



# DISCOVER SISKIYOU

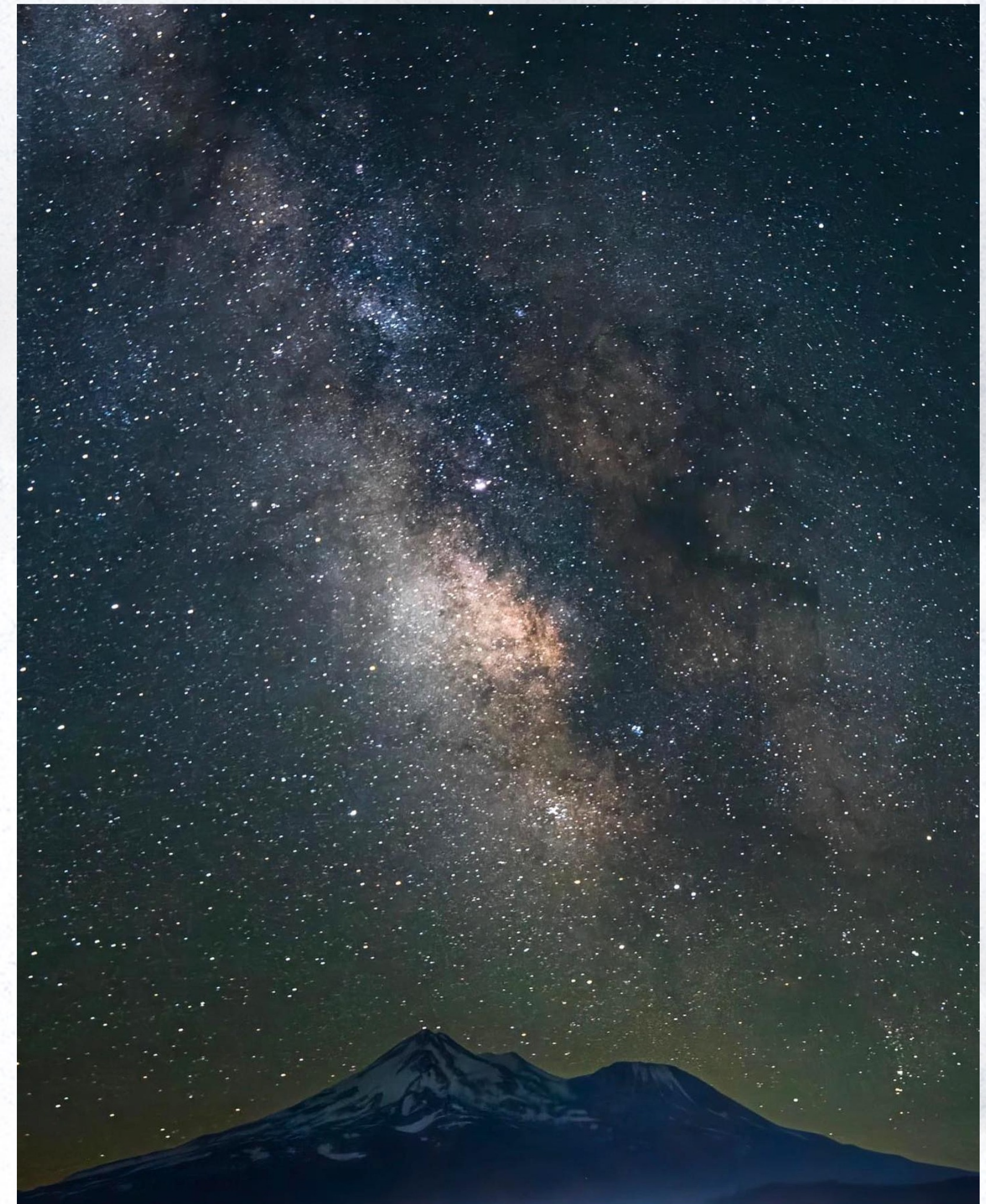
Performance Report | November 2023



# EXECUTIVE SUMMARY

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

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



# STR REPORT – NOVEMBER

STR Report	NOV 2022	NOV 2023	MOM
Occupancy	50.2	44	-12.2%
ADR	103.35	107.98	4.5%
RevPar	51.85	47.54	-8.3%



**PAID SOCIAL**

# KEY TAKEAWAYS

**Reach Plateaus, Engagement Soars:** As Discover Siskiyou's campaign reached its third month, key learnings began to more strongly optimize performance. The result was a leveling-off in terms of reach, but a strong lift in engagement rate compared to the campaign's first two months. The overall engagement rate during November was above 1.2%, up nearly 35% compared to September and October and roughly 12 times the industry benchmark in 2023.

**Looking Ahead:** Beginning in 2024, we will employ a retargeting audience that receives unique content from the ad rotation currently running. This will keep top prospects engaged throughout any/all travel seasons in 2024 without creative fatigue, all while allowing us to still go after new top prospects throughout the year.



# AUDIENCE OVERVIEW

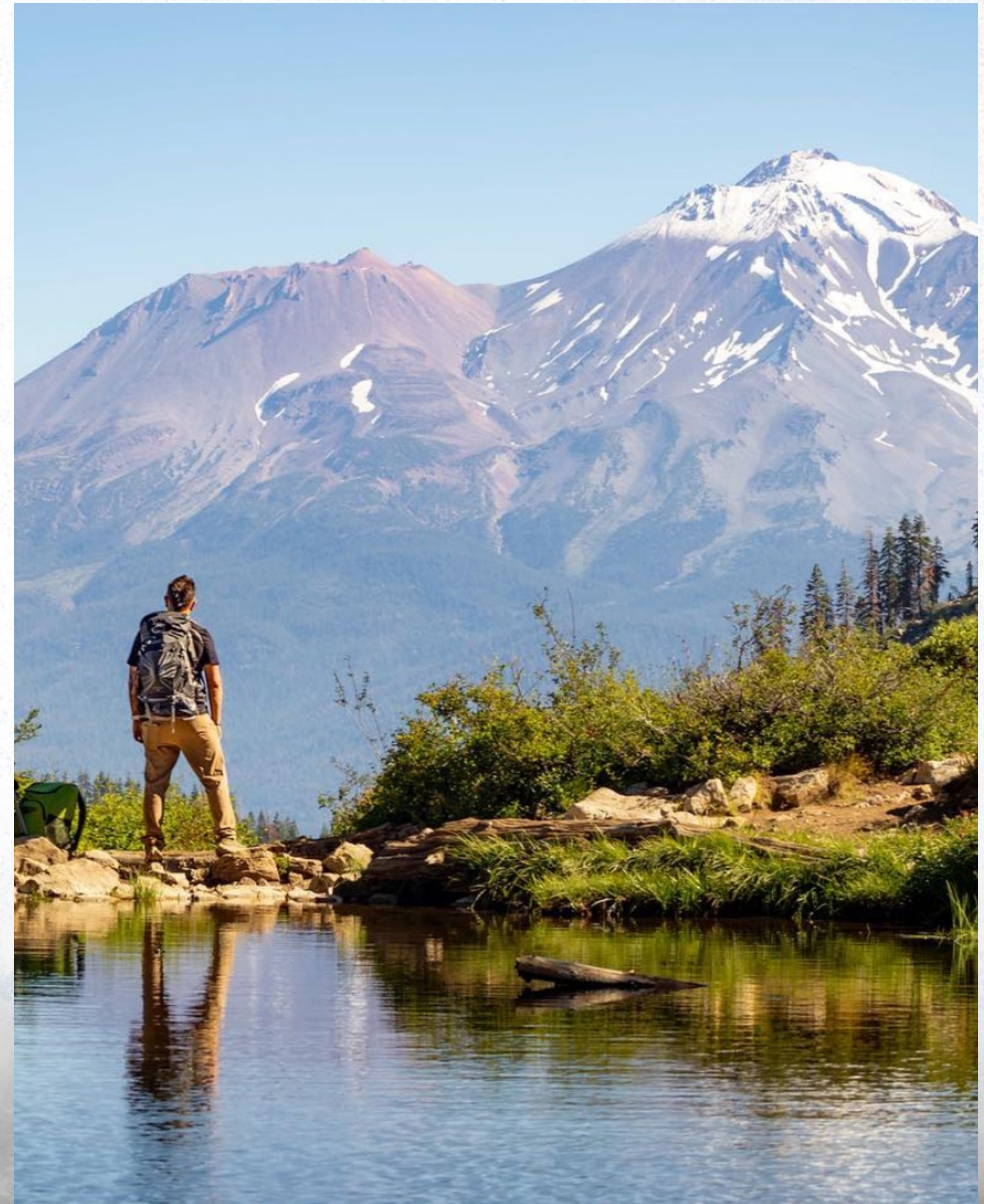
**Adventure:** Users ages 21-54 with indicated interest in “Adventure Travel” (or similar interest parameters)

