luxury Hotels to Cozy Inns. Available Rates That Meet Everyone's Budget.

Amenities: Minutes from LAX, Luxury Hotels, Comfortably Elegant Inns, Friendly Seaside Motels, Busin...

#### Explore Redondo Beach

Discover our Family Friendly Hotels  
& Cool Stretch of Beachfront

#### Watch Our Short Film

When We Return to the Sea  
We Return to Each Other

### Close-By Beach Hotel Escapes | 15 Redondo Beach Hotel Options

**Ad** [www.redondobeachtourism.com](http://www.redondobeachtourism.com)

Safe and Convenient Options for Whenever Your Ready to Book Your Next Trip. Book with any of our 15 Hotel Options for the Most Authentic SoCal Experience.

Amenities: Minutes from LAX, Luxury Hotels, Comfortably Elegant Inns, Friendly Seaside Motels, Busin...

#### Explore Redondo Beach

Discover our Family Friendly Hotels  
& Cool Stretch of Beachfront

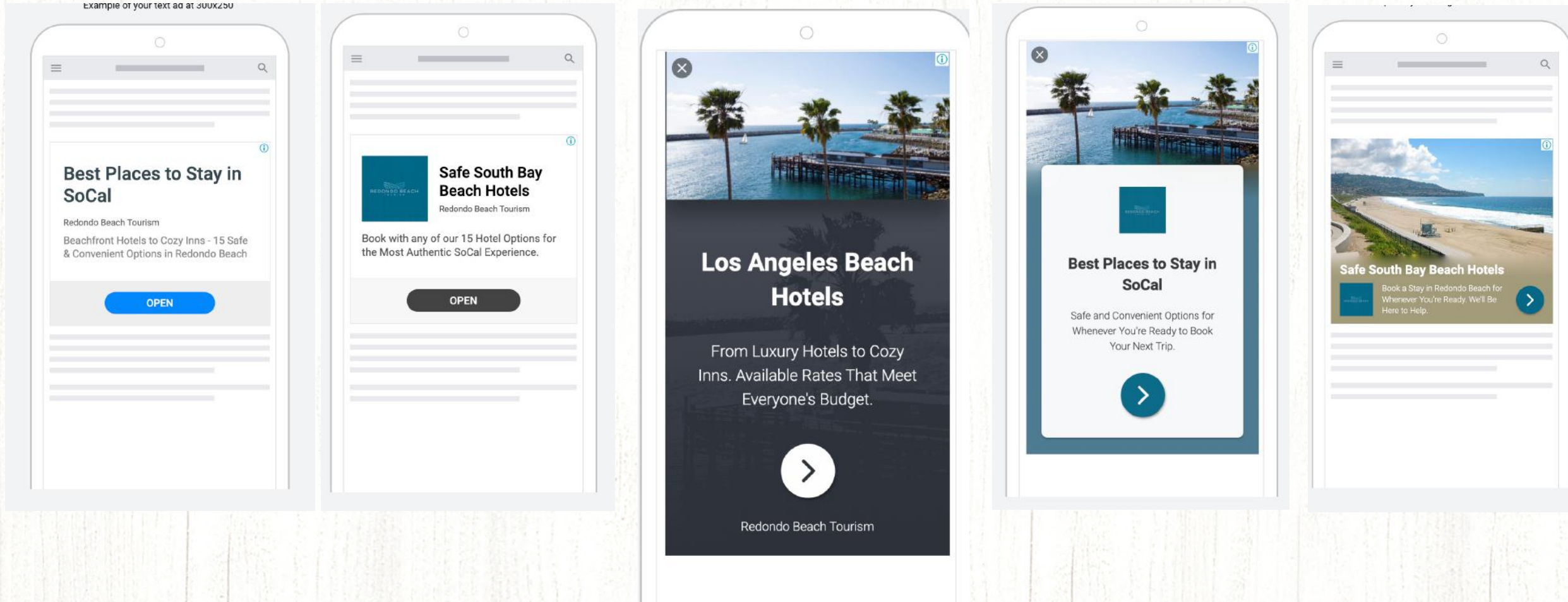
#### Watch Our Short Film

When We Return to the Sea  
We Return to Each Other



# Summer Web & Digital Ads Running: Google Display Dynamic Ads


## Mobile:




# Summer Web & Digital Ads Running: Google Display Dynamic Ads

## Desktop:


Example of your image ad at 160x600




**Los Angeles Beach Hotels**



Book with any of our 15 Hotel Options for the Most Authentic SoCal Experience.



Example of your native ad at 480x120




**Book a Stay in Redondo Beach for Whenever You're Ready. We'll Be Here to...**


Ad Redondo Beach Tourism

Open


Example of your image ad at 300x250



**Los Angeles Beach Hotels**



Book with any of our 15 Hotel Options for the Most Authentic SoCal Experience.



