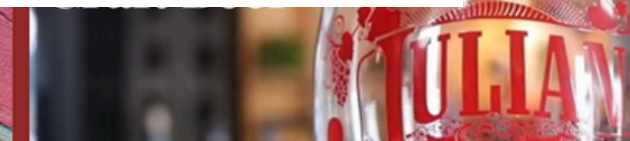
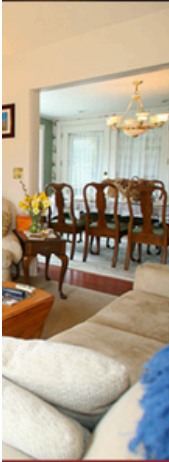


May 2024

Julian Marketing

- Of Members
- To Members
- Social Media
- Print Advertising
- Events
- Website Performance



Outreach

To Members

- Get the Most from Membership
- Model T Event
Special email sent to Main St area businesses
- June Mixer
- Guide Pick up at TH
- Volunteer Opportunities
- Art Show/Flower Show
- Lilacs FC & JS
- Music Festival, Flash Jam
- Gem Show

To Community

- Music Festival
- Model T Club
- Membership
- Workshop
- Gem Show

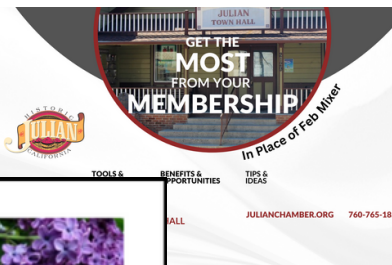


HELP US CREATE A JULIAN WELCOME BAG

- Coupons for your location
- Free Trinket
- Flyer or brochure/handout

MAIN STREET (East Side) WILL BE LINED WITH CLASSIC MODEL TS
They will also fill up Town Square Park
they will be shopping and having lunch in Julian.

Over 60 cars = lots of folks



MEMORIAL DAY WEEKEND
GEMS, MINERALS, AND CRAFT SHOW

- Local artists, crafts, gifts
- 20+ retail dealers and vendors
- Fine minerals, gems, crystals, slab, rough, lapidary items
- Handmade jewelry
- Raffle to benefit Julian Elementary's Pathway's Garden Program

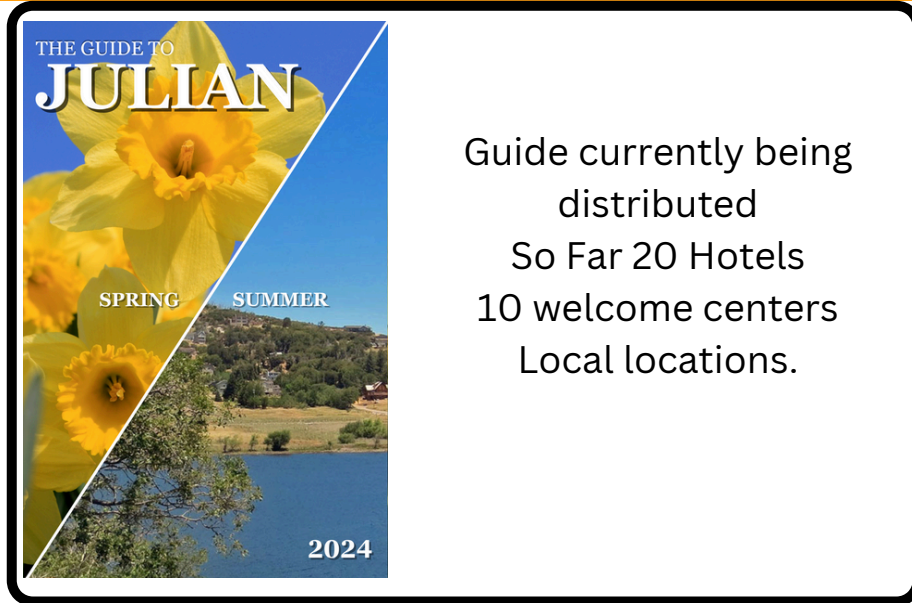


25, 26, & 27
MAY 2024
JULIAN TOWN HALL
2129 MAIN ST. JULIAN

SATURDAY & SUNDAY
10:00AM TO 6:00PM
MONDAY
10:00AM TO 5:00PM
JULIANGEMSHOW.COM
@VISITJULIAN #JULIANGEMSHOW

JulianGemShow.com

Outreach



Guide currently being distributed
So Far 20 Hotels
10 welcome centers
Local locations.

