

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
March 17, 2022
Marketing Update**



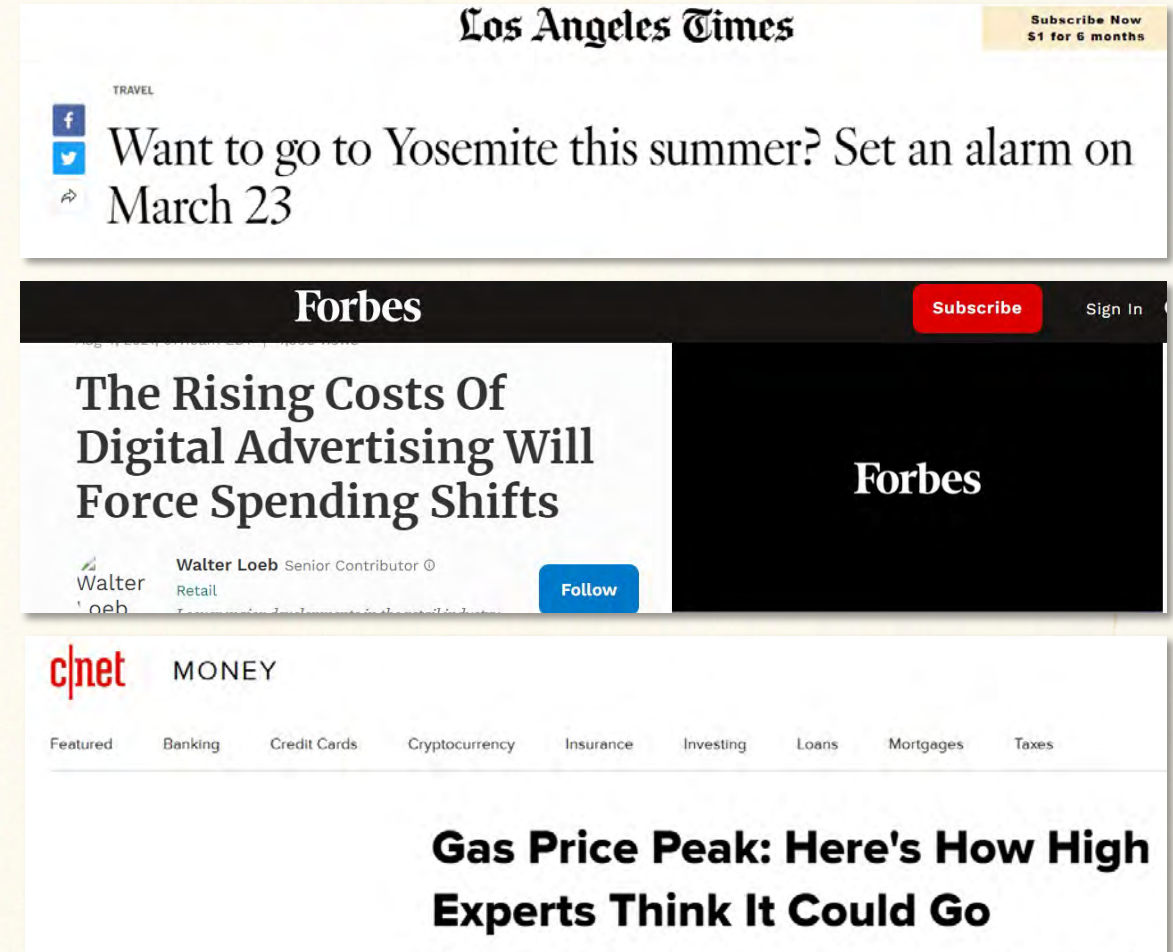
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Collateral
Local Business Support

Executive Director Update

- Navigating uncertainty
- Forecasting the future
- Continuing to build solid plans
- Flexibility, but crafting the right message, audience and time
- Having and keeping a seat at the table(s)
- Being the best communicators possible
- Big dreams and projects
- Keeping our eye on the prize



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		\$761,434	\$779,460	\$347,064	\$465,528
March		\$1,325,065	\$378,288	\$594,982	\$678,254
April		\$1,851,356	\$10,793	\$1,272,597	\$1,005,290
May		\$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	\$11,783,122	\$15,755,339	\$14,352,354	\$14,824,433	\$14,983,743

Δ Prior Year (\$3,972,217) \$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	\$75,000	\$28,312	\$53,395	\$60,668
Mar	\$65,000	\$89,118	\$62,297	\$56,365
Apr	\$85,000	\$156,699	\$37,165	\$61,510
May	\$145,000	\$128,203	\$5,937	\$105,351
Jun	\$205,000	\$251,213	\$3,422	\$124,642
Total	\$2,033,729	\$1,275,915	\$1,487,891	\$1,302,017
Total PY	\$1,275,915	\$1,487,891	\$1,302,017	\$1,491,404
Diff	\$757,815	\$(211,976)	\$185,874	\$(189,387)
Forecast				

Questions for the board...

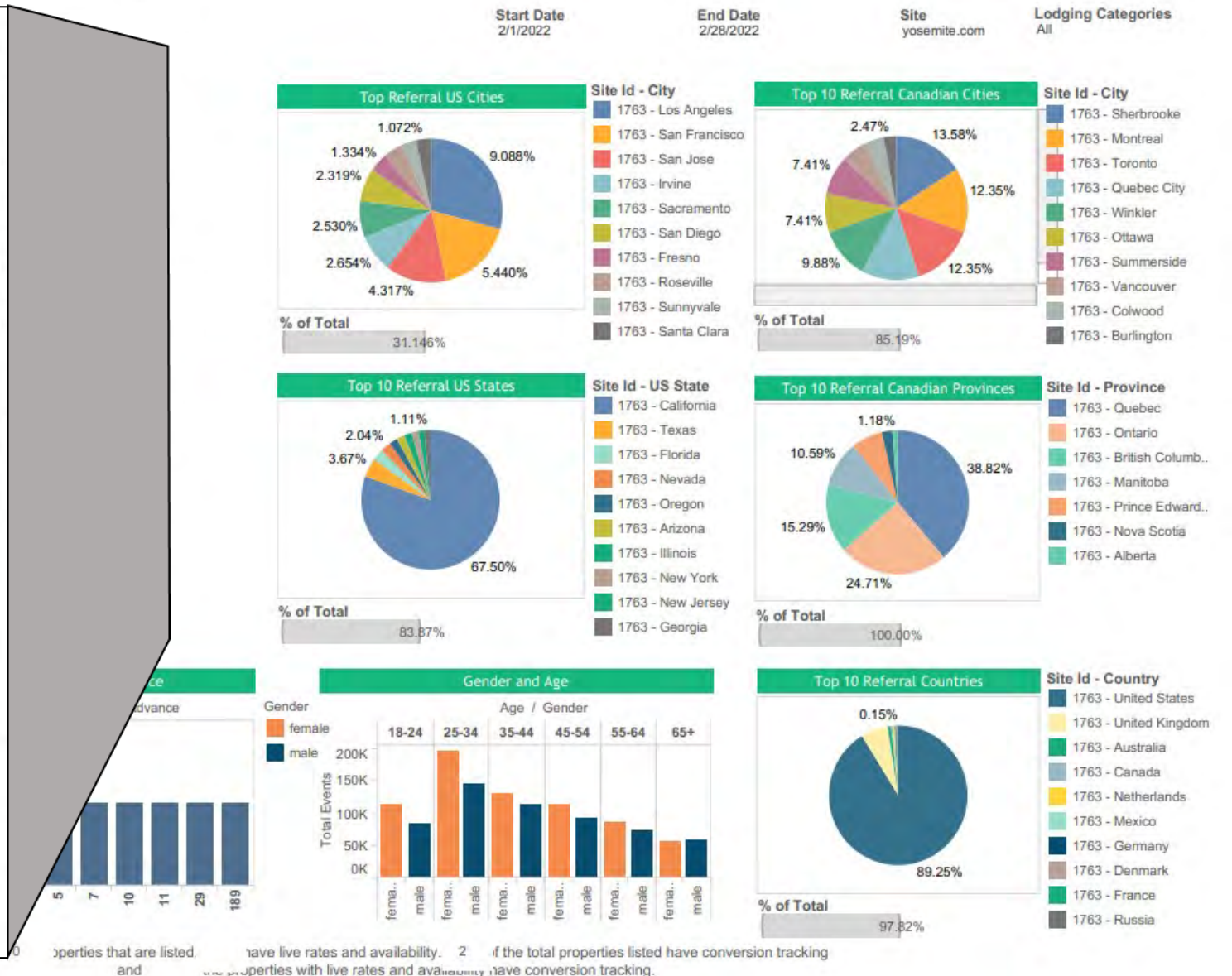
- Across the county, ADR has been the driver of TOT in late 2021 and now in 2022. Do you agree?
- Will properties continue to hold rates (ADR) due to increased costs of labor, property fire insurance & supply costs?
- How are lower guest counts and occupancy impacting your ancillary revenues? Are you seeing any shifts?
- How much lower are guest and occupancy counts, and what impact do you expect the greater county to be impacted, restaurants, retail as an example?

