


# DISCOVER SISKIYOU

Performance Report | August 2023



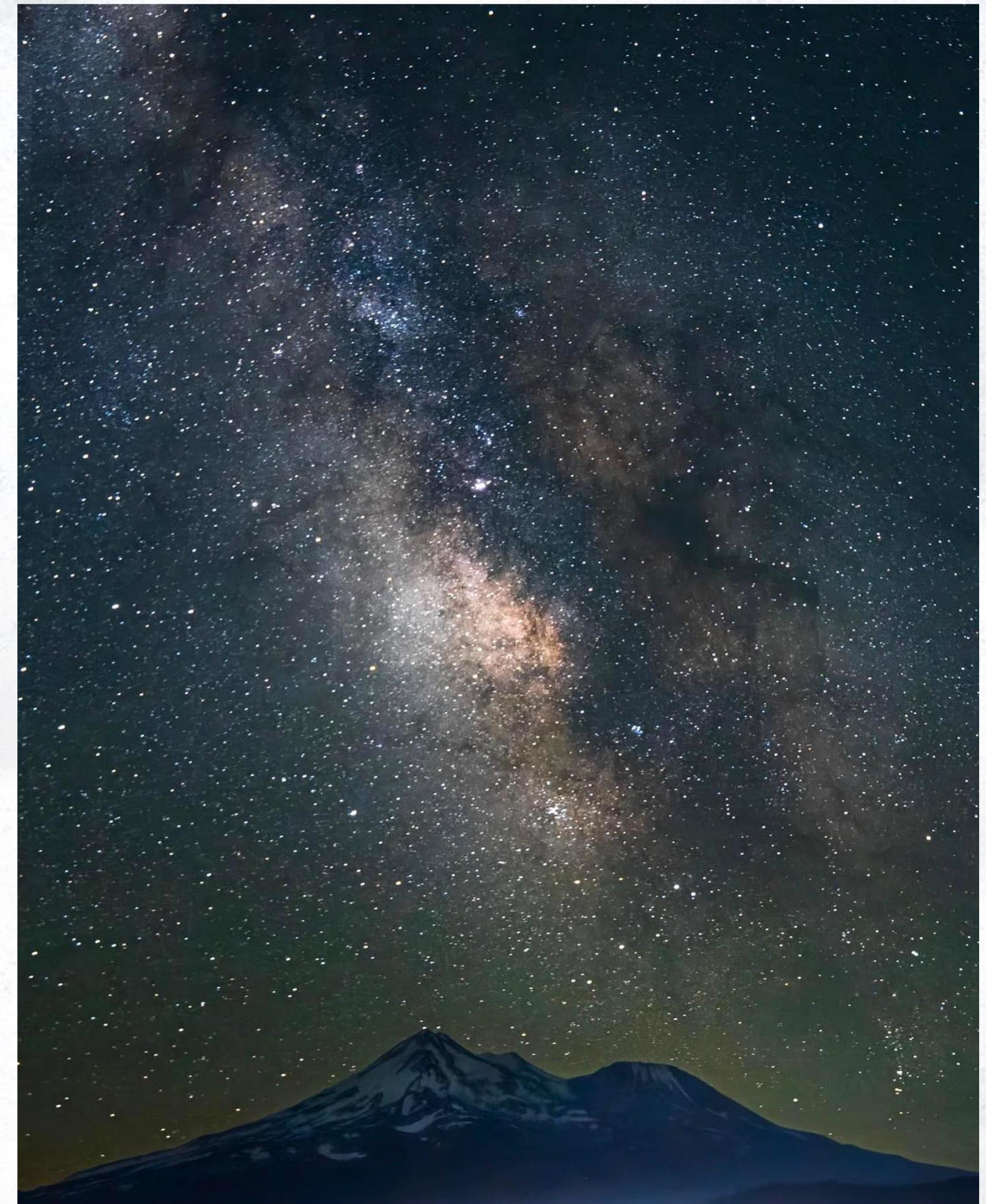


# **SOCIAL MEDIA**

# EXECUTIVE SUMMARY

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

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



# STR REPORT - AUGUST

<b>STR Report</b>	<b>AUG 2022</b>	<b>AUG 2023</b>	<b>MOM</b>
<b>Occupancy</b>	72.2	70.1	-2.9%
<b>ADR</b>	122.49	122.26	-0.2%
<b>RevPar</b>	88.44	85.73	-3.1%



# INSTAGRAM RESULTS

## Performance Totals

	Impressions	Likes	Comments	Shares	Saves	Activity	Engagement Rate
AUG 2023	26,042	2,391	16	127	46	163	10.5%
JULY 2023	144,583	1,262	15	55	24	78	0.99%
DIFF. MoM	-82.0%	+89.5%	+6.67%	+130.9%	+91.7%	+52.1%	+960.6%

Refined targeting around boosted content in August led to a significant progression in performance on Instagram throughout the month. While reach was scaled back compared to July – though still greater than solely organic reach – engagements actually *rose* month-over-month due to these targeting refinements. As a result, we will continue boosting content to these more narrowed and relevant audiences, making adjustments for seasonal or campaign-related content boosts as needed.

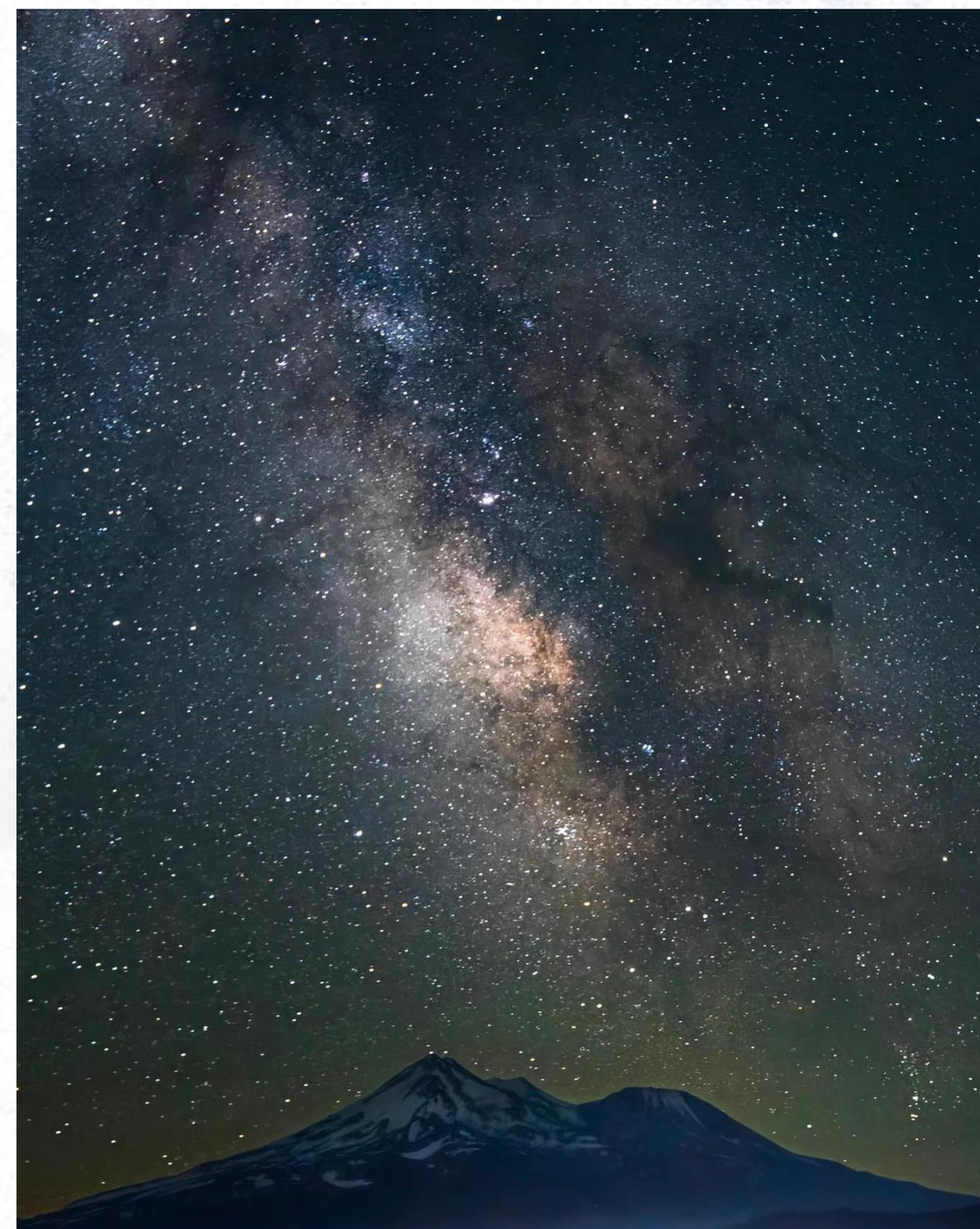
Stunning natural scenery continues to drive scroll-stopping engagement at a greater rate than other content themes, and this remains our top engagement-driver within the IG content strategy.



# TOP POSTS BY TOTAL ENGAGEMENT



Likes: 735 | Comments: 7 | Shares: 23 | Interactions: 44  
Saves: 11 | Eng. Rate: 13.6%



Likes: 647 | Comments: 4 | Shares: 64 | Interactions: 8  
Saves: 19 | Eng. Rate: 17.6%





# FACEBOOK RESULTS

## Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
AUG 2023	13,672	257	18	20	151	3.26%
JULY 2023	20,604	324	20	28	410	3.80%
DIFF. MoM	-33.6%	-20.7%	-10.0%	-28.6%	-63.2%	-14.2%

