

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
Presentation**

January 21, 2021



Overview

- 2020/2021 Goals: Mid-Year Review
- Executive Director Update
- TOT & TBID Income
- KPIs: Performance Recap
- Book>Direct Results
- SEO
- Yosemite.com Strategy 2.0
- Content Calendar
- Email Marketing
- Traditional Print / Collateral
- Social Media
- Video Production
- Special Offers
- Travel Trade / Trade Shows
- Traditional Sales
- International Marketing
- Earned Media
- FAMs

2020/2021 Goals: Mid-Year Review

- The following is an update on our eleven 2020/2021 primary goals as listed in the YMCTB Business and Marketing Plan.
- The wording of the goals is based on the original Marketing Plan, not word-smithed for this presentation.
- Some goal details will be covered throughout the marketing update.

2020/2021 Goals: Mid-Year Review

1. Return to a “normal” fiscal situation. Our primary goal is to return revenue levels to lodging and businesses throughout Mariposa County. We can influence or build visitation volume. We will engage to ensure restrictions to visitation are lifted when it is safe to do so.

2020/2021 Goals: Mid-Year Review

2. Build our MARIPOSA COUNTY brand. We will continue to position Mariposa County independent of the Park and more self-reliance in terms of our recovery from park and regional impacts from fires, floods and rockfalls...and viruses. It takes a village. We cannot open, run or grow tourism related businesses. We have no control over retail stores and restaurants when they choose to close early rather than respond to visitor demand. We **can** work to educate businesses about consumer demand and how to better harvest tourism-related spending. We are building our special offers and more content that supports businesses and the unique people and culture that make Mariposa County who and what we are. “Things to Do in Mariposa County” and “Modern Day Pioneers” are two of the tactics we are developing.

2020/2021 Goals: Mid-Year Review

3. Continue our focus on Yosemite.com as our most important marketing tool and storefront for tourism. Yosemite.com 2.0 provides specific details on the plan and goals.

2020/2021 Goals: Mid-Year Review

4. Grow our Social Media and expand our owned channels. Again, this strategy is spelled out in the following plan and goals are outlined. This effort will include internal and external partners and significant time and effort. Social media continue to significantly expand, change, and reinvent itself.

2020/2021 Goals: Mid-Year Review

5. Continue to build on the success of our “100 Things to Do in Mariposa County” list and “Special offers” from our business partners.

2020/2021 Goals: Mid-Year Review

6. Increase our SEO rankings: Our goal will be to identify several important phrases that reflect our goal of capturing high-funnel queries and establish a tracking system that will allow us to see improvement in ranking over the course of the year.

2020/2021 Goals: Mid-Year Review

7. Improve our SEM/PPC ROI: Our goal is to continue closing the gaps between strong brand and non-brand search terms providing a direct correlation using consultant and Noble expertise.

2020/2021 Goals: Mid-Year Review

8. Prioritize and Track Yosemite.com

Maintenance: Since the amount of time we have from Noble to work on the website is retainer budget based, we will prioritize what is essential for Noble staff to take on and what can be accomplished in-house.

2020/2021 Goals: Mid-Year Review

9. Align internal and Noble strategies for Digital Paid Media: As our largest budget item, we will need to continue to strive for the best use of these dollars, tracking where the investment is spent and the return on investment. To that end, we want to make sure that our internal strategies are aligned with Noble's across all channels.

2020/2021 Goals: Mid-Year Review

10. Audit all International Marketing: We will review and revise all of the marketing assets, presentations, YMCTB mini planner, and other promotional items utilized by the international offices.

2020/2021 Goals: Mid-Year Review

11. Integrate AirTable as YMCTB's database tool:
Integrate this online collaboration tool into as many areas as possible to increase the ease and efficiency of sharing information between YMCTB staff and outside collaborators.

Executive Director Update

- Grants and PPP applications completed and in-process.
- Marketing Committee Retreat will be postponed from February. We hope that April is possible?
- Community Meetings will also be postponed.
- Executive Director – community involvement: YGP - EDC - AAC/YARTS – GCVA – HSVA – VCRC.
- Visitor Center RFP assisted MCCOC.
- New Board of Director and Advisors on-boarding still required. Lisa, Jason and Gautam as well as new Supervisors Forsyth and Smallcombe. Resource binders were created – in-person meetings are difficult right now.
- 2021/2022 marketing and budget planning process.

TOT & TBID Income

TOT Collections

Month	20/21 Amount	19/20 Amount	18/19 Amount	17/18 Amount	16/17 Amount
July	\$ 1,474,664	\$ 2,857,229	\$ 1,548,198	\$ 1,995,936	\$ 2,011,727
August	\$ 1,591,830	\$ 2,626,881	\$ 650,470	\$ 1,823,040	\$ 1,827,371
September	\$ 790,349	\$ 2,483,753	\$ 1,670,119	\$ 1,641,612	\$ 1,700,907
October	\$ 1,327,953	\$ 1,852,803	\$ 1,276,720	\$ 1,289,251	\$ 1,224,684
November	\$ 1,166,846	\$ 1,094,861	\$ 859,085	\$ 769,596	\$ 761,591
December		\$ 1,081,371	\$ 748,286	\$ 752,876	\$ 731,360
January		\$ 598,299	\$ 454,886	\$ 468,527	\$ 406,545
February		\$ 779,460	\$ 394,608	\$ 507,606	\$ 476,816
March		\$ 378,288	\$ 671,734	\$ 748,369	\$ 735,920
April		\$ 10,793	\$ 1,471,107	\$ 1,112,161	\$ 1,274,928
May		\$ 17,168	\$ 2,234,619	\$ 1,709,524	\$ 1,678,830
June		\$ 571,448	\$ 2,844,599	\$ 2,165,245	\$ 2,052,049
GR TOTAL	\$6,351,643	\$ 14,352,353	\$ 14,824,432	\$14,983,743	\$ 14,882,728

Δ Prior Year \$ (8,000,711) \$ (472,079) \$ (159,311) \$101,015 \$ 529,576

Year To Date \$ (4,563,884)

TBID Collections

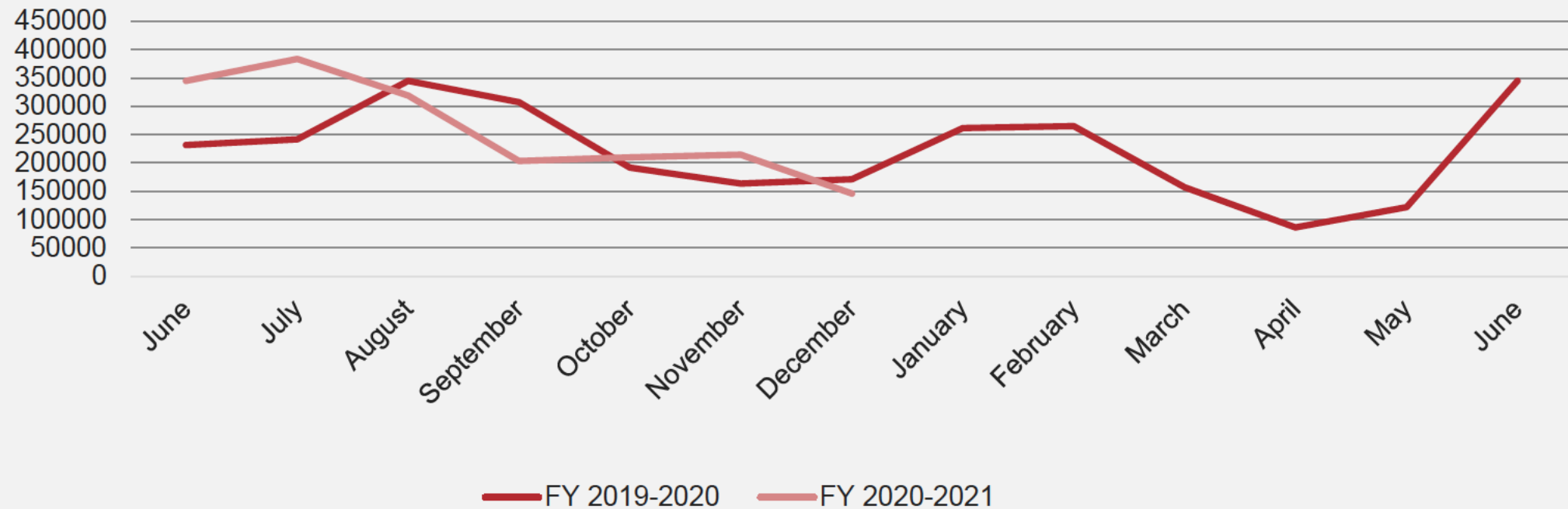
Month	2020-2021	2019-2020	2018-2019
Jul	\$ 32,892	\$284,356	\$210,888
Aug	\$ 137,534	\$226,277	\$179,271
Sep	\$ 123,733	\$227,407	\$59,998
Oct	\$ 86,666	\$227,841	\$96,547
Nov		\$116,805	\$202,663
Dec		\$148,902	\$97,688
Jan		\$94,089	\$46,424
Feb		\$53,395	\$60,668
Mar		\$62,297	\$56,365
Apr		\$37,165	\$61,510
May		\$5,937	\$105,351
Jun		\$3,422	\$124,642
Total	\$ 380,825	\$1,487,891	\$1,302,017
Total PY	\$965,881		
Diff	\$ (585,056)		

KPIs: Performance Recap

	July 1, 2020 – June 30, 2021 Month 6 of 12 = 50%	FY2020/21 Annual Goals
PRIMARY KPI Partner Referrals	ACTUAL: 242k 56% to goal Lodging: 224k Things to do: 33k Dining: 8k	472,500 Referrals Lodging: 354,375 Things to Do: 108,675 Dining: 9,450
Supporting KPIs		
Overall Sessions	ACTUAL: 1,476,226 61% to goal	2,420,000 Sessions
Organic Sessions	ACTUAL: 725,806 52% to goal	1.4M Sessions
International Market Sessions (UK, Australia, China, Germany, Scandinavia)	ACTUAL: 32,981 15% to goal	225k Sessions
Tracked Metrics		
Book Direct Referrals	December: 16,024	YTD Total: 268,928
Newsletter Sign Ups	New Subscribers FY YTD: 2,703	Total Subscribers: 61,294

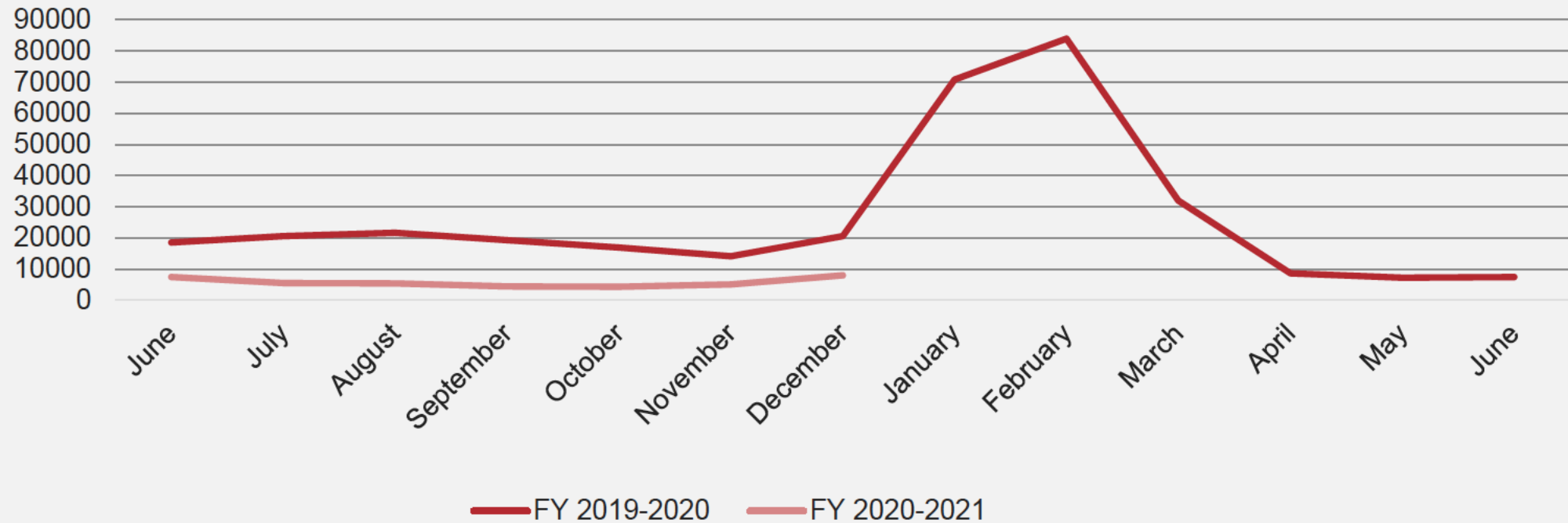
Overall Growth: Sessions

Sessions December 2020	Total Fiscal Year Sessions	Fiscal Year Goal	% of Goal Reached
146,296	1,476,226	2,420,000	61%



