



UpStateCA

SHASTA-CASCADE WONDERLAND ASSOCIATION




2023-2024 YEAR-IN-REVIEW

December 2024

INDUSTRY OVERVIEW

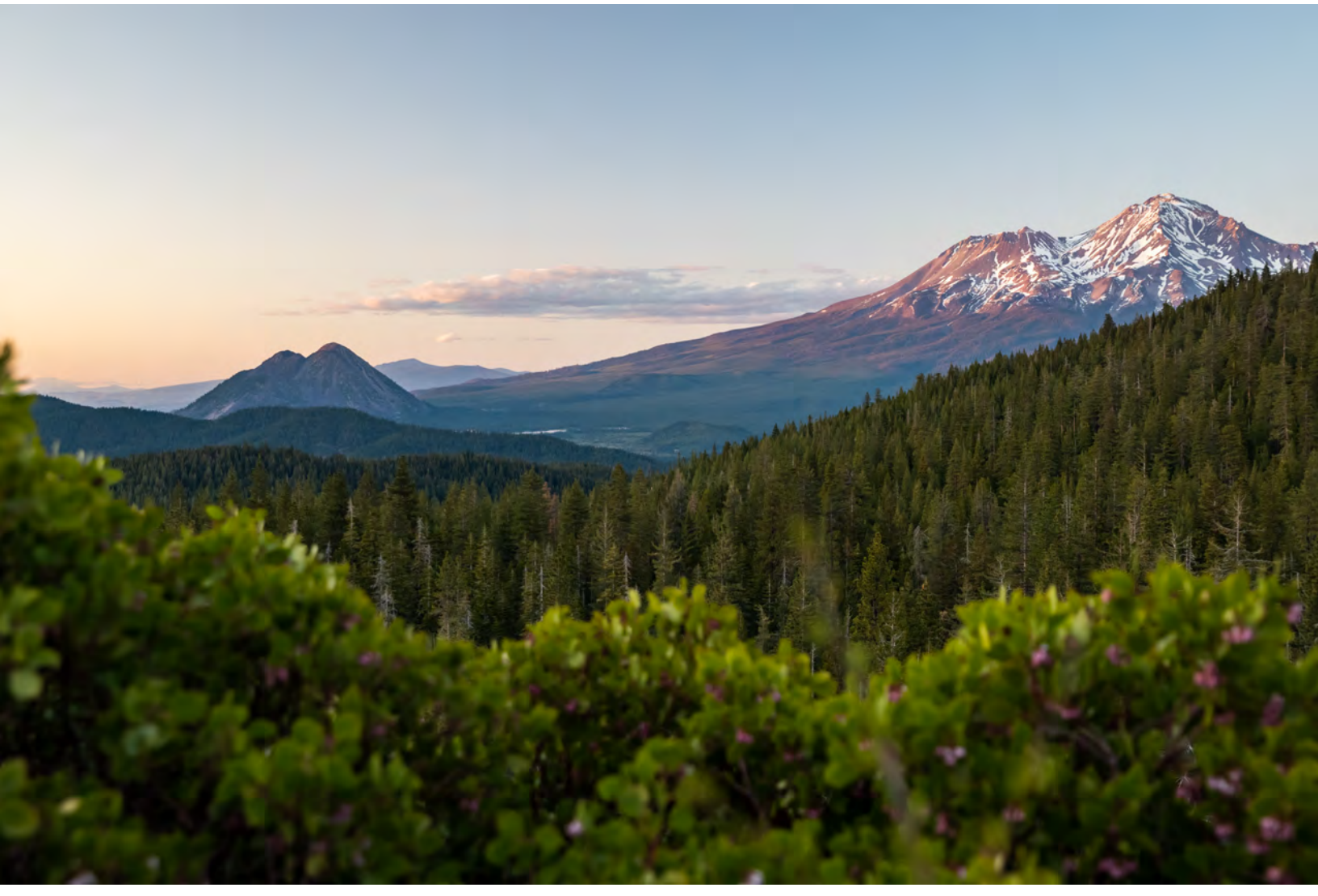
Thanks to the partnership with Visit California and the \$120,000 rural grant, as well as UpStateCA’s business and county partners, the 2023-2024 year brought more exposure to the north state. Social media saw substantial increases in traffic and engagement.