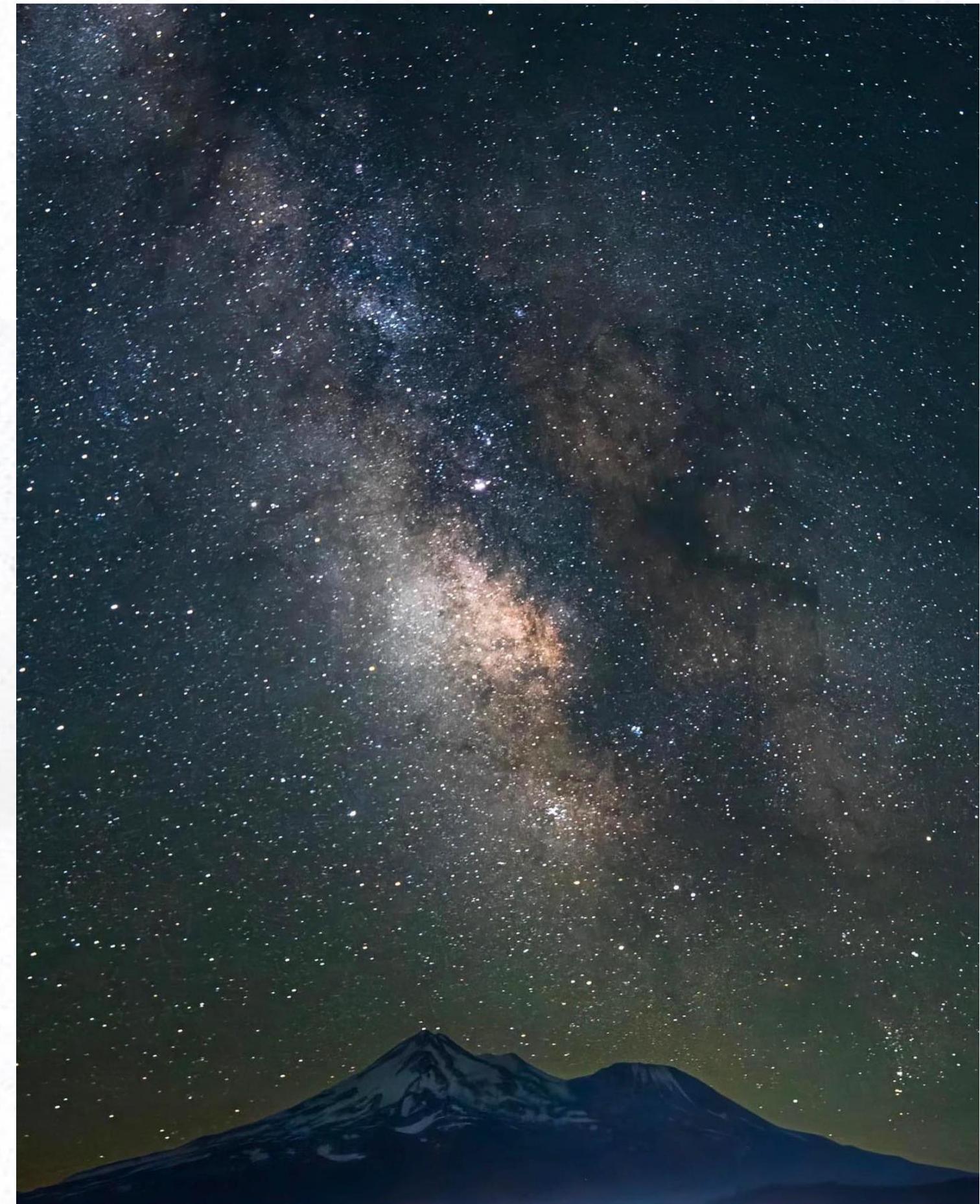
**Engagement leveled off for Siskiyou’s Facebook page in August, largely driven by a decrease in clicks over the course of the month. Clicks have consistently remained Siskiyou’s engagement-driver on this platform, where fans have shown they’re drawn to resourceful content with a focus on planning more than inspiration.**

**All Facebook content will continue to employ links to resources on Siskiyou’s website, and in order to increase clicks we will also reassess the strength of our CTAs to determine how to better navigate users from social to the site.**

# TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 82 | Comments: 9 | Shares: 4  
Clicks: 68 | Eng. Rate: 12.3%



Reactions: 80 | Comments: 5 | Shares: 5  
Clicks: 54 | Eng. Rate: 2.08%





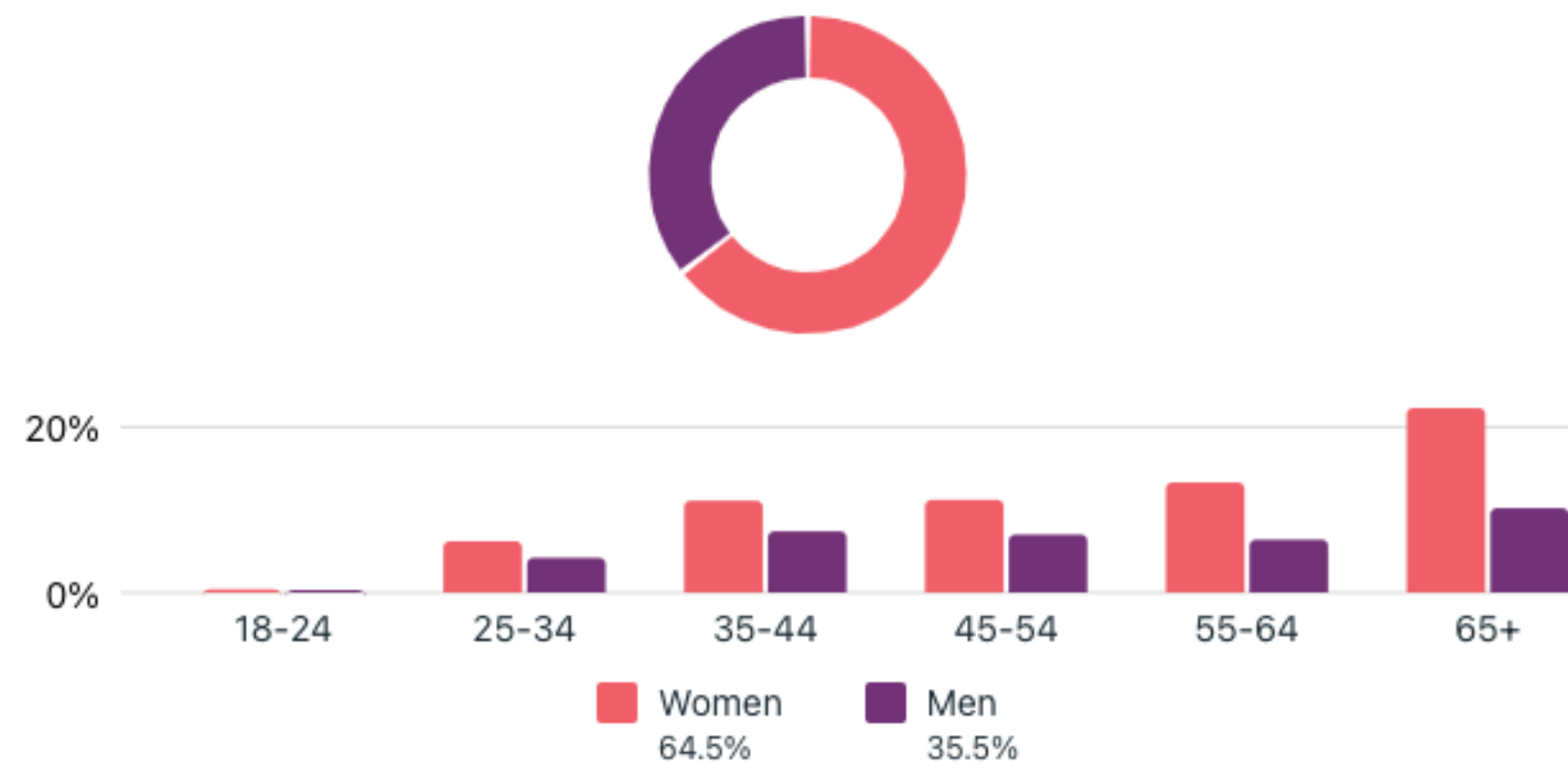
# AUDIENCES OVERVIEW

  
**Net Audience Growth (July '23):**  
**+28**  
*(0.19%)*

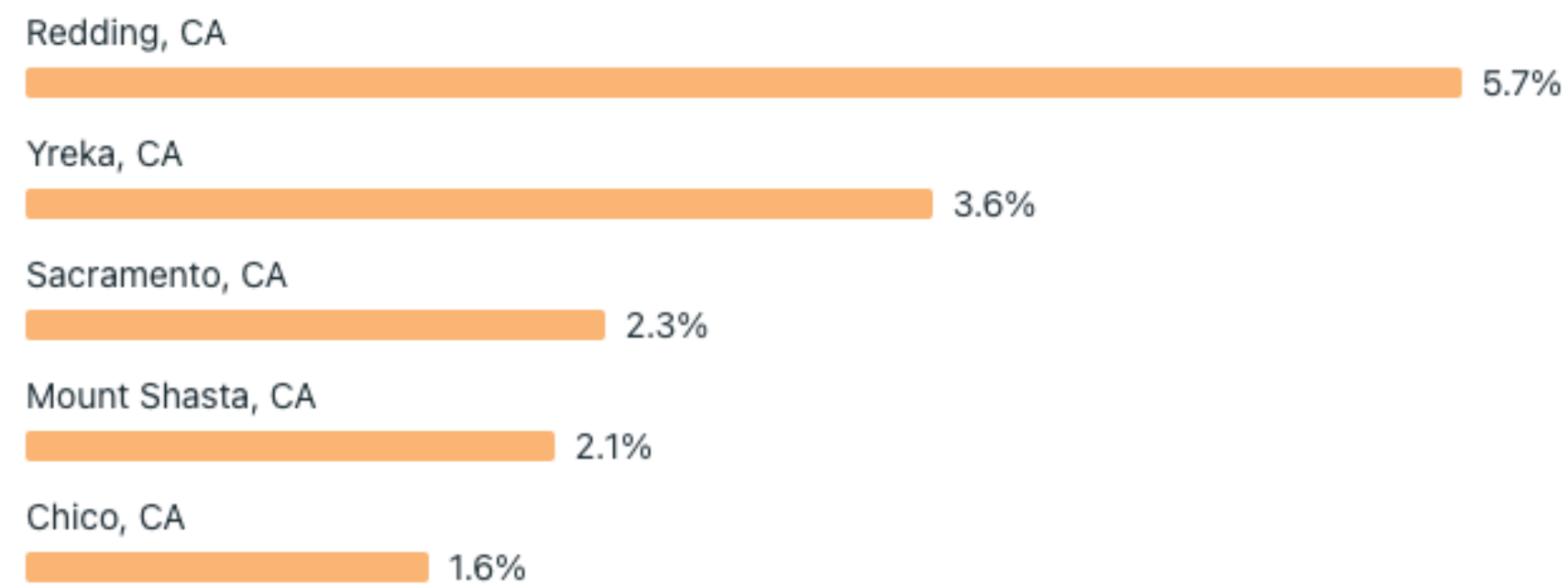
Facebook followers ⓘ

14,767

Age & gender ⓘ



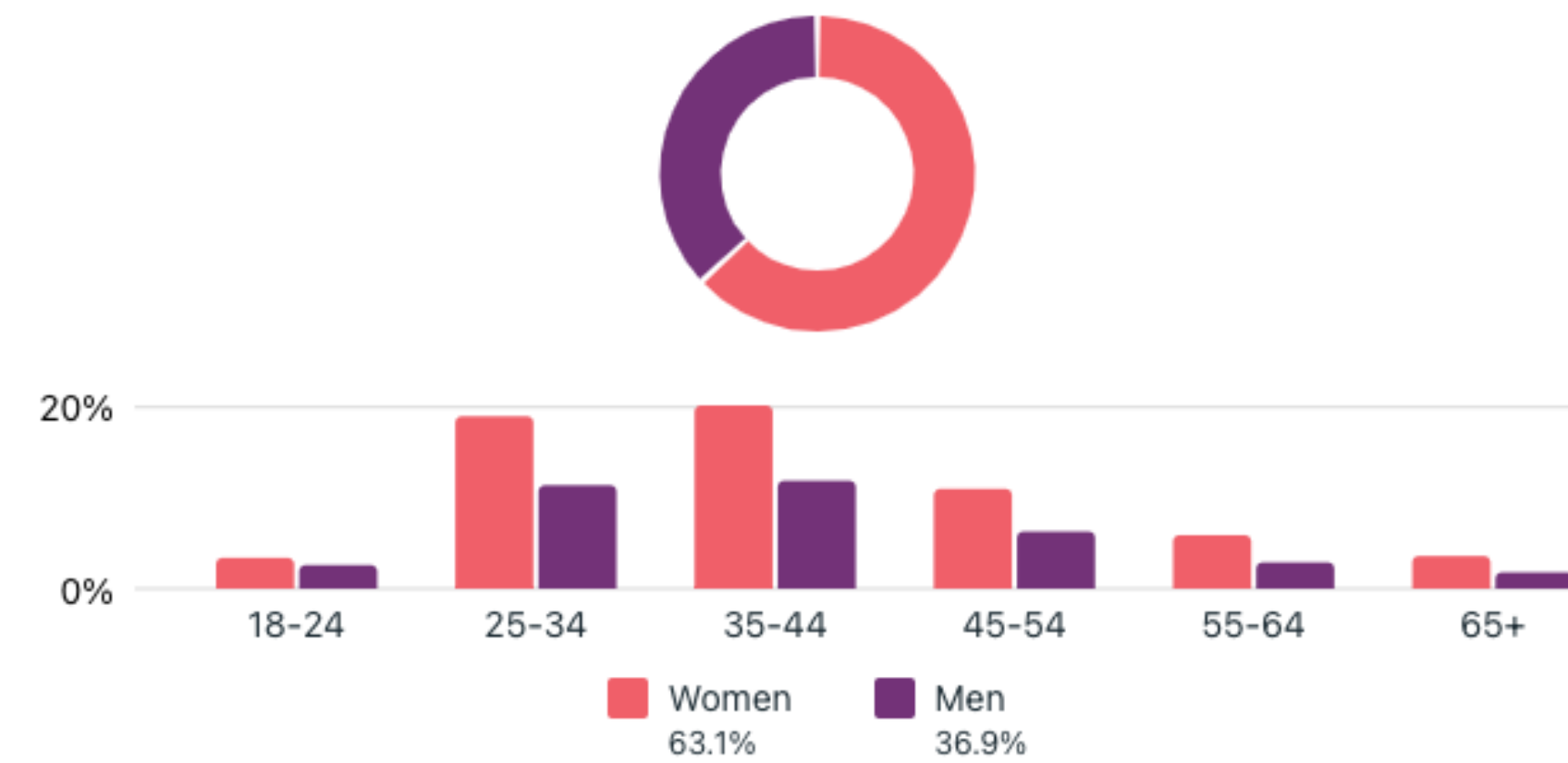
Top cities



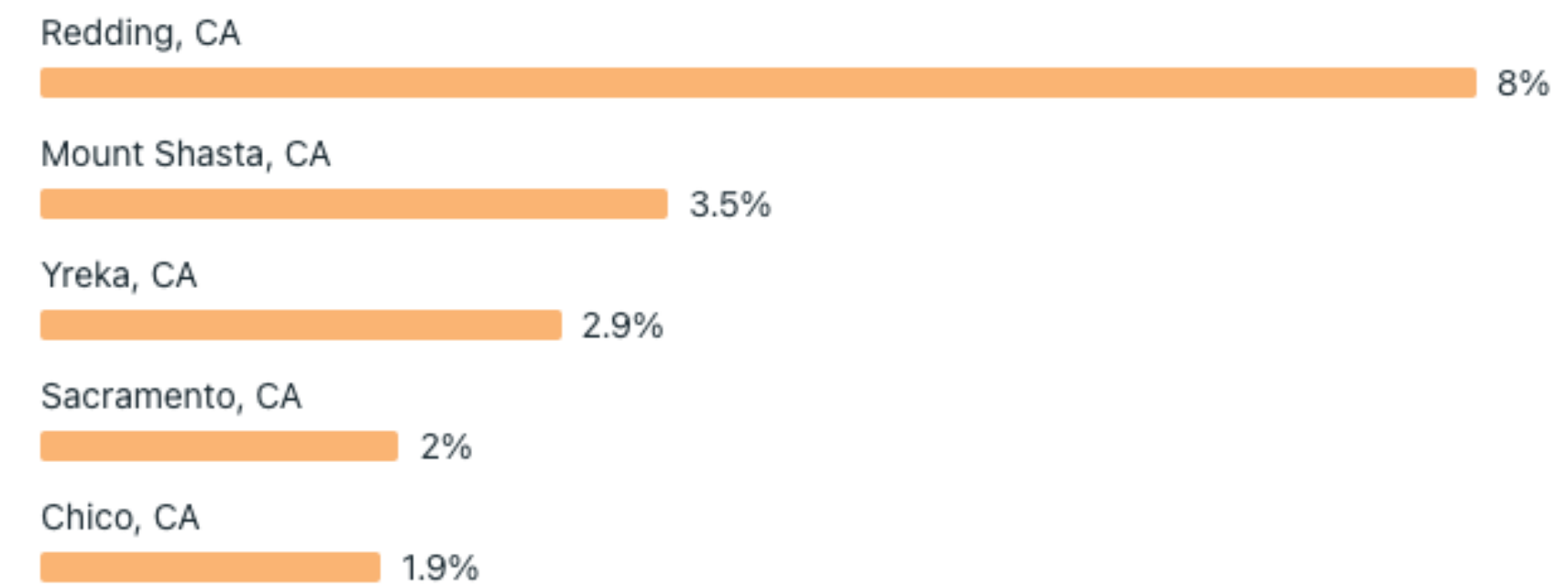
Instagram followers ⓘ

12,436

Age & gender ⓘ



Top cities



  
**Net Audience Growth (July '23):**  
**+8**  
*(0.06%)*



# TIKTOK RESULTS

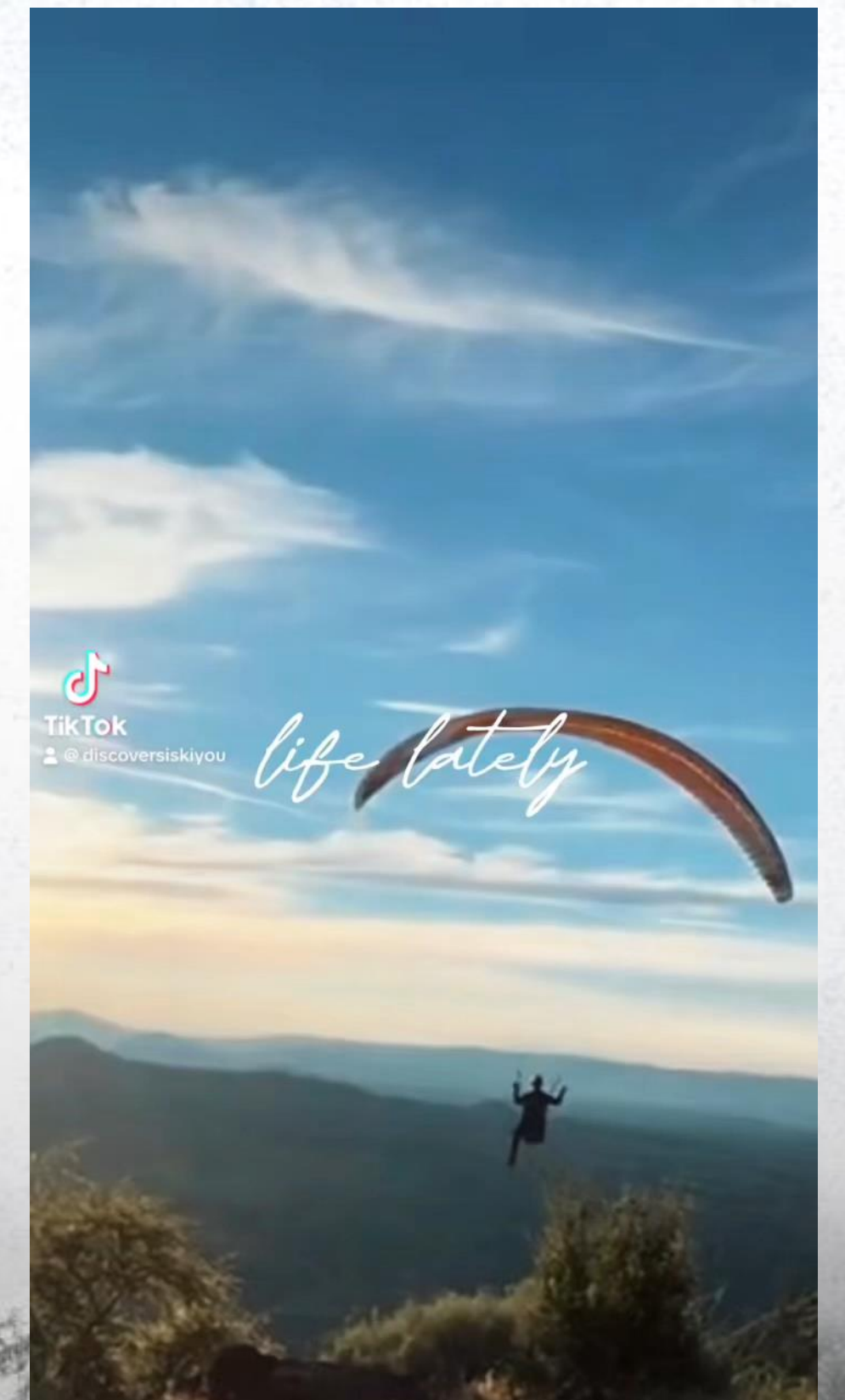
## Performance Overview

	Video Views	Likes	Comments	Shares	Saves	Profile Views	Eng. Rate
AUG 2023	1,646	19	0	4	0	30	3.22%
JULY 2023	1,338	8	1	3	0	27	2.91%
DIFF. MoM	+23.0%	+137.5%	-INF.	+33.3%	-	+11.1%	+10.7%

Greater keyword usage in post copy on this platform led to another month of increased reach and engagement for Siskiyou’s channel. Additionally, building content from popular trends on the platform created a familiarity with the audience that allowed Siskiyou’s videos to drive greater viewership, like the example to the right which packages stunning Siskiyou footage with a popular video concept.

Leveraging SEO benefits on TikTok will remain a focus in Siskiyou’s content strategy in an effort to drive resonance outside of the owned audience, in-turn growing that owned audience.

Most Viewed Video





# PINTEREST RESULTS

## Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
AUG 2023	1,340	51	10	8	5.15%
JULY 2023	1,590	47	16	7	4.40%
DIFF. MoM	-15.7%	+8.51%	-37.5%	+14.3%	+17.0%

A continued dedication to Siskiyou's presence on Pinterest led to continued growth in engagement, albeit with a slight dip in reach month-over-month for the first time since spring.

The content strategy continues to focus more on travel experiences than travel planning, largely inspired by performance trends and audience insights. These insights are elaborated on the ensuing slide.