KPIs: Performance Recap

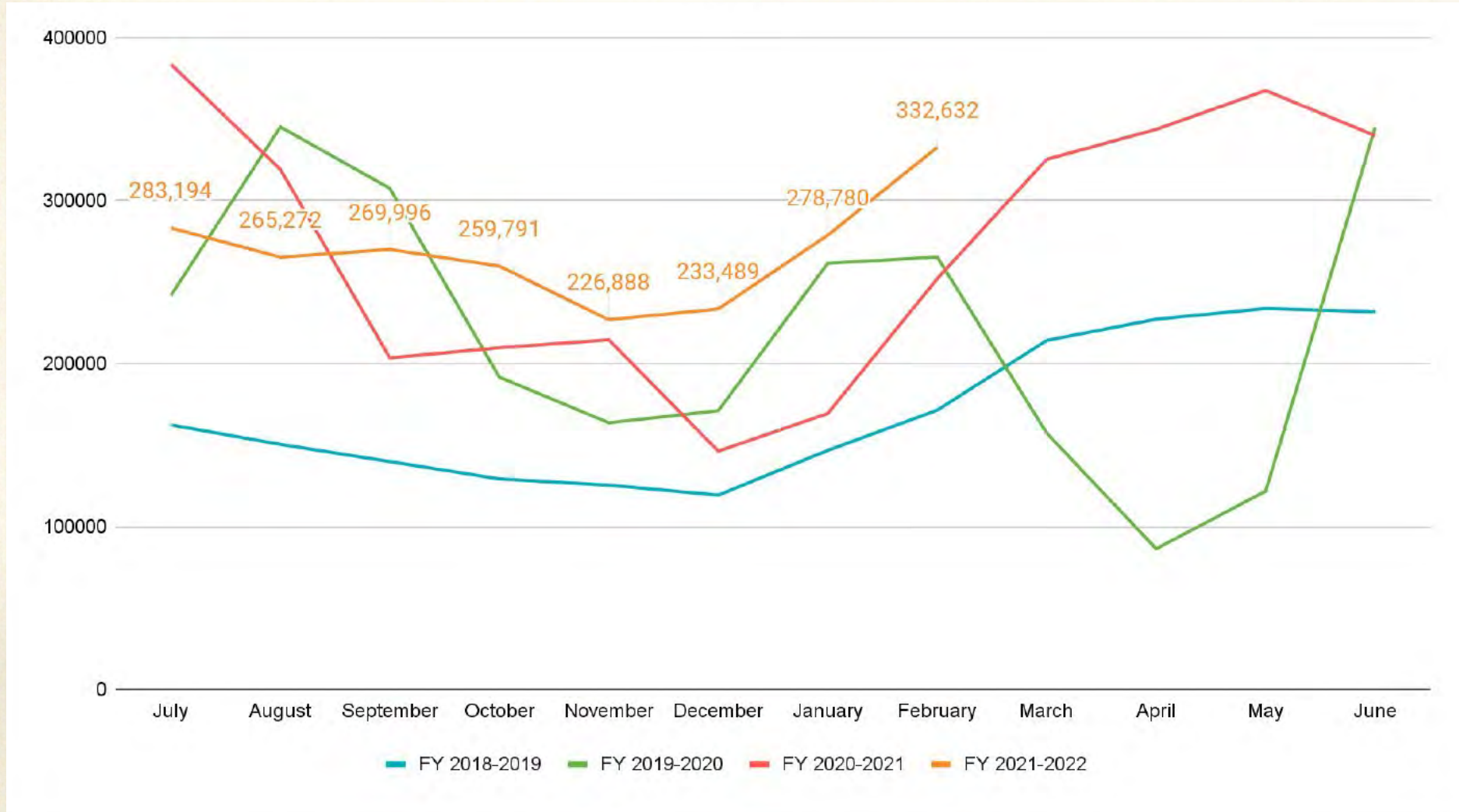
	July 1, 2021 – June 30, 2022 Pace = 67% (Month 8 of 12)	FY 2021/22 Annual Goals
PRIMARY KPI	ACTUAL: 319,955 54% to goal	597,086 Referrals
Partner Referrals - Lodging	Lodging: 260,766 50% to goal	Lodging: 517,952
Partner Referrals - Things To Do	Things To Do: 43,754 67% to goal	Things To Do: 65,034
Partner Referrals - Dining	Dining: 15,436 63% to goal	Dining: 24,420
Supporting KPIs		
Overall Sessions	ACTUAL: 2,150,042 63% to goal	3,416,023 Sessions
Organic Sessions	ACTUAL: 940,871 58% to goal	1,625,194 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 245,419 128% to goal	191,040 Sessions
Tracked Metrics		
Book Direct Referrals	ACTUAL: 222,612 36% to goal	618,151 Referrals
Newsletter Sign Ups	New Subscribers FY YTD: 3,972 February: 534	Monthly Target: 712

Book>Direct Tracking February

Avg. Cost Per Referral		\$0.03
Avg. Referrals Per Booking		36.50
Referral to Booking CVR		2.74%
Est Avg Cost Per Booking		\$1.16
Est Avg Booking Amount		\$783.87
Cost Per Reservation		0.1%
Searches		50,698
Search to Referral Ratio		63.45%
Total Referrals		32,167
Est Bookings		881
Est Total Spend		\$1,020
Est Booking Revenue		\$690,593.18
Est ROI	676.1	67610%
	Searches	Referrals
Avg Advance Stay in Days	99.72	70.34
Avg. Length of Stay in Days	3.86	3.04
Avg. Daily Rate	\$374.56	\$257.91



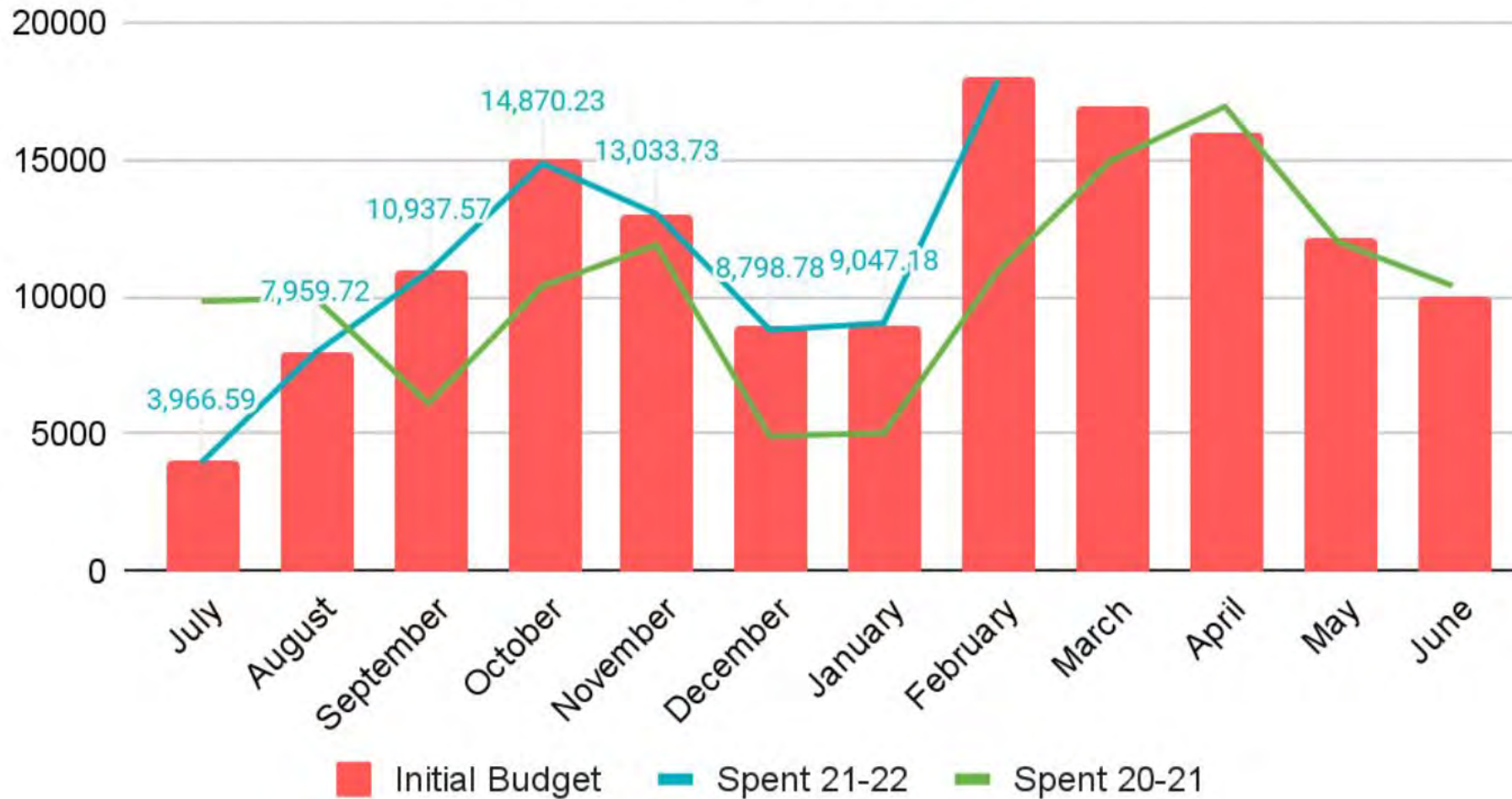
Overall Growth: Sessions



Site Channel Performance

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	127,301	29.2% ↑	98,663	56.98%	2.12
Paid Search	76,562	106.6% ↑	57,801	69.17%	1.74
Paid Social	43,642	-14.1% ↓	39,843	69.06%	1.6
Direct	29,961	26.1% ↑	22,975	70.24%	1.71
Display	26,588	12.1% ↑	21,187	89.61%	1.19
Social	16,667	345.9% ↑	15,792	86.7%	1.25
Referral	7,872	-24.9% ↓	6,407	32.86%	2.57
Email	3,943	6.5% ↑	3,029	55.36%	2.13

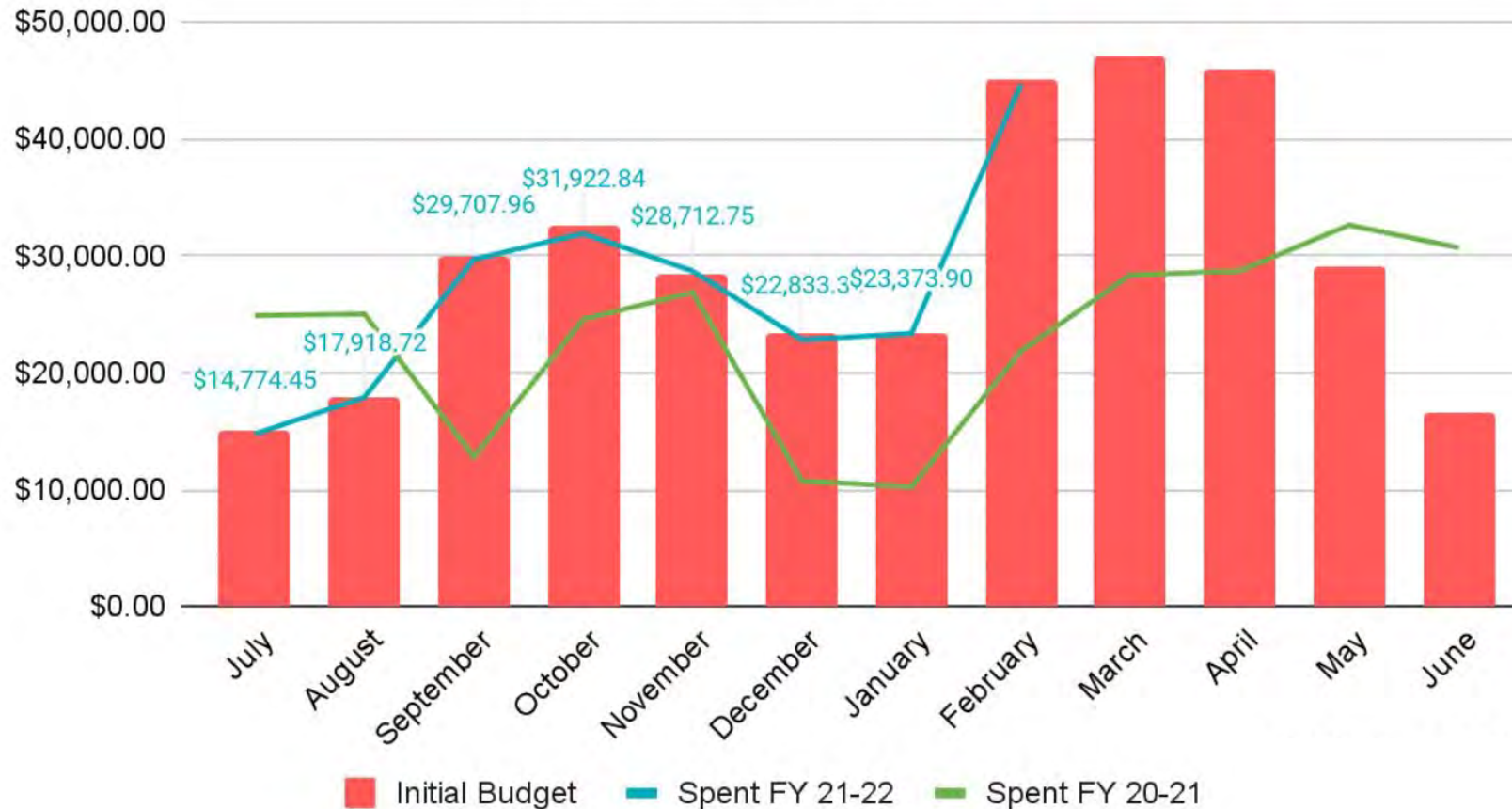
Paid Search Budget \$142,185



An additional \$40,000 has been added to the budget to drive traffic in last four months of the year.

