

Tourism & Destination Search Behavior Report

SUPPLEMENT TO EXECUTIVE SUMMARY OF FINDINGS



Executive Summary

Already a known, in-demand Charleston-area beach destination, search interest in IOP is concentrated in beach, hotels, vacation rentals and Wild Dunes. The website is used mostly by people who are familiar with the island looking for utility information – beach, beach rules, parking, dogs on the beach and beach access.

Celebration is downtrending

The research does not show the City's website attracting party-oriented visitors. Selected celebration searches tied to Charleston, Folly Beach and Isle of Palms declined year over year, and approximately 93% of the site's available search clicks came from people searching for Isle of Palms by name. Day visitors remain a credible and important part of the island's audience, and summer parking demand supports the City's concern about seasonal access pressure.

Family-stay demand exists

There is enough family-oriented search demand to support a family-stay position. Nearby competitors – Hilton Head, Kiawah, Seabrook, Surfside, Emerald Isle and Folly Beach – capture that demand by making a family vacation easy to picture, with activities organized by age, multi-day itineraries and clear accommodation choices. Isle of Palms has the beach, resort and rental foundation to compete, but the City's visitor-planning content currently plays a small role: the Experience IOP page received 3 search clicks in the measured period, compared with 360 for the Beach page.

Own the relaxed family beach week near Charleston

The strongest opportunity identified is a relaxed family beach week near Charleston, supported by clear planning for dogs, seasonal activities and accommodation choices. Converting day visits into longer stays depends on reaching travelers earlier – while they are choosing where to stay – and on making a 5-7 day island stay easy to picture and book with accommodation partners.

ABOUT THIS RESEARCH

This report presents findings from a review of search behavior, website analytics and competitor visibility related to Isle of Palms. It draws on Google Analytics 4 (GA4) website data, Google Search Console (GSC) search data, keyword search-volume estimates, observations of Google search results and AI Overviews, the City's Facebook and Instagram audience data, and published Charleston-area tourism research.

Search volumes are estimates, reported as average monthly searches unless noted, and each is a separate estimate. Seasonal figures use the following definitions: in-season is June-August; offseason is September-May. The research question that guided each section appears at the start of that section.

Baseline: Website Use & Search Trends

Atlanta has nearly 3 times as many searches as the next-highest city in line – with top searches being beach work and conditions, planning or managing a visit with a dog, beach access, and household or property-related information. Among this group, there were limited nightlife-related signals.

90-Day Snapshot

CITY	ATLANTA	MT. PLEASANT	CHARLESTON	CHARLOTTE	RALEIGH
VIEWS	15,942	5,385	5,086	4,632	2,827

WEBSITE PAGE VIEWS

Practical information is the bulk of everything the website is currently used for:

90-Day Snapshot

TOP CONTENT TYPES	VIEWS
BEACH	18,400
BEACH RULES	13,620
PARKING	11,443
EXPERIENCE IOP LANDING PAGE	1,560

CURRENT AUDIENCES

The current website has a much broader geographic reach than other City channels. They are identified as:

- Residents, property owners and nearby users
- Local and regional beach visitors
- Out-of-area vacation planners
- Families seeking resort or beach-house stays
- Charleston-based celebration groups visiting the beach

TOP COMPETITORS

In researching *both* audience-adjacent and family-friendly drive-market destinations, one clear competitor was evident: Hilton Head Island appeared as the top competitor for outside traffic by far, nearly 3X more than Surfside, and often including *Hilton Head vs Isle of Palms* content:

- Hilton Head
- Surfside
- Folly Beach
- Kiawah Island

KEY CONCERNS

Family-friendly positioning could increase family day trips, but the Experience IOP page must promote reasons to stay on the island as well as the amenities available to visitors more explicitly:

- Outside sources primarily showcase Wild Dunes as a key amenity outside of a quiet, family-friendly environment.
- Explore Charleston and other regional guides promote day trips (ie. how to spend the day on IOP).
- Keyword trends are not easy to measure, as people do not simply search “day trip”. However, from a high-level view, celebration day-trippers seem to be declining measurably. For example, Charleston bachelorette party – being one of the main measurable types of day trippers – is trending down 59% year over year. Charleston bachelorette parties.

