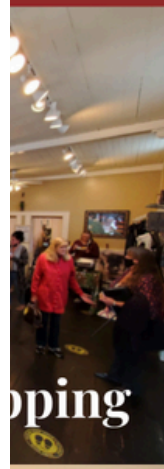
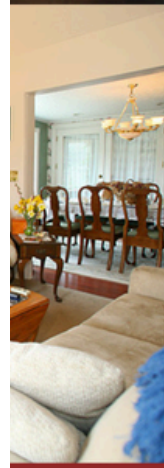
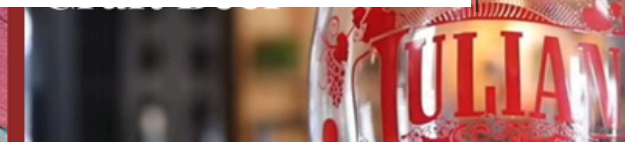


September 2026

Julian Marketing

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



THIS AND THAT

August Online Guide Stats

Views	Readers
424	376

Emails



member happenings

Sent · Email · Sent Sep 4, 2026 at 11:32am PDT · Resent Sep 7, 2026 at

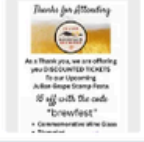
320 sends · 173 (57%) opens · 3 (1%) clicks · 17 (5%) bounces · 0 (0%) unsubscribe



Grape Stomp Ticket Holders

Sent · Email · Sent Sep 2, 2026 at 3:53pm PDT

139 sends · 38 (28%) opens · 2 (1%) clicks · 2 (1%) bounces · 1 (1%) unsubscribe



Brewfest discount grape stomp tix

Sent · Email · Sent Aug 27, 2026 at 11:07am PDT

89 sends · 15 (17%) opens · 1 (1%) click · 1 (1%) bounce · 0 (0%) unsubscribes



Fishing Derby at Lake Cuyamaca

Sent · Email · Sent Aug 25, 2026 at 7:30am PDT

321 sends · 162 (52%) opens · 2 (1%) clicks · 12 (4%) bounces · 0 (0%) unsubscribe



Member News 08-24-2026

Sent · Email · Sent Aug 24, 2026 at 12:38pm PDT

321 sends · 147 (48%) opens · 3 (1%) clicks · 12 (4%) bounces · 0 (0%) unsubscribe



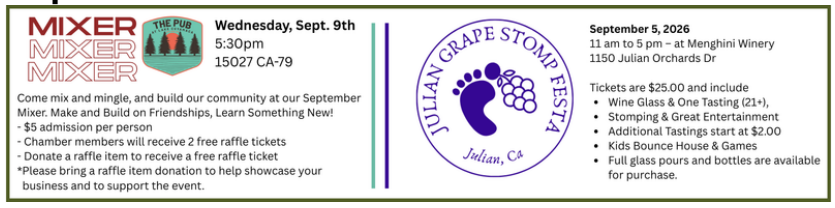
Brewfest and Grape

Sent · Email · Sent Aug 19, 2026 at 2:30pm PDT

6,065 sends · 2,869 (49%) opens · 145 (2%) clicks · 211 (3%) bounces · 3 (1%) unsu



September Julian Journal Ad



October Julian Journal Ad



Hi Robin,

I just wanted to thank you again for setting up such a wonderful visit for us! Julian was undoubtedly a highlight of the whole trip. We were received with so much warmth and hospitality by your partners.

I look forward to working with you again soon and will be in touch to hopefully send some media your way. Please don't hesitate to reach out with any questions or to let me know how else we can support you.

Best,

Marisol

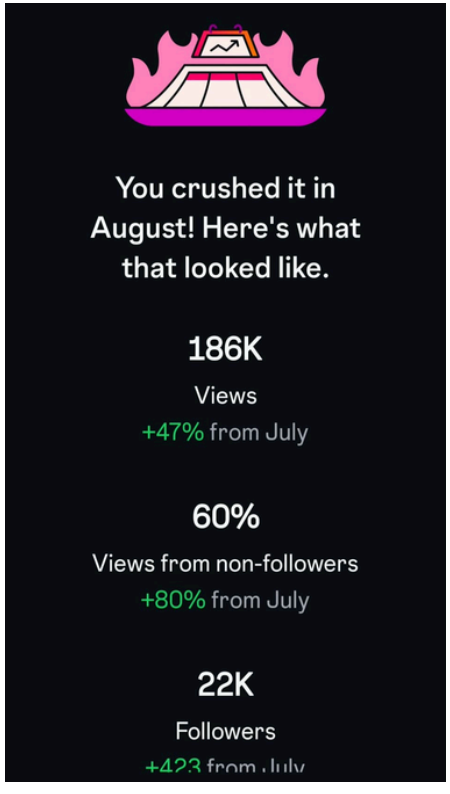
San Diego
TOURISM AUTHORITY

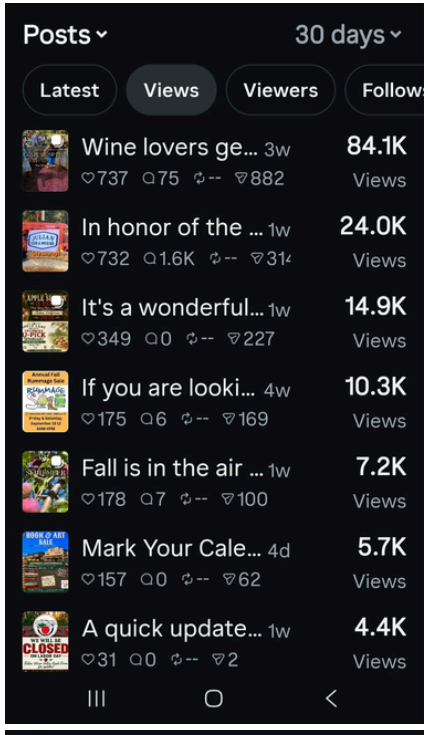
SOCIAL MEDIA

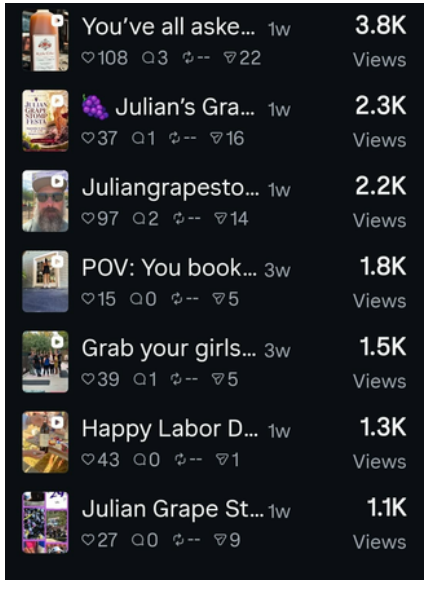
09/14/26

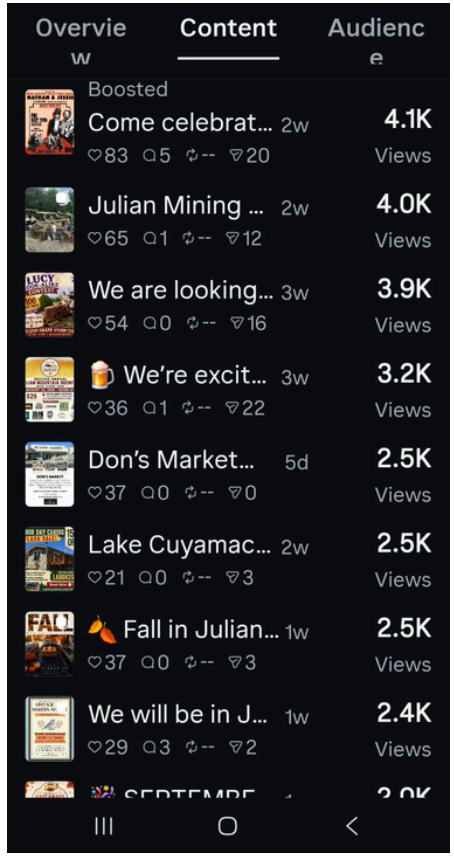
Instagram

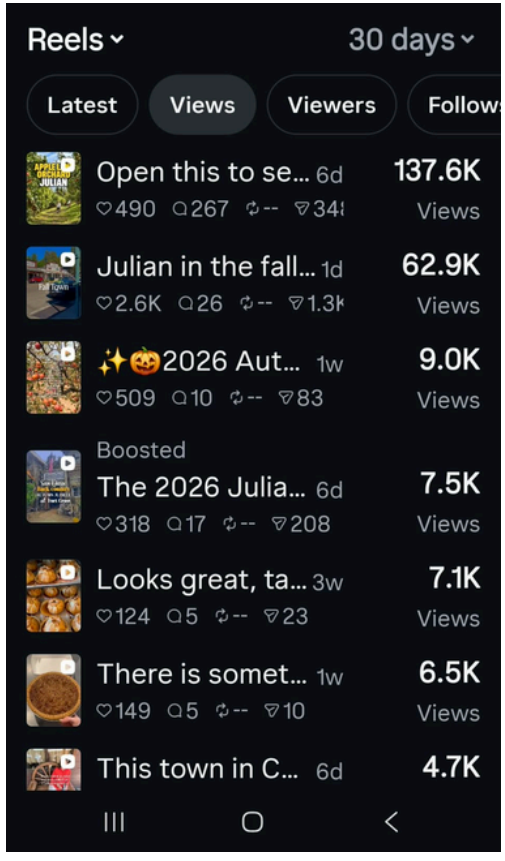












SOCIAL MEDIA 09/16/26 Facebook

Current Cover Photo





Visit Julian

31K followers • 470 following

Visit Julian. Our page is all about Ju
sweet, old fashioned town.

Followers

Lifetime

31,594

Most viewed reels



Fri Sep 4, 5:03pm
1,355
Views



Tue Sep 1, 4:36pm
891
Views

Top content



Wed Sep 9, 8:00am
13,430
Views



Thu Sep 3, 8:00am
8,335
Views



Sun Sep 6, 6:33pm
5,241
Views



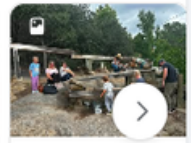
Sat Sep 12, 8:00am
2,507
Views



Mon Sep 14, 1:33pm
2,354
Views



Thu Aug 20, 2:45pm
2,246
Views



Sat Aug 29, 9:17am
2,066
Views

Performance

August 19, 2026 - September 15, 2026

Views

Views
67.3K ↓ 57.4%

From followers **44.7%** ↑ 41.3%

From non-followers **55.3%** ↓ 19.1%

Viewers **22,768** ↓ 62.3%

Visits

Facebook visits
1.7K ↓ 28.2%

Follows

Follows
91 ↓ 48.6%

Unfollows **25** 0%

Net follows **66** ↓ 56.6%

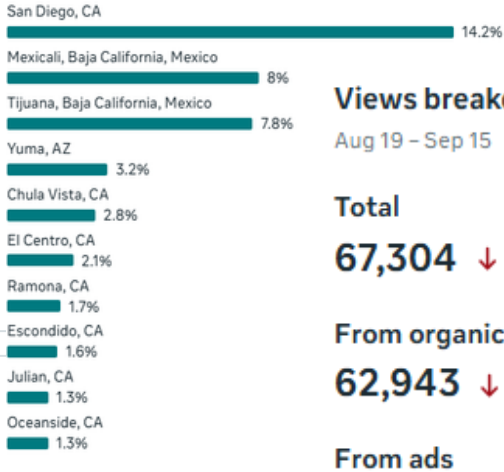
Interactions

Content interactions
776 ↓ 67.5%

From followers **485** ↓ 63.5%

From non-followers **291** ↓ 72.5%

Top cities



Views breakdown

Aug 19 – Sep 15

Total
67,304 ↓ 57.4%

From organic
62,943 ↓ 48.2%

From ads
4,361 ↓ 88%

Viewers
22,768 ↓ 62.3%

Report for August Stats

WEBSITE RESULTS

Acquisition

Sessions by Session manual source

SESSION MANUAL SOURCE	SESSIONS
google	6.2K
bing	159
sandiego.org	94
yahoo	94
lm.facebook.com	72
portal.hdontap.com	69
instagram.com	59

Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	6.5K
Direct	2.1K
Organic Social	287
Referral	264
Unassigned	110
AI Assistant	17

Top Pages

Total	27,514 100% of total
U-Pick Orchards & Other Agricultural Activities in Julian, CA.	5,487 (19.94%)
Visit Julian Webcam 2025 - Visit Julian, California	2,689 (9.77%)
Purchase Julian Items - Visit Julian, California	2,191 (7.96%)
Visit Julian California - Your Definitive Julian Resource - Visit Julian, California	2,044 (7.43%)
Julian Apple Season Celebrations. Many events in Julian	1,583 (5.75%)
Julian Events - Visit Julian, California	1,322 (4.8%)
Julian Grape Stomp Festa	1,225 (4.45%)
Julian Mountain BrewFest - Visit Julian, California	792 (2.88%)
Camping in Julian - Visit Julian, California	765 (2.78%)
Attractions & Activities in Julian	751 (2.73%)

Landing page: Landing page

Total	9,274 100% of total
/visit-julian-webcam	1,964 (21.18%)
/ HOME	1,541 (16.62%)
/u-pick-orchards	1,406 (15.16%)
/julian-events	559 (6.03%)
/to-see-do/special-events/grape-stomp	437 (4.71%)
/purchase-julian-items	424 (4.57%)
(not set)	409 (4.41%)
/to-see-do/attractions-activities	373 (4.02%)
/julian-mountain-brewfest	307 (3.31%)
/to-see-do/special-events/apple-days	269 (2.9%)

Active users	New users	Average engagement time per active u...	Event count
5.8K	5.2K	1m 15s	65K

Last Month

Active users	New users	Average engagement time per active u...	Event count
4.8K	4.5K	1m 15s	53K

Report for Aug-Sep Stats

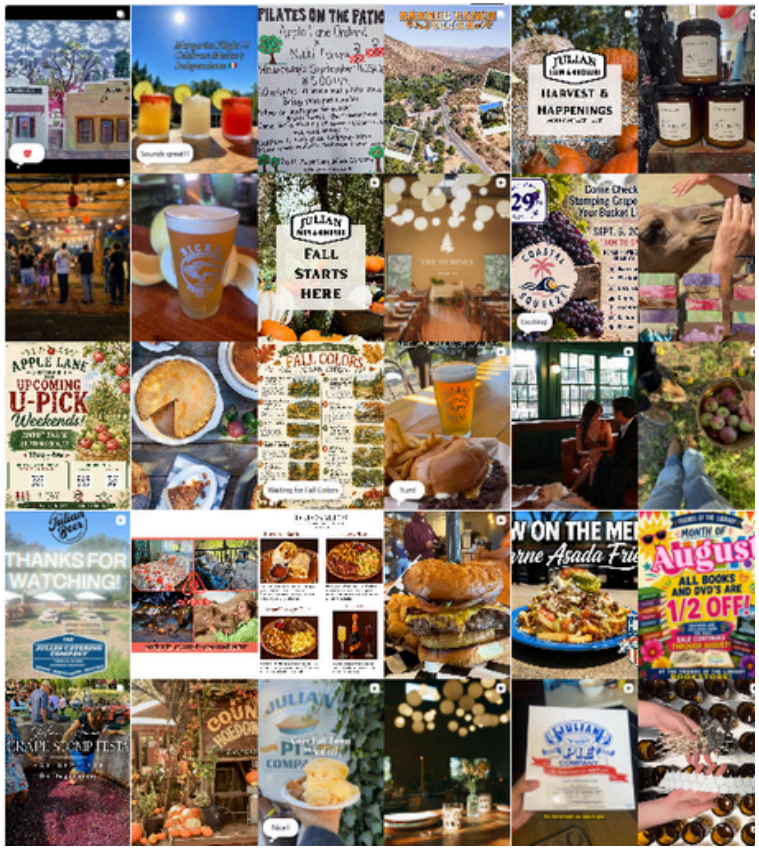
WEBSITE RESULTS

Top Non Advertising Outbound Clicks

julianfarmandorchard.com/ 217
lagunamountain.com/ 189
applelaneorchard.com/ 166
lakecuyamaca.net/webcam 122
applesandartorchards.com/ 72
ranchitadelreo.org/ 56
calicocidery.com/ 55
juliandarkskynetwork.com 54
volcanvalleyapple.farm/ 51
julianhotel.com/ 51
julianlodge.com/ 47
fortcross.com/39
3803wynolaroad.com/ 38
julianminingcompany.com/38
bannerranchjulian.com/ 25
instagram.com/visitjulian/ 23
theeaglemining.com/ 22
juliancafe.com/ 18
dudleysbakery.com/ 15
minersdinerjulian.com/ 14
sdparks.org/WilliamHeise.html 14
theeaglemining.com/ 14
julianpie.com/ 12
lakecuyamaca.net/ 12
pinezanita.com/ 11
stateparks.com/cuyamaca.html 11
airbnb.com/h/Julian-Crooked-Pine 10
applealleyjulian.godaddysites.com/ 10
lionstigersandbears.org/ 10
cameldairy.com/ 10
momspiesjulian.com/ 9
thepubatlakecuyamaca.com/ 9

Social Media Shares

- 8/19 The Pub at Lake Cuyamaca
- 9/2 share Julian Pie company
- 9/3 Bailey Creek - Apple Picking
- 9/3 Ranchita del Reo
- 9/3 apple lane orchard
- 9/3 3803 Wynola Rd
- 9/3 The Enchanted Lookout
- 9/5 Julian Arts Guild
- 9/3 and 9/6 Volcan Valley Apple Farm
- 9/8 east County Performing Arts Assoc
- 9/8 Fort Cross
- 9/9 DONS MARKET
- 9/10 Friends of the Julian Library
- 9/10 Julian Farm & Orchard
- 9/11 JABCECC
- 9/12 Julian Cabins
- 9/14 Pet Parade & Model A
- 9/15 Rustic Cowboy Cabin
- 9/16 Sacred Mountain Ranch
- 9/17 Santa Ysabel Art Gallery
- 9/18 St. Elizabeth Of Hungary Catholic Church
- 9/19 The Warm Hearth



Utilizing IG's Repost Option

RESULTS

March 2026



Views

475 ↑ 165

Watch time (hours)

13 ↑ 7



Video views	Profile views
2.9K	117
-3.1K (-52.0%)	-92 (-44.0%)

Likes	Comments	Shares
216	3	21

VisitJulian | visitjulian

95 Following **2354** Followers **10.3K** Likes



Impressions	Engagements	Outbound clicks
11.99k ↑ 36%	497 ↑ 49%	5 ↑ 400%

Saves	Total audience	Engaged audience
109 ↑ 67%	7.88k ↑ 25%	365 ↑ 42%

Your Pin just hit 50 saves!



People love your idea enough to save it for later. Celebrate this milestone—and keep inspiring them with your next Pin.



Visitor Center/Town Hall

Overview	Calls	Bookings	Directions	Website clicks
	9		128	30

2,156

People viewed your Business Profile

Julian Chamber

Calls	Bookings	Directions	Website clicks
13		43	41

244

People viewed your Business Profile