Most Saved Pin





# PINTEREST RESULTS

## Categories and interests

The most popular categories and related interests for this audience

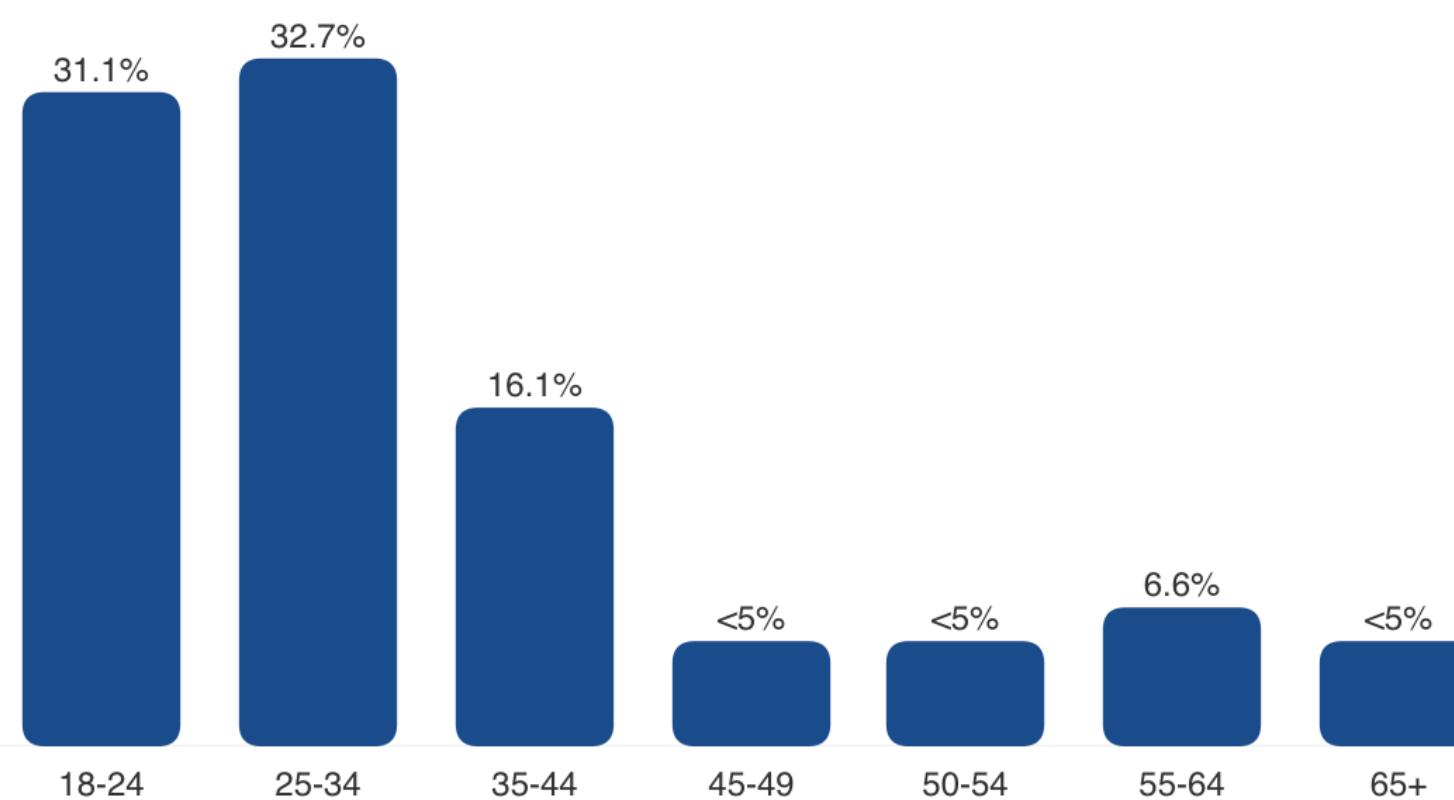
Category	Affinity ↓ ⓘ	% of audience	Travel interests		
vehicles	2.48x	31.2%	Interest	Affinity ⓘ	% of category audience ↓
gardening	2.14x	58.5%	travel destinations	1.08x	87.9%
<b>travel</b>	<b>1.91x</b>	<b>85.0%</b>	travel ideas	1.80x	54.4%
architecture	1.87x	62.4%	travel tips	2.55x	19.9%
finance	1.79x	5.5%	restaurant	2.57x	12.7%
men's fashion	1.73x	34.3%	hotel	-	6.2%
animals	1.72x	51.5%			

**Siskiyou has done a good job cultivating an audience of inspired travelers. And those travelers appear to covet bold travel inspiration more than logistical planning for a trip.**

**Siskiyou's audience on Pinterest skews younger, indicating a greater presence of young adult travelers and a lesser presence among parents planning family travel.**

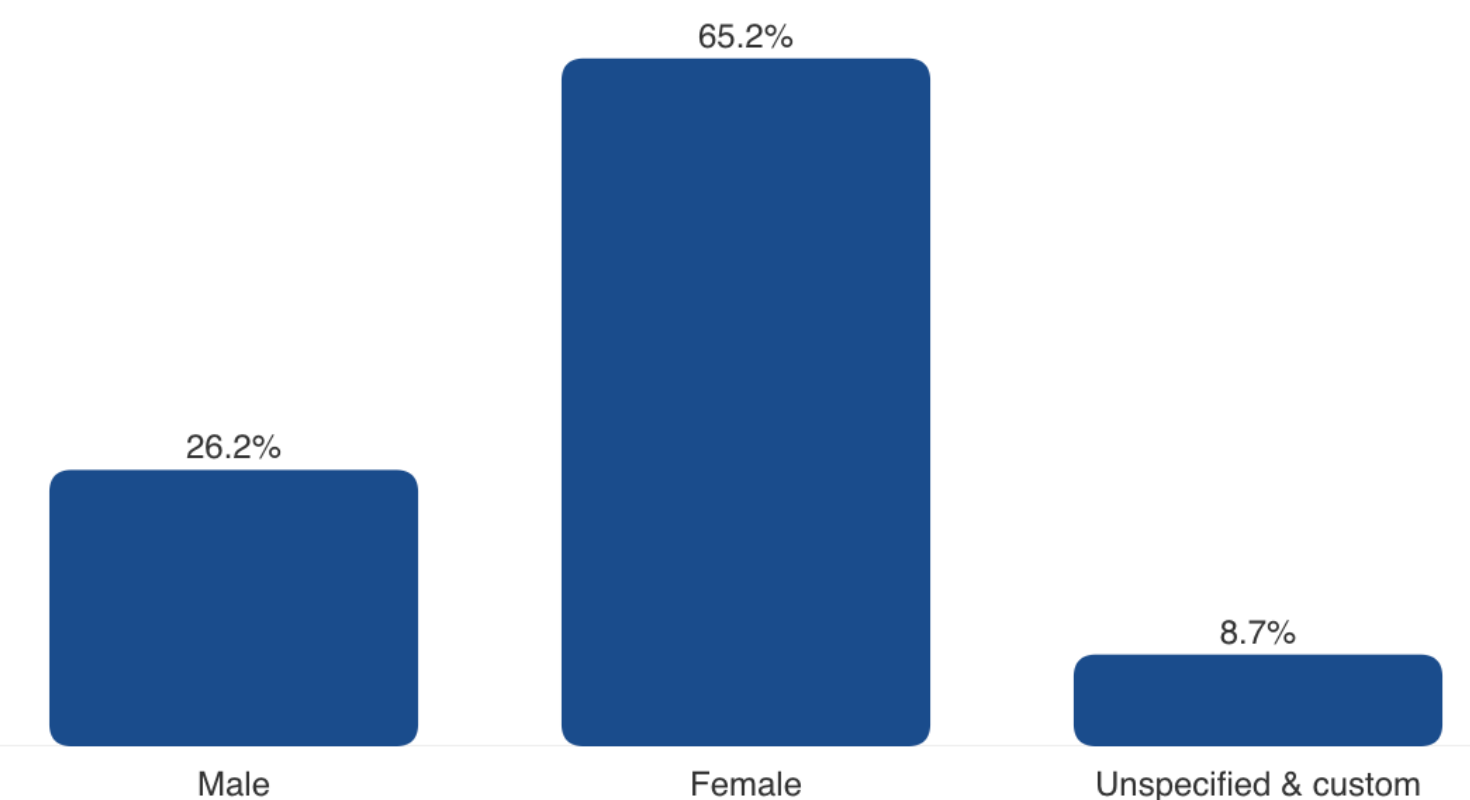
### Age

The age distribution of this audience ⓘ



### Gender

The gender distribution of this audience ⓘ





# DIGITAL RESULTS

August 2023

# WEBSITE REPORT

MoM

Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	New Users
<b>-15.28%</b> <i>17,390 vs 14,733</i>	<b>-32.12%</b> <i>14,481 vs 9,965</i>	<b>-18.45%</b> <i>32,466 vs 22,102</i>	<b>2.40%</b> <i>1.73 vs 1.77</i>	<b>3.15%</b> <i>2:18 vs 2:22</i>	<b>-13.04%</b> <i>0.3% vs 0.34%</i>	<b>-32.95%</b> <i>14,205 vs 9,524</i>

YoY

Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	New Users
<b>13.04%</b> <i>13,033 vs 14,733</i>	<b>-9.99%</b> <i>11,071 vs 9,965</i>	<b>2.87%</b> <i>21,485 vs 22,102</i>	<b>7.27%</b> <i>1.65 vs 1.77</i>	<b>91.38%</b> <i>1:16 vs 2:22</i>	<b>-4.59%</b> <i>70.22% vs 67.00%</i>	<b>15.42%</b> <i>82.74% vs 95.5%</i>

