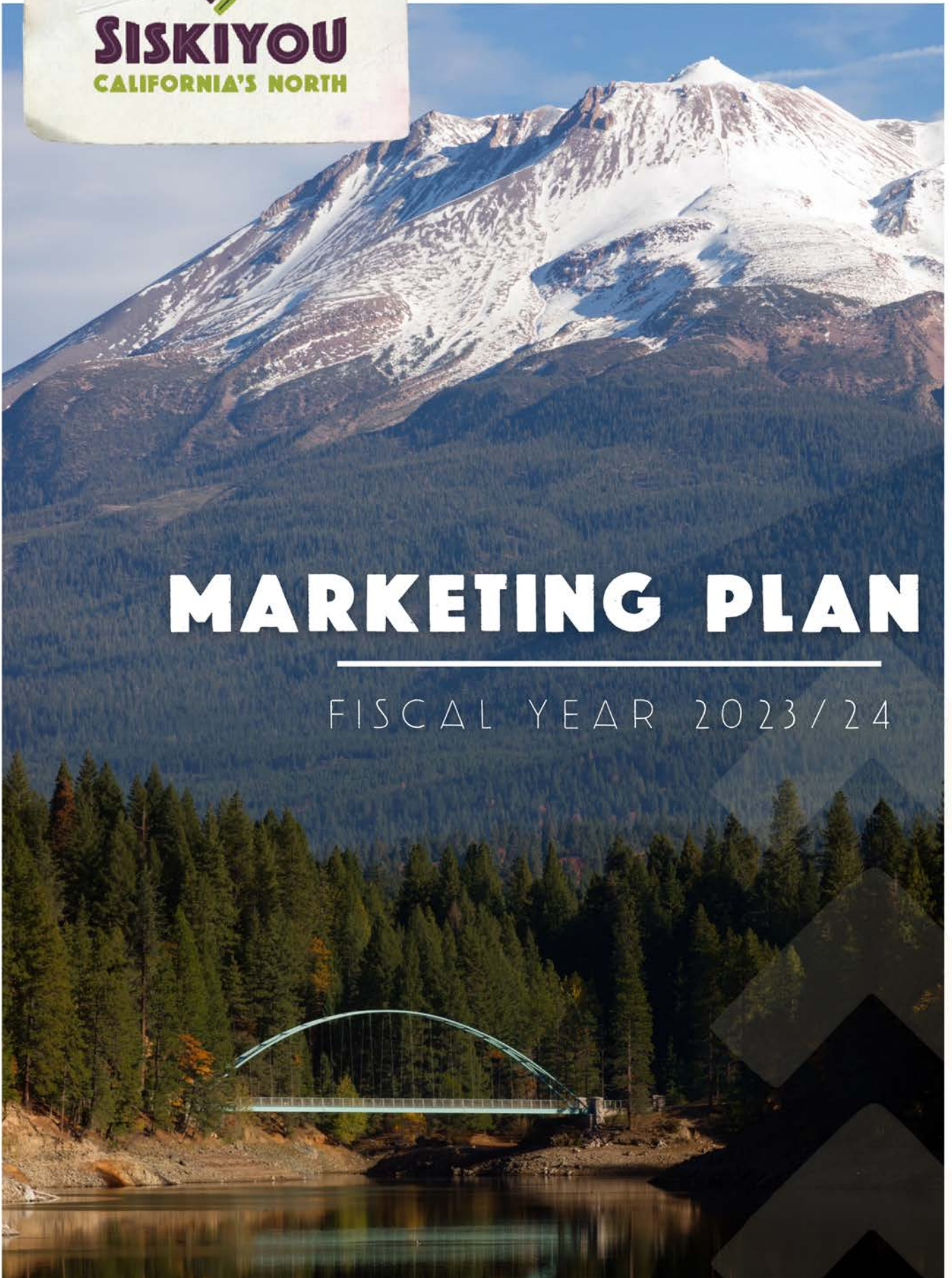




MARKETING PLAN

FISCAL YEAR 2023 / 24





03

Overview

TABLE OF CONTENTS

05

Marketing Plan

14

Staff Detail

17

Key Performance Indicators

13

FY 2023/24
Budget

15

Contractor Detail



OVERVIEW

With \$202M+ in travel spending in 2022 and \$17M+ in state and local tax revenue generated, tourism has a big impact on Siskiyou.

