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- Yosemite.com Content
- Newsletters
- FAMs
- Sales Missions & Trade Shows
- Community Involvement
Executive Director Update

• The majority of staff time these past two months was spent replacing our Spring 2020 plans and preparing a reopening marketing plan. We developed an in-depth creative recovery brief to stay in lock-step with our partners while we execute our combined efforts and messaging to target the California market.

• Our partners have really stepped up to assist with this effort. Noble has been truly outstanding, providing a higher-than-expected level of service these past three months.

• International visitation and our partner offices have been the hardest hit. Staffing reductions and client losses have impacted the partners. Loss of other clients has increased attention for YMCTB, however.

• Social Media and earned media have been very successful, while time-consuming. Developing “Arm-Chair” tourism content has been a challenging task, however Tony and Craig have excelled in their efforts.

• Our self-produced “Stay Well. Stay Safe. Stay Home.” video received over 110,000 views, more than doubling prior numbers. Our new “Mariposa Gold” and “Modern Day Pioneers” projects are underway.

• Our 2020/2021 strategic marketing plan is nearly completed. Ellen is leading this project, coordinating 18 separate marketing channel components. This plan will be our marketing blueprint for the next 18-months.

• The 2020/2021 budget has been a challenge we’re prepared to manage. We’ll spend time today reviewing the various and potential impacts and assumptions that went into crafting the coming year’s plan.

• I want to thank all of the YMCTB staff, individually and collectively. Each has shown professionalism and significant focus during a very distracting period. They have produced truly outstanding work.
# TOT Reporting

## TOT Collections

<table>
<thead>
<tr>
<th>Month</th>
<th>19/20 Amount</th>
<th>18/19 Amount</th>
<th>17/18 Amount</th>
<th>16/17 Amount</th>
<th>15/16 Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>$2,857,229</td>
<td>$1,543,196</td>
<td>$1,995,936</td>
<td>$2,011,727</td>
<td>$1,946,551</td>
</tr>
<tr>
<td>August</td>
<td>$2,626,881</td>
<td>$653,470</td>
<td>$1,823,040</td>
<td>$1,827,371</td>
<td>$1,810,249</td>
</tr>
<tr>
<td>September</td>
<td>$2,483,753</td>
<td>$1,672,118</td>
<td>$1,641,612</td>
<td>$1,700,907</td>
<td>$1,604,623</td>
</tr>
<tr>
<td>October</td>
<td>$1,852,803</td>
<td>$1,273,720</td>
<td>$1,289,251</td>
<td>$1,224,684</td>
<td>$1,145,947</td>
</tr>
<tr>
<td>November</td>
<td>$1,094,851</td>
<td>$859,085</td>
<td>$765,596</td>
<td>$761,591</td>
<td>$672,509</td>
</tr>
<tr>
<td>December</td>
<td>$1,081,371</td>
<td>$749,236</td>
<td>$752,876</td>
<td>$731,360</td>
<td>$644,387</td>
</tr>
<tr>
<td>January</td>
<td>$998,299</td>
<td>$454,886</td>
<td>$465,527</td>
<td>$406,545</td>
<td>$454,398</td>
</tr>
<tr>
<td>February</td>
<td>$779,450</td>
<td>$394,608</td>
<td>$507,606</td>
<td>$476,816</td>
<td>$556,406</td>
</tr>
<tr>
<td>March</td>
<td>$332,242</td>
<td>$671,734</td>
<td>$748,369</td>
<td>$735,920</td>
<td>$768,135</td>
</tr>
<tr>
<td>April</td>
<td>$1,471,107</td>
<td>$1,112,161</td>
<td>$1,274,928</td>
<td>$1,047,577</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>$2,234,619</td>
<td>$1,709,524</td>
<td>$1,876,830</td>
<td>$1,537,000</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>$2,644,999</td>
<td>$2,165,345</td>
<td>$2,052,049</td>
<td>$1,964,970</td>
<td></td>
</tr>
<tr>
<td>GR TOTAL</td>
<td>$13,706,899</td>
<td>$14,824,432</td>
<td>$14,983,743</td>
<td>$14,882,728</td>
<td>$14,353,142</td>
</tr>
</tbody>
</table>

