

**CREATIVE  
DIGITAL  
AGENCY**

**CITY OF PACIFICA  
AUDIENCE/BUSINESS RESEARCH  
GAP ASSESSMENT & OPPORTUNITIES REPORT**

DATE: Dec 13, 2021

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# OBJECTIVES



## Purpose of this document:

1. Identify and assess any gaps in key business segments (tourism, industry, nature, entertainment, and culture).
2. Identify potential new or enhanced demand generators and strategies.

## Target Audiences:

1. Visitors
2. Residents
3. Prospective New Businesses



# OVERVIEW



In September of 2021, the City of Pacifica engaged Creative Digital Agency to develop a marketing plan to serve the city in the coming two years, 2022-2024.

This project includes three components:

1. Analysis of audiences and marketing operations, identifying opportunities for generating new revenue
2. A unifying creative approach for the city's marketing efforts
3. A detailed 2 year marketing plan

This document represents the first deliverable, summarizing findings and insights from numerous stakeholder meetings, Business Survey results, and independent research into the 3 identified target audiences: Visitors, Residents, and Businesses.







# MARKETING OPPORTUNITIES



Analysis of potential marketing-related opportunities have been broken down into the following categories:

1. Your Audience
2. Branding & Messaging
3. Communications





# 1 YOUR AUDIENCE





# VISITORS - CATEGORY #1: DAY TRIPPERS



Although the travel industry is beginning to see some recovery from the Pandemic, it still has not fully recovered. Travelers are still somewhat weary of flying, and as a result of the pandemic have been more eager to explore the destinations near where they live. Although overnight travel is suspected to increase, there will still be a large audience of day trippers looking for destinations within close proximity.

People in the below geographic areas comprise the top users of Pacifica's website and social media accounts ranging from 5 - 25% of users.

Cities that daytrippers are traveling to Pacifica from include:

- San Francisco
- Daly City
- San Jose
- San Mateo





# DAYTRIPPERS - CHALLENGES & OPPORTUNITIES

## Challenges

Stakeholder feedback regarding the current visitor audience suggests that a substantial number of daytrippers are not delivering optimal revenue potential to the city, creating a **high-impact, low-value visitor** population.

There appear to be a number of factors contributing to this:

- **The “Adventurer”** Visitors are coming for Pacifica’s natural beauty and outdoor activities, with no intended spending agenda
- **“What Next?”** Visitors are unaware of what Pacifica has to offer
- **The “Quick Stop”** Visitors are passing through or briefly stopping off in Pacifica as part of a road trip down highway one

## Opportunities

People seeking an adventure are on a mission to do what they came to do (bike, hike, etc.) and get back home. There is an opportunity to market **pre and post adventure activities** to encourage these visitors to spend more time exploring what Pacifica has to offer, ideally bringing in a visit that requires **purchasing at least two meals** (i.e. breakfast and lunch).

There are unique events and experiences in Pacifica (though there could be more), but visitors currently have to seek out these itineraries through Pacifica’s owned media channels and there is no centralized location to find this information. **Hosting more events** and creating a centralized database will make it easier for visitors to access information and plan their trip.

Marketing could emphasize more **workations/staycations** to increase hotel occupancy in the offseason and convert local habitual daytrippers into more valuable **overnighters**. Of particular interest are visitors from communities including El Granada, whose commute or business trips into San Francisco may take them through Pacifica.



# DAYTRIPPERS: DEMOGRAPHIC CONSIDERATIONS

Pacifica's population is close to the average age and income level of the cities within driving distance. This is beneficial as residents and visitors will be looking for similar offerings.

Stakeholder interviews suggest that there are limited options for luxury & unique shopping in Pacifica, especially stores that cater to the growing **affluent millennial demographic**.

However, Pacifica does offer many attractions that are desirable to this audience, for example: **beautiful views, cuisine, wellness and adventure** - therefore marketing should place emphasis on itineraries around these activities.

	Age (Median)*	Income (Median)*
<b>Pacifica</b>	<b>42.5</b>	<b>\$125,500</b>
San Francisco	38.2	\$112,449
San Jose	36.7	\$109,593
Daly City	39.9	\$94,550
Sacramento	34.5	\$62,335
Oakland	36.5	\$73,692
San Mateo	38.2	\$124,842
Fremont	38.3	\$133,354
Sunnyvale	35.3	\$140,631
South San Francisco	40.4	\$105,459

\*US Census Bureau (2019)



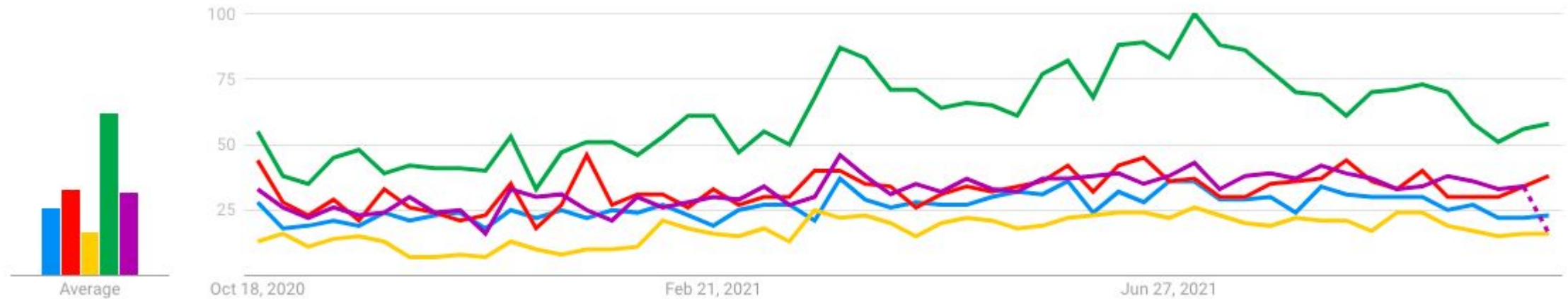
# DAYTRIPPERS - INTEREST VS. COMPETITORS



Here is a competitive snapshot of interest from prospective daytrippers, measured by search activity within the SF/Oak/San Jose DMA (Designated Market Area).

Local monthly search interest, past 12 months (including Pacifica):

- Pacifica
- Half Moon Bay
- Carmel By the Sea
- Santa Cruz
- Mendocino





# VISITORS - CATEGORY #2: OVERNIGHT



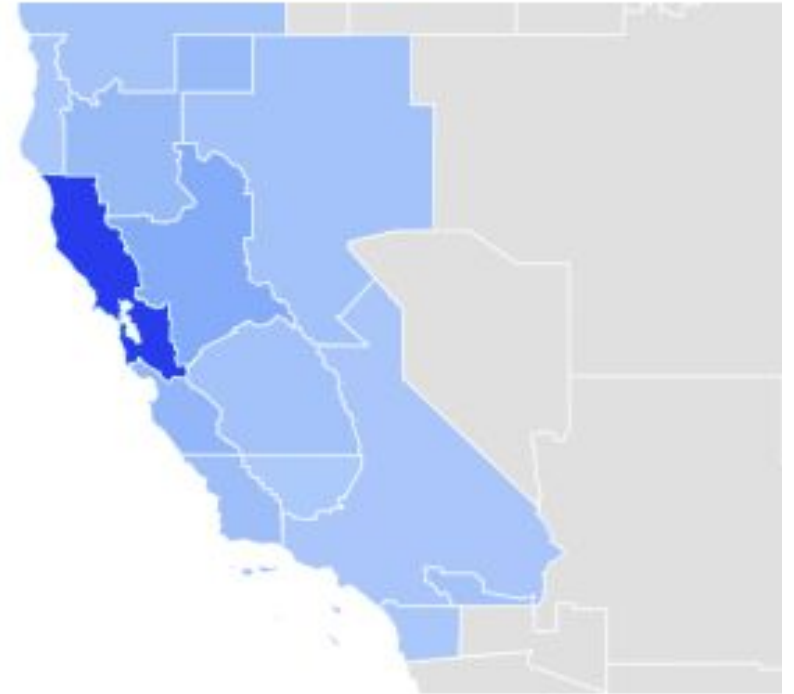
People outside of the defined day trip radius have still been showing interest in Pacifica. Airbnb trends suggest that some of the **most wanted amenities are Child Friendly, Allows Pets, and Wireless Internet.**

The Designated Marketing Areas showing the the most online search activity regarding Pacifica in the past 12 months are:

- **Sacramento/Stockton/Modesto**
- **Chico/Redding**
- **Santa Barbara-Santa Maria-San Luis Obispo**
- **Los Angeles**

This supports the feedback we received from stakeholder interviews and search trends.