Ads	<ul style="list-style-type: none">• Print• Digital
Social Media	<ul style="list-style-type: none">• Facebook• Instagram
Visitors Guide	<ul style="list-style-type: none">• 40,000+
California Welcome Center	<ul style="list-style-type: none">• Open 7 days a week
Website	<ul style="list-style-type: none">• 47,000 users

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\$120,000 VISIT CALIFORNIA RURAL GRANT

\$120,000 Visit California Rural Grant

California Road Trips: A ½ page ad with the headline “Buckle Up and Choose Your Road”, with examples of scenic drives was placed in this annual publication. We then sent visitor guides to those who requested more information after seeing the ad. The publication distribution is 1M and the leads received were 232.

Cost: \$8,765 with half being paid by the Visit California Rural Grant.

Dog Trekker: This dog friendly travel website published articles, posted blogs, and sent out newsletters about all eight counties of UpStateCA. New custom landing pages for each of the eight counties were created with links to county featured dog-friendly content. They ran a take-over newsletter featuring the region and the top dog-friendly counties. Link to [July 2023 Dog Trekker Newsletter](#)

Cost: \$9,500 with half being paid by Visit California Grant.

Visit California Newsletters: The UpStateCA visitors guide was mailed to 1288 homes requesting more information from the newsletters. Just having a digital version and information on the website doesn't seem to be enough for people. They also request the hardcopy of the visitors guide which shows true interest if they are going through the work to fill out a form requesting more information.

Cost: \$8,500 with half being paid by the Visit California Rural Grant.

Visit California Public Relations: The UpStateCA team responds to the requests of Visit California's public relations team for story ideas. Story ideas are sent monthly based upon the subject matter being requested. This is a free service for members to get information published by Visit California. The more feedback we get from our members, the more stories we can send, which increases the probability of UpStateCA getting published.

Cost: No financial cost, just time.

The Tour Operator Land: The Tour Operator Land is a digital platform for Tour Operators to download information about our area. The package also gives us space in their magazine. The platform encouraged 18 tour operators to download information about UpStateCA from the portal page. We then contacted each of them to talk about opportunities and see if we could send any more information.

\$120,000 VISIT CALIFORNIA RURAL GRANT

Cost: \$3950, with half was paid by Visit California Rural Grant.

Overland Chronicles: UpStateCA hosted Overland Chronicles to create a video that depicts what can be found in all eight counties of UpStateCA. This video can be used in perpetuity, and it ran on Pursuit in November of 2023, and another 30-second commercial in the spring. The airtime value was \$16K and to make this type of video would cost anywhere from \$10K to \$30K. The commercial also ran on Wild TV, and Carbon TV. These are all fishing and hunting channels.

Cost: \$5,000 with half being paid by the Visit California Rural Grant.

- [120 Second Commercial with VO](#)
- [Commercial without VO](#)

California Visitors Guide: Here is the link to the Visit California Co-op ad. This ad has a response card component that allows readers to request more information from the co-op partners in the ad. Requests for UpStateCA information on the whole region yielded 181 visitor guides being mailed to those responding to the ad.

Cost: We get a grandfathered-in cost that we are not to share (\$18,500), half paid by Visit California Rural Grant.

- [2024 California Visitors Guide Ad p/182](#)

International Tradeshow: UPStateCA's work with international campaigns created 101 international inquiries that were replied to with Digital Visitor Guides and links to itineraries. Specifically, the One West Tourism Alliance's Go West show generated 40 in-person appointments where information was gathered about the needs of the tour operators. Those leads received one-on-one follow-up with the specific information they requested. This is how UpStateCA gets information included in tour operator travel itineraries. The other show, US Travel's IPW generated 31 appointments with the same process followed as with Go West.

Cost (without travel): \$12,295; half was paid by the Visit California Rural Grant.

China Visit Tour: This is the organization that handles the UpStateCA social media platform Weibo. We feed them content and they translate it into Chinese. Those social media posts drive traffic to the Chinese destination landing page for UpStateCA.

\$120,000 VISIT CALIFORNIA RURAL GRANT

Cost: \$5,500; half was paid by the Visit California Rural Grant.

Website Coding: The UpStateCA website was coded to populate UpStateCA events on the Visit California's True Omni Kiosks network of California Welcome Centers.

Cost: \$1000; half was paid by the Visit California Rural Grant.

