

DISCOVER SISKIYOU

Performance Report | January 2024





PAID SOCIAL

KEY TAKEAWAYS

PAID SOCIAL REACHES NEW HEIGHTS: In January, Siskiyou's ad campaign performance set new high-water marks for single-month performance, both in terms of reach and spend efficiency as well as engagement. The strong performance applied not only to all three primary audiences, but to each demographic breakout as well regardless of audience.

BUILDING TO SPRING: Organic performance was steady in January following the excitement of the holiday season (and two incredible social media giveaways) in December. We expect strong performance in the months ahead, particularly with a focus on spring break and the changing seasons in Siskiyou.



AUDIENCE OVERVIEW

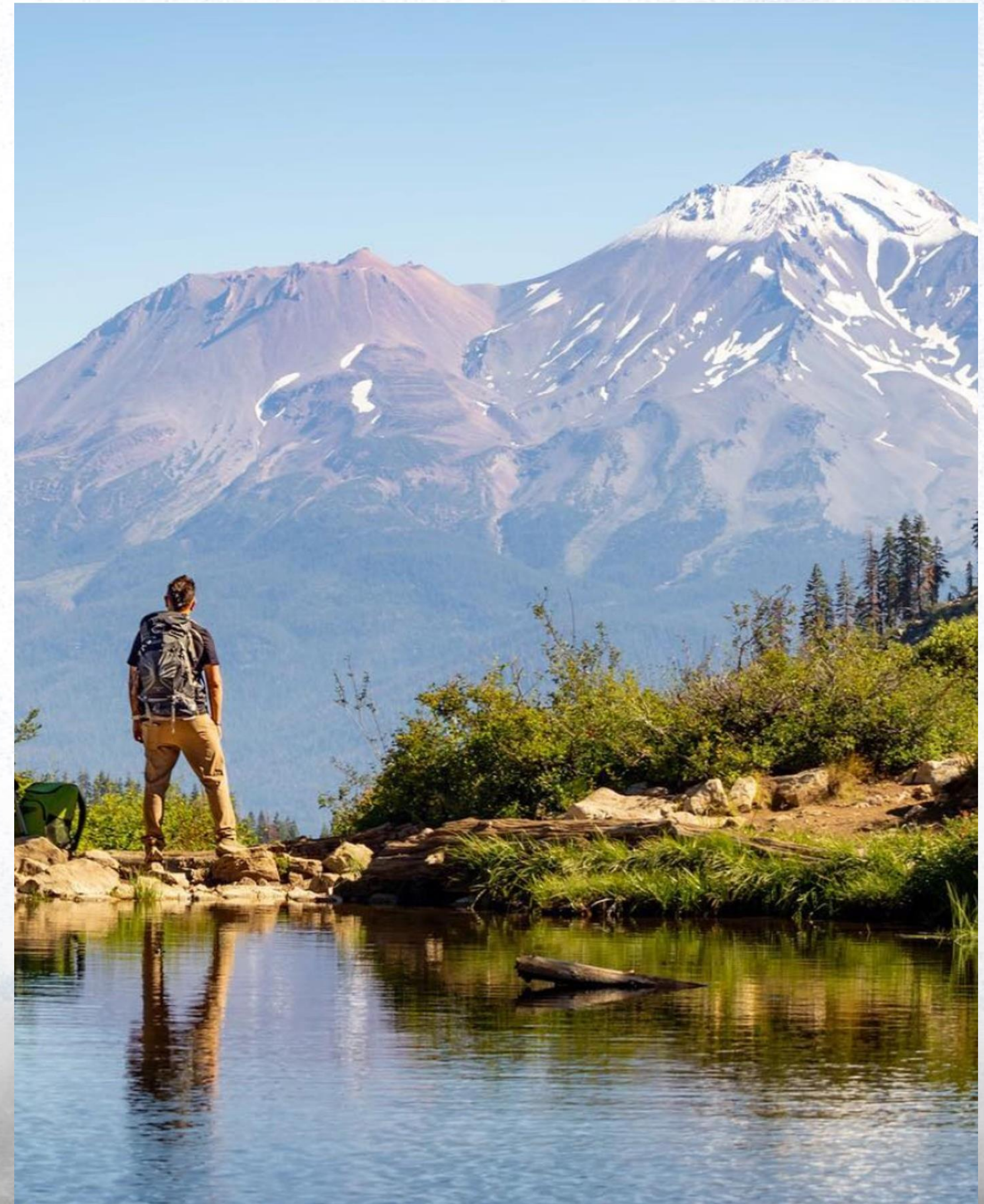
Adventure: Users ages 21-54 with indicated interest in “Adventure Travel” (or similar interest parameters)

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: 29,789 post engagements, 1.75% engagement rate
- Ages 55-64: 10,722 post engagements
- Ages 65+: 2.35% engagement rate

TOP AUDIENCES

- Family Man (1.55% engagement rate)
- Authentic (1.71% engagement rate)
- Adventure (1.82% 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: 1.28%

(industry benchmark is 0.09%)

DATA BREAKDOWN

	Impressions	Eng. Rate	CPM
Total	2,363,555	1.70%	\$1.16

Gender	Impressions	Eng. Rate	CPM
Male	1,699,211	1.75%	\$1.17
Female	640,711	1.58%	\$1.15
Uncategorized	23,633	1.40%	\$1.10

Age	Impressions	Eng. Rate	CPM
18-24	238,161	1.32%	\$1.09
25-34	251,739	1.42%	\$1.16
35-44	420,883	1.42%	\$1.18
45-54	475,769	1.51%	\$1.17
55-64	565,990	1.89%	\$1.16
65+	411,013	2.35%	\$1.17

Campaign performance in January set new performance highs in terms of reach, engagement and spend efficiency dating back to the start of the current campaign last fall. These performance lifts spanned nearly all demographic breakouts as well, indicating strong performance across all audiences.

DMA	Impressions	Eng. Rate	CPM
Los Angeles	809,345	1.64%	\$1.15
Bay Area	385,220	1.59%	\$1.16
Sacramento	368,510	1.76%	\$1.15
Fresno	244,037	1.85%	\$1.17
All Others	556,443	1.77%	\$1.16

Audience	Impressions	Eng. Rate	CPM
Adventure	889,147	1.82%	\$1.16
Authentic	750,648	1.71%	\$1.17
Family	723,760	1.55%	\$1.15

Overall impressions were up more than 45% month-over-month, with engagement up roughly 120% in that same time. While younger audience segments demonstrated the best performance in past months, January performance skewed older, with 55-64 and 65+ audience segments driving single-month highs for engagement as well as the highest engagement rates of any age breakout. January was also the most balanced month in terms of performance across the campaign's three primary audience, posting the smallest gap between highest- and lowest-performing audiences since the campaign's launch.

STR REPORT – JANUARY

STR Report	JAN 2023	JAN 2024	MOM
Occupancy	41.1	32.8	-20.1%
ADR	99.2	98.5	-.6%
RevPar	40.8	33.3	-20.7%