In a 12-month plus view, it is expected that international visitors will make up an increasing portion of this audience, as pandemic travel restrictions are lifted.



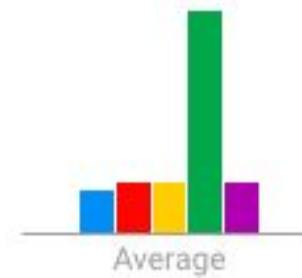


# OVERNIGHT - INTEREST VS. COMPETITORS

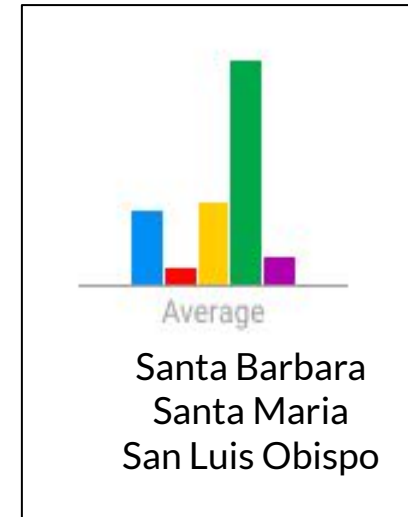
Here is a competitive snapshot of interest from prospective overnight visitors, measured by search activity within the various DMA (Designated Market Area).

## Local average search inquiries, past 12 months:

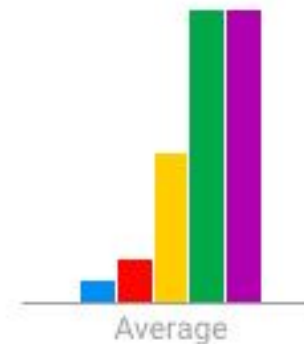
- **Pacifica**
- **Half Moon Bay**
- **Carmel By the Sea**
- **Santa Cruz**
- **Mendocino**



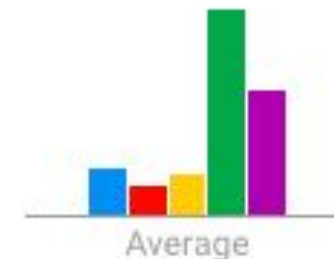
Sacramento  
Stockton  
Modesto



Santa Barbara  
Santa Maria  
San Luis Obispo



Los Angeles



Chico  
Redding



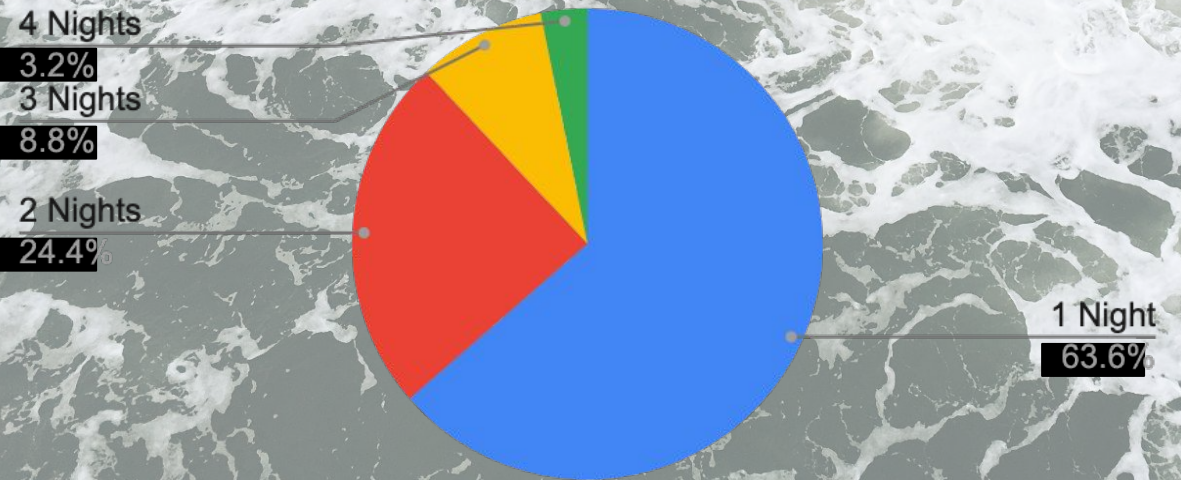
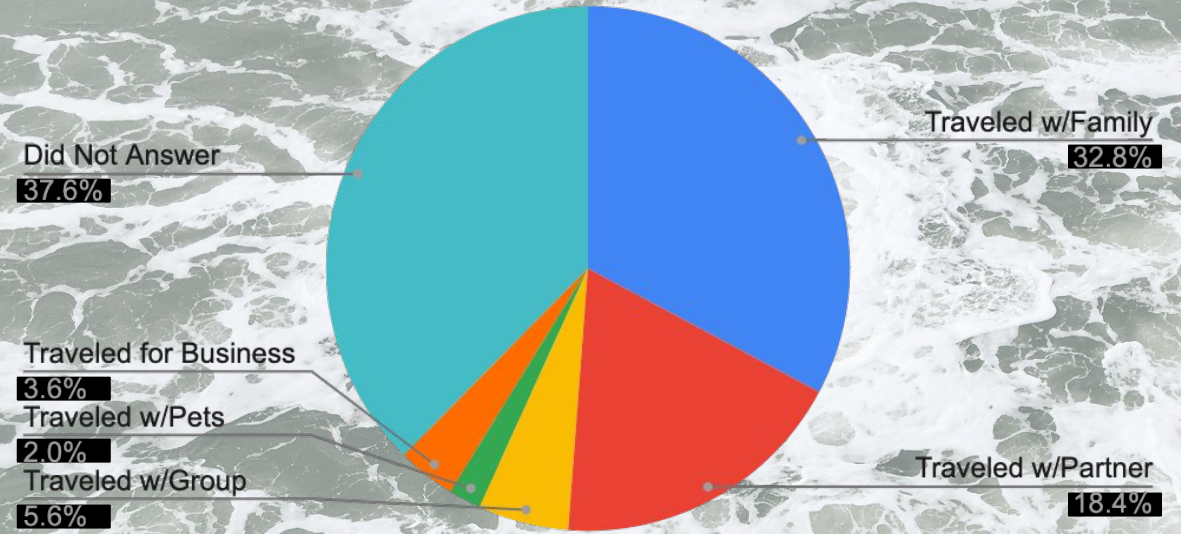
# Trends: Travel Websites

Expedia and Tripadvisor hotel reviews identified trends and areas of opportunity for overnight visitors. Many reviews had great things to say about the locations of the hotels and proximity to the ocean as well as restaurants/activities.

Of the reviews that disclosed their location, the top markets that guests were visiting from include: Bay Area, Sacramento County + LA/OC County.

