



Similkameen Valley

 [SimilkameenValley.com](https://www.similkameenvalley.com)

 [@SimilkameenBC](https://www.facebook.com/SimilkameenBC)

 [@SimilkameenBC](https://www.instagram.com/SimilkameenBC)
[#Similkameen](https://www.instagram.com/SimilkameenBC)

Summer DIGITAL ANALYTICS REPORT

June-August 2023

Overview Similkameen Valley



For Summer 2023 overall website traffic and social media activity is up compared to Summer 2022, indicating a recovery in digital performance.

With the introduction of Google Analytics 4 for 2023 direct performance comparisons will not be available until the 2024 reporting period.

Organic search continues to dominate users of the Similkameen Valley website.

The Similkameen Valley website and social media channels are the main sources for creating awareness and interest in visiting the Similkameen Valley.

Our channels have seen various ups and downs over the past few years with the impacts on travel due to COVID-19, climate events, changes in consumer behaviour and the competitive environment.



KEY HIGHLIGHTS

Overall digital results are up compared to the same period last year. Similkameen Valley digital marketing performance generally saw negative impacts from COVID-19, the rise of the new variants and ongoing climate events from 2021 and 2022. The wildfires that happened in the summer of 2023 in the Okanagan also had an impact on travel as restrictions were imposed.

During Summer (June-August 2023), [SimilkameenValley.com](https://www.similkameenvalley.com) was visited by **20,802 users** (30%), had **25,420 sessions** (+35%) and **40,621 page views** (27%). Users spent an average of **1 minute and 95 seconds per session** (up 58 seconds) and viewed **1.69 pages per session** (stable).

In June-August 2023, the @SimilkameenBC Facebook page gained **118 net likes** (+168.2%), bringing the count to **8,251 followers** (+1.4%). **62 posts** (+9%) were published in the period resulting in **377,260 impressions** (+20.1%) and **19,643 engagements** (+18.6%).

The @SimilkameenBC Instagram account has **2,797 followers** (+4.6%) **88 posts** that were published in the period resulting in **41,173 impressions** (+8.8%) and **3,001 engagements** (-17%).

*Percentages in brackets (+%) indicated changes from the same period (June-August 2022).



facebook



WEBSITE HIGHLIGHTS

Most popular web pages were the home page which is consistent, followed by the Getting Here page and food/fruit. Top 10 most popular web pages noted in the page path.

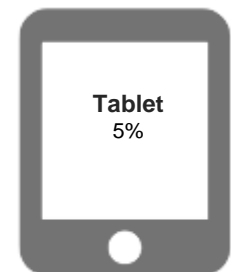
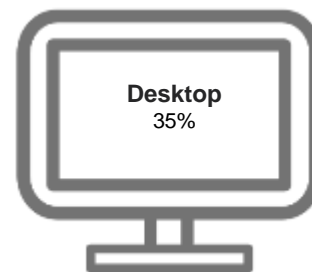
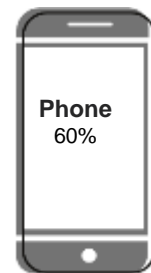
The age group with the most users is the 25-34, followed closely by the 35-44 then 45-54 age groups. The majority are not reporting age.

Website users were mostly female, followed by male. The majority are not reporting gender.

The majority of users (60%) use a phone to access the website, followed by desktop (35%) and tablet (5%).

83% of users were from Canada, 10% from the USA.

Page path	
1.	/
2.	/getting-here/
3.	/food/fruit/
4.	/things-to-do/outdoor-activities/camping-rv/
5.	/things-to-do/outdoor-activities/floating/
6.	/places-to-go/parks-trails/cathedral-lakes/
7.	/things-to-do/outdoor-activities/fishing/
8.	/places-to-go/communities/keremeos/
9.	/places-to-go/parks-trails/bromley-rock/
10.	/places-to-go/communities/hedley/



WEBSITE HIGHLIGHTS

TOP PAGES

June to August 2023

The top landing pages for SimilkameenValley.com in Summer 2023 were the Home Page followed by Getting Here page. Then the Food and Wine Page.

	Page path
1.	/
2.	/getting-here/
3.	/food/fruit/
4.	/things-to-do/outdoor-activities/camping-rv/
5.	/things-to-do/outdoor-activities/floating/
6.	/places-to-go/parks-trails/cathedral-lakes/
7.	/things-to-do/outdoor-activities/fishing/
8.	/places-to-go/communities/keremeos/
9.	/places-to-go/parks-trails/bromley-rock/
10.	/places-to-go/communities/hedley/
11.	/directory-listings/listing/mascot-gold-mine-tours/
12.	/food/wine/
13.	/food/eateries/
14.	/places-to-go/parks-trails/manning-park/
15.	/things-to-do/outdoor-activities/similkameen-river/
16.	/places-to-go/communities/coalmont-tulameen/
17.	/places-to-go/communities/princeton/

/ = Home page

Top Landing Page



FACEBOOK

FACEBOOK PAGE - VISITOR VIEW

June to August 2023



Similkameen Valley

8.2K likes • 8.6K followers



Promote

Manage

Edit

[Posts](#)

[About](#)

[Mentions](#)

[Reviews](#)

[Followers](#)

[Photos](#)

[More](#) ▾



Intro

Welcome to the Similkameen Valley, Highway 3,
BC Canada Rugged, Rustic, Real.

[Edit bio](#)

Page · Local business

Tulameen, BC, Canada · Princeton, BC,
Canada · Hedley, BC, Canada · Keremeos, BC,



What's on your mind?

Live video

Photo/video

Reel

Featured

[Manage](#)



Similkameen Valley is at



FACEBOOK

TOP POSTS BY ENGAGEMENT

June to August 2023



f Similkameen Valley

Mon 6/19/2023 7:57 am PDT

Are you a wildlife enthusiast? Some of the most fascinating – and rare – birds, reptiles and animals make thei...

Home Summer



Total Engagements 1,287

Reactions 412

Comments 46

Shares 46

Post Link Clicks 235



f Similkameen Valley

Fri 8/18/2023 11:20 am PDT



Total Engagements 865

Reactions 268

Comments 28

Shares 73

Post Link Clicks —



f Similkameen Valley

Wed 6/7/2023 10:10 am PDT

The Similkameen Valley is a vast land waiting to be discovered. Planning your next adventure? Check out our...

Home Summer



Total Engagements 760

Reactions 224

Comments 43

Shares 20

Post Link Clicks 113

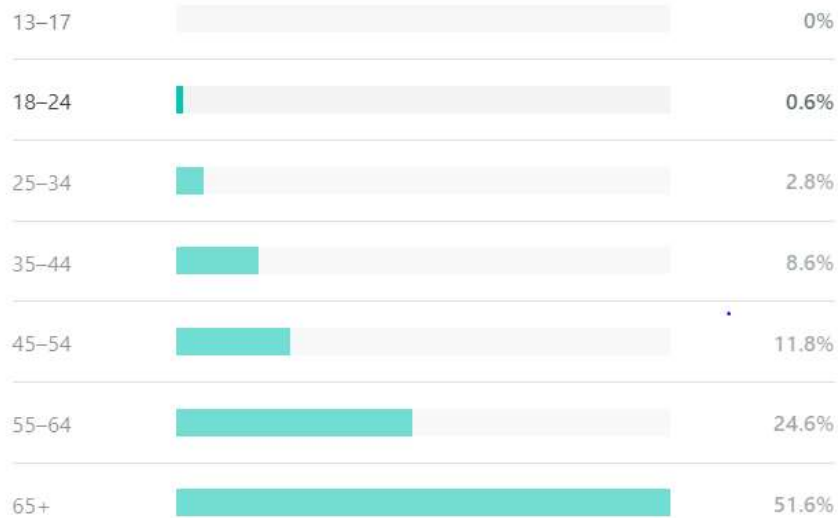


FACEBOOK

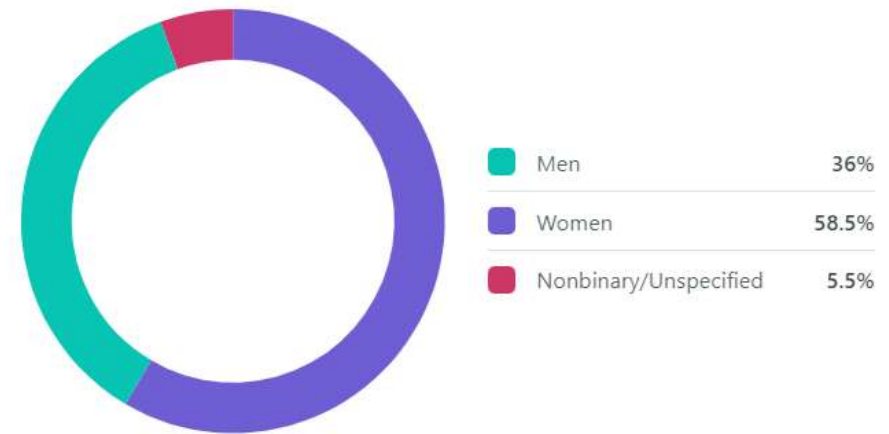
AUDIENCE DEMOGRAPHICS

June to August 2023

People Engaged by Age



People Engaged by Gender



Women between the ages of **65+** have a higher potential to see your content and visit your Page.

The Similkameen's Facebook page has more female followers, with the two largest age demographics being 45-54 and 65+.



FACEBOOK

AUDIENCE GEOGRAPHICS

June to August 2023

People Engaged Top Countries

	Daily Average
 Canada	137.57
 United States	3.57
 Australia	1
 Netherlands	0.71
 Mexico	0.57

People Engaged Top Cities

	Daily Average
Keremeos, BC, Canada	13
Penticton, BC, Canada	9.21
Chilliwack, BC, Canada	7.89
Princeton, BC, Canada	6
Surrey, BC, Canada	5.68

Geographics for this period appear uniform to previous reports, with most fans located in Canada, followed by the United States. The top cities by followers were Keremeos, Penticton and Chilliwack.



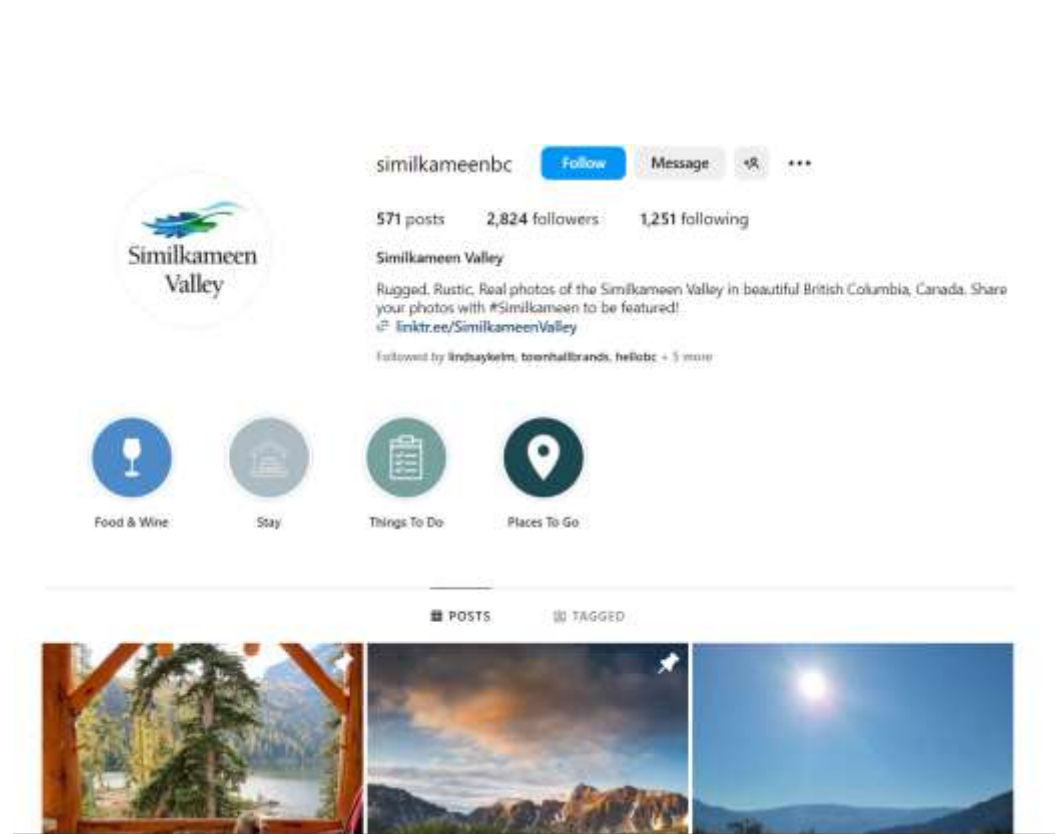
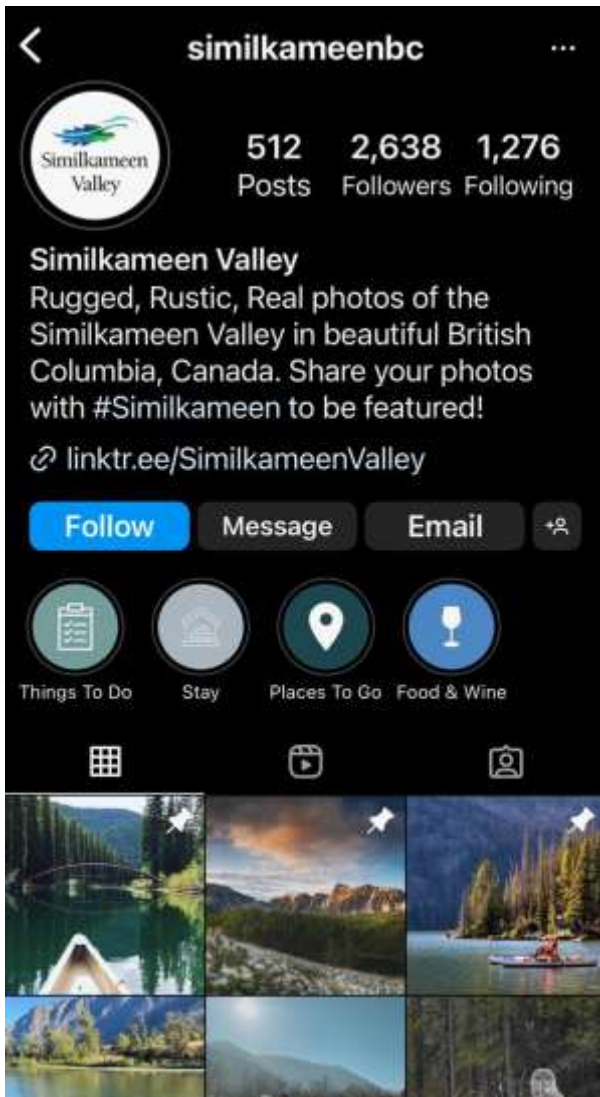
INSTAGRAM

AUDIENCE DEMOGRAPHICS

June to August 2023

Mobile

Desktop



INSTAGRAM

TOP POSTS BY ENGAGEMENT

June to August 2023



similkameenbc

Fri 8/18/2023 11:24 pm PDT

BC is now under a Provincial State of Emergency !!
People are being asked to cancel non-essential travel
to the Central Interior and Southeast of BC, to...



Total Engagements 207

Likes 191

S

similkameenbc

Tue 6/20/2023 7:58 am PDT

Are you a wildlife enthusiast? Some of the most
fascinating – and rare – birds, reptiles and animals
make their home in the Similkameen Valley, making ...



Total Engagements 187

Likes 168

S

similkameenbc

Sun 6/18/2023 10:09 am PDT

“A little tranquil lake is more significant to my life
than any big city in the world.” — Munia Khan
#Similkameen #ThompsonOkanagan #ExploreBC...



Total Engagements 133

Likes 122

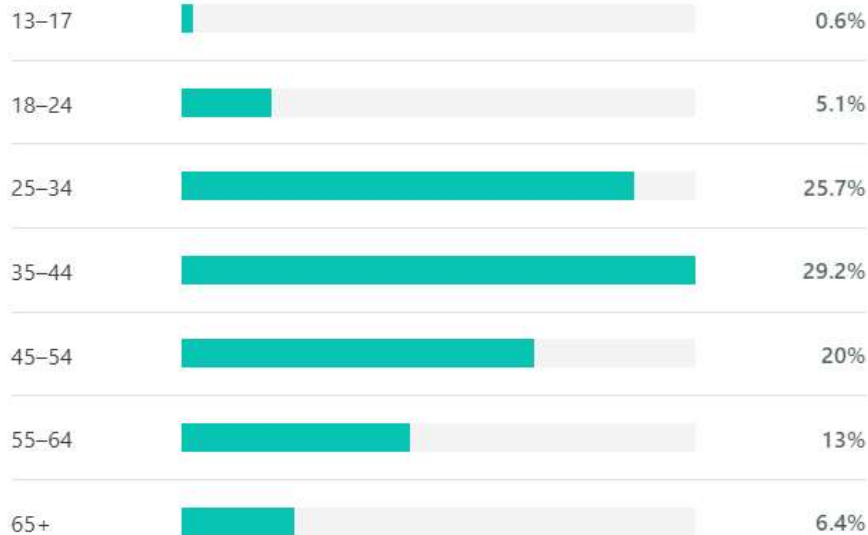


INSTAGRAM

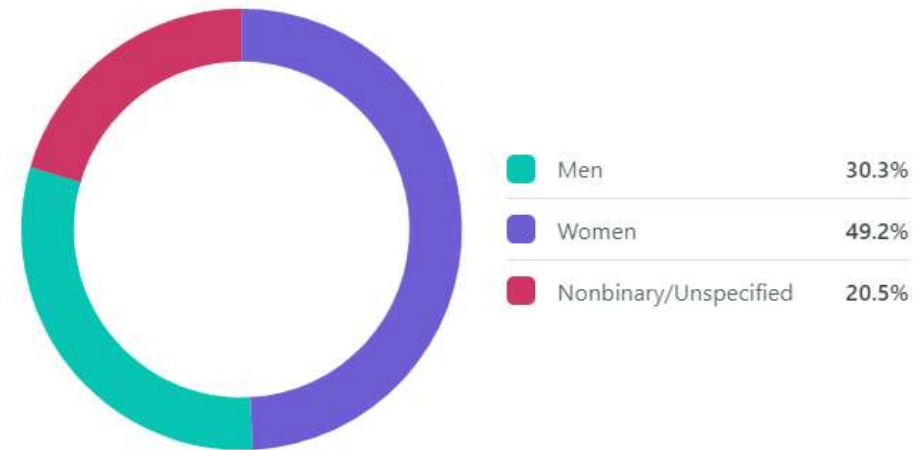
AUDIENCE DEMOGRAPHICS

June to August 2023

Audience by Age



Audience by Gender



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

Facebook audience. Over half of the following falls between the ages of 35-44

Consistent with the platform, the Instagram account has a younger audience demographic than Facebook.








INSTAGRAM - DEMOGRAPHICS

AUDIENCE GEOGRAPHICS

June to August 2023

Audience Top Countries

 Canada	2,436
 United States	84
 United Kingdom	18
 Nigeria	13
 India	12

Audience Top Cities

Vancouver, British Columbia	211
Kelowna, British Columbia	161
Oliver, British Columbia	159
Penticton, British Columbia	144
Princeton, British Columbia	118

Geographics are consistent with the previous reports and with Facebook, with most fans located in Canada, followed by the United States. The top cities by followers were Vancouver, Kelowna and Oliver.



INSTAGRAM - HASHTAGS

TOP HASHTAGS

June to August 2023

Most Used Hashtags

#ExploreBC	33
#Similkameen	33
#ThompsonOkanagan	33
#SV	29
#ExploreSimilkameen	27
#ExploreSimilkameenValley	27
#SimilkameenBC	27
#SimilkameenValley	26
#CanadaNice	25
#cruisethecrowsnest	19

Top Hashtags by Lifetime Engagements

#ExploreBC	2,512
#Similkameen	2,512
#ThompsonOkanagan	2,512
#SV	2,325
#ExploreSimilkameen	1,983
#ExploreSimilkameenValley	1,983
#SimilkameenBC	1,983
#SimilkameenValley	1,923
#CanadaNice	1,878
#cruisethecrowsnest	1,483



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