International Market Growth

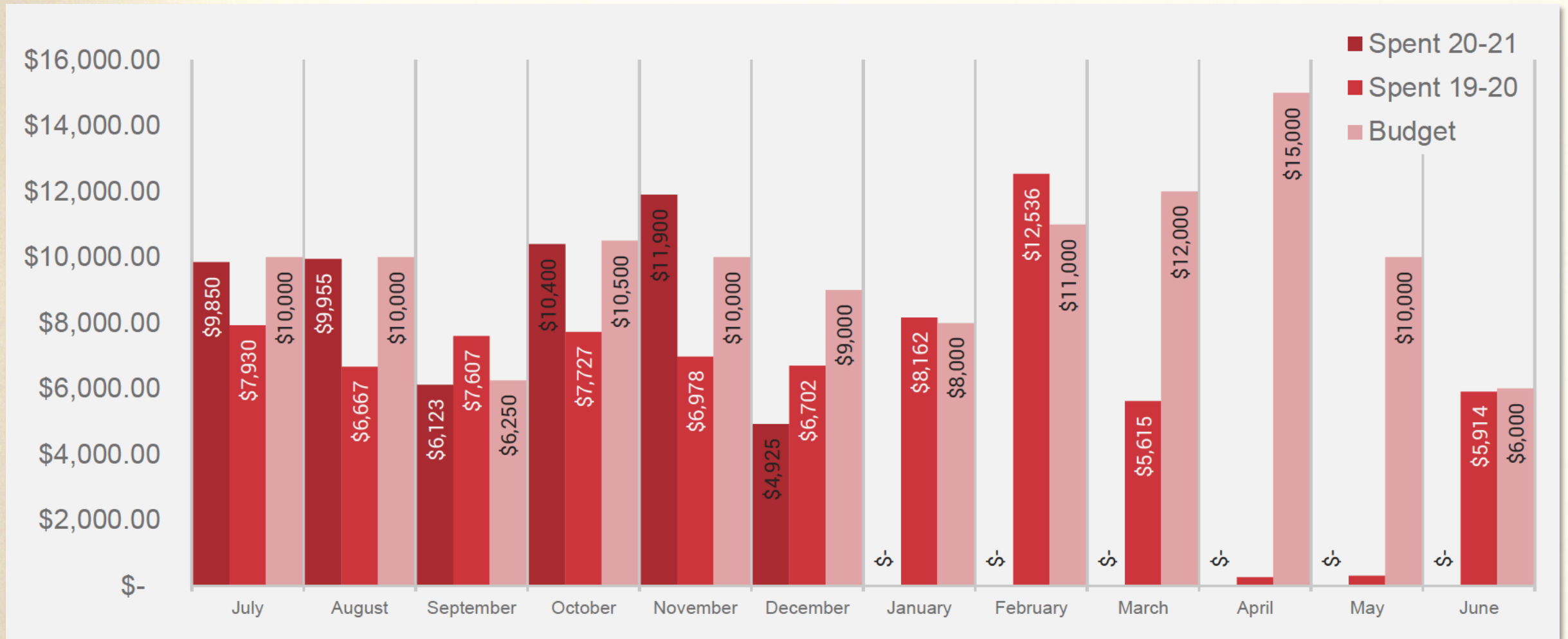
International Market December 2020	Total Fiscal Year International Market	Fiscal Year Goal	% of Goal Reached
8,016	32,981	225K	15%



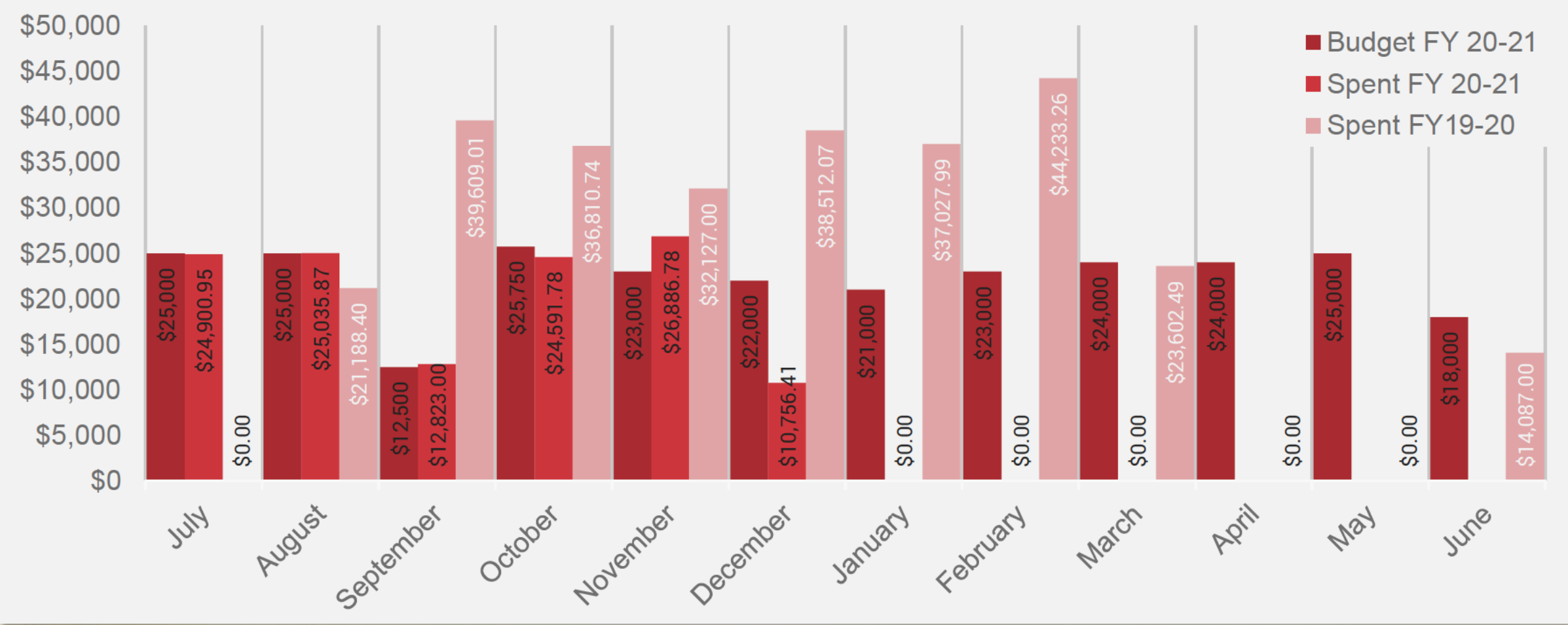
Site Channel Performance

Default Session	December'20 Sessions	December'19 Sessions	Variance	Bounce Rate	Pages / Session
Organic Search	67,651	96896	-30%	46.62%	2.24
Paid Social	30,557	10746	184%	62.22%	1.82
Paid Search	16,616	27583	-40%	41.65%	2.76
Direct	14,037	18312	-23%	53.99%	2.06
Social	6,490	1,335	386%	55.96%	1.49
Email	4,496	66	6,712%	44.62%	2.28
Display	4,623	13185	-65%	83.32%	1.31
Referral	1,705	2930	-42%	42.52%	2.24
(Other)	120	52	131%	51.67%	1.91
Total:	146,296	171,116	-15%	51.49%	2.13

Paid Search Budget \$123,000



Paid Media Budget \$264,000



Display Ads Performance in California

- Ads generated 988,232 impressions.
- 316 total partner referrals with an overall \$19.34 cost per conversion.
- Winter remarketing ads drove the most lodging conversions, with an average cost per conversion of \$18.60.
- Winter Creative had 56 lodging conversions and the /winter landing page had a 61% bounce rate. The Ahwahnee retargeting ads performed better than the Tenaya retargeting ads. Top performing creative is featured to the right.
- Special Offers is performing with 22 lodging conversions and the /special-offers/ landing page has a bounce rate of 67%.

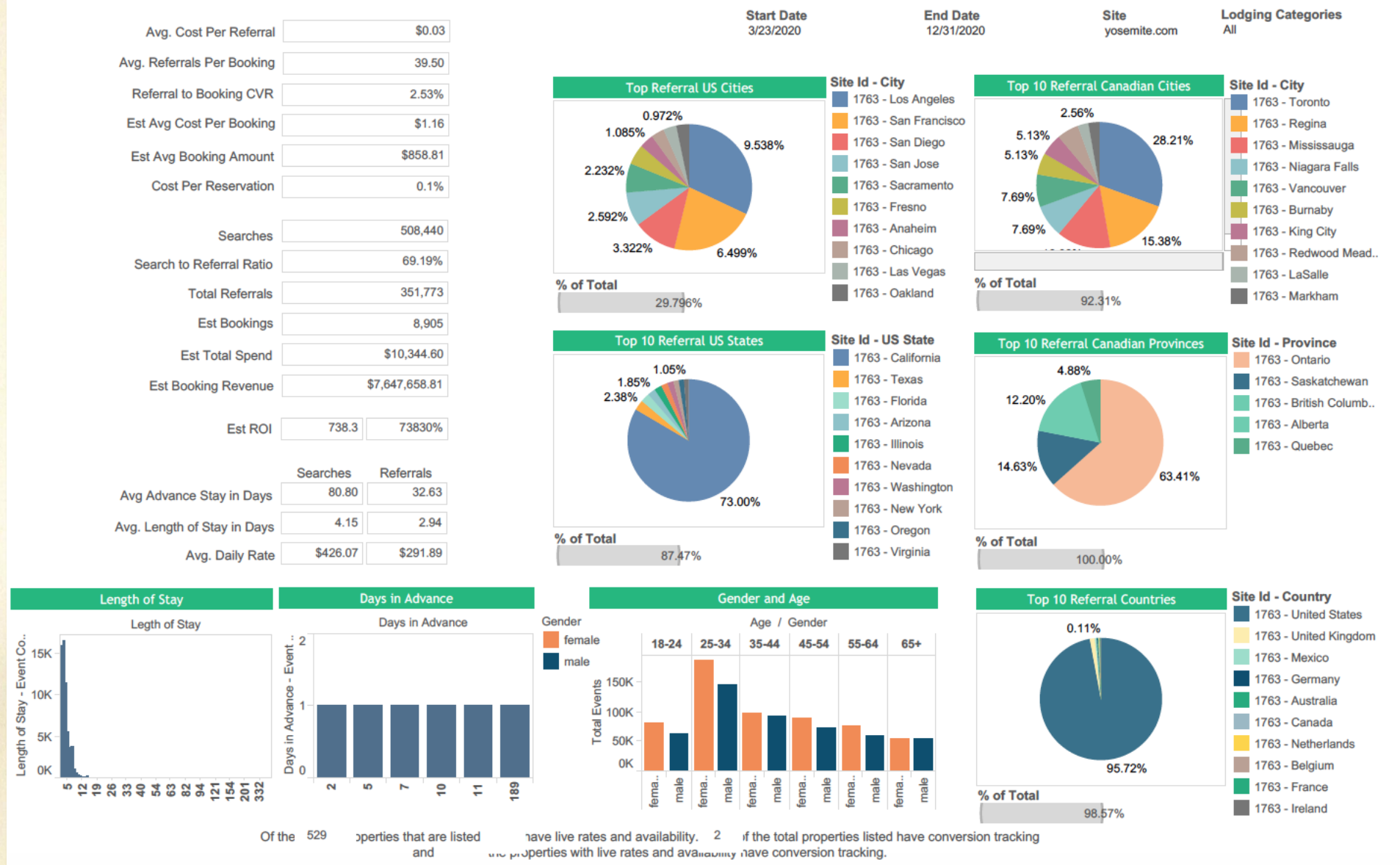


Paid Social Media Ads Performance

- Ads generated 1,497,263 impressions.
- Paid social sessions increased 184% YoY.
- In December, Shutterbugs audience was most engaged, with an overall 8% CTR – Our top ad had a 9% CTR and is to the right. The iconic picture and approachable caption combo resonates with our audience!
- /special-offers/ page had a bounce rate of 48% from paid social
- /holiday/ page had a 68% bounce rate
- /winter page had an 81% bounce rate from paid social traffic

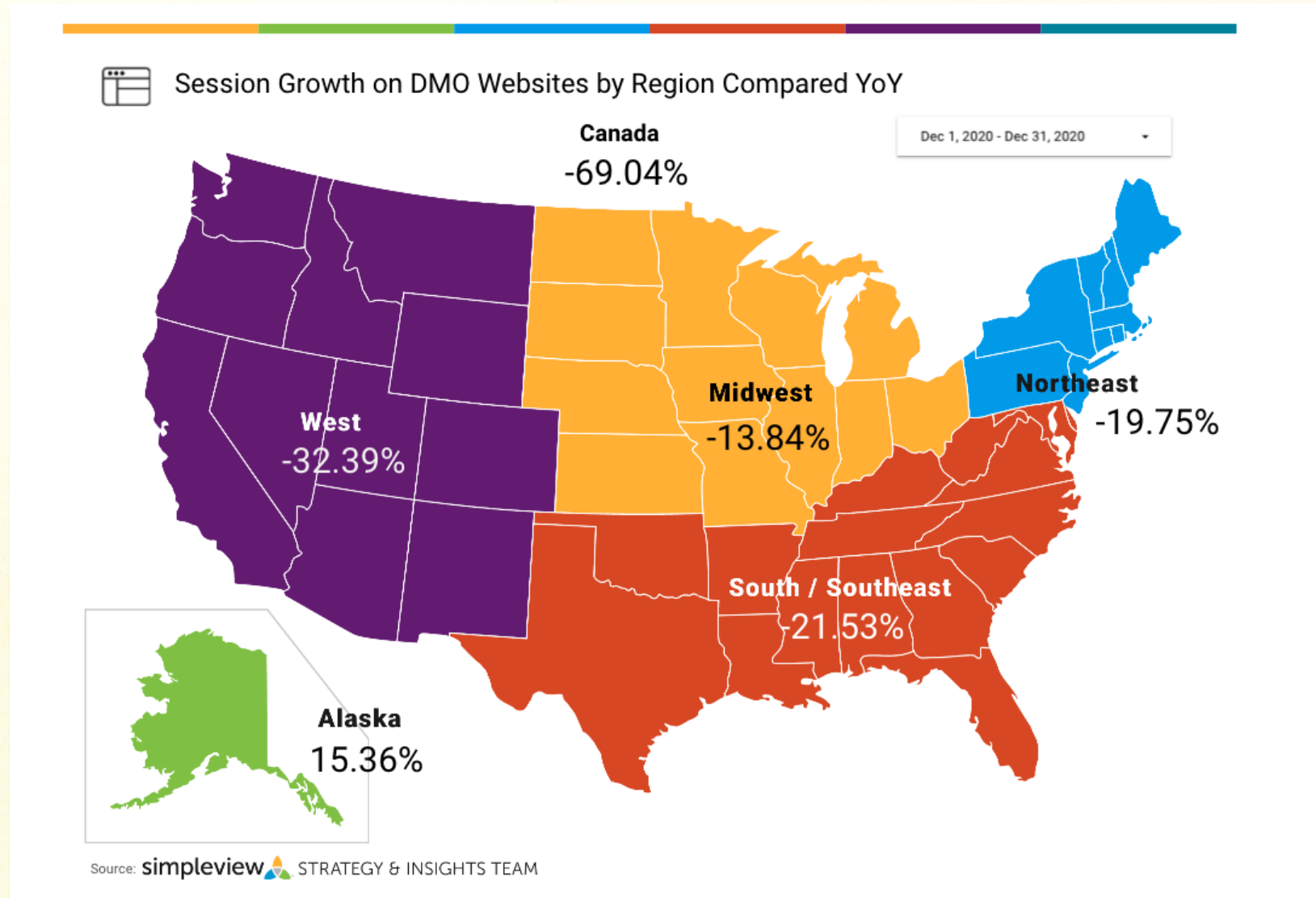


Book>Direct



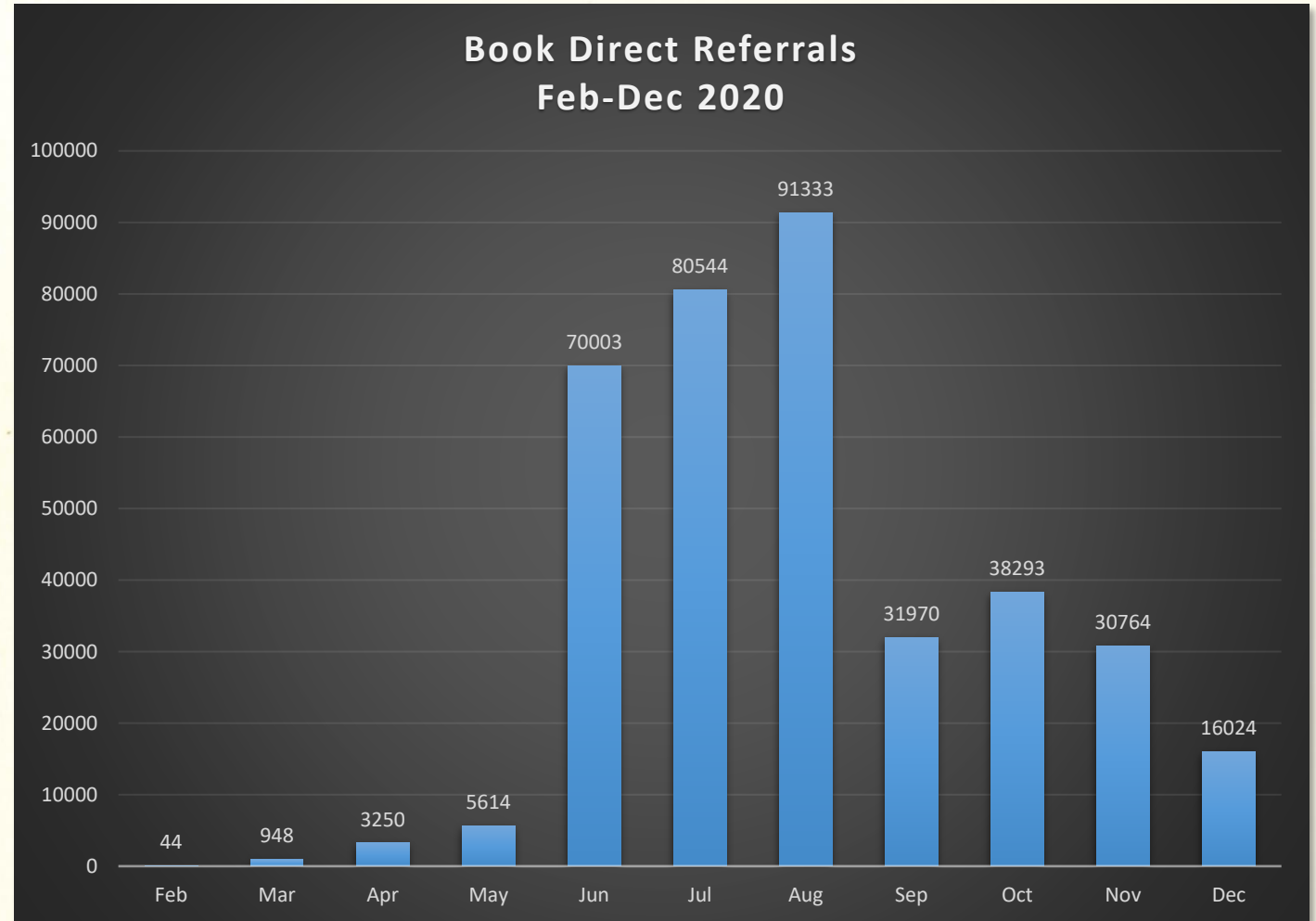
Book>Direct Tracking

Book Direct
COVID-19
performance
impacts US and
Canada



Book>Direct Tracking

Book Direct Engagement started strong in June and quickly declined in the last quarter due to repeated lodging shut-downs.



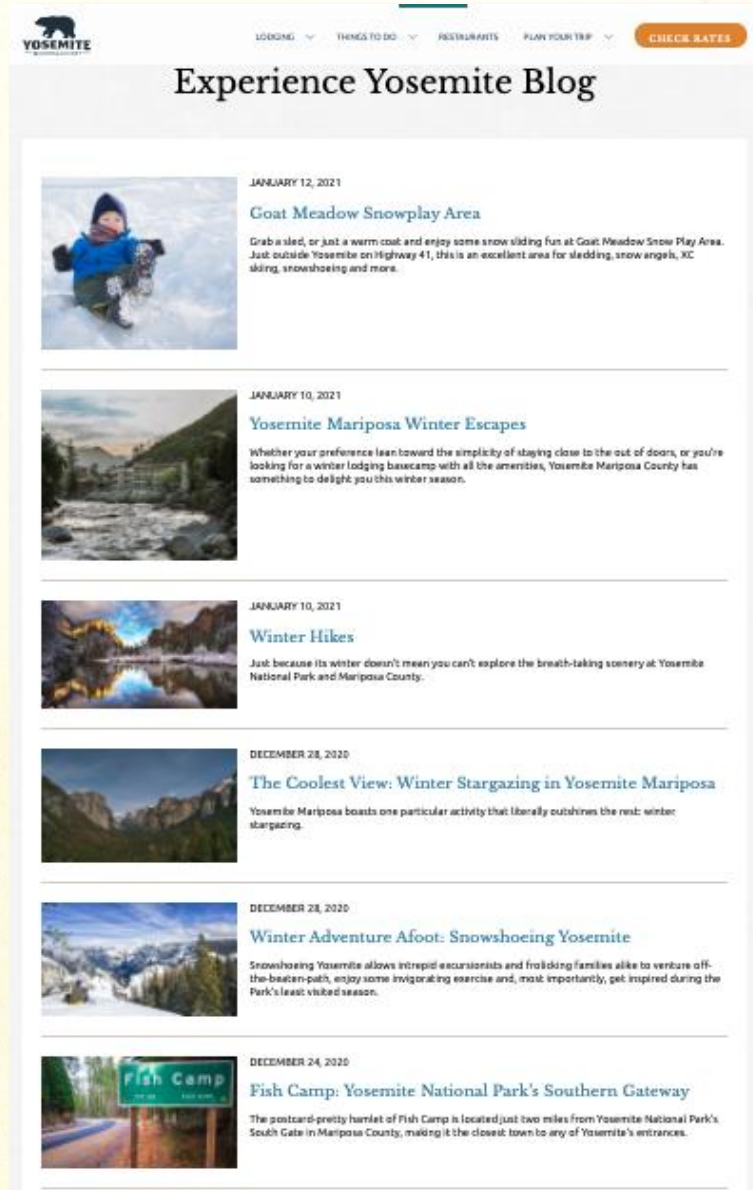
Search Engine Optimization



- Our goals in our marketing plan for SEO call to align with Noble Studios to converge our internal content calendar with Noble’s recommendations based on what people are searching for.
- The articles to the left are examples of either new content we’ve created or content we’ve updated recommended by Noble based on the search trends.
- To satisfy the balance of content that promotes Mariposa County and content that satisfies search, we’ve worked to include broader search terms like “California Hiking” or “California Camping” to cast a wider net and pull in readers that may not be searching for Yosemite specific terms.

Yosemite.com Strategy 2.0

Restructuring our blog navigation will eliminate the current structure which is just a long scroll of every blog. (Pictured)



- We're working to restructure how blog content is found on the site. Currently there is no way to view all of the content that supports specific topics on the site. We're working to recategorize every blog on the site into new redefined categories broken down by activity, location, season, type of traveler, type of lodging, etc.
- Following reorganization, we'll build a new hub page that will allow the user to seamlessly navigate our ever-growing catalog of content.
- We also have ongoing projects to restructure how "above the fold" images and videos display on the site.
- We're also working with Noble on a new section on the site to display our ever-growing catalog of videos to earn more views.

18-Month Content / Story Calendar

FAMILY & KID FRIENDLY, SOUTHERN YOSEMITE, WINTER

Goat Meadow Snowplay Area

Winter snowstorms will dust Yosemite Mariposa's high country with a playful blanket of snow ready to romp, sled and snowshoe over. One of the most woohoo-worthy snow play hubs in Mariposa County is surprisingly easy to reach. Some might even call it the [G.O.A.T.](#)!

