Yosemite Mariposa County
Tourism Bureau
Board of Directors
Presentation
2020/2021 Results
August 19, 2021
**Overview**

Executive Director Update

**TOT & TBID Income**

**KPIs:**
- Performance Recap
- Book>Direct Tracking
- KPIs for Overall Growth: Sessions
- International Market Growth
- Site Channel Performance
- Display Ads Performance in US
- Display Campaign in the U.K.
- Paid Social Media Ads Performance

Yosemite.com Strategy 2.0
Yosemite.com 3.0 Website Replacement

Yosemite.com Content Production

SEO

Special Offers

Social Media

Video Production

Traditional Print

Traditional Radio

Email Marketing

Collateral

Travel Trade / Trade Shows

International Marketing

Traditional Sales

Local Events and Sponsorships

Earned Media

2021/2022:
- Marketing Plan
- KPIs for 2021/2022
- Paid Search Budget
- Paid Media Budget

Special Offers

Social Media
Executive Director Update

Executive Director Notes:

Business demand overview - GAP Analysis calls recap.
  Late July through September occupancy reductions, cancelations and softness at properties outside of Yosemite
  Distance from the park is key factor in decreasing occupancy forecasts
  Labor shortages impacting ability to run at full occupancy
  Rates (ADR) are higher due to holding rates due to labor shortages and need to control occupancy
  Rates are also higher due to reduction in negotiated rates with international and domestic operators

Financial position – Positive. Unexpected Aramark payment of $193,536. Q4 TBID revenues were $536,115 to the original forecast of $375,000 or $161,115 higher than plan.

Moving international outbound effort from life-support to active engagement, despite setbacks from Washington on access to the US. Possible policy change announcement coming the week of August 23rd.
  We feel there is a need to be out in front of international travel decisions
  We need to keep international in-bound travelers thinking and dreaming about Yosemite Mariposa County
  We need to off-set negative media and consumer sentiment perceptions taking hold regarding US Covid safety due to the low vaccination rates and resurgence of Covid in key tourism destinations
Executive Director Update

County Contract -
  Funding expected to be $50K, not $250K requested. This level of funding was insufficient to meet expectations of the current agreement and was augmented by YMCTB. The FY 2021/2022 contract will be negotiated to ensure we can meet obligations.

Yosemite.com website -
  Due to the Aramark payment and higher than expected TBID, YMCTB staff are beginning work on a website replacement RFP. Start to finish, this project will take 18+ months to go-live with a new very mobile focused/friendly site. A separate reserve account will be created to move budgeted funds.

Groups and Weddings Market –
  Staff has been recreating and improving the meeting planning and wedding webpages on Yosemite.com. This market will begin to recover soon, and our efforts will ensure we are prepared to capture as much of these segments as possible. It is still somewhat unclear what the NPS will allow inside of Yosemite. We’ll increase leads through RFP’s and distribute these leads according to the consumers interests.

Long-term access restrictions for National Parks are being discussed in Congress and at many levels. We will work to be included in these conversations and represent lodging regarding any long-term plans for Yosemite.
Executive Director Update

Opportunities –
  Co-ops overall had a very large increase in interest over prior year.
  Co-op Survey was extremely helpful in providing current engagement, needs assessment and inclusion. Not only to increase co-op advertising, but increased banner and premium web placements.
  We received over 50 responses and YMCTB staff made dozens of personal follow-up calls to constituents

Business and community engagement - Mariposa and Coulterville –
  With the creation and distribution of the town maps, nearly every tourism business in Mariposa was visited in July/August.
  Printed items were delivered to Coulterville and visited businesses that were open

YMCTB communicated key Directory lodging and BookDirect lodging referral results to all constituent lodging stakeholders.
  Additionally, holding one-on-one marketing meetings with key stakeholders

Continuing to participate in the following organizations and Boards –
  YGP Board/Treasurer, EDC Board/Treasurer, YARTS AAC Board Member.
  Committee Member – HSVC, GCVA, CVTA, Visit California Rural Committee
# TOT & TBID Income

<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>
<th>15/16 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>
<td>$1,946,951</td>
</tr>
<tr>
<td>August</td>
<td>$1,591,830</td>
<td>$2,626,881</td>
<td>$650,470</td>
<td>$1,823,049</td>
<td>$1,827,371</td>
<td>$1,810,249</td>
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<tr>
<td>September</td>
<td>$790,349</td>
<td>$2,483,753</td>
<td>$1,670,119</td>
<td>$1,641,612</td>
<td>$1,700,907</td>
<td>$1,804,623</td>
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<tr>
<td>October</td>
<td>$1,327,953</td>
<td>$1,852,803</td>
<td>$1,276,720</td>
<td>$1,289,251</td>
<td>$1,224,884</td>
<td>$1,145,947</td>
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<tr>
<td>November</td>
<td>$1,166,846</td>
<td>$1,094,881</td>
<td>$859,085</td>
<td>$769,506</td>
<td>$761,591</td>
<td>$672,500</td>
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<tr>
<td>December</td>
<td>$266,374</td>
<td>$1,081,371</td>
<td>$748,280</td>
<td>$752,876</td>
<td>$731,390</td>
<td>$844,387</td>
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<tr>
<td>January</td>
<td>$211,545</td>
<td>$598,299</td>
<td>$454,868</td>
<td>$486,527</td>
<td>$406,545</td>
<td>$454,398</td>
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<tr>
<td>February</td>
<td>$761,434</td>
<td>$779,460</td>
<td>$394,608</td>
<td>$507,606</td>
<td>$476,818</td>
<td>$556,406</td>
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<tr>
<td>March</td>
<td>$1,325,065</td>
<td>$378,288</td>
<td>$671,734</td>
<td>$748,369</td>
<td>$735,920</td>
<td>$768,135</td>
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<tr>
<td>April</td>
<td>$1,851,356</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>
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<tr>
<td>May</td>
<td>$2,200,760</td>
<td>$17,108</td>
<td>$2,234,019</td>
<td>$1,709,524</td>
<td>$1,678,830</td>
<td>$1,537,000</td>
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<tr>
<td>June</td>
<td>$2,787,163</td>
<td>$571,448</td>
<td>$2,844,599</td>
<td>$2,165,245</td>
<td>$2,052,049</td>
<td>$1,964,970</td>
</tr>
<tr>
<td><strong>GR TOTAL</strong></td>
<td><strong>$15,765,339</strong></td>
<td><strong>$14,352,363</strong></td>
<td><strong>$14,824,432</strong></td>
<td><strong>$14,983,743</strong></td>
<td><strong>$14,882,728</strong></td>
<td><strong>$14,365,162</strong></td>
</tr>
</tbody>
</table>

\[ \Delta \text{Prior Year} $1,402,986 \]  
\[ (472,079) \]  
\[ (159,311) \]  
\[ $101,015 \]  
\[ $529,578 \]  

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**Revised 8/1/2021**

**TBID Income History**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Jul</td>
<td>$32,982</td>
<td>$28,435</td>
<td>$210,888</td>
<td>$200,131</td>
<td>$174,621</td>
<td>$165,693</td>
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<tr>
<td>Aug</td>
<td>$137,334</td>
<td>$226,277</td>
<td>$179,271</td>
<td>$211,504</td>
<td>$192,372</td>
<td>$197,902</td>
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<tr>
<td>Sep</td>
<td>$123,733</td>
<td>$227,407</td>
<td>$199,988</td>
<td>$185,258</td>
<td>$178,864</td>
<td>$187,190</td>
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<tr>
<td>Oct</td>
<td>$36,666</td>
<td>$227,841</td>
<td>$96,547</td>
<td>$138,879</td>
<td>$181,180</td>
<td>$173,887</td>
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<tr>
<td>Nov</td>
<td>$55,361</td>
<td>$136,803</td>
<td>$202,965</td>
<td>$141,347</td>
<td>$145,501</td>
<td>$125,966</td>
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<tr>
<td>Dec</td>
<td>$131,922</td>
<td>$149,020</td>
<td>$97,688</td>
<td>$129,455</td>
<td>$105,029</td>
<td>$164,267</td>
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<tr>
<td>Jan</td>
<td>$44,942</td>
<td>$54,089</td>
<td>$46,424</td>
<td>$79,151</td>
<td>$81,362</td>
<td>$101,375</td>
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</tr>
<tr>
<td>Feb</td>
<td>$28,312</td>
<td>$53,395</td>
<td>$60,668</td>
<td>$49,164</td>
<td>$43,071</td>
<td>$36,144</td>
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<tr>
<td>Mar</td>
<td>$9,118</td>
<td>$62,297</td>
<td>$56,365</td>
<td>$53,933</td>
<td>$49,021</td>
<td>$58,191</td>
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</tr>
<tr>
<td>Apr</td>
<td>$166,899</td>
<td>$37,165</td>
<td>$61,510</td>
<td>$62,241</td>
<td>$62,398</td>
<td>$55,191</td>
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<tr>
<td>May</td>
<td>$128,203</td>
<td>$35,957</td>
<td>$103,351</td>
<td>$96,000</td>
<td>$107,080</td>
<td>$122,022</td>
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<tr>
<td>Jun</td>
<td>$251,213</td>
<td>$32,422</td>
<td>$124,542</td>
<td>$156,291</td>
<td>$155,442</td>
<td>$124,499</td>
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</tr>
</tbody>
</table>