Paid Media Budget \$354,500

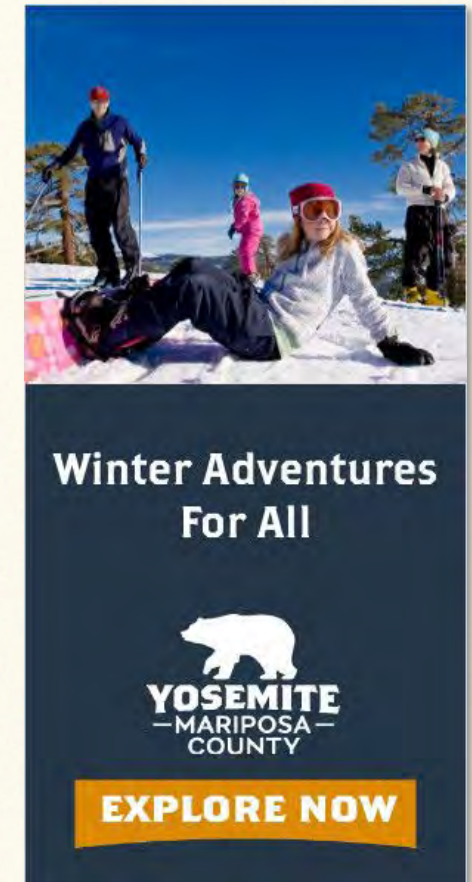
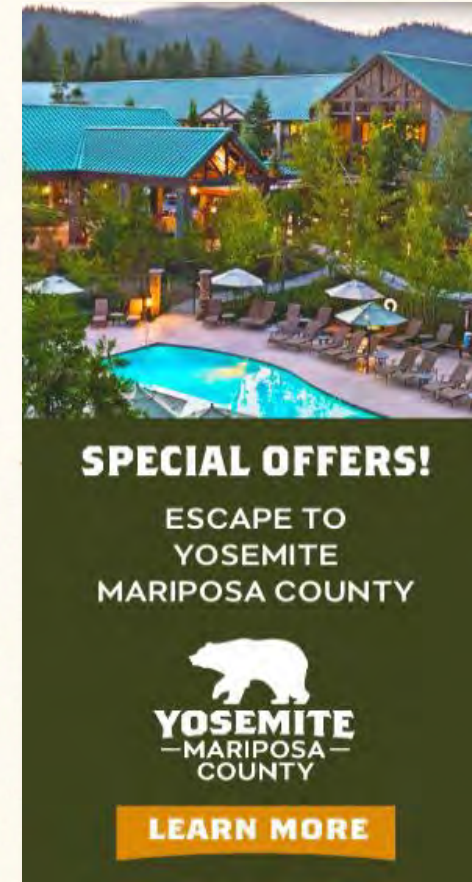
Paid Media Budget 21/22



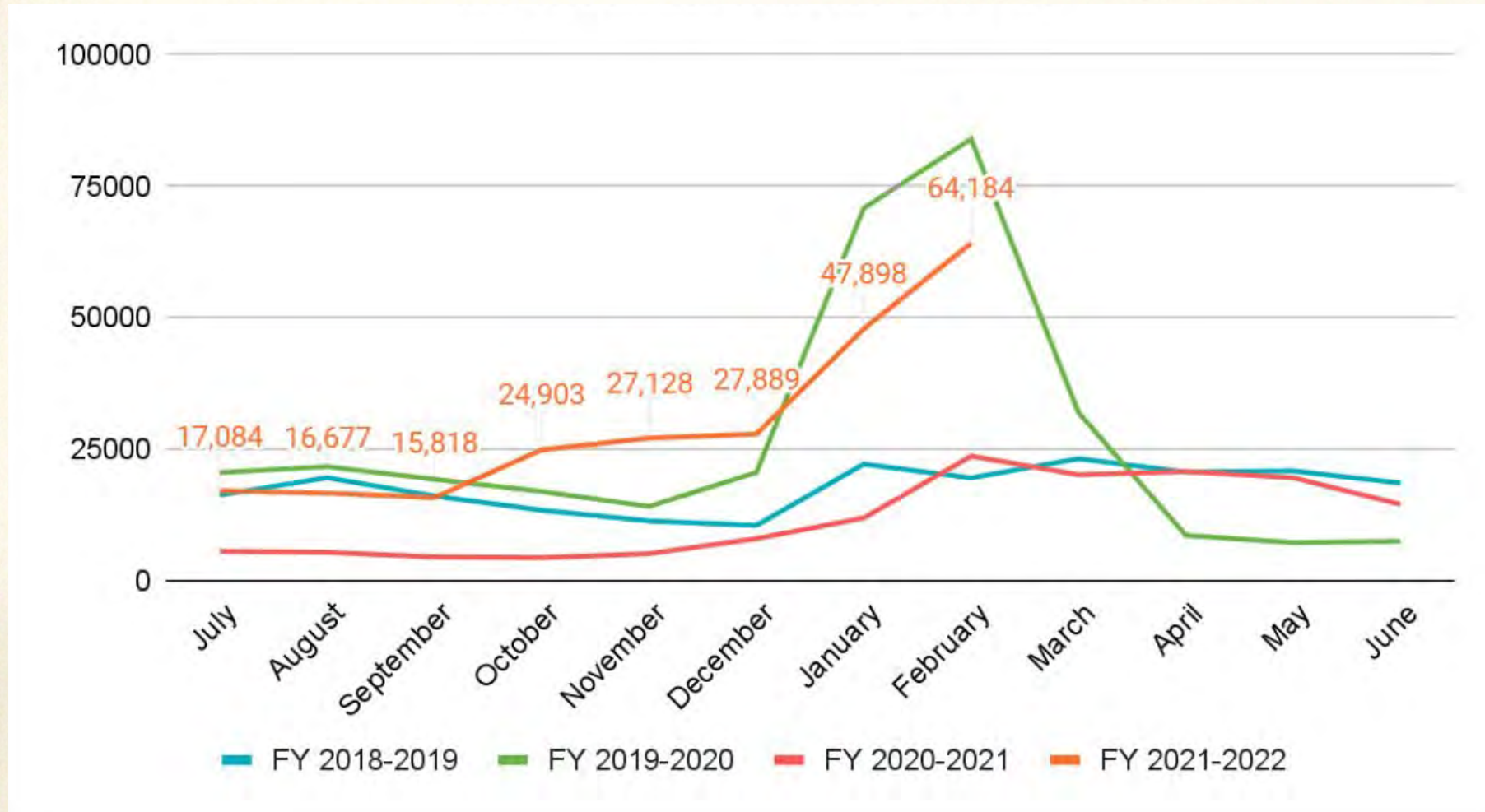
An additional \$40,000 has been added to the budget to drive traffic in last four months of the year.

Display Ads Performance in US

- Ads generated 2,836,737 impressions and 14,289 clicks
- Average click through rate of 0.50%
 - Travel industry benchmark is .47%, overall benchmark is .25%
- We saw a conversion rate of 3% for the month
- The Tenaya Lodge Special Offers Creative in 300x600 creative for the Families Audience drove the most conversions, shown to the right, but we saw the Winter Adventures with the highest CTR
- Average cost per click of \$0.83 for February
- Display drove 115 Partner Referrals in February, a YoY increase of 239%



International Market Growth



International Display Campaign: United Kingdom

Highlights

- Ads generated 10,805,362 impressions and 26,703 clicks
 - 0.25% CTR (26% increase MoM) Travel industry benchmark is .47%
 - We saw a 13% decrease in cost, but only 5% decrease in clicks
- The top UK creative was the “Brilliant” Half Dome with a CTR of 8.25%

Takeaways

- We saw 8,747 sessions with an increase in pages per session and decrease in bounce rate, which shows growing interest at a 8% decrease in cost



International Display Campaign: Australia

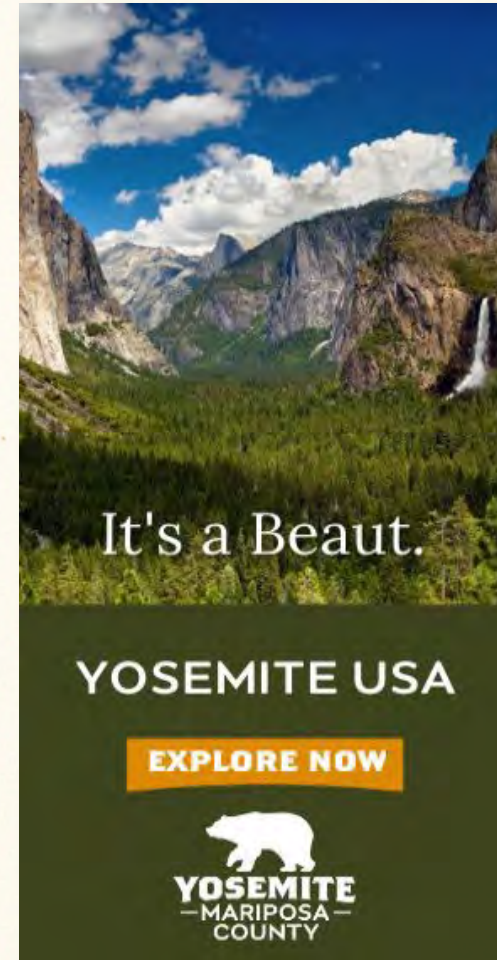
Highlights

Ads generated 4,948,259 impressions and 14,777 clicks

- We saw a 123% increase in clicks at an 116% increase in cost YoY
 - 0.30% CTR (21% increase MoM)
- The top Australia creative was the “It’s A Beaut” Tunnel View with a CTR of 6.81%
- We are seeing the 300x600 and 300x250 as the highest performing ad sizes

Takeaways

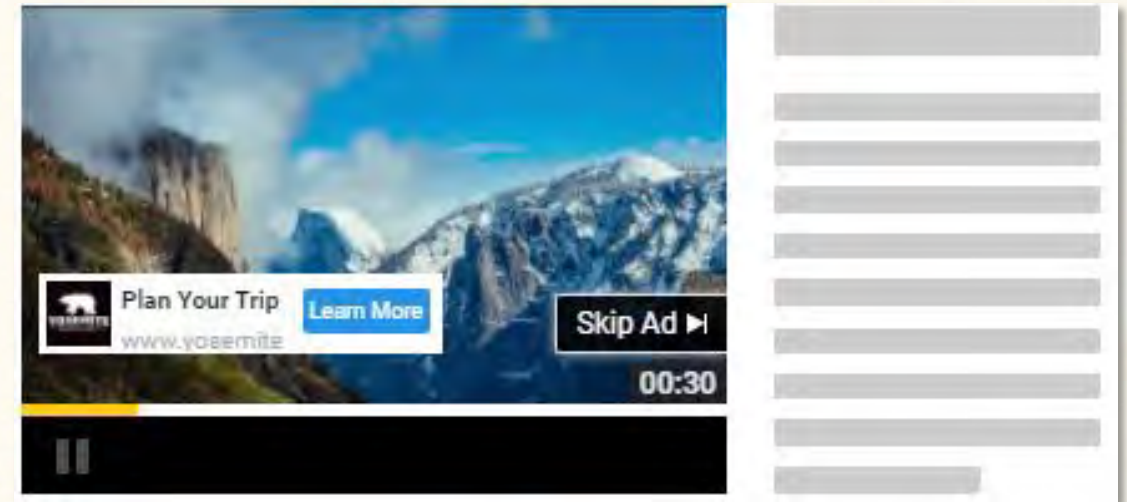
- The bounce rate increased and the pages per session decreased for Australian traffic slightly, but Noble will continue to monitor



YouTube Paid Media

Highlights

- YouTube drove 451,136 impressions in February
 - 32% increase at 24% increase in cost MoM
- 18,962 views with a 4.2% view rate
 - 26% decrease in view rate MoM
- Average conversion rate was .04%
 - This is a 25% increase MoM



Takeaways

- Our CPV increased by 27% MoM showing potential increased competition and indicates the need for new creative to stand out

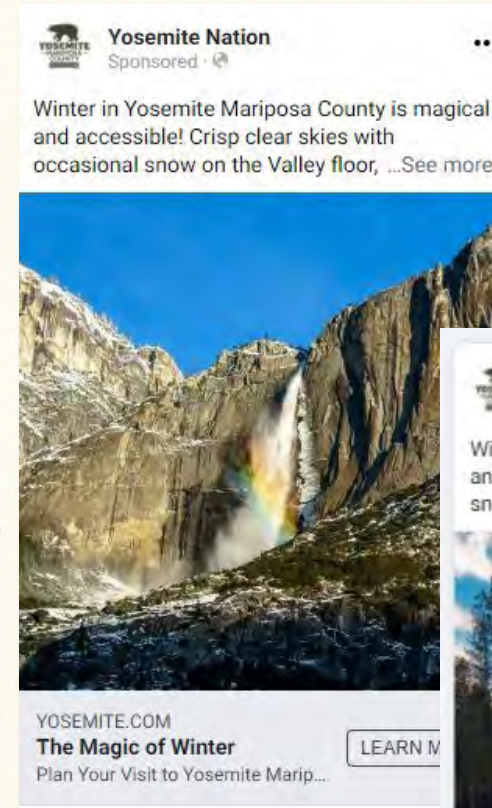
Paid Social Media Ads Performance

Highlights

- Ads generated 5,730,703 impressions and reached 1,808,257 users in February
 - 1.86% average CTR, travel industry benchmark .90%
- In February, the top performing ad for the month was the static Magic of Winter Ad for the Shutterbugs Audience, shown to the right:
 - This ad had a CTR of 3.63%
- The Families Audience was the most engaged for February, their top performing ad set being Special Offers.

Takeaways

- Last year, our CTRs averaged 4.60% CTR with the El Cap, Tunnel View and Valley View images engaging the user. The copy is very similar, so we believe that imagery may be affecting CTR.



SEO

Top Site Content | Organic Articles

Blog content articles saw an overall 11% increase in pageviews YoY, and a 2% decrease for organic page views YoY. The Guide to the Yosemite Natural Firefall - Horsetail Falls page created the most new traffic YoY.

Organic average time spent on page increased by 41% YoY.

Four net new pages were in the top 10 YoY - Reservation Permits, Road Trips, Fly to Fresno & the Glacier Point Road Closure page.

Top Organic Articles YTD

1.	/a-guide-to-yosemites-natural-firefall-horsetail-fall/	6,384 (30.02%)
2.	/yosemite-in-two-days/	933 (4.39%)
3.	/yosemite-reservation-permit/	905 (4.26%)
4.	/roadtrips/	710 (3.34%)
5.	/alex-honnold-and-climbing-el-capitan/	619 (2.91%)
6.	/top-winter-hikes/	567 (2.67%)
7.	/yosemite-rv-camping/	530 (2.49%)
8.	/100-things-to-do-in-mariposa-county/	511 (2.40%)
9.	/glacier-point-road-closure-2022/	448 (2.11%)
10.	/fly-far-the-closest-airport-to-yosemite/	445 (2.09%)

SEO

SEO | Top Ranking Terms Scorecard

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

Yosemite.com 2.5 Strategy

Special Offers



Blackberry Inn Yosemite

Take \$20.00 Off Per Night

OFFER VALID 12/01/2021 TO 04/30/2022

[View Offer](#)



The Redwoods In Yosemite

Book seven nights and get one night free

[View Offer](#)

LODGING ▾

THINGS TO DO ▾

RESTAURANTS

PLAN YOUR TRIP ▴

CHECK RATES

YOSEMITE MARIPOSA
COUNTY, REGION BY
REGION

SPECIAL OFFERS

YOSEMITE PHOTOGRAPHY

YOSEMITE ROAD
CONDITIONS

YOSEMITE WEBCAMS

YOSEMITE MAPS

DIRECTIONS TO YOSEMITE

FAQ

YOSEMITE VIDEOS

YOSEMITE ITINERARIES:
WHAT TO DO IN YOSEMITE

PLAN A YOSEMITE
WEDDING

YOSEMITE WEATHER
RESOURCES

YOSEMITE WILDERNESS
PERMITS

PUBLIC TRANSPORTATION

YOSEMITE VACATION
PLANNER

NATURE RULES!

- Significant focus shifting to the completion & distribution of the RFP for Yosemite.com 3.0.
- Improvements to how special offers are displayed & how we'll drive traffic to partner sites were completed.
- Yosemite.com navigation cleanup task is in the works.

Content Creation

Glamping Glory Days in Yosemite Mariposa County

Glamping – "glamorous camping" – is outdoor recreation's new lodging genre. A hybrid experience, equal parts luxury

Everything You Need to Know About the Temporary Yosemite Reservations System

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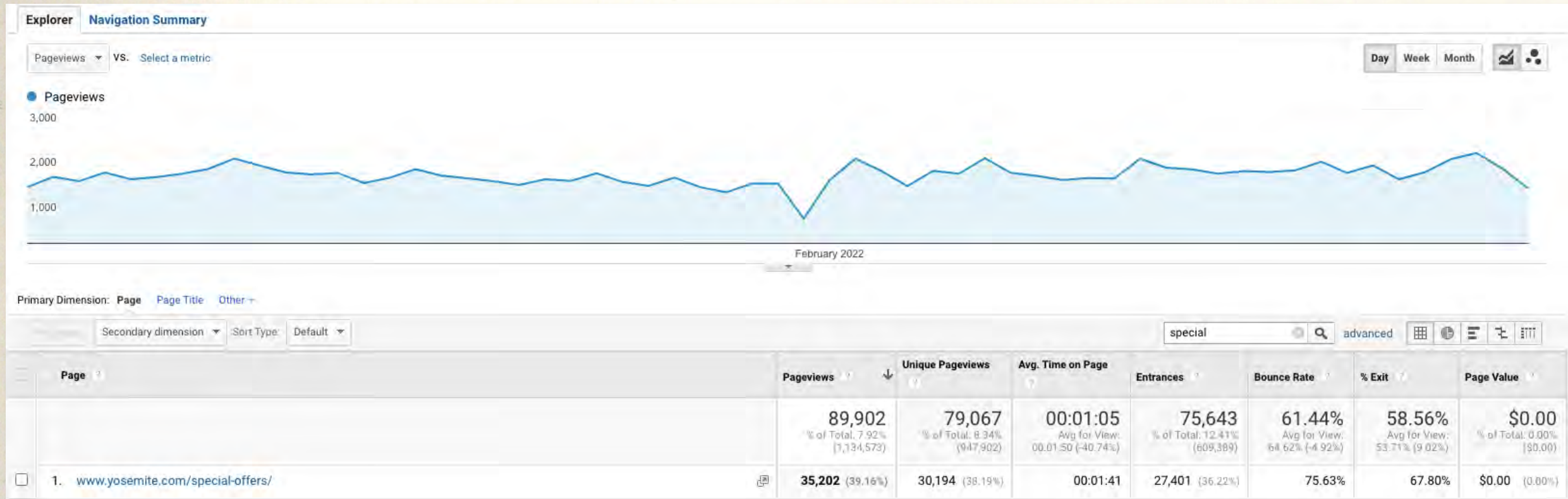
ATTRACTIONS, EVENTS, INSIDE YOSEMITE, OUTDOOR ACTIVITIES, PHOTOGRAPHY, PUBLIC EVENTS AND FESTIVALS, STARGAZING AND EVENING
ACTIVITIES, WATERFALLS, WINTER, YOSEMITE VALLEY REGION

A Guide to the Natural Yosemite Firefall 2022– Horsetail Fall Firefall



- We are very close to achieving our annual goal of 40 new stories written with a total of 36 new this FY.
- New content for this quarter includes popular content related to Mariposa County's Glamping options & a story detailing Coulterville's history and things to do in it.
- We've also refreshed our Yosemite NP Reservations page with updates to the 2022 system and refreshed our Horsetail Fall page.

Special Offers



Quick special offers facts:

- Nearly **90,000** people viewed the page in **two months**
- Organically, **more people are visiting this page than our lodging page**. Visitors are looking for deals first!
- It is now the fourth most visited page on Yosemite.com
- More than half of the traffic to this page is paid, meaning we're investing in your offers

Moral of the story: creating special offers and sharing them with us is more than worthwhile!

Social Media

Total posts on all channels

Q3: 286

YTD: 1,343

YosemiteNation (Facebook)

	Q3 Total	YTD Total
Followers:	5,349	125,963
Engagement:	203,487	965,171

Yosemite Mariposa County Tourism Bureau (Facebook)

	Q3 Total	YTD Total
Followers:	193	2,061
Engagement:	89	932
Shares:	63	739

Social Media

INSTAGRAM

	Q3 Total	YTD Total
Followers:	4,877	65,314
Engagement:	196,121	724,432

YOUTUBE

	Q3 Total	YTD Total
Subscribers:	193	193
Total Watch Time (hours):	915.1	2,608
Average Watch Time (sec.):	62	43
Average % Viewed:	65%	72%

PINTEREST

	Q3 Total	YTD Total
Impressions:	66,020	674,510
Engagement:	1,280	9,140
Engaged Audience:	832	6,592

TWITTER

	Q3 Total	YTD Total
Followers:	1	46,174
Engagement:	912	4,113
Shares:	1,858	9,631

Social Media – Examples

Yosemite Nation
February 28 at 1:00 PM · 🌐

Some really beautiful vertical lines and depth in this capture of Upper, Lower, and even the Middle Cascades of Yosemite Falls by Instagram user @vishalamin_

📄 | <http://ow.ly/YrR350l6g1o> (Yosemite special offers)

#YosemiteNation Visit Gold Country Visit California California High Sierra



📣 Boost this post to get more reach for Yosemite Nation. [Boost post](#)

👍❤️ 10K 132 Comments 1.5K Shares

👍 Like 💬 Comment ➦ Share 📱


Yosemite Nation
January 12 · 🌐

Cross country skiing offers a way to glide through the woods on the way to big views, even for beginners. Yosemite's Badger Pass Ski Area is a hub for Nordic sports and terrain.