Goat Meadow Snowplay Area is under the radar for many travelers rushing by its nondescript turnoff on the way to Yosemite National Park. But for those who take this road less traveled, there's a great payoff: pure sled ecstasy. Like



HISTORY AND STORIES, MARIPOSA COUNTY REGIONS, SOUTHERN YOSEMITE

Fish Camp: Yosemite National Park's Southern Gateway

The postcard-pretty hamlet of Fish Camp is located just two miles from Yosemite National Park's South Gate in Mariposa County, making it the closest town to any of Yosemite's entrances. Surrounded by the [Sierra National Forest](#), Fish Camp

EXPERIENCE YOSEMITE, INSIDE YOSEMITE, OUTDOOR ACTIVITIES, WINTER

5 Days of Fun in Yosemite's Winter Season: Build Your Own Itinerary

Wave goodbye to crowded city centers, and take a deep breath of Yosemite's winter. Crisp clear air, rosy cheeks, and Yosemite's majesty practically to yourself.

Winter gifts us with unobstructed views of snow-kissed cliffs. Waterfalls reawaken and cold nights transform the spray into a delicate lacework of ice that melts from the walls in the morning sun. If you catch it at the right moment, a

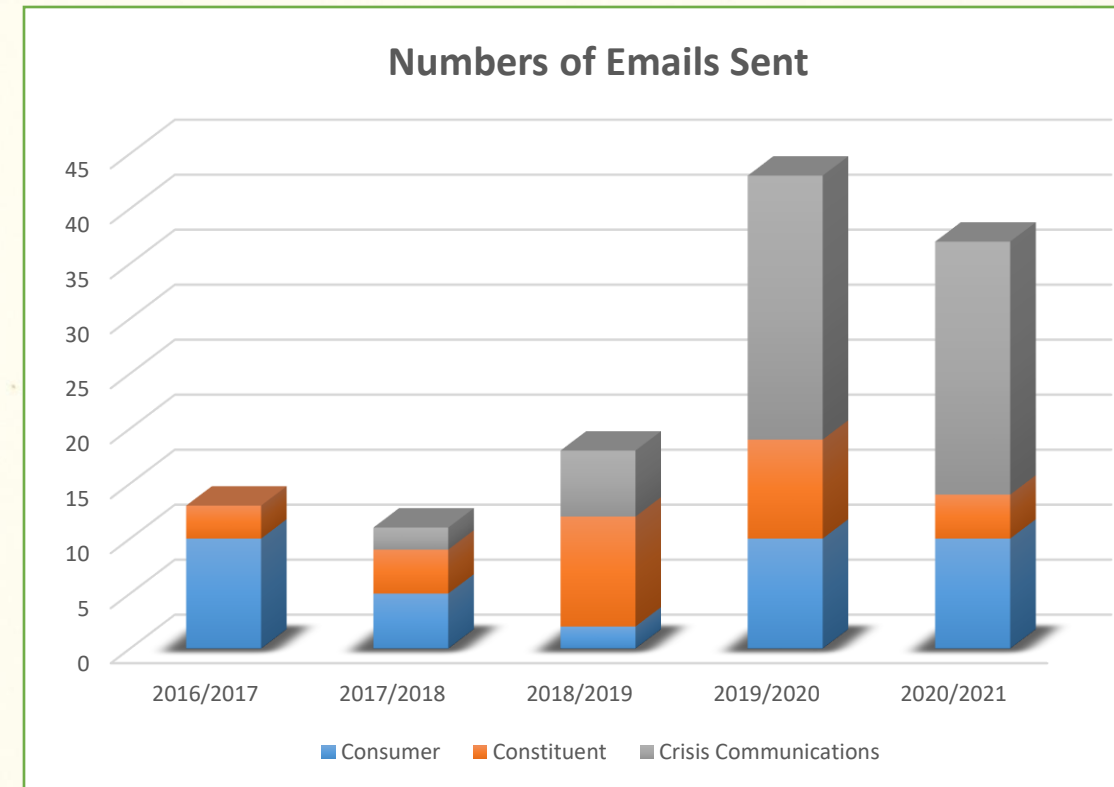
- At the midpoint of the fiscal year, we've already hit our goal of 40 new blog posts that promote Mariposa County. None of our new blogs only focus on Yosemite.
- Five of our new blogs are itineraries that are meant to move people about Yosemite National Park and greater Mariposa County to experience all that our region has to offer.
- 40 new blogs written this fiscal year exceeds our new content creation numbers for any previous fiscal year in Yosemite.com's history. **There's still six months left in the fiscal year.**
- To make sure that our new content is relative and impactful, we've changed our content calendar brainstorming sessions from quarterly to monthly

Email Marketing

We are well on pace to meet our annual eCRM goals. We have sent a total of 14 regular emails in the first half of the fiscal year – four to constituents (goal of 8) and ten to consumers (goal of 14). In addition, we have sent out two marketing updates and two Travel Trade newsletters.

We also delivered 23 “crisis communications” emails (PY was 24).

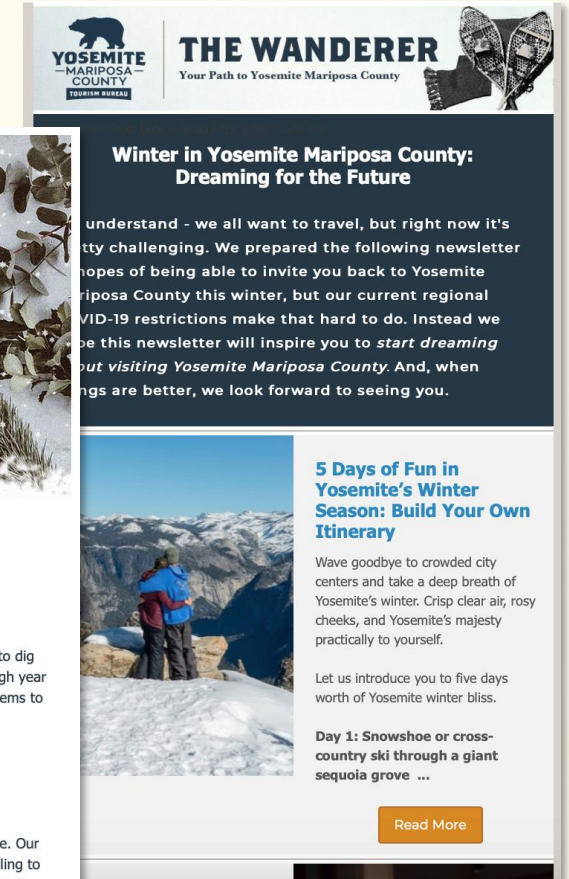
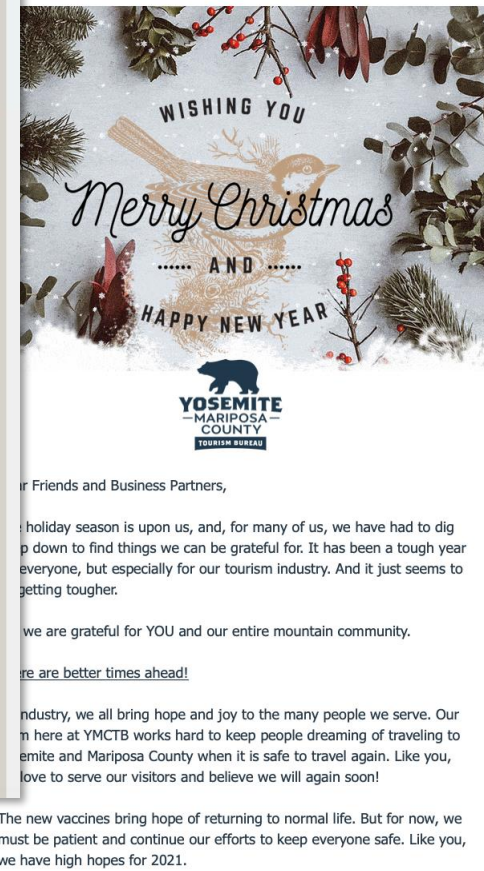
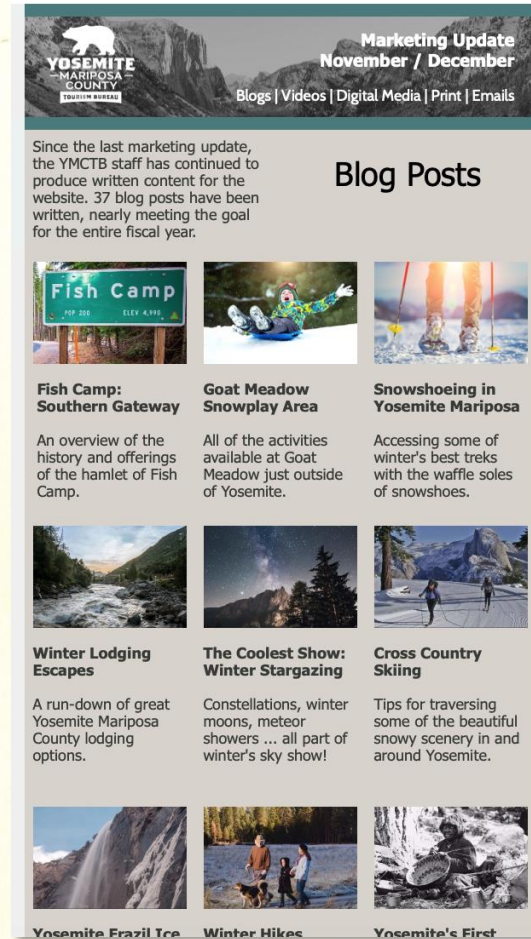
We have recently revised our newsletter sign-up process and our email preference center as a beginning step to have more effective messaging to our subscribers. As we have discontinued mailing out travel planners, we now engage with any leads – from Visit California or National Park Trips – by sending emails and encouraging digital downloads and newsletter signups. Our re-engagement of email non-responders is also taking shape.



Email Marketing

Staff continue to look for new ways to enhance the professionalism of our work as an “in-house” marketing agency.

We recently added to our toolbox by adopting BEE Pro, an inexpensive online design tool for creating emails. We still utilize Mailchimp as our CRM for email marketing but are able to enhance our email design significantly with greater ease and flexibility.



Traditional Print

While we limited our print budget significantly this year, we did take the opportunity to continue to be included in the California Visitor Guide.

We were included with our partners in the Gold Country section (in a prime position on the upper left).

A 1/3 page remnant was also offered to us in the High Sierra section. We used that discounted as space to promote Yosemite.com and the fact that we are outpacing our competitors in terms of page rank.



MARIPOSA COUNTY
Yosemite/Mariposa County
Tourism Bureau
yosemite.com • 866.425.3366
Mariposa County is the home of Yosemite National Park. Enjoy year-round access to the Park's primary attractions. Our lodging options include Cabins & Vacation Rentals, Bed & Breakfasts to Luxury Resorts. Mariposa County's rich mining and western history are on display at our five regional museums. Enjoy locally-owned restaurants, shops, and wineries as well as unique attractions.



SACRAMENTO
Visit Sacramento
visitsacramento.com • 800.441.2345
Sacramento is America's Farm Capital, home to many award-winning restaurants and chefs who serve extraordinary dishes with ingredients straight from local farms and ranches, many of which are located throughout Gold Country. Sacramento character all its own from the laid back style of Midtown to the historic Old Sacramento district. Start your Gold Country road trip in California's Capital City.



PLACER COUNTY
Visit Placer
visitplacer.com • 916.263.2345
Placer County is a beautiful area with a rich history and scenic views. Enjoy the outdoors, visit historic sites, and experience the best of Placer County.



AMADOR COUNTY
Amador Council of
Tourism
visitamador.com • 530.835.2345
Amador County is a beautiful area with a rich history and scenic views. Enjoy the outdoors, visit historic sites, and experience the best of Amador County.



CALAVERAS COUNTY
The Calaveras Visitors
Bureau
calaverasvisitors.com • 209.385.2345
Calaveras County is a beautiful area with a rich history and scenic views. Enjoy the outdoors, visit historic sites, and experience the best of Calaveras County.



**CALIFORNIA STATE
RAILROAD MUSEUM**
CaliforniaRailroad.Museum
916.323.9280
The California State Railroad Museum is a beautiful area with a rich history and scenic views. Enjoy the outdoors, visit historic sites, and experience the best of California State Railroad Museum.



Forever Yours

YOSEMITE.COM
The #1 resource for
planning your visit to
Yosemite National Park
Find lodging, hiking, camping,
trip itineraries, special offers,
and much more!