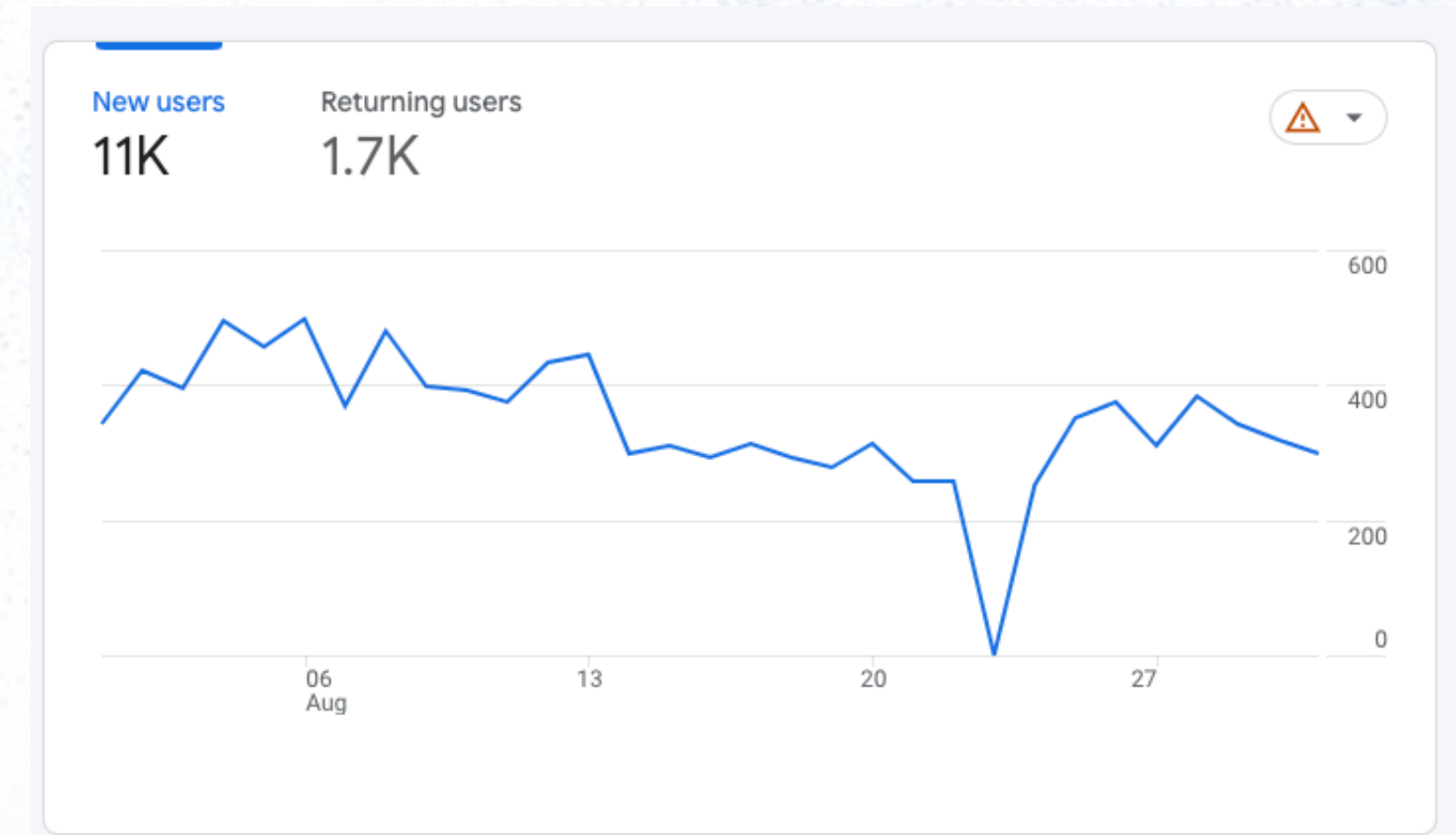
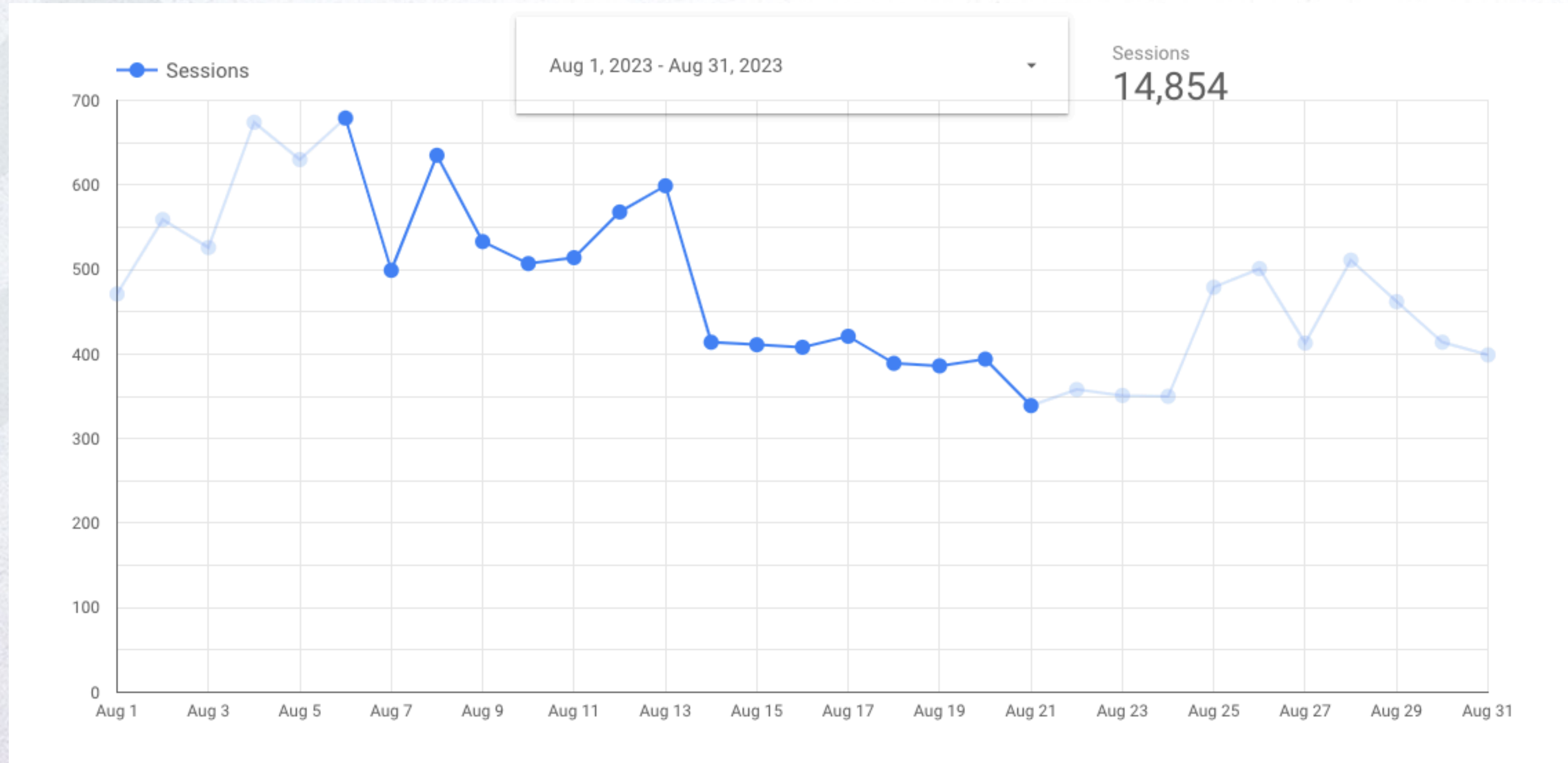
- For the month of August, there was a decrease in sessions/users and pageviews. Can partially be attributed to the new GA4 tracking that was implemented on the 11th of August as the original universal analytics was turned off by Google. Additionally, the Paid Search campaign went live at the beginning of September therefore we expect to see an increase in sessions/users and pageviews for the upcoming month.
- When comparing YoY, we see an increase across the board with the exception of users which saw a slight decrease. Additional callouts include a very large increase in average session duration YoY as we are seeing more users engaged with Siskiyou's content as well as a lower bounce rate indicating users not only stayed on the page but they stayed longer as well.

# TOP PAGES

Page path and screen class	Views	Users	Views per user	Average engagement time
SHOW ALL ROWS	19,518 vs. 22,344 ↓ -12.65%	8,808 vs. 10,219 ↓ -13.81%	2.22 vs. 2.19 ↑ 1.35%	0m 57s vs. 59.36 ↓ -3.61%
1 /				
Aug 1 - Aug 31, 2023	2,595	1,524	1.70	0m 19s
Jul 4 - Jul 31, 2023	2,289	1,361	1.68	0m 22s
% change	13.37%	11.98%	1.24%	-13.23%
2 /where-to-stay/				
Aug 1 - Aug 31, 2023	1,106	649	1.70	0m 56s
Jul 4 - Jul 31, 2023	1,099	662	1.66	0m 48s
% change	0.64%	-1.96%	2.65%	16.55%
3 /activities/lake-siskiyou/				
Aug 1 - Aug 31, 2023	955	648	1.47	0m 46s
Jul 4 - Jul 31, 2023	1,024	711	1.44	0m 39s
% change	-6.74%	-8.86%	2.33%	18.25%
4 /what-to-do/				
Aug 1 - Aug 31, 2023	817	435	1.88	1m 04s
Jul 4 - Jul 31, 2023	991	503	1.97	1m 17s
% change	-17.56%	-13.52%	-4.67%	-16.51%
5 /event/the-trails-end-music-festival/				
Aug 1 - Aug 31, 2023	796	497	1.60	0m 37s
Jul 4 - Jul 31, 2023	492	306	1.61	0m 37s
% change	61.79%	62.42%	-0.39%	-1.44%

- For the month of August the homepage retook the number one spot replacing the mount shasta fourth of July street fair festival from July.
- The top engaged page for the month of August from the top five most visited pages was the "where to stay" page with an average engagement rate of 0:56!
- Direct traffic (1,297) followed by Organic search (582) drove the most traffic to the homepage in August.

# SITE TRAFFIC

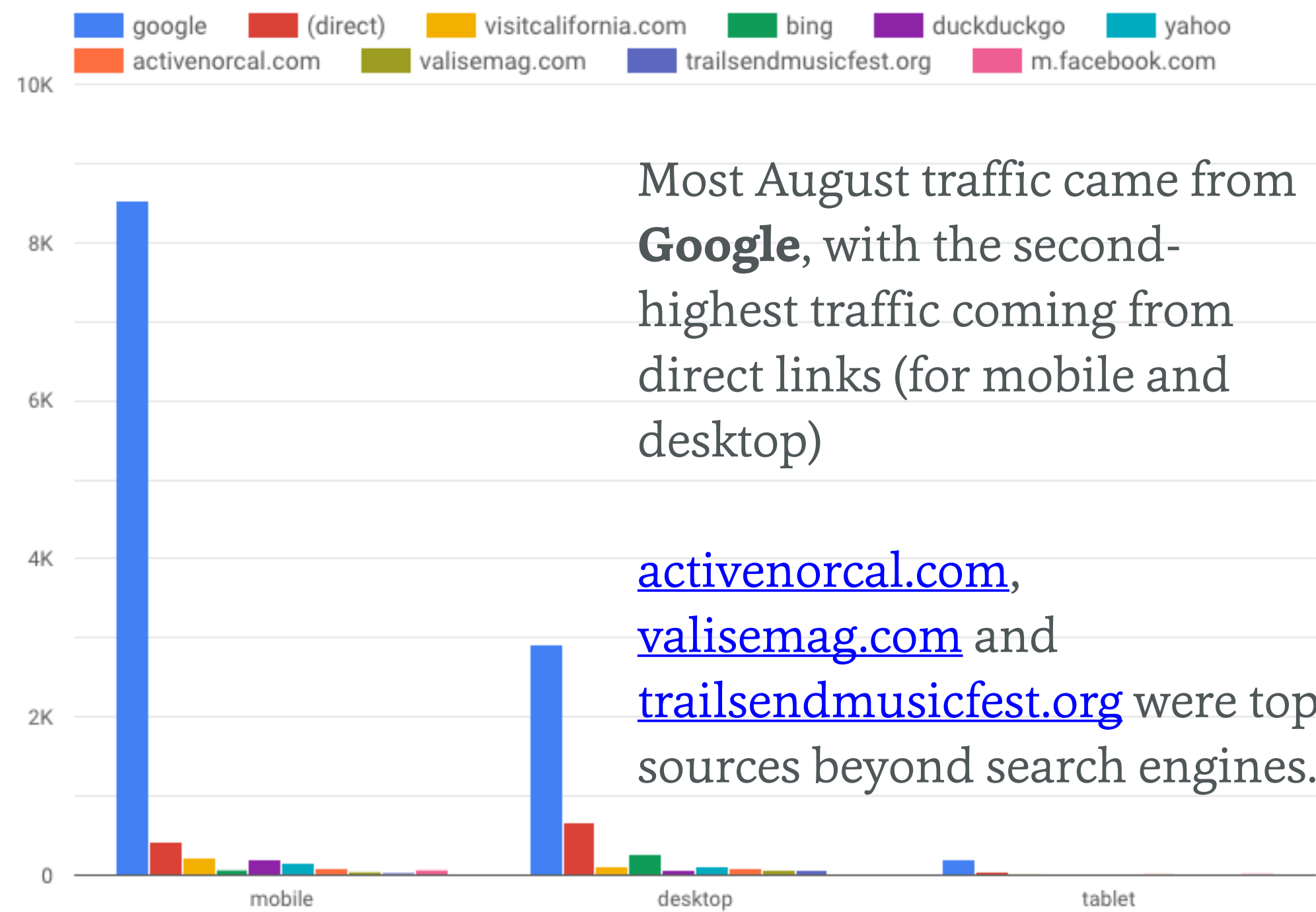


Traffic spikes were on August 4th and August 6th.

