

DISCOVER SISKIYOU

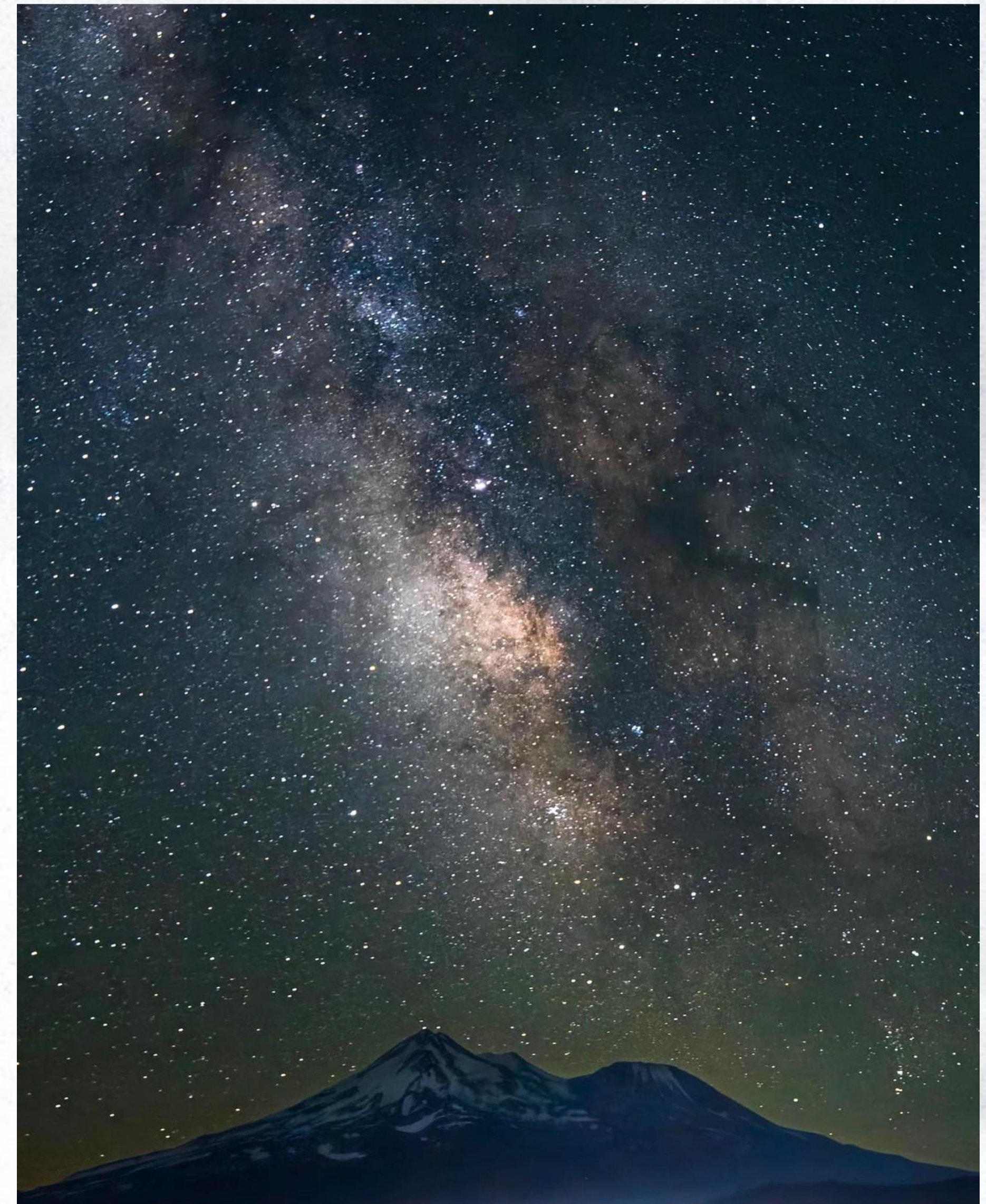
Performance Report | February 2024



EXECUTIVE SUMMARY

This report includes social media performance metrics for Siskiyou's February 2024 organic and paid social content.

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



STR REPORT – FEBRUARY

STR Report	FEB 2023	FEB 2024	MOM
Occupancy	45.9	35.7	-22.2%
ADR	102.98	102.72	-0.3%
RevPar	47.27	36.70	-22.4%



PAID SOCIAL

KEY TAKEAWAYS

“Family” Audience Stays Engaged: Although it is Siskiyou’s smallest audience (in terms of Facebook and Instagram users) , the “Family” audience was once again the most engaged of the three during the month of February.

Frequencies Beginning to Rise: For the first time since the latest update to the creative ad rotation in late 2023, frequencies rose to nearly 2 impressions per creative per user, indicating there could be an upcoming need for fresh ad creative in order to sustain strong performance that continues to far out-index travel industry benchmarks.



AUDIENCE OVERVIEW

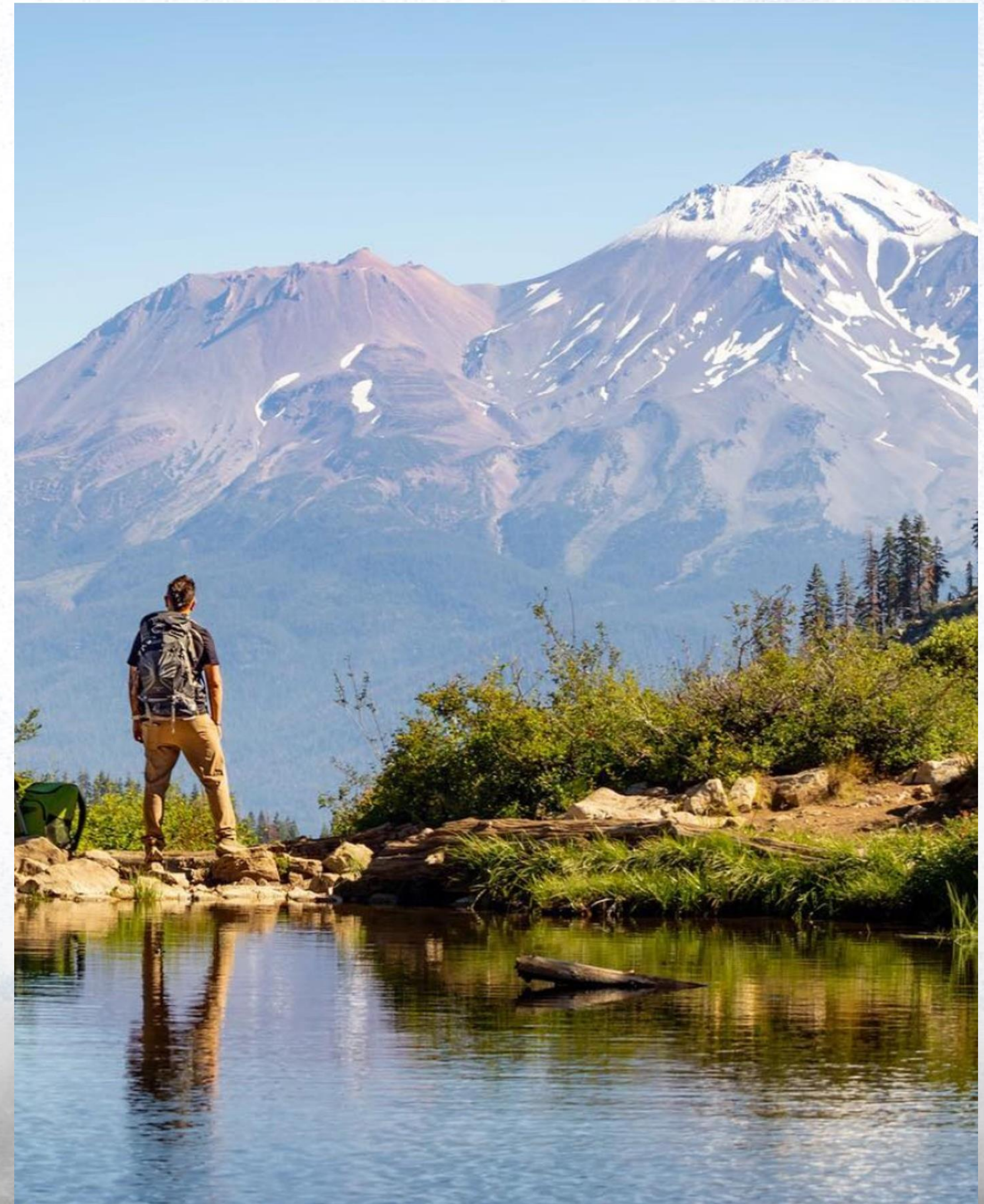
Adventure: Users ages 21-54 with indicated interest in “Adventure Travel” (or similar interest parameters)