SOCIAL MEDIA SUMMARY

Social Media Summary

Instagram:

Followers: 7,935 (13.2% increase from last year)

Impressions: 178,210 (183.1% increase from last year)

Engagements: 11,733 (331.5% increase from last year)

Facebook:

Followers: 16,375 (11.1% increase from last year)

Impressions: 2,291,469 (1,078.3% increase from last year)

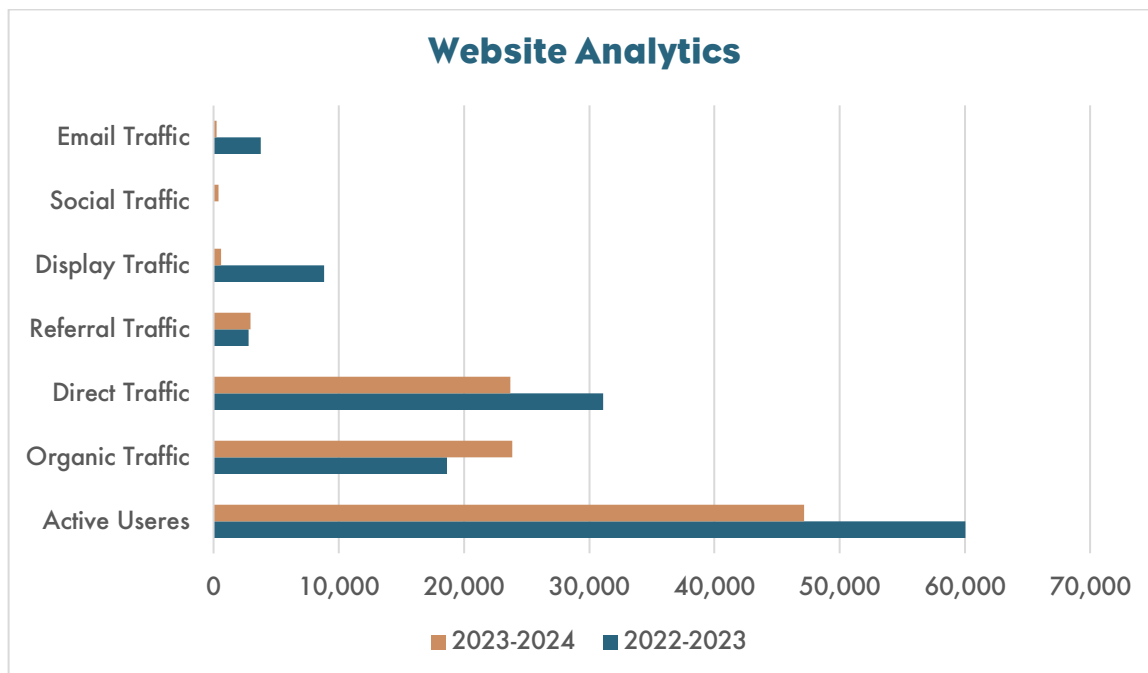
Engagements: 100,796 (1,259.9% increase from last year)



WEBSITE ANALYTICS

Website Analytics

What was not included in the chart below is the average engagement per user because time and whole numbers are not a uniform measure so they couldn't be added into the same chart. The average engagement per user increased from 1m 01s in 2022-2023 to 1m 23s in 2023-2024.

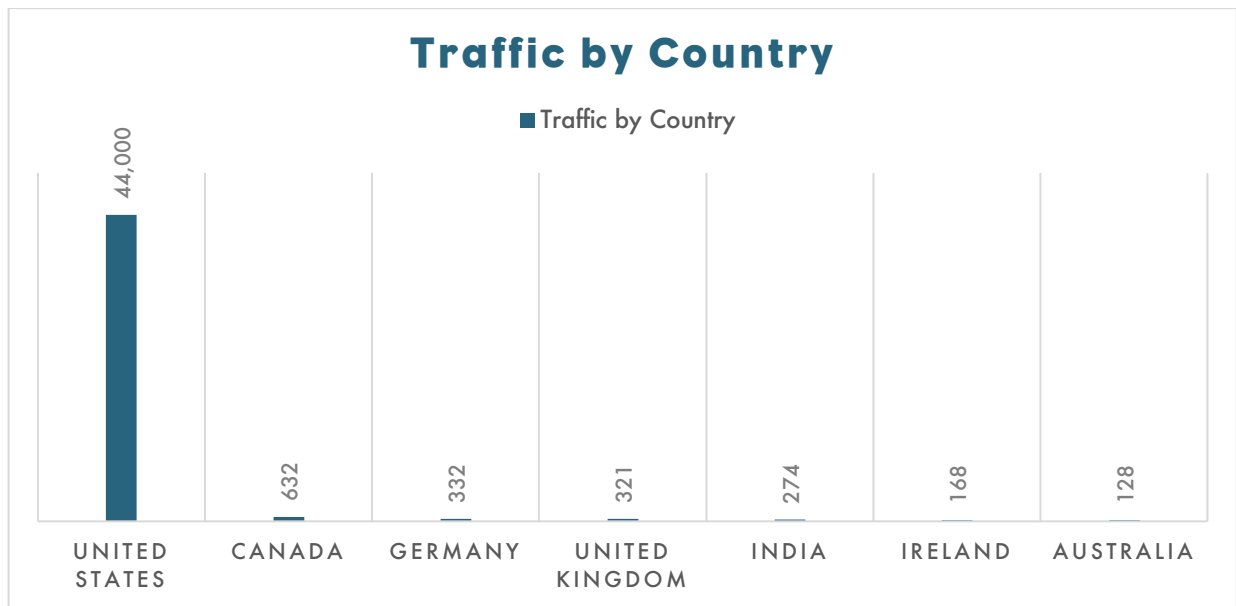


The conclusions that can be made about the website analytics is:

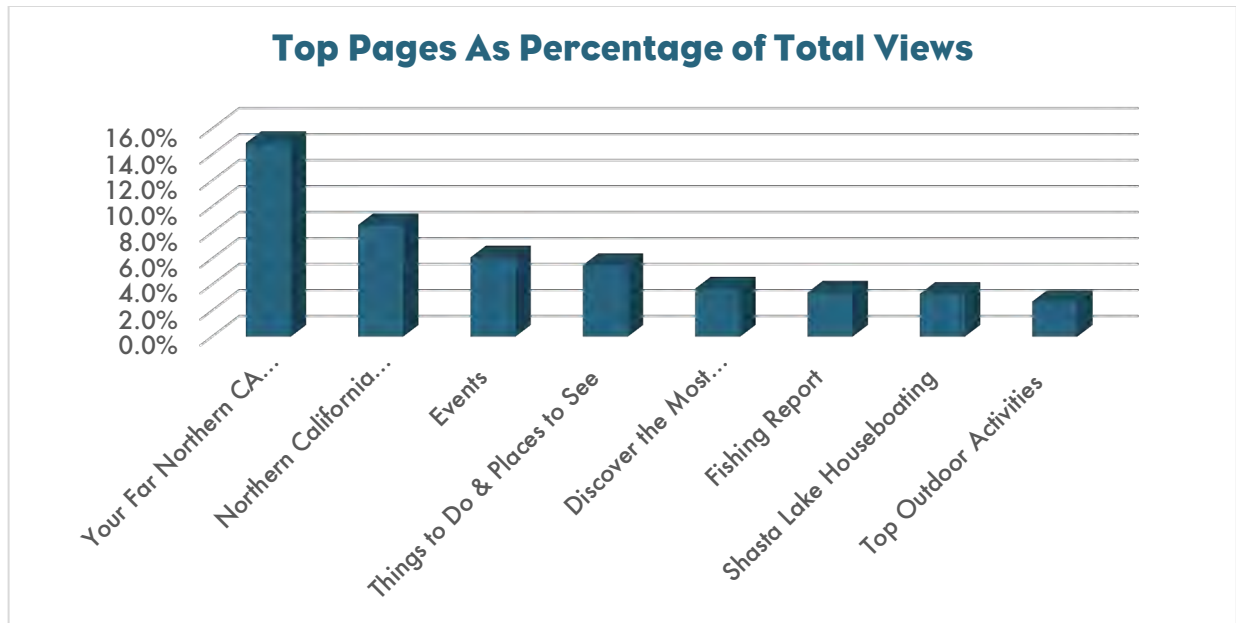
1. The email and display drop in website traffic could be due to the change in strategy to move away from display traffic. The new marketing trend that people don't click on ads seems to not prove completely accurate, with the analysis of these analytics. The team will further test this theory by adding more display ad activity back into the marketing mix.
2. We can assume the drop in active users and direct traffic has a correlation to the drop in display traffic – fewer display ads.

WEBSITE ANALYTICS

3. Or we can assume the drop in active users and direct traffic is due to fewer people clicking on the display ads we did place.
4. These analytics will require more analysis to create a new strategy for next year.
5. Because of the longevity and authority of the UpStateCA website, organic, direct, and referral traffic was stable.
6. Since time on site did increase, it can be assumed that the marketing campaigns were targeted correctly and the content on the site correlated well with the campaigns, so users stayed longer because they found what they needed.



WEBSITE ANALYTICS



FINANCIAL UPDATE

Financial Update

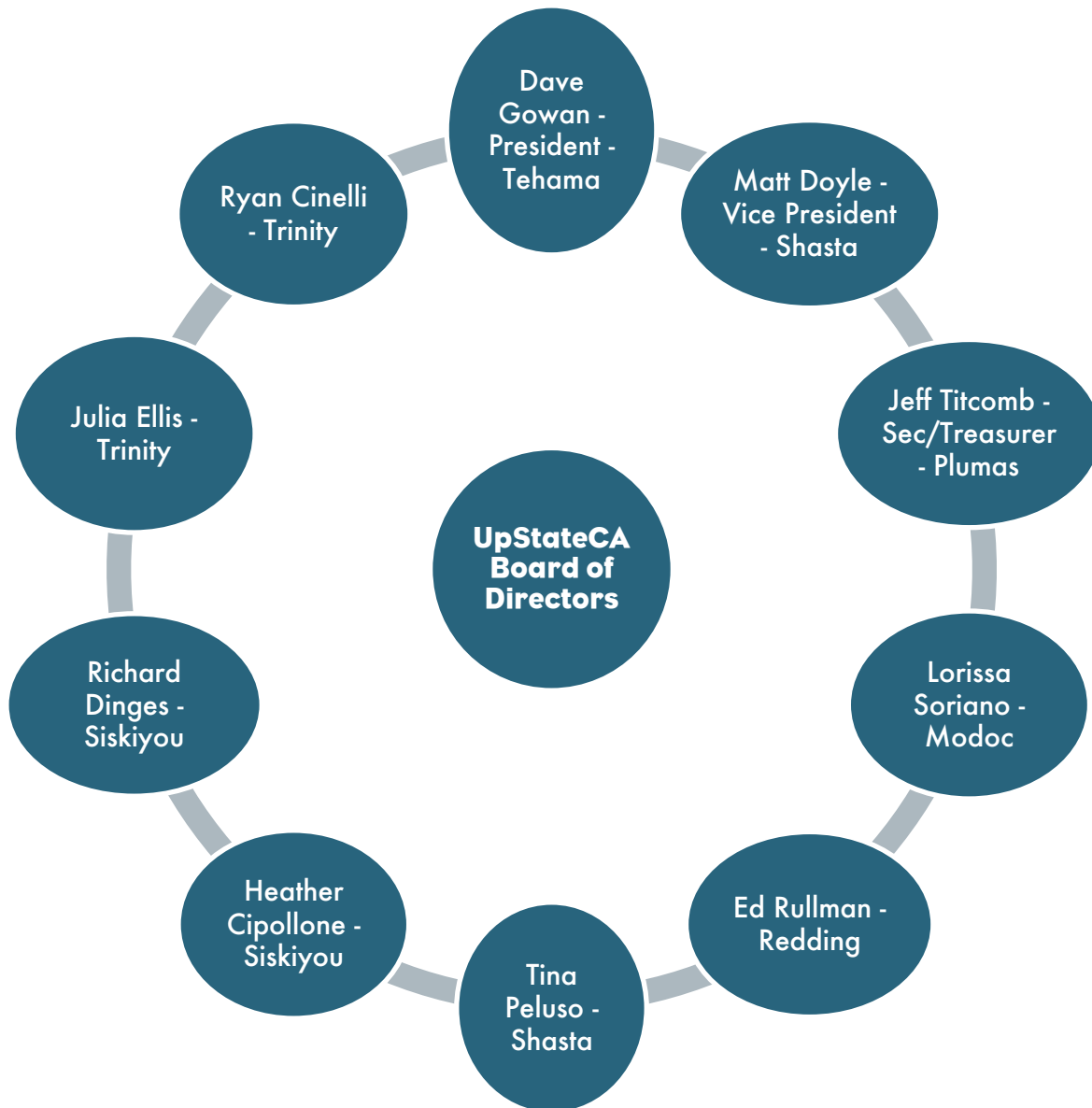
UpStateCA is in a better financial position than any time previously. The job of UpStateCA is to advertise the area in partnership with Visit California and promote those who choose to be members all for the purpose of bringing more exposure and potential visitors to the area. The goal of the marketing spend is to generate more tourism interest so individual businesses and counties have a larger pool of people as potential clients.

The financial stability of UpStateCA allowed it to offer a \$100,000 loan to Shasta-Cascade Educational Foundation to repair the Anderson Welcome Center roof and replace the three 30+ year old HVAC units. That project will be completed along with some lighting issues with the loan being paid back within a 24-month time frame. The year ended with \$398,793 to spend of which \$205,124 was spent on fixed costs and marketing. the new budget for 2024-2025 projects \$328,117 to spend with a planned expense budget of \$226,575, leaving room for roll-over to start the next year.



BOARD OF DIRECTORS

Board Of Directors



DASHBOARD OF CAMPAIGN OUTCOMES

Dashboard Of Campaign Outcomes

DESCRIPTION	OUTCOME
Tourism Summit	113 Participants
UpStateCA Visitors Guide	40,153 Distributed
California Visitors Guide	181 Leads
UpStateCA Video by Overland	Will run in the 24-25 fiscal year
China Visit Tour – Weibo.com/upstateca	80 posts, 320K reached
TrueOmni Kiosk	
Go West	46 appointments
IPW	31 appointments
Dog Trekker	Newsletter & editorial on 8 counties
Digital California Visitors Guide	
Visit California E-Newsletter	



COUNTY TRAVEL SPEND

County Travel Spend

County	Direct Travel Spending (\$ Millions)										Percent Change	
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	22-23	19-23
Butte	310	300	300	330	350	380	190	290	360	360	0.50%	-4.70%
Lassen	60	60	60	60	70	70	40	60	70	70	1.60%	-0.27%
Modoc	20	20	20	30	30	30	20	20	30	30	0.30%	-0.10%
Plumas	120	110	110	120	130	150	110	120	150	150	0.50%	-2.10%
Shasta	430	430	440	460	510	540	310	450	550	530	-2.50%	-2.40%
Siskiyou	170	170	170	190	190	210	140	220	230	220	-2.30%	8.90%
Tehama	130	130	130	130	150	160	90	150	170	170	-0.70%	5.40%
Trinity	50	50	50	60	60	60	50	60	70	70	1.70%	22.10%
The Economic Impact of Travel in California / 2023p / Prepared by Dean Runyan Associates												



LOOKING AHEAD

Looking Ahead

Looking ahead, industry forecasts show that by 2030, the Chinese market will play a dominant role in U.S. tourism. As a result, we have maintained a steady presence in China, ensuring that we remain well-positioned to capitalize on future growth.

Market shifts due to inflation have caused a decline in budget-friendly travel, but the luxury sector remains robust. UpStateCA has worked to develop attractive travel opportunities beyond the luxury segment while still appealing to affluent travelers. These strategies will be explored further in this report.

While international travel demand is back, visa processing delays are affecting overall outcomes. Additionally, technology upgrades in rural areas are a key barrier to meeting the expectations of international travelers, who seek high-tech conveniences like automated menu translations and currency conversions. Interestingly, travel agents remain crucial for international travelers, as they offer peace of mind and ensure trip satisfaction.

The future of tourism is no longer solely in the hands of destination marketing organizations. Airlines, resorts, and tourism boards are collaborating to create compelling packages that highlight the uniqueness and accessibility of destinations. These packages need not rely on discounts but should focus on offering exceptional experiences.

Looking to 2024 and beyond, travel has evolved from a mere interest to a top priority, even amid economic uncertainties. Our recommendation is to target two key age groups: 26-42-year-olds during the summer and 42+ year-olds in other seasons. Boomers, who often travel to connect with friends and family, respond well to marketing that emphasizes family-friendly road trips. Meanwhile, younger travelers, drawn to new experiences over traditional security, are best reached through mobile apps. They view trip planning as an adventure and prefer to curate their own experiences rather than relying on travel agents.

UpStateCA's potential lies in promoting its sunny climate, authentic experiences, and outdoor adventures. Businesses can encourage repeat visits, sending area memory books to past visitors can help rekindle fond memories and inspire return trips. Incorporating modern design into lodging and offering

COMPANY INFORMATION

on-site social events will attract younger travelers, while older visitors still appreciate the personal touch of concierge services and in-person visitor centers.

Destination awareness is key to attracting modern travelers. Today's tourists are increasingly mindful of their environmental footprint. They seek eco-friendly options such as water refill stations, EV charging points, and initiatives that encourage leaving no trace.

Company Information

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UpStateCA.com

