

# DISCOVER SISKIYOU

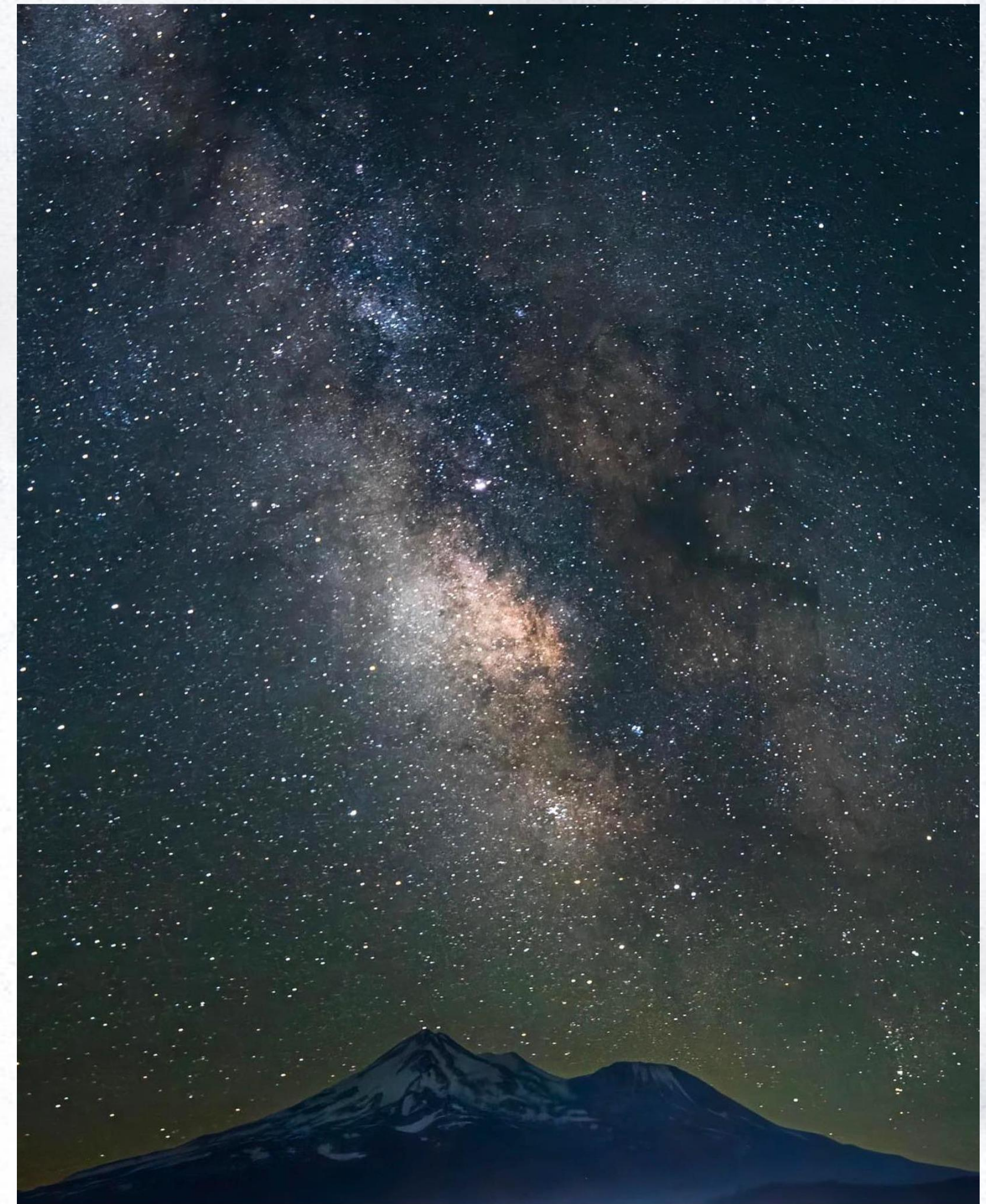
Performance Report | March 2024



# EXECUTIVE SUMMARY

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

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





**PAID SOCIAL**

# KEY TAKEAWAYS

**Families Front and Center:** With the school year winding to a close and summer vacation season fast approaching, Siskiyou saw a significant swing in activity around its paid social campaign away from the "Adventure" audience and toward the "Family" audience. Since the start of this fiscal year's campaign in fall 2023, the "Family" audience has traditionally been one of the lesser-reaching audience segments, and we will continue monitoring whether this pattern continues as summer travel season draws closer.

**Epic Performance:** After numerous months of WANDER Pledge videos ranking among the most-engaged ad creative, some of the "Epic in Every Direction" animations overtook the top of the engagement rankings in March, particularly those featuring water and other warm-weather activities.



# AUDIENCE OVERVIEW

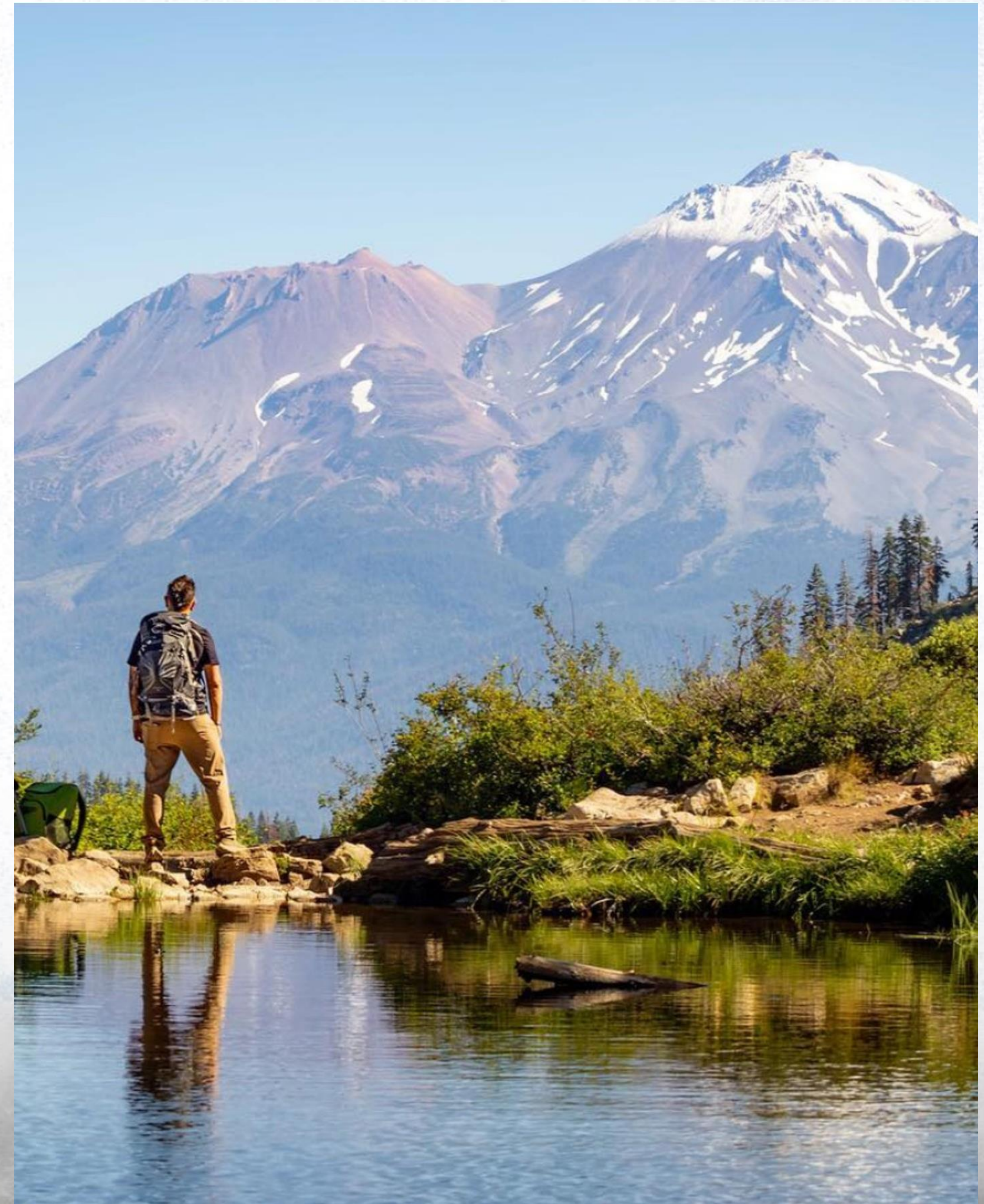
**Adventure:** Users ages 21-54 with indicated interest in “Adventure Travel” (or similar interest parameters)

**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: 16k post engagements, 1.33% engagement rate
- Ages 65+: 7.6k post engagements, 1.91% engagement rate

## TOP AUDIENCES

- Family Man (2.41% engagement rate)
- Authentic (1.30% engagement rate)
- Adventure (0.71% engagement rate)

## TOP GEOS

- Widest Reach: Los Angeles, Sacramento, Bay Area
- Most Engaged: San Diego (1.37%), Bay Area (1.37%)

## TOP CREATIVE

- “EPIC” - Lake: 3.60% engagement rate
- “EPIC” - Waterfall: 6.37% engagement rate

**YTD Engagement Rate: 1.33%**

*(industry benchmark is 0.09%)*

# DATA BREAKDOWN

	Impressions	Eng. Rate	CPM
<b>Total</b>	<b>1,759,413</b>	<b>1.28%</b>	<b>\$1.47</b>

Gender	Impressions	Eng. Rate	CPM
Male	1,230,035	1.33%	\$1.48
Female	513,141	1.14%	\$1.46
Uncategorized	16,237	1.21%	\$1.49

Age	Impressions	Eng. Rate	CPM
18-24	75,757	1.41%	\$1.42
25-34	147,911	0.86%	\$1.47
35-44	295,378	0.76%	\$1.46
45-54	362,379	0.91%	\$1.48
55-64	478,923	1.45%	\$1.48
65+	399,065	1.91%	\$1.48

Top performance skewed toward older audience segments, which aligns with the overall shift in performance that favored the "Families" audience during the month of March.

DMA	Impressions	Eng. Rate	CPM
Los Angeles	523,865	1.47%	\$1.47
Bay Area	259,494	1.37%	\$1.46
Sacramento	298,988	1.22%	\$1.48
Fresno	204,830	0.91%	\$1.49
All Others	472,236	1.18%	\$1.47

Audience	Impressions	Eng. Rate	CPM
Adventure	721,876	0.71%	\$1.46
Authentic	690,734	1.30%	\$1.49
Family	346,803	2.41%	\$1.47

Adventure-seekers were still the widest-reaching audience in March, but they were also the least-engaged audience in that time. We will continue exploring ways to refresh ad creative to better engage these audience members in the final months of the campaign, including exploring top-performing organic content that can inspire (or even serve as) ad creative for this audience.

# STR REPORT – MARCH

STR Report	MAR 2023	MAR 2024	MOM
Occupancy	44.2	42.4	-4%
ADR	102.3	101.2	-1%
RevPar	45.2	42.9	-5%





**ORGANIC SOCIAL**



# FACEBOOK RESULTS

## Performance Totals

	Impressions	Reactions	Comments	Shares	Total Clicks	Engagement Rate
MAR 2024	10,994	372	28	48	167	5.59%
FEB 2024	7,034	204	13	24	105	4.92%
<i>DIFF. MoM</i>	<b>+56.3%</b>	<b>+82.4%</b>	<b>+115.4%</b>	<b>+100.0%</b>	<b>+59.0%</b>	<b>+13.6%</b>

Siskiyou enjoyed performance lifts across all of its primary KPIs on Facebook during the month of March, including a better than 50% spike in reach and a nearly 100% increase in total engagements month-over-month. And while "Reactions" and "Clicks" also demonstrated strong lifts month-over-month, we were particularly excited by the number of comments and shares these posts amassed. Not only did March content lead to a greater number of interactions between the brand and travelers in the comments, but post sharing also led to an earned reach of more than 1,000 users.

Looking ahead, future content will strive to spark more conversations in post comments among fans, and will subsequently hope to leverage this community building in the comments into audience growth on the platform.

# TOP POSTS BY TOTAL ENGAGEMENT



Reactions: 140 | Comments: 9 | Shares: 18  
Clicks: 47 | Eng. Rate: 10.3%



Reactions: 98 | Comments: 8 | Shares: 13  
Clicks: 61 | Eng. Rate: 9.64%



# INSTAGRAM RESULTS

## Performance Totals

	Impressions	Likes	Comments	Shares	Saves	Engagement Rate
MAR 2024	22,806	2,399	35	167	66	11.7%
FEB 2024	21,034	1,748	35	70	21	8.91%
DIFF. MoM	+8.42	+37.2%	-	+136.6%	+214.3%	+31.2%

Like on Facebook, Siskiyou enjoyed significant performance lifts month-over-month on Instagram, including its highest single-month engagement rate to date in 2024.

And like on Facebook, while we were thrilled with the lifts across all primary KPIs, we were particularly excited by the social sharing that took place within our owned audience throughout the month. These 167 shares – also the highest single-month total in 2023 to date – led to more than 2,000 additional users reached outside our owned audience, which in-turn helped drive the engagement lifts across other metrics as well.

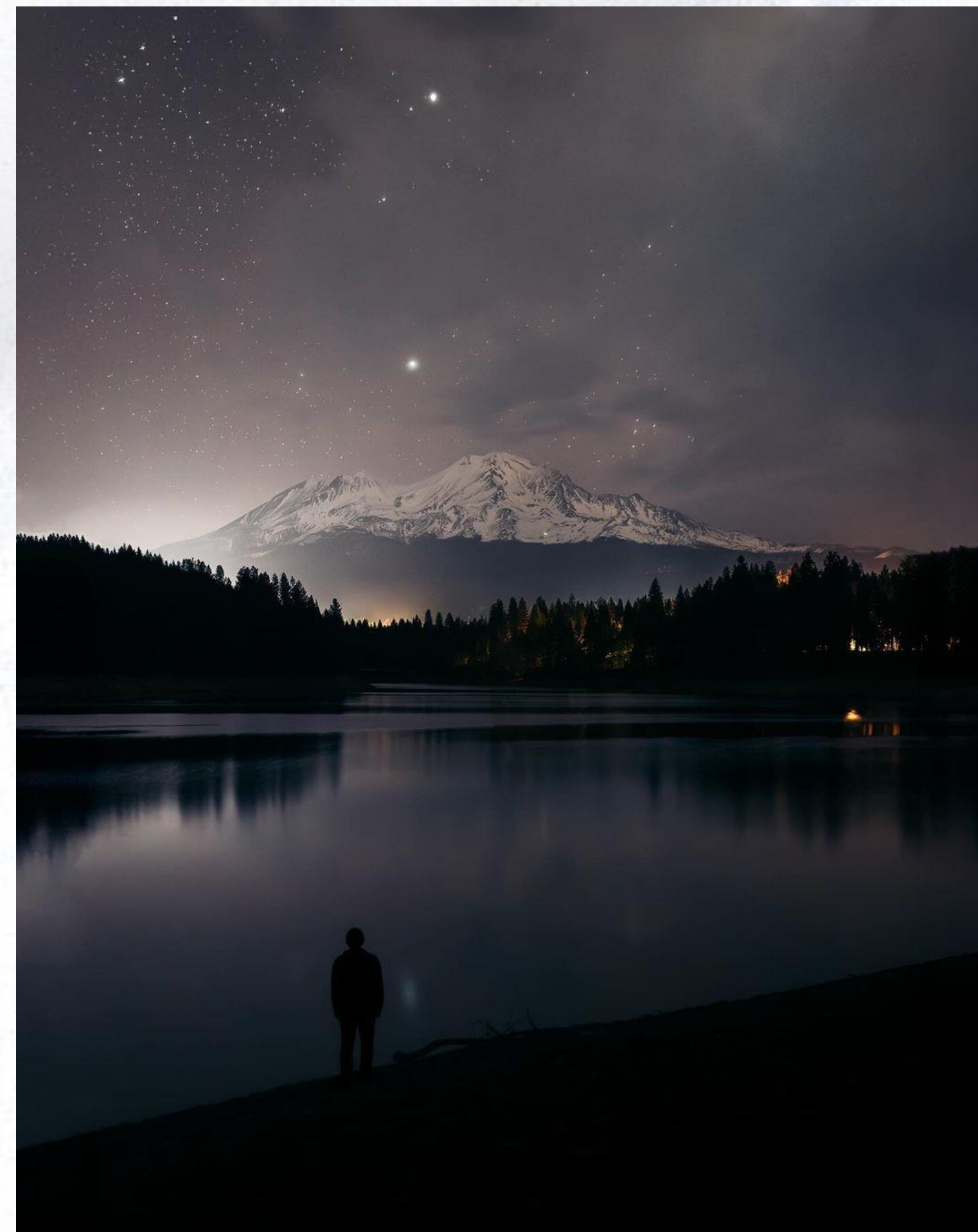
Stunning visuals – particularly those showcasing Mt. Shasta – have traditionally performed best in this space, and we will continue to make this imagery a focal point in the content strategy.



# TOP POSTS BY TOTAL ENGAGEMENT



Likes: 756 | Comments: 9 | Shares: 57 | Interactions: 45  
Saves: 16 | Eng. Rate: 17.1%



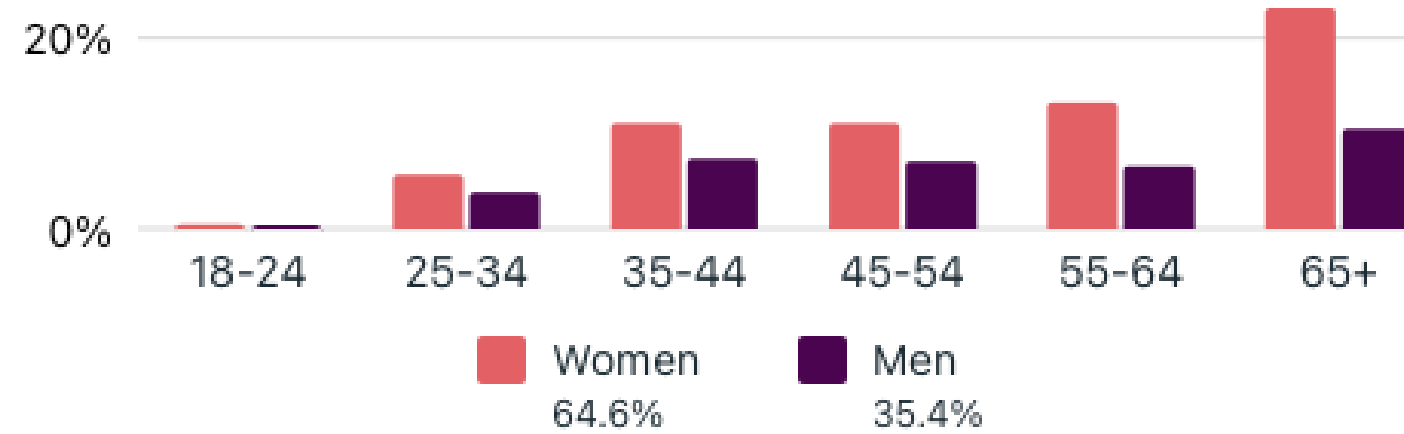
Likes: 494 | Comments: 2 | Shares: 33 | Interactions: 30  
Saves: 12 | Eng. Rate: 18.7%

# AUDIENCES OVERVIEW

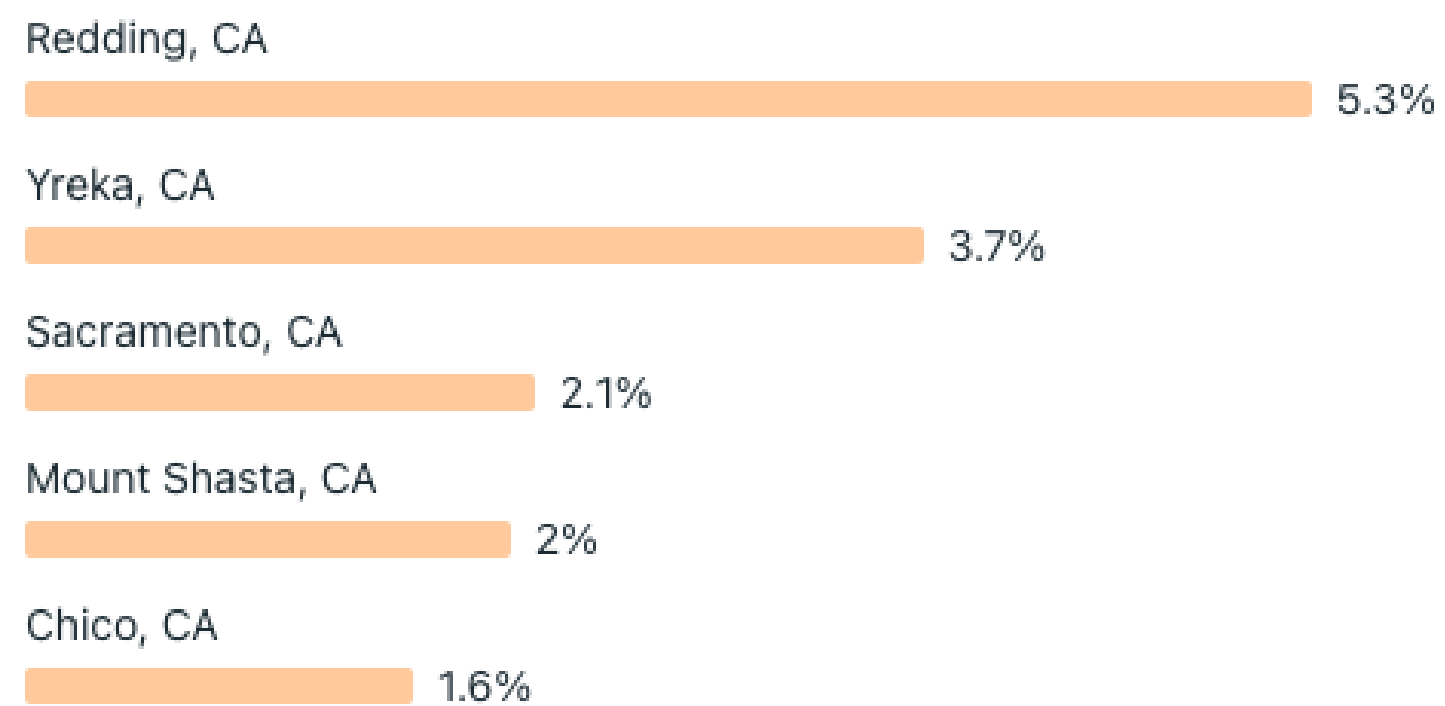
Facebook followers ⓘ

14,885

Age & gender ⓘ



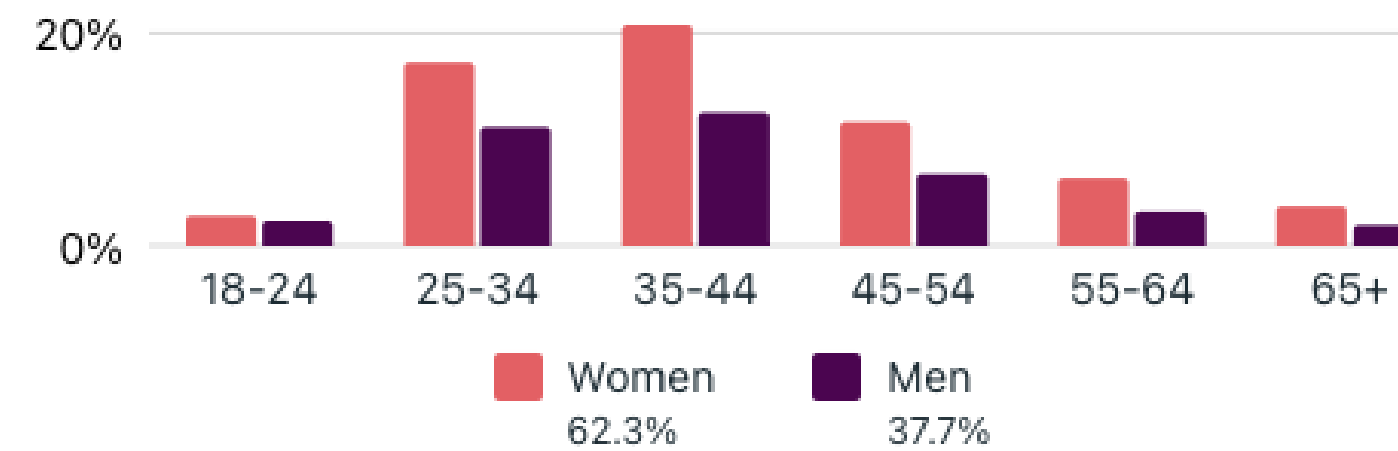
Top cities



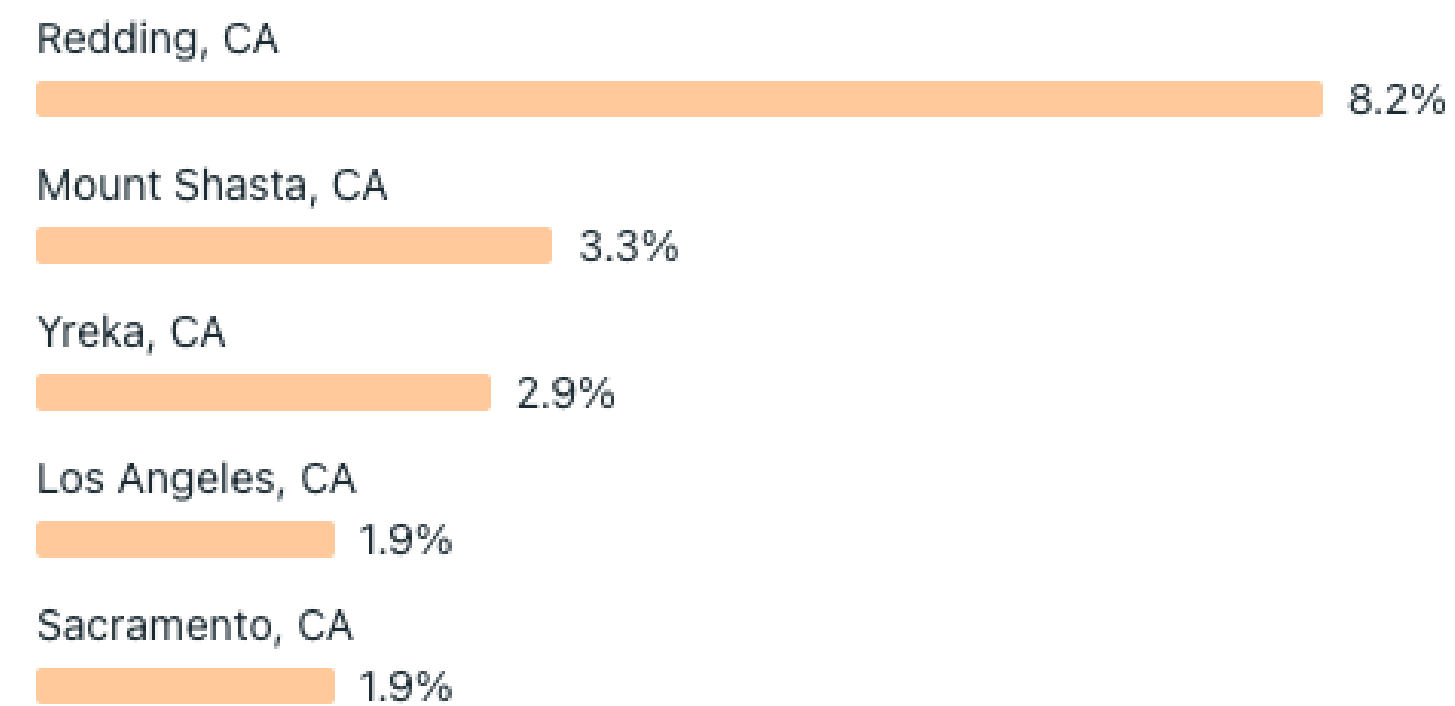
Instagram followers ⓘ

13,344

Age & gender ⓘ



Top cities



Net Audience Growth (Mar '24):

+7  
(0.05%)



Net Audience Growth (Mar '24):

+72  
(0.54%)



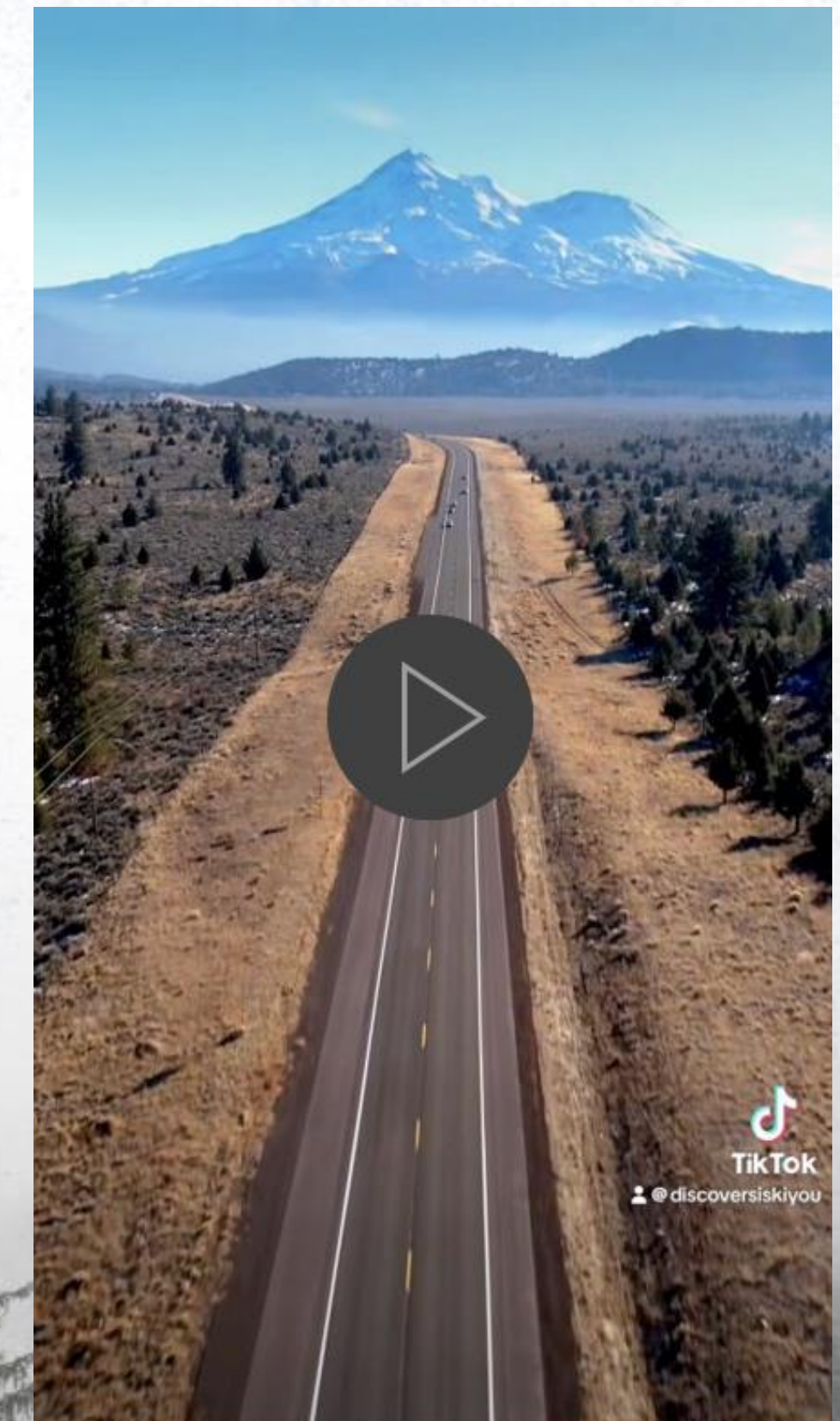
# TIKTOK RESULTS

## Performance Overview

	Video Views	Likes	Comments	Shares	Profile Views	Eng. Rate
MAR 2024	868	18	1	2	31	5.99%
FEB 2024	1,435	22	2	5	17	3.21%
DIFF. MoM	-39.5%	-36.3%	-50.0%	-60.0%	<b>+82.4%</b>	<b>+86.6%</b>

Siskiyou's TikTok performance leveled off in March, though its engagement rate for the month was nearly double that of February. Unlike on Instagram, where videos showcasing travelers in action tend to drive the best viewership, the top-performing TikTok content often focuses on the outdoors and incredible sights across Siskiyou, rather than traveler activities, and this pattern will inspire video concepting for this space in the months ahead in order to further drive up viewership.

Most Viewed Video





# PINTEREST RESULTS

## Performance Totals

	Impressions	Pin Clicks	Outbound Clicks	Saves	Engagement Rate
MAR 2024	980	36	6	8	5.10%
FEB 2024	1,055	22	1	9	3.03%
DIFF. MoM	-7.11%	+63.6%	+500.0%	-11.1%	+68.3%

Pinterest remains a steady, evergreen content hub for Siskiyou in its role as a supplemental channel in Siskiyou's social media strategy. Strong, stunning visuals of natural scenery – like the photo of Mt Shasta to the right – traditionally rank among the top-performers in this space, and we will continue exploring ways to package these types of images with relevant CTAs to continue driving deeper actions with our audience in this space.

Most Saved Pin







# DIGITAL RESULTS

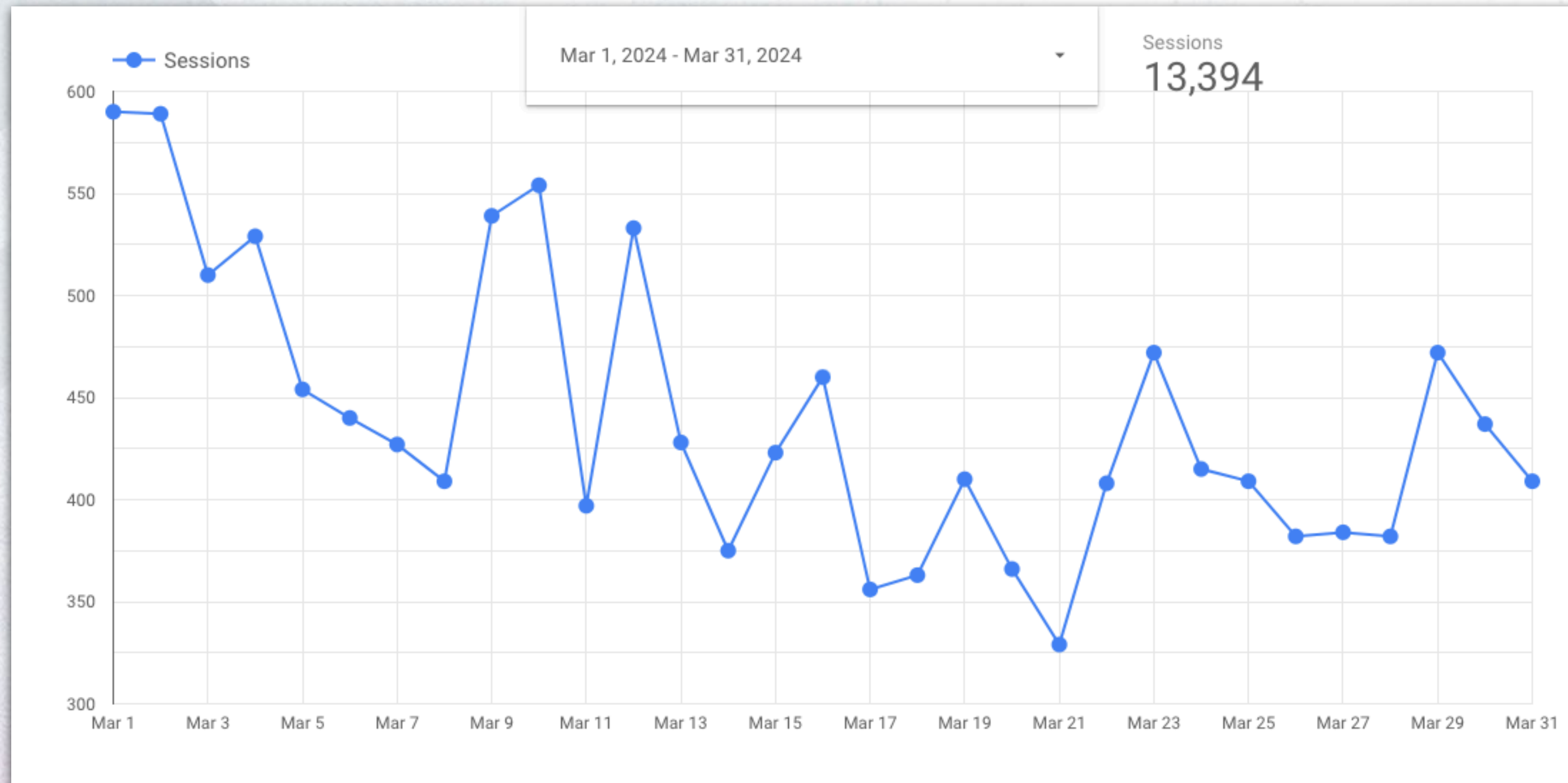
March 2024

# WEBSITE REPORT

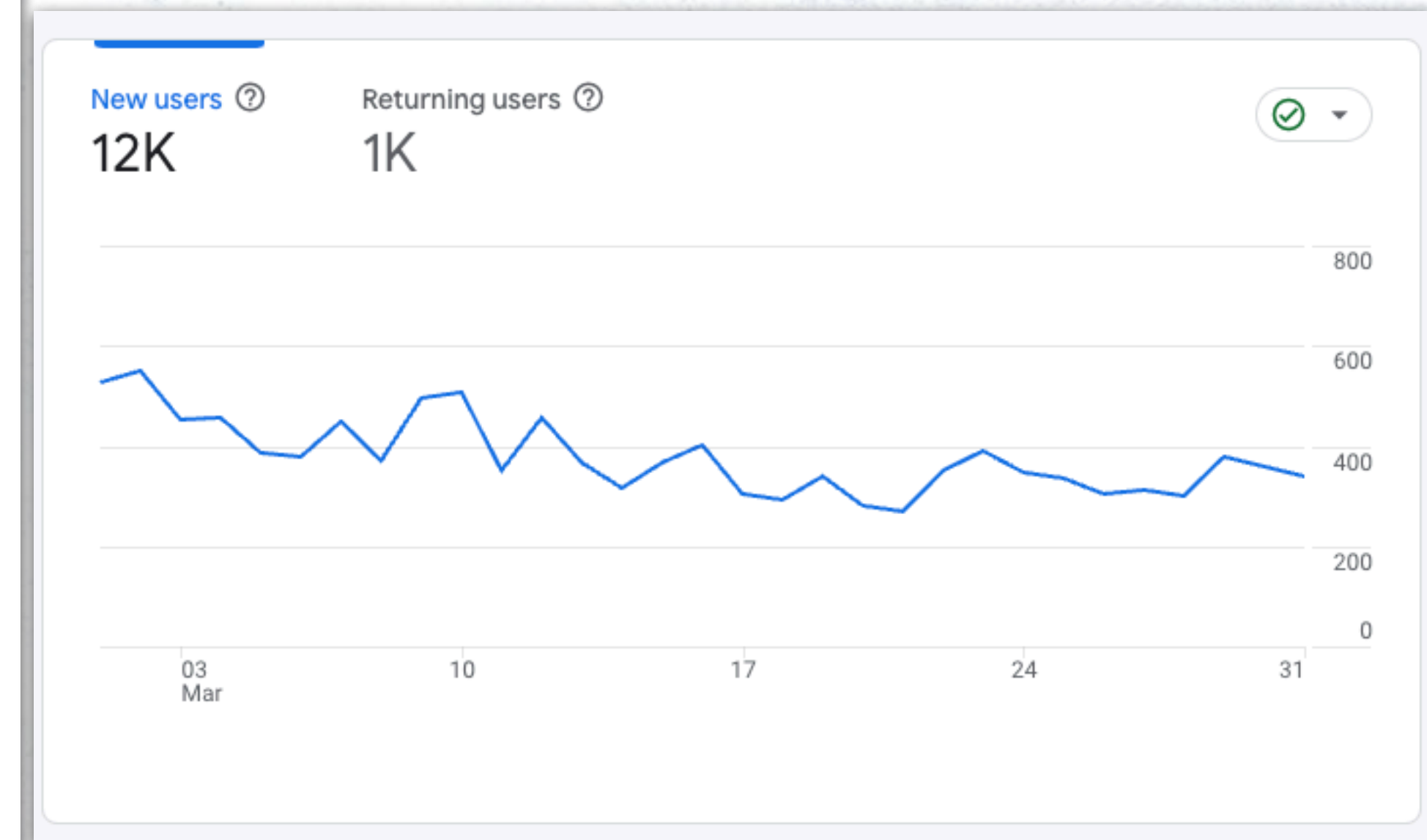
	Sessions	Users	Engaged Sessions Per User	Average Engagement Time	Bounce Rate
2024	13,394 <b>(-12.32% MoM)</b>	11,940 <b>(-13.45% MoM)</b>	0.53 <b>(+22.75% MoM)</b>	0:39 <b>(+44.05% MoM)</b>	53.26% <b>(-13%)</b>
2023	12,872	11,191	-	-	72.52%

- In March, overall traffic decreased slightly to the website, however, the users landing on the homepage engaged with the site content at a higher scale MoM.
- The website saw positive increases in sessions YOY. The bounce rate saw a positive decrease of 13% since last month and over 20% since March 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 March 1st.



Returning users increased to 1K from ~900 last month.

# TOP PAGES

	Page path and screen class ▾	+ <u>↓ Views</u>	<u>Users</u>	<u>Views per user</u>	<u>Average engagement time</u>
		<b>23,967</b> 100% of total	<b>11,940</b> 100% of total	<b>2.01</b> Avg 0%	<b>44s</b> Avg 0%
1	/	9,126	5,924	1.54	14s
2	/where-to-stay/	658	391	1.68	51s
3	/events/	637	404	1.58	1m 41s
4	/what-to-do/	607	291	2.09	1m 20s
5	/bikes-brews-za/	413	278	1.49	21s
6	/2018/04/25/spiritual-retreats-and-sacred-places-in-siskiyou/	396	267	1.48	1m 00s
7	/activities/	385	287	1.34	18s
8	/activities/little-shasta-church/	325	187	1.74	24s
9	/activities/lake-siskiyou/	299	220	1.36	42s
10	/activities/snowmans-hill/	298	186	1.60	29s

- The homepage remained the number one most viewed page for the month of March.
- The top engaged page from the top five most visited pages was the events page with an average engagement time of 1:41.
- Outside of the homepage, the where to stay page was the second most visited.
- Organic search traffic drove the most users to the homepage.

# BIKES, BREWS & 'ZA

Page path and screen class ▾	+ <u>↓ Views</u>	<u>Users</u>	<u>Views per user</u>	<u>Average engagement time</u>
	<b>413</b> 1.72% of total	<b>278</b> 2.33% of total	<b>1.49</b> Avg -25.99%	<b>21s</b> Avg -50.94%
1 /bikes-brews-za/	413	278	1.49	21s

- In March, the Bikes, Brews, And 'Za Pass page had 413 sessions, 278 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
	14 0.06% of total	9 0.08% of total	1.56 Avg -22.5%	7s Avg -83.84%
1 /volcanic-legacy-scenic-byway-pass/	14	9	1.56	7s

- In March, the Volcanic Legacy Scenic Byway Pass page had 14 views with 9 users and an average engagement time of 0:07 seconds.
- Most of the traffic came from google searches.

# GEO / DEMOGRAPHIC

City	↓ Sessions	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	13,394 100% of total	11,940 100% of total	11,748 100% of total	6,261 100% of total	46.74% Avg 0%	0.52 Avg 0%	44s Avg 0%
1 (not set)	1,956	1,896	1,838	528	26.99%	0.28	29s
2 San Jose	1,105	925	862	588	53.21%	0.64	53s
3 Sacramento	631	553	515	334	52.93%	0.60	36s
4 Seattle	582	493	466	365	62.71%	0.74	1m 01s
5 Los Angeles	575	499	472	276	48%	0.55	48s
6 San Francisco	364	318	298	199	54.67%	0.63	47s
7 Tyler	305	305	305	0	0%	0.00	0s
8 New York	276	270	265	47	17.03%	0.17	10s
9 Yreka	258	193	167	189	73.26%	0.98	2m 15s
10 Mount Shasta	187	147	131	125	66.84%	0.85	1m 01s

- The top performing cities included San Jose, Sacramento, Seattle and Los Angeles.
- Yreka users spent the longest time on the site generating an impressive average time of 2:15, up over 30 seconds MoM.
- Seattle rose into the top 5 cities with traffic generating from organic search.

# SITE AUDIENCE – WORLD

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

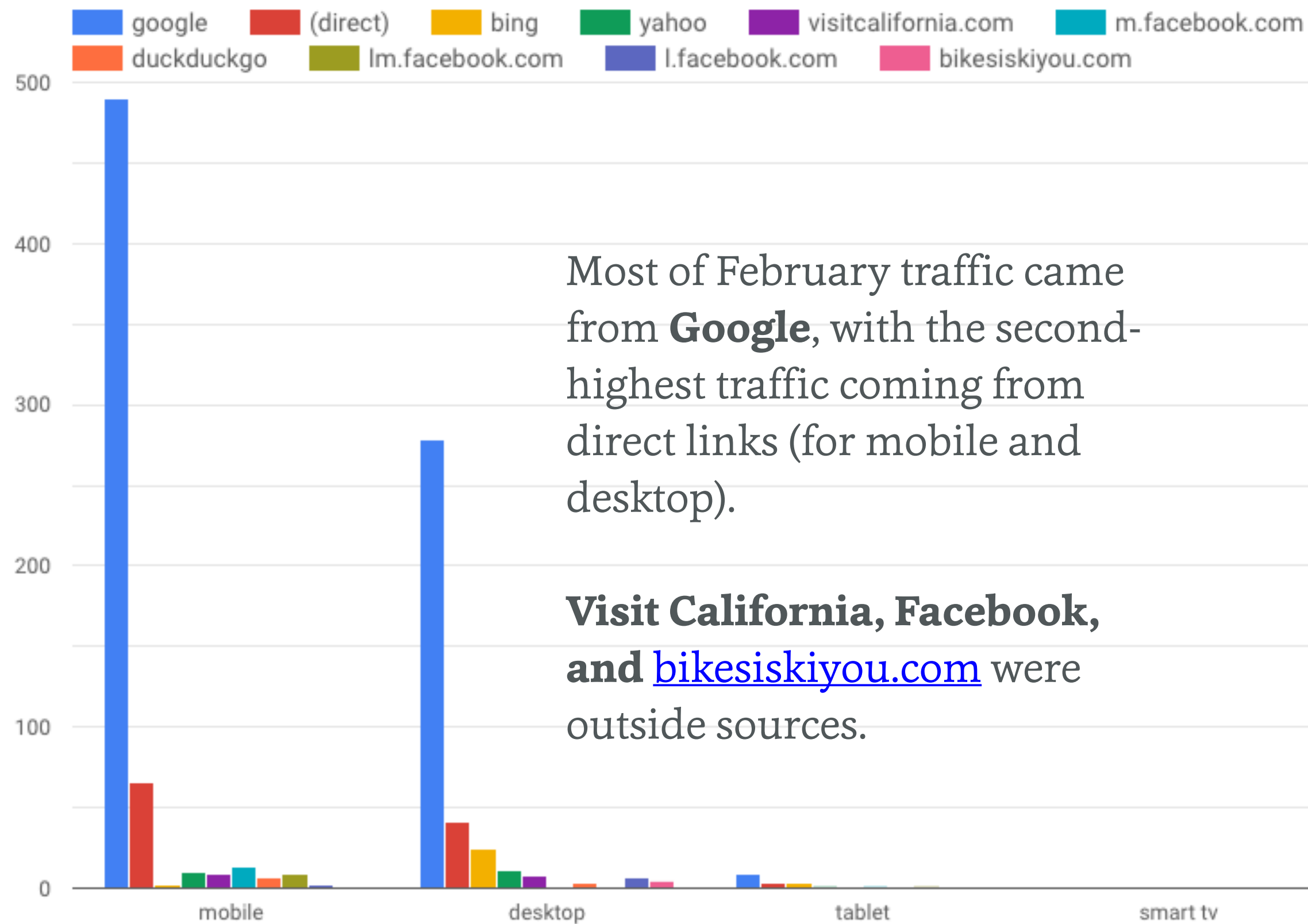
Also in the top countries are **Poland and Italy.**

		11,940 100% of total
1	United States	10,167
2	India	138
3	Canada	94
4	Poland	89
5	Italy	78
6	Brazil	56
7	France	54
8	United Kingdom	54
9	Germany	42
10	China	38

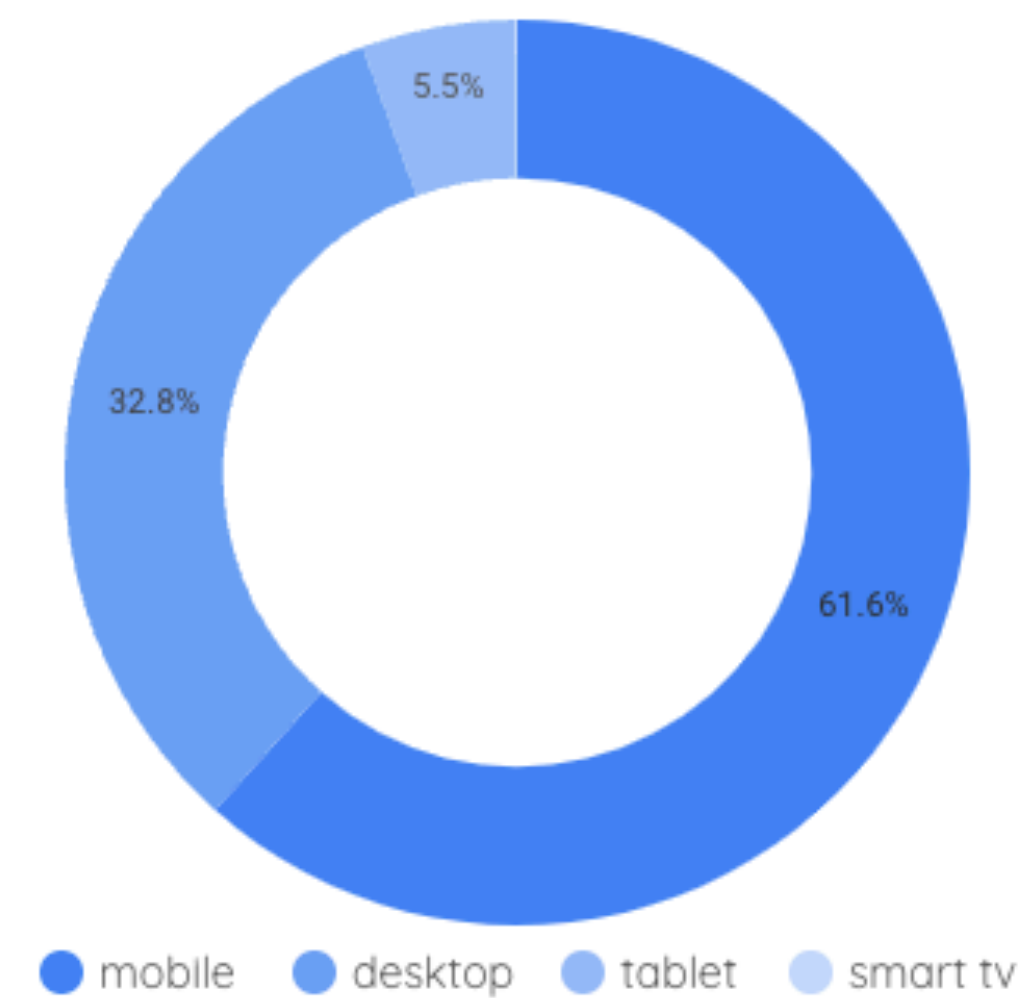


# AUDIENCE DEVICE

## Traffic Source

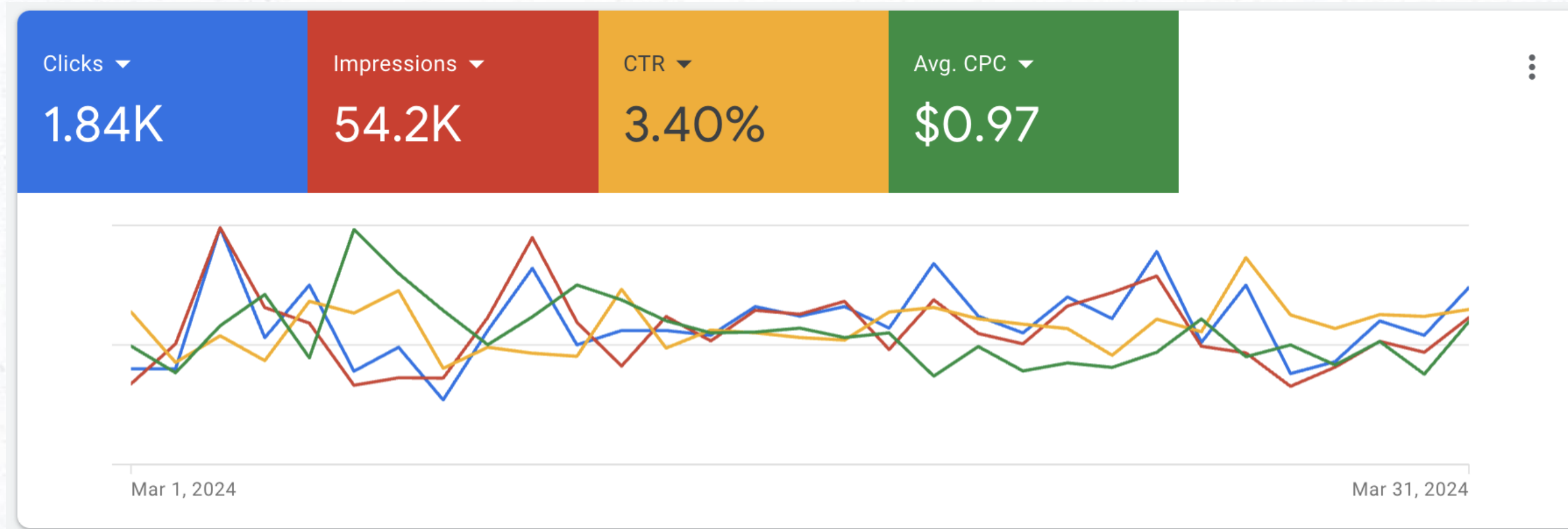


## Percentage of sessions on each device type



Mobile users were the majority at 61%

# PAID SEARCH - MARCH



- In March, the paid search campaign generated 1,843 clicks with a 3.40% CTR at a \$0.97 cost per click.
- The top locations for search based on total clicks were Sacramento and San Francisco.
- The top search category remained consistent with “california trip” and “places in california” generating the most traffic.

# TOP SEARCH KEYWORDS

Keywords + Add keyword

Summary of how your keywords are performing

	Impressions	Clicks	CTR
● <a href="#">california trip</a>	12,063	529	4.39%
● <a href="#">place in california</a>	4,486	172	3.83%
● <a href="#">california places</a>	2,903	75	2.58%
● <a href="#">california things to do</a>	2,824	66	2.34%
● <a href="#">hotel in california</a>	2,130	41	1.92%

- **Top Keywords with the highest clicks: “California Trip” and “Place in California” were the most clicked keywords for March.**
- **Some of the keywords with the highest CTRs included “fun things to do near me” “things to do in Siskiyou” and “RV rentals”.**

# SEO UPDATES

## Updates completed

- Removed [/meeting-spaces/](#)
- Fixed 35 broken links
- Redirected [/event/](#) to [/events/](#)
- Removal of old podcast pages
- Reviewed Orphaned Pages

## New Tasks/In Progress

- Blog review list
- Monitor [Voclanic Byway](#) posts.
- Review switching WP Rocket plugin to FlyingPress (Have not made the switch yet)
- Monitor [fishing post](#) (redirected from [/2017/05/24/fishing-in-siskiyou/](#); still # 1 for "fishing in lake siskiyou")
- Review and optimize [other fishing post](#)
- Finalize optimizing podcast pages (search "podcast" in Pages CMS)

# **BLOGS/NEWSLETTERS RESULTS**

March 2024

# MARCH BLOG OVERVIEW

## Blog: Things To Do in McCloud

Published: 3/20/24

Views: 128

Average Engagement Time: 2:14 (173.54%  
Avg)



## THINGS TO DO IN MCLOUD

Nestled at the base of Mt. Shasta is the small, charming town of McCloud, a South Siskiyou stop that is [...]

# MARCH BLOG OVERVIEW

**Blog: Pet Friendly Family  
Vacations in Northern California**

**Published: 3/29/24**

**Views: 190**

**Average Engagement Rate: 1:21 (+65%  
Avg)**



## **PET-FRIENDLY FAMILY VACATIONS IN NORTHERN CALIFORNIA: YOUR ULTIMATE GUIDE**

Anyone who has ever owned a dog knows how quickly they become a part of the family. That's why not [...]

# MARCH #1 ENEWSLETTER OVERVIEW

**Subject line:** Unleash Adventure in Scenic McCloud ☐

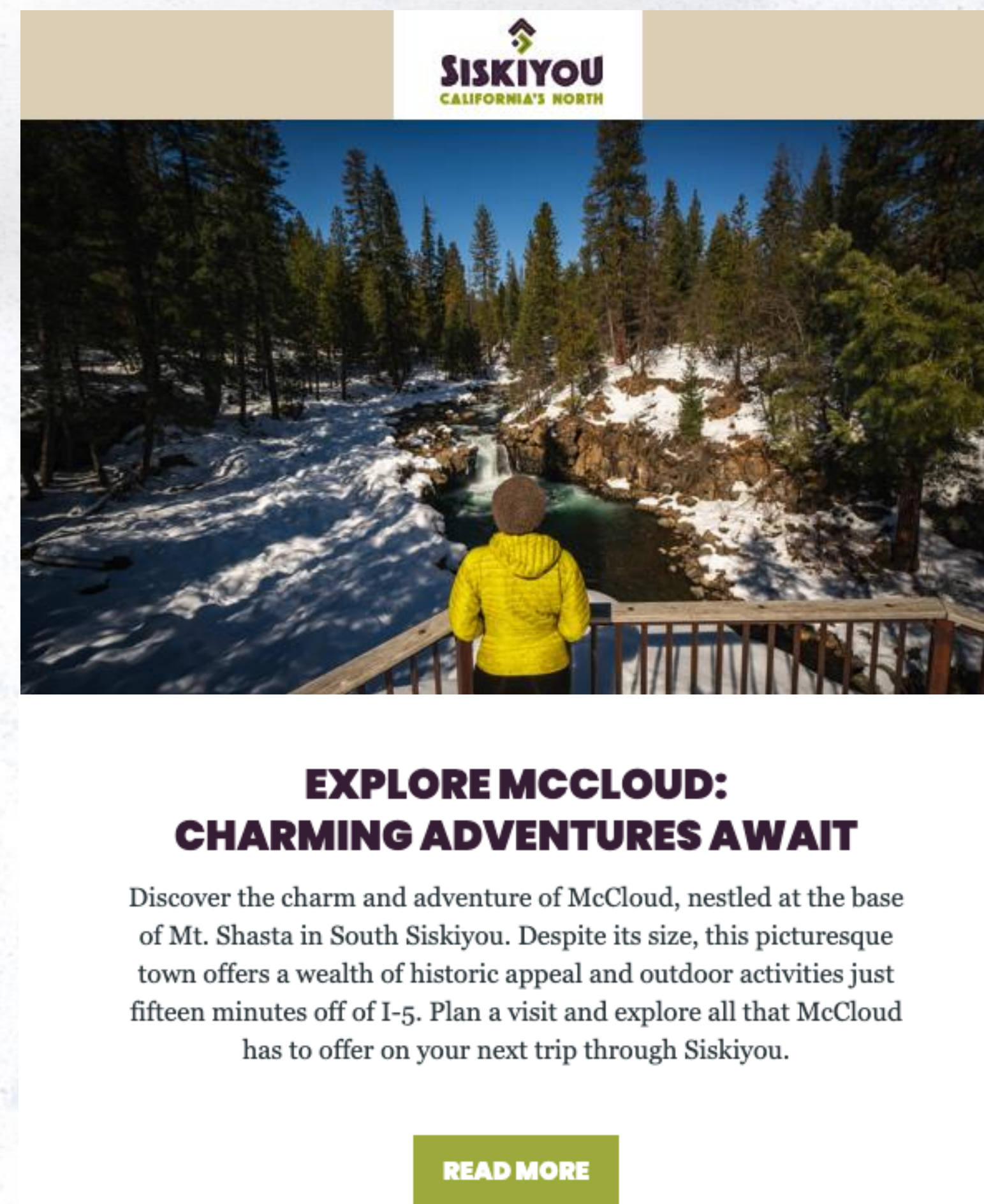
**Launched:** 3/28/24

**Open Rate:** 34.9%

**CTR:** 3.0%

**Clicks:** 123 clicks

- **Things To Do in McCloud: 39 clicks**
- **Lodging Specials: 24 clicks**
- **Eat & Drink Page: 16 clicks**





# MARCH #2 ENEWSLETTER OVERVIEW

**Subject line:** Discover Dog-Friendly Adventures in Siskiyou! 🐾

**Launched:** 04/04/24

**Open Rate:** 32.1%

**CTR:** 2.8%

**Clicks:** 193

- **Pet Friendly Blog: 105 clicks**
- **Featured Event (Shiny Eyes Ambient Music Meets Shadow Art): 30 clicks**
- **Stargazing Blog: 15 clicks**



## **DISCOVER PET-FRIENDLY ADVENTURES IN SISKIYOU**

Treat your furry friend to an unforgettable adventure in Siskiyou! Explore picturesque trails, dine at pet-friendly eateries, and create lasting memories with your four-legged family member. Read on and plan your perfect getaway with your beloved pooch today!

[READ OUR GUIDE](#)

# QR CODE RESULTS

March 2024

# QR CODE YTD SCANS

## Events

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

## Trifolds

- Total Scans – 56 (+5 MoM)

## Redding Airport

- 4 scans (no change MoM)

## Medford Airport

- 44 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

March 2024

# MEDIA RELATIONS UPDATE

## Proactive Pitches:

- Road Trips to Slow Down + Escape Everyday Life
- Pet-Friendly Destinations (National Pet Day April 11)
- Best Wellness Vacations
- Skip-Gen Travel
- Destinations for Your Summer Road Trip
- RV Resorts + Camping in Siskiyou
- Wild Horse Tourism: A Yellowstone-Like Adventure in California's North
- Discover Volcanic Landmarks in Siskiyou
- Cycling Events in Siskiyou
- Weekend Getaways from Portland



# EARNED MEDIA RESULTS

- Secured Clips: 8
- Est. Digital Monthly Visits: 25.7M
- Est. Digital Coverage Views: 109.7K
- Coverage featured underrated towns to visit in Northern California, best towns to retire in, where to view the California superbloom, lesser-known ski vacations and more.

## TRAVEL+ LEISURE

### 12 Multitasking Travel Accessories That'll Make Any Trip So Much Smoother — From \$8

As a travel writer, discovering a good hack to make life on the road more accessible is always exciting. Case in point? I was on assignment in Northern California's remote [Siskiyou County](#), home to Mount Shasta, Lava Beds National Monument, and hundreds of miles of hiking and biking trails, high alpine lakes, and epic waterfalls. To secure a selfie, I propped my phone up and hit the timer, only for it to slide off the rock and crack its face. Game over.

# COVERAGE HIGHLIGHTS



## 9 Most Charming River Towns In Northern California To Visit In 2024

The self-proclaimed home to the "best water on earth" backs its claims with the [Sacramento](#) and McCloud Rivers cutting through. The town remains a popular tourist hub throughout the year, spurred by the busy Interstate 5 passing through. Numerous natural gems await discovery in Dunsmuir, from the Hedge Creek Falls to the Mossbrae Falls, presenting the perfect backdrop for a spectacular photo opportunity. Nature lovers will fancy hanging out in the relaxed environment inside Dunsmuir Botanical Gardens, which spans 10 acres of hilly woods and hosts a pristine meadow, ideal for picnicking.

But there is more to Dunsmuir than its stunning outdoor scenery, and the indoor inclined can try browsing sophisticated art exhibits at the Siskiyou Arts Museum. Set in the heart of downtown, the facility showcases creations by local and international artists. You can also get a feel for the town's railroad heritage during the Dunsmuir Railroad Days, a fun cultural festival scheduled for June 2024.



## The 20 Best Treehouse Restaurants in the United States

### 3. Tree House Restaurant (Mt. Shasta, CA)

The Tree House Restaurant in Mt. Shasta is in the Best Western Hotel property. This is an award-winning restaurant that has received numerous accolades for its high quality and delicious cuisine, as well as for its prompt and friendly service for guests. They are even open on holidays for select hours to serve wonderful full-course holiday meals for the family. You can either make reservations for in-restaurant dining or order your meal as a takeout option to eat in the room.



## Go Wild in California

### Siskiyou Superbloom

Unlike the Superbloom in desert locations, the wildflowers at [Lava Beds National Monument](#) in Northeastern California bloom from March until September. You'll see everything from dainty Yellow Bells to tall Desert Indian Paintbrush. Hike the Thomas-Wright Battlefield Trial to view the best wildflower display.



## 12 Lesser-Known Resorts to Visit on the Major Season Passes

### Mt. Shasta Ski Park, Calif.

- **Vertical Feet:** 2,036
- **Acres:** 635
- **Marked Runs:** 38
- **Annual Snowfall (inches):** 157
- **Access:** Three days with a qualifying season pass



## 9 Mountain Towns In California To Retire

### 6 Mt. Shasta

*Mt. Shasta's beautiful landscapes and small town charm appeal to outdoorsy seniors near this majestic northern Californian volcano*



Retiring to Mt. Shasta offers a unique retirement experience, as residents can enjoy a tranquil atmosphere and natural beauty. [Mount Shasta offers lots of recreational adventures](#) and is thus a great escape for nature lovers who enjoy spending time doing activities like hiking, camping, and biking.

# COVERAGE HIGHLIGHT LINKS

- WorldAtlas - [Northern California's 7 Most Underrated Towns To Visit In 2024](#)
- TheTravel - [9 Mountain Towns In California To Retire](#)
- *Travel + Leisure* - [12 Multitasking Travel Accessories That'll Make Any Trip So Much Smoother — From \\$8](#)
- Visit California - [Sustainable Superbloom](#)
- WorldAtlas - [9 Most Charming River Towns In Northern California To Visit In 2024](#)
- *SKI Magazine* - [12 Lesser-Known Resorts to Visit on the Major Season Passes](#)
- Money Inc - [The 20 Best Treehouse Restaurants in the United States](#)
- WorldAtlas - [7 Serene Towns in Northern California for a Weekend Retreat](#)



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 triangular sections by diagonal lines: a dark purple section at the top, a dark blue section on the right, and a light blue section at 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.

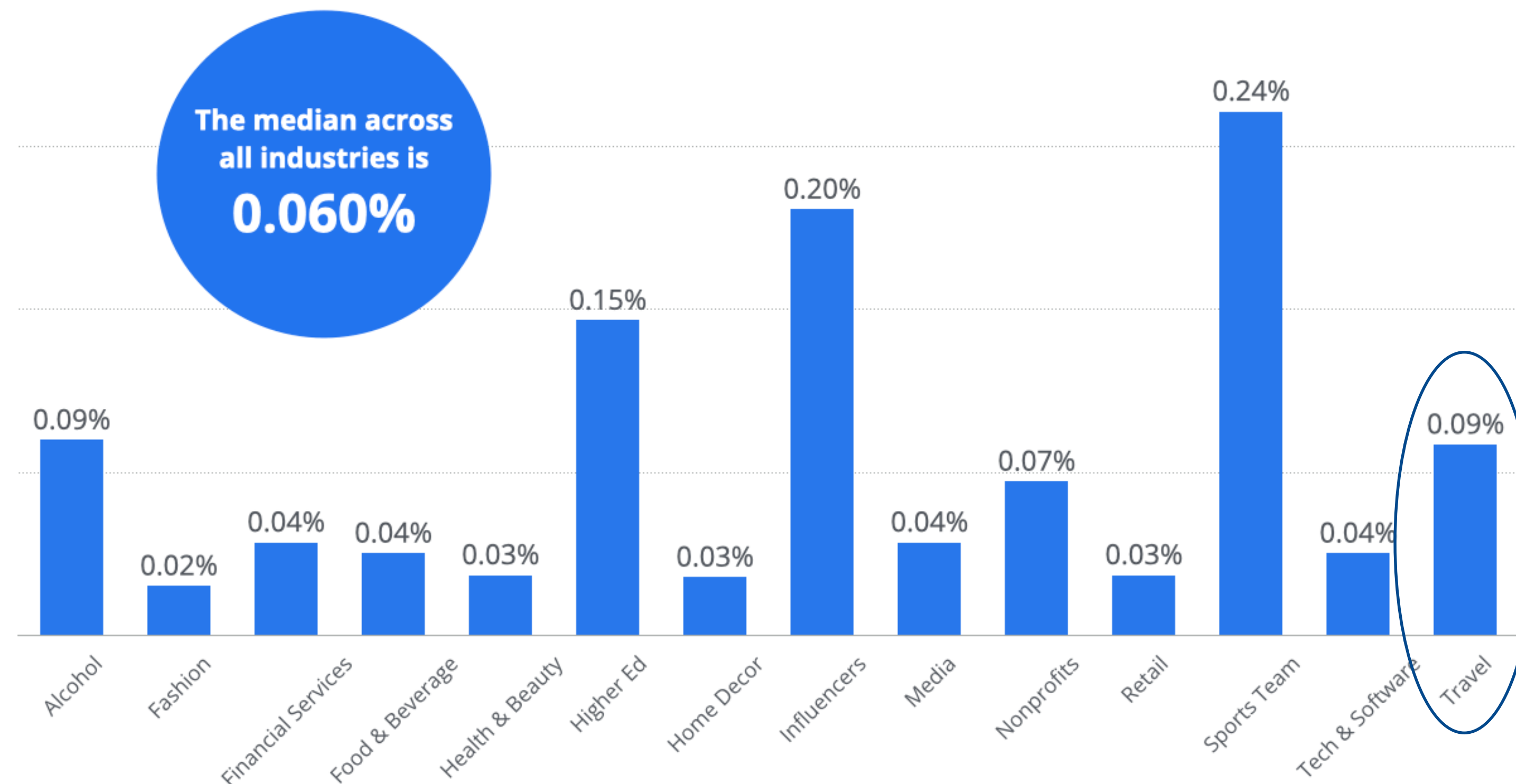
**Engagement:** The number of times users interact with a post. Engagements includes likes/reactions, comments, shares, and all clicks (plus saves on Instagram).

**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)