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: 16,609 post engagements
- Female: 1.44% engagement rate
- Ages 65+: 6,839 post engagements, 1.93% engagement rate

TOP AUDIENCES

- Family Man (1.96% engagement rate)
- Authentic (1.41% engagement rate)
- Adventure (1.13% engagement rate)

TOP GEOS

- Widest Reach: Los Angeles, Sacramento, Bay Area
- Most Engaged: Fresno (1.65%), Sacramento (1.56%)

TOP CREATIVE

- WANDER (dogs on leash): 4.24% engagement rate
- WANDER (no souvenirs): 3.67% engagement rate

YTD Engagement Rate: 1.25%

(industry benchmark is 0.09%)

DATA BREAKDOWN

	Impressions	Eng. Rate	CPM
Total	1,715,090	1.41%	\$1.44

Gender	Impressions	Eng. Rate	CPM
Male	1,185,253	1.40%	\$1.44
Female	513,802	1.44%	\$1.42
Uncategorized	16,035	1.63%	\$1.40

Age	Impressions	Eng. Rate	CPM
18-24	97,233	1.68%	\$1.38
25-34	164,943	1.10%	\$1.43
35-44	301,144	1.10%	\$1.44
45-54	346,423	1.15%	\$1.45
55-64	450,520	1.48%	\$1.45
65+	354,818	1.93%	\$1.43

While impressions sat around 1.7M for the month of February, unique reach was just shy of 800K. This is not a bad thing, particularly when considering the depth of varying creative Siskiyou's ad rotation. However, it does signal a potential need for fresh creative in the coming months.

DMA	Impressions	Eng. Rate	CPM
Los Angeles	557,204	1.44%	\$1.43
Bay Area	261,743	1.39%	\$1.43
Sacramento	284,270	1.56%	\$1.44
Fresno	187,195	1.65%	\$1.45
All Others	424,678	1.57%	\$1.42

Audience	Impressions	Eng. Rate	CPM
Adventure	720,186	1.13%	\$1.44
Authentic	618,002	1.41%	\$1.44
Family	376,902	1.96%	\$1.42

Fresh creative that is geared more toward a family audience, as opposed to creative like the WANDER pledge which gears more toward "Authentic" and "Adventure" audience members, can also help Siskiyou capitalize on the outstanding engagement rates by the "Family" audience in recent months, especially as summer vacation season draws closer.



ORGANIC SOCIAL



FACEBOOK RESULTS

Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
FEB 2024	7,034	204	13	24	105	4.92%
JAN 2024	5,791	87	9	4	67	2.88%
<i>DIFF. MoM</i>	+21.5%	+134.5%	+44.4%	+500.0%	+56.7%	+70.8%

Siskiyou’s organic Facebook performance demonstrated strong improvements across all its primary KPIs, with its February engagement rate nearly double that of January’s content. Not only was Facebook content far more-liked in February, but it was also shared at a six-times higher rate than the month prior.

Content focused on stunning views or fun outdoor activities continues to drive the best engagement with Siskiyou’s Facebook audience. As a result, our content strategy in this space continues to focus on ways to leverage these outstanding visuals with key messaging that inspires overnight visits to the region.

TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 25 | Comments: 4 | Shares: 0
Clicks: 47 | Eng. Rate: 7.76%



Reactions: 54 | Comments: 2 | Shares: 5
Clicks: 11 | Eng. Rate: 7.91%



INSTAGRAM RESULTS

Performance Totals

	Impressions	Likes	Comments	Shares	Saves	Engagement Rate
<i>FEB 2024</i>	21,034	1,748	35	70	21	8.91%
<i>JAN 2024</i>	12,514	782	21	41	8	6.81%
<i>DIFF. MoM</i>	+68.1%	+123.5%	+66.7%	+70.7%	+162.5%	+30.8%

Like on Facebook, Siskiyou’s Instagram channel posted lifts across all primary KPIs. Not only did Siskiyou more than double its total post likes from January, but it also inspired substantial spikes in shares and saves, further validating the resonance of the month’s content.

Stunning views of Mt Shasta remain the surest engagement driver for Siskiyou in this space, and we are continuing to foster and strengthen relationships with local photographers who have granted us permission to use their photography in our organic content. Like on Facebook, messaging will seek to connect the dots between these stunning visuals and prospective travelers booking overnight stays to experience the region’s beauty up close.



TOP POSTS BY TOTAL ENGAGEMENT



Likes: 458 | Comments: 17 | Shares: 15 | Interactions: 19
Saves: 4 | Eng. Rate: 15.6%



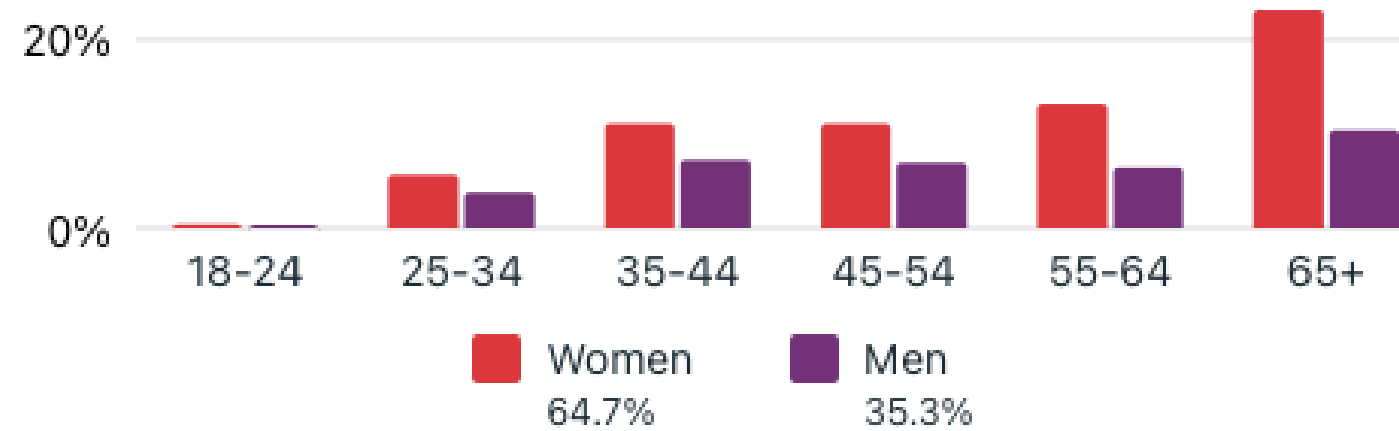
Likes: 411 | Comments: 2 | Shares: 21 | Interactions: 20
Saves: 3 | Eng. Rate: 15.9%