**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

- Female: 1.28% engagement rate
- Male: 1.23% engagement rate
- Ages 25-34: 1.38% engagement rate

## TOP AUDIENCES

- Family Man (1.40% engagement rate)
- Authentic (1.23% engagement rate)
- Adventure (1.11% 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

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

**YTD Engagement Rate: 1.07%**

*(industry benchmark is 0.09%)*

# DATA BREAKDOWN

	Impressions	Eng. Rate	CPM
<b>Total</b>	<b>1,323,596</b>	<b>1.24%</b>	<b>\$2.00</b>

Gender	Impressions	Eng. Rate	CPM
Male	957,943	1.23%	\$2.02
Female	345,573	1.28%	\$1.96
Uncategorized	20,080	1.27%	\$1.94

Age	Impressions	Eng. Rate	CPM
18-24	305,244	1.30%	\$1.96
25-34	155,798	1.38%	\$1.98
35-44	201,414	1.14%	\$2.02
45-54	212,439	1.10%	\$2.02
55-64	247,546	1.14%	\$2.04
65+	201,155	1.41%	\$2.00

Many of the performance patterns within demographic breakdowns stayed consistent in November. The rise in CPMs is likely due to a more competitive marketplace for ad placements amid the holiday season, and we expect CPMs to fall back to Sep-Oct. numbers in the new year.

DMA	Impressions	Eng. Rate	CPM
Los Angeles	463,976	1.17%	\$1.57
Bay Area	213,199	1.21%	\$1.59
Sacramento	205,691	1.29%	\$1.62
Fresno	125,738	1.35%	\$1.64
All Others	314,922	1.30%	\$1.62

Audience	Impressions	Eng. Rate	CPM
Adventure	463,124	1.11%	\$2.00
Authentic	426,144	1.23%	\$1.99
Family	434,328	1.40%	\$2.01

In Sep-Oct., Adventure travelers consistently proved themselves to be Siskiyou's most-engaged audience. However, in November performance shifted to favor families. We will continue to monitor if this shift is tied to a heightened travel season, and if it is something that should guide our strategies for Spring Break and Summer, particularly holiday weekends.





**ORGANIC SOCIAL**



# FACEBOOK RESULTS

## Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
NOV 2023	7,989	139	2	25	74	3.00%
OCT 2023	6,757	117	3	9	81	3.11%
DIFF. MoM	+18.2%	+18.8%	-33.3%	+177.8%	-8.64%	-3.54%

**Organic performance on Facebook demonstrated strong performance in November, thanks to a combination of seasonal appeal and local programming related to the onset of the holiday season.**

**In particular, the Yreka Night of Lights event page (co-hosted with the City of Yreka page) amassed more than 1,000 responses throughout the month.**

**December content continues to employ seasonal appeal for audience members, and we expect continued strong performance throughout the holiday travel season in this space, especially among parents.**

# TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 38 | Comments: 0 | Shares: 6  
Clicks: 11 | Eng. Rate: 4.59%



Reactions: 9 | Comments: 1 | Shares: 3  
Clicks: 21 | Eng. Rate: 2.53%



# INSTAGRAM RESULTS

## Performance Totals

	Impressions	Likes	Comments	Shares	Saves	Activity	Engagement Rate
NOV 2023	11,927	623	3	19	7	55	5.93%
OCT 2023	18,714	1,133	16	36	17	92	6.91%
DIFF. MoM	-36.3%	-45.0%	-81.3%	-47.2%	-58.8%	-40.2%	-14.2%

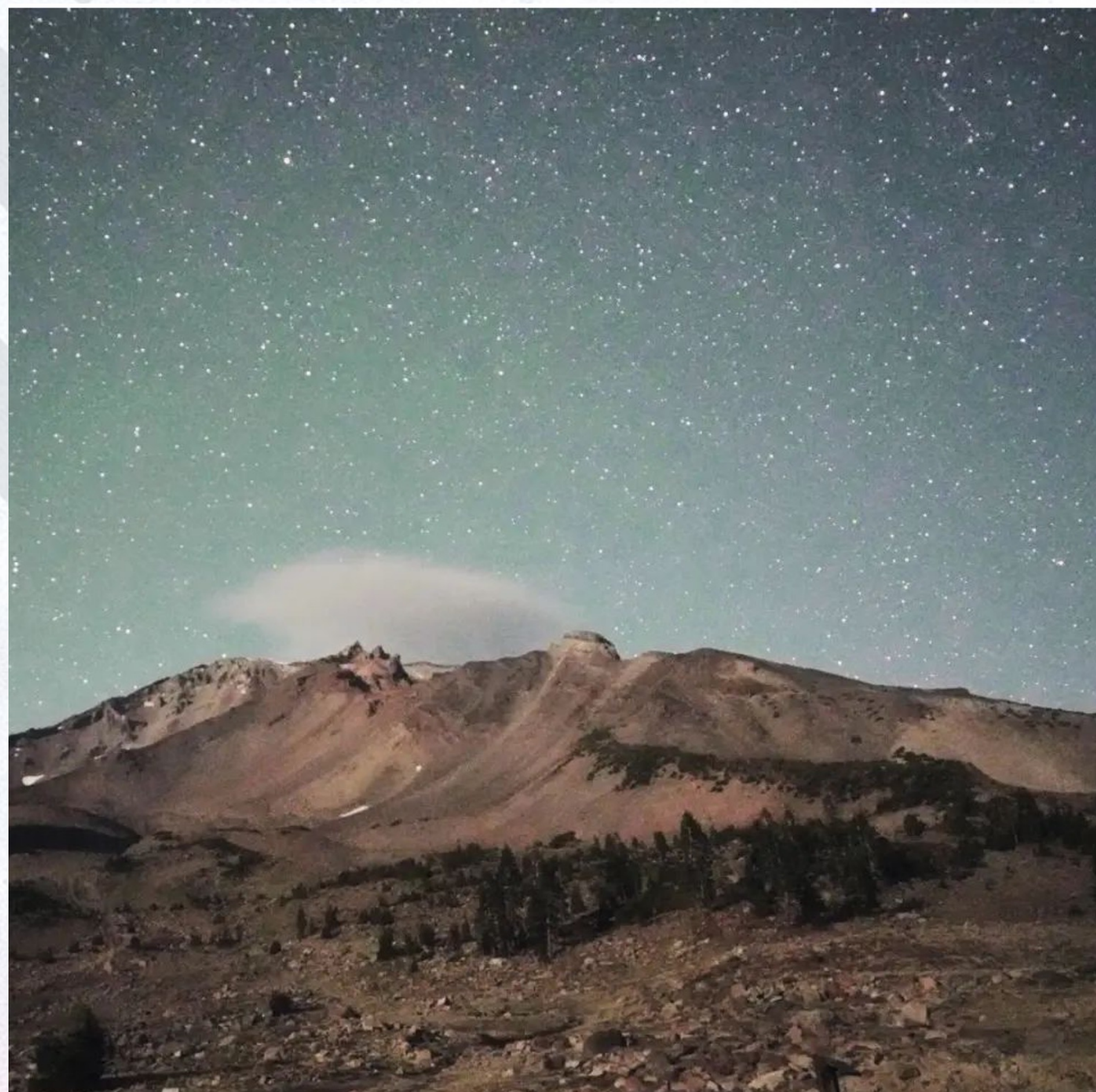
Instagram performance did not see the same lift as on Facebook, though that is due in some part to the strength of the YNOL Facebook Event Page which did not run on Instagram.

Throughout 2023, natural scenery has most consistently driven engagement among all Discover Siskiyou content in this space, and that held true in November. But given the success of holiday programming content on Facebook, we will lean more heavily into this content theme with the expectation of improved performance in December.

Additionally, December's giveaway run in conjunction with Siskiyou Farm Co. should lead to an even greater lift in engagement, particularly in post comments and shares.



# TOP POSTS BY TOTAL ENGAGEMENT



Likes: 152 | Comments: 1 | Shares: 5 | Interactions: 16  
Saves: 2 | Eng. Rate: 10.4%



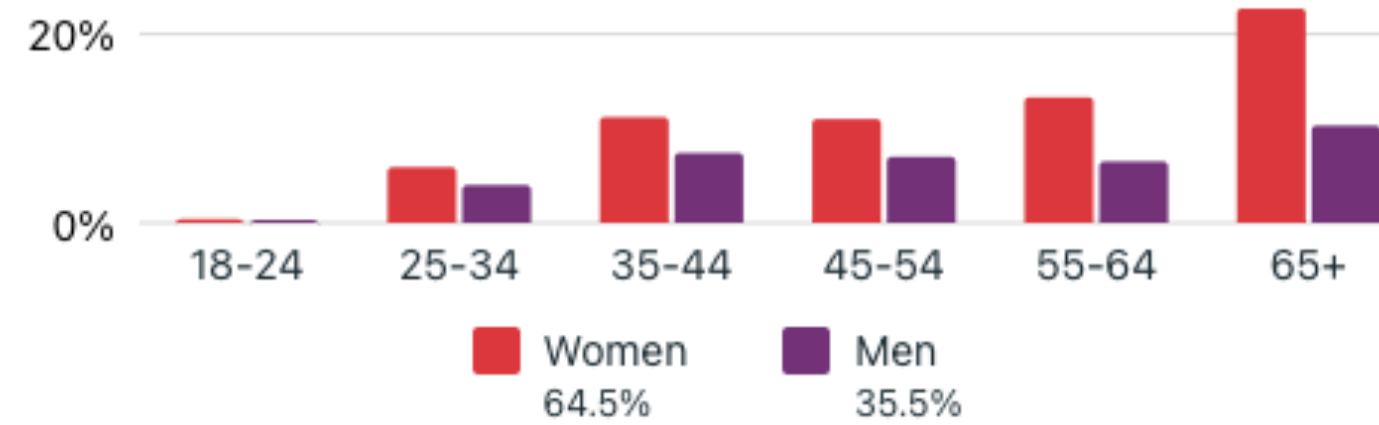
Likes: 94 | Comments: 1 | Shares: 4 | Interactions: 9  
Saves: 2 | Eng. Rate: 7.04%

# AUDIENCES OVERVIEW

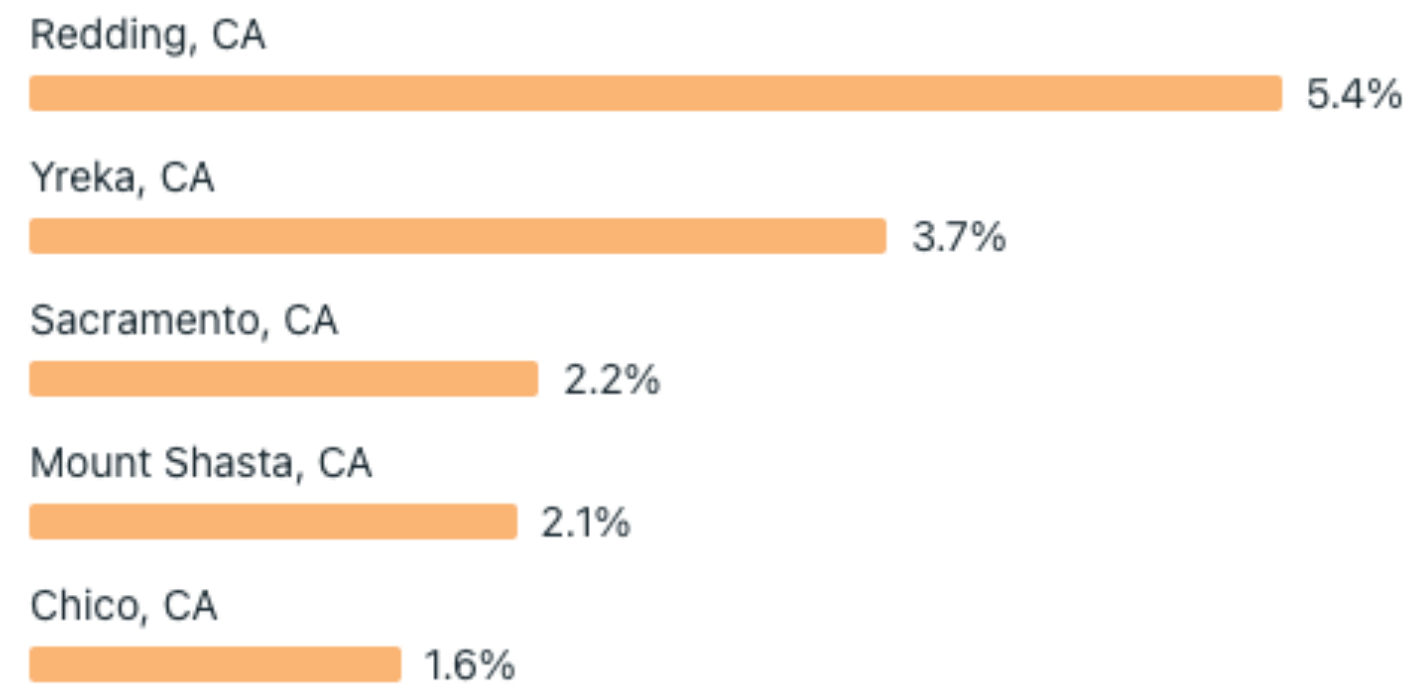
Facebook followers ⓘ

14,831

Age & gender ⓘ



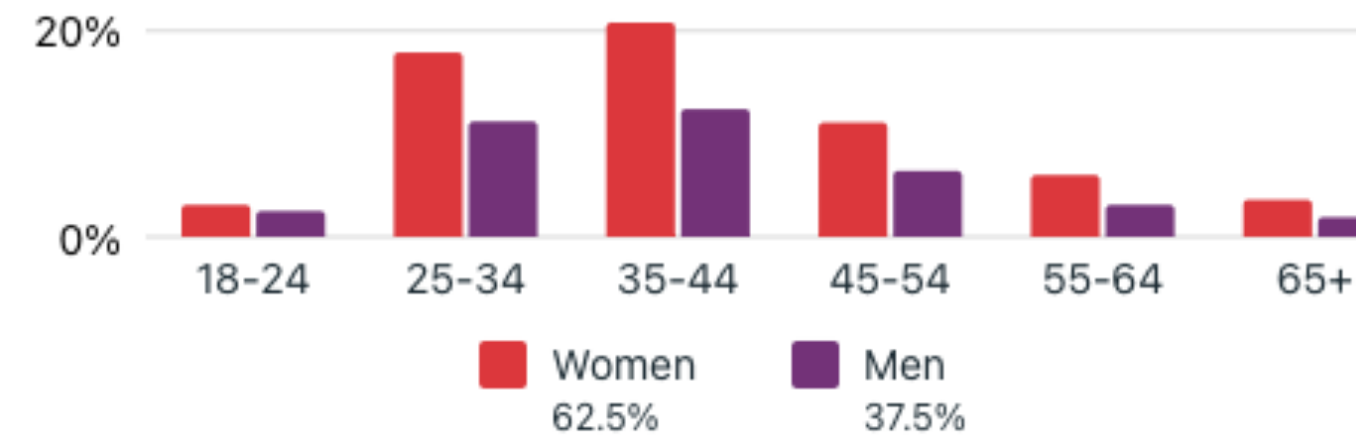
Top cities



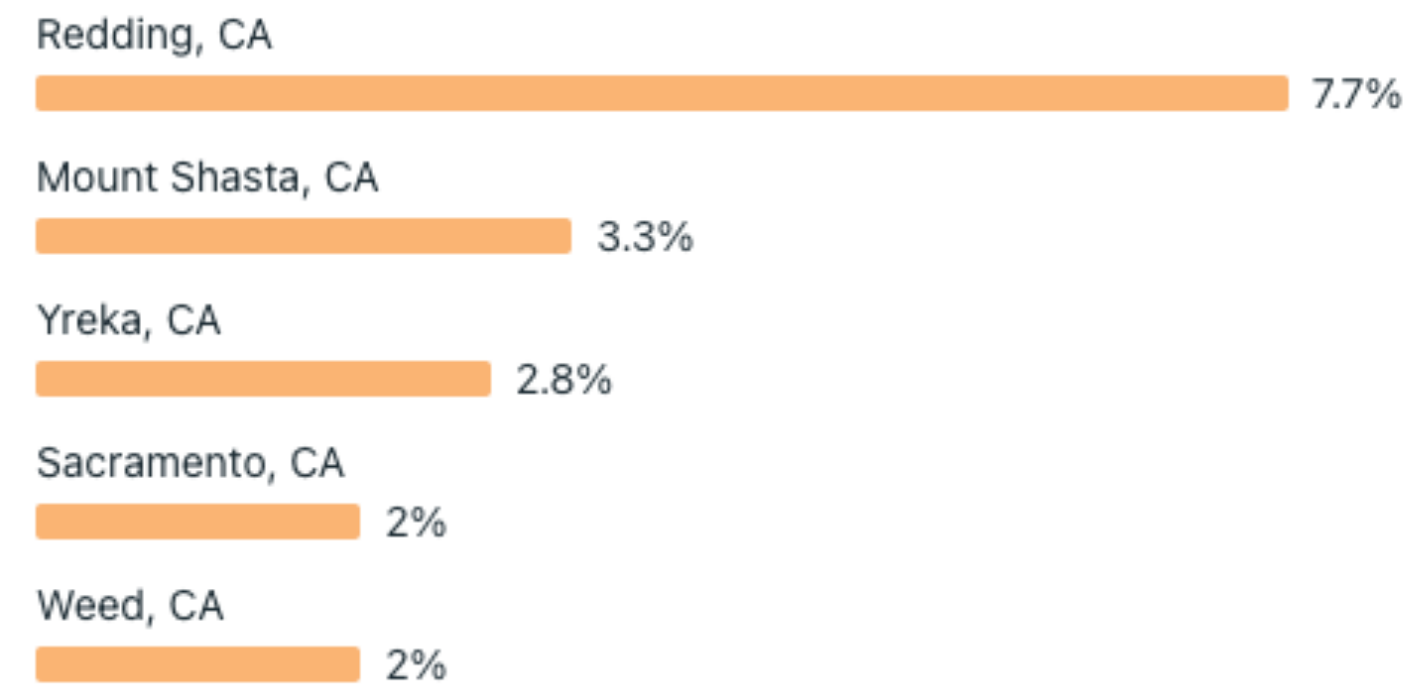
Instagram followers ⓘ

12,899

Age & gender ⓘ



Top cities



Net Audience Growth (Nov '23):

**+23**  
(0.16%)



Net Audience Growth (Nov '23):

**+102**  
(0.80%)



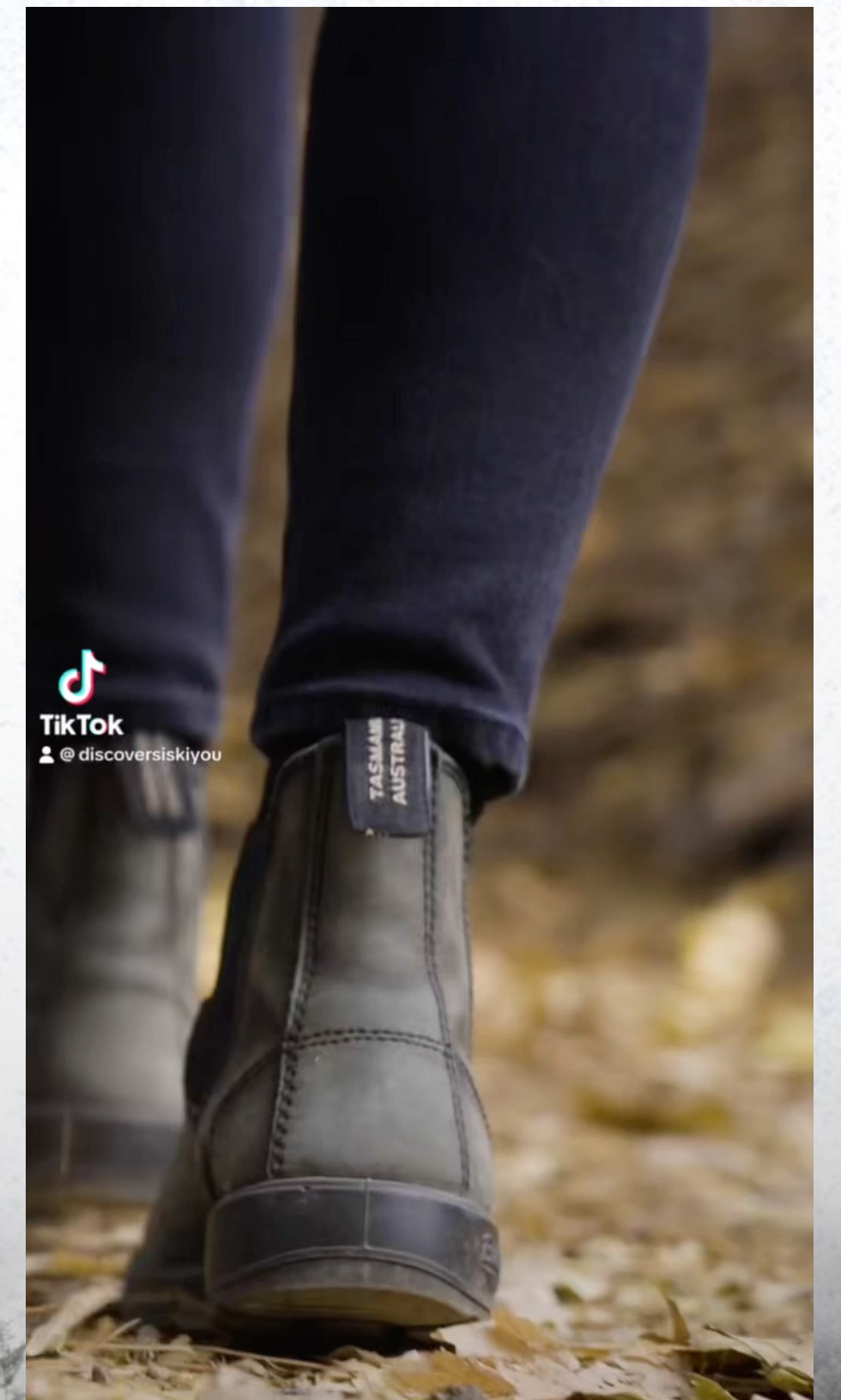
# TIKTOK RESULTS

## Performance Overview

	Video Views	Likes	Comments	Shares	Saves	Profile Views	Eng. Rate
NOV 2023	1,104	24	2	1	0	31	5.25%
OCT 2023	1,401	10	0	2	2	14	2.00%
DIFF. MoM	-21.2%	+140.0%	+INF.	-50.0%	-INF.	+121.4%	+162.5%

As we continue to roll out the WANDER Pledge videos on organic channels, TikTok’s organic performance continues to ascend. The steadied post cadence and strong branded visual themes in the videos have made them more recognizable to viewers, leading not only to more likes but, more significantly, leading to more profile visits to Discover Siskiyou’s channel.

Most Viewed Video





# PINTEREST RESULTS

## Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
NOV 2023	1,227	35	6	10	4.16%
OCT 2023	1,330	44	11	7	4.66%
DIFF. MoM	-7.74%	-20.5%	-45.5%	<b>+42.9%</b>	-10.7%

Pinterest performance remained steady in November, though a pin around the “Best Boozy Brunches in Siskiyou” (linking to the corresponding blog post on Discover Siskiyou’s website) had standout performance, with more saves than all October content combined.

Most Saved Pin







# DIGITAL RESULTS

November 2023

# WEBSITE REPORT

MoM

Sessions	Users	Engaged Sessions	Engaged Session Per User	Avg. Session Duration	Bounce Rate	New Users
<b>-14.71%</b> <i>13,564 vs 15,903</i>	<b>-12.71%</b> <i>11,978 vs 13,516</i>	<b>-52.92%</b> <i>5,811 vs 6,623</i>	<b>+0.2%</b> <i>0.49 vs 0.49</i>	<b>-3.6%</b> <i>1:32 vs 1:37</i>	<b>-0.99%</b> <i>57.16 vs 58.37</i>	<b>12.19%</b> <i>11,693 vs 13,316</i>

YoY

Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate	New Users
<b>+17%</b> <i>11,512 vs 13,564</i>	<b>+21.34%</b> <i>9,871 vs 11,978</i>	<b>+8.6%</b> <i>18,202 vs 19,770</i>	<b>-68%</b> <i>1.58 vs 0.49</i>	<b>+30%</b> <i>1:01 vs 1:32</i>	<b>-19%</b> <i>71.19% vs 57.16%</i>	<b>+15%</b> <i>84.23 vs 97.62</i>

- For the month of November, there was a slight increase in engaged sessions per user in sessions and users. Due to the holidays, general traffic to the website decreased as people tend to spend more time at home.
- When comparing YoY, the website saw positive increases in terms of across the board. While pages per session decreased YoY, people are spending more time on the site and more users overall are navigating through the site.

