2020/2021 Focus and Outlook

• COVID-19 Recovery – **California Drive Market is our 2020 – 2022 audience.**

• Mariposa County – **history, culture and building the Mariposa County brand.** Non-Yosemite and repeat visitation. Where possible with budget reductions.

• **GAP opportunity analysis** and data driven focus and SWOT. (need periodic property forecast updates)

• **Owned Media Channels** – eCRM (Electronic Customer Relationship Management), email, newsletters, social media. Lack or paid budget forces increased “guerilla marketing”.

• **On –Hold** - Earned Media Channels – PR, editorial, paid social influencers, media FAM trips, international trade and travel trade.

• **Content** (owned) - blogs, editorial/stories, video, photography, although very little useful marketing photography of Mariposa County is available through normal means.

• Budget shifts for YMCTB & County’s marketing plan limit recovery timeline near and long term.
Director Update – PY Goals Recap

2019/2020 Goals:

• Reduce COST and dependence on outside agencies, putting this funds to work in direct marketing, local talented staffing and local vendor use ($194,000 savings). Success - 100%.

• Focus more attention on promoting Mariposa County along with Yosemite, to increase repeat visitation and increase off-season visitation. Achieved, but always On-Going

• Increase the use of lower cost but highly impactful marketing efforts such as Public Relations, Social Media, Newsletters, Blogs and Content. Success - 100%

• Focus more resources on Yosemite.com, creating a Yosemite.com 2.0 revamp plan, including updating content & functionality. Success - 98% of an unending goal. We created more content than ever before and visitation prior to COVID-19 was record breaking. COVID-19 impacted our ability to grow further in the fiscal year.

• Integrated year-long campaign focus, aligned with an 18-month content plan to include our new PR firm efforts. Success - 100% - Very Effective & ongoing – COVID-19 derailed our Spring efforts and put much our already written spring blogs and stories on hold.

• Always be more data reliant in selecting our marketing investments, to ensure the highest impact on our media investments. HMA Report crucial step. Success – 100%. Completing the HMA project will help in planning and targeting for many years into the future.
Director Update – PY Goals Recap

Additional 2019/2020 successes:

- YMCTB has made major organizational changes in agency and contract retainers. This transition is working very well.
- Robust fall lodging occupancy increases year-over-year have increased revenues. As a result, budget and marketing tactics are expanding to promote winter and spring.
- Yosemite.com visitation growth once again was “EPIC”!
- Social Media volume or posting frequency and quality reached an all-time high and excellent follower growth. Large increases in paid social sending, replacing traditional digital.
- Frequency of Newsletters and Blogs have increased significantly. Subscribers substantially up too!
- New international digital media in Australia and UK achieved excellent results.
- Earned excellent PR and Media results and coverage via internal, 360ViewPR and International efforts.
- Challenges? Book Direct web booking engine took time to implement - improving connectivity to reservations systems was complicated and time consuming. More refinement is underway, current results, impact and referrals ARE MASSIVE, exceeding 110,000 searches and 74,000 direct property referrals direct to lodging reservations system in June and even larger results in July! These are now measurable results.
Pandemic Update

1. Onset
   - Crisis happening outside of California

2. Outbreak
   - California and visitor markets affected by crisis

3. Improving Situation
   - Curve has been flattened and cases begin to decrease. Restrictions are being lifted, and the mood is less tense.

4. Recovery Commencement
   - People are looking ahead to future, eager to get life back on track

**Indicators**

- **Business as usual, except to affected target markets.**
  - We’re in this together.
  - There’s a photo or video that brings us joy during this period.
  - Stories of locals and humanity.
  - Share current information/news.

- **Soon, we’ll travel again.**
  - Photo/video, or story that brings us joy during this period.
  - Share current information/news.

- **An invitation to travel.**
  - Reminder that we’re here to welcome travelers when they feel ready.