AUDIENCES OVERVIEW

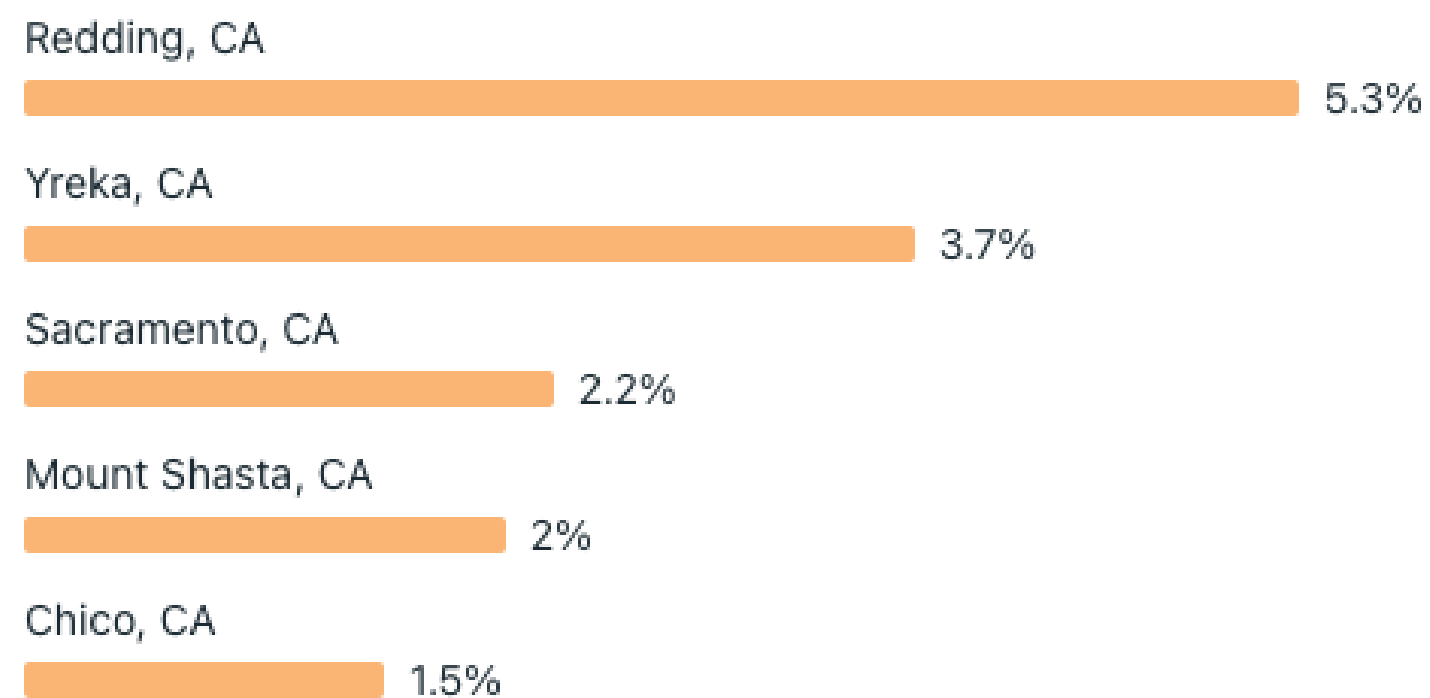
Facebook followers ⓘ

14,878

Age & gender ⓘ



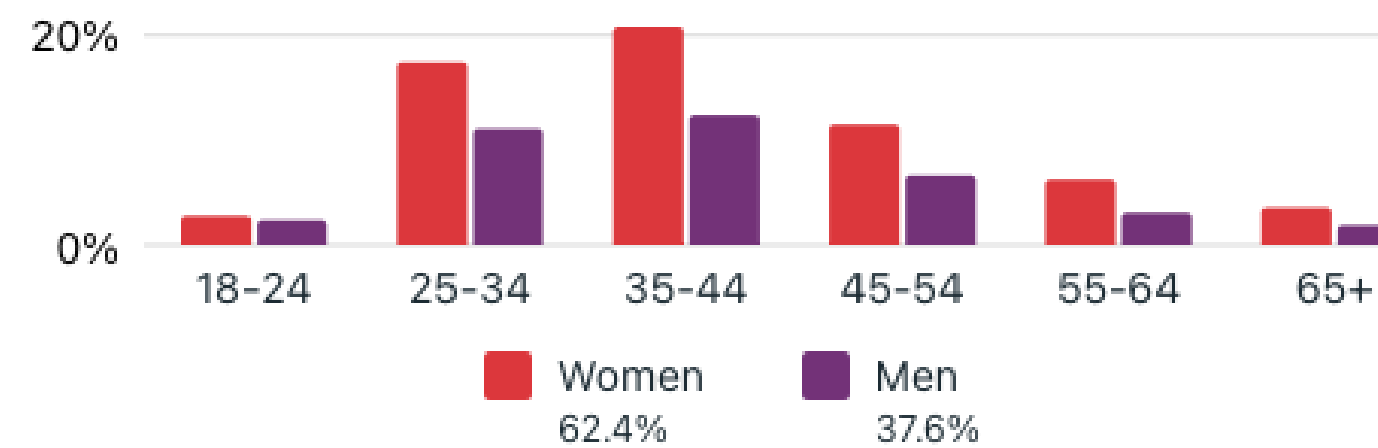
Top cities



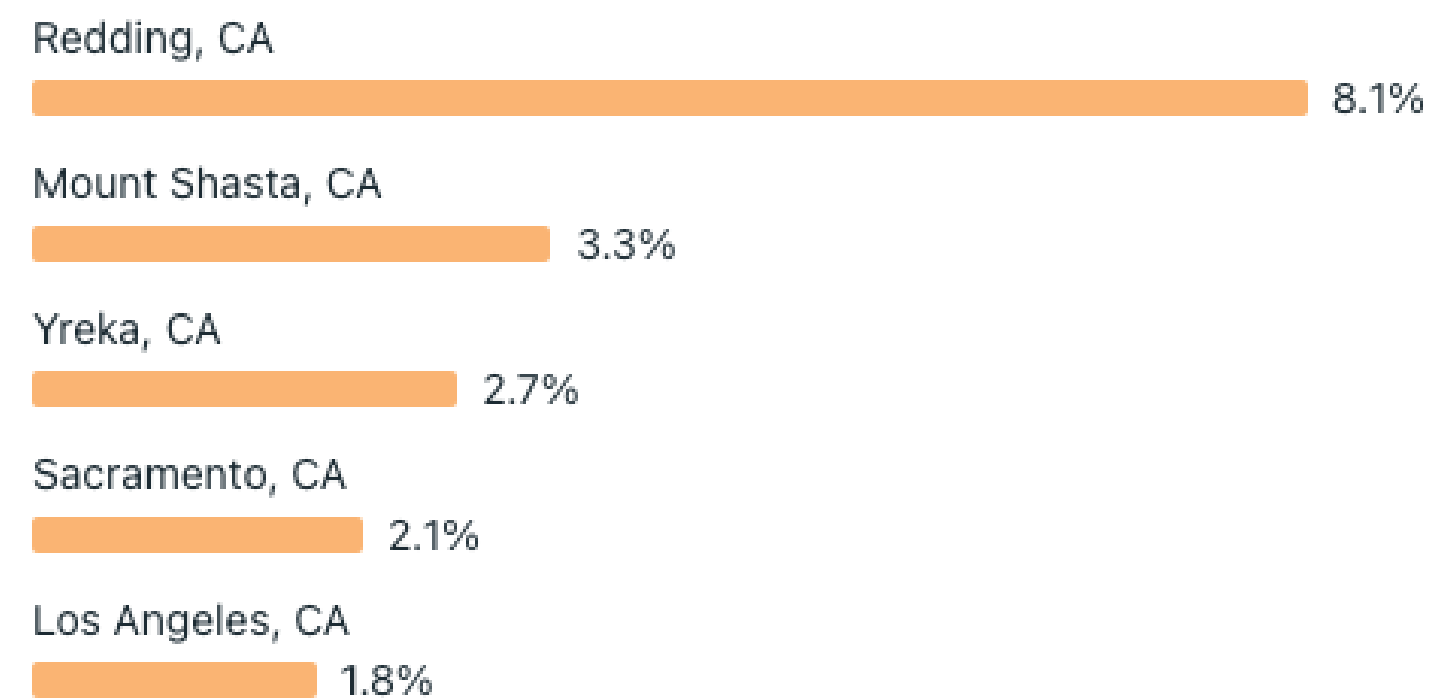
Instagram followers ⓘ

13,272

Age & gender ⓘ



Top cities



Net Audience Growth (Jan '24):

+11
(0.07%)



Net Audience Growth (Jan '24):

+25
(0.19%)



TIKTOK RESULTS

Performance Overview

	Video Views	Likes	Comments	Shares	Profile Views	Eng. Rate
<i>FEB 2024</i>	1,435	22	2	5	17	3.21%
<i>JAN 2024</i>	2,119	17	2	3	26	2.27%
<i>DIFF. MoM</i>	-32.3%	+29.4%	-	+66.7%	-34.6%	+41%

Although viewership leveled off for Siskiyou’s TikTok videos, engagement continued to rise month-over-month, as did audience growth (up roughly 5% from the start of the month).

As spring approaches, content on TikTok will focus on the changing of seasons and new ways to Discover Siskiyou as the weather gets warmer. Ultimately, we will want our TikTok grid to show Siskiyou in all four seasons, given the expansiveness of Siskiyou’s four regions and the wealth of unique fun to be had in each of them.

Most Viewed Video





PINTEREST RESULTS

Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
<i>FEB 2024</i>	1,055	22	1	9	3.03%
<i>JAN 2024</i>	1,299	26	3	18	3.62%
<i>DIFF. MoM</i>	-18.8%	-15.4%	-66.7%	-50.0%	-16.3%

Pinterest performance remained steady month-over-month, though the month's most-saved pin caught us a bit by surprise. It was a pin from last year that celebrates farm-to-table food sourced in Siskiyou, and without any paid support it was ultimately Siskiyou's top-performer in February. This has inspired efforts around shopping local and unique dining catered to Siskiyou's Pinterest audience to continue driving this level of engagement.