# TOP PAGES

	Page path and screen class <span>+</span>	↓ Views	Users	Views per user	Average engagement time
		19,770 100% of total	11,798 100% of total	1.68 Avg 0%	33s Avg 0%
1	/	7,839	6,661	1.18	8s
2	/what-to-do/	595	271	2.20	57s
3	/where-to-stay/	579	387	1.50	42s
4	/events/	416	275	1.51	1m 14s
5	/2019/05/06/black-butte-mt-shastas-ugly-cousin/	368	319	1.15	21s
6	/activities/	334	256	1.30	18s
7	/event/yreka-night-of-lights-2023-a-very-merry-miner-street/	232	138	1.68	39s
8	/bikes-brewn-za/	204	135	1.51	48s
9	/2018/04/25/spiritual-retreats-and-sacred-places-in-siskiyou/	201	157	1.28	46s
10	/adventures/stewart-springs/	200	166	1.20	57s

- For the month of November, the homepage remained at the number one most viewed page.
- The top engaged page from the top five most visited pages was the events page with an average engagement rate of 1:14.
- The what to do page saw an increase on 2.23% since October.
- Direct traffic drove the most users to the homepage.

# BIKES, BREWS & 'ZA

	Landing page	+ <u>Sessions</u>	<u>Users</u>	<u>New users</u>	<u>Average engagement time per session</u>
		27 0.2% of total	25 0.21% of total	17 0.15% of total	33s Avg +16.31%
1	/bikes-brews-za	27	25	17	33s

- In November, the Bikes, Brews, And 'Za Pass page had 27 sessions with 17 users and an average engagement time of 0:33 seconds.

# VOLCANIC LEGACY

Page path and screen class ▾	+	↓ <u>Views</u>	<u>Users</u>	<u>Views per user</u>	<u>Average engagement time</u>
		27 0.14% of total	24 0.2% of total	1.13 Avg -32.86%	36s Avg +10.54%
/volcanic-legacy-scenic-byway-pass/		27	24	1.13	36s

- In November, the Volcanic Legacy Scenic Byway Pass page had 27 views with 24 users with an average engagement time of 0:36 seconds.
- Most of the traffic came from direct clicks, however the California Now stories also brought in clicks to the page.

# GEO / DEMOGRAPHIC

City	↓ Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	13,564 100% of total	11,798 100% of total	11,693 100% of total	5,811 100% of total	42.84% Avg 0%	0.49 Avg 0%	33s Avg 0%
1 (not set)	2,959	2,892	2,830	482	16.29%	0.17	10s
2 San Jose	803	715	674	416	51.81%	0.58	37s
3 Sacramento	718	624	583	412	57.38%	0.66	38s
4 Los Angeles	568	497	477	248	43.66%	0.50	34s
5 Seattle	510	438	412	317	62.16%	0.72	51s
6 Pembroke Pines	462	462	462	7	1.52%	0.02	0s
7 San Francisco	335	289	267	181	54.03%	0.63	36s
8 Hampton	274	273	272	4	1.46%	0.01	0s
9 Yreka	216	171	151	160	74.07%	0.94	1m 16s
10 Mount Shasta	215	183	169	153	71.16%	0.84	1m 08s

- The top performing cities for the month of November include San Jose, Sacramento, Los Angeles and Seattle.
- In terms of sessions per city, cities outside of California like Pembroke Pines in Florida were within the top 5.

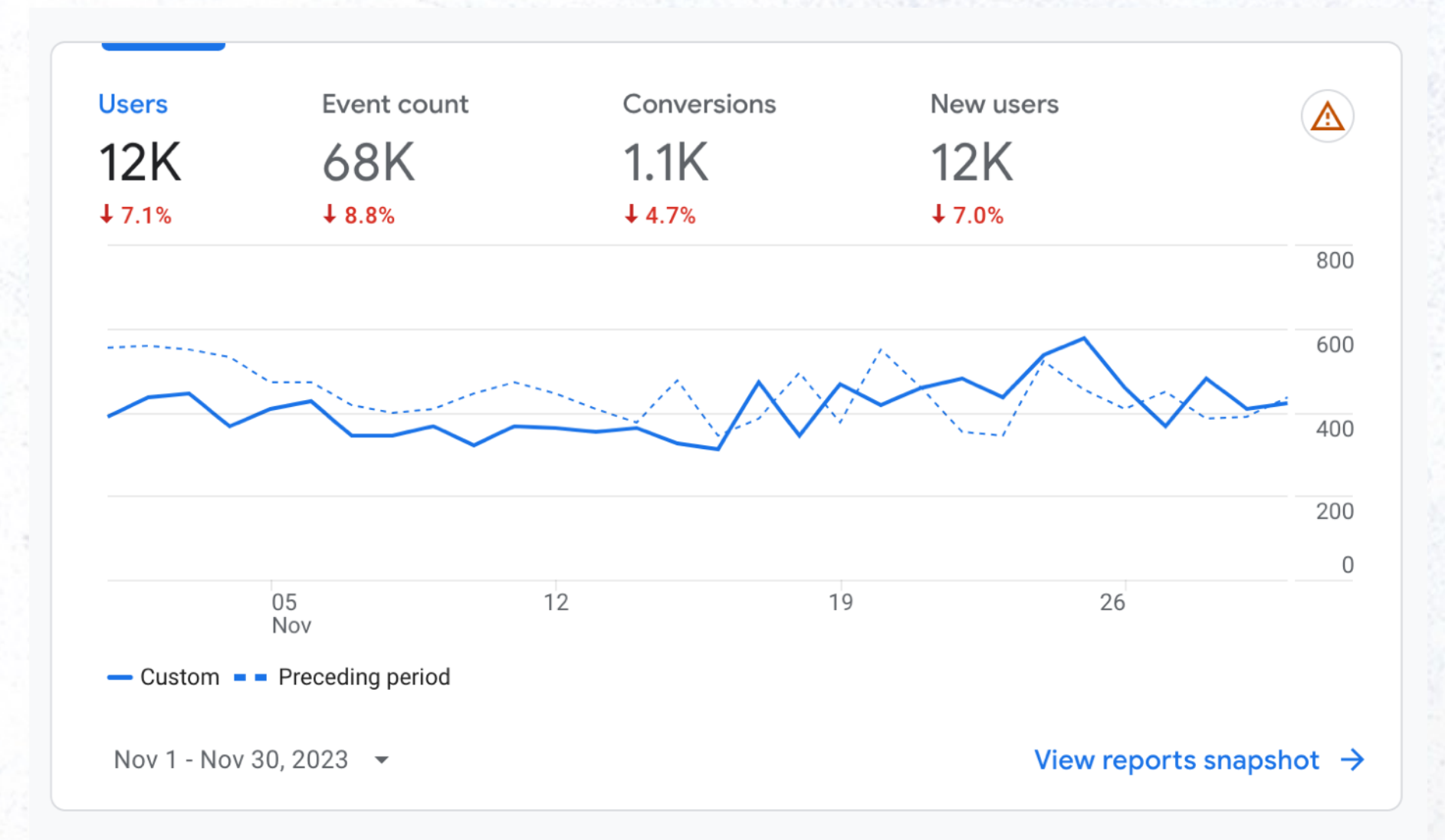
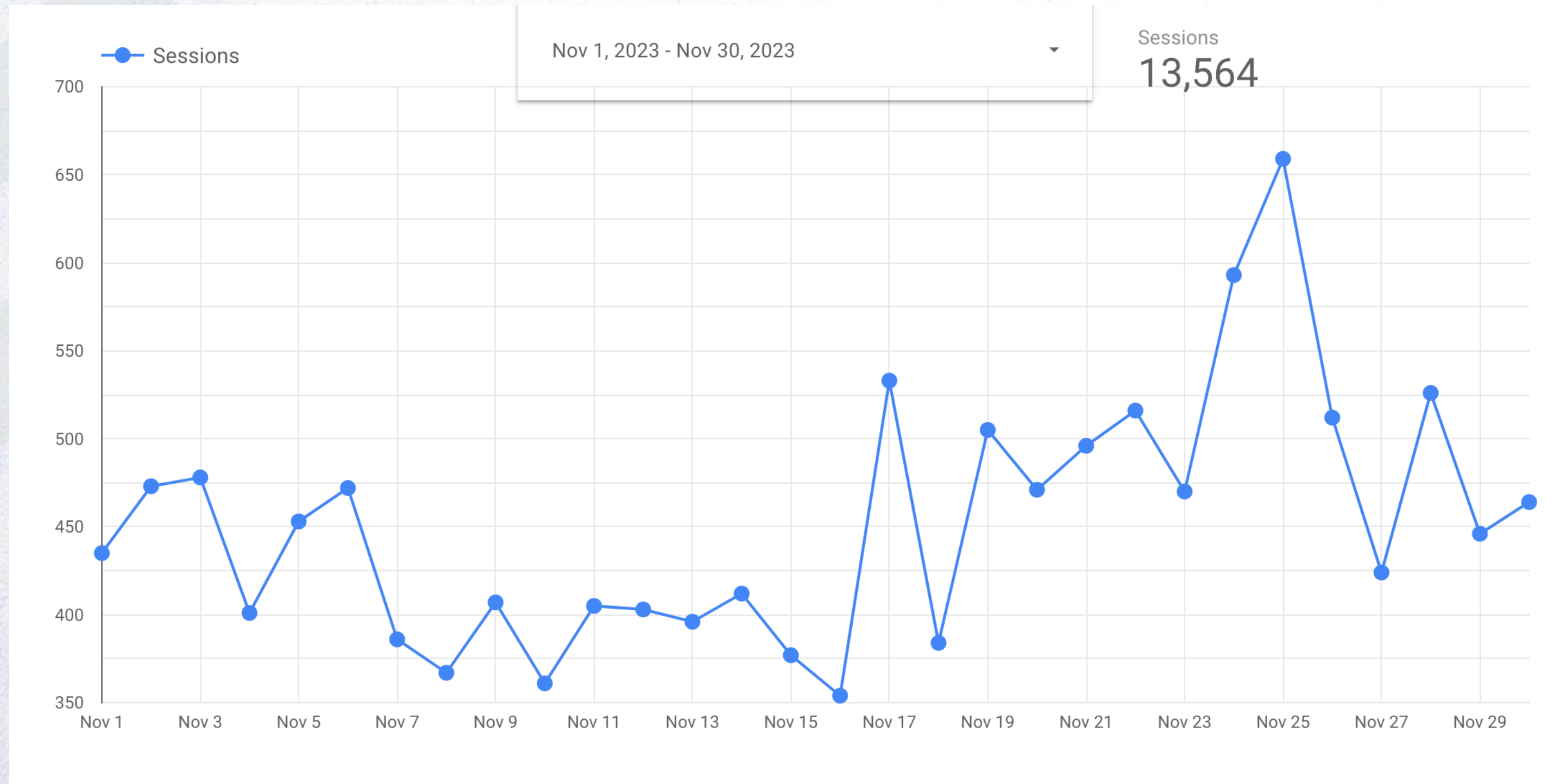
# SITE AUDIENCE – WORLD

