Overview

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• KPIs: Performance Recap
• Paid Search
• Paid Media
• SEO
• Yosemite.com Strategy 2.0
• Social Media
• Video Production
• Travel Trade
• Email Marketing
• Traditional Print and Radio
• Public Relations / Earned Media
Executive Director Update

- Our strategy and focus remains on “Earned and Owned” marketing. This strategy, in this environment, with budget constraints, is very effective and making a positive impact.
- Digital & social spend has been reduced further from initial plan due to 1) pausing media again because of the Creek Fire & smoke closure of Yosemite; and 2) balancing demand while not over marketing via SEM and Display. We are still spending down a PY prepaid balance to Noble.
- We are not trying to save or increase reserve. On the contrary, we are doing a significant volume of marketing through “Guerilla Marketing” tactics and our earned/owned channels.
- Communications re: TBID increase prior to implementation in January. Email and probable direct mail communications.
- In keeping with “Earned & Owned”. The TBID increase will allow us to re-engage with our furloughed PR Firm, 360ViewPR.
- County funding update: $50,000 approved by Board of Supervisors for community-related spend. Contract modified to ease reporting cost constraints. Crisis Comm. & Film Commission included in scope of work.
- Grant request via County will be submitted for a portion of economic recovery losses.
- New monthly(ish) marketing communications to the board via MailChimp. We want to keep the board better informed on marketing updates and create more conversation and questions.
- In-person February YMCTB marketing retreat and meeting. Open to recommendations on location and date.
As expected, the levels of TOT income are much lower than prior year. We forecast that September’s wildfires will show an even greater than normal decrease.

IMPORTANT:
The TBID assessment remains at 1% through the end of 2020. The additional 0.5% assessment will begin on January 1, 2021, impacting March 2021 receipts. We will be reminding the lodging partners about this increase in our communications going forward so that they can be ready at the start of the new year. Last check amount was for $137,534.39 (Aug).
## KPIs: Performance Recap

<table>
<thead>
<tr>
<th>PRIMARY KPI</th>
<th>July 1, 2020 – June 30, 2021</th>
<th>FY2020/21 Annual Goals</th>
</tr>
</thead>
</table>
| Partner Referrals           | ACTUAL: 170k | 36% to goal  
Lodging: 145k  
Things to do: 21k  
Dining: 4k            | 472,500 Referrals  
Lodging: 354,375  
Things to Do: 108,675  
Dining: 9,450         |
| **Supporting KPIs**         |                                                                    |                                                                                        |
| Overall Sessions            | ACTUAL: 906,144 | 37% to goal                                      | 2,420,000 Sessions                                                                 |
| Organic Sessions            | ACTUAL: 454,950 | 32% to goal                                      | 1.4M Sessions                                                                 |
| International Market Sessions (UK, Australia, China, Germany, Scandinavia) | ACTUAL: 15,441 | 7% to goal                                      | 225k Sessions                                                                 |
| **Tracked Metrics**         |                                                                    |                                                                                        |
| Book Direct Referrals       | September: 31,970                                                  | YTD Total: 183,847                                                                     |
| Newsletter Sign Ups         | New Subscribers FY YTD: 1,657                                      | Total Subscribers: 61,534                                                                |
Book>Direct traffic has slowed down since the high point in July. This is to be expected, especially with the impact of the wildfires and resulting closure of the Park.

Airbnb referrals are included in these numbers (averaging 4,000 referrals for July and August). A loss of connection to the Airbnb reservations system ended direct bookings in mid-September. This issue has not been resolved yet due to minimal Airbnb staffing. The booking widget has been temporarily removed from BookDirect on Yosemite.com
# Overall Growth: Sessions

<table>
<thead>
<tr>
<th>Sessions September 2020</th>
<th>Total Fiscal Year Sessions</th>
<th>Fiscal Year Goal</th>
<th>% of Goal Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>203,497</td>
<td>906,144</td>
<td>2,420,000</td>
<td>37%</td>
</tr>
</tbody>
</table>

![Graph showing overall growth of sessions from June to June with sessions tracked for FY 2019-2020 and FY 2020-2021.]

