

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
August 18, 2022
Marketing Update**



Executive Director Update

- Fires and impact on our community and tourism
- Marketing & business plan
- AirDNA
- STR reports
- Budget and continued adjustments
- New Website & Noble Studios
- Staffing and deployment
- New collateral
- Co-ops
- Impacts to travel – fires, economic, pandemic/endemic, labor, YNP reservation system

TOT & TBID Income

TOT Collections

Month	22/21 Amount	20/21 Amount	19/20 Amount	18/19 Amount	17/18 Amount
July	\$2,437,390	\$1,474,664	\$2,857,229	\$1,395,118	\$1,772,897
August	\$2,014,943	\$1,591,830	\$2,626,881	\$576,991	\$1,626,879
September	\$2,072,378	\$790,349	\$2,483,753	\$1,532,775	\$1,485,979
October	\$1,695,708	\$1,327,953	\$1,852,803	\$1,183,357	\$1,178,508
November	\$1,424,078	\$1,166,846	\$1,094,861	\$789,535	\$707,727
December	\$1,234,091	\$266,374	\$1,081,371	\$675,393	\$682,088
January	\$904,534	\$211,545	\$598,299	\$373,991	\$430,873
February	\$1,151,736	\$761,434	\$779,460	\$347,064	\$465,528
March	\$1,560,168	\$1,325,065	\$378,288	\$594,982	\$678,254
April	\$2,118,945	\$1,851,356	\$10,793	\$1,272,597	\$1,005,290
May	\$2,373,763	\$2,200,760	\$17,168	\$1,660,461	\$1,512,523
June		\$2,787,163	\$571,448	\$2,202,637	\$1,935,900
GR TOTAL	\$18,987,734	\$15,755,339	\$14,352,354	\$14,824,433	\$14,983,743

Δ Prior Year (\$3,232,395) \$1,402,985 (\$472,079) (\$159,310) \$101,016

Δ Year to Date \$4,953,561

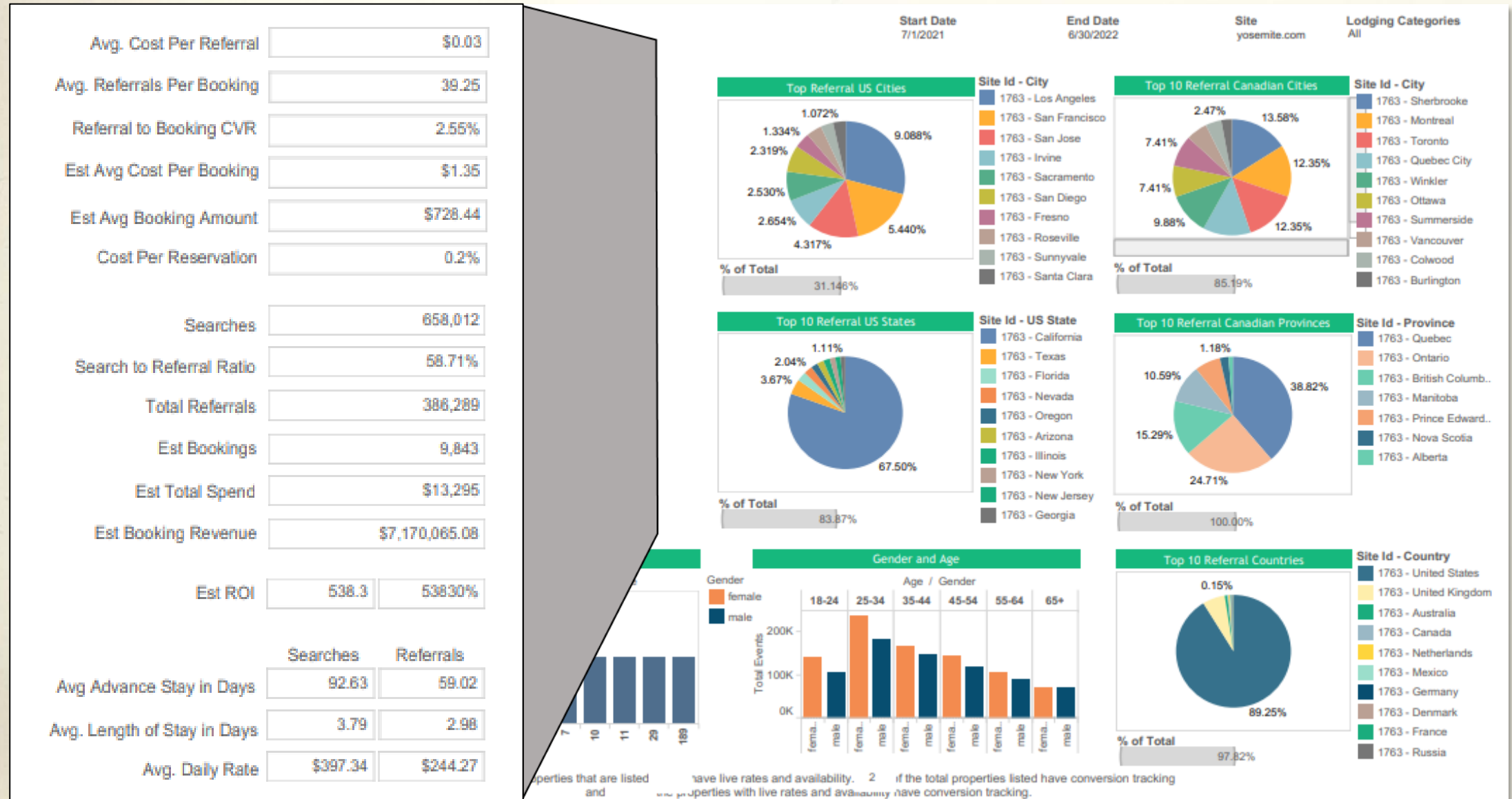
TBID Collections

Month	2021-2022	2020-2021	2019-2020	2018-2019
Jul	\$314,363	\$32,892	\$284,356	\$210,888
Aug	\$104,222	\$137,534	\$226,277	\$179,271
Sep	\$166,338	\$123,733	\$227,407	\$59,998
Oct	\$276,150	\$86,666	\$227,841	\$96,547
Nov	\$233,304	\$85,361	\$116,805	\$202,663
Dec	\$272,986	\$111,592	\$148,902	\$97,688
Jan	\$91,366	\$44,592	\$94,089	\$46,424
Feb	\$148,741	\$28,312	\$53,395	\$60,668
Mar	\$182,153	\$89,118	\$62,297	\$56,365
Apr	\$112,894	\$156,699	\$37,165	\$61,510
May	\$315,829	\$128,203	\$5,937	\$105,351
Jun	\$173,461	\$251,213	\$3,422	\$124,642
Total	\$2,391,807	\$1,275,915	\$1,487,891	\$1,302,017
Total PY	\$1,275,915	\$1,487,891	\$1,302,017	\$1,491,404
Diff	\$1,115,893	\$(211,976)	\$185,874	\$(189,387)
Forecast				

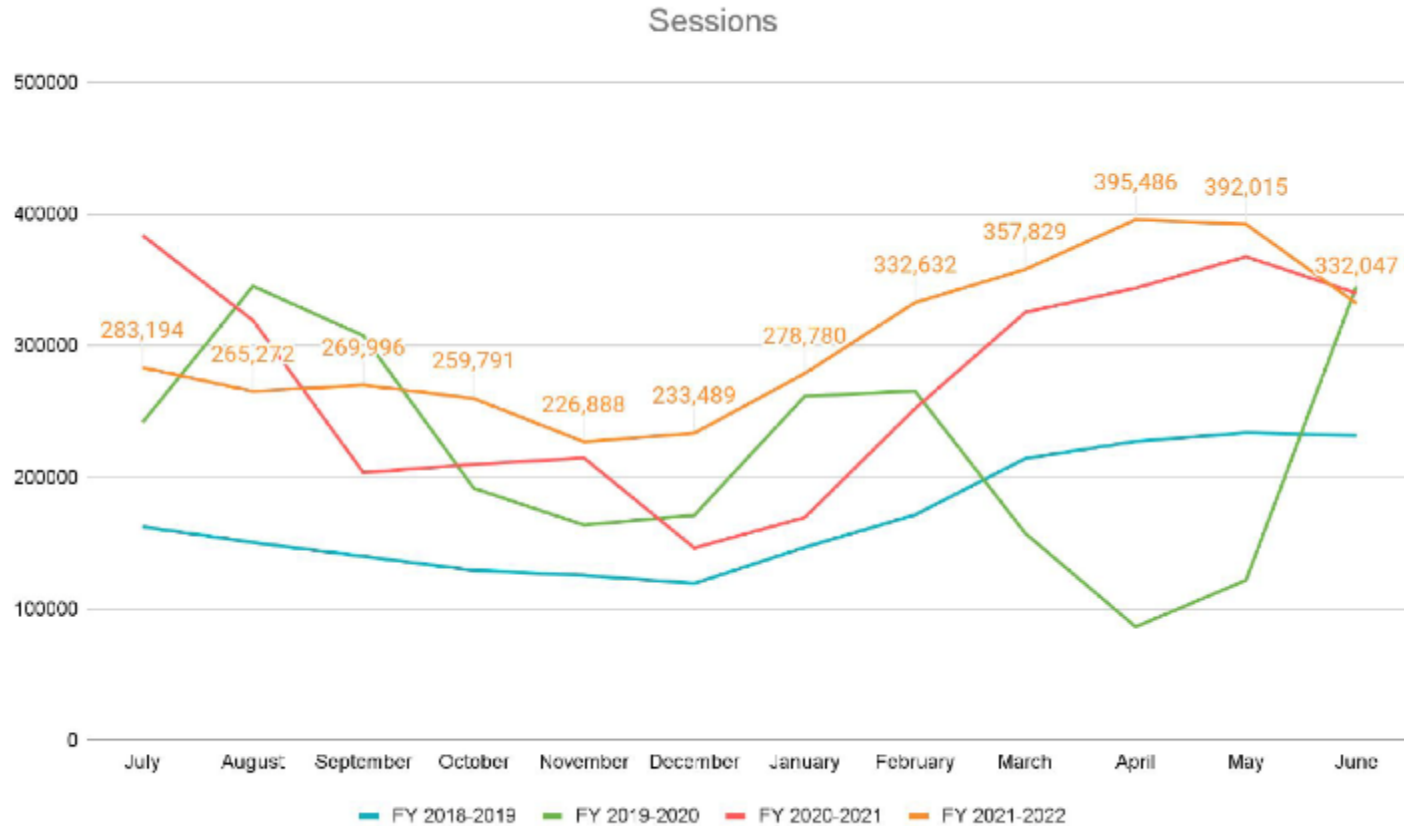
KPIs: Performance Recap FY22

	July 1, 2021 – June 30, 2022 Pace = 100% (Month 12 of 12)	FY 2021/22 Annual Goals
PRIMARY KPI	ACTUAL: 556,044 93% to goal	597,086 Referrals
Partner Referrals - Lodging	Lodging: 440,412 85% to goal	Lodging: 517,952
Partner Referrals - Things To Do	Things To Do: 89,315 137% to goal	Things To Do: 65,034
Partner Referrals - Dining	Dining: 26,317 108% to goal	Dining: 24,420
Supporting KPIs		
Overall Sessions	ACTUAL: 3,627,419 106% to goal	3,416,023 Sessions
Organic Sessions	ACTUAL: 1,476,607 91% to goal	1,625,194 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 539,934 283% to goal	191,040 Sessions
Tracked Metrics		
Book Direct Referrals	ACTUAL: 386,289 62% to goal	618,151 Referrals
Newsletter Sign Ups	New Subscribers FY YTD: 6,638 June: 526	Monthly Target: 712

Book>Direct July 1, 2021- June 30, 2022



Overall Growth: Sessions



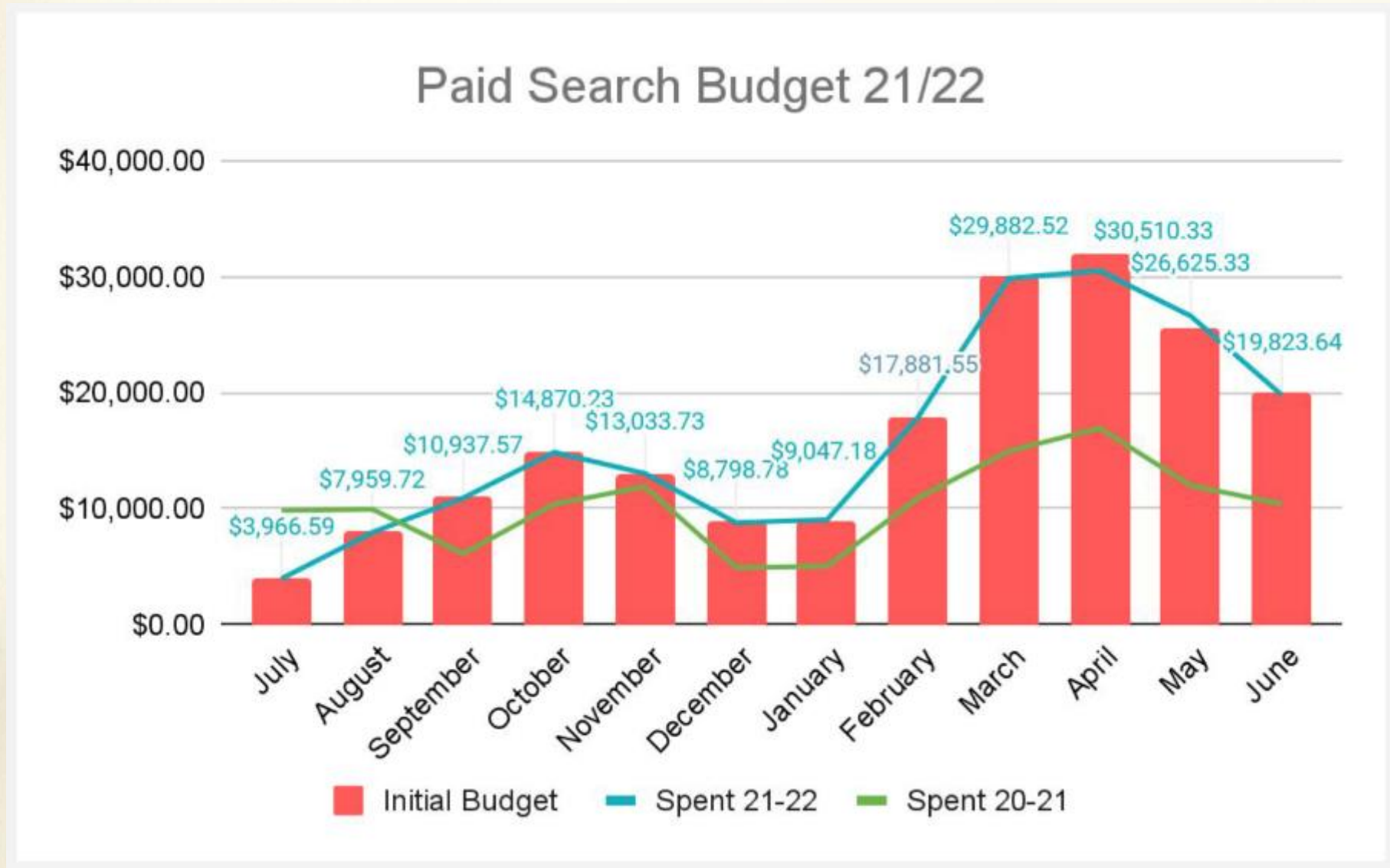
Total Fiscal Year Sessions	3,627,419
Fiscal Year Goal	3,416,023
% of Goal Reached	106%

