


# DISCOVER SISKIYOU

Performance Report | July 2023



# STR REPORT – JULY

STR Report	JUL 2022	JUL 2023	MOM
Occupancy	69.2	63.7	-7.9%
ADR	128.99	132.75	2.9%
RevPar	89.22	84.53	-5.3%

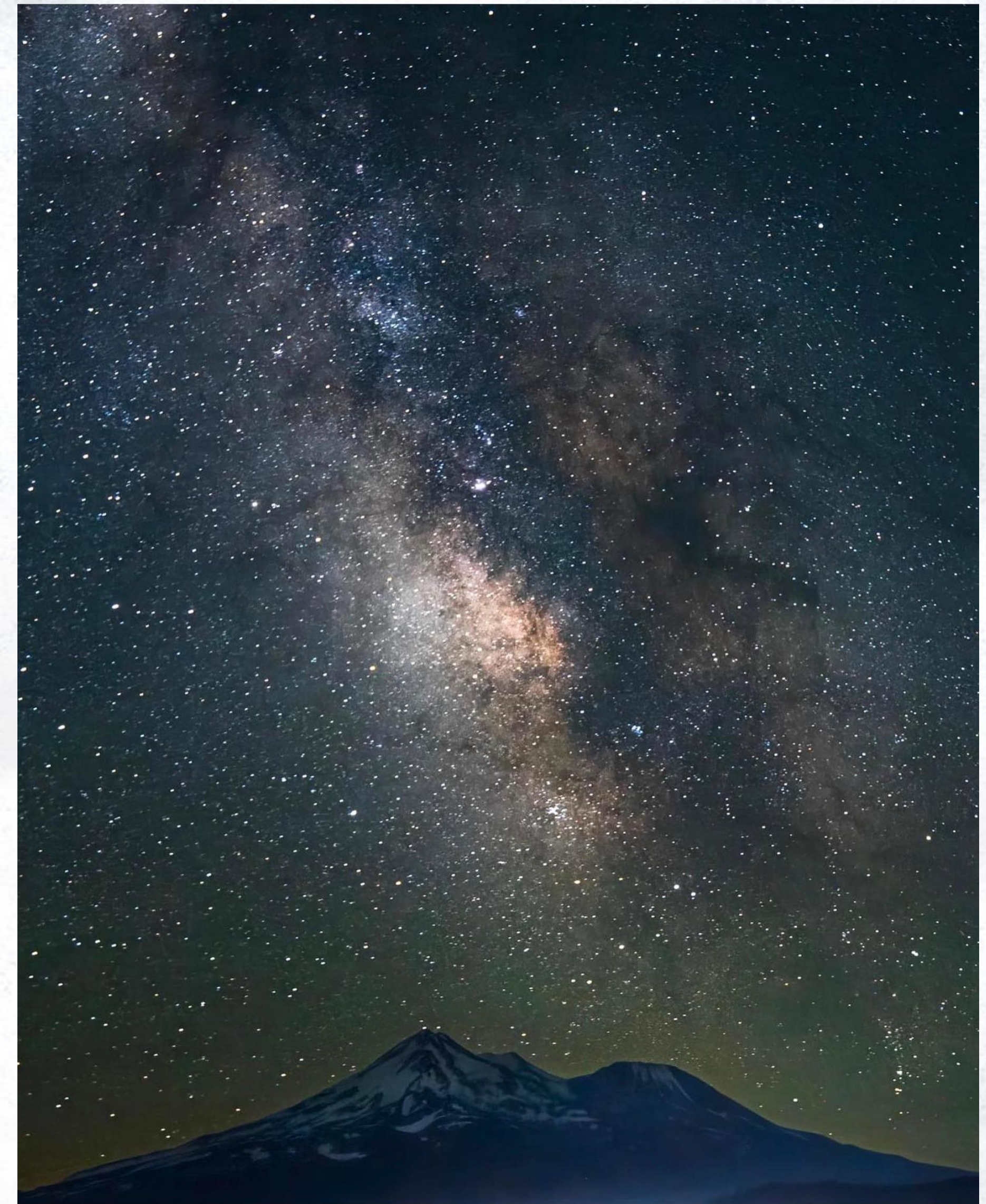


# **SOCIAL MEDIA**

# EXECUTIVE SUMMARY

This report includes social media performance metrics for Siskiyou's July 2023 content.

- **Platforms:** Instagram, Facebook, TikTok, Pinterest
- **Benchmarks:** Month-over-month
- **Insights around performance**
- **Optimizations for future success**





# INSTAGRAM RESULTS

## Performance Totals

	Impressions	Likes	Comments	Shares	Saves	Activity	Engagement Rate
<i>JULY 2023</i>	144,583	1,262	15	55	24	78	0.99%
<i>JUNE 2023</i>	31,875	2,274	30	135	72	76	8.12%
<i>DIFF. MoM</i>	<b>+353.6%</b>	-44.5%	-50.0%	-59.3%	-66.7%	<b>+2.63%</b>	-87.8%

## Average per Post

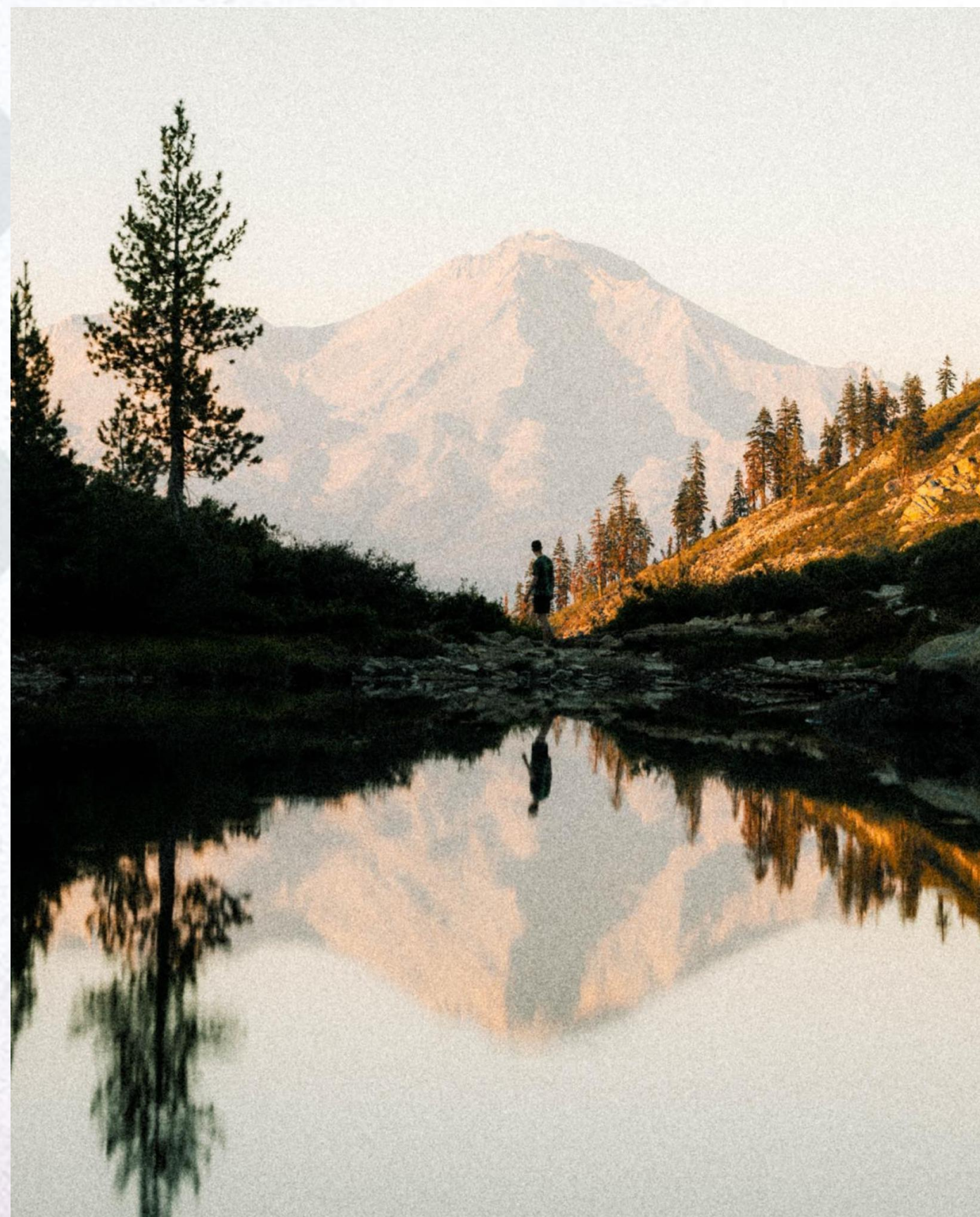
	Impressions	Likes	Comments	Shares	Saves	Activity	Engagement Rate
<i>JULY 2023</i>	18,072.9	157.8	1.88	6.88	3.00	9.75	0.99%
<i>JUNE 2023</i>	3,187.5	227.4	3.00	13.5	7.20	7.60	8.12%
<i>DIFF. MoM</i>	<b>+467.0%</b>	-30.6%	-37.3%	-49.0%	-58.3%	<b>+28.3%</b>	-87.8%

Adjustments to the boosted content audience in July led to a massive spike in reach but did not ultimately lead to greater engagement over the course of the month. While June’s boosted content included a targeting parameter for “engaged shoppers,” or users with a propensity for clicking on ads in the platform, July content did not employ that parameter to refine targeting among Siskiyou’s top prospects.

This, again, led to greater reach but did not result in greater engagement among those who indicate a strong interest in travel and tourism. As a result, boosts for August content have had audiences derived on a per-post basis, with targeting parameters skewing toward whatever the theme of that content might be (outdoor adventures, conservationism, extreme sports, dining/shopping, lodging, etc.).



