



January 2025 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	4	6	13	10	12	5	3	
Week 2	16	15	10	9	5	15	18	
Week 3	10	2	32	9	12	50	7	
Week 4	13	11	7	9				303

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	*For new material distributed submit sample
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	*Provide Title and Date
Week 1	See below.							
Week 2								
Week 3								
Week 4								

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	*Name of Hotels/Motel
Week 1								
Week 2								
Week 3								
Week 4								0

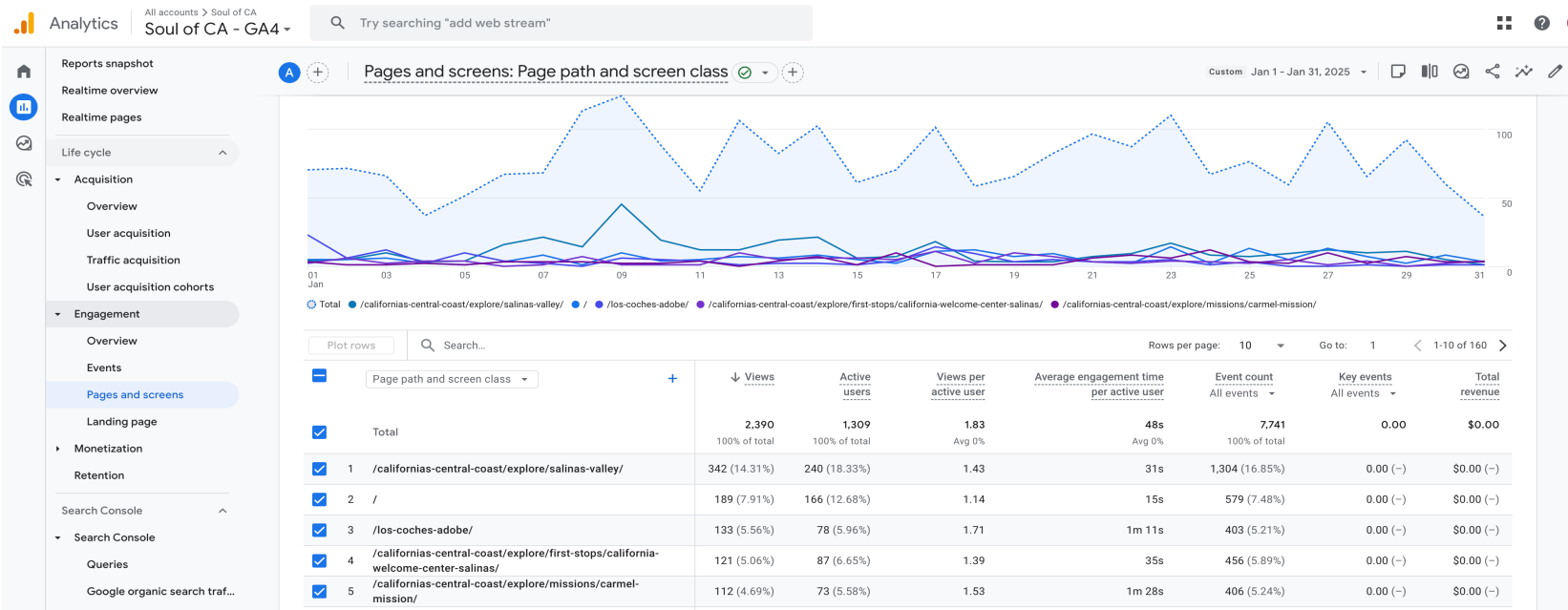
Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	*Event Name and Date
Week 1							MSVRR BOD Meeting	
Week 2								
Week 3			Big Sur Land Trust Tour			Salinas Womens Club Event		
Week 4								

Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	121
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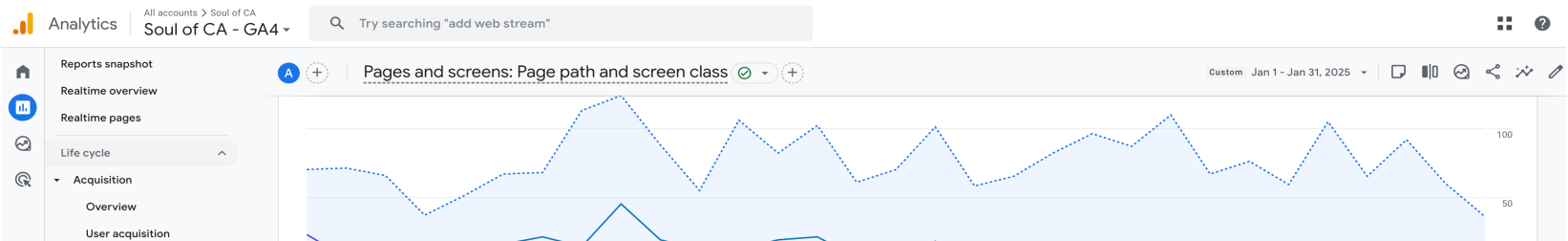
Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	2390
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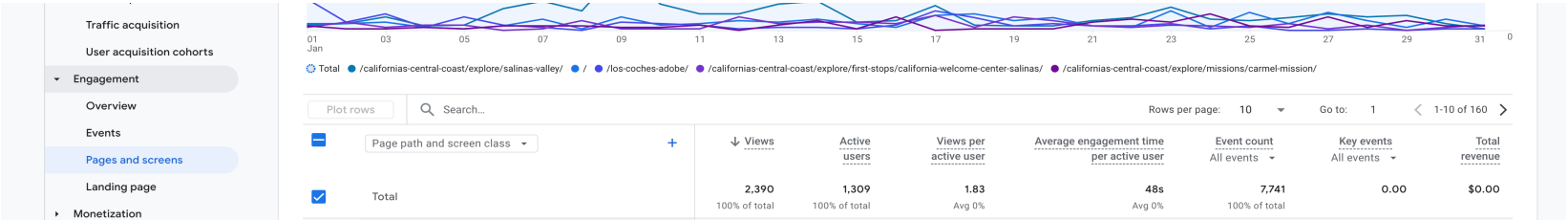
Any highlights/Additional Comments:
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.





Screenshot #1












Screenshot #2





	Some of us may remember a singer and TV personality named Charro. She wa... <small>Text · California Welcome Center Salinas</small>	Boost	...	Wed Jan 29, 1:27pm	+1.7x	36	3
	Barde Noir is a presentation of a combination of several of W. Shakespeare's ... <small>California Welcome Center Salinas</small>	Boost	...	Thu Jan 30, 12:04pm	-1.4x	13	0
	The first weekend of each month the State Park at San Juan Bautista features ... <small>Text · California Welcome Center Salinas</small>	Boost	...	Thu Jan 30, 1:23pm	+1.5x	30	1
	Luna Gallery in San Juan Bautista is hosting a drawing class with John Robroc... <small>California Welcome Center Salinas</small>	Boost	...	Fri Jan 31, 4:00pm	+1.0x	20	0

Social Media Posts- Title & Date List
Soul of CA: 9 Posts in January 2025

Title	Date published ↑	Distribution ⓘ ↓	Reach ⓘ ↓	Reactions/Likes, comments and shares ⓘ ↑
<div></div> <div>#tbt Hollister was known as the "Hay Capital of the World" because the area p... Photo · Soul of CA</div> <div>Boost ...</div> <div>Thu Jan 2, 10:00am</div> <div>--</div> <div>77.6K</div> <div>1.2K</div>				
<div></div> <div>"It is the hour of pearl—the interval between day and night when time stops a... Photo · Soul of CA</div> <div>Boost ...</div> <div>Mon Jan 6, 9:50am</div> <div>--</div> <div>1.1K</div> <div>40</div>				
<div></div> <div>#tbt This Art Moderne-style building was built by the Purity Grocery Store cha... Photo · Soul of CA</div> <div>Boost ...</div> <div>Thu Jan 9, 10:50am</div> <div>--</div> <div>25.1K</div> <div>1.1K</div>				
<div></div> <div>"A hero is an ordinary individual who finds the strength to persevere and endu... Photo · Soul of CA</div> <div>Boost ...</div> <div>Mon Jan 13, 9:25am</div> <div>--</div> <div>770</div> <div>38</div>				
<div></div> <div>#tbt The first crop of shipped iceberg lettuce in 1921 yielded 37 carloads via r... Photo · Soul of CA</div> <div>Boost ...</div> <div>Thu Jan 16, 11:09am</div> <div>--</div> <div>47.9K</div> <div>1.3K</div>				
<div></div> <div>"Even though we face the difficulties of today and tomorrow, I still have a drea... Photo · Soul of CA</div> <div>Boost ...</div> <div>Mon Jan 20, 9:50am</div> <div>--</div> <div>356</div> <div>15</div>				
<div></div> <div>#tbt This photo was taken on January 25, 1914, when the Salinas River rose to... Photo · Soul of CA</div> <div>Boost ...</div> <div>Thu Jan 23, 12:21pm</div> <div>--</div> <div>34.9K</div> <div>567</div>				
<div></div> <div>"The high gray-flannel fog of winter closed off the Salinas Valley from the sky ... Photo · Soul of CA</div> <div>Boost ...</div> <div>Mon Jan 27, 10:12am</div> <div>--</div> <div>26.8K</div> <div>595</div>				
<div></div> <div>#tbt Teodoro Gonzalez came to Monterey from Mexico in 1825. On Septembe... Photo · Soul of CA</div> <div>Boost ...</div> <div>Thu Jan 30, 10:07am</div> <div>--</div> <div>47.4K</div> <div>616</div>				



