Yosemite Mariposa County
Tourism Bureau
Board of Directors
Presentation
January 21, 2021
Overview

- 2020/2021 Goals: Mid-Year Review
- Executive Director Update
- TOT & TBID Income
- KPIs: Performance Recap
- Book>Direct Results
- SEO
- Yosemite.com Strategy 2.0
- Content Calendar
- Email Marketing

- Traditional Print / Collateral
- Social Media
- Video Production
- Special Offers
- Travel Trade / Trade Shows
- Traditional Sales
- International Marketing
- Earned Media
- FAMs
2020/2021 Goals: Mid-Year Review

• The following is an update on our eleven 2020/2021 primary goals as listed in the YMCTB Business and Marketing Plan.
• The wording of the goals is based on the original Marketing Plan, not word-smithed for this presentation.
• Some goal details will be covered throughout the marketing update.
2020/2021 Goals: Mid-Year Review

1. Return to a “normal” fiscal situation. Our primary goal is to return revenue levels to lodging and businesses throughout Mariposa County. We can influence or build visitation volume. We will engage to ensure restrictions to visitation are lifted when it is safe to do so.
2020/2021 Goals: Mid-Year Review

2. Build our MARIPOSA COUNTY brand. We will continue to position Mariposa County independent of the Park and more self-reliance in terms of our recovery from park and regional impacts from fires, floods and rockfalls...and viruses. It takes a village. We cannot open, run or grow tourism related businesses. We have no control over retail stores and restaurants when they choose to close early rather than respond to visitor demand. We can work to educate businesses about consumer demand and how to better harvest tourism-related spending. We are building our special offers and more content that supports businesses and the unique people and culture that make Mariposa County who and what we are. “Things to Do in Mariposa County” and “Modern Day Pioneers” are two of the tactics we are developing.
3. Continue our focus on Yosemite.com as our most important marketing tool and storefront for tourism. Yosemite.com 2.0 provides specific details on the plan and goals.
4. Grow our Social Media and expand our owned channels. Again, this strategy is spelled out in the following plan and goals are outlined. This effort will include internal and external partners and significant time and effort. Social media continue to significantly expand, change, and reinvent itself.
5. Continue to build on the success of our “100 Things to Do in Mariposa County” list and “Special offers” from our business partners.
6. Increase our SEO rankings: Our goal will be to identify several important phrases that reflect our goal of capturing high-funnel queries and establish a tracking system that will allow us to see improvement in ranking over the course of the year.
7. Improve our SEM/PPC ROI: Our goal is to continue closing the gaps between strong brand and non-brand search terms providing a direct correlation using consultant and Noble expertise.
2020/2021 Goals: Mid-Year Review

8. Prioritize and Track Yosemite.com Maintenance: Since the amount of time we have from Noble to work on the website is retainer budget based, we will prioritize what is essential for Noble staff to take on and what can be accomplished in-house.
2020/2021 Goals: Mid-Year Review

9. **Align internal and Noble strategies for Digital Paid Media**: As our largest budget item, we will need to continue to strive for the best use of these dollars, tracking where the investment is spent and the return on investment. To that end, we want to make sure that our internal strategies are aligned with Noble’s across all channels.
10. Audit all International Marketing: We will review and revise all of the marketing assets, presentations, YMCTB mini planner, and other promotional items utilized by the international offices.
11. Integrate AirTable as YMCTB’s database tool: Integrate this online collaboration tool into as many areas as possible to increase the ease and efficiency of sharing information between YMCTB staff and outside collaborators.
Executive Director Update

• Grants and PPP applications completed and in-process.
• Marketing Committee Retreat will be postponed from February. We hope that April is possible?
• Community Meetings will also be postponed.
• Executive Director – community involvement: YGP - EDC - AAC/YARTS – GCVA – HSVA – VCRC.
• Visitor Center RFP assisted MCCOC.
• New Board of Director and Advisors on-boarding still required. Lisa, Jason and Gautam as well as new Supervisors Forsyth and Smallcombe. Resource binders were created – in-person meetings are difficult right now.
• 2021/2022 marketing and budget planning process.
# TOT & TBID Income