National Travel & Tourism Week is almost here

National Travel & Tourism Week Celebration

Wednesday, May 22

Belmont Park, 3146 Mission Blvd, San Diego, CA 92109

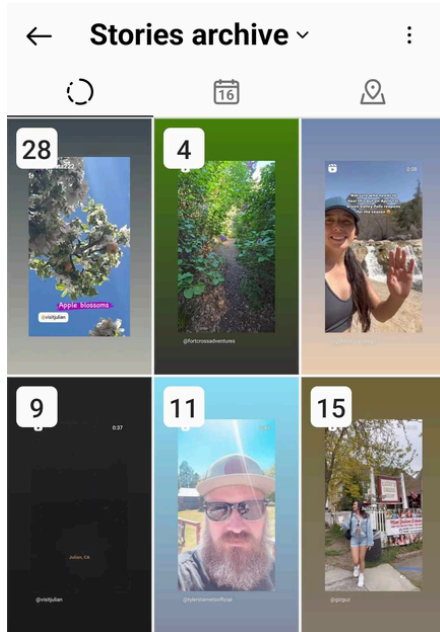
5 p.m. - 8 p.m

National Travel and Tourism Week (May 19-25) was created in 1983 to celebrate the U.S. travel community and travel's role in elevating the quality of life for Americans every day.

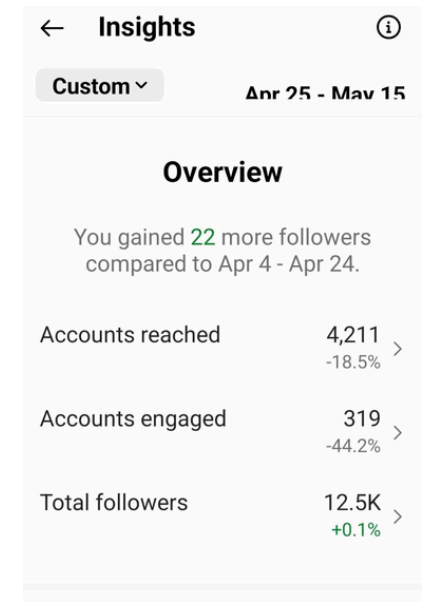
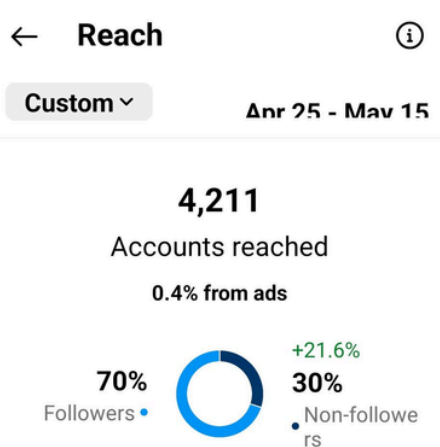
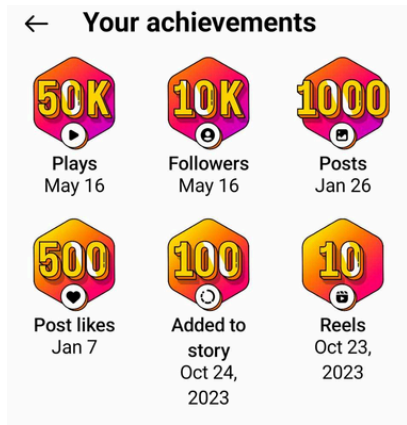
That's certainly true in San Diego.

Please join us **May 22** at **Belmont Park** to celebrate the incredible impact travel and tourism have on our community, with festive food, refreshing drinks, and thrilling rides and entertainment. Registration includes a complimentary Park Combo Pass with early access.

Bring your team and make it a group outing. We hope to see you there!



Original Reels Created



Current Cover Photo



As of 05/16/24

Page Overview

Followers: 29,400

Last 28 days

	Post reach	65,546
	Post Engagement	6,644
	New Page likes	72
	New followers	145

Interactions

	Reactions	1,465
	Comments	98
	Shares	115
	Photo views	981
	Link clicks	1,274

Purple Owl Cafe 2907 V espresso menu, sweet/sure to visit! Tasty Tasty Thu, May 9

Post reach	Engagement
3,549	330

"Visit us at Olive and O from downtown San Di has a curated mix, perf Wed, May 8

Post reach	Engagement
1,440	122

Nickel Beer Company. and 8 pm on Friday anc week and at 11 am on t Tue, May 7

Post reach	Engagement
875	17

Native Touch Acupunct ~Acupuncture ~Therap Medicine & Movement Mon, May 6

Post reach	Engagement
913	8

Happening today in Jul 2:15pm. #flashjan #visit Sun, May 5

Post reach	Engagement
1,229	26

With 5 acres of 10 differen 12-acre farm, it's sure to d will be sold 7 days a week Thu, May 2

Post reach	Engagement
2,542	234

The Julian Wildflower Sho except for 3 years during ! Coronavirus pandemic in ; Wed, May 1

Post reach	Engagement
1,307	25

During Memorial Day wee check out the Julian Rocks we'll see you here! #julian Wed, May 1

Post reach	Engagement
1,830	34

Meditative Sound Healing 3rd at the Julian Town Hal you receive the sweet sou Tue, Apr 30

Post reach	Engagement
923	13

Taste of Julian: Julian's An there is more to Julian tha revered by the hamlet of J Tue, Apr 30

Post reach	Engagement
1,187	29

Award-Winning Wine Me: Corazón Winery is located mountains of San Diego C Mon, Apr 29

Post reach	Engagement
884	28

If you find yourself in gardening items and We have many items Sun, Apr 28

Post reach	Engagement
1,593	79

Post reach	Engagement
597	24

Lil Red Hen's Co-Op A the Julian Station call affordable thrifred an Sat, Apr 27

Post reach	Engagement
1,503	73

Post reach	Engagement
1,531	71

Post reach	Engagement
650	10

Social Media Shares

Visit Julian April 25 - May 16

4/25 Flash Jam	5/1 EVENT Gem Show
4/25 Pinezanita	5/1 EVENT Wildflower show
4/26 Mountainside Retreats	5/2 EVENT Lilac Festival
4/27 SDUT Beer hiking story	5/3 EVENT Flash Jam Reminder
4/27 Lil Red Hen	5/3 Julian Wellness Center
4/29 Mesa Grande Corazon	5/4 Julian Station
4/30 Taste of Julian	5/5 EVENT Flash Jam Today
4/30 EVENT Sound Healing	5/6 Native Touch
	5/7 Nickel Beer
	5/8 Olive and Oak
	5/9 Purple Owl
	5/10 Ramona Ranch
	5/10 Julian Wine Cider Beer Reel
	5/11 Julian Food Reel
	5/12 Happy Mother's Day
	5/13 EVENT SY Art Show
	5/14 EVENT JBC Hillside Rendezvous Festival
	5/15 EVENT Shell Show
	5/16 Laguna Mountain Volunteers

Specifying **EVENT**, as it may cause multiple posting for a particular member. Noting that events drive visitors and benefits many members

Julian Chamber April 25 - May 16

4/25 Jessica Anvar www.lawlinq.com
4/26 Julian Journal

5/2 Julian Asphalt
5/3 Julian Realty
5/6 Manzanita Supply
5/7 MG Photo
5/7 Mountain Healing
5/8 Native Touch
5/9 Nicole Pisciotto
5/10 orchard Realty
5/13 Patrick Engineering
5/14 Ramona Disposal
5/15 Riccio's Accounting

**Member
Features M-F
on Chamber
FB page**

RESULTS

05-16-24



Views
511 ↓
169 less than usual

Watch time (hours)
11.7 ✓
About the same as usual

318
Subscribers

Reach ⓘ
66K ↑ 16.3%

Content interactions ⓘ
1.4K ↓ 27.4%

Link clicks ⓘ
1.3K ↑ 187.6%

Followers ⓘ
Lifetime
29.4K

Minutes viewed ⓘ
117 > 0.9%

768
profile views
-17%




12
calls
+33%

117
people asked for directions
-27%

21
website visits from profile
-48%

Visitor Center/Town Hall

Top Content
Besides Picnic

	Julian History Hunt - Detailed May 29, 2023	52
	Visit Julian's Feature of Business Jul 11, 2023	44
	Santa Ysabel Loop Trail Jun 7, 2021	34

Wolf Center

207
profile views
+11%

53
website visits

33
people asked for directions
-26%

12
calls
-52%

Julian Chamber

As of 05/16

WEBSITE RESULTS

Custom Apr 25 - May 16, 2024

Users 12K New users 11K Average engagement time 1m 01s

Views 28K Event count 90K

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	28K
user_engagement	19K
session_start	18K
first_visit	11K
scroll	6.6K
click	3K
Outbound Link Clicks	2.9K

First user prim...Channel Group) +

	New users	Engaged sessions
	15,028	13,999
	100% of total	100% of total

Acquisition

		New users	Engaged sessions
1	Organic Search	10,666	9,905
2	Direct	3,268	3,382
3	Organic Social	783	365
4	Referral	306	247
5	Paid Social	3	3
6	Unassigned	2	5