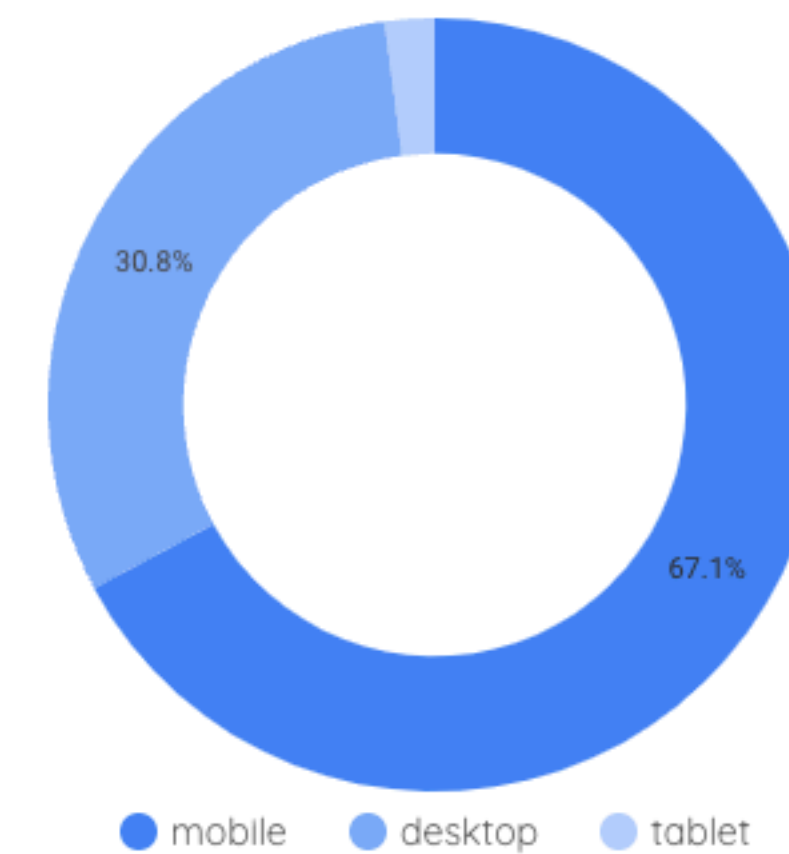


# AUDIENCE DEVICE

## Traffic Source




## Percentage of sessions on each device type



Mobile users were the majority at 67%

# WEDDINGS PAGE

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	5.00% ↓ 19 vs 20	45.00% ↓ 11 vs 20	69.84% ↓ 00:00:13 vs 00:00:44	69.23% ↓ 4 vs 13	16.67% ↑ 50.00% vs 42.86%
1. /weddings/ 					
Aug 1, 2023 - Aug 31, 2023	19 (100.00%)	11 (100.00%)	00:00:13	4 (100.00%)	50.00%
Jul 1, 2023 - Jul 31, 2023	20 (100.00%)	20 (100.00%)	00:00:44	13 (100.00%)	42.86%
% Change	-5.00%	-45.00%	-69.84%	-69.23%	16.67%

- This month the weddings page saw a 5% decrease in pageviews and a 45.00% decrease in unique pageviews. This decrease in traffic came from a decrease in Direct Search (-100%).
- The top cities that visited the weddings page in August was Glendale (21.05%), Happy Valley (21.05%) and Palmdale (15%).
- 54.14% of users were female in August which is a 1.79% increase from July.

# VOLCANIC LEGACY

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	333 1.71% of total	176 2% of total	1.89 Avg -14.62%	0m 35s Avg -38.25%
1 /volcanic-legacy-scenic-byway-pass/	333	331	1.91	0m 39s

- In August the Volcanic Legacy Scenic Byway Pass page had 331 users with 333 pageviews with an average time on page of 39 seconds.
- In July there was a total of 201 pageviews and 174 users.
- This is an increase of 65.67% in pageviews and an increase of 90.23% in users for August!

# GEO

Region	↓ Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	13,838 100% of total	10,688 100% of total	10,236 100% of total	13,793 100% of total	99.67% Avg 0%	1.29 Avg 0%	1m 00s Avg 0%
1 California	8,862	6,936	6,324	8,714	98.33%	1.26	1m 02s
2 Washington	1,734	1,471	1,211	1,605	92.56%	1.09	0m 41s
3 Oregon	1,673	1,436	1,232	1,585	94.74%	1.10	0m 48s
4 Nevada	448	404	303	395	88.17%	0.98	0m 44s
5 Idaho	227	200	141	200	88.11%	1.00	0m 33s
6 Texas	183	124	115	181	98.91%	1.46	2m 26s
7 (not set)	180	168	163	177	98.33%	1.05	0m 08s
8 Virginia	140	133	128	136	97.14%	1.02	0m 15s
9 Arizona	133	74	62	127	95.49%	1.72	1m 16s
10 Massachusetts	126	119	116	125	99.21%	1.05	0m 34s

City	↓ Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	9,224 100% of total	7,319 100% of total	6,734 100% of total	9,050 100% of total	98.11% Avg 0%	1.24 Avg 0%	0m 55s Avg 0%
1 San Jose	1,096	895	806	1,077	98.27%	1.20	0m 52s
2 (not set)	1,067	937	779	1,016	95.22%	1.08	0m 46s
3 Sacramento	925	755	651	903	97.62%	1.20	0m 58s
4 Seattle	646	542	492	642	99.38%	1.18	0m 49s
5 Los Angeles	639	542	477	621	97.18%	1.15	0m 54s
6 San Francisco	632	536	463	617	97.63%	1.15	0m 53s
7 Mount Shasta	470	374	291	462	98.3%	1.24	1m 00s
8 Redding	375	298	263	374	99.73%	1.26	0m 54s
9 Portland	364	295	271	358	98.35%	1.21	0m 44s
10 Yreka	288	216	165	285	98.96%	1.32	1m 30s

- **California continues to be the top region driving the most traffic to the site followed by Washington and Oregon.**
- **The top performing cities for the month of August include San Jose, Sacramento and Seattle.**
- **Since the GA4 update, new to our reporting are the "Engaged Sessions", GA4 calculates any session that lasts over 10 seconds long to be an "Engaged Session". Therefore we can break out the total number of session and engaged sessions indicating how many sessions lasted over 10 seconds long.**

# SITE AUDIENCE – WORLD

		14,417 100% of total
1	United States	14,271
2	Canada	109
3	China	47

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

# SEO UPDATES

## September 2023 Updates in Progress

- **Optimized events URL structure**
- **Review more closed listings**
- **Broken Links Review**
- **Duplicate Listings Review and Resolve**

# **BLOGS/NEWSLETTERS RESULTS**

August 2023

# AUGUST BLOG OVERVIEW

**Blog: Ready, Set, Pickleball!**

**Published: 8/23/23**

**Views: 185**

**Engagement Time: 0:40**



## **READY, SET, PICKLEBALL!**

With 36.5 million players across the U.S., pickleball is one of the fastest-growing sports in the country, and no wonder. [...]



# AUGUST BLOG OVERVIEW

**Blog: Create New Family Memories in Siskiyou**

**Published: 8/31/23**

**Views: --**

**Engagement Time: --**



## **CREATE NEW FAMILY MEMORIES IN SISKIYOU**

As the season begins its slow descent toward autumn, there's still plenty of time to enjoy summer adventures in Siskiyou, [...]

# AUGUST ENEWSLETTER OVERVIEW

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

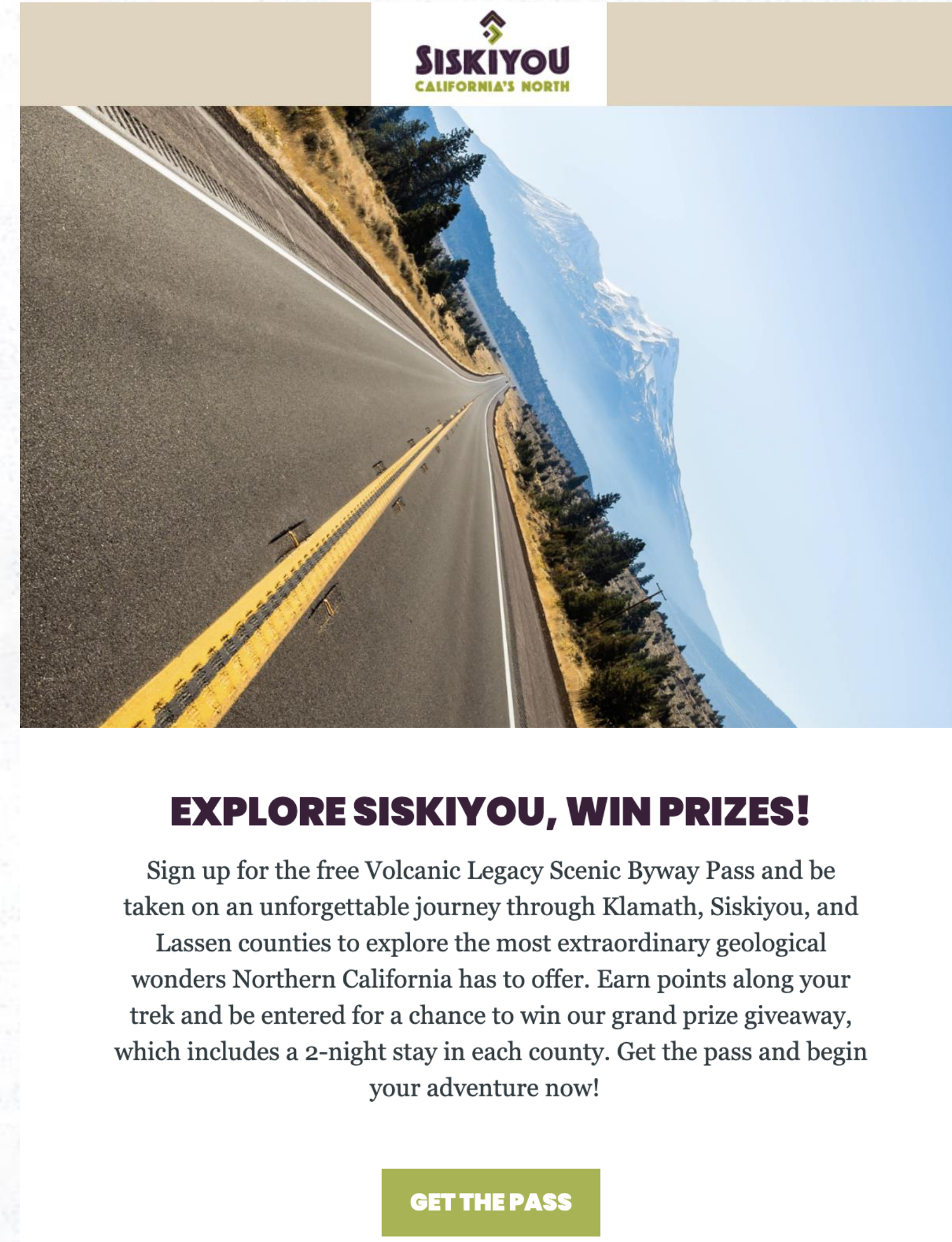
**Launched:** 8/8/23

**Open Rate:** 53.27%

**CTR:** 6.4%

**Clicks:** 148

- **Volcanic Legacy Pass: 66 clicks**
- **Where to Stay: 34 clicks**
- **Local Music: 25 clicks**



## **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**

# AUGUST ENEWSLETTER OVERVIEW

**Subject line: See the stars in Siskiyou ✨**

**Launched: 8/28/23**

**Open Rate: 55.8%**

**CTR: 8.5%**

**Clicks: 219**

- **Stargazing: 127 clicks**
- **Pickleball: 23 clicks**
- **Where To Stay: 23 clicks**



**SISKIYOU**  
CALIFORNIA'S NORTH

## **A SKY FULL OF STARS**

Venture to California's real North to experience an unforgettable adventure into the great outdoors. Siskiyou's breathtaking natural vista offers stunning views in the daytime, but at night, the sky is transformed into a dazzling display of constellations unlike anywhere else. Check out some of Siskiyou's best stargazing spots to plan your next nighttime experience.