**Total Pay** $1,175,015 $1,185,891 $1,320,017 $1,191,104 $1,177,140 $1,122,991

**Diff** $211,976 $188,974 $189,367 $14,165 $4,146 $5,592
# KPI Results for 2020/2021

<table>
<thead>
<tr>
<th></th>
<th>July 1, 2020 – June 30, 2021</th>
<th>FY 2020/21 Annual Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIMARY KPI</strong></td>
<td>ACTUAL: 593,456</td>
<td>126% to goal</td>
</tr>
<tr>
<td>Partner Referrals - Lodging</td>
<td>Lodging: 493,288</td>
<td>139% to goal</td>
</tr>
<tr>
<td>Partner Referrals - Things to Do</td>
<td>Things to do: 78,648</td>
<td>72% to goal</td>
</tr>
<tr>
<td>Partner Referrals - Dining</td>
<td>Dining: 21,520</td>
<td>228% to goal</td>
</tr>
<tr>
<td><strong>Supporting KPIs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Sessions</td>
<td>ACTUAL: 3,274,359</td>
<td>135% to goal</td>
</tr>
<tr>
<td>Organic Sessions</td>
<td>ACTUAL: 1,511,893</td>
<td>108% to goal</td>
</tr>
<tr>
<td>International Market Sessions</td>
<td>ACTUAL: 143,124</td>
<td>64% to goal</td>
</tr>
<tr>
<td>(UK, Australia, Germany, Scandinavia)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tracked Metrics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book Direct Referrals</td>
<td>June: 74,956</td>
<td>YTD Total: 588,715</td>
</tr>
<tr>
<td>Newsletter Sign Ups</td>
<td>New Subscribers FY YTD: 8,539</td>
<td>Total Subscribers: 65,916</td>
</tr>
</tbody>
</table>
A breakdown of search, referral, and conversion data for the given timeframe.

Performance Summary

- Search:
  - 872,854
  - Search to Referral Ratio: 67.66%

- Referrals:
  - 90,597
  - Referral to Booking CVR: 3.14%
  - Est Avg Cost Per Referral: $0.02
  - Est Avg Referrals Per Booking: 31.87

- Bookings:
  - 18,529
  - Est Total Spend: $13,295
  - Est ROI: 11087%
  - Est Avg Booking Amount: $796.21
  - Avg. Daily Rate: $426.22

- Bookings Revenue:
  - $14,753,028.51

Gender

- Male: 69.69% (85.47%)
- Female: 30.31% (14.53%)

Age

- 18-24: 25.53%
- 25-34: 25.53%
- 35-44: 25.53%
- 45-54: 25.53%
- 55-64: 25.53%
- 65+: 25.53%

Top 10 Referral US Cities

- Los Angeles: 4.90%
- San Francisco: 3.91%
- San Jose: 3.22%
- Las Vegas: 2.51%
- San Diego: 2.06%
- Sacramento: 1.65%
- Orange: 0.92%
- Austin: 0.72%
- Fresno: 0.59%
- Santa Clara: 0.43%

Top 10 Referral Canadian Cities

- Toronto: 4.66%
- Montreal: 4.66%
- Vancouver: 4.66%
- Calgary: 4.66%
- Edmonton: 4.66%
- Ottawa: 4.66%
- Hamilton: 4.66%
- London: 4.66%
- Mississauga: 4.66%
- Brampton: 4.66%

Top 10 Referral US States

- California: 18%
- Texas: 9%
- Florida: 8%
- Oregon: 7%
- Arizona: 6%
- Nevada: 5%
- Massachusetts: 4%
- Illinois: 3%
- Washington: 3%
- Virginia: 2%

Top 10 Referral Canadian Provinces

- Ontario: 25.53%
- Quebec: 25.53%
- British Columbia: 25.53%
- Alberta: 25.53%
- Nova Scotia: 25.53%
- Saskatchewan: 25.53%
- Manitoba: 25.53%
- Newfoundland & Labrador: 25.53%
- Prince Edward Island: 25.53%
- Yukon: 25.53%

