

**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

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

Month	20/21 Amount	19/20 Amount	18/19 Amount	17/18 Amount	16/17 Amount	15/16 Amount
July	\$ 1,474,664	\$ 2,857,229	\$ 1,548,198	\$ 1,995,936	\$ 2,011,727	\$ 1,946,951
August	\$ 1,591,830	\$ 2,626,881	\$ 650,470	\$ 1,823,040	\$ 1,827,371	\$ 1,810,249
September	\$ 790,349	\$ 2,483,753	\$ 1,670,119	\$ 1,641,612	\$ 1,700,907	\$ 1,604,623
October	\$ 1,327,953	\$ 1,852,803	\$ 1,276,720	\$ 1,289,251	\$ 1,224,684	\$ 1,145,947
November	\$ 1,166,846	\$ 1,094,861	\$ 859,085	\$ 769,596	\$ 761,591	\$ 672,509
December	\$ 266,374	\$ 1,081,371	\$ 748,286	\$ 752,876	\$ 731,360	\$ 844,387
January	\$ 211,545	\$ 598,299	\$ 454,886	\$ 468,527	\$ 406,545	\$ 454,398
February	\$ 761,434	\$ 779,460	\$ 394,608	\$ 507,606	\$ 476,816	\$ 556,406
March	\$ 1,325,065	\$ 378,288	\$ 671,734	\$ 748,369	\$ 735,920	\$ 768,135
April	\$1,851,356	\$ 10,793	\$ 1,471,107	\$ 1,112,161	\$ 1,274,928	\$ 1,047,577
May	\$ 2,200,760	\$ 17,168	\$ 2,234,619	\$ 1,709,524	\$ 1,678,830	\$ 1,537,000
June	\$ 2,787,163	\$ 571,448	\$ 2,844,599	\$ 2,165,245	\$ 2,052,049	\$ 1,964,970
GR TOTAL	\$15,755,339	\$ 14,352,353	\$ 14,824,432	\$14,983,743	\$ 14,882,728	\$ 14,353,152

Δ Prior Year \$ 1,402,986 \$ (472,079) \$ (159,311) \$101,015 \$ 529,576

Revised 8/4/2021

TBID Income History

Month	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016
Jul	\$32,892	\$284,356	\$210,888	\$200,131	\$174,621	\$165,693
Aug	\$137,534	\$226,277	\$179,271	\$211,504	\$193,572	\$197,903
Sep	\$123,733	\$227,407	\$59,998	\$165,258	\$178,864	\$187,790
Oct	\$86,666	\$227,841	\$96,547	\$183,879	\$181,180	\$173,887
Nov	\$85,361	\$116,805	\$202,663	\$141,347	\$145,501	\$125,966
Dec	\$111,592	\$148,902	\$97,688	\$92,485	\$105,027	\$76,674
Jan	\$44,592	\$94,089	\$46,424	\$79,151	\$81,362	\$101,375
Feb	\$28,312	\$53,395	\$60,668	\$49,164	\$43,071	\$46,344
Mar	\$89,118	\$62,297	\$56,365	\$53,953	\$49,021	\$38,191
Apr	\$156,699	\$37,165	\$61,510	\$62,241	\$62,398	\$52,476
May	\$128,203	\$5,937	\$105,351	\$96,000	\$107,080	\$122,025
Jun	\$251,213	\$3,422	\$124,642	\$156,291	\$155,442	\$134,669
Total	\$ 1,275,915	\$1,487,891	\$1,302,017	\$1,491,404	\$1,477,140	\$1,422,994
Total PY	\$1,487,891	\$1,302,017	\$1,491,404	\$1,477,140	\$1,422,994	\$1,337,792
Diff	\$ (211,976)	\$ 185,874	\$ (189,387)	\$ 14,265	\$ 54,146	\$ 85,202

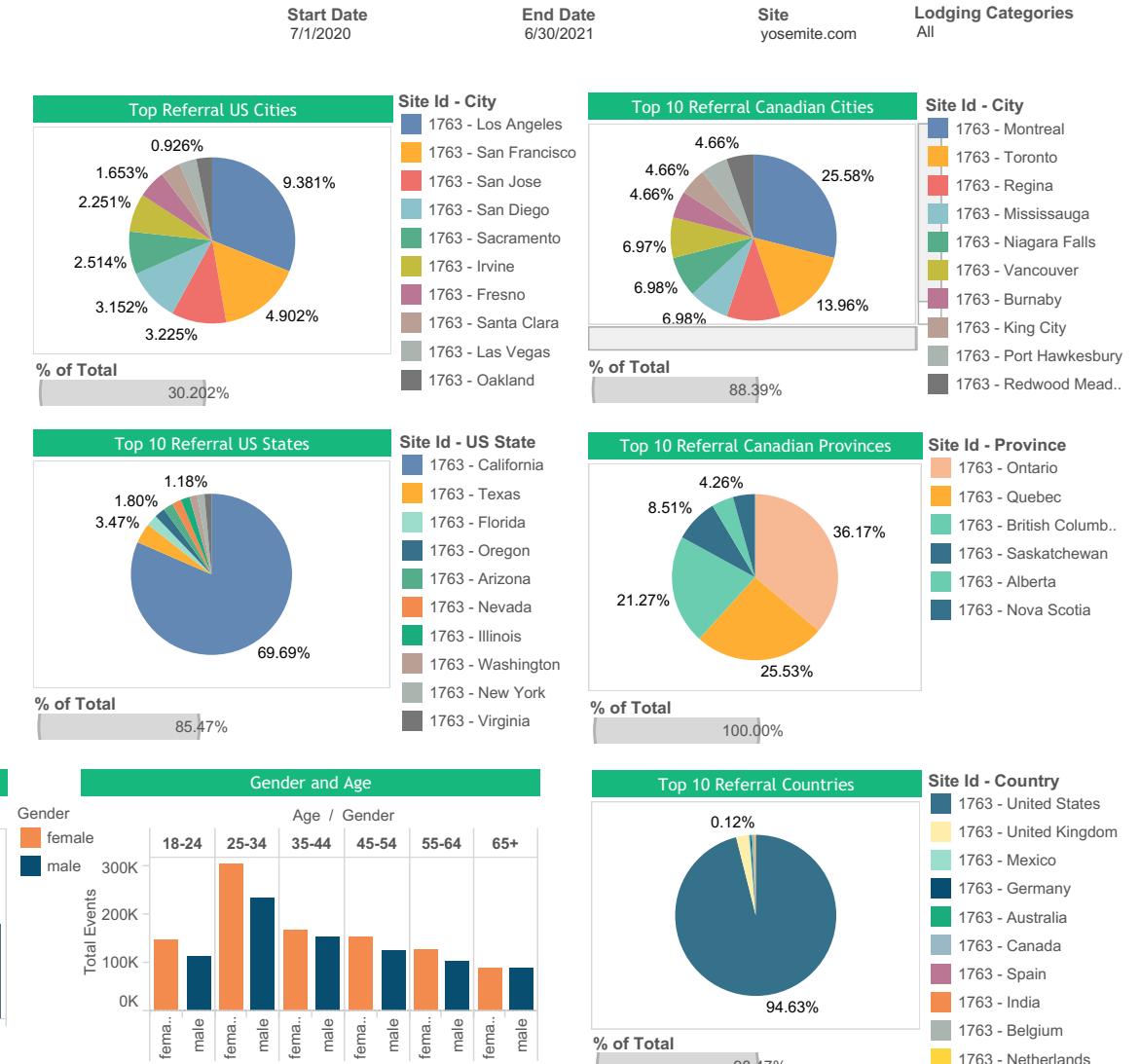
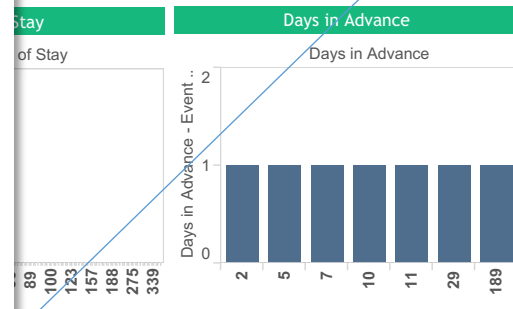
KPI Results for 2020/2021

	July 1, 2020 – June 30, 2021	FY 2020/21 Annual Goals
PRIMARY KPI	ACTUAL: 593,456 126% to goal	472,500 Referrals
Partner Referrals - Lodging	Lodging: 493,288 139% to goal	Lodging: 354,375
Partner Referrals - Things to Do	Things to do: 78,648 72% to goal	Things to Do: 108,675
Partner Referrals - Dining	Dining: 21,520 228% to goal	Dining: 9,450
Supporting KPIs		
Overall Sessions	ACTUAL: 3,274,359 135% to goal	2,420,000 Sessions
Organic Sessions	ACTUAL: 1,511,893 108% to goal	1,400,000 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 143,124 64% to goal	225,000 Sessions
Tracked Metrics		
Book Direct Referrals	June: 74,956	YTD Total: 588,715
Newsletter Sign Ups	New Subscribers FY YTD: 8,539	Total Subscribers: 65,916

Book>Direct Lodging Referral Tracking

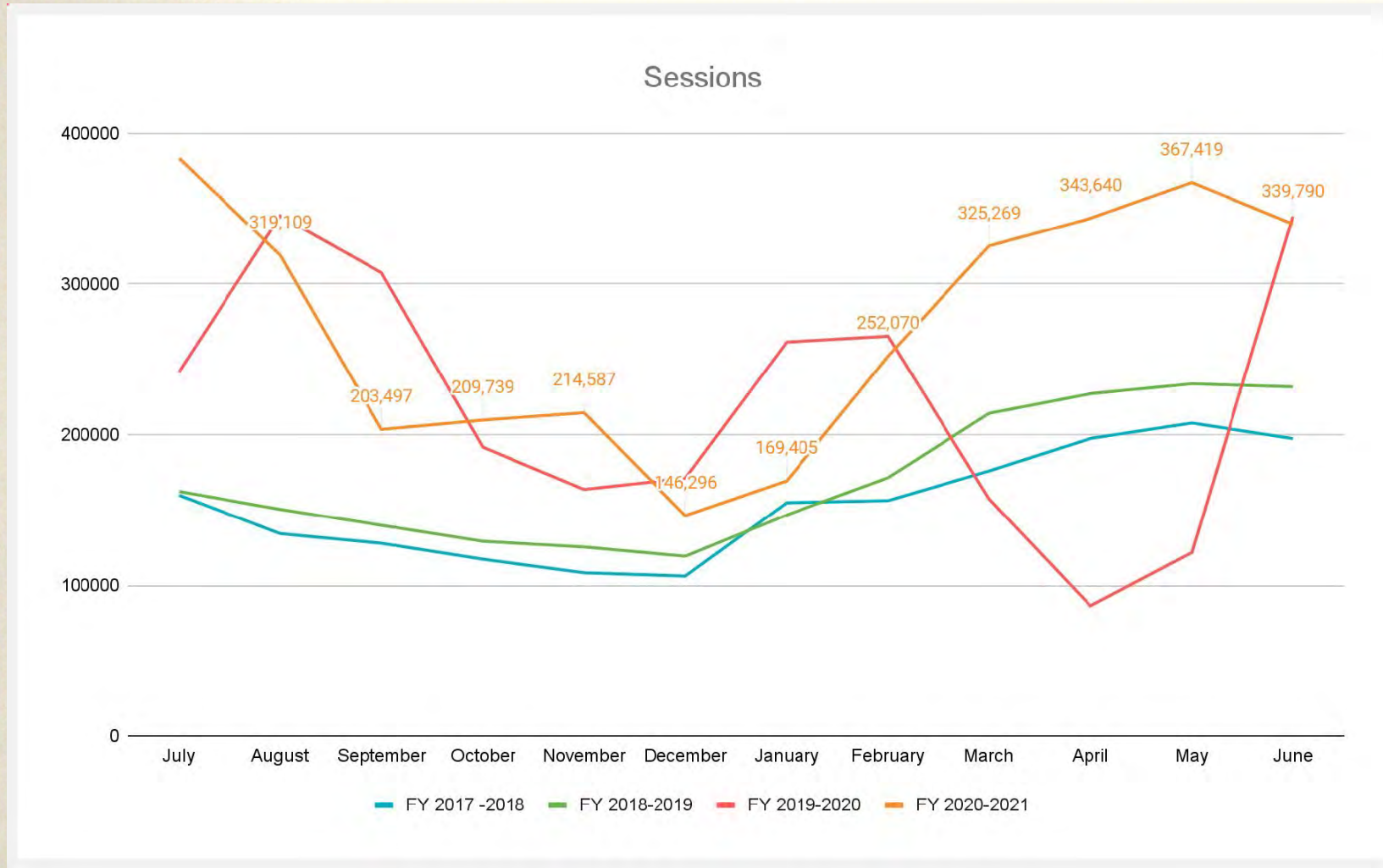
Avg. Cost Per Referral		\$0.02
Avg. Referrals Per Booking		31.87
Referral to Booking CVR		3.14%
Est Avg Cost Per Booking		\$0.72
Est Avg Booking Amount		\$796.21
Cost Per Reservation		0.1%
Searches		872,854
Search to Referral Ratio		67.66%
Total Referrals		590,597
Est Bookings		18,529
Est Total Spend		\$13,295
Est Booking Revenue		\$14,753,028.51
Est ROI	1,108.7	110870%
	Searches	Referrals
Avg Advance Stay in Days	82.37	41.31
Avg. Length of Stay in Days	4.03	2.96
Avg. Daily Rate	\$426.22	\$268.69

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Of the 610 properties that are listed and have live rates and availability, 2 if the total properties listed have conversion tracking and properties with live rates and availability have conversion tracking.

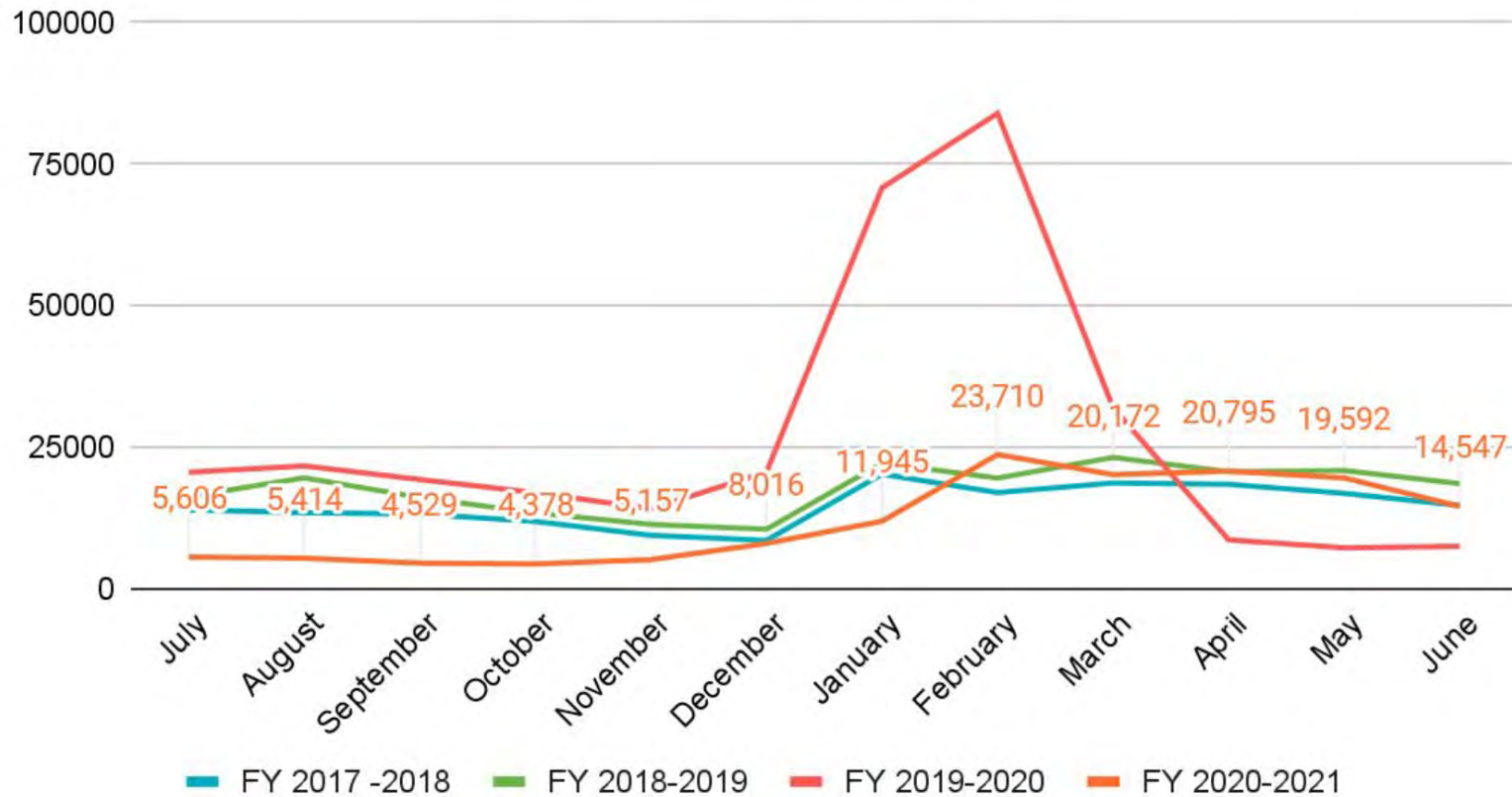
Overall Growth: Sessions 2020/2021



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

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

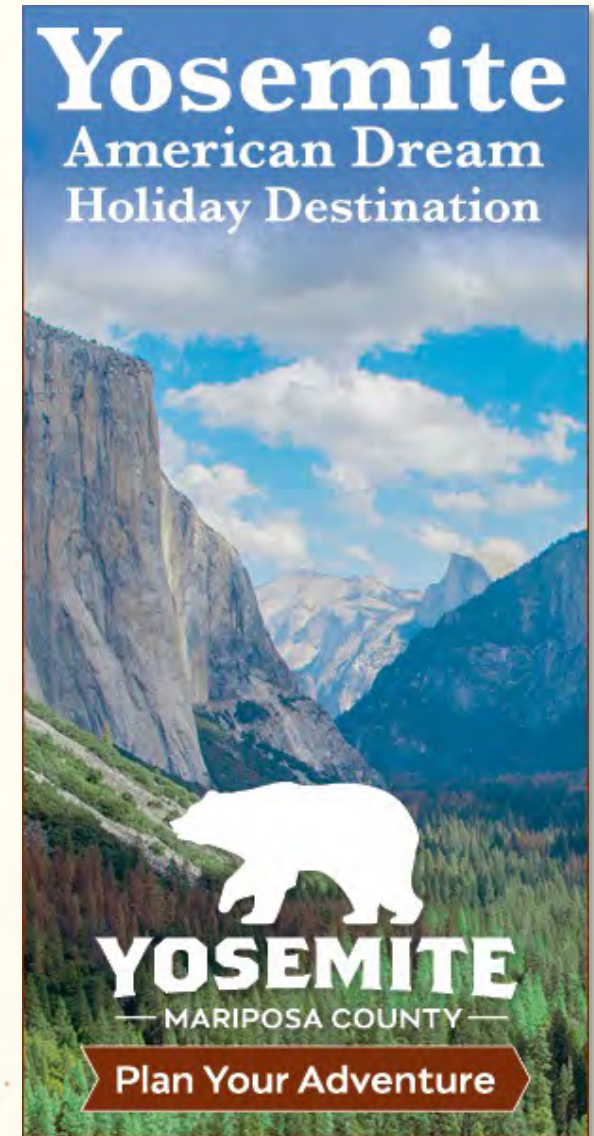
Display Ads Performance in US: 2020/2021