February 2025 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	17	11	16	10	7	9	27	
Week 2	38	15	1	37	11	14	15	
Week 3	14	34	17	7	12	9	8	
Week 4	22	22	22					395

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7		*For new material distributed submit sample
Week 1	See below-Additional Comments								
Week 2									
Week 3									
Week 4								0	

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7		*Provide Title and Date
Week 1	See below.								
Week 2									
Week 3									
Week 4									

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7		*Name of Hotels/Motel
Week 1									
Week 2									
Week 3									
Week 4								0	

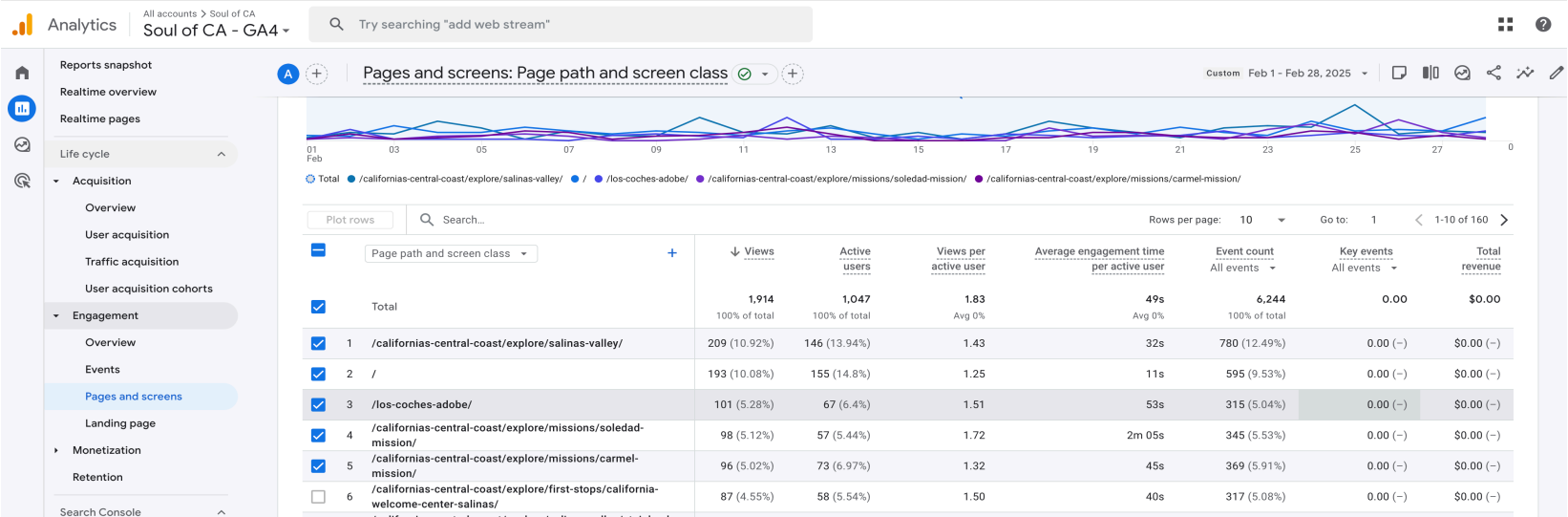
Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7		*Event Name and Date
Week 1			MSVRR BOD Meeting						
Week 2	New Perspectives Tour			Monterey Bay National Sanctuary High School Tour					
Week 3									
Week 4		New Perspectives Tour	Zoe Lofgren Visit						

Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	87
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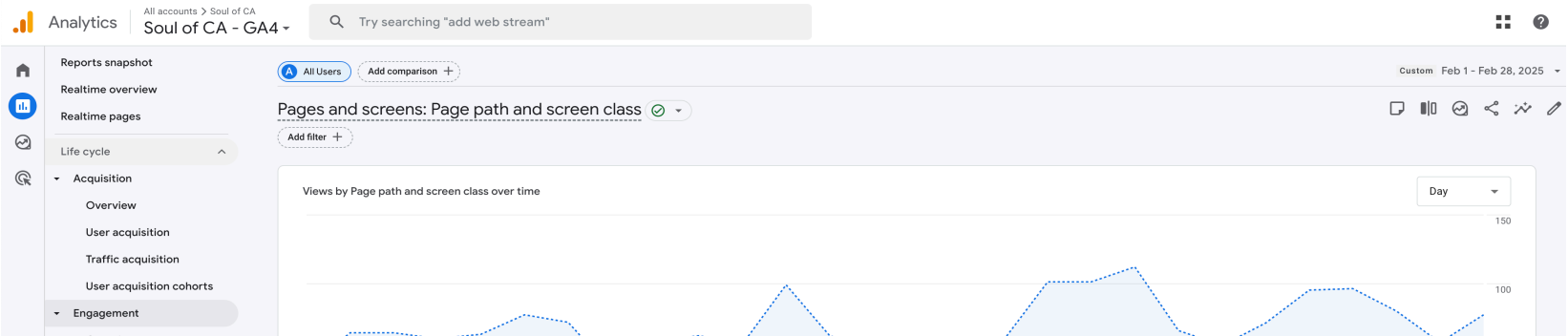
Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	1914
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Any highlights/Additional Comments:
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1



Screenshot #2



Overview

Events

Pages and screens

Landing page

Monetization

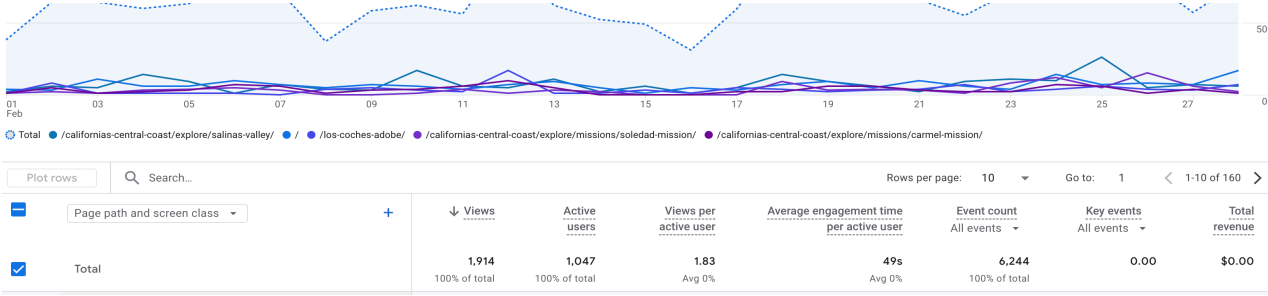
Retention

Search Console














Search Console






Queries

Google organic search traf...



