After surveying 250 expedia reviews the following trends emerged regarding types of travel and length of stay:

- Majority of respondents length of stay was one night
- Of those who responded, traveling with both Family or Partner were top selected
- Although they make up a smaller percentage of overnight travelers, business travelers could be targeted and provide additional source of revenue to the city in the off seasons





# Trends: What Visitors are Saying

Jennifer  
Sep 30, 2021 Inn at Rockaway

😊 Liked: Cleanliness, staff & service, property conditions & facilities, room comfort

## Loved it

The room was beautiful, clean with a great view. So worth the cost. I also brought my dog which was easy and great.

Stayed 1 night in Sep 2021

## 5/5 Excellent

Verified traveler Americas Best Value Inn  
Sep 30, 2021

😊 Liked: Cleanliness, staff & service, property conditions & facilities, room comfort

## Great value , location and experience

My second two night stay in 5 months at this locale. Checking in and out is effortless, taking about 30 seconds each time. Staff is always attentive, friendly and low key but professional. Great access to the local offerings, and it's very clean , cozy and safe. Great on site parking and it's like having your own private hotel because the other guests are very quiet and well mannered.

Stayed 2 nights in Sep 2021



GingerGirl2021 wrote a review Aug 2021

Fresno, California • 1 contribution



## Peaceful Stay in Pacifica

“The Pacifica Lighthouse does not disappoint. It sits beachside and you can hear the ocean waves from your very clean, well-appointed room. There are also several dining options nearby. It's a great place to relax when visiting the Bay Area.”



CatfriendDavis

wrote a review Jun 2021 Pacifica Lighthouse Hotel

Davis

37 contributions • 21 helpful votes



## Gem by the ocean

“Great location right on the ocean away from the highway. Nice comfortable room, comfortable bed, very clean. The carpet had several stains which was a pity because the room otherwise was great. Also, there was no microwave, so no way to make tea. The room I was in connected with a door to the adjacent room so you could hear the folks easily, but this wasn't a problem. The kids next door were noisy at first but once they settled down we never heard them again. Because the hotel is right on the ocean the outside gets weathered and rusty pretty quickly, I imagine, so the outside could use some scraping and painting. The lobby was modern, and the restaurant in the hotel was excellent with an awesome view, good service and great food. I would easily stay here again and recommend it.”





# TARGET VISITOR PERSONAS



## “The Experience Generation”

**Age:** 35

**Occupation:** Salesforce Administrator

**Relationship Status:** Married w/ young child/dog in household

**Location:** Fresno

**Personality Archetype:** ISFJ (The Protector)

### Goals

- A memorable family outing/a romantic day trip while a babysitter watches the kids
- Raising well-rounded children
- Elevating financial status
- Better work/life balance

### Characteristics

- HHI \$128k
- Willing to invest in health and wellness, including mental health
- Heavy user of Instagram and Youtube
- Mobile-only; negligible consumption of TV and print media

### Decision Factors

- Visual experiences that can be shared on social media
- 3x more willing to spend money on experiences vs. possessions
- Special offers/promotions
- Peer reviews
- Special events (i.e. sporting events)



# TARGET VISITOR PERSONAS



## “The Second Honeymooners”

**Age:** 55

**Occupation:** SVP Sales

**Relationship Status:** Married, empty nester

**Location:** Sacramento

**Personality Archetype:** ENTJ (The Executive)

### Goals

- Romantic weekend
- Health & wellness
- Relaxation
- New experiences

### Characteristics

- HHI \$200k
- Reads newspaper on his iPad
- Watches cable news, listens to news radio

### Decision Factors

- High quality
- Exclusivity
- Peaceful atmosphere





# TARGET VISITOR PERSONAS



## “The Business Traveler”

**Age:** 49

**Occupation:** Consultant

**Relationship Status:** Single

**Location:** United States

**Personality Archetype:** ESTP (The Persuader)

### Goals

- Have a quiet place to stay close to SF
- Be successful at work
- Relax when not working
- Hassle free traveling experience

### Characteristics

- HHI \$100k
- Heavy user of both mobile and desktop
- Uses social media and reads news online

### Decision Factors

- Convenience
- Peaceful retreat
- Business attractions (specifically golf)
- Conference options





# CONSIDERATIONS

- In high-income professions, remote work has been trending up for the past 10 years, especially during the pandemic
- For waterfront destinations, a primary factor limiting occupancy in winter months is the colder outdoor weather
- Pacifica's lodging options offer incredible views of the ocean



**58.6%**  
of the total  
U.S. workforce  
are remote  
workers

REMOTE WORK

## Trends in Remote Work Growth

**44%**

Growth in remote work  
over the last 5 years

**91%**

Growth in remote work  
over the last 10 years

**159%**

Growth in remote work  
over the last 12 years

 NorthOne



# OPPORTUNITY: OFF-SEASON CAMPAIGN - PACIFICA “WORKATIONS”

## 26 Workations To Take Right Now

**Jennifer Kester** Contributor  
Forbes Travel Guide Contributor Group  
Forbes Travel Guide  
*I am the vice president and executive editor of Forbes Travel Guide.*

Listen to article 14 minutes



## 'Workations' Are the Latest Travel Trend — 5 Ways to Plan A Successful One



**Lorelei Yang** ★ 648 Wonky consultant with a passion for words



A workation — sometimes alternatively spelled as "workcation" — is a working vacation that blends leisure and productive time. [According to](#)

## Workation Guide: How to Work and Travel at the same Time

by Denise Mai | Last updated Mar 13, 2021



Being able to travel while working online? Yes, please! A **workation** is a temporary trip that combines work and vacation. More and more employees, freelancers and business owners consider this working style as a welcoming exchange to their normal daily working life.

This workation guide tells you the most important facts about the working trend and explains who qualifies for a workation and how you can make the best of it.

## Bustle

### The Rise Of The "Workation"

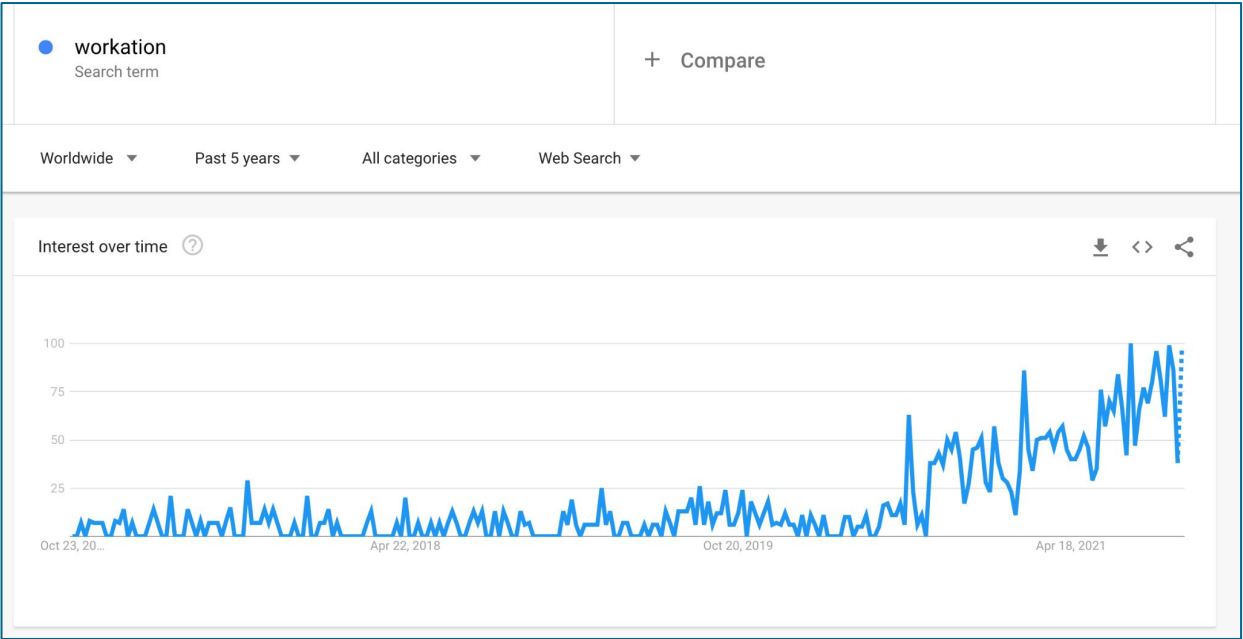
A desire for a change in scenery is driving people to work very remotely.