ORGANIC SOCIAL



FACEBOOK RESULTS

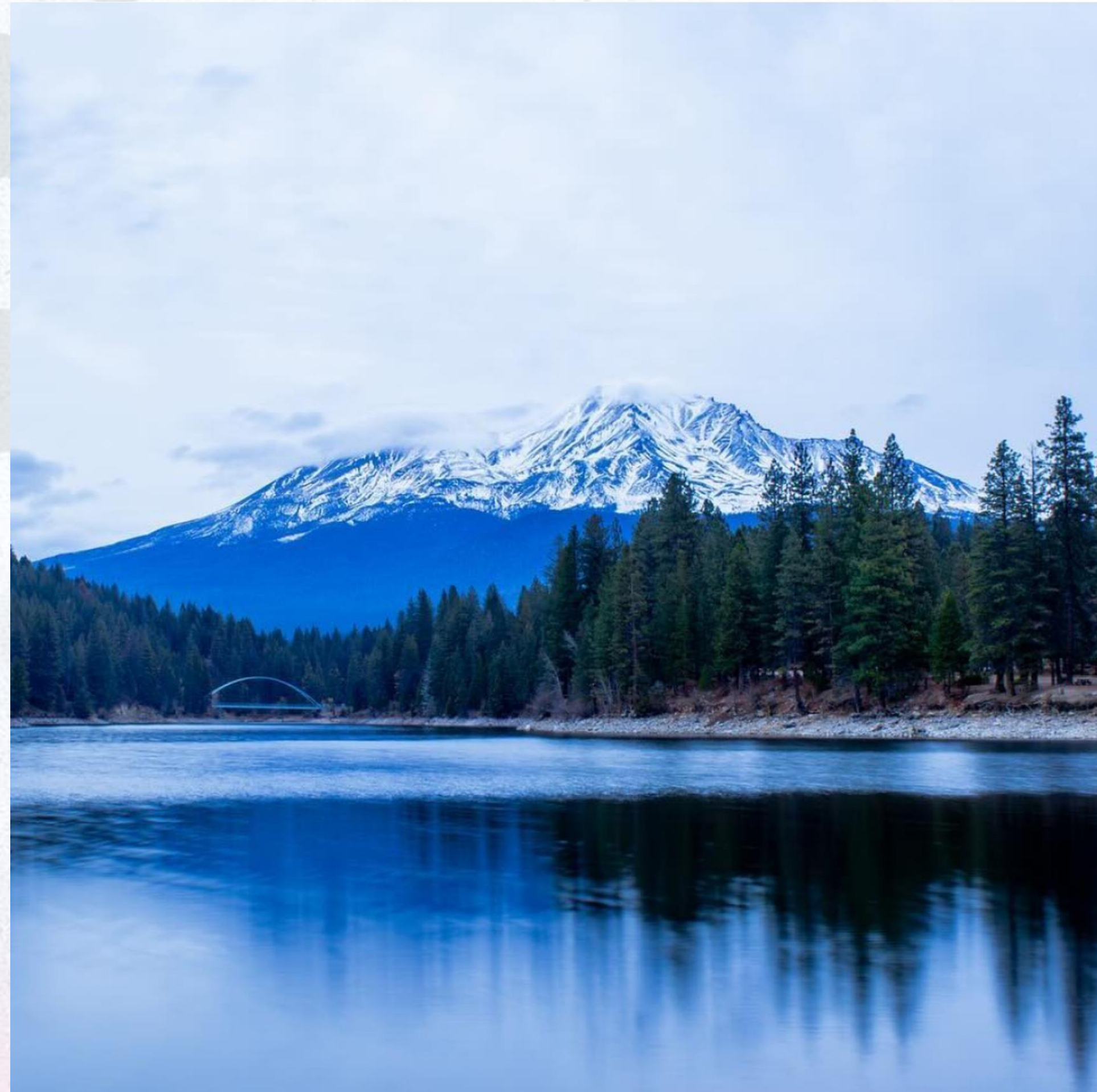
Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
JAN 2024	5,791	87	9	4	67	2.88%
DEC 2023	10,830	364	35	34	398	7.67%
<i>DIFF. MoM</i>	<i>-46.5%</i>	<i>-76.1%</i>	<i>-74.3%</i>	<i>-88.2%</i>	<i>-83.2%</i>	<i>-62.5%</i>

Siskiyou’s Facebook content endured a decline in performance in January following a strong December focused on holiday season travel experiences across the four regions. Some of this dip can be explained through post cadence; we posted less on Siskiyou in January following the peak of the holiday season and will in-turn be increasing post cadence in February and March, especially in leadup to Spring Break for travelers.

Additionally, we will work to continue incorporating more video content into Siskiyou’s monthly content calendars, particularly for Facebook where video content has proven to drive consistent performance.

TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 16 | Comments: 4 | Shares: 0
Clicks: 30 | Eng. Rate: 4.70%



Reactions: 26 | Comments: 2 | Shares: 3
Clicks: 11 | Eng. Rate: 4.53%



INSTAGRAM RESULTS

Performance Totals

	Impressions	Likes	Comments	Shares	Saves	Engagement Rate
JAN 2024	12,514	782	21	41	8	6.81%
DEC 2023	43,736	2,928	1,248	572	110	11.1%
DIFF. MoM	-71.4%	-73.3%	-98.2%	-92.8%	-92.7%	-38.7%

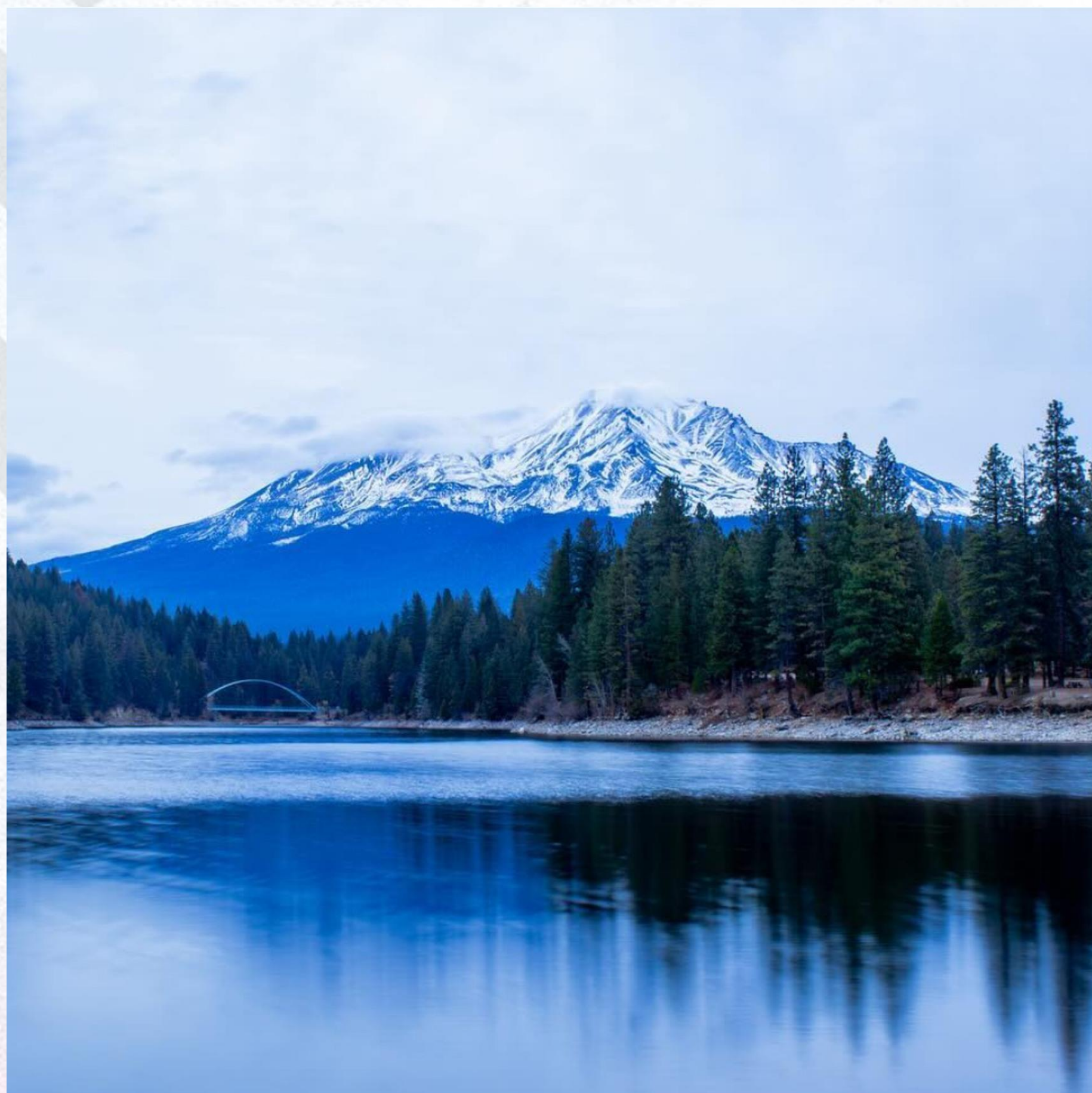
Instagram performance remained steady month-over-month, as two December giveaways (that were two of the top-5 most-engaged posts of calendar year 2023) led to a significant positive outlier that warped month-over-month benchmarks.

A pattern of strong engagement around natural scenery content continued in January, while winter activity content also drove strong performance, particularly promotion of winter sports like skiing and snowboarding. These themes continued to be a focus in February content, all building toward Spring Break and the changing of seasons across Siskiyou's four regions.

Finding ways to incorporate stunning natural scenery into video reels content has also led to strong performance compared to other reels content published earlier in 2023.



