



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU
Marketing Committee Meeting Minutes
March 14, 2018

In Attendance:

YMCTB Staff:

Terry Selk – Executive Director
Julie Hadzega – Travel Trade & Operations Manager
Laura Wattles – Communications Manager
Carrie Kidwell – Administrative Assistant

Marketing Committee:

Vicki Imrie – Yosemite Ziplines and Adventure Ranch
Donna Nassar – Bed & Breakfast Association
Kathrin Poetter – Tenaya Lodge at Yosemite

Visitors:

Kim Lawson – Social Media
Lindsay Moore – Augustine
Alexis Kahn – Augustine
Jarrod Lopiccolo – Noble Studios
Andy Walden – Nobel Studios

CALL TO ORDER:

- Meeting called to order at 1:45 pm by Terry Selk.

SELF-INTRODUCTION BY ALL IN ATTENDANCE

- Introductions were made.



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PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA BUT WITHIN THE SCOPE OF THIS BOARD -Members of the audience may address the committee on matters not on the regular agenda. Brown Act regulations restrict the committee from taking action on any subject presented that is not on the agenda.

- Kathrin Poetter indicated that the spring booking patterns are at a different pace. There seem to be more short-term bookings. With Mariposa Grove opening this summer, instead of the spring, this may have an impact on why. Terry Selk mentioned compared to other DMO's, traditional model booking patterns seem to be a thing of the past. Lindsay Moore with Augustine mentioned that the leisure travel booking window is smaller compared to recent trends possibly due to flights. Kathrin mentioned that as a region, there is cause for concern as Aramark and NPS are not marketing as much as they were in the past such as during the anniversaries.
- Terry mentioned that Tuolumne County has a presence in both domestic and international markets, where in years past they had not.

INFORMATION AND PRESENTATION MATTERS

New Staff:

- Terry welcomed Laura Wattles as the new Communications Manager. Laura previously ran a local Bed and Breakfast for the last 4 years, originally from outside of Philadelphia, and went to college in Syracuse New York. Her skill set and a different perspective will be a great addition to the YMCTB Team.

International Report:

- Higher optimism for 2018 travel, the international offices are showing some resistance for earlier bookings. There is a small increase from 2017.
- The Scandinavia/Denmark Travel show is smaller; however, individuals spend more money to come to these shows, solely to ask questions about destinations. The questions that are asked, show that they are passionate to learn about Yosemite/Mariposa County.
- During the Denmark ambassador's speech, Terry noticed that the ambassador is very supportive in promoting Tourism, and specifically economic impact to the USA.
- There were twenty-eight exhibitors from California, during ITB, which is the largest region represented. This event held over 4000 attendees.



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- The BattleTrip Footage was shown, this included two destinations and two celebrities from Korea. Unfortunately, the group that included Yosemite did not win although it was a close vote. While they were in Yosemite, the Korean group which consisted of an actor, and an actor/singer traveled with approximately thirty others for the footage. While the group was at Tunnel View, a Korean Tour bus stopped and the travelers on that bus recognized the celebrities. Once the show aired, there were approximately three million views, viewer age ranging 25-54. The show aired twice, with five re-runs.
- The Visit California beverage truck at the Winter Olympics in Korea consisted of paper cups decorated with a map of California, on the map it highlighted the winter destinations. The beverage truck, had three types of iconic California beverages, Ghirardelli's hot chocolate, Blue Bottles Coffee, and Wine from Sonoma and Napa. These were served to more than 500 onsite visitors.
- The virtual reality experience provided during the Winter Olympics gave an opportunity for more than 5,000 onsite visitors exposed to the branding.

Consumer and Travel Trade Report:

- The Bay Area Travel Show had around 22,000 attendees with the Los Angeles Travel show with 32,000 attendees. This year there was no Rock Wall, however, Visit Madera and Mammoth set up a virtual reality experience in the pavilion. Mammoths display consisted a large display of a Woolly Mammoth made from Styrofoam.
- A handful of FAMS, Virgin Holidays from Australia, Travel Managers from the UK, and a journalist from the UK
- The four GoPro ambassadors from Australia came to Mariposa and stayed for the week. Some highlights of their trip included an Airborne Aviation aerial tour, ziplining, bicycling, and archery at The Tenaya Lodge. They got a lot of good coverage and engagement on Instagram. It was great to see them work together, as three out of four didn't know each other. Overall combined they have around 500,000 followers, great outreach.

TBID Renewal Report:

- Ballots were sent out and returned. The returned ballots were sent to Dallin Kimble at the County. There are two meetings scheduled for April to continue the process. April 10th, which will be the 1st of 2 public meetings, and April 24th which will be the public hearing and final approval from the Board of Supervisors.



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Advertising ROI Results:

- A direct visitor spends \$18.9 million, overall ROI per \$1 invested was \$42.88. Taxes generated for localities by the campaign with a total of \$608,895. Overall tax ROI per \$1 invested was \$1.38. A positive outcome of the ROI study.

TOT Report:

- The TOT numbers over the 5 years October thru April TOT has increased 42%, on pace even when compared to 2016/2017 which was a record year, and ahead of 2015/2016.

Social Media Report:

- Instagram has had an 8% growth in followers, where Facebook sits at a 2% growth. This has all been done organically.
- The strategy will be re-evaluated as there have changes in the newsfeed, with new algorithms. There has been a great amount of engagement on our posts, which helps keep the posts showing on Facebook.
- There has been a drop-in reach on Facebook, may want to look at future possible “Boosts of posts”.
- Facebook LIVE and videos are on the rise.
- The blog posts perform very well.

Website Update and Proposed 2018-2019 Activities – Presentation by Nobel Studios:

- 500k leads to local business, 1M individuals on site, with 5M page views
- \$1 per conversion for SEM, with a 20-25% conversion rate in lodging compared to other DMOS at 10%
- Trending 2018 Travel experiences include: Recharging in nature, unplugging, the one-off experience you can get anywhere else, a unique story to take home, learning about a county/culture, and stunning locations that are “Instagrammable”
- Current Website traffic; 80% USA, 4.5% UK, and 2% Australia.
- Moving forward, be authentic, local perspectives, and authentic experiences. User-generated content, don’t oversell, local expertise, be consistent through all social channels of the brand/voice, information regarding trail closures etc. Videos are becoming the #1 medium, content calendar with frequencies and goals, example; 5 blogs a month, and 10 social posts a week.



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Advertising update and Proposed 2018-2019 Activities – Presented by Augustine

- Bart Mobil campaign performed less than half of goal, Augustine will be contacting Bart as the ad is very small when reviewing on a mobile device.
- Bart Offline performed with 142.5% of goal.
- Pandora with 249.1% of goal.
- Print campaigns are underperforming, looking ahead into 2018/2019 there will a mix of different digital components. The print is important, such as the San Francisco Chronical, for example, there may be a possibility to partner with “Diablo Magazine”.

ACTION MATTERS FOR BOARD CONSIDERATION, REGULAR AGENDA

- No quorum was met.

COMMENTS FROM BOARD AND STAFF:

- None

ADJOURNMENT

- The meeting was adjourned at 4:42 pm.