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

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

		11,798 100% of total
1	United States	10,845
2	India	112
3	Canada	97
4	China	54
5	(not set)	51
6	Mexico	51
7	Brazil	46
8	United Kingdom	44
9	Germany	35
10	Philippines	32

# SITE TRAFFIC

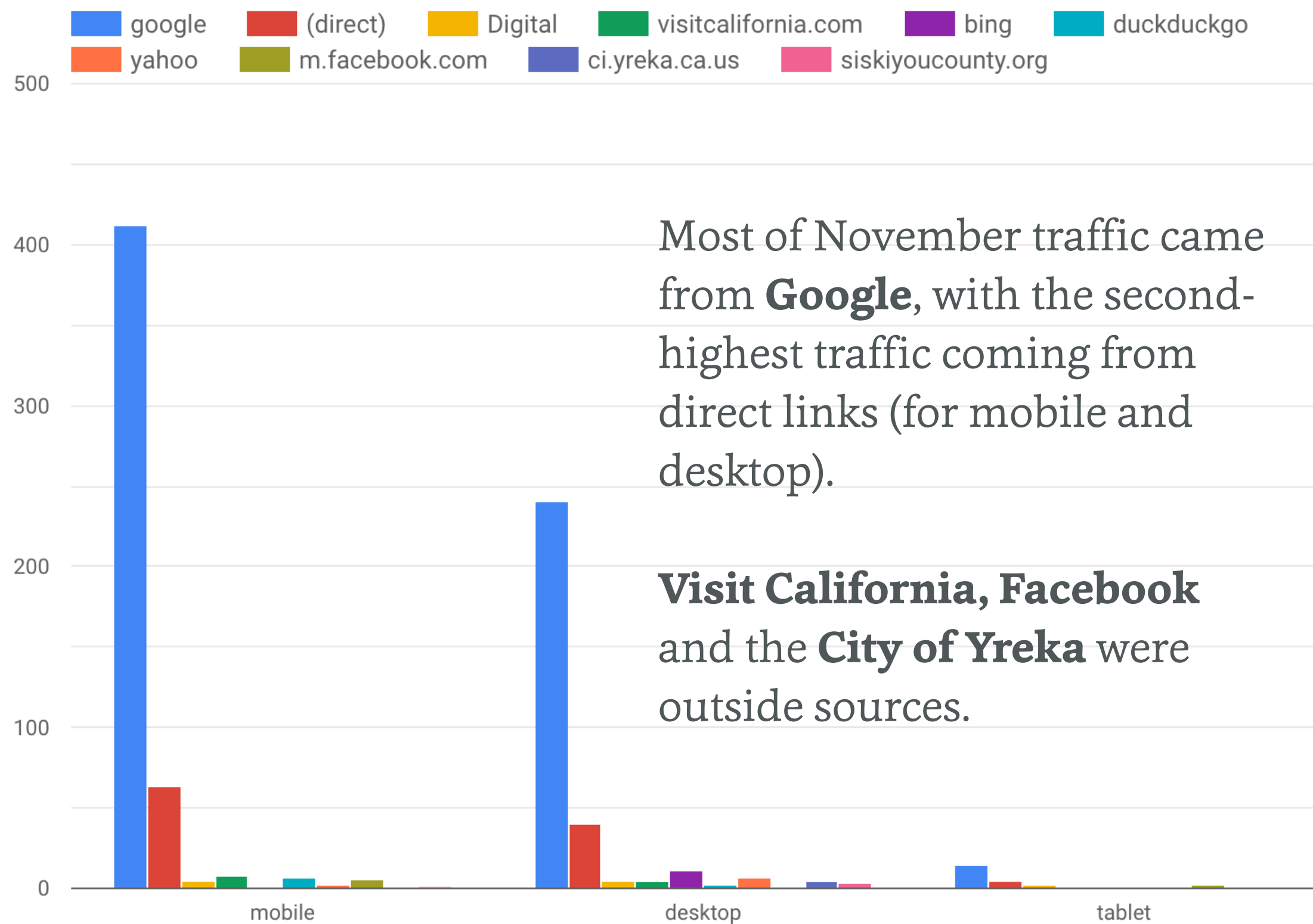


Traffic spikes were on November 16th and November 25th

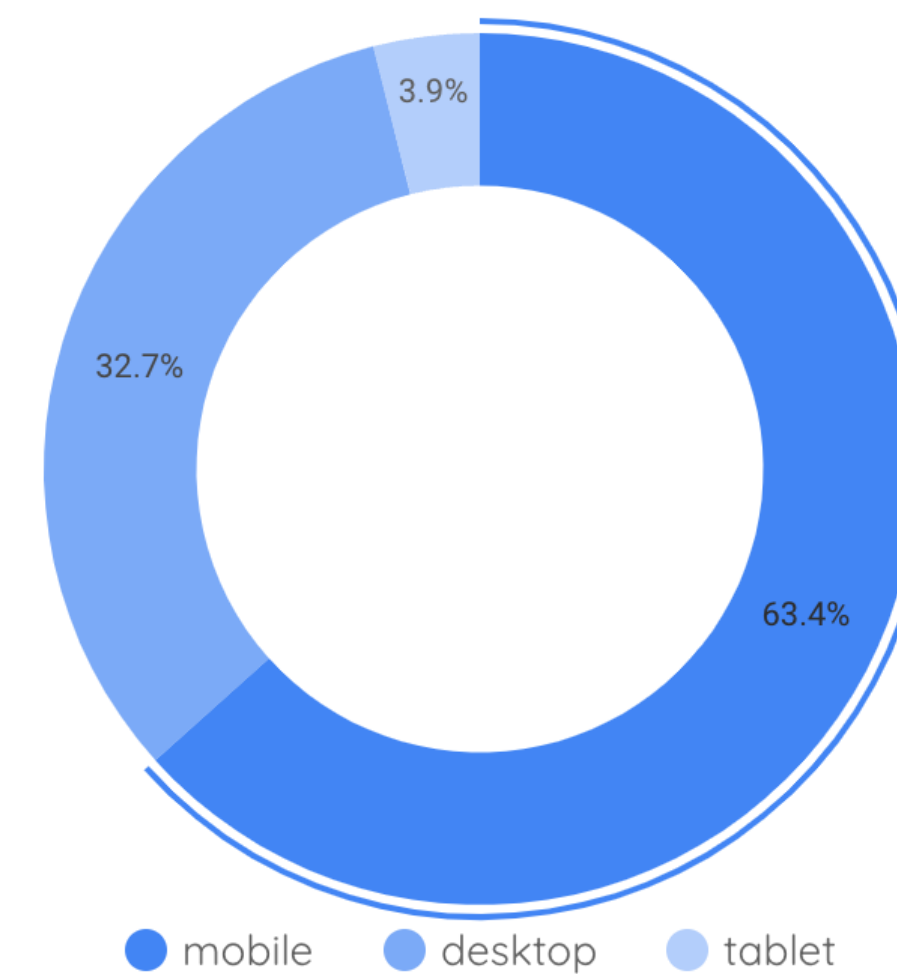


# AUDIENCE DEVICE

## Traffic Source

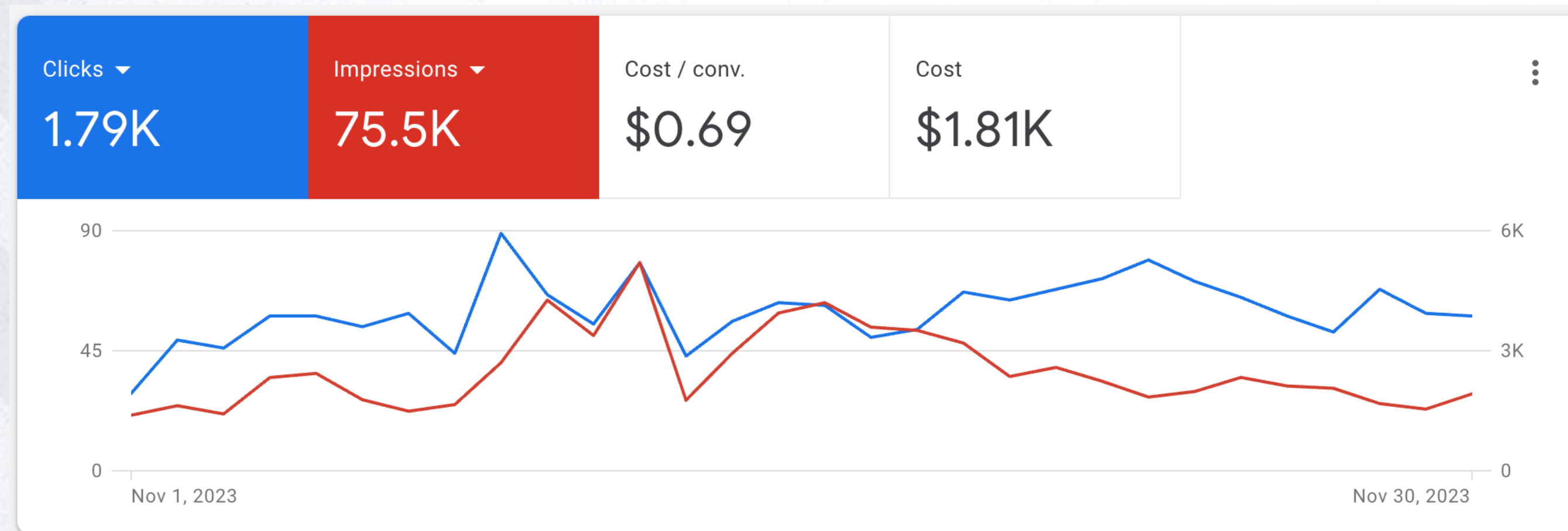


## Percentage of sessions on each device type



Mobile users were the majority at 63.4%

# PAID SEARCH - NOVEMBER



- **In November, the new paid search campaign generated 1,793 clicks with a 2.38% CTR at an extremely low \$0.69 cost per click.**
- **The top three locations for search based on total clicks were San Jose, Sacramento and Los Angeles.**
- **The top audiences engaging with our search campaign include "sightseeing tours" and "luxury travelers".**
- **The top search category for the Month of November was "California Trip".**

# TOP SEARCH KEYWORDS

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Conv. value	Conv. value / cost	Final URL	Clicks	Impr.	CTR
		Total: Keywords in your curren... <sup>?</sup>	141.47	0.08		1,793	75,457	2.38%
<input type="checkbox"/>	<input checked="" type="radio"/>	california trip	35.51	0.07	—	464	12,529	3.70%
<input type="checkbox"/>	<input checked="" type="radio"/>	vacation rental	9.00	0.06	—	94	2,381	3.95%
<input type="checkbox"/>	<input checked="" type="radio"/>	pacific coast highway road trip	7.00	0.06	—	113	2,175	5.20%
<input type="checkbox"/>	<input checked="" type="radio"/>	things to do near me	6.00	0.06	—	92	1,336	6.89%
<input type="checkbox"/>	<input checked="" type="radio"/>	cheap mountain cabin rentals	4.00	0.04	—	52	475	10.95%
<input type="checkbox"/>	<input checked="" type="radio"/>	mountain resorts	6.00	0.10	—	39	1,105	3.53%
<input type="checkbox"/>	<input checked="" type="radio"/>	california things to do	7.96	0.15	—	72	3,200	2.25%
<input type="checkbox"/>	<input checked="" type="radio"/>	fun things to do near me	7.00	0.15	—	45	630	7.14%

- **Top Keywords with the highest clicks: “California Trip”, “Vacation Rentals” and “Things To Do Near Me” were the most clicked keywords for November.**
- **Things to do and places to stay continue to be among the top searched keywords.**

# SEO UPDATES

## November 2023 Updates completed

- Updated canonical on Events page
- Optimized large homepage image
- Updated WP Rocket settings
- Reviewed homepage above-the-fold performance
- Fixed 67 broken links
- Blog post review for SEO

## New Tasks/To Be Started

- Blog review list
- Monitor Volcanic Byway posts. ([New one](#) rank 23 as of 12/1/23. Old one rank 15.)



# PR RESULTS

November 2023

# MEDIA RELATIONS UPDATE

## Proactive Pitches:

- Yreka Night of Lights
- Winter Magic Event
- Etna PAL Santa's Sleigh'n Holiday Bash
- Second Saturday & Candles in the Canyon
- Where To Ski This Season
- Northern California's Greatest Adventure's
- 2023 Holiday Travel
- Cozy Frozen North American Lake Destinations
- Where To Find Your Christmas Tree
- Best Family Resorts for 2023
- Affordable & Adorable Boutique Hotels
- Snow Adventures in Siskiyou
- Historic Hot Spots
- 2024 Travel Destinations

**MEN'S JOURNAL**

visit  
**California**

**Fodor's Travel**

# EARNED MEDIA RESULTS

- **Secured Clips: 16**
- **Est. Digital Monthly Visits: 17.7M**
- **Est. Digital Coverage Views: 94.2K**
- Coverage featured best winter resorts in Northern California, things to do in Siskiyou this holiday season, iconic California vacations, Christmas tree season, hidden gem towns, upcoming events and more.

## MEN'S JOURNAL

### Five Iconic California Vacations You Need To Do Explore Waterfalls Around Mount Shasta

For those who find inspiration in the soothing sounds of waterfalls and the challenge of capturing their ethereal beauty, the waterfalls around Mount Shasta offer a symphony of photographic opportunities. From the iconic McCloud Falls to the hidden gems like Hedge Creek Falls, each cascade becomes a muse for your lens.

Embark on a waterfall-hopping adventure, framing the dynamic flow of water against the majestic backdrop of Mount Shasta. Experiment with long exposures to capture the silky movement of water or focus on the intricate details of moss-covered rocks. The waterfalls around Mount Shasta are not just natural wonders; they are moments frozen in time through the lens of an adventurous photographer.

# COVERAGE HIGHLIGHTS



Community Events, Fairs & Festivals, Kids & Family

## Yreka's Night of Lights

Yreka Night of Lights is a longstanding community event that celebrates the holiday season with an evening street fair and tree lighting in Yreka's Historic Miner Street District. The 2023 event will be held from 4-7pm on Saturday December 2nd. There will be music, lights, entertainment, food, and warm drinks. All ages are invited to come and celebrate in this Free event until the tree lighting at 6:30pm. Some elements that you can expect to see this year are a live DJ, Karaoke band, holiday carolers, enchanted Christmas tree forest, flashmob, Frosty the Snowman, scavenger hunt, photos with Santa and a spectacular tree light show!

Miner Street Park

04:00 PM - 07:00 PM on Sat, 2 Dec 2023



## THE TRAVEL

## 10 Best Resorts In Northern California You Should Book This Winter

Sitting at the base of Mount Shasta and hidden amongst a forest overlooking Lake Siskiyou, Mount Shasta resort is an ideal resort in northern California for travelers to unwind, surrounded by the most beautiful natural features, like the majestic Mount Shasta.

Mount Shasta is an excellent destination for wellness enthusiasts, nature lovers, and travelers seeking a spiritual retreat or a relaxing Zen getaway. It is believed to be one of the seven Earth's Chakras; specifically, it is widely regarded as the 'Root Chakra' of the world, making it a popular spot for believers, shamans, and other wellness enthusiasts. However, non-believers can also enjoy the calming atmosphere and beautiful surroundings, from farmer's markets to bat houses and other fun activities in Mount Shasta besides hiking.



## These Small Towns In California Have The Best Historic Districts

Located in Northern California near the state border with **Oregon**, Yreka was founded in 1856 and given a **Native American** name for "white mountain" as nearby Mount Shasta was known. Boomtime for Yreka came during the **Gold Rush** era soon after its founding, a period when many of the buildings you'll see today in the historic downtown area were constructed.

The best of these can be seen along Main Street, where you'll find notable Yreka attractions including the Siskiyou County Museum with its large collection of artifacts and exhibits that tell the story of the region's indigenous people and its Gold Rush settlers. For those interested in architecture, Yreka's Historic Homes Walking Tour is a must-do and includes a chance to see over 70 houses built before the turn of the 20th century.

## Record Searchlight

## 25 holiday things to do before Christmas Day from Redding to Mount Shasta to Yreka

### Join Yreka's 'Night of Lights' celebration

Yreka's annual downtown celebration is from 4 p.m. to 7 p.m. on Dec. 2 in the 200 block of the historic Miner Street district. Activities include a craft fair, food vendors, a deejay, karaoke, caroling, an enchanted Christmas tree forest, a flash mob, a scavenger hunt, photos with Santa and a visit by Frosty the Snowman. The city's tree lighting starts at 6:30 p.m. Admission is free. For more information and event schedule go to [yrekanightoflights.squarespace.com](http://yrekanightoflights.squarespace.com).

NEWSWATCH



## Christmas tree permit season opens today in Klamath National Forest, among others

Klamath National Forest says its **Siskiyou** location "is a destination beyond the ordinary, where awe-inspiring moments stay with you forever and getaways have no boundaries."



## Ski California

### Winter Fun in Siskiyou County

Siskiyou County is a mountainous winter wonderland worth exploring this ski season. **Mt. Shasta Ski Park** installed a new chair lift last year, guaranteeing visitors another year of smooth rides to the top of lifts. For winter fun, check out the **Mt. Shasta Nordic Center** and **Deer Mountain Snowmobiling Park**, including the snowshoe trails McCloud Falls, Heart Lake, and Old Ski Bowl Trail, among others. For après-ski, go to **Axe and Rose Public House** in the McCloud Hotel, **Pipeline Craft Taps & Kitchen** and **Cooper's Bar & Grill** for a fun small-town vibe to relax and unwind at the end of the day. For those wanting to stay near the slopes, consider **Summit Lofts**, **McCloud Mercantile Hotel** or **LOGE Mt. Shasta**.



# COVERAGE HIGHLIGHT LINKS

- The Travel – [10 Best Resorts in Northern California You Should Book This Winter](#)
- PhotoJeepers - [Things To Do In Northern California In January](#)
- Men's Journal - [Five Iconic California Vacations You Need To Do](#)
- Visit California - [Wildlife Wonders](#)
- KDRV - [Christmas tree permit season opens today in Klamath National Forest, among others](#)
- Visit California - [23 Fab California-Forward Gift Ideas Under \\$50](#)
- Visit California - [10 Self-Care Gifts from the Golden State](#)
- Jefferson Public Radio - [Yreka's Night of Lights](#)
- Redding Record Searchlight - [25 holiday things to do before Christmas Day in the North State](#)
- WorldAtlas - [These Small Towns in California Have the Best Historic Districts](#)
- KCRA - [Here's where to buy a Christmas tree or cut your own in Northern California](#)
- TheTravel - [10 Small & Hidden Gem Towns In California](#)
- Jefferson Public Radio - [Winter Fest](#)
- Jefferson Public Radio - [Etna PAL Santa's Sleigh'n Holiday Bash](#)
- Jefferson Public Radio - [Second Saturday & Candles in the Canyon](#)
- Visit California – [Ski California](#)

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 framed by dark triangular shapes in the corners, creating a sense of depth and focus on the central text.

**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.

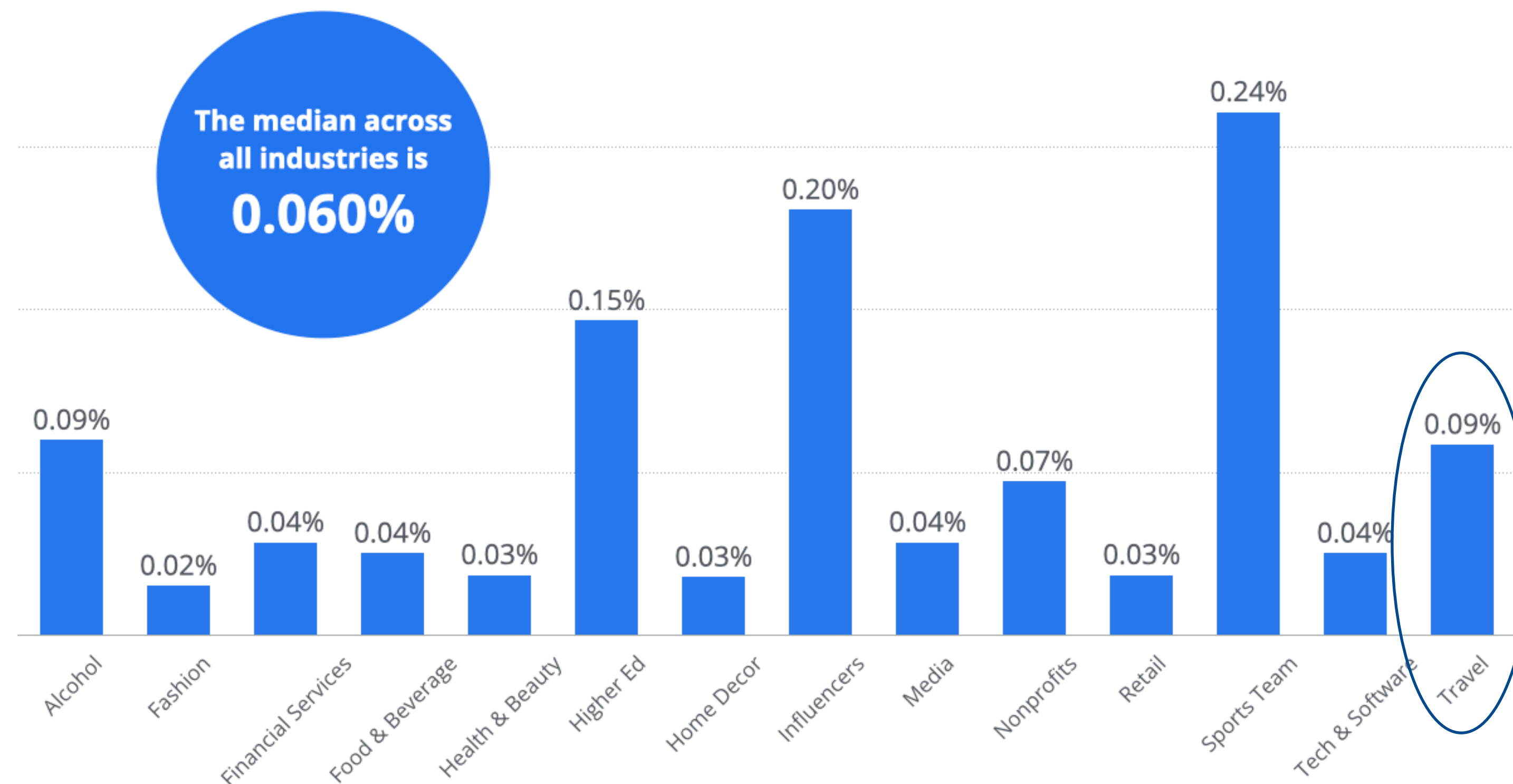
**Engagement:** The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

**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)