# TOP POSTS BY TOTAL ENGAGEMENT



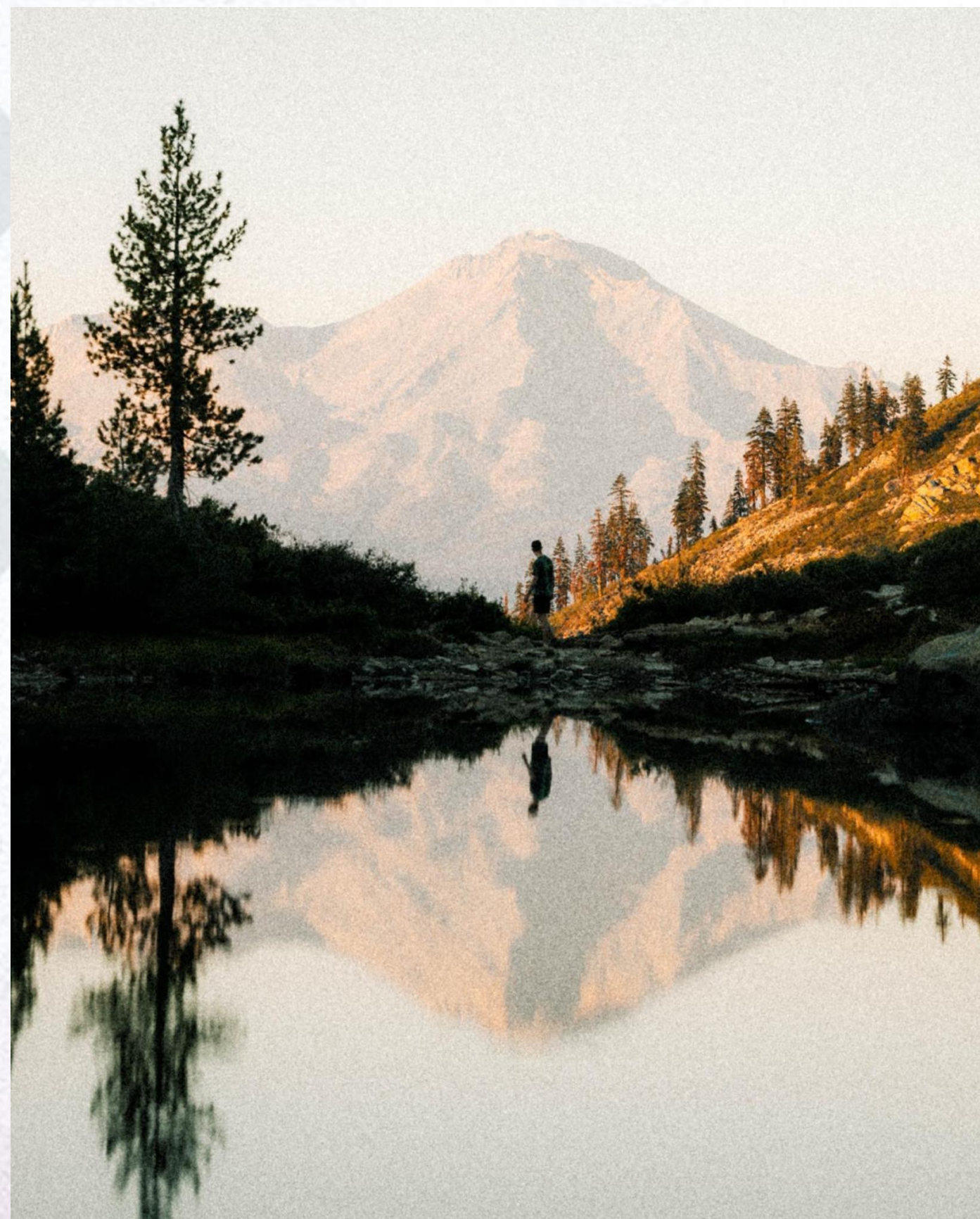
Likes: 383 | Comments: 4 | Shares: 11  
Saves: 8 | Eng. Rate: 19.0%



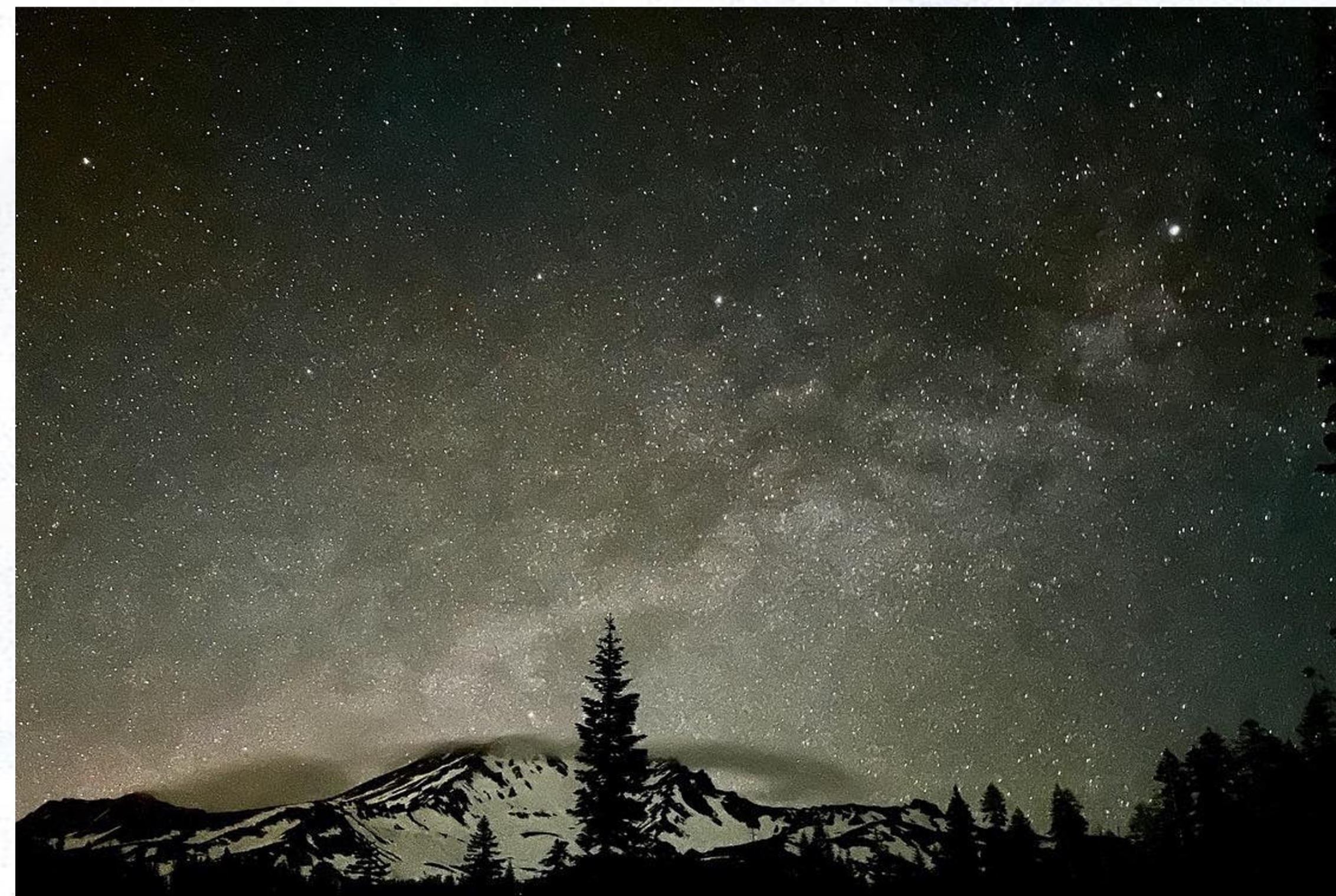
Likes: 138 | Comments: 0 | Shares: 6  
Saves: 1 | Eng. Rate: 9.28%



# TOP POSTS BY SAVES



Saves: 8



Saves: 7





# FACEBOOK RESULTS

## Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
JULY 2023	20,604	324	20	28	410	3.80%
JUNE 2023	14,889	354	33	45	623	7.09%
DIFF. MoM	<b>+38.4%</b>	-8.47%	-39.4%	-37.8%	-34.2%	-46.4%

## Average per Post

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
JULY 2023	2,060.4	29.5	1.82	2.55	41.0	3.80%
JUNE 2023	1,145.3	27.2	2.54	3.46	47.9	7.09%
DIFF. MoM	<b>+79.9%</b>	<b>+8.46%</b>	-28.3%	-26.3%	-14.4%	-46.4%

On Facebook, where content does not receive support from boosted funds, content performance remained steadier month-over-month, with reach and reactions both up from June metrics. While Instagram engagement trends show a pattern of strong engagement around stunning, “Epic” natural scenery, Facebook content has begun to diverge into its own engagement patterns.

On this platform, which caters to not only an older audience but a broader audience, too, content highlighting local vendors has activated local users to support our tourism-based channel. In response, while some content will still be curated for all channels, more content will be curated specifically for either Facebook or Instagram in order to further lean into these engagement trends on each platform.



# TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 135 | Comments: 11 | Shares: 9  
Clicks: 235 | Eng. Rate: 3.07%



Reactions: 46 | Comments: 1 | Shares: 6  
Clicks: 29 | Eng. Rate: 9.99%



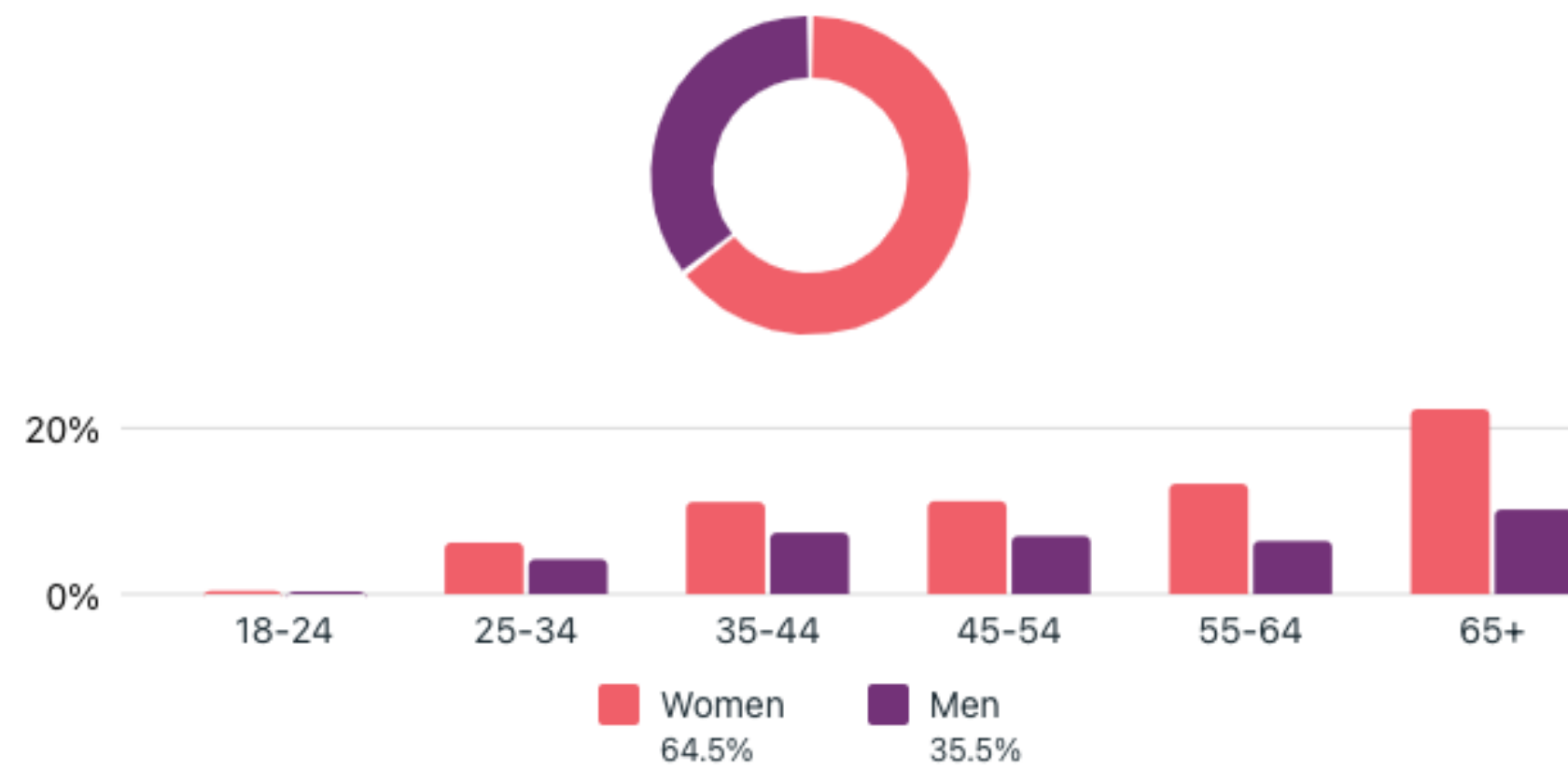
# AUDIENCES OVERVIEW

  
**Net Audience Growth (July '23):**  
**+15**  
*(0.10%)*

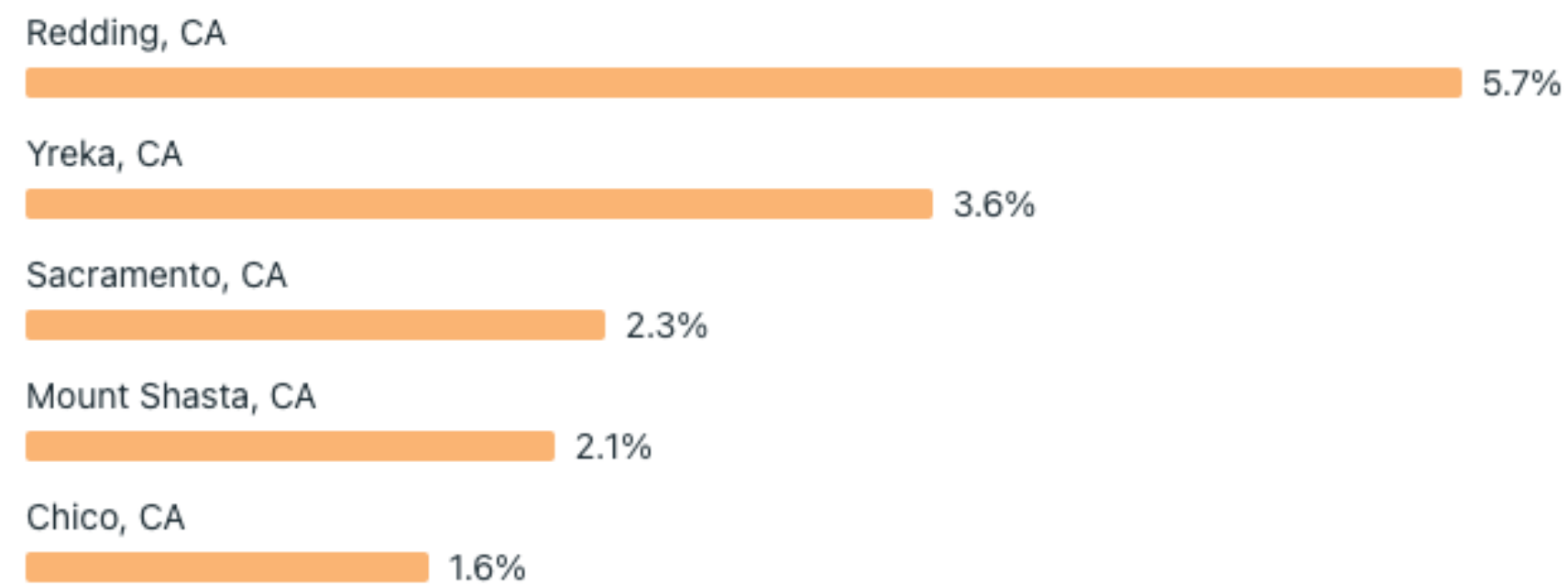
Facebook followers ⓘ

14,767

Age & gender ⓘ



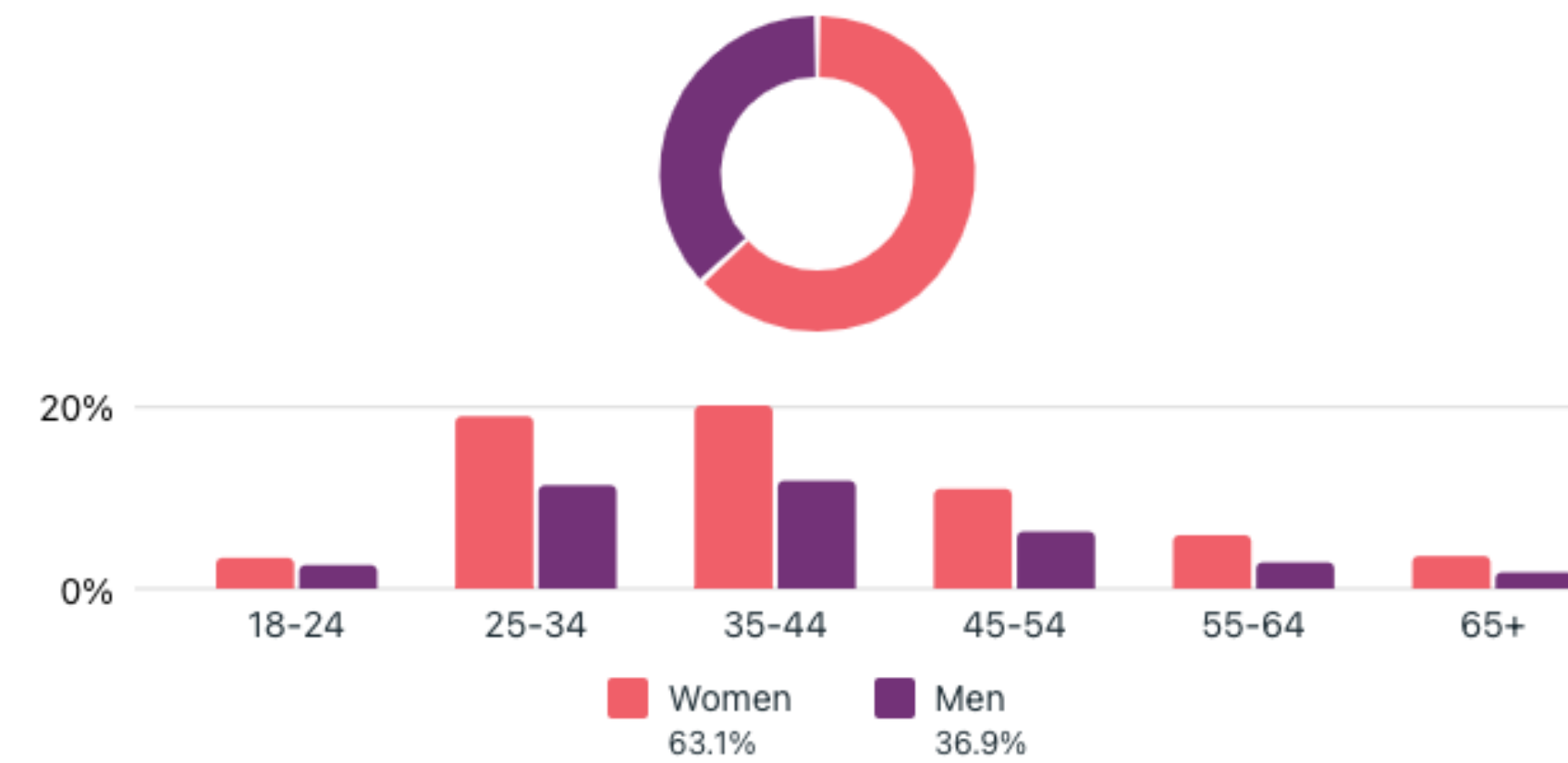
Top cities



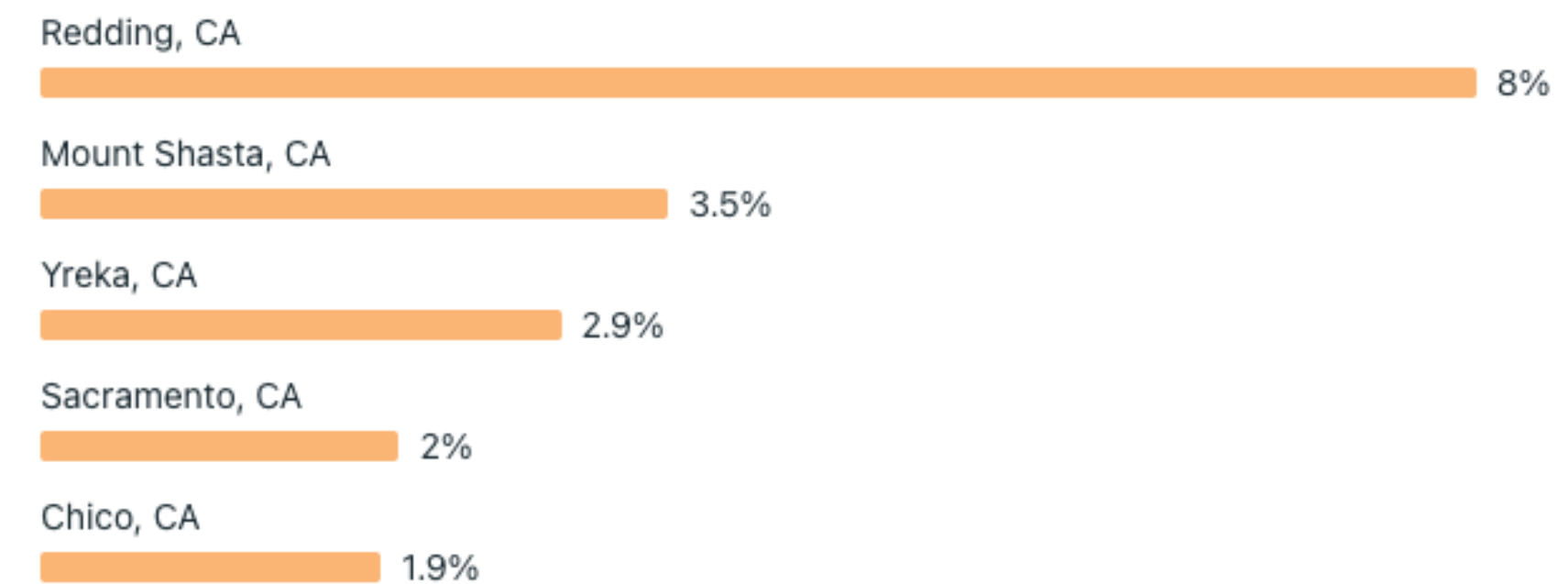
Instagram followers ⓘ

12,436

Age & gender ⓘ



Top cities



  
**Net Audience Growth (July '23):**  
**+117**  
*(0.95%)*



# TIKTOK RESULTS

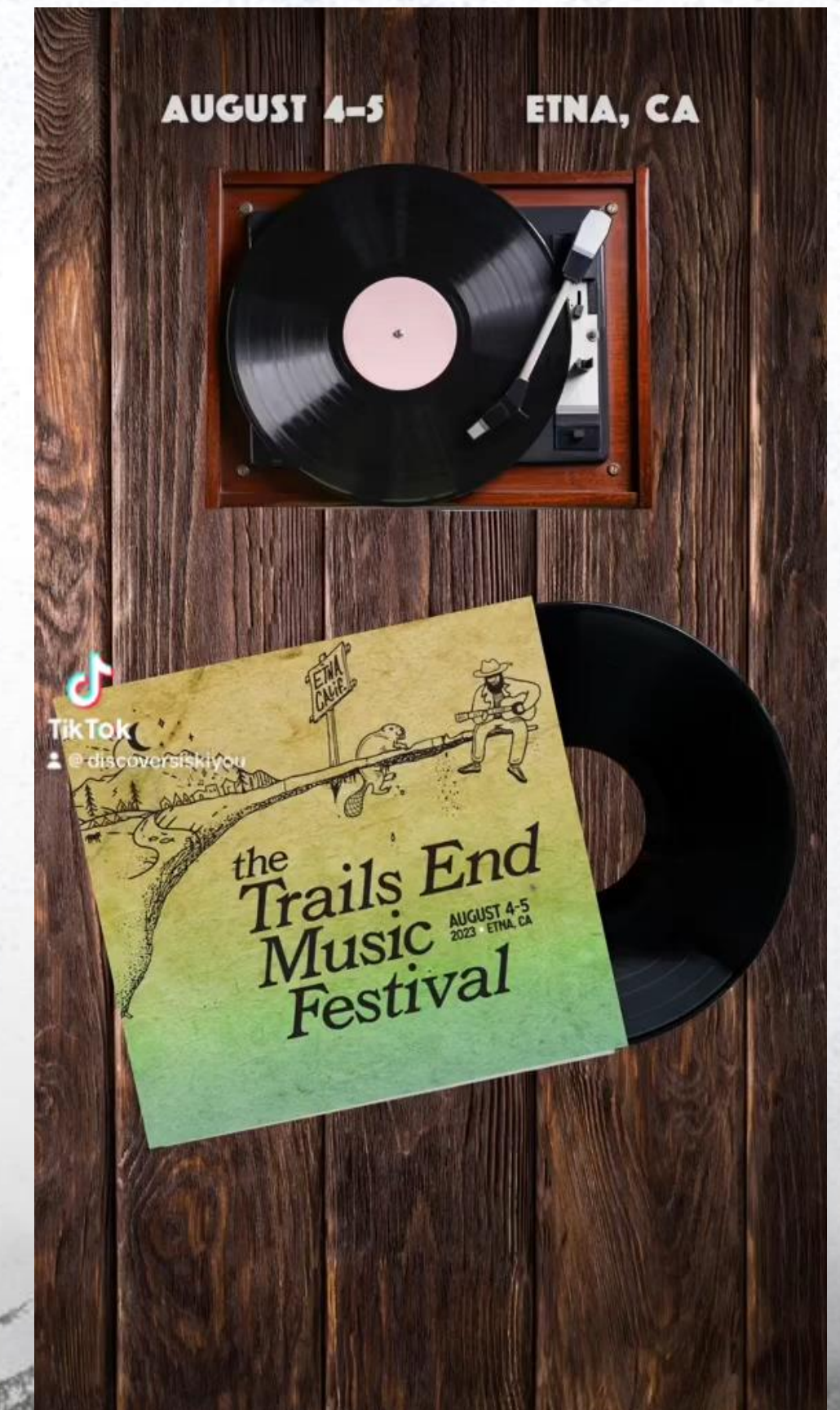
## Performance Overview

	Video Views	Likes	Comments	Shares	Saves	Profile Views	Eng. Rate
JULY 2023	1,338	8	1	3	0	27	2.91%
JUNE 2023	876	9	2	4	0	19	3.88%
DIFF. MoM	<b>+52.7%</b>	-11.1%	-50.0%	-25.0%	-	<b>+42.1%</b>	-25.0%

Video views and profile views both showed promising spikes month-over-month, thanks in large part to the enhancement of SEO efforts within the TikTok platform.

Recent data shows there are more than 10 million searches per day by consumers on the platform, and 29% of consumers say they use the platform every day. By better aligning our keyword marketing in post copy and tags with keywords users might search in TikTok, Siskiyou enjoyed an increase in video views of over 50% month-over-month, with more than 85% of views for the month stemming from the “for you” content feed.

The success has continued so far in August, with content pacing to once again draw an increase in video views month-over-month.





# PINTEREST RESULTS

## Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
JULY 2023	1,590	47	16	7	4.40%
JUNE 2023	1,647	51	8	10	4.19%
DIFF. MoM	-3.46%	-7.84%	+100.0%	-30.0%	+5.01%

Because Pinterest is such an evergreen space – particularly compared to other popular social media platforms – as much of Siskiyou’s engagement in July came from past content that’d resurfaced with the reactivation of the channel as came from new content published in July. And this is a great thing!

Of course, we want all content to set new benchmarks for engagement, but a core goal in reactivating this channel was to also reactivate much of the wonderful evergreen content that lives on the Siskiyou page. The expectation is that engagement rates will continue to rise each month as more content is published to the channel, strengthening its role as a resource for prospective travelers.