Our article shows you how to play.

📄 | <http://ow.ly/og9Q50HroRw> (article)

#YosemiteNation Visit Gold Country Visit California California High Sierra



YOSEMITE.COM

Cross Country Skiing Yosemite | Cross Country Skiing in California

Cross country skiing on winter's blanket of snow is one of the best ways to explore the Yosemite high...

📣 Boost this post to get more reach for Yosemite Nation. [Boost again](#)

👍❤️ Jonathan Farrington and 8.2K others 111 Comments 411 Shares

👍 Like 💬 Comment ➦ Share 📱

Social Media - Examples



yosemitenation



yosemitenation In Yosemite, all roads lead to something amazing. A stunning El Cap capture by @nathanleeallen

#yosemite #yosemitenationalpark
#yosemitevalley #yosemitenation
#yosemitenp #yosemite_national_park
#yosemitenps #yosemitepark
@YosemiteNation @yosemitenps
@visitcalifornia #californialove
#california #californialove ❤️
@visitcalifornia #californialove
@visitgoldcountry

9w



silvidipietro @samluqnut 🤔🤔🤔



[View Insights](#)



Liked by trevlee and 15,174 others

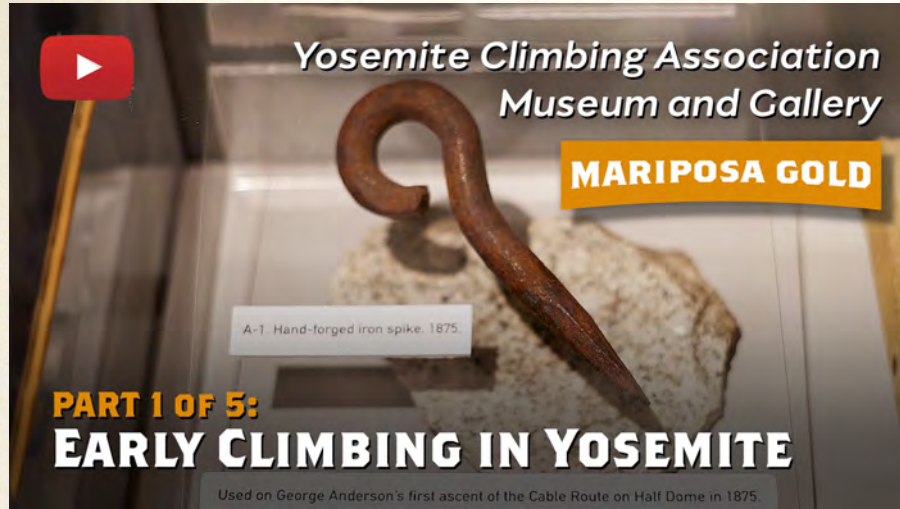
JANUARY 6



Add a comment...

Post

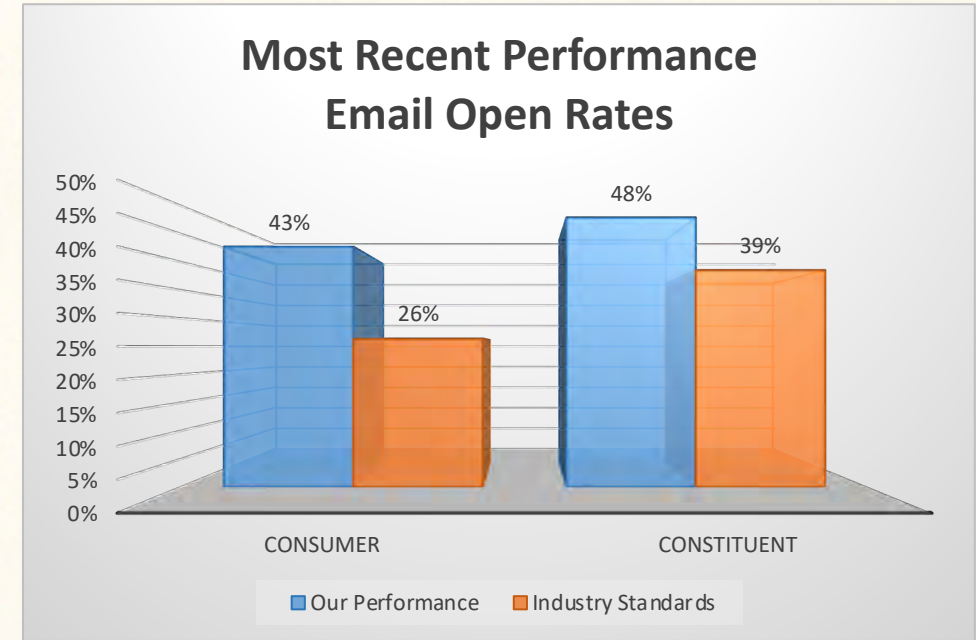
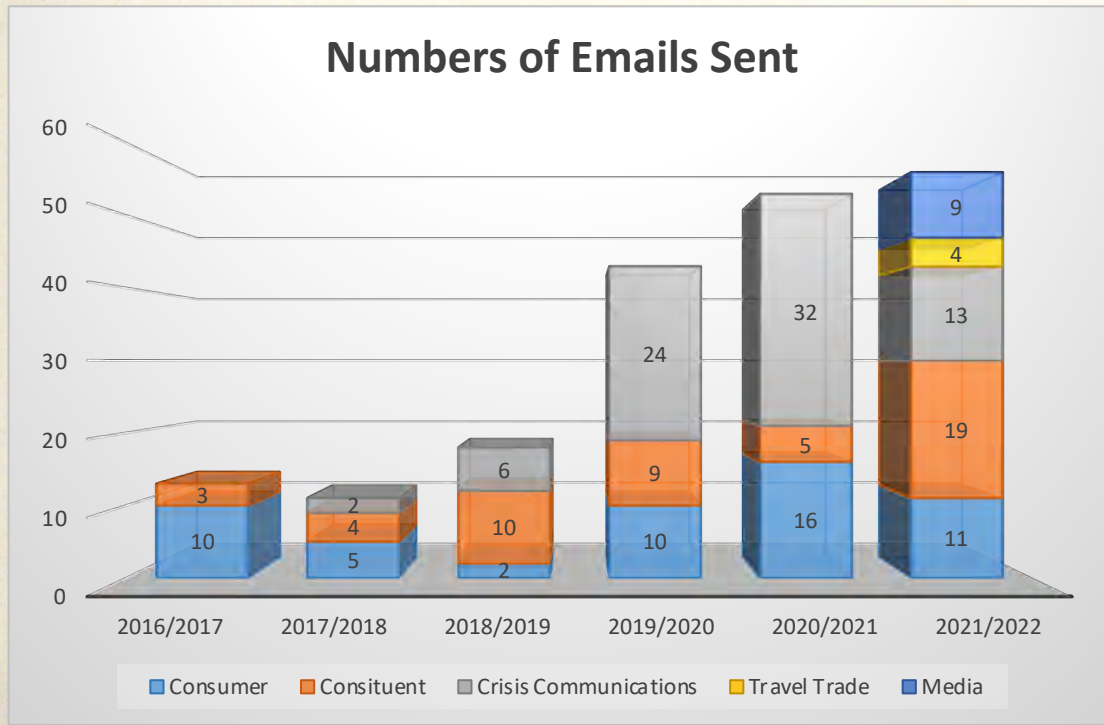
Video Production



- We've completed 5 Mariposa Golds on Yosemite climbing history, featuring the YCA climbing museum, 2 seasonal and a Mariposa County Film Commission video in cooperation with Bill Lowe.
- The video on how to best view the Natural Firefall in Yosemite has been viewed more than 128 thousand times on Facebook alone.
- There are currently 4 videos in active post-production.
- There are 17 more videos scheduled for the remainder of the year, including Mariposa Golds, Modern Day Pioneers, Mariposa Moments, and seasonal promos.

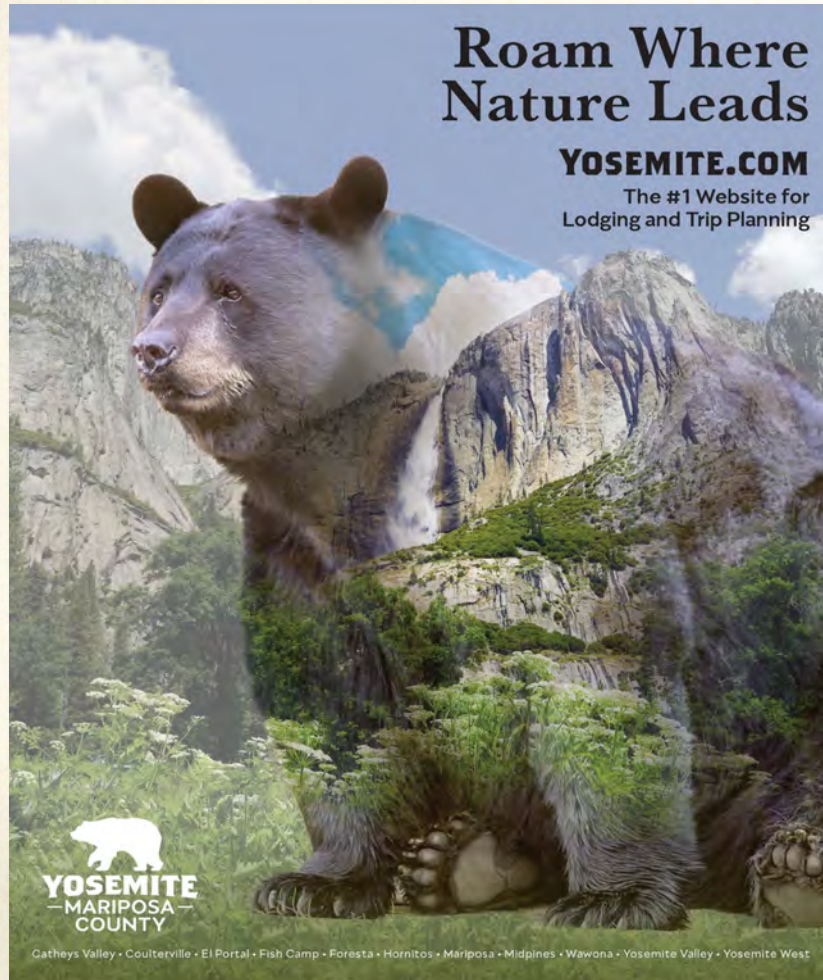
Email Marketing

With four months left to go in the year, we have already surpassed the total number of emails sent last year. We are on track to meeting all of our marketing plan goals.



Re-engagement campaigns are helping us to remove non-responders to more accurately represent our open rates. In addition, we are utilizing a “drip campaign” with new subscribers who have never been to Yosemite to help them plan for their trip and find useful information on Yosemite.com.

Traditional Print



A new Bay Area Magazine,
Local Getaways



Climbing Magazine
Co-Op

Traditional Print

Spring BANG insert

REFRESH
YOUR SPIRIT
IN YOSEMITE
MARIPOSA
COUNTY

STOP AND SMELL THE YOSEMITE WILDFLOWERS

As you hike through the forest, you may notice a small, delicate flower peeking through the undergrowth. It's a California Poppy, one of the most common wildflowers in the Sierra Nevada. These bright orange flowers are a sight to behold, especially when they are in bloom. They are a symbol of the Sierra Nevada's natural beauty and are a popular sight for hikers and nature lovers alike.

What Yosemite wildflowers are you seeing in the Sierra Nevada?

The autumn of wildflowers in the Sierra Nevada is a sight to behold. The forest floor is covered in a carpet of wildflowers, including the California Poppy, the Sierra Nevada Bluebell, and the Sierra Nevada Lily. These flowers are a testament to the beauty of the Sierra Nevada and are a popular sight for hikers and nature lovers alike.

Why are wildflowers so important in the Sierra Nevada?

Wildflowers are an important part of the Sierra Nevada's ecosystem. They provide food for bees and other pollinators, and they help to maintain the health of the forest. Without wildflowers, the forest would be a very different place.

ROOM WHERE NATURE LEADS

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



When you visit Yosemite National Park, you'll find a world of natural beauty. From the towering granite cliffs to the lush forests, there's something for everyone. And when you're in the heart of the park, you'll want to make the most of your time. That's why Yosemite.com is the #1 resource for planning your escape to Yosemite National Park.

Whether you're looking for a place to stay, a trail to hike, or a place to enjoy the view, Yosemite.com has you covered. It's the only website that provides all the information you need to plan your trip to Yosemite National Park.

RECREATION RENEWAL: FIVE DAYS OF

The five-day Recreation Renewal event is a chance to reconnect with nature and enjoy the beauty of Yosemite National Park. It's a series of activities designed to help you relax and rejuvenate. From hiking to yoga, there's something for everyone. The event is held in a beautiful setting, and it's a great way to spend your time in the park.

What are the activities included in the Recreation Renewal event?

The event includes a variety of activities, including hiking, yoga, meditation, and more. It's a chance to connect with nature and enjoy the beauty of Yosemite National Park. The event is held in a beautiful setting, and it's a great way to spend your time in the park.

FOUR PERFECT OPTIONS FOR SPRING LODGING

When you visit Yosemite National Park, you'll want to make the most of your time. That's why we've selected four perfect options for spring lodging. From cozy cabins to luxurious resorts, there's something for everyone. These options are located in beautiful settings, and they're a great way to spend your time in the park.

What are the four perfect options for spring lodging?

The four perfect options for spring lodging are the Yosemite View Lodge, the Tenaya Lodge, the Yosemite Valley Lodge, and the Yosemite Valley Lodge. Each of these options is located in a beautiful setting, and they're a great way to spend your time in the park.

Recreation Renewal:
Spring in Yosemite
Mariposa County

The Art of Picnicking

Stop and Smell the
Yosemite Wildflowers

Favorite Lodging Options
Clamper Clory Days



YOSEMITE
MARIPOSA
COUNTY
YOSEMITE.COM

GLACIER POINT ROAD CLOSED 2022: FIND YOUR 'PLAYAROUN'

Glacier Point Road will be closed in 2022. This is a significant change for many visitors to the park. However, there are still many ways to enjoy the beauty of the park. You can hike, you can drive, and you can enjoy the view. There's something for everyone. Find your 'playaround' and enjoy the beauty of the park.

What are the alternatives to Glacier Point Road?

There are several alternatives to Glacier Point Road. You can hike, you can drive, and you can enjoy the view. There's something for everyone. Find your 'playaround' and enjoy the beauty of the park.

Scenic Wonders

Scenic Wonders has over 120 properties to choose from, offering a wide range of options for visitors. Each property is located in a beautiful setting, and it's a great way to spend your time in the park. Find your 'playaround' and enjoy the beauty of the park.

What are the Scenic Wonders properties?

The Scenic Wonders properties include a variety of options, from cozy cabins to luxurious resorts. Each property is located in a beautiful setting, and it's a great way to spend your time in the park.

The Redwoods in Yosemite

Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, located inside Yosemite National Park, and save 15% this Spring by using coupon code YOSREDWOOD at checkout on our website.

RedwoodsInYosemite.com/specials
(844) 330-1446

Scenic Wonders.com

When you visit Yosemite National Park, you'll want to make the most of your time. That's why we've selected a variety of properties for you to choose from. Each property is located in a beautiful setting, and it's a great way to spend your time in the park.

What are the Scenic Wonders properties?

The Scenic Wonders properties include a variety of options, from cozy cabins to luxurious resorts. Each property is located in a beautiful setting, and it's a great way to spend your time in the park.

Tenaya Lodge at Yosemite

Tenaya Lodge is a beautiful property located in the heart of Yosemite National Park. It's a great way to spend your time in the park. The lodge offers a variety of amenities, including a swimming pool, a spa, and more. It's a perfect place to relax and enjoy the beauty of the park.

What are the amenities at Tenaya Lodge?

The amenities at Tenaya Lodge include a swimming pool, a spa, and more. It's a perfect place to relax and enjoy the beauty of the park.

GLACIATING 101: HOW TO PICNIC IN YOSEMITE

Glaciating 101 is a guide to help you plan your picnic in Yosemite National Park. It provides information on where to go, what to bring, and how to enjoy your picnic. It's a great resource for anyone who wants to enjoy the beauty of the park.

What are the tips for glaciating 101?

The tips for glaciating 101 include where to go, what to bring, and how to enjoy your picnic. It's a great resource for anyone who wants to enjoy the beauty of the park.

SPRING INTO OUTDOOR ACTIVITIES

Spring is the perfect time to enjoy the beauty of Yosemite National Park. There are many outdoor activities to choose from, including hiking, fishing, and more. It's a great way to spend your time in the park.

What are the outdoor activities in Yosemite?

The outdoor activities in Yosemite include hiking, fishing, and more. It's a great way to spend your time in the park.



YOSEMITE
MARIPOSA
COUNTY
YOSEMITE.COM

Traditional Radio

Our annual “Above the Fog” Campaign ran on 6 different radio stations, from Fresno to Modesto.



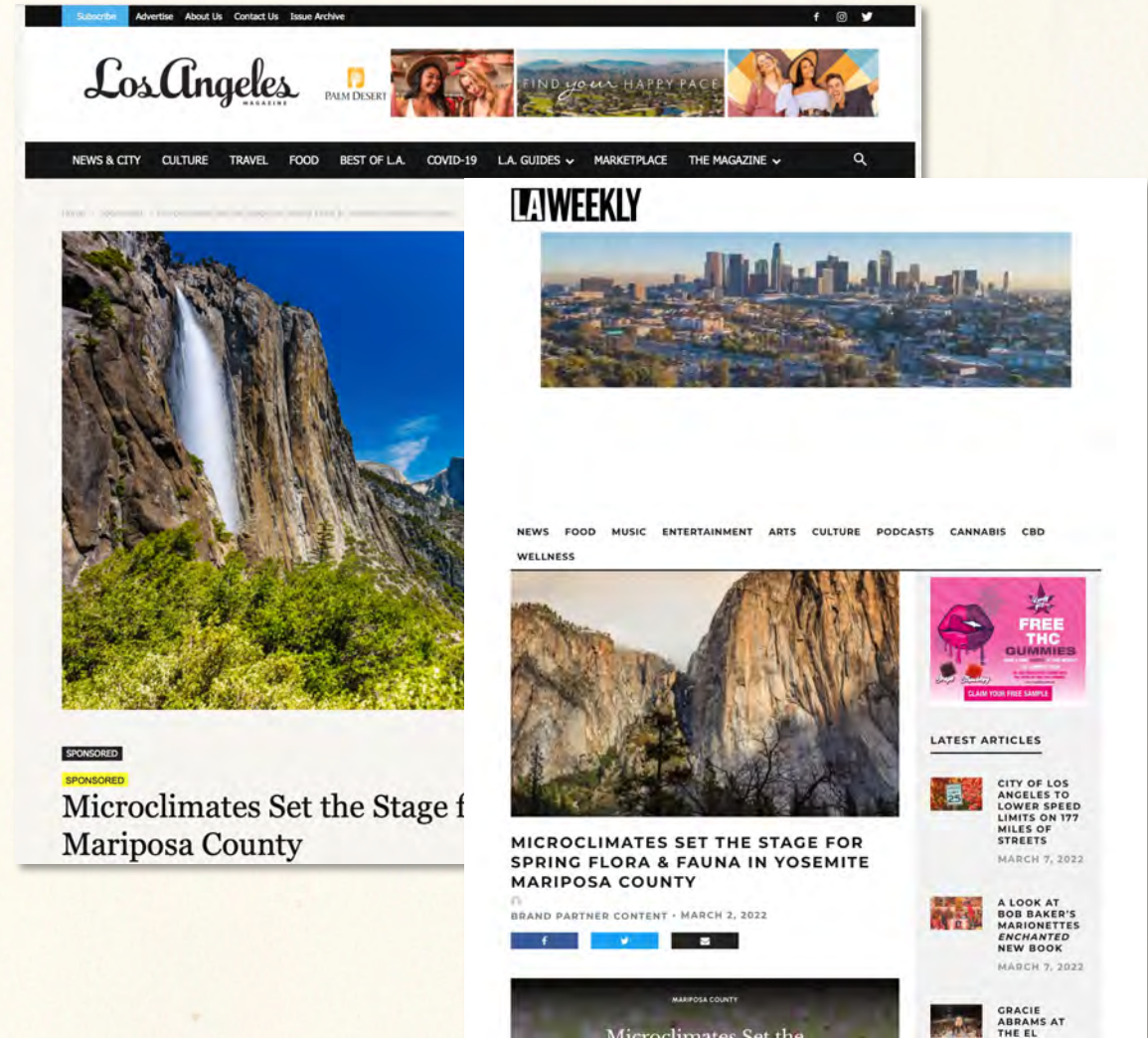
We ran a late winter message in the Bay Area for two weeks.



Native Advertising Co-Op



We originally developed a co-op with three lodging partners to create native advertising with *SFGate*. Due to lack of response from the *LA Times* regarding a similar co-op, we decided to syndicate the story to *LA Magazine* and *LA Weekly*.



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



Featured outlets



Reservations Media Messaging

Thanks to our communications efforts relating to the NPS Reservation System, the media is viewing us as a trusted source. Following are quotes from Jonathan in articles on the new reservation system.

The Mercury News

“There are tens of thousands of people from around the world who already have paid for airfare and car reservations and booked activities for trips to California and Yosemite this summer. This announcement may not seem last minute to the park service, but from a travel perspective it is very last minute. It’s unfortunate.”

San Francisco Chronicle

“In light of two years of COVID-19 and the hardship that has created, we were hoping that the park could have avoided reservations even with the construction projects.”

Times-Herald

After several years where Yosemite visitation was disrupted due to COVID and wildfires, many businesses in the surrounding counties were hoping for a normal summer season, said Jonathan Farrington, executive director of the Yosemite Mariposa County Tourism Bureau.

Jonathan also provided an exclusive interview to the Mariposa Gazette regarding the reservation system.

Examples of Earned Media

January 1 – March 9, 2022

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

FAMs

Tim Chester | AFAR

Jan. 14-17

Featured: The Redwoods In
Yosemite, Tenaya Lodge, Badger Pass

Keri Bridgewater | JustLuxe & Inside Hook

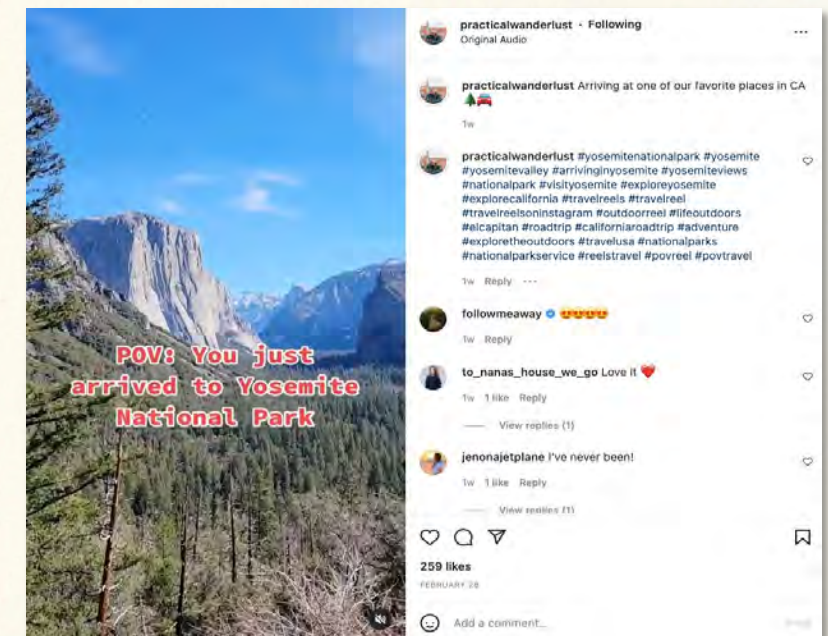
Feb. 7-9

Featured: Explorer Cabins, Badger
Pass

Lia & Jeremy Garcia | Practical Wanderlust

Feb. 25-27

Featured: Yosemite View Lodge,
1850, Badger Pass



Black Diamond - immersion – February

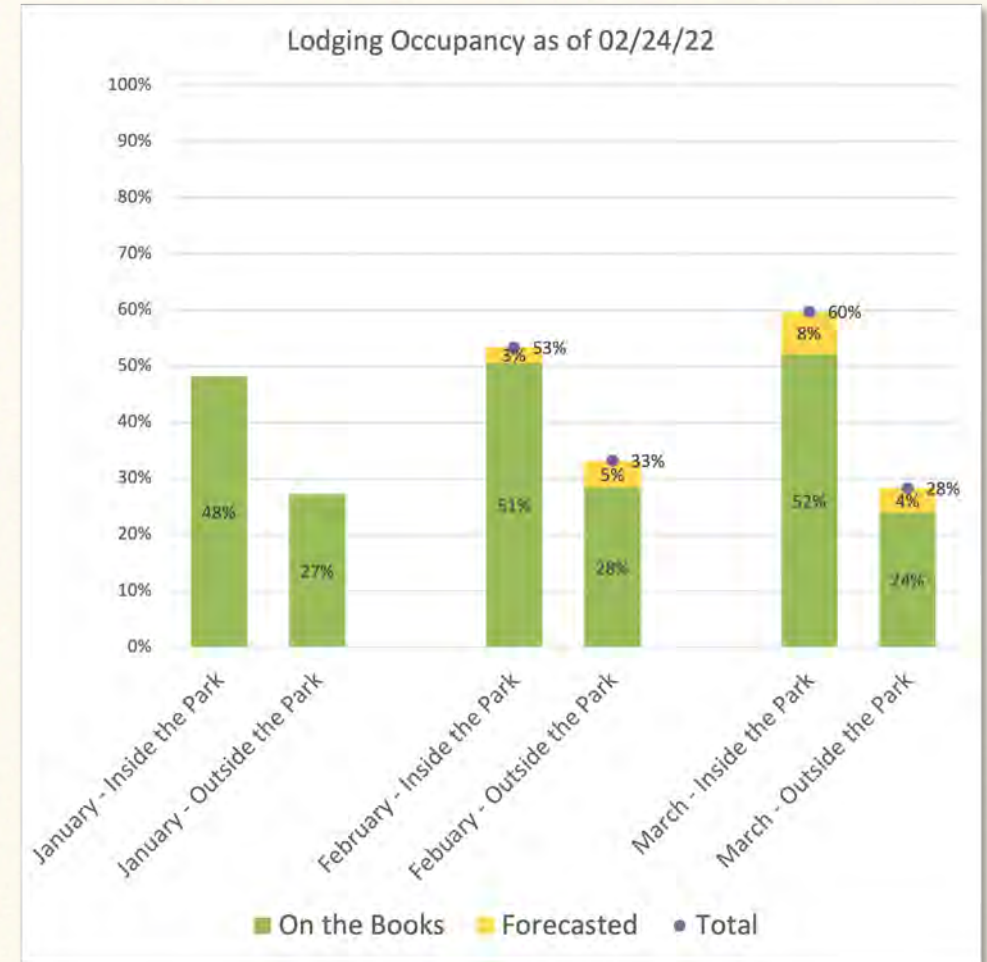
Noble Studios - immersion - March

360ViewPR - immersion - June

Gap Analysis

The 2022/2023 budget will include funding for data and visitor volume reporting. Airdna as well as GPS IP address-based analysis. This data will help show the impacts of YMCTB marketing on geographic movement or influence of visitation from a point of origination to Mariposa County.

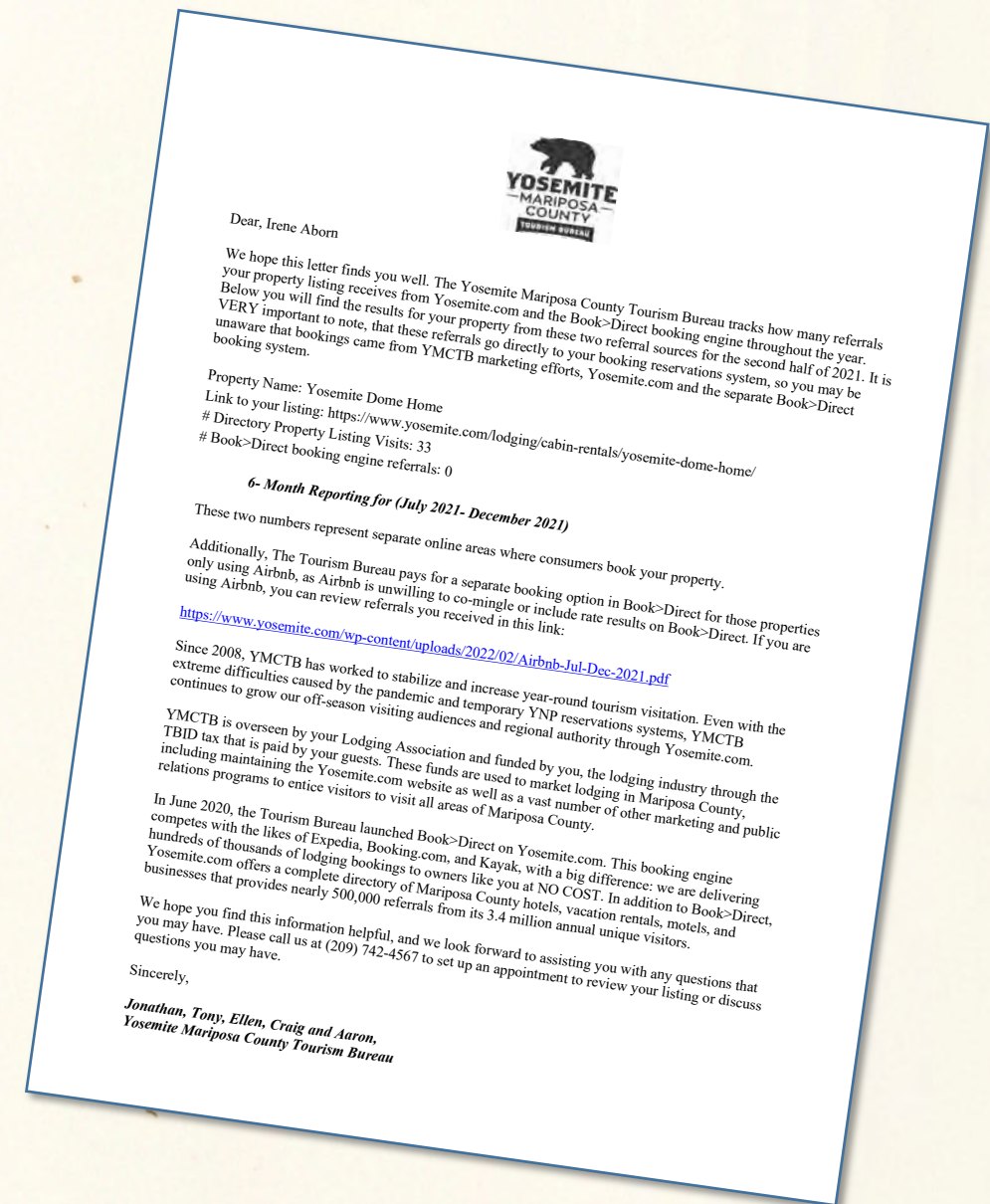
Current GAP surveys will continue. This occupancy reporting and information is helpful. The comments from lodging operators is even more valuable. Having 3rd parting reporting to verify the GAP or occupancy survey reporting is important to verify.



Communication to Lodging Partners

YMCTB sent letters to owners and managers for more than 550 properties, providing specific information about the number of referrals provided through both the YMCTB stakeholder pages and the Book>Direct booking engine.

This reporting covered July 1 – December 31, 2021.



Travel Trade / Trade Shows




2022: What's New in Yosemite Mariposa County

From the triumphant return of popular national park visitor services to exciting new discoveries, Yosemite Mariposa County checks in with What's New for '22.

Yosemite National Park is planning to implement a third year of temporary vehicle reservation. Unlike the last two years of reservation due to COVID-19 and reduced staffing, this decision is based on the large number of construction projects taking place in Yosemite National Park this year, restricting traffic flow and reducing available parking spaces.

Yosemite Valley Shuttle Back in Business – The popular Yosemite Valley Shuttle System returns in 2022 with free and convenient service to 20 stops via eco-friendly buses.

Glacier Point Road Construction – Glacier Point Road will close to all traffic in 2022 to rehabilitate and improve the popular high-country highway. The road partially reopens with traffic controls in 2023.

Historic Rediscovery – Wawona is one of Yosemite National Park's history hubs, especially now with the opening of a new exhibit that tells the 19th century story of the Chinese Laundry, run by Asian laborers for the iconic Wawona Hotel. The building is part of a cluster of historic buildings at the renamed Yosemite History Center, with a fresh focus on telling a more nuanced, multi-ethnic history of the Park.

Yosemite Climbing Museum Opens – Visitors to Yosemite Mariposa County can reach a new peak of local rock climbing lore and legacy at the Yosemite Climbing Association Museum & Gallery. The museum features more than 10,000 pieces, a priceless collection of historical climbing artifacts (including stove leg pitons used on early Nose route ascents of El Capitan) and dozens of archival photographs.

Badger Pass Lifts Up – Yosemite National Park downhill skiing is back! Badger Pass Ski Area is celebrating a long-awaited reopening for the 2021-22 ski season. Established in 1935 as California's first ski resort, this could be the Sierra's best-kept secret.

New Clamping Operation – Located adjacent to the historic town of Mariposa, Wildhaven is set to open in summer/fall 2022. Starting with 40 units in 2022 and expanding to 80 units by 2024, Wildhaven Yosemite will occupy the property that was once Yosemite Zipline Adventure Ranch. Wildhaven successfully opened its first location on the Russian River two years ago.



TRAVEL FROM	PARK ENTRANCE	MILES	KM	HRS
FRESNO	ARCH ROCK	101	162	3.25
FRESNO	SOUTH	62	99	1
LAS VEGAS	TIOGA PASS*	340	548	5.5
LAS VEGAS	ARCH ROCK	497	800	7.5
LOS ANGELES	ARCH ROCK	318	512	4.5
LOS ANGELES	SOUTH	279	449	4
MONTREY	SOUTH	196	315	3.5
SACRAMENTO	ARCH ROCK	182	292	3
SAN FRANCISCO	ARCH ROCK	199	320	3.5
SAN JOSE	ARCH ROCK	183	295	3.25

*TIOGA PASS/HIGHWAY 120 EAST IS OFTEN CLOSED NOVEMBER - MAY

Major Airports:

- Fresno Yosemite International Airport (FAT)
- Sacramento International Airport (SAC)
- San Francisco International Airport (SFO)
- Los Angeles International Airport (LAX)

Mariposa County Amenities and Attractions:

- Four-Season Destination
- 10 area guestrooms/accommodations
- Resorts to Economy Lodging Choices
- Seasonal Cabin Rentals
- Hiking and Backpacking
- Restaurants
- Shopping
- Adventure
- History and Country
- Western Culture
- Big History
- Rafting and Air Tours
- History Museum
- Gold Mining Museum
- Climbing Museum
- County - Coulterville History Museum

Yosemite Mariposa County Tourism Bureau:

Services to Tour Operators

- Room RFP and Contract/Contact Assistance
- Activity, Dining and Itinerary Recommendations and Planning
- Open-source photo and photo use, B-Roll & Maps
- Brochure and website review and support

Contact

Jonathan Farrington
CEO / Executive Director
Yosemite Mariposa County Tourism Bureau
jonathanf@yosemite.com
(209) 742-4567







@YosemiteNation

- Scandinavia Sales Days - March – FDN and Swansons canceled, VUSA held and staffed by Atlantic Link
- Go West Summit – February
- Visit California Outlook Forum – February
- LA Travel Show – Not budgeted, postponed to next year due to poor performance in Santa Clara
- DMA West Summit – April
- Canada Media Day – April
- IPW – June

Traditional Sales

Yosemite National Park to date has not approved meetings inside the park. Until meetings are allowed, investment in meetings SEM or general advertising is not effective.

Individual property sales sheet work will resume now that the website RFP is complete. Assistance from properties will be needed.

Wedding permits will allow wedding party access to YNP this year. YMCTB is promoting weddings and or renewed ads in Here Comes the Guide.

Meeting Planning and Celebrations pages are updated.

The number of properties including YNP not engaging or participating in international contracting is at a low point. YMCTB continues to engage in outbound sales efforts. We hope properties will engage and respond to requests for inventory.



International Markets

Our paid international digital media programs are gaining significant returns of impressions and web traffic. No other DMO's we're aware of are using this unique approach.

UK effort was established in 2019/20

Australia was launched in January 2022

Germany will launch in March 2022

Impacts from the YNP temporary reservations system will have a negative impact on 2022, and possibly cause long term confusion over reservations policy in 2023 and far beyond.

Contract with our in-market representation firms will move from life support to full throttle in 2022/23. Retainers will be higher again as a result of full efforts. United Kingdom, Germany, Australia and Scandinavia will continue. Smaller outreach in Belgium and possibly France and India soon.

YMCTB Challenge. Many properties are not participating in international contracts or providing dynamic inventory to wholesalers, bed banks or receptive operators. If YMCTB is to continue to invest significant time and funds to promote international visitation, we need properties to engage with the companies that provide reservations. Ongoing education will continue to be a focus.



Collateral

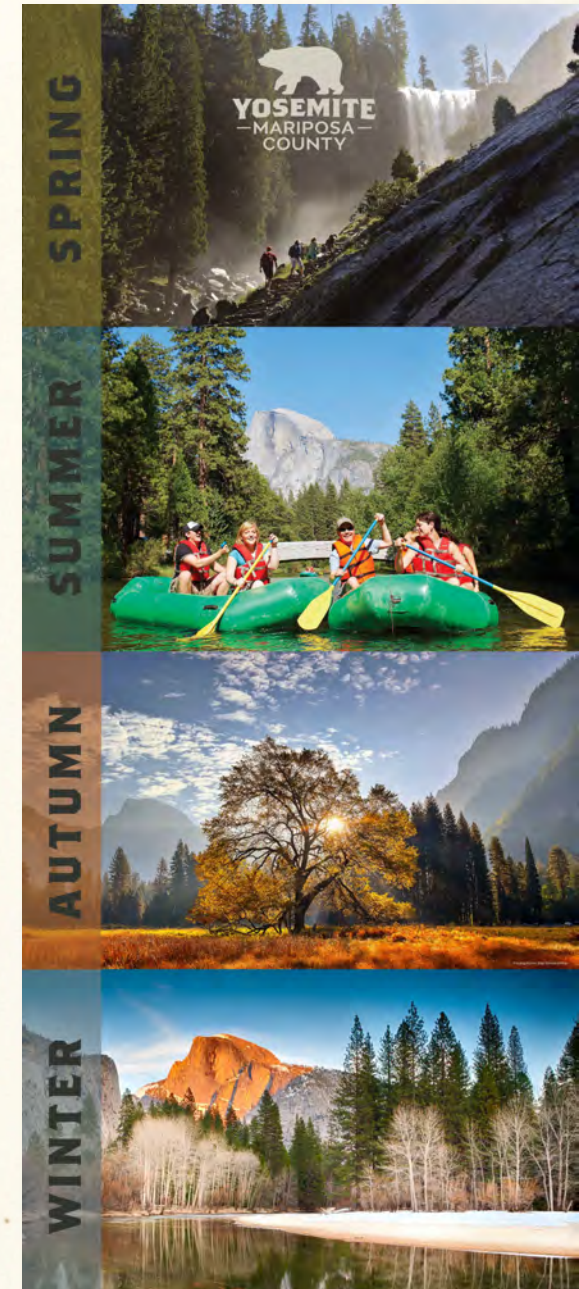
We have been working to update our trade show materials, including pull-up banners in both standing and table-top versions. The artwork for these are being shared with our international offices to help them promote Yosemite Mariposa County at in-market shows.



The table-top version of our “California Locator” pull-up banner

Our new full-size “four-season” pull-up banner

We will also be printing a “pocket guide” to Nature Rules and revising the Mariposa Town Map.

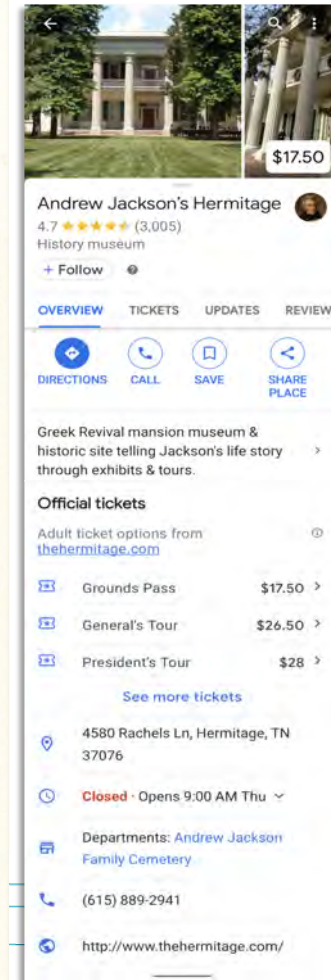


Local Business Support

California Digital Optimization Project – Google Business Profiles

YMCTB has been collaborating with the Mariposa County Chamber of Commerce and other local organizations in promoting several upcoming workshops on the importance of Google Business profiles, how to set them up and manage them, and how you can enhance your business through the profiles.

This is a program of Visit California in collaboration with the regional rural visitor associations.



Up-to-date profiles are:

- **2.7X** more likely to be considered reputable.
- **70%** more likely to attract location visits.
- **50%** more likely to lead to a purchase

⁽¹⁾ Ipsos research: Benefits of a complete listing 2017

Local Business Support

Mariposa Gazette – “Discover Mariposa” Returns

We are underwriting a portion of the *Mariposa Gazette’s* “Discover Mariposa” publication to give to visitors throughout the County. The Gazette did not publish a new version for the last two years. As we are not currently planning to print our travel planner, this publication plays an important role in providing a printed handout for visitors.

We are also helping to promote advertising opportunities available to local businesses.

DISCOVER
MARIPOSA, CALIFORNIA

Millions of visitors come to Mariposa County each year

Many to visit Yosemite National Park. But what about all of the other things to do in Mariposa County?

That is the focus of our second edition of Discover Mariposa County, a publication of the Mariposa Gazette, which will feature information about all of the county. The book will highlight the wide variety of activities available to visitors, from Coulterville to Mariposa to Fish Camp and everything in-between.

It will also feature maps, a calendar of events, where to eat and stay, hiking opportunities and much more.

This publication will be a testament to the wide variety of activities available in Mariposa County – and show visitors how much more there is to do in addition to the crown jewel of Yosemite National Park.

Over 50,000 copies will be distributed

Contact Shantel Today!
(805) 390-5429
shantel@mariposagazette.com
or stop by the office 5108 HWY
150 Suite B, Mariposa

Publishes MAY 26, 2022
Advertising Deadline April 15, 2022

DISCOVER
MARIPOSA, CALIFORNIA

RETURNING MAY 2022

FULL PAGE 7.375" WIDE BY 10" TALL

Inside Page	\$750
Inside Back	\$800
Page 3	\$900
Back Page	\$1,000
Inside Front	\$1,050

SPECIAL 15.75" WIDE BY 10" TALL

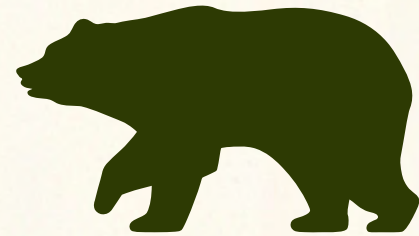
Two Page Spread \$1,400

PREMIUM POSITIONS

Yosemite
MARIPOSA COUNTY
TOURISM BUREAU



Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU