Yosemite Mariposa County
Tourism Bureau
Board of Directors
October 21, 2021
Marketing Update
Overview

Executive Director Update
TOT & TBID Income
KPIs:
• Performance Recap
• Book>Direct Tracking
• Overall Growth: Sessions
• International Market Growth
• Site Channel Performance
• Paid Search Budget
• Paid Media Budget
• Display Ads Performance in US
• Display Campaign in the U.K.
• Paid Social Media Ads Performance

SEO
Yosemite.com Strategy 2.5
18-month Content / Story Calendar
Special Offers

Social Media
Travel Trade / Trade Shows
Email Marketing
Traditional Print
Digital Native Advertising
Traditional Radio
Earned Media
FAMs
Gap Analysis
Traditional Sales
Film Commission
International Marketing
Local Events and Sponsorships
Executive Director Update

- International Borders Reopening for Europe, UK, Australia, Mexico and Canada
- Travel interest has cooled, end of the Park reservations system not providing expected demand
- Extensive staffing search led to two final interviews for Operations/Administrative Manager
- IPW Las Vegas was a success - return to International marketing is a focus for YMCTB.
- Available regional inventory for international markets to access is somewhat diminished
- Trade shows and travel trade trips will return to 2019 levels, despite original low budget
- Trends seen at IPW and general trade partner requests:
  - Slow travel – lower impact, off-the-beaten-track – culture – history- diversity
  - Unique lodging, experiences, activities or anything “not” mainstream
  - **On-line bookable** activities – indigenous anything, escorted day tours, gold panning, hiking with groups, historic walking tours
  - Longer stays, only if there is a reason to do so
- YMCTB continues to apply for grants such as the California Relief Grant and other opportunities for funding
# TOT & TBID Income

## TOT Collections

<table>
<thead>
<tr>
<th>Month</th>
<th>21/22 Amount</th>
<th>20/21 Amount</th>
<th>19/20 Amount</th>
<th>18/19 Amount</th>
<th>17/18 Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>$2,437,390</td>
<td>$1,474,684</td>
<td>$2,857,229</td>
<td>$1,548,196</td>
<td>$1,995,936</td>
</tr>
<tr>
<td>August</td>
<td>$2,014,943</td>
<td>$1,591,830</td>
<td>$2,626,881</td>
<td>$650,470</td>
<td>$1,823,040</td>
</tr>
<tr>
<td>September</td>
<td>$790,349</td>
<td>$2,483,753</td>
<td>$1,670,119</td>
<td>$1,641,612</td>
<td></td>
</tr>
<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></td>
</tr>
<tr>
<td>November</td>
<td>$1,168,846</td>
<td>$1,094,861</td>
<td>$859,085</td>
<td>$769,596</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>$268,374</td>
<td>$1,081,371</td>
<td>$748,286</td>
<td>$752,876</td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>$211,545</td>
<td>$598,299</td>
<td>$454,886</td>
<td>$468,527</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>$761,434</td>
<td>$779,460</td>
<td>$394,608</td>
<td>$507,606</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>$1,325,065</td>
<td>$378,288</td>
<td>$671,734</td>
<td>$748,369</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>$1,851,356</td>
<td>$10,793</td>
<td>$1,471,107</td>
<td>$1,112,161</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>$2,200,760</td>
<td>$17,168</td>
<td>$2,234,619</td>
<td>$1,709,524</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>$2,787,163</td>
<td>$571,448</td>
<td>$2,844,599</td>
<td>$2,165,245</td>
<td></td>
</tr>
<tr>
<td><strong>GR TOTAL</strong></td>
<td><strong>$4,452,333</strong></td>
<td><strong>$15,755,339</strong></td>
<td><strong>$14,352,353</strong></td>
<td><strong>$14,824,432</strong></td>
<td><strong>$14,983,743</strong></td>
</tr>
</tbody>
</table>

| Δ Prior Year | $ (11,303,006) | $1,402,986 | $ (472,079) | $ (159,311) | $101,015 |
| Year To Date | $1,385,839 | | | | |
# KPIs: Performance Recap