By Ashley Hines  
November 25, 2020



For five months, Maya Kachroo-Levine and her husband worked 12-hour days from their house in Los Angeles. "We desperately needed a change of scenery, and we'd been fantasizing about a Palm Springs bungalow with a pool, but impulsively buying a second home wasn't exactly in our budget," she says.

Instead, the couple booked three separate Airbnbs in Palm Springs — one each for August, September, and October — for mini "workations." "It's amazing what four days a month in a different house can do for your mental state," says the 29-year-old freelance travel writer and





# OPPORTUNITY: WINTER CAMPAIGN - PACIFICA “WORKATIONS”

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- Indoors for more of the day = **reduced impact of cold weather** on desirability vs. purely leisure trips
- Term is increasingly trendy and generates blogger/news coverage
- Higher likelihood of **mid-week** and **longer** stays
- Trend is primarily being driven by our target audience: age 40+, high HHI
- Equally desirable for single and married individuals, school is an obstacle for individuals with child in HH.





# OPPORTUNITY: **Conferences**

- Identify prospective venue capacity for business conferences
- Partner with local restaurants to provide catering services
- Identify and conquest on appropriate conferences in Half Moon Bay, in particular.
- Emphasize business attractions, especially golf and team-building wellness activities (hikes, cycling)





# PACIFICA RESIDENTS

Stakeholder interviews suggest that the demographics of Pacifica are shifting towards more affluent millennials, some with small children, versus the older demographic that used to reside here. It was also highly agreed upon that there is a great sense of community in Pacifica and that residents support shopping local however the city lacks the options they desire.

1. Build upon and continue to expand the “**Shop Local**” program recently launched by the city in cooperation with the EDC and Chamber of Commerce. Follow best practices of other successful buy local programs.
2. Create a long-term plan to bring in new business that could cater to Pacifica’s younger demographic taste i.e. shopping as an experience, “nicer” grocery stores (Trader Joes/Whole Foods) etc.
3. Educate residents on different unique shopping areas in Pacifica through various events, newsletter, social media etc.



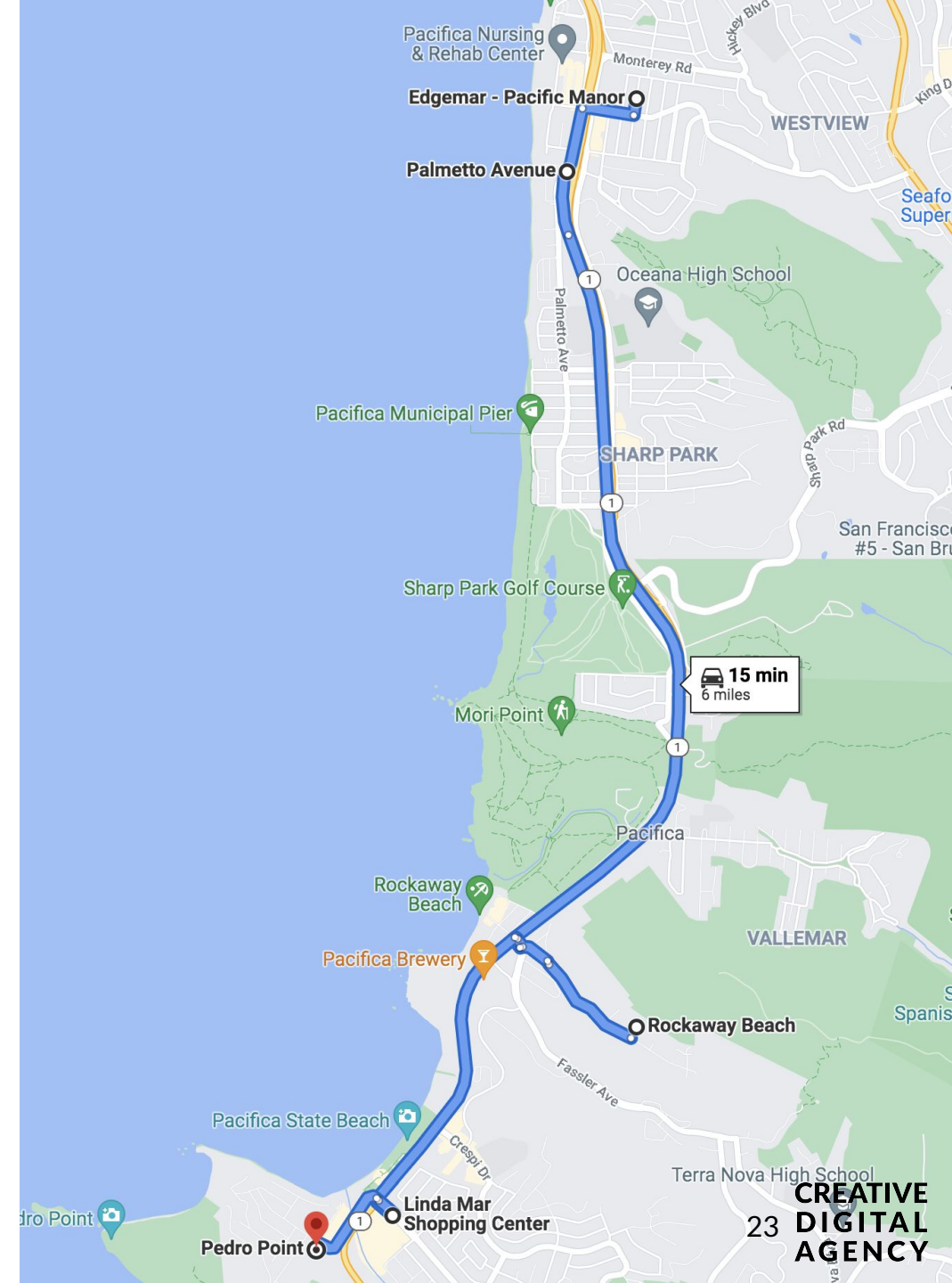
# OPPORTUNITY: Unique Shopping Neighborhoods

Pacifica's unique neighborhoods offer a distinct one of a kind experience for visitors, residents and new businesses.

- **Edgemar Pacific Manor - Hidden Gourmet Treasures**
- **Palmetto/Sharp Park - Take a stroll, Local Shops/Restaurants**
- **Rockaway Beach - Scenery, Relax to sounds of waves**
- **Linda Mar/Pacifica State Beach - Big box stores near large beach**
- **Pedro Point - Outdoorsy , Hiking + Biking**

Stakeholder interviews suggested that there is a frustration due to a lack of a centralize downtown; however this also puts Pacifica at an advantage of having, not just one downtown, but five. Some opportunities that emerge from these neighborhoods are:

- Overnight Visitors can plan longer stays by planning to spend a day exploring each area.
- "Pacifica road trips" - showcase how a day can be planned starting at one neighborhood of Pacifica and ending in another for daytrippers to customize to their taste.
- Offer residents a chance to know each neighborhood and the businesses there by throwing smaller micro events for locals in each area.
- The unique characteristics of each neighborhood allows Pacifica to be attractive to a wide range of businesses, from big box stores to mom and pop shops.



# CITYWIDE GIFT CARDS

## Case Study

Late last year, Visit Benicia launched the “Shop Benicia” eGift card program, following in the footsteps of other similar programs from Concord and Fremont.