Top 10 Referral Countries

- France: 41.31%
- United States: 25.53%
- United Kingdom: 13.96%
- Canada: 10.12%
- Mexico: 5.47%
- Australia: 4.66%
- Germany: 3.47%
- Spain: 3.22%
- India: 1.65%
- Japan: 0.92%

- Search to Referral Ratio: 67.66%
- Search: 872,854
- Referrals: 90,597
- Referral to Booking Ratio: 3.14%
- Est Total Referrals: 90,597
- Est Total Bookings: 18,529
- Est Total Spend: $13,295
- Est Bookings Revenue: $14,753,028.51

- Avg. Advance Stay in Days: 8.37
- Avg. Length of Stay in Days: 4.03
- Avg. Daily Rate: $426.22

- Bookings:
  - 18,529
  - Est Total Spend: $13,295
  - Est ROI: 11087%

- Referrals:
  - 90,597
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  - 35-44: 25.53%
  - 45-54: 25.53%
  - 55-64: 25.53%
  - 65+: 25.53%

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  - San Jose: 3.22%
  - Las Vegas: 2.51%
  - San Diego: 2.06%
  - Sacramento: 1.65%
  - Orange: 0.92%
  - Austin: 0.72%
  - Fresno: 0.59%
  - Santa Clara: 0.43%

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  - Vancouver: 4.66%
  - Calgary: 4.66%
  - Edmonton: 4.66%
  - Ottawa: 4.66%
  - Hamilton: 4.66%
  - London: 4.66%
  - Mississauga: 4.66%
  - Brampton: 4.66%

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  - California: 18%
  - Texas: 9%
  - Florida: 8%
  - Oregon: 7%
  - Arizona: 6%
  - Nevada: 5%
  - Massachusetts: 4%
  - Illinois: 3%
  - Washington: 3%
  - Virginia: 2%

- Top 10 Referral Canadian Provinces:
  - Ontario: 25.53%
  - Quebec: 25.53%
  - British Columbia: 25.53%
  - Alberta: 25.53%
  - Nova Scotia: 25.53%
  - Saskatchewan: 25.53%
  - Manitoba: 25.53%
  - Newfoundland & Labrador: 25.53%
  - Prince Edward Island: 25.53%
  - Yukon: 25.53%

- Top 10 Referral Countries:
  - France: 41.31%
  - United States: 25.53%
  - United Kingdom: 13.96%
  - Canada: 10.12%
  - Mexico: 5.47%
  - Australia: 4.66%
  - Germany: 3.47%
  - Spain: 3.22%
  - India: 1.65%
  - Japan: 0.92%
Overall Growth: Sessions 2020/2021

Sessions

Total Fiscal Year Sessions: 3,274,359
Fiscal Year Goal: 2,420,000
% of Goal Reached: 135%
International Market Visitation 2020/2021

International Market Growth

- **Total Fiscal Year International Market**: 143,124
- **Fiscal Year Goal**: 225,000
- **% of Goal Reached**: 64%
# Site Channel Performance for 2020/2021

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Sessions</th>
<th>% Δ</th>
<th>Users</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Search</td>
<td>1,511,893</td>
<td>14.7%†</td>
<td>1,163,1...</td>
<td>45.64%</td>
<td>2.31</td>
</tr>
<tr>
<td>Paid Social</td>
<td>511,737</td>
<td>460.8%†</td>
<td>424,080</td>
<td>69.27%</td>
<td>1.72</td>
</tr>
<tr>
<td>Paid Search</td>
<td>479,404</td>
<td>23.3%†</td>
<td>365,797</td>
<td>37.06%</td>
<td>2.87</td>
</tr>
<tr>
<td>Direct</td>
<td>411,007</td>
<td>24.2%†</td>
<td>315,883</td>
<td>44.04%</td>
<td>2.09</td>
</tr>
<tr>
<td>Referral</td>
<td>115,657</td>
<td>79.4%†</td>
<td>90,330</td>
<td>18.58%</td>
<td>2.36</td>
</tr>
<tr>
<td>Display</td>
<td>112,020</td>
<td>-71.5% †</td>
<td>82,948</td>
<td>85.88%</td>
<td>1.32</td>
</tr>
<tr>
<td>Social</td>
<td>93,973</td>
<td>42.2%†</td>
<td>82,954</td>
<td>38.37%</td>
<td>1.59</td>
</tr>
<tr>
<td>Email</td>
<td>34,002</td>
<td>1,139.1%†</td>
<td>25,077</td>
<td>34.98%</td>
<td>2.42</td>
</tr>
</tbody>
</table>
Display Ads Performance in US: 2020/2021

- During the fiscal year, our display ads produced
  - 25,793,476 impressions and 12,179 clicks
  - An average click through rate of .05%

- In June, the top performing creative was for Autocamp to the right
Display Campaign in United Kingdom: 2020/2021

• The UK Brand Awareness campaign generated 27,461,528 impressions and 78,886 clicks.

• The results of our UK campaign were impacted greatly by the restrictions on international travel.

• Given the Delta Variant and other potential variants in the future, we are being cautious with our 2021 / 2022 KPIs.
For the fiscal year, our paid social media ads provided 38,395,326 impressions and reached 5,204,201. Our average CTR for the year was 3.73%

- Paid social sessions increased by 319% YoY

- One of our top performing ads at the end of the fiscal year is to the right and the overall the average CTR of 4% in June outperformed the industry benchmark of .90%. 
• In the 2020 - 21 fiscal year, we continued to improve our user experience cosmetically & technically.
• Cosmetic updates - Launched new sections to showcase video content, itineraries and Crowdriff integrated user generated content. Updating and overhauling our meeting planning experience.
• Technical improvements include increasing loading speed to reduce bounce rates, implementing an image compressor and a technical deep dive that will improve UX (user experience) and site speeds.
Yosemite.com 3.0 Website Replacement

• Seeing the impacts of migration to Mobile and Smartphone use, the aged Yosemite.com WordPress platform is at the end of its useful lifespan. We had hoped we could get a few more miles out of the site, however with Mobile website browsing reaching over 80% of traffic, waiting is not an option.

Next Steps -

• An RFP will be created over the coming 60 days/2 months
• A group of 4-6 web development companies will be identified to request proposals
• RFP’s returned 60 days/2 months
• RFP Interviews and presentations 60 days/2 months and selection on finalist (w/Marketing Committee)
• Work and scoping 4 months
• Web build 6 month
• Go-live date approximately December 2022

• $120K is budgeted in FY 21/22 to move to a reserve account. An additional $80K will be reserved in the following FY 22/23. Costs for a new site are expected to range from $180K to $225K
Goal to produce 40 articles in 2020-21. Exceeded goal by producing 64 articles which includes:

- 11 itineraries
- Only 1 Yosemite specific article

To ensure maximum effectiveness, we shifted our content meetings from quarterly to monthly.

In the past two years, YMCTB has written 104 new pieces of content. We will now adjust from creating new content to a combination of new and refreshing and optimizing existing content.
SEO Accomplishments - FY 20/21

- New ways of working:
  - Creation of the shared SEO tracking document increased fluidity and organization of page optimizations and implementation
- Search Engine Page Rankings
  - 30+ pieces of content optimized & implemented
  - 3% increase from beginning of FY to end of FY in page 1 ranked keywords
  - 15% increase from beginning of FY to end of FY in SERP universal presence
- Organic Traffic
  - 13% increase in organic traffic to site landing page for the fiscal year YoY
  - 8% improvements in bounce rate for site landing pages the fiscal year YoY
  - 5% increase in average session duration for site landing pages for the FY YoY
  - 17% increase in avg. time spent on page for all pages YoY (increase of 15 seconds)
2020-2021 Fiscal Year

Total Pageviews: 300,238
Total Referrals: 84,745
# of Partners: 48
Lodging: 34
Retail: 7
Attractions: 7
Social Media – YosemiteNation Facebook

**Total Fans**
- 121K fans
- 22K from 99K

**Fans by Date**
- n/a

**Lost Fans**
- 3.3K dislikes
- 903 from 2.4K

**Total Content Clicks**
- 1.8M clicks
- 385% from 376K

**Content Clicks by Date**
Total Engagement: 2.6M engagements

Engagement by Type:
- Reactions: 875% from 2.2M
- Shares: 953% from 266K
- Comments: 527% from 84K
Yosemite National Park is ever changing with the seasons.

In the spring there's the excitement of rushing waterfalls. But in autumn, you get beautiful yellows and golds reflected in quiet waters. If you're lucky you can feel the thrill in the air of an early storm, and the smell of the first rains after a dry summer.

This photo is from our Instagram account by @bay.photography.captures.

Take a look at the link below for a four-day Yosemite fall itinerary so you can soak ... See More
Social Media - Instagram

Total Followers:
- 51K followers
- 16K from 36K

Engagement by Type:
- Photo: 82.1% 644K engagements
- Video: 15.3% 8.2K engagements
- Carousel album: 81.2% from 361K engagements
Social Media - Instagram Examples

yosemite nation
Did you know: There are three segments to Yosemite Falls? Upper falls, Middle Cascades, and Lower falls. From most vantage points, you can only see 1-2 of the segments, but here you can see all 3! Photo by @joanneauger ... yosemite yosemitevalley #yosemite #yosemitepark #yosemitenationalpark @yosemite_nation @yosemiteparks @visitcalifornia #california #california_#loves @visitgoldcountry

View Insights

Liked by yaeckerphotography and 7,967 others
MAY 20
Add a comment... Post

yosemite nation
Are you feeling John Muir's famous words 'The mountains are calling and I must go'? Reserve your Yosemite temporary day use reservation at recreation.gov today!
Photo by @aoustofthecub... yosemite yosemitevalley #yosemite #yosemitenationalpark #yosemitepark @yosemite_nation @yosemiteparks @visitcalifornia #california #california_#loves @visitgoldcountry

View Insights

Liked by the_ghost.of.frog.and.peach and 6,524 others
JUNE 20
Add a comment... Post
Social Media - Pinterest

Impressions: 1.91m
Engagements: 38.83k
Total audience: 1.42m
Engaged audience: 32.84k

Performance over time

Yosemite Mariposa County

1.9k followers · 503 following
85k monthly views
Social Media - Pinterest Examples

Guide to Seeing a Yosemite Moonbow

Yosemite Moonbow Guide
March 2020

Have you ever seen a moonbow? Would you like to? Take a look at our guide to Yosemite Moonbows, and have a blast in the majesty of Yosemite National Park.

NEOWISE over Yosemite
May 2020

Stargazing in Yosemite Mariposa County fills the heart with stars and connects you to the heavens. Discover a night sky filled with wonder.

Article from yosemite.com

More information...
Social Media - Twitter

**Total Followers**
- 46K followers
- 910 from 47K

**Engagement**
- 5.1K engagements
- 189% from 1.8K

**Followers by Date**

**Engagement > Type**
- Likes: 191% increase to 3.9K
- Retweets: 191% increase to 1K
- Replies: 145% increase to 174
Social Media – Twitter Examples

In case you missed it, Yosemite experience a beautiful phenomenon that @SFGate is calling “Snowllage”.

#YosemiteNation @VisitCA

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

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

Even from high above and a mile away, Yosemite Falls still makes an impression!

by Instagram user @mcastaneda

(ow.ly/gPVLE3nnj) (how to visit Yosemite this summer)

#YosemiteNation @VisitCA

10:00 AM - Jun 5, 2021 - Hootsuite Inc.
Social Media – YouTube
Social Media – YouTube Examples
Social Media - Facebook Local Examples

Fall Cattle Drive - Mariposa Moments

Underwater Ghost Town - Mariposa Moments

It was named for hotel owner, Benjamin Bagby.
Video Production

We’ve proudly produced 32 videos this year. Productions consist of:

- 5 Modern Day Pioneers
- 8 Mariposa Gold
- 9 Mariposa Moments
- 8 Seasonal and other promotions

We set ourselves lofty production goals, but eased back our production schedule due to time constraints and evolving team priorities as we move into the 2021-22 fiscal year.
Traditional Print

**Tenaya Lodge**

Tenaya Lodge is ideally located just minutes away from the south entrance to Yosemite National Park. Nestled on 50 forested acres featuring Explorer Cabins, cottages, three restaurants, guided Yosemite tours, and four seasons of unique outdoor activities. Here, you'll make lasting memories to cherish for a lifetime.

TenayaLodge.com
888.514.2167

**Yosemite Bug**

A spacious campus style, authentic mountain resort, with a popular spaced restaurant with outdoor dining, that offers basic tent cabins to fine hotel cabin accommodations. Discover this enjoyable home base for your adventures in the Yosemite region.

YosemiteBug.com
866.826.7108

**Yosemite Resorts**

Yosemite Resorts are located at the western gate to Yosemite National Park, offering several first-class lodging choices that are convenient to Yosemite’s primary attractions, including a wealth of value-added amenities.

YosemiteResorts.us
888.742.4371
Traditional Print

Educational Focus – encouraging potential visitors to

- Visit Yosemite.com
- How to Plan Visits with Temporary Reservations System
Traditional Radio

Fall Campaign – prepaid from 2019/2020 on KCBS and KQED

Above the Fog Campaign – Fresno to Sacramento stations

Spring Campaign – KCBS

June Campaign – KCBS with educational focus
Email Marketing

More emails sent than before: 53 total (60% were for crisis communications)

Lists decreased somewhat due to purging of non-responders, but open rates continue to exceed industry standards.
The Destination Vacation Planner (DVP) is a significant project that staff is undertaking currently. It will live on the website and can be downloaded. Regional maps are being created to demonstrate the many things to do in all parts of our county.
Travel Trade / Trade Shows

Travel Trade Shows
IPW (9/18 – 22, 2021) - Jonathan, Julie and Tony will be attending this event. The participation is down due to COVID travel restrictions but we feel it is important to keep our name out there.

Consumer Trade Shows
Bay Area Travel and Adventure Show (10/23-24, 2021) We are scheduled to participate in this live trade show Santa Clara. This was paid for and postponed due to COVID.
Three newsletters were sent out in 2020/2021:

- 10/14/20
- 1/12/21
- 5/25/21
International – United Kingdom

Annual Results from Black Diamond

Total Meetings: 75
Total Trainings: 10
Total Events Attended: 4
Annual Results from Gate 7

Total Meetings: 77
Agents Trained: 444
International - Germany

Annual Results from Msi

Msi kept us updated regarding COVID and the general state of things on a weekly basis. There were not a lot of meetings but they were busy with monthly newsletters and co-op campaigns.

Newsletters - 10
International - Scandinavia

ATLANTIC LINK

Yosemite Mariposa Attractions

In this month’s Yosemite Mariposa County newsletter, we aim to show you the diversity of Yosemite Mariposa County by zooming in on some must-see attractions and activities that await across the destination.

It is no wonder that Yosemite has been called the “temple to nature” in John Muir’s own words, “It is by far the grandest of all the special temples of Nature I was ever permitted to enter.” You will be astounded with the countless Yosemite attractions to see and the things to do in Yosemite National Park in Mariposa County. Make sure you don’t miss out the following can’t-miss attractions every visitor should see and learn what to do in Yosemite National Park.

Enjoy your read, and don’t forget that we are available to assist you with any questions or queries you might have. Always feel free to reach out if you have any business opportunities you want to discuss as well.

Best Regards,
Kjerst Gert Nielsen
CEO, Atlantic Link

Read more about Yosemite Mariposa County

Yosemite Falls
At a height of more than 2,425 ft Yosemite Falls is one of the tallest waterfalls in North America. It flows approximately November through July, with peak flow in May. Hiking to the top of Yosemite Falls is a strenuous, 8-hour hike but worth it for amazing views of the falls. You can hike just the first two miles for some of the best views before returning back to the Valley floor. If you continue on, be sure to take a hat, sunscreen, and lots of water. Yosemite Falls trail has lots of switchbacks and is very exposed with little shade in summer.
In accordance with the Marketing Plan, we are updating assets to support traditional sales efforts. These include:

- Sales sheets for primary meeting facilities have been updated.
- Primary focus will be the SMERF market with emphasis on weddings.
- Group Sales contacts for each property.
- Meeting Planner website page has been rebuilt.
- RFP has been reactivated
Local Events and Sponsorships

<table>
<thead>
<tr>
<th>Name</th>
<th>Memo/Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchequer Mountain Bike Park</td>
<td>Maintenance and new projects</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>KRYZ LPFM Community Radio</td>
<td>Annual Sponsorship</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Main Street Mariposa</td>
<td>Mariposa town decor</td>
<td>$500.00</td>
</tr>
<tr>
<td>Main Street Mariposa</td>
<td>Mariposa Clean Sweep 2021</td>
<td>$300.00</td>
</tr>
<tr>
<td>Mariposa Butterfly Festival</td>
<td>Advertising in outlying areas</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Mariposa County 4-H Council</td>
<td>4-H Youth Programs</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>Mariposa County Arts Council Inc</td>
<td>Creative Placemaking Demonstration Projects</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Mariposa County Arts Council Inc</td>
<td>Music on the Green concerts</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Mariposa Fairgrounds and Exposition Center</td>
<td>Maintenance Projects</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Mariposa Museum &amp; History Center</td>
<td>Maintenance Projects</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Mariposa Trails</td>
<td>Promotional Video</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Mariposa Yosemite Rotary Club</td>
<td>Scholarship Program</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Northern Mariposa County History Center</td>
<td>Maintenance Projects</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Sierra Foothill Conservancy</td>
<td>Stockton Creek Preserve Project</td>
<td>$26,800.00</td>
</tr>
</tbody>
</table>
2020-2021 Public Relations and Earned Media Campaign

• Despite that YMCTB and 360ViewPR were forced to pause its relationship due to COVID-19 budget restraints, 360 still secured 41 pieces of coverage that were viewer and estimated 3.7 million times – all in a time when coverage around travel was at an all-time low.

• In the time that 360 was paused, we used our owned channels to share our content and communicated with press through LinkedIn and Travmedia. We also created an internal media list which is now being used to send quarterly media newsletters out to our subscribers to share content and updates.
Press Trips

- **Jenny Wilden (Travel Writer & Influencer)**
  - August 16-19
  - Trivago, TripSavvy, Her social channels

- **Melissa McGibbon (Travel Writer & Influencer)**
  - August 18-19
  - Lonely Planet, Her social channels

- **Kate Loweth (Travel Writer)**
  - February 14-17
  - Red Tricycle

- **Kim Westerman (Travel Writer)**
  - March 17-21
  - Forbes

- **Alec Scott (Travel Writer)**
  - March 26-30
  - SF Chronicle
    - Returned later in the year for another story

- **Melanie Haiken (Travel Writer)**
  - April 10-12
  - Diablo Magazine, The Points Guy

- **Marielena Smith (Travel Writer & Influencer)**
  - April 20-23
  - Epic 7 Travel, Her social channels

- **Nora Tarte (Travel Writer)**
  - April 23-25
  - San Joaquin Magazine

- **Michael Pistono (Influencer)**
  - May 17-18
  - His social Channels

- **Alex Silgalis (Influencer)**
  - May 20-21
  - @CaHighSierra & His social channels
Press Trip Coverage Examples

1 of 3 Trivago Magazine articles from Jenny Wilden’s trip

Marielena Smith’s Article on Hornitos, Mariposa and Coulterville

Kim Westerman’s Forbes article establishing Mariposa County as the gateway to stay in
The Marketing Plan has been sent to all of the Board members, Advisory members and Marketing Committee members. This year’s plan has been expanded slightly to include more appendices and additional YOY comparisons.

All applicable tactics from the plan have been added to the YMCTB “Marketing Status” Airtable. The tactics have due dates, specifications, and assigned staff member.

Staff review the tactics at a weekly Marketing Status meeting.

The staff also reviews the Marketing Plan on a quarterly basis to measure progress and determine if any adjustments need to be made.
# KPIs for 2021/2022

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<tr>
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<tbody>
<tr>
<td><strong>Partner Referrals</strong></td>
<td>GOAL: 450k</td>
<td>GOAL: 472.5k</td>
<td>GOAL: 597,086</td>
</tr>
<tr>
<td></td>
<td>ACTUAL: 517k</td>
<td>115%</td>
<td>ACTUAL: 593,456</td>
</tr>
<tr>
<td></td>
<td>Lodging: 414k</td>
<td>Lodging: 493,288</td>
<td>Things to do: 65,034</td>
</tr>
<tr>
<td></td>
<td>Things to do: 87k</td>
<td>Things to do: 78,648</td>
<td>Dining: 24,420</td>
</tr>
<tr>
<td></td>
<td>Dining: 16k</td>
<td>Dining: 21,501</td>
<td>ACTUAL: TBD</td>
</tr>
<tr>
<td><strong>Supporting KPIs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Overall Sessions</strong></td>
<td>GOAL: 2.2M</td>
<td>GOAL: 2.42M</td>
<td>GOAL: 3,416,023</td>
</tr>
<tr>
<td></td>
<td>ACTUAL: 2,658,095</td>
<td>121%</td>
<td>ACTUAL: 3,274,359</td>
</tr>
<tr>
<td><strong>Organic Sessions</strong></td>
<td>GOAL: 1.5M</td>
<td>GOAL: 1.4M</td>
<td>GOAL: 1,625,194</td>
</tr>
<tr>
<td></td>
<td>ACTUAL: 1,318,504</td>
<td>94%</td>
<td>ACTUAL: 1,511,893</td>
</tr>
<tr>
<td><strong>International Market Sessions</strong></td>
<td>GOAL: 225k</td>
<td>GOAL: 225k</td>
<td>GOAL: 191,040</td>
</tr>
<tr>
<td>(UK, Australia, Germany, Scandinavia)</td>
<td>ACTUAL: 323,496</td>
<td>144%</td>
<td>ACTUAL: 143,124</td>
</tr>
</tbody>
</table>
Paid Search Budget 2021/2022

Budget 2021/2022: $84,000

Budget 2020/2021: $120,000*

Budget 2019/2020: $101,000

*Amount includes $77k in carryover funds from 2019/2020.
Paid Media Budget FY 2021/2022

Budget 2021/2022: $260,000

Budget 2020/2021: $274,900*

Budget 2019/2020: $415,000

*Amount includes $95k in carryover funds from 2019/2020
Thank You!