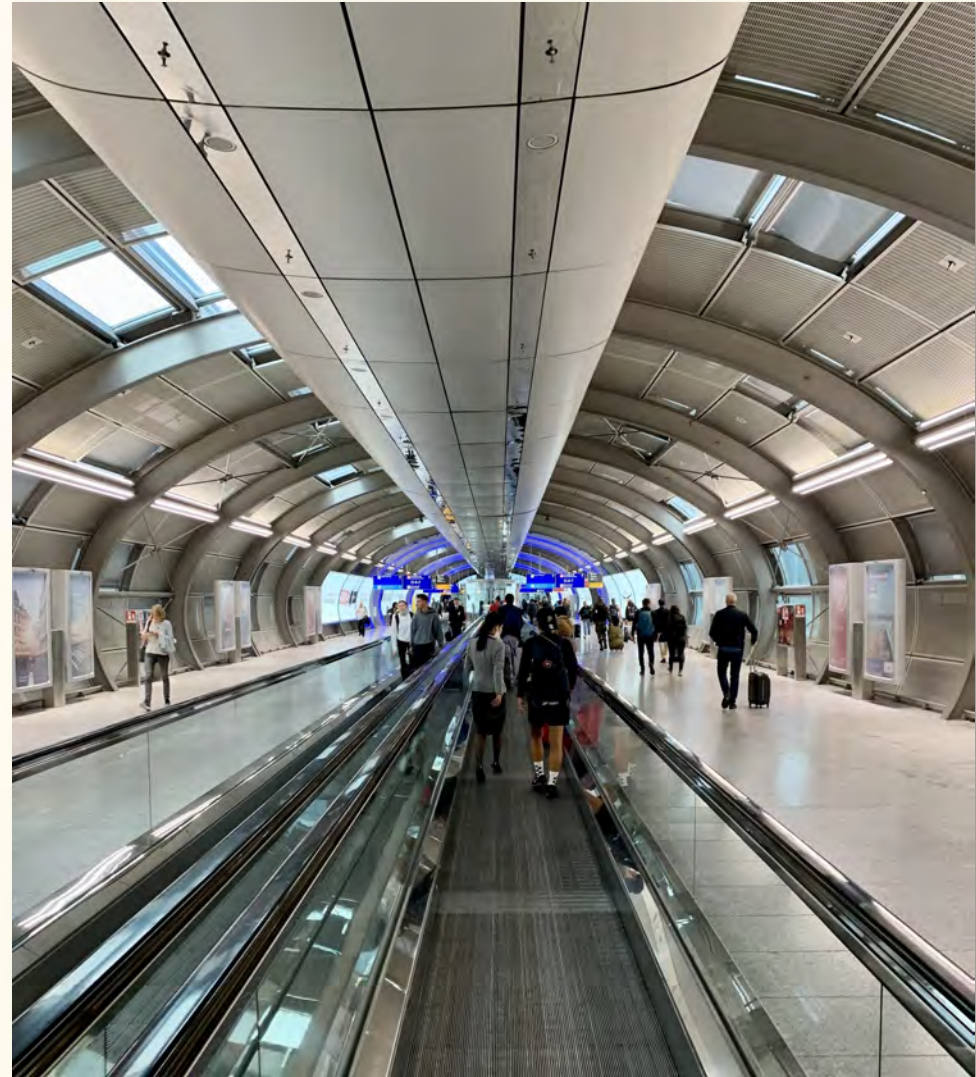


**Yosemite Mariposa County
Tourism Bureau
Board of Directors
October 20, 2022
Marketing Update**



Executive Director Update

- Most of the past two-months of CEO time has been focused on international travel trade & relationships
- Quick update on international economy
- Website replacement is a major area of staff time and commitment
- Update - change in PR Representation
- Working with partners addressing business shortfalls
- YNP Reservations System
- YGP
- Longer term agency plan



TOT & TBID Income

TOT Collections

Month	22/23 Amount	22/21 Amount	20/21 Amount	19/20 Amount	18/19 Amount
July		\$2,437,390	\$1,474,664	\$2,857,229	\$1,395,118
August		\$2,014,943	\$1,591,830	\$2,626,881	\$576,991
September		\$2,072,378	\$790,349	\$2,483,753	\$1,532,775
October		\$1,695,708	\$1,327,953	\$1,852,803	\$1,183,357
November		\$1,424,078	\$1,166,846	\$1,094,861	\$789,535
December		\$1,234,091	\$266,374	\$1,081,371	\$675,393
January		\$904,534	\$211,545	\$598,299	\$373,991
February		\$1,151,736	\$761,434	\$779,460	\$347,064
March		\$1,560,168	\$1,325,065	\$378,288	\$594,982
April		\$2,118,945	\$1,851,356	\$10,793	\$1,272,597
May		\$2,373,763	\$2,200,760	\$17,168	\$1,660,461
June			\$2,787,163	\$571,448	\$2,202,637
GR TOTAL		\$20,375,422	\$15,755,339	\$14,352,354	\$14,824,433

Δ Prior Year \$4,620,083 \$1,402,985 (\$472,079) (\$159,310)

TBID Collections

Month	2022-2023	2021-2022	2020-2021	2019-2020
Jul	\$330,276	\$314,363	\$32,892	\$284,356
Aug	\$393,453	\$104,222	\$137,534	\$226,277
Sep	\$ 221,657	\$166,338	\$123,733	\$227,407
Oct	\$ 215,686	\$276,150	\$86,666	\$227,841
Nov	\$ 166,074	\$233,304	\$85,361	\$116,805
Dec	\$ 124,619	\$272,986	\$111,592	\$148,902
Jan	\$ 90,682	\$91,366	\$44,592	\$94,089
Feb	\$ 108,857	\$148,741	\$28,312	\$53,395
Mar	\$ 124,407	\$182,153	\$89,118	\$62,297
Apr	\$ 184,552	\$112,894	\$156,699	\$37,165
May	\$ 223,907	\$315,829	\$128,203	\$5,937
Jun	\$ 288,572	\$173,461	\$251,213	\$3,422
Total	\$2,472,742	\$2,391,807	\$ 1,275,915	\$1,487,891
Total PY	\$2,391,807	\$1,275,915	\$1,487,891	\$1,302,017
Diff	\$80,935	\$1,115,893	\$ (211,976)	\$ 185,874
Forecast				

GAP Analysis

<u>Occupancy Rate</u>						
	Oct	Nov	Dec	Jan	Feb	Mar
Current Year	55%	29%	22%	12%	17%	17%
Previous Year	63%	34%	27%	17%	20%	21%
Current vs Previous %	-14%	-15%	-17%	-29%	-15%	-21%
2019	57%	37%	23%	21%	36%	30%
Current vs 2019 %	-4%	-21%	-4%	-42%	-53%	-45%
<u>Average Daily Rate</u>						
	Oct	Nov	Dec	Jan	Feb	Mar
Current Year	330	383	472	445	582	410
Previous Year	386	430	472	432	405	437
Current vs Previous %	-14%	-11%	0%	3%	44%	-6%
2019	324	313	352	328	280	276
Current vs 2019 %	2%	23%	34%	36%	108%	48%
<u>RevPAR</u>						
	Oct	Nov	Dec	Jan	Feb	Mar
Current Year	180	112	104	54	100	68
Previous Year	244	147	126	75	82	91
Current vs Previous %	-26%	-24%	-17%	-27%	22%	-26%
2019	184	115	81	69	101	83
Current vs 2019 %	-2%	-3%	29%	-21%	-1%	-18%

GAP Analysis

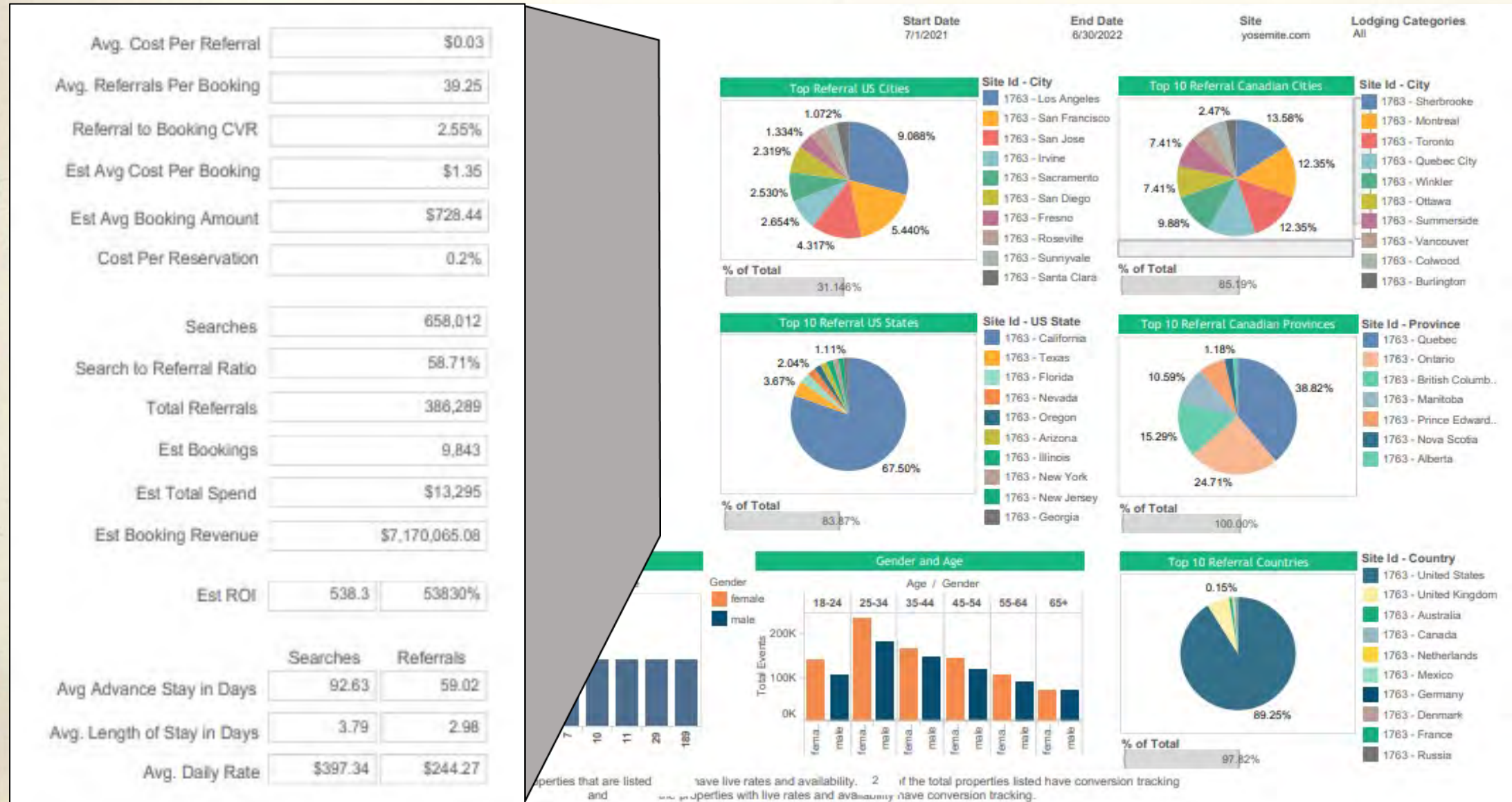
September 2022 vs September 2021

	<u>Available Listings</u>			<u>Booked Listings</u>			<u>Occupancy Rate</u>			<u>Average Daily Rate</u>			<u>RevPAR</u>		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Mariposa County	817	891	9.1%	796	857	7.7%	66%	59%	-9.9%	412	398	-3.3%	270	235	-12.9%
Madera County	923	1,233	33.6%	894	1,165	30.3%	54%	51%	-5.5%	350	360	2.8%	189	184	-2.8%
Tuolumne County	851	1,121	31.7%	768	1,055	37.4%	47%	46%	-0.3%	308	328	6.4%	143	152	6.0%
Mono County	2,971	3,286	10.6%	2,565	3,036	18.4%	40%	42%	4.5%	338	360	6.6%	136	152	11.5%
Mammoth Lakes	2,814	3,116	10.7%	2,416	2,870	18.8%	39%	41%	4.7%	338	360	6.6%	133	149	11.6%
South Lake Tahoe	2,297	2,241	-2.4%	1,889	1,958	3.7%	50%	55%	8.6%	530	533	0.6%	267	292	9.3%
North Lake Tahoe	2,492	2,631	5.6%	2,074	2,458	18.5%	45%	51%	14.0%	509	510	0.2%	227	259	14.3%
Calaveras County	671	986	46.9%	606	906	49.5%	45%	42%	-6.7%	302	332	9.8%	137	141	2.4%
Amador County	148	190	28.4%	132	175	32.6%	54%	52%	-4.2%	290	290	0.2%	158	151	-4.0%
El Dorado County	2,805	2,838	1.2%	2,337	2,507	7.3%	51%	55%	7.9%	502	508	1.2%	254	277	9.2%
Tulare County	608	898	47.7%	587	854	45.5%	59%	57%	-3.6%	280	291	3.8%	164	165	0.0%