TOP POSTS BY TOTAL ENGAGEMENT



Likes: 254 | Comments: 9 | Shares: 10 | Interactions: 12
Saves: 0 | Eng. Rate: 11.2%



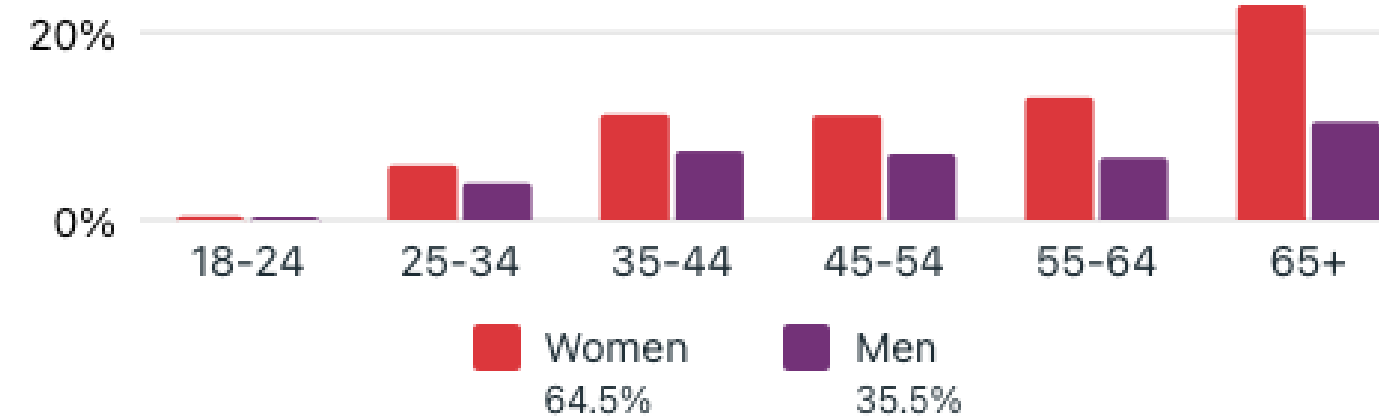
Likes: 130 | Comments: 0 | Shares: 5 | Interactions: 0
Saves: 9 | Eng. Rate: 7.66%

AUDIENCES OVERVIEW

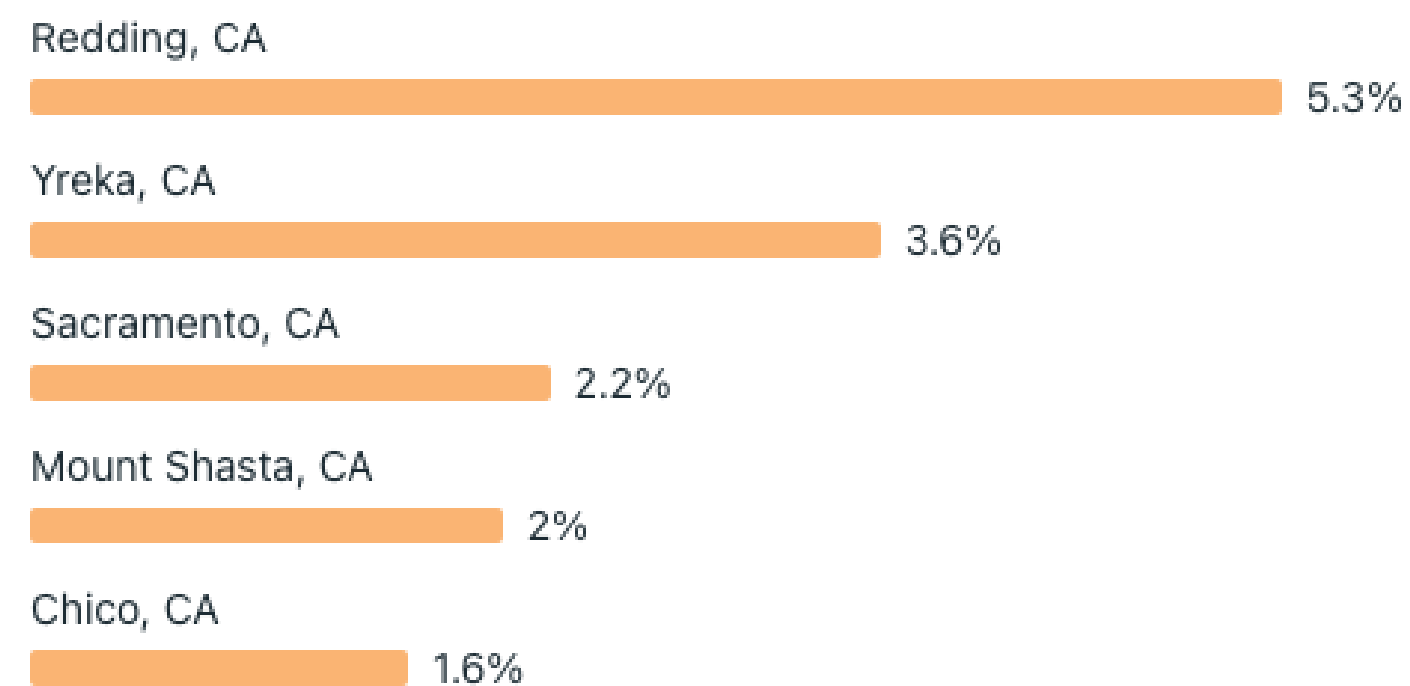
Facebook followers ⓘ

14,867

Age & gender ⓘ



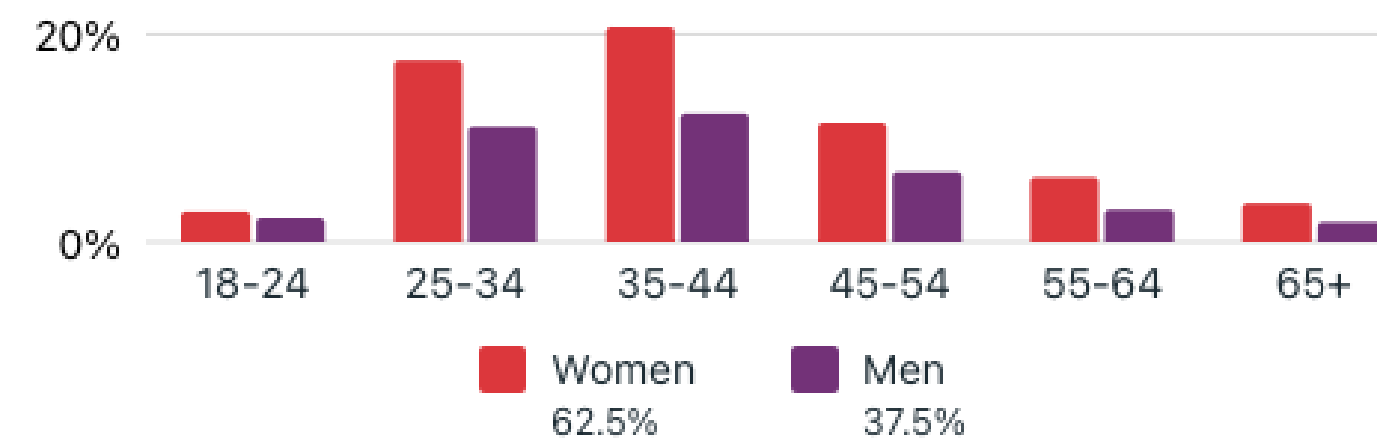
Top cities



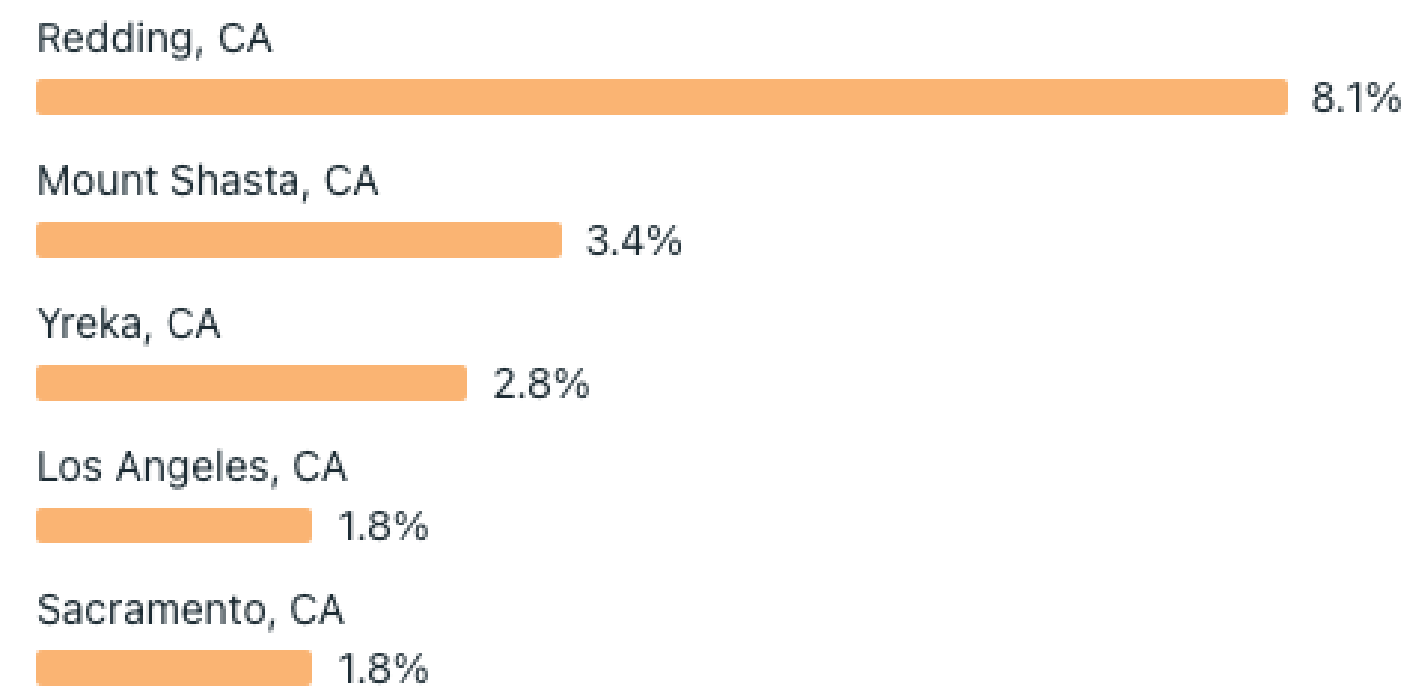
Instagram followers ⓘ

13,247

Age & gender ⓘ



Top cities



Net Audience Growth (Jan '24):