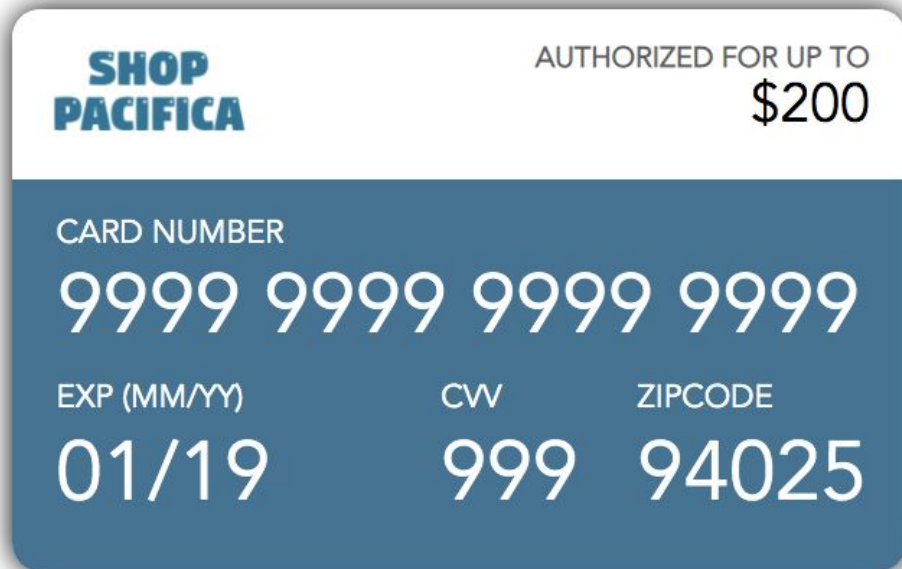
eGift cards are designed to keep local dollars local by providing a single digital card that can be redeemed across virtually any business in the city. This makes eGift cards ideal for habitual shoppers, gifts, and large corporate giveaways.

The Shop Benicia program has been quite successful, selling out its initial promotional offer within the first two weeks of launch and in the first year driving nearly \$120,000 in card sales.

As stakeholders in Pacifica cited a desire for more motivated local spending from residents, a comparable program should be explored.







# CITYWIDE eGIFT CARDS: SHOP PACIFICA



Visitors can locate information regarding Pacifica’s gift cards by adding a “gift card” option to the navigation menu on the visitpacificacom website. Once selected, viewers will be redirected to a custom web page containing all information related to purchasing and using their gift card:

- How to Purchase
- Current Discounts and Offers
- Where to Use
- FAQs
- Sign Up information for merchants

Various marketing channels/campaigns can be used to promote this new offering:

- Blog Post
- Social Media Posts
- Connect with Pacifica Newsletter
- Posters and Flyers at Local Businesses/Events
- Holiday Gift Card Campaign

# BUSINESSES - CHALLENGES AND OPPORTUNITIES

## Challenges

Stakeholder interviews identified a few key obstacles to attracting quality new businesses to Pacifica:

- High Rents / Lack of Availability
- A difficult permitting process
- Lack of foot traffic due to limited overnight visitor traffic and low-value daytripper traffic
- Limited hours of operation due to limited foot traffic in the evening
- No downtown area

## Opportunities

- Marketing of new online portal for new business license applications and further development of collateral/website to assist in ease of application and process.
- A “Pacifica Open House” to answer FAQs regarding opening new businesses in Pacifica and give the city a chance to address prospective business owners concerns of starting a business in Pacifica. Target individuals in real estate and prospective small business owners, educating them about the changes happening to make opening a business in Pacifica more desirable.
- Given its location and the nature of its attractions (as well as the demographics of locals), Pacifica could be attracting more affluent Millennial visitors. This extends beyond messaging and tactical considerations, and includes factoring in the types of new businesses that will help attract this new audience (more on following slide).
- Explore offering incentives for businesses to open in Pacifica



# BUSINESSES - OPTIONS FOR AFFLUENT MILLENNIALS



## Health and Wellness

- 86% of people under the age of 37 have worked to improve their health in the past year, and they've spent an estimated **\$158 billion** on health and wellness\*
- 81% of people under the age of 37 say focusing on their health and wellness helps them feel in control of something tangible, and 90% agree that a healthy person is a happy person\*
- Candidates include: spas, yoga, hiking/cycling/surf shops

## Artisanal Dining/Grocery Stores

- Half of all Millennials are prioritizing meals today over savings for tomorrow. New data from LendEDU, which surveyed 1,000 Americans ages 22 to 37, found that 49 percent spend more on dining out than they put towards retirement
- Candidates include: dining halls, themed restaurants, pop ups

## Unique Experiences

- 78% would rather spend money on experiences than possessions
- 70% say that FOMO (Fear of Missing Out) factors into purchase decisions
- The share of US spend allocated to experiences has grown 70% since the birth of the first Millennial\*\*

**“Millennials are a lot more willing to shell out money on experiences that enhance their lives (and their Instagram feeds) rather than on material things.”**

-Ad Age | *Consumers Want Experiences, Not Things*

It is our recommendation that the City consider the needs of this demographic when forming its business attraction strategy.

\* YPulse. *Why Young Consumers Are Spending Over \$150 Billion a Year on Wellness* (2019)

\*\* Social Compile. *The Millennial Revolution* (2018)



# 2 BRANDING & MESSAGING





# “Pacifica A Pretty Cool Place”

Pacifica **branding and messaging** is for the most part consistent and does a good job painting a picture of what the city has to offer.

The word “cool” pays homage to the surfer culture in Pacifica and also highlights one of the reasons it is attractive to so many visitors - cool weather!

Some basic elements like a universal and simplified color palette, style guide, fonts, and logos could be implemented across logos and communication channels.

It is recommended to pursue a sub-brand for business travelers, specifically promoting “workations.” CDA is creating a workations sub-brand identity as a part of our engagement with the city.



— VISIT —  
**PACIFICA**  
— A Pretty Cool Place —



# COMPETITOR ANALYSIS - ATTRACTIONS (FOR VISITORS)

- Pacifica has a similar list of attractions as Half Moon Bay and others that are unique to the city.
- On their own, these attractions do not sufficiently differentiate the Pacifica brand to new prospective visitors
- A unique brand personality and cultural experience are essential to effectively differentiate Pacifica. By highlighting Pacifica's proximity to SFO and unique characteristics Pacifica can better distinguish itself to visitors.
- Centralization of event information for ease of access for daytrippers as well as submission for local businesses

	Pacifica	Half Moon Bay
Proximity to SFO	x	
Beaches	x	x
History/Historic Buildings	x	x
Farmers Market	x	x
Oceanfront Hotels	x	
Downtown Shopping Experience		x
Black Sand Beach	x	
Outdoor Recreation	x	x
Leashless Dog Beach	x	
Lodging Options		x
Corporate/Touristy		x
Natural	x	
Marina		x
Events		x
Seal Preserve		x
Cannabis	x	



# COMPETITOR COMPARISON: BRANDING/MESSAGING



—VISIT—  
**PACIFICA**  
— A Pretty Cool Place —

## Pacifica

- Slogan: A Pretty Cool Place
- Common thread: nautical/fantasy theme, connection to nature
- Mermaid Imagery dominates name of destination



## Half Moon Bay

- Slogan: Coastside California
- Common thread: Experiences on a beautiful coastline



## Carmel

- Slogan: Pure Inspiration
- Common thread: Relaxation and escape





# COMPETITOR COMPARISON: BRANDING/MESSAGING



## Santa Cruz

- Slogan: Lets Cruz
- Common thread: Exploration and uniqueness of experiences



## Mendocino

- Slogan: Find your happy; Room to Roam
- Common thread: Exploration and expansive space



# SHOP LOCAL: BRANDING/MESSAGING



It's fantastic that Pacifica has implemented a dedicated Shop Local campaign. Here are some recommendations on how to make it even better:

## CDA Recommends

- Re-structure the role of “Shop Local” on the Visit Pacifica website. The current “shop local” page is a shopping directory, which may be more useful to visitors.
- A dedicated “shop local” sub page for residents could emphasize the why and how to shop local:
  - Information and statistics about why shopping local is beneficial to your community
  - CTA to sign up for the Connect with Pacifica newsletter
  - Promotion of Pacifica Citywide Gift Card
  - Local business group sign up information
  - A categorized list of businesses based on interest (food, clothing, art etc.)
- **Focus on the “why” not the “what”** - Currently revising print materials to include use of an infographic about how shopping local improves the community





- Ideal for targeting residents/habitual foot traffic
- Awareness/top of mind for Shop Local program
- Promote upcoming events to residents and businesses

# BANNERS: PALMETTO



The Palmetto Avenue banners would be a great location to target the local audience and further promote why and how to shop local.