**Messaging**

- **Status**
  - This period has passed
  - This is where we are as of March 16, 2020
  - May
  - June, possibly as early as May

**Social Media Approach**

- **Business as usual in unaffected destination**
  - 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.
  - Don’t focus on caseloads/health metrics.
  - Be inspirational and encourage planning for when people are ready. Don’t be pushy, be welcoming.

**Copy**

- Please include all relevant copy points or key phrases required for the Story, including any secondary goal. Include any links to pages for additional information.

- For the Outbreak Phase Social media messaging only. Yosemite Mariposa County is with you. We are dreaming of better days. Virtual tours.

- For the Onset Phase Social media messaging only. Yosemite Mariposa County is with you. We are dreaming of better days. Virtual tours.

- For the Improving Situation Phase Social media messaging only. Yosemite Mariposa County is with you. We are dreaming of better days.

**STATUS SHIFTING**
### 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>$1,548,198</td>
<td>$1,995,396</td>
<td>$2,011,727</td>
<td>$1,946,951</td>
</tr>
<tr>
<td>August</td>
<td>$2,626,881</td>
<td>$650,470</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>$1,670,119</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>$1,276,720</td>
<td>$1,289,251</td>
<td>$1,224,684</td>
<td>$1,145,947</td>
</tr>
<tr>
<td>November</td>
<td>$1,094,861</td>
<td>$859,085</td>
<td>$769,596</td>
<td>$761,591</td>
<td>$672,509</td>
</tr>
<tr>
<td>December</td>
<td>$1,081,371</td>
<td>$748,286</td>
<td>$752,876</td>
<td>$731,360</td>
<td>$844,387</td>
</tr>
<tr>
<td>January</td>
<td>$598,299</td>
<td>$454,886</td>
<td>$468,527</td>
<td>$406,545</td>
<td>$454,398</td>
</tr>
<tr>
<td>February</td>
<td>$779,460</td>
<td>$394,608</td>
<td>$507,806</td>
<td>$476,816</td>
<td>$556,406</td>
</tr>
<tr>
<td>March</td>
<td>$376,288</td>
<td>$671,734</td>
<td>$748,369</td>
<td>$735,920</td>
<td>$768,135</td>
</tr>
<tr>
<td>April</td>
<td>$10,793</td>
<td>$1,471,107</td>
<td>$1,112,161</td>
<td>$1,274,928</td>
<td>$1,047,577</td>
</tr>
<tr>
<td>May</td>
<td>$17,188</td>
<td>$2,234,619</td>
<td>$1,709,524</td>
<td>$1,678,830</td>
<td>$1,537,000</td>
</tr>
<tr>
<td>June</td>
<td>$2,844,599</td>
<td>$2,165,245</td>
<td>$2,052,049</td>
<td>$1,964,970</td>
<td></td>
</tr>
<tr>
<td><strong>GR TOTAL</strong></td>
<td>$13,780,906</td>
<td>$14,824,432</td>
<td>$14,983,743</td>
<td>$14,882,728</td>
<td>$14,353,152</td>
</tr>
</tbody>
</table>

- 2019/2020 expected to be 7% lower to prior years, a significant drop from forecast.
- Tenaya Lodge Explorer Cabins and AutoCamp added significant new revenue in during the final 5-6 months of 2019. Currently pacing well.
- Measure M off-set some county losses in 2020, but does not impact TBID.
# KPIs: FY 2019/2020 Performance Recap

<table>
<thead>
<tr>
<th>PRIMARY KPI</th>
<th>FY2019/20 Annual Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Referrals</td>
<td>450k Referrals</td>
</tr>
<tr>
<td>ACTUAL: 517k</td>
<td>115% exceeded goal</td>
</tr>
<tr>
<td>Lodging: 414k</td>
<td>Things to do: 87k</td>
</tr>
<tr>
<td>Dining: 16k</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting KPIs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Sessions</td>
<td>2.2M Sessions</td>
</tr>
<tr>
<td>ACTUAL: 2,658,095</td>
<td>121% hit goal</td>
</tr>
<tr>
<td>Organic Sessions</td>
<td>1.4M Sessions</td>
</tr>
<tr>
<td>ACTUAL: 1,318,504</td>
<td>94% to goal</td>
</tr>
</tbody>
</table>

| International Market Sessions (UK, Australia, China, Germany, Scandinavia) | 225k Sessions |
| ACTUAL: 323,496 | 144% hit goal |

<table>
<thead>
<tr>
<th>Tracked Metrics</th>
<th>This year</th>
<th>Combined total</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW - Book Direct Referrals</td>
<td>June 2020: 75,091</td>
<td>Total: 84,613</td>
</tr>
<tr>
<td>NEW - Newsletter Sign Ups</td>
<td>New Subscribers YTD 28,499</td>
<td>Total Subscribers 61,682</td>
</tr>
</tbody>
</table>
### Overall Growth: Sessions 2019 / 2020

<table>
<thead>
<tr>
<th>Sessions June 2020</th>
<th>Total Fiscal Year Sessions</th>
<th>Fiscal Year Goal</th>
<th>% of Goal Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>344,894</td>
<td>2,658,095</td>
<td>2,200,000</td>
<td>121%</td>
</tr>
</tbody>
</table>


- **June**: All digital paid advertising paused.
- **June**: Select digital paid advertising restarted.
International Market Growth 2019/2020

<table>
<thead>
<tr>
<th>International Market June 2020</th>
<th>Total Fiscal Year International Market</th>
<th>Fiscal Year Goal</th>
<th>% of Goal Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,507</td>
<td>323,496</td>
<td>225k</td>
<td>144%</td>
</tr>
</tbody>
</table>

12/1 New international paid advertising starts

3/16 All digital international paid advertising paused
# Site Channel Performance for 2019/2020

<table>
<thead>
<tr>
<th>Default Session</th>
<th>2019/2020 Sessions</th>
<th>2018/2019 Sessions</th>
<th>Variance</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Search</td>
<td>1,318,504</td>
<td>1,314,330</td>
<td>.32%</td>
<td>48.02%</td>
<td>2.51</td>
</tr>
<tr>
<td>Paid Search</td>
<td>388,962</td>
<td>334,613</td>
<td>16%</td>
<td>39.06%</td>
<td>3.45</td>
</tr>
<tr>
<td>Direct</td>
<td>330,822</td>
<td>217,580</td>
<td>52%</td>
<td>51.74%</td>
<td>2.3</td>
</tr>
<tr>
<td>Display</td>
<td>392,508</td>
<td>34,591</td>
<td>1,035%</td>
<td>88.30%</td>
<td>1.18</td>
</tr>
<tr>
<td>Paid Social</td>
<td>91,253</td>
<td>64,326</td>
<td>42%</td>
<td>61.69%</td>
<td>1.75</td>
</tr>
<tr>
<td>Social</td>
<td>66,089</td>
<td>26,424</td>
<td>150%</td>
<td>22.07%</td>
<td>1.43</td>
</tr>
<tr>
<td>Referral</td>
<td>64,476</td>
<td>45,398</td>
<td>42%</td>
<td>45.83%</td>
<td>2.34</td>
</tr>
<tr>
<td>Email</td>
<td>2,744</td>
<td>2,377</td>
<td>15%</td>
<td>52.55%</td>
<td>2.53</td>
</tr>
<tr>
<td>Total</td>
<td>2,658,095</td>
<td>2,051,980</td>
<td>30%</td>
<td>52.91%</td>
<td>2.37</td>
</tr>
</tbody>
</table>
Paid Search Budget 2019/2020 $100K

*NOTE: $1,003.97 has rolled over from FY 2018/19 Media Funds*
Paid Media Budget FY 2019/2020: $375,000

![Paid Media Budget Chart]

- **July**: Budget FY 19-20: 10,000; Spent: 5,000
- **August**: Budget FY 19-20: 23,000; Spent: 15,000
- **September**: Budget FY 19-20: 27,000; Spent: 20,000
- **October**: Budget FY 19-20: 24,000; Spent: 17,000
- **November**: Budget FY 19-20: 21,000; Spent: 14,000
- **December**: Budget FY 19-20: 25,000; Spent: 18,000
- **January**: Budget FY 19-20: 20,000; Spent: 12,000
- **February**: Budget FY 19-20: 28,000; Spent: 20,000
- **March**: Budget FY 19-20: 50,000; Spent: 40,000
Display Ads Performance in US: 2019/2020

• We began running domestic display in August 2019, starting with a brand awareness campaign and then refined the targeting of campaigns to be more focused on an intent to travel. **We paused display ads in March 2020 due to COVID-19.**

• In June we launched a brand awareness recovery campaign announcing that Mariposa County was open for travel.

• For the year, domestic display website visits are 128,281, up 278% YoY.

• 38.5M impressions in the United States
Display Campaign in United Kingdom: 2019/2020

• Ads ran from December 2019 to March 2020 and were ultimately paused due to COVID-19 impacting international travel.

• The campaign was successful and drove 147,239 UK website visits 21M impressions in the United Kingdom.

• This success supports running future ads in the UK after the effects of COVID-19 dissipate, we will layer in ads focused on driving conversions.
Paid Social Media Ads Performance 2019/2020

• Paid social has been a huge success for YMCTB in Fiscal Year 2019/2020.
• We kicked off the fiscal year with social campaigns to promote fall visitation, starting them in August 2019. We successfully ran winter and holiday themed campaigns, and launched spring campaigns in March, then we paused due to COVID-19.
• In June, we launched our paid social recovery campaigns, focused on driving visitation to Mariposa County.
• In FY 2019/2020, campaigns drove over 16M impressions
• Paid social ads drove 91,253 website sessions, up 42% YoY
2019/2020 Co-op Advertising

We saw significant participation in co-operative advertising in the fall and winter in 2019 / 2020.

Media Outlets:
• Bon Appetit Magazine
• Conde Nast Traveller
• Architectural Digest
• Orange Coast Magazine
• Pasadena Magazine

Partners:
• Yosemite Hospitality
• Tenaya Lodge at Yosemite
• Yosemite Resorts
• The Redwoods in Yosemite

Co-operative advertising resulted in more than $20,000 in funding for additional print advertising.
Bay Area News Group – BANG

With the issuance of stay-at-home orders in March, no new print ads were placed. In addition, any planned advertising – such as the BANG insert were postponed.

The insert was finally run on August 9 with completely new design and content focused on late summer / fall travel.
Spring Creative – Produced but not Used

Radio spots were ready but had to be postponed. New spots to be produced.

Banner ads for climbing magazine websites did not run. New creative developed for fall.

Expedia landing page postponed then canceled due to budget cuts.
Recovery Creative

Your basecamp for bountiful beauty.

STAY IN AMAZING MARIPOSA COUNTY ➔

Admire the glory of these granite giants.

FIND LODGING ➔

Come wander in wild wonder.

GET AWAY TO MARIPOSA COUNTY ➔

You know what they say about distance.

WELCOME BACK ➔

This basecamp is forever yours, California.

SEE WHERE ADVENTURE LIVES ➔

Forever Yours

Forever Yours

Forever Yours

Forever Yours

Forever Yours

Forever Yours
Recovery Creative Paid Social
The addition of BookDirect, a built-in booking engine for Mariposa County’s hotels, B & B’s and vacation rentals was a massive undertaking that will help drive bookings to all of the region’s properties. **The engine saw 110,000 searches in June and 115,000 in July.**

In FY 2019-20, 39 blogs, itineraries and articles we’re created and published to Yosemite.com by the content creation staff. **More than any other year in the history of Yosemite.com.**

**Special Offers** are now featured on a dedicated page on Yosemite.com to highlight businesses and lodging establishments that are offering them.

A list of **100 Things to do in Mariposa County** has been created to drive people to out of the park businesses and activities and promote out of the park fun.
100 Things to Do in Mariposa County

Working with members of the community, YMCTB staff developed a list of 100 Things to Do in the county that were not Yosemite based. We have recently approached 4-H staff to collaborate on a “For Kids by Kids” Things to Do call for entries. Selected entries will be included on Yosemite.com and other social media.

The list is available on Yosemite.com and will continually be updated. A printed version may be available in the next year.

The purpose of the list is to encourage travelers to return to our region for more than just Yosemite. Grouped by location, the list includes activities for all ages and activity levels. It is not intended to be a “business listing” per se, but business names for activities are included and are linked to more information on Yosemite.com.
YMCTB staff met a long-term goal adding special discount offers from local lodging and businesses to Yosemite.com. Since the launch, the effort has garnered 17,722 page views. There are currently 22 special offers running on Yosemite.com. The program is an ongoing engagement effort to attract stay-over and longer, length-of-stay business for Mariposa County tourism-related businesses, outside of the park.
Social Media – YosemiteNation Facebook

Boosted post driving nearly 6,000 links clicks in a day.

Park reopens

Start of shutdown
Social Media - Facebook Examples

Yosemite Nation
Published by Hootsuite 10 February
Our Instagram photo of the week is from @bayphotography on Instagram. To be considered for our photo of the week, tag us on Instagram with the hashtag #YosemiteNation.

Yosemite National Park re-opens today.
This is the first phase of re-opening, and there are a limited number of day-use passes available and they must be purchased prior to arrival.
http://ow.ly/UV0450A4eJJ
Facilities inside the park are limited. The best place to get more information is on the park’s website, below.
#YosemiteNation Visit California

33,106 People reached
5,390 Engagements

Yosemite National Park re-opens today.
This is the first phase of re-opening, and there are a limited number of day-use passes available and they must be purchased prior to arrival.
http://ow.ly/UV0450A4eJJ
Facilities inside the park are limited. The best place to get more information is on the park’s website, below.
#YosemiteNation Visit California

95,440 People reached
12,364 Engagements

Social Media - Facebook Local

- **Total Fans**: 1.7K fans
- **Fans by Date**: 1600
- **Lost Fans**: 41 unlikes
- **Total Content Clicks**: 5.7K clicks
- **Content Clicks by Date**: 1750
- **Total Engagement**: 4.1K engagements
- **Engagement by Type**: 3.4K Reactions, 482 Shares, 313 Comments

200 new followers day park opened due to organic shares from locals

Park reopens
Today is #TakeoutTuesday! Looking for a nice dinner out? 1850 Restaurant + Brewing Company has both take-out and outdoor dining options. Have a great sandwich, burger or a craft brewed pint, and keep on supporting those local businesses!

Do you know of a restaurant that could use a shout-out on our page? Let us know so we can help folks support our local economy while they enjoy a tasty meal, refreshing drink, or even a delicious dessert!

#YosemiteNation

[Link to the post](http://ow.ly/UOCb50ADuVN)

---

**Yosemite Mariposa County Tourism Bureau**

**Published by Hootsuite** (9) - 21 July

A few months ago Scott Henderson from Men’s Health Australia visited Mariposa County to experience all that we have to offer. Scott mentions local businesses like AutoCamp, Zephyr Whitewater Rafting, Skydive Yosemite and Yosemite Blue Butterfly Inn in his outstanding article below.

Be sure to give it a read to see what Men’s Health Australia is saying about our community.

**Yosemite Nation**

**Published by Tony McDonald** (13 August 2019)

Let your inner adventurer run free and get in touch with the world around you in #YosemiteNation, which Men’s Health Australia calls the “Men’s Health-Iest Holiday Destination On Earth”.

[Link to the article](https://bit.ly/2Yyqps1)

---

**Yosemite Mariposa County Tourism Bureau**

**Published by Tony McDonald** (13 August 2019)

When was the last time you visited our AWARD WINNING website, Yosemite.com? Head on over to check out the award-winning design that our friends at Noble Studios put together that earned Yosemite.com the award for Best Website Design at the 2019 Hermes Creative Awards.

[Link to the website](https://www.yosemite.com)

---

**130 People reached**

**14 Engagements**

---

**Yosemite Mariposa County Tourism Bureau**

**Published by Hootsuite** (9) - 21 July

When was the last time you visited our AWARD WINNING website, Yosemite.com? Head on over to check out the award-winning design that our friends at Noble Studios put together that earned Yosemite.com the award for Best Website Design at the 2019 Hermes Creative Awards.

[Link to the website](https://www.yosemite.com)

---

**315 People reached**

**60 Engagements**
Social Media - Instagram

- Added new reporting mechanism for Instagram to gauge followers and engagement.
Social Media - Instagram Examples
Social Media - Pinterest

Yosemite Nation
18.1k monthly viewers

yosemite.com - Dedicated to helping you get the information you need for a memorable journey to Yosemite, and Mariposa County. Also find us on Instagram @YosemiteNation
2k followers - 457 following

Highlights Boards Pins

<table>
<thead>
<tr>
<th>Performance over time</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>1.66m</td>
<td>↑ 4.693%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Audience</td>
<td>1.17m</td>
<td>↑ 5.517%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engagements</td>
<td>103.67k</td>
<td>↑ 8.453%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engaged Audience</td>
<td>62.61k</td>
<td>↑ 7.154%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All "bumps" on graph are caused by boosted (sponsored) posts
Social Media - Pinterest Examples

- The History of Mariposa County
- Mariposa Gold: Our History in Yosemite Mariposa County
- Fishing at Lake McClure and Lake McSwain
Follower loss looks worse than it is, represents a loss of 754 followers, or 1.6%.
Social Media - Twitter

Yosemite Nation
@yosemitenation

Good morning from Mariposa County! ☀️
We're glad to see more snow 🥶 added to the Sierra snowpack to help keep those rivers, waterfalls and reservoirs full.

#YosemiteNation

9:29 AM · Mar 17, 2020 · Hootsuite Inc.
11 Retweets and comments 32 Likes

Yosemite Nation
@yosemitenation

A drive through Mariposa County right now means green rolling hills, colorful wildflowers and lots and lots of animals out enjoying the great weather.

#YosemiteNation @VisitCA

2:02 PM · May 13, 2020 · TweetDeck
9 Retweets 30 Likes
20/21 Social Media – Strategy

Varies by platform:

• YosemiteNation Facebook: The YosemiteNation Facebook page is viewed as the flagship of our owned channels social media efforts. Its 98,000 followers makes its reach incredibly powerful. For a comparison, our Facebook page has twice as many followers as our competitive counties of Tuolumne or Madera County’s Facebook pages. Our page is a juggernaut when it comes to marketing the region.

• Local Facebook Page: Our local page has a vastly different strategy as compared to our YosemiteNation page. Our goal is to keep the Mariposa County public aware of YMCTB work and efforts in marketing the region, for the community. Not just lodging and tourism business, but keep the community informed of updates and our efforts to support the county entirely.

• Instagram: In the last year, through our targeted posting efforts, this page has seen the biggest growth. Currently at 36,000 followers and up by nearly 10,000 followers or 27%, Instagram is becoming its own bit of a juggernaut thanks in part to the large amounts of user generated content that comes out of this region.

• Twitter: We maintain activity on the platform by sharing partner deals here as well as inspiring content and articles created from our website. This platform is also a great place to engage with people and our partners, like VisitCA.

• Pinterest: This channel has been a renewed effort for the tourism bureau and we’re learning its intricacies. This platform operates differently from most others in the fact that it’s not a timeline, so all content posted to it needs to have an evergreen focus instead of an in the moment focus. We look to inspire dreaming about the destination year-round with our posts.
As the most recent addition to Yosemite.com, the Book>Direct allows visitors to search all lodging partners in Mariposa County. For those properties connected to the booking engine’s system, visitors can also see availability of rooms in real time.
Book>Direct Lodging Referral Tracking

<table>
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6/9/20 Digital paid advertising restarted
A focus for our team has been on building a new presence on YouTube, which means a huge time investment in producing videos in house.

YouTube is the world’s second-largest search engine (behind Google) making it’s reach potentially invaluable.

To begin the process, we’ve produced 17 new videos and spent more than 100 hours filming and editing footage that promotes the county.

Additionally, our staff has put a lot of effort into restructuring and reorganizing the content on our YouTube channel. We’ve scoured the site to find all of the best videos to add to our page that represent Yosemite and Mariposa County.
Recognizing the importance of video content in all aspects of digital marketing and the need to “show, not just tell” what Mariposa County has to offer, the bureau has put a greater emphasis on creating video content.

A new type of video called “Mariposa Moments” was established in March. These are very short videos with no narration that are intended to give a sense of what being in Mariposa County looks like. Wildflowers, hiking paths, historic buildings, etc. are just a few of the subjects that are covered in Mariposa Moments.

The videos are produced in-house by the Staff and usually run about a minute. They are used on social media and the website as little moments of zen.
Video: Mariposa Gold

In the last quarter of 2019/2020 during the shut-down, bureau staff worked to create new projects that would allow for appropriate social distancing while moving the video projects to a new level.

A new series called “Mariposa Gold” premiered in early May. Filmed in collaboration with the Mariposa Museum and History Center, the series focuses on interesting artifacts that tell stories about our area’s history and culture. They are intended to be “evergreen” in that they can be used far into the future.

These 2-minutes-or-less short videos provide content that can be shared on our website, YouTube, social media posts, and emails.
Video: Modern Day Pioneers

As the fiscal year ended, the bureau began a new video project highlighting the stories of the unique people that make Mariposa County special. These “Modern Day Pioneers” are selected for their interesting backgrounds, the way their businesses impact the community, and their love of Mariposa County.

The first of these 2- to 3-minute videos has been completed – the story of Keith and Stephanie Erikson, owners of the River Rock Inn and The Alley.

Upcoming videos will cover Skydive Yosemite and the Yosemite Bug Rustic Mountain Resort.
Email Marketing

We have rebranded our email communications with new mastheads.

For our Constituent emails:

For our Consumer emails:
In 2019/2020 we refocused our efforts on utilizing emails for marketing and communications. Both the Briceburg fire and COVID-19 quadrupled the number of crisis-related emails sent this year.

Increasing our consumer email open rates through new tactics and list management is a key strategy for 2020/2021.
2019-20 Public Relations and Earned Media Campaign

Earned Results of January 2020 – June 2020 PR Campaign

62 706K $53.8K

Pieces of Coverage Online Readership AVE
Want to see Yosemite’s famous firefall? Plan to visit in the next few weeks

“My first holiday after coronavirus? To the greatest place in America”

“I've Seen 100+ of Those Virtual Tours—And These Are My 11 Favorite”

“The Most Unique Places to Stay in an Airstream Around the World”

“Yosemite, California: Family Travel Guide”
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<td>7 Of The Most Instagrammable Luxury Hotels in California</td>
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<td>Santa Barbara Independent</td>
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<td>ACTIVITIES TO MAKE YOU FEEL ALIVE IN 2020</td>
<td>whateveryoudose.com</td>
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<td>The 49 things you have to see in California before you die</td>
<td>SFGate.com</td>
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<td>How to see Yosemite’s Famous Firefall</td>
<td>thepointsguy.com</td>
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<td>1/24/20</td>
<td>The Ultimate Northern California Road Trip with Wine, Walls and Wilderness — Go luxurious magazine</td>
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<td>1/27/20</td>
<td>GUIDE TO YOSEMITE’S FIREFALL – A NATURAL PHENOMENON</td>
<td>lovethemountains.co.uk</td>
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<td>How to View the Yosemite ‘Firefall’ This Year</td>
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<td>The best multi-generational holidays for 2020</td>
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<td>Mariposa, Yosemite, and Sequoia a Spotlight on Great Things to See and Do</td>
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<td>The fields are alive: How to view a wildflower bloom without destroying it</td>
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<td>Asian Voices. Hiking Yosemite National Park</td>
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<td>Food &amp; Travel in the American West</td>
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<td>How to travel the world from the comfort of your couch</td>
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<td>Relax and Dream of a World of Adventure</td>
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<td>Harrogate Advertiser</td>
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<td>My first holiday after coronavirus - the greatest place in america</td>
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<td>Time Travel</td>
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<td>How to support Yosemite National Park from a distance during the coronavirus</td>
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<td>5 Classic California Road Trips</td>
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<td>99 beautiful things we love about America</td>
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<td>Follow in the footsteps of John Muir</td>
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<td>National parks begin to reopen to eager crowds: Here’s everything you need to know</td>
<td>thepointsguy.com</td>
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<td>5/17/20</td>
<td>The 12 Best Road Trips in the US To Take This Summer</td>
<td>Popugar.com &amp; MSN.com</td>
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<td>5/30/20</td>
<td>The 5 Best Places To Visit In The U.S., After The Pandemic</td>
<td>yourtango.com</td>
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<td>16 Gardens That Are Blossoming Around the World</td>
<td>jetsettersblog.com</td>
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<td>6/1/20</td>
<td>New Lease Of Life For Drive-ins?</td>
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<td>Top Luxury Travel Itineraries in the US National Parks</td>
<td>Departures</td>
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<td>The 14 Cutest Cabins for a Secluded Summer Getaway</td>
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<td>7/19/20</td>
<td>ROAD-TRIP DESTINATIONS IN CALIFORNIA WHILE SOCIAL DISTANCING</td>
<td>CaliforniaLifeHD.com</td>
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Since April 2020, the YMCTB staff has pushed to create a robust marketing plan for 2020/2021 that provides background information, annual goals, ongoing strategies and measurements for all aspects of the bureau’s work.

The plan provides a roadmap for the year and years ahead and is a living document that will be updated given a number of external factors, including financial and COVID-19 changes. It also becomes a repository of historical data as the bureau’s work is renewed each year and YOY data becomes available.
We have budgeted carefully this year to maintain the minimum that can be accomplished with the funding anticipated. With defunding from the County, we have already begun making cuts, including:

• Public Relations Agency 360viewPR has been eliminated, impacting:
  • Domestic earned media will be curtailed
  • Pitching locations for the Film Commission will end
• Augustine Agency has been cut, so that any traditional advertising placements will be managed in-house.
• All upcoming print media has been eliminated.
• The annual “Above the Fog” radio campaign will not take place.
• All direct mailing of travel planners has been cut.
• The Sponsorships / donations budget supporting local events and nonprofits will be cut by 70%.
• One international agency has been cut completely.
• All international co-op budgets have been eliminated.
Navigating Challenges in 2020/2021

• Stay focused on COVID-19 recovery while remaining adaptive and flexible. Focus on California.
• Drive visitation when safe and appropriate to do so, based on Public Health Officer and Yosemite National Park access.
• Focus on Mariposa County beyond Yosemite, building the Mariposa County brand via its history & culture if the budget allows.
• Be data and results driven in all paid Media Channels decisions.
• Focus on our owned Media Channels – eCRM, email, newsletters, social media.
• Salvage what we can of our earned Media Channels, which are diminished as we reduce budget and release retained partners: PR, editorial, paid social influencers, media FAM trips, international trade and travel trade.
• Focus on owned content – blogs, editorial/stories, video, photography – although very little high-quality photography of Mariposa County is available through normal means.
• Produce as much content (photography, blogs, video and stories) in-house despite the loss of retained partners.

BOTTOM LINE: The County’s Marketing Plan for the year is has been significantly disrupted. Recent proposed changes in funding have all but scuttled the already-reduced plan. Our team is further slashing strategy and tactical plans and contracted support to deal with these new projections and reality. (We’ve cut to the bone, and now cut into bone.) All of this will negatively impact the County’s lodging, retail, restaurant and business recovery timeline.
Thank You!

Yosemite
MARIPOSA COUNTY
TOURISM BUREAU