+35
(0.24%)



Net Audience Growth (Jan '24):

+128
(0.34%)



TIKTOK RESULTS

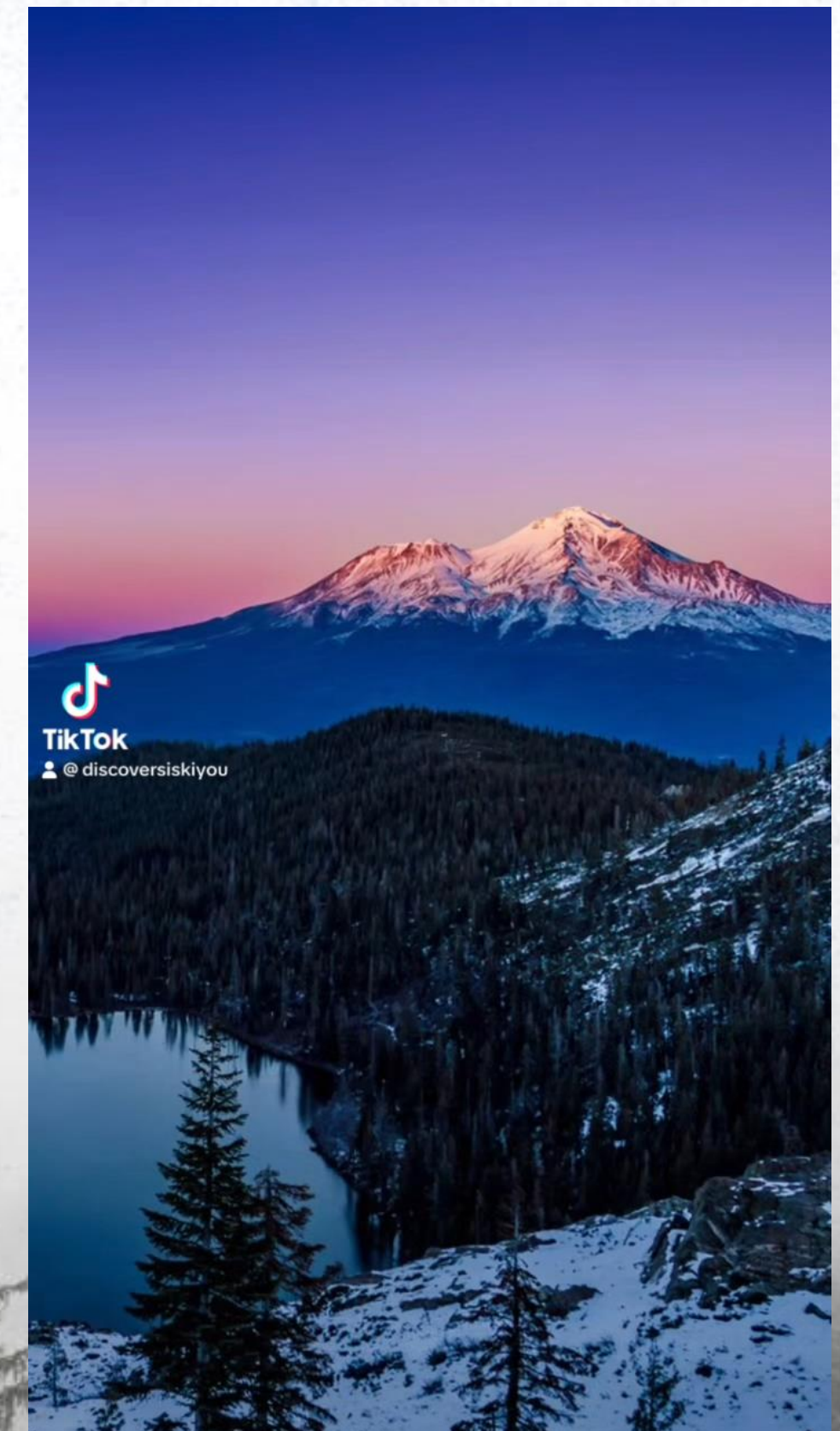
Performance Overview

	Video Views	Likes	Comments	Shares	Profile Views	Eng. Rate
JAN 2024	2,119	17	2	3	26	2.27%
DEC 2023	2,160	9	1	0	23	1.53%
DIFF. MoM	-1.90%	+188.9%	+100.0%	+INF.	+13.0%	+48.4%

Siskiyou’s steady growth on TikTok continued to begin 2024, with engagement climbing once again month-over-month. Its 2.3% engagement rate is Siskiyou’s highest for a single month on TikTok since summer 2023.

We will continue being strategic with our captions in this space, ensuring keywords are employed to help reach more users outside our owned audience by way of the “For You” video stream in the app.

Most Viewed Video





PINTEREST RESULTS

Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
JAN 2024	1,299	26	3	18	3.62%
DEC 2023	1,202	23	2	10	2.91%
DIFF. MoM	+8.07%	+13.0%	+50.0%	+80.0%	+24.4%

Pinterest remains a strong evergreen resource for prospective travelers to Siskiyou, as boards developed around different travel themes and experiences have helped guide users through our pins. The most-engaged pin was actually published in 2021, but its stunning beauty and the relevance of the larger board it belongs to on Siskiyou's Pinterest page led it to remain engaging to users even two years after originally being published.

Most Saved Pin





DIGITAL RESULTS

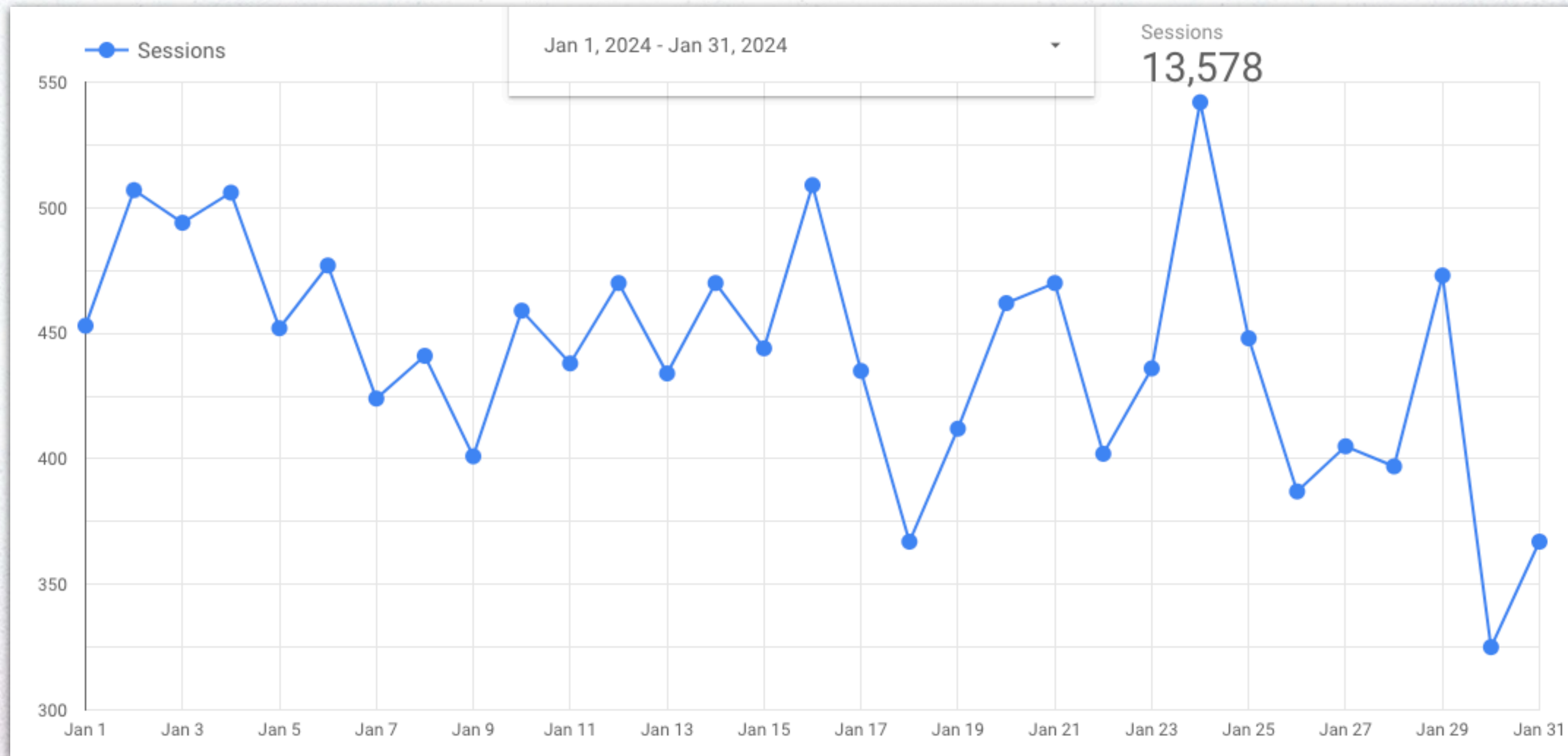
January 2024

WEBSITE REPORT

	Sessions	Users	Engaged Sessions Per User	Average Engagement Time	Bounce Rate
2024	13,578 (-2.78% MoM)	12,032 (-5.1% MoM)	0.54 (+20.7% MoM)	0:32 (+20.08% MoM)	59.65% (+3.5% MoM)
2023	9,325	7,883	-	-	67.43%

- In January, the DiscoverSiskiyou website saw increases in engagement-based metrics. This means that while there were slight decreases in overall traffic to the page, the users landing on the website found the content relevant.
- When comparing YoY, the website continued to see 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 January 16th and January 24th.