Site Channel Performance

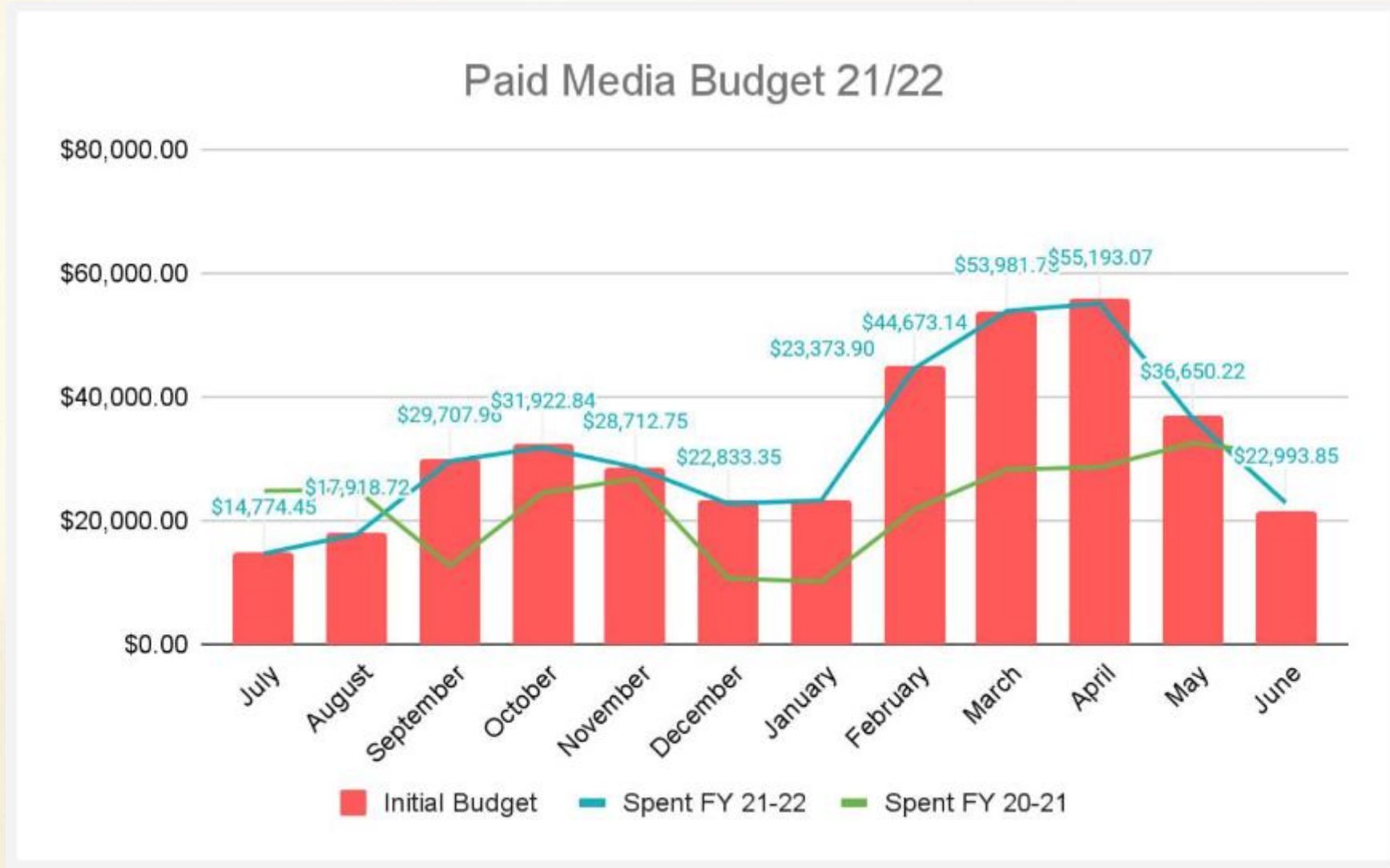
Compared to the previous year, overall channels saw a 11% increase in traffic, and paid search, paid social, display, email and social channels saw growth. Direct traffic saw a decrease as well as referral, from nps.gov and visitcalifornia.com.

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	1,476,607	-2.3% ↓	1,126,5...	55.31%	2.13
Paid Search	799,390	66.7% ↑	591,972	62.11%	1.99
Paid Social	540,978	5.7% ↑	476,925	66.9%	1.7
Direct	354,566	-13.7% ↓	262,765	66.81%	1.79
Display	220,465	96.8% ↑	155,251	88.12%	1.23
Social	100,812	7.3% ↑	92,346	75.54%	1.51
Referral	98,445	-14.9% ↓	79,481	28.27%	2.5
Email	34,522	1.5% ↑	25,242	52.24%	2.19

Paid Search Spending



Paid Media Spending

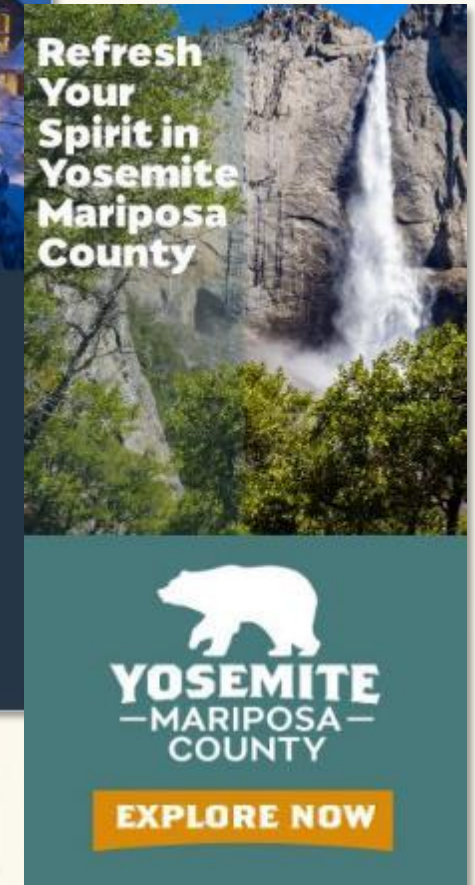
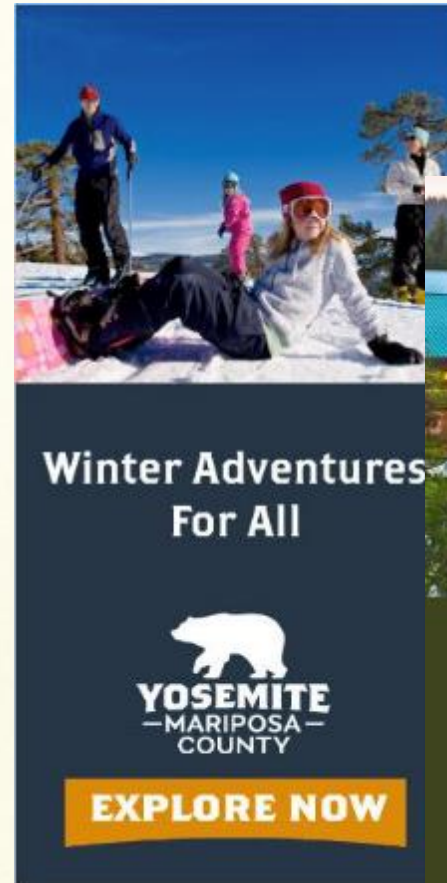


Display Ads Performance in US for FY22

Highlights

- Overall Impressions: 33,822,022
- Overall Conversion Rate: 4.16%
- Average CTR: 0.34% (travel industry benchmark is .46%, overall benchmark is .25%)

Highest performing display ads to the right



International Market Growth

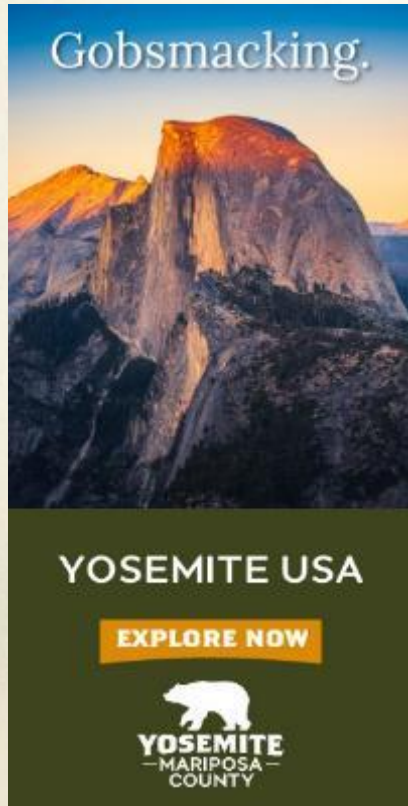


Total Fiscal Year International Market	539,934
Fiscal Year Goal	191,040
% of Goal Reached	283%

International Display Campaigns

UK Ads FY22

- Overall Impressions: 109,069,507
- Overall Clicks: 254,814 clicks
- Overall CTR: 0.28%



Australia Ads FY22

- Overall Impressions: 27,459,847
- Overall Clicks: 84,828 clicks
- Overall CTR: 0.31%



Germany Ads FY22

- Overall Impressions: 24,206,174
- Overall Clicks: 81,356 clicks
- Overall CTR: 0.28%

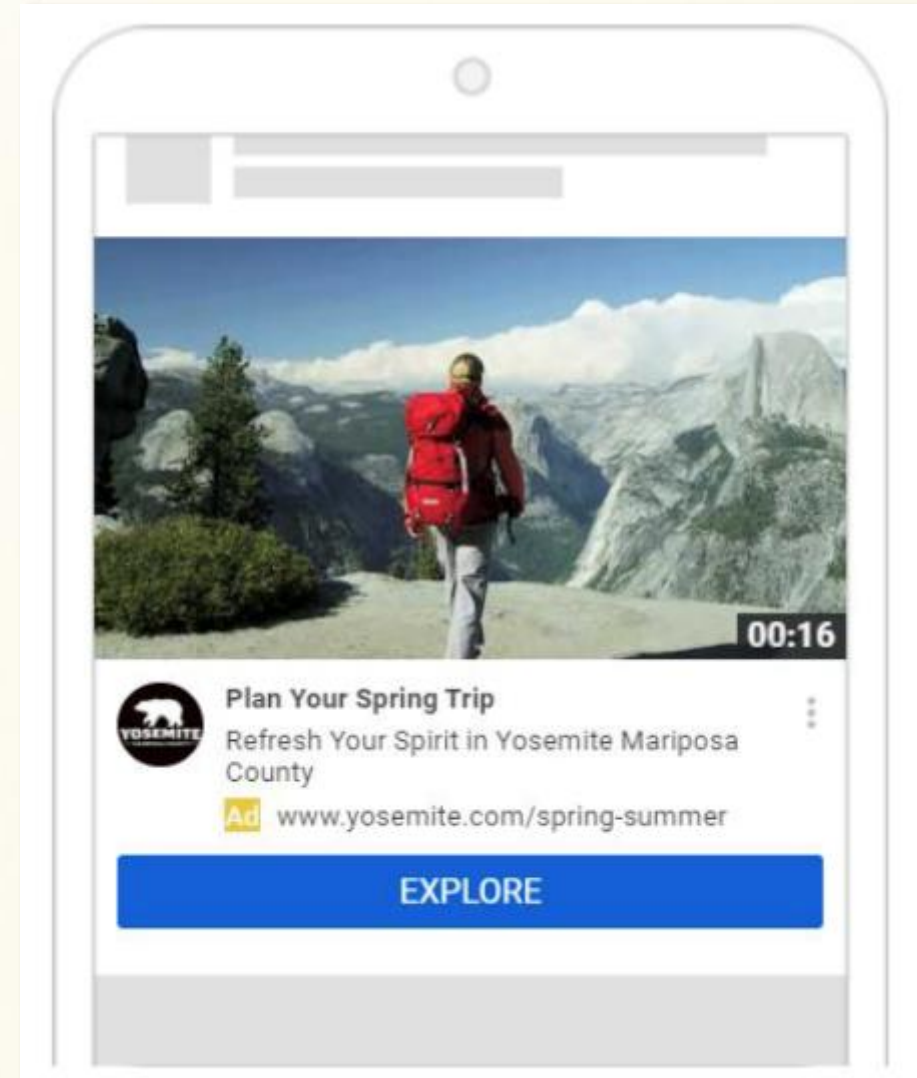
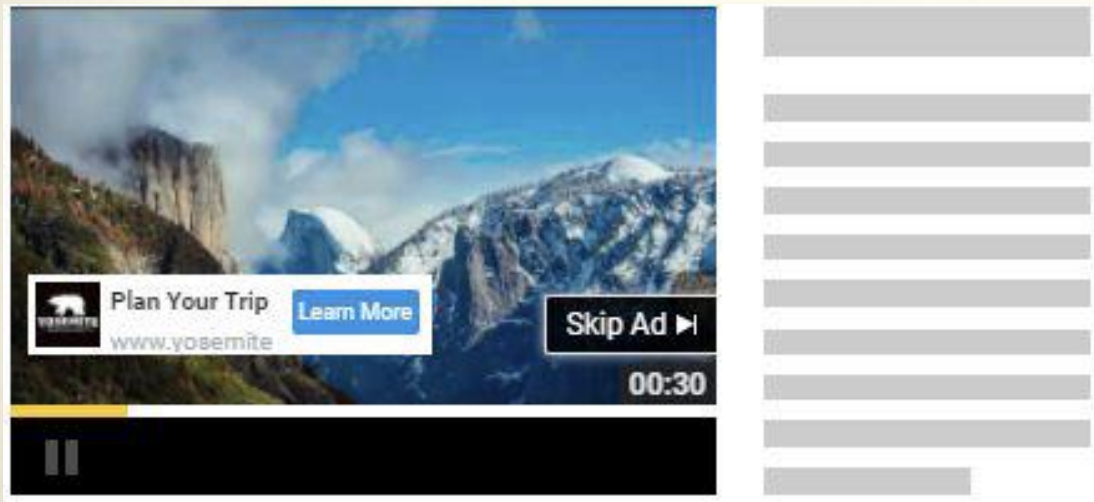