- 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



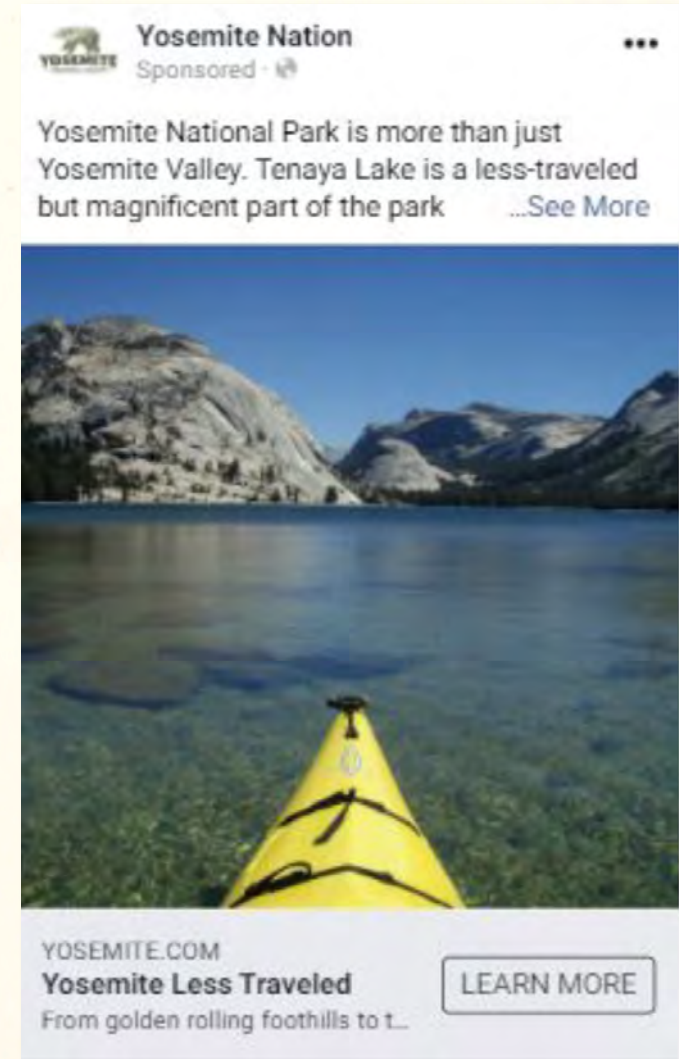
Display Campaign in United Kingdom: 2020/2021

- 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.

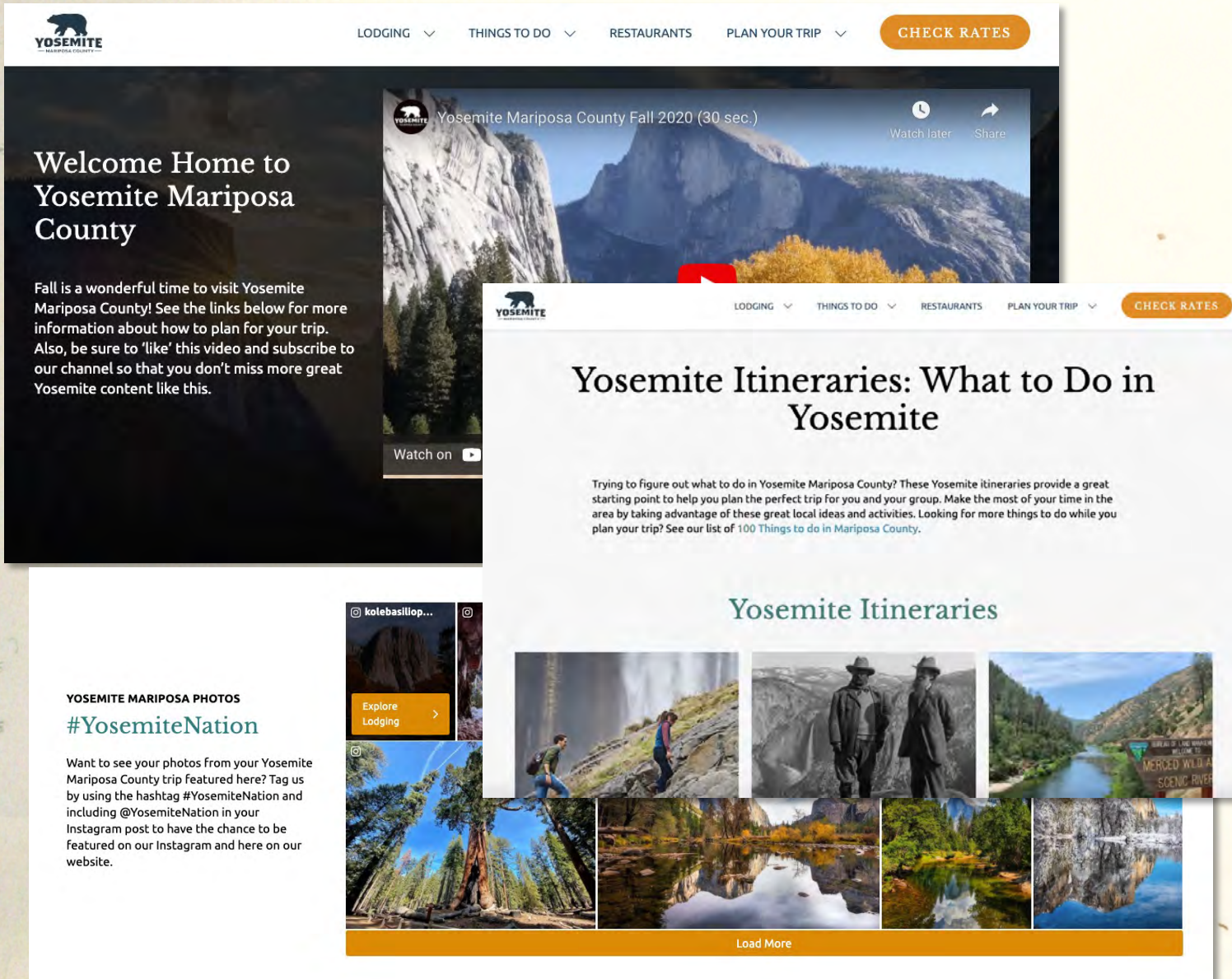


Paid Social Media Ads Performance 2020/2021

- 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%.



Yosemite.com Strategy 2.0



- 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

Yosemite.com Content Production

NATURE RULES, OUTDOOR ACTIVITIES

Yosemite Wildfire Prevention & Safety

Golden Staters know that late summer and autumn can be prime time for the year's best weather. In Yosemite, traffic and trails thin out, nights turn cool, and fall's golden equinox is on. This glorious time of year also comes with an asterisk: it's

CABIN AND VACATION RENTALS, CENTRAL MARIPOSA COUNTY REGION, GENERAL TRAVEL TIPS, HOTELS AND RESORTS, INSIDE YOSEMITE, LODGING, NORTHERN MARIPOSA COUNTY REGION, NORTHERN YOSEMITE REGION, NW MARIPOSA COUNTY REGION, PET-FRIENDLY TRAVEL, SOUTHERN MARIPOSA COUNTY REGION, SOUTHERN YOSEMITE REGION, YOSEMITE VALLEY REGION

Yosemite Dog Lover's Itinerary

Dog-friendly Yosemite Mariposa County is best in show. Offering tail-wagging things to do, scenery worth a sit and stay, and great restaurants with tasty treats for plates and bowls alike, this is *the* place to take your fur-ever friend. Ready to

GENERAL TRAVEL TIPS, TRAVEL AND TRANSPORTATION

Planning a Trip to Yosemite on Short Notice

Yosemite National Park is using a [temporary Day Use Reservation system](#) this summer which requires all visitors to Yosemite to either have an in-park lodging reservation or a day-use reservation from recreation.gov to enter the park. With almost a third of spaces reserved, advance planning is necessary, but

- 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

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)

Special Offers

2020-2021 Fiscal Year

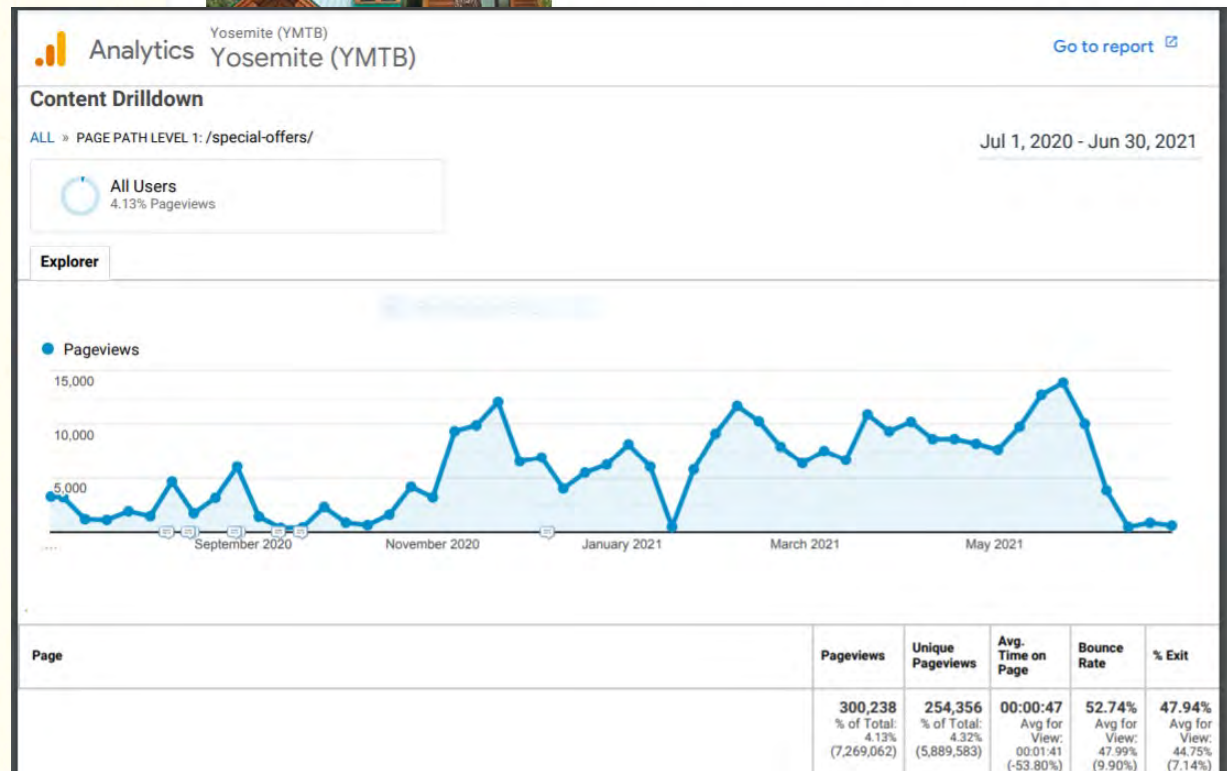
Total Pageviews:	300,238
Total Referrals:	84,745
# of Partners:	48
Lodging:	34
Retail:	7
Attractions:	7

Special Offers



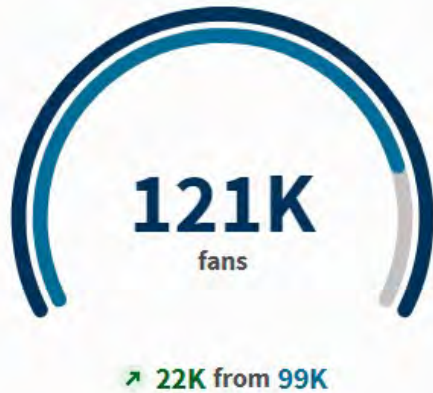
The Redwoods In Yosemite

Summer 2021 | 10% OFF - Offer ends 9/2/21

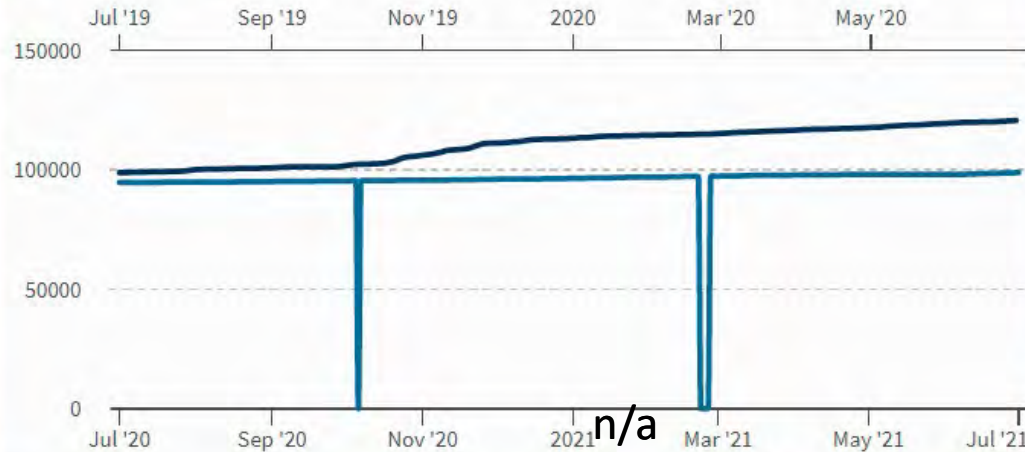


Social Media – YosemiteNation Facebook

f Total Fans



f Fans by Date



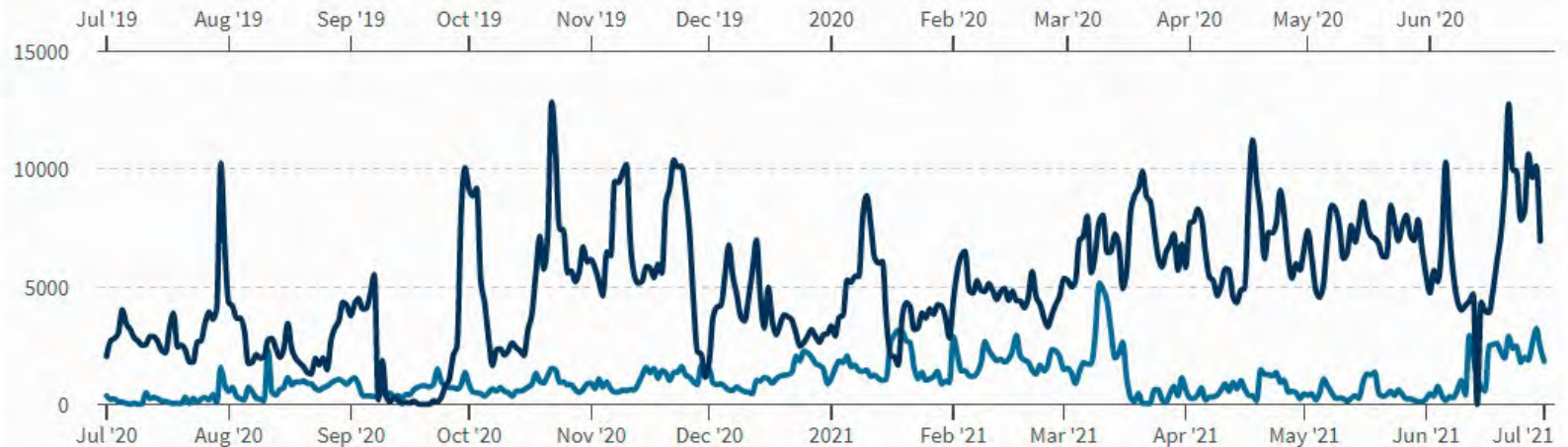
f Lost Fans



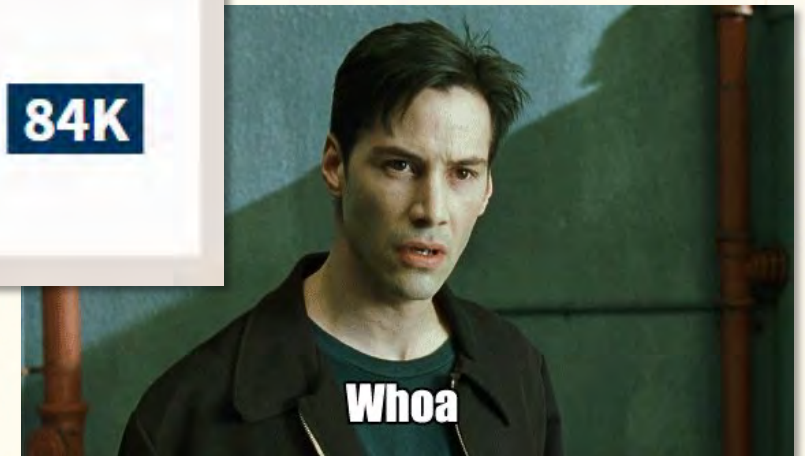
f Total Content Clicks



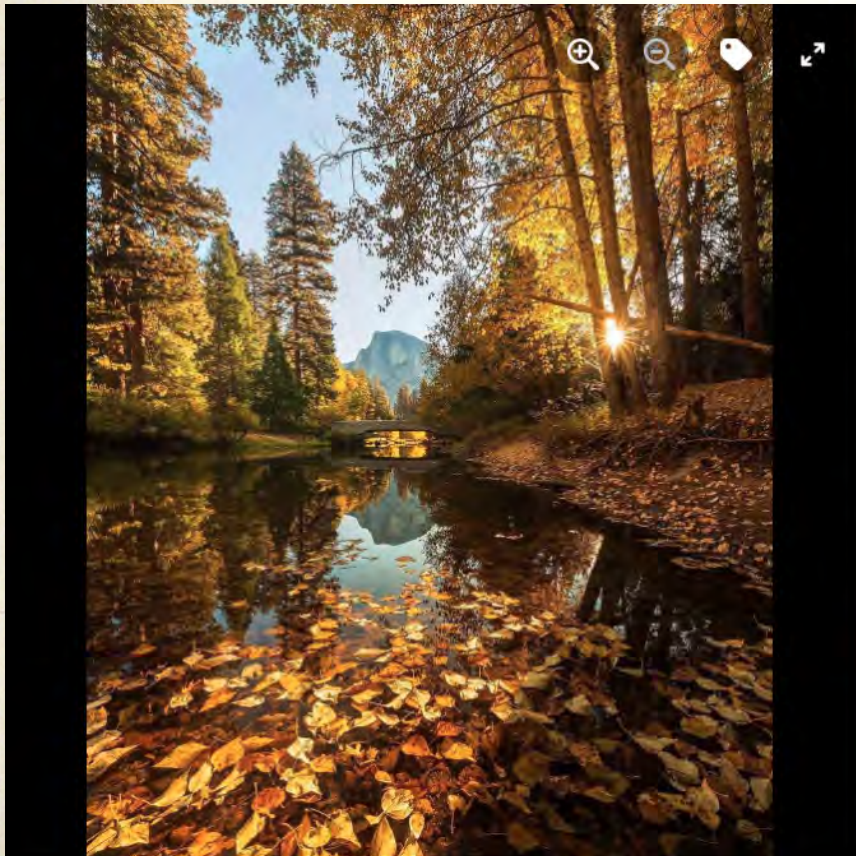
f Content Clicks by Date




Social Media – YosemiteNation Facebook



Social Media - Facebook Examples



**Yosemite Nation**
Published by Hootsuite · October 20, 2020



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.photographycaptures.






Take a look at the link below for a four-day Yosemite fall itinerary so you can soak ... [See More](#)


Edit

  117K 1K Comments 19K Shares

 Like  Comment  Share 

Most Relevant

 Comment as Yosemite...    


**Yosemite Nation**
Published by Craig Polson · September 29, 2020


Yosemite National Park has announced that day use reservations will no longer required beginning November 1st. This will end the reservation system that has been in place since the park reopened in June.


Day use reservations will still be in place for October and can be purchased through [recreation.gov](https://www.recreation.gov). See our link below for details.

Now is a great time to plan your Fall visit to Yosemite! The temperatures are cooling, the colors are changing, and the outdoors is calling. Take a look at the special offers on our website at the link below.

#YosemiteNation Visit California

 <https://bit.ly/33dlwch> (details on visiting Yosemite)

 <https://bit.ly/30jm9zw> (special offers)



BEGINNING NOVEMBER 1ST
reservations to visit Yosemite
will no longer be required.



325,703 People Reached	39,725 Engagements	- Distribution Score	Boost Again
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Boosted on September 29, 2020
By Craig Polson

Completed

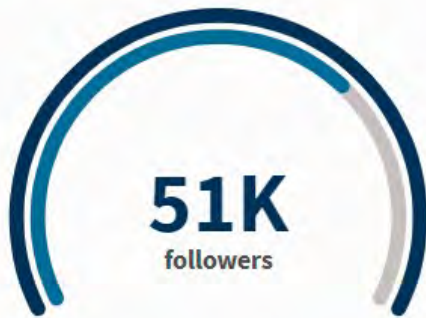
People Reached	132K	Post Engagements	14.9K
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[View Results](#)

  You and 13K others 751 Comments 2.5K Shares

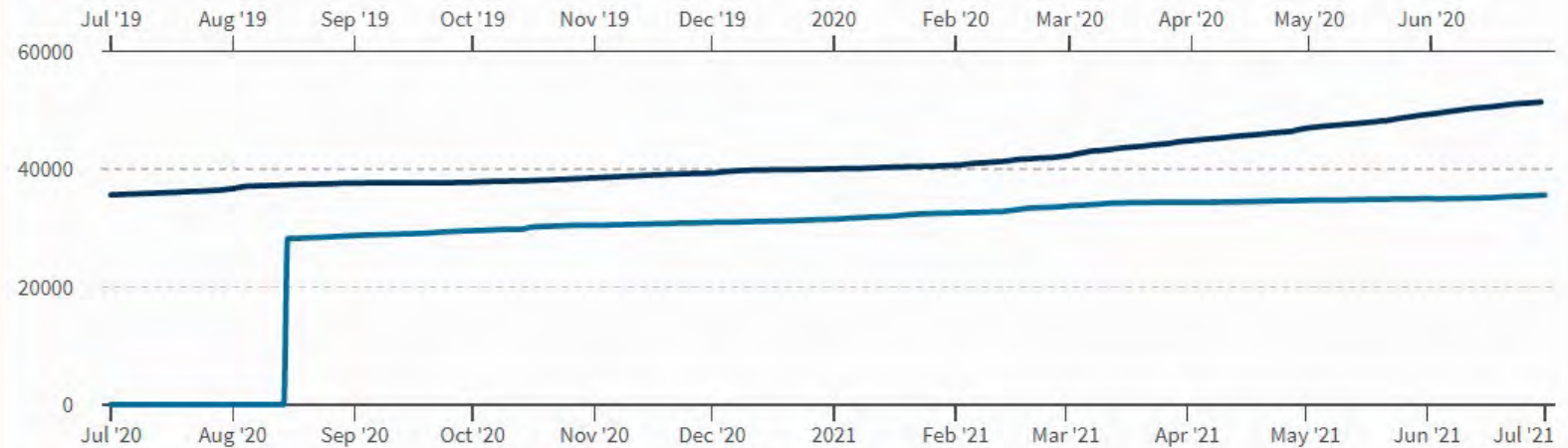
Social Media - Instagram

Total Followers

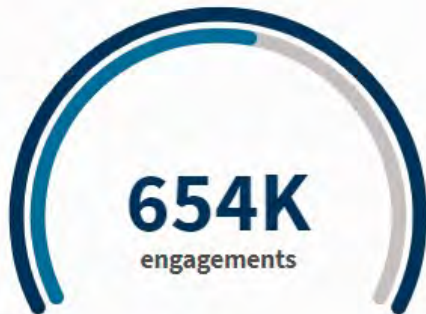


↗ 16K from 36K

Followers by Date



Total Engagement



↗ 81.2% from 361K

Engagement by Type

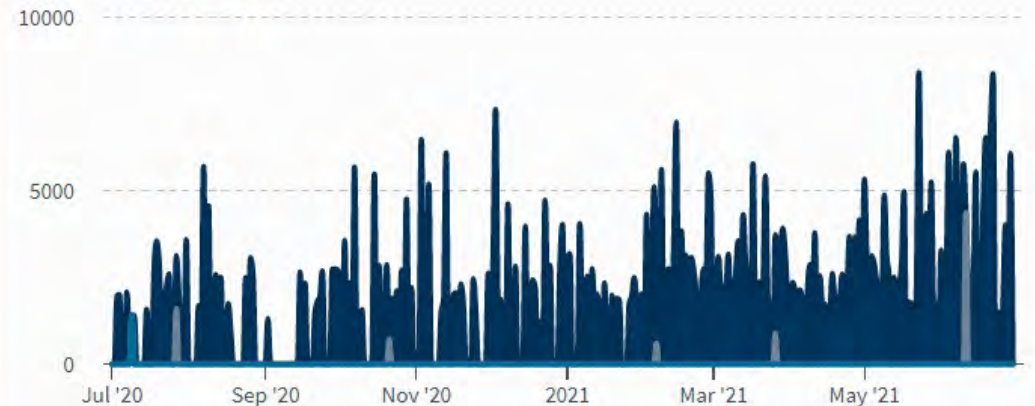
Photo ↗ 82.1% 644K

Video ↗ 15.3% 8.2K

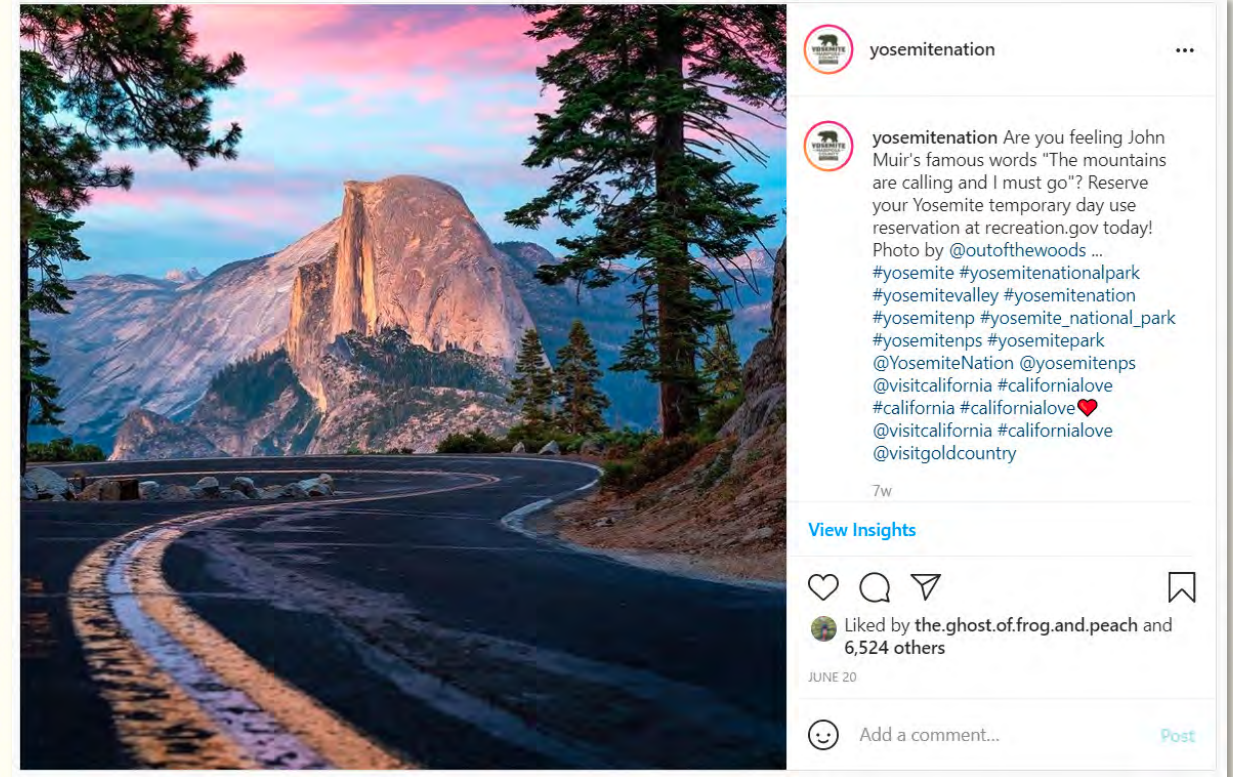
Carousel album 1.4K

Engagement by Type

● Photo ● Video ● Carousel album



Social Media - Instagram Examples



Social Media - Pinterest

Impressions ⓘ **1.91m** Engagements ⓘ **38.83k**
Total audience ⓘ **1.42m** Engaged audience ⓘ **32.84k**

Updated in real-time

Updated 21 hours ago

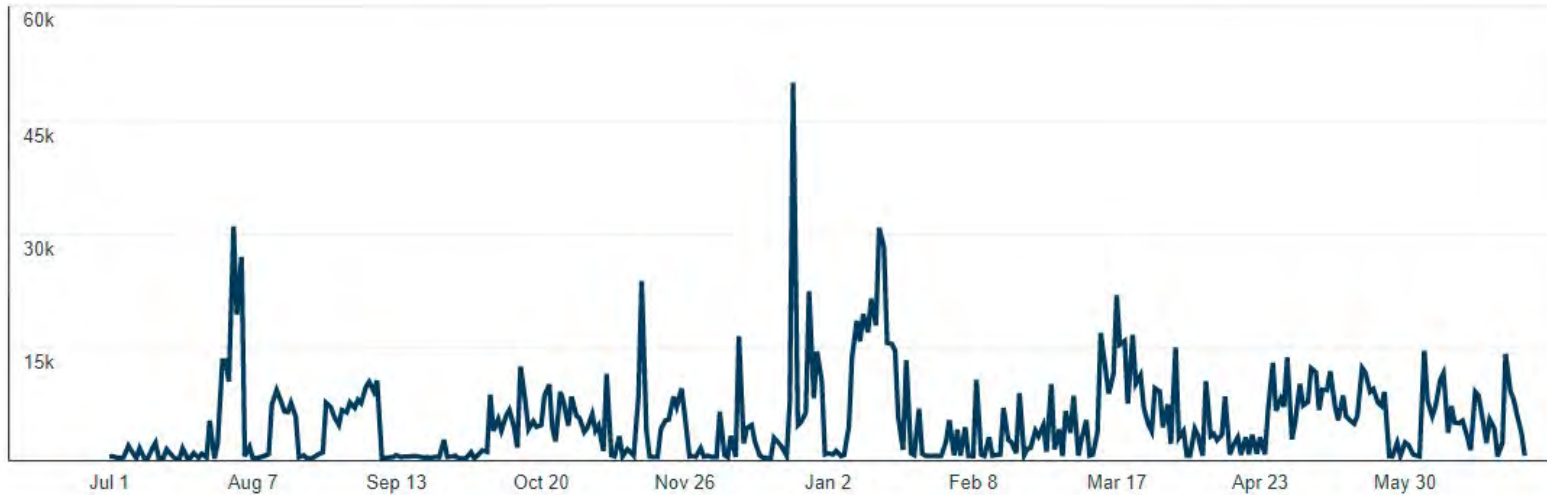
Performance over time

Impressions



Split by

No Split



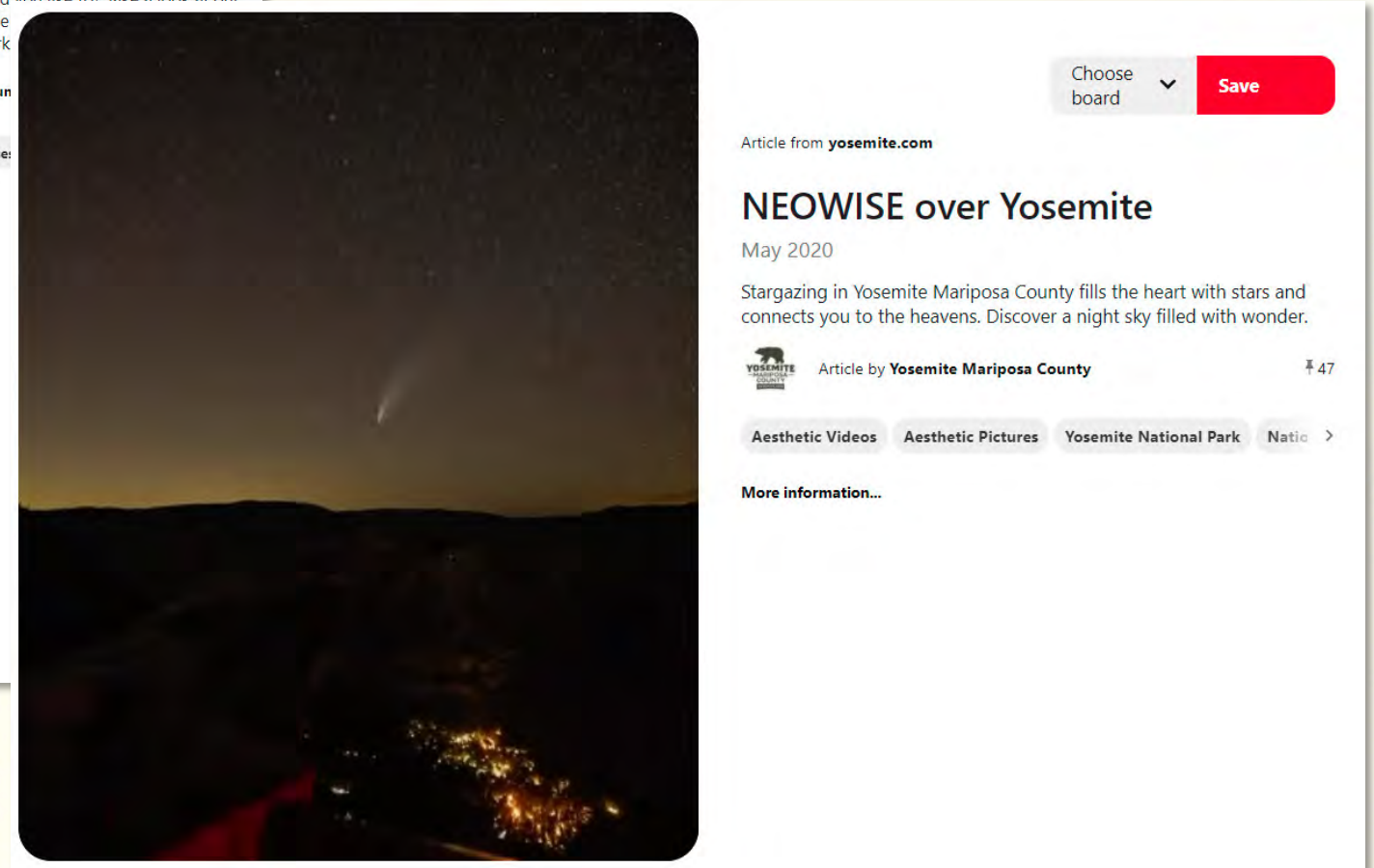
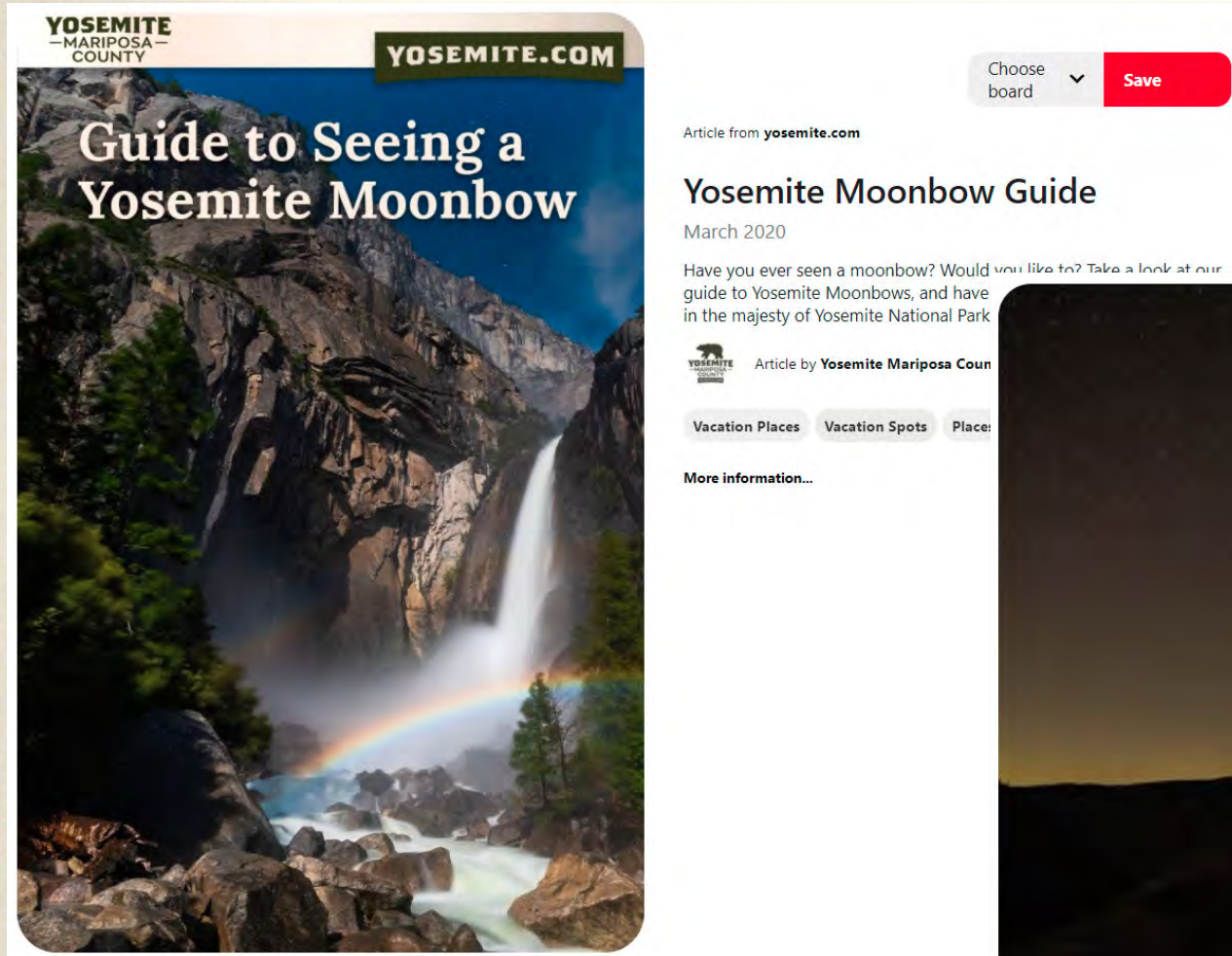
Yosemite Mariposa County

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

1.9k followers · 503 following

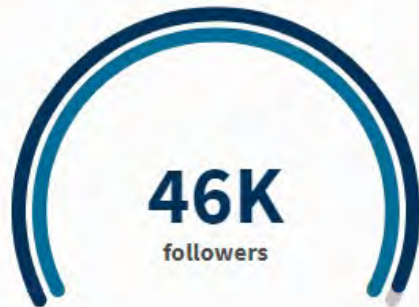
85k monthly views

Social Media - Pinterest Examples



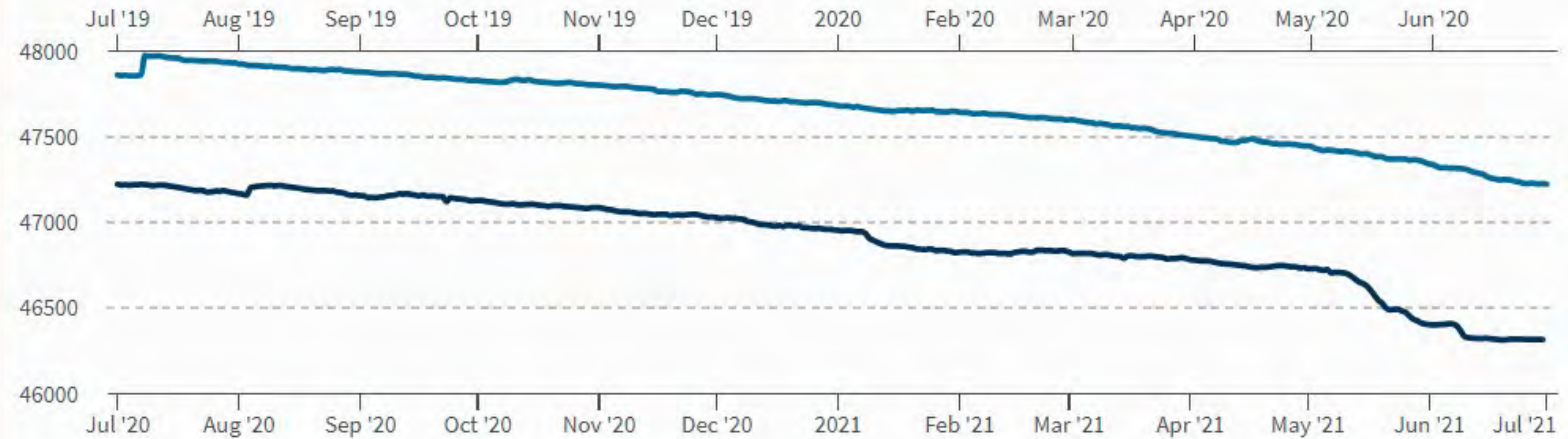
Social Media - Twitter

Total Followers



▼ 910 from 47K

Followers by Date



Engagement



▲ 189% from 1.8K

Engagement > Type

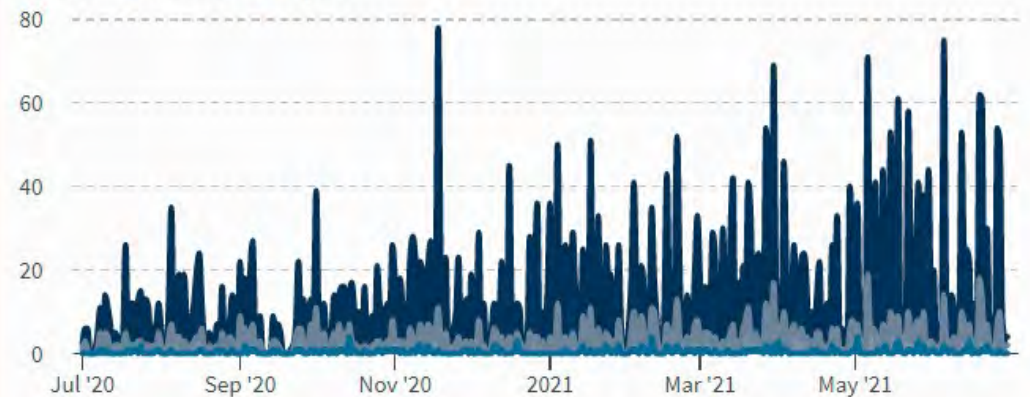
Likes ▲ 191% 3.9K

Retweets ▲ 191% 1K

Replies ▲ 145% 174

Engagement > Type

● Likes ● Retweets ● Replies




Social Media – Twitter Examples

Yosemite Nation
@yosemitenation

In case you missed it, Yosemite experience a beautiful phenomenon that [@SFGate](#) is calling "Snowliage".

[#YosemiteNation](#) [@VisitCA](#)



'Snowliage' happened in Yosemite. The photos are unreal. Snow is beautiful. So is technicolor fall foliage. Last week, they occurred...
[sfgate.com](#)

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

||| View Tweet activity

10 Retweets 4 Quote Tweets 66 Likes

Yosemite Nation
@yosemitenation

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

by Instagram user [@_mcastaneda_](#)

[ow.ly/gPYL50F3nmj](#) (how to visit Yosemite this summer)

[#YosemiteNation](#) [@VisitCA](#)









10:00 AM · Jun 5, 2021 · Hootsuite Inc.


||| View Tweet activity

8 Retweets 1 Quote Tweet 52 Likes

Social Media – YouTube



[Yosemite Information](#)



Yosemite Nation

[CUSTOMIZE CHANNEL](#)[MANAGE VIDEOS](#)

HOME


VIDEOS

PLAYLISTS

CHANNELS


DISCUSSION

ABOUT

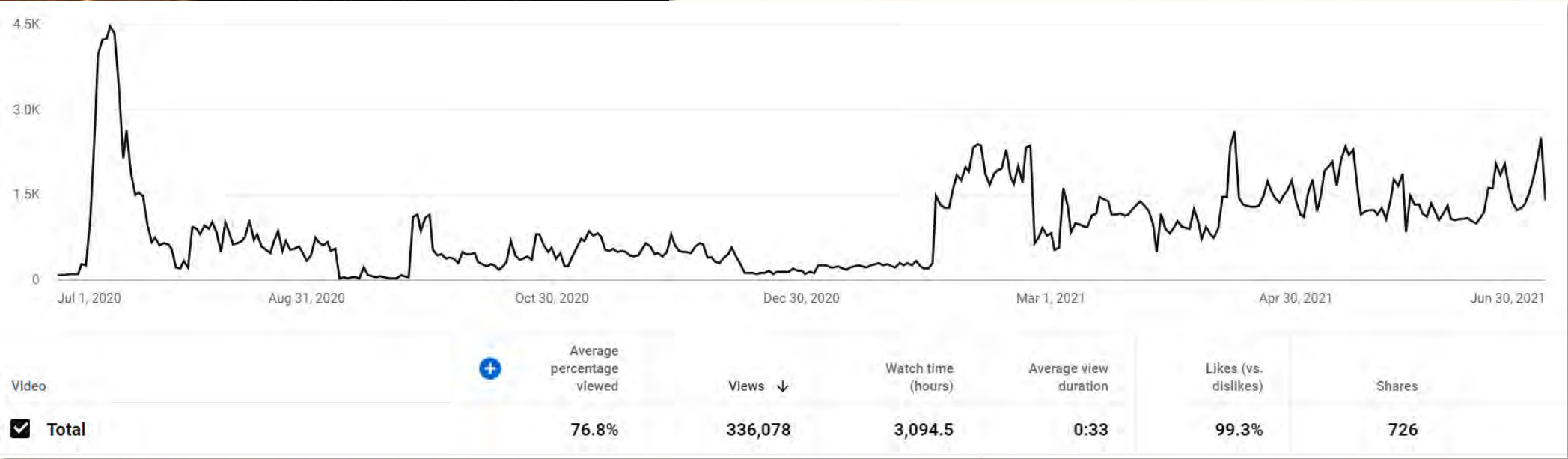


Yosemite Mariposa County Summer 2021 (30 sec)
13,627 views • 1 month ago
From golden rolling foothills to the peaks of the High Sierra, Yosemite Mariposa County is a land of opportunity for summer fun-seekers. Low elevation lakes and rivers provide chances to beat the heat while higher elevations like Yosemite

Created playlists



25

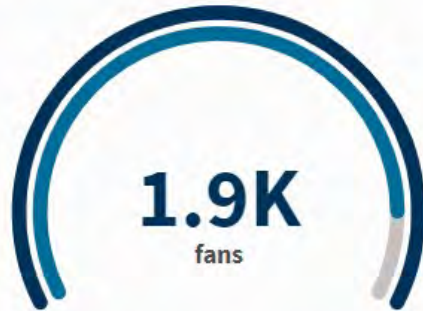


Social Media – YouTube Examples



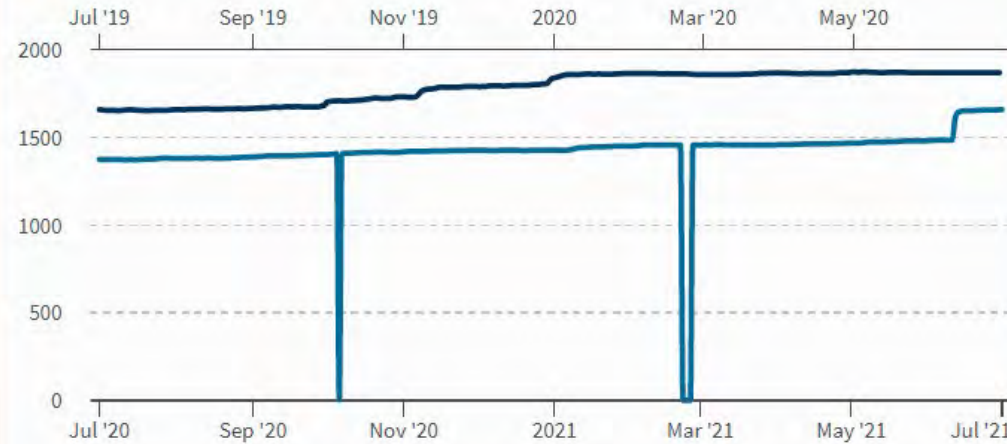
Social Media - Facebook Local

f Total Fans



↗ 211 from 1.7K

f Fans by Date



f Lost Fans



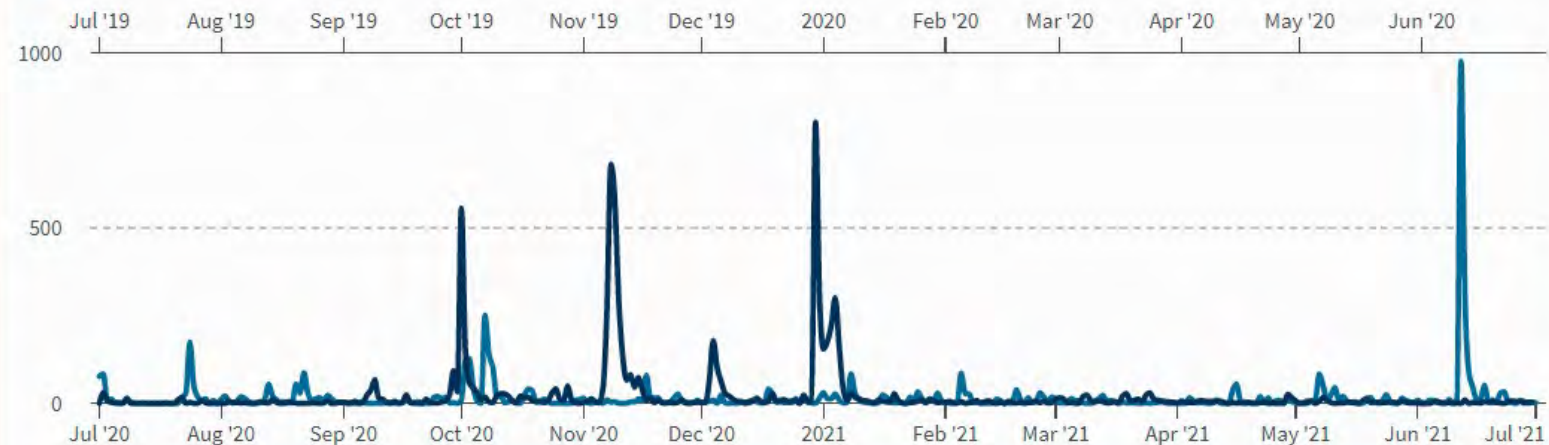
↗ 24 from 41

f Total Content Clicks



↗ 35.9% from 5.7K

f Content Clicks by Date



Social Media - Facebook Local Examples



0:19 / 1:48

Fall Cattle Drive - Mariposa Moments

Like Comment Share

110 · 19 Comments · 11K Views



It was named for hotel owner, Benjamin Bagby.

Underwater Ghost Town - Mariposa Moments

Like Comment Share

You, Jonathan Farrington, Lance McVay and 63 others · 7 Comments · 10K Views

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

Stand Where Nature Soars



You Stayed Home. Now Get Away.

With more than 1,400 square miles of open space, there is room to roam in Yosemite Mariposa County, an area steeped in culture, history, and bountiful natural beauty. From stunning full-service resorts to luxurious vacation rentals, relaxation and renewal are yours in our authentic mountain community.

Cathays Valley • Coulterville • El Portal • Fish Camp • Foresta • Hornitos

Stand Where Nature Soars

Get away, reconnect and discover something new in Yosemite Mariposa County. It's the perfect escape for infinite adventures year-round.

PLAN YOUR TRIP > Yosemite.com



TENAYA LODGE AT YOSEMITE

Explore the Yosemite region at Tenaya Lodge, a full-service resort two miles from Yosemite National Park, or the Explorer Cabins at Tenaya Lodge. Home to 200-foot-tall giant sequoias, there's no place like Yosemite. Tenaya Lodge puts you at Yosemite's doorstep.

TenayaLodge.com
888.514.2167

THE REDWOODS IN YOSEMITE

Over 70 Years of bringing Yosemite to your doorstep! Use coupon code REDWOODS10 at checkout on our website to save 10% when you book a stay in one of our 120 fully equipped cozy cabins & spacious vacation homes, all located INSIDE Yosemite National Park. Our venue is suitable for Weddings & Events, and we are pet friendly, too!

RedwoodsInYosemite.com
888.557.7488

Cathays Valley • Coulterville • El Portal • Fish Camp • Foresta • Hornitos • Mariposa • Midpines • Wawona • Yosemite Valley • Yosemite West


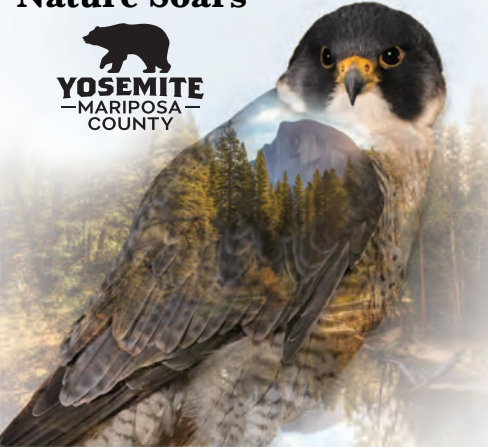
Escape Explore Refresh Renew






IN YOSEMITE MARIPOSA COUNTY

YOSEMITE.COM

Stand Where Nature Soars



 <p>TENAYA LODGE AT YOSEMITE</p> <p>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 find lasting memories to cherish for a lifetime.</p> <p>TenayaLodge.com 888.514.2167</p>	 <p>YOSEMITE BUG RUSTIC MOUNTAIN RESORT</p> <p>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.</p> <p>YosemiteBug.com 866.826.7108</p>	 <p>YOSEMITE RESORTS</p> <p>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.</p> <p>YosemiteResorts.us 888.742.4371</p>
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Get away to amazing Yosemite Mariposa County where there's room to roam with more than 1,400 square miles of bountiful beauty.

YOSEMITE.COM

Cathays Valley • Coulterville • El Portal • Fish Camp • Foresta • Hornitos • Mariposa • Midpines • Wawona • Yosemite Valley • Yosemite West

**CALIFORNIA,
LET'S GO!
YOSEMITE IS
YOURS THIS
SUMMER**

Inside:

Open Yosemite!
Plan a Trip Now in Four Steps

Lift Your Spirits -
Trails and Taprooms

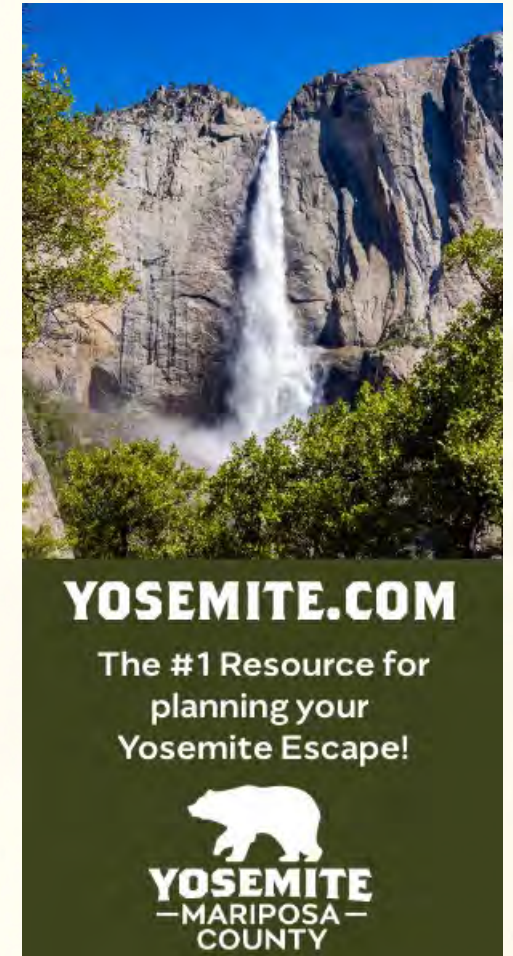
You're Inn: Hotels for all
Tastes and Budgets



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

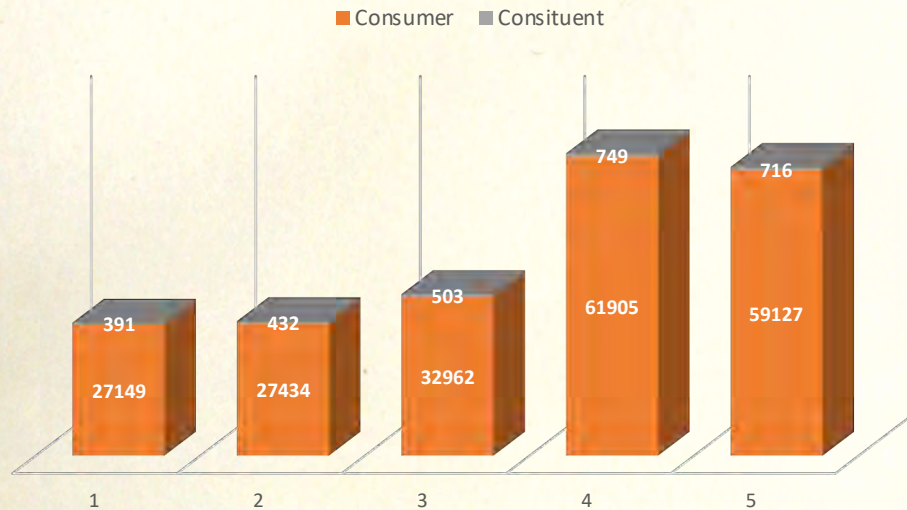
June Campaign – KCBS with
educational focus

Email Marketing

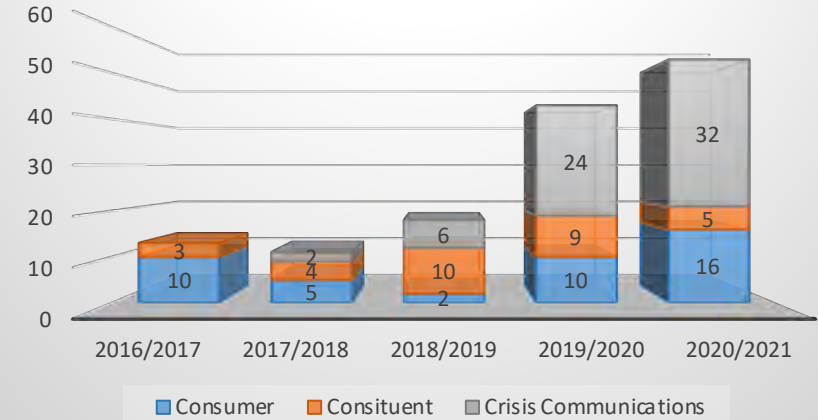
More emails sent than before: 53 total (60% were for crisis communications)

Lists decreased somewhat due to purging of non-responders, but open rates continue to exceed industry standards.

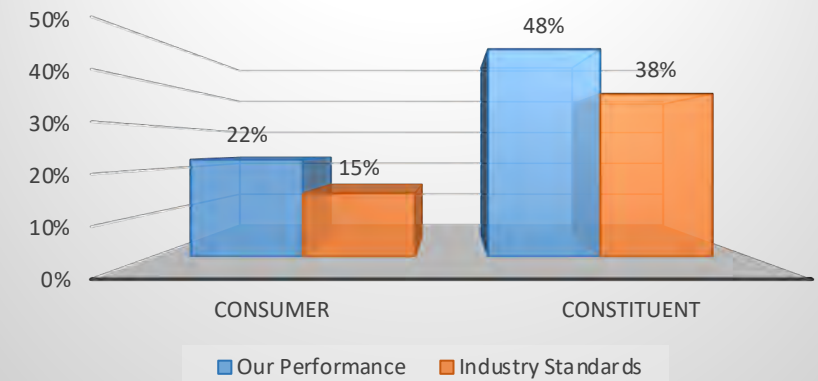
EMAIL LIST SIZE



Numbers of Emails Sent



Average Open Rates



Collateral

WELCOME TO HISTORIC COULTEVILLE

California State Historical Landmark No. 332

EST. 1849



WHISTLING BILLY

Located on the original John Muir Trail —
a historic, scenic route into Yosemite!

THE TOWN OF COULTEVILLE

State Historical Landmark No. 332, Coulteville is an authentic California gold rush town. During its heyday, it was a major gold mining and supply center. Coulteville remains filled with historic buildings and memories of the "49ers." In 2011, Coulteville was named #4 on True West magazine's Top Ten True Western Towns list.

George and Margaret Coulter traveled by covered wagon from Pennsylvania to California in 1849. Upon learning that the large number of placer miners seeking their fortunes in the three local creeks had to travel 30 miles over rough trails to get supplies, Coulter purchased a large supply of merchandise and opened business in a large blue canvas tent over which he conspicuously flew the American flag. The tent soon became a landmark to nearly 2,000 miners in the area, and they called the place "Bandera," or "Little Flag." In 1852, the discovery of gold caused the community to grow rapidly. Hard-rock mining kept the town thriving as placer gold grew scarce. On March 5, 1872, the name of the town was changed to Coulteville to honor its founder.

The life of gold drew miners from around the world. During the Gold Rush, Coulteville boasted of nine nationalities with a population estimated to over five thousand. There was an estimated Chinatown.



HOTEL JEFFERY

EST. 1879

*Not possibly the first Bear Regional Country Music Center

population of over one thousand. The Sun Sun Win Co. Store, built of adobe in 1881, is all that remains of that area of the town. In 1862, a major flood wreaked havoc, with all buildings located along the creek destroyed or heavily damaged. Large portions of the town burned in three major fires, each occurring in July, exactly twenty years apart: 1861, 1881, and 1901.

Boasting to have had the "rock in the world," the original "Wells" locomotive now stands under main's tree at the museum. Ag stands the hotel, Jeffery, who walks, made of rock and clay bit to 1851. The connecting Magn authentic early-day saloon. In heyday, there were 25 saloons scattered around town. Begin 1850s, Coulteville became a Yosemite bound tourists. The coach and horseback and stay honor to founder.

The life of gold drew miners from around the world. During the Gold Rush, Coulteville boasted of nine nationalities with a population estimated to over five thousand. There was an estimated Chinatown.

THE TOWN OF COULTEVILLE HISTORIC SITES

- | | | | |
|----------------------------------|-------------------------------|---------------------------|------------|
| 1 Whistling Billy | 12 Cazzolo Store | 23 Canova Warehouse | 34 Magna |
| 2 Hangman's Tree | 13 Cazzolo Store | 24 Crenfield House | 35 Hotel J |
| 3 Coulteville Hotel | 14 Cazzolo Building | 25 Harlow House | 36 The Ol |
| 4 Wells Fargo & McCarthy's Store | 15 Commission Store | 26 Yosemite Carriage | 37 Public |
| 5 Bandstand | 16 Ellis House | 27 Sample Family Home | 38 Musari |
| 6 Jail | 17 I.O.O.F. Building | 28 Bruch's Store | 39 James |
| 7 Barrett Blacksmith Shop | 18 Canova Store | 29 Cigar Store | 40 Cathol |
| 8 E.E. Warner Store | 19 Candy's Place | 30 Old Johnny High Saloon | 41 Tabor |
| 9 Powder House | 20 Sun Sun Win Co. Store | 31 Old Post Office | 42 Coult |
| 10 Bruch's Brothers Warehouse | 21 Site of the Ching Cemetery | 32 Café | |
| 11 The Mint | 22 The Boardwalk | 33 Chinese Laundry | |

Please see side reverse side

WELCOME TO COULTEVILLE

TOWN MAP

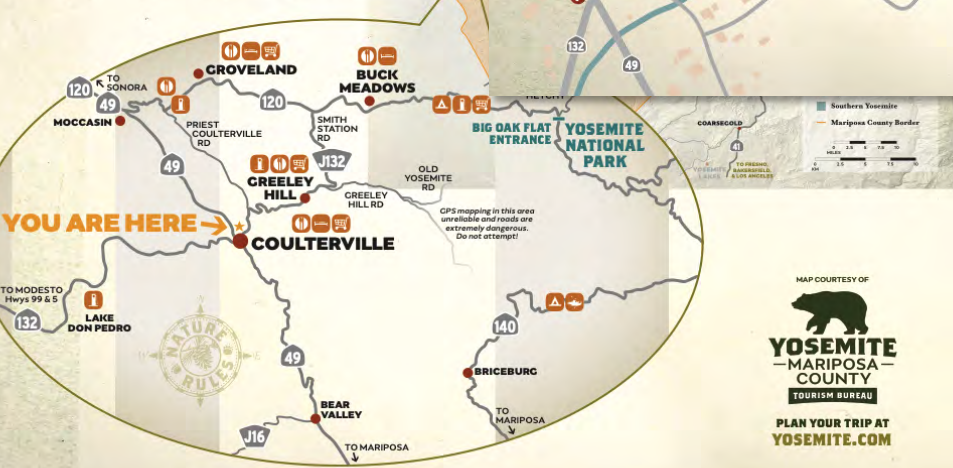


WELCOME TO COULTEVILLE

AREA MAP

DRIVING TIMES & DISTANCES

Greeley Hill	6.1 miles	9.8 km	13 minutes
Croveland	12 miles	19.3 km	27 minutes
Don Pedro Market	10 miles	16 km	15 minutes
Yosemite Gate – Big Oak Flat Entrance	33 miles	53.1 km	45 minutes
Yosemite Valley	60 miles	96.5 km	1 hour 30 minutes



SHOPPING AND DINING

- Coulter Cafe and General Store** — Serving breakfast and lunch with organic, gluten free and vegan options with a focus on local goods. Brunch specials weekly 9 am to 3 pm Thursday - Monday. Pick up snacks, groceries and other specialty items like local wine and beer at the attached store, open 9 am to 6 pm. Relax with a local draft beer and listen to live music on the sunny patio during summer months. (209) 878-3947 • coultercafe.com
- Yosemite Cold Country Tackery** — Located on Main Street next to the post office. Open 7 days a week, 7 am to 7 pm, they serve coffee and breakfast burritos in the am and tacos, burritos, hot dogs, and sandwiches for lunch and dinner. (209) 266-4069
- Cakewalk Heirloom Baking Company** — A luxury cake shop and farm-to-table cafe with catering services. Specializing in 100% organic, locally sourced ingredients, with vegan and gluten free options. Our sourdough breads and French style pastries are created with fresh milled organic Landrace and heirloom

- Coyote Consignment Treasures** — A thrift and consignment shop with new and gently used items of clothing, shoes, kitchen and bathroom, camping and fishing gear, tools and hardware, antiques and more. Now offering propane tank exchange. Open Friday and Saturday 9-5, Sunday 10-4, Wednesday 3-7. (209) 878-3312
- Fielding's Trading Post** — Boutique clothing, jewelry, and hats. "Since 1987 we have been a retail seller of Native American silver jewelry and crafts, local gold specimens and gold nugget jewelry, Western hats, Zapotec and Southwest rugs, Americana collectibles, and more." Open Saturday, Sunday, and by appointment. (209) 768-6866

HISTORICAL SITES

- Hotel Jeffery** — Originally a Mexican structure built of rock and adobe, the 30-chimney date back to 1851. It was purchased by George Jeffery in 1853 and the Jeffery family owned it until 1901. The hotel was swept through Coulteville Saloons in an untouched era.
- The Northern Mariposa Center** — built on the Hotel which was not rebuilt 1899. Originally built in 1856 their massive son doors vln through the terrible fire of 1899.
- Whistling Billy** — one relic from Coulteville's Porter Locomotive was ship came to Coulteville in 1897 by the Merced Gold Mining ran on twenty-four-inch ga of hauling fifteen ore cars, a full, its four-mile route ran to the Potosi Mine. It was i for which it earned the title, "the World."
- Hangman's Tree** — while Billy a giant gnarled oak warning to criminals. Of the tree has supported, one of i at daybreak on March 16 of hanged for the vicious rob Chinese miners at Bear Valli stolen more than \$600 in go
- Barrett's Blacksmith** — where local miners used mining equipment made an

mules shod, and their other metallic needs fulfilled. Constructed in the early 1850s, Barrett's has served as a

DISCOVER HISTORIC MARIPOSA

EST. 1850



WELCOME TO MARIPOSA.

Established during the California Gold Rush, this charming town invites you to enjoy many dining and shopping opportunities, explore its fine museums, and discover a spirit of hospitality from its pioneer past. We hope you enjoy your visit to Mariposa!

MARIPOSA KEY

- | | | |
|----------------|-----------------|-----------------|
| VISITOR CENTER | PUBLIC RESTROOM | NATURE PRESERVE |
| BANK/ATM | PARKING | HISTORICAL SITE |
| REST AREA | SERVICE STATION | HISTORICAL SITE |
| COMMUNITY PARK | POST OFFICE | HISTORICAL SITE |

TRANSPORTATION INFO

- | | |
|--|--|
| Amtrak Station, Merced
1-800-872-7245 or (209) 722-6862 | Sierra Taxi & Limousine
(209) 966-6781 |
| Caltrans Road Conditions
1-800-427-7623 | Yosemite Road Conditions
(209) 372-0200 |
| Mariposa Yosemite Airport
Mt. Bullion, (209) 964-2413
yosemiteaviation.com | YARTS (Bus Service)
1-877-968-2787
yarts.com |

TRAVEL TIPS

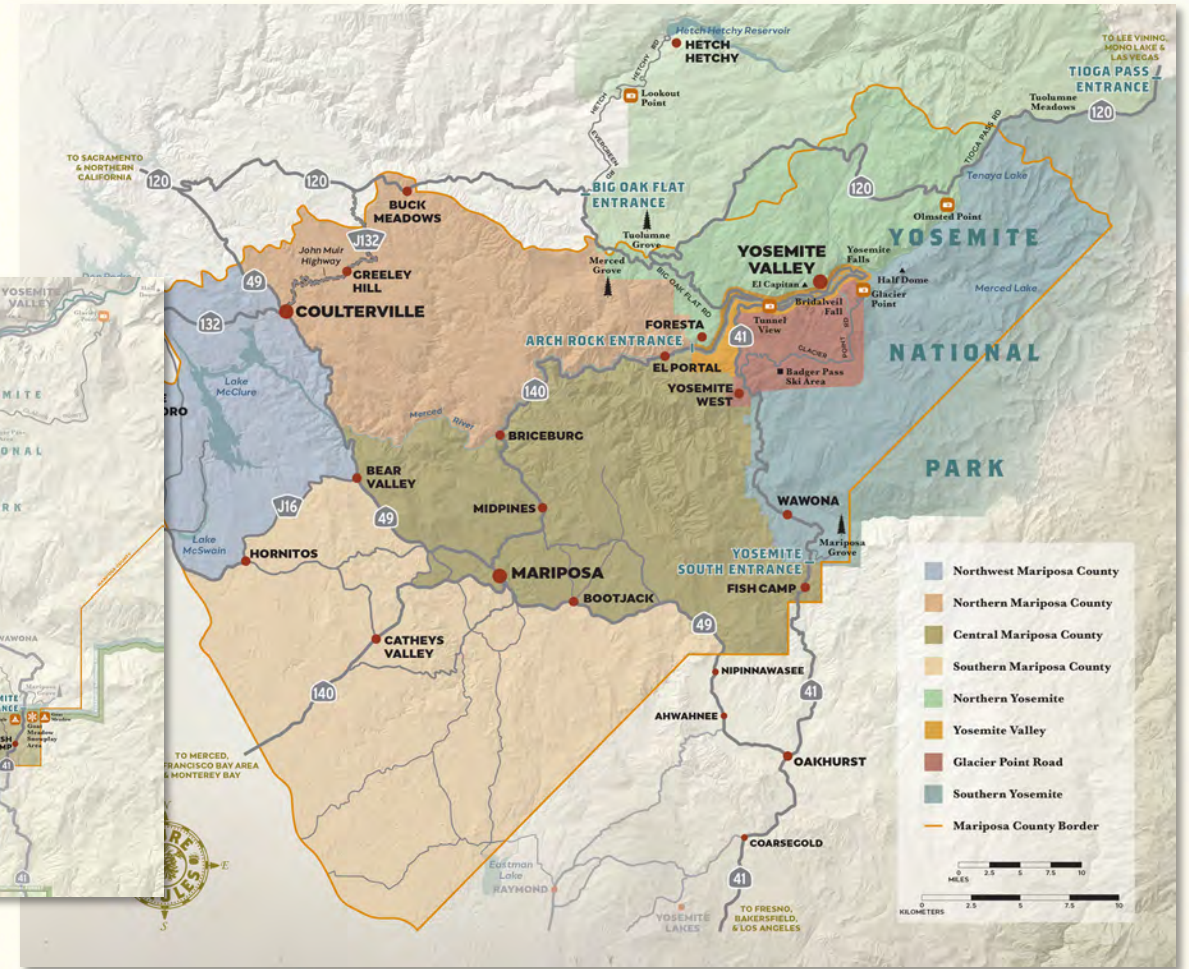
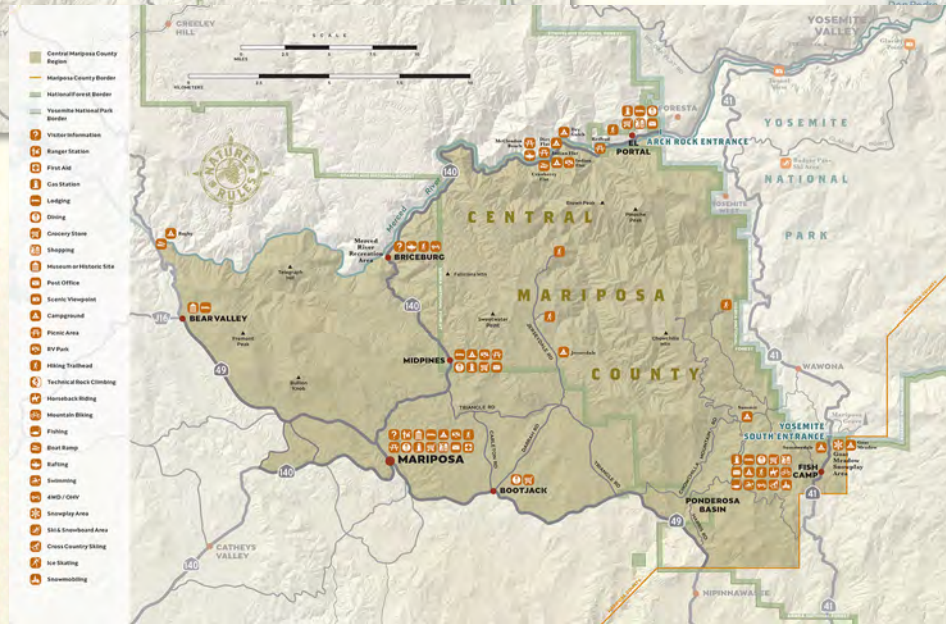
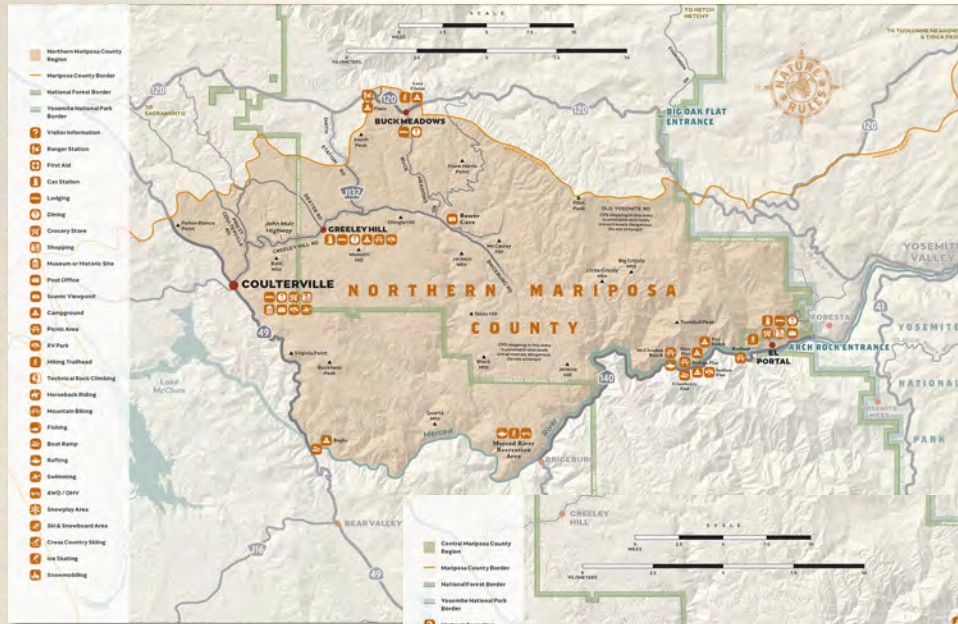
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|---|---|--|
| WHILE DRIVING <ul style="list-style-type: none">Always drive the posted speed limit. If a queue forms behind your vehicle please pull to the side of the road or move to the right hand passing lane to allow others to pass.Due to fire danger, never throw lit cigarettes out your window and don't park your vehicle in tall grass.Take the YARTS bus to ease congestion on busy days. Visit YARTS.com to see the schedule. | WHILE IN YOSEMITE <ul style="list-style-type: none">Take nothing but photos. Leave nothing but footprints.Drive the posted speed limit and please do not approach or feed the wildlife.Be cautious near any water — Do not climb over railings and pay attention to all signs.For more tips, visit Yosemite.com/naturerules | WHILE DINING <ul style="list-style-type: none">It is customary in the United States to tip your food server 15%-20% for good service at a restaurant.Tip water is free but you may need to request it due to drought concerns. |
|---|---|--|

MAP COURTESY OF
YOSEMITE-MARIPOSA COUNTY
TOURISM BUREAU
PLAN YOUR TRIP AT
YOSEMITE.COM

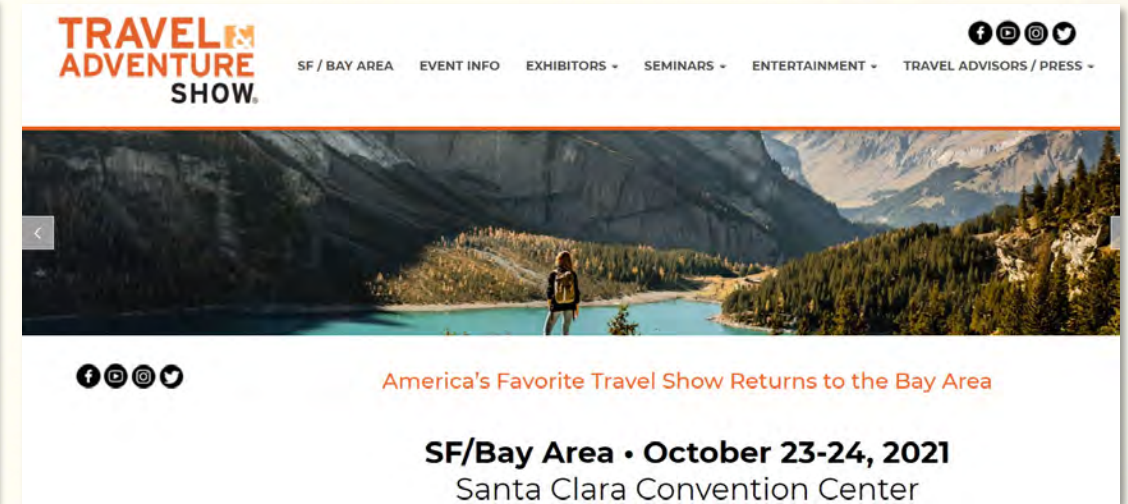
Map Courtesy of:
YOSEMITE-MARIPOSA COUNTY
TOURISM BUREAU
FOR YOSEMITE & MARIPOSA COUNTY
INFORMATION VISIT: **YOSEMITE.COM**

Collateral - Maps

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

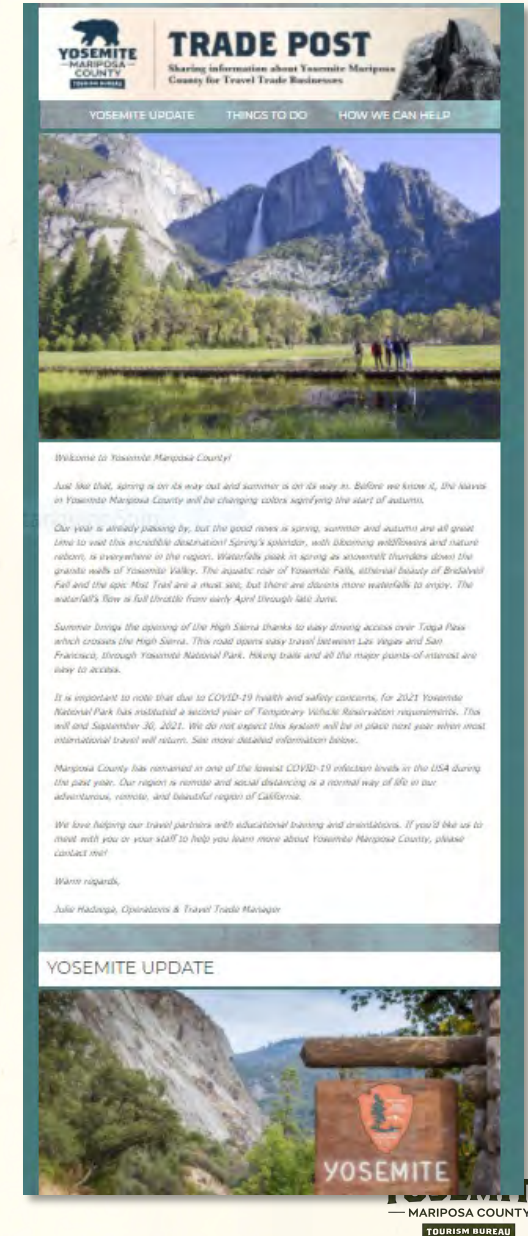
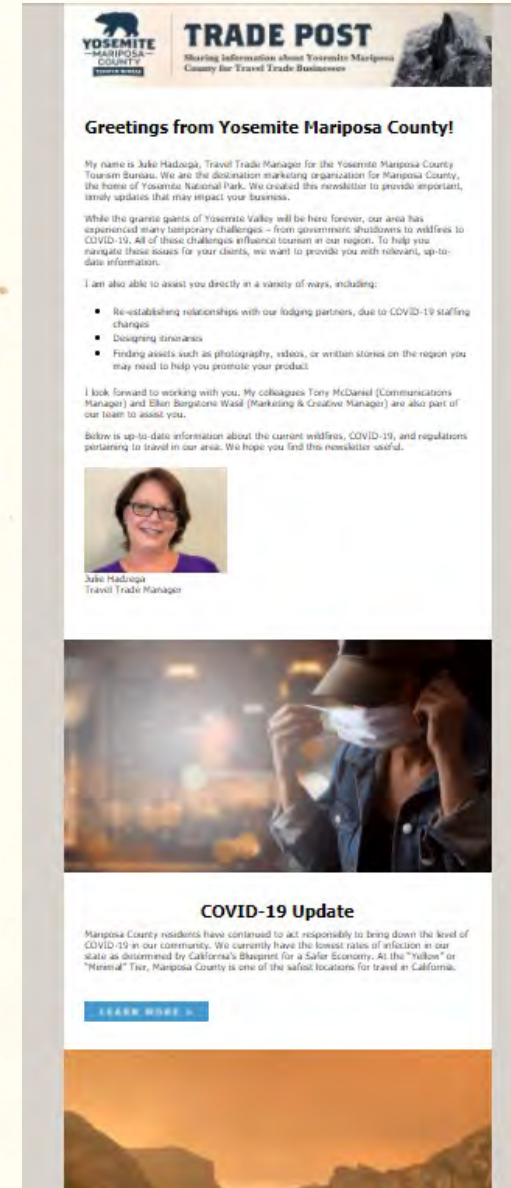
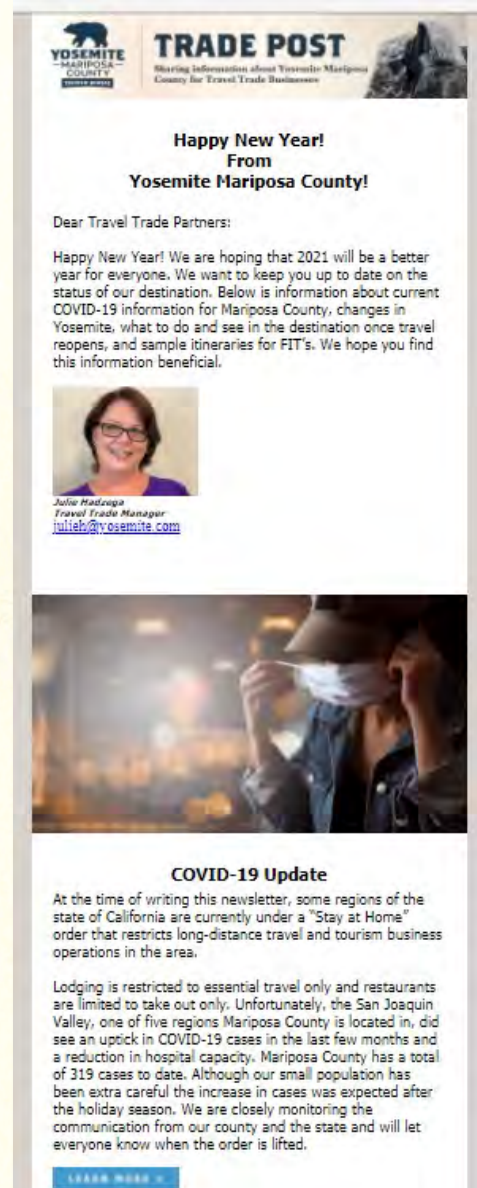
Bay Area Travel and Adventure Show (10/23-24, 2021) We are scheduled to participate in this live trade show Santa Clara. This was paid for and postponed due to COVID.

Travel Trade / Trade Shows

Travel Trade Newsletter

Three newsletters were sent out in 2020/2021

- 10/14/20
- 1/12/21
- 5/25/21

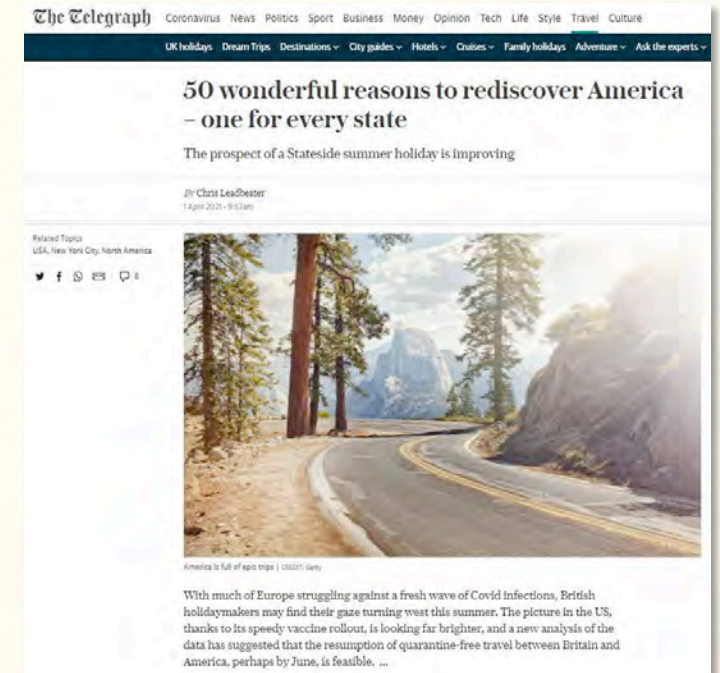
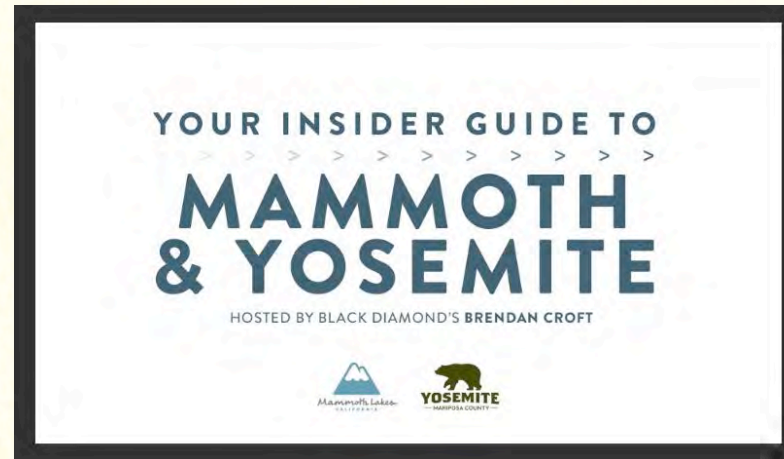


International – United Kingdom



Annual Results from Black Diamond

Total Meetings:	75
Total Trainings:	10
Total Events Attended:	4

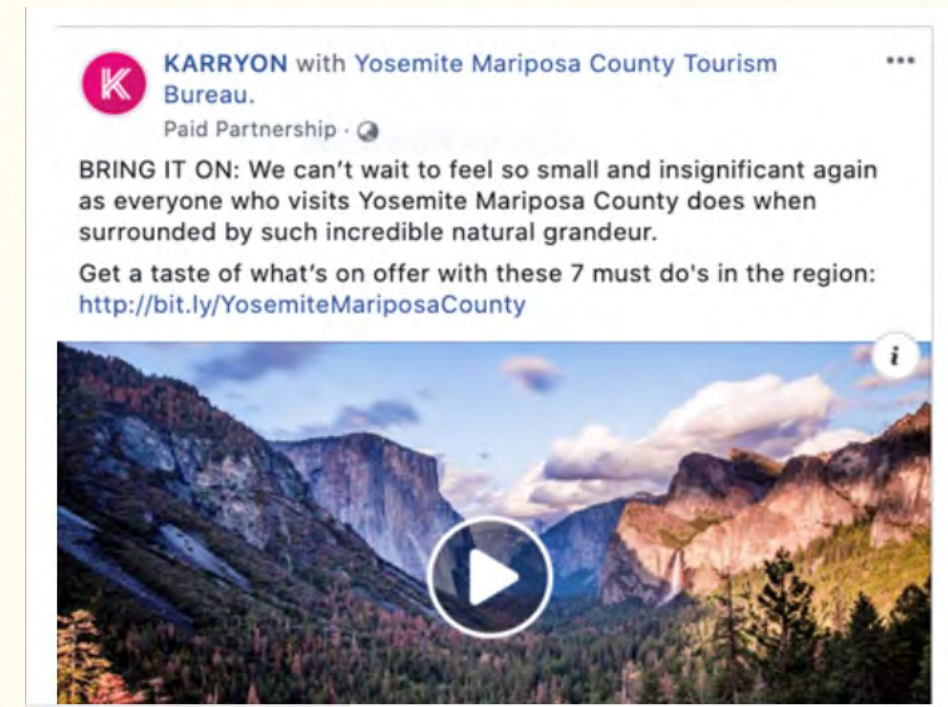
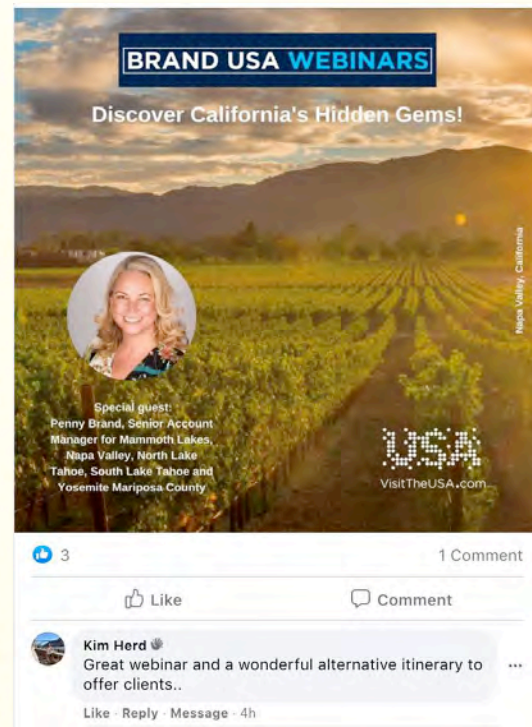


International - Australia



Annual Results from Gate 7

Total Meetings: 77
Agents Trained 444

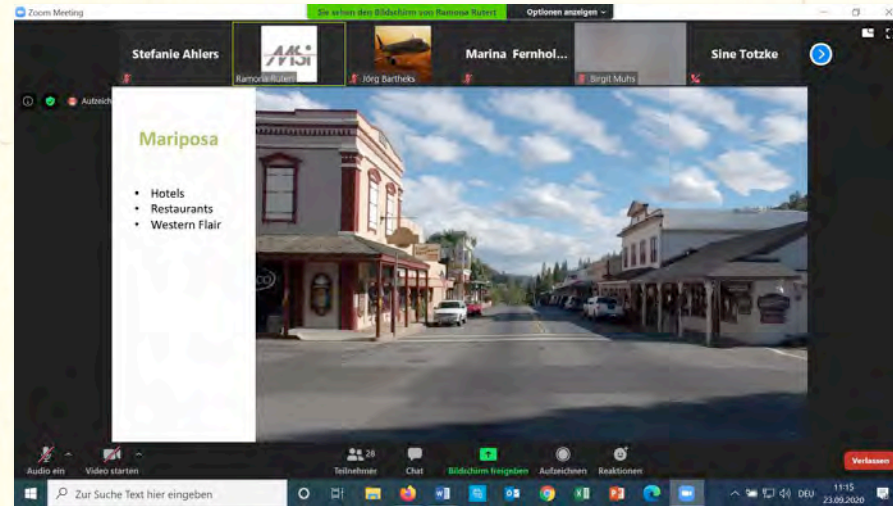


International - Germany

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



History of Yosemite Mariposa County

While waiting to go explore Yosemite Mariposa County for yourself, check out their [YouTube channel](#) for inspiring video content, reminding what fantastic experiences await you and your client. The playlist *History of Yosemite Mariposa County* presents some of the history around every corner in Yosemite Mariposa County. Including the Mariposa County Courthouse as described above in this newsletter. Check it out!

[See playlist here](#)

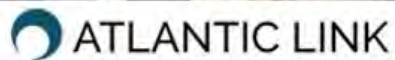


CONTACT, SCANDINAVIA & FINLAND

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CEO & Managing Director, Atlantic Link

Strandvejen 125
2900 Hellerup, Denmark

M: +45 2942 1005
E: kgn@atlanticlink.net



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 awaits 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 pass up 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,
Karing 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.

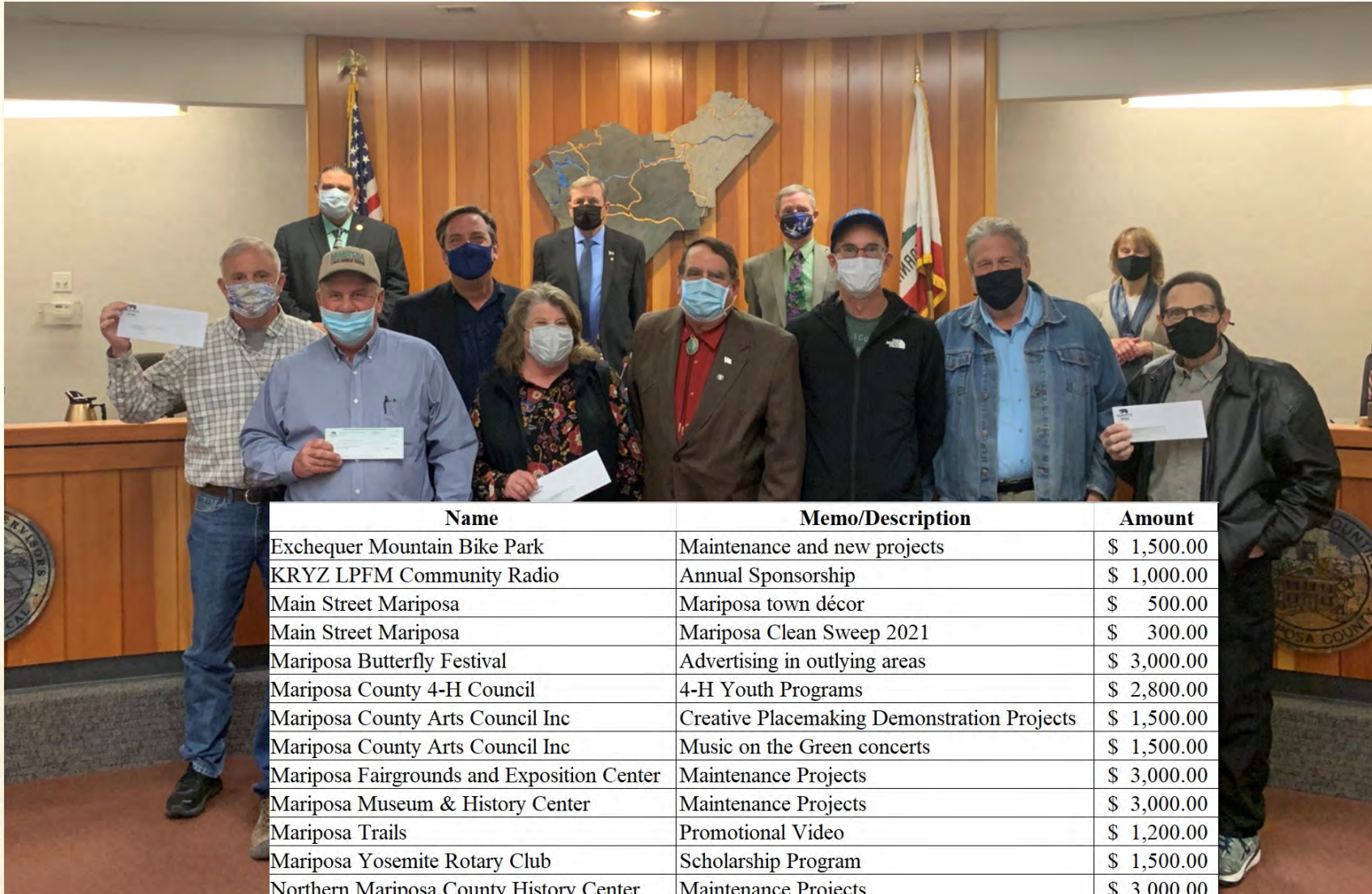
Traditional Sales

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 re-built.
- RFP has been reactivated

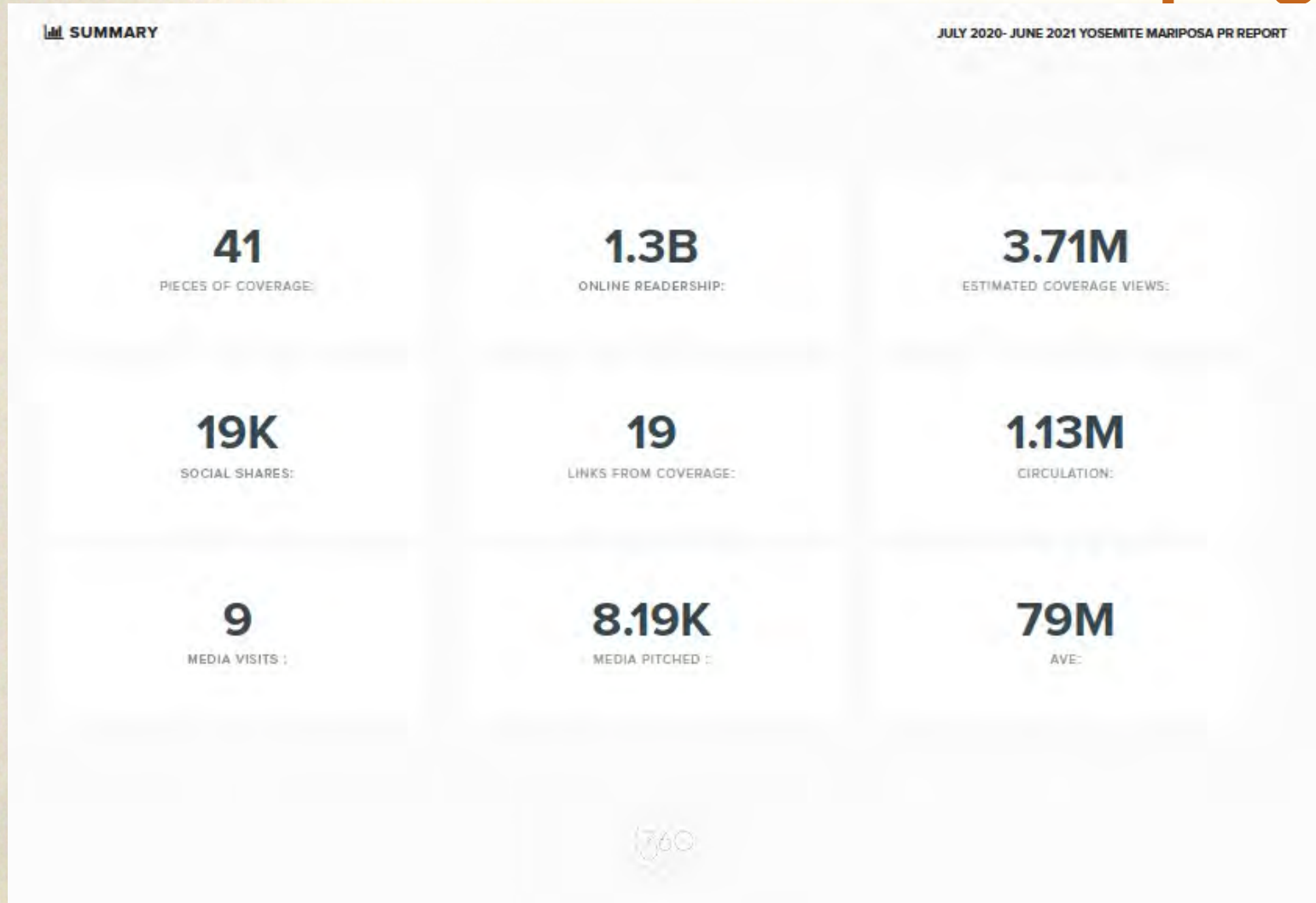


Local Events and Sponsorships



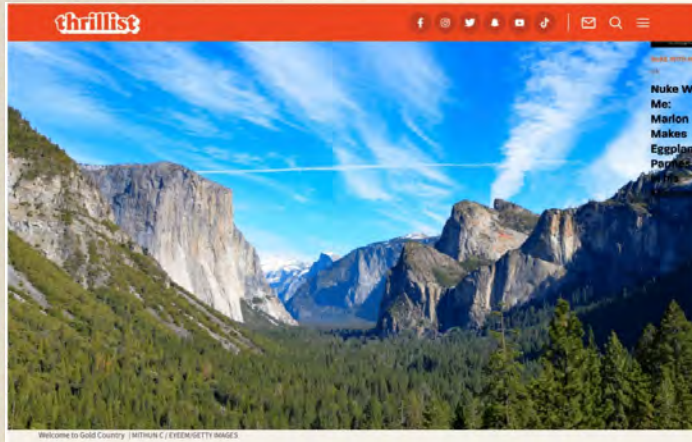
Name	Memo/Description	Amount
Exchequer Mountain Bike Park	Maintenance and new projects	\$ 1,500.00
KRYZ LPFM Community Radio	Annual Sponsorship	\$ 1,000.00
Main Street Mariposa	Mariposa town décor	\$ 500.00
Main Street Mariposa	Mariposa Clean Sweep 2021	\$ 300.00
Mariposa Butterfly Festival	Advertising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

2020-2021 Public Relations and Earned Media Campaign



- Despite that YMCTB and 360ViewPR we're 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.

Earned Media Examples



California's Dreamy Gold Country Is So Much More Than Yosemite

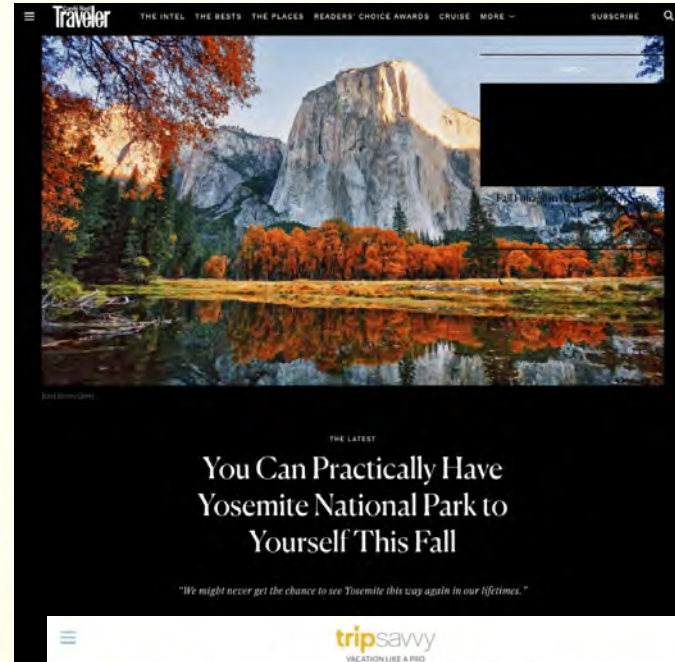


Yosemite's firefall isn't the only winter phenomenon worth visiting for

Alex Bresler Jan 11, 2020



EVERY WINTER, AROUND the second week of February, the setting sun backlights Yosemite's Horsetail Fall at just the right angle to appear as though lava, rather than water, cascades down the 176-foot rockface. This phenomenon is known as the "firefall." Lasting roughly two weeks, the miracle of nature coaxes thousands of visitors out of hibernation and into the park each year, drawing as many as 2,000 spectators on a single day in 2019.



You Can Practically Have Yosemite National Park to Yourself This Fall

"We might never get the chance to see Yosemite this way again in our lifetimes."

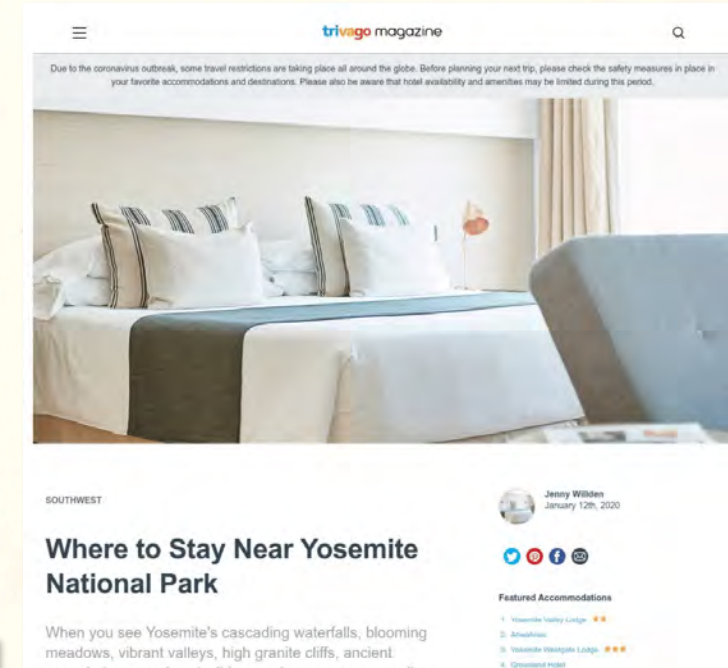


OUTDOORS > NATIONAL & STATE PARKS

Why Are So Many Hotels Opening Near National Parks?

Visitors are flocking to national parks. Hotel developers are following.

Written by LESLIE HSU OH | Updated 05/10/21



SOUTHWEST

Where to Stay Near Yosemite National Park

When you see Yosemite's cascading waterfalls, blooming meadows, vibrant valleys, high granite cliffs, ancient

sequoia trees, and rock formations, it's no wonder you want to stay here. Here are some of the best places to stay near Yosemite National Park.

Tony From Yosemite Mariposa County Tourism Bureau Shares His Top Guys Weekend Ideas



Related Articles:



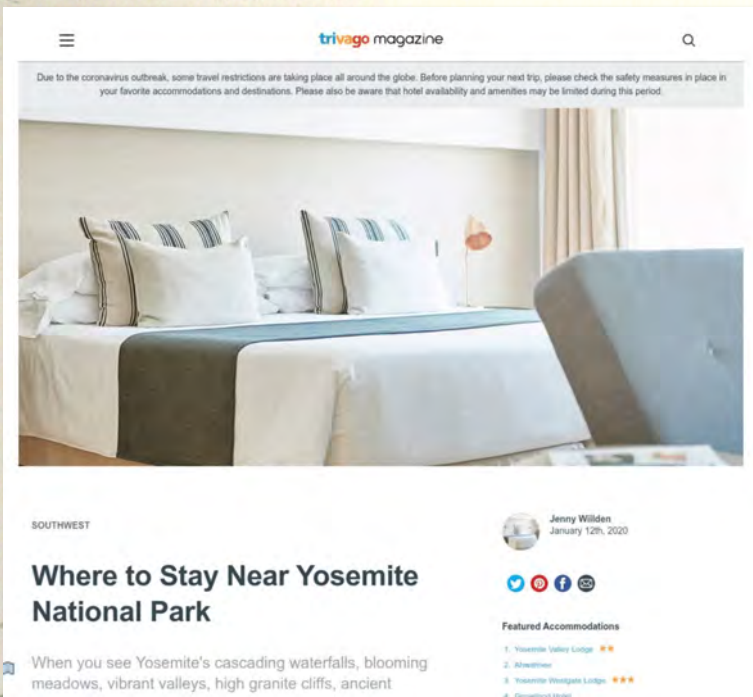
Here's Why Am I So Excited About Sailing With Virgin Voyages On Scarlet Lady



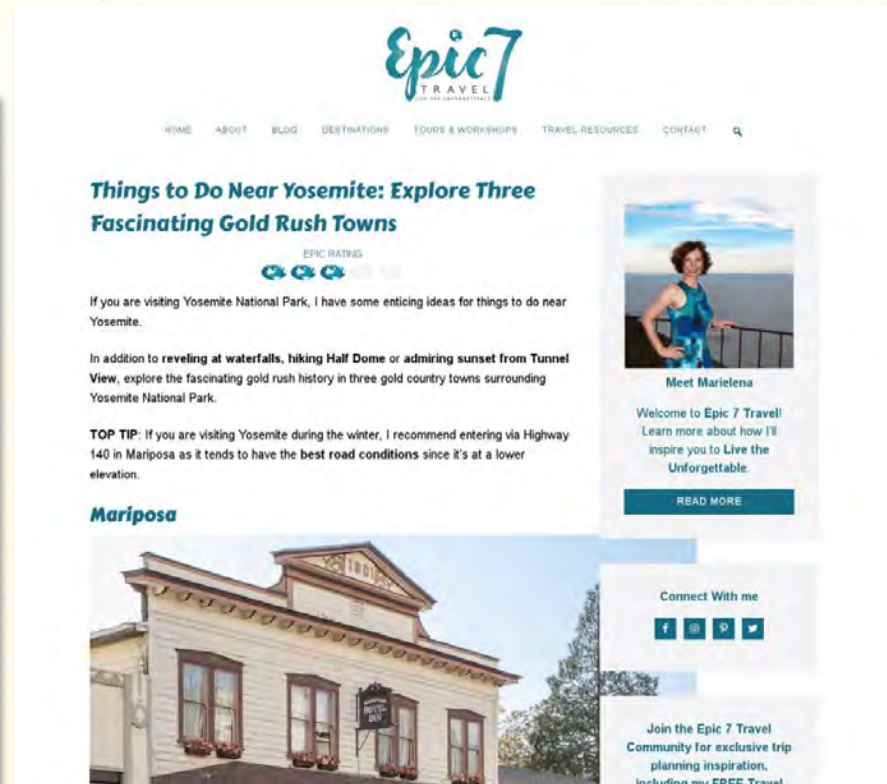
Press Trips

- **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

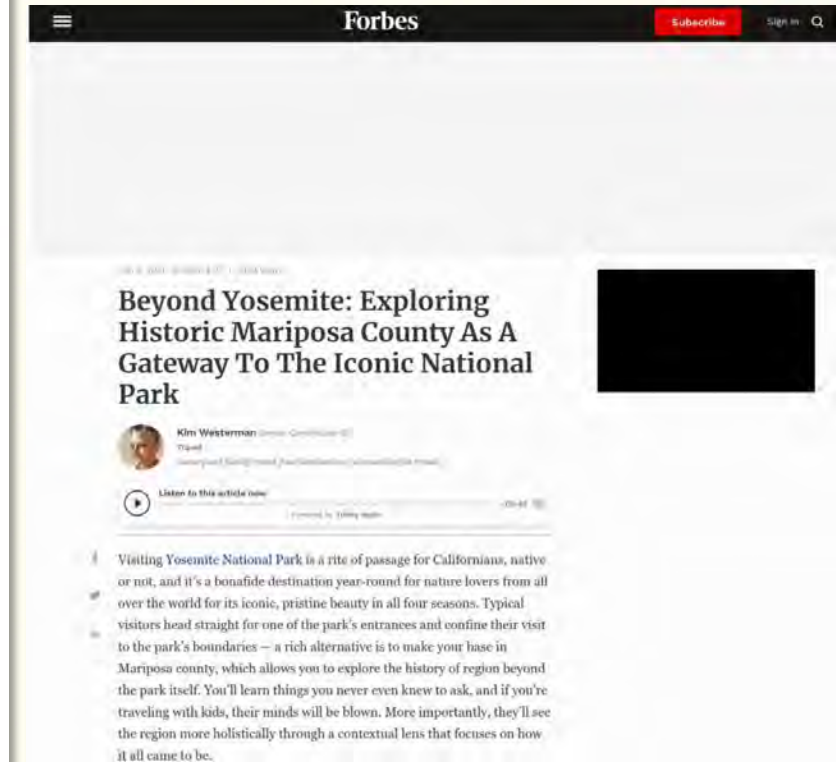
Press Trip Coverage Examples



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

2021/2022 Marketing Plan

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.





YOSEMITE
—MARIPOSA—
COUNTY
TOURISM BUREAU

Yosemite Mariposa County
Tourism Bureau

Marketing Plan 2021/2022
FINAL 07 28 2021

CONFIDENTIAL DOCUMENT – FOR YMCTB BOARD AND STAFF USE ONLY – DO NOT DISTRIBUTE.

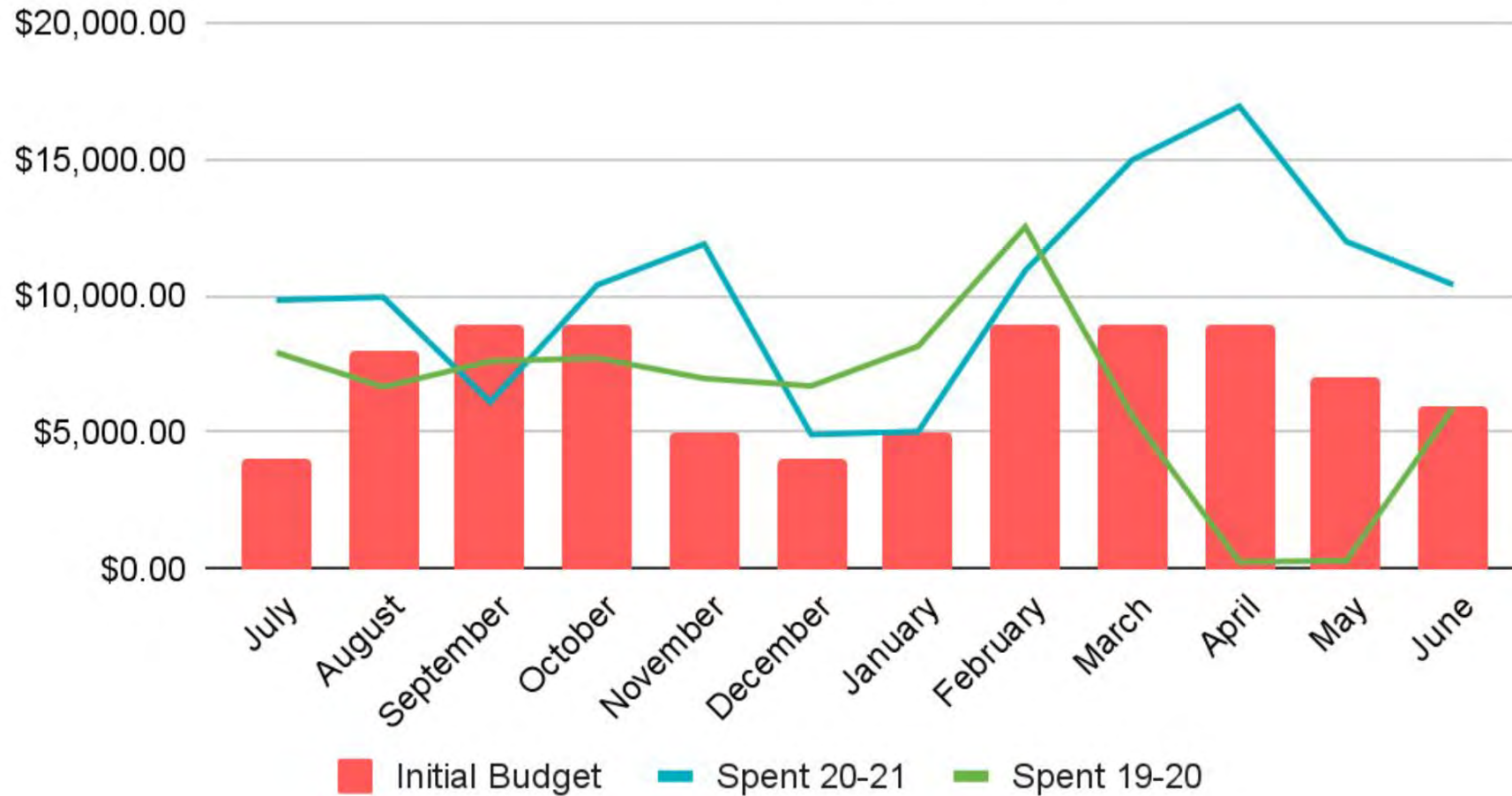


KPIs for 2021/2022

	July 1, 2019 – June 30, 2020	July 1, 2020– June 30, 2021	July 1, 2021– June 30, 2022
PRIMARY KPI Partner Referrals	GOAL: 450k ACTUAL: 517k 115% Lodging: 414k Things to do: 87k Dining: 16k	GOAL: 472.5k ACTUAL: 593,456 126% Lodging: 493,288 Things to do: 78,648 Dining: 21,501	GOAL: 597,086 Lodging: 507,632 Things to do: 65,034 Dining: 24,420 ACTUAL: TBD
Supporting KPIs			
Overall Sessions	GOAL: 2.2M ACTUAL: 2,658,095 121%	GOAL: 2.42M ACTUAL: 3,274,359 135%	GOAL: 3,416,023 ACTUAL: TBD
Organic Sessions	GOAL: 1.5M ACTUAL: 1,318,504 94%	GOAL: 1.4M ACTUAL: 1,511,893 108%	GOAL: 1,625,194 ACTUAL: TBD
International Market Sessions (UK, Australia, Germany, Scandinavia)	GOAL: 225k ACTUAL: 323,496 144%	GOAL: 225k ACTUAL: 143,124 64%	GOAL: 191,040 ACTUAL: TBD

Paid Search Budget 2021/2022

Paid Search Budget 21/22



Budget 2021/2022:
\$84,000

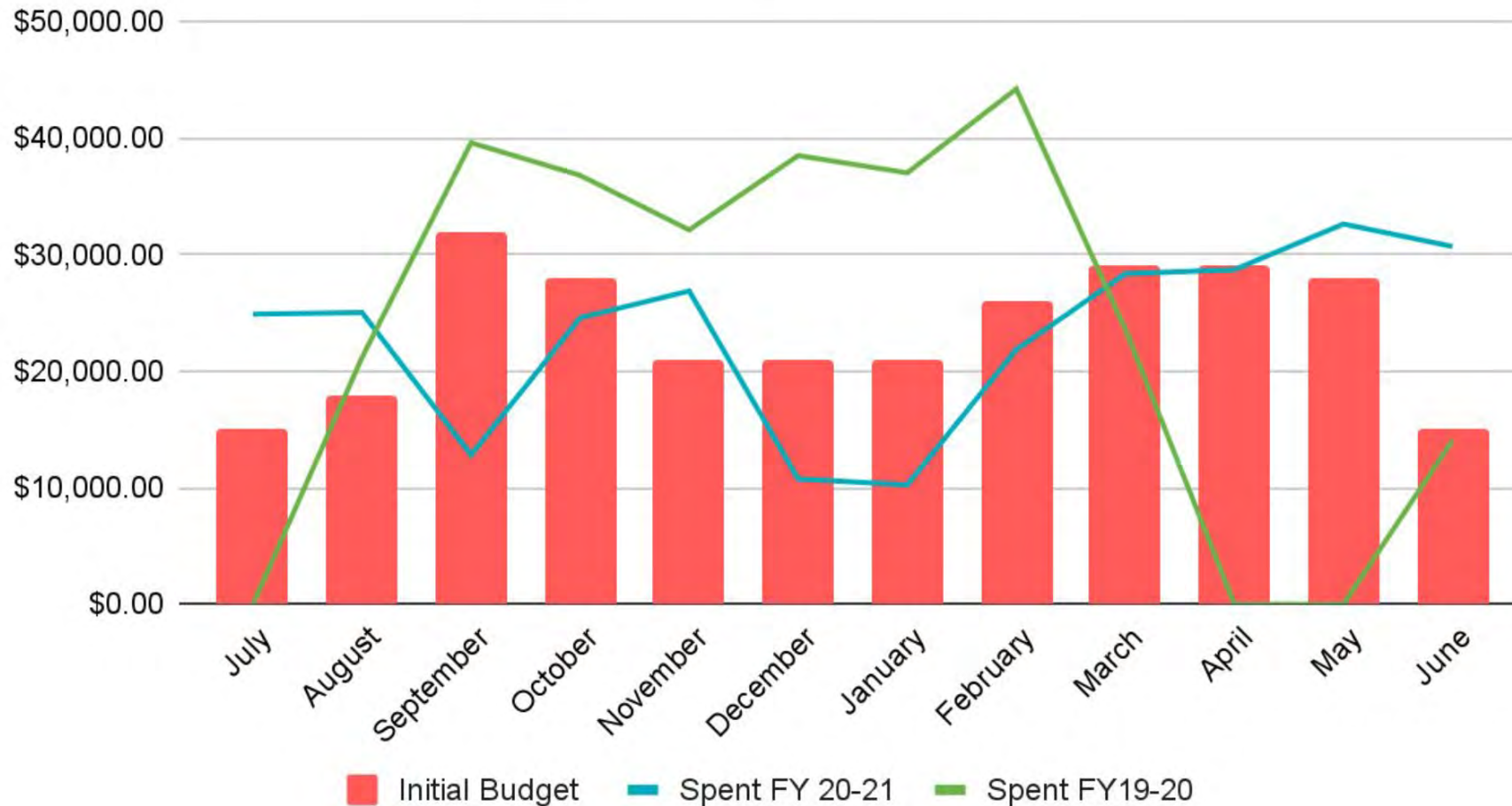
Budget 2020/2021:
\$120,000*

Budget 2019/2020:
\$101,000

*Amount includes
\$77k in carryover
funds from
2019/2020.

Paid Media Budget FY 2021/2022

Paid Media Budget 21/22



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!