| Year To Date | $5,432,793 | $101,015 | $529,576 |

- There is not a lot to report regarding TOT. March collections reflect January and February lodging occupancy and collections.
- We do not expect any collections for May and June.
With the issuance of stay-at-home orders, no new print ads were placed. In addition, any planned advertising — such as the BANG insert were postponed. We have reserved August 9 as the date for the BANG insert to be distributed. This will of course, require all new ads, images and content.
Marketing Effort - Digital

If at all possible, our digital advertising was halted and postponed until recovery.

Banner ads for our recovery message and for programmatic purposes (such as these specific for the in rock-climbing websites) will be run again once recovery begins.

All digital designs for Spring 2020 were completed and can be used next year.
Marketing Effort – Digital

Our planned advertising / landing page with Expedia was launched in early March and halted within a week. We have postponed this effort until late summer to promote fall travel.
Marketing Effort - Radio

As mentioned in our previous update, our spring ads on KCBS were postponed until mid-summer.

Our plans for KQED are to push these radio ads into 2021.

All radio spots had been recorded but went unused.

Cancelled
COVID-19 Recovery Plan

Following the lead of Visit California, YMCTB adopted a phased plan for dealing with the crisis.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Crisis happening outside of California</td>
<td>California and visitor markets affected by crisis</td>
<td>Curve has been flattened and cases begin to decrease. Restrictions are being lifted, and the mood is less tense.</td>
<td>People are looking ahead to future, eager to get life back on track</td>
</tr>
<tr>
<td>Messaging</td>
<td>Business as usual, except to affected target markets.</td>
<td>We’re in this together. Here’s a photo or video that brings us joy during this period. Stories of locals and humanity. Share current information/news.</td>
<td>Soon, we’ll travel again. Photo, video, or story that brings us joy during this period. Share current information/news.</td>
<td>An invitation to travel. Reminder that we’re here to welcome travelers when they feel ready</td>
</tr>
<tr>
<td>Social Media Approach</td>
<td>Business as usual in unaffected destination</td>
<td>Do not go dark. Instead, share news. Be present online as a source of calm during a chaotic period. Sensitive and empathetic tone of voice.</td>
<td>Don’t focus on caseloads/health metrics. Instead, be aware of what people are feeling. Remain sensitive in tone.</td>
<td>Be inspirational and encourage planning for when people are ready. Don’t be pushy, be welcoming.</td>
</tr>
<tr>
<td>Status</td>
<td>This period has passed</td>
<td>This is where we are as of March 16, 2020</td>
<td>May</td>
<td>June, possibly as early as May</td>
</tr>
</tbody>
</table>
COVID-19 Recovery Plan

In late March / early April we shared a creative brief with our agency partners – Augustine, Noble and 360View. They helped hone the overall message and strategies. We produced our “Stay Well. Stay Safe. Stay Home.” video during the “Outbreak” phase.

We are currently in the “Improving Situation” phase of our plan. Restrictions are being lifted. Our focus is still social media only: Yosemite Mariposa County is with you. We are dreaming of better days.

**Inspirational Posts.** Continue with peaceful images of scenes without people, or solitary individuals or couples of the Park.

**“Mariposa Gold” Series.** Launch a series of short videos (1-2 minutes maximum) about Mariposa County history.
COVID-19 Recovery Plan

Noble has stepped up significantly to assist us during this time. They have transferred retainer fees not being used for digital media to creative development and production (display ads, banners, etc.). This is a short-term situation but is very beneficial to ensuring that we are prepared to hit the ground running when Yosemite reopens.

The messaging of “Forever Yours” under the logo flows through the creative.
COVID-19 Recovery Plan

The "Forever Yours" messaging can be used to both welcome people back to Yosemite Mariposa County as well as after we move out of recovery.

