

# DISCOVER SISKIYOU

Performance Report | September 2023







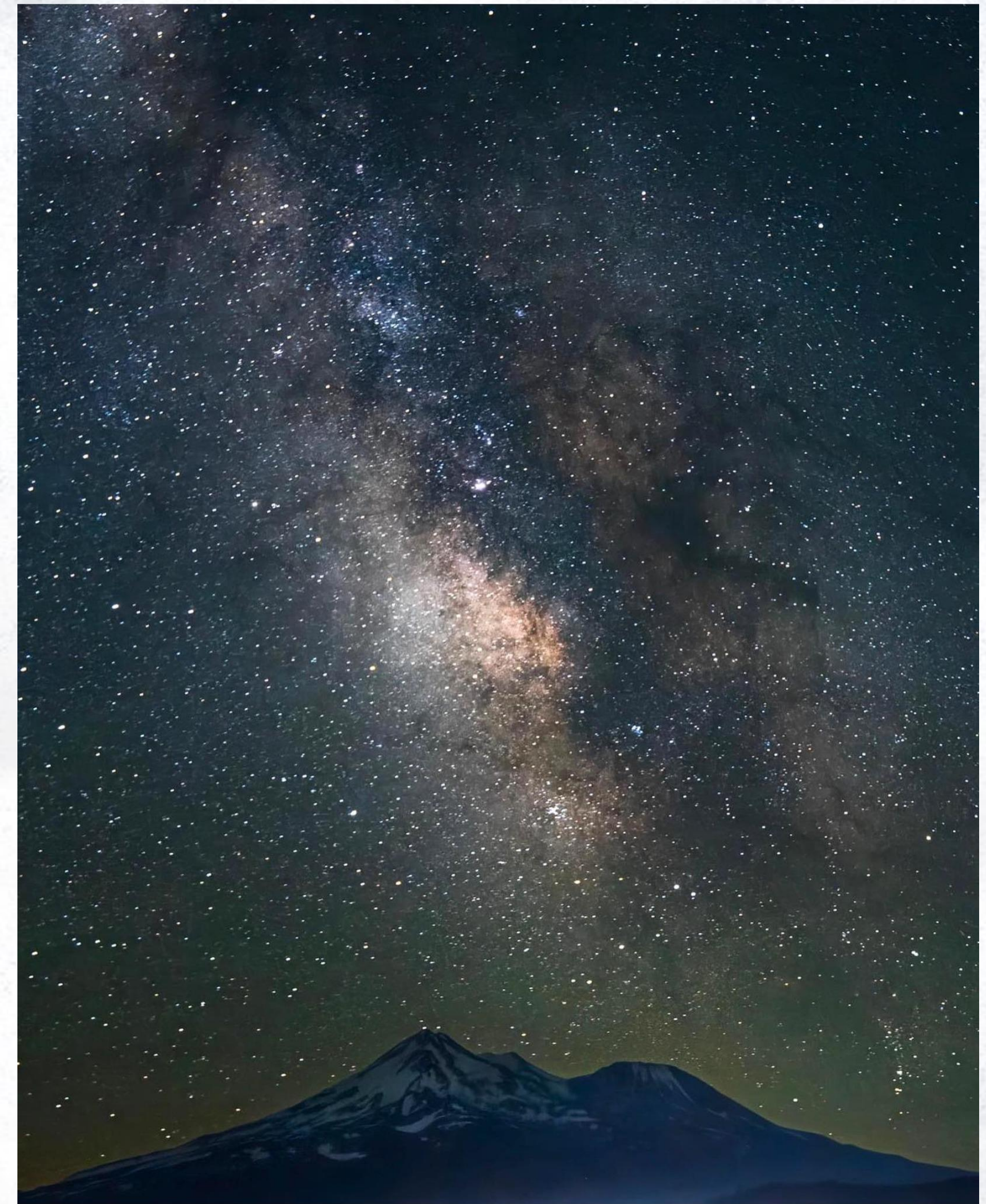
# **SOCIAL MEDIA**



# EXECUTIVE SUMMARY

This report includes social media performance metrics for Siskiyou's September 2023 organic and paid social content.

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





# STR REPORT – SEPTEMBER

STR Report	SEP 2022	SEP 2023	MOM
Occupancy	60.5	55.8	-7.8%
ADR	114.85	116.60	1.5%
RevPar	69.50	65.04	-6.4%



A landscape photograph featuring a rocky path and a stream. The scene is overlaid with a dark green semi-transparent filter. The text "ORGANIC SOCIAL" is centered in white, bold, uppercase letters.

**ORGANIC SOCIAL**





# INSTAGRAM RESULTS

## Performance Totals

	Impressions	Likes	Comments	Shares	Saves	Activity	Engagement Rate
SEP 2023	24,477	1,881	33	104	36	166	9.07%
AUG 2023	26,042	2,391	16	127	46	163	10.5%
DIFF. MoM	-6.01%	-21.3%	<b>+106.3%</b>	-18.1%	-21.7%	<b>+1.84%</b>	-13.6%

Performance on Instagram remained steady beyond the Labor Day holiday weekend and through the duration of September. Performance did dip slightly in the middle of the month before rebounding in a strong way during the annual Balloon Festival.

By month's end, Siskiyou's audience grew by more than 300 followers (more than 2.5% month-over-month), it's largest single-month audience growth in 2023 to date.

Natural scenery continues to be the top engagement-driver for Siskiyou's Instagram audience, spanning messaging that ranges from adventure travel to the WANDER Pledge and conservationism. The common denominator is the stunning natural scenery, and we will continue to use CrowdRiff to find these kinds of visuals to support all key messaging on organic social.

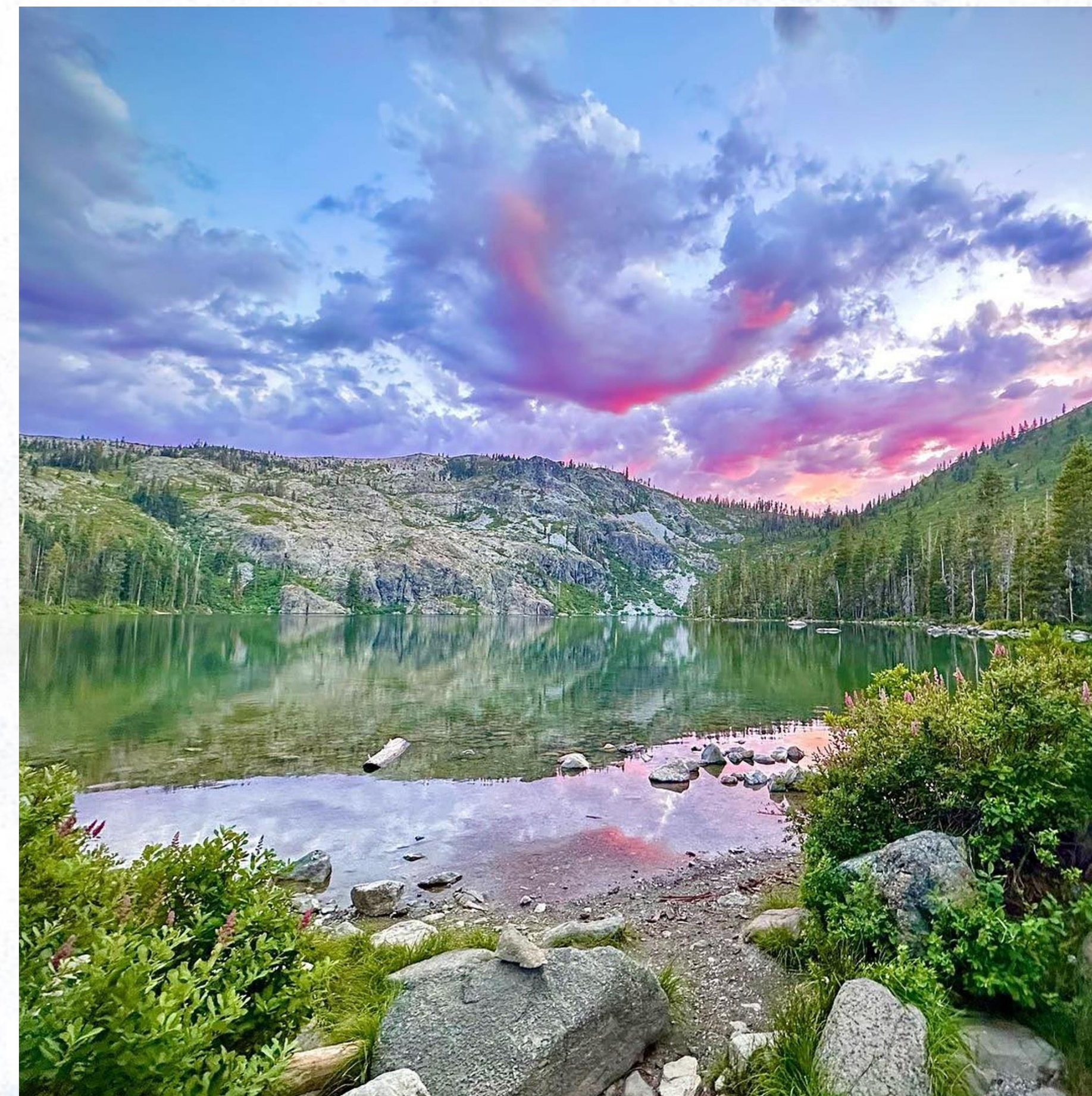




# TOP POSTS BY TOTAL ENGAGEMENT



Likes: 445 | Comments: 0 | Shares: 10 | Interactions: 18  
Saves: 6 | 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
SEP 2023	6,083	177	12	18	71	4.09%
AUG 2023	13,672	257	18	20	151	3.26%
DIFF. MoM	-55.5%	-31.1%	-33.3%	-10.0%	-53.0%	+25.5%

Performance on Facebook suffered in September as video content – often Siskiyou's widest-reach content – saw a stark decline in reach compared to 2023 monthly averages. Average video reach was down more than 50% month-over-month and was 21% lower than static image content from September. Proportionately, content was as well-engaged as expected, but it simply did not reach as many eyeballs organically.

To combat this, Augustine will now publish Instagram Reels to Facebook as well, as opposed to publishing the video separately on each platform with unique post copy. While this will mean the Instagram copy is also what is extended to Facebook, we also believe this will enhance video reach, particularly among video recommendations for user, leading to a strong return to monthly norms in October and beyond.



# TOP POSTS BY TOTAL ENGAGEMENT

**Discover Siskiyou**  
September 4 · 🌐

Wishing you a happy [#nationalwildlifeday](#) on behalf of all who roam wild and free in Siskiyou.

[Road Shots Photography](#)

Reactions: 53 | Comments: 6 | Shares: 4  
Clicks: 22 | Eng. Rate: 6.87%

**Discover Siskiyou**  
September 20 at 8:00 PM · 🌐

Pluto's Cave, located here in Siskiyou County, was formed by lava flow millions of years ago. Today, the cave makes for some great exploring!

Learn more about fun, safe hikes through Siskiyou's lava caves:  
<https://discoversiskiyou.com/activities/plutos-cave/>

Reactions: 24 | Comments: 1 | Shares: 5  
Clicks: 17 | Eng. Rate: 4.96%



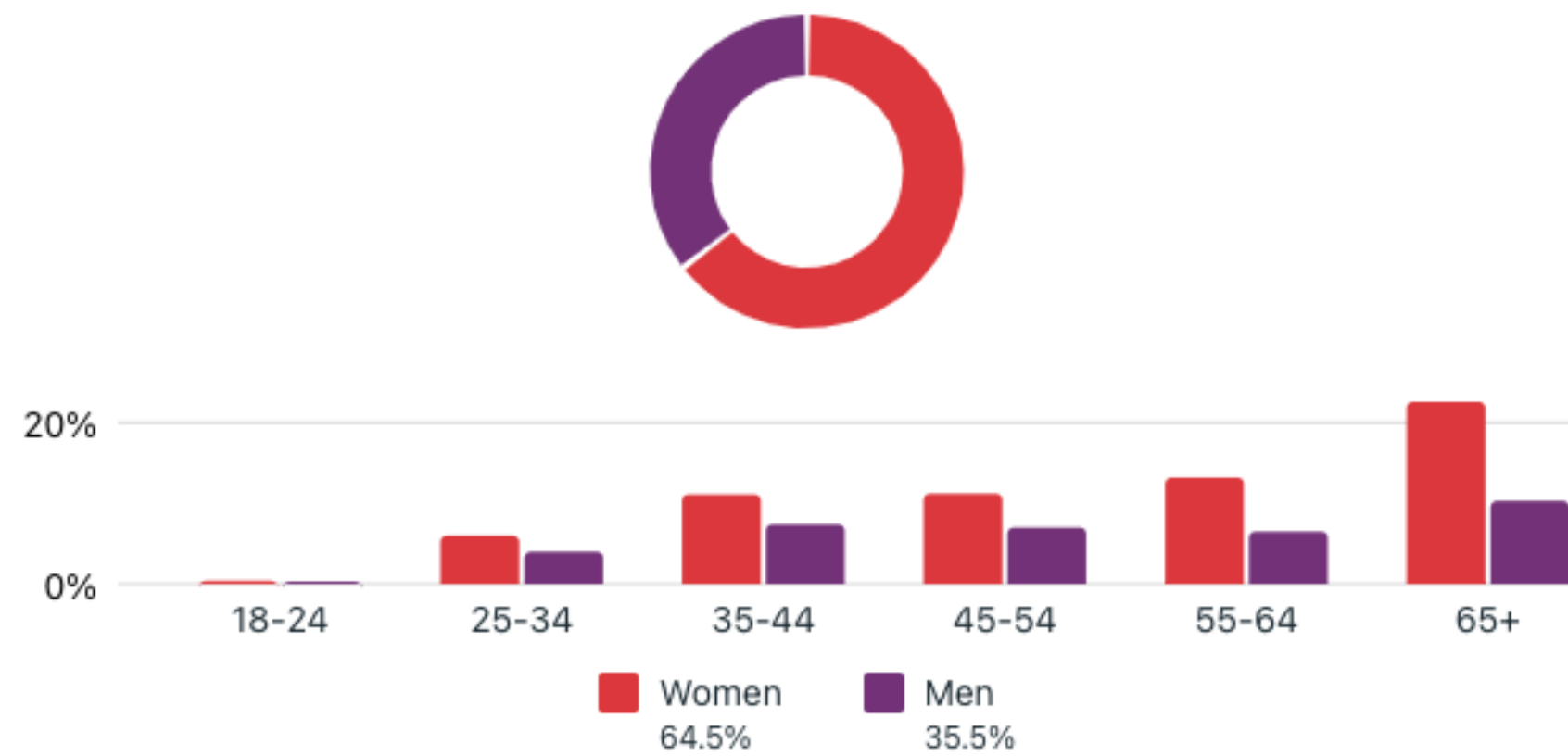
# AUDIENCES OVERVIEW

  
**Net Audience Growth (Sep '23):**  
**+26 (0.18%)**

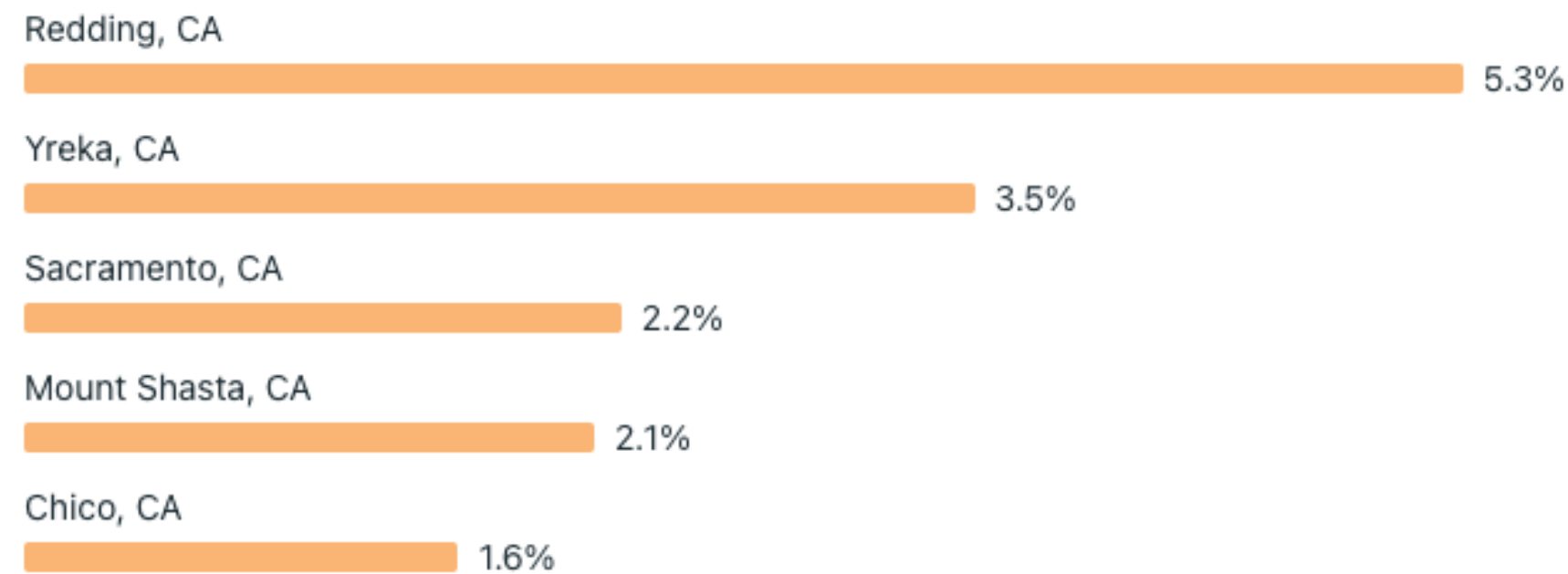
Facebook followers ⓘ

14,793

Age & gender ⓘ



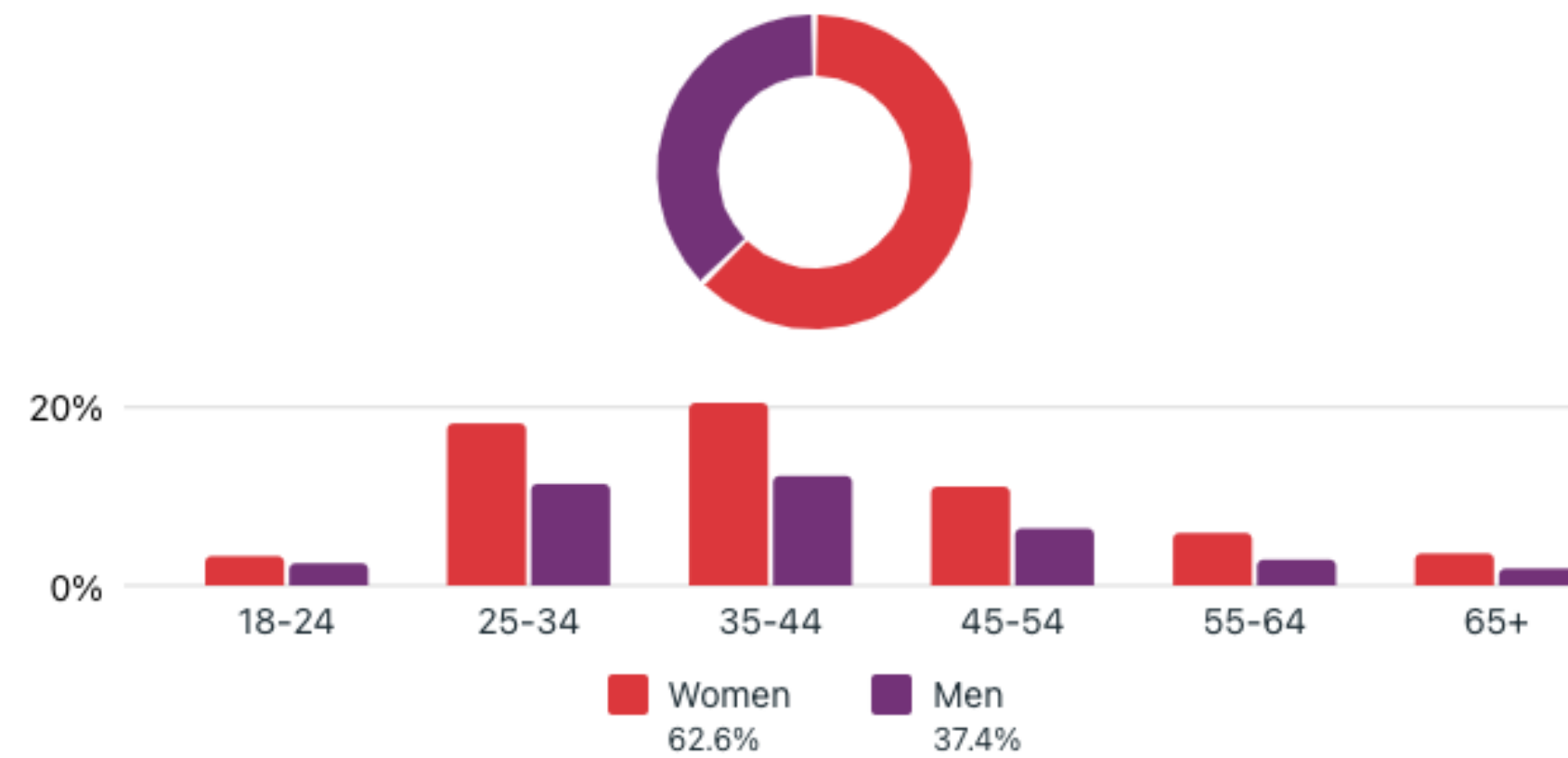
Top cities



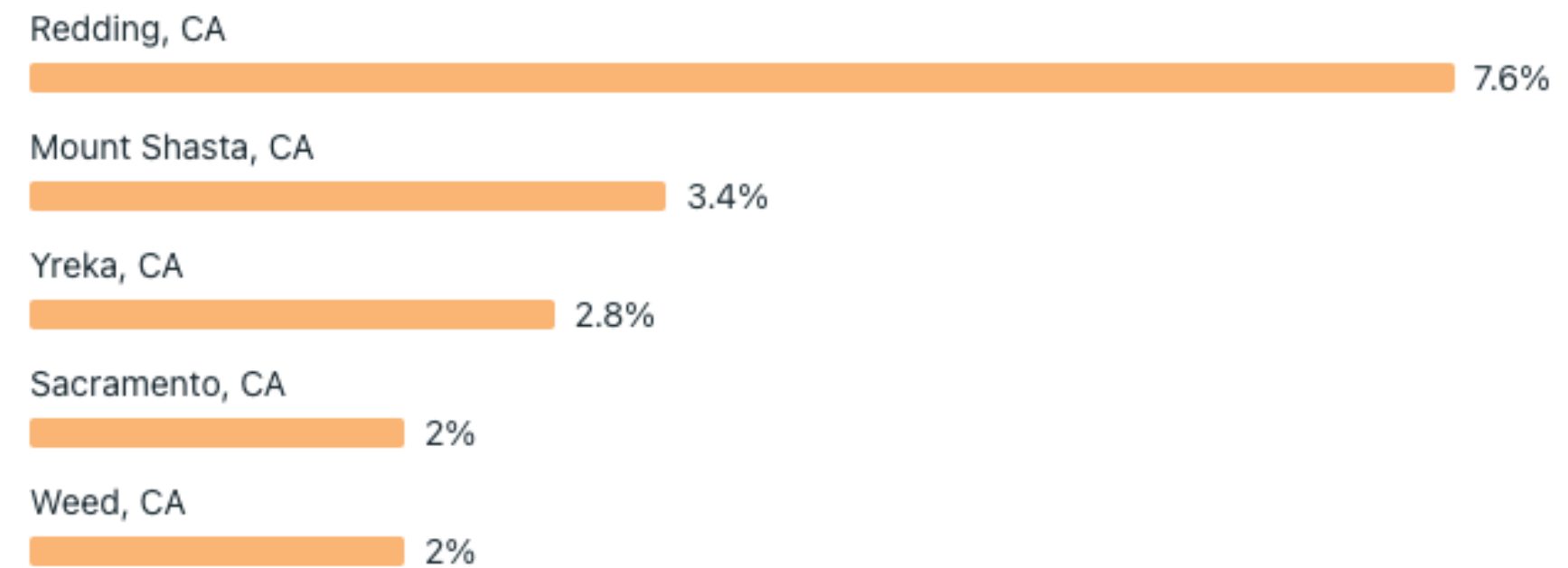
Instagram followers ⓘ

12,754

Age & gender ⓘ



Top cities



  
**Net Audience Growth (Sep '23):**  
**+318 (2.56%)**





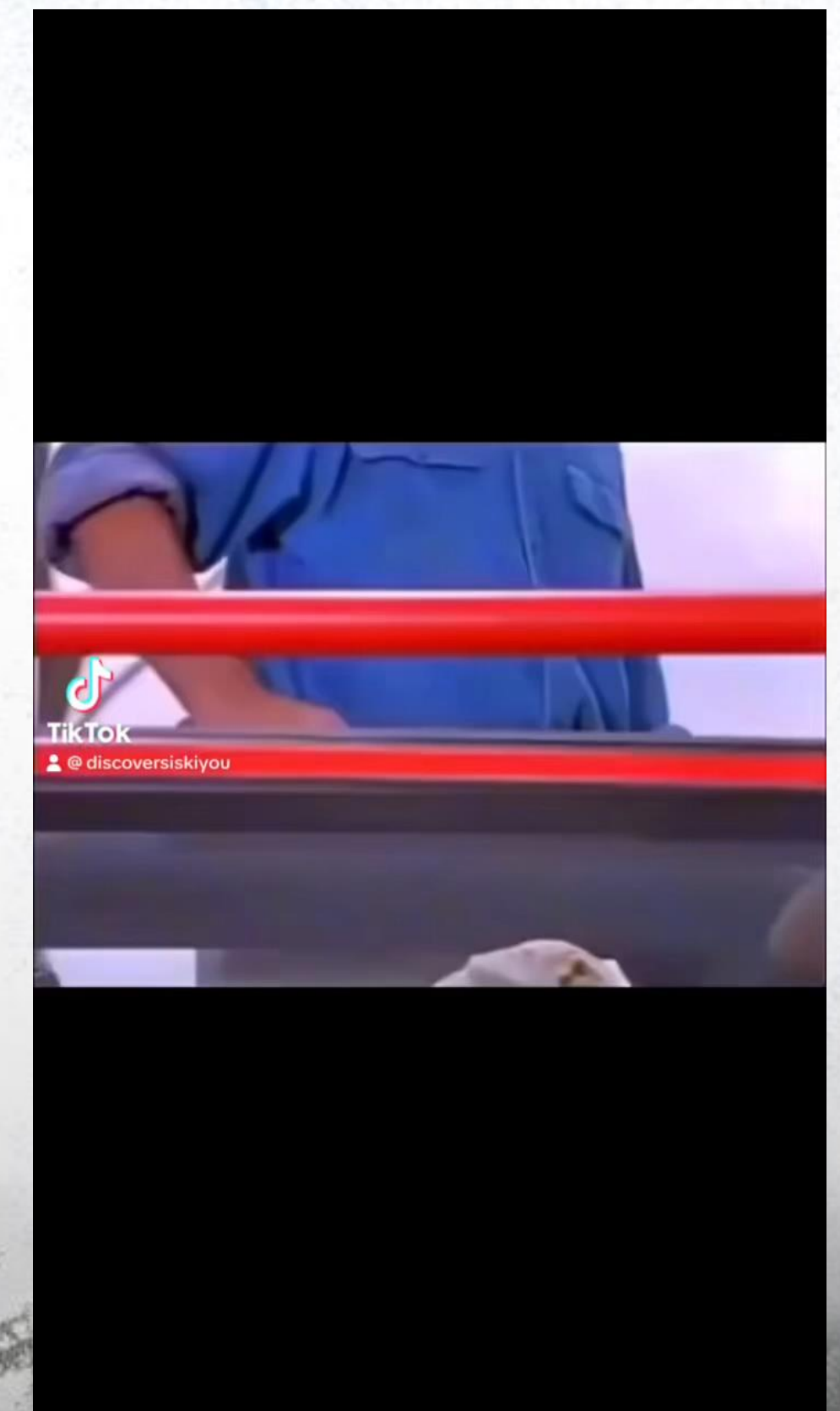
# TIKTOK RESULTS

## Performance Overview

	Video Views	Likes	Comments	Shares	Saves	Profile Views	Eng. Rate
SEP 2023	1,718	27	2	2	1	30	3.61%
AUG 2023	1,646	19	0	4	0	30	3.22%
DIFF. MoM	+4.37%	+42.1%	+INF.	-50.0%	+INF.	-	+12.1%

TikTok performance continues to ascend each month through steady organic support, leaning into trending content packages and audios (like the example to the right) to help expand reach beyond its owned audience. Strategic keyword usage in post copy has also helped these videos reach more eyeballs in their “for you” video streams.

Most Viewed Video







# PINTEREST RESULTS

## Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
SEP 2023	1,228	40	9	10	4.80%
AUG 2023	1,340	51	10	8	5.15%
DIFF. MoM	-8.36%	-21.6%	-10.0%	<b>+25.0%</b>	-7.29%

Siskiyou's Pinterest performance leveled-off in September, particularly following Labor Day weekend as the popular summer travel season wound to a close.

In this spirit, seasonally charged creative focusing on Fall in Siskiyou will be a priority in the coming months leading up to the holiday travel season in November and December.

Most Saved Pin







**PAID SOCIAL**

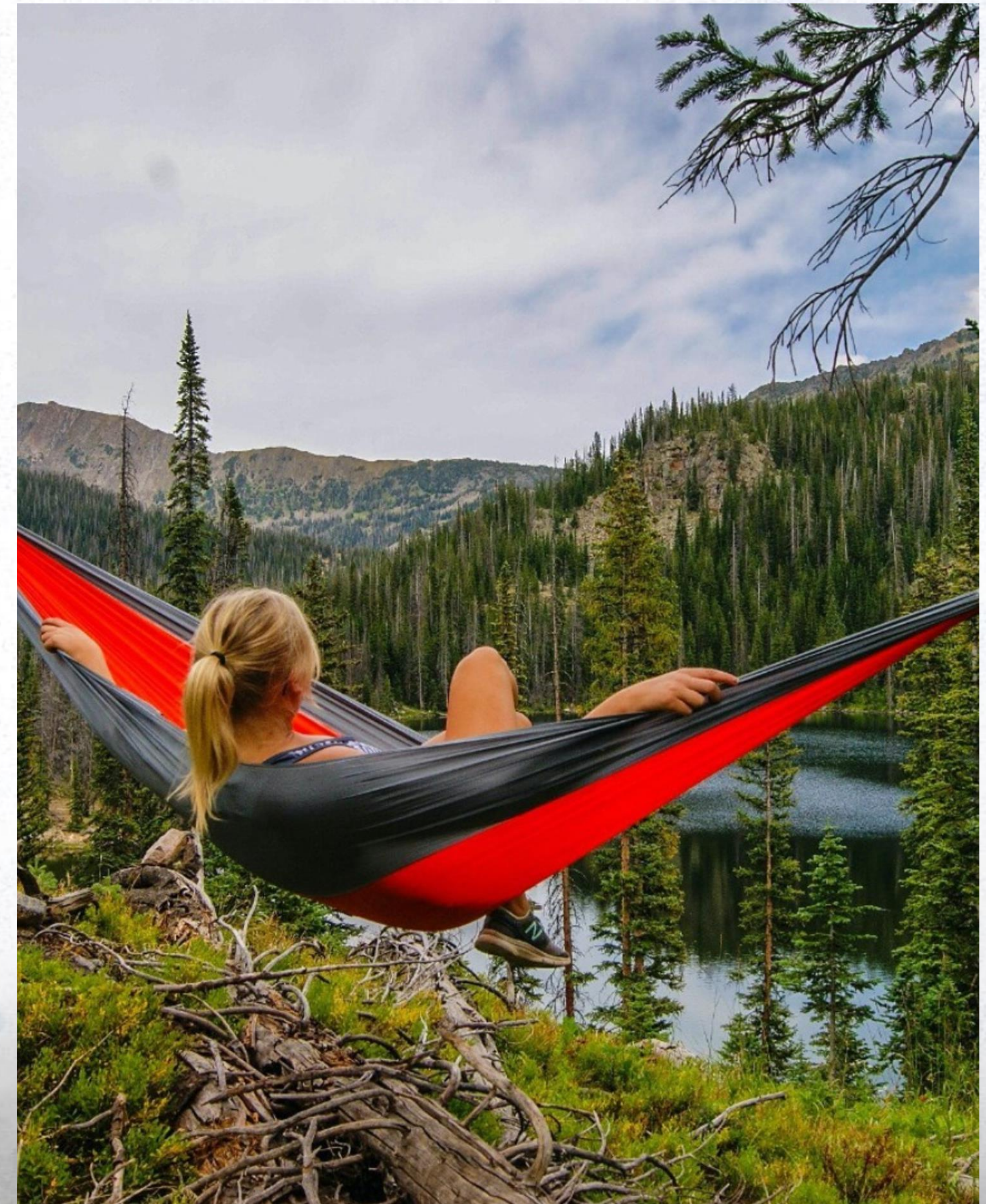


# KEY TAKEAWAYS

**Adventure-centric outdoor travel** themes has driven the best performance among Siskiyou's various paid social audiences, particularly among younger adults 25-34.

**Males, in general, were more engaged than female users** across all audiences, again skewing in favor of younger users.

**Video content vastly out-performed static and carousel** ad creative across all audiences. And with the addition of the WANDER Pledge videos to the creative ad rotation, we expect overall engagement to rise by way of refreshing, inviting *video* creative.





# AUDIENCE OVERVIEW

**Adventure:** Users ages 21-54 with indicated interest in “Adventure Travel” (or similar interest parameters)

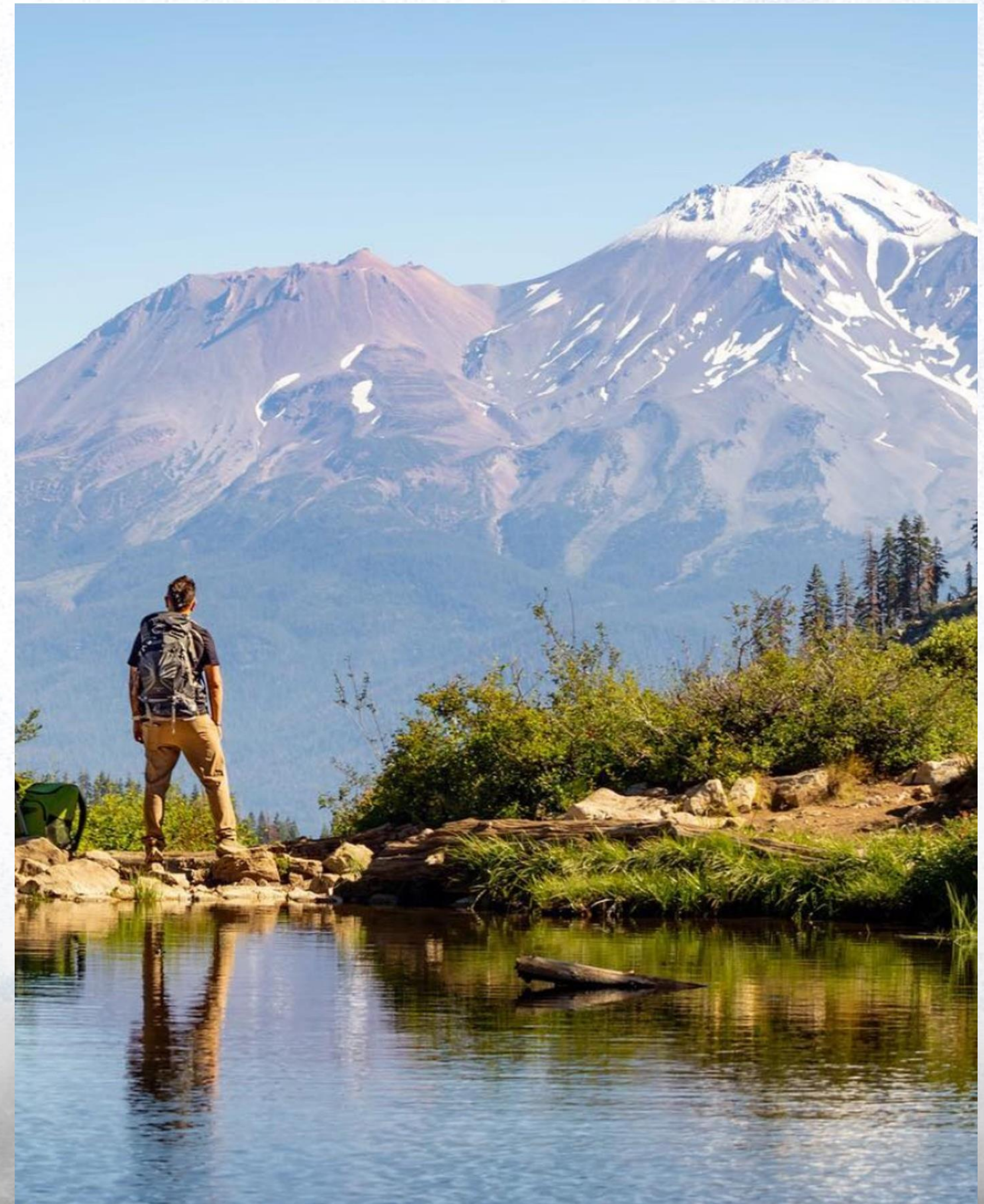
**Authentic:** Users ages 21 and up who indicated interest in “Weekend Trips,” “Sightseeing,” or other similar parameters.

**Family:** Users ages 25-54 with indicated interest in “Travel” AND who indicate they are married and are a parent

**Boosted Content:** Posts are often boosted to one of these three audiences based on the subject matter of a particular post.

***NOTE:** In summer 2023, we tested boosting content to a composite of all three audiences, but found this diluted performance and thus reverted back to boosting to more refined audiences.*

**GEO FOR ALL AUDIENCES: State of California**





# PERFORMANCE SNAPSHOT



## TOP DEMOS

- Male (0.87% engagement rate; 0.78% for Females)
- Ages 25-34 (0.91% engagement rate; next highest 35-44, 0.82%)

## TOP GEOS

- Widest Reach: Los Angeles, Bay Area, Sacramento
- Most Engaged: Fresno (0.97%), Sacramento (0.90%)

## TOP AUDIENCES

- Adventure (1.30% engagement rate)
- Authentic (0.75% engagement rate)
- Family (0.57% engagement rate)

## TOP CREATIVE

- Waterfall Video (5.41% engagement rate)
- “Epic” Video (3.60% engagement rate)

**YTD Engagement Rate: 0.85%**

*(industry benchmark is 0.09%)*



# DATA BREAKDOWN

	Impressions	Eng. Rate	CPM
<b>Total</b>	<b>1,309,202</b>	<b>0.85%</b>	<b>\$1.55</b>

Gender	Impressions	Eng. Rate	CPM
Male	935,652	0.87%	\$1.56
Female	364,888	0.78%	\$1.51
Uncategorized	18,561	0.83%	\$1.63

Age	Impressions	Eng. Rate	CPM
18-24	284,753	0.76%	\$1.67
25-34	227,322	0.91%	\$1.50
35-44	224,984	0.82%	\$1.47
45-54	221,442	0.78%	\$1.48
55-64	189,091	0.63%	\$1.53
65+	171,509	1.21%	\$1.57

DMA	Impressions	Eng. Rate	CPM
Los Angeles	473,777	0.74%	\$1.52
Bay Area	206,248	0.79%	\$1.54
Sacramento	201,449	0.90%	\$1.56
Fresno	126,943	0.97%	\$1.57
San Diego	101,176	0.85%	\$1.54

Audience	Impressions	Eng. Rate	CPM
Adventure	395,915	1.30%	\$1.57
Authentic	412,971	0.75%	\$1.53
Family	500,583	0.57%	\$1.54

**Much of the data above was amassed during the early “learnings phase” of Siskiyou’s 2023-24 ad campaigns, which explains why reach across different demographics and ad types is relatively even despite differences in performance. These campaigns have now leveraged these early learnings to better optimize the remainder of the campaign.**



# DATA BREAKDOWN (CONT'D)

	Impressions	Eng. Rate	CPM
<b>Total</b>	<b>1,309,202</b>	<b>0.85%</b>	<b>\$1.55</b>

Creative	Impressions	Eng. Rate	CPM
<i>Bike (image)</i>	89,759	0.06%	\$1.44
<i>Carousel</i>	398,509	0.07%	\$1.68
<i>Climb (image)</i>	68,520	0.08%	\$1.45
<i>Dive (image)</i>	73,074	0.09%	\$1.40
<i>Epic (video)</i>	139,146	3.60%	\$1.41
<i>Jump (image)</i>	218,739	0.06%	\$1.62
<i>Lake (image)</i>	114,941	0.07%	\$1.43
<i>Pick (image)</i>	115,708	0.06%	\$1.46
<i>Waterfall (video)</i>	100,992	5.41%	\$1.56

Media	Impressions	Eng. Rate	CPM
<i>Video</i>	240,138	4.36%	\$1.48
<i>Image</i>	680,737	0.01%	\$1.49
<i>Carousel</i>	398,509	0.07%	\$1.68

In addition to the recent implementation of WANDER videos into the paid social creative rotation, static image and carousel ad creative was removed from the rotation given disparities in performance favoring video content.





# DIGITAL RESULTS

September 2023



# WEBSITE REPORT

MoM

Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	New Users
<b>10.46%</b> <i>14,675 vs 13,285</i>	<b>18.01%</b> <i>12,103 vs 10,256</i>	<b>-4.3%</b> <i>23,186 vs 24,227</i>	<b>-13.36%</b> <i>1.82 vs 1.58</i>	<b>-20.74%</b> <i>1:58 vs 2:49</i>	<b>3.97%</b> <i>4.25% vs 0.28%</i>	<b>19.86%</b> <i>11,812 vs 9,855</i>

YoY

Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	New Users
<b>-6.77%</b> <i>14,675 vs 15,669</i>	<b>-3.59%</b> <i>12,103 vs 12,554</i>	<b>-9.41%</b> <i>23,186 vs 25,594</i>	<b>11.66%</b> <i>1.82 vs 1.63</i>	<b>51.28%</b> <i>1:58 vs 1:18</i>	<b>-93.61%</b> <i>4.25% vs 66.50%</i>	<b>-74.67%</b> <i>19.86% vs 78.40%</i>

- For the month of September, there was an increase in sessions and users. This can be attributed to the outstanding performance for paid search which drove an additional 1,931 users to the site generating 2,031 sessions! Additionally, organic social performed extremely well in September with an overall increase of 164.07%.
- When comparing YoY, we see a relatively normal comparison across most metrics with the exception of average session duration and bounce rate. This was due to the relatively long amount of time users spent on the website coming from organic search which had over a two minute average time on page.



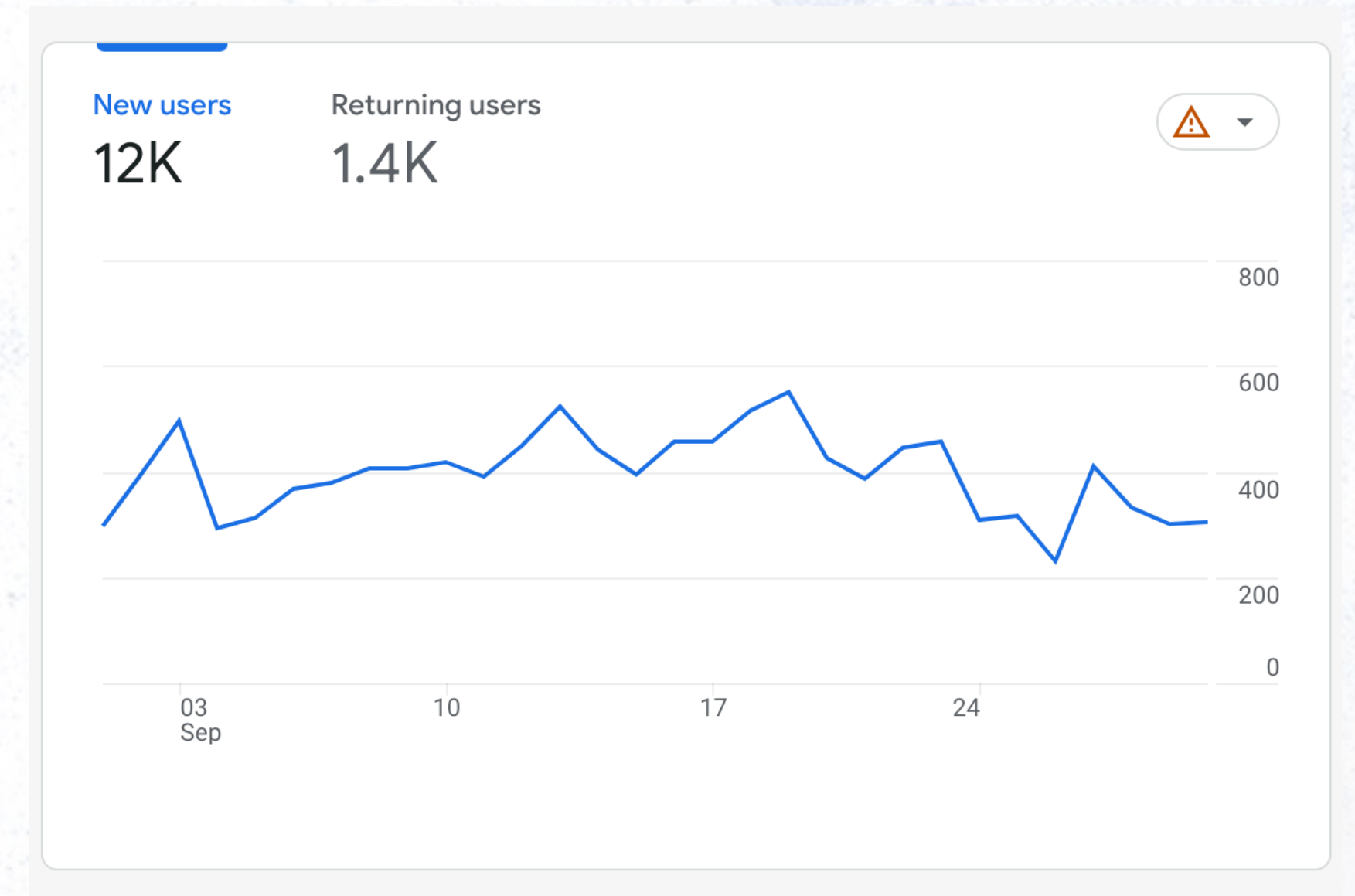
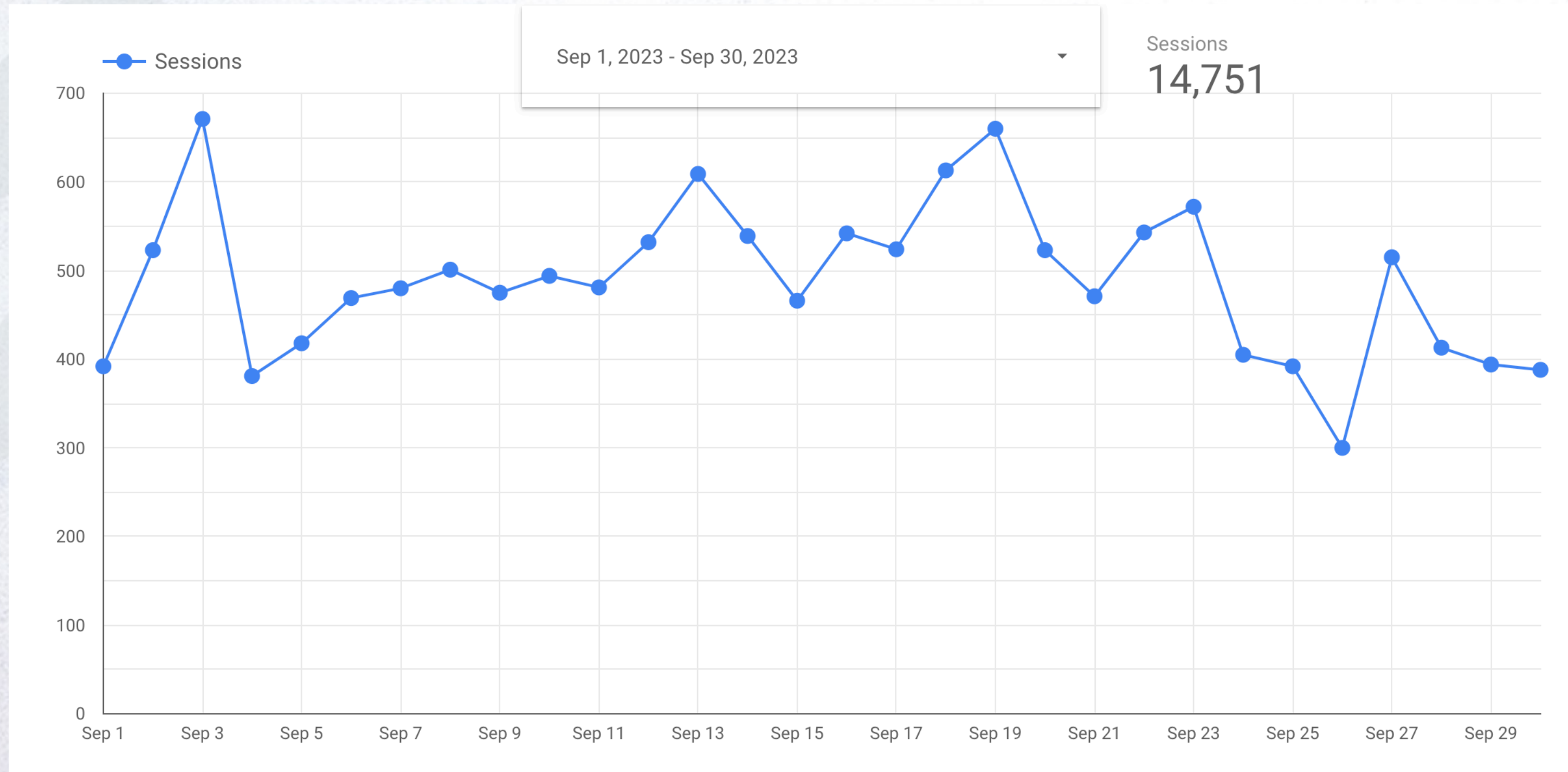
# TOP PAGES

Page path and screen class <span>+</span>		↓ Views	Users	Views per user	Average engagement time
SHOW ALL ROWS					
		16,678 vs. 17,214 ↓ -3.11%	9,786 vs. 7,717 ↑ 26.81%	1.70 vs. 2.23 ↓ -23.6%	0m 42s vs. 56.96 ↓ -25.59%
1	/				
	Sep 1 - Sep 30, 2023	5,292	4,271	1.24	0m 13s
	Aug 4 - Aug 31, 2023	2,387	1,398	1.71	0m 18s
	% change	121.7%	205.51%	-27.43%	-29.02%
2	/where-to-stay/				
	Sep 1 - Sep 30, 2023	663	403	1.65	0m 45s
	Aug 4 - Aug 31, 2023	1,004	583	1.72	0m 56s
	% change	-33.96%	-30.87%	-4.47%	-19.56%
3	/upcoming-events/				
	Sep 1 - Sep 30, 2023	596	386	1.54	1m 18s
	Aug 4 - Aug 31, 2023	407	246	1.65	1m 19s
	% change	46.44%	56.91%	-6.67%	-0.87%
4	/what-to-do/				
	Sep 1 - Sep 30, 2023	548	291	1.88	1m 13s
	Aug 4 - Aug 31, 2023	727	397	1.83	1m 00s
	% change	-24.62%	-26.7%	2.84%	22.15%
5	/upcoming-events/steampunk-festival-3/				
	Sep 1 - Sep 30, 2023	545	368	1.48	0m 34s
	Aug 4 - Aug 31, 2023	0	0	0.00	0m 00s
	% change	0%	0%	0%	0%

- For the month of September the homepage remained at the number one most viewed page and saw an increase of 121.7%.
- The top engaged page for the month of September from the top five most visited pages was the "Steampunk Festival" page with an average engagement rate of 0:34.
- Paid Search (1,887) followed by Organic search (1,093) drove the most traffic to the homepage in September.



# SITE TRAFFIC

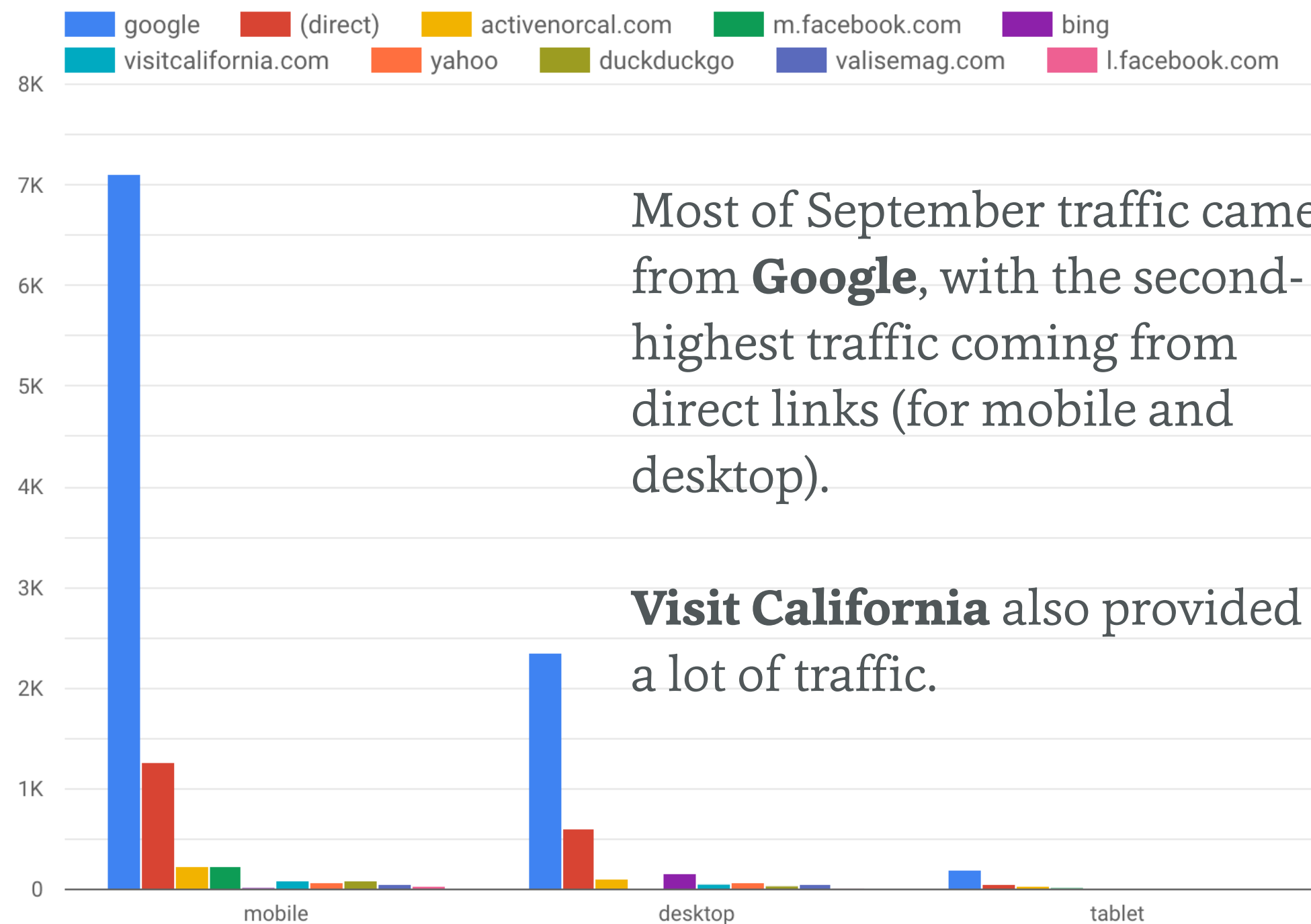


Traffic spikes were on September 3rd and September 19th

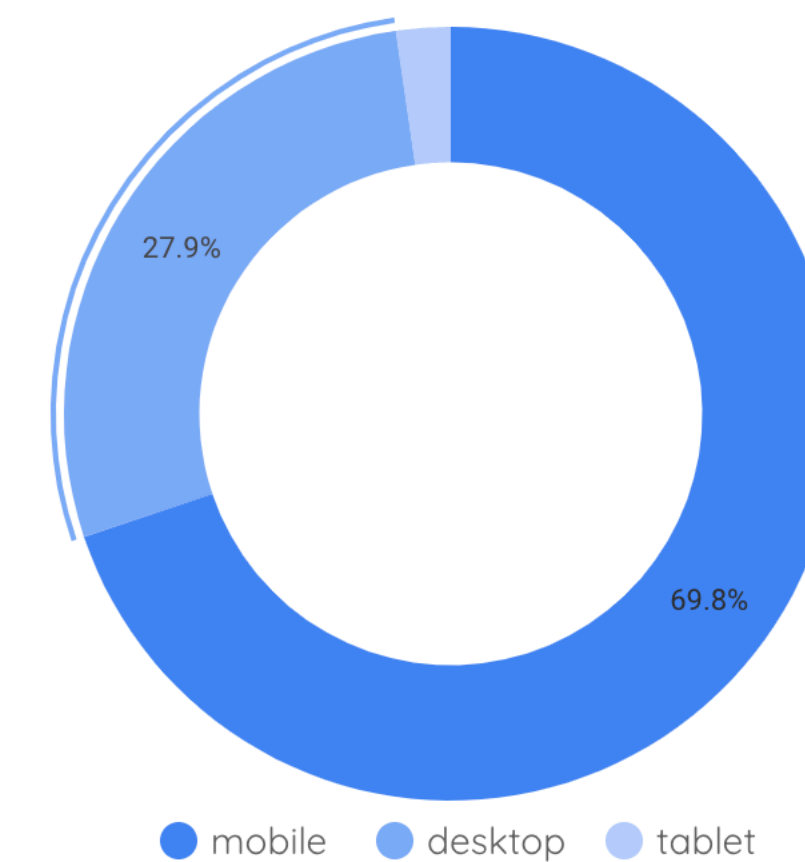


# AUDIENCE DEVICE

## Traffic Source



## Percentage of sessions on each device type



Mobile users were the majority at 69.8%



# VOLCANIC LEGACY

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
SHOW ALL ROWS				
	468 vs. 321 ↑ 45.79%	312 vs. 168 ↑ 85.71%	1.50 vs. 1.91 ↓ -21.5%	0m 19s vs. 34.97 ↓ -42.97%
1 /volcanic-legacy-scenic-byway-pass/				
Sep 1 - Sep 30, 2023	468	312	1.50	0m 19s
Aug 4 - Aug 31, 2023	321	168	1.91	0m 34s
% change	45.79%	85.71%	-21.5%	-42.97%

- In September the Volcanic Legacy Scenic Byway Pass page had 468 views with 312 users with an average engagement time of 0:19 seconds.
- This is an increase of 45.79% in pageviews and an increase of 85.71% in users for September!
- This increase can be attributed to paid search efforts as well as referral.



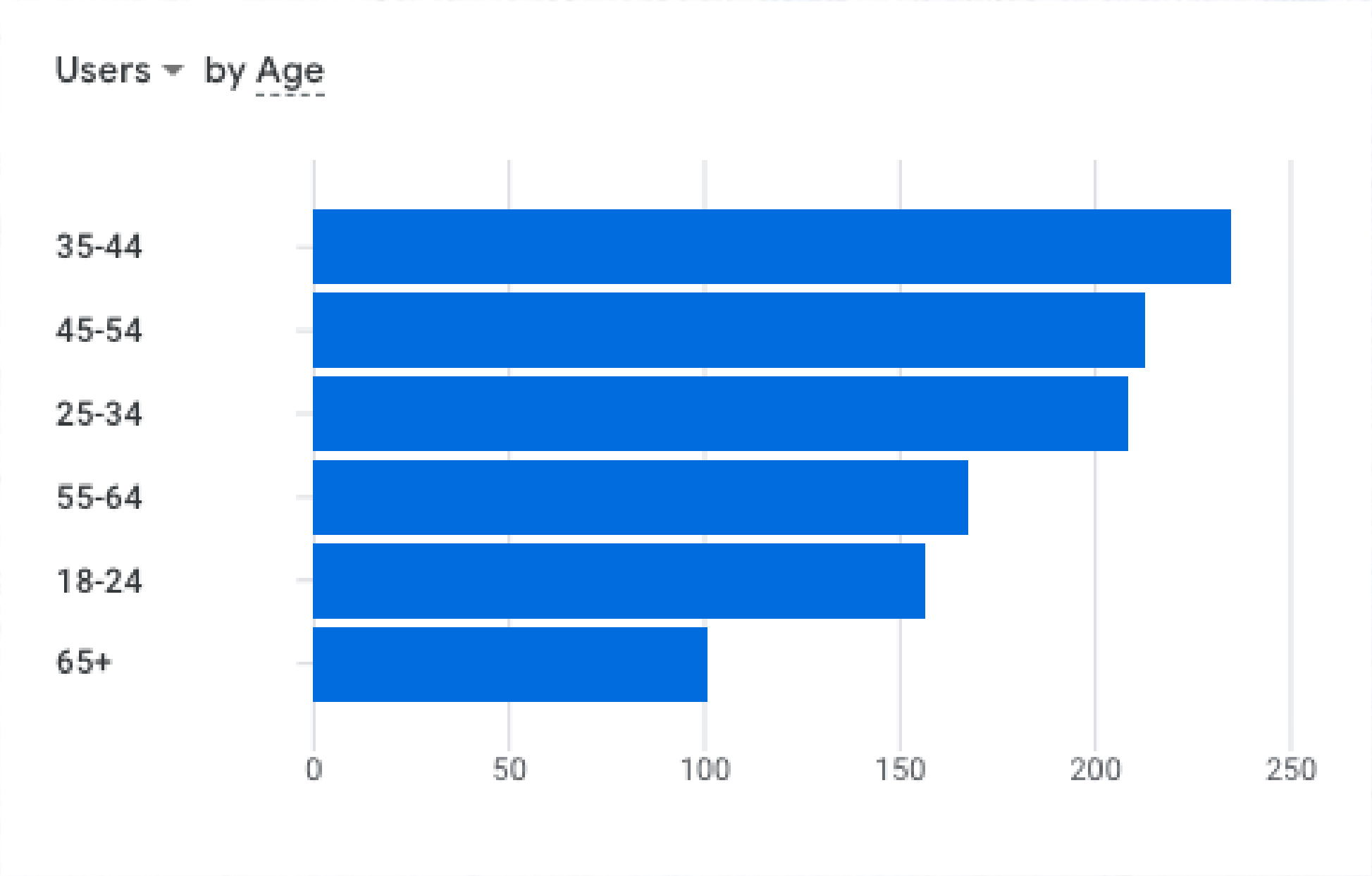
# GEO / DEMOGRAPHIC

Users ▾ by City

CITY	USERS
San Jose	824
Sacramento	675
San Francisco	480
Seattle	467
Los Angeles	442
Redding	285
Mount Shasta	284

Users ▾ by Gender ▾

GENDER	USERS
female	616
male	515



- **The top performing cities for the month of September include San Jose, Sacramento and San Francisco.**
- **Discoversiskiyou's audience continues to skew more female with 54.46% of the total audience. With the top age group being 35-44 year olds.**



# SITE AUDIENCE – WORLD

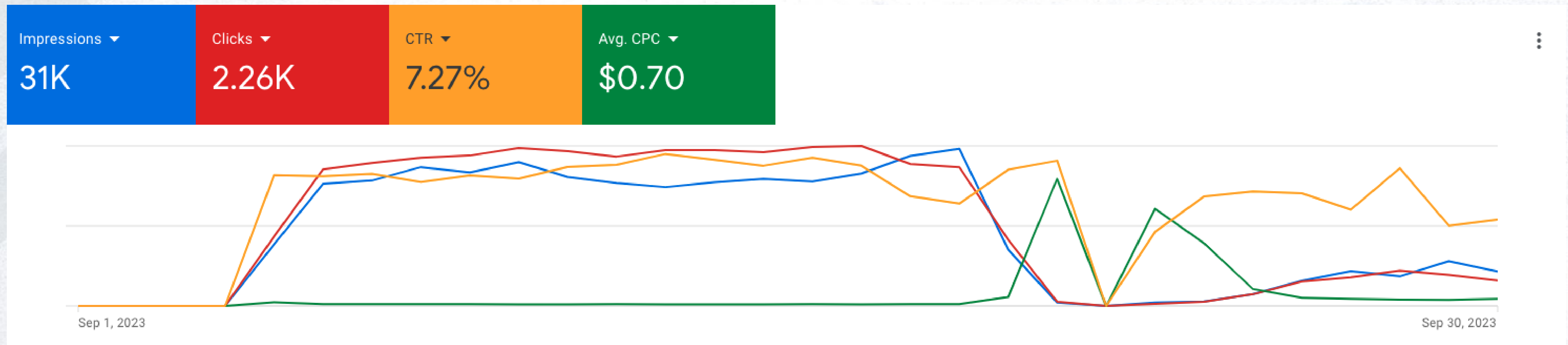
The top three countries with the most site visits were **US, Nigeria** and **India**.

Also in the top countries are **Philippines** and **Canada**.

		13,840 100% of total
1	United States	12,561
2	Nigeria	400
3	India	245
4	Philippines	123
5	Canada	121
6	United Kingdom	79
7	China	77
8	Brazil	70
9	Mexico	62
10	Germany	47



# PAID SEARCH - SEPTEMBER



- In September we launched the new paid search campaign which brought in 2,260 clicks with an outstanding 7.27% CTR at an extremely low \$0.70 cost per click.
- The top three locations for search based on total clicks were San Francisco (1,849) Sacramento (321) and Sikiyou County (48).
- The top search category for the Month of September was "Northern California Things To Do".



# TOP SEARCH KEYWORDS

			↓ Clicks	Impr.
<input type="checkbox"/>	●	best place to go in california	703	10,524
<input type="checkbox"/>	●	visit northern california	339	3,997
<input type="checkbox"/>	●	road trip california	138	2,690
<input type="checkbox"/>	●	best things to see in california	132	1,827
<input type="checkbox"/>	●	things to do california	122	2,063
<input type="checkbox"/>	●	best places to stay california	81	1,431

- **Top Keywords with the highest clicks: “Best Places to go in California”, “Visit Northern California” and “Road Trip California” were the top three most clicked keywords for September.**
- **Things to do and places to stay continue to be among the top searched keywords.**



# SEO UPDATES

## September 2023 Updates completed

- **Fixed 21 broken links**
- **Deindexed "Series" tag and removed from sitemap**
- **Optimized Castle Lake page**
- **Removed 8 closed listings**
- **Removed 1 duplicate listing**

## New Tasks/To Be Started

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





# **BLOGS/NEWSLETTERS RESULTS**

September 2023



# SEPTEMBER BLOG OVERVIEW

**Blog: Autumn Adventures in Siskiyou County**

**Published: 09/19/23**

**Views: 182**

**Average Engagement Rate: 1:33**



## **AUTUMN ADVENTURES IN SISKIYOU COUNTY**

Although some of us are mourning the loss of summer, in Siskiyou, fall brings with it fragrant breezes, a host [...]



# SEPTEMBER BLOG OVERVIEW

**Blog: Best Boozy Breakfast and Lunch Spots in Siskiyou**

**Published: 10/4/23**

**Views: --**

**Average Engagement Rate: --**



## **BEST BOOZY BREAKFAST AND LUNCH SPOTS IN SISKIYOU**

In the real north of Siskiyou, you'll find a lot of real, honest-to-goodness, amazing food. At these Siskiyou breakfast and [...]



# SEPTEMBER ENEWSLETTER OVERVIEW

**Subject line:** Family-friendly adventures, fall foliage, and more

**Launched:** 9/13

**Open Rate:** 37.6%

**CTR:** 1.6%

**Clicks:** 116

- **Fall Color in Siskiyou: 56 clicks**
- **Family Memories in Siskiyou: 30 clicks**
- **Where to Stay: 12 clicks**



**LITTLE EXPLORERS, EPIC ADVENTURES**

Residents of this beautiful area know all about its majestic mountains, breathtaking views and rugged landscapes, a location that's considered an adventure seeker's dream destination. But did you know that Siskiyou is also an ideal destination for the whole family? Check out our top tips for traveling with your little adventurers here in California's North.

**LET'S GO!**



# SEPTEMBER ENEWSLETTER OVERVIEW

**Subject line:** Autumn is Calling

**Launched:** 9/27

**Open Rate:** 34.3%

**CTR:** 3.1%

**Clicks:** 210

- **Autumn Adventures: 97 clicks**
- **Apple Harvest Festival: 87 clicks**
- **Hiking: 13 clicks**





# QR CODE RESULTS

September 2023



# QR CODE YTD SCANS

## Events

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

## Trifolds

- Total Scans – 17

## Redding Airport

- 4 scans (no change MoM)

## Medford Airport

- 39 scans (+2 MoM)

## Granzella's

- 8 scans (no change MoM)

## Etna Banner

- 0 scans

## Bandwango Volcanic Pass

- 1 scan





# PR RESULTS

September 2023



# MEDIA RELATIONS UPDATE

## Proactive Pitches:

- Extraordinary Coffee Shops
- Fall Family Breaks
- Best Places to Travel in 2024
- California's Most Fall-Friendly Cities
- Unique Lodging Properties in Siskiyou
- Where to Ski/Snowboard for the 23/24 Ski Season
- Siskiyou's Beer Trail
- Glamping in Siskiyou
- Pickleball in Siskiyou





# EARNED MEDIA RESULTS

- Secured Clips: 6
  - Est. Digital Monthly Visits: 23.4M
  - Est. Digital Coverage Views: 167K
- 
- Coverage featured fishing in Siskiyou, the oldest fish hatchery, Montague Balloon Fair and off the beaten path towns in Northern California.



## 10 Off The Beaten Path Northern California Towns

### Mount Shasta



*Sisson Meadows in Mount Shasta, California, with Mount Shasta rising on the horizon.*

The little mountain town in the shadow of a 14,179-foot-high natural skyscraper welcomes worldwide travelers seeking everything from outdoor adventures to the most captivating and spiritually exhilarating experiences. The area in Siskiyou County was originally occupied by Native Americans who believed that the monolithic totem scraping the heavens was the home of the creator and thus one of the world's most sacred sites. Mt. Shasta, a real, very big volcano visible from almost anywhere in the northern part of the state, erupted in 1786. Rising dramatically rather than gradually to its towering, snow-capped majesty of a Fuji-esque peak, John Muir, a famous journalist, wrote about it as "blood turned to wine." Today, the charming community of "new agers" is a mountaineering destination for the hardest of climbers, with backcountry cabins for daytime explorations and cozy overnight stays in nature.



# COVERAGE HIGHLIGHTS



## Lake Siskiyou Fishing, Size, Depth, And More

Nestled amidst the breathtaking beauty of Northern California, Lake Siskiyou is a hidden gem that beckons anglers from far and wide. With its pristine waters and abundant fish species, this picturesque lake offers a haven for fishing enthusiasts seeking adventure, tranquility, and a chance to connect with nature.

### Size:

Spanning over a vast area of approximately 430 acres, Lake Siskiyou offers ample space for various recreational activities. The lake's shoreline stretches for about seven miles, providing plenty of room for picnicking, hiking, and lakeside exploring. Whether you're seeking a quiet fishing spot or a secluded spot to relax and soak up the sun, the generous size of Lake Siskiyou ensures there's space for everyone to find their own slice of paradise.

### Depth:

Diving into the depths of Lake Siskiyou reveals an intriguing underwater world. With depths of up to 180 to 200 feet when full, this impressive lake creates diverse habitats for a wide range of fish species, making it a haven for anglers seeking their next big catch.

### Know the fishing regulations:

Familiarize yourself with the current fishing regulations for Lake Siskiyou and ensure you have the necessary licenses and permits to fish legally. You can check the California Freshwater Sport Fishing Regulations for the most up-to-date information.

### Target the right species:

Lake Siskiyou offers a variety of fish species. Research the fish species you are interested in targeting and learn about their habits, preferred baits, and fishing techniques.

### Choose the right time:

Fish are more active during certain times of the day. Early morning and late afternoon are generally good times to fish. Additionally, consider the seasonality and weather conditions, as they can affect fish behavior.

### Lake Siskiyou Marina and Dock:

Located in Mt Shasta, this marina offers boat rentals and is likely a popular launch spot for boaters.

### Lake Siskiyou Camp Resort:

This camp resort may have its own marina or boat launch area for guests staying at the resort.

## Visit the Oldest Fish Hatchery West of the Mississippi in Northern California

A drive towards the picturesque Lake Siskiyou takes you past an age-old testament to California's commitment to aquatic conservation – the Mount Shasta Fish Hatchery. While many travelers may have unknowingly zipped past its entrance, this establishment boasts the title of the oldest operating fish hatchery west of the Mississippi.



## Smokey Bear takes flight! Iconic wildfire prevention mascot soars over Montague in hot air balloon fair

MONTAGUE, Calif. — Thursday, Sept. 21 marked the first day of Montague's annual Hot Air Balloon Fair, which runs until Sunday, Sept. 24 at the Montague airport.

Friends of the Smokey Bear Balloon said spectators can see Smokey Bear fly through the skyline featuring Mt Shasta- another Northstate icon, from 7 a.m. to 11 a.m. on Thursday.

On Friday, Sept. 22 the hot air balloon fair says you can enjoy another balloon launch at 7 a.m. and return for their 'Night Glow' at 7 p.m.

Saturday, Sept. 23. fairgoers can enjoy a 7 a.m. balloon launch, 8 a.m. car show and vendors, Tether rides starting at 8:30 a.m. and a balloon fair dinner plus live music at Montague Hall.

## Montague Hot Air Balloon Fair soars to new heights

MONTAGUE, Calif — The Montague Hot Air Balloon Fair is taking flight.

A dozen hot air balloons are soaring to new heights over Siskiyou County. It's all part of the Montague Hot Air Balloon Fair which dates all the way back to the 90's.

This year's event features 12 balloons with pilots from 4 different states. For Pilot Drew Brown, his interest sparked from his father.

"Next thing you know I'm learning to fly," said Brown.

The Medford local has been taking people up to a bird's eye view for over 20 years. Brown's hot air balloon dubbed "Daybreak" is 77,000 cubic feet, that equates to 77,000 basketballs filling the entire balloon carrying up to 1200 pounds.

The Montague Rotary Club helped get the high-flying tradition off the ground.

"It's a free event for our community to come and enjoy our beautiful scenery and our balloons and Siskiyou County," said Heidi Martin with the Montague Balloon Fair Committee.

If you look up you'll see Smokey Bear even lining the sky this year.

"It's just so gratifying because the community really enjoys it they come from Medford, Redding, all over to enjoy the beautiful balloons it's magical and mystical," said Joan Smith Freeman, Montague Rotary Club.

If heights aren't your thing, there are still tons of activities happening on the ground. The weekend-long event includes a night glow experience, a car show, live music, and food trucks.



# COVERAGE HIGHLIGHT LINKS

- AZ Animals - [Lake Siskiyou Fishing, Size, Depth, And More](#)
- Active NorCal - [Visit the Oldest Fish Hatchery West of the Mississippi in Northern California](#)
- KQMS NewsTalk - Montague Balloon Fair 2023 (Audio File Sent)
- WorldAtlas - [10 Off The Beaten Path Northern California Towns](#)
- KRCCR - [Smokey Bear takes flight! Iconic wildfire prevention mascot soars over Montague](#)
- KOBI - [Montague Hot Air Balloon Fair soars to new heights](#)



# TRAVEL INSIGHTS AND TRENDS

- [Travel Pulse - Majority of Americans Plan to Travel Again at Least Once Before Year's End](#): **More than 83 percent** of those surveyed by Forbes Advisor's **plan on taking at least one more trip before year's end.**
  - Actually, most respondents indicated **they'll be taking not just one, but two (38 percent) or even three (21 percent) trips between the months of October and December.**
  - In terms of popular time frames for travel, **62 percent of participants said they plan to travel in November, 49 percent in October and 44 percent in December.**
    - Halloween destinations were shown to be this year's third most popular trip type, with **45 percent of study participants bound for infamously spooky spots.** Another favorite fall, travel **for leaf-peeping purposes is the motivation for 38 percent of respondents.**
- [Travel Pulse – Hilton Trends Report Finds Travelers Desire Rest & Relaxation the Most in 2024](#): Looking at prioritization of relaxation next year, even for younger generations. Relaxation means something different to everyone – as culinary experiences are top of mind first, followed by adventure activities. So really, **just using travel as a sense of a escapism.**
  - **The main driver for travelers of all generations to enjoy leisure trips in 2024 will be a desire to rest and relax.**
  - Across generations, we're seeing **guests customize their stays with us, invest in quality sleep, pursue new cultural experiences, and stretch the boundaries of business travel.**
  - **Culinary experiences are the most desired travel experiences in 2024, with exploration and adventure activities coming in second place.** Leading the way with both of these trends are Millennial and Gen Z travelers.



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 green bushes and trees. The sky is a clear, bright blue. The text "THANK YOU" is centered in the middle of the image in a bold, white, sans-serif font.

**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).

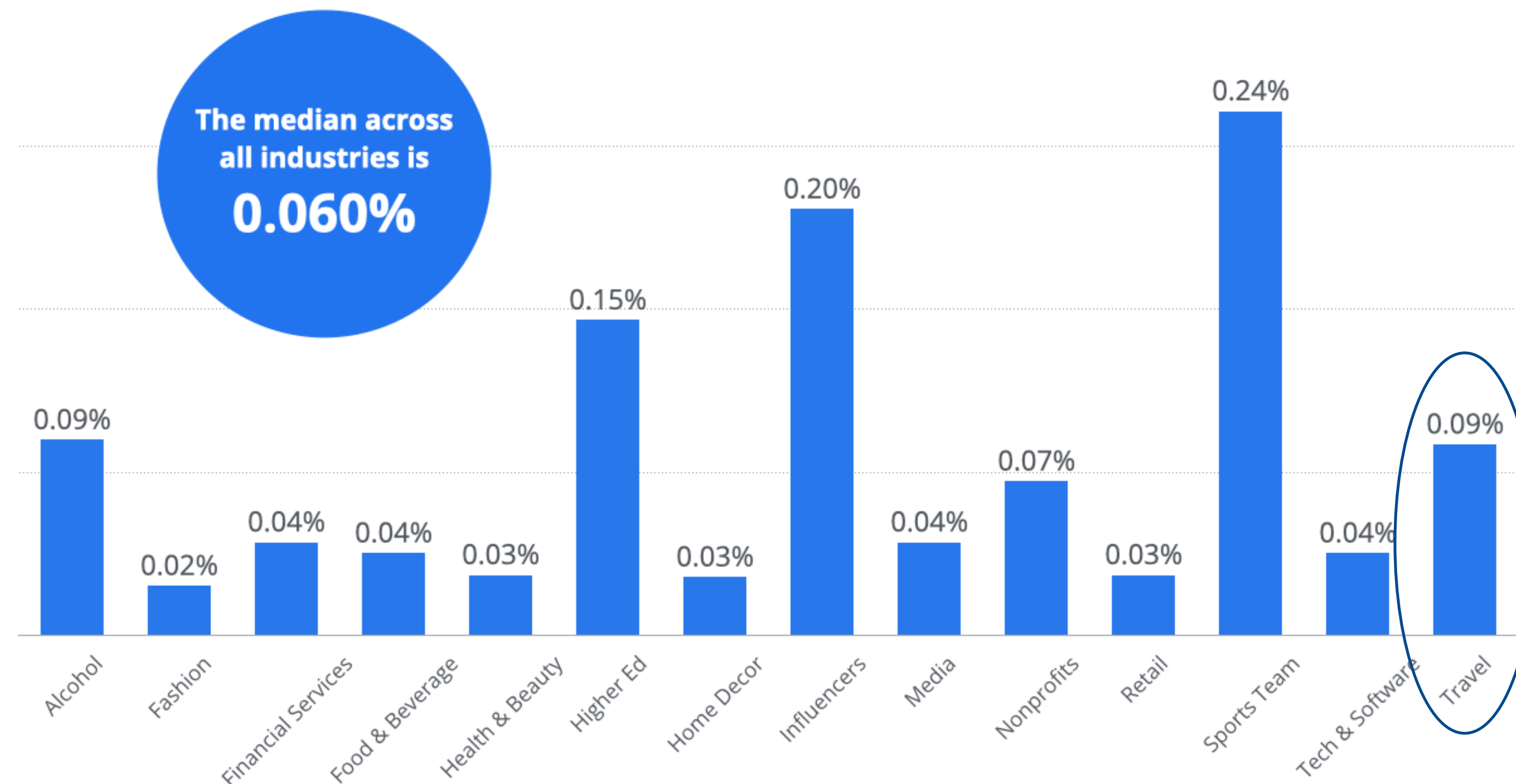
**Engagement Rate:** The rate at which users engage a piece of content. This is calculated by dividing the number of engagements by the number of impressions, then converting to a decimal.



# APPENDIX – INDUSTRY BENCHMARKS (2023)

## f Facebook engagement

Engagement rate per post (by follower)

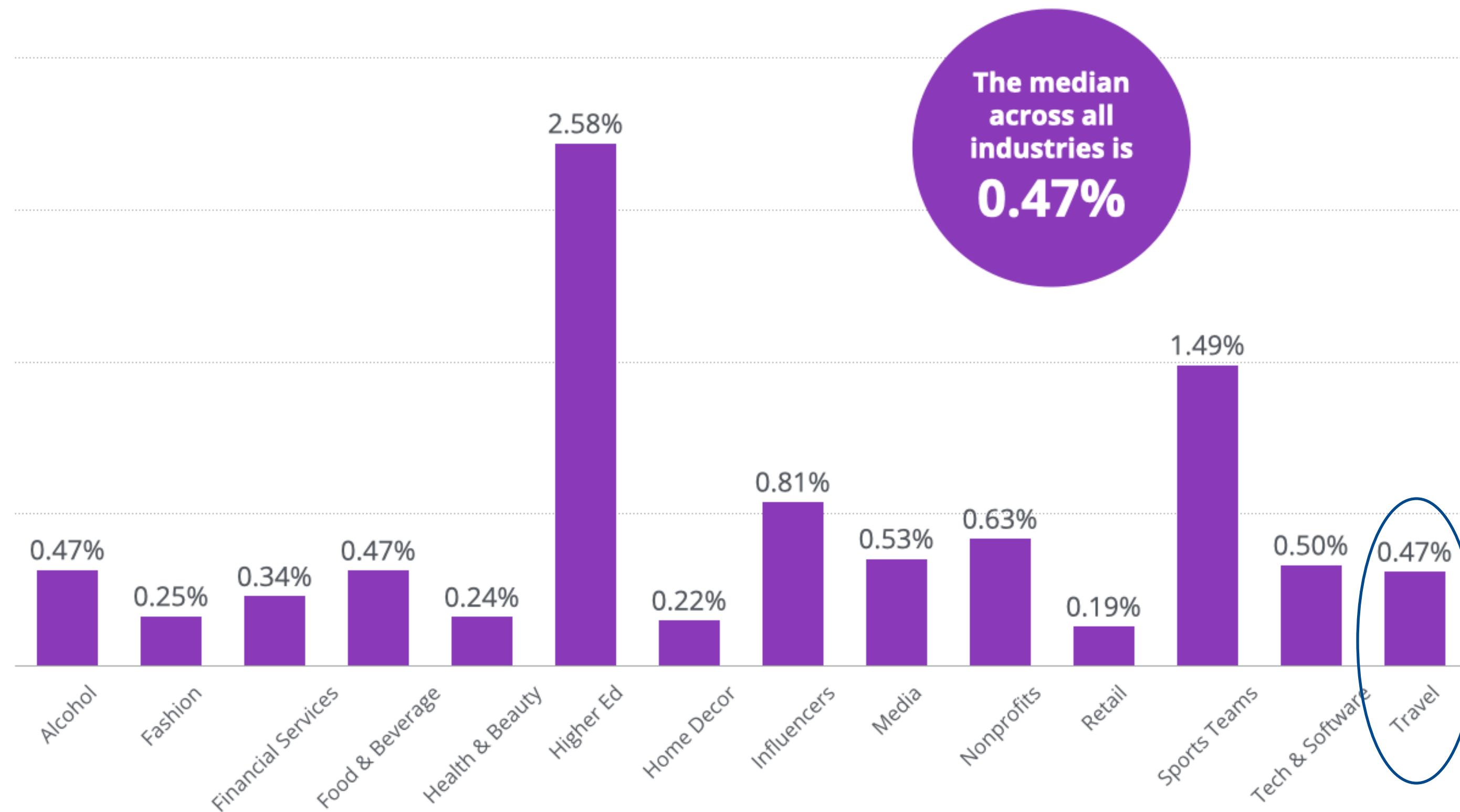




# APPENDIX – INDUSTRY BENCHMARKS (2023)

## 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>