Formed in 2015, Discover Siskiyou is Siskiyou County's first Tourism Business Improvement District (TBID). After the initial five-year term, the district was renewed for 10 years through 2020. The district includes all lodging businesses located within the boundaries of Siskiyou; including the unincorporated areas of the county and the following incorporated cities: Yreka, Mt. Shasta, Weed, Dunsmuir, Montague, Fort Jones, Tulelake, Dorris and Etna.

ASSESSMENT

The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Program revenue is used exclusively for marketing and sales promotions to increase overnight tourism and market lodging properties as tourist and meeting and event destinations, thereby increasing room night sales.

STAFF

Discover Siskiyou is run by a professional team including a program director, stakeholder relationship/business development manager, and marketing/event staff.

\$220M+

DIRECT TRAVEL SPEND IN 2022

MANAGEMENT COMMITTEE

The Siskiyou Economic Development Council (SEDC) serves as the TBID's Owners' Association. The district is managed by a committee of 5-7 district payors. The current Discover Siskiyou Management Committee includes:

Aman Dhillon

Owner, Holiday Inn Express | Yreka

Mark Lilley

Owner, Railroad Park Resort | Dunsmuir

Darlene Mathis

Owner, McCloud Mercantile | McCloud

April LaFrance

Owner, Summit Lofts | Mount Shasta

Lowell Pratt

General Manager, Holiday Inn Express | Yreka

CONTRACTORS

Discover Siskiyou works with select contractors in a limited capacity. Regular contractors include Pusher, Inc., a photo/video production team based in Siskiyou, and Augustine Agency, a full service marketing agency based in Roseville, CA.

FISCAL YEAR
2023-2024
MARKETING
PLAN



MARKETING PLAN

CORE OBJECTIVES

INCREASE OVERNIGHT VISITS WITH AN EMPHASIS ON SHOULDER SEASON

STRATEGIES

Paid + Earned Media
Paid Search Marketing
Integrated Booking Engine

METRICS

Incremental Travel + Spend
Impressions/Conversions
Occupancy Rates

GROW MEETINGS + EVENTS STRATEGY

STRATEGIES

Attend Group/Meeting Trade Shows
Public Relations Campaign
Internal Events Strategy

METRICS

Shows Attended + Leads Gathered
Coverage Secured
Strategy Successfully Implemented

PROMOTE STEWARDSHIP + SUSTAINABILITY

STRATEGIES

Owned Media (Blog, Emails)
Local PR Campaign
Brand Partnerships

METRICS

CTR/Impressions
Coverage Secured, Local Sentiment
Partners Secured

BUILD DESTINATION RESILIENCE

STRATEGIES

Severe Weather Messaging
Bandwango Passes
Donation Strategy

METRICS

Messaging Opt-Ins
Passes Downloaded/Check In Rates
Donations Received

MARKETING PLAN

GOALS

Efforts this year will focus on educating our target audiences about outdoor recreation and lodging in Siskiyou, sustainability practices, increasing group travel, and planning for severe weather in Siskiyou.

MARKETING PILLARS

- » **Epic in Every Direction**
- » **WANDER Principles**

AUDIENCE

With larger party sizes and longer stays, family travel delivers high spending impact, making up 82% of ad-influenced travel spending, according to Visit California's research. Gen X and Boomers also have considerable buying power, with Gen Z's wealth increasing as more members enter the workforce. Millennials will remain in-focus due to this generation being more likely to plan family travel.