Most Saved Pin





DIGITAL RESULTS

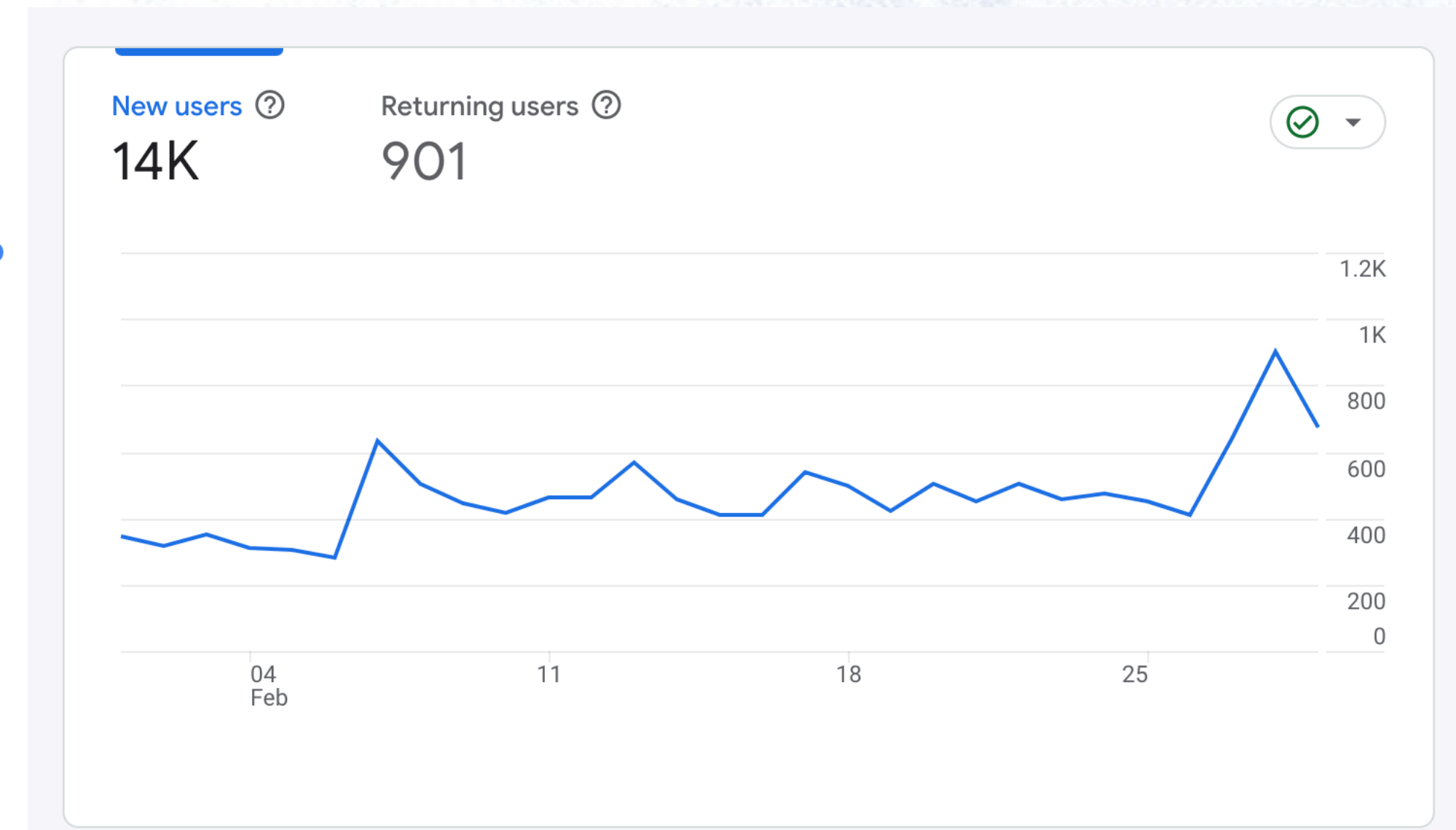
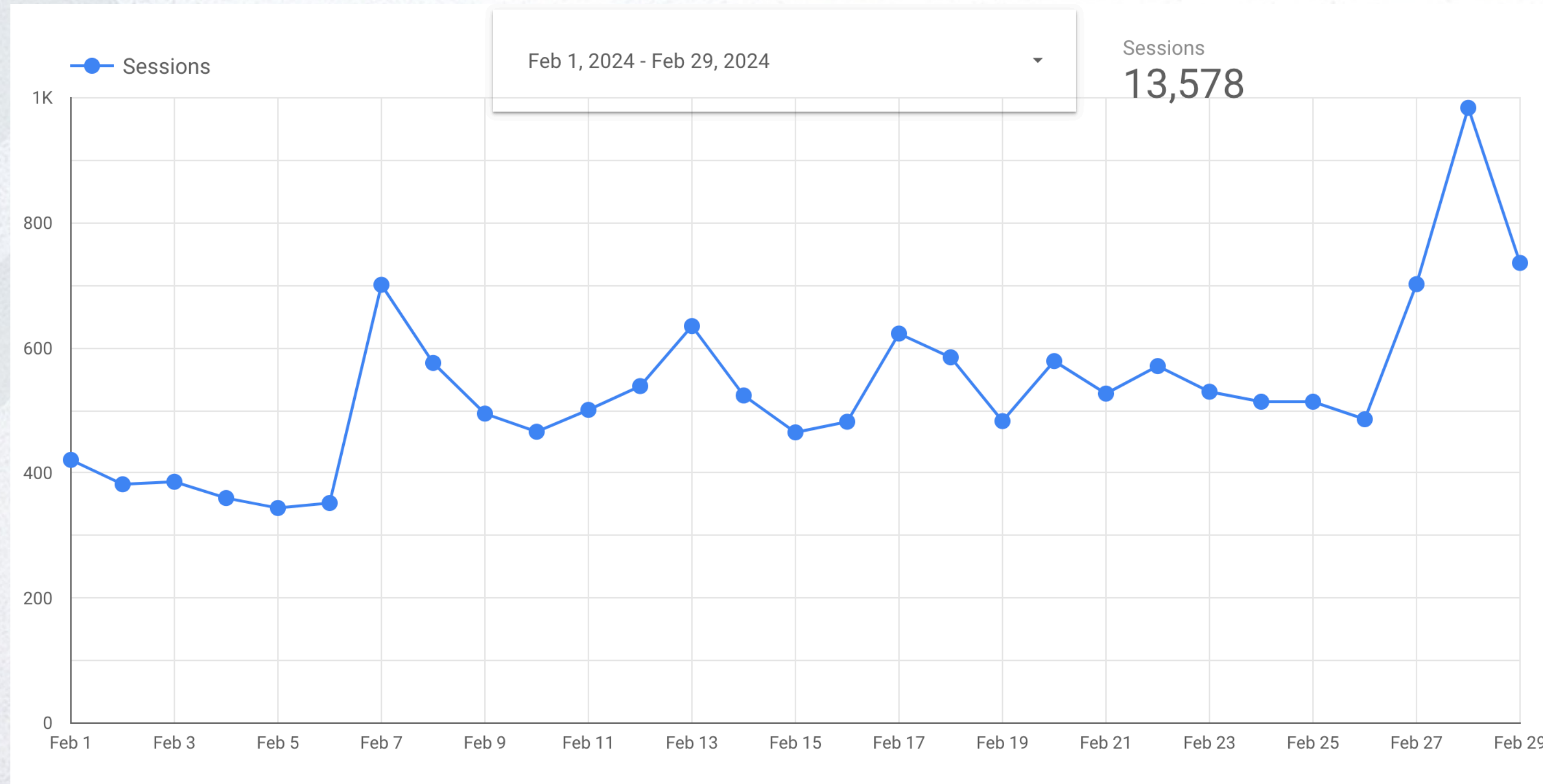
February 2024

WEBSITE REPORT

	Sessions	Users	Engaged Sessions Per User	Average Engagement Time	Bounce Rate
2024	15,276 (+12.51% MoM)	13,795 (+14.65% MoM)	0.43 (-20.45% MoM)	0:27 (-13.83% MoM)	61.42% (+4%)
2023	11,567	10,197	-	-	71.67%

- While users spent a shorter amount of time on the site, the DiscoverSiskiyou website saw increases in overall traffic for the month of February.
- The website continued to see positive increases in sessions and users YOY. The bounce rate saw a positive decrease of 14% since February of 2023.
- **The engaged sessions and average engagement time are new metrics within Google Analytics 4 that launched in 2023.*

SITE TRAFFIC



Traffic spike was on February 28th.