YOSEMITE
—MARIPOSA—
COUNTY
YOSEMITE.COM

Collateral

We continued our tradition of assisting the Yosemite-Mariposa Bed and Breakfast Association by publishing their brochure.

Upcoming projects include:

- Mini-DVP
- DVP (Huge project)
- Town Maps
- 100 Things Tom Do in Mariposa County

Yosemite Nights Bed and Breakfast
4327 Buckeye Creek Rd
Mariposa, CA 95338
209-966-3580
yosemitenights.com

Quiet and secluded home on 10 acres with oak trees and beautiful mountain views. We are 45 minutes from Yosemite National Park and 6 miles from the town of Mariposa. We have 4 rooms with private baths, TV, internet, microwave and refrigerators.



Yosemite Plaisance Bed and Breakfast
4953 Trabucco St
Mariposa, CA 95338
714-974-6323
yosemiteplaisance.com

Gourmet bed & breakfast in old town Mariposa. We are a short walk from restaurants and shops in town as well as hiking trails. Enjoy our famous gourmet breakfasts and snacks, free WiFi, and Tesla chargers. We welcome guests of all ages. We speak English, Français, and Español. www.yosemiteplaisance.com



Windham House
4296 Sunrise Lane
Mariposa, CA 95338
415-244-2648
airbnb.com/rooms/24103553
airbnb.com/rooms/24264751

Peaceful, scenic 10 acres, located 31 miles from Yosemite, and 15 minutes from historic Mariposa. Rooms contain mini fridge/freezer, Keurig coffee maker, French Press, lighted makeup mirror, multi-port USB charger and free WiFi. No guest pets. Smoking outside only in designated areas.



Yosemite-Mariposa B&B Association
P.O. Box 1100, Mariposa, CA 95338
www.yosemitebnbs.org

*Yosemite - Mariposa
Bed and Breakfast
Association*



Need a Room?
yosemitebnbs.org
or contact the B&B directly



For more information about planning your trip to Yosemite Mariposa County, please visit Yosemite.com, where you can download a travel planner or find more options for things to do!

Social Media – YosemiteNation Facebook



Social Media – YosemiteNation Facebook Examples

**Yosemite Nation**
Published by Hootsuite · November 21, 2020 ·

Valley views + fall color= incredible beauty.
by: @vache.in.focus on Instagram
[#YosemiteNation](#) [Visit California](#) ... [See More](#)




1,580,737
People Reached

167,394
Engagements

[Boost Post](#)

 98K


938 Comments 21K Shares

**Yosemite Nation**
Published by Hootsuite · December 30, 2020 at 11:55 AM ·

Years ago a little Mariposa County town slowly disappeared under the waters of Lake McClure. Thousands of people once passed through the town on their way into [Yosemite National Park](#), but today few know it ever existed.

In this episode of Mariposa Moments, come visit the ghost town of Bagby and learn what you can see and do there today.

[#YosemiteNation](#) - [Visit California](#) - [Lakes McClure and McSwain Parks and Recreation](#) ... [See More](#)



285,335
People Reached


18,941
Engagements

[Boost Again](#)

Boosted on January 8 at 12:24 PM Finishes in 2 days
By Craig Polson

People Reached	236K	ThruPlays	66.2K
----------------	-------------	-----------	--------------

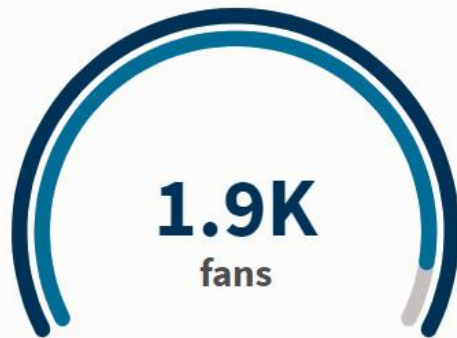
[View Results](#)

 1.5K

136 Comments 578 Shares

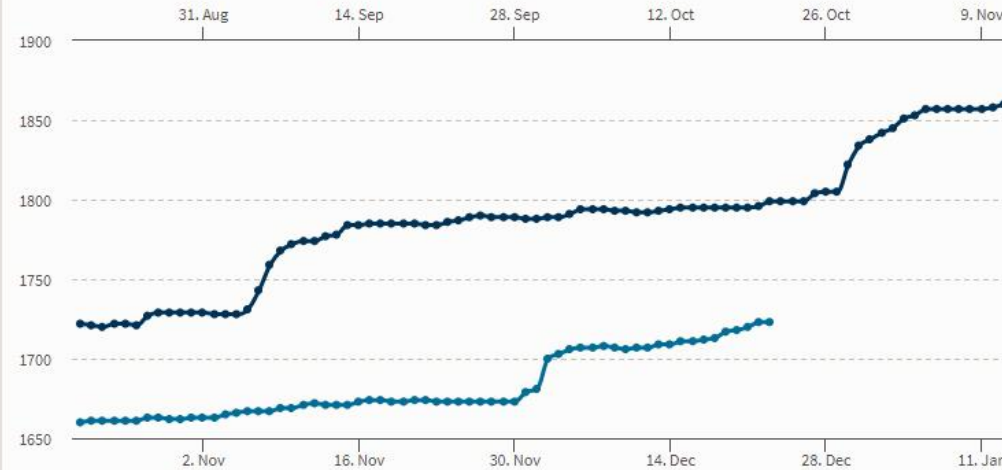
Social Media - Facebook Local

f Total Fans



137 from 1.7K

f Fans by Date



f Lost Fans



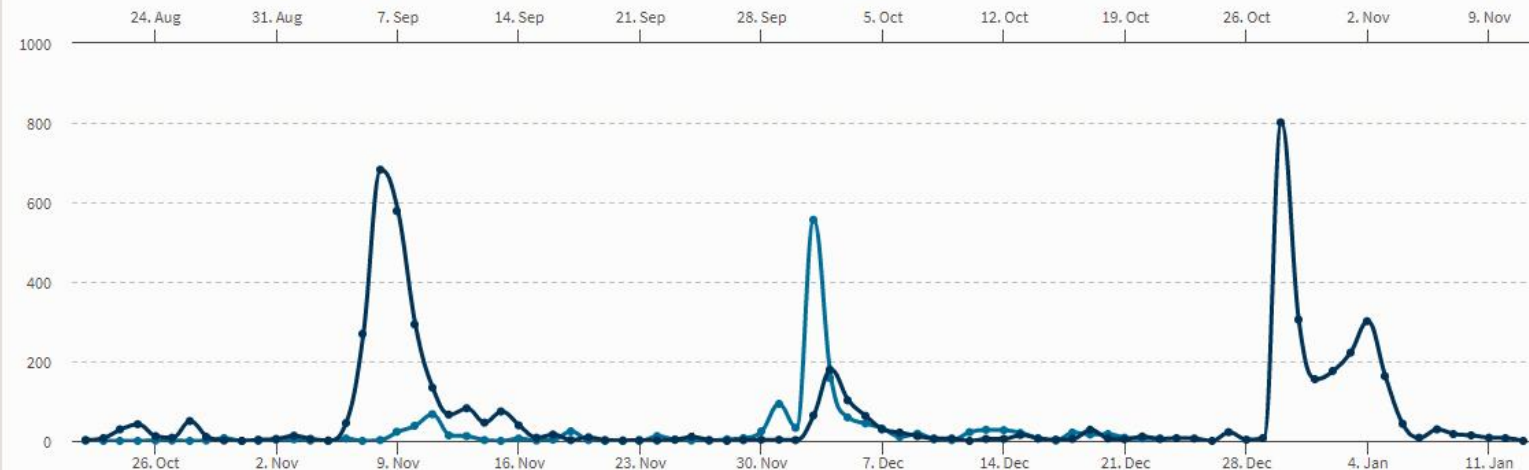
2 from 14

f Total Content Clicks




273% from 1.5K

f Content Clicks by Date




Social Media - Facebook Local Examples

**Yosemite Mariposa County Tourism Bureau**
Published by Hootsuite · November 6, 2020

Each year, an American tradition comes to life during the annual Erickson Ranch cattle drive.

In this Mariposa Moment, watch the last leg of the fall drive, as the cattle head home for the winter.

[#YosemiteNation](#)






MARIPOSA MOMENTS


19,899
People Reached

3,854
Engagements

Boost Post

 109


18 Comments 205 Shares

**Yosemite Mariposa County Tourism Bureau**
Published by Hootsuite · January 2 at 7:56 AM

Steve McCorkle and Alexandra North have traveled a road full of ups and downs, but their love of horses and each other has led them to a beautiful place that they share with others from around the world, [BlackBerry Inn Yosemite](#).

In this episode of Modern Day Pioneers, discover how they built their 'happy place' through years of dedication, hard work, and a desire to share Mariposa County in the spirit of the word 'hospitality.'

[#YosemiteNation... See More](#)





