Yosemite Mariposa County
Tourism Bureau
Board of Directors
January 20, 2022
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

Yosemite.com Strategy 2.75
SEO
Special Offers

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

Topics for Today:

• County Contract Discussions – Lodging Association TBID Increase of 1.5% Sunsets December 31st
• Business referral letters and updates
• State of the Market, Travel Intent & Omicron?
• International forecast
• Trip Travel & Trade – Yes, No or Maybe?!?
• YNP – What will summer operations and visitation look like - discussion
• Revenues Vs. Expense - Added Revenue and Adding Marketing Spend – Staying ahead of trends and our proactive efforts
• The Creative Challenge
• Yosemite.com replacement next steps
# TOT & TBID Income

## TOT Collections

<table>
<thead>
<tr>
<th>Month</th>
<th>22/21 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>$1,474,664</td>
<td>$2,857,229</td>
<td>$3,395,118</td>
<td>$1,772,897</td>
</tr>
<tr>
<td>August</td>
<td>$2,014,943</td>
<td>$1,591,830</td>
<td>$2,626,881</td>
<td>$576,991</td>
<td>$1,626,879</td>
</tr>
<tr>
<td>Sept</td>
<td>$2,072,378</td>
<td>$790,349</td>
<td>$2,483,753</td>
<td>$1,532,775</td>
<td>$1,485,979</td>
</tr>
<tr>
<td>Oct</td>
<td>$1,695,708</td>
<td>$1,327,953</td>
<td>$1,852,803</td>
<td>$1,183,357</td>
<td>$1,178,508</td>
</tr>
<tr>
<td>Nov</td>
<td>$1,424,078</td>
<td>$1,166,846</td>
<td>$1,094,861</td>
<td>$789,535</td>
<td>$707,727</td>
</tr>
<tr>
<td>Dec</td>
<td>$266,374</td>
<td>$1,081,371</td>
<td>$675,393</td>
<td>$682,088</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td>$211,545</td>
<td>$598,299</td>
<td>$373,991</td>
<td>$430,873</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>$761,434</td>
<td>$779,460</td>
<td>$347,064</td>
<td>$465,528</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>$1,325,065</td>
<td>$378,288</td>
<td>$594,982</td>
<td>$678,254</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>$1,851,356</td>
<td>$10,793</td>
<td>$1,272,597</td>
<td>$1,005,290</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>$2,200,760</td>
<td>$17,168</td>
<td>$1,660,461</td>
<td>$1,512,523</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>$2,787,163</td>
<td>$571,448</td>
<td>$2,202,637</td>
<td>$1,935,900</td>
<td></td>
</tr>
<tr>
<td>GR TOTAL</td>
<td>$8,220,419</td>
<td>$15,755,339</td>
<td>$14,352,354</td>
<td>$14,824,433</td>
<td>$14,983,743</td>
</tr>
</tbody>
</table>