[SEE THE STARS](#)

# QR CODE RESULTS

August 2023

# QR CODE YTD SCANS

## Events

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

## Trifolds – 2023

- North – 4
- South – 3
- West – 3
- East – 3
- Back Cover – 3

## Redding Airport

- 4 scans (no change MoM)

## Medford Airport

- 39 scans (+2 MoM)

## Granzella's

- 8 scans (no change MoM)

## Bandwango Volcanic Pass

- 1 scan (no change MoM)



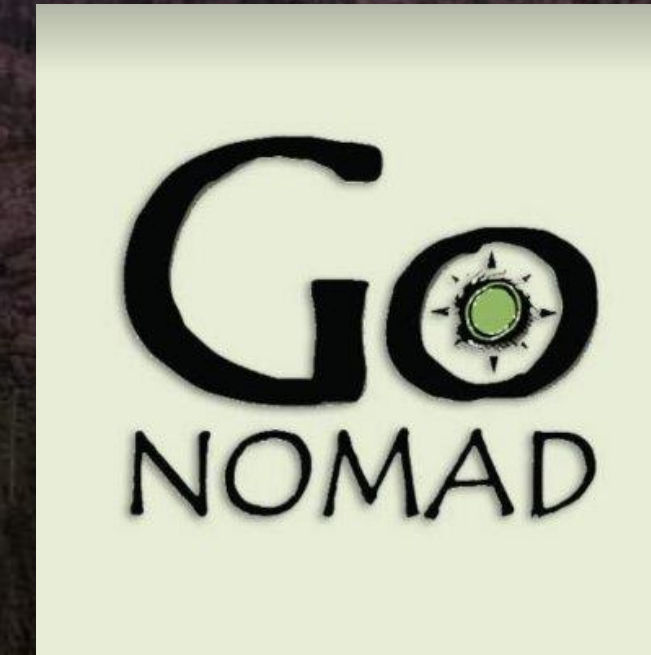
# PR RESULTS

August 2023

# MEDIA RELATIONS UPDATE

## Proactive Pitches:

- Autumn Awe in Siskiyou
- Best Weekend Getaways in California
- Fall Fishing Destinations
- The Ultimate Railfan Tour
- Boutique Hotels in Siskiyou
- Montague Balloon Fair
- A Foodie's Guide to Siskiyou County
- Fall Festivals & Events in Siskiyou
- SEO Pitching: Best Road Trips, Best Fall Foliage Destinations



←All Getaways→

 Fishing Booker

The logo for 'Fishing Booker' features a stylized white fish icon on a blue background. The fish is facing left and has a simple, clean design. To the right of the fish, the words 'Fishing' and 'Booker' are stacked in a bold, white, sans-serif font.

# EARNED MEDIA RESULTS

- **Secured Clips: 11**
  - **Est. Digital Monthly Visits: 41.2M**
  - **Est. Digital Coverage Views: 78K**
- 
- Coverage featured the Siskiyou Golden Fair, things to do in Siskiyou, best Labor Day fishing destinations, weekend getaways in California and fall foliage road trips.



## **29 Best Things To Do In Sunny California Siskiyou County**

Siskiyou County is a beautiful and diverse region located in the northeastern part of California. It is home to towering mountain peaks, pristine rivers and lakes, vast forests of pine and fir trees, and several Native American tribes.

### **7. Dunsmuir**

Dunsmuir is a small city in Siskiyou County near Mount Shasta. The Sacramento River runs through Dunsmuir and the surrounding mountains. The town is a popular destination for camping, fishing, hiking, and skiing.

The Railroad Park Resort in Dunsmuir offers guests the opportunity to stay in a renovated train caboose, complete with all the amenities you would expect from a cozy hotel room. We enjoyed dinner at the resort in train cars.



# COVERAGE HIGHLIGHTS



Go  
NOMAD

## Siskiyou County: California's Far North

Railroad Car Resort

I'm all about finding unique places to stay when visiting somewhere new and the [Railroad Park Resort](#) in Dunsmuir was as unique as it gets. Upon checking in, we were put in one of the resort's railroad car rooms. The accommodations were cozy and had all the amenities of a standard hotel room.

While I loved and highly recommend the train-cars-turned-hotel-rooms, they also have cabins and RV and tent sites to appeal to all types of travelers

## ← All Getaways →

## Best Weekend Getaways in California Guide

Things to Do in Siskiyou

No matter the season, [Siskiyou County](#) is ideal for outdoor adventures of all kinds. There's hiking trails, biking, golf, hunting, fishing, birding, agritourism, stargazing, and more. Spend a day at a golf course or go for a hike at Burstarse Falls, located in the Castle Crags Wilderness. There are two waterfalls to appreciate. In the county, there are more [easily accessible waterfalls](#) to check out if walking long distances isn't an option, such as Faery Falls or Shackelford Falls.

California isn't just beaches, surfers, and warm weather. If you prefer a winter getaway, Siskiyou has plenty of things for you to do. Stop by [Deer Mountain Snowpark](#) for snow activities like riding snowmobiles, skiing, and snowshoeing or try Bunny Flat for sledding.



Fishing  
Booker

## 9 Best Labor Day Fishing Destinations for 2023

Siskiyou, California

We've reached the end of our Labor Day fishing list – but we saved the best for last. With powerful bodies of water such as the Klamath River, [the Sacramento River](#), Lake Siskiyou, and Lake Shastina under its umbrella, [Siskiyou](#) is a dream come true for every freshwater angler. While these names speak for themselves, let's obsess about Siskiyou a bit more.

First of all, we can't help but worship Siskiyou's unspoiled and intact nature. This [California](#) beloved is synonymous with breathtaking forests, mighty mountains, pristine lakes, and starry nights. It can't get more idyllic than that, right? Except it can. Just imagine fishing amid all this!

[Angling spots](#) are scattered all over the region and you won't make a mistake wherever you wet your line. What's more, the chances of you returning empty-handed are almost non-existent with species like **Rainbow, Brown, Brook, Cutthroat, Steelhead, Bass, Catfish, Crappie, and Salmon** swimming around.

Labor Day weekend is also blessed with activities other than angling. If you're traveling with your family, don't miss out on the opportunity to enjoy [the 35th Annual Mt. Shasta Blackberry Music Festival](#). Festive tunes, games for the little ones, and lots of pies – thank us later!



SKI

## 4 of California's Best Camp-to-Ski Missions for the Thrifty and Blissful Skier Mount Shasta



WorldAtlas

## 14 Small Towns In Northern California Were Ranked Among US Favorites

If waterfalls all around fit a place, then it would be Dunsmuir, one of the most adorable small towns in Northern California and "Home of the Best Water on Earth." Sweetbriar Falls, Mossbrae Falls, and Hedge Creek Falls are regional beauties you cannot afford to miss and are accessible by beautiful and brief hikes. Artwalk Dunsmuir showcases local artists' work, and the Dunsmuir Railroad Days celebrate the town's railway history through its parades, children's competitions, and live stage performances. Railfans can explore Railroad Park Resort for a unique themed restaurant, The Dining Car Restaurant, housed in a now-restored rail car.



BEST LIFE

## 12 Best U.S. Road Trips to See Fall Foliage

EXPERTS SAY THESE DRIVES MAKE FOR A PERFECT WAY TO TAKE IN ALL THOSE DAZZLING AUTUMN COLORS.

"Autumn in the Siskiyou region is such a special time to experience fall colors and breathtaking views," says **Heather Dodds**, program director for [Discover Siskiyou](#). "For the month of October and into November, Siskiyou is brushed with yellows, roses, oranges, and burgundies, as non-native trees typically peak in the first half of October, while native trees typically peak in the second half of the month. The color is particularly impressive when set against the backdrop of a snow-capped [Mt. Shasta](#)."

# COVERAGE HIGHLIGHT LINKS

- KOBI-TV NBC5 / KOTI-TV NBC2 - [Siskiyou Golden Fair Returns](#)
- TravelAwaits - [29 Best Things To Do In Sunny California](#)
- KDRV - [Siskiyou County Golden Fair returns after three years](#)
- FishingBooker - [9 Best Labor Day Fishing Destinations for 2023](#)
- GoNOMAD - [Siskiyou County: California's Far North](#)
- Ski Mag - [4 of California's Best Camp-to-Ski Missions for the Thrifty and Blissful Skier](#)
- California Sportsman Magazine - [Looking For Labor Day Weekend Fishing Destinations? Try North Tahoe, Siskiyou County](#)
- Siskiyou Daily News - [Siskiyou Golden Fair continues through Aug. 13 in Yreka](#)
- AllGetaways - [Best Weekend Getaways in California Guide](#)
- WorldAtlas - [14 Small Towns in Northern California were Ranked Among US Favorites](#)
- Best Life - [12 Best U.S. Road Trips to See Fall Foliage](#)

# TRAVEL INSIGHTS AND TRENDS

- [Skift - How Demographics, Loneliness, Work and Climate Will Define the Future of Travel:](#)
  - Demographic Changes: The Aging Global Population: **The world's population is aging rapidly.** As the median age of many nations steadily rises, there's **growing demand for amenities, services, and experiences tailored to an older demographic.** For the travel industry, this means a potential shift in popular destinations, types of accommodations, and the nature of activities offered. There is also **an opportunity for the travel industry: to craft enriching, accessible, and tailored travel experiences for an older yet increasingly active and adventurous population.**
- [Skift - Exploring the Rise of Purposeful Business Travel:](#)
  - Amidst financial and geopolitical uncertainty, **business travel demand is increasing due to a robust return to in-person corporate and industry events — even though a full recovery to 2019 levels may not be possible until 2024,** according to [Skift Research](#).
- [Travel Pulse - Traveler Spending Habits Set to Increase in 2024:](#)
  - The leading travel insurance marketplace polled over 4,000 of its customers to learn their travel spending habits, and found **almost 90 percent of travelers are spending more than they normally do on travel.** This year, Squaremouth users are **spending on average 20 percent more on a vacation than last year.**
  - Eighty-two percent of travelers expect their travel budget will either stay the same or increase in 2024. Next year may well see another record-breaking year for traveler spending.