- FY 2019-2020
- FY 2020-2021
## International Market Growth

<table>
<thead>
<tr>
<th>International Market September 2020</th>
<th>Total Fiscal Year International Market</th>
<th>Fiscal Year Goal</th>
<th>% of Goal Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,529</td>
<td>15,441</td>
<td>225k</td>
<td>7%</td>
</tr>
</tbody>
</table>

![Graph showing international market growth from June to June, comparing FY 2019-2020 and FY 2020-2021.]
## Site Channel Performance

<table>
<thead>
<tr>
<th>Default Session</th>
<th>September ‘20 Sessions</th>
<th>September ‘19 Sessions</th>
<th>Variance</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Search</td>
<td>129,506</td>
<td>122,288</td>
<td>6%</td>
<td>43.32%</td>
<td>2.67</td>
</tr>
<tr>
<td>Direct</td>
<td>26,150</td>
<td>28,087</td>
<td>-7%</td>
<td>47.30%</td>
<td>2.42</td>
</tr>
<tr>
<td>Paid Search</td>
<td>18,450</td>
<td>39,788</td>
<td>-54%</td>
<td>40.18%</td>
<td>2.79</td>
</tr>
<tr>
<td>Paid Social</td>
<td>13,518</td>
<td>11,223</td>
<td>20%</td>
<td>80.04%</td>
<td>1.58</td>
</tr>
<tr>
<td>Referral</td>
<td>7,044</td>
<td>10,000</td>
<td>-30%</td>
<td>18.91%</td>
<td>2.33</td>
</tr>
<tr>
<td>Social</td>
<td>5,553</td>
<td>1,220</td>
<td>355%</td>
<td>55.43%</td>
<td>2.01</td>
</tr>
<tr>
<td>Display</td>
<td>1,854</td>
<td>94,639</td>
<td>-98%</td>
<td>63.05%</td>
<td>2.09</td>
</tr>
<tr>
<td>Email</td>
<td>926</td>
<td>143</td>
<td>548%</td>
<td>28.83%</td>
<td>2.85</td>
</tr>
<tr>
<td>(Other)</td>
<td>494</td>
<td>54</td>
<td>815%</td>
<td>51.82%</td>
<td>1.85</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>203,497</strong></td>
<td><strong>307,449</strong></td>
<td><strong>-34%</strong></td>
<td><strong>45.60%</strong></td>
<td><strong>2.54</strong></td>
</tr>
</tbody>
</table>

Source: Google Analytics
Paid Search/SEM Budget $87,750

Paid Search Budget vs. Actuals (Current & PY)
Paid Digital Media Budget $292,250

Paid Media Budget vs. Actuals (Current & PY)

- July: 25,000
- August: 20,000
- September: 15,000
- October: 25,000
- November: 30,000
- December: 35,000
- January: 30,000
- February: 40,000
- March: 25,000
- April: 20,000
- May: 15,000
- June: 10,000

Legend:
- 19/20 Actuals
- 20/21 Budget
- 20/21 Actuals
In September, we paused paid media for more than half of the month, September 9 - 28, due to wildfires near Mariposa.

Ads generated 1,178,848 impressions.

Ads generated 439 make reservation clicks and 172 visit website clicks.

Yosemite-themed creative drove more conversions and had a lower cost per conversion on average vs Mariposa’s cost per conversion.

Retargeting ads drove the most conversions – Yosemite creative followed by Mariposa.
In September, we paused paid media for more than half of the month, September 9 - 25, due to wildfires near Mariposa.

People were very engaged with social ads this year.

Paid social drove 13,518 sessions to the site, which is a 20% increase in traffic to the site, despite being paused!

Ads generated 52,280 impressions, down from August’s 1,178,848 impressions.

Ads drove 272 lodging partner referrals.
## SEO – Page Ranking

<table>
<thead>
<tr>
<th>Keyword</th>
<th>MSV</th>
<th>New Rank</th>
<th>Old Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Muir</td>
<td>60,500</td>
<td>73</td>
<td>86</td>
</tr>
<tr>
<td>sequoia tree</td>
<td>33,200</td>
<td>28</td>
<td>38</td>
</tr>
<tr>
<td>Yosemite hotels</td>
<td>27,100</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Hetch Hetchy (new)</td>
<td>9,900</td>
<td>5</td>
<td>NR</td>
</tr>
<tr>
<td>Stanislaus National Forest</td>
<td>8,100</td>
<td>26</td>
<td>31</td>
</tr>
<tr>
<td>Lake McClure</td>
<td>8,100</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>gold panning near me</td>
<td>2,900</td>
<td>8</td>
<td>35</td>
</tr>
<tr>
<td>national forest northern california</td>
<td>480</td>
<td>34</td>
<td>35</td>
</tr>
<tr>
<td>RV trip california</td>
<td>170</td>
<td>64</td>
<td>97</td>
</tr>
<tr>
<td>top 100 things to do in california</td>
<td>90</td>
<td>40</td>
<td>41</td>
</tr>
<tr>
<td>camping near mariposa (new)</td>
<td>20</td>
<td>2</td>
<td>NR</td>
</tr>
<tr>
<td>Top Events - Pageviews</td>
<td>September 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------------</td>
<td>----------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/thanksgiving-dinner-feasts-in-yosemite/</td>
<td>161</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/naturalization-ceremony-at-glacier-point/</td>
<td>52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/bracebridge-dinner-2/</td>
<td>40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/halloween-cemetery-tour/</td>
<td>32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/mariposa-butterfly-festival/</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/yosemite-music-festival/</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/vintners-holidays/</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/the-bracebridge-dinner-at-yosemite/</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>/events/annual-merry-mountain-christmas-tree-lighting/</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>860</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Blog Content - Pageviews</th>
<th>September 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>/yosemite-in-two-days/</td>
<td>1,602</td>
</tr>
<tr>
<td>/100-things-to-do-in-mariposa-county/</td>
<td>842</td>
</tr>
<tr>
<td>/curry-village/</td>
<td>837</td>
</tr>
<tr>
<td>/alex-honnold-and-climbing-el-capitan/</td>
<td>573</td>
</tr>
<tr>
<td>/top-five-hikes-for-fall/</td>
<td>534</td>
</tr>
<tr>
<td>/ahwahnee-history/</td>
<td>471</td>
</tr>
<tr>
<td>/safe-travel-to-yosemite-ca/</td>
<td>448</td>
</tr>
<tr>
<td>/yosemite-rv-camping/</td>
<td>424</td>
</tr>
<tr>
<td>/four-fall-days-in-yosemite-mariposa-county/</td>
<td>356</td>
</tr>
<tr>
<td>/yosemite-national-park-camping-alternatives/</td>
<td>351</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13,154</strong></td>
</tr>
</tbody>
</table>
Yosemite.com Strategy 2.0

- Updates to Yosemite.com continue as we push into our new fiscal year.
- We’ve overhauled the navigation bars on all pages of Yosemite.com to include a “Check Rates” button (pictured top left) that takes the user into the BookDirect to view your property listings.
- Content creation on Yosemite.com continues to be a priority. This year our goal is to write 40 new blogs 10 of which will be itineraries. We are on pace to surpass both benchmarks with 18 blogs published and 4 itineraries published in Q1 of the fiscal year.
- With all of our hard work in the content area, we want to make sure that we’re getting as many eyes as possible on our content. To help push that, we’ve implemented a widget to encourage the reader to share blog posts they enjoy via email and social media. (Pictured bottom left.)
100 Things to Do in Mariposa County

- Our 100 Things to do in Mariposa County effort continues and we’re seeing strong success with the effort.
- **For three straight months the page has been either first or second among most visited content pages on Yosemite.com**, something we’re thrilled about since it is 100% Mariposa County focused.
- We’re in the process of updating the page to make it a more user-friendly experience by re-writing and reorganizing content to ensure that activities and businesses are featured in the best way possible.
We continue to see success with our work to promote your special offers! Since the last Board of Directors meeting, we’ve had more than **13,500 views of our special offers**. We’re seeing success in pushing this page through boosted posts social media as well as our monthly consumer newsletters. To continue to drive more clicks to the page, we are working on launching an advertising campaign that drive consumers directly to this page.