- » **Outdoor Enthusiasts**
- » **Gen Z**
- » **Millennials with Families**
- » **Gen X**
- » **Baby Boomers**
- » **Roadtrippers**

MEDIA GOALS

- » **Optimize conversion rates**
- » **Grow earned media**
- » **Create a media mix that produces the highest ROI possible**
- » **Measure campaign performance against established key performance indicators**
- » **Reinforce messaging across all channels**
- » **Gather Consumer Data**
- » **Resonate with the consumer mindset in a time of economic uncertainty**



MARKETING PLAN

STRATEGY

THE CONSUMER JOURNEY

Though safety protocols have mostly returned to normal, the pandemic had lasting effects on leisure travelers that inform the consumer journey.

INSPIRATION + DREAMING

Travelers are once again turning to inspiration and dreaming to plan trips instead of practicality and safety concerns. However, 82% of travelers reported in a MMGY study that the pandemic has made them want to travel more responsibly. Messaging during this stage will strive to reach this new, "evolved" traveler.

PLANNING + BOOKING

Booking windows have elongated back to prepandemic timeframes — two to six weeks in advance for domestic travel — opening up more opportunity for top-of-funnel inspirational and awareness messaging to media.

EXPLORING + EXPERIENCING

The final piece of the consumer journey comes with the actual trip itself. This is just as crucial as the other stages, as it's one's personal experience, which will most likely live on through word-of-mouth reviews for friends and family and social media posts. It's still important for the brand to engage with visitors as opportunities present themselves, to help build brand loyalty and ensure the traveler will be eager to book a return visit.

It is also important to maintain communication post-travel to help build a loyal customer base and generate return visitation. approach.

MEDIA OBJECTIVES

- Create a media plan that produces the highest ROI based on available budget
- Increase current and potential visitor engagement
- Optimize conversion rates and cost-per-conversion
- Engage and lead visitors to end-of-path conversion points
- Measure campaign performance
- Amplify emotional connection to Siskiyou in inspiration phase
- Emphasize responsible travel



MARKETING PLAN

POSITIONING

Above it all atop California lies a destination beyond the ordinary—a place uniquely touched by all four seasons, shaped by rich local pride and watched over by a legendary mountain. Wandering here is to discover what California's real north has to offer, returning here is to experience a life that knows no boundaries.

MISSION

We want to share who we are with the world—one of the last holdouts of true adventure. We tap into that sense of adventure, and bring to life the desire to wander.

VISION

Siskiyou is a unique, four-season destination that fulfills the need to connect with nature. Lush, undisturbed forests, a landscape of ancient volcanic drama, green pastoral lands and proud residents who are as authentic as the land itself give modern-day explorers a true sense of adventure and discovery that they'll never forget.

PROMISE

Siskiyou is a unique, four-season destination that fulfills the need to connect with nature. Lush, undisturbed forests, a landscape of ancient volcanic drama, green pastoral lands and proud residents who are as authentic as the land itself give modern-day explorers a true sense of adventure and discovery that they'll never forget.

VOICE

Our voice is:

- Adventurous: our offerings and our level of excitement have no boundaries
- Neighborly: relatable + approachable
- Rugged: the expression of the wild landscapes that surround us
- Candid: we say it like it is and mean every word of it
- Authentic: honest, never verbose and always true to the experience
- Inspiring: emotional feeling of the destination that connects the audience with the destination



MARKETING PLAN

INDUSTRY INSIGHTS

Public safety fears that are receding post-pandemic have been replaced with apprehension about the faltering economy. Additionally, climate change has brought about unique challenges in the form of extreme weather events that require careful messaging and additional planning on the part of the traveler.

PUBLIC HEALTH LANDSCAPE

A much-improved public health outlook has largely removed health safety as a barrier to travel.