## TOT Collections

<table>
<thead>
<tr>
<th>Month</th>
<th>20/21 Amount</th>
<th>19/20 Amount</th>
<th>18/19 Amount</th>
<th>17/18 Amount</th>
<th>16/17 Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>$1,474,684</td>
<td>$2,857,229</td>
<td>$1,548,198</td>
<td>$1,995,936</td>
<td>$2,011,727</td>
</tr>
<tr>
<td>August</td>
<td>$1,591,830</td>
<td>$2,626,881</td>
<td>$650,470</td>
<td>$1,823,040</td>
<td>$1,827,371</td>
</tr>
<tr>
<td>September</td>
<td>$790,349</td>
<td>$2,483,579</td>
<td>$1,670,119</td>
<td>$1,641,612</td>
<td>$1,700,997</td>
</tr>
<tr>
<td>October</td>
<td>$1,327,953</td>
<td>$1,852,803</td>
<td>$1,278,720</td>
<td>$1,289,251</td>
<td>$1,224,684</td>
</tr>
<tr>
<td>November</td>
<td>$1,168,848</td>
<td>$1,094,881</td>
<td>$859,085</td>
<td>$789,598</td>
<td>$761,591</td>
</tr>
<tr>
<td>December</td>
<td>$1,081,371</td>
<td>$748,286</td>
<td>$752,876</td>
<td>$731,360</td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>$598,299</td>
<td>$454,886</td>
<td>$486,527</td>
<td>$406,545</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>$779,480</td>
<td>$394,508</td>
<td>$507,608</td>
<td>$476,816</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>$378,288</td>
<td>$671,734</td>
<td>$748,369</td>
<td>$735,920</td>
<td></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></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></td>
</tr>
<tr>
<td>June</td>
<td>$571,448</td>
<td>$2,844,899</td>
<td>$2,185,245</td>
<td>$2,052,049</td>
<td></td>
</tr>
</tbody>
</table>

**GR TOTAL** $6,351,643 $14,352,353 $14,824,432 $14,983,743 $14,882,728

\[ \Delta \text{Prior Year} \] $ (8,000,711) $(472,079) $(159,311) $101,015 $529,576

\[ \text{Year To Date} \] $(4,563,884)

## TBID Collections

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul</td>
<td>$32,892</td>
<td>$284,356</td>
<td>$210,888</td>
</tr>
<tr>
<td>Aug</td>
<td>$137,534</td>
<td>$226,277</td>
<td>$179,271</td>
</tr>
<tr>
<td>Sep</td>
<td>$123,733</td>
<td>$227,407</td>
<td>$59,998</td>
</tr>
<tr>
<td>Oct</td>
<td>$86,666</td>
<td>$227,841</td>
<td>$96,547</td>
</tr>
<tr>
<td>Nov</td>
<td>$116,805</td>
<td>$202,663</td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td>$148,902</td>
<td>$97,688</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>$94,089</td>
<td>$46,424</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>$53,395</td>
<td>$60,668</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>$62,297</td>
<td>$56,365</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>$37,165</td>
<td>$61,510</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>$5,937</td>
<td>$105,351</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>$3,422</td>
<td>$124,642</td>
<td></td>
</tr>
</tbody>
</table>

**Total** $380,825 $1,487,891 $1,302,017

**Total PY** $965,881

**Diff** $ (585,056)
# KPIs: Performance Recap

<table>
<thead>
<tr>
<th>PRIMARY KPI</th>
<th>July 1, 2020 – June 30, 2021 Month 6 of 12 = 50%</th>
<th>FY2020/21 Annual Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Referrals</td>
<td>ACTUAL: 242k</td>
<td>56% to goal Lodging: 224k Things to do: 33k Dining: 8k</td>
</tr>
<tr>
<td>Supporting KPIs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Sessions</td>
<td>ACTUAL: 1,476,226</td>
<td>61% to goal</td>
</tr>
<tr>
<td>Organic Sessions</td>
<td>ACTUAL: 725,806</td>
<td>52% to goal</td>
</tr>
<tr>
<td>International Market Sessions (UK, Australia, China, Germany, Scandinavia)</td>
<td>ACTUAL: 32,981</td>
<td>15% to goal</td>
</tr>
<tr>
<td>Tracked Metrics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book Direct Referrals</td>
<td>December: 16,024</td>
<td></td>
</tr>
<tr>
<td>Newsletter Sign Ups</td>
<td>New Subscribers FY YTD: 2,703</td>
<td></td>
</tr>
</tbody>
</table>
# Overall Growth: Sessions

<table>
<thead>
<tr>
<th>Sessions December 2020</th>
<th>Total Fiscal Year Sessions</th>
<th>Fiscal Year Goal</th>
<th>% of Goal Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>146,296</td>
<td>1,476,226</td>
<td>2,420,000</td>
<td>61%</td>
</tr>
</tbody>
</table>

![Graph showing overall growth in sessions for fiscal years 2019-2020 and 2020-2021, with a peak in June and a decline in December, followed by a recovery in May.]
### International Market Growth

<table>
<thead>
<tr>
<th>International Market December 2020</th>
<th>Total Fiscal Year International Market</th>
<th>Fiscal Year Goal</th>
<th>% of Goal Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,016</td>
<td>32,981</td>
<td>225K</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Graph:**
- **Y-axis:** Number of units
- **X-axis:** Months from June to June
- **Legend:**
  - **FY 2019-2020**
  - **FY 2020-2021**
## Site Channel Performance

<table>
<thead>
<tr>
<th>Default Session</th>
<th>December’20 Sessions</th>
<th>December’19 Sessions</th>
<th>Variance</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Search</td>
<td>67,651</td>
<td>96,896</td>
<td>-30%</td>
<td>46.62%</td>
<td>2.24</td>
</tr>
<tr>
<td>Paid Social</td>
<td>30,557</td>
<td>107,46</td>
<td>184%</td>
<td>62.22%</td>
<td>1.82</td>
</tr>
<tr>
<td>Paid Search</td>
<td>16,616</td>
<td>27,583</td>
<td>-40%</td>
<td>41.65%</td>
<td>2.76</td>
</tr>
<tr>
<td>Direct</td>
<td>14,037</td>
<td>18,312</td>
<td>-23%</td>
<td>53.99%</td>
<td>2.06</td>
</tr>
<tr>
<td>Social</td>
<td>6,490</td>
<td>1,335</td>
<td>386%</td>
<td>55.96%</td>
<td>1.49</td>
</tr>
<tr>
<td>Email</td>
<td>4,496</td>
<td>66</td>
<td>6,712%</td>
<td>44.62%</td>
<td>2.28</td>
</tr>
<tr>
<td>Display</td>
<td>4,623</td>
<td>13,185</td>
<td>-65%</td>
<td>83.32%</td>
<td>1.31</td>
</tr>
<tr>
<td>Referral</td>
<td>1,705</td>
<td>2,930</td>
<td>-42%</td>
<td>42.52%</td>
<td>2.24</td>
</tr>
<tr>
<td>(Other)</td>
<td>120</td>
<td>52</td>
<td>131%</td>
<td>51.67%</td>
<td>1.91</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>146,296</strong></td>
<td><strong>171,116</strong></td>
<td><strong>-15%</strong></td>
<td><strong>51.49%</strong></td>
<td><strong>2.13</strong></td>
</tr>
</tbody>
</table>
Paid Search Budget $123,000
Paid Media Budget $264,000
Display Ads Performance in California

- Ads generated 988,232 impressions.
- 316 total partner referrals with an overall $19.34 cost per conversion.
- Winter remarketing ads drove the most lodging conversions, with an average cost per conversion of $18.60.
- Winter Creative had 56 lodging conversions and the /winter landing page had a 61% bounce rate. The Ahwahnee retargeting ads performed better than the Tenaya retargeting ads. Top performing creative is featured to the right.
- Special Offers is performing with 22 lodging conversions and the /special-offers/ landing page has a bounce rate of 67%.
Paid Social Media Ads Performance

- Ads generated 1,497,263 impressions.
- Paid social sessions increased 184% YoY.
- In December, Shutterbugs audience was most engaged, with an overall 8% CTR – Our top ad had a 9% CTR and is to the right. The iconic picture and approachable caption combo resonates with our audience!
- /special-offers/ page had a bounce rate of 48% from paid social
- /holiday/ page had a 68% bounce rate
- /winter page had an 81% bounce rate from paid social traffic
Book Direct
COVID-19 performance impacts US and Canada
Book Direct Engagement started strong in June and quickly declined in the last quarter due to repeated lodging shutdowns.
Search Engine Optimization

- Our goals in our marketing plan for SEO call to align with Noble Studios to converge our internal content calendar with Noble’s recommendations based on what people are searching for.
- The articles to the left are examples of either new content we’ve created or content we’ve updated recommended by Noble based on the search trends.
- To satisfy the balance of content that promotes Mariposa County and content that satisfies search, we’ve worked to include broader search terms like “California Hiking” or “California Camping” to cast a wider net and pull in readers that may not be searching for Yosemite specific terms.
Restructuring our blog navigation will eliminate the current structure which is just a long scroll of every blog. (Pictured)

- We’re working to restructure how blog content is found on the site. Currently there is no way to view all of the content that supports specific topics on the site. We’re working to recategorize every blog on the site into new redefined categories broken down by activity, location, season, type of traveler, type of lodging, etc.
- Following reorganization, we’ll build a new hub page that will allow the user to seamlessly navigate our ever-growing catalog of content.
- We also have ongoing projects to restructure how “above the fold” images and videos display on the site.
- We’re also working with Noble on a new section on the site to display our ever-growing catalog of videos to earn more views.
At the midpoint of the fiscal year, we’ve already hit our goal of 40 new blog posts that promote Mariposa County. None of our new blogs only focus on Yosemite.

Five of our new blogs are itineraries that are meant to move people about Yosemite National Park and greater Mariposa County to experience all that our region has to offer.

40 new blogs written this fiscal year exceeds our new content creation numbers for any previous fiscal year in Yosemite.com’s history. There’s still six months left in the fiscal year.

To make sure that our new content is relative and impactful, we’ve changed our content calendar brainstorming sessions from quarterly to monthly.
Email Marketing

We are well on pace to meet our annual eCRM goals. We have sent a total of 14 regular emails in the first half of the fiscal year – four to constituents (goal of 8) and ten to consumers (goal of 14). In addition, we have sent out two marketing updates and two Travel Trade newsletters.

We also delivered 23 “crisis communications” emails (PY was 24).

We have recently revised our newsletter sign-up process and our email preference center as a beginning step to have more effective messaging to our subscribers. As we have discontinued mailing out travel planners, we now engage with any leads – from Visit California or National Park Trips – by sending emails and encouraging digital downloads and newsletter signups. Our re-engagement of email non-responders is also taking shape.
Staff continue to look for new ways to enhance the professionalism of our work as an “in-house” marketing agency.

We recently added to our toolbox by adopting BEE Pro, an inexpensive online design tool for creating emails. We still utilize Mailchimp as our CRM for email marketing but are able to enhance our email design significantly with greater ease and flexibility.
While we limited our print budget significantly this year, we did take the opportunity to continue to be included in the California Visitor Guide.

We were included with our partners in the Gold Country section (in a prime position on the upper left).

A 1/3 page remnant was also offered to us in the High Sierra section. We used that discounted as space to promote Yosemite.com and the fact that we are outpacing our competitors in terms of page rank.
Collateral

We continued our tradition of assisting the Yosemite-Mariposa Bed and Breakfast Association by publishing their brochure.

Upcoming projects include:

- Mini-DVP
- DVP (Huge project)
- Town Maps
- 100 Things Tom Do in Mariposa County
Social Media – YosemiteNation Facebook

- Total Fans: 114K fans (10K from 104K)
- Lost Fans: 747 dislikes (221 from 526)
- Total Content Clicks: 461K clicks (154% from 181K)
- Content Clicks by Date

Graphs showing growth in fans, content clicks, and changes over time.
Social Media – YosemiteNation Facebook Examples
Social Media - Facebook Local

- **Total Fans**: 1.9K fans
  - 137 from 1.7K

- **Fans by Date**

- **Lost Fans**: 12 unlikes
  - 2 from 14

- **Total Content Clicks**: 5.4K clicks
  - 273% from 1.5K

- **Content Clicks by Date**
Social Media - Facebook Local Examples

Yosemite Mariposa County Tourism Bureau
Published by Hootsuite on November 6, 2020

Each year, an American tradition comes to life during the annual Erickson Ranch cattle drive. In this Mariposa Moment, watch the last leg of the fall drive, as the cattle head home for the winter.

#YosemiteNation

Yosemite Mariposa County Tourism Bureau
Published by Hootsuite on January 2 at 7:56 AM

Steve McCorkle and Alexandra North have traveled a road full of ups and downs, but their love of horses and each other has led them to a beautiful place that they share with others from around the world, BlackBerry Inn Yosemite. In this episode of Modern Day Pioneers, discover how they built their ‘happy place’ through years of dedication, hard work, and a desire to share Mariposa County in the spirit of the word ‘hospitality.’

#YosemiteNation... See More

19,899 People Reached
3,854 Engagements

18 Comments 205 Shares

3,206 People Reached
682 Engagements

15 Comments 18 Shares
Social Media - Instagram

40K followers
2.1K from 38K

119K engagements
59K from 60K

Followers by Date

Total Engagement

Engagement by Type

Photo
60K 119K

Engagement by Type
Social Media - Instagram Examples
Social Media - Pinterest

Yosemite Mariposa County

yosemite.com @yosemitenation Dedicated to helping you get the information you need for a memorable journey to Yosemite, and Mariposa County. Also find us on Instagram @YosemiteNation

1.8k followers 503 following

369.8k monthly views
Social Media - Pinterest Examples

*Good life in Yosemite Mariposa County*

A beautiful Yosemite sunset, a nice dinner, a warm evening fire, a cozy bed... then do it all again tomorrow! As always, #RecreateResponsibly. Photo by Instagram user @treadmackest

*Fall in Yosemite National Park*

Fall in Yosemite National Park is unlike any other season, with its yellows and golds reflected on quiet waters. Maybe even an early season storm to thrill the air. We know you could use a... More
Social Media - Twitter

Total Followers

47K followers

230 from 47K

Followers by Date

Engagement

1.1K engagements

625 from 513

Engagement > Type

Likes

554 907

Retweets

65 198

Replies

6 33
In case you missed it, Yosemite experience a beautiful phenomenon that @SFGate is calling “Snowliage“.

#YosemiteNation  @VisitCA

'Snowliage' happened in Yosemite. The photos are unreal.
Snow is beautiful. So is technicolor fall foliage. Last week, they occurred...
@sfgates.com

12:00 PM • Nov 18, 2020 • Hootsuite Inc.

El Capitan, snow and fall colors. What more could you want from a picture?
by: @bay.photography on Instagram
#YosemiteNation  @VisitCA

10:01 AM • Nov 19, 2020 • Hootsuite Inc.

View Tweet activity

10 Retweets  4 Quote Tweets  66 Likes

View Tweet activity

3 Retweets  1 Quote Tweet  20 Likes
Social Media – YouTube
We’ve produced 19 videos this year, an achievement we’re very proud of.

Productions consist of:
- 4 Modern Day Pioneers
- 8 Mariposa
- 7 Mariposa Moments

Several more videos are in various stages pre and post-production.

We set ourselves lofty production goals, but plan on easing back our production schedule due to time constraints and evolving team priorities as we head into spring and summer.
The Special Offers project has been a core part of our marketing since June of 2020. Below is the status of the project.

- Participation to date - 33 Partners (25 lodging, 6 retail and 2 attractions).
- Promoted in 13 E-newsletters and e-postcards to an average audience of 61,000 consumers.
- 30,200 click throughs to the individual Special Offers.
- Top 10 offers include not only the larger properties but 4 vacation rentals.
- 8 social media posts across all platforms with a paid social spend of $2400.
- In late November we promoted the Special Offers through digital display ads and sponsored social posts. Estimated cost $10,000.

<table>
<thead>
<tr>
<th>Top 10 Property/Business</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Ahwahnee Hotel</td>
<td>12150</td>
</tr>
<tr>
<td>The Redwoods In Yosemite</td>
<td>3239</td>
</tr>
<tr>
<td>Tenaya Lodge at Yosemite</td>
<td>3092</td>
</tr>
<tr>
<td>Yosemite Valley Lodge</td>
<td>2362</td>
</tr>
<tr>
<td>Yosemite Cul de Sac Rental</td>
<td>1451</td>
</tr>
<tr>
<td>Sweetwater Lodge</td>
<td>1408</td>
</tr>
<tr>
<td>Sierra Sunrise Vacation Rental</td>
<td>1092</td>
</tr>
<tr>
<td>AutoCamp Yosemite</td>
<td>817</td>
</tr>
<tr>
<td>Yosemite Bug Rustic Mountain Resort</td>
<td>766</td>
</tr>
<tr>
<td>Yosemite Grand Vacation Rentals</td>
<td>752</td>
</tr>
</tbody>
</table>
**Special Offers – Sample Creative**

**E-Newsletter**

**Special Offers for 2021 Lodging Going Fast!**

We’re saying Goodbye 2020.

This year has been an unprecedented one to say the least. We’re quite ready to say “so long” to 2020 and look ahead to better times. Maybe you are too.

So, Hello 2021.

As we all look to the future, we hope you’ll check out the great Yosemite Mariposa County lodging Special Offers for 2021 travel that are still available on Yosemite.com. The booking window for some of these offers ends soon, so you’ll want to check them out now.

Wishing you a very Happy New Year!

**Digital Display Ads**

**Special Offers**

on Yosemite Mariposa County getaways.

No park entrance reservations required.

**Black Friday Deals**

Visit Yosemite Mariposa County!

Plan your next deserved getaway.

**Going Fast! Special Lodging Offers in Mariposa County**

Forever Yours
Travel Trade Newsletter
Two newsletters to travel trade professionals have been sent out below are the results

Greetings from Yosemite Mariposa County
Date sent: 10-14-20
# of recipients: 364
# of opens: 107

Happy New Year! From Yosemite Mariposa County.
Date sent: 1-12-21
# of recipients: 425
# of opens: 120

Travel Trade Shows

• The virtual Go West Summit is scheduled for Mar 1st to the 5th, 2021.
• IPW is planning a live event in September in Las Vegas 9/18 through 9/22, 2021
In accordance with the Marketing Plan, we have recently started the process for updating the traditional sales efforts. A meeting was held to discuss the strategy and the needed assets. The goals are to include:

- Update Sales sheets for primary meeting facilities.
- Keep property Group Sales contacts updated for each property.
- Recreate the Meeting Planner website page on Yosemite.com and confirm that the navigation is working properly.
- Make sure the RFP request process is up to date.
Due to the TBID increase, Atlantic Link was reengaged after the long-term contract had been canceled. Senior Account Representative Penny Brand has been assigned to our account. Several key executives have been let go or furloughed due to COVID.

**Gate 7 – Australia and New Zealand**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completed this quarter</th>
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<tbody>
<tr>
<td>Agents Trained</td>
<td>24</td>
</tr>
<tr>
<td>Meetings &amp; Events</td>
<td>15</td>
</tr>
<tr>
<td># FAMs</td>
<td>0</td>
</tr>
<tr>
<td># FAM Participants</td>
<td>0</td>
</tr>
<tr>
<td>Highlights</td>
<td>• MTA Webinar</td>
</tr>
<tr>
<td></td>
<td>• Travel Managers Webinar</td>
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</table>

**Msi – Germany/Austria/Switzerland**

- Martin Walter issues weekly detailed updates on the status of the German market and impacts on travel related businesses.
- Travel Trade newsletter highlighting YMCTB in October
Atlantic Link – Scandinavia

• The Bureau re-contracted with Atlantic Link after receiving funding from the County.
• Tony, Julie and Jonathan will be attending a webinar for all Scandinavian travel professionals on Tuesday, January 26

Black Diamond – United Kingdom

UK & IRELAND MARKET OVERVIEW The UK was plunged into a second country-wide lockdown from 4th November. The 4-week lockdown saw a return to 'all but essential' travel, the closure of gyms, non-essential shops and entertainment venues, whilst restaurants and pubs were only able to offer take-away services. However, compared to earlier in the year and the rest of Europe, this was relatively light lockdown, with schools and universities staying open and retail services adapting where they could in order to stay open and keep the economy moving
22 Pet-Friendly Hotels In California

Explore the Golden State with your favorite furry friend and take full advantage of these welcoming properties.
# Examples of Earned Media

<table>
<thead>
<tr>
<th>DATE</th>
<th>Title</th>
<th>Source</th>
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<tbody>
<tr>
<td>10/8/20</td>
<td>5 unique places for glamping in California</td>
<td>Trivago Magazine</td>
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<tr>
<td>10/12/20</td>
<td>Accidentally Wes Anderson Travel Inspiration</td>
<td>gone travellng.co.uk</td>
</tr>
<tr>
<td>10/15/20</td>
<td>Most Haunted - Halloween Special</td>
<td>Irish Daily Star</td>
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<td>10/31/20</td>
<td>Great American Hikes for 2021</td>
<td>I Newspaper</td>
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<td>11/10/20</td>
<td>Royal Experiences Around the World</td>
<td>Luxurious Magazine</td>
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<td>Fly over Half Dome, Jump out of a Plane</td>
<td>Sensi Magazine</td>
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<td>11/17/20</td>
<td>The non-skiers guide to winter</td>
<td>Yorkshire Times Online</td>
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<tr>
<td>11/17/20</td>
<td>The non-skiers guide to winter</td>
<td>Lancashire Times</td>
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<td>11/27/20</td>
<td>Eco-friendly Travel Hotspots for 2021 Revealed</td>
<td>NI Travel News</td>
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<td>12/1/20</td>
<td>The 6 Best Ways to Have the US National Parks All to yourself</td>
<td>Lonely Planet</td>
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<td>22 Pet-Friendly Hotels In California</td>
<td>Visit California</td>
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<td>Eco-Friendly Travel Hotspots for 2021</td>
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<td>12/15/20</td>
<td>13 Beautiful Snow Escapes around the World</td>
<td>Arcadia</td>
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<td>1/4/21</td>
<td>What to see in America's national parks this winter</td>
<td>MSN</td>
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FAMs

Note: due to travel restrictions based on health as well as a ban on travel from many larger travel publications, we do not have any recent media or travel trade FAMS to promote, however we did receive coverage from Melissa McGibbon and Jenny Wilden’s visits from the summer. See those clippings below.
Thank You!