MODERN DAY PIONEERS

3,206
People Reached

682
Engagements

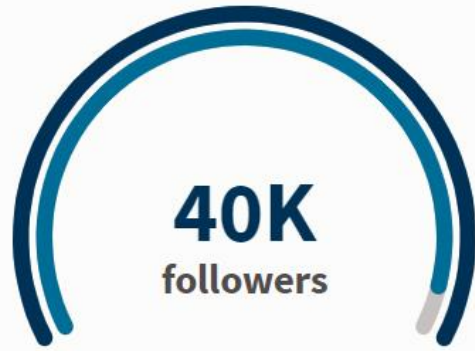
Boost Post

 35

15 Comments 18 Shares

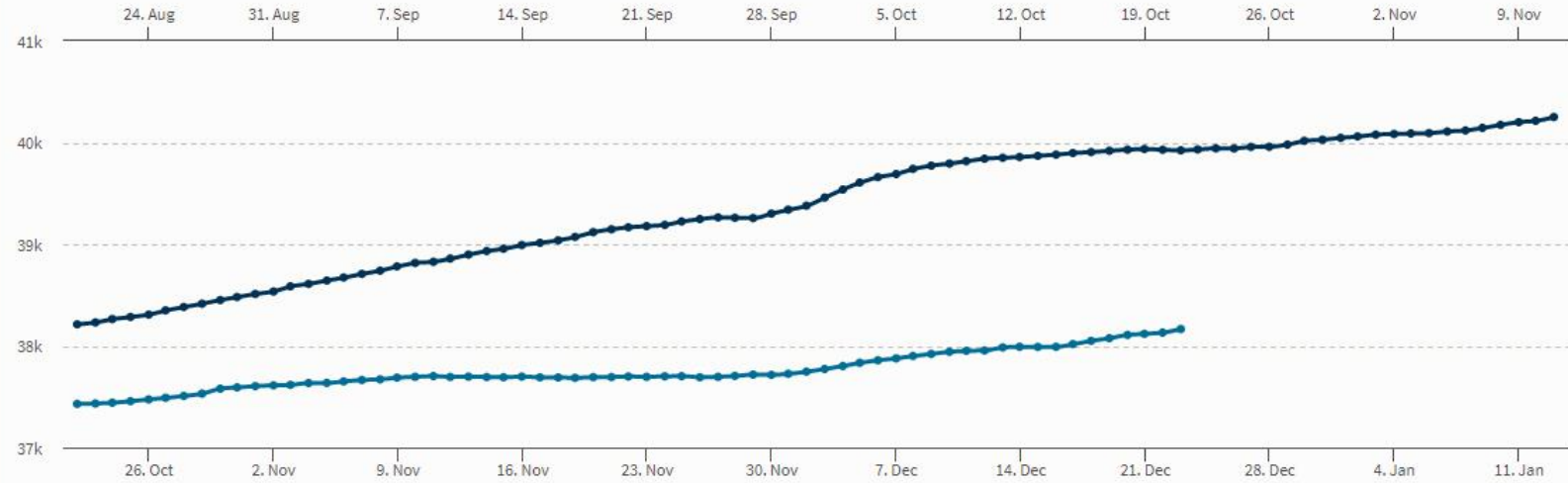
Social Media - Instagram

📷 Total Followers

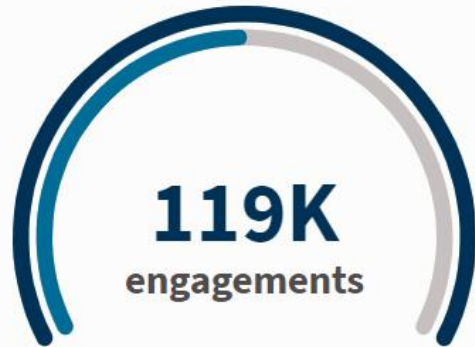


📈 2.1K from 38K

📷 Followers by Date



📷 Total Engagement



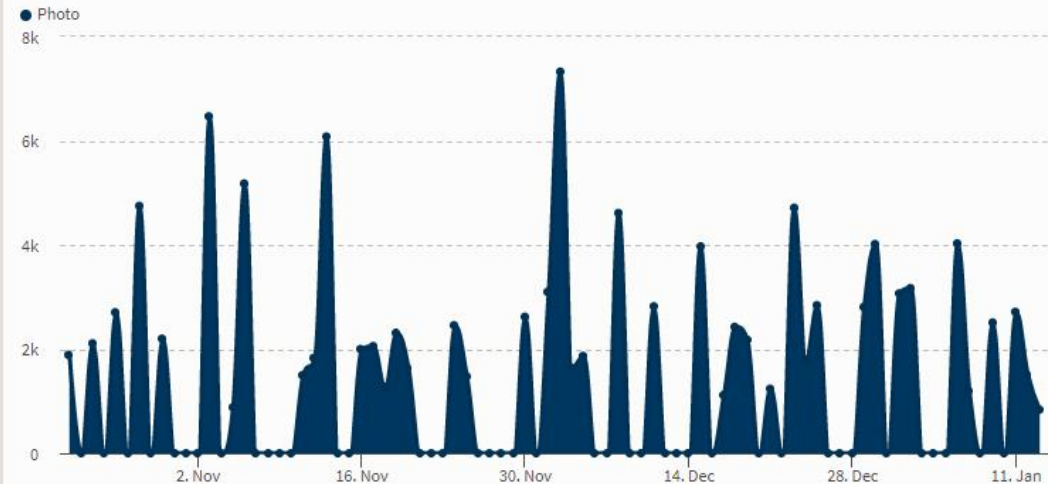
📈 59K from 60K

📷 Engagement by Type

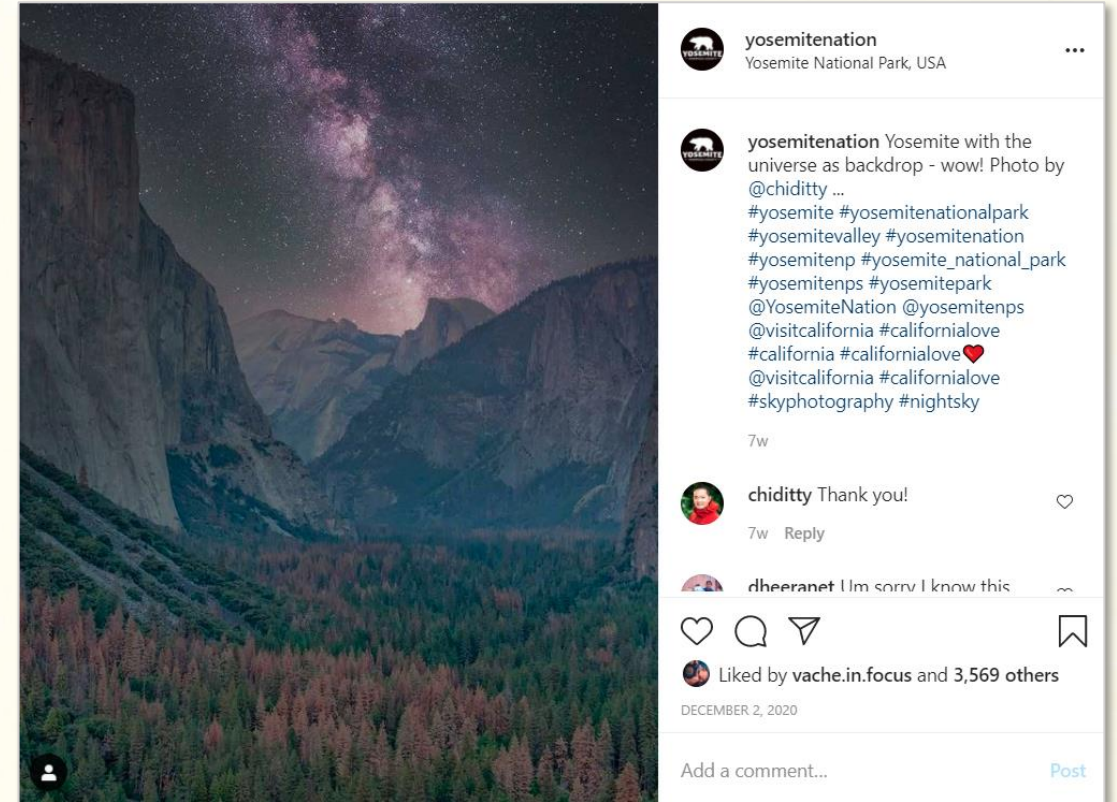
Photo

📈 60K 119K

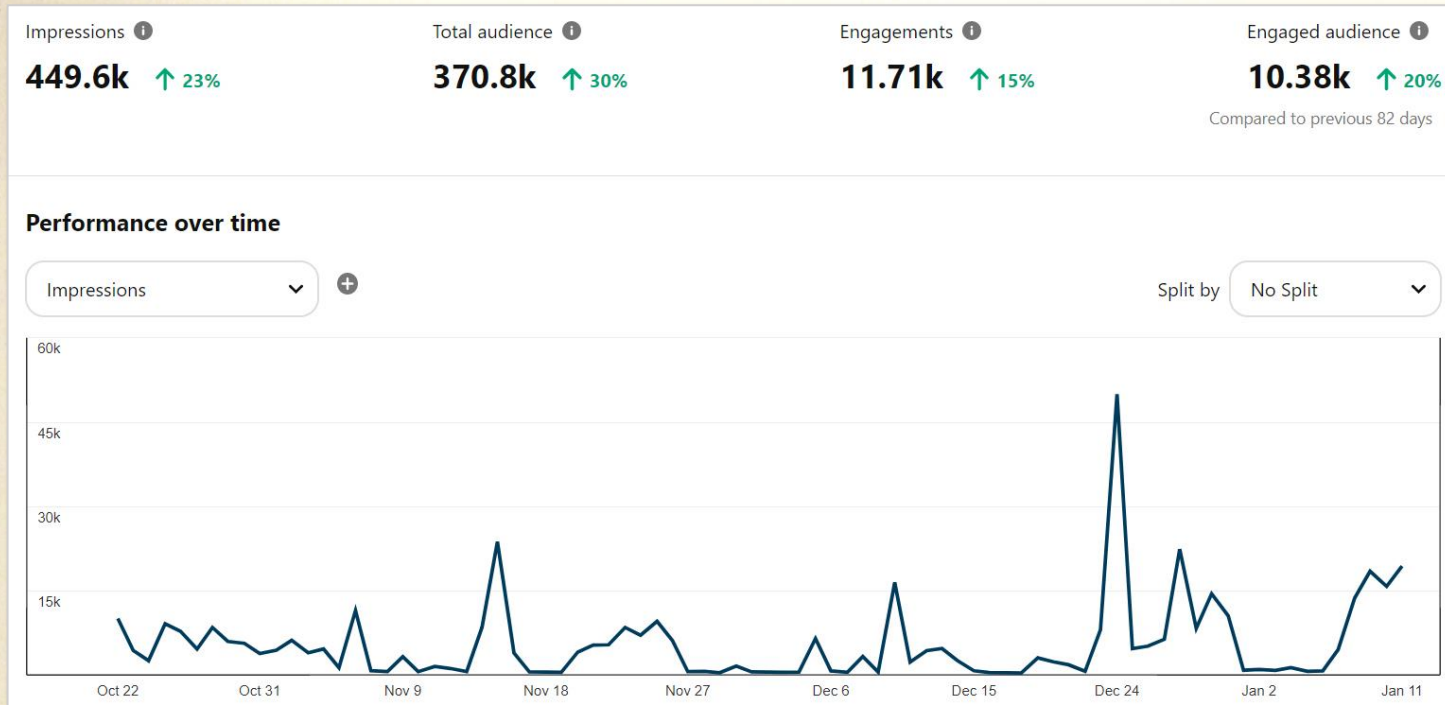
📷 Engagement by Type



Social Media - Instagram Examples



Social Media - Pinterest



Yosemite Mariposa County

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

1.8k followers · 503 following

369.8k monthly views

Social Media - Pinterest Examples

50.37k
Impressions


70
Saves




32
Link clicks


Updated 2 days ago
Last 30 days

See more stats

Promote






Instagram Photo Sha... 

[yosemite.com](https://www.yosemite.com)

Good life in Yosemite Mariposa County

A beautiful Yosemite sunset, a nice dinner, a warm evening fire, a cozy bed... then do it all again tomorrow! As always, #RecreateResponsibly. Photo by Instagram user @freethedust

 **Yosemite**
1.8k followers

Photos Comments

Tried this Pin?
Add a photo to show how it went

Add photo

31.21k
Video views


0:06
Avg. time





45
Saves


Updated 2 days ago
Lifetime of pin

See more stats

Promote






Saved to
Experience Yosemite/Mariposa 

[yosemite.com](https://www.yosemite.com)

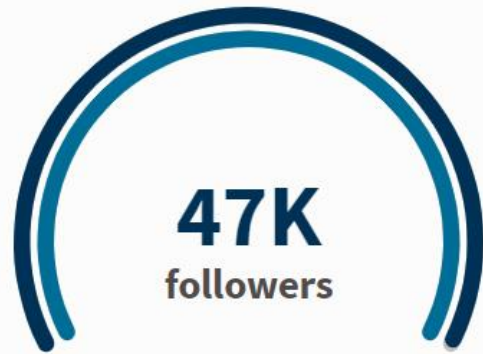
Fall in Yosemite National Park

Fall in Yosemite National Park is unlike any other season, with its yellows and golds reflected on quiet waters. Maybe even an early season storm to thrill the air. We know you could use a... **More**



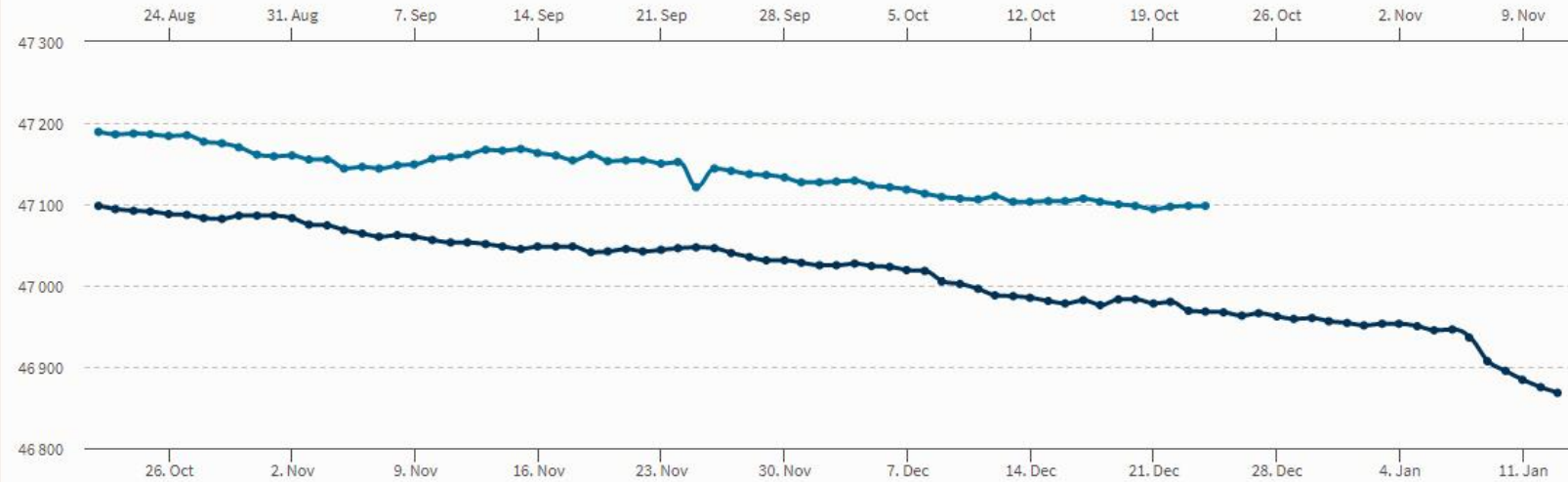
Social Media - Twitter

Total Followers

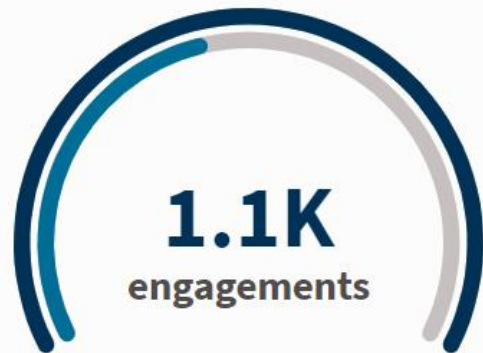


▼ 230 from 47K

Followers by Date



Engagement



▲ 625 from 513

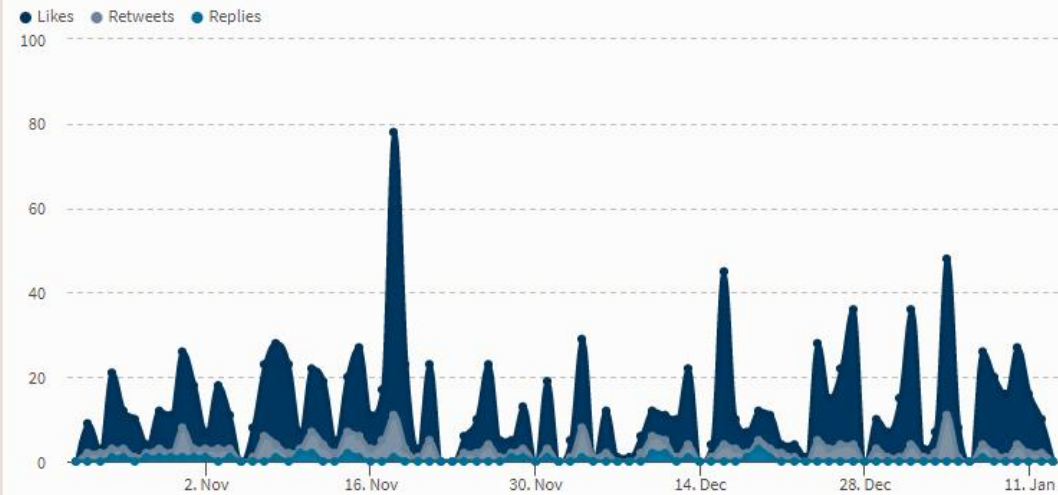
Engagement > Type

Likes ▲ 554 907

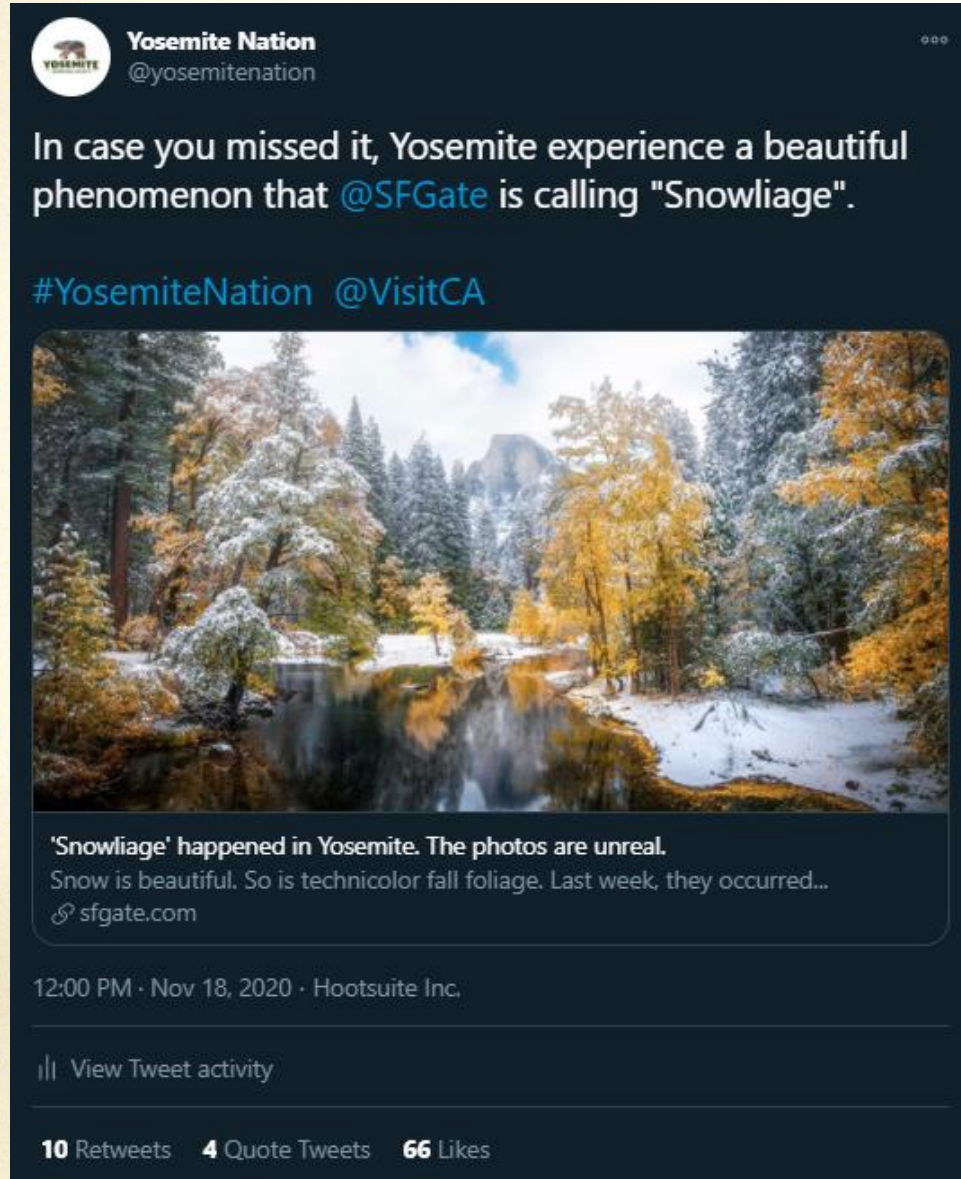
Retweets ▲ 65 198

Replies ▲ 6 33

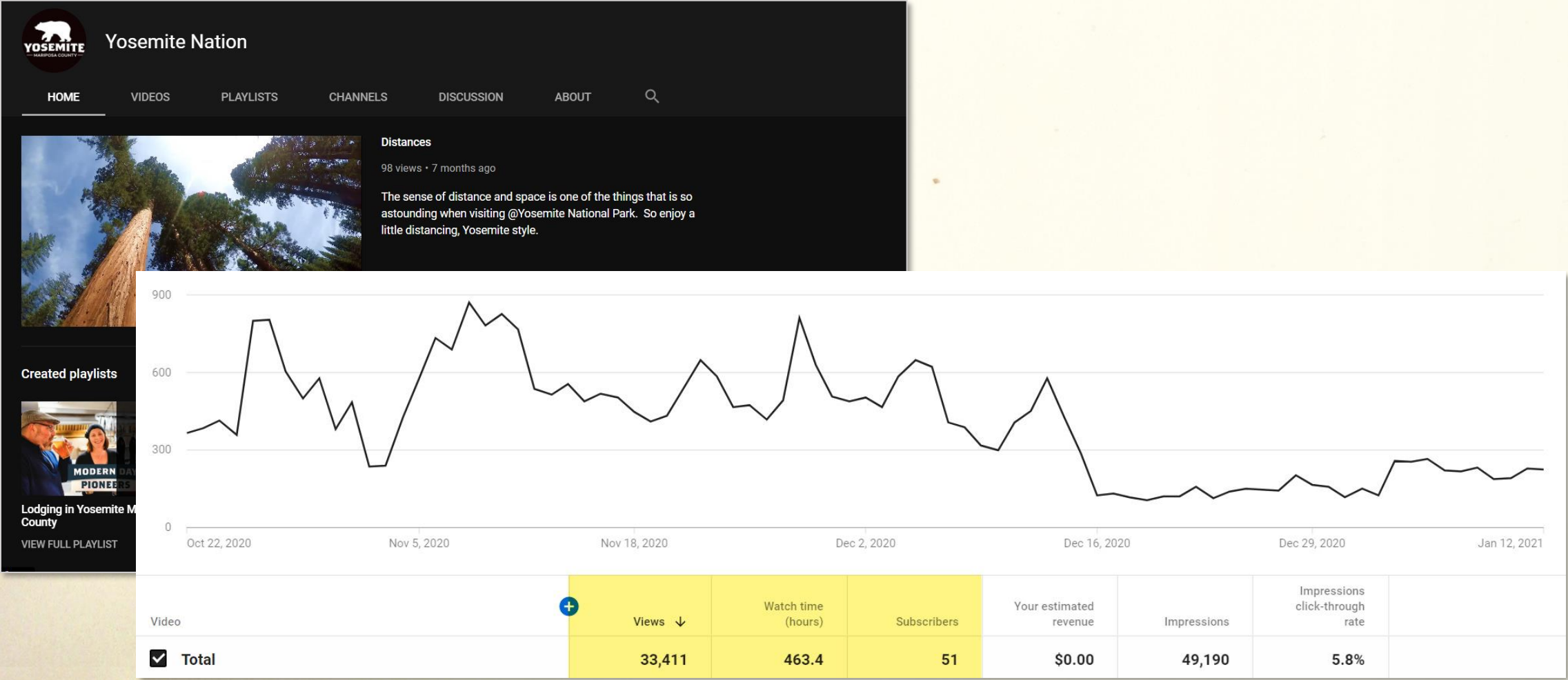
Engagement > Type



Social Media – Twitter Examples



Social Media – YouTube



Video Production

We've produced **19 videos** this year, an achievement we're very proud of.

Productions consist of:

- **4 Modern Day Pioneers**
- **8 Mariposa**
- **7 Mariposa Moments**

Several more videos are in various stages pre and post-production.

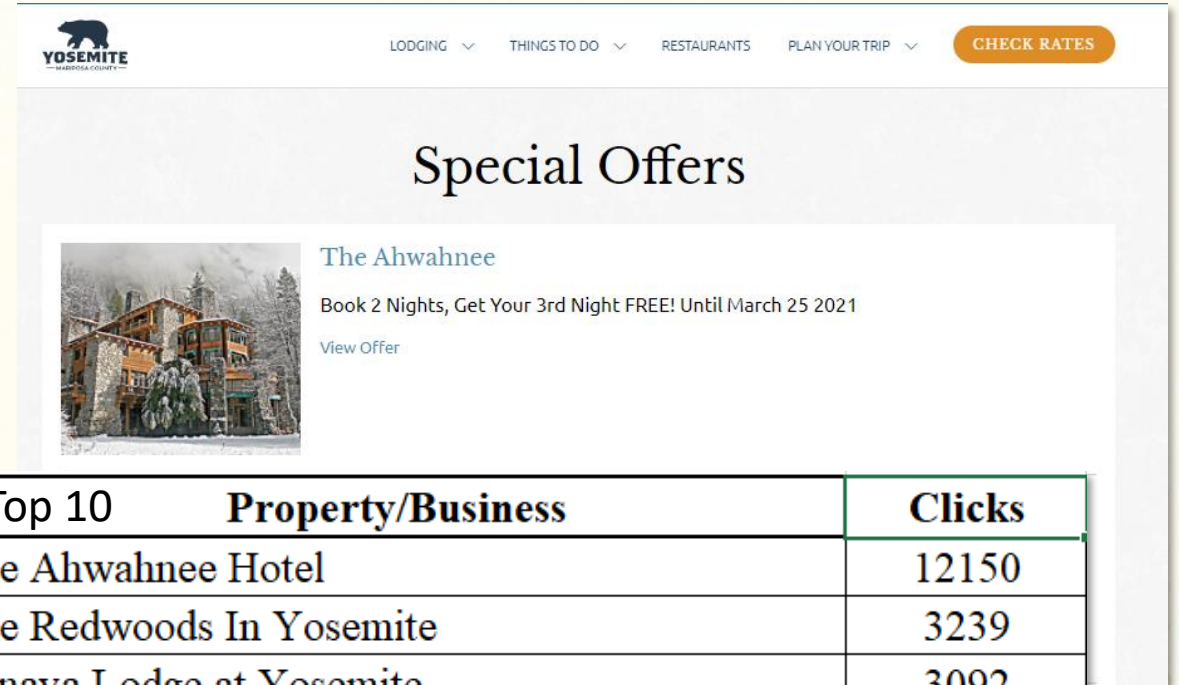
We set ourselves lofty production goals, but plan on easing back our production schedule due to time constraints and evolving team priorities as we head into spring and summer.