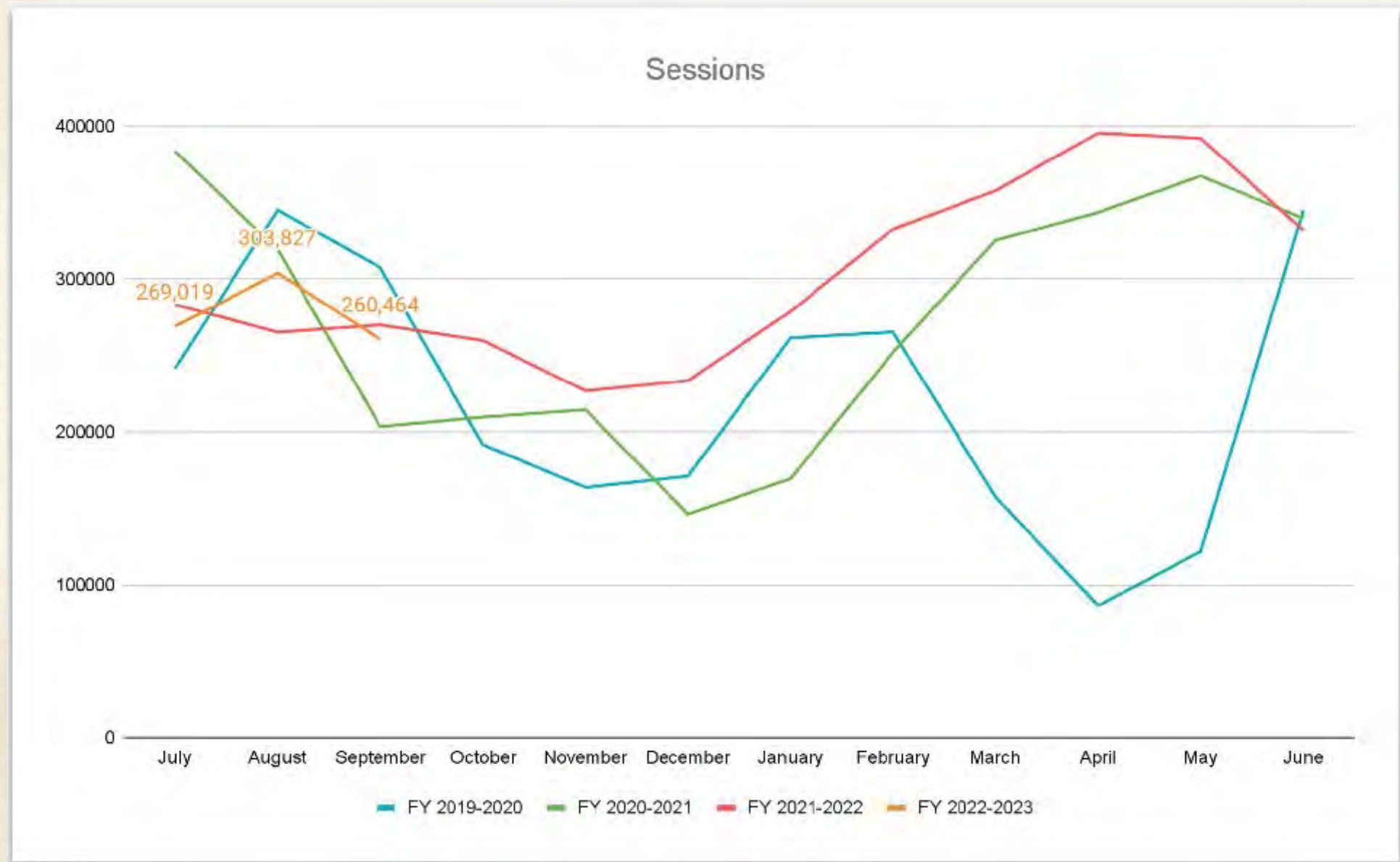
KPIs: Performance Recap

	September 1, 2022 - June 30, 2023 Pace = 25% (Month 3 of 12)	FY 2022/23 Annual Goals
PRIMARY KPI		
Partner Referrals - Lodging	Lodging: 81,800 19% to goal	Lodging: 425,000
Supporting KPIs		
Overall Sessions	ACTUAL: 833,310 26% to goal	3,236,000 Sessions
Organic Sessions	ACTUAL: 421,774 27% to goal	1,520,000 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 139,784 35% to goal	405,000 Sessions
Tracked Metrics		
Book Direct Referrals	TBD	TBD
Newsletter Sign Ups	New Subs FY YTD: 1,123 Sept: 354 17% to goal	6,668 Sign-Ups
Partner Referrals - Things To Do	Things To Do: 25,199 28% to goal	Things To Do: 89,315
Partner Referrals - Dining	Dining: 6,559 25% to goal	Dining: 26,317