We’re also looking to push Thanksgiving deals on the special offers page. Accompanying those deals will also be a blog post that will feature Thanksgiving lodging and dining deals, something that Noble Studios reports is seeing high search volume.
Social Media – YosemiteNation Facebook

- Total Fans: 103K fans
- Fans by Date
- Lost Fans: 445 unlikes
- Total Content Clicks: 146K clicks
- Content Clicks by Date
  - Res. system ending announcement
  - YNP Closed
Social Media – YosemiteNation Facebook Examples

Yosemite Nation
September 29 at 3:10 PM -

Yosemite National Park has announced that day use reservations will no longer be required beginning November 1st. This will end the reservation system that has been in place since the park reopened in June.

Day use reservations will still be in place for October and can be purchased through recreation.gov. See our link below for details.

Now is a great time to plan your Fall visit to Yosemite! The temperatures are cooling, the colors are changing, and the outdoors is calling... See More

BEGINNING NOVEMBER 1ST
reservations to visit Yosemite will no longer be required.

320,078
People Reached
39,521
Engagements
Boost Unavailable

Yosemite Nation
16 October at 12:09 AM

Fall is a stunning time to visit Yosemite National Park. The temps get cooler, the leaves turn to gold, and park gets a little quieter. If you’re lucky you can experience the thrill in the air of an early season storm, and that wonderful smell of the first rains after a dry summer.

This photo from our Instagram account by @glennieerobinson captures that vibe beautifully... See more

1,149,196
People reached
180,355
Engagements
Boost post
Social Media - Facebook Local

- **Total Fans**: 1.7K fans
- **Total Content Clicks**: 1.4K clicks
- **Fans by Date**
- **Lost Fans**: 9 unlikes
- **Content Clicks by Date**
Social Media - Facebook Local Examples

Yosemite Mariposa County Tourism Bureau
September 27 at 10:58 AM -

The Wignalls are some of Mariposa County's high flyers! Early careers in fashion took Paul and Julia all over the world, and a passion for skydiving brought them home to Mariposa County.

Today the two of them share their passion with the world through their business, Skydive Yosemite, which offers incredible views of Yosemite National Park from the sky, before you take that big leap and float back down to the world.

#YosemiteNation Visit California

10,971 People Reached 1,503 Engagements

Yosemite Mariposa County Tourism Bureau
September 4 -

Castro Oaks tasting room in Mariposa is now open!
Award winning wine, great art, and friendly people. A stop by @CastroOaksWine is a must on any visit to Mariposa County.

#YosemiteNation VisitCalifornia See More

195 People Reached 13 Engagements

1 Share
Social Media - Instagram

- **Total Followers**: 38K followers
- **Total Engagement**: 50K engagements
- **Followers by Date**
  - Graph showing an upward trend in followers over time.
- **Engagement by Type**
  - Photo engagement peak at 50K engagements.
Social Media - Instagram Examples
Social Media - Pinterest Examples

**Four Fall Days in Yosemite Mariposa County**

Take a look at this amazing four-day Yosemite autumn itinerary! 🍁 You can easily fill four days and still wish you had more time in this amazing place. There's no better season for hiking and... More

![Image of Yosemite National Park](https://example.com/yosemite-com)

**Yosemite Skydiving (Modern Day Pioneers)**

![Image of skydiving](https://example.com/yosemite-com)
Social Media - Twitter

- **Total Followers**: 47K followers
- **Engagement**: 444 engagements

**Followers by Date**

- **Followers**: 47,200 to 47,075
- **Date Range**: 24 Aug to 12 Oct

**Engagement by Type**

- **Likes**: 297
- **Retweets**: 122
- **Replies**: 25

Engagement by Date

- **Date Range**: 24 Aug to 12 Oct
- **Engagement Types**: Likes, Retweets, Replies
Social Media - Twitter

**Yosemite Nation** @yosemitenation - Sep 6

Our Instagram photo of the week is a great photo with some snow topped peaks in Yosemite Valley that serves as a friendly reminder that we’re not too far from one of Yosemite’s most beautiful seasons. (IG: @garschmic).

#YosemiteNation @VisitCA

[Link](ow.ly/Tjib50BtEtE)

**Yosemite Nation** @yosemitenation - Sep 24

Tag someone you’d drive down this gorgeous @YosemiteNPS road with this fall

@suchismitasen Instagram photo captures the beauty of fall in the Valley.

Follow @yosemitenation on Instagram for more great photos like this.

#YosemiteNation @VisitCA

yosemite.com
Given that growing YouTube has been a new undertaking, we set a modest growth goal of 5%, which we’ve already surpassed.

We are not resting on our laurels however and will continue to push growth on this channel for the rest of the year by trying new and innovate ways to do so through cross promotion on our other channels.

We continue to crank out content too. This we’ve added nine pieces of YMCTB produced video to the page since the last board meeting.
Since our last meeting we’ve published:

- 7 Mariposa Gold Videos
- 6 Mariposa Minutes
- Our Modern Day Pioneers video on Skydive Yosemite
- A total of 14 productions, which we’re very pleased with given that this is a newer undertaking. To view the works, please see the marketing update email we shared on October 12.
Travel Trade / Trade Shows

Adjusting to the safety protocols for COVID-19, trade shows have gone virtual.

• Julie Hadzega represented YMCTB at the Travel Trade show “Go West Summit” in September, where she met with 37 representatives from the ten different countries.

• Julie also represented the California High Sierra at the Northstar Virtual Trade Expo sponsored by Visit California on October 14th. This one day event included 10 zoom appointments and the virtual booth was visited by 663 travel operators.
Our first Travel Trade Newsletter was launched on October 14th. The newsletter communicated the following information to tour operators:

- COVID 19 updates
- Wildfire Updates
- Yosemite National Park Reservation System
- Commercial Use update

Total Sent: 364
Opened by: 104 people
International Marketing

**Germany**

Steffi, our client representative for MSi in Germany was invited by American Unlimited to produce a podcast episode on Yosemite/Mariposa and Mammoth Lakes. The podcast is now live and has been promoted via American Unlimited social media channels. The complete podcast/video is available on YouTube

[https://www.youtube.com/watch?v=Kut2YklI3Tk&t=804s](https://www.youtube.com/watch?v=Kut2YklI3Tk&t=804s)

**Australia**

Penny Brand, our client rep for Gate 7 participated in the Brand USA Destination Enrichment Series “Giant Trees Ancient Forrest” with rave reviews!

**United Kingdom**

Brendan Croft, Senior Account Manager, conducted two live agent/product manager webinar on behalf of Yosemite Mariposa County. 37 agents attended across both webinars and more have watched since, due to the trade team encouraging product managers to promote the recording on their internal networks. During the webinars, agents were also given the opportunity to ask questions which resulted in great engagement.
Email Marketing

We are on pace to meet our annual eCRM goals. We have sent a total of eight regular emails in the first quarter of the fiscal year – three to constituents (goal of 8) and five to consumers (goal of 14).

We also delivered six “crisis communications” emails (PY was 24). We hope that those numbers stay low.

Based on the current data from Mailchimp, our open rates are trending higher than the “Travel and Transportation” industry.

This fall / winter we will be working to re-engage the non-responders on our list and purge those that are no longer interested in our communications. This process helps in a number of ways, not just increasing our average open rates, but ensuring that we avoid having our emails labeled as SPAM.
Email Marketing

One of the biggest opportunities we have to communicate directly with consumers is via email. Our list is made up of individuals who have opted in to receiving this information.

We are able to target those individual for whom the content is most relevant – such as the California drive market. (See example to the left.)

We now have three main groups that we communicate with: Consumers (The Wanderer), Constituents (The Compass), and Travel Trade (Trade Post).
In August we ran the BANG insert that was originally paid for and slated in Spring 2020. Staff had complete editorial control over the entire 6-page spread. The insert was sent to 660,000 subscribers in 6 newspapers in 8 counties.
Traditional Print

With only a portion of last year’s print budget we have selectively chosen only a few publications in which we will advertise.

This fall, we were able to negotiate placement in Condé Nast Traveler for the October editions for San Francisco East Bay and Los Angeles Metro (shown to the right).

A co-op opportunity arose when we were able to negotiate with the Yosemite Journal / National Park Trips to allow us to advertise in their 2021 version at a lower rate than 2020.

We will also be included in the California Visitors Guide as both a part of the Gold Country Visitors Association pages and with our own listing.
Traditional Radio

Ran for 3 weeks from September 28 – October 18, 2020

15-second and 30-second spots

Ran for 1 week from October 5 – 11, 2020

15-second on-air mentions
California's Dreamy Gold Country Is So Much More Than Yosemite

You Can Practically Have Yosemite National Park to Yourself This Fall

AARP's Guide to Yosemite National Park
### Examples of Earned Media

<table>
<thead>
<tr>
<th>Dates</th>
<th>Title</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/1/20</td>
<td>A Natural Wonder</td>
<td>Woman's Weekly</td>
</tr>
<tr>
<td>7/10/20</td>
<td>Otherworldly Treasures to be Discovered</td>
<td>NITravelNews.com</td>
</tr>
<tr>
<td>7/19/20</td>
<td>ROAD-TRIP DESTINATIONS IN CALIFORNIA WHILE SOCIAL DISTANCING</td>
<td>CalifornialifeHD.com</td>
</tr>
<tr>
<td>7/21/20</td>
<td>A Natural Wonder</td>
<td>Woman &amp; Home</td>
</tr>
<tr>
<td>7/24/20</td>
<td>AT THE DRIVE-IN on National Drive-Thru Day</td>
<td>MDHardingTravelPhotography.com</td>
</tr>
<tr>
<td>7/30/20</td>
<td>Planning a road trip? How to find a good hotel deal, plus tips on how to stay safe</td>
<td>Los Angeles Times</td>
</tr>
<tr>
<td>7/31/20</td>
<td>Family Ties</td>
<td>Travel Bulletin</td>
</tr>
<tr>
<td>8/1/20</td>
<td>Window on the World</td>
<td>My Weekly</td>
</tr>
<tr>
<td>8/18/20</td>
<td>Every Dog Has Its Day</td>
<td>NI Travel News</td>
</tr>
<tr>
<td>8/19/20</td>
<td>World Photography Day: the world’s most beautiful spots to capture</td>
<td>MDHardingTravelPhotography.com</td>
</tr>
<tr>
<td>8/25/20</td>
<td>California’s Dreamy Gold Country Is So Much More Than Yosemite</td>
<td>Thrillist</td>
</tr>
<tr>
<td>8/28/20</td>
<td>Want to camp, but don’t want to rough it? Try glamping</td>
<td>LA Times</td>
</tr>
<tr>
<td>9/1/20</td>
<td>You Can Practically Have Yosemite National Park to Yourself This Fall</td>
<td>Conde Nast Traveler</td>
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<td>9/1/20</td>
<td>You Can Practically Have Yosemite National Park to Yourself This Fall</td>
<td>MSN Money</td>
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<td>9/1/20</td>
<td>The Most Beautiful Places in Yosemite National Park</td>
<td>Thrillist</td>
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<tr>
<td>9/4/20</td>
<td>AARP’s Guide to Yosemite National Park</td>
<td>AARP</td>
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<tr>
<td>9/16/20</td>
<td>Plan an action-packed holiday for 2021</td>
<td>NI Travel News</td>
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<tr>
<td>9/25/20</td>
<td>Business owners near Yosemite National Park excited to see park reopen</td>
<td>Fox 2 KTVU</td>
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<tr>
<td>9/29/20</td>
<td>Travel Inspired by Wes Anderson</td>
<td>Fused Magazine</td>
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</tbody>
</table>
FAM Trips

  - Writing for: Outdoor Sports Guide, Trivago, TripSavvy
  - Awaiting article publication
  - Stayed at Tenaya Lodge & Yosemite Bug Rustic Mountain Resort
- Hosted: Melissa McGibbon
  - Awaiting Article Publication
  - Stayed at Tenaya Lodge & Yosemite Bug Rustic Mountain Resort
- Assisted with: Danielle Perez
  - Writing for: Here Magazine
  - Stayed at Tenaya Lodge and toured Mariposa with Tony McDaniel
- Received publication from: Helena Cartwright
  - Visited Yosemite Mariposa County in September of 2019
  - Wrote for Women’s Weekly & Woman & Home in the U.K.
  - Total circulation of 278,076
On October 20, YMCTB’s Jonathan Farrington and Tony McDaniel had the opportunity to attend the visit of Department of the Interior Deputy Secretary Kate MacGreggor to the Ahwahnee and Yosemite National Park.

During the visit, YMCTB representatives had the opportunity to speak with NPS representatives such as Acting Director of the NPS, Margaret Everson (pictured) to discuss the impact of Yosemite’s reservation system on its gateway communities and lodging properties.

We want to give a special thanks to Scott Gediman for extending the opportunity to attend.
Gap Analysis

- Remaining adaptive in marketing investment is reliant on understanding lodging business volumes.

- It’s important to communicate if your business is experiencing increases or decreases in expected volume. Pacing beyond or under pace expectations.

- YMCTB staff is always adjusting our plan to take advantage of trends, boost periods where volume is expected but does not materialize or pause spend volume if regionally, we are exceeding inventory availability, such as Fall of 2019.
A few updates on collateral

- The DVP or destination vacation planner will be completely updated this fiscal year. The DVP not be printed. The design and use will be completely digital.

- The Mini-DVP used primarily for international travel trade, training and some domestic travel trade & trade shows training will be redesigned and printed. Most printing will be done “in-country”, to eliminate expensive shipping costs.

- The Mariposa town map will be reprinted this year if stocks run out.

- The Bed & Breakfast brochure is being revised and will be printed this year.
Local Event and Sponsorships

- The return of partial county funding will allow some return of sponsorships. Sponsorships funds will include local non-profits such as museums, events and festivals, if allowed to occur.

- If events and festivals are not permitted by the end of June, the county funds will be shifted to local non-lodging marketing, focused on retail and restaurants.

- History Museum
- Mariposa Arts Council Summer Music
- Northern Mariposa County History Center
- Jazz Festival
- Art & Wine Festival
- Mariposa Clean Sweep
- Billboard - Highway 140
- Car Show
- CASA Summer Fun Street Fair
- Civil War Days
- Coyote Fest
- Go West Festival
- History Museum Open Late Summer
- KRYZ LPFM Community Radio
- Made in Mariposa
- Mariposa Butterfly Festival
- Mariposa Chamber of Commerce
- Mariposa Gem & Mineral Show
- Mariposa POW WOW
- Main Street Mariposa
- National Travel and Tourism Week
- Sausage & Suds
- Story Telling Festival
• Drive message the Park is now open
• Continue to be adaptable and drive spending in a strategic manner
• Focus our efforts on Earned and Owned channels
• Transition from Late Fall to Holiday / Winter to Winter and Winter / Spring messaging
• Modify and soften messaging for Winter re: Snow Play as Badger Pass is closed and other winter activities will be curtailed; non-snowy imagery
• As demonstrated, we’re adapting, developing and implementing integrated messaging across channels and platforms
Thank You!