# DIGITAL RESULTS

June 2023

# WEBSITE REPORT

MoM

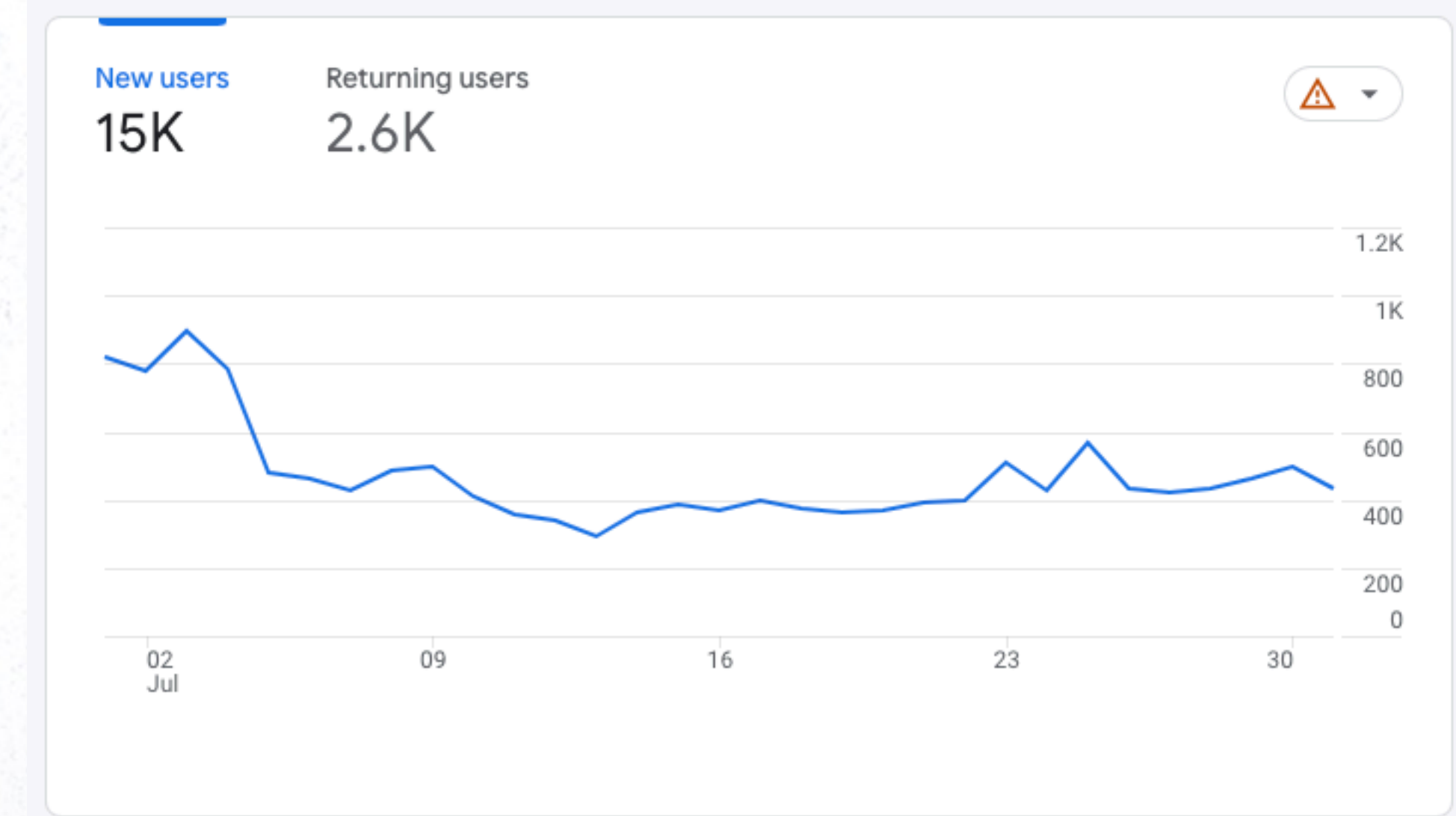
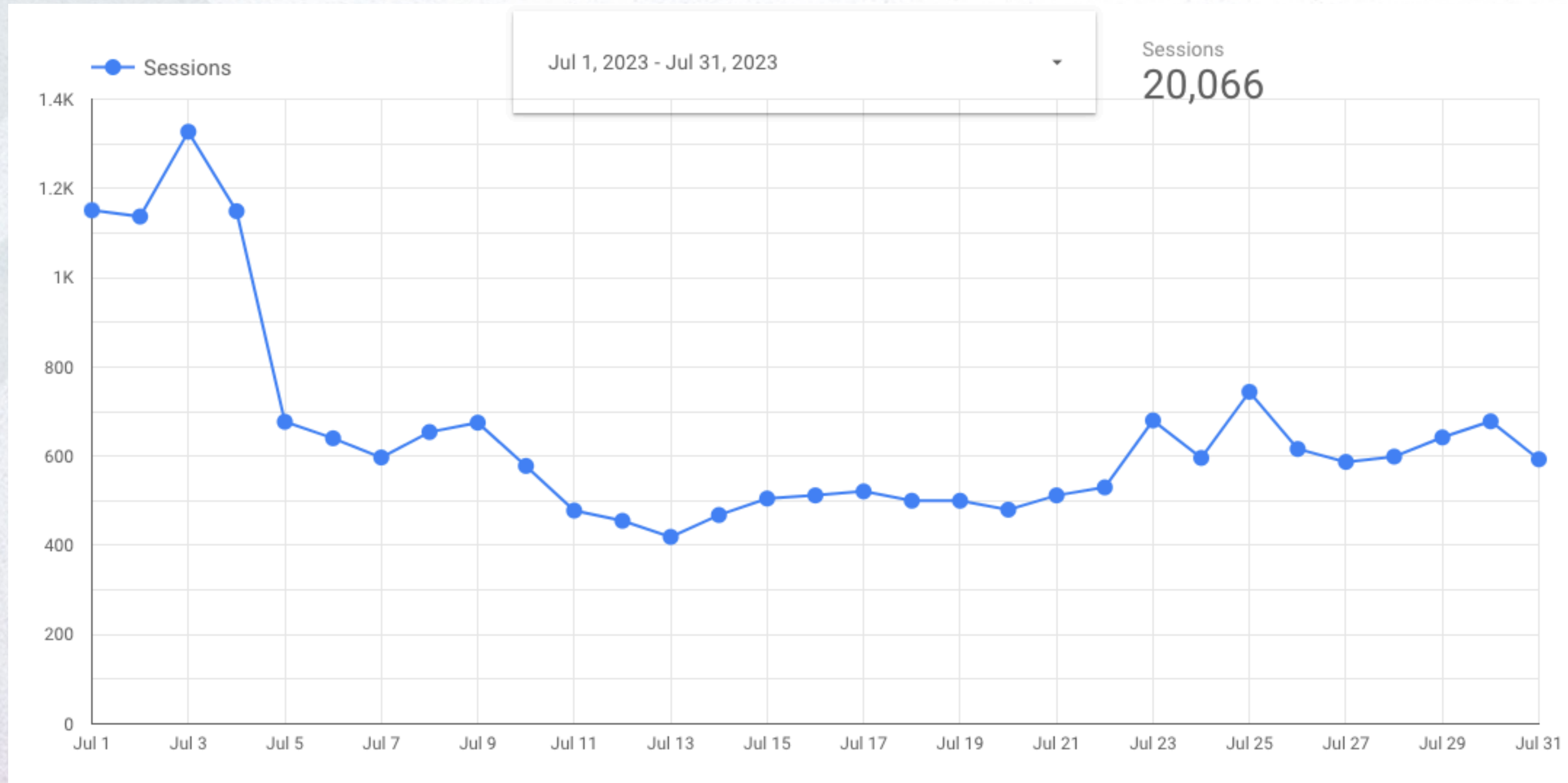
Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
<b>16.20%</b> <i>20,207 vs 17,390</i>	<b>12.85%</b> <i>16,340 vs 14,479</i>	<b>9.41%</b> <i>32,906 vs 30,077</i>	<b>-5.85%</b> <i>1.63 vs 1.73</i>	<b>-5.49%</b> <i>1:19 vs 1:23</i>	<b>2.28%</b> <i>72.30% vs 70.69%</i>	<b>-4.25%</b> <i>77.66 vs 81.10%</i>

YoY

Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	% New Sessions
<b>18.79%</b> <i>20,207 vs 17,011</i>	<b>16.24%</b> <i>16,340 vs 14,057</i>	<b>12.09%</b> <i>32,906 vs 29,356</i>	<b>-5.64%</b> <i>1.63 vs 1.73</i>	<b>-5.66%</b> <i>1:19 vs 1:23</i>	<b>6.16%</b> <i>72.30% vs 68.11%</i>	<b>-3.37%</b> <i>77.66% vs 80.37%</i>

- For the month of July, there was an increase in Sessions, Users and Pageviews. When this happens it is typical to see pages per session, average session duration, and percentage of new sessions decrease due to the increase of users and sessions. The two traffic channels that increased the most over the past month were Direct search (41.10%) and Organic Search (27.14%). This contributed to the overall increase in users visiting the site.
- When comparing YoY, we see very similar metrics as our MoM and therefore the same analysis can be applied for YoY; however the two top channels were Referral with an increase of 63.92% and Direct with 39.73%. The two top referral channels were siskiyou.org with an increase of 225% and VisitCalifornia.com with 132.53% increase.

# SITE TRAFFIC



Traffic spike was on July 3rd.