FY22 YouTube Paid Media

Overall impression: 4,965,339

Overall views: 290,446

Overall view rate: 5.85%

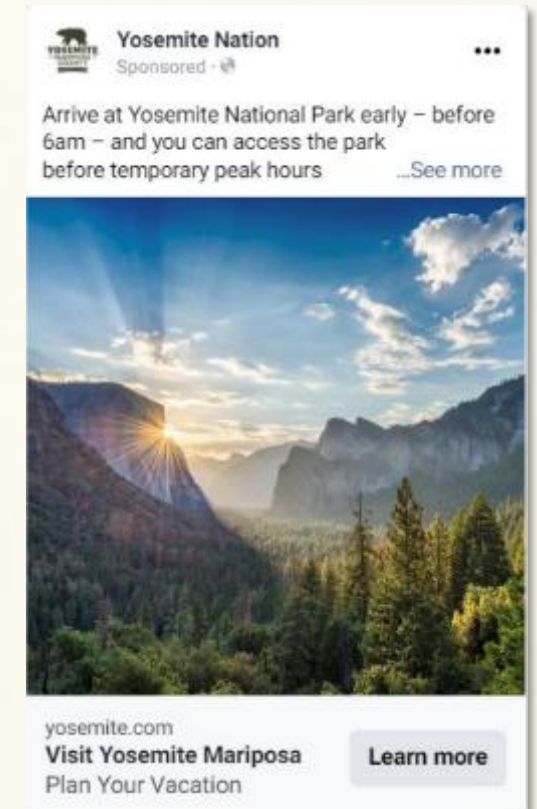


FY22 Paid Social Media Ads Performance

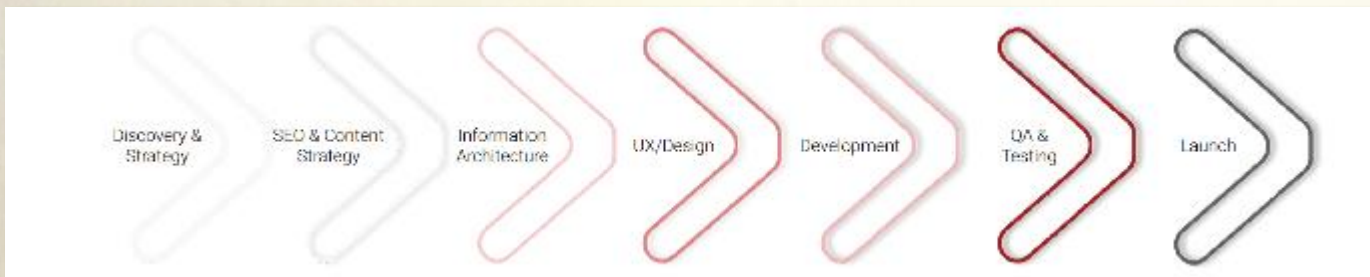
Overall Impressions: 57,315,918

Overall Reach: 6.3 million

CTR: 2.68%

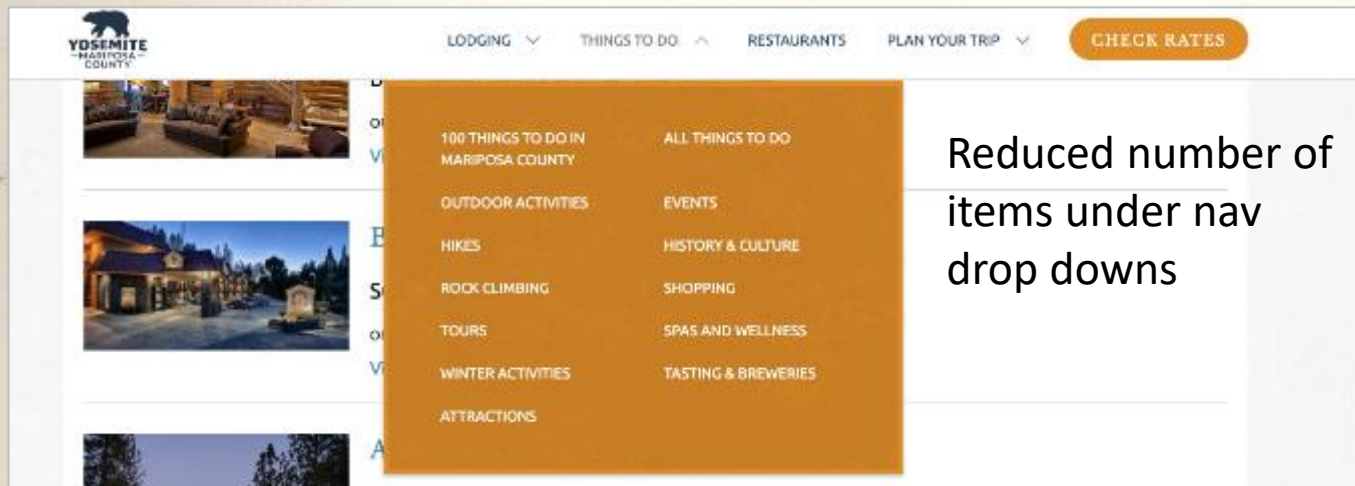


Yosemite.com 3.0



- We have launched production on our new website, Yosemite.com 3.0 and will be staying with our longtime digital agency, Noble Studios, to handle production with YMCTB oversight.
- Our new site will have a mobile first focus while keeping our desktop authority and presence to ensure bounce rates for both remain manageable.
- We'll build the site around strong imagery and video and use our existing content from Yosemite.com to lead visitors through the site and to encourage more conversions.
- We are on pace to launch our new site in March 2023.

Yosemite.com 2.5 Strategy



- Still working on our current iteration of Yosemite.com. This year we completed:
 - Improvements to our Special Offers infrastructure on Yosemite.com.
 - Better display performance for advertisers that purchase featured listings and run banner ads.
 - Cleanup of top navigation bar to help users navigate.
 - Updating privacy policy with “Termageddon” which will keep Yosemite.com up to do with changing standards.



Best Western Plus Yosemite Way Station

Summer savings take 10% off

OFFER VALID TO 10/31/2022

[View Offer](#)

Added book by, offer valid and language to encourage more signups.



The Redwoods In Yosemite

Third night free this fall season

OFFER VALID 10/03/2022 TO 12/01/2022

BOOK BY: 11/20/2022

[View Offer](#)

Want to see your special offer listed here? Click the link [here](#) to submit a special offer to us. We're happy to list any offers that relate to businesses that operate in Mariposa County, free of charge.

SEO

SEO | Top Ranking Terms Scorecard

Keyword	Page (URL)	Current Rank	Previous Rank	Search Volume
Yosemite National Park	Homepage (/)	3	3	201k
Yosemite	Homepage (/)	7	6	450k
Yosemite hotels	/lodging/hotels/	6	4	27.1k
Things to do in Yosemite	/things-to-do/	2	2	4.4k
Yosemite hikes	/yosemite-hikes/	5	5	6.6k
Yosemite restaurants	/restaurants/	6	5	1.6k
Yosemite camping	/lodging/camping/	7	6	40.5k
Yosemite lodging	/lodging/	8	9	27.1k

noblestudios.

Confidential. Intellectual property of Noble Studios.

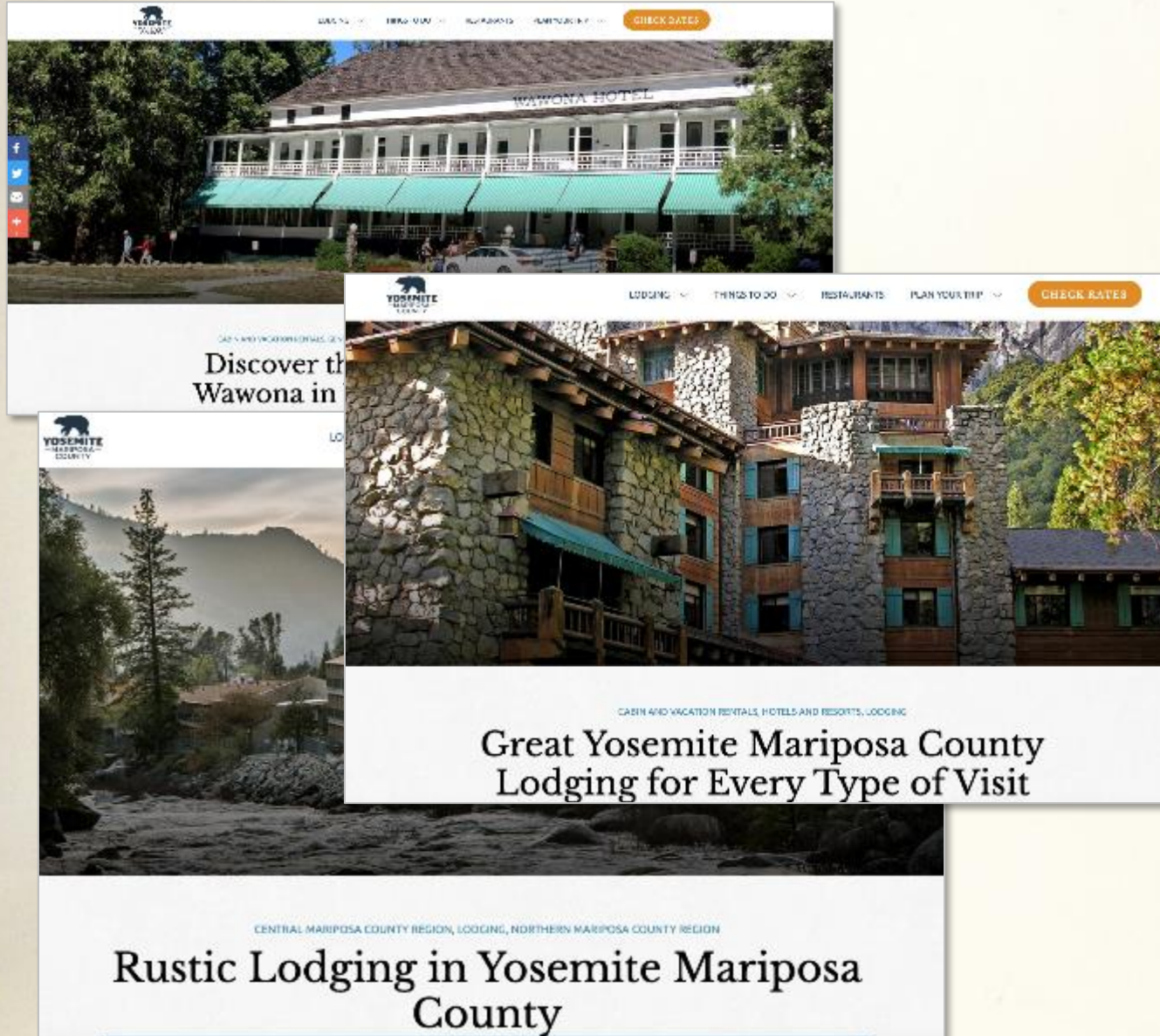
Source: SEMrush WoW | Date: June 2022

27

- This year we focused on defending our high-ranking keywords (i.e. Yosemite Lodging) to hold top rankings on Google.
- We also improved existing content that had extremely high search volume such as "Yosemite Reservations" and "Yosemite Firefall" to ensure that our website is among, if not the first, showing up on Google searches.
- We reworked and restructured the copy on the lodging pages as the copy on these pages heavily impacts our Google ranking. In some templates we created space for more copy that would not impact the listings themselves.
- We also changed and improved our tracking process this year to help us stay on top of where optimizations stand and work collaboratively with our partners at Noble Studios.

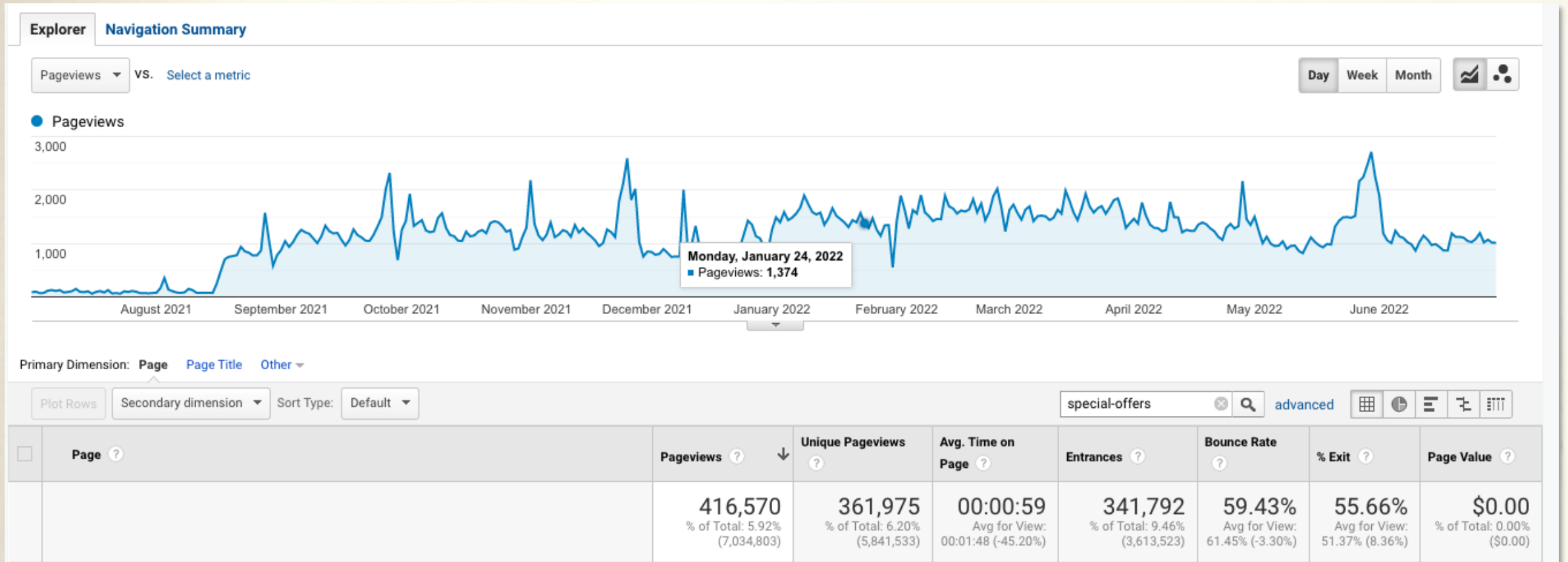
Due to YMCCTB	Status	Link	Changes Implemented by YMCCTB	Date Implemented	Primary Keyword & MSV	Secondary Keywords & MSV
			<input type="checkbox"/>			
April	complete	https://docs.google.com/document/d/10-120a920V9EYUJH9c-fu-C8MeV-8aaB5x23e2Apj0/edit?usp=sharing	<input checked="" type="checkbox"/>	6/10/2022	yosemite hotels / 27.1K	hotels in mariposa / 6.4K hotels near yosemite / 5
April	complete	https://docs.google.com/document/d/1E7EvG2ETMbxQEGkSPfc-wTqT7-sspczwYH0u8TyHsYzw/edit?usp=sharing	<input checked="" type="checkbox"/>	6/10/2022	lodging in yosemite / 27.1k	mariposa lodging / 1.5 K yosemite valley lodging / 5
April	complete	https://docs.google.com/document/d/1-Yu8B4x3JBEf7QY-M5bweSz2_GrTcf9u0heIfuWvfg/edit?usp=sharing	<input checked="" type="checkbox"/>	6/20/2022	best hikes in yosemite / 3600	best yosemite hikes / 1300 best hikes yosemite / 880
May	complete	https://docs.google.com/document/d/1weoVYh2v1YSkgSd5HK-SPY82-kQHFcMpxe94ndH12DGU/edit?usp=sharing	<input checked="" type="checkbox"/>	6/21/2022	rocky in yosemite / 280	yosemite geology / 140
May	complete	https://docs.google.com/document/d/1-BEVPICt3_AoI7ZaspT4yUTYdxwQv_57bQ6Khw/edit?usp=sharing	<input checked="" type="checkbox"/>	6/10/2022	bed and breakfast near yosom yosemite b&b / 90	
May	complete	https://docs.google.com/document/d/1J7wdTZ4nqDydygSsl6n-aWZ4QbUkShWQ0x_BQc8FBc/edit?usp=sharing	<input checked="" type="checkbox"/>	6/10/2022	cabins in yosemite / 12100	cabin rentals in yosemite / 540 mariposa ca cabins / 20
June	complete	https://docs.google.com/document/d/1X0p145a20Fg_AWn6_Hw_QqvA4uEHp6f7rLXIX0cM/edit?usp=sharing	<input checked="" type="checkbox"/>	6/30/2022	curry village / 4400	curry village yosemite / 12100 curry village reservations /
June	complete	https://docs.google.com/document/d/1qL3SwN8-w3bHtPU7h3y7x5d48sVsk2P8QICQV2G8/edit?usp=sharing	<input checked="" type="checkbox"/>	6/28/2022	the ahwahneen / 5400	the ahwahneen hotel / 2800 ahwahneen reservations / 5
June	complete	https://docs.google.com/document/d/1B972p6CAVDRea1W6o-r7LR0qafahQ4_Gz-ciz-8h3dD4/edit?usp=sharing	<input checked="" type="checkbox"/>	6/30/2022	yosemite valley lodge / 38100	yosemite lodge / 14800 yosemite valley lodge map

Content Creation



- Surpassed our goal of 40 new pieces of written content with 50 new articles.
- 10 articles were itineraries (8 was goal), all of the articles promoted Mariposa County alongside of YNP, all new articles contained a lodging component such as suggestions on where to stay.
- This year we expanded the content planning process to include the social media and video creation team so that we could create multimedia pieces, i.e. our Wawona History written story and our Wawona video that we produced.

Special Offers

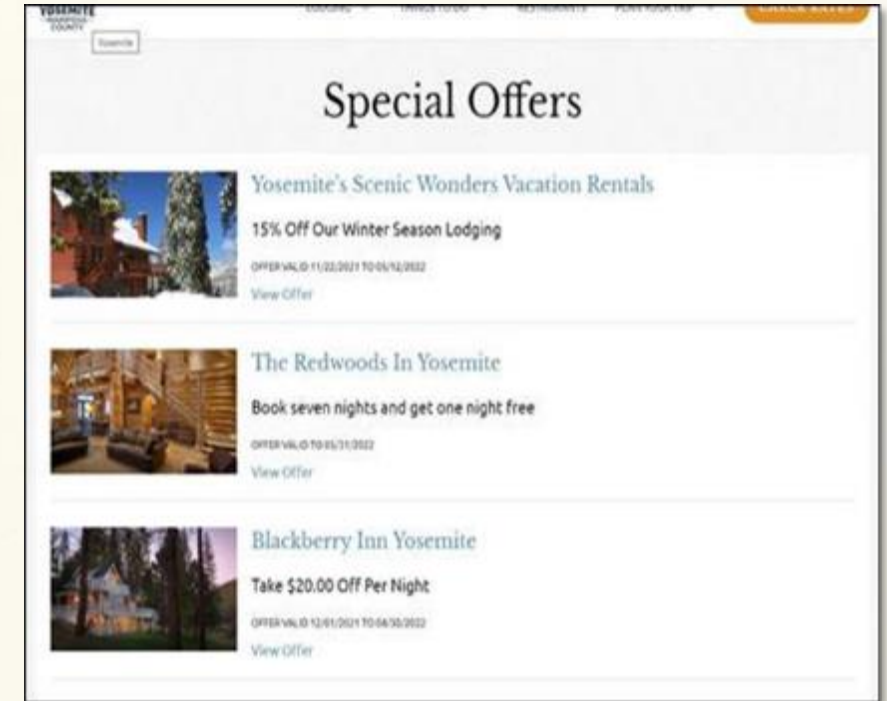


We continue to drive good traffic overall to the Special Offers page and as mentioned earlier, made improvements to the page's infrastructure. We are seeing below average time on page and a high bounce rate, but this is consistent across the site as mobile continues to gain share of devices using Yosemite.com. August's flatness reflects a time where there was no paid support due to a lack of offers.

Special Offers

- Properties with special offers beat similar properties who didn't place offers in referrals by over 5 times on average
- Only successful with the help of lodging partners submitting their offers
- A great tool to get more traffic to your listing

1.	/lodging/cabin-rentals/yosemite-offer=active	5,668 (98.94%)
2.	/lodging/cabin-rentals/yosemite	34 (0.59%)



- Same Property Visited through its special offer and visited organically through the two-month period it ran its offer.

Yosemite.com Sales



Explorer Cabins at Tenaya Lodge



- Properties who have taken part in these paid listings have seen an average of 10 times the traffic to their web pages.
- Sales from Standard and Previous Listings reached \$16,000.
- Banner Ads have generated an average of 17,000 referrals each per fiscal year

<input type="checkbox"/>	Page ?	Pageviews ? ↓
		5,094 % of Total: 0.07% (7,034,803)
<input type="checkbox"/>	1. /lodging/bed-breakfast/ [redacted]	5,094(100.00%)

<input type="checkbox"/>	Page ?	Pageviews ? ↓
	VS	528 % of Total: 0.01% (7,034,803)
<input type="checkbox"/>	1. /lodging/bed-breakfast/ [redacted]	528(100.00%)



Sierra Sunrise Vacation Rental



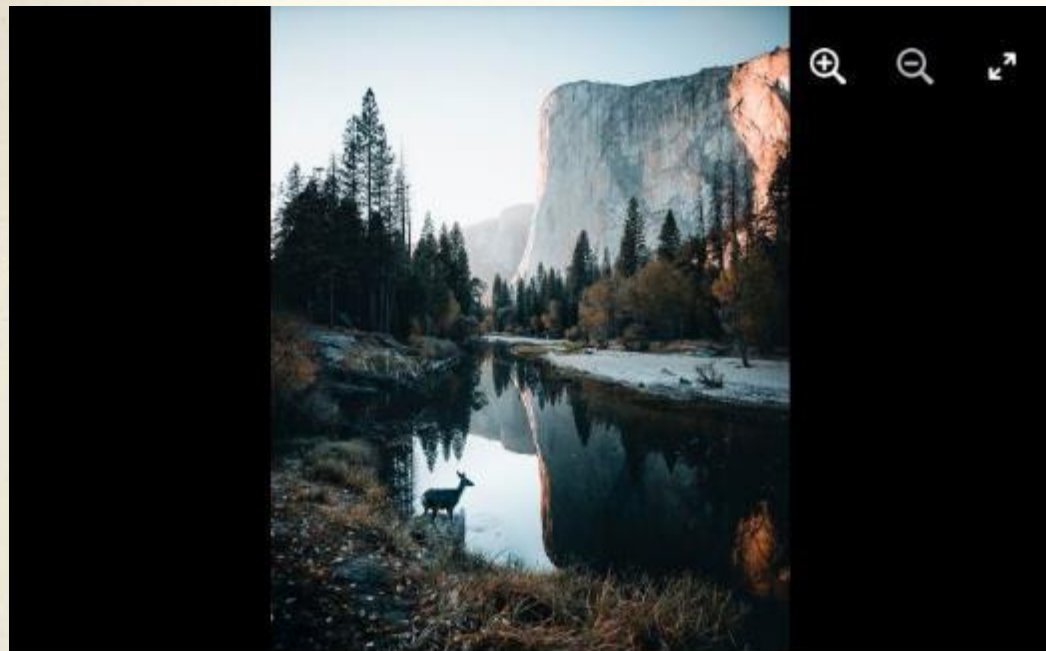
Yosemite Gateway Horse Ranch "Getaway" Cottage

Social Media

Total posts on all channels:
YTD: 1,779

Facebook, National	YTD Total
Followers	127,508
Engagement	1,135,769
Facebook, Local	YTD Total
Followers	2,277
Engagement	1,188
Shares	773
YouTube	YTD Total
Subscribers	940
Total Watch Time (hours)	3231.7 (av.)
Average Watch Time (sec.)	41 (av.)
Average % Viewed	70
Twitter	YTD Total
Followers	46,087
Engagement	4,706
Link Click Rate	10,795
Pinterest	YTD Total
Impressions	711,180
Engagement	10,350
Engaged Audience	7,270

Social Media – Facebook (YosemiteNation)



Yosemite Nation

July 6, 2021 · 🌐

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

📄 | <http://ow.ly/5FKZ50FqiNZ> (you CAN visit Yosemite this summer)

#YosemiteNation Visit Gold Country Visit California California High Sierra



Jonathan Farrington and 70K others

1.2K Comments 18K Shares



Yosemite Nation

April 21 · 🌐

Here's our four pet-perfect days of a dog friendly Yosemite National Park itinerary, including pet friendly hotels, restaurants, and trails in and around the park.

Yes, you can take your puppies to Yosemite -- there are just a few rules to protect the park and your pets.

📄 | <http://ow.ly/kH7y50lPhXc> (learn more)

#YosemiteNation Visit Gold Country Visit California California High Sierra



YOSEMITE.COM

Dog Friendly Yosemite Itinerary | Dog Friendly Trails in Yosemite

Find places in Yosemite National Park to take your furry friend including pet friendly hotels ...



Jonathan Farrington and 11K others

346 Comments 885 Shares

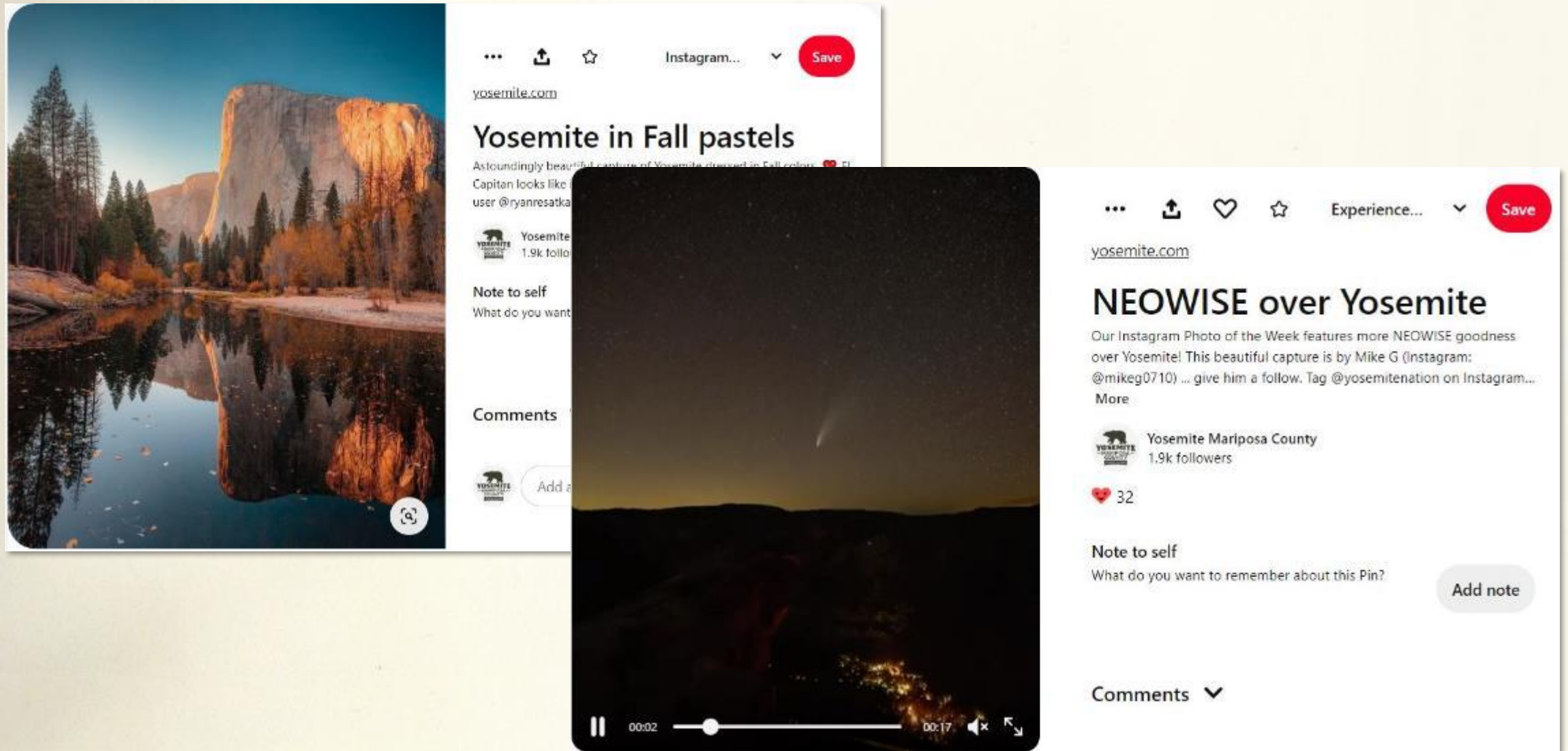
Social Media – Instagram



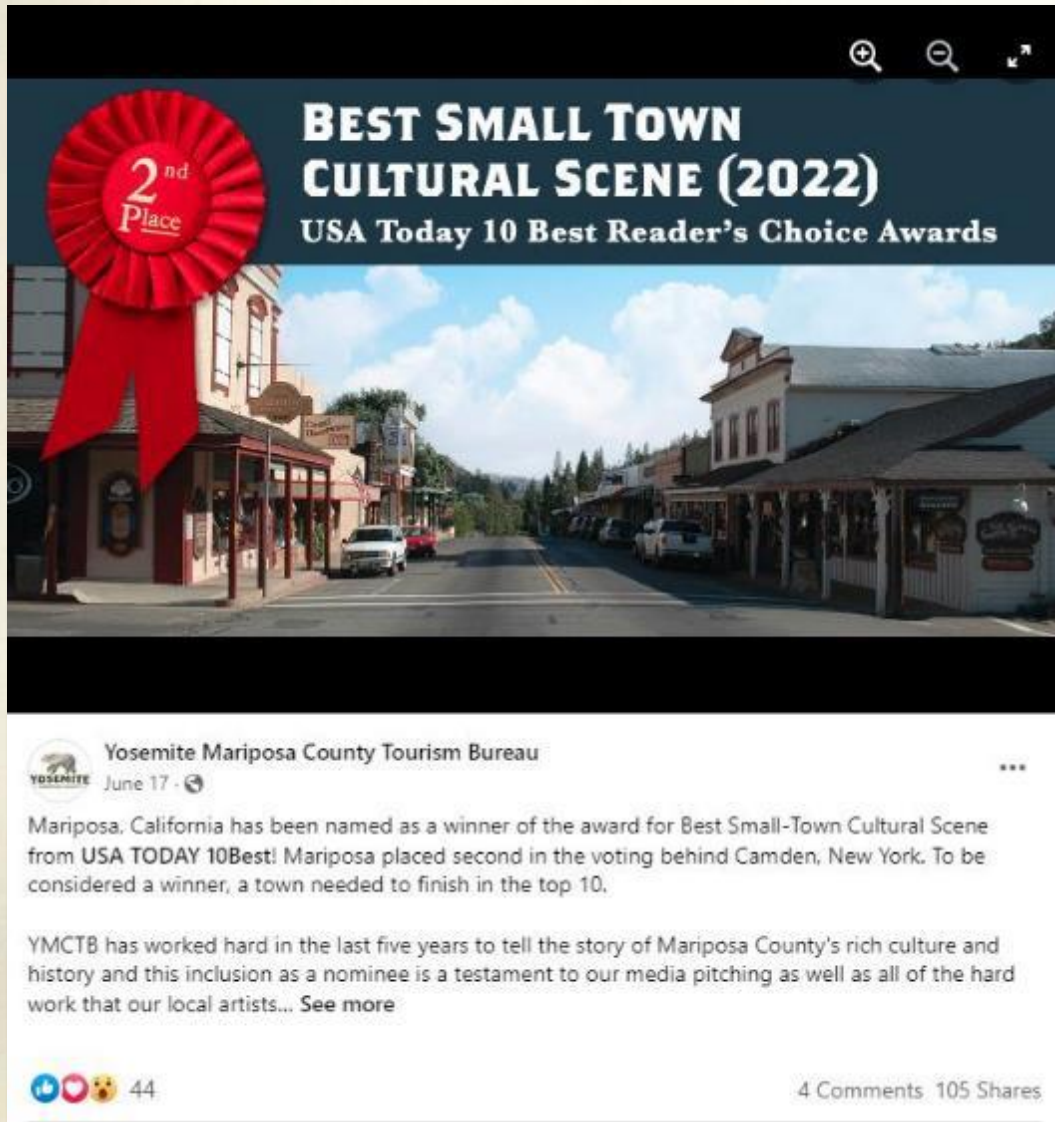
Social Media – Twitter



Social Media – Pinterest



Social Media – Facebook (local)



Video Production



- We've completed 4 Mariposa Moments, 6 Mariposa Gold videos featuring the YCA climbing museum, and 1 on the opening of the Chinese Laundry building. We completed 5 seasonal videos, 1 on the Natural Firefall, and a Mariposa County Film Commission video in cooperation with Bill Lowe.
- Our video production are currently being reevaluated to support the focus on vertical format video in order to supply our TikTok and similar channels.

Email Marketing for FY22

Consumer Emails: 14

6 newsletters

8 e-postcards

Constituent Emails: 44

30 lodging partners emails

14 Crisis Communications

Travel Trade Emails: 5

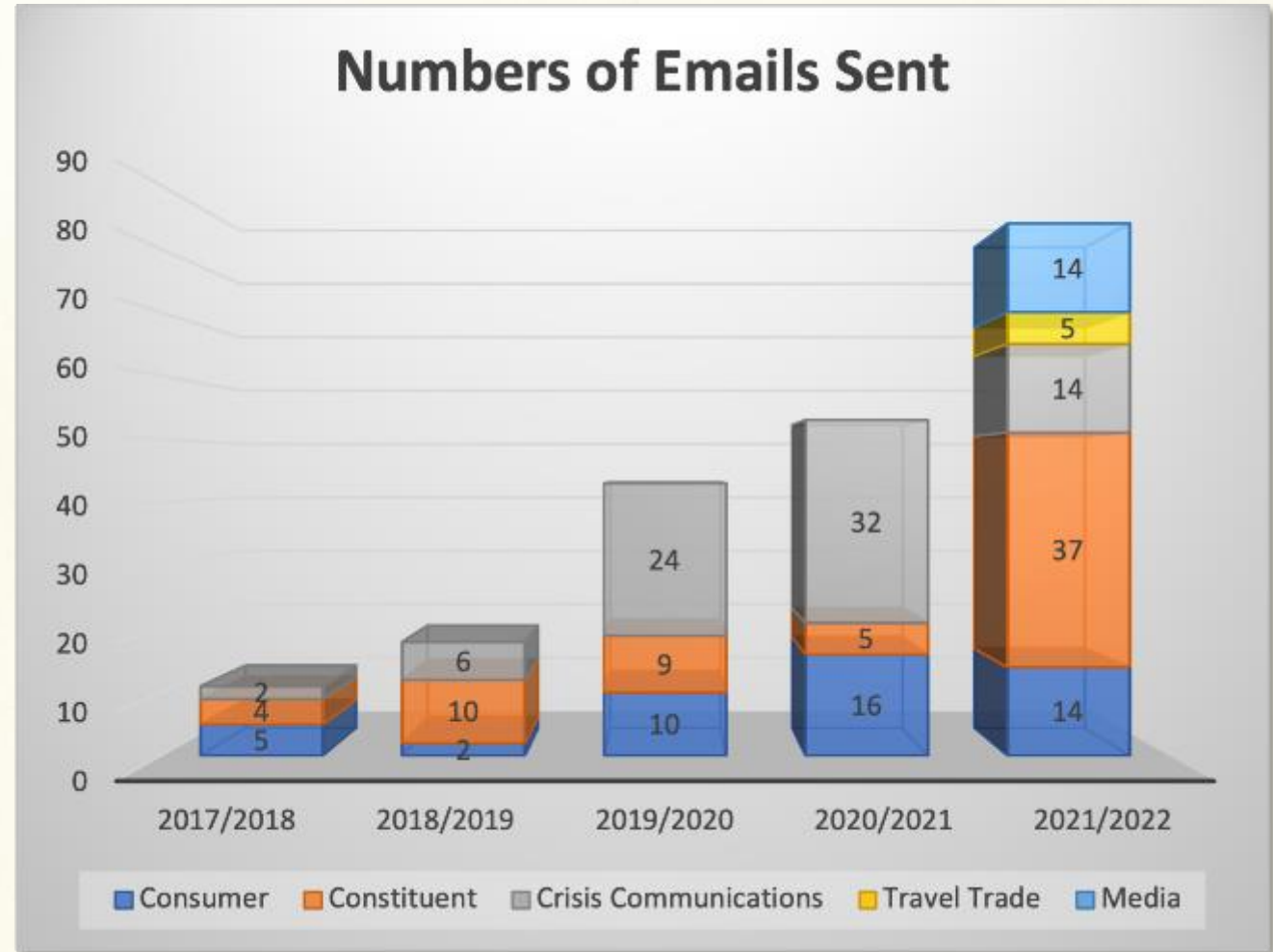
Media List Emails: 14

4 newsletters

10 media releases

Marketing Updates: 7

TOTAL: 84



Traditional Print – Co-Ops

FY22 was the most successful year ever for participation in co-ops by lodging partners. Here are a few examples:



Stand Where Nature Soars
YOSEMITE.COM
 The #1 Website for Lodging and Trip Planning

YOSEMITE MARIPOSA COUNTY

YOSEMITE VIEW LODGE & YOSEMITE CEDAR LODGE
 Yosemite Resorts are located at the western gate to Yosemite National Park, offering several first-class lodging choices that are convenient to Yosemite's primary attractions, including a wealth of value-added amenities.
YosemiteResorts.com
209.379.2681

THE REDWOODS IN YOSEMITE VACATION HOME RENTALS
 Over 70 Years of bringing Yosemite to your doorstep! Use code REDWOODS10 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.
RedwoodsInYosemite.com
855.557.7488

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

Yosemite Journal (Annual)



ROAM WHERE NATURE LEADS
YOSEMITE MARIPOSA COUNTY
YOSEMITE.COM

The Redwoods In Yosemite
 Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 855-684-8441 or use code SEQUOIA21 at checkout on our website.
RedwoodsInYosemite.com

The Ahwahnee Hotel
 Experience the magic of winter at The Ahwahnee hotel. This stunning national landmark hotel offers classic rooms and suites with incredible views of Half Dome and Yosemite Falls. Your winter adventure is complete with skiing and snowshoeing among Yosemite's trails.
TravelYosemite.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/

Tenaya Lodge at Yosemite
 With cooler temperatures and spectacular foliage, autumn is everyone's favorite season – especially in Yosemite. Tenaya Lodge puts you two miles from Yosemite National Park. Relax at a full-service resort and make this your best fall yet.
TenayaLodge.com (888) 514-2167

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

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

Conde Nast (Fall)



Stand Where Nature Soars
YOSEMITE.COM
 The #1 Resource for Planning Your Escape to Yosemite National Park

YOSEMITE MARIPOSA COUNTY

YOSEMITE BUG RUSTIC MOUNTAIN RESORT
 This authentic mountain resort offers private rooms and tent cabins in a relaxed, 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 Groves.
YosemiteBug.com / 209.966.6666

YOSEMITE MOUNTAINEERING SCHOOL
 Reach new heights this spring and summer with a guided adventure from the Yosemite Mountaineering School. The school's local, experienced guides allow visitors to test their endurance and achieve their goals, whether the top of El Capitan or the wilderness of Yosemite's High Country. Explore Yosemite's legendary climbing routes, hiking trails, backpacking and more!
TravelYosemite.com

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

Climbing Magazine (Fall)

Traditional Print – Co-Ops



Roam Where Nature Leads

YOSEMITE.COM
The #1 Website for Lodging and Trip Planning

YOSEMITE
—MARIPOSA—
COUNTY
YOSEMITE.COM

YOSEMITE VIEW LODGE

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

YosemiteResorts.com
209.379.2681

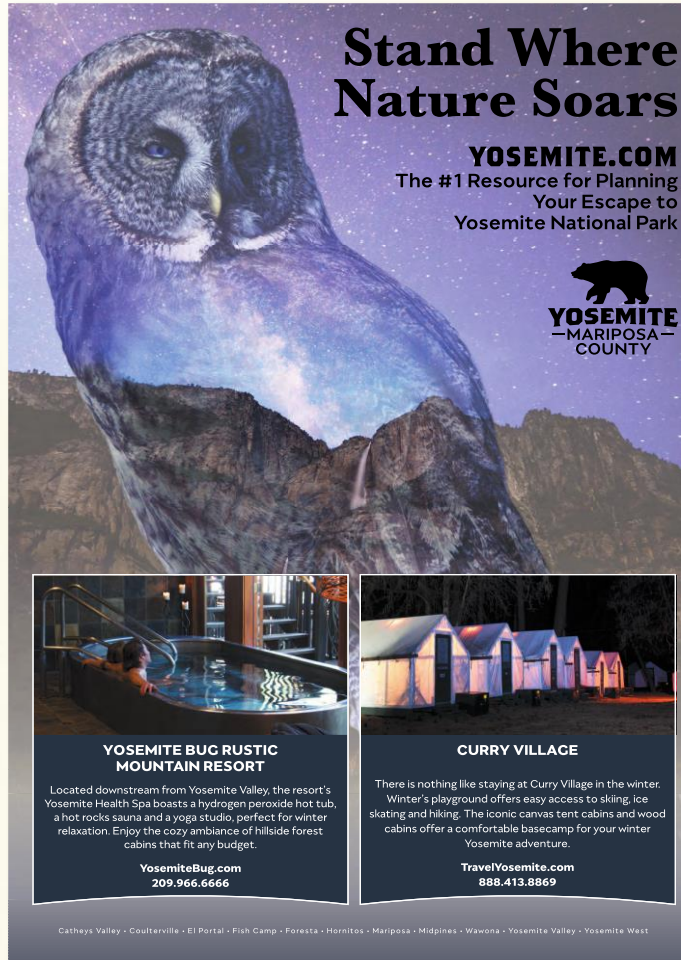
TENAYA LODGE AT YOSEMITE

With a spa, private bus tours, guided nature hikes and a kids' adventure course, the riches of Yosemite await you at Tenaya Lodge. A full-service resort just two miles from the park, our hotel, premium cabins and cottages enhance your Yosemite adventure.

TenayaLodge.com
(888) 514-2167

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

Sactown (Spring)



Stand Where Nature Soars

YOSEMITE.COM
The #1 Resource for Planning Your Escape to Yosemite National Park

YOSEMITE
—MARIPOSA—
COUNTY
YOSEMITE.COM

YOSEMITE BUG RUSTIC MOUNTAIN RESORT

Located downstream from Yosemite Valley, the resort's Yosemite Health Spa boasts a hydrogen peroxide hot tub, a hot rocks sauna and a yoga studio, perfect for winter relaxation. Enjoy the cozy ambience of hillside forest cabins that fit any budget.

YosemiteBug.com
209.966.6666

CURRY VILLAGE

There is nothing like staying at Curry Village in the winter. Winter's playground offers easy access to skiing, ice skating and hiking. The iconic canvas tent cabins and wood cabins offer a comfortable basecamp for your winter Yosemite adventure.

TravelYosemite.com
888.413.8869

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

GQ Magazine (Winter)



ROAM WHERE NATURE LEADS

YOSEMITE.COM
The #1 resource for planning your escape to Yosemite National Park.

YOSEMITE
—MARIPOSA—
COUNTY
YOSEMITE.COM

YOSEMITE BUG RUSTIC MOUNTAIN RESORT

This authentic mountain resort offers private rooms and tent cabins in a relaxed, 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, Cold Country, and Sequoia Groves.

YosemiteBug.com
209.966.6666

TENAYA LODGE AT YOSEMITE

Yosemite is home to 200-foot-tall giant sequoias and extraordinary mountain views. It's easy to explore this region at Tenaya Lodge, a full-service resort just two miles from Yosemite National Park. Our resort, premium cabins and cottages bring Yosemite closer.

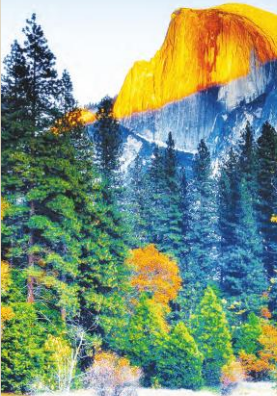
Plan your Sierra escape.
TenayaLodge.com

Conde Nast (Spring)



Traditional Print – Co-Ops

AUTUMN ADVENTURE AWAITS



Suite Dreams and
Other Lodging

Four Unbe-leaf-able
Days

Hiking: May the Forest
Be with You

A Sensational
Tasting Tour



BANG (Fall)

ROAM WHERE NATURE SOARS



The Redwoods In Yosemite

Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 800-444-9441 or use code SEQUOIA21 at checkout on our website.

RedwoodsInYosemite.com



Yosemite View Lodge

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

YosemiteResorts.us



The Ahwahnee

Experience the magic of winter at The Ahwahnee hotel. This stunning national landmark hotel offers classic rooms and suites with incredible views of Half Dome and Yosemite Falls. Your winter adventure is complete with hiking and snowshoeing in Yosemite National Park!

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

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

Cathaya Valley • Coulterville • El Portal • Fish Camp • Foresta • Hamilton • Mariposa • Midpines • Wawona • Yosemite Valley • Yosemite WI

BANG (Winter)

WINTER'S CLEAR CHOICE



ROAM WHERE NATURE SOARS

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



AutoCamp Yosemite

AutoCamp Yosemite is a unique vacation experience that combines the beauty of Yosemite National Park with the convenience of a car. Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 800-444-9441 or use code SEQUOIA21 at checkout on our website.

AutoCampYosemite.com



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RedwoodsInYosemite.com



Yosemite National Park Lodging

Yosemite National Park Lodging is a unique vacation experience that combines the beauty of Yosemite National Park with the convenience of a car. Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 800-444-9441 or use code SEQUOIA21 at checkout on our website.

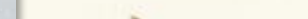
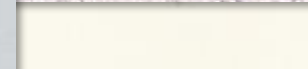
YosemiteNationalParkLodging.com



Yosemite View Lodge & Cedar Lodge

Yosemite View Lodge & Cedar Lodge is a unique vacation experience that combines the beauty of Yosemite National Park with the convenience of a car. Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 800-444-9441 or use code SEQUOIA21 at checkout on our website.

YosemiteViewLodge.com



REFRESH YOUR SPIRIT IN YOSEMITE MARIPOSA COUNTY

ROAM WHERE NATURE LEADS

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



Scenic Wonders

Scenic Wonders is a unique vacation experience that combines the beauty of Yosemite National Park with the convenience of a car. Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 800-444-9441 or use code SEQUOIA21 at checkout on our website.

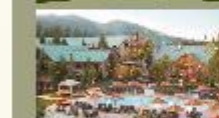
ScenicWonders.com



The Redwoods In Yosemite

Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 800-444-9441 or use code SEQUOIA21 at checkout on our website.

RedwoodsInYosemite.com



Tenaya Lodge at Yosemite

Tenaya Lodge at Yosemite is a unique vacation experience that combines the beauty of Yosemite National Park with the convenience of a car. Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 800-444-9441 or use code SEQUOIA21 at checkout on our website.

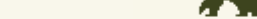
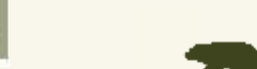
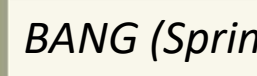
TenayaLodge.com



Yosemite View Lodge & Cedar Lodge

Yosemite View Lodge & Cedar Lodge is a unique vacation experience that combines the beauty of Yosemite National Park with the convenience of a car. Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 800-444-9441 or use code SEQUOIA21 at checkout on our website.

YosemiteViewLodge.com



BANG (Spring)



Traditional Print



Road Trips (Annual)

United Airlines Hemispheres



Visit California Visitor Guide

Traditional Print

Willkommen zurück im Yosemite Mariposa County!

Yosemite Mariposa County in Kalifornien heißt Reisende wieder herzlich willkommen, damit sie die Naturschönheiten des echten amerikanischen Westens genießen können.

Der Yosemite National Park mit seinen gewaltigen Granitfelsen, den herrlichen Ausblicken und rauschenden Wasserfällen ist dabei ein Must-see.

Besuchen Sie Yosemite.com, die beste Webseite, um Ihre Ferien im Yosemite National Park zu planen!



America Journal

HISTORY LIVES HERE

Visit and Support Our Local Museums!

Mariposa County is home to some amazing museums located in our Gold-Rush-era towns and inside Yosemite National Park. Whether you're a new visitor or a long-time resident, you can always find inspiration in these historical treasures and the stories of the people who lived here.

Mariposa County Museum & History Center



Northern Mariposa County History Center



California State Mining and Mineral Museum



Yosemite Climbing Association Gallery & Museum



Mariposa County's newest museum!

To learn more about these museums or the museums of Yosemite National Park, visit Yosemite.com/things-to-do/museums

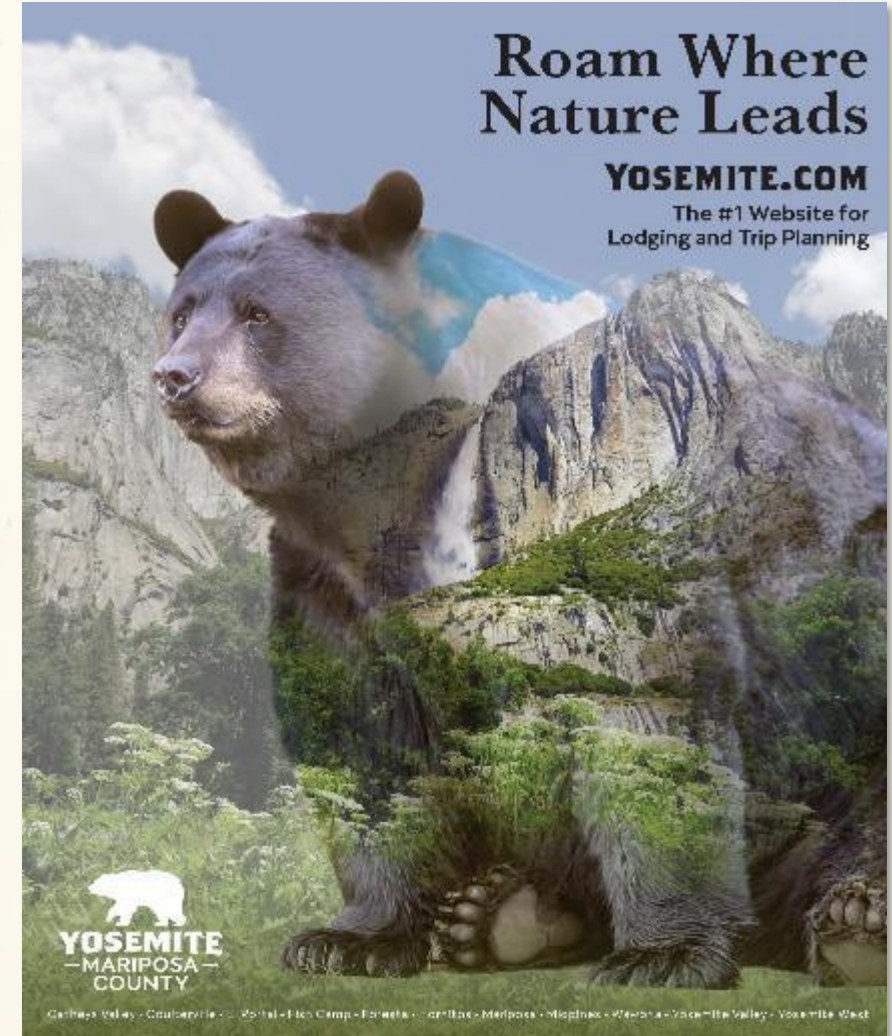


*Mariposa Gazette/
County Fair*

Roam Where Nature Leads

YOSEMITE.COM

The #1 Website for
Lodging and Trip Planning



Local Getaways



Traditional Radio

We focused on three periods of radio advertising: end of reservations system in September, traditional “Above the Fog” campaign in late winter, and a spring campaign.

Central Valley Radio Stations:



San Francisco Radio Stations:



Native Advertising



This was our first attempt at a co-op for native advertising in Fall 2021.

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.

Native Advertising

Los Angeles Times


PAID POST This is sponsored content. It does not involve the editorial or reporting staffs of the Los Angeles Times. [Learn more](#)

PAID CONTENT

Find Your Winter Escape at Yosemite in Mariposa County

BY YOSEMITE, MARIPOSA COUNTY
DECEMBER 2, 2021
12:00 AM

[f](#) [t](#) [o](#)



Winter's Clear Choice


You may be pining for summer vacation, but your next adventure doesn't have to wait that long.

Yosemite, Mariposa County is your go-to year-round destination for an unforgettable winter experience. The majestic park boasts some of its most beautiful views, incredible wildlife, and stunning Yosemite scenery, all while donning a frosty white veil. With fewer visitors, the park is more peaceful than other times of year and you'll find plenty of things to do.

Refresh your spirit in Yosemite Mariposa County

Mariposa County's boundaries include the most iconic parts of Yosemite as well as wonderful dining, local artists, artisanal wine and shopping opportunities.

"Yosemite Valley is a stunning winter wonderland. Ice skating under the stars, sipping a hot toddy at The Ahwahnee hotel




and watching your family learn to ski at Badger Pass Ski Area are memories that will last a lifetime," says Lisa Cesano, AmeriMark Regional Marketing Director of Yosemite Hospitality, offering lodging within Yosemite.

But, Yosemite isn't Mariposa County's only attraction.

A second co-op was completed with *Los Angeles Times*. Yosemite Hospitality, AutoCamp, The Redwoods and Yosemite Bug were participants in this story.

And if you need to relax more, Yosemite Bug Rustic Mountain Resort in Midpines offers lodging, dining and a spa, a short drive from Mariposa or Yosemite. "The lovely Yosemite Health Spa with its hydrogen peroxide hot tub, hot rocks sauna and yoga studio is the center of our authentic mountain resort in Winter," says Douglas Shaw, co-owner of the Yosemite Bug Rustic Mountain Resort.



Families have been making traditions out of visiting Yosemite Mariposa County for generations – and it's easy to see why. "Cabins and vacation homes like ours make great locations for holiday travel," Yuli Gotsev, Marketing Manager of The Redwoods in Yosemite, says. "There are cabins that feature spa tubs, private decks, and BBQ's for a true home-away-from-home experience this winter season."

Something For Everyone

Whether you're a family of outdoor fanatics or a couple looking for a romantic weekend getaway, Yosemite will provide everyone with a memorable adventure.

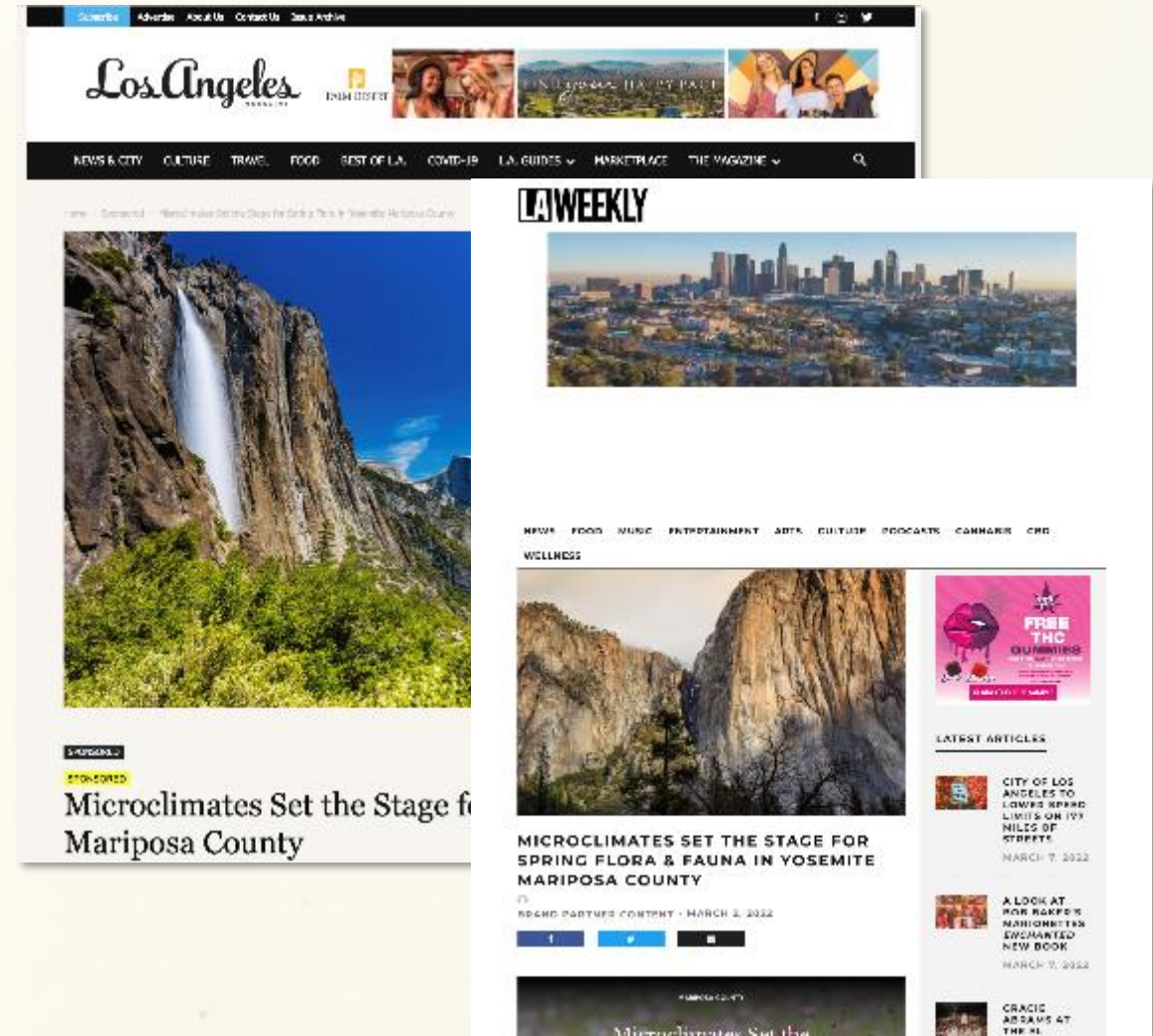
[Hiking](#) or snowshoeing among the snow-covered peaks is a scenic paradise. Break out a warm coat and hit the park where sledding, building snowmen, and snowball fights are just a few ways to enjoy the season.

Looking for a ski holiday? Yosemite is home to [Badger Pass Ski Area](#): the oldest ski resort in California! It's perfect for those learning to ski and for those who enjoy more beginner and intermediate runs.

Native Advertising





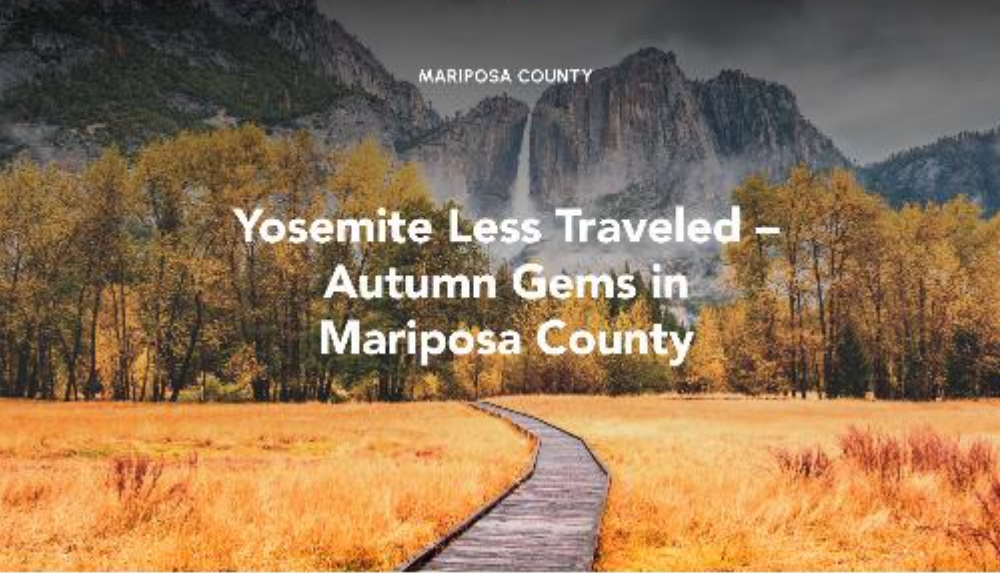
We had originally planned to do a second co-op with the *Los Angeles Times* as well as *SFGate*. Due to lack of response from the *Times*, we decided to syndicate the story to *LA Magazine* and *LA Weekly*.



Native Advertising


Run in late spring, this autumn-focused native advertising was not offered as a co-op but was intended to push fall travel in *SFGate*. The story was syndicated in *LA Magazine* and *LA Weekly*.





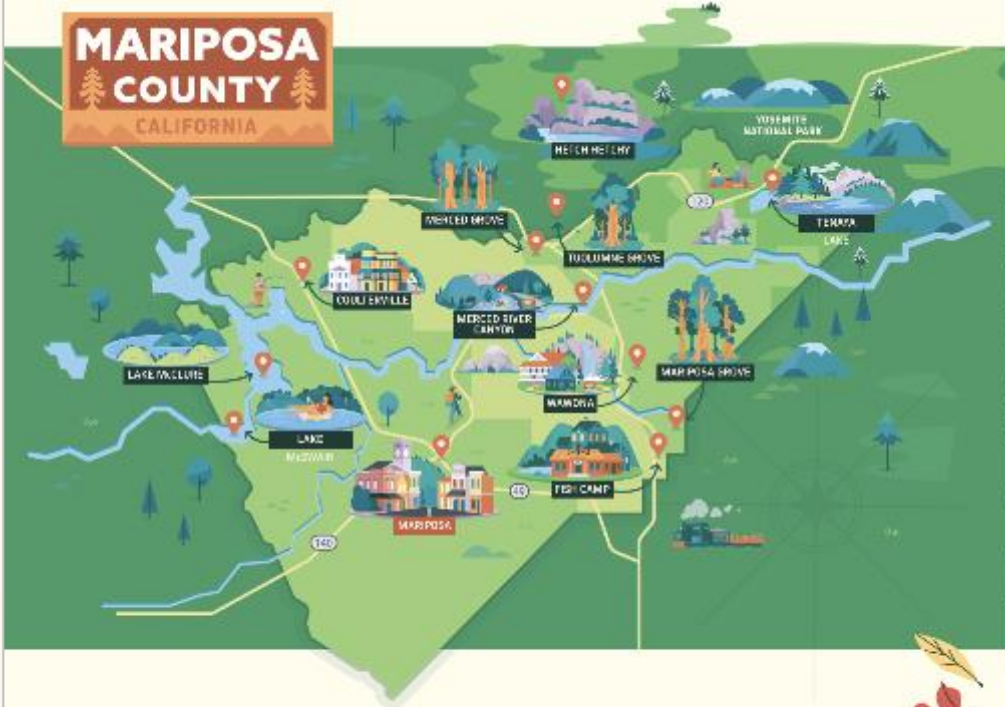
MARIPOSA COUNTY

Yosemite Less Traveled – Autumn Gems in Mariposa County



Tenaya Lake, Tuolumne Meadows, Lake McSwain, Merced Grove. These are just a few of the less traveled locations in and around Yosemite National Park. Most visitors rarely take the time to venture out from the Yosemite Valley floor and explore these awe-inspiring environments. As a result, these Mariposa County destinations that feature bountiful sky, blue water, and giant sequoias are less visited especially in the autumn months, offering more room to explore on your own or with friends and family.

[Click on the map to discover more.](#)




MARIPOSA COUNTY
CALIFORNIA

Yosemite National Park
Tenaya Lake
Merced Grove
Tuolumne Meadows
Merced River Canyon
Wawona
Fish Camp
Mariposa
Lake McSwain
Lake Tenaya
Coulterville
Mariposa Grove

The surrounding towns share a similar feel. Fish Camp, Wawona, Coulterville and Mariposa are loaded with history and cultural significance and situated within a few miles of extraordinary nature. Each locality also presents the opportunity to go deep into the area's history, whether you're interested in Gold Rush lore, the conservation efforts of John Muir and others, or the Chinese

not surprisingly, the most visited. The Merced Grove is the smallest cluster, but what you lose in total number, you gain in a peaceful atmosphere. Add in the three-mile loop trail along the historic Coulterville Road, the first entrance into Yosemite, and Merced Grove becomes a well-earned opportunity to meditate with few distractions among the 3,000-year-old pantries. The downhill



2021-22 Public Relations and Earned Media Campaign



Featured outlets



2021-22 Public Relations and Earned Media Campaign



Our favorite mentions

AFAR

"Another Yosemite classic we had completely to ourselves on the final morning in January: the park's largest meadow, **Wawona Meadow**. Seeing such a vast expanse of snow totally bereft of people was unforgettable."

InsideHook

"Badger (Pass) has always been family and learner friendly. The Mountain Area Ski School has been bussing kindergarten through high school students from nearby towns like Oakhurst and El Portal for weekly classes since 1961."

Sierra News
ONLINE

"...the 41.6% increase in spending in the county brought back 550 more tourism-based jobs – a total of 4,230 jobs, an increase of 14% from 2020's total and the highest number of tourism-based jobs in the county since 2017."



Examples of Earned Media

2021-22

7/3/21	Make Your American Dreams Come True	Daily Telegraph
7/6/21	Hit The Road	Bella.co.uk
7/6/21	Hit The Road	Bella print edition
7/12/21	Shinrin-yoku: Forest Bathing for Your Health	AAA
7/18/21	YOSEMITE CLIMB MUSEUM AND GALLERY	Taking the Kids
7/19/21	7 Picturesque California Glamping Destinations for Luxury Campers	Men's Journal
7/19/21	7 Picturesque California Glamping Destinations for Luxury Campers	MSN.com
7/29/21	4 Western US camping destinations for family adventure this summer	Seattle PI
7/29/21	Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks	L.A. Times
7/29/21	Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks	Yahoo News
7/29/21	California Dreamin	Bella
8/3/21	12 Glamping Spots for People Who Don't Like Camping	Oyster
8/15/21	World Photography Day	NI Travel News
8/20/21	Glamping USA: 9 of the Best Places to Go Glamping Across America	Trivago
8/20/21	Exploring and Understanding Local Heritage	NI Travel News
8/26/21	Exploring and Understanding Local Heritage	Viestra
9/2/21	"Yes, we're open!" Say Yosemite National Park, Bass Lake, and Shaver Lake	KMJ Talk Radio
9/8/21	The 15 Best Places in the U.S. to Go Rock Climbing	TripSavvy
9/20/21	Yosemite's early climbers made their own gear for dangerous ascents. New museum shows how they did it	LA Times
9/21/21	Funky Airstreams & Tiny Cabins: Where to Go Glamping This Fall	Thrillist
9/23/21	A Magical Escape: Yosemite	San Joaquin Magazine
9/29/21	Yosemite National Park Temporary Reservation System Ends October 1	National Parks Traveler
9/30/21	YOSEMITE KILLS TEMPORARY RESERVATIONS SYSTEM	skiplaylive.com
10/3/21	15 amazing ways to see America - on both budget and blow-out holidays	telegraph.co.uk
10/4/21	11 Weekend Getaways Within 5 Hours of LA That Are Perfect for Fall	Thrillist.com
10/5/21	Going to Yosemite? You'll no longer need to make a reservation	SF Chronicle
10/9/21	Experience Christmas All Over the World!	NI Travel News
10/9/21	Experience the World Through Taste!	NI Travel News
10/12/21	Eco-Travel Around the World!	NI Travel News
10/13/21	Discovering Wine Deep In California's Sierra Foothills	Saltandwind.com
10/17/21	The world's most sustainable travel spots revealed	IMAGE
10/27/21	Halloween Inspiration - Haunted Hotels and Spooky Experiences	NI Travel News
11/3/21	Skip the Snobby Slopes. Check Out These Under-the-Radar Ski Destinations Instead	MSN.com
11/3/21	Skip the Snobby Slopes. Check Out These Under-the-Radar Ski Destinations Instead	Fodors.com
11/4/21	Best Yosemite Campground - Yosemite National Park Complete Guide	Roamingmypanet.com
11/7/21	Guide To Yosemite In The Fall & Early Winter: Top Hikes, Fall Colors & More!	WhimsySoul.com
11/9/21	20 amazing trips to rediscover the best of America in 2022	The Telegraph

Examples of Earned Media

2021-22

11/10/21	Christmas Festivities Around the World	Viestra
11/15/21	WHERE TO SPEND THANKSGIVING ACROSS THE STATES	Viestra
11/18/21	WORLDWIDE SPAS WORTH SPLASHING OUT FOR	Viestra
12/1/21	'Tis the season: 11 of the world's greatest Christmas illuminations	ITTN
12/1/21	'Tis the Season: 11 of the World's Greatest Christmas Illuminations	NI Travel News
12/1/21	11 of the best wildlife spotting destinations	Travel Daily Media
12/2/21	7 of the Most Amazing Winter Wonderland Hotels	themanual.com
12/7/21	Make Time for Mariposa, Gold Rush Gateway to Yosemite	parksandpoints.com
12/8/21	6 places you didn't know you could ski	Orbitz.com
12/8/21	The World's Greatest Christmas Illuminations	Crave Magazine
12/9/21	TOP 13 CULINARY EXPERIENCES AROUND THE WORLD	Viestra Magazine
12/13/21	The Best Places to Tube and Sled in the West	VIA (AAA)
12/16/21	4 must-try adventures in Yosemite	L.A. Times Escapes Newsletter
12/20/21	Great Camps and Remote Lodges Across the U.S.	AFAR
12/23/21	4 must-try adventures in Yosemite	L.A. Times.com
12/30/21	Cultural Events and Festivals for 2022	Culture Trip
12/31/21	Hit California's standout stargazing spots in this epic road trip	Matador Network
12/31/21	Out of office on: 18 remote travel spots to switch off	The Travel Daily
1/1/22	New Year for New Adventures	Irish Daily Star
1/6/22	International Art Exhibitions and Museums worth traveling for in 2022	MD Harding Travel Photography
1/11/22	22 Destinations to Inspire your 2022 Bucket List	NI Travel News
1/12/22	Beat the January Blues with These Inspiring destination	NI Travel News
1/17/22	17 Endorphin-Enriching Travel Experiences Around the World	traveltimes.ie
1/17/22	18 adventure travel experiences around the world	The Travel Magazine
1/19/22	THE WORLD'S COOLEST CULTURAL FESTIVALS FOR 2022	Fused Magazine
1/21/22	Swipe Right on New Faces and Places - Romantic Breaks for 2022	MD Harding Photography
1/25/22	16 of the best second cities to visit in 2022	travel times .ie
1/27/22	Top 16 Second City Destinations To Visit in 2022	nitravelnews
2/16/22	You'll need a Yosemite reservation to visit this summer. Here's how to get one	San Jose Mercury
2/16/22	Yosemite to require reservations again this summer — here's what to know before you go	SF Chronicle
2/16/22	Times Herald Online	Vallejo Times Herald
2/17/22	Why Winter Is a Great Time to Visit Yosemite	AFAR
2/18/22	California's Original Ski Resort Is One of the Sierras' Best Kept Secrets	Inside Hook
2/25/22	A Chic Mountain Retreat: The New Explorer Cabins at Tenaya Lodge	Just Luxe
3/4/22	The Best Outdoor Destinations in the U.S. for Indoorsy People	Travel + Leisure
3/4/22	The Best Outdoor Destinations in the U.S. for Indoorsy People	MSN
3/9/22	Best of Spring Break	Valley Scene Magazine

Examples of Earned Media

2021-22

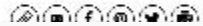
3/10/22	Spring Break Family Travel	Visit California
3/10/22	11 of the most stunning waterfalls to see at Yosemite National Park and how to see them	Lonely Planet
3/17/22	Adventure and adrenaline: Seventeen endorphin-enriching travel experiences around the world	The Travel Daily
3/18/22	Step Into Spring With These Outdoor Breaks	NI Travel News
3/20/22	35 Glamping Spots & Cozy Cabins Perfect for Spring	Tiny Beans
3/26/22	Enriching Education: Women's History in Yosemite	Motherhood Moment
3/26/22	The Great American road trip: 5 of the best bucket list routes	TravelMole
3/29/22	Hit the road: 5 bucket list US road trips	Traveldailymedia.com
3/29/22	Hit the Road: 5 USA bucket Trips	NI Travel News
3/29/22	Inspiration for Multi-Generational Holidays in America	ITTN
4/7/22	Why Yosemite needs your love and how to help	Trip Advisor
4/14/22	Geschützte Schönheit	Dumont Kalifornien
4/15/22	Yosemite Climbing Museum set to officially open	TravelMole
4/21/22	OFFICIAL OPENING OF THE YOSEMITE CLIMBING MUSEUM & GALLERY	The Borough of Hounslow Herald
4/21/22	Official Opening of the Yosemite Climbing Museum & Gallery	THE CHISWICK HERALD
4/22/22	Earth day 2022 - travel sanctuaries around the world	The Travel Daily
4/22/22	OFFICIAL OPENING OF THE YOSEMITE CLIMBING MUSEUM & GALLERY	Viestra
4/25/22	Video hit on National Canadian Morning Show	Breakfast Television
5/2/22	County's Tourism Spending Rebounds in 2021	Mariposa Today
5/4/22	Mariposa County Tourism Spending Rebounds by \$105 Million	Sierra News Online
5/10/22	Seek Self-Care With These 15 Getaways	NI Travel News
5/10/22	Mariposa named finalist in national competition	ABC News 30
5/10/22	Mariposa Named Finalist for Best Small-Town Cultural Scene	Sierra News Online
5/26/22	8 California hotels to help you connect with the great outdoors	The Points Guy
5/28/22	Three Fabulous Walking Holidays	The Week
5/29/22	Stays for a Queen	Sunday Times
5/29/22	Stays fit for a Queen: 70 years of royal globetrotting	The Sunday Times
6/1/22	Some of the World's Best Destinations	Oppulence
6/13/22	Good Morning America!	The Sunday Telegraph
6/15/22	10 Luxury Holiday Locations We Love	Oppulence
6/22/22	Thrills & Skills	Irish Daily Star
6/23/22	17 Weird and Wonderful Attractions	NI Travel News
6/23/22	Mariposa Awarded Best Small Town Cultural Scene	NI Travel News
6/25/22	Where to Celebrate 4th of July	TravelMole
6/25/22	Where to Celebrate 4th of July	TravelMole Newsletter
6/26/22	Family Travel News in Yosemite This Summer Holidays	The Travel Daily

AFAR

TRAVEL GUIDES INSPIRATION TIPS

Why Winter Is a Great Time to Visit Yosemite

With snow blanketing the valley and tour buses a distant memory, winter brings a special calm to California's famous national park.



SECTIONS CITIES

InsideHook

SAN FRANCISCO | FEBRUARY 18, 2022 12:24 PM

California's Original Ski Resort Is C the Sierras' Best Kept Secrets

Badger Pass has been a local go-to for nearly 90 years



FAMs

- We hosted 8 press trips in 2022-23 with the majority of those coming in the second half of the year. COVID-19 concerns were still prevalent last fall holding back our numbers of media in market.
- Notable trips include the deputy editor for AFAR, Tim Chester on a winter visit, Keri Bridgewater for Just Luxe and Inside Hook writing about Badger Pass as a low-key ski destination and two influencers with audience over 100K followers and Alana Christensen, who was on the first press trip to California from Australia since 2019.
- We did not host any travel trade fams due to COVID-19 restrictions, but we anticipate numbers for both media and travel trade to grow in 22/23



Gap Analysis

- The addition of AirDNA eliminates the overall benefit of the monthly survey process, other than property feedback. Data is not accurate.
- AirDNA – short term rentals only reporting
 - Weekly report
 - Monthly report
 - Trend report
- 16 comp sets
- Ability to measure inside and outside of the park
- Ability to measure regions of Mariposa County
- A virtual AirDNA virtual training to be scheduled
- STR – reporting from STR is a near reality, highly beneficial, but a past performance metric for hotels and motels.
- Comments from constituents are important – we'll continue a occupancy demand feedback process

AIRDNA

Monthly Pace - Mariposa County
All currency in USD. Entire place prop
[Contact us at hello@airdna.co](mailto:hello@airdna.co)

[Available Listings](#)

	Aug	Sep	Oct	Nov	Dec	Jan
Current Year	830	817	818	792	789	788
Previous Year	821	824	809	812	809	781
Current vs Previous %	1%	-1%	1%	-2%	-2%	1%
2019	870	870	867	842	836	807
Current vs 2019 %	-5%	-6%	-6%	-6%	-6%	-2%

[Booked Listings](#)

	Aug	Sep	Oct	Nov	Dec	Jan
Current Year	763	653	548	301	197	82
Previous Year	802	726	561	346	193	85
Current vs Previous %	-5%	-10%	-2%	-13%	2%	-4%
2019	782	680	519	314	201	95
Current vs 2019 %	-2%	-4%	6%	-4%	-2%	-14%

[Occupancy Rate](#)

	Aug	Sep	Oct	Nov	Dec	Jan
Current Year	52%	42%	33%	21%	19%	12%
Previous Year	74%	51%	36%	26%	25%	24%
Current vs Previous %	-30%	-18%	-10%	-19%	-25%	-48%
2019	71%	58%	39%	32%	22%	27%
Current vs 2019 %	-27%	-28%	-15%	-34%	-16%	-55%

[Average Daily Rate](#)

	Aug	Sep	Oct	Nov	Dec	Jan
Current Year	418	394	386	462	553	474
Previous Year	438	433	430	481	448	400
Current vs Previous %	-5%	-9%	-10%	-4%	24%	18%
2019	376	351	357	314	354	292
Current vs 2019 %	11%	12%	8%	47%	56%	62%

[RevPAR](#)

	Aug	Sep	Oct	Nov	Dec	Jan
Current Year	216	164	126	98	104	59
Previous Year	324	220	156	127	112	94
Current vs Previous %	-33%	-25%	-19%	-23%	-7%	-38%

Mariposa County Madera County Tuolumne County Mono County Mammoth Lakes

Communication to Lodging Partners

- Fires and crisis communications
- Recovery information
- Lodging referral letters – EOY 6-month update
- Directory listings – Is your listing out of date?!
- Banner performance – Design based issues
- Special Offer Performance Stats- How much traffic and referrals increased
- Premium Listing Performance Stats- How much traffic and referrals increased



Dear, Patti Radanovich

We hope this letter finds you well. The Yosemite Mariposa County Tourism Bureau tracks how many referrals your property listing receives from Yosemite.com and the Book>Direct booking engine throughout the year. Below you will find the results for your property from these two referral sources for the second half of 2021. It is VERY important to note, that these referrals go directly to your booking reservations system, so you may be unaware that bookings came from YMCTB marketing efforts, Yosemite.com and the separate Book>Direct booking system.

Property Name: 5th Street Inn

Link to your listing: <https://www.yosemite.com/lodging/hotels/5th-street-inn/>

Directory Property Listing Visits: 212

Book>Direct booking engine referrals: 230

6- Month Reporting for (July 2021- December 2021)

These two numbers represent separate online areas where consumers book your property.

Additionally, The Tourism Bureau pays for a separate booking option in Book>Direct for those properties only using Airbnb, as Airbnb is unwilling to co-mingle or include rate results on Book>Direct. If you are using Airbnb, you can review referrals you received in this link:

<https://www.yosemite.com/wp-content/uploads/2022/02/Airbnb-Jul-Dec-2021.pdf>

Since 2008, YMCTB has worked to stabilize and increase year-round tourism visitation. Even with the extreme difficulties caused by the pandemic and temporary YNP reservations systems, YMCTB continues to grow our off-season visiting audiences and regional authority through Yosemite.com.

YMCTB is overseen by your Lodging Association and funded by you, the lodging industry through the TBID tax that is paid by your guests. These funds are used to market lodging in Mariposa County, including maintaining the Yosemite.com website as well as a vast number of other marketing and public relations programs to entice visitors to visit all areas of Mariposa County.

In June 2020, the Tourism Bureau launched Book>Direct on Yosemite.com. This booking engine competes with the likes of Expedia, Booking.com, and Kayak, with a big difference: we are delivering hundreds of thousands of lodging bookings to owners like you at NO COST. In addition to Book>Direct, Yosemite.com offers a complete directory of Mariposa County hotels, vacation rentals, motels, and businesses that provides nearly 500,000 referrals from its 3.4 million annual unique visitors.

We hope you find this information helpful, and we look forward to assisting you with any questions that you may have. Please call us at (209) 742-4567 to set up an appointment to review your listing or discuss questions you may have.

Sincerely,

Jonathan, Tony, Ellen, Craig and Aaron,
Yosemite Mariposa County Tourism Bureau



Travel Trade / Trade Shows

IPW Orlando – Three Days & Nights - 25 Media Appointments –
84 Trade Appointments - Three Staff – 15 Travel Days – 10 Prep Days



Travel Trade / Trade Shows

- August – ESTO – Michigan
 - September - MSi Sales & Trade – Frankfurt, Hanover, Hamburg, Munich, Zurich.
 - September - Brand USA Sales Week - Germany
 - October – CalTravel – California
 - October – DMA West - TBD
 - January – IMM – New York
 - February – Outlook Forum - California
 - March - Go West Summit – Anchorage
 - March - Scandinavia Sales Days – Denmark
 - May – IPW – Texas
-
- Tentative shows based on the return of meetings, weddings and social events
 - Interested in attending CA events and festivals based on possible property participation
 - Shipping costs have become prohibitive or challenging for events such as IPW



Go West – March 2022 – Reno Nevada

Traditional Sales

- Sales sheets from all properties with meeting and social space are under development & property feedback is needed
- Travel Trade, wholesale and receptive operators need access to lodging inventory. YMCTB works trade events to promote your properties. If inventory is not available to book, then this outbound sales effort must be reevaluated.
- Meetings and wedding bookings are still limited in YNP due to labor and staffing primarily, as well as renovations at The Ahwahnee. This limitation reduces leads and outbound sales opportunities. Although limited, YMCTB is referring leads to properties with the best potential fit.



International Markets

- Activity and time invested with the international offices has significantly increased, both with travel trade and media efforts. Staffing is returning to pre-pandemic levels, requiring retraining or updating meetings to bring new and returning staff representing YMCTB up to speed.
- FAM activity and bookings for both media and travel trade is exploding.
- Co-op paid marketing is significant vs. the prior two years -
- Gate7 – Australia
 - Flight Centre
 - Golden Getaway with UA & Melbourne airport
- Msi – Germany
 - CRD
 - America Unlimited
 - American Journal
- Black Diamond – United Kingdom
 - Via Brand USA – Global Inspiration
- Atlantic Link
 - USA Travel Show
 - Swansons

The YMCTB international digital ads continue to drive significant impressions, over 160 million, as noted previously

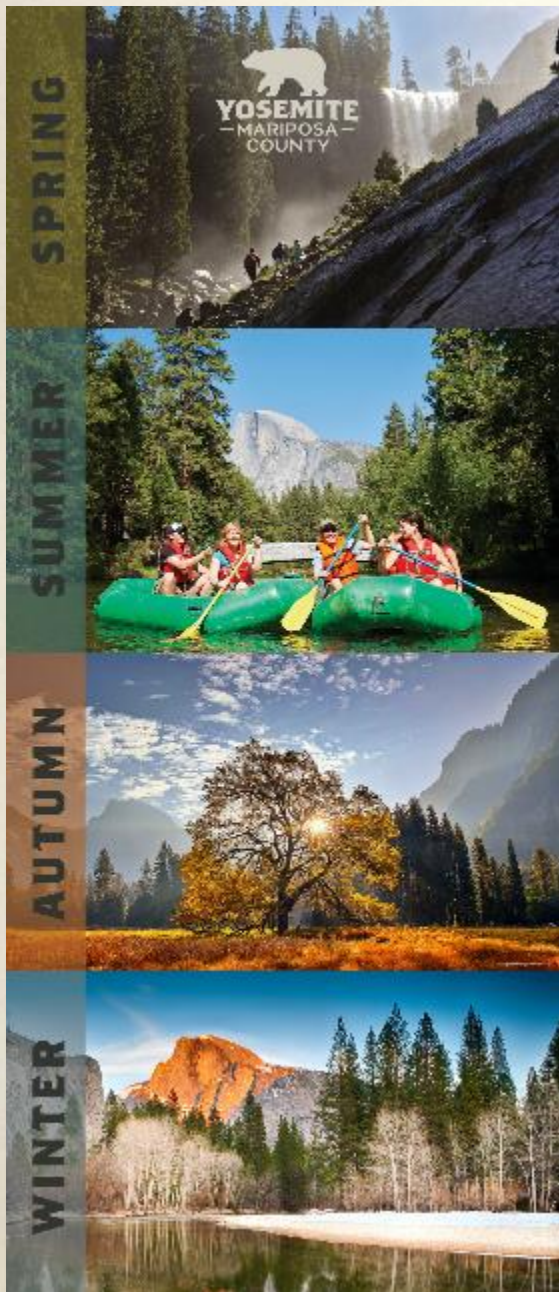
4 3 nights in Yosemite National Park

Tenaya Lodge at Yosemite

Tenaya Lodge at Yosemite is an all-season resort nestled in the mountains, two miles from Yosemite's south gate.

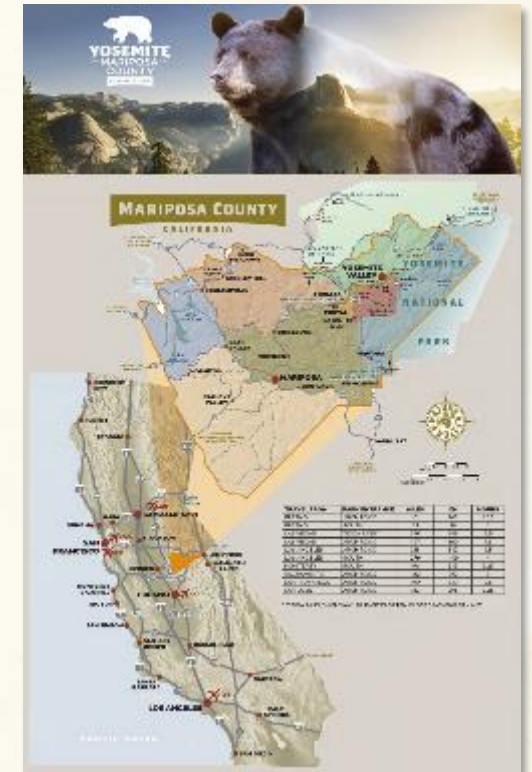
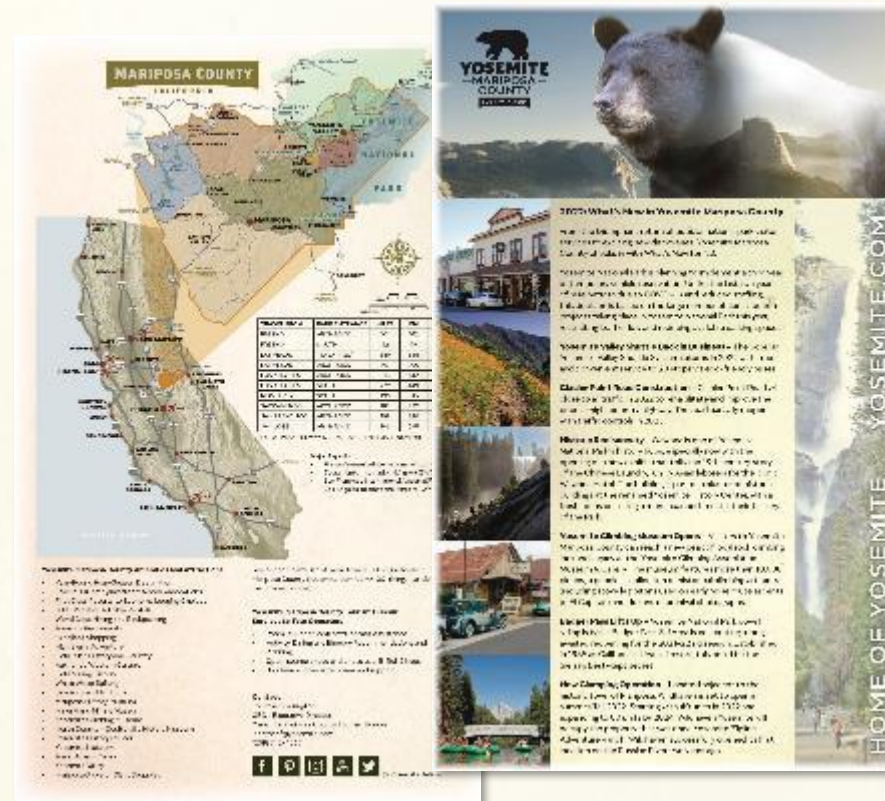
You'll never forget your first visit to Yosemite and Tenaya Lodge. The towering cliffs of Yosemite coupled with the relaxed elegance of Tenaya Lodge and more activities in the Southern Sierra than you can do in a lifetime ensure that your visit will be memorable.





Collateral

A full-size “pull-up” banner was created to demonstrate our four-season destination.



Our California locator map was produced as both a full-size banner and “table-top” size.

Sales sheets for the county – as well as individual properties were developed.

Collateral



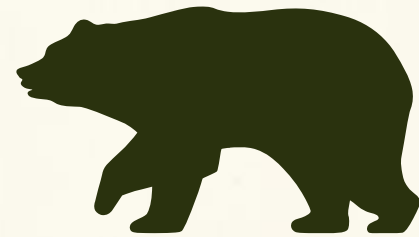
Our Nature Rules pocket guide is now available at the visitor center and other locations around the county.



The Mariposa Town Map was updated and reprinted.



Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU