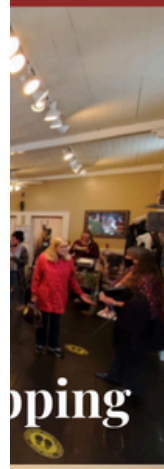
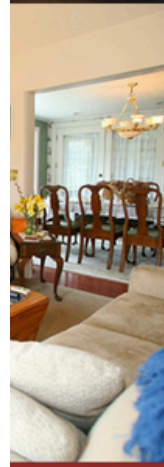


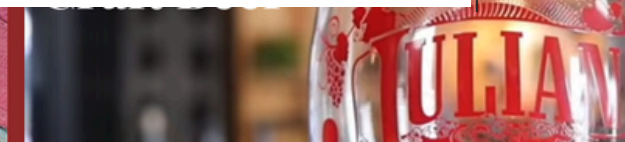
July 2026

Julian Marketing

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

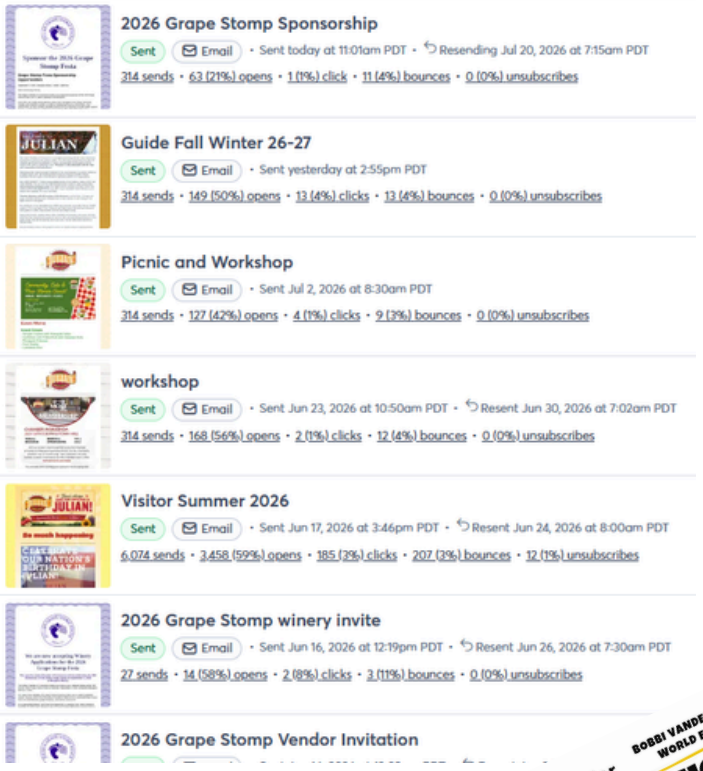






TO COMMUNITY TO MEMBERS
TO VISITORS

Member Emails



2026 Grape Stomp Sponsorship
Sent · Email · Sent today at 11:01am PDT · Resending Jul 20, 2026 at 7:15am PDT
314 sends · 63 (21%) opens · 1 (1%) click · 11 (4%) bounces · 0 (0%) unsubscribes

Guide Fall Winter 26-27
Sent · Email · Sent yesterday at 2:55pm PDT
314 sends · 149 (50%) opens · 13 (4%) clicks · 13 (4%) bounces · 0 (0%) unsubscribes

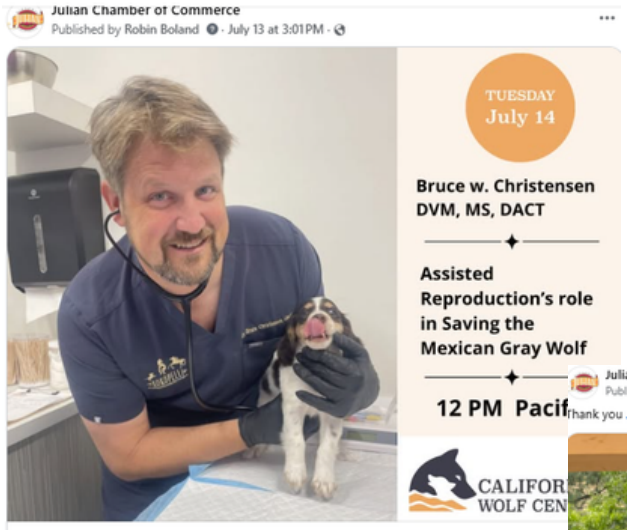
Picnic and Workshop
Sent · Email · Sent Jul 2, 2026 at 8:30am PDT
314 sends · 127 (42%) opens · 4 (1%) clicks · 9 (3%) bounces · 0 (0%) unsubscribes

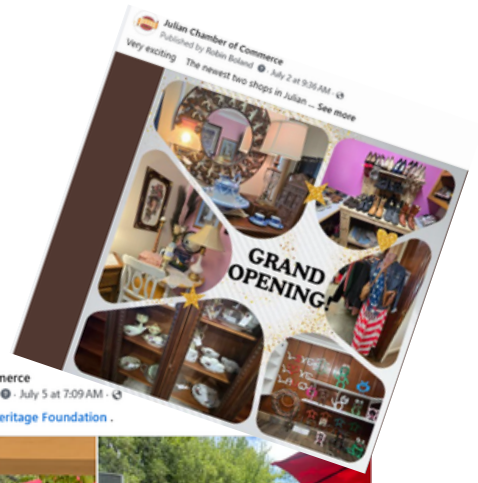
workshop
Sent · Email · Sent Jun 23, 2026 at 10:50am PDT · Resent Jun 30, 2026 at 7:02am PDT
314 sends · 168 (56%) opens · 2 (1%) clicks · 12 (4%) bounces · 0 (0%) unsubscribes

Visitor Summer 2026
Sent · Email · Sent Jun 17, 2026 at 3:46pm PDT · Resent Jun 24, 2026 at 8:00am PDT
6,074 sends · 3,458 (59%) opens · 185 (3%) clicks · 207 (3%) bounces · 12 (1%) unsubscribes

2026 Grape Stomp winery invite
Sent · Email · Sent Jun 16, 2026 at 12:19pm PDT · Resent Jun 26, 2026 at 7:30am PDT
27 sends · 14 (58%) opens · 2 (8%) clicks · 3 (11%) bounces · 0 (0%) unsubscribes