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



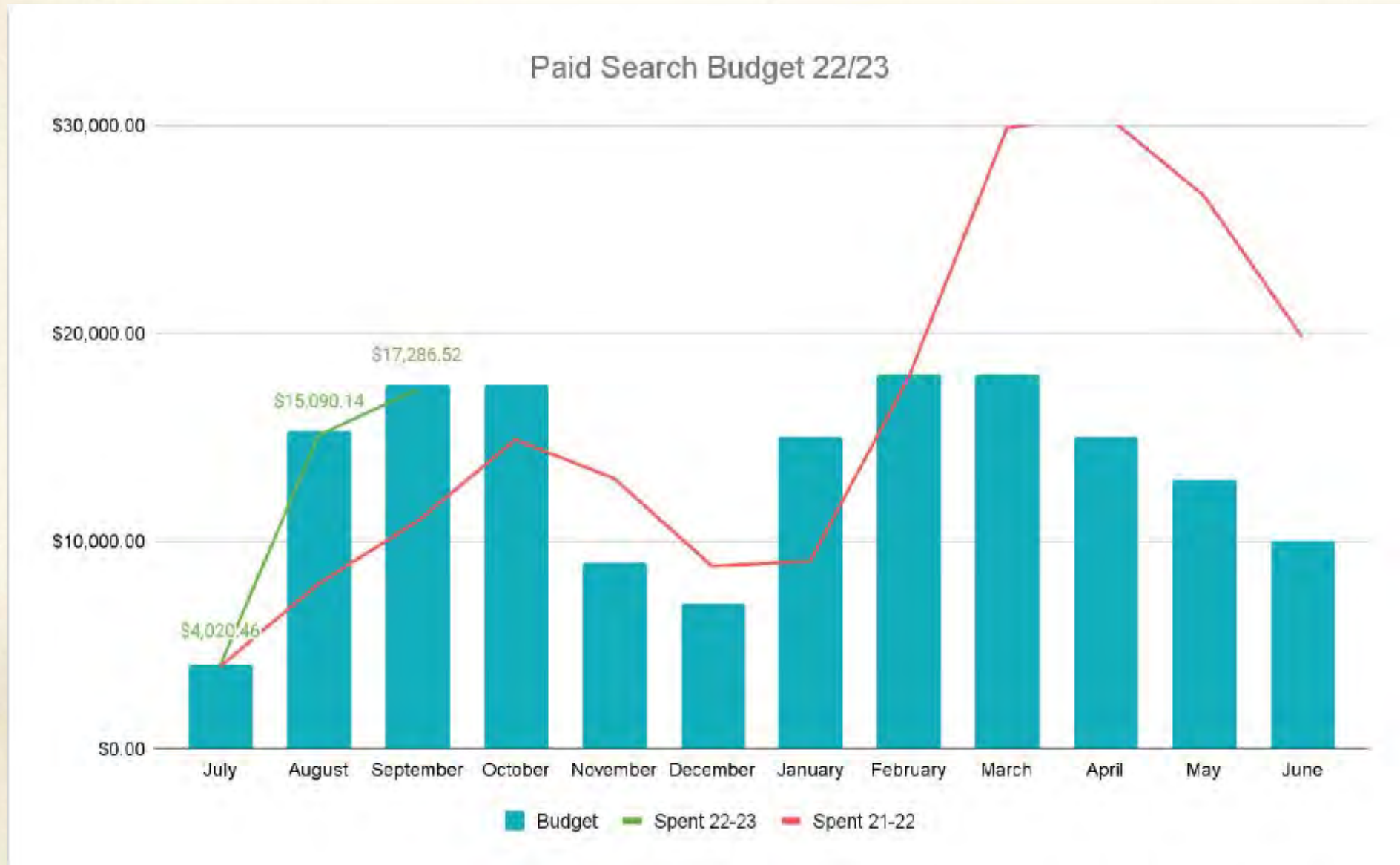
Overall Growth: Sessions



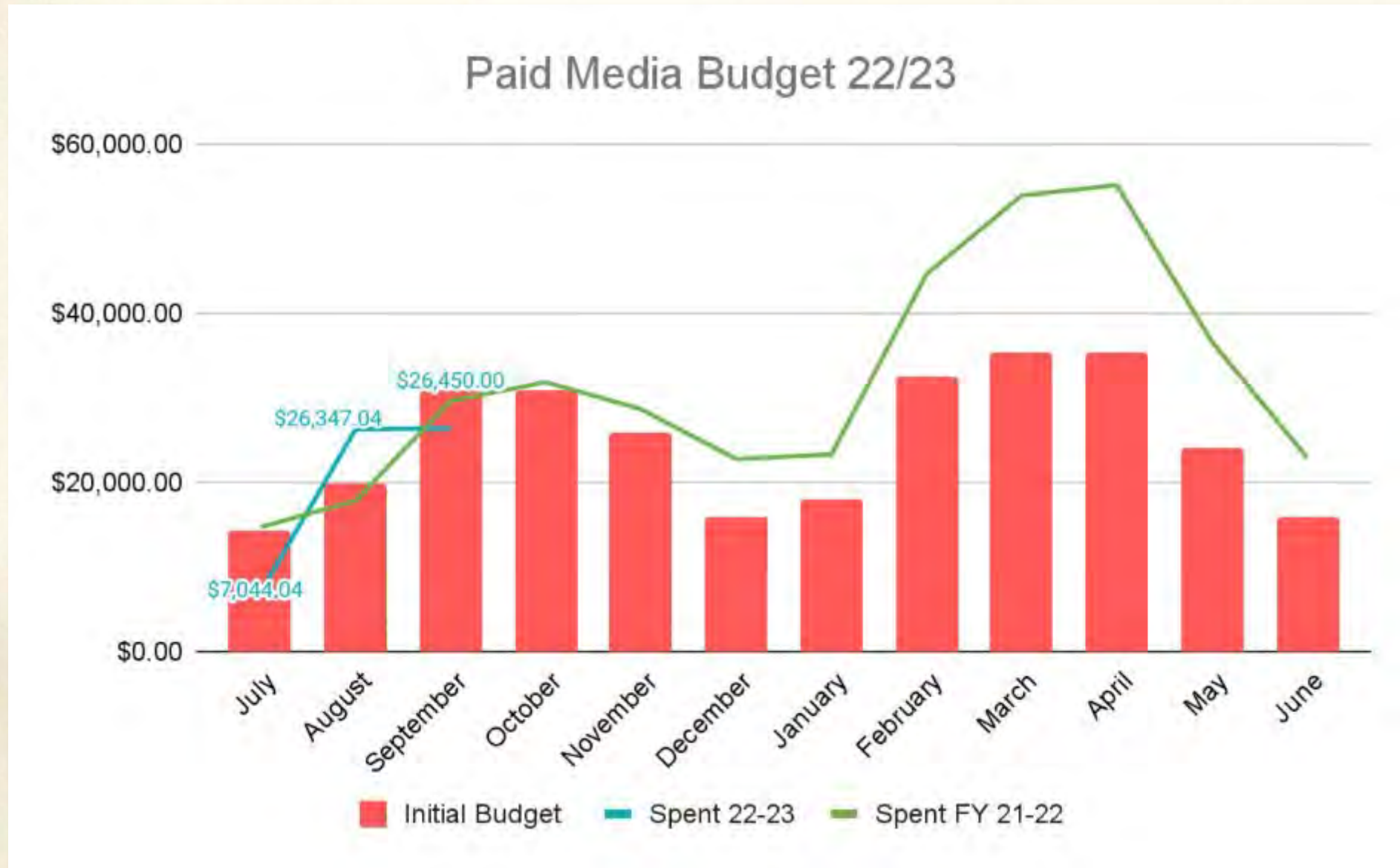
Site Channel Performance

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	110,007	-0.1% ↓	86,919	57.39%	2.05
Paid Search	76,859	53.0% ↑	58,060	64.86%	1.88
Direct	28,040	13.0% ↑	21,457	62.47%	2.02
Display	22,135	331.5% ↑	15,816	89.22%	1.18
Paid Social	9,648	-85.1% ↓	8,907	85.85%	1.32
Referral	6,077	-18.1% ↓	5,147	30.77%	2.29
Email	3,865	72.3% ↑	2,946	54.02%	2.21
Social	3,746	-26.0% ↓	3,538	74.56%	1.56

Paid Search Budget \$160,000

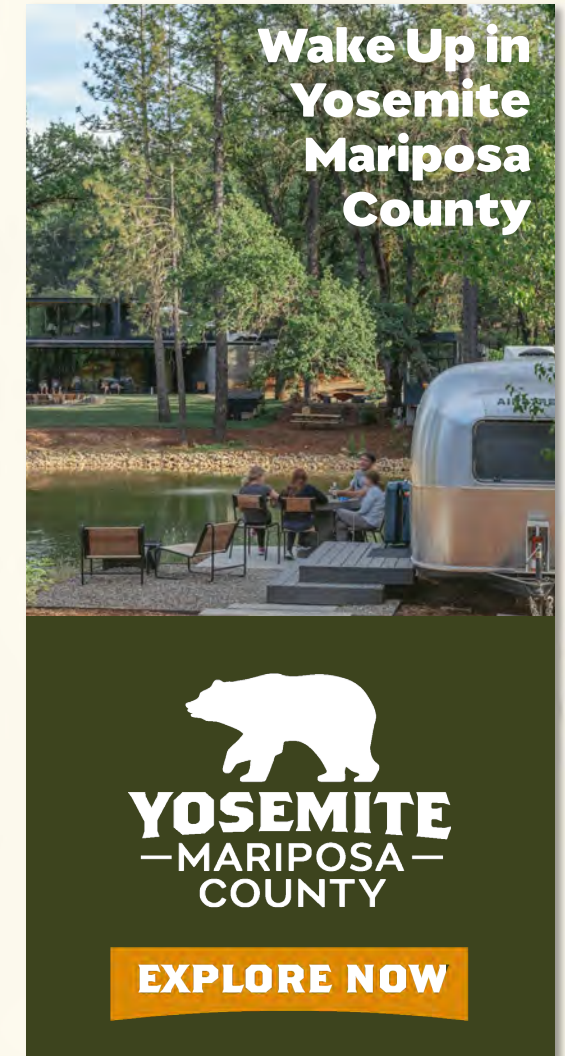
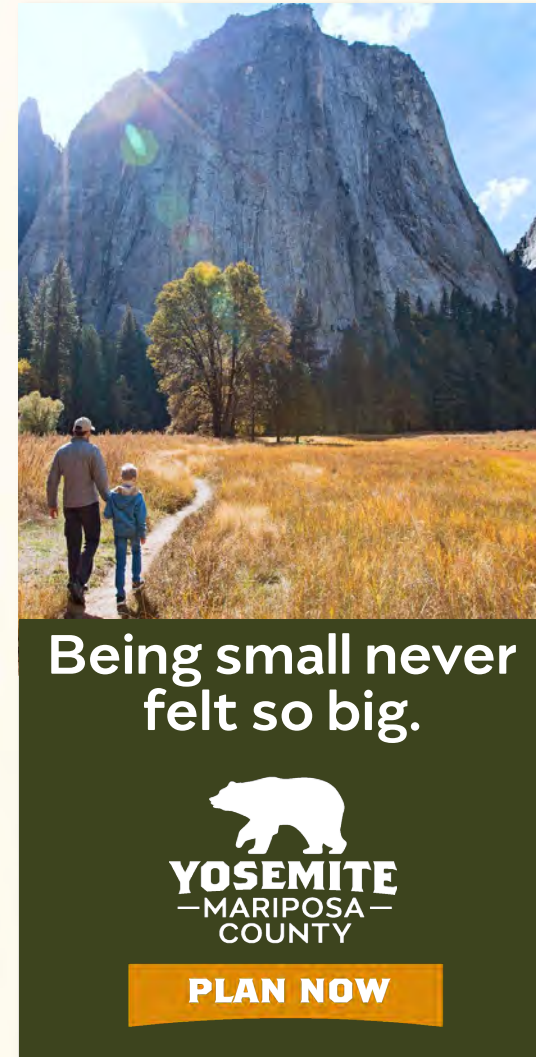


Paid Media Budget \$300,000



Display Ads Performance in US

- Ads generated 6,096,739 impressions (+351% YoY) and 10,021 clicks (-8% YoY). CTR is also down YoY despite a 33% increase in conversion rate and a 23% increase in total conversions
 - 100% YoY increase in Partner Referral - Lodging and Hotels - Camping (Yosemite (YMCTB)) conversion action
 - 20% increase in Partner Referral - Lodging and Hotels (Yosemite (YMCTB)) conversion action
- Highest performers this month include the glamping 300x600 creative for the remarketing audience (0.57% CTR) and the family focused 300x600 creative for the family audience (0.41% CTR)



International Market Growth



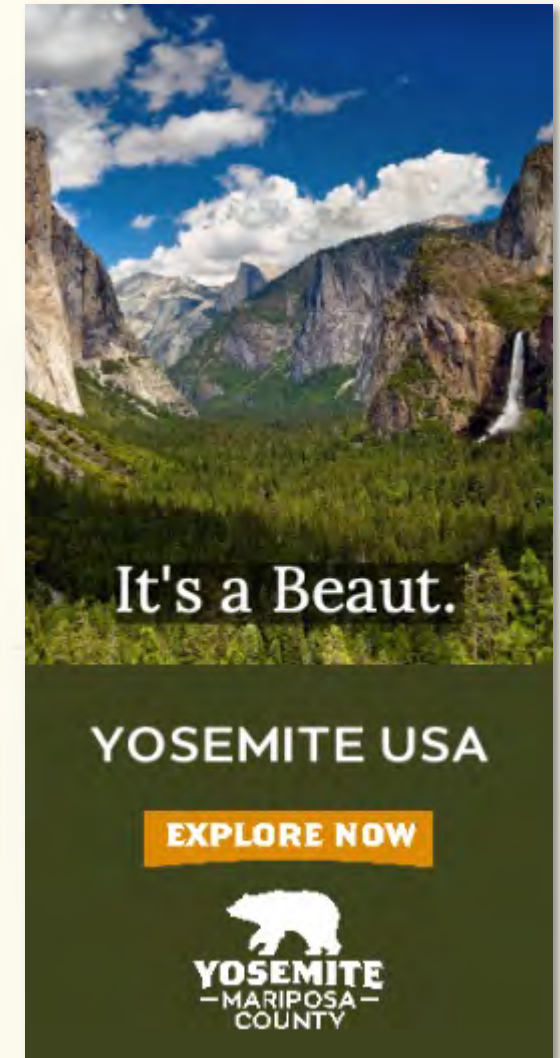
International Display Campaign: United Kingdom

- Ads generated 10,343,380 (+172% YoY) impressions and 18,552 clicks (+80% YoY) despite a 22% decrease in cost
 - 0.18% CTR (34% decrease YoY)
 - 0.47% is the travel benchmark
- CTRs are highest for Liverpool (0.22%) and Birmingham (0.20%)
- The top UK creatives were the Tunnel View creative with a CTR of 4.65% and the Half Dome creative with a CTR of 2.61%
- Paid traffic is also up (4,925 vs 2,520 sessions) YoY.
- Overall, we've seen a positive increase in UK display campaign performance as well as positive website traffic.



International Display Campaign: Australia

- Ads generated 4,344,136 (+72% MoM)
 - impressions and 10,578 clicks (+71% MoM) due to a +72% increase in MoM cost. CTR decreased slightly, from 0.25% to 0.24%, from MoM
- The Tunnel View creative continues to perform the highest, with a 5.86% CTR, followed by the Half Dome creative, with a 2.57% CTR
- Paid sessions are up 118% MoM (2,092 vs 959), with a slight improvement in bounce rate (91.92% vs 92.70%).
- Overall, the campaign is performing well with more traffic and engagement from the audience.