# TOP PAGES

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	9.41% ↑ 32,906 vs 30,077	11.38% ↑ 28,775 vs 25,834	9.58% ↑ 00:02:04 vs 00:01:54
1. <a href="/event/mount-shasta-fourth-of-july-street-fair-festival/">/event/mount-shasta-fourth-of-july-street-fair-festival/</a>			
Jul 1, 2023 - Jul 31, 2023	2,682 (8.15%)	2,325 (8.08%)	00:03:37
Jun 1, 2023 - Jun 30, 2023	1,907 (6.34%)	1,598 (6.19%)	00:03:31
% Change	40.64%	45.49%	2.73%
2. /			
Jul 1, 2023 - Jul 31, 2023	1,945 (5.91%)	1,646 (5.72%)	00:01:11
Jun 1, 2023 - Jun 30, 2023	2,306 (7.67%)	1,942 (7.52%)	00:01:24
% Change	-15.65%	-15.24%	-14.52%
3. <a href="/activities/lake-siskiyou/">/activities/lake-siskiyou/</a>			
Jul 1, 2023 - Jul 31, 2023	1,010 (3.07%)	886 (3.08%)	00:02:08
Jun 1, 2023 - Jun 30, 2023	686 (2.28%)	623 (2.41%)	00:01:59
% Change	47.23%	42.22%	7.10%
4. <a href="/2023/07/14/discover-siskiyou-epic-swimming-holes/">/2023/07/14/discover-siskiyou-epic-swimming-holes/</a>			
Jul 1, 2023 - Jul 31, 2023	1,008 (3.06%)	855 (2.97%)	00:03:11
Jun 1, 2023 - Jun 30, 2023	0 (0.00%)	0 (0.00%)	00:00:00
% Change	∞%	∞%	∞%
5. <a href="/upcoming-events/">/upcoming-events/</a>			
Jul 1, 2023 - Jul 31, 2023	837 (2.54%)	698 (2.43%)	00:02:02
Jun 1, 2023 - Jun 30, 2023	883 (2.94%)	707 (2.74%)	00:02:01
% Change	-5.21%	-1.27%	1.04%

- New to the number one spot this month is the Mount Shasta 4th of July Street Fair Festival which replaced the homepage as the number one visited page in July.
- Most of the traffic visiting the street fair festival page came from organic search with 39.62% however the largest increase month over month came from referral which had an increase of 1,112.50%.
- The top referral site to the street fair festival was northstateparent.com which had over 2,400% increase this month.




# WEDDINGS PAGE

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	<b>39.39% ↓</b> 20 vs 33	<b>20.00% ↓</b> 20 vs 25	<b>47.39% ↑</b> 00:00:44 vs 00:00:30	<b>0.00%</b> 13 vs 13	<b>7.14% ↓</b> 42.86% vs 46.15%
1. /weddings/ 					
Jul 1, 2023 - Jul 31, 2023	<b>20</b> (100.00%)	20 (100.00%)	00:00:44	<b>13</b> (100.00%)	42.86%
Jun 1, 2023 - Jun 30, 2023	<b>33</b> (100.00%)	25 (100.00%)	00:00:30	<b>13</b> (100.00%)	46.15%
<b>% Change</b>	<b>-39.39%</b>	<b>-20.00%</b>	<b>47.39%</b>	<b>0.00%</b>	<b>-7.14%</b>

- This month the weddings page saw a **39.39% decrease in pageviews** and a **20.00% decrease in unique pageviews**. This decrease in traffic came from a decrease in Paid Search (-100%) and Organic Search (-25%).
- The top cities that visited the weddings page in July were Portland (15%), Yreka (10%) and Dublin (5%).
- **52.35% of users were female in July** which is a 0.14% decrease from June.

# VOLCANIC LEGACY BYWAY PASS

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	428.95% <span style="color: green;">▲</span> 201 vs 38	427.27% <span style="color: green;">▲</span> 174 vs 33	19.84% <span style="color: red;">▼</span> 00:01:23 vs 00:01:44	240.00% <span style="color: green;">▲</span> 51 vs 15	15.97% <span style="color: red;">▼</span> 78.43% vs 93.33%
1. /volcanic-legacy-scenic-byway-pass/ 					
Jul 1, 2023 - Jul 31, 2023	201 (100.00%)	174 (100.00%)	00:01:23	51 (100.00%)	78.43%
Jun 1, 2023 - Jun 30, 2023	38 (100.00%)	33 (100.00%)	00:01:44	15 (100.00%)	93.33%
% Change	428.95%	427.27%	-19.84%	240.00%	-15.97%

- The Volcanic Legacy Scenic Byway Pass pop up drove 174 new users and 201 pageviews for the month of July, this is a 428.95% increase in pageviews and 427.27% increase in unique pageviews.
- This decrease can be attributed to an increase in both Referral (5,000%) and Organic Search (571.43%). The top referral site was VisitCalifornia.com with 24 unique pageviews and 28 pageviews.

# GEO

Region ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	18,814 % of Total: 93.11% (20,207)	76.30% Avg for View: 77.66% (-1.74%)	14,356 % of Total: 91.49% (15,692)	70.86% Avg for View: 72.30% (-2.00%)	1.66 Avg for View: 1.63 (2.14%)	00:01:23 Avg for View: 00:01:19 (5.77%)
1. California	12,176 (64.72%)	75.44%	9,186 (63.99%)	70.06%	1.68	00:01:25
2. Washington	2,189 (11.63%)	76.93%	1,684 (11.73%)	72.32%	1.57	00:01:23
3. Oregon	1,900 (10.10%)	75.74%	1,439 (10.02%)	71.74%	1.67	00:01:22
4. Nevada	561 (2.98%)	76.83%	431 (3.00%)	68.81%	1.53	00:01:21
5. Idaho	245 (1.30%)	79.59%	195 (1.36%)	74.69%	1.63	00:01:06
6. Illinois	141 (0.75%)	72.34%	102 (0.71%)	70.92%	1.73	00:01:16
7. Texas	139 (0.74%)	75.54%	105 (0.73%)	76.26%	1.94	00:01:43
8. Arizona	133 (0.71%)	60.15%	80 (0.56%)	69.92%	2.02	00:02:08
9. Virginia	123 (0.65%)	94.31%	116 (0.81%)	89.43%	1.24	00:00:29
10. (not set)	107 (0.57%)	99.07%	106 (0.74%)	95.33%	1.23	00:00:32

City ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	12,176 % of Total: 60.26% (20,207)	75.44% Avg for View: 77.66% (-2.85%)	9,186 % of Total: 58.54% (15,692)	70.06% Avg for View: 72.30% (-3.11%)	1.68 Avg for View: 1.63 (3.03%)	00:01:25 Avg for View: 00:01:19 (8.16%)
1. San Jose	1,530 (12.57%)	76.27%	1,167 (12.70%)	71.57%	1.58	00:01:15
2. Sacramento	1,427 (11.72%)	73.58%	1,050 (11.43%)	73.02%	1.46	00:01:03
3. Mount Shasta	922 (7.57%)	64.64%	596 (6.49%)	74.40%	1.50	00:01:11
4. Los Angeles	898 (7.38%)	77.84%	699 (7.61%)	71.94%	1.63	00:01:11
5. San Francisco	873 (7.17%)	72.05%	629 (6.85%)	70.10%	1.59	00:01:16
6. (not set)	593 (4.87%)	75.04%	445 (4.84%)	71.16%	1.79	00:01:58
7. Redding	558 (4.58%)	80.65%	450 (4.90%)	65.59%	1.86	00:01:38
8. Yreka	408 (3.35%)	62.75%	256 (2.79%)	61.03%	2.88	00:04:08
9. Weed	169 (1.39%)	72.19%	122 (1.33%)	68.64%	1.49	00:01:26
10. San Diego	103 (0.85%)	87.38%	90 (0.98%)	73.79%	1.72	00:01:17

- California drove the most sessions (12,176) and new users (9,186) which is an increase of 13.03% and new users fell slightly by 5.29% respectively when compared to June.
- Top performing cities in California were San Jose (12.57%), Sacramento (11.72%) and Mount Shasta (7.57%).