2026 Grape Stomp Vendor Invitation







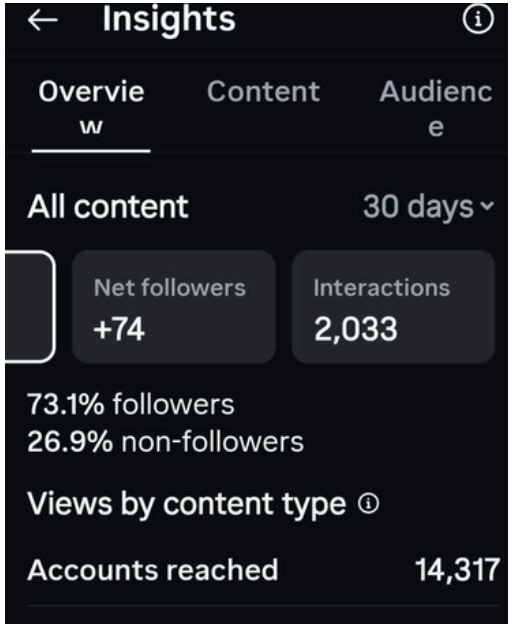


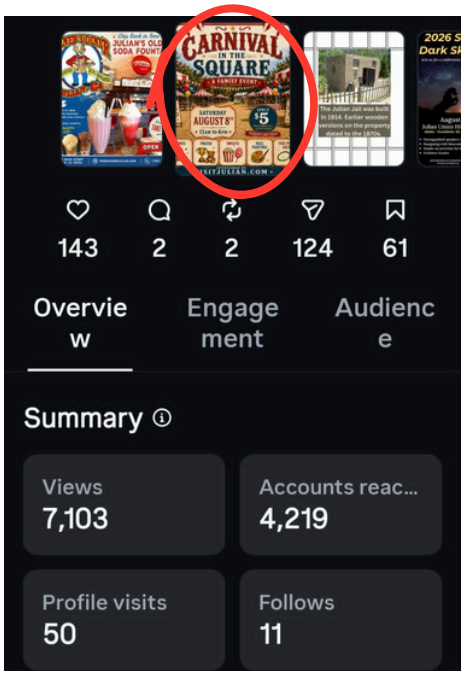


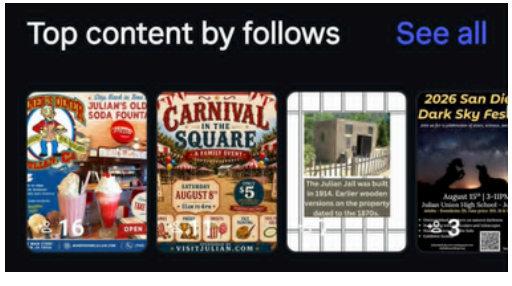
SOCIAL MEDIA

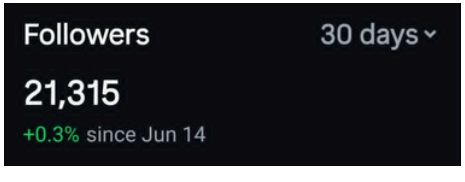
07/15/2026

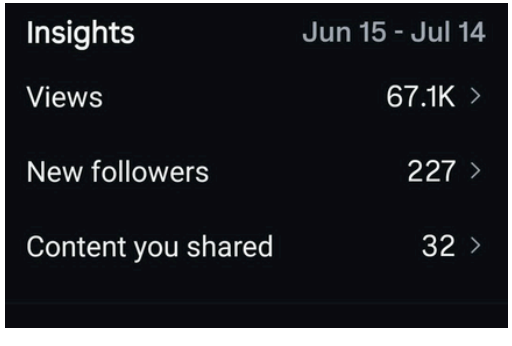
Instagram











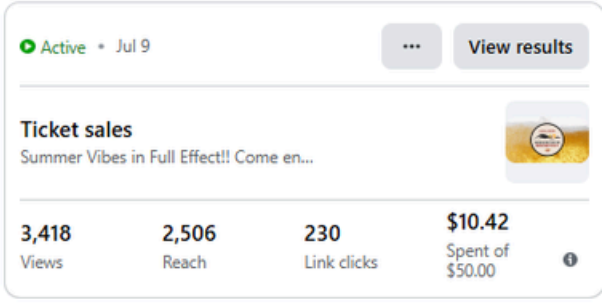


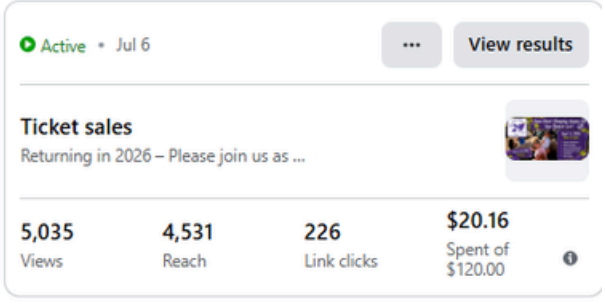
SOCIAL MEDIA 07/15/26 Facebook

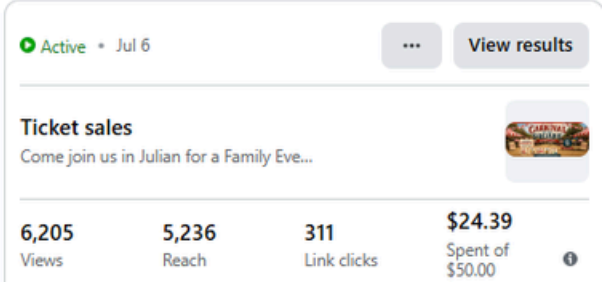
Current Cover Photo

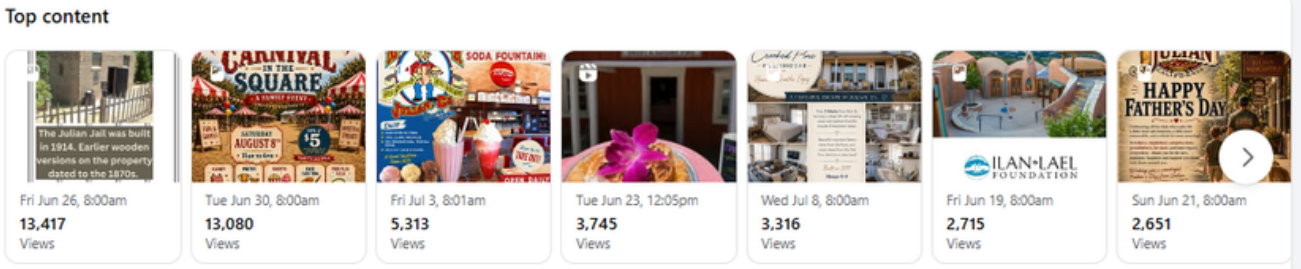


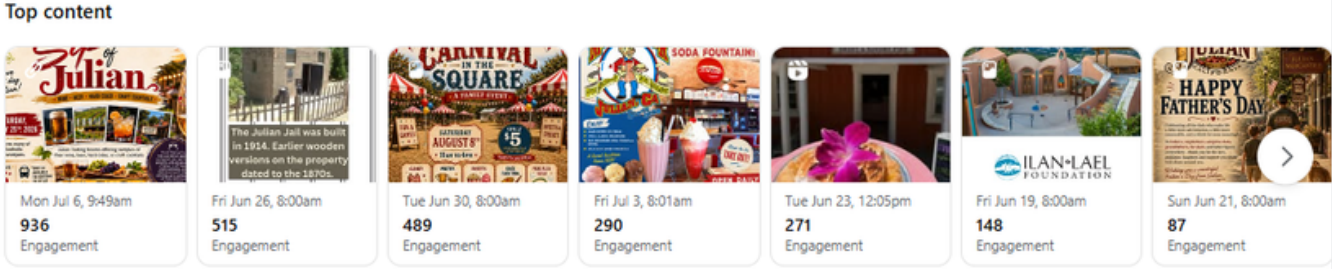


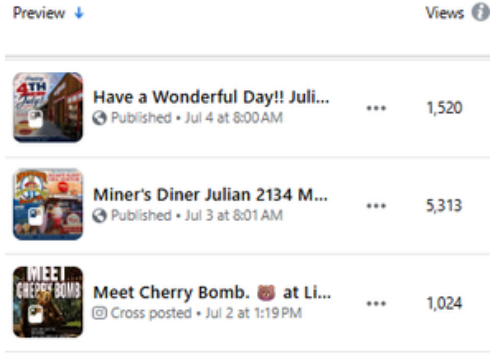












Report for June Stats

WEBSITE RESULTS

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	18K
user_engagement	12K
session_start	6.1K
first_visit	3.4K
scroll	2.5K
click	1.1K
Outbound Link Clicks	534

Views by Page title and scree...

PAGE TITLE AND S...	VIEWS
Visit Julian Webcam ...	1.7K
Visit Julian Californi...	1.6K
Purchase Julian Item...	1.4K
Camping in Julian - ...	1.1K
U-Pick Orchards & Ot...	998
Julian Events - Visit ...	961
Tours & Goldmines i...	855

Landing page: Landing page

/visit-julian-webcam 1392
Home Page/ 1112
/purchase-julian-items 414
/julian-events 356
/to-see-do/attractions-activities 329
/u-pick-orchards 292
/camping-in-julian 272
/to-see-do/special-events/taste-of-julian 231
/to-see-do 186
/to-see-do/special-events/sip-of-julian 133
/to-see-do/special-events/4th-of-july-parade 90
/food-drink/dining 77
/lodging 73
/tours-gold-mines 69
/dog-friendly-julian 65
/to-see-do/special-events/grape-stomp 59
/shopping 58
/to-see-do/special-events/apple-days 50
/kids 42
/julian-mountain-brewfest 39
/historic-julian 34
/apple-pie 32
/lodging-cabins-cottages-houses-julian 30
/food-drink/wineries 25
/hiking-in-the-julian-area 23

Acquisition

SESSION PRIMARY ...	SESSIONS
Organic Search	4.2K
Direct	1.5K
Referral	260
Organic Social	78
Unassigned	40
AI Assistant	10

Active users	New users	Average engagement time per active u...	Event count
3.7K	3.4K	1m 21s	43K

Last Month

Active users	New users	Average engagement time per active u...	Event count
3.6K	3.3K	1m 19s	42K

Report for June Stats

WEBSITE RESULTS

Top Non Advertising Outbound Clicks

julianparade.com/ 44
lagunamountain.com/ 42
.juliandarkskynetwork.com 40
.theeaglemining.com/ 37
.lakecuyamaca.net/webcam 36
.julianhotel.com/ 35
julianfarmandorchard.com/ 35
visitjulian.com/Camping-08-25.pdf 35
.bannerranchjulian.com/ 30
.stateparks.com/cuyamaca.html 25
.recreation.gov/camping/laguna 23
visitor.r20.constantcontact.com/ 23
.sdparks.org/WilliamHeise.html 20
julianlodge.com/ 18 .
calicocidery.com/ 15
theeaglemining.com/ 15
.applesandartorchards.com/ 14
.fortcross.com/ 14
julianfarmandorchard.com/ 14
.lakecuyamaca.net/ 13
.minersdinerjulian.com/ 13
juliancafe.com/ 13
instagram.com/visitjulian/ 12
julianminingcompany.com/ 11
.julianminingcompany.com/ 10
airbnb.com/h/Julian-Crooked-Pine 9
dudleysbakery.com/ 9
lakecuyamaca.org/ 9
californiawolfcenter.org/ 9
quechojulian.com/ 8
.volcanmountainwinery.com/ 8
pinezanita.com/ 8
sdcl.org/locations_JL.html 8
campstevens.org/ 7
thepubatlakecuyamaca.com/ 7
californiawolfcenter.org/tour 7
applealleyjulian.godaddysites.com/ 6
juliancabins.com/ 6
julianpie.com/ 6
cameldairy.com/ 6
.fortcross.com/ 6

Social Media Shares

1. 6/18 East County Performing Arts Association
2. 6/19 Ilan-Lael Foundation
3. 06/20 Jess Martin Park
4. 6/25 Historic Santa Ysabel
5. 6/26 Julian Jail
6. 6/27 Julian Library
7. 6/28 Lake Cuyamaca Condos & Cabins
8. 7/2 lasso's & Lace grand opening
9. 7/2 Lions Tigers & Bears
10. 7/3 Miner's Diner
11. 7/4 Happy 4th of July
12. 7/5 Menghini Winery
13. 7/5 IG Heart of Julian
14. 7/6 Grape Stomp
15. 7/7 Camp Stevens
16. 7/8 Crooked Pine Farmhouse
17. 7/13 IG Crafted Corner name change
18. 7/14 - Dark Sky Festival
19.
20.

RESULTS

March 2026







Your channel updates from last month

Total view	227
Minutes watche	285



Video views	Reached audience	Profile views
510	321	16
-227 (-30.80%)	-195 (-37.79%)	-12 (-42.86%)

Overall performance

Percent changes are compared to 31 days before th

Impressions	Engagements
5.25k ↑ 37%	181 ↑ 42%

e selected date range. Metrics updated in real-time e

Outbound clicks	Saves
2 ↑ 100%	26 ↑ 23%

cept for audience.

Total audience	Engaged audience
3.69k ↑ 26%	130 ↑ 35%

Visitor Center/Town Hall

Your performance at a glance

16 calls -42%	0 chat clicks	111 people asked for directions -44%
28 website visits from profile +3%	842 profile views -19%	178 searches -40%

Julian Chamber

Your performance at a glance

11 calls -26%	0 chat clicks	34 people asked for directions -20%
41 website visits from profile +10%	238 profile views -19%	

June Online Guide Stats

YOUR JUNE REPORT

Views	Readers
447	378



August Julian Journal Ad



The Juice

FEATURED EVENTS



Sip Of Julian

Jul 25, 2026 (Sat)



Julian Mountain Brewfest

Aug 22, 2026 (Sat)