## CDA Recommends:

- As there are a significant number of banners (83) along Palmetto avenue, a large portion should be primarily be dedicated to shop local along with a few that could be rotated out for annual events.
- When no events are taking place the banner space can be used to promote the website, social media accounts or local businesses.
- Ensure that changing of banners happens in a timely manner so no outdated information is being viewed.



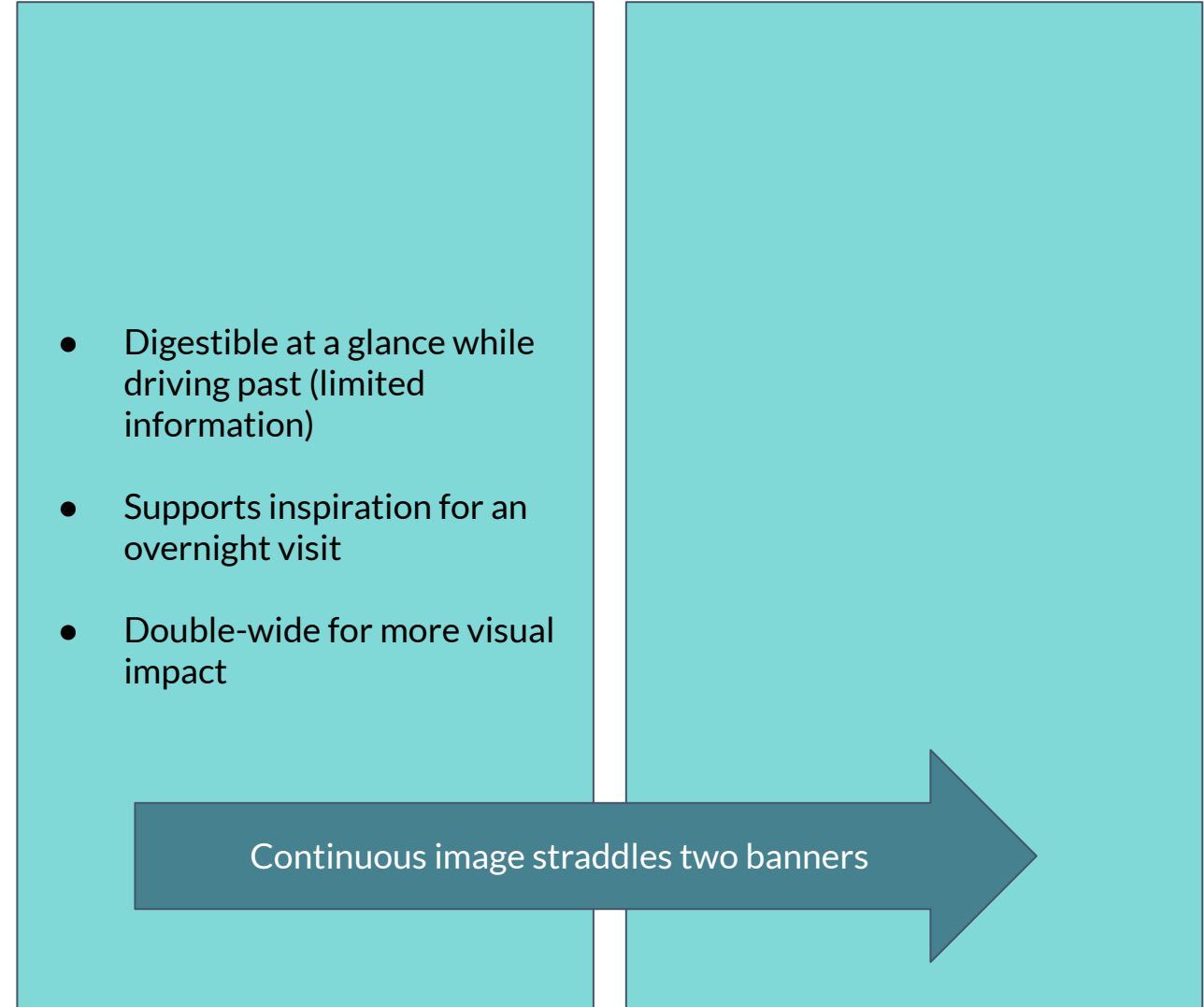
# BANNERS: SHARP PARK




Sharp Park’s banners messaging needs to be large enough to be easily seen by drivers passing by as well as contain a universal message as they are difficult to replace.

By using a catchy tagline, bold imagery and promoting the website viewers can easily see what Pacifica has to offer and where they can find more information about it.

Design banners as double wide (vs. one image on each side) to showcase captivating imagery.



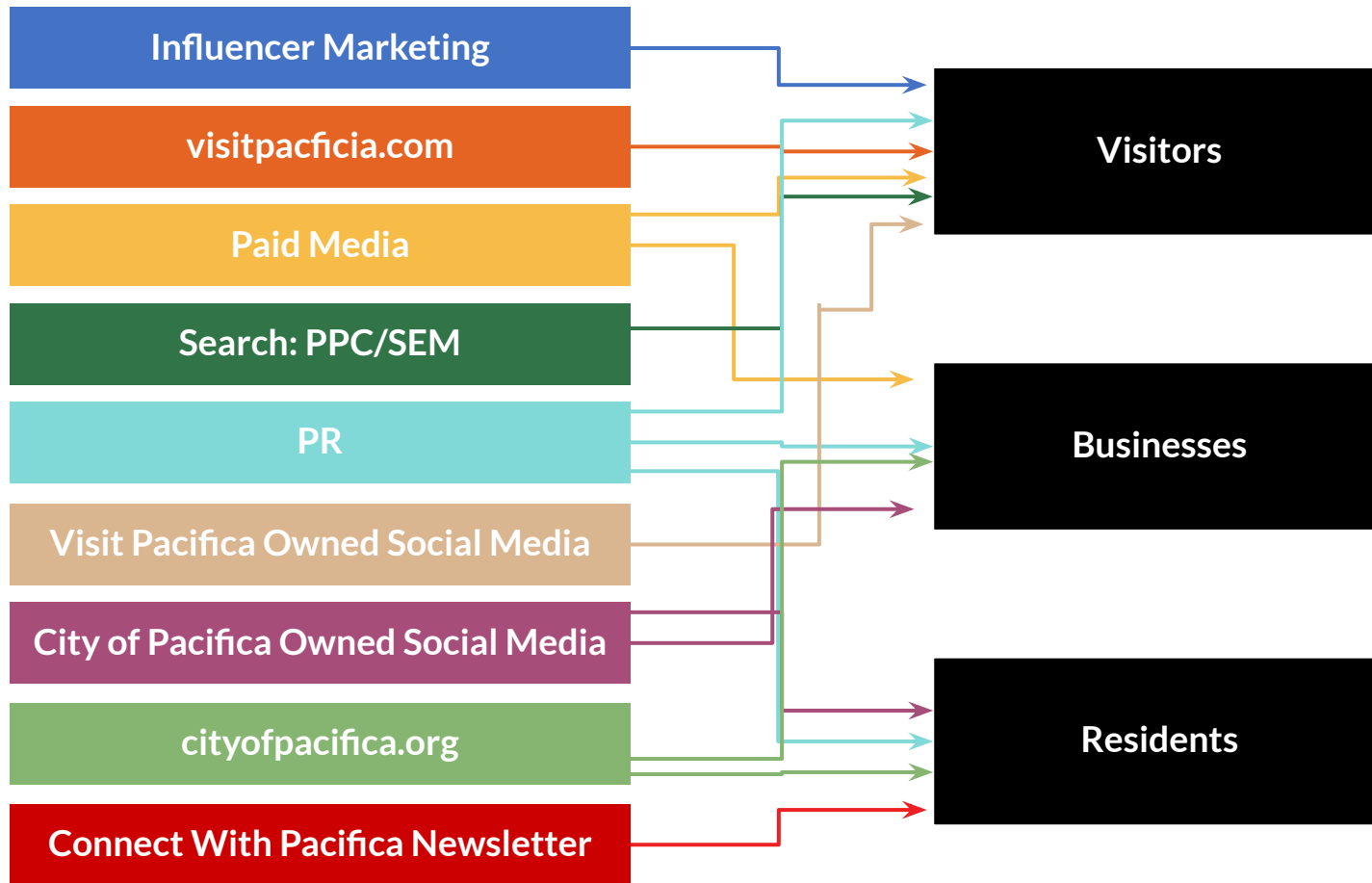


# 3 COMMUNICATIONS

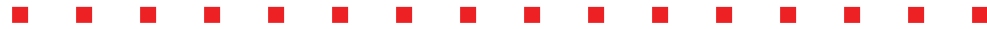




# CHANNELS/OBJECTIVES MAP



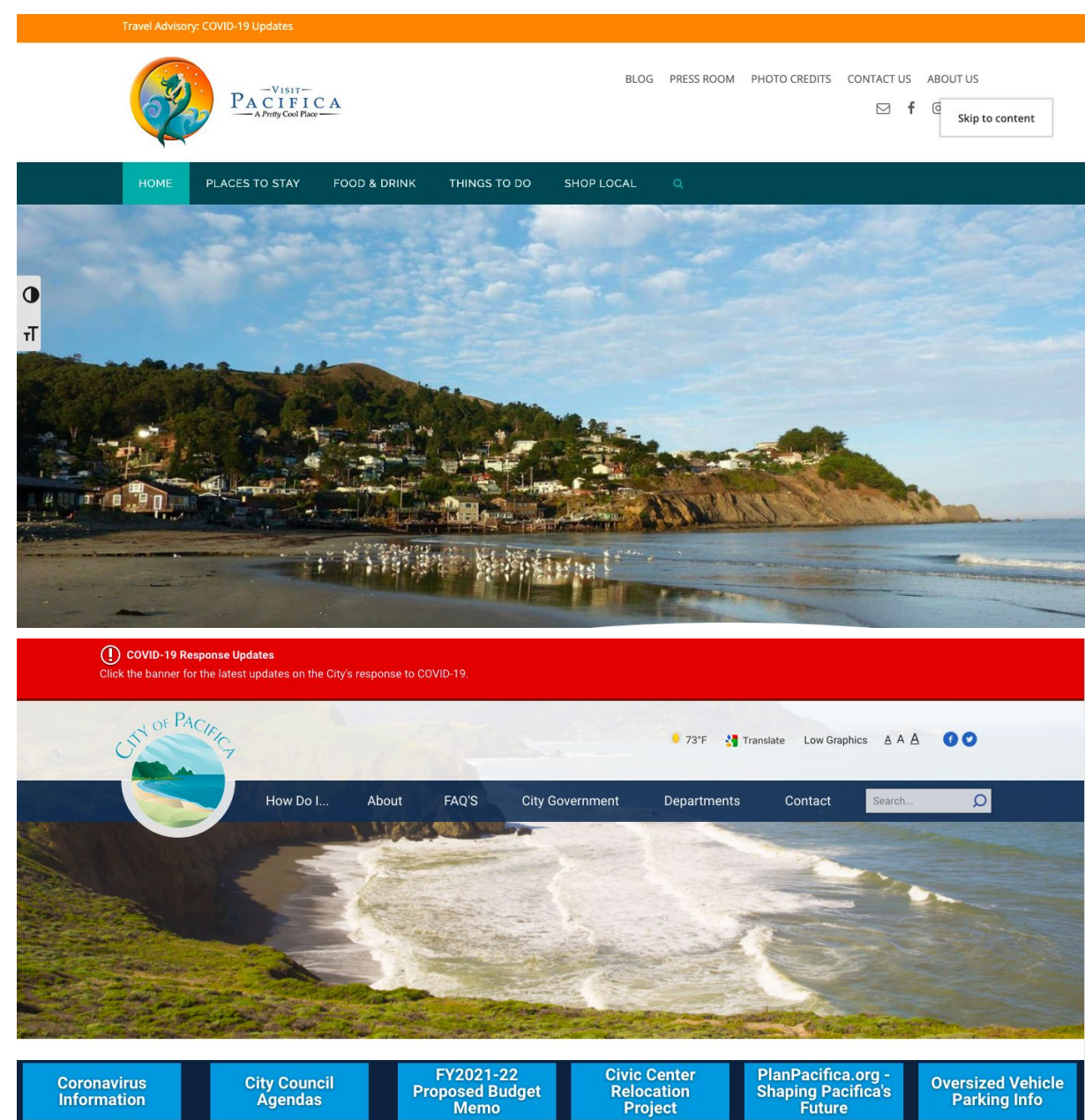
# OPPORTUNITY: WEB PRESENCE



There are some minor improvements that could be made to The Visit Pacifica website. In general this website is updated and designed well for a visitors to easily locate the necessary information to plan their trip. The City of Pacifica website however could be set up more intuitively for residents and prospective new businesses to find information.

## CDA Recommends

- For city website: streamline; Identifying **specific objectives** and audience. Declutter.
- Visit website: Consistently update content and **events** page. Create **user submission process**
- More easily **searchable/visual** business directory
- Flesh out journey maps for different audience personas
- Build out a robust content library, high-quality photo video content that can be distributed across all communications channels
- Allow visitors to book a hotel directly from home page of Visit Pacifica. Include a clear option for **business travelers**.







# OPPORTUNITY: LOCAL COMMUNICATION

Stakeholder interviews revealed that there is a disconnect between different organizations/neighborhoods within the city as well as between the city and locals. Pacifica already has an active newsletter and social media accounts that can be grown and improved to better connect with the community.

## CDA Recommends

- Creating different neighborhood “alliances” that meet regularly, with one dedicated representative that works with the city
- Monthly meetings with representatives from each alliance to discuss what each neighborhood is working on and look for areas to collaborate.
- Marketing of “Connect With Pacifica” at local businesses and events to encourage locals to sign up for this newsletter
- Encourage/advertise following of City of Pacifica social media accounts to locals as a source of news.
- Increase newsletter subscriptions; currently only 10% of the local population is subscribed

# OPPORTUNITY: ANALYTICS



Pacifica could benefit from more robust and centralized marketing analytics, as currently various individuals own the viewing rights to the analytics across various accounts. This centralization will provide cost savings by streamlining marketing operations, and, more importantly, eliminating costly missteps stemming from a lack of actionable data.

## Helpful Information:

- Geographic and demographic attribution for sales tax revenue and overnight TOT revenue. In other words, where are visitor dollars coming from?
- Marketing attribution for owned audiences (web, social media, newsletter)
- Behavior/visitor journey mapping for different audience segments across city websites
- Earned media metrics
- Paid media metrics
- Event attendance, engagement, revenues










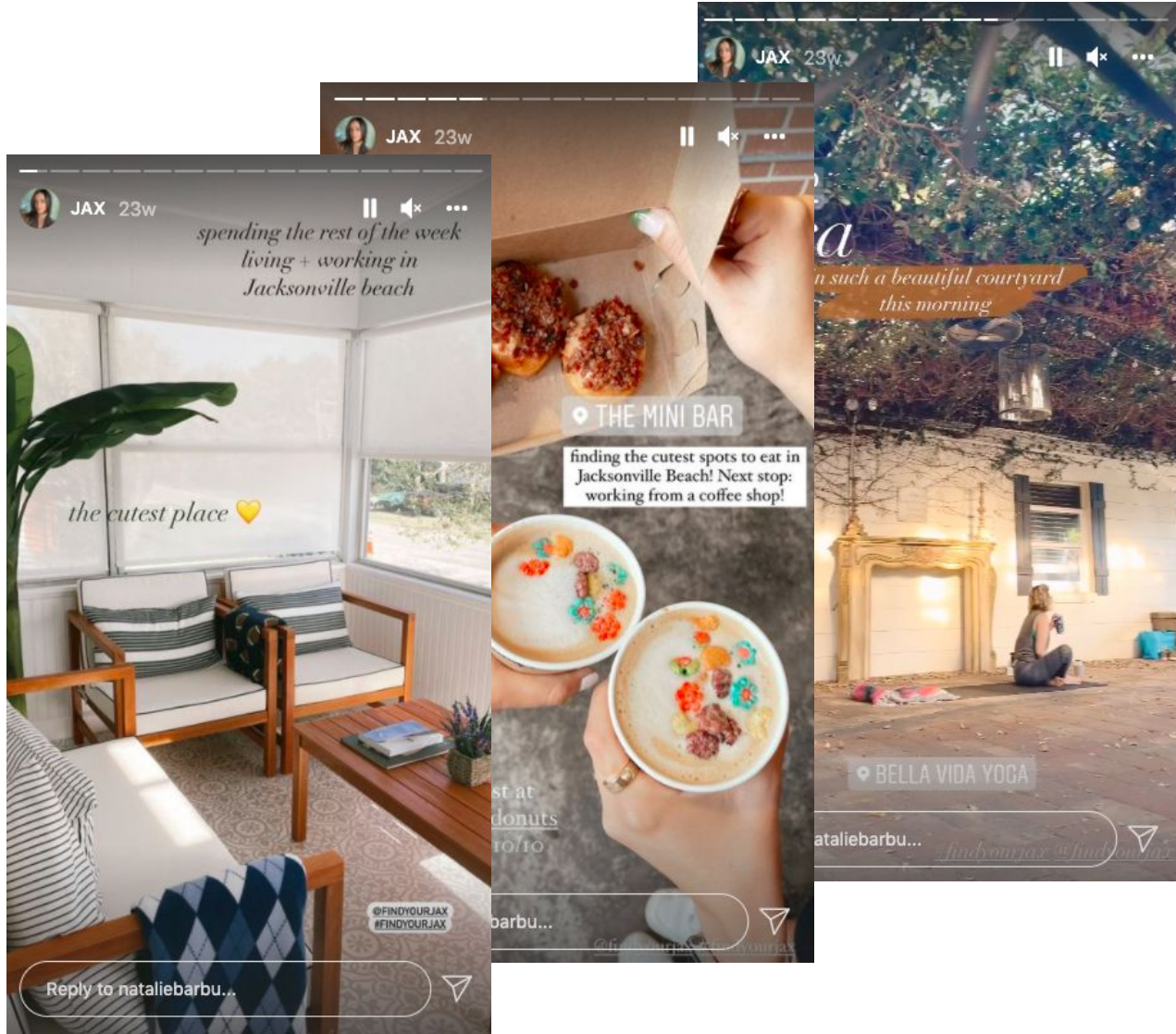
# OPPORTUNITY: PRIORITIZING SOCIAL MEDIA

Social Media is an underserved owned media channel for the City of Pacifica. Currently, this channel is being used more as a sales channel vs. a content channel. Travel inspiration and photography is a core pillar of the social media community and remain popular channels among target audiences. Improving content quality and consistent updating is key to growing this network.

- Competitors currently has 4-42x more followers on Instagram and 46-96x more followers on Facebook
- High quality visual content that is consistently posted is key to attracting and retaining followers and raising awareness about Pacifica
- Share events in local surrounding facebook groups to gain more exposure of events as well as Pacifica businesses
- Growing a social media presence can generate increased revenue for the city as it will assist in exposure and communication of events, activities and local shops, restaurants, hotels etc.
- Travel and lifestyle influencers on Social Media drive highly-effective advocacy for visitors who have never before considered a trip to Pacifica, or who wouldn't know what to spend money on when they arrived

Followers:	Instagram	Facebook
	1,469	633
	5,308	29,514
	55.7k	59,901
	64.2k	52,951
	23.4k	60,894





# OPPORTUNITY: BLOGGERS & INFLUENCERS



There is an opportunity for Pacifica to partner with influencers that align with the goal of increasing overnight stays. Many travelers look to influencers for trusted recommendations and partnering with the right one can create a positive impact for the city.

With a dedicated commitment from marketing efforts, Pacifica could expand this channel and host influencers with an audience similar to that Pacifica will be targeting.

For example we recommend teaming up with a travel or business travel blogger that can showcase the benefits of staying in Pacifica. By creating these strategic partnerships Pacifica can leverage the audience of influencers to drive an increase in overnight stays.



# OPPORTUNITY: **ACTIVITIES & EVENTS**

## **Crazy for Crab Festival**

Hotels reported a large drop in overnights in the off-season (winter months). For a beachfront destination, events tend to be a strong tactic for driving visitation when the weather turns cold.

Pacifica's pier is known as one of the most popular piers in the Bay Area (free fishing + no fishing license required). Although fishing is bountiful in the summer months, crabbing is best in the winter. Fishing and crabbing are amongst the top search results when visitors are researching Pacifica and one of the most visited pages on the [visitpacific.com](http://visitpacific.com) website.

CDA recommends exploring a new annual event, to be held during the hotels off-season, that playfully celebrates crabbing in Pacifica along with local shops and vendors. Rather than focusing only on crabbing and food, visitors would be encouraged to shop local vendors and get some gifts for the holidays, participate in contests and activities as well as dine at nearby eateries.

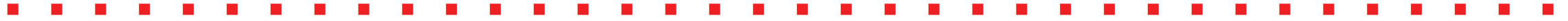
### **This event would:**

- Help define and differentiate the Pacifica brand
- Bring in visitors and earned media exposure during the off season
- Be photo-centric; optimized for attendees to promote the City on their social media accounts
- Continue to promote buy local to Pacifica residents





# OPPORTUNITY: **ACTIVITIES & EVENTS**



## **“Pop Up Markets”**

Stakeholders noted that lack of foot traffic was a deterrent for businesses to open shop in Pacifica. By hosting rotating pop ups in each neighborhood the city could drive regular foot traffic and attract both visitors, locals and new businesses to different areas.

Pop Up markets are a great weekday or weekend activity and can be themed based on the location or time of year. Frequency of market can be monthly or weekly depending on the seasons and demand.

### **This event would:**

- Bringing in a prospective new crowd of residents, visitors and new businesses
- Provide newsworthy/social media photo opportunities
- Showcase the support the community has for local businesses
- Increase foot traffic during off times or seasons



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# SUMMARY







# THANK YOU!

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