Special Offers

The Special Offers project has been a core part of our marketing since June of 2020. Below is the status of the project.

- Participation to date - 33 Partners (25 lodging, 6 retail and 2 attractions).
- Promoted in 13 E-newsletters and e-postcards to an average audience of 61,000 consumers.
- 30,200 click throughs to the individual Special Offers.
- Top 10 offers include not only the larger properties but 4 vacation rentals.
- 8 social media posts across all platforms with a paid social spend of \$2400.
- In late November we promoted the Special Offers through digital display ads and sponsored social posts. Estimated cost \$10,000.



Top 10	Property/Business	Clicks
	The Ahwahnee Hotel	12150
	The Redwoods In Yosemite	3239
	Tenaya Lodge at Yosemite	3092
	Yosemite Valley Lodge	2362
	Yosemite Cul de Sac Rental	1451
	Sweetwater Lodge	1408
	Sierra Sunrise Vacation Rental	1092
	AutoCamp Yosemite	817
	Yosemite Bug Rustic Mountain Resort	766
	Yosemite Grand Vacation Rentals	752

Special Offers – Sample Creative



SPECIAL OFFERS FOR 2021 LODGING GOING FAST!

We're saying Goodbye **2020.**

This year has been an unprecedented one to say the least. We're quite ready to say "so long" to 2020 and look ahead to better times. Maybe you are too.

So, Hello 2021.

As we all look to the future, we hope you'll check out the great Yosemite Mariposa County lodging **Special Offers** for 2021 travel that are still available on Yosemite.com. The booking window for some of these offers ends soon, so you'll want to check them out now.

Wishing you a very Happy New Year!

SPECIAL OFFERS

E-Newsletter

SPECIAL OFFERS
on Yosemite Mariposa County getaways.

No park entrance reservations required.

BLACK FRIDAY DEALS
Visit Yosemite Mariposa County!



Social Media



Plan your next
deserved getaway.

**GOING FAST! SPECIAL
LODGING OFFERS IN
MARIPOSA COUNTY >**



YOSEMITE
— MARIPOSA COUNTY —
Forever Yours

Digital
Display
Ads

Travel Trade / Trade Shows

Travel Trade Newsletter

Two newsletters to travel trade professionals have been sent out below are the results

Greetings from Yosemite Mariposa County

Date sent: 10-14-20
of recipients: 364
of opens: 107

Happy New Year! From Yosemite Mariposa County.

Date sent: 1-12-21
of recipients: 425
of opens: 120



Travel Trade Shows

- The virtual Go West Summit is scheduled for Mar 1st to the 5th, 2021.
- IPW is planning a live event in September in Las Vegas 9/18 through 9/22, 2021

Traditional Sales



In accordance with the Marketing Plan, we have recently started the process for updating the traditional sales efforts. A meeting was held to discuss the strategy and the needed assets. The goals are to include:

- Update Sales sheets for primary meeting facilities.
- Keep property Group Sales contacts updated for each property.
- Recreate the Meeting Planner website page on Yosemite.com and confirm that the navigation is working properly.
- Make sure the RFP request process is up to date.

International Marketing

Gate 7 – Australia and New Zealand

Activity	Completed this quarter
Agents Trained	24
Meetings & Events	15
# FAMS	0
# FAM Participants	0
Highlights	<ul style="list-style-type: none"> • MTA Webinar • Travel Managers Webinar

Due to the TBID increase, Atlantic Link was reengaged after the long-term contract had been canceled.

Senior Account Representative Penny Brand has been assigned to our account.

Several key executives have been let go or furloughed due to COVID.

Msi – Germany/Austria/Switzerland

Mariposa County
Gateway to Yosemite National Park

Just a 3-hour drive from San Francisco, Mariposa County's natural wonders unfold.



Fall in Yosemite National Park is a very special time. The daytime temperatures are often still pleasantly warm, and the cool nights provide the red and gold shine of the autumn leaves. At this time of the year there is much less crowds than in summer, the overnight prices are also lower and there are great offers. An ideal time for the many outdoor opportunities in Yosemite National Park. Here are great suggestions for autumn activities. [MORE...](#)




Herbst - die perfekte Jahreszeit für einen Besuch im Yosemite National Park

Der Herbst im Yosemite National Park ist eine ganz besondere Zeit. Die Tagestemperaturen sind häufig noch angenehm warm, und die kühlen Nächte sorgen für den rot-goldenen Glanz des Herbstlaubs. In dieser Jahreszeit herrscht **deutlich weniger Besucherandrang** als im Sommer, auch die **Übernachtungspreise sind niedriger** und es gibt tolle Angebote. Eine ideale Zeit, für die zahlreichen **Outdoor-Möglichkeiten** im Yosemite Nationalpark. Hier finden Sie tolle Vorschläge für Aktivitäten im Herbst.

- Martin Walter issues weekly detailed updates on the status of the German market and impacts on travel related businesses.
- Travel Trade newsletter highlighting YMCTB in October

International Marketing

Atlantic Link – Scandinavia

- The Bureau re-contracted with Atlantic Link after receiving funding from the County.
- Tony, Julie and Jonathan will be attending a webinar for all Scandinavian travel professionals on Tuesday, January 26

Black Diamond – United Kingdom

UK & IRELAND MARKET OVERVIEW The UK was plunged into a second country-wide lockdown from 4th November. The 4-week lockdown saw a return to 'all but essential' travel, the closure of gyms, non-essential shops and entertainment venues, whilst restaurants and pubs were only able to offer take-away services. However, compared to earlier in the year and the rest of Europe, this was relatively light lockdown, with schools and universities staying open and retail services adapting where they could in order to stay open and keep the economy moving

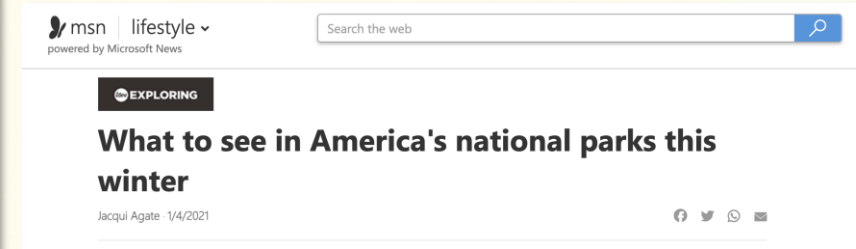
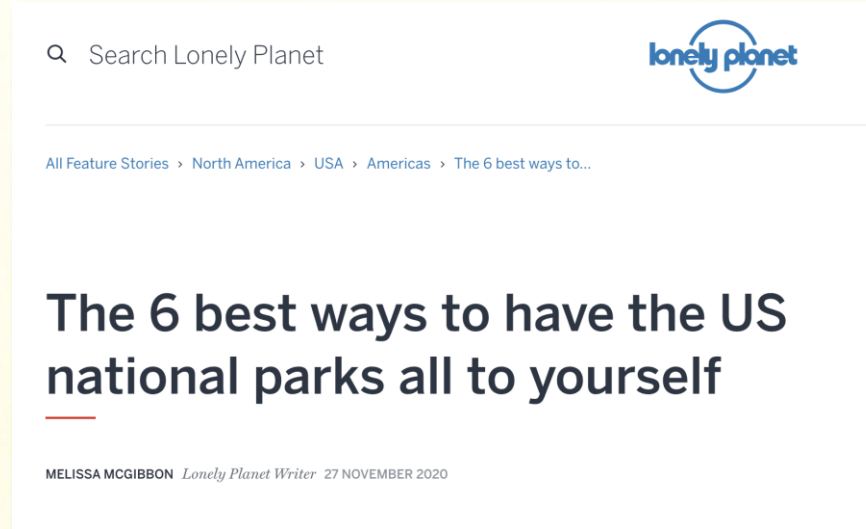
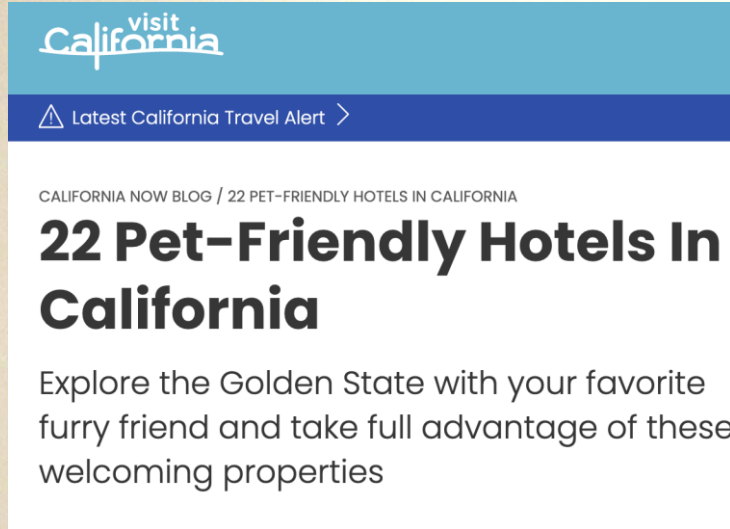


The screenshot shows the Swanson's website with a navigation bar at the top containing links: "Våra resor", "Destinationer", "Upptäck Amerika", "Stories", "Om Swanson's", and "Frågor & sv". The main content area features a green circle with "NP" inside, followed by the heading "Yosemite National Park". Below this, there is a paragraph in Swedish: "Yosemite är en av de mest besökta nationalparkerna i USA och grundades år 1890 (USA:s 3:e äldsta nationalpark). Parken är mest känd för sina vattenfall och bergsformationer av granit, men där finns även glaciärer, djupa dalar, vidsträckta ängar, uråldriga sequoiaträd och stora områden av vildmark. Yosemite Valley är ofta det som lockar oss turister och är huvuddestinationen, men det finns mängder av andra delar av parken att".

YOSEMITE MARIPOSA COUNTY TOURISM BUREAU



EARNED PR HEADLINES



Examples of Earned Media

DATES

10/8/20	5 unique places for glamping in California	Trivago Magazine
10/12/20	Accidentally Wes Anderson Travel Inspiration	gonetravelling.co.uk
10/15/20	Most Haunted - Halloween Special	Irish Daily Star
10/31/20	Great American Hikes for 2021	I Newspaper
11/10/20	Royal Experiences Around the World	Luxurious Magazine
11/11/20	Fly over Half Dome, Jump out of a Plane	Sensi Magazine
11/17/20	The non-skiers guide to winter	Yorkshire Times Online
11/17/20	The non-skiers guide to winter	Lancashire Times
11/27/20	Eco-friendly Travel Hotspots for 2021 Revealed	NI Travel News
12/1/20	The 6 Best Ways to Have the US National Parks All to yourself	Lonely Planet
12/1/20	22 Pet-Friendly Hotels In California	Visit California
12/13/20	Eco-Friendly Travel Hotspots for 2021	Viestra Magazine
12/15/20	13 Beautiful Snow Escapes around the World	Arcadia
1/4/21	What to see in America's national parks this winter	MSN


FAMs

Note: due to travel restrictions based on health as well as a ban on travel from many larger travel publications, we do not have any recent media or travel trade FAMS to promote, however we did receive coverage from Melissa McGibbon and Jenny Willden's visits from the summer. See those clippings below.



Send this page

The 6 best ways to have the US national parks all to yourself

MELISSA MCGIBBON *Lonely Planet Writer* 27 NOVEMBER 2020



Places from this story

-  **Haleakalā National Park**
USA
Region
-  **Acadia National Park**
USA
Region



SOUTHERN CALIFORNIA

Explore 7 California National Parks on a Monumental Road Trip

From the sand dunes of Death Valley to the granite peaks of Yosemite, discover the wonders of California's national parks



 **Jenny Willden**
July 22nd, 2020

8 shares

Featured Accommodations

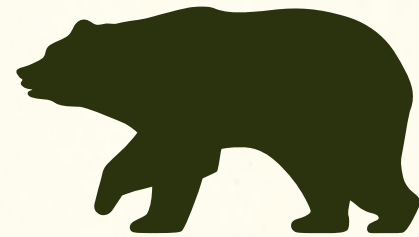
1. Eureka
Best Western Plus Humboldt Bay Inn ★★★
2. Yosemite National Park
Tenaya Lodge at Yosemite ★★★★★
3. Sequoia National Park
Wuksachi Village & Lodge ★★

 **Jenny Willden**
October 8th, 2020



Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU