

DISCOVER SISKIYOU

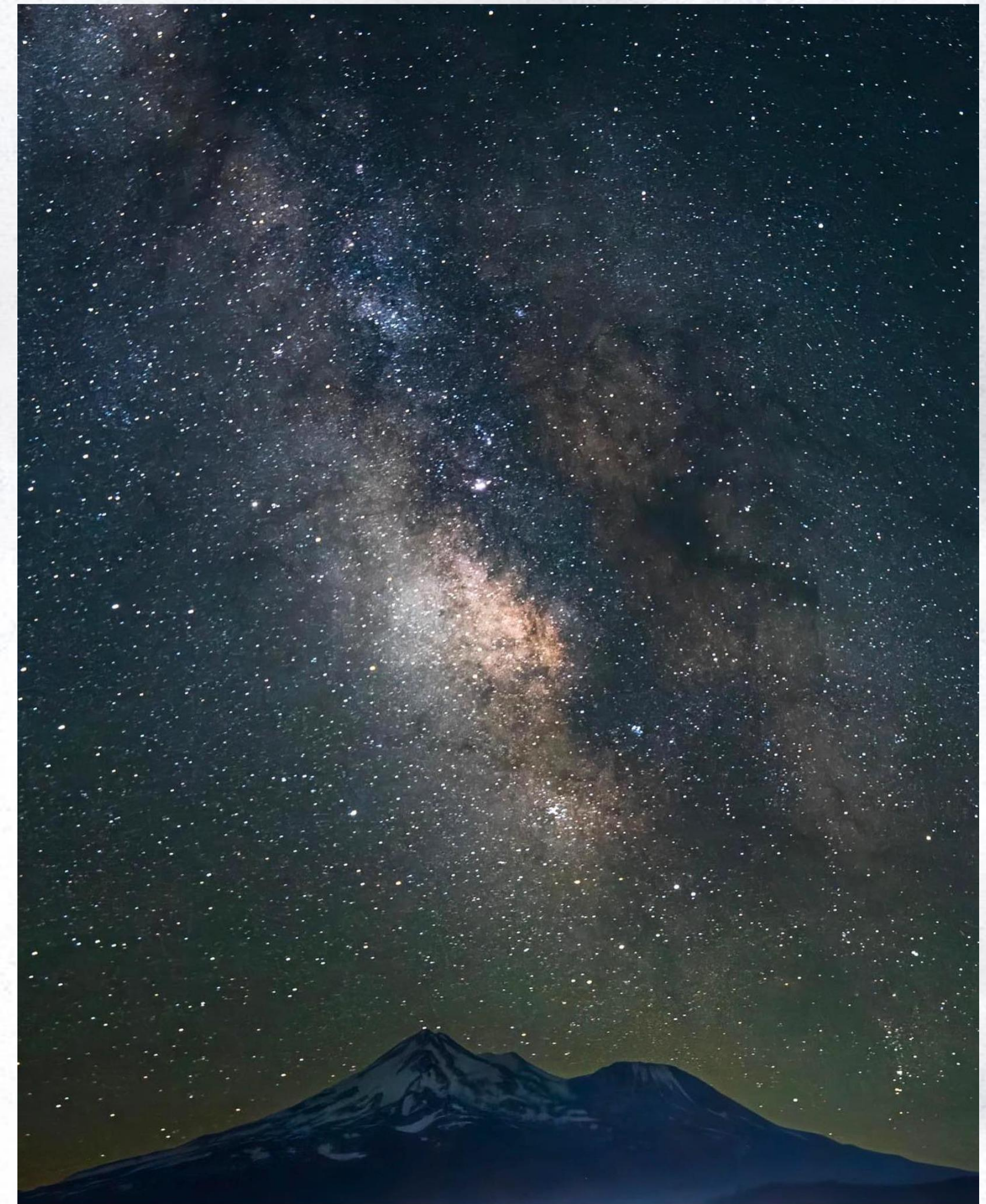
Performance Report | December 2023



EXECUTIVE SUMMARY

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

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



STR REPORT – DECEMBER

STR Report	DEC 2022	DEC 2023	MOM
Occupancy	46.5	36.6	-21.3%
ADR	103.74	104.91	1.1%
RevPar	48.24	38.40	-20.4%

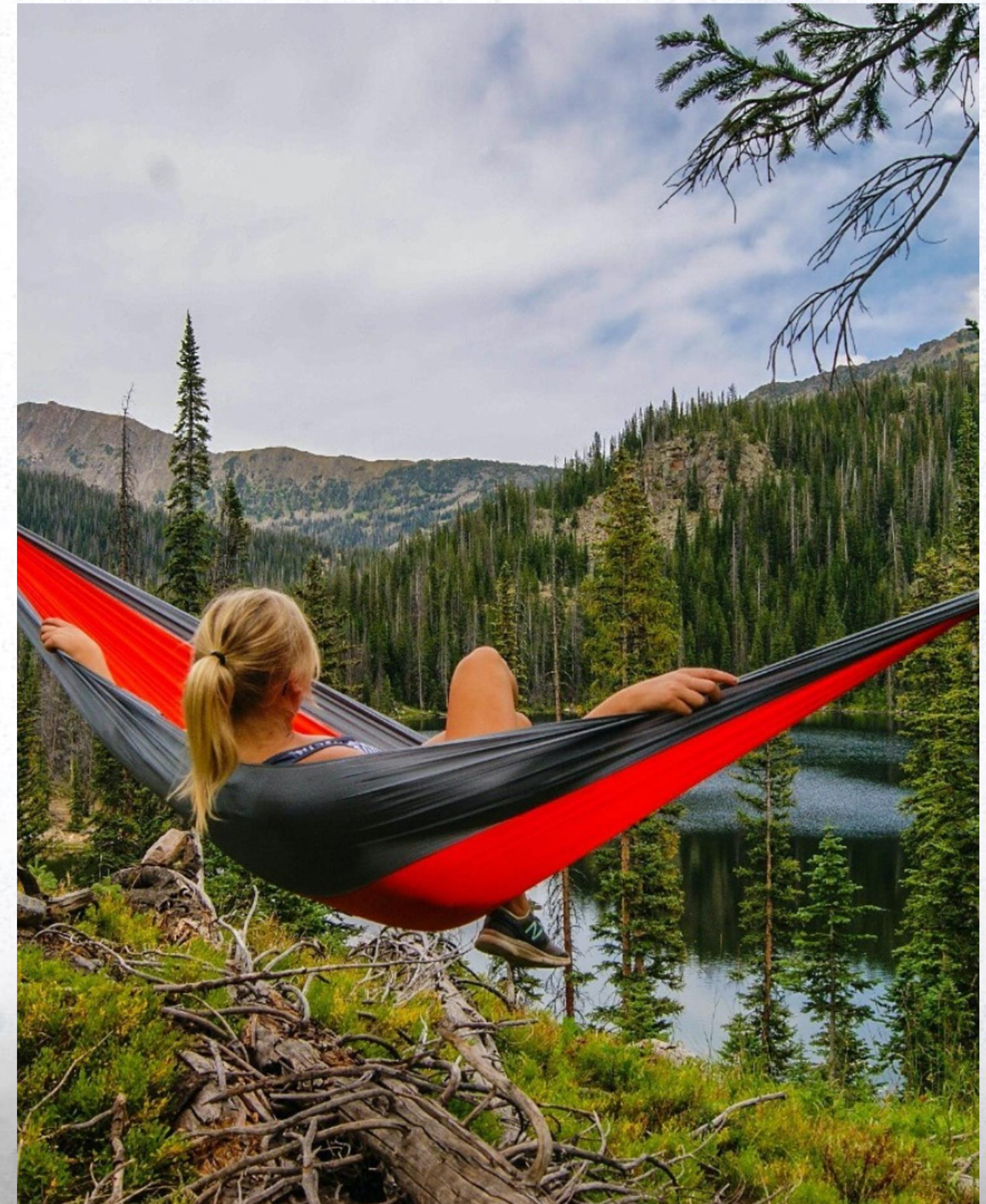


PAID SOCIAL

KEY TAKEAWAYS

Giveaways Elevate Social Engagement: Organic social performance, particularly on Facebook and Instagram, substantially out-performed 2023 performance averages as well as industry benchmarks. The biggest reason for the rise is the success of two giveaways run on social media: one at the beginning of the month in conjunction with Siskiyou Farm Co., and one at the end of the month in conjunction with Cave Springs Resort. The latter giveaway in particular drove more than 900 post comments (entries) and more than 316 shares, driving an even greater earned media reach.

Winter Wonders: The winter holidays are another likely cause of the strong performance, though most engagement centered around winter seasonal activities that were not specific to Christmas or New Year's.



AUDIENCE OVERVIEW

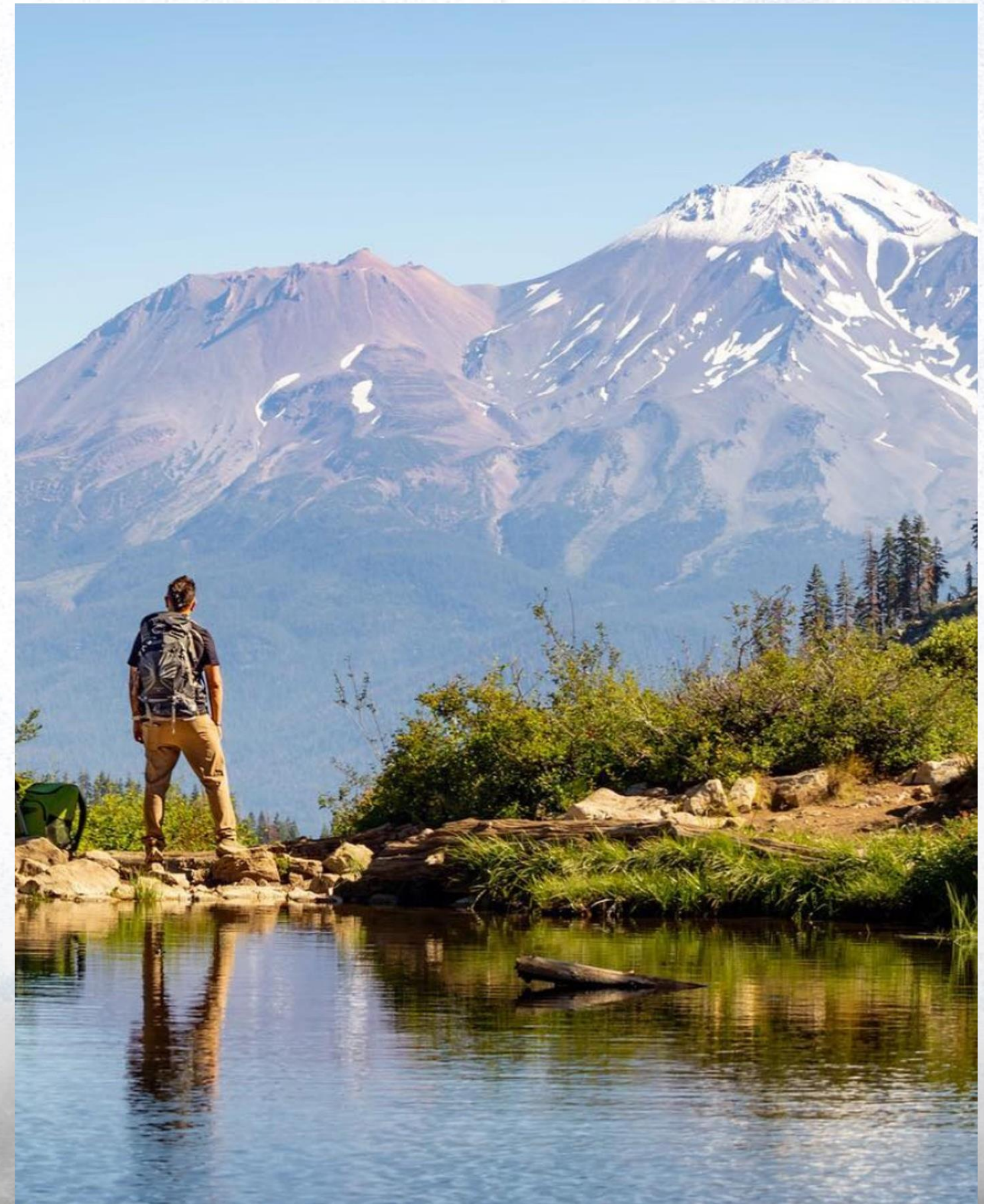
Adventure: Users ages 21-54 with indicated interest in “Adventure Travel” (or similar interest parameters)

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.

GEO FOR ALL AUDIENCES: State of California



PERFORMANCE SNAPSHOT



TOP DEMOS

- Male: 13,369 post engagements
- Female: 1.14% engagement rate
- Ages 55-64: 3,942 post engagements
- Ages 25-34: 1.67% engagement rate

TOP AUDIENCES

- Family Man (1.13% engagement rate)
- Authentic (1.28% engagement rate)
- Adventure (1.02% engagement rate)

TOP GEOS

- Widest Reach: Los Angeles, Bay Area, Sacramento, Fresno
- Most Engaged: Fresno (1.35%), Sacramento (1.29%), Bay Area (1.21%)

TOP CREATIVE

- WANDER (dog) (4.24% engagement rate)
- “Epic” Video (3.67% engagement rate)

YTD Engagement Rate: 1.14%

(industry benchmark is 0.09%)

DATA BREAKDOWN

	Impressions	Eng. Rate	CPM
Total	1,614,602	1.14%	\$1.71

Gender	Impressions	Eng. Rate	CPM
Male	1,172,413	1.14%	\$1.72
Female	422,147	1.14%	\$1.67
Uncategorized	20,042	1.06%	\$1.71

Age	Impressions	Eng. Rate	CPM
18-24	144,285	2.33%	\$1.68
25-34	124,912	1.67%	\$1.69
35-44	235,079	1.02%	\$1.69
45-54	212,439	0.84%	\$1.71
55-64	325,097	0.89%	\$1.72
65+	342,025	1.14%	\$1.71

Amid the peak holiday travel season in December, Siskiyou's ads were able to combat a competitive marketplace for social media placements and drive its most-efficient single-month CPM of the campaign.

DMA	Impressions	Eng. Rate	CPM
Los Angeles	528,667	1.10%	\$1.69
Bay Area	283,846	1.02%	\$1.69
Sacramento	265,977	1.17%	\$1.72
Fresno	147,511	1.37%	\$1.74
All Others	388,601	1.17%	\$1.62

Audience	Impressions	Eng. Rate	CPM
Adventure	579,803	1.02%	\$1.70
Authentic	512,025	1.28%	\$1.72
Family	522,774	1.13%	\$1.70

In November, Family travelers stood out as the top-performing audience segments, and this remained true into December as well. What was pleasantly surprising was the strong performance of the Authentic audience during this peak travel time, as this audience has often had the lowest reach and engagement of the three during the life of the campaign to date.



ORGANIC SOCIAL



FACEBOOK RESULTS

Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
<i>DEC 2023</i>	10,830	364	35	34	398	7.67%
<i>NOV 2023</i>	7,989	139	2	25	74	3.00%
<i>DIFF. MoM</i>	+35.6%	+161.9%	+1,650.0%	+36.0%	+437.8%	+155.7%

In turning the page to December, we anticipated elevated performance around the holiday season. With that in mind, we were thrilled to see the organic Facebook engagement rate more than double month-over-month.

One engagement trend that held especially true during the month was the success of content featuring a starry night's sky. A similar post was our most-engaged during the month, driving more than 20 comments from fans. As a result, we are continuing to identify photographers with professional equipment to capture the true beauty of these views, from whom we hope to continue to source UGC for Siskiyou's channels.

TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 227 | Comments: 21 | Shares: 19
Clicks: 110 | Eng. Rate: 10.7%



Reactions: 45 | Comments: 6 | Shares: 4
Clicks: 138 | Eng. Rate: 10.3%



INSTAGRAM RESULTS

Performance Totals

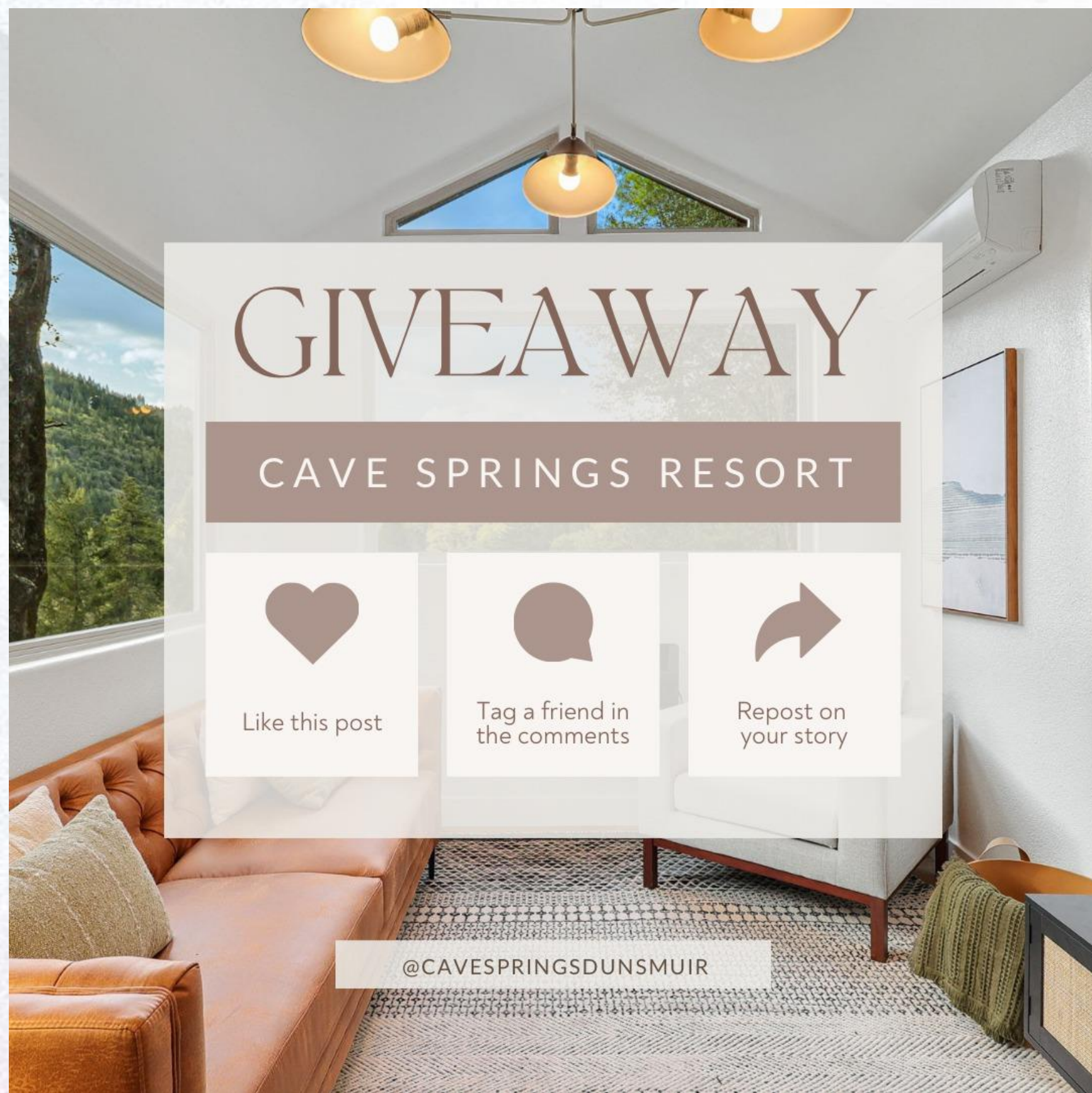
	Impressions	Likes	Comments	Shares	Saves	Activity	Engagement Rate
DEC 2023	43,736	2,928	1,248	572	110	5,417	12.4%
NOV 2023	11,927	623	3	19	7	55	5.9%
DIFF. MoM	+266.7%	+370.0%	+41,500.0%	+2,910.5%	+1,471.4%	+9,749.1%	+110.2%

Instagram's performance represents a significant outlier above other months during CY2023 given the aforementioned social giveaways at the start and end of the month. In looking ahead to 2024, we recommend integrating more giveaways during peak travel times like spring break and summer. No matter how big or small the prize, these giveaways are sure to continue driving engagement among fans while creating opportunities for above-average earned reach through post sharing.

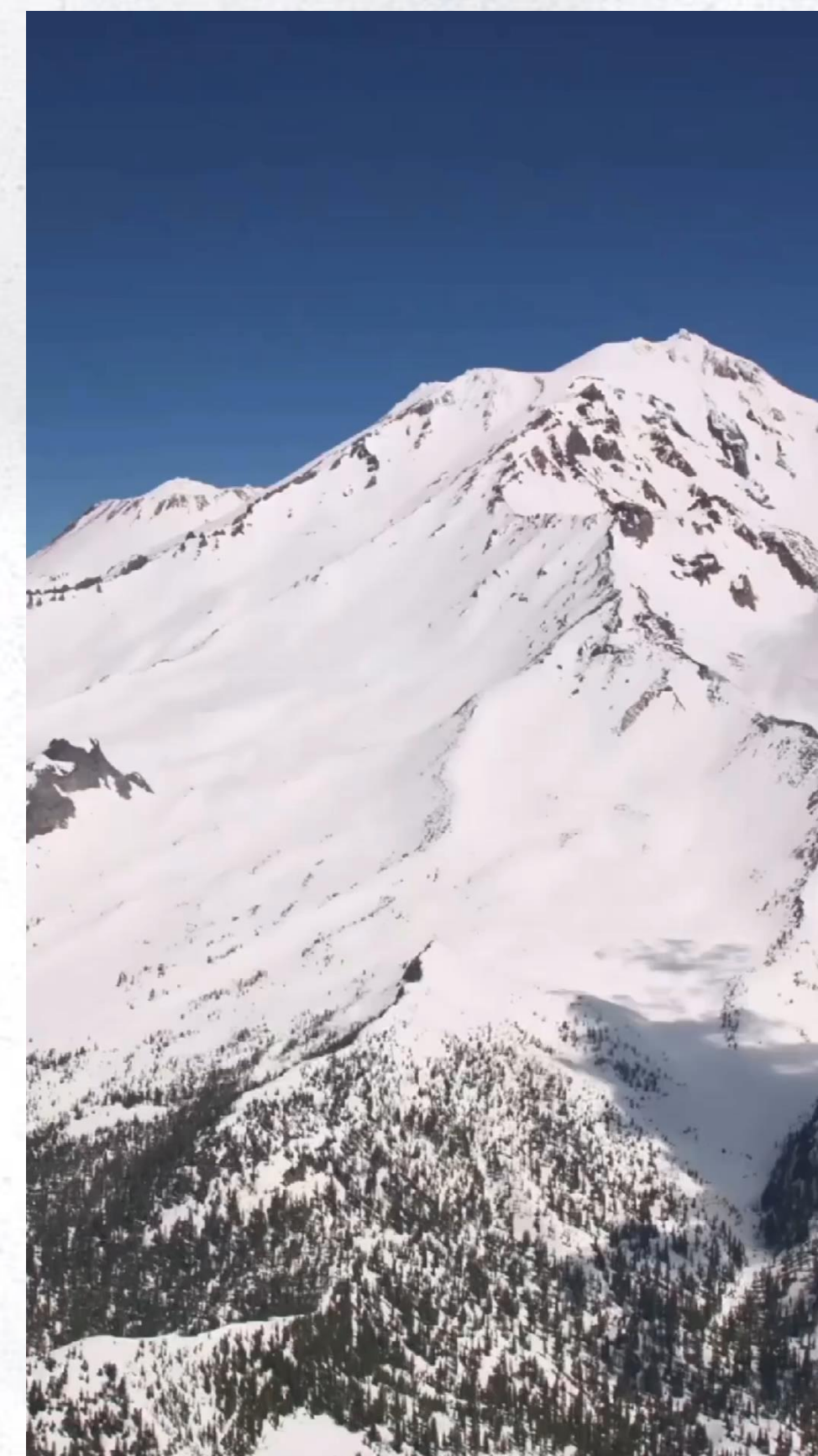
Additionally, content showcasing nature's beauty out-performed other messaging, like local dining, shopping and lodging. We are continuing to explore new ways to integrate that local commerce messaging into more engaging content packages each month, including through reels or as part of grander travel stories.



TOP POSTS BY TOTAL ENGAGEMENT



Likes: 601 | Comments: 900 | Shares: 316 | Interactions: 256
Saves: 31 | Eng. Rate: 35.2%



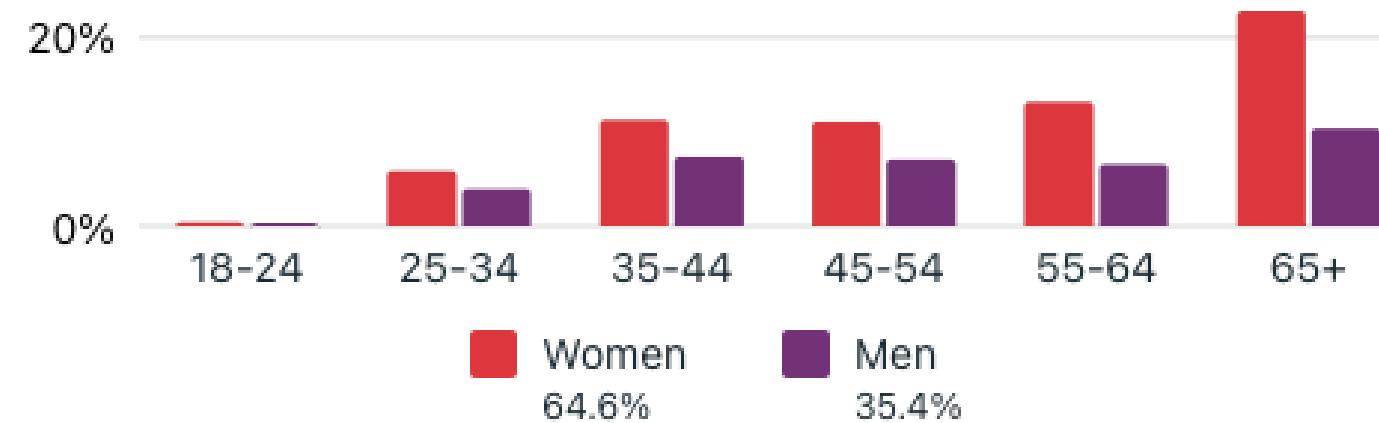
Likes: 864 | Comments: 43 | Shares: 91 | Interactions: 0
Saves: 38 | Eng. Rate: 5.17%

AUDIENCES OVERVIEW

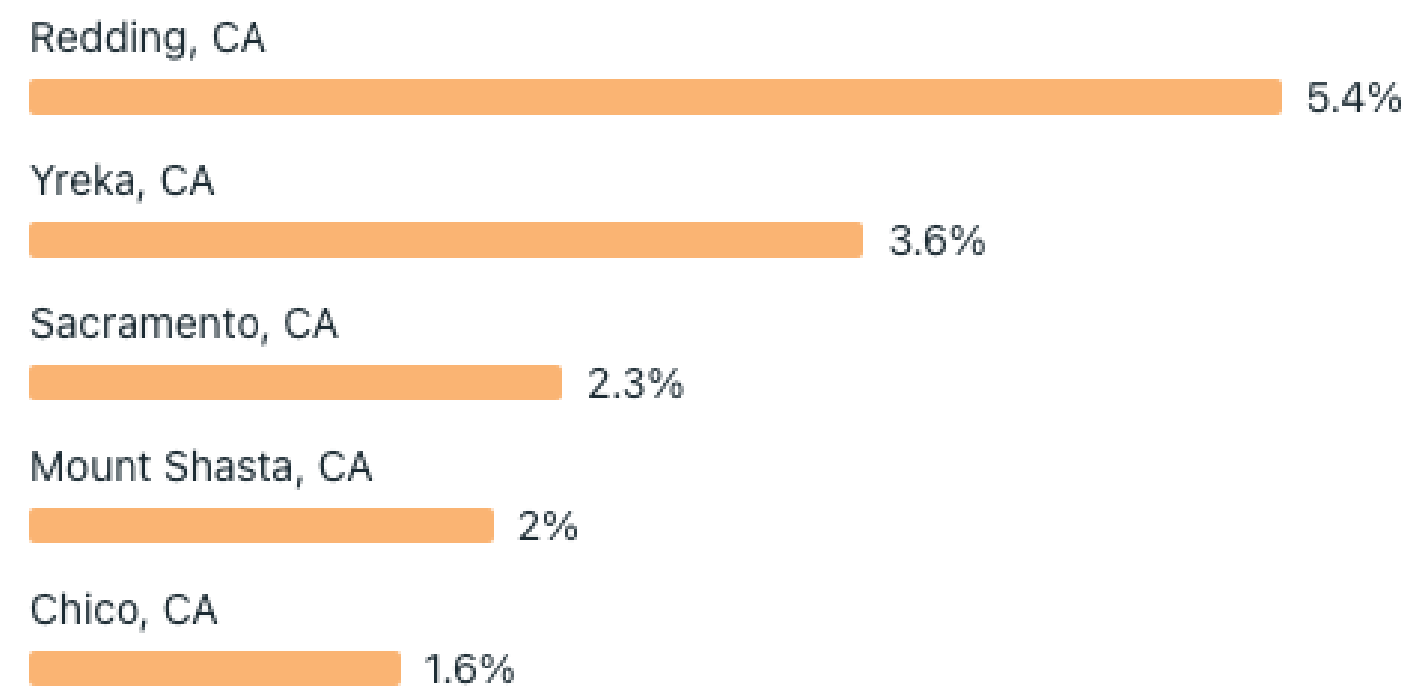
Facebook followers ⓘ

14,866

Age & gender ⓘ



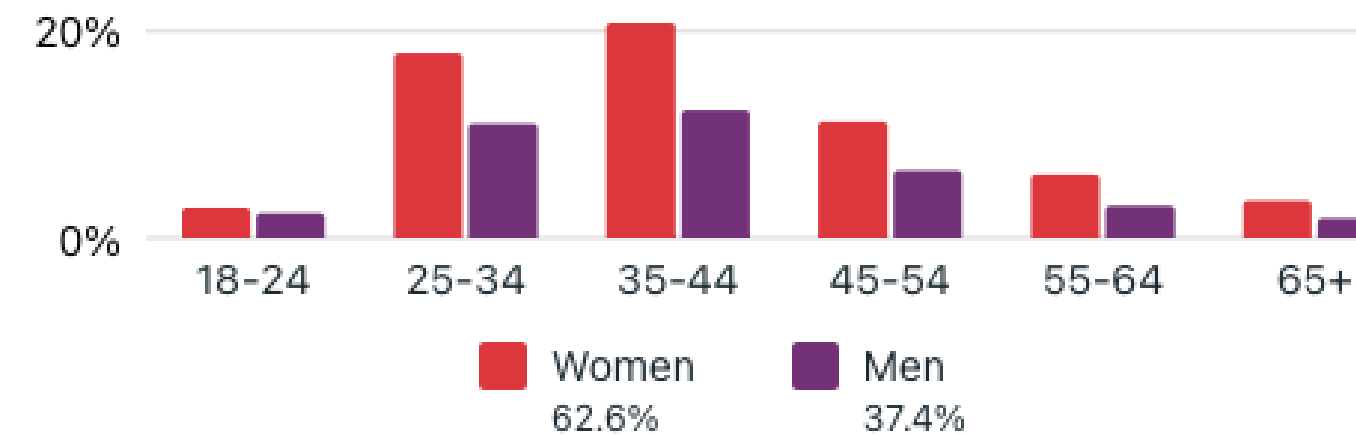
Top cities



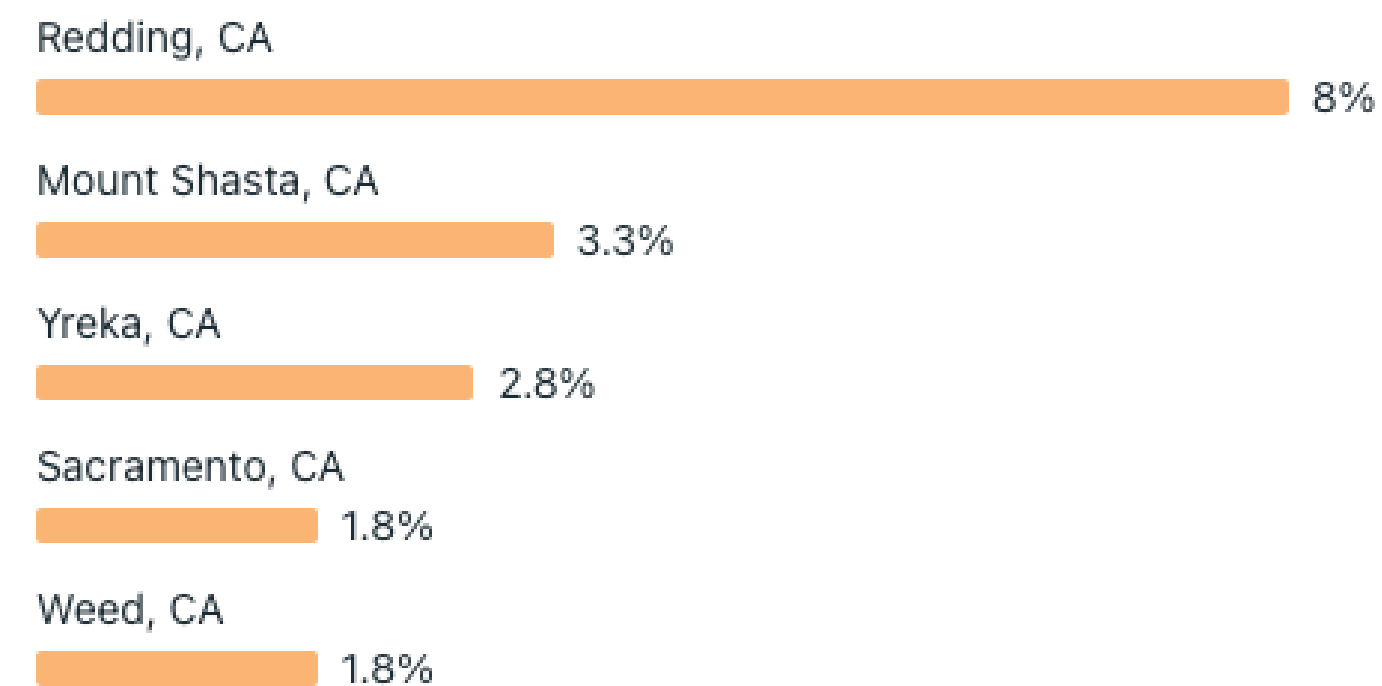
Instagram followers ⓘ

13,119

Age & gender ⓘ



Top cities



Net Audience Growth (Dec '23):

+35
(0.24%)



Net Audience Growth (Dec '23):

+220
(1.71%)



TIKTOK RESULTS

Performance Overview

	Video Views	Likes	Comments	Shares	Saves	Profile Views	Eng. Rate
DEC 2023	2,160	9	1	0	0	23	1.53%
NOV 2023	1,104	24	2	1	0	31	5.25%
DIFF. MoM	+95.7%	-62.5%	-50.0%	INF.	-	-25.8%	-70.9%

Upon sharing the final WANDER Pledge videos to the channel, views for a single month peaked, while engagement stayed relatively flat. The increased viewership is a positive indicator of the videos' ability to reach not only followers but other interested travelers in the "for you" stream. We will now strategically build on this heightened viewership with a return to other engaging video content, leveraging trending audio or themes whenever possible.

Most Viewed Video





PINTEREST RESULTS

Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
DEC 2023	1,202	23	2	10	2.91%
NOV 2023	1,227	35	6	10	4.16%
DIFF. MoM	-2.04%	34.3%	-66.7%	-	-30.0%

Pinterest performance leveled off in December. However, in this space we focused more on evergreen winter themes and less on the holiday season, which might have caused stagnant performance. Moving forward we will continue to lean into Pinterest’s evergreen value while staying mindful of “timely” themes that will become relevant again each year, like particular holidays or spring break.

Most Saved Pin





DIGITAL RESULTS

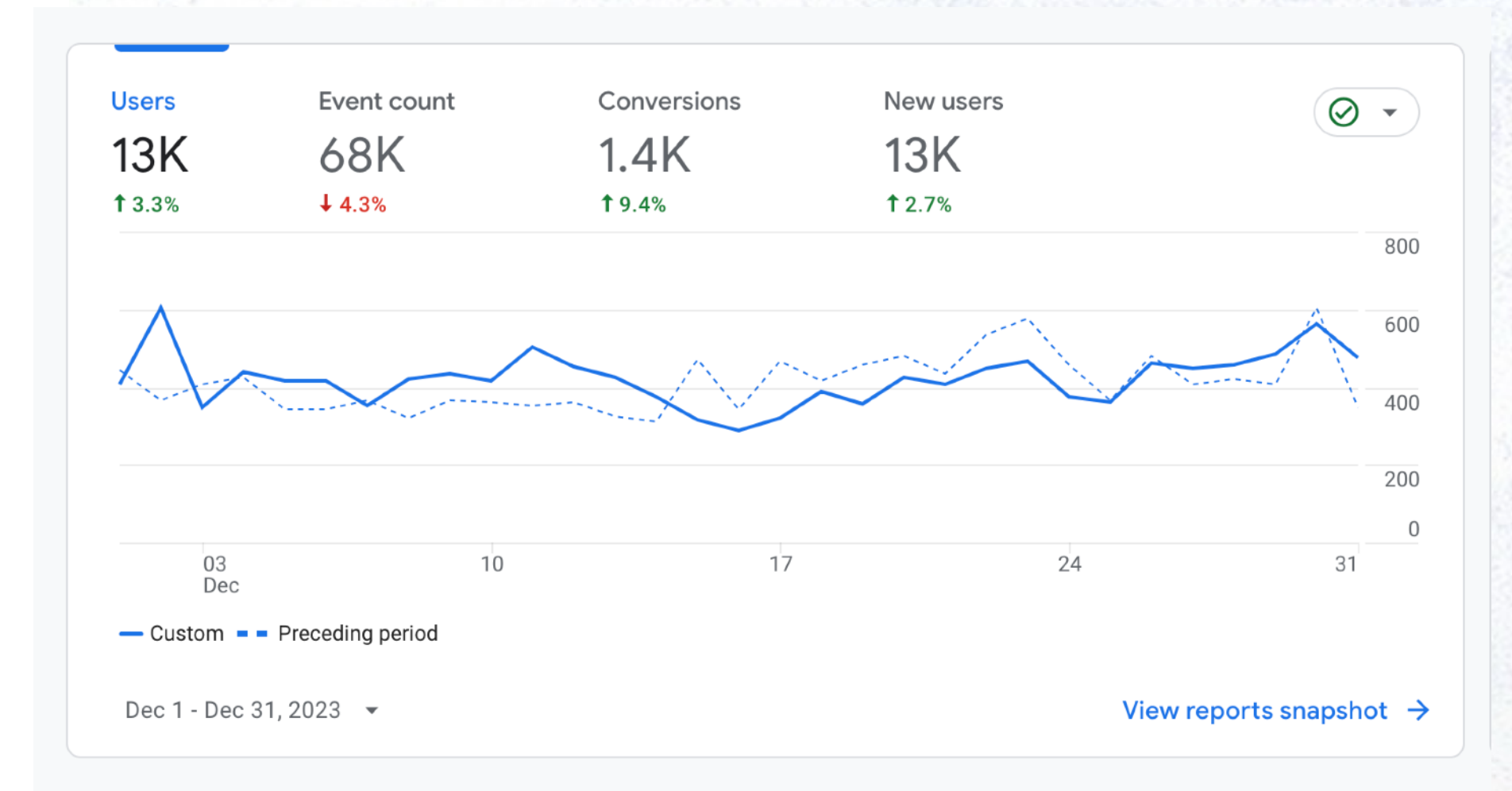
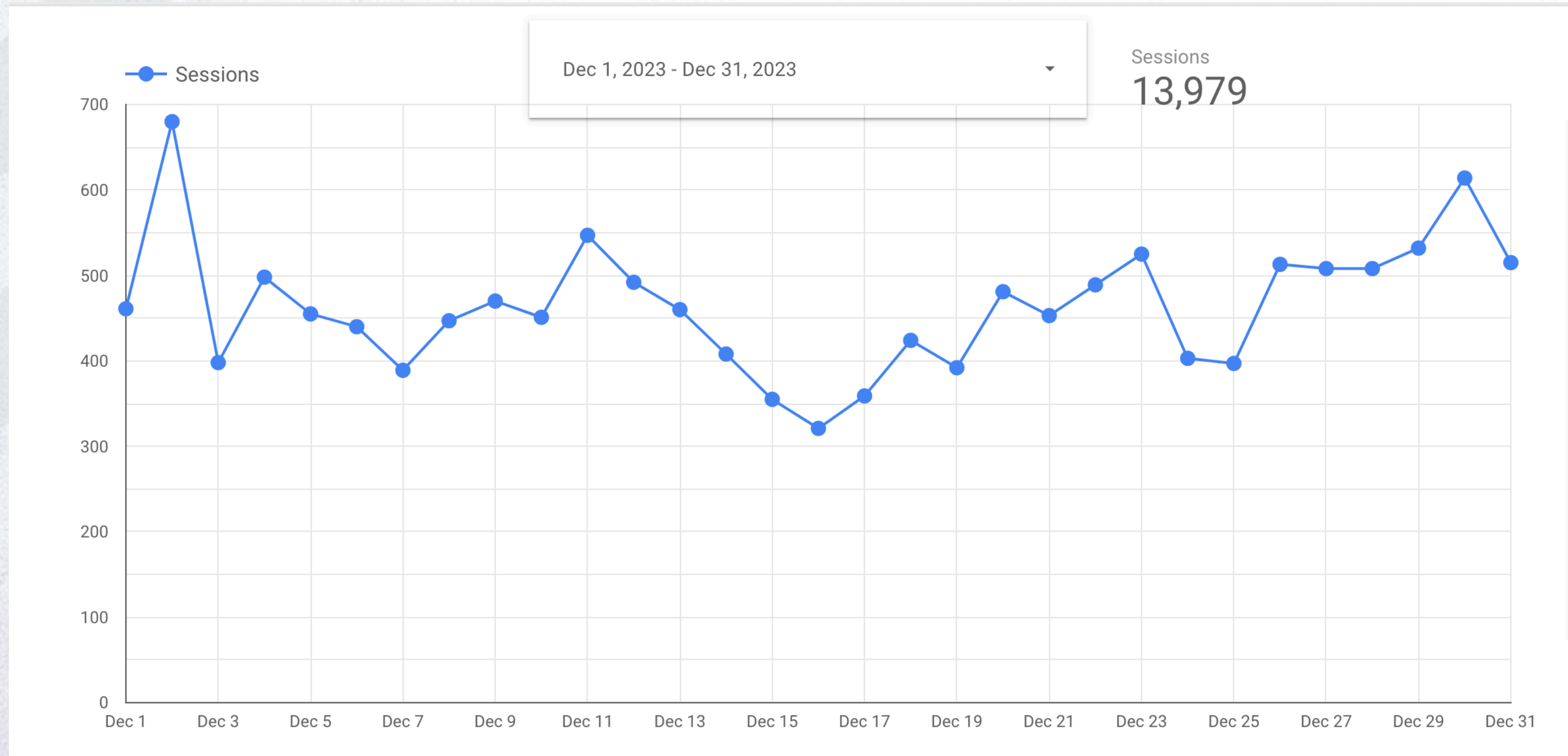
December 2023

WEBSITE REPORT

	Sessions	Users	Engaged Sessions Per User	Average Engagement Time	Bounce Rate
2024	13,979 (+3.06 MoM)	12,679 (+7.47% MoM)	0.44 (-9.67% MoM)	0:26 (-7.12% MoM)	59.65% (+4%)
2023	8,978	7,540	1.66	1:15	67.48

- For the month of December, there were increases in overall users and session on the website. The brand continued to see drips in engagement based metrics which is expected during the peak holiday season.
- When comparing YoY, the website saw positive increases in sessions, users and a positive decrease in bounce rate. The engaged sessions and average engagement time are new metrics within Google Analytics 4 that launched in 2023.

SITE TRAFFIC



Traffic spikes were on December 2nd (corresponding with the Yreka Night of Lights Festival)

TOP PAGES

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	20,283 100% of total	12,679 100% of total	1.60 Avg 0%	29s Avg 0%
1 /	8,269	7,518	1.10	6s
2 /activities/snowmans-hill/	760	570	1.33	32s
3 /what-to-do/	674	373	1.81	1m 01s
4 /where-to-stay/	612	361	1.70	48s
5 /events/	544	368	1.48	58s
6 /activities/	499	373	1.34	15s
7 /volcanic-legacy-scenic-byway-pass/	286	183	1.56	24s
8 /event/new-years-eve-lighted-torch-parade-and-live-music-at-mt-shasta-ski-park/	235	169	1.39	17s
9 /2021/07/20/great-stargazing-spots/	187	156	1.20	39s
10 /places-eat-drink/	169	113	1.50	1m 15s

- For the month of December, the homepage remained at the number one most viewed page.
- The top engaged page from the top five most visited pages was the what to do page with an average engagement rate of 1:01.
- The snowman's hill page was the second most visited page.
- Direct traffic drove the most users to the homepage.

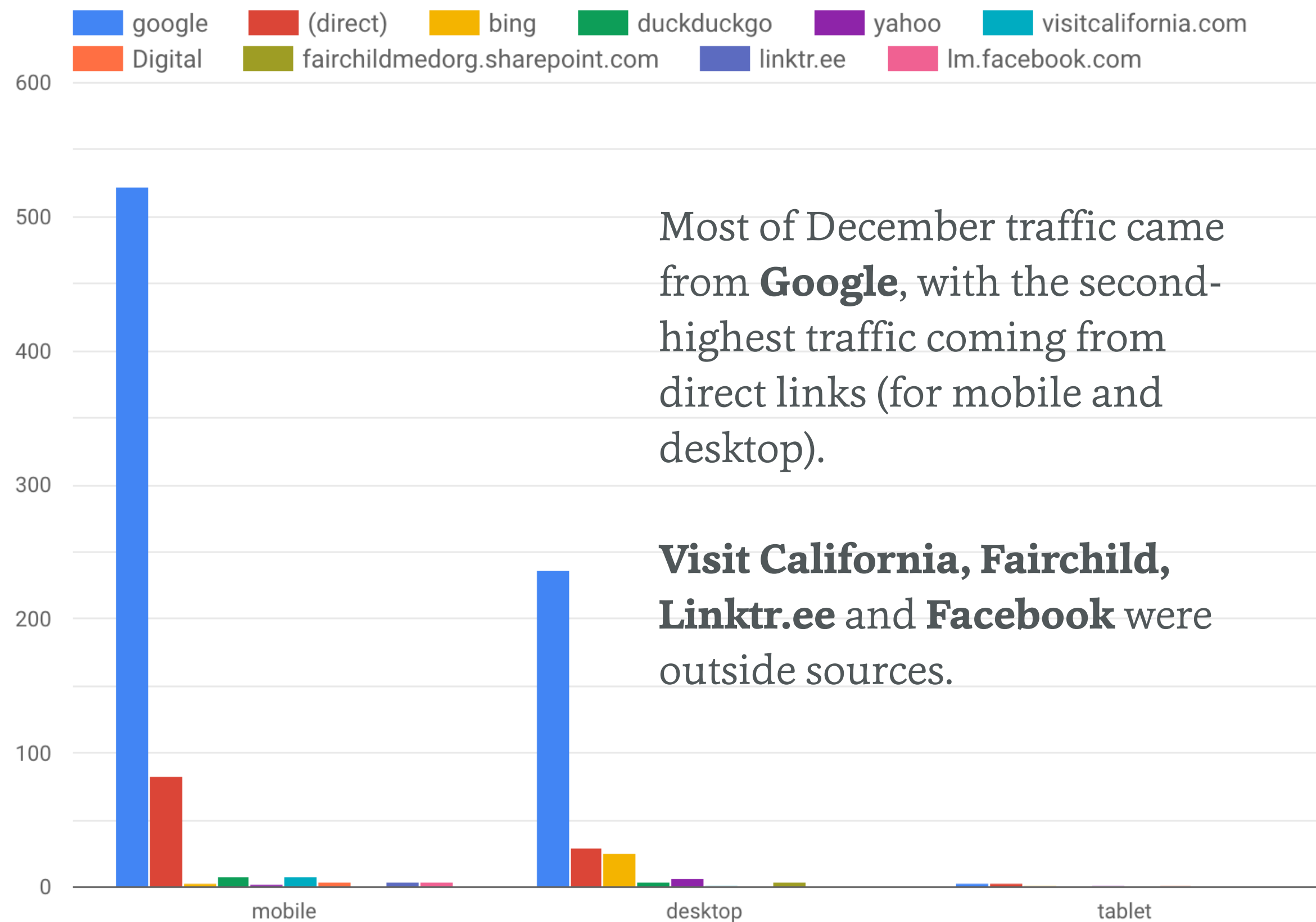
VOLCANIC LEGACY

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	286 1.41% of total	183 1.44% of total	1.56 Avg -2.31%	24s Avg -17.47%
1 /volcanic-legacy-scenic-byway-pass/	286	183	1.56	24s

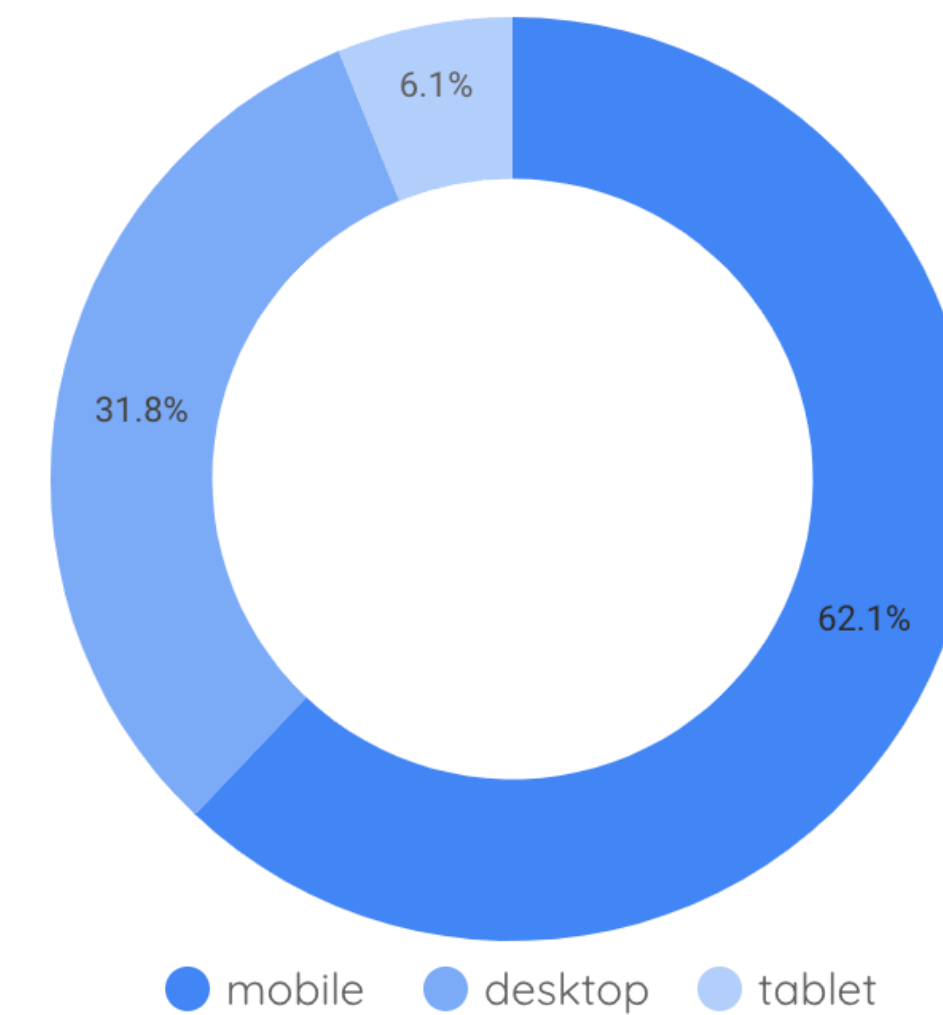
- In December, the Volcanic Legacy Scenic Byway Pass page had 286 views with 183 users with an average engagement time of 0:24 seconds.
- Most of the traffic came from direct clicks and google searches.

AUDIENCE DEVICE

Traffic Source



Percentage of sessions on each device type



Mobile users were the majority at 62.1%

SITE AUDIENCE – WORLD

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

Also in the top countries are **Brazil and China.**

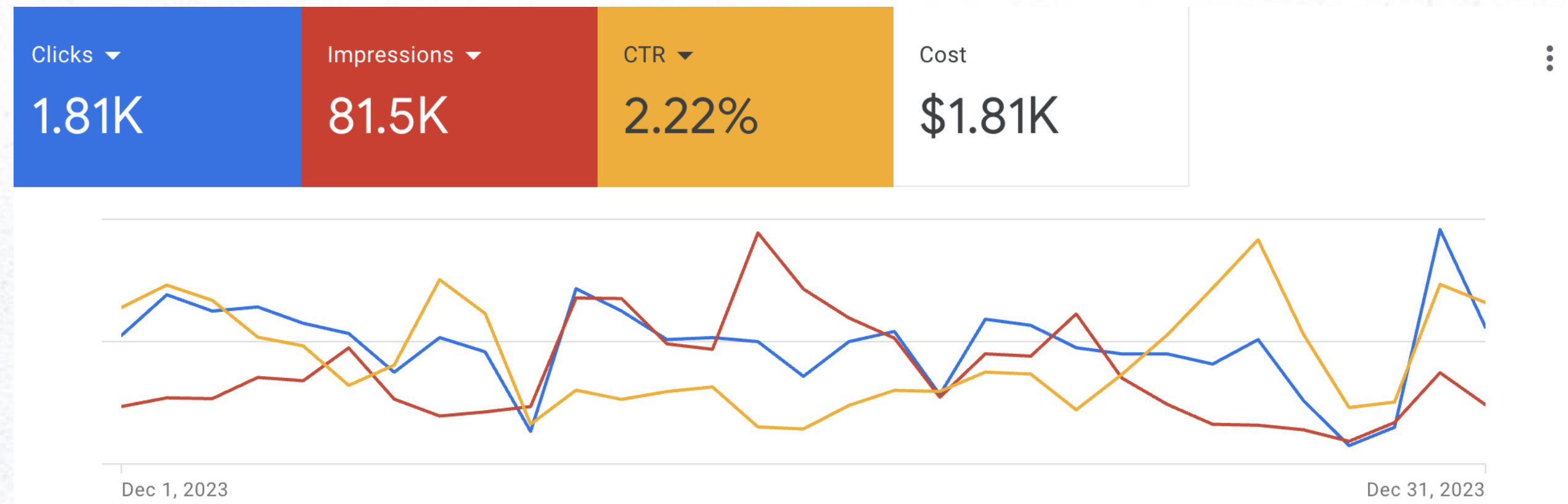
		12,679 100% of total
1	United States	11,628
2	India	143
3	Canada	95
4	Brazil	54
5	China	51
6	(not set)	45
7	United Kingdom	43
8	Mexico	41
9	Philippines	31
10	Germany	29

GEO / DEMOGRAPHIC

City	↓ Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	13,979 100% of total	12,679 100% of total	12,520 100% of total	5,641 100% of total	40.35% Avg 0%	0.44 Avg 0%	29s Avg 0%
1 (not set)	3,447	3,402	3,327	498	14.45%	0.15	7s
2 San Jose	928	802	765	482	51.94%	0.60	38s
3 Sacramento	683	585	541	349	51.1%	0.60	31s
4 Los Angeles	563	494	459	258	45.83%	0.52	32s
5 Hampton	558	558	557	3	0.54%	<0.01	0s
6 Seattle	462	376	344	265	57.36%	0.70	53s
7 San Francisco	367	332	311	208	56.68%	0.63	41s
8 Pembroke Pines	352	353	352	1	0.28%	<0.01	0s
9 Mount Shasta	250	198	176	167	66.8%	0.84	1m 01s
10 Yreka	219	179	153	157	71.69%	0.88	1m 21s

- **The top performing cities for December included San Jose, Sacramento, Los Angeles and Hampton.**
- **In terms of engagement time, Mount Shasta and Yreka users spent the longest time on the site with Yreka coming in at 1:21!**

PAID SEARCH - NOVEMBER



- In December, the paid search campaign generated 1,809K clicks with a 2.22% CTR at a \$1 cost per click.
- The top three locations for search based on total clicks were San Francisco, San Diego and Los Angeles.
- The top search category was “california trip” and “vacation rentals”.

TOP SEARCH KEYWORDS

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Final URL	↓ Clicks	Impr.	CTR
		Total: Keywords in your curren... ?		1,806	81,442	2.22%
<input type="checkbox"/>	<input checked="" type="radio"/>	california trip	—	462	12,480	3.70%
<input type="checkbox"/>	<input checked="" type="radio"/>	california things to do	—	98	3,829	2.56%
<input type="checkbox"/>	<input checked="" type="radio"/>	things to do near me	—	96	1,915	5.01%
<input type="checkbox"/>	<input checked="" type="radio"/>	place in california	—	84	4,921	1.71%
<input type="checkbox"/>	<input checked="" type="radio"/>	pacific coast highway road trip	—	82	1,787	4.59%
<input type="checkbox"/>	<input checked="" type="radio"/>	vacation rental	—	65	1,915	3.39%
<input type="checkbox"/>	<input checked="" type="radio"/>	mountain resorts	—	52	1,166	4.46%
<input type="checkbox"/>	<input checked="" type="radio"/>	fun things to do near me	—	41	708	5.79%

- **Top Keywords with the highest clicks: “California Trip” and “California Things To Do” were the most clicked keywords for December.**
- **Activities and lodging continue to be among the top searched keywords.**

SEO UPDATES

December 2023 Updates completed

- Removed 4 closed listings
- Optimized page title and meta description for /events/
- Removed 23 broken links
- Removed WP Rocket Plugin

New Tasks/To Be Started

- Blog review list
- Update Lake Siskiyou Trail Page
- Combine duplicated podcast pages
- Install replacements for Rocket Plugin

BLOGS/NEWSLETTERS RESULTS

December 2023

DECEMBER BLOG OVERVIEW

**Blog: Ultimate Snow Adventures
in Siskiyou**

Published: 12/12/23

Views: 24

Average Engagement Time: 0:19

*Note – This blog was deployed via
newsletter 1.24.24 due to snow delay.
More views and engagement expected.*



ULTIMATE SNOW ADVENTURES IN SISKIYOU

Who says Californians can't enjoy a snowy winter? Here
in California's real North, we see all four seasons — in [...]

DECEMBER BLOG OVERVIEW

Blog: Things To Do in Mount Shasta

Published: 12/22/23

Views: 6

Average Engagement Rate: 0:21

Note: This blog is to be sent in 2nd January newsletter. Views and AER expected to increase.



THINGS TO DO IN MOUNT SHASTA

There's plenty to do in Mount Shasta The beauty of Siskiyou, California's northernmost region, is a sight to behold any [...]

DECEMBER #1 ENEWSLETTER OVERVIEW

Subject line: Gear Up for Ski Season! 🏔️ 🎿

Launched: 12/23/23

Open Rate: 34.3%

CTR: 1.1%

Clicks: 82

- Dining: 31 clicks
- Ski Season: 30 clicks
- NYE Parade: 26 clicks



PREP FOR THE SLOPES

This holiday season, the snow has been a little shy than usual. But just because the grass is still green in some parts of the county doesn't mean you can't start prepping for your ski season adventure now! Read on for our tips on the best ways to prepare for ski season here in California's real North.

[READ MORE](#)

DECEMBER #2 ENEWSLETTER OVERVIEW

Subject line: Hike & Discover California's Real North 🏔️👟

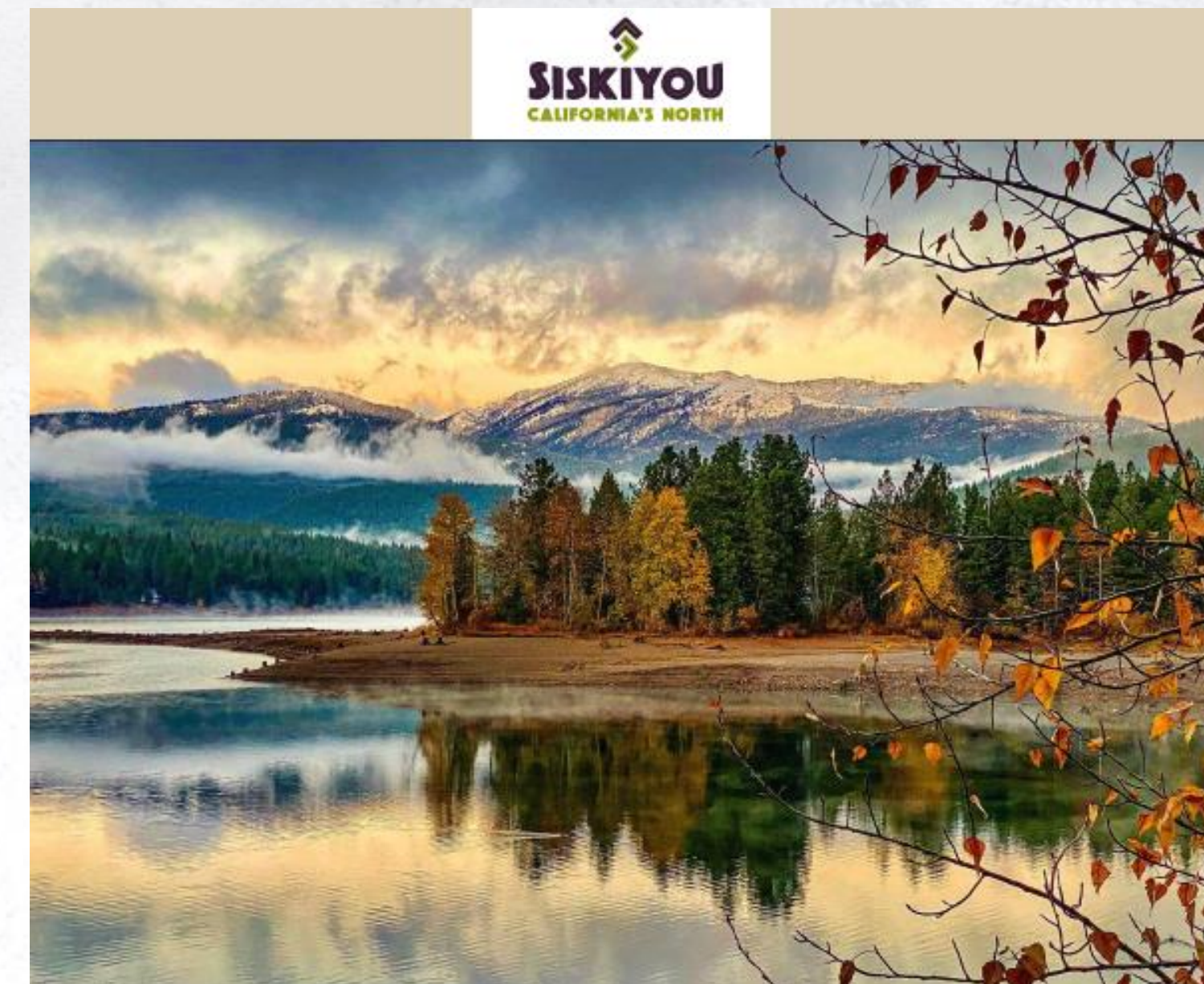
Launched: 01/2/24

Open Rate: 34.6%

CTR: 2.7%

Clicks: 120

- **Hiking Page: 75 clicks**
- **Snowball Event: 42 clicks**
- **Winter Sips: 37 clicks**



EPIC HIKING

Rain or shine, snow or sun, clouds or blue skies — no matter the weather, Siskiyou's epic hiking trails are worth a visit for even the most amateur of hikers. With a wide range of trails of varying difficulty levels, you can take the whole family to create new memories wandering through Siskiyou's stunning wilderness.

[READ MORE](#)

QR CODE RESULTS

December 2023

QR CODE YTD SCANS

Events

- Facebook – 12 (no change MoM)
- Instagram – 40 (no change MoM)

Trifolds

- Total Scans – 49 (+ 9 MoM)

Redding Airport

- 4 scans (no change MoM)

Medford Airport

- 39 scans (no change MoM)

Granzella's

- 8 scans (no change MoM)

Etna Banner

- 0 scans (no change MoM)

Bandwango Volcanic Pass

- 1 scan (no change MoM)



PR RESULTS

December 2023

MEDIA RELATIONS UPDATE

Proactive Pitches:

- Siskiyou's Beer Trail
- 2024 Events in Siskiyou
- Adventurous Cold Weather Destinations
- 2024 Travel Tips: Where To Go & What To Do
- Plan Your 2024 Vacation in Siskiyou
- Romantic Getaways for Valentine's Day
- Destinations That Serve as a Beautiful Wedding Backdrop
- Ultimate Snowmobiling Adventures in Northern California
- Outdoor Activities in The Western U.S.

The logo for WorldAtlas, featuring a blue globe icon to the left of the text "WorldAtlas" in a bold, blue, sans-serif font.The logo for "visit California", with "visit" in orange and "California" in blue, both in a sans-serif font. A yellow swoosh underline is positioned beneath the word "California".The logo for "THE SISKIYOU DAILY NEWS", with "THE SISKIYOU" on the top line and "DAILY NEWS" on the bottom line, both in a bold, black, serif font.

EARNED MEDIA RESULTS

- Secured Clips: 8
 - Est. Digital Monthly Visits: 32M
 - Est. Digital Coverage Views: 50.5K
-
- Coverage featured Yreka Night of Lights, underrated towns in Northern California, best trails in California, best California towns for outdoor enthusiasts and more.



Best Culinary and Outdoor Trails in California

Siskiyou's Beer Trail

With Siskiyou County's endless opportunities for outdoor adventure, it also packs with it some of the best craft beer in Northern California that are perfect after a day on the lake or trail. Siskiyou's Beer Trail starts in south Siskiyou with [Dunsmuir Brewery Works](#), known for its beer and food. Then head to [Siskiyou Brew Works](#) in McCloud, a favorite local nano brewery and pizzeria. The next stop is [Pipeline](#), Mt. Shasta's newest craft kitchen with a vast beer selection and diversely delicious menu. There's also [Mt. Shasta Brewing](#) in Weed, a longtime local brewery known for its distinct beers and quirky alehouse.

COVERAGE HIGHLIGHTS

THE SISKIYOU DAILY NEWS

Photo gallery: Yreka sparkled as crowds came downtown to the Night of Lights



It takes more than a cold rain to dampen the holiday spirit in Yreka. Crowds packed Miner Street in downtown Yreka on Dec. 2, 2023 for the Yreka Night of Lights event, featuring caroling, vendors, food and live music.



Downtown Yreka hosted the holiday-themed Night of Lights on Dec. 2, 2023. Despite cold and drizzle, the Night of Lights event brought crowds out to shop, sing Christmas carols, shop, eat and enjoy live music.



11 Most Underrated Towns In Northern California To Take A Trip To

Located in the heart of Siskiyou County, Yreka may go unnoticed by many, yet it is a town rich in history. The Siskiyou County Museum, established in 1951, showcases the stories and legacy of those who first settled in the area.

The Siskiyou Golden Fair provides a range of exciting activities and events, including carnival attractions and local cultural events. For adults interested in gaming, the Rain Rock Casino is a popular destination, open daily from 9 am to 3 am, offering a variety of high-stakes games.



10 Crazy Affordable Small Towns In California

For those who enjoy both winter and summer outdoor activities, the town of McCloud is one to consider staying at in California. Located at the base of Mt. Shasta in Northern California, the town itself is an old milling town full of history. In fact, [the McCloud Mercantile Hotel](#) and [the McCloud Hotel](#) were both built over 100 years ago, in 1897 and 1916, respectively. And with rates starting at \$189 per night for either, accommodations will not break the bank.



6 Snow-Savvy Reasons to Ski Midweek This Winter

Bolster your budget and dodge the snow crush by hitting the slopes Monday to Friday

1) Score Savings on Lift Tickets

Ski resorts want to attract midweek skiers, and their lift ticket prices reflect that. At [Heavenly](#) in [South Lake Tahoe](#), expect to pay \$239–259 on a Saturday if you purchase at the ticket window or \$203 if you buy online before your trip. But on weekdays, save a bundle by buying online in advance for \$167. Ditto for the Eastern Sierra's [Mammoth Mountain](#): Purchase online in advance and you'll pay \$189–209 on a Saturday—plus \$50 if you buy at the ticket window—but only \$169 Monday to Thursday. At [Big Bear Mountain Resort](#), two hours' drive from [Los Angeles](#), buy your ticket online and pay \$139–155 for weekends, but only \$119 midweek. Even at budget-minded [Mt. Shasta Ski Park](#) in [Siskiyou County](#)—where weekend lift tickets are less than \$100—you can still save \$15 by skiing Monday to Thursday.



6 Best Small Towns In California For Outdoor Enthusiasts

Nestled in the foothills of the majestic [Mount Shasta](#), the town of the same name beckons visitors with its scenic beauty and gateway to adventure. Catering to thrill-seekers and leisurely hikers alike, this double-peaked volcanic mountain offers trails for all abilities throughout the year. With its highest peak reaching 14,179 feet, Mount Shasta is a magnet for skiers and snowboarders nationwide. A mere 20-minute drive from Mount Shasta town lies Mt. Shasta Ski Park, where winter sports enthusiasts can enjoy the slopes. Spanning 2,038 vertical feet, the park features 38 trails ranging from beginner-friendly to expert-level challenges, alongside areas designated for sledding, snowshoeing, and snowmobiling. Before setting out for a day in the snow, visitors can gear up at the local Sportsmen's Den.

COVERAGE HIGHLIGHT LINKS

- *Siskiyou Daily News* - [These Siskiyou County restaurants serve holiday dinner specials on Christmas Eve and Dec. 25](#)
- *Siskiyou Daily News* - [Photo gallery: Yreka sparkled as crowds came downtown to the Night of Lights](#)
- WorldAtlas - [11 Most Underrated Towns In Northern California To Take A Trip To](#)
- TheTravel - [10 Crazy Affordable Small Towns In California](#)
- Visit California - [Best Trails in California](#)
- Visit California - [6 Snow-Savvy Reasons to Ski Midweek This Winter](#)
- WorldAtlas - [6 Best Small Towns in California for Outdoor Enthusiasts](#)
- *Siskiyou Daily News* - [Siskiyou County rings in 2024 at these New Year's Eve parties, dinners and concerts](#)

A scenic landscape featuring a calm lake in the foreground, reflecting the surrounding environment. The background consists of a dense forest of evergreen trees on a hillside, leading up to rugged, rocky mountains. The sky is a mix of purple and blue, suggesting dusk or dawn. The text "THANK YOU" is prominently displayed in the center of the image in a bold, white, sans-serif font. The image is divided into several triangular sections by dark, semi-transparent overlays, creating a layered effect.

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.

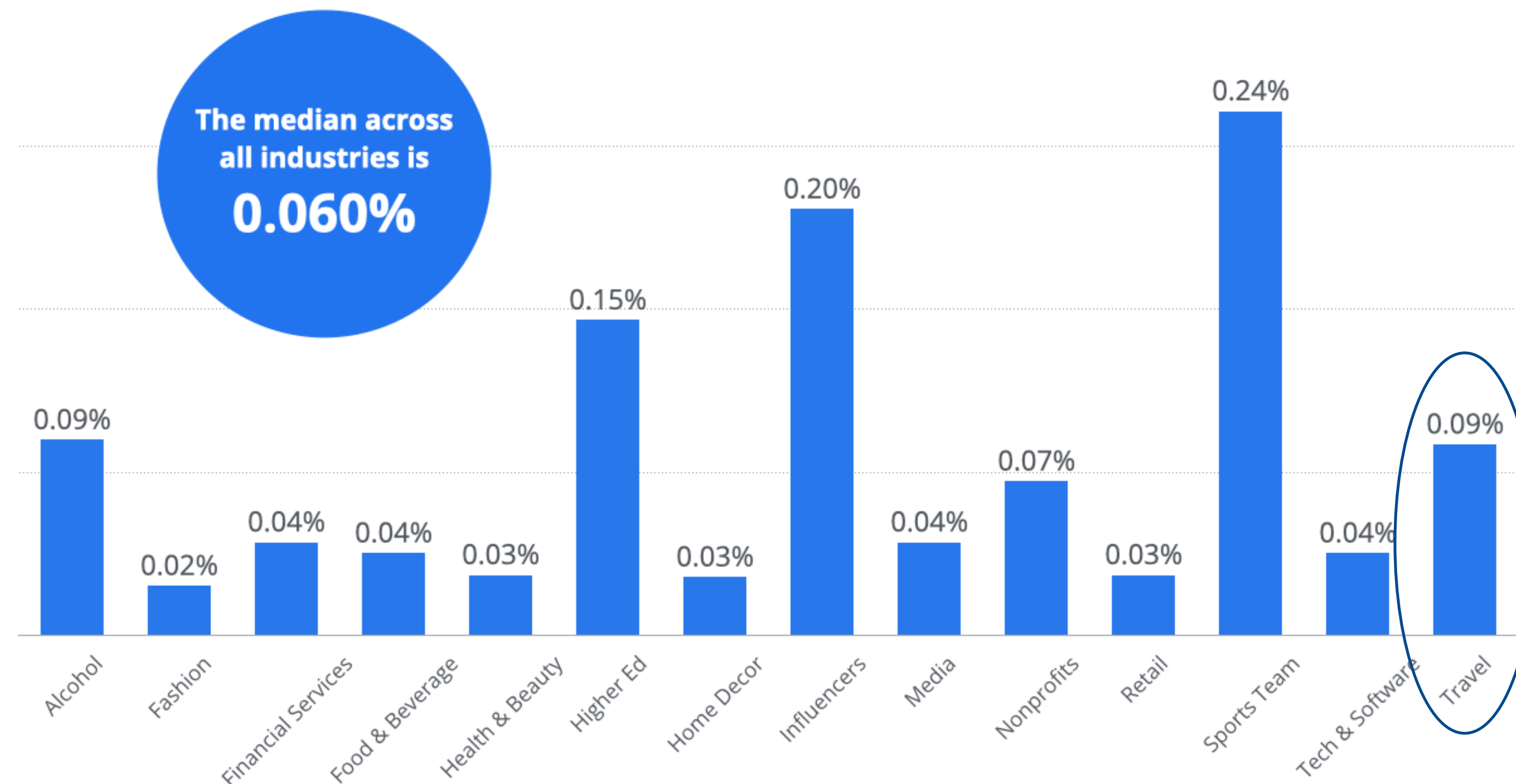
Engagement: The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

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)