SUMMARY OF KEY TRENDS

- Family demand is holding up in general.
- IOP beach house rentals increased sharply YOY.
- The broader Charleston tourism trend is higher spending with nearly flat overnight visitation.
- Broad family-beach discovery peaks in January, South Carolina family-beach comparisons are strongest March-June, and Wild Dunes searches peak in March-April.

YoY change in selected searches

SEARCH	TREND
CHARLESTON BACHELORETTE PARTY	↓ 59%
CHARLESTON BACHELOR PARTY	↓ 33%
CHARLESTON PARTY BOAT	↓ 41%
ISLE OF PALMS NIGHTLIFE	↓ 43%
BEST SOUTH CAROLINA BEACHES FOR FAMILIES	↓ 1%
BEST FAMILY BEACH VACATIONS IN USA	↑ 18%
CHARLESTON FAMILY VACATION	↓ 38%
ISLE OF PALMS VACATION RENTALS	↓ 49%
WILD DUNES RESORT	↓ 44%

Audience & Market

AUDIENCE DEMAND

The largest visible demand around IOP is for destination, accommodation and practical trip planning. Monthly averages include:

SEARCHES	MONTHLY
ISLE OF PALMS HOTELS	14,800
ISLE OF PALMS VACATION RENTALS	6,600
ISLE OF PALMS RESORTS	2,400
THINGS TO DO IN ISLE OF PALMS	2,400
WILD DUNES RESORT	27,100

Earlier in the decision-making process, out-of-state visitors planning their vacations generally search things such as:

SEARCHES	MONTHLY
SOUTH CAROLINA FAMILY RESORTS	1,300
BEST SOUTH CAROLINA BEACHES FOR FAMILIES	480
QUIET BEACHES IN SOUTH CAROLINA	210

Celebration-derived traffic generally goes through Charleston in a similar way. Families also use ordinary rental, hotel, oceanfront and activity searches and the explicit word “family” captures only part of the relevant demand.

AUDIENCE INTERCEPTS

Hilton Head, Kiawah, Surfside, Seabrook and Emerald Isle all explicitly pursue family vacations. Folly serves families alongside nightlife. Wild Dunes already brings the resort audience into IOP. In the SERP:

- Surfside leads the SC family-beach related AI Overviews
- Folly leads the Charleston beach-house AI Overview
- Wild Dunes appears among family-resort organic results

These are the clearest immediate touchpoints.

Competitors reach people by making the trip easier and more obvious to choose:

- Hilton Head explains activities by age and time needed, as well as properly detailing things to do.
- Kiawah filters recreation by age and interest.
- Seabrook is promoted through a 5-day rental-based stay.
- Emerald Isle connects a family itinerary to a week on the island.

The audience is actively considering family beaches, resorts, beach houses and things to do with children. IOP can intercept those same stay-decision makers with an easily accessible island-based plan and clear accommodation referrals.

THE DAY-TRIPPER TENSION

Most relevant searches combined beach access and convenience with celebration planning:

SEARCHES	MONTHLY
CHARLESTON BEACHES	12,100
BEACHES NEAR CHARLESTON	480
ISLE OF PALMS PARKING	320
ISLE OF PALMS BEACH PARKING	260
CHARLESTON BACHELORETTE PARTY	2,900
FOLLY BEACH BACHELORETTE PARTY	260

Charleston Guru's bachelorette guide and Flipper Finders' Folly-based celebration charters are concrete entry points for party-trip planning. Their content reaches people while they choose activities and accommodation.

Seasonality fits the congestion concern.

"isle of palms parking" averages about 747 searches per summer month versus 247 in fall and 130 in winter. However, selected celebration searches fell between equal August–July years:

- Charleston bachelorette ↓ 59%
- Charleston bachelor ↓ 33%
- Folly bachelorette ↓ 54%,
- IOP bachelorette ↓ 46%

Additional parking and rules content should help visitors arrive and behave responsibly.

WEEKLONG VISITOR DESIRE

Accommodation and trip-completeness searches are the strongest signals we have – as a family can plan a week without searching the word “week”:

SEARCHES	MONTHLY
IOP VACATION RENTALS	6,600
OCEANFRONT RENTALS	1,300
LUXURY VACATION RENTALS	110
BIKE RENTALS	260
BOAT RENTALS	390
FISHING CHARTERS	320
ISLE OF PALMS TO CHARLESTON	720

The opportunity is to explain how a 5-7 night island stay works:

- resort versus house
- beach access
- activities between beach days
- dining
- downtime
- pets
- optional Charleston outing

Emerald Isle’s 6,600 monthly rental estimate and explicit weeklong positioning provide a relevant comparison as well as Seabrook’s destination guide.

The opportunity to capture:

Promote the stay choice before people book accommodation elsewhere. The brand needs to anticipate the audience’s needs and desires for a weeklong stay on the island by highlighting amenities, activities like bike and boat rentals, and convenience via proximity to nearby cities.

HOW COMPETITORS INTERCEPT IOP'S AUDIENCE

COMP.	IN-SEASON JUN-AUG	OFF-SEASON MAR-MAY / SEP-NOV	CLUSTERS	ACTIVITIES
WILD DUNES	Resort and family-stay searches. "Wild dunes vacation rentals" averages 1,000/month in summer. Family recreation and accommodation pages support the booking process.	"Wild dunes resort" is stronger in spring: 24,100/month versus 13,167 in fall. IOP can connect resort planning to the rest of the island.	Family-Friendly Luxury/Resort General Beach Groups and reunions	Golf, pools, tennis, spa
HILTON HEAD ISLAND	"Hilton head beach house rentals" averages 1,200/month. Family guides explain activities and practical planning. IOP needs a comparably complete island-stay plan.	"Hilton head family resorts" averages 1,060/month in spring versus 343 in fall. Reach families while they compare resorts before summer.	Family-Friendly Luxury/Resort General Beach Multigenerational trips	Cycling, golf, wildlife, children's activities
SURFSIDE	Targets "The Family Beach," family activities and accommodation. Prominent in the supplied SC family-beach AI Overview. IOP can compete through specific family conveniences.	Spring/fall family breaks and nearby attractions are relevant content angles.	Family-Friendly General Beach Pier	Autism-friendly positioning
SEABROOK ISLAND	Rental-based family stays, privacy and recreation. Explore Charleston's five-day Seabrook itinerary gives families a concrete reason to stay.	Golf, nature and a quieter rental stay are relevant seasonal offers.	Family-Friendly Luxury/Resort General Beach Privacy/rental stays	Golf, equestrian, nature
FOLLY BEACH	Visible for Charleston beach-house discovery and family activities; also nightlife. "Folly beach bars" averages 2,067/month in summer. IOP can address the stay comparison directly.	"Folly beach bars" averages 1,900/month in spring and 1,300 in fall. Family Fun remains a competing planning resource; family-specific seasonality is unmeasured.	Party Family-Friendly General Beach Charleston beach outings	Surfing, fishing, boat trips
EMERALD ISLE	Rental searches average 8,433/month in summer; beach-house rentals 1,700. The family itinerary keeps the island as the overnight base.	Rental searches average 6,900/month in spring and 3,933 in fall. IOP can develop the same planning depth with Charleston as an excursion.	Family-Friendly Luxury/Resort General Beach Weeklong beach house	Beach, biking, water activities
KIAWAH ISLAND	"Kiawah island vacation rentals" averages 2,800/month in summer. Recreation pages cover children, teens and the whole family.	Rental searches average 2,067/month in spring and 1,567 in fall. Nature, golf and holiday programming support additional reasons to visit.	Family-Friendly Luxury/Resort General Beach Resort/private home stays	Golf, cycling, nature, children's recreation

HOW COMPETITORS ARE DESIGNATED (BY RELEVANCE)

COMP.	DRIVE-MARKET (INSIDE 6 HOURS)	FAMILY-FRIENDLY	OUT-OF-STATE WEEKLONG
IOP	Family, beach, resort and day-use mix – City and Explore Charleston serve different stages	Beach, resort and rental options can support family stays	Accommodation searches occur in out-of-state markets
WILD DUNES	Resort/family benchmark and partner	Family recreation, pools and several accommodation types	Resort and multi-bedroom stays; strong branded demand outside SC
HILTON HEAD ISLAND	Regional SC alternative; family/resort/golf	Detailed family activities, accommodation choices	Beach-house and resort searches support multi-night planning
SURFSIDE	Regional SC alternative; family/general beach	Explicit family identity, autism-friendly information	Family beach accommodation is highly relevant to a weeklong trip
SEABROOK ISLAND	Charleston alternative; quiet rental/club	Rental homes, nature and family recreation; access rules matter	5-day stay content, accommodation referrals
FOLLY BEACH	Charleston alternative; family/nightlife hybrid	Family fun, beach-house discovery visibility	Rental-house stays overlap IOP's desired audience, alongside day visits
EMERALD ISLE	Regional alternative; family/beach-house	Official tourism positioning explicitly includes weeklong family stays	Especially relevant to a family choosing an oceanfront rental
KIAWAH ISLAND	Charleston alternative; luxury/resort/golf	Age-specific recreation, family programs	Resort/vacation-home choices compete for a planned stay
PAWLEY'S ISLAND	Regional SC alternative; quiet beach-house destination	Traditional family beach positioning, marsh activities and rental stays	Useful comparison for families prioritizing a relaxed house-based vacation
ATLANTA AUDIENCE	Candidates: Tybee (alongside Hilton Head, Kiawah and Folly)	Family stays: Hilton Head/Kiawah; Coastal breaks: Tybee Island/Folly Beach	Atlanta keyword data supports testing a stay message (GA4 also includes practical/property interest)

Regional competitor set to include:

- Folly Beach
- Kiawah Island
- Seabrook Island
- Wild Dunes

Audience-adjacent set to include:

- Hilton Head Island
- Pawley's Island
- Emerald Isle
- Surfside Beach

12-MONTH SEASONAL SEARCH TRENDS

COMP.	SPRING	SUMMER	FALL	WINTER
IOP <i>GOV & CVB</i>	Destination, hotel and beach searches rise sharply from March.	Broad destination interest stays high. Beach searches peak in Jun-Jul.	Searches decline from Sep-Nov.	Beach interest stays low. Accommodation research begins recovering in Jan-Feb.
WILD DUNES	Resort-name searches peak in Mar-Apr. Rental research is also strong.	Resort/rental interest is strong, below spring resort-name peak.	Resort and rental searches decline, especially by November.	Searches rebuild in Jan-Feb.
HILTON HEAD ISLAND	Family-resort research is strong. Beach-house searches build into Apr-May.	Beach-house interest remains high. Family-resort searches ease compared with spring.	Lower interest across the available family and accommodation terms.	Family-resort and beach-house research rebounds, particularly in January.
SEABROOK ISLAND	Destination and beach searches rise sharply in March. Rental searches also strengthen.	Beach searches peak Jun-Jul (“Seabrook Island vacation rentals” spikes); all measured terms decline in August.	Destination, beach and rental searches decline from Sep-Nov.	Searches recover in Jan-Feb, particularly destination and rental searches.
FOLLY BEACH	Bar/nightlife searches rise. Bachelorette searches show declining pattern.	Bar/nightlife interest remains elevated. Bachelorette searches continue declining.	Bar/nightlife interest falls from Sep-Nov.	Lower bar/nightlife interest. Bachelorette searches temporarily rebound in January.
EMERALD ISLE	Rental research increases toward May.	Rental searches are strongest, vacation rentals peaking in June and oceanfront searches in July.	Rental searches decline substantially toward November.	Rental research recovers from its fall low, particularly in January.
KIAWAH ISLAND	Accommodation searches strengthen compared with winter.	Vacation-rental interest remains strong.	Mixed: rental searches weaken in Sep-Oct, then rebound in November.	Accommodation interest continues below spring/summer levels, some recovery in January.

Key off-season drivers:

Seasonal search patterns show demand rebuilding as early as January, with competitors using golf, nature, recreation and quieter stays to create reasons to visit outside summer. For IOP, the offseason shifts the value from *the beach alone* to access, activities and a less-crowded island experience: Golf → Wild Dunes, fishing → deep sea/shark fishing, quiet retreat, wildlife refuge → manatee season → sea turtle → eco tourism, boat rentals and chartering.

Isle of Palms: Current State

CURRENT FRAMING

IOP is mainly found for useful destination and practical-information terms. In the reliable 20-day GSC window, the homepage received 1,054 clicks, restoration 560, dogs on the beach 393, beach 360, parking 335, and beach rules 223. There are small family-planning signals, but the Experience IOP landing page received only 3 clicks. No explicit bachelor, bachelorette, nightlife or spring-break queries appear. Alcohol-rule questions do appear (and should remain).

CURRENT AUDIENCE

Our best current audience read is a mix of beach visitors seeking practical information, residents/property-connected users and some accommodation or activity planners. Day visitors are a credible and important part of that mix given the city's reported conditions and summer parking demand. The data does not establish that most website users are day visitors or that they are predominantly party groups. In fact, the opposite is true:

AUDIENCE	IN-SEASON	OFF-SEASON
FAMILY FRIENDLY	Children's activity queries and dog/beach planning support family-relevant interests.	Family discovery searches continue, especially before spring/summer. IOP's short reliable GSC window cannot quantify the off-season audience mix.
OUT OF STATE TRAVELERS	Interest is established. Georgia is a substantial source in the broader GA4 reports; the Atlanta example shows practical use.	National and city-level accommodation searches support testing fall stays outside SC.
WEEKLONG TRAVELERS	Likely represented among rental/resort planners and existing guests. Their share is not identifiable from the city website data.	Longer stays remain a viable target where accommodation is bookable. No observed seasonal seven-night visitor share could be found.
DAYTRIPPERS	A material audience based on the city's reported experience and summer beach/access demand.	Lower fall/winter parking searches suggest less beach-use pressure. A percentage reduction in actual day visits cannot be established from currently available data.
CHARLESTON & MAINLANDERS	Regional audience includes overnight leisure travelers and beach-outing planners. History, dining and beaches are identified attractions. Charlotte, Atlanta and New York appear prominently among official origin markets.	Annual 2025 evidence: 7.91 million overnight visitors, up 0.3%; spending per adult/trip rose 9.7% to \$1,212. This supports higher spending. Seasonal split couldn't be reliably established with available data.
WILD DUNES	Family, resort, golf and accommodation planners already have a reason to stay on IOP. Site referrals can reinforce that choice.	Resort searches peak in spring in the supplied recent year. Golf, wellness and seasonal experiences are useful messages for flexible travelers.

AI & SEARCH-FEATURE CONSIDERATIONS

Surfside's prominence in the family-beach AI Overview and Folly's prominence in the beach-house AI Overview matter because they can influence the destination shortlist before a website click. Wild Dunes already appears in family-resort results. Rental searches also surface booking operators, tourism sites and marketplaces, so useful accommodation pathways matter alongside editorial content. GA4's AI Assistant records 1,513 sessions in January-August (~0.6% of sessions). It is a real but small reported channel; the data does not identify which AI recommendations generated the visits.

| **Primary opportunity:** Keep IOP's practical answers and partner facts consistent across sources.

FAMILY VS. CELEBRATION/PARTY DEMAND

There is enough relevant demand to support a family-stay positioning: "south carolina family resorts" 1,300/mo, "best south carolina beaches for families" 480, "hilton head family resorts" 1,900, and meaningful IOP resort/rental searches. "Isle of palms family vacation" is only 20/mo, but that is narrow wording. Party demand is also visible: "Charleston bachelorette" 2,900/mo, "Folly bachelorette" 260; "IOP bachelorette" 70. Those terms do not form an exhaustive family-versus-party percentage, however.

CURRENT-STATE GAP

IOP is visible for its own name and practical beach queries, with a small foothold in activities and family planning. It is not absent, and the visible GSC data does not show strong explicit party acquisition. The gap is the City site's currently limited role in choosing and planning a stay: Experience IOP had 3 clicks and 124 impressions compared with 360 clicks and 25,521 impressions for Beach.

Explore Charleston, Wild Dunes and rental operators already serve broader discovery and accommodation decisions and can be partners in a stronger IOP story. The City's More to Explore page links to those outside resources – **adding a complete island-stay route would give visitors another clear next step.**

CURRENT POSITION

IOP's strongest observable position is **an established Charleston-area beach destination with resort and vacation-rental options.**

Search interest strengthens in spring and summer, while the city website primarily serves practical questions from people already familiar with the destination. Experience IOP emphasizes visitor services, accessibility and resources. More to Explore directs accommodation and activity research toward Explore Charleston, the chamber and Wild Dunes. In the reliable GSC we have, Dogs on the Beach received 393 clicks, Parking 335, and Experience IOP 3.

| **Branded versus non-branded:** Including spelling variants, approximately 93.4% of available GSC clicks were IOP-branded, versus 6.6% for other searches. "Other" includes generic searches and searches naming other places or businesses.

Opportunity

POSITIONING OPPORTUNITY

The strongest positioning to pursue is a relaxed family beach week near Charleston, supported by clear planning for dogs, seasonal activities and accommodation choices. However, the existing available data does not support calling “fall,” “pet-friendly” or “quiet” completely unclaimed. Folly already promotes fall getaways and Explore Charleston promotes a quiet, 5-day Seabrook stay. IOP’s opportunity is to make its own advantages more specific and easier to plan.