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

**THANK YOU**

# 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.

**Interactions:** 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.

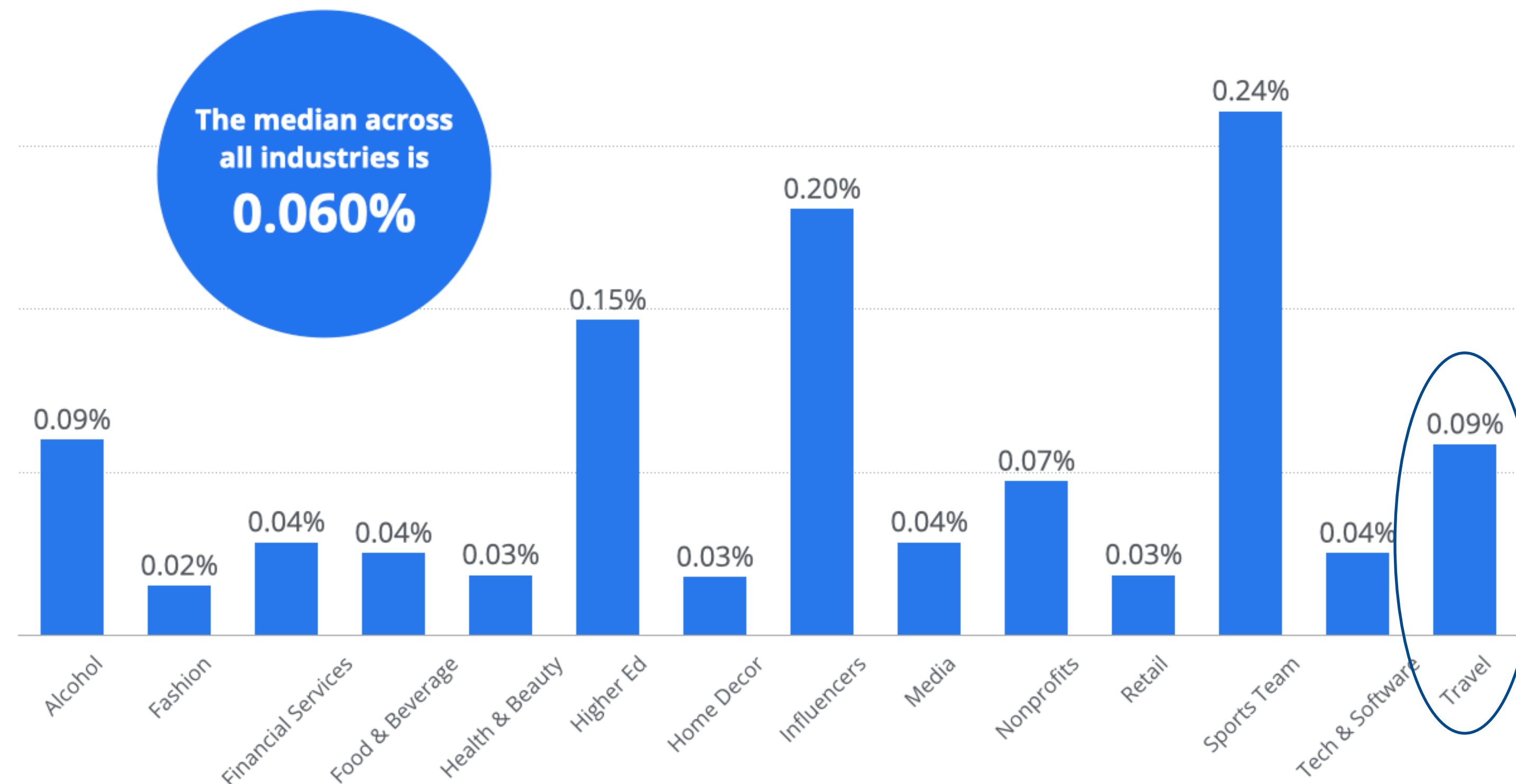
**Engagement:** The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

**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

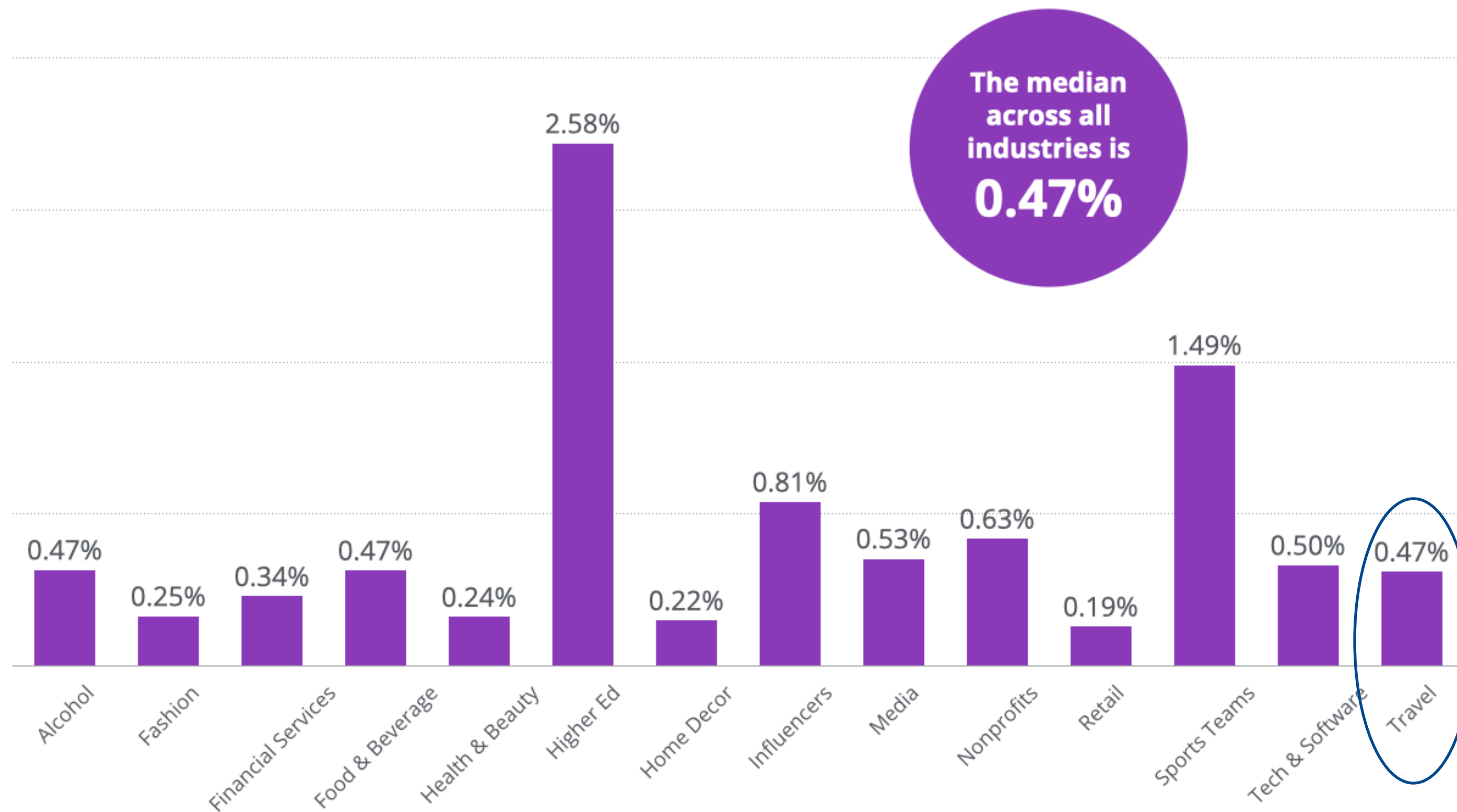
Engagement rate per post (by follower)



# APPENDIX – INDUSTRY BENCHMARKS (2023)

## Instagram engagement

Engagement rate per post (by follower)



# APPENDIX: TRAFFIC CAMPAIGN RESULTS (ADVENTURE)

Creative	Spend	Impressions	CPM	Link Clicks	Cost per Click	Click-Thru Rate	Video Views
<i>Carousel</i>	\$191.17	29,275	\$6.53	144	\$1.06	0.62%	-
<i>Single Image 1</i>	\$66.68	22,061	\$3.02	31	\$1.21	0.25%	-
<i>Single Image 2</i>	\$123.59	24,361	\$5.07	50	\$1.42	0.36%	-
<i>Single Image 3</i>	\$13.64	7,524	\$1.81	8	\$1.05	0.17%	-
<i>Single Image 4</i>	\$77.95	23,729	\$3.29	29	\$1.44	0.23%	-
<i>Video 1</i>	\$339.53	25,384	\$13.38	127	\$2.08	0.64%	2,586
<i>Video 2</i>	\$165.39	19,016	\$8.70	89	\$1.09	0.80%	2,517
<b>TOTAL</b>	<b>\$977.95</b>	<b>151,350</b>	<b>\$6.46</b>	<b>478</b>	<b>\$1.39</b>	<b>0.47%</b>	<b>5,103</b>

Segment	Spend	Impressions	CPM	Link Clicks	Cost per Click	Click-Thru Rate	Video Views
<i>Male 45-54</i>	\$890.53	134,289	\$6.63	437	\$1.41	0.47%	4,606
<i>Male 55-64</i>	\$87.42	17,061	\$5.12	41	\$1.17	0.44%	497
<b>TOTAL</b>	<b>\$977.95</b>	<b>151,350</b>	<b>\$6.46</b>	<b>478</b>	<b>\$1.39</b>	<b>0.47%</b>	<b>5,103</b>



# APPENDIX: TRAFFIC CAMPAIGN RESULTS (AUTHENTIC)

Creative	Spend	Impressions	CPM	Link Clicks	Cost per Click	Click-Thru Rate	Video Views
<i>Carousel</i>	\$141.76	29,089	\$4.87	113	\$0.88	0.55%	-
<i>Single Image 1</i>	\$59.97	15,978	\$3.75	23	\$1.18	0.32%	-
<i>Single Image 2</i>	\$101.76	18,984	\$5.36	63	\$0.93	0.57%	-
<i>Single Image 3</i>	\$2.66	1,643	\$1.62	4	\$0.67	0.24%	-
<i>Single Image 4</i>	\$39.79	15,047	\$2.64	14	\$1.37	0.19%	-
<i>Video 1</i>	\$384.20	39,215	\$9.80	207	\$1.45	0.64%	2,945
<i>Video 2</i>	\$276.67	43,581	\$6.35	160	\$0.93	0.69%	3,372
<b>TOTAL</b>	<b>\$1,006.81</b>	<b>163,537</b>	<b>\$6.16</b>	<b>584</b>	<b>\$1.10</b>	<b>0.56%</b>	<b>6,317</b>

Segment	Spend	Impressions	CPM	Link Clicks	Cost per Click	Click-Thru Rate	Video Views
<i>Male 25-34</i>	\$517.79	92,781	\$5.58	319	\$1.09	0.51%	3,757
<i>Male 35-44</i>	\$489.02	70,756	\$6.91	265	\$1.11	0.62%	2,560
<b>TOTAL</b>	<b>\$1,006.81</b>	<b>163,537</b>	<b>\$6.16</b>	<b>584</b>	<b>\$1.10</b>	<b>0.56%</b>	<b>6,317</b>

# APPENDIX: TRAFFIC CAMPAIGN RESULTS (FAMILY MAN)

Creative	Spend	Impressions	CPM	Link Clicks	Cost per Click	Click-Thru Rate	Video Views
<i>Carousel</i>	\$164.70	33,520	\$4.91	122	\$1.16	0.42%	-
<i>Single Image 1</i>	\$36.68	10,091	\$3.63	18	\$1.18	0.31%	-
<i>Single Image 2</i>	\$82.65	18,764	\$4.40	42	\$1.38	0.32%	-
<i>Single Image 3</i>	\$32.59	12,137	\$2.69	19	\$1.55	0.17%	-
<i>Single Image 4</i>	\$38.40	11,122	\$3.45	33	\$0.82	0.42%	-
<i>Video 1</i>	\$163.45	17,261	\$9.47	73	\$1.54	0.61%	1,596
<i>Video 2</i>	\$109.60	14,425	\$7.60	63	\$0.92	0.82%	1,756
<b>TOTAL</b>	<b>\$628.07</b>	<b>117,320</b>	<b>\$5.35</b>	<b>370</b>	<b>\$1.19</b>	<b>0.45%</b>	<b>3,352</b>

Segment	Spend	Impressions	CPM	Link Clicks	Cost per Click	Click-Thru Rate	Video Views
<i>Male 35-44</i>	\$450.87	84,489	\$5.34	260	\$1.21	0.44%	2,292
<i>Male 45-54</i>	\$177.20	32,831	\$5.40	110	\$1.16	0.47%	1,060
<b>TOTAL</b>	<b>\$628.07</b>	<b>117,320</b>	<b>\$5.35</b>	<b>370</b>	<b>\$1.19</b>	<b>0.45%</b>	<b>3,352</b>