Travelers are taking the big trips they put off during the pandemic, resulting in a dip for rural communities that were bolstered during pandemic travel

ECONOMY

Economic uncertainty is likely to dampen travel recovery as public health concerns recede

Per Visit California, as of January 2023, more than a quarter of travelers said gas prices would impact their plans to travel in the next six months

Opportunity exists to promote electric vehicle-friendly destinations and itineraries

PEOPLE LOVE PEOPLE

People's main motivation for travel is personal, social connection (or reconnection) but a lot of imagery still focuses on landscapes. Imagery showing social connection may resonate much better than the pre-pandemic mainstays of images of solo travelers shot from behind with an exotic or food item destination foregrounded instead.

TRIP MOTIVATORS

Visit California has tracked key emotional drivers since the Trip Motivation Framework was first introduced in early 2020. For domestic travelers, the top two trip motivators are "YOLO" and "Recharge."

YOLO trips are characterized by a desire to live in the moment, let go, be carefree, indulge and embrace life.

Recharge trips are driven by JOMO - the joy of missing out - and characterized by the need to escape from everyday stress and take time out to regain control of life.



MARKETING PLAN

TACTICS

1. PAID SOCIAL MEDIA

Outside of organic social efforts, paid social media allows a destination to reach more visitors and meet the targeted consumers when & where they like to be found. This tactic also allows us to drive conversation, awareness and push a specific call to action, leading to conversions.

It's important to continue to test and refresh content throughout the year. Paid promotion and video distribution remains core to social media campaigns across most platforms, as does the content creator marketplace with which we will continue to remain engaged.

2. PAID SEARCH/DISPLAY/RETARGETING

It continues to be imperative that the Discover Siskiyou website be found in most relevant Google Searches at any given moment. Although it's best to have the most aggressive spend during the slower seasons, we recommend an always-on approach, specific to Search.

Specific tactics include:

- Weekly Google Adwords Search Management
- Keyword experiments
- Retargeting

3. SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization combined with Paid Search efforts benefits from added exposure on search results pages. Searches with multiple results on the same website domain result in greater overall traffic and show the website as an established authority regarding the searched for keyword or phrase.

An SEO process involves many factors including identifying keyword opportunities and optimizing webpages for keyword relevancy. Keyword opportunities involve finding out what keywords and phrases people are searching for in search engines like Google. Keyword relevancy is about making sure those keywords and phrases are contained in the content of the website's pages.

By consistently checking for the best opportunities and making sure the content on the website is found in search results, over time the site can bring in high quality traffic. SEO can also involve improving website usability thus having a positive impact on conversions.

SEO tactics include:

- Continuing SEO Audits: Identifying on-page technical aspects of the website that could improve the search performance and user experience.
- Identifying and tracking new keyword opportunities.
- Identifying link opportunities.
- Supporting PR and Web content writers to develop search-friendly content

MARKETING PLAN

TACTICS CONTINUED

4. OWNED MEDIA

Improving and leveraging our owned media has the potential to increase paid and earned media.

Owmed media channels include:

- Get Inspired Newsletter
- Social Media
- California Now Travel Stories
- Discover Siskiyou Mobile Passes
- Get Inspired Blog

Over the last year, social media algorithms have shifted to favoring video above all else, and our content plan will reflect that shift:

- Short-form video for social media
- User Generated Content for social media and blog posts
- Focus on itineraries + packages in newsletters and on website

5. PUBLIC RELATIONS

With media distrust growing, it is of utmost importance to rely on trusted media partners to deliver authentic storytelling about Siskiyou. The team will continue to actively pitch story ideas leveraging existing media relationships in addition to developing new media relationships. Siskiyou will remain top-of-mind by focusing pitches on unique story angles and diverse voices. We will continue to leverage Visit California to further the potential for media coverage.

6. INFLUENCERS + FAM TOURS

With social media influencer costs rising, we will reduce our influencer trips, supplementing with FAM tours featuring regional and national travel writers and journalists.

Trips will be spread out to cover all four-seasons and each influencer's experience will be different from the next. Itineraries will be customized based on their interests and what content their audiences respond to best. The goal is to bring different influencers from those who have visited in the past, unless the person's following is so strong that it would be worth the additional investment.

7. WEBSITE MAINTENANCE

The team will work to maintain DiscoverSiskiyou.com each month to ensure content is up to date.

Specific initiatives include, but are not limited to:

- Updating lodging and other business listings
- Maintaining lodging specials page
- Manage event page
- Uploading blog posts, videos, photos and other content
- Monthly analysis and reporting
- Technical support as needed

MARKETING PLAN

TACTICS CONTINUED

8. OFFLINE

Offline advertising encompasses all of the traction channels that are not digital, including print, radio, TV, podcast, signage, and more.

Specific strategies:

- Signage
- Billboards, downtown placemaking signage, trailhead signs, rack cards
- Ads in print publications including travel guides, outdoor recreation-themed magazines, etc.
- Radio + TV
- Opportunities include streaming apps like Pandora, Apple TV, Hulu, and Netflix. Visit CA has historically offered co-op opportunities to participate in these high-cost campaigns

9. MEETINGS + EVENTS

Meetings and events came back in a big way in 2022/2023. The fact that many conference and event attendees bring family members and/or add on leisure time to their stays creates opportunities to offer unique destination experiences for attendees to enhance the meeting experience. Another trend noted by the industry is the importance of “wellness” and helping attendees maintain practices to support mental and physical health while attending events.

Both of these trends lend themselves exceptionally well to Siskiyou’s brand promise.

Specific strategies:

- Coordinate and promote large-scale, multi-day events such as concerts, festivals, street fairs, art and food walks, etc.
- Target industries and organizations as a destination for meetings, summits, trainings, exhibits, trade shows, etc.
- Appeal to social and shared interest groups for events such as spiritual and wellness retreats, RV meetups, car and motorcycle club cruises, recreation events, etc.
- Continue to promote our Wedding Guide showcasing local vendors that specialize in events and weddings including venues, lodging, photographers, entertainment, catering, rentals, floral etc.

10. SISKIYOU FILM COMMISSION

Discover Siskiyou will pursue becoming the California Film Commissioner for Siskiyou with the goal of securing lodging for large-scale production crews and increased public awareness of Siskiyou.

Specific strategies:

- Respond to production alerts
- Create a high-quality website promoting Siskiyou as a filming destination
- Produce sizzle reels
- Assist with logistics including permitting, scouting, lodging, and transportation

BUDGET

FISCAL YEAR 23 / 24

Discover Siskiyou	Year 9 Projected
Balance Forward*	\$400,000.00
INCOME	
Assessment Income**	\$875,000.00
County	-
Yreka	-
Weed	-
Mt. Shasta	-
Dunsmuir	-
Dorris	-
Co-op Income	\$100,000.00
Total Income	\$1,375,000.00
EXPENSES	
Creative Agency Account Management	\$24,000
Creative Production	
Photo/video	
Special landing pages	
Graphic Design	
Talent	
Total Creative Production	\$100,000.00
Digital	
Augustine	
Search	
Paid Social	
Native + Advertorial	
Supporting Programs (Crowdriff, Mailchimp, , etc.)	
Total Digital	\$195,000.00
Film Commission	
Contractor Support	
Website + Promos	
Total Film Commission	\$30,000.00
Data + Research	\$14,000.00
Events/Local Initiatives	
Community Awards	
DS Events	
Total Local Initiatives	\$134,500.00
Website - management, seo, hosting, Ripe	\$70,000.00
Offline - print ads, signage, guides	\$125,000.00
Printed Collateral + Branded Merch. - rack cards, guides, hats, mugs	\$20,000.00
Travel	\$40,000.00
Tradeshows/Conferences	
Public Relations	
Proactive Pitching	
Media Relations	
Fam Tours + Influencers	
Total PR	\$60,000.00
Professional Services / Marketing (SEDC)****	\$455,000.00
Mileage	
Computer/Office/Fun/Supplies	
Cell Phone	
Mgmt Comm. Expenses	
Dues + Subscriptions	
Other Marketing Expenses	\$55,000.00
3% Admin	\$26,250.00
3% Contingency/Renewal	\$26,250.00
Total Expenses	\$1,375,000.00
Net	\$0.00

STAFF DETAIL

PROFESSIONAL SERVICES

+ MANAGEMENT

- Planning + executing Management Committee Meetings, Staff Briefings, Workshops, and Ad-hoc committee
- Preparing agendas, minutes, and following Brown Act public notice requirements
- Finance – developing and tracking budgets, contractor budgets, invoicing, processing
- Contractor management

STAKEHOLDER OUTREACH

+ COMMUNITY RELATIONS

- Meetings with District members and community stakeholders
- Phone, email correspondence with stakeholders
- Presentations to jurisdictions, Supervisors, chambers, community groups
- Maintaining communications channels; Friday updates, industry website, industry facebook page
- Local education/tourism awareness initiatives

CONTENT MARKETING

- Development of written and/or visual content to be used in a variety of channels and campaigns;
- Management of owned social media channels
- Blog
- Printed collateral
- Co-Op Advertising project management and execution

DIGITAL MARKETING

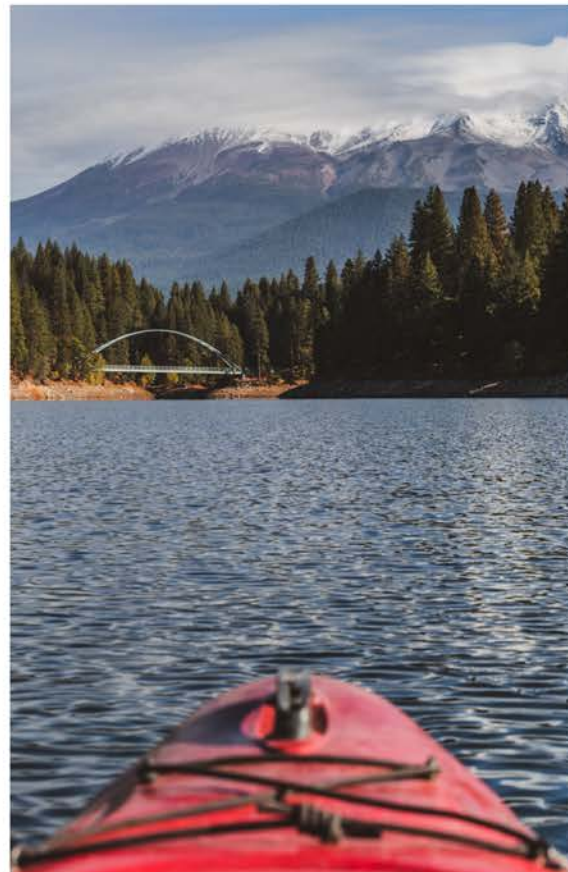
- Creation and management of paid search and display advertising campaigns
- Paid social advertising

PUBLIC RELATIONS

- Developing/nurturing network of key media contacts in target market regions
- Press Releases/media alerts/influencers
- Attending relevant media/industry events

CREATIVE PRODUCTION

- Production of creative assets for social media content, blog posts, newsletters, print/digital ads, and branded merch.



CONTRACTOR DETAIL

AUGUSTINE AGENCY

Augustine Agency has been our creative partner from the beginning and we will continue to work with their team in FY 2023-24. Our contract with Augustine allows for scaling up/down as needed to supplement the bandwidth and experience of our staff. The following reflects the contract in place as of June 1, 2023:

Account Strategy + Management

Augustine Agency will provide research and strategic account planning around marketing and advertising efforts, as well as recommendations or insights on any projects or initiatives that arise throughout the year, on behalf of the Discover Siskiyou brand.

- Regular DS/Agency status calls.
- Client/Board meetings and presentations.
- Development and management of project timelines, reporting and updates.
- Budget management and tracking to ensure projects are completed within the allotted budget established by Augustine/DS staff, and estimating new projects as needed.
- Monthly reporting

Total: \$1,200 / month

Content + Creative Support

Augustine will develop two blog posts and two e-newsletters per month and provide campaign buildout of paid media assets for SEM and social media ads.

Total: \$7,500 / month

Paid Digital Support

Augustine will deploy tactics determined by the Discover Siskiyou team, including multi-platform social media strategy and management, Search Engine Marketing and remarketing (Google Ads), SEO strategy, and monthly metrics reporting.

Total: \$4,500 / month

Website Maintenance

Augustine will manage updates, business listing updates/adjustments, functionality and other maintenance needed for DiscoverSiskiyou.com. Content will be provided by the Discover Siskiyou team.

Total: \$1,000 / month

Public Relations Support

Augustine's Public Relations team will collaborate with Discover Siskiyou to maintain strategic, positive momentum with regards to media relations.

Augustine's efforts will focus on proactive pitching, HARO opportunities, editorial calendar topics, etc. The team will develop a shared content calendar in order to ensure collaboration versus duplicative efforts between Augustine and Discover Siskiyou. Monthly planning calls will be implemented to establish strategic plan for PR-related activities each month/quarter and any additional support needed.

Total: \$4,000 / month

CONTRACTOR DETAIL

PUSHER, INC.

Pusher, Inc. is a creative digital agency based out of Dunsmuir that specializes in professional video and photo production. The Pusher team is local to Siskiyou and has awareness of regional assets, events, and weather opportunities and constraints, making them an ideal partner.

Services will include creative strategy; graphic + web design including new Film Commission website; photography, videography + editing; and industry site management.

Retainer: \$6,000 / month

Augustine
AGENCY

pusher
VIDEO · PHOTO · DESIGN



KEY PERFORMANCE INDICATORS

SOCIAL MEDIA

Facebook Fans/Followers

FY 2021/22: 13.6K

FY 2022/23: 14,659 (+7.7% YoY)

Instagram Fans/Followers

FY 2021/22: 8.1K

FY 2022/23: 12,300 (+51.8%)

PUBLIC RELATIONS

Media Pitches

FY 2021/22: 24

FY 2022/23: 99 (+312.5%)

Media Pickups

FY 2021/22: 29

FY 2022/23: 48 (+65.5%)

SEARCH ENGINE MARKETING

Impressions

FY 2021/22: 396,000

FY 2022/23: 348,000 (-12%)

Conversions

FY 2021/22: 6,286

FY 2022/23: 6,417 (+2%)

Click Thru Rate (CTR)

FY 2021/22: 5.4%

FY 2022/23: 6.22% (+15%)

WEBSITE

Users

FY 2021/22: 84,475

FY 2022/23: 124,719 (+47.6%)

Sessions

FY 2021/22: 99,768

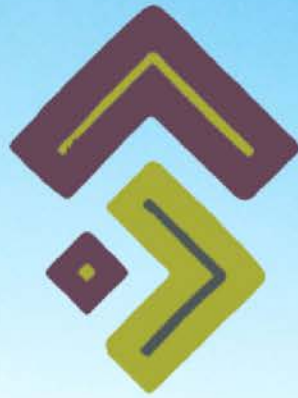
FY 2022/23: 148,353 (+48.7%)

Organic Search Traffic

FY 2021/22: 50,859

FY 2022/23: 73,449 (+44.4%)





DISCOVER SISKIYOU

1512 South Oregon Street | Yreka, CA 96097
DiscoverSiskiyou.com