TOP PAGES

	Page path and screen class +	↓ Views	Users	Views per user	Average engagement time
		22,386 100% of total	13,795 100% of total	1.62 Avg 0%	30s Avg 0%
1	/	9,530	8,554	1.11	6s
2	/volcanic-legacy-scenic-byway-pass/	613	411	1.49	35s
3	/activities/snowmans-hill/	511	334	1.53	28s
4	/what-to-do/	463	245	1.89	1m 09s
5	/where-to-stay/	448	310	1.45	51s
6	/events/	398	262	1.52	1m 27s
7	/activities/	324	264	1.23	20s
8	/weddings/	243	84	2.89	30s
9	/activities/lake-siskiyou/	232	150	1.55	45s
10	/2018/04/25/spiritual-retreats-and-sacred-places-in-siskiyou/	228	161	1.42	55s

- The homepage remained the number one most viewed page for the month of February.
- The top engaged page from the top ten most visited pages was the events page with an average engagement time of 1:27.
- Outside of the homepage the volcanic legacy scenic bypass was the second most visited page.
- Paid social traffic drove the most users to the homepage.

BIKES, BREWS & 'ZA

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	95 0.42% of total	50 0.36% of total	1.90 Avg +17.08%	21s Avg -30.6%
1 /bikes-brews-za/	95	50	1.90	21s

- In February, the Bikes, Brews, And 'Za Pass page had 95 sessions, 60 users and an average engagement time of 0:21 seconds.

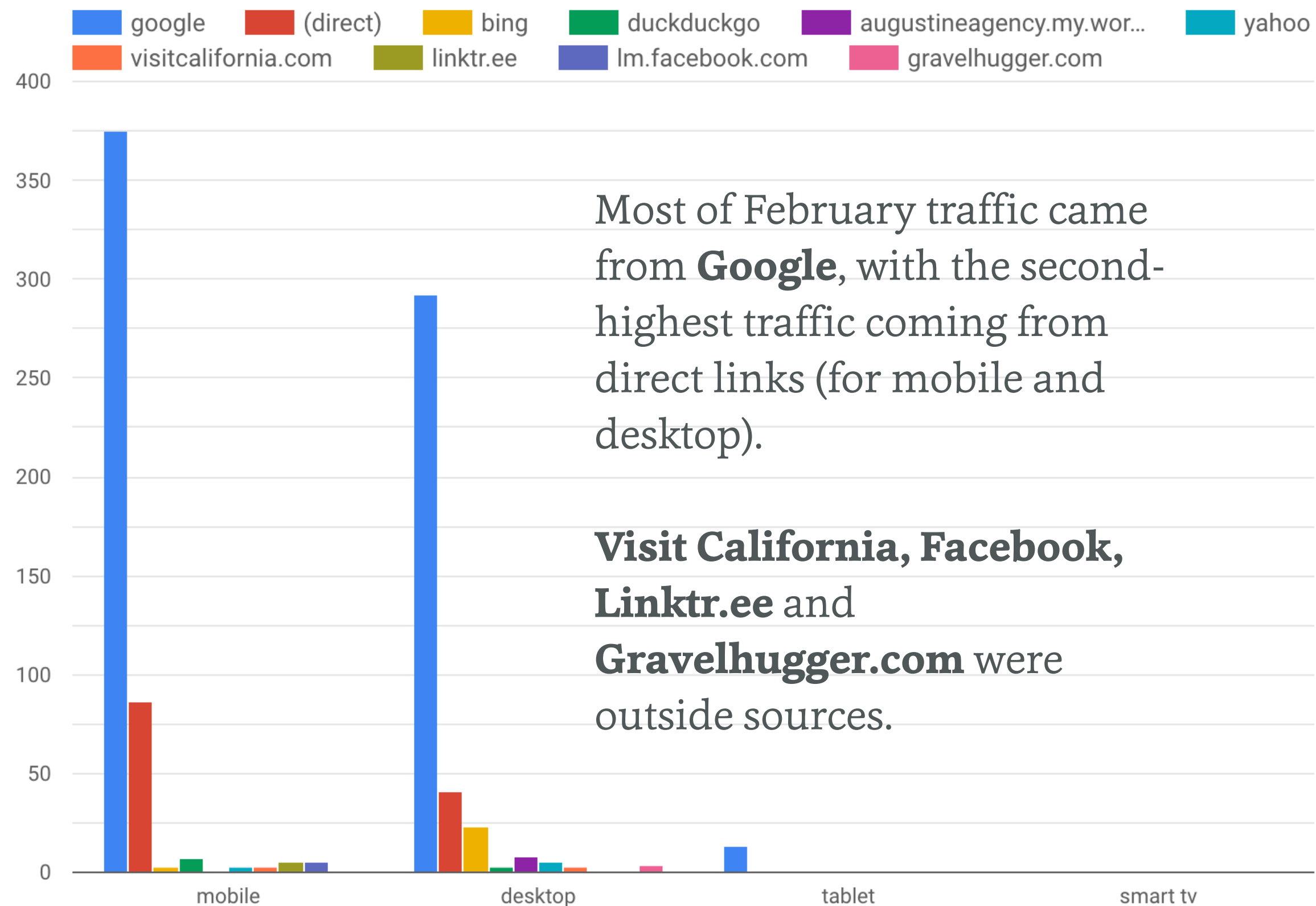
VOLCANIC LEGACY

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	633 2.83% of total	425 3.08% of total	1.49 Avg -8.22%	35s Avg +17.02%
1 /volcanic-legacy-scenic-byway-pass/	613	411	1.49	35s

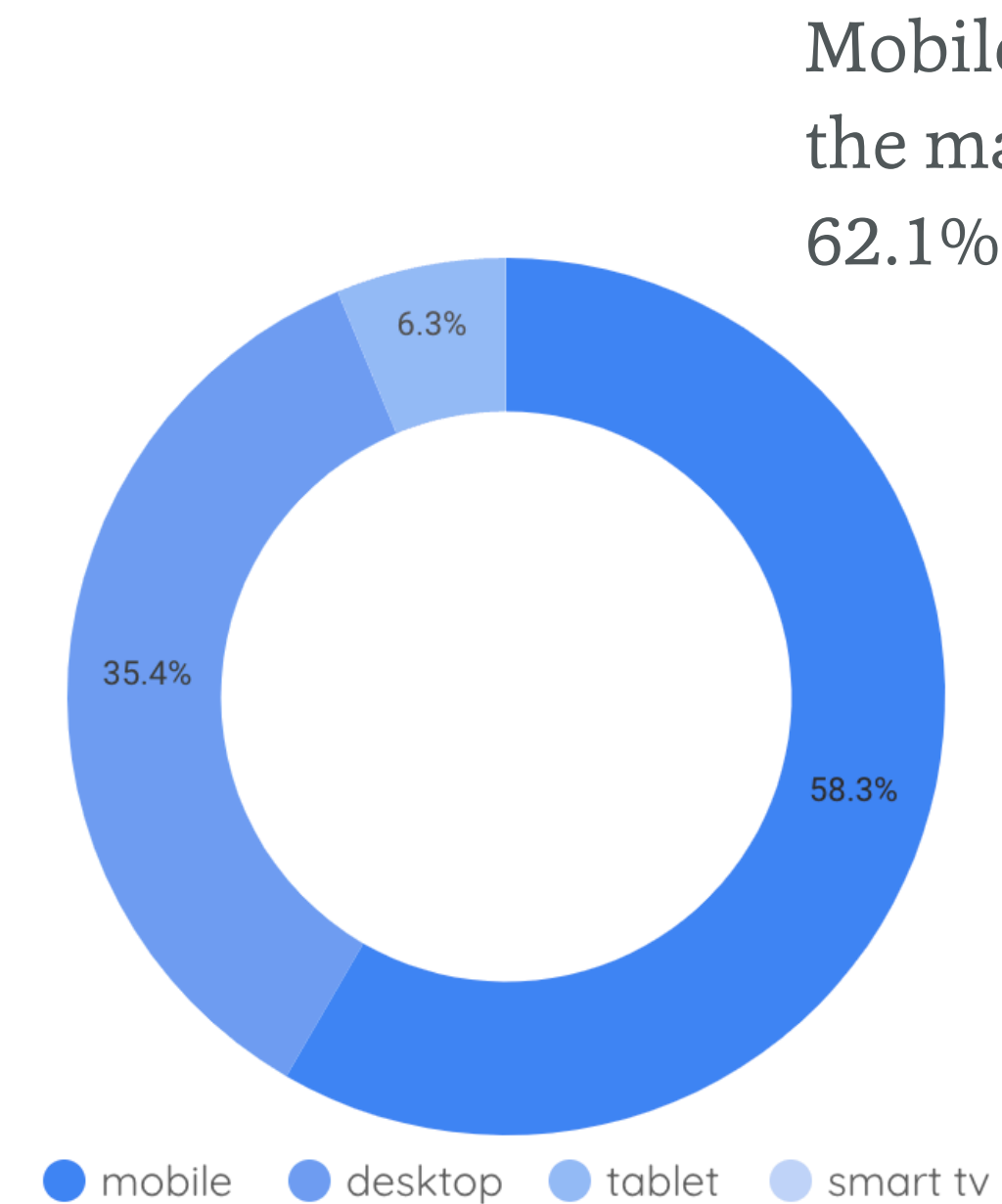
- In February, the Volcanic Legacy Scenic Byway Pass page had 633 views with 425 users and an average engagement time of 0:35 seconds.
- Most of the traffic came from google searches, social and referral traffic from Visit California.

