

Monthly Insights Report



Less planning. More living.

JUNE 2025 🌴

Beach days
create demand. 🌴

01 RECOMMENDATIONS



More Sunset Hooks

Sunset reels keep driving saves and booking curiosity.



Package the Cabana

Keep showing what's included and how easy it is to reserve.



Push Guest POV

Real guest moments strengthen trust and direct booking intent.



Partner + Nearby Plans

Highlight local tie-ins to make the day feel fuller and easier to say yes to.



02 CONTENT PERFORMANCE

Top performing posts by engagement

01



Perfect Beach Day Reel

Jun 4, 2025

412

engagements

02



Cabana Walkthrough

Jun 10, 2025

365

engagements

03



Sunset Hook Reel

Jun 14, 2025

338

engagements

04



Guest POV Lunch Clip

Jun 21, 2025

294

engagements

05



What's Included Carousel

Jun 27, 2025

271

engagements

[VIEW ALL CONTENT INSIGHTS](#) →

03 AUDIENCE GROWTH

Follower growth throughout June



+184
new followers 🌴

04 TOP LINE SNAPSHOT



MONTHLY
REACH

28.4K

+10.6%
vs May 2025



BOOKING PAGE
CLICKS

1,184

+12.1%
vs May 2025



DM / INQUIRIES

246

+8.4%
vs May 2025



DIRECT BOOKINGS

88

+6.9%
vs May 2025

05 MONTHLY HIGHLIGHTS



Strongest Content Theme:

Cabana + beach-day visuals drove the highest saves and shares.



Audience Growth:

Steady growth across Instagram and stronger booking-page visits.



Top Traffic Driver:

Reels accounted for 48% of booking page clicks.



Booking Intent:

Guest POV and sunset hooks generated the most DMs and inquiries.



We're building more than beach content — we're building demand, confidence, and more bookable moments. 💖

A. Worth

The Results and Conversion



TARGET METRICS

RESULTS THAT FILL THE CABANAS

Bookable moments.
Real demand.

01

BOOKING & DEMAND

Turning beach-day interest into reservations, inquiries, and confirmed plans.



DAY PASS BOOKINGS

61

+9.8% vs May 2025



Target: 65 / month



MONITOR

Weekend offer reels and FAQ content increased day-pass conversions.



CABANA RESERVATIONS

27

+12.5% vs May 2025



Target: 30 / month



MONITOR

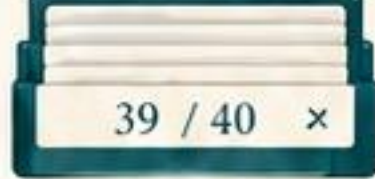
Cabana walkthroughs improved booking confidence.



INQUIRY / LEAD FORMS

39

+8.3% vs May 2025



Target: 40 / month



ON TRACK

Booking-page CTAs and DM prompts lifted inquiries.



WEEKEND OFFER CONVERSION

18.6%

+2.1pp vs May 2025



Target: 20%



MONITOR

Limited weekend offers created stronger booking urgency.

02

ENGAGEMENT & SOCIAL PROOF

Building trust through guest proof, content interaction, and social momentum.



#

UGC TAGS & MENTIONS

118

+19.2% vs May 2025



Target: 110+ / month



ON TRACK

Guest POV moments and sunset shots were tagged most often.



STORY REPLIES & DMS

94

+11.6% vs May 2025



Target: 100 / month



MONITOR

Poll stickers and planning prompts kept replies active.



CONTENT SAVES & SHARES

286

+14.1% vs May 2025



Target: 300 / month



MONITOR

Cabana and what's-included content drove the strongest saves.



BOOKING-PAGE CTA CLICK RATE

8.7%

+1.3pp vs May 2025



Target: 10%



MONITOR

Clearer booking prompts improved action from content.

03

ON-SITE EXPERIENCE

Tracking the moments guests actually showed up for and spent money on.



GUEST CHECK-INS

214

+10.4% vs May 2025



Target: 220 / month



MONITOR

Day-pass demand and brunch events increased attendance.



FOOD & DRINK ORDERS

356

+7.8% vs May 2025



Target: 360 / month



MONITOR

Lunch-table content and cocktail hooks supported spend.



EVENT ATTENDANCE

73

+16.5% vs May 2025



Target: 70+ / month



ON TRACK

Sunset sessions and brunch nights lifted turnout.



AVERAGE SPEND PER GUEST

\$86.40

+9.3% vs May 2025

Total Spend \$86.40



Target: \$90+ / visit



MONITOR

Food pairings and cabana add-ons increased per-guest value.

04

LOCAL DISCOVERY & PARTNERS

Showing how nearby planning signals and partner activity feed bookings.



LOCAL PARTNER BOOKINGS

18

+20.0% vs May 2025



Target: 20 / month



MONITOR

Partner mentions created more nearby-plan interest.



GOOGLE MAPS / SEARCH CLICKS

162

+13.3% vs May 2025



Target: 170 / month

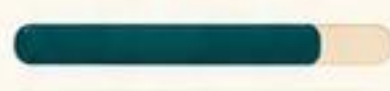
Search traffic rose with reviews and local discovery content.



STAY PACKAGE INQUIRIES

14

+9.1% vs May 2025



Target: 15 / month



MONITOR

Cabana + stay messaging increased weekend-planning interest.



05

RETENTION & REPEAT DEMAND

Measuring whether the beach day created reasons to come back.



REPEAT GUEST RATE

24.8%

+2.2pp vs May 2025



Target: 25%



MONITOR

Reminder content and smoother planning improved return visits.



BRING-A-FRIEND ATTENDANCE

29

+15.4% vs May 2025



Target: 30+ / month



MONITOR

Group-toast and guest POV content encouraged social plans.



EMAIL / SMS SIGN-UPS

132

+17.0% vs May 2025



Target: 140 / month



MONITOR

Offer reminders and booking nudges strengthened owned-audience growth.



REPEAT BOOKING INTENT

8.9 / 10

+0.6 vs May 2025



Target: 9+



MONITOR

Guests responded strongly to smoother planning and clearer packages.



2 of 15 ON TRACK



13 of 15 MONITORING



0 of 15 BEHIND



Solana is turning beach-day interest into measurable demand, stronger proof, and repeat visits.