TOP PAGES

	Page path and screen class	↓ Views	Users	Views per user	Average engagement time
		20,947 100% of total	12,032 100% of total	1.74 Avg 0%	36s Avg 0%
1	/	7,991	6,730	1.19	10s
2	/what-to-do/	804	342	2.35	1m 04s
3	/where-to-stay/	682	455	1.50	44s
4	/volcanic-legacy-scenic-byway-pass/	660	420	1.57	35s
5	/activities/snowmans-hill/	631	457	1.38	28s
6	/activities/	392	321	1.22	17s
7	/events/	383	252	1.52	1m 00s
8	/2024/01/23/things-to-do-in-dunsmuir/	312	197	1.58	1m 29s
9	/activities/iron-gate-reservoir/	189	164	1.15	34s
10	/2018/04/25/spiritual-retreats-and-sacred-places-in-siskiyou/	169	145	1.17	41s

- In January, the homepage remained at the number one most viewed page.
- The top engaged page from the top ten most visited pages was the blog for things to do in Dunsmuir with an average engagement time of **1:29**.
- The what to do page was the second most visited page.
- Paid search traffic drove the most users to the homepage.

BIKES, BREWS & 'ZA

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	3 0.01% of total	3 0.02% of total	1.00 Avg -42.56%	30s Avg -16.27%
1 /bikes-brews-za/	3	3	1.00	30s

- In January, the Bikes, Brews, And 'Za Pass page had 3 sessions and an average engagement time of 0:30 seconds.

VOLCANIC LEGACY

Page path and screen class ▾	+ <u>↓ Views</u>	<u>Users</u>	<u>Views per user</u>	<u>Average engagement time</u>
	660 3.15% of total	420 3.49% of total	1.57 Avg -9.74%	35s Avg -2.33%
1 /volcanic-legacy-scenic-byway-pass/	660	420	1.57	35s

- **In January, the Volcanic Legacy Scenic Byway Pass page had 660 views with 420 users and an average engagement time of 0:35 seconds.**
- **Most of the traffic came from direct clicks and google searches.**

GEO / DEMOGRAPHIC

City	↓ Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	13,578 100% of total	12,032 100% of total	11,803 100% of total	6,461 100% of total	47.58% Avg 0%	0.54 Avg 0%	36s Avg 0%
1 (not set)	1,749	1,662	1,610	422	24.13%	0.25	16s
2 San Jose	851	745	703	421	49.47%	0.57	39s
3 Sacramento	681	607	572	339	49.78%	0.56	38s
4 Chicago	653	650	647	26	3.98%	0.04	2s
5 Los Angeles	601	552	523	286	47.59%	0.52	29s
6 Seattle	417	355	332	251	60.19%	0.71	48s
7 San Francisco	394	362	351	212	53.81%	0.59	38s
8 Mount Shasta	259	198	175	187	72.2%	0.94	58s
9 New York	230	222	221	31	13.48%	0.14	7s
10 Yreka	215	175	146	172	80%	0.98	1m 25s

- The top performing cities included San Jose, Sacramento, Chicago and Los Angeles.
- In terms of engagement time, Mount Shasta and Yreka users spent the longest time on the site with Yreka generating an impressive average time of 1:25!

SITE AUDIENCE – WORLD

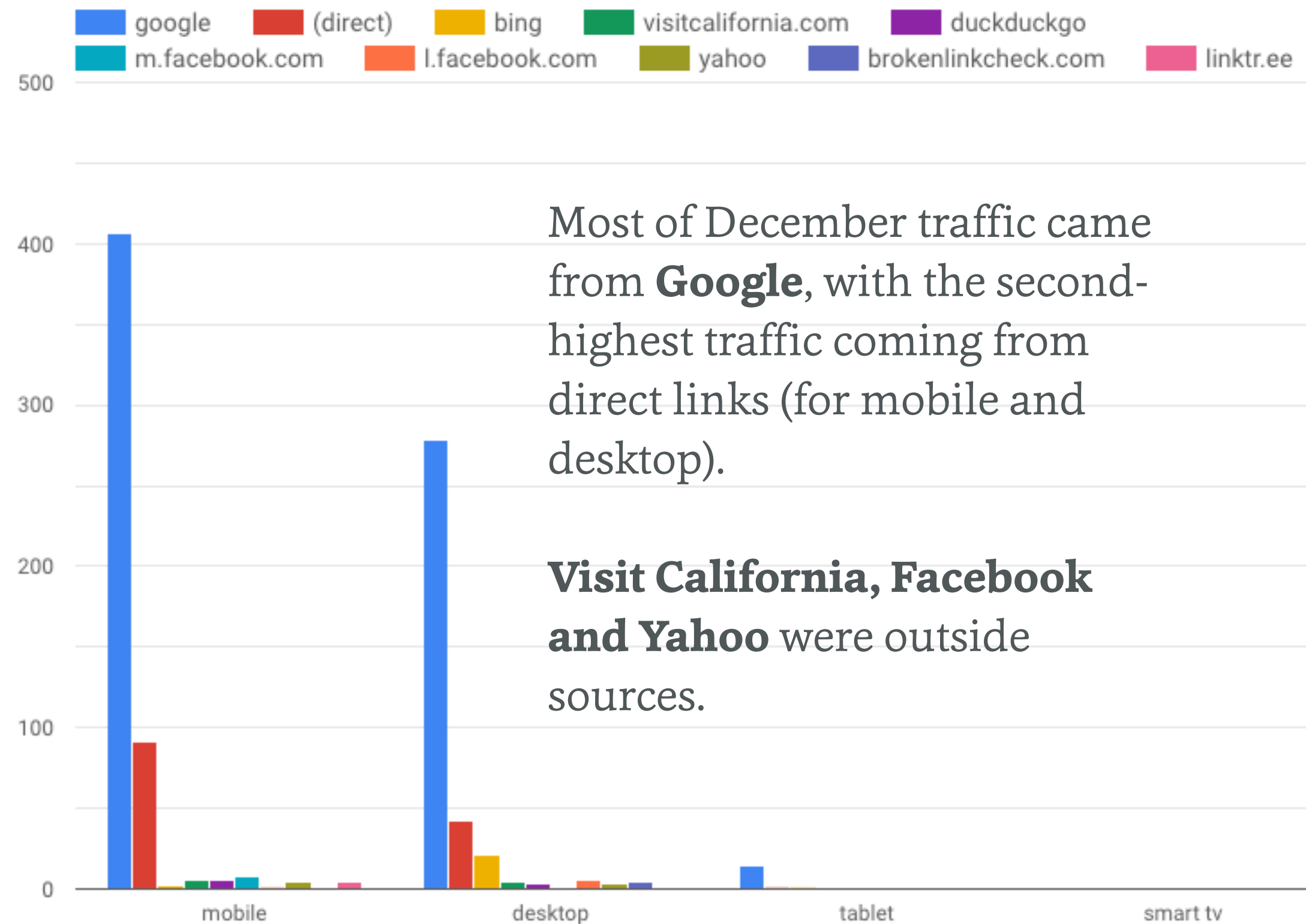
The top three countries with the most site visits were **US, India and Canada.**

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

		12,032 100% of total
1	United States	10,488
2	India	318
3	Canada	110
4	Mexico	76
5	Brazil	72
6	Saudi Arabia	61
7	Philippines	54
8	United Kingdom	50
9	(not set)	44
10	South Africa	43

AUDIENCE DEVICE

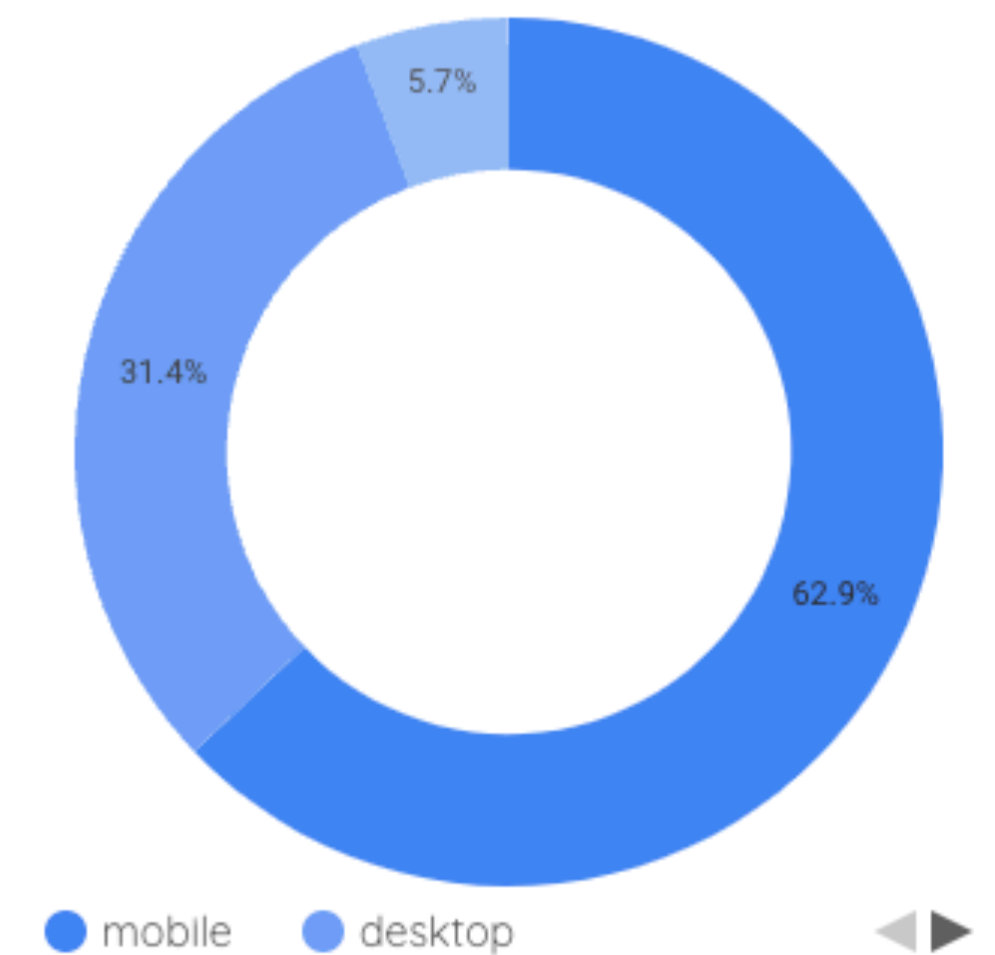
Traffic Source



Most of December traffic came from **Google**, with the second-highest traffic coming from direct links (for mobile and desktop).

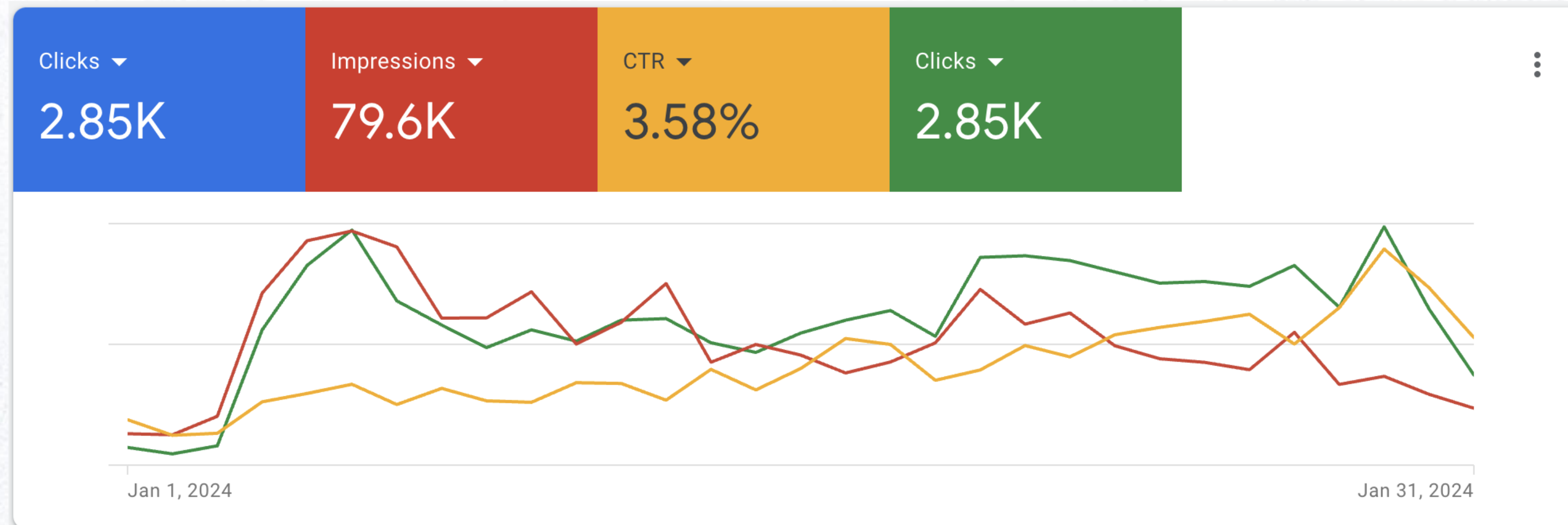
Visit California, Facebook and Yahoo were outside sources.

Percentage of sessions on each device type



Mobile users were the majority at 62.9%

PAID SEARCH - JANUARY



- In January, the paid search campaign generated 2,849 clicks with a 3.58% CTR at a \$0.62 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 rental”.

TOP SEARCH KEYWORDS

Summary of how your keywords are performing

	Impressions ▼	Clicks ▼	CTR ▼
● california trip	14,628	948	6.48%
● place in california	5,266	203	3.85%
● california places	3,475	55	1.58%
● california things to do	3,343	75	2.24%
● water attractions near me	2,237	17	0.76%

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

SEO UPDATES

January 2024 Updates completed

- Fixed 2 broken links
- Optimized [Volcanic Byway post](#)
- Redirected extra Volcanic Byway posts
- Fixed 20 H1 tags

New Tasks/To Be Started

- Blog review list
- Monitor Volcanic Byway posts.
- Monitor if backend commenting is happening
- Review switching WP Rocket plugin to FlyingPress
- Delete /volcanic-byway/ (ID=14098) post
- Delete /explore-volcanic-scenic-byway (ID=10778) post
- Monitor [fishing post](#) (redirected from </2017/05/24/fishing-in-siskiyou/>; was 1 for "fishing in lake siskiyou")

BLOGS/NEWSLETTERS RESULTS

January 2024

JANUARY BLOG OVERVIEW

Blog: The Best Places to Fish in Siskiyou

Refreshed/Updated: 1/23/24

Views: 76

Average Engagement Time: 1:31 (*Avg +154.63%*)



THE BEST PLACES TO FISH IN SISKIYOU

Siskiyou is a prime area for anglers of every level. The fishing in Siskiyou is abundant, with numerous lakes, rivers, [...]

JANUARY BLOG OVERVIEW

Blog: Things To Do in Dunsmuir

Published: 1/23/24

Views: 352

Average Engagement Rate: 1:29



THINGS TO DO IN DUNSMUIR

Just south of Mount Shasta, historic Dunsmuir is something of a hidden gem in Siskiyou County. Surrounded by sweeping mountain [...]

