



VISIT USA  
**PARKS**

# BISHOP

FALL/WINTER 2025

PAID SOCIAL CAMPAIGN FINAL REPORT

January 14, 2026

# CAMPAIGN OVERVIEW

## DELIVERABLES

- 2 Facebook posts; 1 Instagram post
- Pinterest
- Youtube
- Meta retargeting strategy
- 75% international & 25% domestic markets
- Target markets: US, UK, Germany and Mexico
- Content focus: fishing, climbing, hiking, exploring the town, cycling, trail runs, museums and winter escape.

## TIMELINE

### **October - November**

Content gathering, creation, and translation

### **October - November**

Posts live and promoted

### **December**

Retargeting ads live

### **January**

Completion of the campaign; results calculated



# CONTENT OVERVIEW

TOP PERFORMING POST


**Visit USA Parks with Visit Bishop.**

Paid Partnership · October 26 at 11:02 PM · 🌐

...

Bishop, California, is the ultimate spot for a winter getaway. While Old Man Winter lies heavy on the Sierra Nevada Mountains in January, Bishop is blessed with abundant sun and surprisingly warm temps. They call it "Juneuary," a refreshing season to enjoy the mountains and sunny warm desert simultaneously. Tucked between snowy ranges, Bishop provides ideal conditions for great fishing, climbing, hiking, and exploring friendly town shops for the perfect ice cream topping. If you need a little less winter in your January, Bishop's big backyard is the place to visit!




**Visit USA Parks with Visit Bishop.**


Paid Partnership · Just now · 🌐

...

When the rest of the American West's trout streams are frozen over, Bishop, California, keeps the fun going with year-round fishing. Anglers can try their luck casting for trout and bass just outside of town. Find a trusted fishing guide or head out for some birding to kick off 2026 on a high note!

Experience these adventures during the season locals lovingly call June-uary, which you can reach with an easy direct flight to Bishop. Though car travel over Tioga Pass through the Sierra is not an option in winter, flights connecting from San Francisco make a long winter journey a simple 37 minutes!

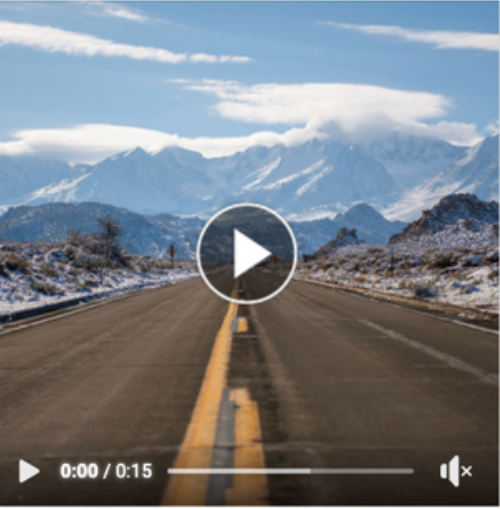



**Visit USA Parks and Visit Bishop**

Sponsored · 🌐


...

When it's winter all around, it's "June-uary" in Bishop. Time to plan your perfect sunny mid-winter escape to this California gem!



**bishopvisitor.com**  
**Welcome to Bishop, California**

**Learn more**

**visitusaparks**  
Bishop, California

...

visitusaparks January usually means snow and freezing temps in the big mountains, right? Not in Bishop, California!

January in Bishop is dubbed "Juneuary," and it's the month you seriously need to check out. Bishop is home to blue-ribbon fishing, world-class climbing, warm winter cycling, and, honestly, is the perfect spot to relax.

Think comfortable hikes and trail runs, checking out cool museums, and sipping a local brew in the sun. You get the epic views of winter up in the mountains while being surrounded by sunshine in the Owens Valley. You in?

Make it easy and snag a direct flight and get there (BIH) on United from Denver or San Francisco. Find the link to plan your trip in our bio!


@visitbishop  
#VisitUSAParks #ThisIsMyRoute #VisitBishop

3h

22 likes  
3 hours ago

Add a comment...


Post


**Visit USA Parks and Visit Bishop**

Sponsored · 🌐

...

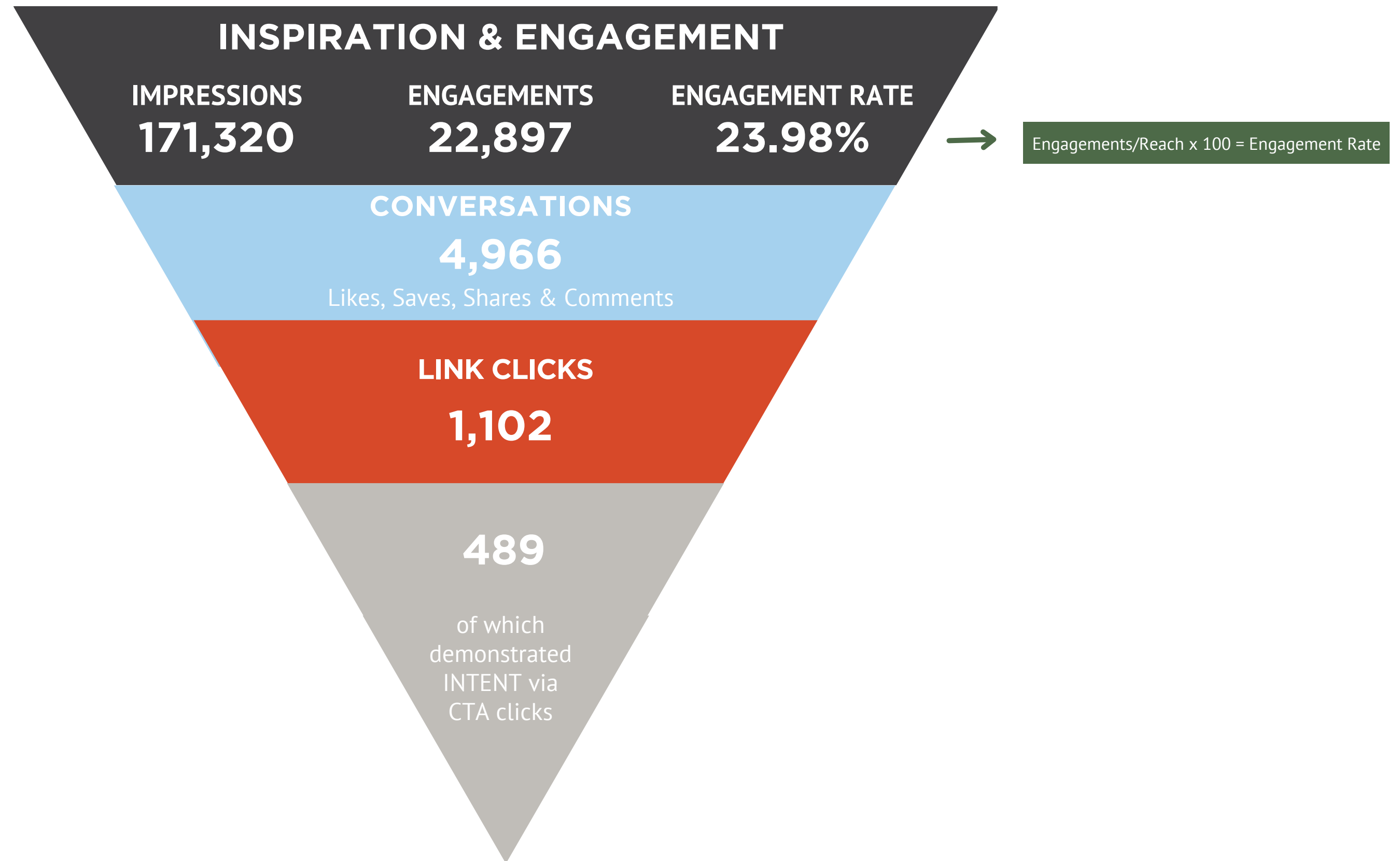
When it's winter everywhere else, it's "June-uary" in Bishop. Despite being tucked between two snow-capped mountain ranges (the Sierra to the west, and White Mountains to the east), the Owens Valley remains fairly mild during the winter months. The valley floor saw a fresh dusting of snow just before I paid a visit in late January, but by the time I arrived on a direct flight to Bishop, the sun was back out with temperatures hitting the mid 50s—perfect for hiking, fishing, and exploring the town. While summertime has its draws (Yosemite and Death Valley national parks are both an easy drive away), winter offers a less crowded, more laid back experience, where you'll have the place mostly to yourself.



**visitusaparks.com**  
**A Sunny Winter Escape in Bishop,...**

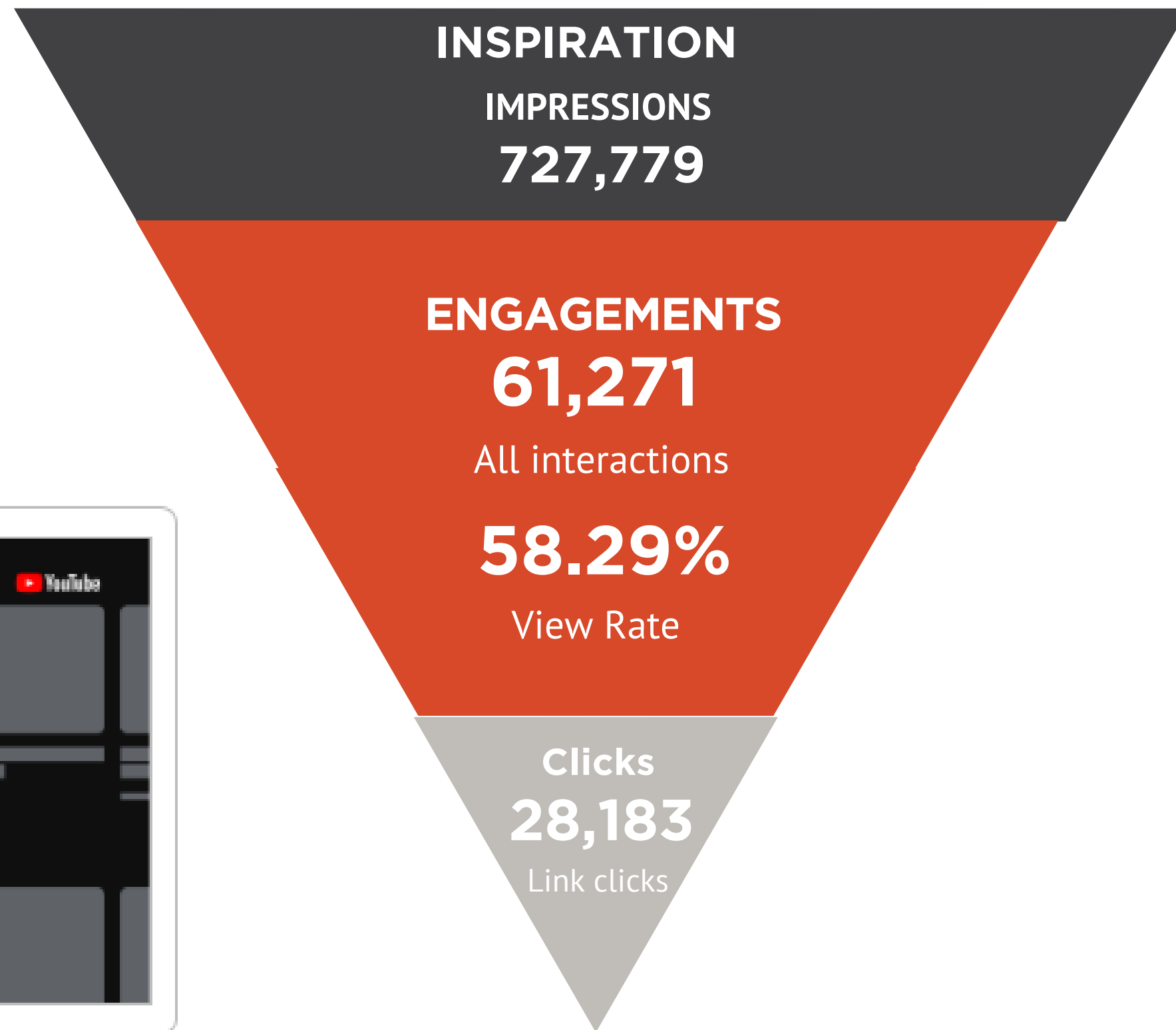
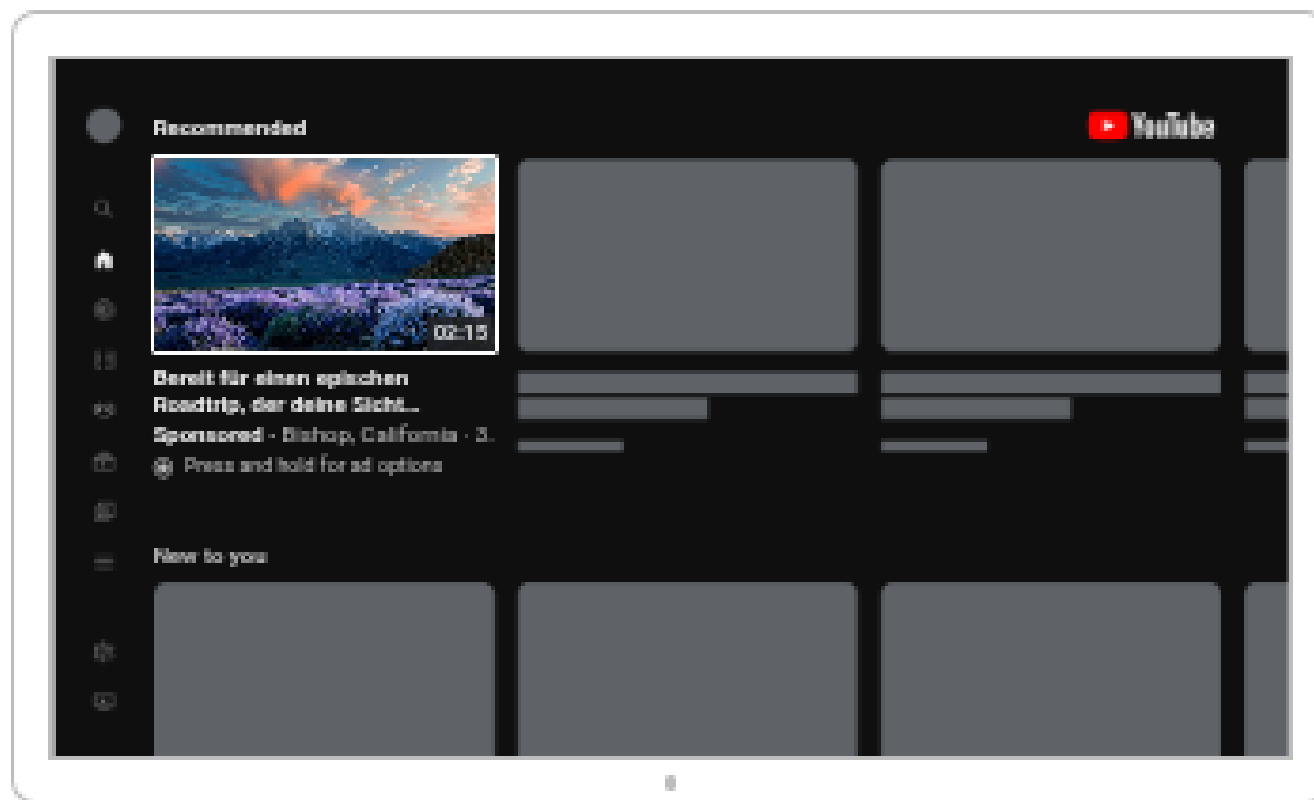
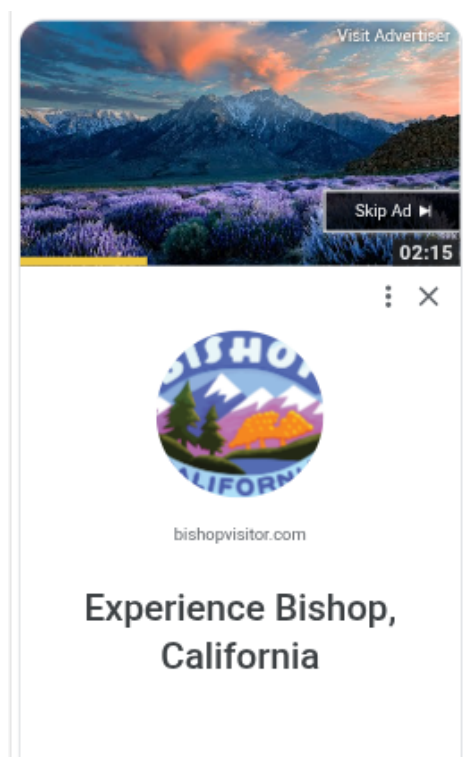
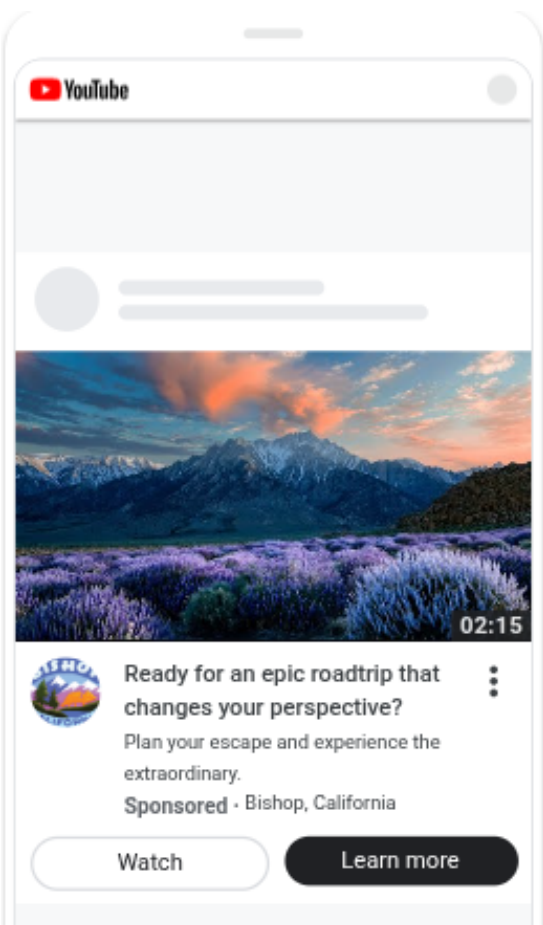
**Learn more**

# FACEBOOK/INSTAGRAM RESULTS & METRICS

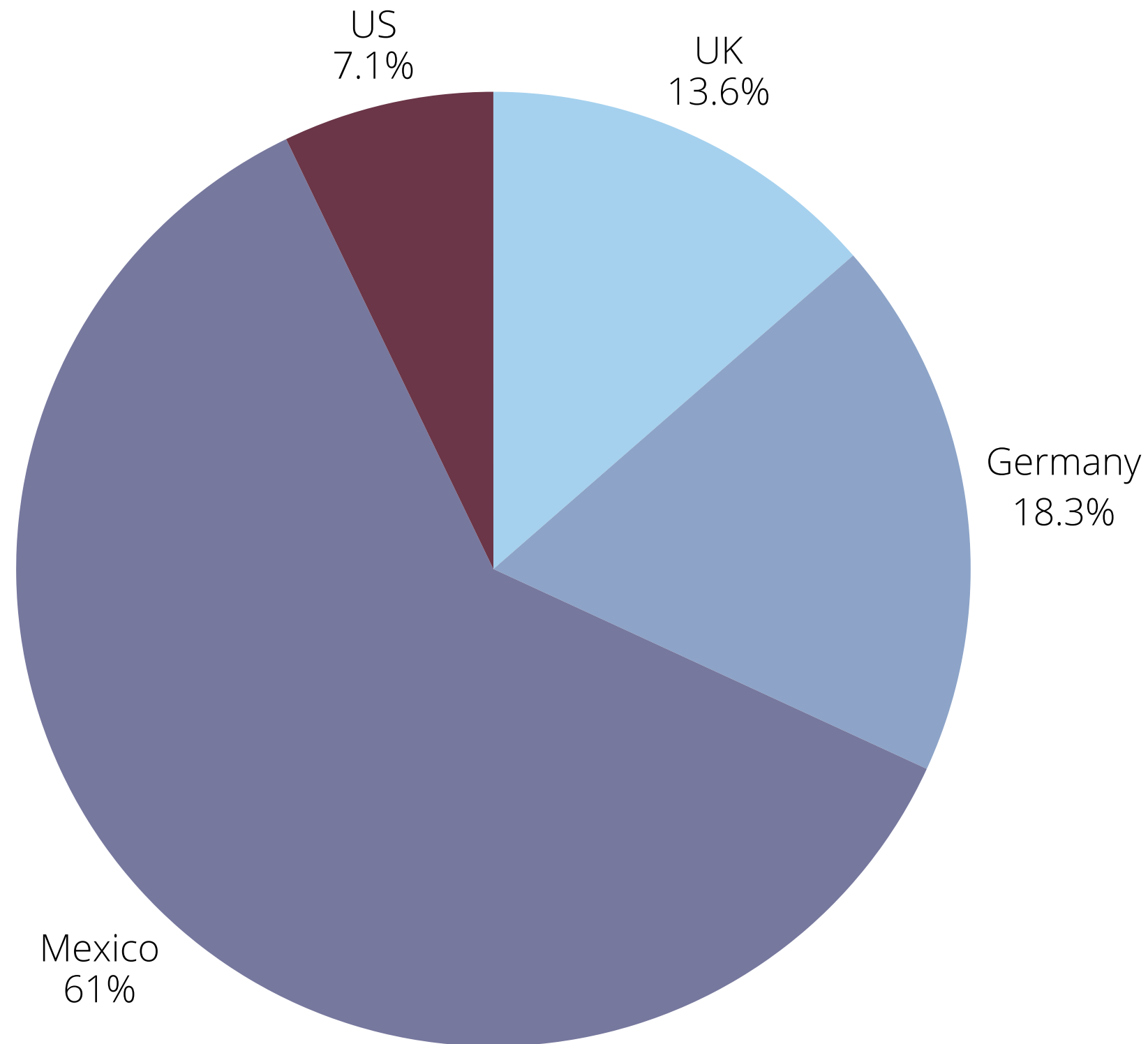




# YOUTUBE RESULTS & METRICS



# MARKET BREAKOUT, YOUTUBE



## Link clicks:

- US: 2,015
- UK: 3,830
- Mexico: 17,184
- Germany: 5,154

# PINTEREST RESULTS & METRICS



## INSPIRATION & ENGAGEMENT

IMPRESSIONS

1.96M

ENGAGEMENTS

6.6K

ENGAGEMENT RATE

0.33%

CONVERSIONS

0.31%\*

Click-through-rate

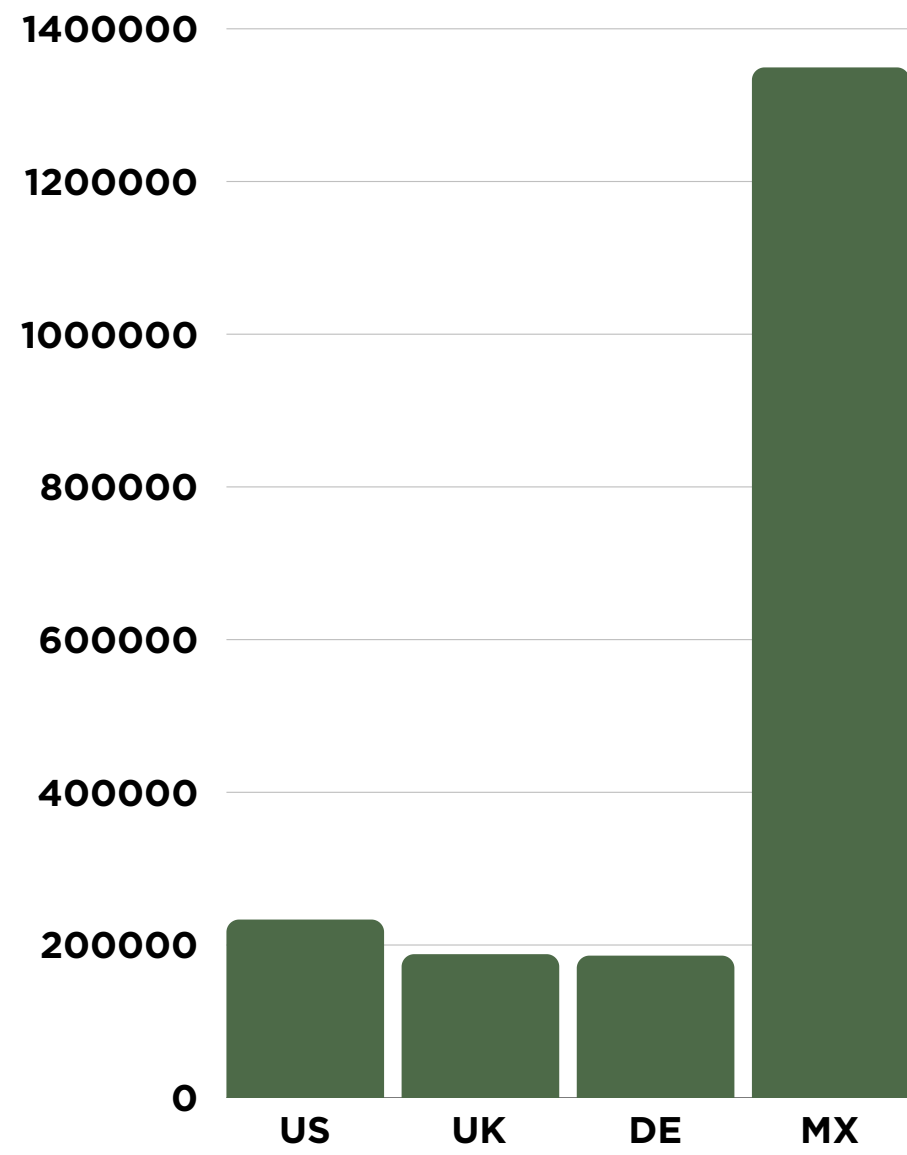
6,487

Link clicks

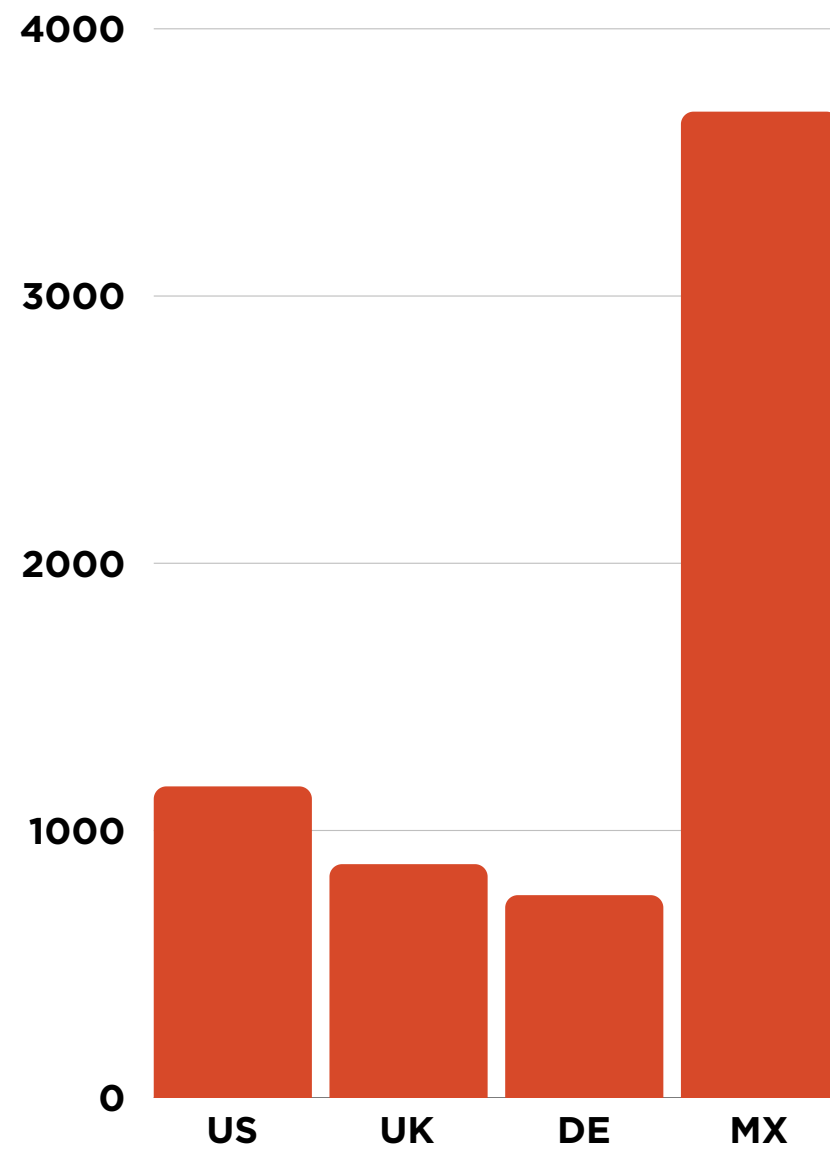
\*Industry average is 0.28%.

# PINTEREST MARKET BREAKOUT

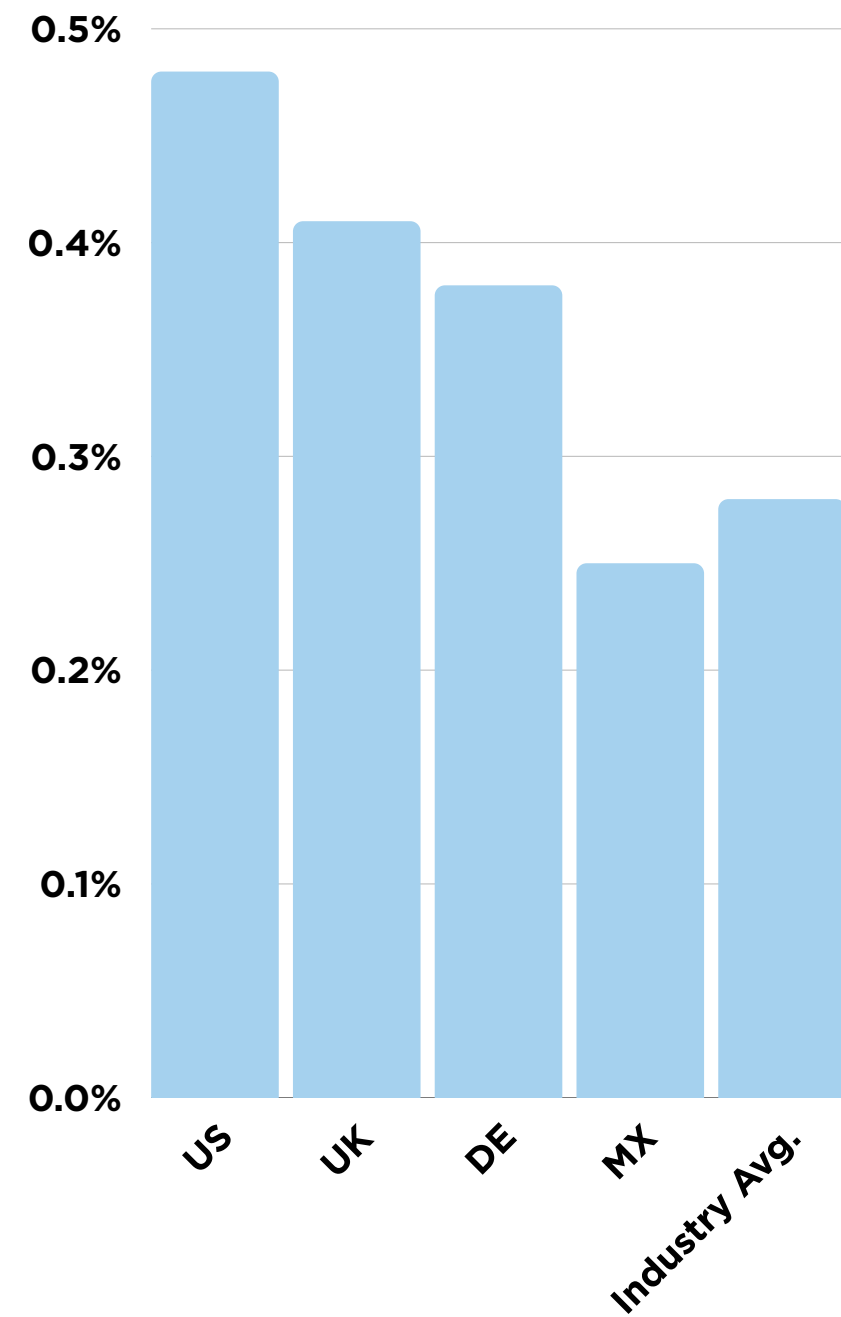
## IMPRESSIONS



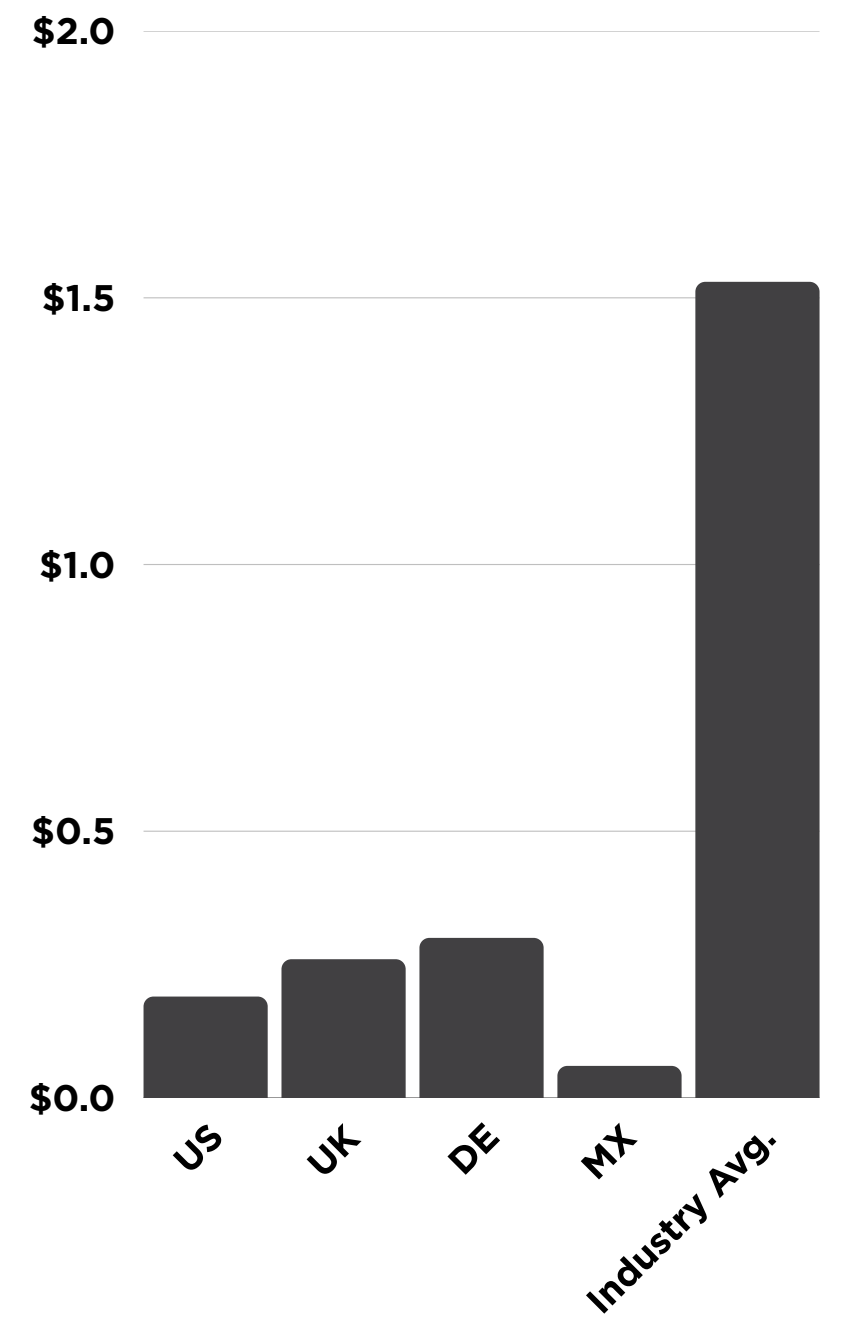
## LINK CLICKS



## CTR



## CPC





# CONCLUSIONS & RECOMMENDATIONS

## CONCLUSIONS

The campaign was **successful** because:

- Meta impressions exceeded campaign deliverables of 75,000 and clicks more than met in Pinterest after budget shift from Meta.
- YouTube Impressions exceeded campaign deliverables of 100,000.
- Pinterest impressions and clicks both exceeded campaign deliverables of 200,00 and 2,400, respectively.

### **Best-performing content:**

- For Pinterest, pins with the winter fisherman did best across all markets based on CTR, but all three pins performed similarly.
- On Meta, the first post and the Story ads outperformed.

### **Best-performing markets:**

- For Pinterest, Mexico outperformed the US, UK, and Germany in regards to impressions and clicks. The US had the highest CTR out of all markets. That being said, all four markets performed very well in regard to CTR and CPC.
- On YouTube, Mexico is the top-performing market in terms on CTR, engagements and clicks.
- On Meta, ads only ran on the US market, a shift that kept sentiment and comments positive while yielding traffic results via Pinterest.

## RECOMMENDATIONS

- Continue to utilize Pinterest for multi-market campaigns.
- Conduct sentiment analysis ahead of the next campaign to better gauge each market.
- Keep less socially reactive platforms in the media mix (like Pinterest, YouTube, or Google Search) to minimise negative engagement.
- Lean even further into aspirational angles and messaging to stay clearly detached from any political context.