Example of your text ad at 300x250



**Los Angeles Beach Hotels**

Redondo Beach Tourism

Book with any of our 15 Hotel Options for the Most Authentic SoCal Experience.


OPEN

Example of your image ad at 728x90




**Los Angeles Beach Hotels**


Book with any of our 15 Hotel Options for the Most Authentic SoCal Experience.




Example of your image ad at 160x600




**Best Places to Stay in SoCal**



Beachfront Hotels to Cozy Inns - 15 Safe & Convenient Options in Redondo Beach



Example of your native ad at 480x120




**Book a Stay in Redondo Beach for Whenever You're Ready. We'll Be Here to...**


Ad Redondo Beach Tourism

Open


Example of your image ad at 300x250



**Best Places to Stay in SoCal**



Beachfront Hotels to Cozy Inns - 15 Safe & Convenient Options in Redondo Beach



Example of your text ad at 300x250



**Best Places to Stay in SoCal**

Redondo Beach Tourism

Beachfront Hotels to Cozy Inns - 15 Safe & Convenient Options in Redondo Beach


OPEN

Example of your image ad at 728x90



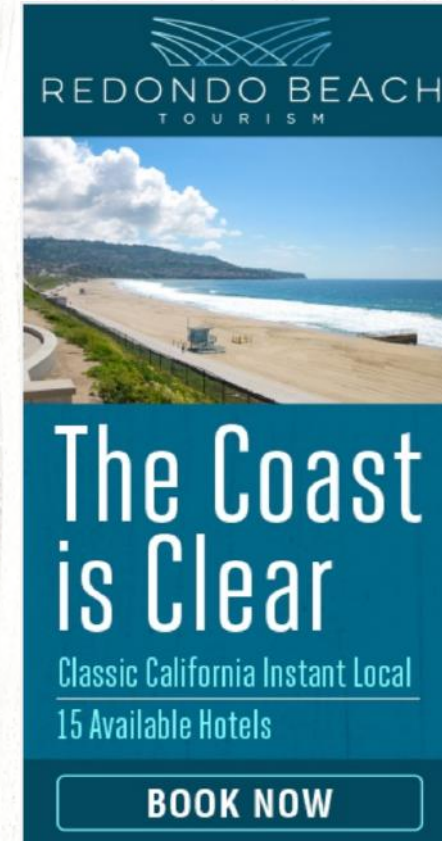
**Best Places to Stay in SoCal**

Beachfront Hotels to Cozy Inns - 15 Safe & Convenient Options in Redondo Beach





# Summer Web & Digital Ads Running: **Google Display Ads**



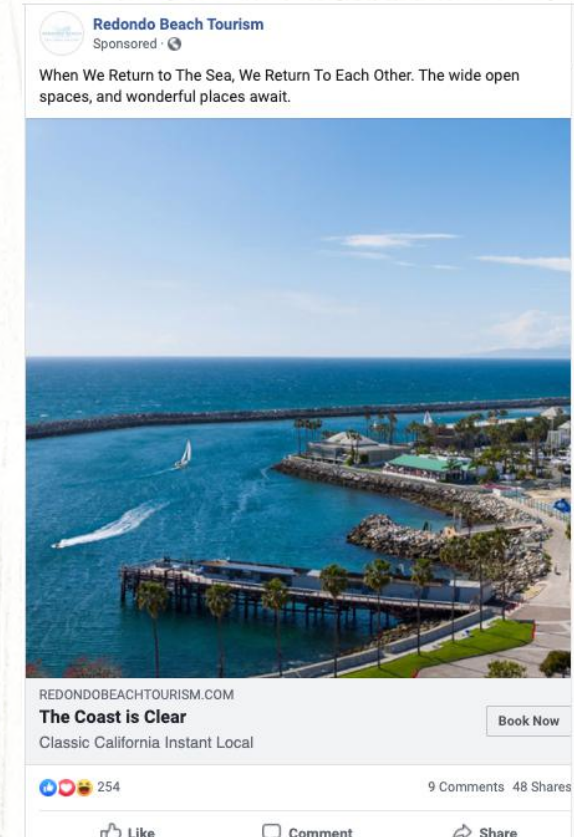
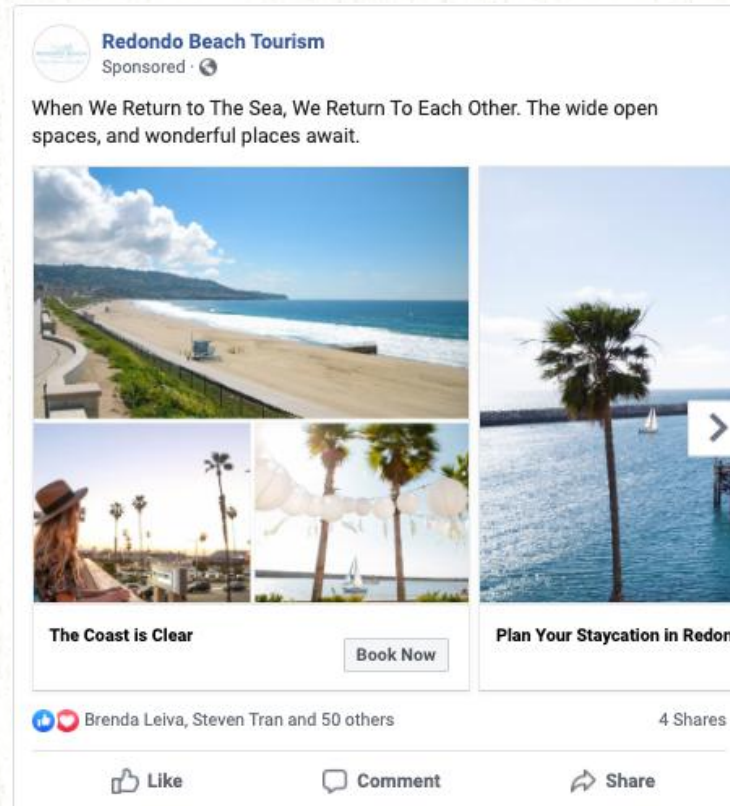


# Summer Web & Digital Ads Running: Facebook/Instagram

## Mobile:



## Desktop:





# Summer Web & Digital Ads Running

## YouTube:

:06 Ads



:15 Ads





# Summer Web & Digital Analytics

## Google AdWords:

- Impressions: 121,912
- Clicks: 3,672
- CTR: 3.01%
- CPC: \$1.27

## Display:

- Impressions: 849,425
- Clicks: 27,918
- CTR: 3.29%
- CPC: \$0.06

## Facebook & Instagram:

Impressions: 1,021,689  
Clicks: 36,882  
CTR: 3.61%  
CPC: \$0.16

## Bing:

- Impressions: 98,722
- Clicks: 961
- CTR: 0.97%
- CPC: \$1.05

## YouTube:

- Impressions: 194,815
- Views: 97,219
- View Rate: 49.75%
- Clicks: 0
- CTR: 0.00%



# aRES Summer Tracking

Total Booking Engine Pageviews: 28,988

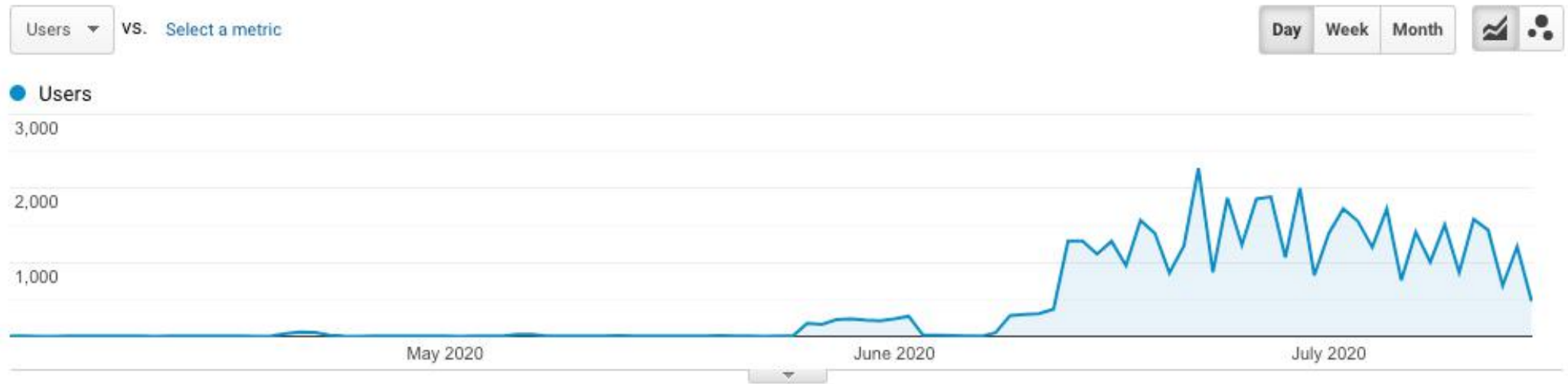
Total Add to Carts: 308

## Specific Hotel Detail Page Visits:

- The Redondo Beach Hotel – 194 Views
- Portofino Hotel – 207 Views
- Shade Hotel – 275 Views
- Crown Plaza – 230 Views
- Best Western Plus – 70 Views
- Homewood Suites – 77 Views
- Best Western Galleria – 69 Views
- Hilton Garden – 126 Views
- Residence Inn – 89 Views
- Ramada Limited Inn – 49 Views



# April 1<sup>st</sup> to July 16<sup>th</sup> Web Traffic





**Software, Enhanced RFP Services, Paid Advertising, Analytics, Fees and Usage Totals****Total Price** ~~USD 30,497.00~~**Discount** USD 6,759.00**Total Fees Payable in USD** **USD 23,738.00**

Listing Advertisement(s), Software, Services and CONNECT	Quantity	Service Term	Fee
1 Diamond <i>Includes 1 Username</i>	1	4/1/2020 - 3/31/2021	USD 10,598.00

Bundle Advertisement(s) & Microsite Packages	Quantity	Linked To	Ad Location	Service Term
DG-Banner Ad City Profile	1	Supplier Profile	Marina del Rey, CA	4/1/2020 - 3/31/2021
DG-Banner Ad City Profile	1	Supplier Profile	Newport Beach, CA	4/1/2020 - 3/31/2021
CVB Copy Feature	1	N/A	CA - Los Angeles	4/1/2020 - 3/31/2021

**Net Total Price** **USD 13,140.00**

**Software, Enhanced RFP Services, Paid Advertising, Analytics, Fees and Usage Totals****Total Price** ~~USD 21,517.00~~**Discount** USD 5,861.00**Total Fees Payable in USD** **USD 15,656.00**

Listing Advertisement(s), Software, Services and CONNECT	Quantity	Service Term	Fee
1 Diamond <i>Includes 1 Username</i>	1	4/1/2020 - 3/31/2021	USD 10,598.00

Bundle Advertisement(s) & Microsite Packages	Quantity	Linked To	Ad Location	Service Term
CVB Copy Feature	1	N/A	CA - Los Angeles	4/1/2020 - 3/31/2021

**Net Total Price** **USD 5,058.00**

**Software, Enhanced RFP Services, Paid Advertising, Analytics, Fees and Usage Totals****Total Price** ~~USD 33,867.00~~**Discount** USD 9,791.50**Total Fees Payable in USD** **USD 24,075.50**

Listing Advertisement(s), Software, Services and CONNECT	Quantity	Service Term	Fee
1 Diamond <i>Includes 1 Username</i>	1	4/1/2020 - 3/31/2021	USD 10,598.00

Bundle Advertisement(s) & Microsite Packages	Quantity	Linked To	Ad Location	Service Term
CVB Copy Feature	1	N/A	CA - Los Angeles	4/1/2020 - 3/31/2021
DG-Banner Ad City Profile	1	Supplier Profile	Long Beach, CA	4/1/2020 - 3/31/2021
DG-Banner Ad City Profile	1	Supplier Profile	Marina del Rey, CA	4/1/2020 - 3/31/2021
			<b>Net Total Price</b>	<b>USD 13,477.50</b>

**Software, Enhanced RFP Services, Paid Advertising, Analytics, Fees and Usage Totals****Total Price** ~~USD 30,497.00~~**Discount** USD 6,759.00**Total Fees Payable in USD** **USD 23,738.00**

Listing Advertisement(s), Software, Services and CONNECT	Quantity	Service Term	Fee
1 Diamond <i>Includes 1 Username</i>	1	4/1/2020 - 3/31/2021	USD 10,598.00

Bundle Advertisement(s) & Microsite Packages	Quantity	Linked To	Ad Location	Service Term
CVB Copy Feature	1	N/A	CA - Los Angeles	4/1/2020 - 3/31/2021
DG-Banner Ad City Profile	1	Supplier Profile	Santa Monica, CA	4/1/2020 - 3/31/2021
DG-Banner Ad City Profile	1	Supplier Profile	Marina del Rey, CA	4/1/2020 - 3/31/2021

**Net Total Price** **USD 13,140.00**



Software, Enhanced RFP Services, Paid Advertising, Analytics, Fees and Usage Totals				
Total Price		USD 33,867.00		
Discount		USD 9,791.50		
Total Fees Payable in USD		USD 24,075.50		
Listing Advertisement(s), Software, Services and CONNECT		Quantity	Service Term	Fee
1 Diamond <i>Includes 1 Username</i>		1	4/1/2020 - 3/31/2021	USD 10,598.00
Bundle Advertisement(s) & Microsite Packages		Quantity	Linked To	Ad Location
CVB Copy Feature		1	N/A	CA - Los Angeles
DG-Banner Ad City Profile		1	Supplier Profile	Santa Monica, CA
DG-Banner Ad City Profile		1	Supplier Profile	Long Beach, CA
Net Total Price				USD 13,477.50