CONVERTING DAY-TRIPPERS TO WEEKLONG VISITORS

IOP needs to influence the accommodation decision earlier and make a longer stay easy to picture and book. The existing beach, resort and rental offering provides the foundation.

Target travelers while they are choosing their base.

Atlanta, Charlotte and Raleigh already appear in the available data.

Prioritize vacation-planning content for travelers considering Charleston accommodation.

Geography indicates interest; the content should establish why staying on IOP fits their trip, and how IOP can be a fully-contained destination if desired.

Build a 5-7 day plan from existing experiences.

Connect beach, Public Dock, seasonal events/activities and Charleston excursions. Emerald Isle Realty’s family itinerary does this with island days tied to regional excursions and returns to vacation rentals.

Explain the accommodation choices.

Expand More to Explore with guidance on resort vs. rental stays, beach access, pet policies, amenities, and clear accommodation-partner links. Introduce stay-planning content on high-traffic pages like Dogs on the Beach, Beach and Parking – linking to owned family-stay guides.

CHANNELS

The website reaches beyond social’s mostly Charleston audience – drawing visitors from Atlanta, Charlotte, Raleigh and New York.

STRATEGIC CONSIDERATIONS

The brand promise should be supported by specific experiences and an easy planning path. Build around accommodation choice, several days of useful activities, public information and respectful visitation. Family composition, length of stay and behavior are separate characteristics, so direct each recommendation toward the outcome it can influence.

Overall Analysis & Recommendations

CURRENT-STATE ANALYSIS

IOP already has destination awareness, accommodation demand and a large practical-information audience. The website has limited demonstrated reach into family-stay planning, even though Wild Dunes and rental operators provide real reasons to stay. Nearby competitors make family vacations easier to imagine through specific activities, accommodation options/itineraries.

Current visitors appear to be a mix of day users, overnight guests/planners, and civic/property-related users. The search data supports the City's concern about summer access pressure, but it does not identify disruptive visitors. Available party queries are declining, family demand is mixed, and the City site's organic traffic is down in the matched GA4 period.

RECOMMENDATIONS

Convert audiences to weeklong visitors.

Make a week on IOP a clear, bookable choice. Publish the family itinerary and stay-choice guide, link them from high-volume pages, and coordinate the next step with lodging partners. Target accommodation planners before their booking decision. Track planning engagement and lodging referrals first – then measure actual nights through partner booking results (when available).

Divert peak season traffic to the offseason (specifically Oct-Feb).

Prioritize flex-date households, families with younger children and other travelers able to visit outside school holidays. Publish spring/fall plans, current events and realistic activity options; pair them with partner offers for specific dates. Fall beach demand is lower than summer but still visible, so there is an audience to reach.

Promote an actual spring or fall stay at the booking decision.

Evaluate the target against the City's chosen measure of peak-season visitation or traffic.

Intercept defined competitors:

- Folly – Answer the existing “IOP vs Folly” decision and compare family-stay logistics.
- Hilton Head – Match the usefulness of its family activity planning.
- Kiawah/Seabrook – Explain IOP's resort/house choices and access requirements clearly.
- Surfside – Support the family promise with practical details.
- Emerald Isle – Show a full beach-house week with Charleston as an excursion.
- Wild Dunes – Strengthen the connection between resort guests and the wider IOP experience.

Prioritize the supplied family-discovery and Charleston rental result sets for organic reach.

Publish useful IOP destination content to seek accurate inclusion through Explore Charleston, state tourism, family publishers, and accommodation partners.

WHERE AND HOW TO CAPTURE THE OPPORTUNITY GAP

First, turn the Experience IOP page into a useful planning hub and add links from the visitor pages already receiving attention.

Next, build the family activities, 5-7 day itinerary and resort-versus-rental pages. Use the dog page as an entry into pet-friendly trip planning. Then test a spring/fall stay guide. The immediate gain is a clearer path from existing visitor interest into planning a stay.

ADDITIONAL CONSIDERATIONS

Use clear public-versus-guest-only information, current rules, accurate partner links and a consistent respectful-visit message.

Sources

Comprehensive Brand Audit (Channels)

City owned-data (via website, Meta, Google Analytics, Google Search Console, Constant Contact)