AUDIENCE DEVICE

Traffic Source



Percentage of sessions on each device type



GEO / DEMOGRAPHIC

City	Country	↓ Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	
		11,624 76.09% of total	10,405 75.43% of total	10,285 75.63% of total	4,797 81.4% of total	41.27% Avg +6.98%	0.46 Avg +7.92%	35s Avg +15.88%	
1	(not set)	United States	1,621	1,563	1,511	288	17.77%	0.18	13s
2	San Jose	United States	939	799	741	509	54.21%	0.64	45s
3	Sacramento	United States	571	499	467	288	50.44%	0.58	36s
4	Chicago	United States	546	543	541	23	4.21%	0.04	2s
5	Los Angeles	United States	516	472	456	232	44.96%	0.49	30s
6	Seattle	United States	458	374	343	288	62.88%	0.77	49s
7	New York	United States	384	377	374	29	7.55%	0.08	4s
8	San Francisco	United States	347	305	282	197	56.77%	0.65	40s
9	Pembroke Pines	United States	270	269	269	1	0.37%	<0.01	0s
10	Yreka	United States	212	173	143	165	77.83%	0.95	1m 35s

- The top performing cities included San Jose, Sacramento, Chicago and Los Angeles.
- Yreka users spent the longest time on the site generating an impressive average time of 1:35, up 10 seconds MoM.

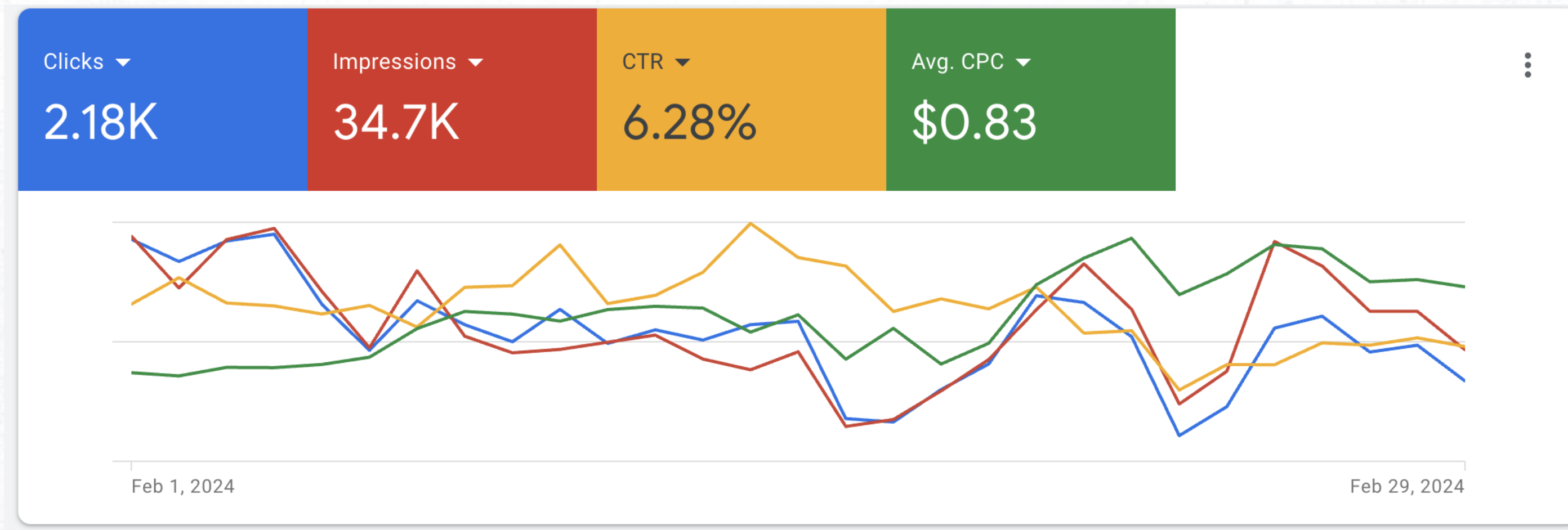
SITE AUDIENCE – WORLD

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

Also in the top countries are **France** and **Saudi Arabia.**

		13,795 100% of total
1	United States	10,405
2	India	853
3	Poland	565
4	France	313
5	Saudi Arabia	156
6	Canada	71
7	Nigeria	59
8	United Kingdom	40
9	Brazil	38

PAID SEARCH - FEBRUARY



- **In February, the paid search campaign generated 2,177 clicks with a 6.28% CTR at a \$0.83 cost per click.**
- **The top three locations for search based on total clicks were Sacramento, San Francisco, and Mountain View.**
- **The top search category was “california trip” and “place in california”.**

TOP SEARCH KEYWORDS

Summary of how your keywords are performing

	Impressions ▼	Clicks ▼	CTR ▼
● california trip	8,197	678	8.27%
● place in california	2,455	156	6.35%
● places to stay	2,033	191	9.39%
● california things to do	1,542	77	4.99%
● california places	1,325	41	3.09%

- **Top Keywords with the highest clicks: “California Trip” and “Place in California” were the most clicked keywords for February.**
- **Activities and keywords around itinerary building generated the most impressions, followed by lodging inquiries.**

SEO UPDATES

January 2024 Updates completed

- Fixed 22 broken links
- Deleted 2 old volcanic byway posts
- Removed duplicate live podcast pages
- Updated active podcast pages

New Tasks/To Be Started

- Blog review list
- Monitor [Voclanic Byway](#) posts. (As of 12/1/23, rank 15; 1/4/24 - 16; 1/22 - 14; 3/4 - 12.)
- Replace WP Rocket plugin to FlyingPress
- Monitor [fishing post](#) (redirected from </2017/05/24/fishing-in-siskiyou/>; was 1 for "fishing in lake siskiyou")
- Review and optimize [other fishing post](#)
- Review Yoast Premium redirects; merge into Redirection
- Finalize optimizing podcast pages (search "podcast" in Pages CMS)
- Reviewed orphaned content (see Page CMS)

BLOGS/NEWSLETTERS RESULTS

February 2024

FEBRUARY BLOG OVERVIEW

**Blog: Discover a Romantic
Escape in Siskiyou**

Refreshed/Updated: 1/23/24

Views: 90

**Average Engagement Time: 1:34 (Avg
+170.4%)**



DISCOVER A ROMANTIC ESCAPE IN SISKIYOU

Love is in the air as January fades away and February takes its place. Here in Siskiyou, we're practically buzzing [...]

FEBRUARY BLOG OVERVIEW

Blog: Things To Do in East Siskiyou

Published: 2/27/24

Views: 132

Average Engagement Rate: 2:35 (Avg +346.61%)



THINGS TO DO IN EAST SISKIYOU

Anyone who has ever visited the beautiful East Siskiyou region understands its attraction. Adventure, spectacular views and being one with [...]

FEBRUARY #1 ENEWSLETTER OVERVIEW

Subject line: Explore Siskiyou & Win Big! 🌞 🌄

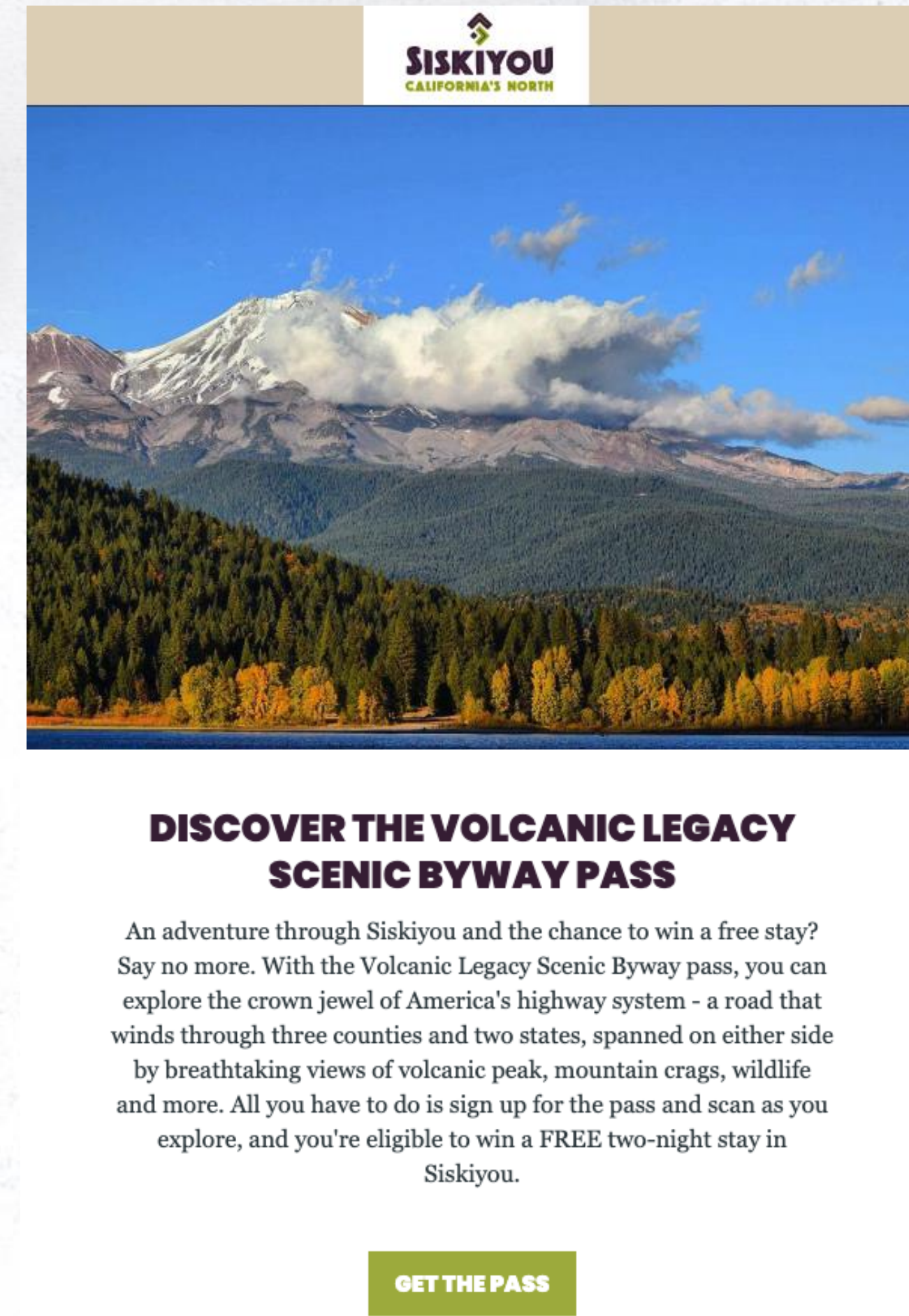
Launched: 2/17/24

Open Rate: 39.4%

CTR: 3.8%

Clicks: 169 clicks

- **Volcanic Pass: 88 clicks**
- **Things To Do in Mt Shasta: 56 clicks**
- **Gravel Hugger: 52 clicks**



FEBRUARY #2 ENEWSLETTER OVERVIEW

Subject line: Unveiling East Siskiyou: Where Adventure Meets Serenity

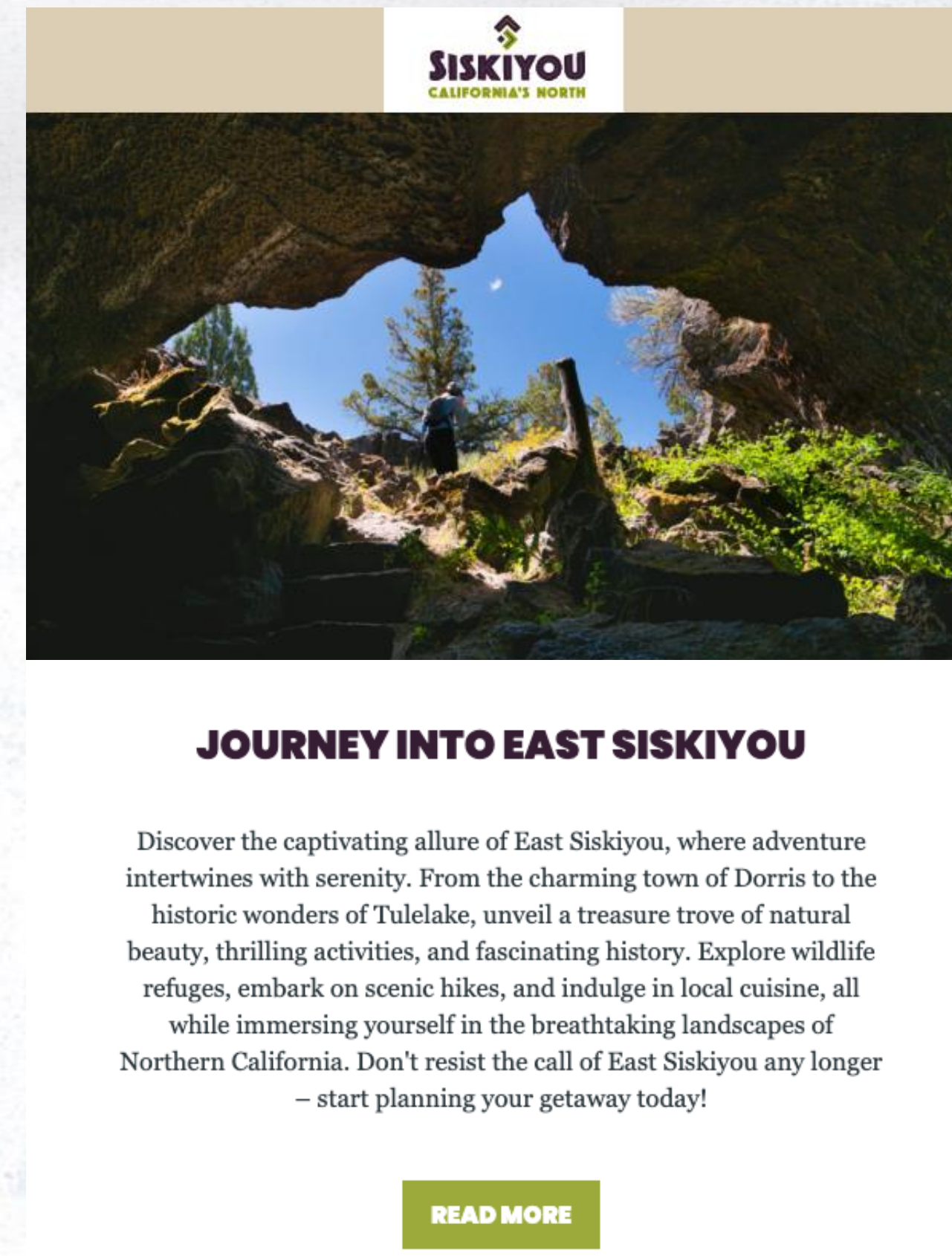
Launched: 03/12/24

Open Rate: 34%

CTR: 3%

Clicks: 135

- **Things To Do in East Siskiyou: 90 clicks**
- **St. Patty Day Pub Crawl: 28 clicks**
- **Hidden Gems of Bird Watching: 27 clicks**



QR CODE RESULTS

February 2024

QR CODE YTD SCANS

Events

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

Trifolds

- Total Scans – 50 (+1 MoM)

Redding Airport

- 4 scans (no change MoM)

Medford Airport

- 43 scans (+1 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

February 2024

MEDIA RELATIONS UPDATE

Proactive Pitches:

- Spring Break Destinations
- Siskiyou: California's Hidden-Gem
- Last-Minute Road Trip Ideas from San Francisco
- Destinations for Backcountry Skiing
- Spring Fishing Destinations
- Milestone-Moon Destinations
- Upcoming Events



EARNED MEDIA RESULTS

- Secured Clips: 8
 - Est. Digital Monthly Visits: 30.5M
 - Est. Digital Coverage Views: 68.6K
-
- Coverage featured charming river towns, California superbloom, historic towns and more.



The Best Ski Resorts in Northern California

Mount Shasta

Mount Shasta is about 275 miles from San Francisco (about halfway between SF and Portland). Despite being a much easier drive than the trek to Tahoe, it tends to be fairly ignored by people in the Bay. If you've never been to the imposing 14,179-foot-tall mountain (and the second tallest volcanic peak in the Cascade Range) and you're looking for something a little off-the-beaten-path, it's a great option for winter fun. There are plenty of cross-country and snowshoe opportunities—you'll find groomed cross-country trails at the [Mt. Shasta Nordic Center](#), but you're allowed to ski or snowshoe wherever you want inside the [Shasta-Trinity National Forest](#). You can even go [ice fishing at Castle Lake](#), a 47-acre lake that's 120 feet deep and was formed by glaciers over 10,000 years ago.

For a more traditional skiing or snowboarding experience, hit up [Mt. Shasta Ski Park](#), which has 38 trails, 635 acres of skiable terrain, 2,036 vertical feet, and four chairlifts (plus two carpets). There's also [tubing](#) and a couple of bars and restaurants for those who want to escape the cold.

COVERAGE HIGHLIGHTS



7 Most Charming River Towns In California To Visit In 2024

When it comes to planning a day on the water in [California](#), you probably envision a visit to the glorious coast. And while this [Golden State](#) is definitely famous for its sandy shores and ocean views, it is also home to some of the prettiest rivers in the country. Straddling these waterways, charming river towns entice visitors hoping to see a different side of the state—a more peaceful and relaxing one. From riverside gardens and vineyards to historic downtowns and Victorian hotels, any of these river communities would be perfect for a spontaneous day trip or a blissful weekend away this 2024.

With Interstate 5 passing right through Dunsmuir, this Sacramento River town is a spirited tourist hub year-round. Perched in the Trinity Mountains, the town has a reputation for being “Home of the Best Water on Earth.” Not only is their drinking water filtered through [Mt. Shasta](#)’s volcanic slopes, but there are also endless lakes, streams, and waterfalls gracing Dunsmuir with their splendor, luring photographers, anglers, and outdoorsmen alike. Cascades like Hedge Creek Falls or Sweetbriar Falls can be photographed and admired after a quick hike from town, while anglers prefer keeping to the river’s edge since the Upper Sacramento is famous for its abundant rainbow trout. Also along the Upper Sacramento, nature lovers can savor a more contained view of the region’s beauty at Dunsmuir Botanical Gardens. And for the adventurous souls craving a wilder escape, a mere 11 minute drive from Dunsmuir leads to Castle Crags State Park, whose 170-million-year-old, 6,500 foot granite cliffs are bucket list worthy.

Fairs & Festivals, Community Events, Kids & Family

Motor the Mountain Car Show

Hosted by the McCloud Chamber of Commerce, car enthusiasts from various towns around California and Southern Oregon and many locals show off their dream vehicles. Enjoy a full day of awards, music, beer, food and a pancake breakfast served from 7 a.m. to 10 a.m.

Hoo Hoo Park

07:00 AM - 07:00 PM on Sat, 17 Aug 2024

ONLY IN YOUR STATE

There Are 17,000 Blooming Tulips Every Spring At Crystal Hermitage Gardens In Northern California

Nature in Northern California

Danielle Schwartz | April 07, 2023

What are the best easy hikes in Northern California?

The best [easy hikes in Northern California](#) are ideal for exploring nature with your family. These walks are not too difficult but are so beautiful.

- [Flanagan and Chamise Peak Trail](#) in Redding
- [Lake Siskiyou Trail](#) in Mount Shasta
- [Mendocino Headlands Trail](#) in Mendocino
- [Cascade Falls Trail](#) in Tahoma
- [Burney Falls Loop](#) in Burney
- [Historic Donner Pass Trail](#) in the Sierra Nevada Mountain Range
- [Gertrude Ord Trail](#) in San Anselmo

COVERAGE HIGHLIGHT LINKS

- Jefferson Public Radio - [20th Annual Mushroom Festival](#)
- WorldAtlas - [7 Most Charming River Towns in California to Visit in 2024](#)
- Jefferson Public Radio - [77th Annual Lumberjack Fiesta Days](#)
- Jefferson Public Radio - [Motor the Mountain Car Show](#)
- Jefferson Public Radio - [Apple Harvest Festival](#)
- Only In Your State - [There Are 17,000 Blooming Tulips Every Spring At Crystal Hermitage Gardens In Northern California](#)
- Thrillist – [The Best Ski Resorts in Northern California](#)
- WorldAtlas - [7 of the Most Beautiful Historic Towns in Northern 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 centered in a large, bold, white font. The image is divided into three diagonal sections by dark, semi-transparent overlays: a purple section in the top-left, a dark blue section in the top-right, and a green section in the bottom-left.

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.

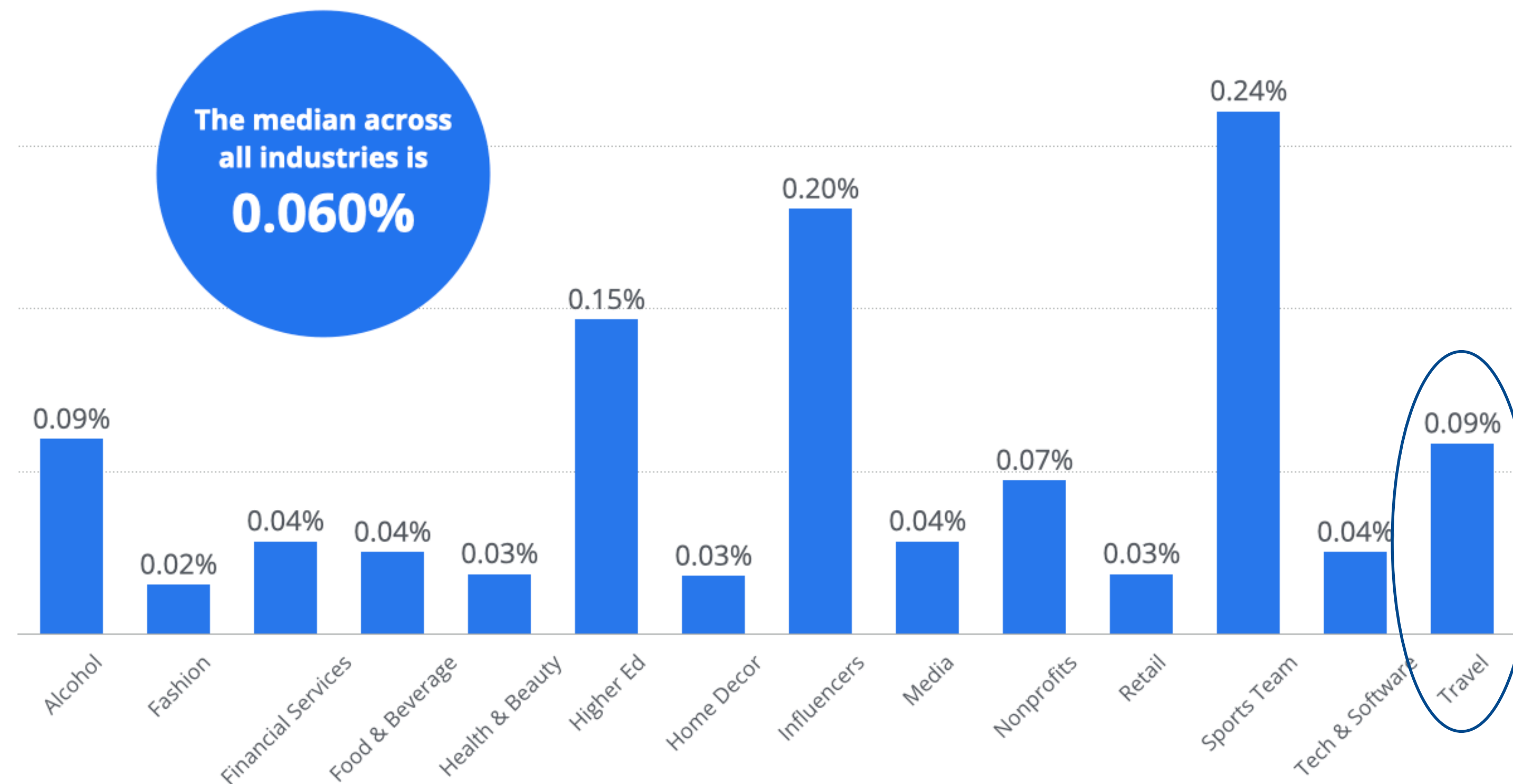
Engagement: The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

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)