Social Media Posts- Title & Date List
California Welcome Center, Salinas: 18 Posts in February 2025

Title	Date published ↑	Distribution ↕	Reach ↕	Reactions/Likes, comments and shares ↕
 What to do on a rainy day? Free Open House at all these great historical sites ... Photo · California Welcome Center Salinas	Boost ... Sat Feb 1, 9:15am	+1.7x	35	1
 During the First Friday Art Show, which you should attend on February 7th, th...	Boost ... Tue Feb 4, 12:09pm	+1.7x	34	2
 Birds are fascinating creatures and many of us love to keep them in our home...	Boost ... Wed Feb 5, 1:30pm	+2.0x	42	2
 Want to learn about making movies? The ArtistsInk program at the Mid-Town ...	Boost ... Sun Feb 9, 12:13pm	-1.2x	16	0
 Fishermans Wharf in Monterey is also celebrating Valentine's Day. They have ...	Boost ... Mon Feb 10, 11:38am	-1.2x	17	0
 The Tejano Dinner Dance is happening in Greenfield at the American Legion H...	Boost ... Tue Feb 11, 11:21am	+1.5x	33	1
 Dinos, dinos, dinos. If you or someone you know can't get enough of those lo...	Boost ... Wed Feb 12, 12:50pm	-1.1x	18	0
 Afro-Latine music has it's roots in the African and Latin American experience ...	Boost ... Thu Feb 13, 11:13am	+1.0x	19	0
 The NOAA's Monterey Bay National Marine Sanctuary and the California Marin...	Boost ... Thu Feb 13, 11:25am	+1.9x	42	2
 Want to learn about the wonderful world of Folk Dance? Here's a great chanc...	Boost ... Sun Feb 16, 12:21pm	-1.2x	16	0
 South County comes alive with interesting fashion! King City and the Alliance ...	Boost ... Mon Feb 17, 12:53pm	+1.8x	39	1
 Anyone with an interest in working for a local school district should know abo...	Boost ... Tue Feb 18, 11:27am	+1.2x	24	0
 Rancho Cielo has a first rate kitchen and restaurant to train young people in th...	Boost ... Wed Feb 19, 11:17am	+1.3x	27	0

	These days the conversations we have often skip over some of the more enig...	Boost	...	Thu Feb 20, 11:32am	-1.0x	20
California Welcome Center Salinas						
	Most religious celebrations are quite serious affairs. This one, Purim, is not. Al...	Boost	...	Wed Feb 26, 11:41am	+1.7x	36
Text · California Welcome Center Salinas						
	Guess what? The El Gabilan Library at 1400 N. Main St. is celebrating its fifth ...	Boost	...	Wed Feb 26, 12:32pm	+1.9x	42
Text · California Welcome Center Salinas						
	Monterey Skateboard Festival is coming to Cutino Park in Seaside. It's at 1324...	Boost	...	Thu Feb 27, 11:47am	+1.4x	29
Text · California Welcome Center Salinas						
	The first day of March is tomorrow, and it is on a Saturday! FREE open house ...	Boost	...	Fri Feb 28, 3:48pm	+1.9x	39
Photo · California Welcome Center Salinas						

Social Media Posts- Title & Date List

Soul of CA: 8 Posts in February 2025

Title	Date published ↑	Distribution ⓘ ↑↓	Reach ⓘ ↑↓	Reactions/Likes, comments and shares ⓘ ↑↓			
<div><div> Photo ·  Soul of CA</div></div> <div>“In February, let nature be your guide and find solace in its beauty and rhythm...”</div> <div><div>Boost</div><div>...</div></div> <div>Mon Feb 3, 9:37am</div> <div>--</div> <div><div>1.1K</div><div></div></div> <div><div>28</div><div></div></div>	<div><div> Photo ·  Soul of CA</div></div> <div>#tbt Charles Ford established the first business in Watsonville in 1852. Ford's ...</div> <div><div>Boost</div><div>...</div></div> <div>Thu Feb 6, 10:15am</div> <div>--</div> <div><div>24.1K</div><div></div></div> <div><div>639</div><div></div></div>	<div><div> Photo ·  Soul of CA</div></div> <div>“There's more beauty in truth, even if it is dreadful beauty.” — John Steinbeck,...</div> <div><div>Boost</div><div>...</div></div> <div>Mon Feb 10, 8:12am</div> <div>--</div> <div><div>2.5K</div><div></div></div> <div><div>70</div><div></div></div>	<div><div> Photo ·  Soul of CA</div></div> <div>#tbt The sign on the bridge reads "\$10 TO \$100 FINE FOR RIDING FASTER TH...</div> <div><div>Boost</div><div>...</div></div> <div>Thu Feb 13, 12:49pm</div> <div>--</div> <div><div>6.6K</div><div></div></div> <div><div>60</div><div></div></div>	<div><div> Photo ·  Soul of CA</div></div> <div>"My dream is of a place and a time where America will once again be seen as ...</div> <div><div>Boost</div><div>...</div></div> <div>Mon Feb 17, 10:09am</div> <div>--</div> <div><div>1K</div><div></div></div> <div><div>90</div><div></div></div>	<div><div> Photo ·  Soul of CA</div></div> <div>#tbt The William Head family moved to Soledad in 1907 to start the Commerci...</div> <div><div>Boost</div><div>...</div></div> <div>Thu Feb 20, 12:52pm</div> <div>--</div> <div><div>9.3K</div><div></div></div> <div><div>202</div><div></div></div>	<div><div> Photo ·  Soul of CA</div></div> <div>“The Pacific is my home ocean; I knew it first, grew up on its shore, collected ...</div> <div><div>Boost</div><div>...</div></div> <div>Mon Feb 24, 10:46am</div> <div>--</div> <div><div>21.6K</div><div></div></div> <div><div>508</div><div></div></div>	<div><div> Photo ·  Soul of CA</div></div> <div>#tbt Pictured here at age 58, John Steinbeck embarked on a journey in 1960 ...</div> <div><div>Boost</div><div>...</div></div> <div>Thu Feb 27, 11:17am</div> <div>--</div> <div><div>221.1K</div><div></div></div> <div><div>8.6K</div><div></div></div>



March 2025 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	26	13	9	9	4	13	9	
Week 2	24	4	10	3	26	7	24	
Week 3	19	73	88	23	11	11	17	
Week 4	20	12	36	20				511

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	*For new material distributed submit sample
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	*Provide Title and Date
Week 1	See below.							
Week 2								
Week 3								
Week 4								

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	*Name of Hotels/Motel
Week 1								
Week 2								
Week 3								
Week 4								0

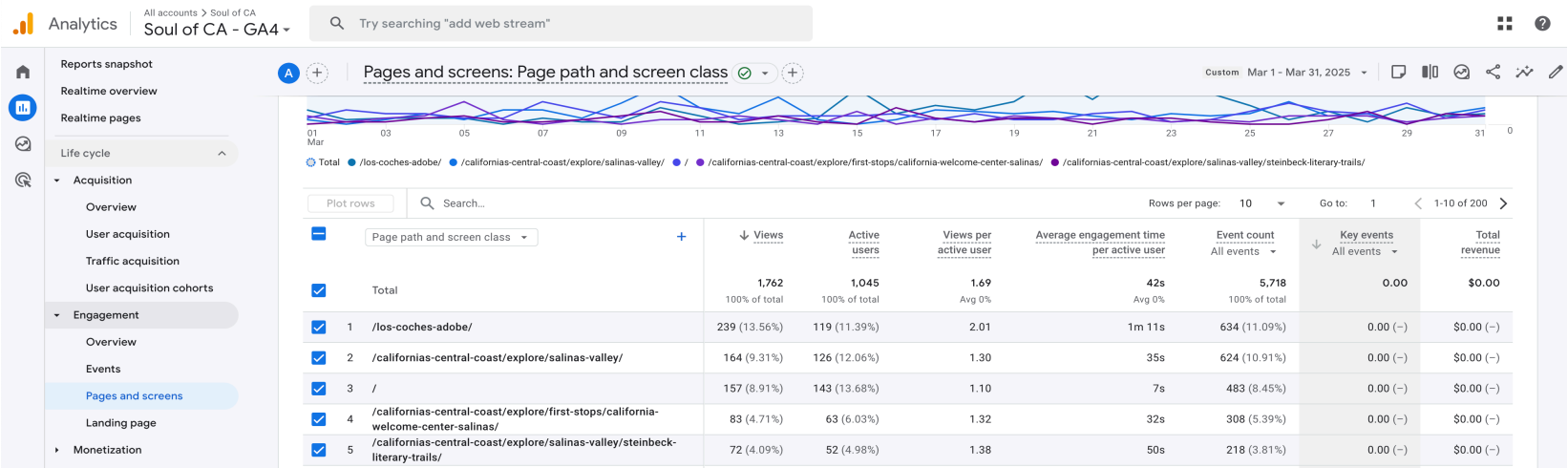
Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	*Event Name and Date
Week 1								
Week 2	TAMC Update to BOD				Lecture Appreciators Tour (Santa Rosa)		New Perspectives	
Week 3		New Republic School Tour -3	New Republic School Tour -3rd grade					
Week 4								

Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	83
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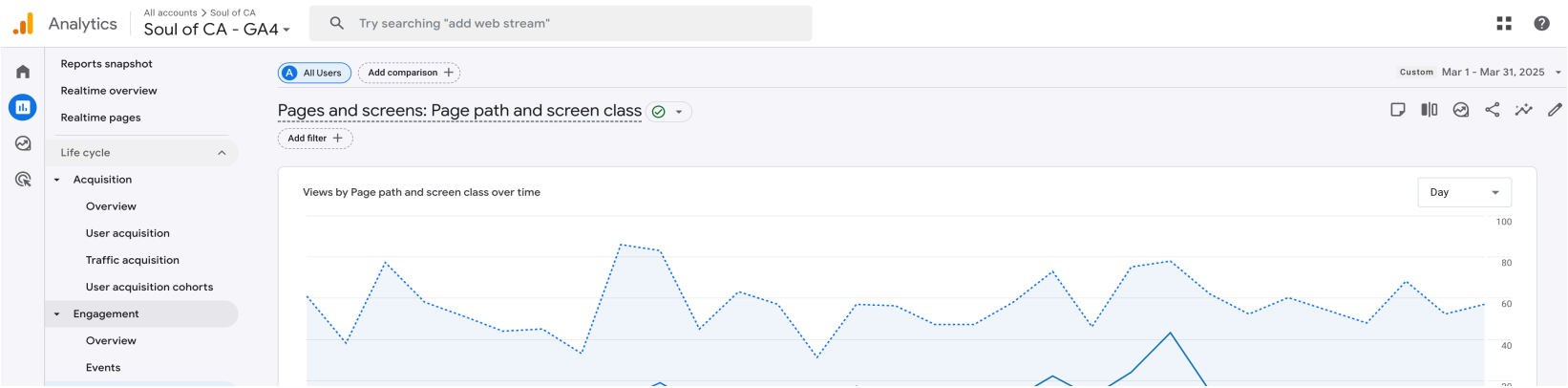
Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	1762
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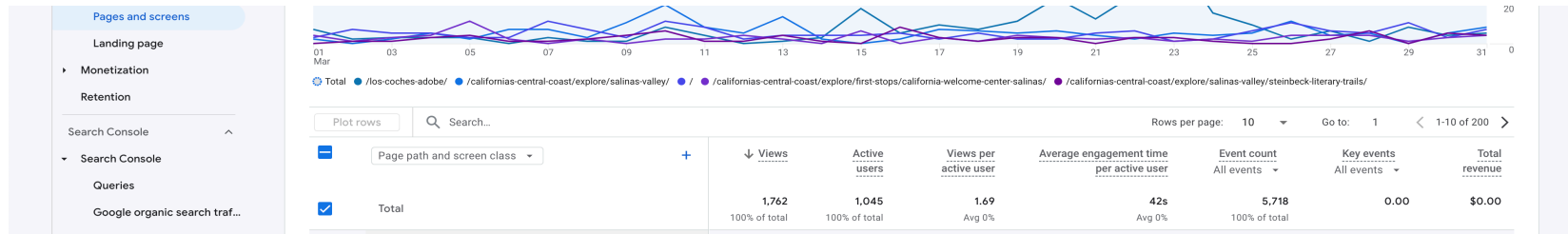
Any highlights/Additional Comments:
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1






















Screenshot #2














Social Media Posts- Title & Date List
California Welcome Center, Salinas: 18 Posts in March 2025

Title	Date published ↑	Distribution ⓘ ↑↓	Reach ⓘ ↑↓	Reactions/Likes, comments and shares ⓘ ↑↓
 tailsSalinas Valley Rock & Gem Show is in its 76th year. It is at the Spreckles V... California Welcome Center Salinas	Boost ... Tue Mar 4, 12:42pm	+1.1x	23	0
 We live in one of the best places in the world to see birds. Really. So what bett... California Welcome Center Salinas	Boost ... Wed Mar 5, 11:56am	+6.3x	134	4
 Golden Circle Champions Fundraiser is offering two choices for the dinners av... California Welcome Center Salinas	Boost ... Mon Mar 10, 1:13pm	-1.1x	18	0
 Few issues are more important to our area than water. Joyce Winery is startin... California Welcome Center Salinas	Boost ... Mon Mar 10, 2:52pm	+1.0x	21	0
 The Western Flyer is the boat that Steinbeck and Ricketts used in their trip to ... California Welcome Center Salinas	Boost ... Thu Mar 13, 12:50pm	-1.2x	16	0
 We're there! Well, almost there. Welcome to the neighborhood What's Grubbi... Photo · California Welcome Center Salinas	Boost ... Fri Mar 14, 12:34pm	--	21	0
 You may know that Hidden Valley Music Seminars has some of the most acco... California Welcome Center Salinas	Boost ... Tue Mar 18, 11:36am	-1.4x	15	0
 LEGO maniacs Here's a chance to see some spectacular creations and meet t... California Welcome Center Salinas	Boost ... Wed Mar 19, 12:51pm	-1.1x	18	0
 Earth Bound Farms is celebrating Spring with these activities, planting, cookin... California Welcome Center Salinas	Boost ... Thu Mar 20, 12:58pm	+1.2x	26	0
 Something fun for those with more creativity than money. Monterey Peninsula... California Welcome Center Salinas	Boost ... Fri Mar 21, 1:02pm	+1.0x	22	0
 Can We Talk? is the title of a talk by Professor Patrick Belanger of CSUMB. His... Text · California Welcome Center Salinas	Boost ... Sun Mar 23, 11:48am	+1.7x	38	0
 Science is on the minds of many these days. How about Science on Tap? The ... California Welcome Center Salinas	Boost ... Mon Mar 24, 2:57pm	+2.0x	21	1
 The Toy Show returns to Salinas and you can be there. Come to the Armory H... Text · California Welcome Center Salinas	Boost ... Tue Mar 25, 12:54pm	+3.6x	40	2
 Cowboy Gathering is a celebration of the cowboy way of life through poetry, s... California Welcome Center Salinas	Boost ... Wed Mar 26, 1:08pm	+1.9x	20	0

	California Welcome Center Salinas	<div>Boost</div>	<div>...</div>	Mon Mar 27, 11:57am	+1.3x	<div>29</div>	<div>0</div>
	Want to make bread but it seems tricky? Here's a great chance to talk to an e... Text · California Welcome Center Salinas	<div>Boost</div>	<div>...</div>	Thu Mar 27, 11:57am	+1.3x	<div>29</div>	<div>0</div>
	That 1873 depot is still standing inside what is now the Salinas City Heritage ... Photo · California Welcome Center Salinas	<div>Boost</div>	<div>...</div>	Fri Mar 28, 8:54am	--	<div>32</div>	<div>0</div>
	Most months the Laguna Seca Raceway sponsors a Twilight Cycling event. Yo... California Welcome Center Salinas	<div>Boost</div>	<div>...</div>	Fri Mar 28, 2:41pm	+1.5x	<div>15</div>	<div>0</div>
	The best selling author of "By any Other Name", Jodi Picoult, is going to be av... Text · California Welcome Center Salinas	<div>Boost</div>	<div>...</div>	Mon Mar 31, 11:37am	+1.1x	<div>25</div>	<div>0</div>

Social Media Posts- Title & Date List
Soul of CA: 9 Posts in March 2025

Title	Date published ↑	Distribution ⓘ ↑↓	Reach ⓘ ↑↓	Reactions/Likes, comments and shares ⓘ ↑↓
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Mon Mar 3, 7:13am	--	344 14
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Thu Mar 6, 11:50am	--	1.9K 137
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Mon Mar 10, 11:06am	--	3.4K 48
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Thu Mar 13, 11:14am	--	2.7K 72
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Mon Mar 17, 9:13am	--	302 25
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Thu Mar 20, 12:18pm	--	28.3K 643
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Mon Mar 24, 10:50am	--	6.1K 173
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Thu Mar 27, 10:48am	--	28.5K 666
 Photo · Soul of CA	<div>Boost</div> <div>...</div>	Mon Mar 31, 10:00am	--	520 58