JANUARY #1 ENEWSLETTER OVERVIEW

Subject line: Explore Dunsmuir 

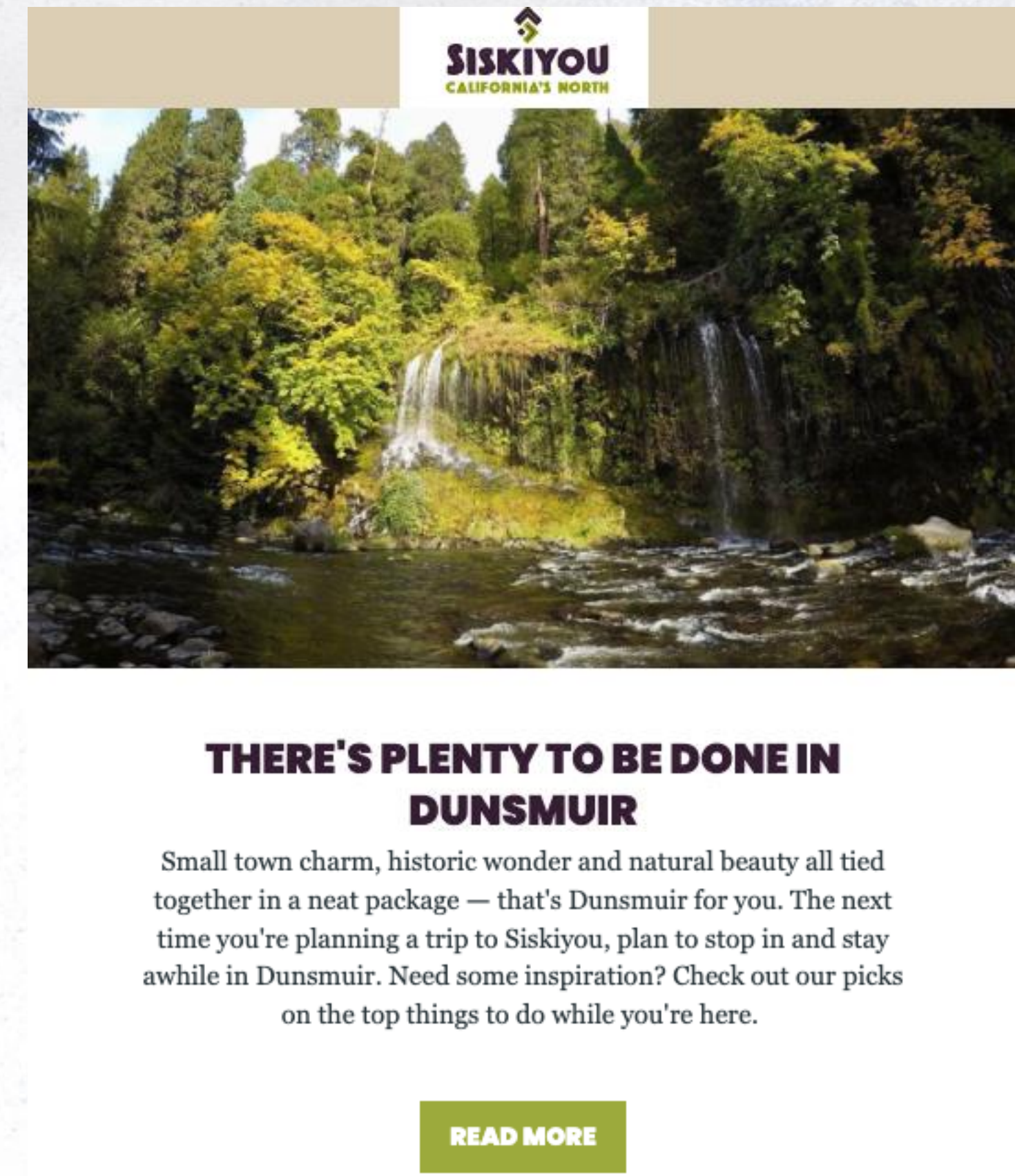
Launched: 1/24/24

Open Rate: 36.5%

CTR: 4.0%

Clicks: 271

- **Things To Do in Dunsmuir: 155 clicks**
- **Shasta Winterfest Event: 49 clicks**
- **Fishing in Siskiyou Blog: 28 clicks**



JANUARY #2 ENEWSLETTER OVERVIEW

Subject line: Love Is in the Air 🍷🏔️

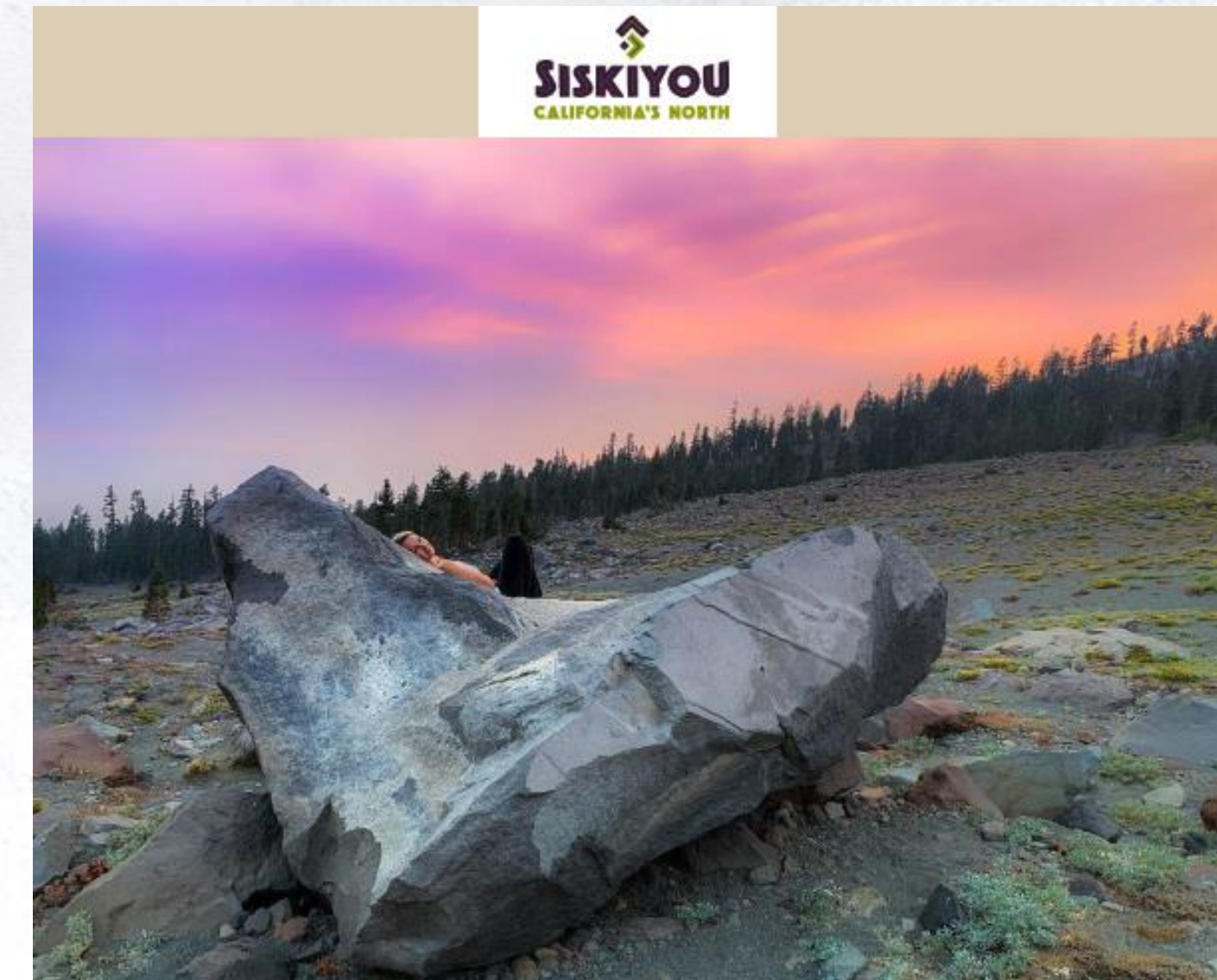
Launched: 02/08/24

Open Rate: 35.5%

CTR: 1.9%

Clicks: 128

- **Things To Do in Mount Shasta Blog: 42 clicks**
- **Romantic Escape Blog: 42 clicks**
- **Wedding Venues: 18 clicks**



FALL IN LOVE WITH SISKIYOU

This Valentine's Day, see how the phrase "love is in the air" takes on a whole different meaning when you're up in the mountains. Breathtaking scenery, wild outdoor adventure and unique activities in every region will have you and your sweetheart on Cloud 9 during your stay. Check out our guide to a romantic escape in California's real North.

[READ MORE](#)

QR CODE RESULTS

January 2024

QR CODE YTD SCANS

Events

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

Trifolds

- Total Scans – 49 (no change MoM)

Redding Airport

- 4 scans (no change MoM)

Medford Airport

- 42 scans (+3 MoM)

Granzella's

- 8 scans (no change MoM)

Etna Banner

- 0 scans (no change MoM)

Bandwango Volcanic Pass

- 1 scan (no change MoM)



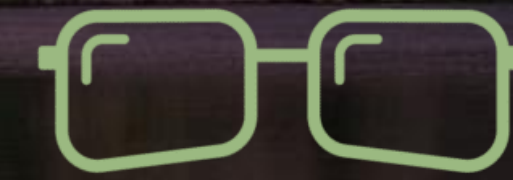
PR RESULTS

January 2024

MEDIA RELATIONS UPDATE

Proactive Pitches:

- How to Spend Valentine's Day in Siskiyou
- Cold-Weather Honeymoon Destinations
- Spending Ski Week in Siskiyou
- Best National Parks to Visit in 2024
- Accessibility in Siskiyou
- 2024 Shasta Gravel Hugger
- California Wildflower Destination
- How to View the Superbloom Sustainably
- Spring Break Destinations
- Upcoming Events



WEALTH OF GEEKS



EARNED MEDIA RESULTS

- Secured Clips: 7
 - Est. Digital Monthly Visits: 6.1M
 - Est. Digital Coverage Views: 125.4K
-
- Coverage featured fishing in California, free skating in Mt. Shasta, Siskiyou's Beer Trail, quirky California towns and more.



Stepping Up for California's Salmon

Native tribes are leading efforts to restore and nurture the salmon population throughout the Golden State

Within their ancestral homelands from **Mt. Shasta** and through the **McCloud** River watershed north of **Redding**, the **Winnemem Wintu Tribe** has protected and nurtured populations of Chinook salmon (known to the tribe as *Nur*) for countless generations. At waterfalls and other impassable barriers, tribespeople would collect salmon, then transport the fish in baskets before releasing them upstream. Tribal members even lit bonfires along stream banks to help guide salmon upriver.

In an article for the **Center for Humans and Nature**, Caleen Sisk, Winnemem Wintu chief and spiritual leader said, "Salmon are a magical fish to us. They're a spirit being that is always giving. In every stage of life, giving. As eggs, they're fish bait. As fry [recently hatched or juveniles], they're fish food. They only do things in a sacred manner."

At one time, the **Siskiyou County**-based Karuk Tribe netted salmon at 120 sites along the Klamath and Salmon rivers. Now they only fish at **Ishi Pishi Falls** near the confluence of the rivers at the sacred ceremonial location of Katamin, an area the Karuk consider the center of the world. Tribal members still use traditional 12-foot-long dip nets to fish for 40-pound fall-run Chinook salmon (known as *Áama* in the Karuk language).

COVERAGE HIGHLIGHTS



8 Of The Quirkiest Towns In Northern California

The upper half of the [Golden State](#) is home to various exciting destinations with incredible flair and character. Although famous cities like San Francisco draw the most visitors to the area, the lesser-known rural areas outside the major metro areas are home to authentic oddities. From historic mining towns and quaint beachside villages to picturesque alpine communities, these places host unusual attractions that never fail to intrigue tourists.

These attractions range from curious museums and odd festivals to unique cultures, showcasing the uniqueness of the localities. If you're seeking a break from your typical vacation experience, these offbeat towns in Northern [California](#) offer a delightful dose of small-town charm with a hint of the extraordinary. So, the next time you travel to the NoCal region, consider visiting these quirky yet interesting places.

Weed

This former lumber town in Siskiyou County attracts visitors with its curious name, inspired by the founder, Abner Weed. Although it has transitioned into a bustling tourist destination, Weed still retains its 1900s charm with breathtaking natural surroundings offering unrivaled outdoor adventures. For some background into the town, you can plan a tour of the Weed Historic Lumber Town Museum and browse a collection of artifacts and photographs showcasing the history of local pioneers. Meanwhile, those looking to step outside will find a nice place to hang out at the Weed Recreation & Parks Skate Park.

Weed is home to an array of souvenir and gift shops, but none more peculiar than the Enjoy Weed Shack. The establishment honors the town's name by exclusively selling weed-themed items, including t-shirts, coffee mugs, and hoodies. In addition to the Enjoy Weed Shack, there's also the Weed Store, another quaint gift shop at the base of Mount Shasta, offering a range of collectibles.



WEALTH OF GEEKS

29 Most Affordable Romantic Getaways for Newlyweds

29. Weed, California

Tucked away at the base of Mount Shasta, the small city of [Weed](#) is one of the more affordable locations couples can visit in California. Scenic drives, local art, and festivals make this a must-see for inexpensive locations in the state.

Whether you're looking for a vacation with your significant other or need a tried and true honeymoon destination, these global destinations are some of the trendiest for couples and newlyweds. While many require a love of the great outdoors, there are also plenty of options for urban dwellers, too. Pack a bag and get ready to see the world with your sweetheart!



Lava Beds National Monument

Lava Beds National Monument is a land of turmoil, both geological and historical. Over the last half-million years, volcanic eruptions on the Medicine Lake shield volcano have created a rugged landscape dotted with diverse volcanic features. More than 700 caves, Native American rock art sites, historic battlefields and campsites, and a high desert wilderness experience await you. [Here are 5 Awesome Adventures in Lava Beds National Monument.](#)



An adventure paradise waiting to be explored

Mount Shasta: the pinnacle of the brave

If you're looking for an exhilarating challenge, Mount Shasta awaits, with trails ranging from moderate to demanding. This potentially active volcano offers an exciting and rewarding climb for those willing to continue to the top. Once there, you will be rewarded with stunning views and a sense of accomplishment that only true adventurers can experience. Without a doubt, Mount Shasta is an unparalleled destination for lovers of heights and panoramic views.



California's guide to the best culinary and drink trails

Siskiyou's Beer Trail: Siskiyou County packs some of the best craft beers in Northern California. The trail covers Dunsmuir Brewery Works, Siskiyou Brew Works, Pipeline, and Mt. Shasta Brewing.

COVERAGE HIGHLIGHT LINKS

- Visit California - [Stepping Up for California's Salmon](#)
- KOBI-TV - [Free community skating in Mt. Shasta](#)
- World Nation News - [Discover California Through Its Trails! An Adventure Paradise Waiting To Be Explored](#)
- Active NorCal - [National Parks Are Free on Martin Luther King Jr. Day. Here's Where to Go in Northern California](#)
- The Times of India - [California's guide to the best culinary and drink trails](#)
- WorldAtlas - [8 of the Quirkiest Towns in Northern California](#)
- Wealth of Geeks - [29 Most Affordable Romantic Getaways for Newlyweds](#)

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 soft purple and blue, suggesting twilight. The text 'THANK YOU' is prominently displayed in the center of the image in a bold, white, sans-serif font. The image is framed by dark triangular shapes in the corners, creating a sense of depth and focus on the central scene.

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.

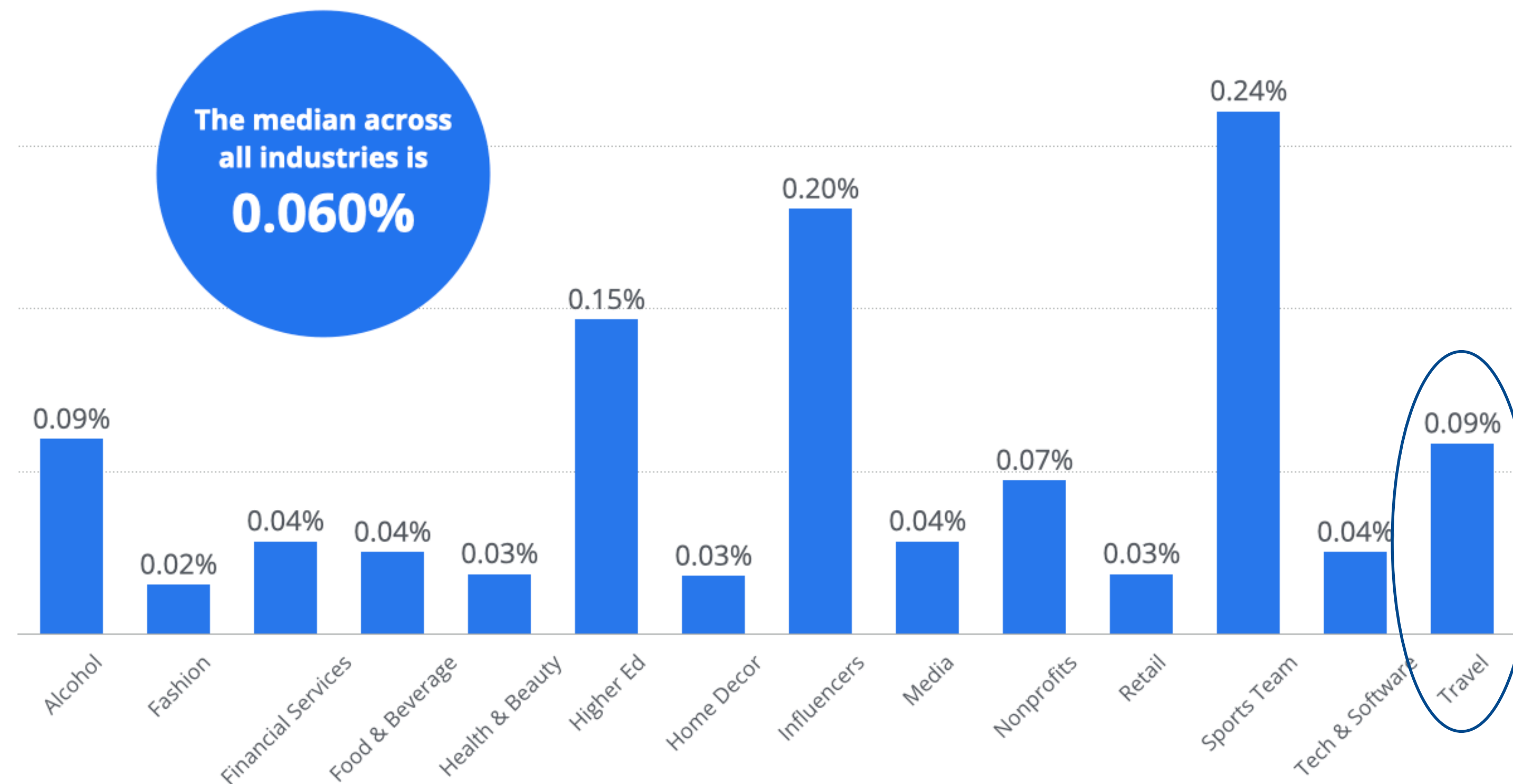
Engagement: The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

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)