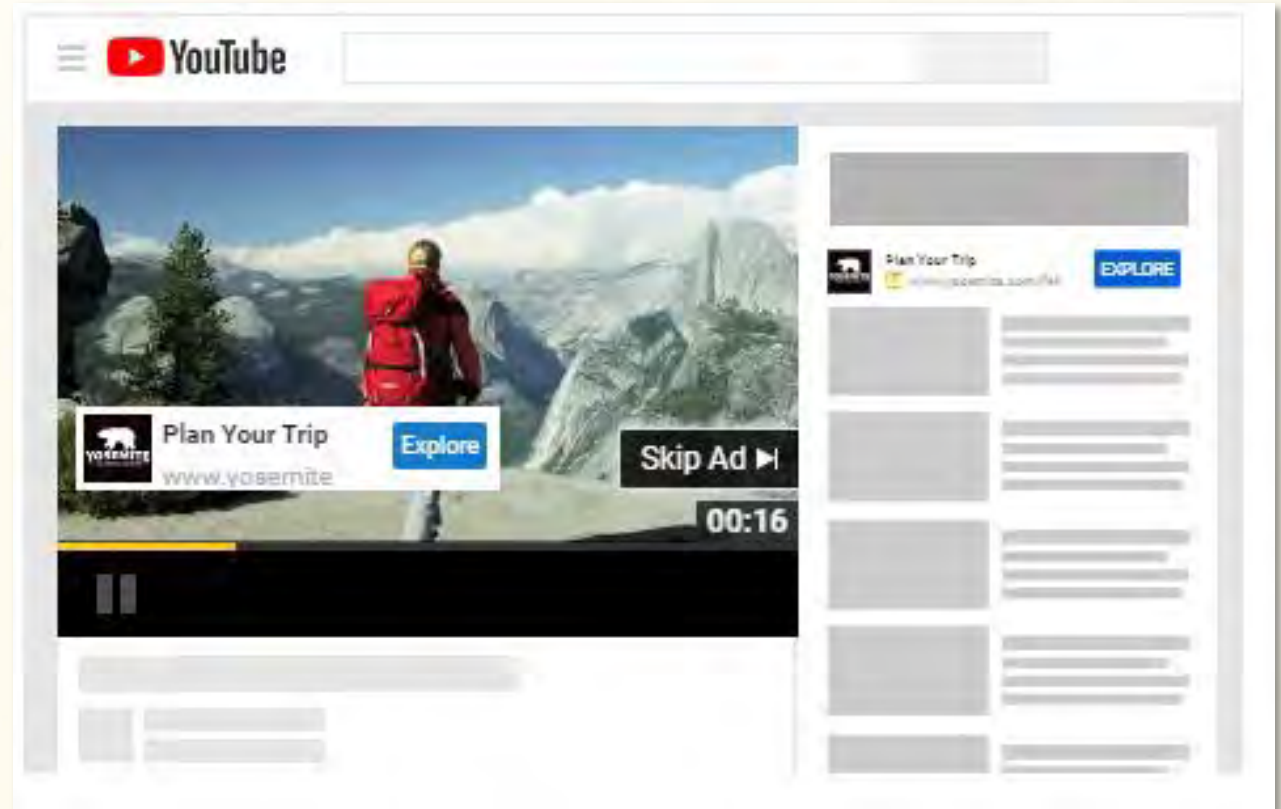
International Display Campaign: Germany

- Ads generated 9,122,262 impressions (+152% MoM) and 21,891 clicks (+22% MoM) due to a 64% increase in cost MoM
 - CTR is at 0.24% (-52% MoM)
- The ads to the right continue to earn the highest CTRs MoM, at 10.42% CTR (top ad) and 9.68% CTR (bottom ad)
- Sessions are down 9% MoM (9,740 vs 10,744) but bounce rate seems to be improving slightly, from 94.93% to 91.93%.
- Less traffic was earned from the ads MoM but the bounce rate improved slightly



YouTube Paid Media

- YouTube drove 1,059,628 impressions (+158% MoM) and 918 clicks (+143%). Interestingly, conversion rate is up 18% MoM (0.06% vs 0.07%). Budget was up 109% MoM as well.
- The video has earned 14,280 views and a click through rate of 0.09%
 - 0.65% is the CTR benchmark
- The responsive video creative is performing well with an increase in views, impressions and even a small conversion rate despite this being an awareness campaign



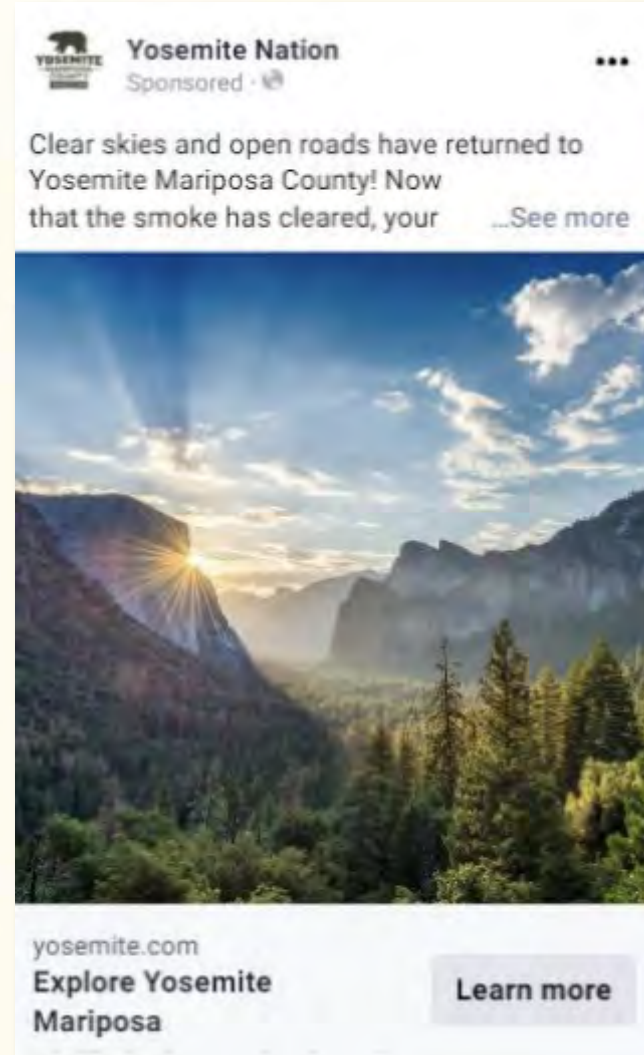
Paid Social Media Ads Performance

- Total ads generated 3,111,044 impressions (-17% MoM) and reached 843,785 users (-8% MoM), despite the spend being about the same MoM
 - 1.54% average CTR (6.46% last month)
 - Travel industry benchmark .90%
- The Father Son creative earned a 1.86% avg. CTR for Sept, and the Time Stands Still creative earned a 1.24%. Both creatives are earning a CTR higher than benchmark.
- Last month the huge success of the recovery campaign boosted engagement metrics, so they look down MoM
- We recommend re-enabling the video creative to drive additional CTR



Paid Social Media Recovery Campaign

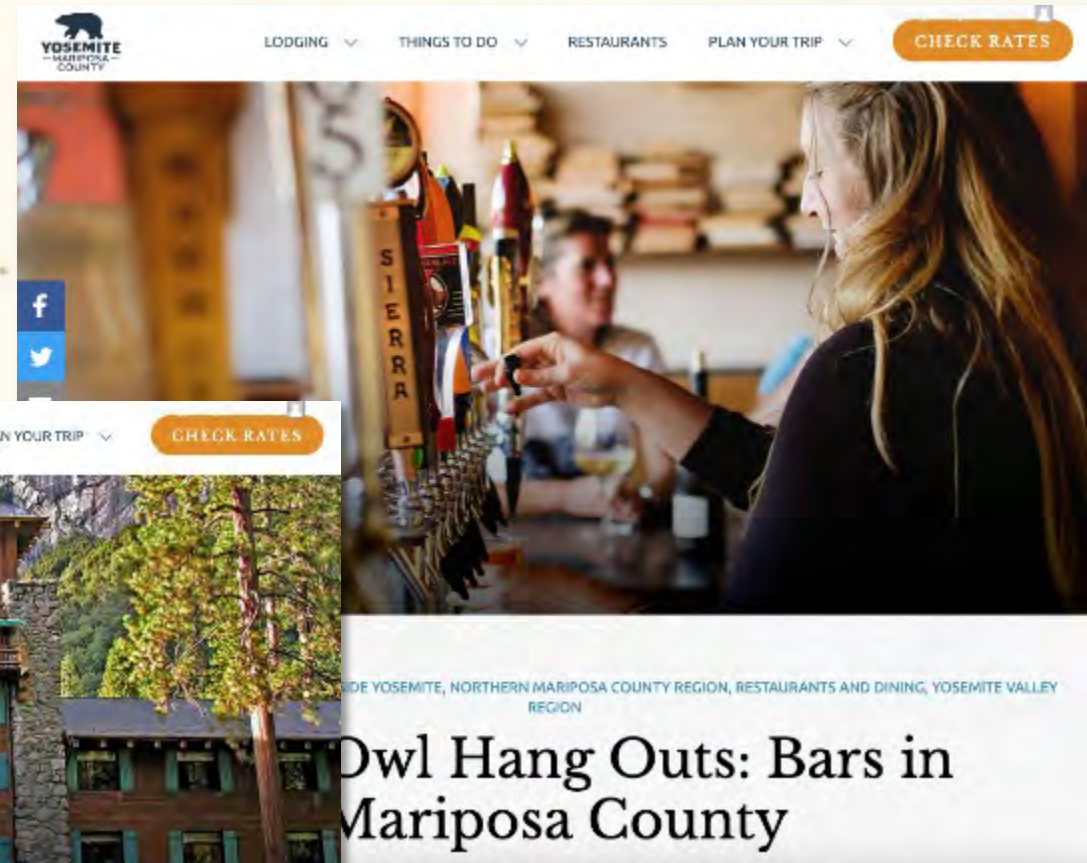
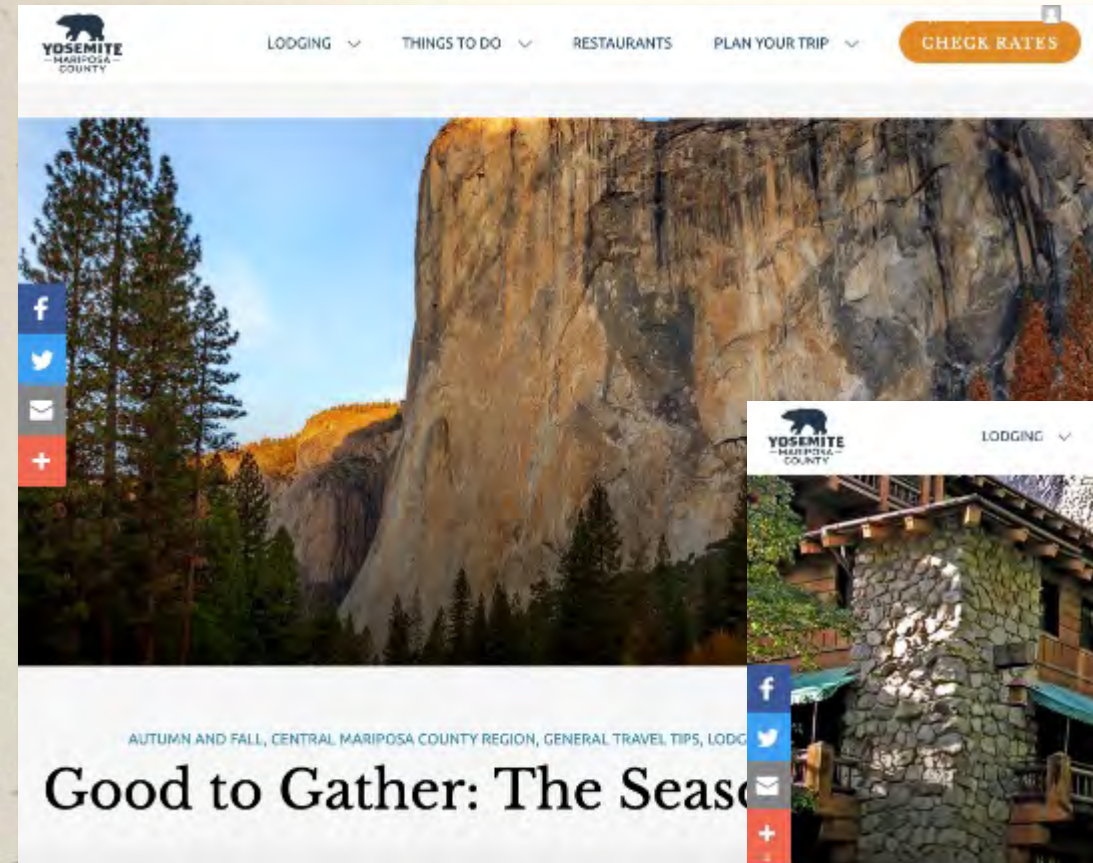
- Total ads generated 3,753,197 impressions (+170% MoM) and reached 918,790 users (32% MoM), due to a 275% decrease in spend
 - 6.46% average CTR (+33% MoM), travel industry benchmark of 90% despite the decrease in cost
- **Recovery campaign earned a CTR of 8.65%**, well above the industry benchmark. The campaign reached 799,623 people and produced mainly positive public opinion.
- Due to the success of the Recovery campaign, Facebook saw a boost in engagement, including link clicks, CTR, and generally impressions and reach.



Yosemite.com 3.0 Update



Content Creation



SEO

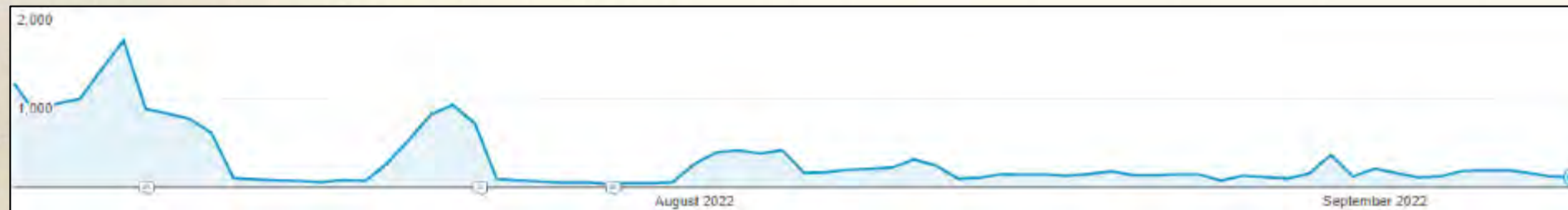
SEO | Top Ranking Terms Scorecard


Keyword	Page (URL)	Current Rank	Previous Rank	Search Volume
Yosemite National Park	Homepage (/)	2	2	201k
Yosemite	Homepage (/)	2	2	450k
Yosemite hotels	/lodging/hotels/	6	1	27.1k
Things to do in Yosemite	/things-to-do/	3	2	4.4k
Yosemite hikes	/yosemite-hikes/	4	4	6.6k
Yosemite restaurants	/restaurants/	6	6	1.6k
Yosemite camping	/lodging/camping/	7	7	40.5k
Yosemite lodging	/lodging/	8	8	27.1k

Special Offers


- Ended the Quarter with over 25,000 visitors to the Special offers page
- Properties with special offers beat similar properties who didn't place offers in referrals by over 2-3 times on average
- Lower numbers due to lack of summer participants,
- Only successful with the help of lodging partners

Page	Pageviews
	25,555 % of Total: 1.57% (1,632,253)
1. /special-offers/	18,416 (72.06%)






Mariposa's Fairgrounds Farmhouse
50% off your stay this Fall Season
OFFER VALID 09/01/2022 TO 12/01/2022
[View Offer](#)



Best Western Plus Yosemite Way Station
Summer savings take 10% off
OFFER VALID TO 10/31/2022
[View Offer](#)



The Mariposa Lodge
Summer savings take off 10%
OFFER VALID TO 10/31/2022
[View Offer](#)


Social Media

Total posts on all
channels:
YTD: 286

Facebook, National		Jul-Sept	YTD Total
	Followers	1376	131,331
	Engagement	5,900	5,900
Facebook, Local		Jul-Sept	YTD Total
	Followers	111	2,426
	Engagement		478
	Shares		88
Instagram		Jul-Sept	YTD Total
	Followers	1,882	71,079
	Engagement		270,378


YouTube		Jul-Sept	YTD Total
	Subscribers	143	1,078
	Total Watch Time (hours)		6,162
	Average Watch Time (sec.)		37
	Average % Viewed		1
Twitter		Jul-Sept	YTD Total
	Followers	-102	45,985
	Engagement		826
	Link Click Rate		1,254
Pinterest		Jul-Sept	YTD Total
	Impressions		44,090
	Engagement		1,980
	Engaged Audience		1,170

Social Media – Facebook (YosemiteNation)

**Yosemite Nation**
September 8 · 🌐

We were saddened to hear of the passing of Queen Elizabeth II. We're proud that she visited Yosemite Mariposa County during her time as Queen. This photo is from her 1983 visit to Yosemite Valley as part of her California tour.


Photo: Walt Zeboski / AP



📣 Boost this post to reach up to 144 more people if you spend \$14.

Boost post

👍❤️👉 Laney Asquith, Jonathan Farrington and 12K others · 228 Comments · 1.2K Shares

**Yosemite Nation**
August 4 · 🌐

Fresh air and open roads: Yosemite Mariposa County is open!


Yosemite and the surrounding areas are open and just as you've imagined, under clear skies. Mariposa Grove and Wawona are open, and the smoky skies are gone.

We do need help to recover. 52% of our county is employed in tourism. One of the best and easiest ways you can help our community after the Washburn and Oak Fire is simply to come and visit. If you have a vacation planned already, don't cancel it.

Just spending time in Mariposa and visiting our museums, restaurants and lodging will help those that were directly impacted recover.

📄 | <http://ow.ly/9wk250Kc0Qk> (learn more)

#MariposaStrong #YosemiteNation Visit Gold Country Visit California California High Sierra



YOSEMITE.COM

Fresh Air and Open Roads: Yosemite Mariposa County is Open - Discover Yosemite National Park

See insights and ads

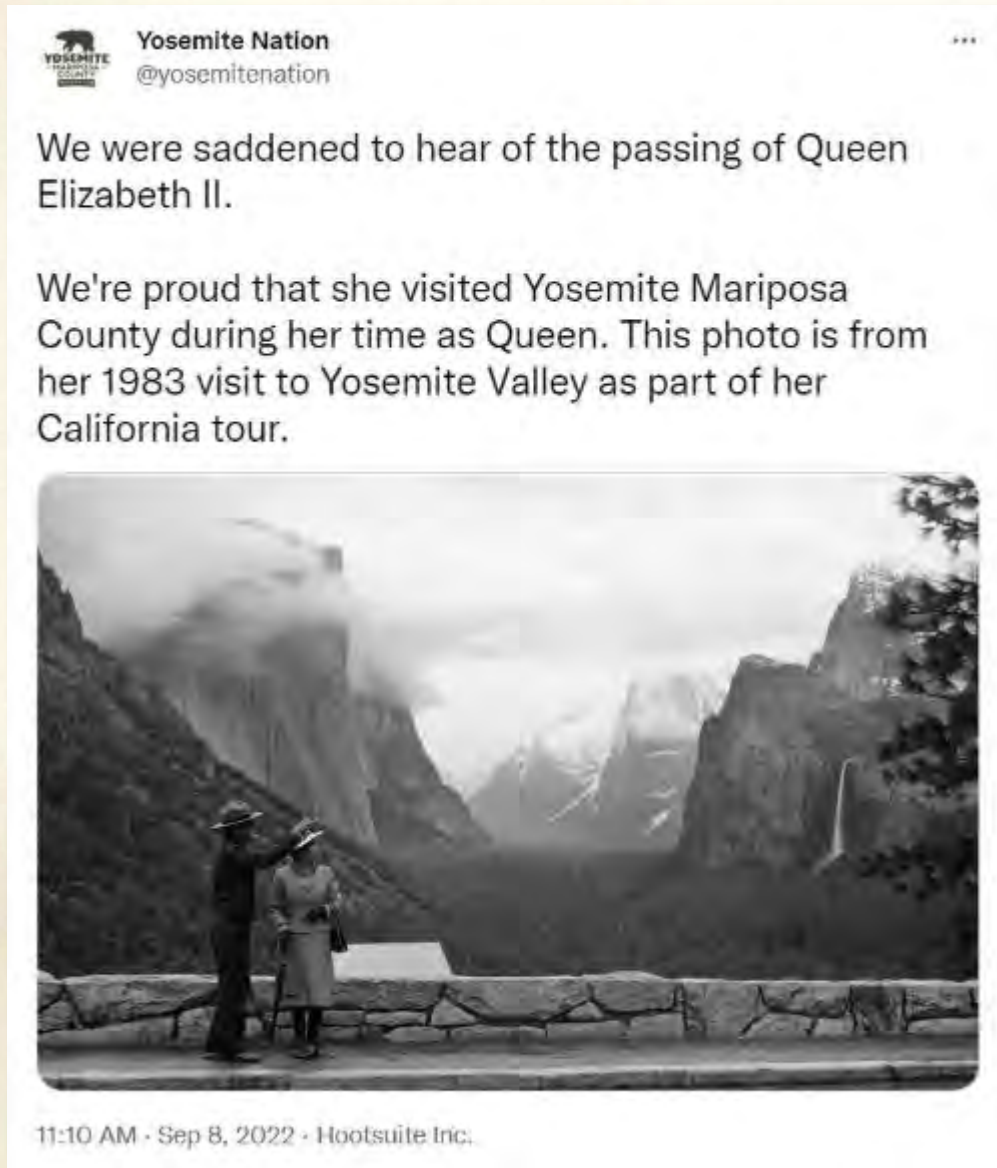
Boost again

👍❤️👉 Laney Asquith, Inspired Compass Journeys and 7.6K others · 114 Comments · 363 Shares

Social Media – Instagram



Social Media – Twitter



Social Media – Pinterest



Instagram

yosemite.com

Yosemite in Fall pa

Astoundingly beautiful capture of Yosemite dre
Capitan looks like it's been rendered in pastels.
user @ryanresatka. ... #yosemite... More



Yosemite Mariposa County
1.9k followers

Note to self

What do you want to remember about this Pin

Comments ▼



Add a comment



Experience...

Save

yosemite.com

Yosemite Skydiving (Modern Day Pioneers)

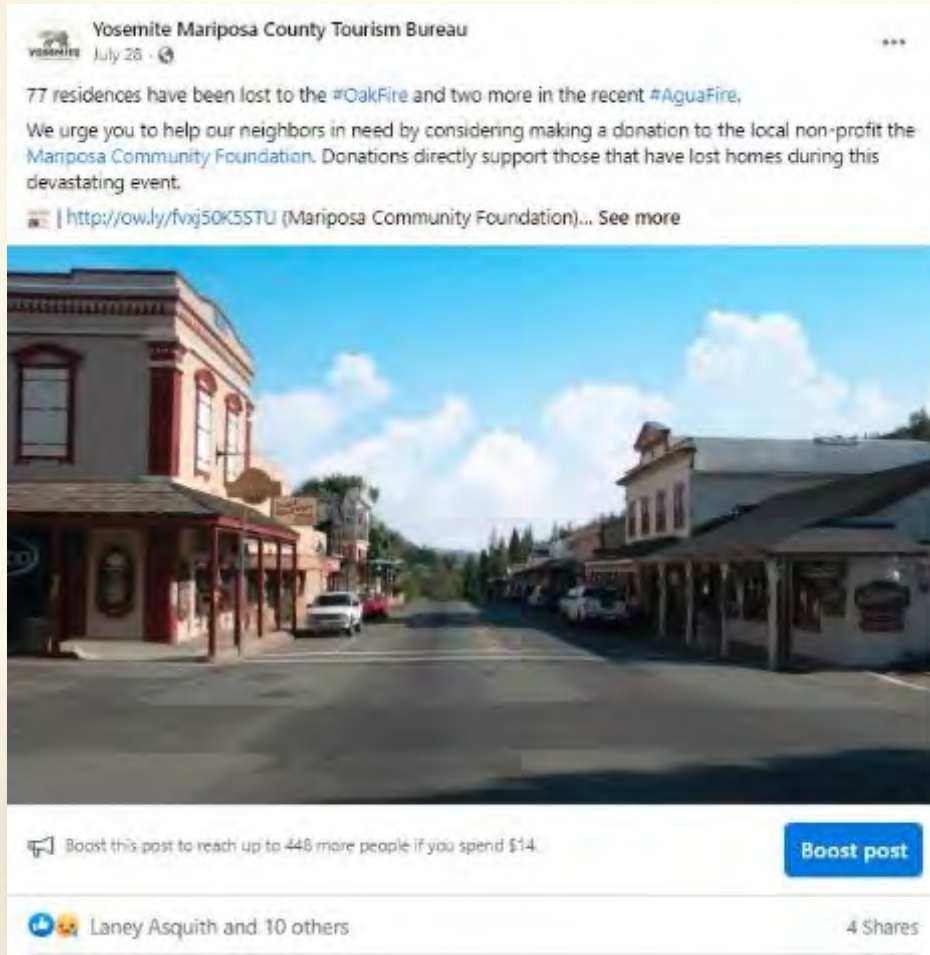
The Wignall's are high fliers of Yosemite Mariposa County! Early careers
in fashion took Paul and Julia all over the world, and a passion for
skydiving brought them home to Mariposa County. Today... More



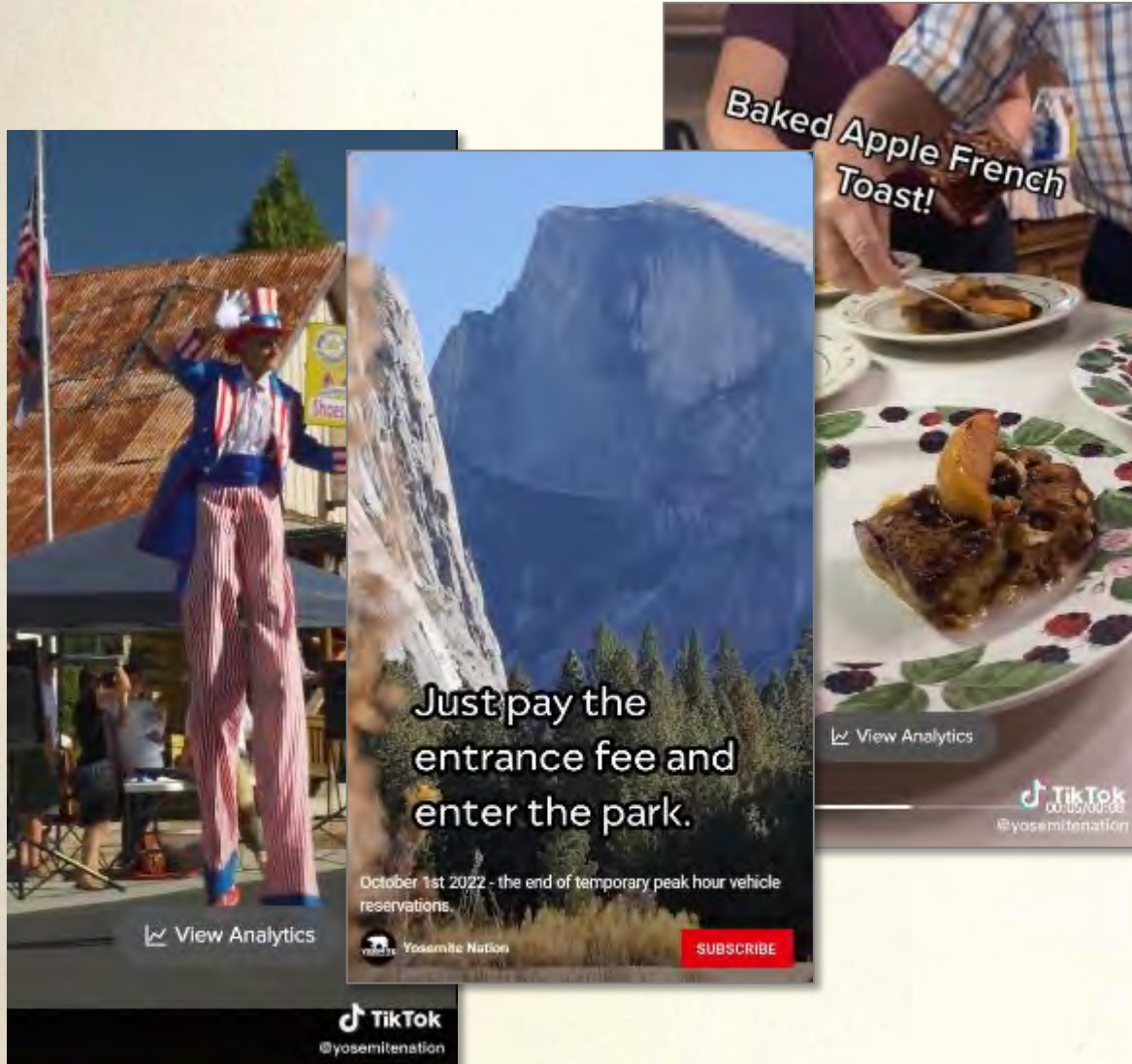
Yosemite Mariposa County
1.9k followers

22

Social Media – Facebook (local)



Video Production

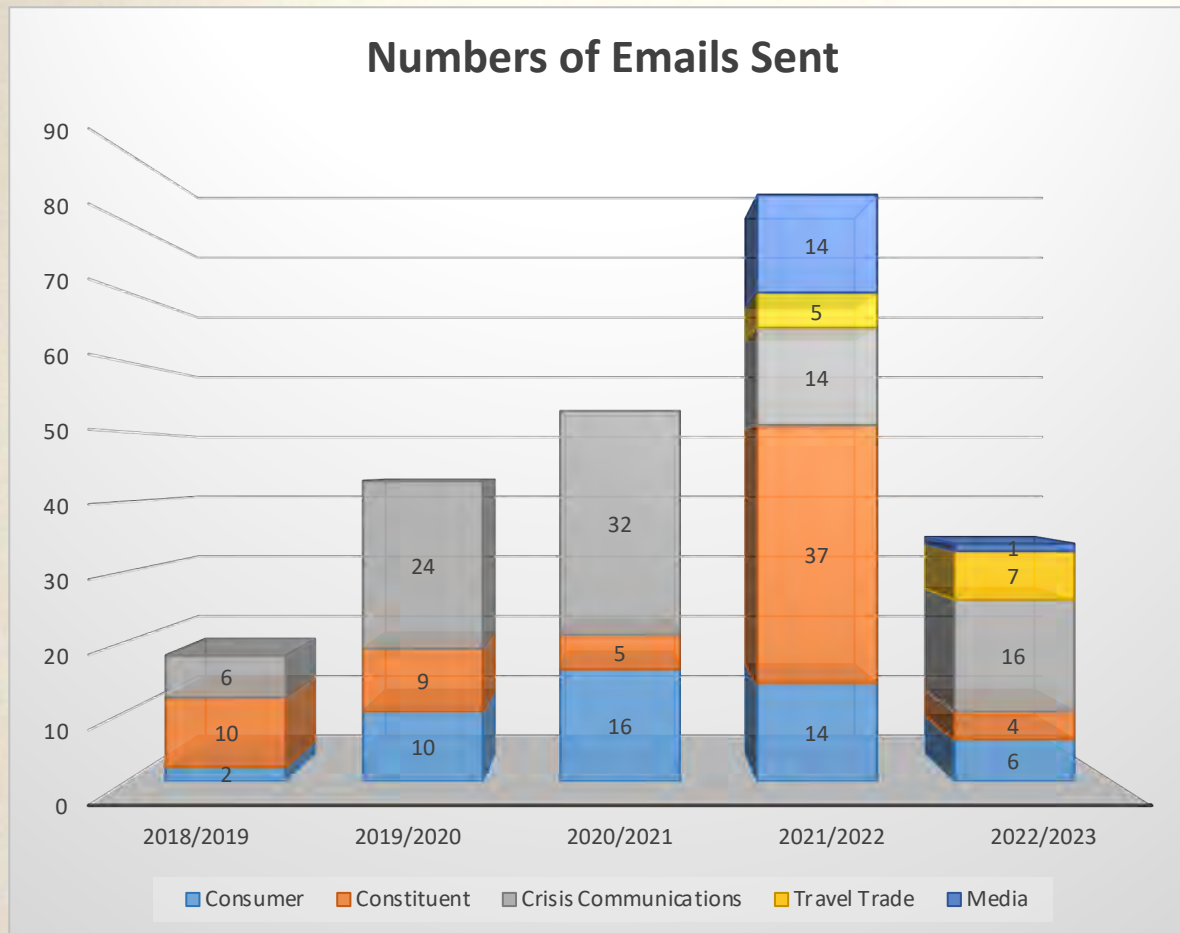


We've begun the transition of a portion of our video production efforts into vertical format, short form productions geared towards TikTok, YouTube Shorts, and Instagram Reels. We are working towards producing these shorts on a weekly basis.



We have produced 2 seasonal promo videos. We also have 2 Mariposa Moments and 4 Modern Day Pioneers in post-production.

Finally, we have 8 regional videos scheduled to support the launch of our new website. These videos will each focus on promoting activities and lodging in the different region of the county inside and outside of the park.


Email Marketing



We are working to make the emails more visual, less text heavy and pointing to our content on the website.



THE WANDERER
Your Path to Yosemite Mariposa County




NO-STRESS THANKSGIVING IN YOSEMITE MARIPOSA

Thanksgiving is just eight weeks away and now is the time to plan your effortless Thanksgiving getaway. To make things really easy, plan for an unforgettable Thanksgiving Dinner in Yosemite Mariposa County. From Diestel turkey to pan-roasted salmon and molasses sweet potatoes to sweet corn soup, there is something for everyone at these sumptuous feasts! All that *plus* YOU avoid all the cooking, baking and washing up!

[Thanksgiving at The Ahwahnee](#)

[Thanksgiving at Tenaya Lodge](#)

[More Thanksgiving Lodging](#)



GOOD TO GATHER


Gathering is always better in an inspiring destination. Yosemite Mariposa County is worthy and waiting with exceptional places to discover together. Here are just a few ideas on places and activities to gather good vibes.

[Gather Together](#)

COLOR ME AUTUMN: LEAF PEEPING

Whether you call it leaf chasing, leaf peeping, or just escaping to the mountains for some crisp clean air and electric hues, there's nothing like a Yosemite Mariposa fall getaway to restore balance and bring all that you love and cherish into clear focus.

[Pursue Autumn Color](#)



Traditional Print

Climbing Magazine (Final printed edition)
Circulation: 30,000



ROAM WHERE NATURE LEADS

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, Cold Country, and Sequoia Groves.

YosemiteBug.com / 209.966.6666



YOSEMITE MOUNTAINEERING SCHOOL

Yosemite Mountaineering School has been teaching rock craft and guiding climbs in Yosemite Valley, Tuolumne Meadows, and High Sierra since 1969. Lessons include Welcome to the Rock, Crack climbing, Anchoring, Leading/Multi-pitch Climbing, Rescue, Big Wall Seminars, and guided climbs for all abilities.

Go Climb a Rock!
TravelYosemite.com

Visit the Yosemite Climbing Association's **NEW MUSEUM** in the town of Mariposa, CA [@yosemiteclimbing.org](https://www.yosemiteclimbing.org)



ROAM WHERE NATURE LEADS

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


YOSEMITE
—MARIPOSA—
COUNTY

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

Mariposa Fair program

Traditional Print



**ROAM
WHERE
NATURE
LEADS**

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


YOSEMITE
—MARIPOSA—
COUNTY



**YOSEMITE VIEW LODGE
& 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.us



**TENAYA LODGE
AT YOSEMITE**

It's easy to escape and explore at Tenaya Lodge at Yosemite, where we offer extraordinary lodging experiences, our Ascent Spa, and a wide variety of on-site activities, all within the beauty of the Sierra National Forest.

TenayaLodge.com

Sactown
Circulation: 40,000

Orange Coast
Circulation: 42,225



**ROAM
WHERE
NATURE
LEADS**

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

WAWONA HOTEL
Unplug and relax in one of California's original mountain resort hotels, the Victorian-era Wawona Hotel. Established in 1856, this National Historic Landmark is located near the Mariposa Grove of Giant Sequoias inside Yosemite National Park.



YOSEMITE VALLEY LODGE
Yosemite Valley Lodge is a favorite choice for families and large groups. Its close proximity to Yosemite Falls makes it the perfect base camp for exploring Yosemite National Park. It's a classic in the heart of Yosemite.



CURRY VILLAGE
Beneath the grandeur of Glacier Point, Curry Village is known for the same warm, hospitable feeling that was instilled by its founders, David and Jennie Curry, in 1899. Relive the original Yosemite experience in the comfort of one of our iconic canvas tent cabins.



THE AHWAHNEE
Known for its stunning interior design and architecture, The Ahwahnee was designed to highlight its natural surroundings, including Yosemite Falls, Half Dome and Glacier Point. The destination of queens and presidents alike, The Ahwahnee offers a perfect balance of history, hospitality and elegance.



YOSEMITE
—MARIPOSA—
COUNTY

Stay in the heart of it all
TravelYosemite.com/lodging

Traditional Print

**WARM DAYS
COOL NIGHTS**



**Mariposa Strong:
Fire Recovery**

Yosemite's Wild Wonders

**Cather Together in the
Season of Giving**

Fish Camp Reels You In

**Become a Leaf Peeper in
Yosemite Mariposa County**

**YOSEMITE
—MARIPOSA—
COUNTY**
YOSEMITE.COM

**ROAM
WHERE
NATURE
LEADS**

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

**YOSEMITE
MARIPOSA
COUNTY**
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Yosemite's Scenic Wonders
Discover the most scenic views of Yosemite National Park. From the majestic granite cliffs to the lush forests, there's something for everyone. Visit Yosemite.com for more information.

The Redwoods in Yosemite
Experience the ancient redwood forests of Yosemite National Park. These towering trees are a sight to behold. Visit Yosemite.com for more information.

Tenaya Lodge at Yosemite
Experience the beauty of Yosemite National Park from the comfort of the Tenaya Lodge. Located in the heart of the park, it offers a variety of accommodations and amenities. Visit TenayaLodge.com for more information.

Yosemite View Lodge & Cedar Lodge
Experience the beauty of Yosemite National Park from the comfort of the Yosemite View Lodge and Cedar Lodge. Located in the heart of the park, they offer a variety of accommodations and amenities. Visit YosemiteViewLodge.com and CedarLodge.com for more information.

GOOD TO GATHER: THE SEASON OF GIVING

It's the season of giving, and there's no better place to give than Yosemite National Park. From the majestic granite cliffs to the lush forests, there's something for everyone. Visit Yosemite.com for more information.

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BANG: six-page
insert
Here is the
cover, the ad on
page 3 and
page 5.

Co-op partners
receive
coverage in the
ad as well as in
the articles.

Circulation:
660,000

Traditional Radio

Spots currently running in the Bay Area for Fall messaging (inc. Reservations have ended) to Yosemite Mariposa County.



Today's Hits & Yesterday's Favorites



Native Advertising Co-Op

SFGATE

MARIPOSA COUNTY

No Reservations: Local Experts Weigh in on Yosemite Mariposa County This Autumn



"Yosemite Trails is a small family-run business, and these folks really know their horses. No previous experience is necessary."

Yuli Gotsev

The CEO of Yosemite Scenic Wanderers doesn't hesitate when asked to name his recommendation for the best place to visit in the county this autumn.

reduced number of visitors, and fall colors, such as the leaves in Tenaya's "Golden Tunnel," as key attractions.

"Can you imagine a sitting president today disappearing into the wilderness for three days and hiding from the press and all his staff?"

Ken LeBlanc

"The Grove receives far fewer visitors in the fall, allowing for the most undisturbed reverent moments while visiting these ancient beings."

Nia Huerta

Not all the family-run ventures trail rides, of course. One of the family-run ventures, Yosemite Trails Horseback Adventures, offers a variety of experiences. Individual experiences include the Vernal Fall and El Portal with Yosemite Trails Horseback Adventures.

was remote, and the age requirement, there is a set route and up, and the kids who can't weigh at least 52 pounds and be at least 52 inches tall."

Jan.- Feb. 2022 Public Relations and Earned Media Campaign

Featured outlets



Public & Media Relations Overview

- 47 articles secured through FAM trips, media pitching, and our recovery efforts following Washburn, Agua and Oak Fires.
- Have already hosted 10 media trips this year from the U.S., Scandinavia, U.K. and France – that is more than we hosted in all of 21-22.
- Attended Brand USA Travel Week on behalf of High Sierra Visitor's Council, more on that to come.
- Changed domestic PR Representation from 360ViewPR to Jennifer Sweeney Communication (becomes official on 11/1).

July – Oct. 2022 Public Relations and Earned Media Campaign



Featured outlets



Featured Inclusions From Media

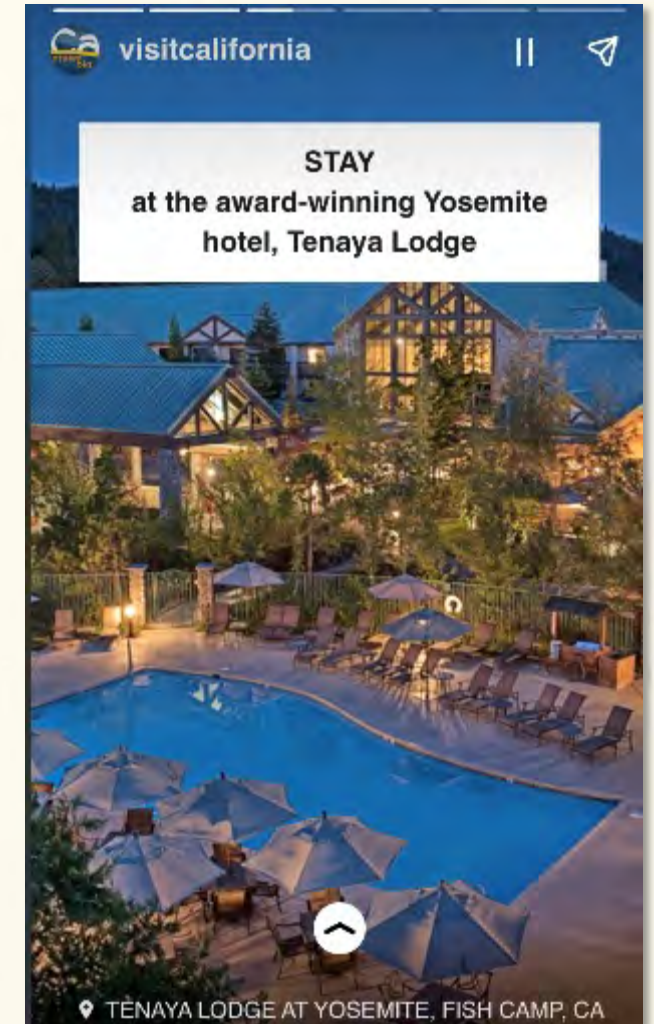
July 1 – Oct. 1



"We really need people to return in order to help the families and the businesses here and the people that work within this industry recover because without tourism visitation we will struggle and that's really our main industry in Mariposa County," – Quote from Tony in recovery article on Mariposa Grove reopening.

CHICAGO

After October, you'll avoid the masses (and the heat) at last year's eighth-most visited national park. Lodging can run a third of peak season costs. The riverfront Yosemite View Lodge (from \$139) offers easy access to the valley. For glampers, there's AutoCamp's tents and Airstreams (from \$179).



Examples of Earned Media

July 1 – October 17, 2022

7/1/22	Budget-friendly Activities in Some of the World's Most Desirable Spots	ITTN
7/1/22	Budget-friendly Activities in Some of the World's Most Desirable Spots	ITTN
7/1/22	Budget-friendly Activities in Some of the World's Most Desirable Spots	NI Travel News
7/6/22	Ten Fresh Bucket-List Suggestions for 2022: 'The Year of Travel'	ITTN
7/6/22	Ten Fresh Bucket-List Suggestions for 2022: 'The Year of Travel'	Ravish Magazine
7/6/22	10 bucket list adventures	Travel Times IE
7/7/22	Sip, Play and Stay (Tenaya Lodge Story)	Visit California stories
7/7/22	20 Reasons Why the Golden State should be your next US Holiday	Telegraph.co.uk
7/9/22	Meet Yosemite's Real Rock Stars	Daily Telegraph
7/9/22	20 Dream Trips in California	Daily Telegraph
7/11/22	The Fascinating History Behind America's Most Famous Climbing Spot	Daily Telegraph
7/11/22	10 Bucket List Travel Adventures	Travel Daily Newsletter
7/11/22	10 Bucket List Travel Adventures	Travel Daily Newsletter
7/13/22	10 Ideas for Once in a Lifetime Adventures	The Expansive Adventure
7/18/22	The Best Spots Worldwide for Your Next Digital Detox Holiday	NI Travel News
7/20/22	10 amazing travel-conscious holiday experiences from whale counting to eco-boating	Mirror.co.uk
7/20/22	10 amazing travel-conscious holiday experiences from whale counting to eco-boating	MSN
7/25/22	Oak Fire burns 21 homes in Mariposa County, threatens another 2,000	SF Chronicle
7/25/22	Travellers urged to maintain Yosemite plans despite forest fire warning	Travel Weekly
7/26/22	Oak Fire near Yosemite National Park: Mariposa Elementary now a evacuation center	ABC 10 Sacramento
7/27/22	Travellers urged to maintain Yosemite plans despite forest fire warning	Travel Weekly
7/28/22	Businesses show love, prepare for the future	Mariposa Gazette
7/28/22	ABC 7 Live Interview	ABC 7 SF
8/1/22	5 of the greatest wildlife spectacles	Wanderlust print issue
8/1/22	16 Stunning Bucket List Spots Celebrating World Photography Day 2022	NI Travel News
8/3/22	Yosemite's Mariposa Grove reopens after impacts from Washburn Fire	MSN
8/3/22	Yosemite's Mariposa Grove reopens after impacts from Washburn Fire	KCBS
8/9/22	Cozy California Cabins Where You Can Escape to Nature	AFAR
8/11/22	Lights, camera, attraction: America's magical movie locations	TravelMole
8/14/22	These are the 9 new USA museums you have to visit	Wanderlust
8/16/22	Main Character Moments – 12 Magical Movie Locations	NI Travel News
8/18/22	Take a hike! The best National Parks in the USA	Vacations & Travel
8/18/22	48 U.S. Spots to Visit with Your Kids Before They Grow Up	Tiny Beans

8/22/22	Yosemite's Grove of Giant Sequoias Reopens After Wildfire	AFAR
8/24/22	Eight Must-Visit Places in The World For Every Music Lover	The Chiswick Herald
8/24/22	EIGHT MUST-VISIT PLACES IN THE WORLD FOR EVERY MUSIC LOVER	The Borough of Hounslow Herald
8/24/22	EIGHT MUST-VISIT PLACES IN THE WORLD FOR EVERY MUSIC LOVER	Viestra Magazine
8/25/22	Top 10 Bucket List Adventures	MD Harding Photography
8/25/22	8 sustainable wildlife experiences for intrepid explorers – WWF	travelmole
8/25/22	8 sustainable wildlife experiences for intrepid explorers – WWF	NI Travel News
9/1/22	Verde Sierra Nevada	Aire (Aeromexico In Flight mag)
9/1/22	he Ultimate 5: Epic Road Trips to Take From Los Angeles	Qantas
9/2/22	PARK-N-RIDE: 7 NATIONAL PARKS WHERE YOU DON'T NEED A CAR	KOA
9/7/22	10 Rural American Destinations Definitely Worth a Trip	Fodor's
9/12/22	A Lady's Yosemite and Mammoth Itinerary for California	A Lady in London
9/28/22	How many people is too many in this much-loved US national park?	Australian Financial Review
10/4/22	The Savvy Traveler's Guide to Fall Trips	Chicago Magazine
10/5/22	Halloween Happenings in California	Visit California

FAMs Hosted

Julie Falconer	Trip Complete	7/5/22	6/7/22	Media
Jeremy Pugh	Trip Complete	8/27/22	8/30/22	Media
Cheryl Crabtree	Trip Complete	9/6/22	9/9/22	Media
Brand USA Influencer FAM	Trip Complete	9/7/22	9/9/22	Media
Atlantic Link Group FAM	Trip Complete	9/8/22	9/10/22	Media
Ashley Harrell	Trip Complete	9/11/22	9/13/22	Media
Jen Mikkelsen	Trip Complete	9/14/22	9/18/22	Travel Trade
HSVC French Influencer FAM	Trip Complete	9/29/22	9/30/22	Media
Accessible Vacations (Danny & Val)	Canceled	10/2/22	10/5/22	Media
Nedra McDaniel	Trip Complete	10/3/22	10/4/22	Media
360 View PR Re-immersion	Canceled	10/4/22	10/7/22	Media
Air Canada FAM	Trip Complete	10/7/22	10/7/22	Media
HoneyTrek	Trip Complete	10/13/22	10/18/22	Media
Audley Travel #2 or 4 trips	Trip Complete	10/16/22	10/18/22	Travel Trade
Breathe FAM Gate7 & United Airlines	Trip Complete	10/17/22	10/19/22	Travel Trade
Jim Farber	Postponed	11/9/22	11/12/22	Media
High Sierra Visitor's Council influencer	planning complete	11/12/22	11/13/22	Media
RTK Travel Agent FAM via MSI	Communicate with facilitator	5/9/23	5/12/23	Travel Trade

FAMs Media Coverage Received

Julie Falconer (A Lady In London)

- In market: 7/5/22– 7/7/22
- 171K IG Followers, 237 Monthly Views to Blog



On Met Les Voiles

In market: 9/29/22- 9/20/22
95K IG Followers



FAMs Media Coverage Received

Marck Guttman (Aire, AeroMexico In-Flight Magazine)

In market: 9/20/19- 9/25/19



ENCUENTRA AIRE EN VERSIÓN DIGITAL DISPONIBLE EN www.aeromexico.com

FAMs & Trade

United - Breathe Gate7 Australian FAM was a sales contest FAM with top agents highlighting a new United – Melbourne to San Francisco route.

Condor is introducing new flights from Frankfurt to San Francisco. YMCTB is negotiating details on a 30-person FAM with Condor, partnering with San Francisco for May 2023.

YMCTB continues to assist with several individual travel agent immersion trips with leading travel agencies and hotel partners.



German Sales Mission with MSI

- 5 Flights
- 4 trains
- 8 nights
- Two countries
- Six cities
- Six company appointments – America Unlimited, TUI, CRD, CanUSA, FTI, and Hotel Plan
- Many product manager networking breakfasts, lunches, receptions, and dinners



Brand USA Sales Week Europe

- YMCTB Attended BrandUSA's Travel Week in Frankfurt, Germany this in September. This hosted buyer and media event has replaced ITB and WTM in Germany and London.
- Jonathan represented YMCTB on the Travel Trade side taking 38 with Europe's top travel companies in our markets.
- Tony attended on the media side on behalf of HSVC taking 24 appointments in two days pitching Mariposa County and the High Sierra Region to Europe's top travel writers. Costs to participate are being billed to HSVC.



International with Atlantic Link



- Martin Schmidtsdorff represented Visit California and Yosemite Mariposa County Tourism Bureau at Discover America Sweden in Malmö, Göteborg, and Stockholm.
- 200+ travel agents heard about the latest from California, road trips to Yosemite/High Sierras, and the California STAR platform. We saw many new faces among the agents, eager to learn more about the Golden State and the many highlights it offers.

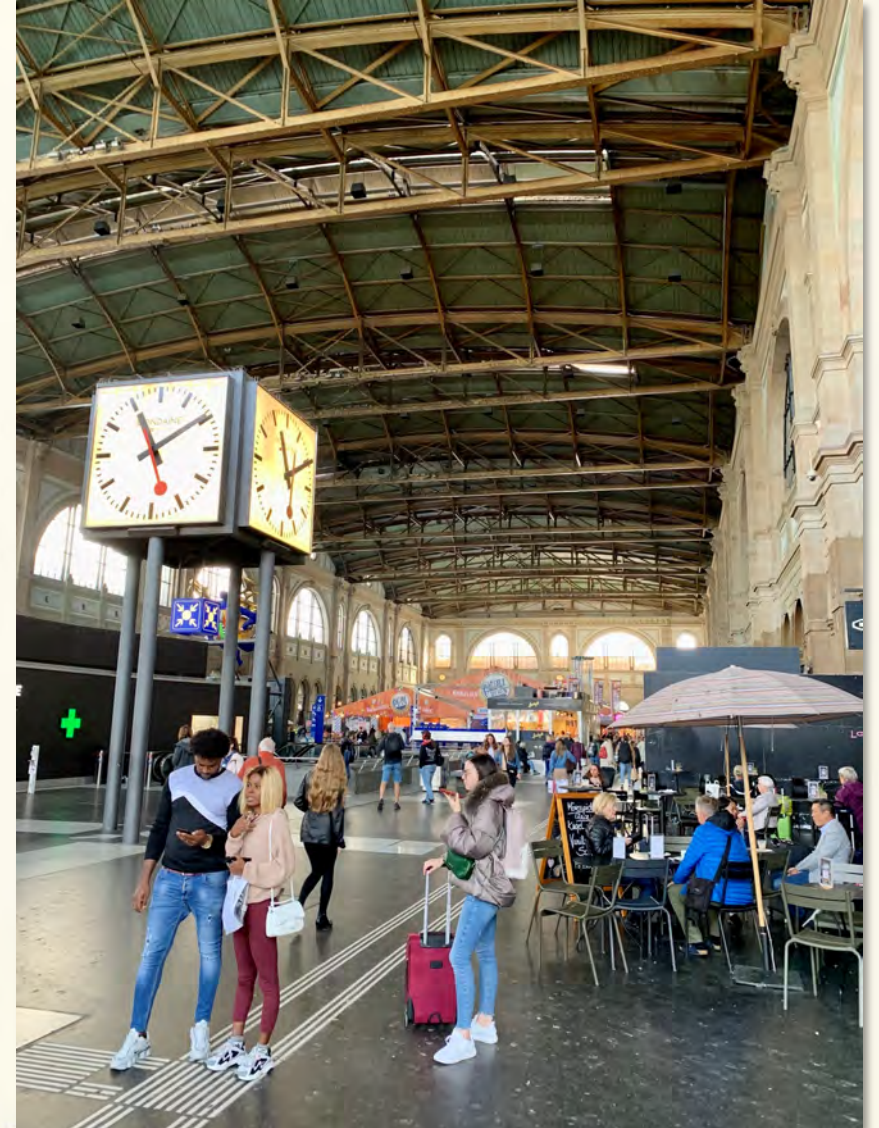
International Market Impacts

Challenges:

- The war in Ukraine
- Restricted energy access and costs in the UK, EU and abroad
- Global inflation
- Loss of monetary value with the Pound and Euro to the dollar
- Loss of airline “lift” and airport capacity
- Labor shortages and loss of tenured travel professionals at all levels
- 2023 bookings at 70+% revenue at 90+%

Optimism:

- People continue to have a high-level personal desire to travel
- People feel travel is a necessary item to keep in their budgets
- They feel they deserve to travel
- Strong desire for new experiences
- Younger generations (Millennials & Gen Z) are traveling and spending income on travel



Sales - Trade - Travel

Complete:

MSI Germany Sales Mission

Brand USA Travel Week

Brand USA Media Week

CalTravel

Upcoming:

VUSA Belgium – October – Virtual

VC - UK Trade and Media - December 2022

Outlook Forum – March

GoWest – March

Scandinavia Sales Week - + VUSA – March

DMA West Tech Summit – April

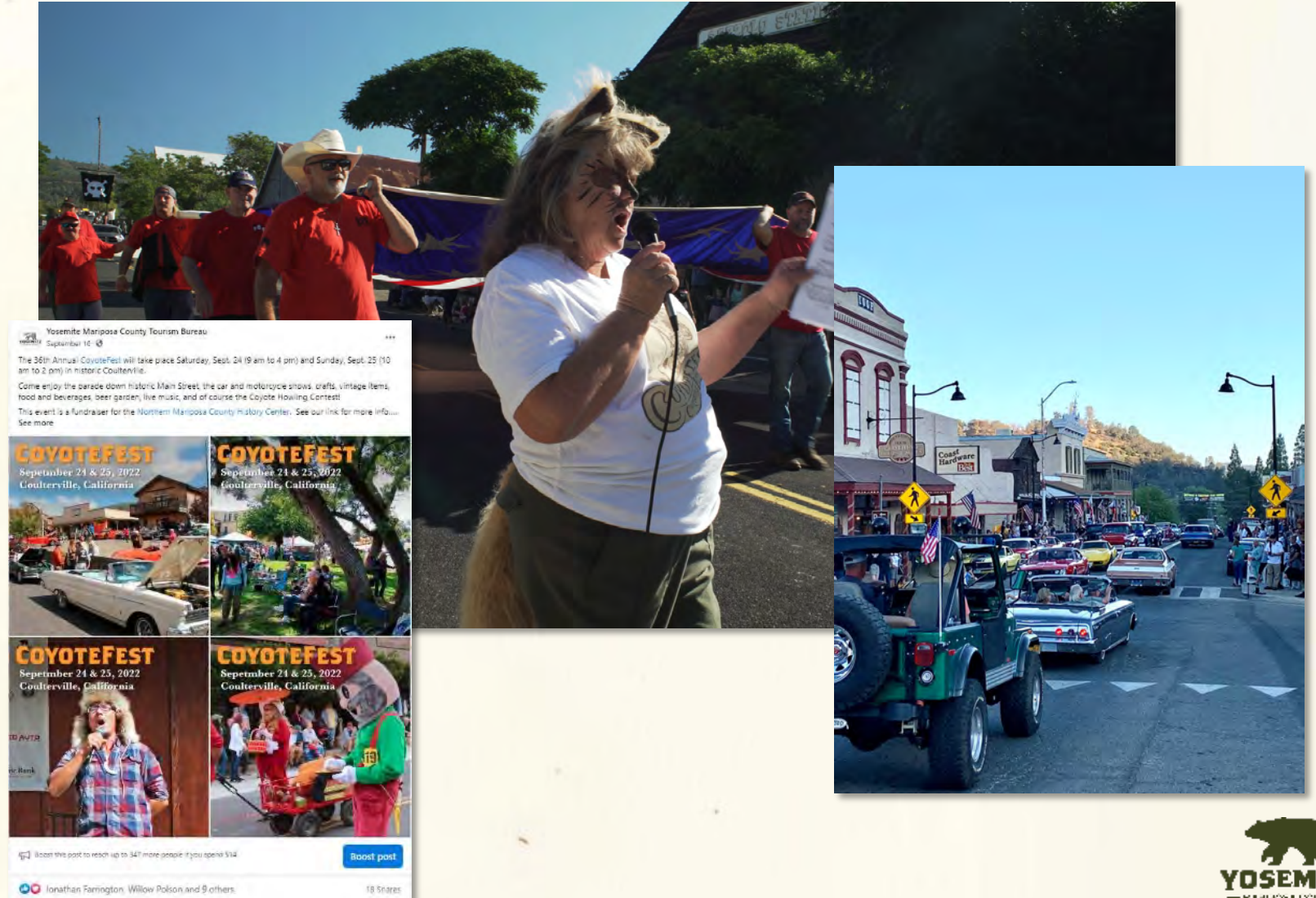
VC Japan Club California – April (TBD)

IPW - May



Local Business Support

Although financial support for events and festivals is more limited this year due to reduced county funding, YMCTB continues to support our local festivals and events with earned and owned marketing support such as email & social media. Some paid support for events is provided to events that produce hotel and lodging visitor stays.





Thank You!