Noble will be producing video content as well as digital ads, banners, etc. This is an example of a Facebook carousel of images. Note the clever continuation of the landscape through the images.
International Marketing Effort

Overall Outlook

The international partner offices have been exceptional in keeping YMCTB up-to-date on the impacts of COVID-19.
All travel stopped as soon as US “Stay at Home” orders were issued. Initially international booked trips moved to future dates at a rate of nearly 80% vs. full cancellation. Most of these postponed trips had moved to late 2020. But now, 55% of the original number have fully canceled or postponed/moved into 2021.
Msi Germany reported last week, that the nine northern European countries expect to ease county-to-county travel in just a few weeks. Travel restrictions are easing, and travelers are excited to travel abroad as soon as possible. Similar sentiment is shared in the UK, however, travel abroad is not expected to resume until spring of 2021. Australians want to travel too, however media and sentiment reports folks are focused on countries that have the been impacted the least by COVID-19.
International Marketing Effort

Msi – Germany

Travel Trade Activities

• Travel trade activities are currently paused and on hold
• Prepared/invited webinar
• Prepared and sent out trade newsletter for April/May
• Newsletter sent on April 29, 2020 to subscribers
  • Open Rate: 40.9 %
  • Click Rate: 12.7 %
• Steffi and the Msi staff are doing an amazing job keeping us updated on German impacts and travel sentiment.
International Marketing Effort

Gate 7 – Australia

- With YMCTB continuing our relationship, Gate 7 is giving YMCTB a 50-hour retainer bonus and reduced retainer fees of 25% the remainder of the year.
- Simran was retained as our account representative, reducing the negative impacts of account lead change.

<table>
<thead>
<tr>
<th>Month</th>
<th>Agency</th>
<th>How many?</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Hunter Travel Group</td>
<td>60 agents trained</td>
</tr>
<tr>
<td>February</td>
<td>Expedia TAAP webinar recording for agent incentive</td>
<td>70 agents viewed the webinar</td>
</tr>
<tr>
<td>February</td>
<td>Travel Managers</td>
<td>4 agents trained</td>
</tr>
</tbody>
</table>
International Marketing Effort

Gate 7 – Australia

Brand USA Road Trippin Destination Spotlight Module

SPOTLIGHT ON: Yosemite Mariposa County, California

With a fascinating history, charming locales and culture of its own, Yosemite Mariposa County, home to Yosemite National Park, is a region that begs to be explored.
International Marketing Effort

Black Diamond – United Kingdom

- We did see account staff change in the UK. Impact was minimal as senior staff familiar with our account stepped in, providing significant leads and opportunities in social and earned media coverage.
International Marketing Effort
Black Diamond – United Kingdom

RECOVERY PLANNING

2021 contracting notice

Following direct feedback from operators, Black Diamond has informed Yosemite’s Mariposa County of the request for immediate support with hotel and accommodation rates for future travel through 2021. They request this with the knowledge that fast-acting suppliers in competing destinations, perhaps still largely tied to static contracting models, have a distinct advantage by rolling over 2020 rates and allocations, making rebooking faster and easier. To help overcome this issue, Black Diamond drafted a list of suggested actions that destination hotel partners could adopt going forward.

Tour operator questionnaire

Black Diamond created and distributed a questionnaire to 30 key tour operators across the UK travel trade. The aim was to glean an understanding of how COVID-19 is affecting their business and future plans, as well as how they might be assisted by a DMO going forward. Other questions covered what consumers are doing with current bookings (cancelling or rebooking), as well as what months travellers are looking to reschedule to and if new bookings are coming in. The questionnaire was received positively by the trade, who welcomed the opportunity to provide feedback. Black Diamond shared the results and is actionning the advice given by operators.
International Marketing Effort

Atlantic Link – Scandinavia

<table>
<thead>
<tr>
<th>No.</th>
<th>Month</th>
<th>Country</th>
<th>Type of media</th>
<th>Media</th>
<th>Volume</th>
<th>Reach</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>April</td>
<td>Sweden</td>
<td>Travel Magazine, Online</td>
<td>BusinessClass</td>
<td>2 Pages</td>
<td>22,800</td>
<td>$5,600</td>
</tr>
<tr>
<td>2</td>
<td>April</td>
<td>Norway</td>
<td>Magazine, Online</td>
<td>UtromsMagasin</td>
<td>1 Page</td>
<td>71,000</td>
<td>$1,890</td>
</tr>
<tr>
<td>3</td>
<td>April</td>
<td>Denmark</td>
<td>Travel Magazine, Online</td>
<td>BusinessClass</td>
<td>2 Pages</td>
<td>33,100</td>
<td>$6,690</td>
</tr>
<tr>
<td>4</td>
<td>April</td>
<td>Sweden</td>
<td>Regional newspaper, Online</td>
<td>Kungens Kurv</td>
<td>1 Page</td>
<td>16,400</td>
<td>$3,700</td>
</tr>
<tr>
<td>5</td>
<td>April</td>
<td>Sweden</td>
<td>Regional newspaper, Print</td>
<td>Karlskrona-Tidning</td>
<td>1 Page</td>
<td>17,000</td>
<td>$3,700</td>
</tr>
<tr>
<td>6</td>
<td>April</td>
<td>Sweden</td>
<td>Regional newspaper, Print</td>
<td>Karlskrona-Tidning</td>
<td>1 Page</td>
<td>17,000</td>
<td>$3,700</td>
</tr>
<tr>
<td>7</td>
<td>April</td>
<td>Sweden</td>
<td>Regional newspaper, Print</td>
<td>Karlskrona-Tidning</td>
<td>1 Page</td>
<td>17,000</td>
<td>$3,700</td>
</tr>
<tr>
<td>8</td>
<td>April</td>
<td>Sweden</td>
<td>Regional newspaper, Print</td>
<td>Karlskrona-Tidning</td>
<td>1 Page</td>
<td>17,000</td>
<td>$3,700</td>
</tr>
<tr>
<td>9</td>
<td>April</td>
<td>Sweden</td>
<td>Regional newspaper, Print</td>
<td>Karlskrona-Tidning</td>
<td>1 Page</td>
<td>17,000</td>
<td>$3,700</td>
</tr>
</tbody>
</table>

Market Update

The EU opens for international travel in Europe already this summer

It may be possible to go on a summer vacation in Europe already this year. This is stated by EU Commission President Ursula von der Leyen in an interview on Portuguese television. The tourism industry in the EU is at free fall because of the corona restrictions which cost SEK 10 billion each month. Ursula von der Leyen believes that travel can be started by, for example, hygiene and social distance requirements. *I think we should be able to find smart solutions so that we can go on a summer vacation, she says according to SR.*

(travelnews.se)
Website Overview

April Statistics

- Overall traffic for the period of April is down -62% YoY, but for the year, we’ve reached our goal of 2.2 million total sessions.
  - All channels decreased except social, which is up 98% YoY
  - All paid efforts are paused, except for a very small paid search brand campaign
- Overall sessions hit goal at 100%
- International market traffic hit goal at 138%
- Partner referrals are pacing ahead at 94% to goal
- Organic traffic is down -55% YoY and organic sessions are pacing at 75% to goal, which is behind pace for the projected 83% goal
- Organic traffic declined as COVID-19 put travel restrictions on the world and Yosemite National Park closed
# Website Overview

## KPIs: FY 19/20 Performance Recap

<table>
<thead>
<tr>
<th>PRIMARY KPIs</th>
<th>July 1, 2019 – June 30, 2020 (Month 10 of 12 = 83%)</th>
<th>FY2019/20 Annual Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Referrals</td>
<td>ACTUAL: 423k</td>
<td>94% to goal</td>
</tr>
<tr>
<td></td>
<td>Lodging: 331k</td>
<td>Things to do: 78k</td>
</tr>
<tr>
<td></td>
<td>Dining: 14k</td>
<td></td>
</tr>
<tr>
<td>SUPPORTING KPIs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Sessions</td>
<td>ACTUAL: 2,191,396</td>
<td>100% hit goal</td>
</tr>
<tr>
<td>Organic Sessions</td>
<td>ACTUAL: 1,051,651</td>
<td>75% to goal</td>
</tr>
<tr>
<td>International Market Sessions (UK, Australia, China, Germany, Scandinavia)</td>
<td>ACTUAL: 309,865</td>
<td>138% hit goal</td>
</tr>
</tbody>
</table>

International Traffic - YTD
Social Media - Instagram

Instagram Overview

- Across all social channels, we greatly reduced our posting early in the COVID-19 outbreak stage. In early April, we returned to our normal posting routine.

- Posts were down this period due to the changed routine, however followers continue to grow, but at a slower rate. (800 new followers from 3/17 to 5/18 compared to 2.3K new followers from 1/19 to 3/16).

- The post to the left (from 4/18) is the best performing post since June 2019.
Social Media - Facebook

Facebook Overview

- YosemiteNation on Facebook grew by 455 fans since the last report to the board of directors.

- Content clicks and engagements are down since the prior report due a pivot in content to provide virtual experiences to keep people dreaming. Like Instagram, we also posted less early in the outbreak, but ended the period with more posts than the previous one.

- An adjustment we made was to share our virtual tour and the virtual experiences of others to provide escapes to our region.

- Our staff stepped up and spent time creating content for social media. We shared our own videos and photos to show off Mariposa County.
Social Media - Boosted Posts

**Boosted Post Overview**

- Like many of our tactics since the outbreak of COVID-19, our spend in boosting posts on Social Media has come to a near complete halt.

- As a reminder, we were seeing a lot of success in driving traffic to Yosemite.com by investing in boosted social posts to reach new followers and get our posts into more feeds.

- We did boost one post, our “Stay Well. Stay Safe. Stay Home.” video was boosted to keep our destination in minds of travelers to return to once it is safe to do so. The result was 61,000 views on Facebook alone and a total reach of 113K people.
Public Relations Update
RESULTS OF
MARCH – MAY PR CAMPAIGN

Earned Media Highlights

Mariposa County and Yosemite featured in 22 publications including:

- The LA Times
- MSN.com
- The Sunday Mirror
- The Independent
- Reader’s Digest
- Daily Telegraph
<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/1/20</td>
<td>Asian Voice: Hiking Yosemite National Park</td>
<td>Asian Voice</td>
</tr>
<tr>
<td>4/1/20</td>
<td>Food &amp; Travel in the American West</td>
<td>Food &amp; Travel</td>
</tr>
<tr>
<td>4/3/20</td>
<td>50 Virtual Days Out</td>
<td>Inews</td>
</tr>
<tr>
<td>4/6/20</td>
<td>How to travel the world from the comfort of your couch</td>
<td>Buzz.ie</td>
</tr>
<tr>
<td>4/8/20</td>
<td>Relax and Dream of a World of Adventure</td>
<td>Lancashire Evening Post</td>
</tr>
<tr>
<td>4/8/20</td>
<td>Relax and Dream of a World of Adventure</td>
<td>Edinburgh Express</td>
</tr>
<tr>
<td>4/8/20</td>
<td>Relax and dream of a World of Adventure</td>
<td>Pocklington Post &amp; Scarborough News</td>
</tr>
<tr>
<td>4/8/20</td>
<td>Relax and Dream of a world full of adventure</td>
<td>Harrogate Advertiser</td>
</tr>
<tr>
<td>4/8/20</td>
<td>My first holiday after coronavirus - the greatest place in america</td>
<td>Daily Telegraph</td>
</tr>
<tr>
<td>4/12/20</td>
<td>Time Travel</td>
<td>The Sunday Mirror</td>
</tr>
<tr>
<td>4/12/20</td>
<td>Time Travel</td>
<td>The Irish Sunday Mirror</td>
</tr>
<tr>
<td>4/21/20</td>
<td>dream of a world of adventure</td>
<td>LA Times</td>
</tr>
<tr>
<td>4/22/20</td>
<td>How to support Yosemite National Park from a distance during the coronavirus</td>
<td>Outdoorsy Blog</td>
</tr>
<tr>
<td>4/22/20</td>
<td>5 Classic California Road Trips</td>
<td>AAA Westways Blog</td>
</tr>
<tr>
<td>4/23/20</td>
<td>99 beautiful things we love about America</td>
<td>Love Exploring</td>
</tr>
<tr>
<td>4/25/20</td>
<td>Follow in the footsteps of John Muir</td>
<td>Glasgow Herald</td>
</tr>
<tr>
<td>4/27/20</td>
<td>Armchair Travel</td>
<td>Savour Magazine</td>
</tr>
<tr>
<td>5/12/20</td>
<td>I've Seen 100+ of Those Virtual Tours—And These Are My 11 Favorite</td>
<td>Reader's Digest</td>
</tr>
<tr>
<td>5/14/20</td>
<td>National parks begin to reopen to eager crowds: Here's everything you need to know to plan a trip</td>
<td>Thepoints guy.com</td>
</tr>
<tr>
<td>5/17/20</td>
<td>The 12 Best Road trips in the US to Take This Summer</td>
<td>Popsugar.com &amp; MSN.com</td>
</tr>
</tbody>
</table>
Yosemite.com Content & Videos

- Yosemite.com content production had to pivot to deal with COVID-19. We re-wrote our content calendar from March through August to focus more on Mariposa County than Yosemite and will begin producing more itineraries that focus on Mariposa County.

- We’ve also pivoted to video. We began production on two large projects. “Mariposa Gold” showcases our county’s rich history and museums; we released “Fire Grenades”, the opening video in the series, two weeks ago. The second, “Modern Day Pioneers”, will focus on the people and businesses of Mariposa County.

- Craig Polson has worked tirelessly to create video from our existing assets for social media and Yosemite.com
We’ve continued to use our Lodging Database to communicate important updates as we receive them. In total, 8 emails have gone out to that list, with an average open rate of 42%. We also sent out two communications to our consumer database. The “Stay Well. Stay Safe. Stay Home.” video was well received with a 26.7% open rate. The video linked to our YouTube page, that video now has 8.5K views on YouTube alone.
Upcoming FAM Trips

Media:
We currently have no scheduled media FAMs, but had six scheduled for April alone. Before the outbreak of COVID-19 we were expecting to bring on many more through the month of May. We continue to work through our respective agencies to reschedule those trips and also secure new leads.

Trade:

• United Airlines VIP FAM – October 2020 - Postponed
Sales Missions & Trade Shows

Direct Travel Trade Sales & Consumer Events

- Bay Area Travel & Adventure Show – Santa Clara (Postponed until July 25 - 26, 2020)
- Brand USA - Scandinavia - February 2020 (Canceled)
- Go West Summit – Portland – (Postponed to August 31 - September 3, 2020)
- ITB - Germany - March 2020 (Canceled)
- VUSA Sales Media Mission - France - March 2020 (Canceled)
- Media In-Market FAM – LA – April 2020 (Postponed)
- Visit CA Sales Trade Media – China – April 2020 (Canceled)
- IPW – Las Vegas – June 2020 (Canceled)
Community Involvement

Committees and Community Involvement

- Facilitating County Lodging/Tourism recovery taskforce appointment
- MC Roadmap to Recovery leadership group – County effort
- Participated in Facebook Live community recovery meeting
- Participating in increased EDC board efforts and business support efforts
- Mariposa County Business Association - hosted a “restart” Zoom meeting
- Yosemite Gateway Partners – NPS community recovery presentation
Thank You!

Yosemite
Mariposa County
Yosemite.com