<table>
<thead>
<tr>
<th>KPI</th>
<th>July 1, 2021 – June 30, 2022</th>
<th>FY 2021/22 Annual Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIMARY KPI</strong></td>
<td>**ACTUAL: 128,639</td>
<td>23% to goal**</td>
</tr>
<tr>
<td>Partner Referrals - Lodging</td>
<td>Lodging: 100,942</td>
<td>19% to goal</td>
</tr>
<tr>
<td>Partner Referrals - Things To Do</td>
<td>Things To Do: 20,085</td>
<td>31% to goal</td>
</tr>
<tr>
<td>Partner Referrals - Dining</td>
<td>Dining: 7,612</td>
<td>31% to goal</td>
</tr>
<tr>
<td><strong>Supporting KPIs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Sessions</td>
<td>**ACTUAL: 818,462</td>
<td>24% to goal**</td>
</tr>
<tr>
<td>Organic Sessions</td>
<td>**ACTUAL: 399,824</td>
<td>25% to goal**</td>
</tr>
<tr>
<td>International Market Sessions (UK, Australia, Germany, Scandinavia)</td>
<td>**ACTUAL: 50,139</td>
<td>26% to goal**</td>
</tr>
<tr>
<td><strong>tracked Metrics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book Direct Referrals</td>
<td>**ACTUAL: 103,584</td>
<td>17% to goal**</td>
</tr>
<tr>
<td>Newsletter Sign Ups</td>
<td>New Subscribers FY YTD: 1,661</td>
<td>(September: 527)</td>
</tr>
</tbody>
</table>
### Book Direct Tracking

<table>
<thead>
<tr>
<th>Metric</th>
<th>Average Cost Per Referral</th>
<th>Avg. Referrals Per Booking</th>
<th>Referral to Booking CVR</th>
<th>Est Avg Cost Per Booking</th>
<th>Est Avg Booking Amount</th>
<th>Cost Per Reservation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.03</td>
<td>34.05</td>
<td>2.94%</td>
<td>$1.10</td>
<td>$707.64</td>
<td>0.2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Searches</th>
<th>189,154</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search to Referral Ratio</td>
<td>54.76%</td>
</tr>
<tr>
<td>Total Referrals</td>
<td>103,584</td>
</tr>
<tr>
<td>Est Bookings</td>
<td>3,042</td>
</tr>
<tr>
<td>Est Total Spend</td>
<td>$3,351</td>
</tr>
<tr>
<td>Est Booking Revenue</td>
<td>$2,152,654.65</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Est ROI</th>
<th>641.4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searches</td>
<td>92.13</td>
</tr>
<tr>
<td>Referrals</td>
<td>49.13</td>
</tr>
<tr>
<td>Avg Advance Stay in Days</td>
<td>3.78</td>
</tr>
<tr>
<td>Avg. Length of Stay in Days</td>
<td>2.93</td>
</tr>
<tr>
<td>Avg. Daily Rate</td>
<td>$402.69</td>
</tr>
</tbody>
</table>

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### Top 10 Referral US Cities

- **Los Angeles**: 14.95%
- **San Francisco**: 13.68%
- **San Jose**: 13.68%
- **San Diego**: 13.68%
- **San Francisco**: 13.68%
- **Sacramento**: 8.29%
- **Fresno**: 8.29%
- **Santa Clara**: 8.29%
- **Las Vegas**: 5.03%
- **Oakland**: 5.03%

**% of Total**: 29.64%

### Top 10 Referral US States

- **California**: 49.68%
- **Texas**: 17.63%
- **Florida**: 13.68%
- **Nevada**: 6.47%
- **Arizona**: 6.47%
- **Illinois**: 5.03%
- **Washington**: 5.03%
- **New York**: 5.03%
- **Virginia**: 5.03%
- **Georgia**: 5.03%

**% of Total**: 85.96%

### Top 10 Referral Canadian Provinces

- **Ontario**: 28.95%
- **Quebec**: 16.67%
- **British Columb**: 14.64%
- **Saskatchewan**: 12.86%
- **Alberta**: 12.86%
- **Newfoundland**: 12.86%
- **Nova Scotia**: 12.86%
- **Manitoba**: 12.86%
- **British Columbia**: 12.86%
- **Manitoba**: 12.86%

**% of Total**: 100.00%

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### Days in Advance

- **Gender and Age**
- **Gender**: Male, Female
- **Age Group**: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

- **Total Events**
- **Total Events**: 100,000

- **Top 10 Referral Countries**

- **Country**: United States, United Kingdom, Mexico, Germany, India, Australia, Canada, Spain, Russia, Belgium

**% of Total**: 93.95%
Overall Growth: Sessions

- **Total Fiscal Year Sessions**: 818,462
- **Fiscal Year Goal**: 3,416,023
- **% of Goal Reached**: 24%

Sessions over time from July 2021 to June 2022:
- FY 2018-2019
- FY 2019-2020
- FY 2020-2021
- FY 2021-2022
International Market Growth

- **Total Fiscal Year International Market**: 50,139
- **Fiscal Year Goal**: 191,040
- **% of Goal Reached**: 26%
## Site Channel Performance

<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>110,103</td>
<td>-15.0%</td>
<td>87,419</td>
<td>56.6%</td>
<td>2.08</td>
</tr>
<tr>
<td>Paid Social</td>
<td>64,624</td>
<td>378.1%</td>
<td>59,368</td>
<td>67.88%</td>
<td>1.61</td>
</tr>
<tr>
<td>Paid Search</td>
<td>50,242</td>
<td>172.3%</td>
<td>38,904</td>
<td>56.73%</td>
<td>2.19</td>
</tr>
<tr>
<td>Direct</td>
<td>24,805</td>
<td>-5.1%</td>
<td>18,935</td>
<td>65.83%</td>
<td>1.86</td>
</tr>
<tr>
<td>Referral</td>
<td>7,422</td>
<td>5.4%</td>
<td>6,048</td>
<td>26.41%</td>
<td>2.34</td>
</tr>
<tr>
<td>Display</td>
<td>5,130</td>
<td>176.7%</td>
<td>3,851</td>
<td>85.89%</td>
<td>1.29</td>
</tr>
<tr>
<td>Social</td>
<td>5,059</td>
<td>-8.9%</td>
<td>4,714</td>
<td>63.08%</td>
<td>1.71</td>
</tr>
<tr>
<td>Email</td>
<td>2,243</td>
<td>142.2%</td>
<td>1,844</td>
<td>44.81%</td>
<td>2.32</td>
</tr>
</tbody>
</table>
Paid Search Budget $124,000
Paid Media Budget $260,000

Paid Media Budget 21/22

- Initial Budget
- Spent FY 21-22
- Spent FY 20-21

Full Budget ‘21/’22: $260,000
Highlights
• Ads generated 1,350,475 impressions and 10,826 clicks
• Average click through rate of 0.80%
• The Special Offers 300x600 creative for the Outdoors Audience drove the most conversions, shown to the right.
• Average cost per conversion of $1.14 for September
• The top performing retargeting creative was the Special Offers Going Fast 300x250 creative, shown on the far right. (CTR 11.11%)

Takeaways
Noble is seeing higher CTR and lower bounce rate with GDN, and will continue to monitor performance
International Display Campaign: United Kingdom

Highlights
• Ads generated 3,796,678 impressions and 10,301 clicks
• Average click through rate of 0.27% (0.47% is the travel benchmark)
• The average cost per click was $0.10
• There were no UK conversions in September

Takeaways
Noble will expand to Germany and Australia on the lead of the Yosemite team and have recommended new creative for each audience. They have also recommended duplicating and tweaking the landing page for each.
Paid Social Media Ads Performance

- Ads generated 5,074,725 impressions and reached 1,609,526 users in September (3.72% average CTR, a 3% increase over August)
- In September, the top performing ad for the month was the static Rock Stars Creative for the Campers Audience, shown to the right. (This ad had a CTR of 11.12%)
- The Campers Audience was the most engaged for September, their top performing ad sets being the Autumn 2021 and YNP Reservations Ending ad sets.
- For our YNP reservations ending creative, the Campers audience was the most engaged, followed by Outdoors and Shutterbugs audiences.
- Paid social drove 4,889 lodging referrals this month, a 99% increase over last month and 2,595% over last year.
## SEO – Top Ranking Terms Scorecard

<table>
<thead>
<tr>
<th>Terms</th>
<th>Page (URL)</th>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Search Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yosemite National Park</td>
<td>Homepage (/)</td>
<td>3</td>
<td>3</td>
<td>450k</td>
</tr>
<tr>
<td>Yosemite</td>
<td>Homepage (/)</td>
<td>3</td>
<td>3</td>
<td>201k</td>
</tr>
<tr>
<td>Yosemite hotels</td>
<td>/lodging/hotels/</td>
<td>6</td>
<td>5</td>
<td>27.1k</td>
</tr>
<tr>
<td>things to do in Yosemite</td>
<td>/things-to-do/</td>
<td>4</td>
<td>3</td>
<td>4.4k</td>
</tr>
<tr>
<td>Yosemite hikes</td>
<td>/yosemite-hikes/</td>
<td>4</td>
<td>4</td>
<td>6.6k</td>
</tr>
<tr>
<td>Yosemite restaurants</td>
<td>/restaurants/</td>
<td>6</td>
<td>5</td>
<td>1.6k</td>
</tr>
<tr>
<td>Yosemite camping</td>
<td>/lodging/camping/</td>
<td>7</td>
<td>7</td>
<td>40.5k</td>
</tr>
<tr>
<td>Yosemite lodging</td>
<td>/lodging/</td>
<td>7</td>
<td>7</td>
<td>27.1k</td>
</tr>
</tbody>
</table>
Yosemite.com Strategy 2.5

- Meeting planner page, meeting stakeholder page creation & navigation improvements.
- Optimized the homepage for Yosemite.com to improve load times and decrease bounce rate.
- FAQ schema backend inclusion to leverage Google questions.
- Re-wrote creative for lodging pages for search optimization.
- Optimized image loading to improve load times and decrease bounce rate.
Yosemite.com Strategy 2.5

Results of Core Web Vital Enhancements

35% increase in performance score

7% increase in best practices score

11s decrease in image load time

Measured using Lighthouse for Chrome. Mobile scores shown.
• YTD, 14 new stories have been published to Yosemite.com and 2 older articles have been updated.

• We’ve also turned all of our Reservation system content into drafts to hide them on Yosemite.com.

• Camping Near Yosemite and National Park Roadtrips cracked the top-10 of Yosemite.com’s articles.

• We’ve also created meeting specific content with the anticipation of that market returning.
Special Offers

- Yosemite.com/special-offers/ has received 70,411 pageviews so far this fiscal year.
- The page outranks Yosemite.com/restaurants & Yosemite.com/things-to-do/attractions/
- Currently 17 offers running on Yosemite.com – Thank you!
- Special offers campaign only works with partner participation.
Social Media – YosemiteNation Facebook

Total Fans
123K fans
2.7K from 121K

Fans by Date

Lost Fans
907 unlikes
15 from 892

Total Content Clicks
580K clicks
20.5% from 730K

Content Clicks by Date
Social Media – YosemiteNation Facebook Examples

Yosemite Nation
July 6

Even the animals stop to admire the views here in Yosemite! Photo by Instagram user @markeleidrichphotography.

#YosemiteNation Visit Gold Country Visit California California High Sierra

70K 1.2K Comments 18K Shares

Like Comment Share

Most Relevant

Laonwu Johnson
This place is awesome, and the Big Sequoias are fabulous too!!!

Like Reply 14m

Write a comment...

You're commenting as Craig Peterson.

Yosemite Nation
October 1 at 7:01 AM

Day-use vehicle reservations are no longer required to visit Yosemite National Park. Welcome back! You can once again visit Yosemite at your convenience.

Use our Special Offers to enjoy the splendor of Yosemite in Autumn!

http://ow.ly/4R45G (special offers)

http://ow.ly/D8Y5C (Yosemite fall trip itinerary)

#YosemiteNation Visit Gold Country Visit California California High Sierra Tenaya Lodge at Yosemite

8.5K 274 Comments 849 Shares

Like Comment Share

Most Relevant

Joyce Jan
I just came back from Yosemite! I love that place so much 😍❤️

Write a comment...

You're commenting as Craig Peterson.
Social Media - Instagram

- **Total Followers**: 57K followers (5.1K from 51K)
- **Total Engagement**: 288K engagements (2% from 282K)
- **Followers by Date**: Growth over time
- **Engagement by Type**:
  - Photo: 0.1% 277K
  - Video: 113% 11K
Social Media - Pinterest

Yosemite Mariposa County

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

1.9k followers • 502 following

183.9k monthly views
Social Media - Pinterest Examples

Yosemite Skydiving (Modern Day Pioneers)
The Wrights are high fliers of Yosemite Mariposa County! Early careers in fashion took Paul and Julia all over the world, and a passion for skydiving brought them home to Mariposa County. Today...

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

Shop this look
Tag products in your image or add wanted products (feeds might be)

Note to self
What do you want to remember about this pin?

Add note

Comments
Share feedback, ask a question or give a high five

Save
Social Media - Twitter

- **Total Followers**: 46K followers
  - 95 from 46K

- **Engagement**: 1.7K engagements
  - 19.6% from 2.1K

- **Followers by Date**

- **Engagement > Type**
  - Likes: 18.8% (1.3K)
  - Retweets: 22.9% (323)
  - Replies: 17.2% (53)
Social Media – Twitter Examples

Did you know: Yosemite Falls is the tallest waterfall in North America, with a total height from top to bottom is 2425 ft! Photo by Instagram user @j.e.e.z.l.i.a.

链接：[ow.ly/RhxK5OFxSsu](ow.ly/RhxK5OFxSsu) (you CAN visit Yosemite this summer)

#YosemiteNation @VisitCA

Yosemite night lights from Tunnel View, captured by Instagram user @everydayavacation.

链接：[ow.ly/CTPp5OGkBMU](ow.ly/CTPp5OGkBMU) (Yosemite stargazing)

#YosemiteNation @VisitCA
Social Media - Facebook Local

- **Total Fans**: 1.9K fans
  - 16 from 1.9K

- **Fans by Date**

- **Lost Fans**: 13 dislikes
  - 1 from 12

- **Total Content Clicks**: 423 clicks
  - 9.6% from 468

- **Content Clicks by Date**
We could write a post as a friendly reminder that speeding kills bears, but we’d never do it better than this first hand story from a Yosemite Ranger. Please take the time to read.

#travelresponsibly
Social Media - YouTube

Chart showing views and watch time statistics over a period.
Social Media – YouTube Examples

[Image: Example of a video or content related to Mariposa Gold Fire Grenades]
IPW – Las Vegas was the event’s 53rd year, returning after missing a year due to COVID-19 in 2020
  • We conducted 74 scheduled appointments, 7 off-schedule appointments and 11 informal meetings
  • There were an additional 20 formal appointments for Media Day and 10 informal meetings and media connections
• The Bay Area Travel Show – happening this weekend in Santa Clara. The show was originally paid for in 2019 for 2020 and canceled due to COVID-19
• Go-West Summit – Scheduled for February 14th through 19th in Reno, NV. Unfortunately, this conflicts with Visit California’s “Outlook Forum”.
• WTM was not budgeted for November 2021. We are planning on attending in 2022.
• ITB was not budgeted for November 2021. We are planning on attending in 2022.
• Several group trade shows are being considered including CALSAE
Email Marketing

We are now tracking emails to media and travel trade separately from general “constituent” emails.

In the first quarter, we have already sent 20 different emails, but hope that the pace of “crisis” emails will slow down.

We continue to see relatively high open rates compared to industry standards. Toward that end, we are continuing to clean the list to remove non-responders.
The Ahwahnee Hotel
Experience the magic of winter at The Ahwahnee hotel. This stunning national landmark hotel offers classic rooms and suites with views of Half Dome and Yosemite Falls. Your winter adventure is complete with skiing and snowshoeing among Yosemite’s trails.
TravelYosemite.com

Tenaya Lodge at Yosemite
Embrace autumn in a big way at Tenaya Lodge, which is just two miles from Yosemite National Park. At this full-service resort, you can admire fall foliage in an unforgettable world of mountain beauty. Plan your fall moment.
TenayaLodge.com (888) 514-2167

The Redwoods in Yosemite
Stay in one of our 120 fully-equipped cozy cabins or spacious vacation homes, all nestled amid the redwoods. Redwoods in Yosemite offers breathtaking views of Half Dome and Yosemite Falls. Your stay includes a 20% discount on tickets to Yosemite Valley!
RedwoodsYosemite.com

AutoCamp
With modern Airstreams, spacious luxury tents, and comfortable cabins, AutoCamp Yosemite is where resort-like amenities meet the great outdoors. Conveniently located near the National Park entrance, AutoCamp Yosemite is your basecamp for year-round adventure.
AutoCamp.com/Yosemite/

Yosemite Bug Rustic Mountain Resort
This authentic mountain camp offers private rooms and tent cabins in a tranquil, forested setting with our highly-rated June Bug Cafe and a communal spa. Just downstream from Yosemite Valley, there is easy access to the High Sierra, Gold Country, and Sequoia National Park.
YosemiteBug.com

The Redwoods in Yosemite
With 120 private, cozy cabins and spacious vacation homes, all nestled amid the redwoods, guests are in awe of Half Dome and Yosemite Falls. Book your stay today at RedwoodsYosemite.com.
RedwoodsYosemite.com

Tenaya Lodge at Yosemite
Autumn is coming, along with campfires and comfy sweaters. It’s a magical time to explore Yosemite while visiting Tenaya Lodge. The full-service resort is two miles from Yosemite National Park – which looks stunning in shades of gold.
TenayaLodge.com (888) 514-2167

Yosemite View Lodge
Yosemite Resorts are located at the western gate to Yosemite National Park, offering easy access to breathtaking views and convenient for shuttle stops. Yosemite View Lodge offers 62 delightful rooms, including a wealth of value-added amenities.
YosemiteResorts.us

Tenaya Resorts
Tenaya Resorts are located at the western gate to Yosemite National Park, offering easy access to breathtaking views and convenient shuttle stops. Tenaya Resorts offers 62 delightful rooms, including a wealth of value-added amenities.
TenayaResorts.us

YOSEMITE.COM - the #1 resource for planning your visit to Yosemite National Park.

BANG – six-page insert

Condé Nast – East Bay Version (left) and L.A. Metro version (right)
Upcoming Print placements include:

- **Hemispheres** (United Airlines’ inflight magazine)
- **GQ** (co-op)
- **Yosemite Journal** (co-op)
We’ve been dipping our toes into digital native advertising via the Bay Area News Group (part of the added value for our print agreement) as well as SFGate, the online presence of the *San Francisco Chronicle*.

We created a co-op opportunity for the SFGate story. Tenaya Lodge, Yosemite Bug, and The Redwoods were all participants and were interviewed for the story about extended stays during fall and the importance of tourism to our community.
In coordination with the digital and social media messaging about the end of the temporary reservations system, we invested $24,000 in a four-week run on KCBS to inform Bay Area listeners.

One version of the ad ran for two weeks prior to September 30 and another version ran for two weeks following September 30.
Yosemite has captivated generations of climbers — and those who worship them. Now a small museum in Mariposa, Calif., not far from the park’s granite walls tells part of the story.

We love exploring Yosemite National Park, but finding a campsite inside the park is a challenge. If you’re looking for a laid-back retreat, Yosemite Bug, a former Boy Scout-camp-turned-resort, fits the bill.

Mariposa is a top choice when it comes to outside-of-the-park lodging. Just about 30 minutes from a park entrance and offers charms of its own.

The expiration of required reservations comes as park visitation ebbs and lodging prices begin to drop in autumn and into the winter and Yosemite remains open at all entrances. Also dropping are the temperatures, which means that Yosemite will be wide open for the best time to hike the park’s hundreds of miles of trails.
## Examples of Earned Media

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>7/3/21</td>
<td>Make Your American Dreams Come True</td>
<td>Daily Telegraph</td>
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<tr>
<td>7/6/21</td>
<td>Hit The Road</td>
<td>Bella.co.uk</td>
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<tr>
<td>7/12/21</td>
<td>Shinrin-yoku: Forest Bathing For Your Health</td>
<td>AAA</td>
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<td>7/18/21</td>
<td>YOSEMITE CLIMB MUSEUM AND GALLERY</td>
<td>Taking the Kids</td>
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<tr>
<td>7/19/21</td>
<td>7 Picturesque California Glamping Destinations for Luxury Campers</td>
<td>Men's Journal</td>
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<tr>
<td>7/19/21</td>
<td>4 Western US camping destinations for family adventure this summer</td>
<td>MSN.com</td>
</tr>
<tr>
<td>7/29/21</td>
<td>Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks</td>
<td>L.A. Times</td>
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<tr>
<td>7/29/21</td>
<td>California Dreamin</td>
<td>Bella</td>
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<tr>
<td>7/29/21</td>
<td>12 Glamping Spots for People Who Don’t Like Camping</td>
<td>Oyster</td>
</tr>
<tr>
<td>8/15/21</td>
<td>World Photography Day</td>
<td>NI Travel News</td>
</tr>
<tr>
<td>8/20/21</td>
<td>Glamping USA: 9 of the Best Places to Go Glamping Across America</td>
<td>Trivago</td>
</tr>
<tr>
<td>8/26/21</td>
<td>Exploring and Understanding Local Heritage</td>
<td>Viestra</td>
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<tr>
<td>9/2/21</td>
<td>“Yes, we’re open!” Say Yosemite National Park, Bass Lake, and Shaver Lake</td>
<td>KMJ Talk Radio</td>
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<tr>
<td>9/8/21</td>
<td>The 15 Best Places in the U.S. to Go Rock Climbing</td>
<td>TripSavvy</td>
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<td>9/20/21</td>
<td>Yosemite’s early climbers made their own gear for dangerous ascents. New museum shows how they did it</td>
<td>LA Times</td>
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<td>9/21/21</td>
<td>Funky Airstreams &amp; Tiny Cabins: Where to Go Glamping This Fall</td>
<td>Thrillist</td>
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<td>9/23/21</td>
<td>A Magical Escape: Yosemite</td>
<td>San Joaquin Magazine</td>
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<tr>
<td>9/29/21</td>
<td>Yosemite National Park Temporary Reservation System Ends October 1</td>
<td>National Parks Traveler</td>
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<tr>
<td>9/30/21</td>
<td>YOSEMITE KILLS TEMPORARY RESERVATIONS SYSTEM</td>
<td>skipplaylive.com</td>
</tr>
<tr>
<td>10/3/21</td>
<td>15 amazing ways to see America - on both budget and blow-out holidays</td>
<td>telegraph.co.uk</td>
</tr>
<tr>
<td>10/4/21</td>
<td>11 Weekend Getaways Within 5 Hours of LA That Are Perfect for Fall</td>
<td>Thrillist.com</td>
</tr>
<tr>
<td>10/13/21</td>
<td>Discovering Wine Deep In California’s Sierra Foothills</td>
<td>Saltandwind.com</td>
</tr>
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</table>
YMCTB has hosted 4 press trips so far this year. They are:

- Aida Mollencamp
  - California Wine Institute + Salt & Wind
- Melissa Garcia
  - Consumer Queen + Roaming My Planet + RVC Outdoors
- Melissa Curtin
  - LaLaScoop
- Sarah Siese
  - The Guardian + Nat Geo Traveler

Also saw pieces published from:
- Aida Mollencamp (Salt & Wind)
- Alec Scott (LA Times)
- Nora Tarte (San Joaquin Journal)
Gap Analysis

Occupancies continue to trend down, despite the end of the temporary vehicle reservations system. Without an official announcement from the National Park Service, YMCTB stepped in as best we could to inform the public. Among other things, YMCTB focused our efforts on the following:

- Drafted and issued a national Press Release and received modest coverage as a result.
- Invested in a very successful month-long digital paid media campaign focused on the end of the reservations system.
- Ran four weeks of special radio spots on KCBS in the San Francisco Bay Area at an unplanned cost of $24,000
- Designed and ran a special six-page printed newspaper insert in the Bay Area News Group that was delivered to 660,000 subscribers.
- Issued numerous sponsored and organic Social Media posts
- Sent a Newsletter update to nearly 60,000 subscribers.
Traditional Sales

Traditional Group –

• Meetings are set to return and increase over the coming year

• In 2020 the meeting planning navigation was removed from Yosemite.com to begin an extensive rebuild for both Traditional Group and Celebrations (social – weddings etc.)

• These categories were co-mingled in the past, diminishing the effectiveness on multiple levels

• [https://www.yosemite.com/meeting-planners/](https://www.yosemite.com/meeting-planners/) has been relaunched – Individual sales sheets are being created to sell each property individually. A new lead RFP submittal was created.

• Weddings & Social has been reimagined [https://www.yosemite.com/weddings/](https://www.yosemite.com/weddings/), with separate focused positioning copy and articles, services and FAQ

• Weddings, encore weddings, landmark anniversaries and social events will all be highlighted
Film Commission

- Film commission efforts have been placed on hold the past 18 months. Despite changes or loosening of restrictions to film in YNP, inquiries have been non-existent for the county and park.
- We continue to monitor the California Film Commission communications for emerging trends or opportunities and leads for film production opportunities in our region.
- County fund reductions limit our scope of outbound work here.
- 360ViewPR contract renewal did not include “pitching” this calendar year, due to funding reductions.
- The film industry in general has not recovered from COVID restrictions and is just emerging from a near shutdown with union and industry negotiations on safety, work conditions and work/reset periods.

Updated Film Commission Promotional Video
International Marketing

• United Kingdom - After 19 months of restricted travel to the US, Black Diamond expects to see a phenomenal rise in bookings for spring/summer 2022 over the next few weeks. The marketplace will be fierce with competition, and BD expects to see U.S. DMOs making a swift and heavy return to the UK through marketing and co-ops. Also predicted is that much of the competitive long-haul market from the UK is still restricted such as Africa due to COVID. The opening of the US market gives the US a unique opportunity to increase its market share, especially over the next 6-9 months.

• Australia – After 20 months of the most restrictive lock-downs in the world, Australia and New Zealand are reopening. Never placed on the do not fly list, return travel is expected almost immediately, with Spring 2022 being most measurable. Priority in travel will be 1) Friend and Family make-up travel 2) Couples no kids 3) Wealthy Travelers, all destinations. Australians saved more salary during COVID than any time in history and are ready to travel! Qantas and United Airlines restarted marketing in September. Co-ops between YMCTB and trade partners will resume shortly.

• Germany – Although travel is top of mind for Germans, the Chancellor elections and continued vaccination efforts (currently 67.9 and 64.3 fully) have taken center stage. There was a return to international travel from Germany to Canada when borders opened, however the majority of Germans were still headed for warmer climates. When the US opens in November, most immediate travel will be to Florida. California and Yosemite will see return travel in mid-2022. Co-ops with CANUSA and America Unlimited are being considered.

• Scandinavia – As of September 10th, final COVID restrictions were terminated, including a return to schools. COVID was redesignated as “dangerous” but no longer “critical” illness. International long-haul flights continued during the pandemic carrying mostly cargo. SAS will begin their 7 weekly flights to SF and LA starting filling flights again with passengers beginning November 8th. Co-ops are in the works with Swanson's Travel in Sweden. Additional programs are being considered.
Local Events and Sponsorships

- Paused until County Contract is final
- Budget is expected to be far smaller, with sponsorships only being made to events and festivals held during off-season dates
- Donations to non-profits like our museums is not expected for this fiscal year, but is possible depending on budget and TBID collections
Thank You!

YOSEMITE
MARIPOSA COUNTY
TOURISM BUREAU