Landing page: Landing page

Landing page	Sessions	Users	New users
	24,141 100% of total	15,895 100% of total	15,028 100% of total
1 /visit-julian-webcam	6,737	2,993	2,422
2 /	4,544	3,933	3,736
3 /to-see-do/attractions-activities	1,361	1,247	1,178
4 /to-see-do	1,172	1,090	1,026
5 /julian-events	1,118	935	803
6 (not set)	1,117	722	2
7 /purchase-julian-items	833	740	712
8 /camping-in-julian	677	604	579
9 /u-pick-orchards	578	512	483
10 /historic-julian	387	342	300

Top Page Visits

Second number indicates # of users

1. /visit-julian-webcam/ 6327 2602
2. / 4289 3185
3. /julian-events/ 2126 1510
4. attractions-activities/ 1478 1207
5. /to-see-do/ 1374 1148
6. /puchase-julian-items/ 818 641
7. /camping-in-julian/ 706 510
8. /u-pick-orchards/ 700 512
9. /historic-julian/ 675 545
10. /food-drink/dining/ 651 435
- 11.

WEBSITE RESULTS


04-26-24 to 05-16-24

Top, Non Advertising Outbound Clicks

lagunamountain.com/	405
www.lakecuyamaca.net/webcam	396
www.juliandarkskynetwork.com/index.html	113
experience.visitjulian.com/checkout/806/visit-julian/4052/visit-ju	(33
www.theeaglemining.com/	24
visitor.r20.constantcontact.com/manage/	21
julianfarmandorchard.com/	20
ramonaevents.com/	19
www.cameldairy.com/	18
www.fortcross.com/	17
www.fortcross.com/	17
www.julianminingcompany.com/	14
www.sdcl.org/locations_JL.html	14
www.facebook.com/VisitJulian	12
www.lagunamountain.com/	12
www.instagram.com/visitjulian/	11
juliancabin.com/en/	11
julianparade.com/	10
www.wynolajunctionantiques.com/	10
www.facebook.com/VisitJulian/	8
www.lakecuyamaca.net/	8
www.goldeneaglegardens.com/	7
www.instagram.com/fortcrossadventures/	7
www.julianminingcompany.com/	7
www.julianpioneermuseum.org/	7
mailto:chamber@julianca.com	6

Downloaded Files

Guide-to-Julian-Spring-2024-Digital-Version.pdf	82
julian-camping-b2.pdf	39
Julian-hiking-trails-B.pdf	30
/Volcan_Mountain_Brochure_FINAL.pdf	22
History.pdf	16
2024/03/Julian-Lodging-List-03-24.pdf	14
Santa_Ysabel_West_Brochure_FINAL.pdf	13
Santa_Ysabel_East_Brochure.pdf	12
uploads/2024/02/Town-Maps.pdf	8
2024/05/Julian-Lodging-List-05-24.pdf	8

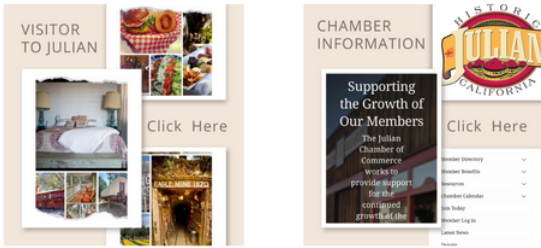


**In Addition, there were 37
“clicks to call” during this time period**

MORE TO KNOW ...

Changed the landing page for the JCC website to below due to increased Google Traffic. This ensures go where they were intending.

Thank You For Visiting Us . . . Please Choose a Site Below



L. F.
28 reviews • 0 photos

Bragging!

★★★★★ 1 hour ago

We visited the visitor center on Wednesday May 1st around noon. The lady working behind the desk could not have been more delightful. We loved visiting Julian. It's a lot like Gale IL and Amana IA. Very quaint and easily navigated. Great places to eat!!

Visited on
Weekday

Wait time
No wait

Reservation recommended
Not sure

Julian Town Hall & Visitor Center

Owner

Replying publicly

Thank you so much for this kind review. We very much appreciate it!!

Visit Julian California - Your Definitive Julian Resource -

bit.ly/4a39pOw

<https://visitjulian.com/>

11 engagements Apr 26, 2024 No tags

Julian Chamber of Commerce - Julian Chamber of Commerce

bit.ly/3xWAeqc

Thinking 1/2 of these are me (LOL)

<https://julianchamber.org/home/>

29 engagements Apr 26, 2024 No tags