Δ Prior Year  ($7,534,920)  $1,402,985  ($472,079)  ($159,310)  $101,016

Δ Year to Date  $3,035,623

## TBID Collections

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul</td>
<td>$314,363</td>
<td>$32,892</td>
<td>$284,356</td>
<td>$210,888</td>
</tr>
<tr>
<td>Aug</td>
<td>$104,222</td>
<td>$137,534</td>
<td>$226,277</td>
<td>$179,271</td>
</tr>
<tr>
<td>Sep</td>
<td>$166,338</td>
<td>$123,733</td>
<td>$227,407</td>
<td>$59,998</td>
</tr>
<tr>
<td>Oct</td>
<td>$276,150</td>
<td>$86,666</td>
<td>$227,841</td>
<td>$96,547</td>
</tr>
<tr>
<td>Nov</td>
<td>$233,304</td>
<td>$85,361</td>
<td>$116,805</td>
<td>$202,663</td>
</tr>
<tr>
<td>Dec</td>
<td>$138,000</td>
<td>$111,592</td>
<td>$148,902</td>
<td>$97,688</td>
</tr>
<tr>
<td>Jan</td>
<td>$95,000</td>
<td>$44,592</td>
<td>$94,089</td>
<td>$60,668</td>
</tr>
<tr>
<td>Feb</td>
<td>$75,000</td>
<td>$28,312</td>
<td>$53,397</td>
<td>$60,668</td>
</tr>
<tr>
<td>Mar</td>
<td>$65,000</td>
<td>$89,118</td>
<td>$62,297</td>
<td>$56,365</td>
</tr>
<tr>
<td>Apr</td>
<td>$85,000</td>
<td>$156,999</td>
<td>$37,165</td>
<td>$61,510</td>
</tr>
<tr>
<td>May</td>
<td>$145,000</td>
<td>$128,203</td>
<td>$5,937</td>
<td>$105,351</td>
</tr>
<tr>
<td>Jun</td>
<td>$205,000</td>
<td>$251,213</td>
<td>$682,088</td>
<td>$124,642</td>
</tr>
<tr>
<td>Total</td>
<td>$1,902,377</td>
<td>$1,275,915</td>
<td>$1,487,891</td>
<td>$1,302,017</td>
</tr>
<tr>
<td>Total PY</td>
<td>$1,275,915</td>
<td>$1,487,891</td>
<td>$1,302,017</td>
<td>$1,491,404</td>
</tr>
<tr>
<td>Diff</td>
<td>$626,462</td>
<td>$(211,976)</td>
<td>$185,874</td>
<td>$(189,387)</td>
</tr>
</tbody>
</table>

Forecast
Book > Direct Tracking December

- Avg. Cost Per Referral: $0.06
- Avg. Referrals Per Booking: 39.48
- Referral to Booking CVR: 2.53%
- Est Avg Cost Per Booking: $2.31
- Est Avg Booking Amount: $688.83
- Cost Per Reservation: 0.3%
- Searches: 36,147
- Search to Referral Ratio: 53.47%
- Total Referrals: 19,328
- Est Bookings: 490
- Est Total Spend: $1,129
- Est Booking Revenue: $337,524.49
- Est ROI: 207.9%

Top Referral US Cities:
- Los Angeles: 1.02%
- San Francisco: 3.26%
- San Jose: 2.97%
- San Diego: 3.43%
- Sacramento: 1.96%
- Phoenix: 4.52%
- Miami: 1.06%
- Orlando: 1.06%
- San Antonio: 1.02%
- Las Vegas: 1.06%

Top Referral Canadian Cities:
- Toronto: 18.03%
- Montreal: 13.91%
- Vancouver: 25.06%
- Ottawa: 12.24%
- Edmonton: 6.56%
- Calgary: 4.52%
- Regina: 2.57%
- Mississauga: 6.56%
- Vancouver: 18.03%
- Edmonton: 6.56%

Top Referral US States:
- California: 29.20%
- Texas: 15.20%
- Florida: 11.77%
- Arizona: 3.10%
- Oregon: 1.00%
- Nevada: 1.00%
- Illinois: 1.33%
- New York: 8.55%
- Virginia: 6.56%
- Washington: 33.65%

Top Referral Canadian Provinces:
- Ontario: 15.20%
- Quebec: 11.77%
- British Columbia: 3.10%
- Saskatchewan: 1.00%
- Alberta: 1.33%
- Nova Scotia: 6.56%

Gender and Age:
- Gender:
  - Male: 54.42
  - Female: 45.58
- Age:
  - 0-14: 10%
  - 15-24: 23.04%
  - 25-44: 20.44%
  - 45-64: 24.04%
  - 65+: 5.00%

Top Referral Countries:
- United States: 29.20%
- United Kingdom: 11.77%
- Mexico: 7.69%
- Canada: 6.56%
- Germany: 6.56%
- India: 4.52%
- Australia: 1.33%
- Spain: 6.56%
- Netherlands: 6.56%
- Belgium: 6.56%

Note: Properties that are listed include live rates and availability. If the total properties listed have conversion tracking, the properties with live rates and availability have conversion tracking.
Partner Referrals YOY

Total Partner Referrals

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>47,281</td>
<td>41,726</td>
<td>39,632</td>
<td>30,815</td>
</tr>
<tr>
<td>August</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>October</td>
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<tr>
<td>November</td>
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<tr>
<td>December</td>
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<tr>
<td>January</td>
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<td>February</td>
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<td>March</td>
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<tr>
<td>April</td>
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</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Total Fiscal Year Partner Referrals: 238,453
- Fiscal Year Goal: 597,086
- % of Goal Reached: 40%
### KPIs: FY 2021/22 Performance

**July 1, 2021 – June 30, 2022**  
**Pace = 50% (Month 6 of 12)**

<table>
<thead>
<tr>
<th>KPI</th>
<th>Actual</th>
<th>% to Goal</th>
<th>FY 2021/22 Annual Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIMARY KPI</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner Referrals - Lodging</td>
<td>193,735</td>
<td>37%</td>
<td>Lodging: 517,952</td>
</tr>
<tr>
<td>Partner Referrals - Things To Do</td>
<td>32,322</td>
<td>50%</td>
<td>Things To Do: 65,034</td>
</tr>
<tr>
<td>Partner Referrals - Dining</td>
<td>12,396</td>
<td>51%</td>
<td>Dining: 24,420</td>
</tr>
<tr>
<td><strong>Supporting KPIs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Sessions</td>
<td>1,538,630</td>
<td>45%</td>
<td>3,416,023 Sessions</td>
</tr>
<tr>
<td>Organic Sessions</td>
<td>696,954</td>
<td>43%</td>
<td>1,625,194 Sessions</td>
</tr>
<tr>
<td>International Market Sessions (UK, Australia, Germany, Scandinavia)</td>
<td>132,048</td>
<td>69%</td>
<td>191,040 Sessions</td>
</tr>
<tr>
<td><strong>Tracked Metrics</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book Direct Referrals</td>
<td>164,057</td>
<td>27%</td>
<td>618,151 Referrals</td>
</tr>
<tr>
<td>Newsletter Sign Ups</td>
<td>New Subscribers FY YTD: 2,937</td>
<td>December: 338</td>
<td>Monthly Target: 712</td>
</tr>
</tbody>
</table>
Overall Growth: Sessions

Sessions

- Total Fiscal Year Sessions: 1,538,630
- Fiscal Year Goal: 3,416,023
- % of Goal Reached: 45%
International Market Growth

![Graph showing international market growth over time with data points and comparison years.]

- **Total Fiscal Year International Market**: 132,048
- **Fiscal Year Goal**: 191,040
- **% of Goal Reached**: 69%
Site Channel Performance

Compared to the same period the previous year, overall channels saw a 4% increase in traffic, and paid search, paid social & display saw significant increases YoY. Average session duration decreased by about 19% YoY to 1:45, with the largest contributor to the duration loss coming from direct traffic.

<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>696,954</td>
<td>-4.0%</td>
<td>535,995</td>
<td>55.11%</td>
<td>2.16</td>
</tr>
<tr>
<td>Paid Search</td>
<td>274,207</td>
<td>32.9%</td>
<td>207,247</td>
<td>58.2%</td>
<td>2.11</td>
</tr>
<tr>
<td>Paid Social</td>
<td>262,824</td>
<td>52.7%</td>
<td>232,635</td>
<td>64.93%</td>
<td>1.75</td>
</tr>
<tr>
<td>Direct</td>
<td>159,384</td>
<td>-32.3%</td>
<td>118,195</td>
<td>65.49%</td>
<td>1.84</td>
</tr>
<tr>
<td>Display</td>
<td>50,024</td>
<td>152.6%</td>
<td>35,468</td>
<td>87.58%</td>
<td>1.24</td>
</tr>
<tr>
<td>Referral</td>
<td>42,027</td>
<td>-25.1%</td>
<td>33,976</td>
<td>30.15%</td>
<td>2.48</td>
</tr>
<tr>
<td>Social</td>
<td>35,567</td>
<td>-15.8%</td>
<td>32,100</td>
<td>65.6%</td>
<td>1.76</td>
</tr>
<tr>
<td>Email</td>
<td>16,456</td>
<td>1.6%</td>
<td>12,323</td>
<td>46.54%</td>
<td>2.26</td>
</tr>
</tbody>
</table>
Paid Search Budget $127,185
Paid Media Budget $317,000

Budget '21/22: $317,000
Budget '20/21: $274,900
Display Ads Performance in US

Highlights
• Ads generated 1,626,856 impressions and 9,431 clicks
• Average click through rate of 0.58%
  o Travel industry benchmark is .47%, overall benchmark is .25%
  o We saw a 32% increase in CTR MoM
• The Tenaya Lodge Special Offers Creative in 300x600 creative for the Families Audience drove the most conversions, shown to the right
• Average cost per click of $0.92 for December
• Display drove 85 Partner Referrals in December

Takeaways
• We see significant engagement with both winter and holiday creative from a CTR perspective and the winter landing page saw a 141% increase in time on page
Highlights
• Ads generated 9,769,981 impressions and 20,587 clicks
  • We saw a 484% increase in clicks at a 685% increase in cost YoY
• Average click through rate of 0.21%
  • 0.47% is the travel benchmark
• The average cost per click was $0.09, which is a $0.01 cost per click savings MoM.
• There was one lodging conversion in December

Takeaways
• Half Dome is outperforming the other ad creatives from a CTR perspective and we are seeing MoM increases in CTR
Paid Social Media Ads Performance

Highlights

• Ads generated 3,209,845 impressions and reached 1,011,557 users in December
  o 2.94% average CTR, travel industry benchmark .90%
• In December, the top performing ad for the month was the static Magic of Winter Ad for the Shutterbugs Audience, shown to the right:
  o This ad had a CTR of 10.5%
• The Families Audience was the most engaged for December, their top performing ad sets being the Winter 2021/22 ad set.
• MoM there was a 27% increase in CTR thanks to Winter & Holiday 21/22 ads

Takeaway

• We are seeing a below average engagement rate on the Winter carousel ads, so we recommend making slight tweaks to both copy and imagery
Yosemite.com 2.75

- FAQ Schema Complete & Active on Google
- Fixed issue with rotating Yosemite.com ads
- Special Offers improvements
- Meeting stakeholder page overhaul
• So far this year, we have published 28 new articles and are well on pace to reach our goal of 40 articles.

• SEO approach to content planning.

• More lodging-focused articles.
Blog content articles saw a 63% increase in pageviews YoY for the FY so far. The Reservation Permit page created the most new traffic YoY for the FY.

The 10 Fun Things To Do Near Yosemite page saw an 333% increase YoY and the Autocamp page saw a 123% increase YoY.

Overall, average time spent on page also increased 23% YoY. Three net new pages were in the top 10 YTD - Reservation Permits, Road Trips & the 7 Days to Yosemite page.
To date, 25 articles have gone through our SEO editing process.

Improving and speeding up our process.

SEO first approach to web updates and changes.
SEO – 1st half highlights

SEO Highlights - FY 21/22 YTD

-4% Organic Traffic YoY
+4 Ranked Page 1 Keywords
-21% Organic Lodging Referrals YoY
## SEO – Google Rankings

<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>201k</td>
</tr>
<tr>
<td>Yosemite</td>
<td>Homepage (/)</td>
<td>3</td>
<td>3</td>
<td>450k</td>
</tr>
<tr>
<td>Yosemite hotels</td>
<td>/lodging/hotels/</td>
<td>5</td>
<td>5</td>
<td>27.1k</td>
</tr>
<tr>
<td>Things to do in Yosemite</td>
<td>/things-to-do/</td>
<td>3</td>
<td>3</td>
<td>4.4k</td>
</tr>
<tr>
<td>Yosemite hikes</td>
<td>/yosemite-hikes/</td>
<td>4</td>
<td>5</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>10</td>
<td>27.1k</td>
</tr>
</tbody>
</table>
Social Media – YosemiteNation Facebook

- **Total Fans**: 125K fans
- **Lost Fans**: 1.5K unlikes
- **Total Content Clicks**: 875K clicks
Social Media – YosemiteNation Facebook Examples
Social Media - Facebook Local

- **Total Fans**: 1.9K fans
- **Fans by Date**
- **Lost Fans**: 25 unlikes
- **Total Content Clicks**: 936 clicks
- **Content Clicks by Date**
Social Media - Facebook Local Examples
Social Media - Instagram

- **Total Followers**: 60K followers
- **Total Engagement**: 525K engagements
- **Engagement by Type**:
  - Photo: 490K engagements
  - Video: 34K engagements
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

1.9k followers · 502 following
56.6k monthly views
Social Media - Pinterest Examples

4 Fall Days in Yosemite
Mariposa County

Are you a Yosemite Wanderer?

Yosemite Mariposa County
13k followers

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

Comments
Share feedback as a question or give it a like or re-pin.

Add a comment

You want to Experience Yosemite/Mariposa

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

Comments
Share feedback as a question or give it a like or re-pin.

Add a comment

You want to Experience Yosemite/Mariposa
Social Media - Twitter

- Total Followers: 46K followers
- Engagement: 3.2K engagements
- Graph represents -136 followers

- Engagement by Type:
  - Likes: 2.5K
  - Retweets: 565
  - Replies: 101
  - Quote tweets: 30
Social Media – Twitter Examples

1. Yosemite Nation
   @yosemitenation

   Half Dome is often photographed showing its north face, but have you ever seen it from this angle? Photo by Instagram user @tmcd_photography.

   ow.ly/Ysgi50GoDac (autumn in Yosemite Mariposa County)

   #YosemiteNation @VisitCA

2. Yosemite Nation
   @yosemitenation

   No shortage of snow this week in Yosemite.
   A layer of white in the park makes a beautiful place that much more beautiful.

   by: @wu_photos on Instagram

   ow.ly/ErR50HkwFN (Yosemite’s winter magic)

   #YosemiteNation @VisitCA @calisighierra
Social Media – YouTube
Social Media – YouTube Examples
Video Production

- We’ve completed 2 seasonal and a Mariposa County Film Commission video in cooperation with Bill Lowe.

- There are currently 9 videos in active postproduction.

- There are 17 more videos scheduled for the remainder of the year.
Email Marketing

This fiscal YTD:
Consumer Emails: 7
3 newsletters
4 e-postcards

Constituent Emails: 18
9 lodging partners emails
9 Crisis Communications

Travel Trade Emails: 3

Media List Emails: 5
2 newsletters
3 media releases

Marketing Updates: 3

Numbers of Emails Sent

Average Open Rates

Our Performance
Industry Standards
Traditional Print

BANG Winter 6-page insert

Distributed to 660,000 subscribers

Badger Pass is Back
Wild Wellness Resolutions

ROAM WHERE NATURE LEADS
Yosemite.com
The Adventure for
planning your
vacation to
Yosemite National Park.

Badger Pass is Back
Wild Wellness Resolutions

Stand Where Nature Soars
Yosemite Soars
Yosemite.com
The Adventure for
planning your
vacation to
Yosemite National Park.

Climbing Magazine

Conde Nast Traveler
Traditional Radio

• In October, 2-week run on KCBS in the fall to encourage visitation after the end of the reservations system.

• Currently gearing up for a month-long run of our “Above the Fog” messaging in Fresno and Modesto.

• Planning for 2-week run on KCBS for winter travel in early February, followed by 4-week run for Spring travel in March
2021-22 Public Relations and Earned Media Campaign

Featured outlets

The Telegraph  MEN'S JOURNAL  msn  Los Angeles Times  tripsavvy
thrillist  Fodor's Travel  trivago magazine  San Francisco Chronicle  via
## List of Earned Media

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Source</th>
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<tbody>
<tr>
<td>7/3/21</td>
<td>Make Your American Dreams Come True</td>
<td>Daily Telegraph</td>
</tr>
<tr>
<td>7/6/21</td>
<td>Hit The Road</td>
<td>Bella.co.uk</td>
</tr>
<tr>
<td>7/6/21</td>
<td>Hit The Road</td>
<td>Bella print edition</td>
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<td>7/12/21</td>
<td>Shinrin-yoku: Forest Bathing for Your Health</td>
<td>AAA</td>
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<tr>
<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>
</tr>
<tr>
<td>7/19/21</td>
<td>7 Picturesque California Glamping Destinations for Luxury Campers</td>
<td>MSN.com</td>
</tr>
<tr>
<td>7/19/21</td>
<td>4 Western US camping destinations for family adventure this summer</td>
<td>Seattle FI</td>
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<td>7/19/21</td>
<td>Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks</td>
<td>LA Times</td>
</tr>
<tr>
<td>7/19/21</td>
<td>Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks</td>
<td>Yahoo News</td>
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<td>7/19/21</td>
<td>California Dreamin</td>
<td>Bella</td>
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<tr>
<td>8/3/21</td>
<td>12 Glamping Spots for People Who Don’t Like Camping</td>
<td>Oyster</td>
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<tr>
<td>8/15/21</td>
<td>World Photography Day</td>
<td>NI Travel News</td>
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<td>8/20/21</td>
<td>Glamping USA: 9 of the Best Places to Go Glamping Across America</td>
<td>Trivago</td>
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<td>Exploring and Understanding Local Heritage</td>
<td>NI Travel News</td>
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<tr>
<td>8/16/21</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>KMG 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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<tr>
<td>9/10/21</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>9/11/21</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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<td>Yosemite National Park Temporary Reservation System Ends October 1</td>
<td>National Parks Traveler</td>
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<td>9/30/21</td>
<td>YOSEMITE KILLS TEMPORARY RESERVATIONS SYSTEM</td>
<td>skiplavlive.com</td>
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<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>
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<td>10/4/21</td>
<td>11 Weekend Getaways Within 5 Hours of LA That Are Perfect for Fall</td>
<td>Thrillist.com</td>
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<td>10/5/21</td>
<td>Going to Yosemite? You’ll no longer need to make a reservation</td>
<td>SF Chronicle</td>
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<td>10/9/21</td>
<td>Experience Christmas All Over The World!</td>
<td>NI Travel News</td>
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<td>Experience the World Through Taste!</td>
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<td>Eco-Travel Around the World!</td>
<td>NI Travel News</td>
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<td>10/13/21</td>
<td>Discovering Wine Deep In California’s Sierra Foothills</td>
<td>Sarahwind.com</td>
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<td>10/17/21</td>
<td>The world’s most sustainable travel spots revealed</td>
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<td>10/17/21</td>
<td>Halloween Inspiration – Haunted Hotels and Spooky Experiences</td>
<td>NI Travel News</td>
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<td>11/3/21</td>
<td>Skip the Snooby Slopes. Check Out These Under-the-Radar Ski Destinations Instead</td>
<td>MSN.com</td>
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<td>Skip the Snooby Slopes. Check Out These Under-the-Radar Ski Destinations Instead</td>
<td>Fodors.com</td>
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<td>11/7/21</td>
<td>Guide To Yosemite In The Fall &amp; Early Winter: Top Hikes, Fall Colors &amp; More!</td>
<td>WhimsySoul.com</td>
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<tr>
<td>Date</td>
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<td>Source</td>
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<tr>
<td>11/9/21</td>
<td>20 amazing trips to rediscover the best of America in 2022</td>
<td>The Telegraph</td>
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<tr>
<td>11/10/21</td>
<td>Christmas Festivities Around the World</td>
<td>Viestra</td>
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<td>WHERE TO SPEND THANKSGIVING ACROSS THE STATES</td>
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<td>WORLDWIDE SPAS WORTH SPLASHING OUT FOR</td>
<td>Viestra</td>
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<tr>
<td>12/1/21</td>
<td>'Tis the season: 11 of the world’s greatest Christmas illuminations</td>
<td>ITTN</td>
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<td>'Tis the Season: 11 of the World’s Greatest Christmas Illuminations</td>
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<td>12/1/21</td>
<td>11 of the best wildlife spotting destinations</td>
<td>Travel Daily Media</td>
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<td>12/2/21</td>
<td>7 of the Most Amazing Winter Wonderland Hotels</td>
<td>themanual.com</td>
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<tr>
<td>12/7/21</td>
<td>Make Time for Mariposa, Gold Rush Gateway to Yosemite</td>
<td>parksandpoints.com</td>
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<tr>
<td>12/8/21</td>
<td>6 places you didn’t know you could ski</td>
<td>Orbitz.com</td>
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<tr>
<td>12/8/21</td>
<td>The World’s Greatest Christmas Illuminations</td>
<td>Crave Magazine</td>
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<td>TOP 13 CULINARY EXPERIENCES AROUND THE WORLD</td>
<td>Viestra Magazine</td>
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<td>12/13/21</td>
<td>The Best Places to Tube and Sled in the West</td>
<td>VIA (AAA)</td>
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<td>12/16/21</td>
<td>4 must-try adventures in Yosemite</td>
<td>L.A. Times Escapes Newsletter</td>
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<td>12/20/21</td>
<td>Great Camps and Remote Lodges Across the U.S.</td>
<td>AFAR</td>
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<td>L.A. Times.com</td>
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<td>12/30/21</td>
<td>Cultural Events and Festivals for 2022</td>
<td>Culture Trip</td>
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<td>12/31/21</td>
<td>Hit California’s standout stargazing spots in this epic road trip</td>
<td>Matador Network</td>
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<tr>
<td>12/31/21</td>
<td>Out of office on: 18 remote travel spots to switch off</td>
<td>The Travel Daily</td>
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</tbody>
</table>
Hello from Yosemite Mariposa County!

We’re gearing up for a great winter and holiday season here in Mariposa County and we’re excited to share all there is to experience. Included in this newsletter are some new and exciting things in our region for 2022, winter & holiday content to pull inspiration for your own production efforts, information on an upcoming opportunity to meet with me in person and some of our shared content.

You’re receiving Yosemite Mariposa County’s newsletter tailored specifically for those of you in the media. My name is Tony McDaniel, Director of Communications for the Yosemite Mariposa County Tourism Bureau (YMCTB). In my role I oversee content creation, media relations communications, relations, the organization of press trips and management of our @YosemiteNation social media accounts. I’m an expert on all things Yosemite Mariposa County, so please think of me as a resource whenever needed.

Have questions or want to discuss some content of your own? Please don’t hesitate to reach out to me at tonym@Yosemite.com.

Thanks for reading, and happy holidays!

Tony McDaniel

• 360ViewPR (Domestic) & Black Diamond (U.K.)
• Media Newsletters (new effort)
• Face-to-face media meetings
• Crisis communications
• And of course FAMs...
FAMs

- 4 completed press trips so far this year
- We’ve also seen articles published this year from some of our trips as far back as 2019.
- Navigating new COVID related issues with planning FAMs.
Gap Analysis

Lodging Occupancy as of 01/01/22

- December - Inside: 50% (On the Books), 40% (Forecasted), 40% (Total)
- December - Outside: 40% (On the Books), 50% (Forecasted), 45% (Total)
- January - Inside: 35% (On the Books), 4% (Forecasted), 28% (Total)
- January - Outside: 21% (On the Books), 7% (Forecasted), 28% (Total)
- February - Inside: 17% (On the Books), 40% (Forecasted), 37% (Total)
- February - Outside: 16% (On the Books), 37% (Forecasted), 33% (Total)
<table>
<thead>
<tr>
<th>Month</th>
<th>Dates</th>
<th>Event Description</th>
<th>Name(s)</th>
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<tbody>
<tr>
<td>January</td>
<td>26-28</td>
<td>IMM New York</td>
<td>Tony</td>
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<tr>
<td>February</td>
<td>11-13</td>
<td>FAM - Black Diamond</td>
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<tr>
<td>February</td>
<td>13-16</td>
<td>Outlook Forum</td>
<td>Tony &amp; Ellen</td>
</tr>
<tr>
<td>February</td>
<td>13-17</td>
<td>Go West Reno</td>
<td>Jonathan</td>
</tr>
<tr>
<td>March</td>
<td>2-10</td>
<td>Scandinavia Sales Days</td>
<td>Jonathan</td>
</tr>
<tr>
<td>March</td>
<td>16-18</td>
<td>Noble Visit</td>
<td></td>
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<tr>
<td>April</td>
<td>3-7</td>
<td>Visit CA - Canada Sales Trip</td>
<td>Tony</td>
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<tr>
<td>May</td>
<td>17-20</td>
<td>360ViewPR in Mariposa</td>
<td>Tony, Jonathan</td>
</tr>
<tr>
<td>May</td>
<td>24-27</td>
<td>California Cup (Tent)</td>
<td>Jonathan</td>
</tr>
<tr>
<td>June</td>
<td>4-8</td>
<td>IPW Orlando</td>
<td>Ellen, Tony, Jonathan</td>
</tr>
<tr>
<td>October</td>
<td>3-5</td>
<td>CalTravel Summit</td>
<td>Jonathan</td>
</tr>
</tbody>
</table>

Evaluating value due to current COVID situation
Film Commission

With limited county funds, no outbound marketing investment is being made in attracting film production companies at this time.

A tracing process has been implemented in AirTable to record leads. Will be asking county officials to assist in documenting.

The Film Commission webpage is being updated routinely.

The California Film Commission is routinely monitored for opportunities and changes in guidance.

Several questions are asked regarding the Price v. Barr ruling impacts on filming in YNP and other public lands. YMCTB has been monitoring public lands and YNP website for information and changes in the permit process. In reviewing USFS and BLM websites, no language changes have been made. See YNP website for changes made here: https://www.nps.gov/aboutus/news/commercial-film-and-photo-permits.htm#:~:text=Changes%20to%20Commercial%20Filming%20Permits,CFR%20Part%205.5%20are%20unconstitutional.
Traditional Sales

Meetings and Social Events will eventually return to normal, just not as soon as we’d hoped

YMCTB is waiting for Yosemite National Park and Yosemite Hospitality to set a new guidance allowing meetings and weddings to take place in Yosemite Valley. YNP generates the majority of traditional meeting and social leads to the region. With the park not allowing meetings, these leads have all but stopped. As placement inside the park is limited for many reasons, we send overflow leads to our partners.

YMCTB has rebuilt and improved our traditional meeting web pages in anticipation of this reopening. New revised Sales Sheets are being finished for all of the primary meeting locations.

Weddings and significant social events will be separated in the web navigation, rather than including these segments in the meetings pages. Meetings and Social events such as weddings are very different, so the past practice of combining them diminishes the sales of both.

Wedding promotions and advertising is slowing being “turned back on” through digital advertising and articles.

The RFP or request for proposal has been updated. We are considering adding CVENT as a paid lead generator.

All inbound leads are now being traced in AirTable.
International Marketing

YMCTB is significantly increasing our international advertising investment – despite Omicron

United Kingdom Digital Display advertising continues to perform well as noted in the previous KPI slide

Australia’s Digital Display advertising started for the first time this January and we expect positive results

Germany is also being added for Digital Display and will be launched in March

Added two significant Brand USA co-op programs totaling $40K for UK and Europe

International Sales Representation Partners - Increasing co-ops through
  MSI – Germany (CanUSA & American Unlimited)
  Atlantic Link - Scandinavia (Swansons)
  Gate7 (Visit CA Australia – silver level)
We have not engaged in trade partner co-ops with Black Diamond, as our efforts have gone to earned editorial and media outreach or direct to supplier – buyer travel trade contract efforts
Local Event and Sponsorships

With very limited county funding, event and sponsorship budget was reduced to $9,000 for 2021 – 2022, Vs. our traditional annual budget of $35,000

$3000 was awarded to the Butterfly Festival in December

We have received very few requests YTD. The Gem & Mineral Show just sent a request

Our budget this year did not allow for donations to the museums but could be adjusted based on revenues through the fiscal year
Yosemite.com Sales

Total sales for 2021 were $11,700

Total expense to income lead to a loss of <$4993>

That was a significant improvement over the PY loss of <$9710>

With Aaron’s future efforts, YMCTB will improve our outreach to partners explaining the benefits of premium and standard business listings and placements, as well as banner advertising placements.

YMCTB will review the banner and special advertising options as we replace the current Yosemite.com website. It’s possible that premium locations could be added for attractions, retail or other businesses. We have very few restaurants participating at this time, so restaurants represent an advertising and revenue opportunity as well.

In the overall “scheme of things”, the effort to reward for Yosemite.com advertising are low. So we’ll make the effort, but not to a diminishing return of time invested.
Yosemite.com Replacement Strategy

Next steps on Yosemite.com 3.0 replacement
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Thursday, March 17, 2022</td>
<td>1:30 pm</td>
<td>Cedar Lodge - TBD</td>
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<tr>
<td>Thursday, May 19, 2022</td>
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<tr>
<td>Thursday, August 18, 2022</td>
<td>1:30 pm</td>
<td>TBD</td>
</tr>
<tr>
<td>Thursday, October 20, 2022</td>
<td>1:30 pm</td>
<td>TBD</td>
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</table>
Thank You!

YOSEMITE
MARIPOSA COUNTY
TOURISM BUREAU