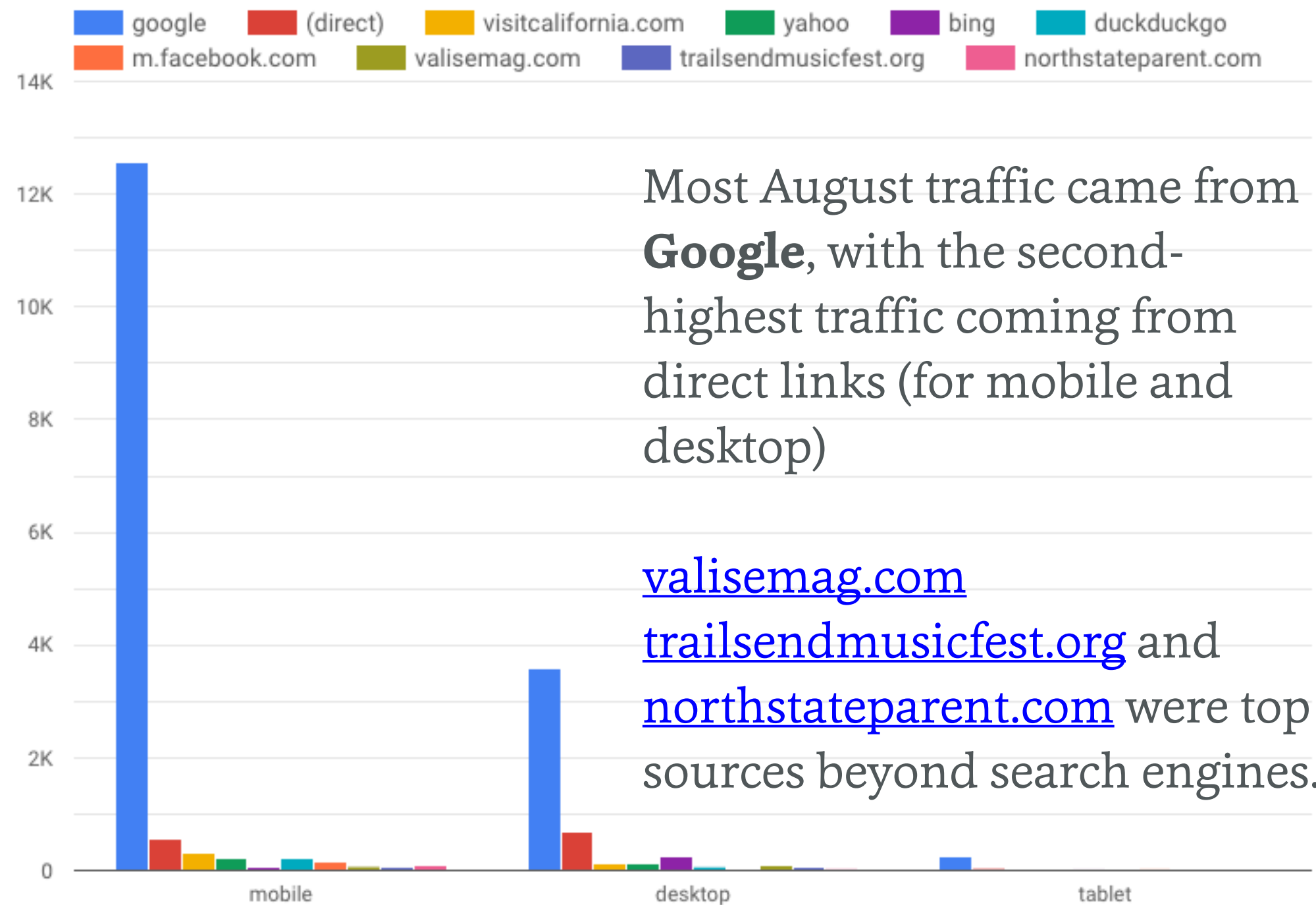
# SITE AUDIENCE – WORLD

		19,694 100% of total
1	United States	19,494
2	Canada	101
3	China	77

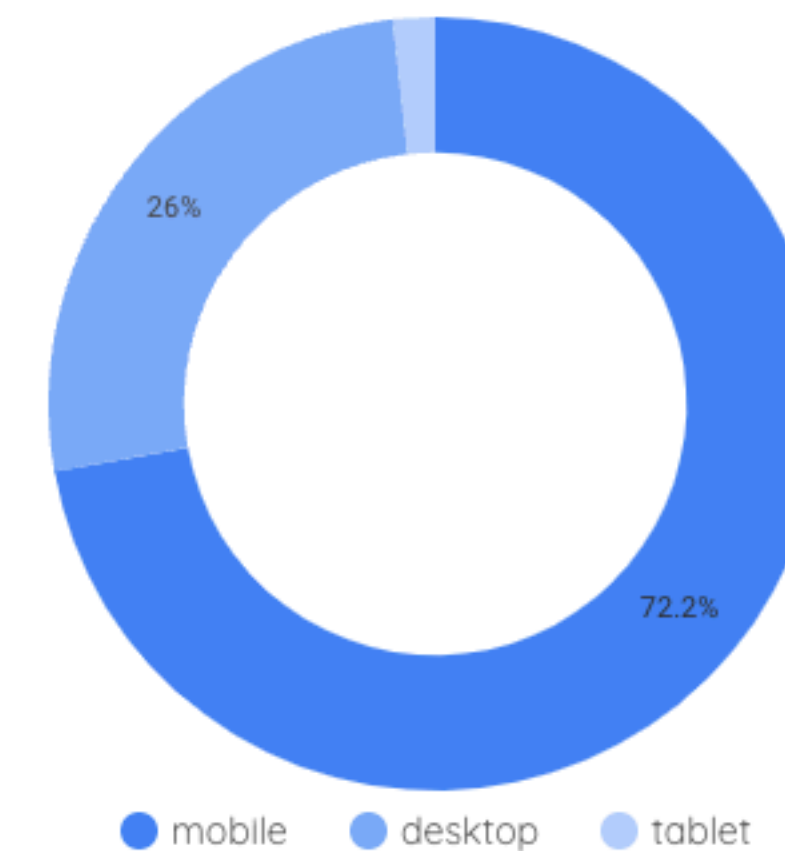
The top three countries with the most site visits were **US, Canada and China**

# AUDIENCE DEVICE

## Traffic Source



## Percentage of sessions on each device type



Mobile users were the majority at 72%

# SEO UPDATES

## **July 2023 Updates completed**

- **Fixed 25 critical 5xx errors on activity and adventure pages**
- **Optimized Lake Siskiyou page**
- **Fixed 53 broken links**
- **Identified 15 closed listings**

## **New Tasks/To Be Started**

- **Review WordPress Rocket plugin**
- **Review compressing homepage images**

# **BLOGS/NEWSLETTERS RESULTS**

July 2023

# JULY BLOGS OVERVIEW

## Blog: Discover Siskiyou's Epic Swimming Holes

Published: 7/14/23

Views: 1,540

Time on Page: 1:01



### DISCOVER SISKIYOU'S EPIC SWIMMING HOLES

Siskiyou is home to six designated wild and scenic rivers, as well as hundreds of lakes, creeks and streams. Such [...]

## Blog: Catch Some Local Music This Summer in Siskiyou County

Published: 7/27/23

Views: 58

Time on Page: 0:45



### CATCH SOME LOCAL MUSIC THIS SUMMER IN SISKIYOU COUNTY

Nothing says summer like unwinding with a refreshing brew and a live band. Sure, you can listen to music all [...]




# JULY ENEWSLETTER OVERVIEW

**Subject line:** Shhh – Discover Secret Swimming Holes 🤫

**Open Rate: 39.9%**  
Industry Benchmark: 34.4%  
List Average: 29.9%

**CTR: 6.9%**  
Industry Benchmark: 5.1%  
List Average: 2.7%

**Clicks: 449**  
- **Swimming Holes Blog: 353 clicks**  
- **Upcoming Events: 26 clicks**  
- **EV Friendly Drives: 25 clicks**



**SISKIYOU**  
CALIFORNIA'S NORTH

**SECRET SWIMMING HOLES**

Siskiyou is home to six designated wild and scenic rivers, as well as hundreds of lakes, creeks and streams. Such rugged beauty makes for some pretty epic swimming spots. Check out our list of Siskiyou's best secret swimming holes to find out exactly where to beat the heat this summer.


**DIVE IN**

**Subject line:** Explore Siskiyou, Win Prizes

**Open Rate: 36%**  
Industry Benchmark: 34.4%  
List Average: 29.9%

**CTR: 2.3%**  
Industry Benchmark: 5.1%  
List Average: 2.7%

**Clicks: 147**  
- **Volcanic Legacy Pass: 65 clicks**  
- **Where To Stay: 34 clicks**  
- **Summer Music: 25 clicks**



**SISKIYOU**  
CALIFORNIA'S NORTH

**EXPLORE SISKIYOU, WIN PRIZES!**

Sign up for the free Volcanic Legacy Scenic Byway Pass and be taken on an unforgettable journey through Klamath, Siskiyou, and Lassen counties to explore the most extraordinary geological wonders Northern California has to offer. Earn points along your trek and be entered for a chance to win our grand prize giveaway, which includes a 2-night stay in each county. Get the pass and begin your adventure now!

**GET THE PASS**

# QR CODE RESULTS

July 2023

# QR CODE YTD SCANS

## Events

- Facebook – 5 (no change MoM)
- Instagram – 13 (no change MoM)

## Trifolds

- V1 – 252 scans (+32 MoM)
- V2 – 95 scans (+13 MoM)

## Redding Airport

- 4 scans (no change MoM)

## Medford Airport

- 38 scans (+1 MoM)

## Granzella's

- 8 scans (no change MoM)

## Etna Banner

- 0 scans

## Bandwango Volcanic Pass

- 1 scan (no change MoM)



# PR RESULTS

July 2023

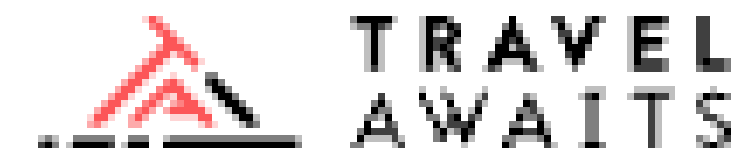
# MEDIA RELATIONS UPDATE

## Proactive Pitches:

- Best Swimming Holes
- First Annual Trails End Music Festival
- Vino Vibes: Wine Pairings for Each California Destination
- Explore Mt. Shasta for National Summit Day
- Unusual Travel Experiences
- National Picnic Month
- Accessible Hikes
- Best Labor Day Fishing Destinations
- Experience Fall Foliage and Cozy Getaways
- Plan Your Next Meeting
- 2023 Siskiyou Fall Historic Tours
- Fire Safety Awareness Tips
- Best Mountains Around the World
- Siskiyou Golden Fair Returns to Yreka



San Francisco Chronicle



# EARNED MEDIA RESULTS

- **Secured Clips: 7**
  - **Est. Digital Monthly Visits: 23.3 M**
  - **Est. Digital Coverage Views: 109 K**
- 
- Coverage featured family-friendly places to stay, underrated towns, mountain towns and PCT towns.



10 Kid-Friendly California Resorts That Cater to Families

## 10. Railroad Park Resort

Dunsmuir, California



📷 At the Railroad Park Resort in Dunsmuir, you can sleep in a caboose or a vintage cabin  
(Photo: Railroad Park Resort)

Ready for a unique stay? Head to [Railroad Park Resort](#) in the Northern California town of [Dunsmuir](#). Book a caboose that accommodates up to five guests, has its own bathroom, and includes little cupolas for watching the sunrise.

# COVERAGE HIGHLIGHTS

San Francisco Chronicle

## Yosemite too crowded? Visit these 6 California mountain towns instead

Shasta is five hours north of San Francisco, which, if you consider traffic, isn't much longer than a weekend slog to South Lake Tahoe. The 14,179-foot mountain, draped with glaciers, attracts technical climbers from around the world; it's late in the season, but routes up the peak are still "decent," according to the [Mount Shasta Avalanche Center](#).

Hikers here are spoiled: the edges of town connect to a series of lovely trails. Across Interstate 5, Castle Crags State Park is a short drive, and an easy two-mile hike from the Heart Lake trailhead gets you to Heart and Castle lakes, with incredible views. Afterward, you'll feel like you've earned that breakfast burrito at Seven Suns Coffee & Café back in town.

active  
NORCAL

## The Pacific Crest Trail Towns of Siskiyou County

### Etna



A few day hike from Mount Shasta, the charming town of Etna, population 700, has been called the friendliest town on the trail. It's situated in the valley below Etna Summit and offers not one but TWO local breweries including the [Etna Brewing Company](#) (one of the oldest in California!) and [Paystreak Brewing](#). The tiny town is also home to the [Denny Bar Co.](#), the only craft distillery-restaurant between Sacramento and Oregon.

The local post office is known to bring in an extra dumpster during PCT "hiker season" and the local high school art students design the town's annual trail patch. It's not unusual to see backpacks lining Main Street, or locals giving rides to hikers to and from Etna Summit. The lovely [Alderbrook Manor](#) in town maintains an official "Hiker's Hut" and the [Collier Hotel](#) and [Etna Motel](#) are quaint and comfortable options right in town.

WorldAtlas

## 11 Most Underrated Towns In Northern California

### Mount Shasta



**Mount Shasta** is located in Siskiyou County and the Native Americans believe the mountain is one of the most sacred sites in the world as it is assumed to be home to the creator. It is a monolithic mountain with communities of new age beliefs surrounding it making it a magical place to visit. Check out the lenticular clouds which are unique to the area and caused by wind passing over the mountains. A small town with plenty of shops and restaurants to choose from, Mount Shasta in Siskiyou County is one of the most captivating and spiritually exhilarating experiences for any traveler. Get into the middle of the mystic mountains and check out the new age feel of this small town on a vacation to Mount Shasta in Northern California.

# COVERAGE HIGHLIGHTS

 WorldAtlas

 ONLY IN YOUR STATE

**The Underappreciated Counties In Northern California That Are Home To Dozens Of Heavenly Lakes**

## Medicine Lake



Bretty & Robyn Morris/Google Images

Medicine Lake, located in Siskiyou County, is in an ancient volcanic caldera. At 6,700 feet this picturesque lake is always chilly. But it is perfect for a dip after exploring the surrounding natural scenery. Accessible via road, Medicine Lake has a beach, boat launch, and four campgrounds. There is also Little Medicine Lake right next to it, where you can find a picnic area. This incredible lake is surrounded by mountains and peaks, making this lake truly heavenly.

## 8 Oldest Founded Towns To Visit In Northern California

### Yreka



The Siskiyou County Courthouse in Yreka, California.

Yreka is a small town of approximately 10 square miles and just over 7,000 residents. Despite its size and relatively low population, it has great nature paths at Greenhorn Park and historical sites. In 1851, a mule train packer named Abraham Thompspon found gold near the current location of Yreka. Thanks to this discovery, people started pouring into the area to mine the mineral-rich land. As people began settling, the town of Yreka was created and established.

To the north of Yreka are the Siskiyou and Shasta Mountains. These mountains are a hotspot for legendary and paranormal phenomena, with legends of strange events dating back thousands of years. Yreka is the place to visit if you enjoy ancient myths, odd occurrences, and charming historic city sites.



# COVERAGE HIGHLIGHT LINKS

- San Francisco Chronicle – [Yosemite too crowded? Try these mountain towns instead](#)
- Active NorCal – [The Pacific Crest Trail Towns of Siskiyou County](#)
- Redding Record Searchlight – [How Deep is Lake Shasta?](#)
- World Atlas – [11 Most Underrated Towns in Northern California](#)
- Only In Your State – [The Underappreciated Counties in Northern California that are Home to Dozens of Heavenly Lakes](#)
- Family Vacationist – [10 Kid-Friendly California Resorts that Cater to Families](#)
- World Atlas – [8 Oldest Founded Towns to Visit in Northern California](#)

# TRAVEL INSIGHTS AND TRENDS

- [Amex - 2023 Global Travel Trends Report](#):

- 82% of respondents enjoy **walking as their favorite activity to stay healthy while traveling**
- 72% of respondents say they are **more focused on self-care than they were a year ago**
- 57% of respondents **plan to take extended vacations to focus on wellness**
- Most respondents see leisure travel as a break from overstimulation and multi-tasking. A large majority (75%) are **planning to decrease screen time while traveling** to better their mental health and/or **seeking to surround themselves with nature to focus on mental clarity** (68%).

- [Travel Pulse - Americans Prioritize Fall Trips, As Travel Appetite Extends Into Autumn](#): Good sign for all destinations, especially those with seasons like Siskiyou

- Despite economic uncertainty and rising costs, **Americans are extremely optimistic about their present finances** and are altering their spending habits to prioritize travel. He reports that US travelers are **tending to reallocate funds from other areas of their budgets in order to afford trips for themselves and their families.**
- **Fall weddings are still very popular, as well as music festivals, food festivals, wine and beer festivals, antiquing events, returning to school, college tours, and of course, all the fall sporting events across the country.**
- The **most pressing traveler concern remains the ongoing airport/airline [delays and disruptions](#)** that we hear about every week across the country. That is having a dampening effect on more reluctant or infrequent travelers,” said Hentschel. “According to AAA, **gas prices have recently surged to a new 2023 high**, which may have a dampening effect on Americans' desire and willingness to travel far this fall.

A landscape photograph of a rocky path with a green overlay and a blue sky in the top right corner. The path is made of dark, jagged rocks and is flanked by green grass and small shrubs. The sky is a clear, bright blue. The overall scene is a natural, outdoor setting.

**THANK YOU**



# APPENDIX

# APPENDIX: SOCIAL MEDIA GLOSSARY

**Impressions:** The number of times a piece of content is viewed on social media.

**Clicks:** Clicks include all forms of clicks, including link clicks, clicks to visit Discover Siskiyou's profile, or clicks to expand an image.

**Activity:** Any engagement with an Instagram post beyond a like, comment, save or share via DM. Interactions include clicks on the link in bio or into the Discover Siskiyou profile.

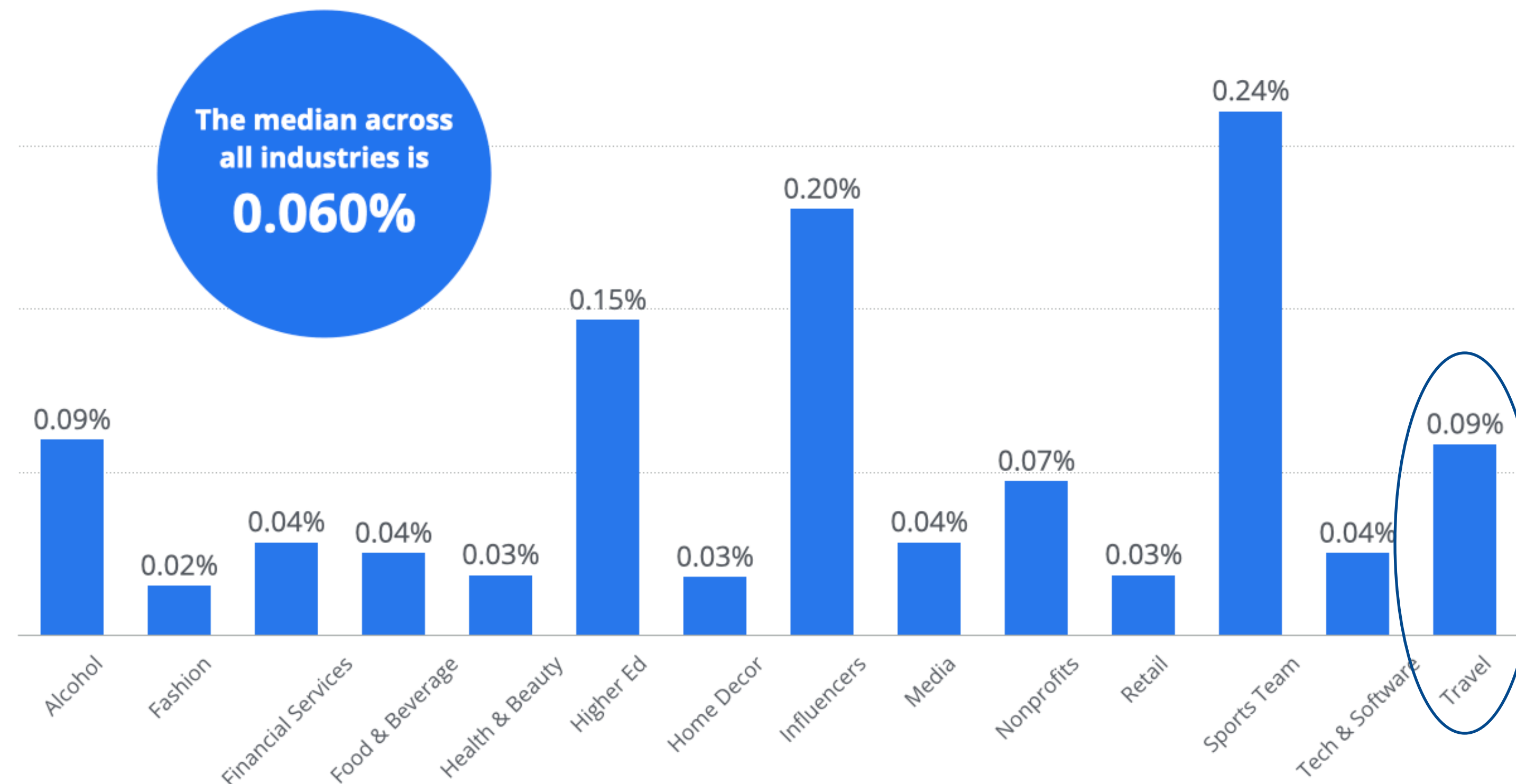
**Engagement:** The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

**Engagement Rate:** The rate at which users engage a piece of content. This is calculated by dividing the number of engagements by the number of impressions, then converting to a decimal.

# APPENDIX – INDUSTRY BENCHMARKS (2023)

## f Facebook engagement

Engagement rate per post (by follower)



# APPENDIX – INDUSTRY BENCHMARKS (2023)

## Instagram engagement

Engagement rate per post (by follower)

