

**Yosemite Mariposa County  
Tourism Bureau  
Board of Directors  
January 19, 2023  
Business Update**



# Executive Director Update

- Working to maximize public feedback on the Yosemite NP Visitor Access Management Plan including our international travel trade partners
- Monitoring and reacting via paid media & marketing to worldwide economic and political impacts on travel
- Increasing paid media where possible to match increases in TBID collections. Bandwidth to implement tactical media additions is now a challenge
- Working to finalize the Mariposa County \$50,000 grant process, grant replaced contract
- Increased international paid co-ops and paid engagement via partners and Brand USA
- Significant sales travel through May
- Researching additional data partners such as Zartico beyond AirDNA for demographic and user influence
- Mid-year review complete
- New Yosemite.com website – significant work inputs team wide



# Travel Trade / Trade Shows

## Complete:

MSI Germany Sales Mission

Brand USA Travel Week

Brand USA Media Week

CalTravel

VUSA Belgium – October – Virtual

VC - UK Trade and Media - December 2022

## Upcoming:

IMM Media - January

Outlook Forum – March

GoWest – March

Scandinavia Sales Week + VUSA – March

Scandinavia Sales Calls - March

DMA West Tech Summit – March

VC Japan Club California – April (TBD)

IPW - May



# TOT & TBID Income

## TOT Collections

Month	22/23 Amount	22/21 Amount	20/21 Amount	19/20 Amount	18/19 Amount
July	\$2,389,672	\$2,437,390	\$1,474,664	\$2,857,229	\$1,395,118
August	\$2,461,285	\$2,014,943	\$1,591,830	\$2,626,881	\$576,991
September	\$2,581,878	\$2,072,378	\$790,349	\$2,483,753	\$1,532,775
October	\$2,074,290	\$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		\$3,459,225	\$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

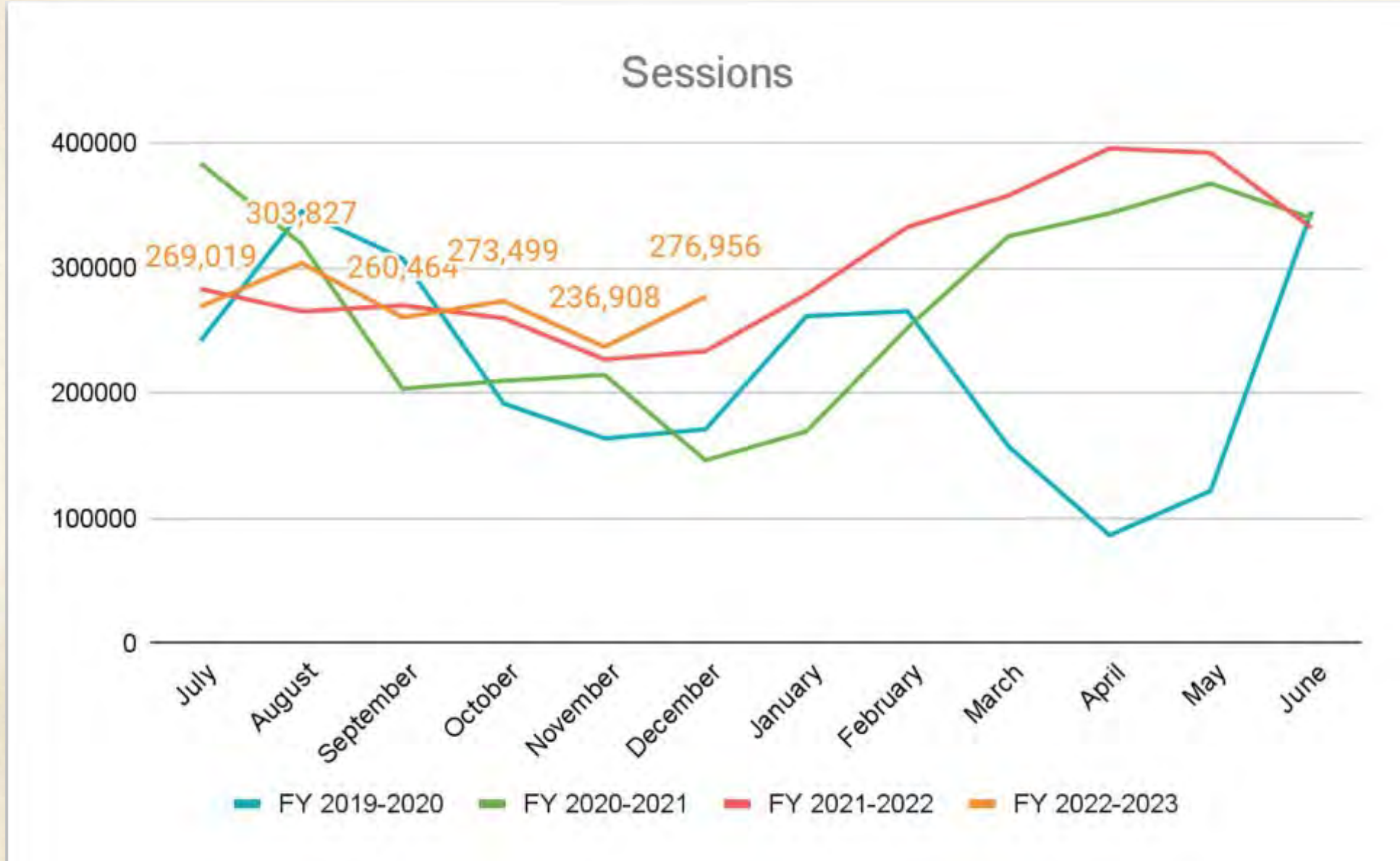
Month	2022-2023	2021-2022	2020-2021	2019-2020
Jul	\$330,276	\$314,363	\$32,892	\$284,356
Aug	\$393,453	\$104,222	\$137,534	\$226,277
Sep	\$283,564	\$166,338	\$123,733	\$227,407
Oct	\$189,106	\$276,150	\$86,666	\$227,841
Nov	\$348,808	\$233,304	\$85,361	\$116,805
Dec	\$124,619	\$272,986	\$111,592	\$148,902
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	\$2,690,803	\$2,391,807	\$ 1,275,915	\$1,487,891
Total PY	\$2,391,807	\$1,275,915	\$1,487,891	\$1,302,017
Diff	\$298,996	\$1,115,893	\$ (211,976)	\$ 185,874
Budget				

# KPIs: Performance Recap

	July 1, 2022 - June 30, 2023 Pace = 50% (Month 6 of 12)	FY 2022/23 Annual Goals
<b>PRIMARY KPI</b>		
Partner Referrals - Lodging	Lodging: 160,910   38% to goal	Lodging: 425,000
<b>Supporting KPIs</b>		
Overall Sessions	ACTUAL: 1,620,673   50% to goal	3,236,000 Sessions
Organic Sessions	ACTUAL: 708,969   47% to goal	1,520,000 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 265,540   66% to goal	405,000 Sessions
<b>Tracked Metrics</b>		
Book Direct Referrals	TBD	TBD
Newsletter Sign Ups	New Subs FY YTD: 2,107   Dec: 346   32% to goal	6,668 Sign-Ups
Partner Referrals - Things To Do	Things To Do: 36,623   51% to goal	Things To Do: 89,315
Partner Referrals - Dining	Dining: 12,233   46% to goal	Dining: 26,317



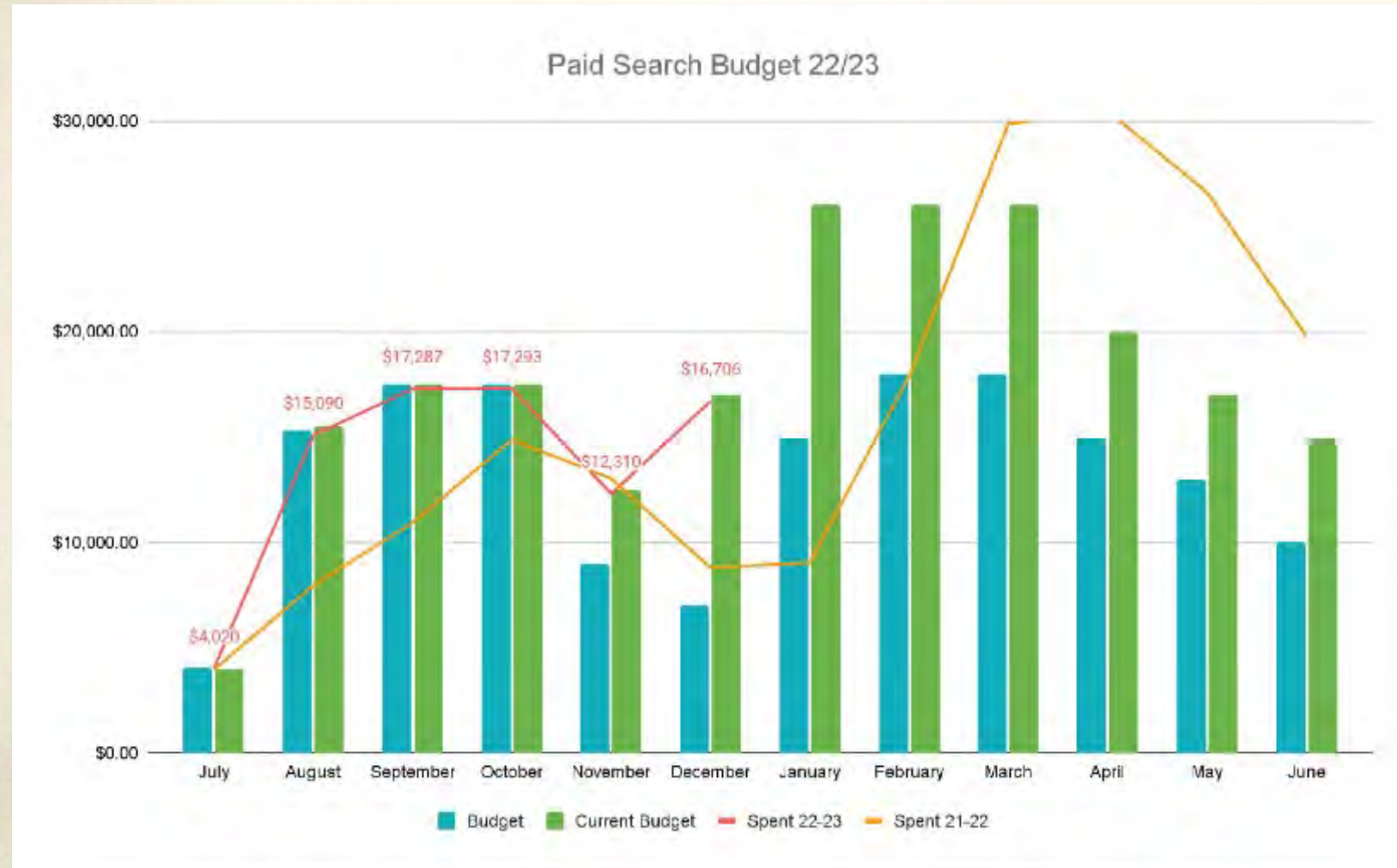
# Overall Growth: Sessions



# Site Channel Performance - December

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	98,592	-8.9% ↓	75,531	51.87%	2.3
Paid Search	69,405	67.0% ↑	53,944	62.32%	1.71
Paid Social	47,584	29.8% ↑	43,488	75.91%	1.54
Direct	25,095	0.2% ↑	19,538	62.37%	1.9
Display	23,339	118.2% ↑	17,782	87.76%	1.25
Social	5,587	37.6% ↑	5,249	75.05%	1.5
Referral	4,408	10.5% ↑	3,694	53.13%	2.22
Email	2,602	-18.7% ↓	2,064	57.34%	2.06
(Other)	343	404.4% ↑	329	88.34%	1.31

# Paid Search Budget \$214,000



Updated Budget '22/'23:  
\$214,000

Budget '22/'23: \$160,000

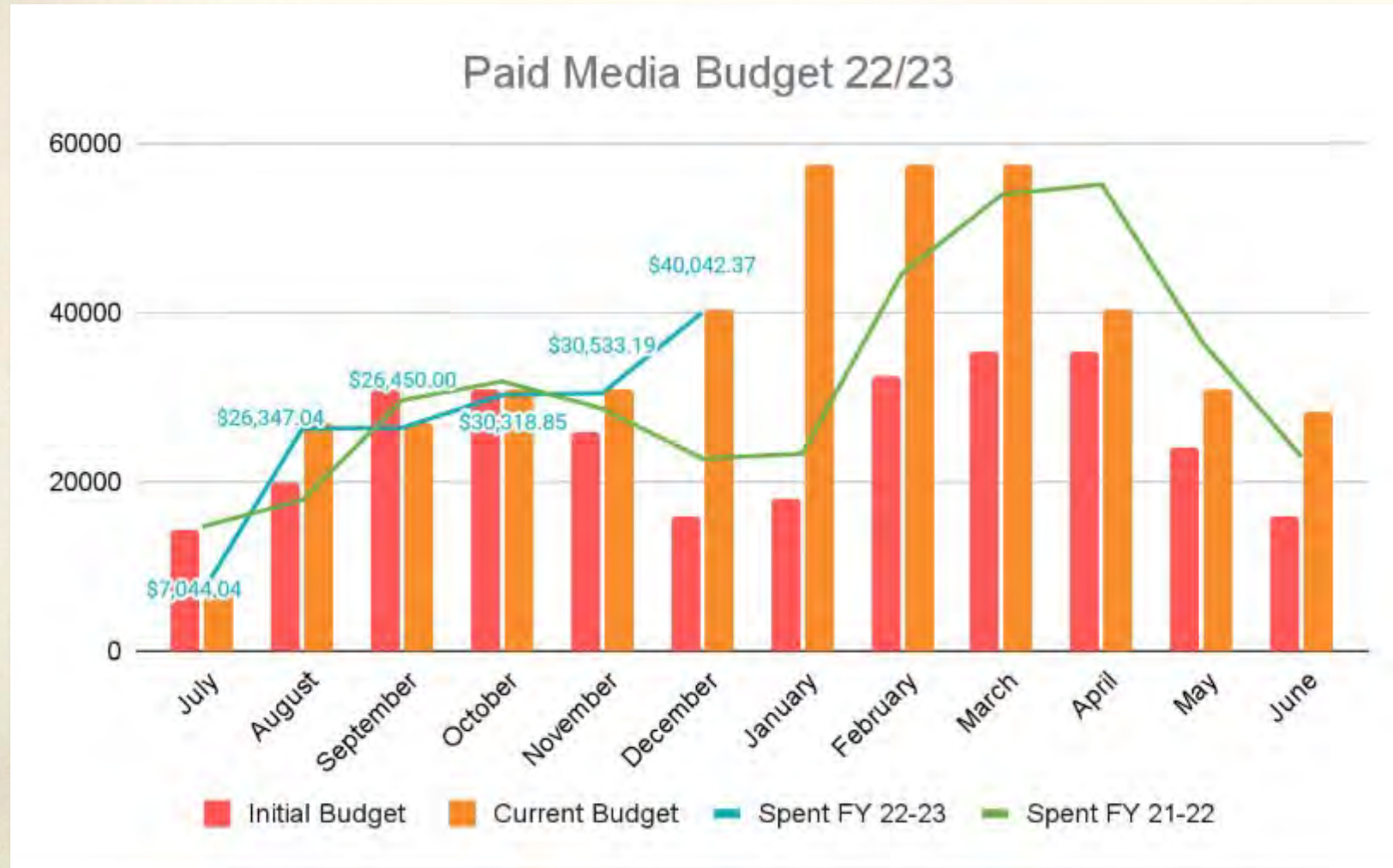
Budget '21/'22: \$193,337

Budget '20/'21: \$120,000

Budget '19/'20: \$101,000



# Paid Media Budget \$436,000



Updated Budget '22/'23:  
\$436,000

Budget '22/'23: \$300,000

Budget '21/'22: \$383,195

Budget '20/'21: \$274,900

Budget '19/'20: \$415,000

# Display Ads Performance in US

- Ads generated 5,429,994 impressions (+234% YoY) and 10,697 clicks (+14% YoY). CTR is 0.20%, down 66% YoY, as is conversion rate (1.11%, down 73%). Decreases in conversion rates are happening across all campaigns, however the new Outdoorsy audiences have higher conversion rates than all of the other audiences.
- Highest CTRs this month include the Holiday Campers 336x280 creative (0.98% CTR) and the Holiday Outdoorsy Couples 336x280 creative (0.61% CTR).





# International Market Growth



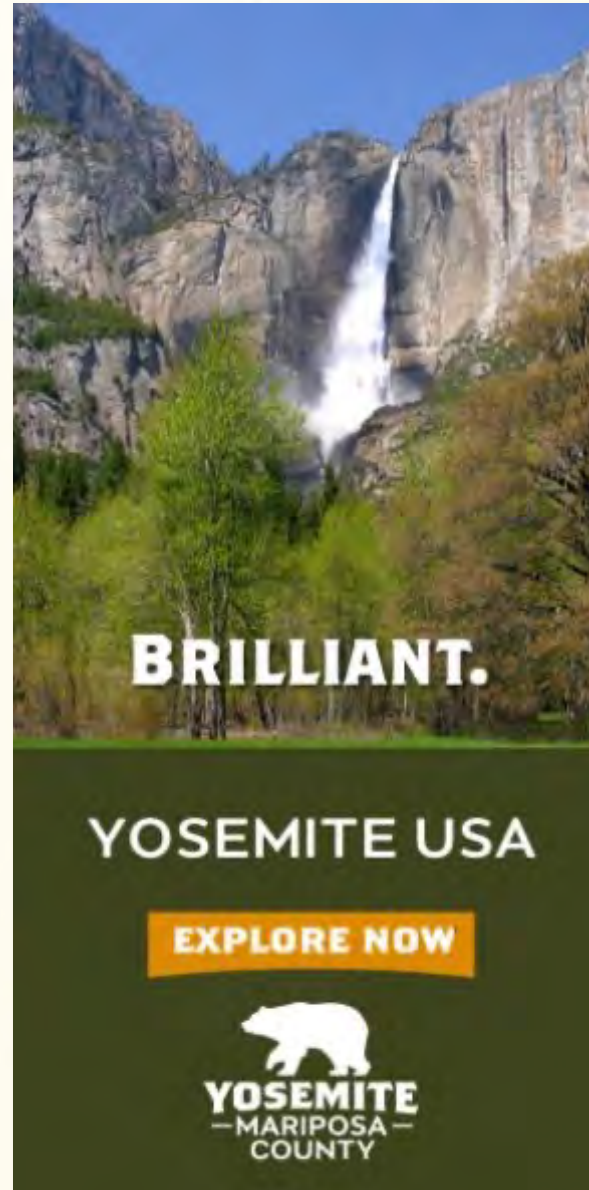
Total Fiscal Year International Market	265,540
Fiscal Year Goal	405,000
% of Goal Reached	66%



# International Display Campaign: United Kingdom

## Highlights

- Ads generated 6,296,517 (-36% YoY) impressions and 16,142 clicks (-22% YoY) due to a 56% decrease in cost compared to 2021
  - 0.26% CTR (+22% increase YoY)
  - 0.47% is the travel benchmark
- Paid traffic is down 43% due to the YoY decrease in cost
- The top UK creatives were the 300x600 “Brilliant” creative (11.32%) CTR followed by the 336x280 “Gobsmacking” creative (10.55%)



# International Display Campaign: Australia

## Highlights

- Ads generated 3,632,965 (116% MoM) impressions and 11,540 clicks (199% MoM) due to a 59% decrease in MoM cost. CTR increased MoM from 0.23% to 0.32%.
- The display ads that earned the highest CTRs in December include the 336x280 “It’s a Beaut.” creative (7.40%) and the “Gobsmacking” 300x600 creative (5.83%)
- Paid sessions are up 310% MoM (3,233 vs 789) due to the increase in campaign spend





# International Display Campaign: Germany

## Highlights

- Ads generated 6,403,829 impressions (+162% MoM) and 17,231 clicks (+166% MoM) due to a 68% decrease in cost MoM CTR is at 0.27% (same as November)
- The display ads that earned the highest CTRs in December include the following 300x600 display sizes, at 5.26% and 4.80%, respectively
- Sessions are down 68% MoM (5,113 vs 16,033) due to the decrease in ad spend for this campaign

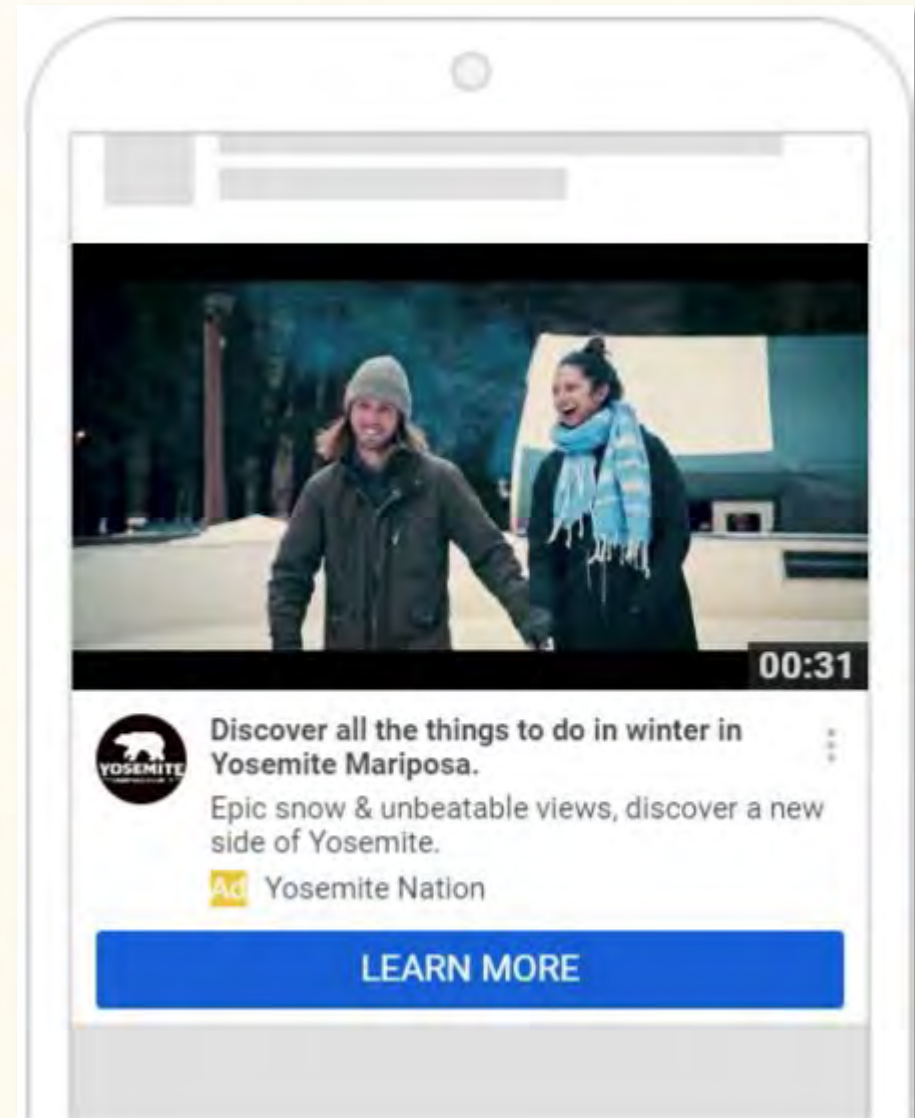




# YouTube Paid Media

## Highlights

- YouTube drove 389,441 impressions (+44 YoY) and 835 clicks (+44%) due to a +65% increase in cost.
- The video ads have earned 30,513 views (+221%) and a click through rate of 0.21% (1% increase YoY)
  - 0.65% is the CTR benchmark
- The 30 second creative for the Outdoorsy Couples audience earned the most views in December. The remarketing audience earned the highest CTR for the 30 second ad (0.63%).



# Paid Social Media Ads Performance

## Highlights

- Total ads generated 4,532,833 impressions (+41% YoY) and reached 1,680,390 users (+66% YoY) due to a 51% YoY increase in spend.
- 2.53% average CTR (2.94% last year at a 14% decrease YoY)
  - Travel industry benchmark .90%
- The Special Offers creative earned the highest CTRs for the Campers (4.11%), Families (4.02%) and Shutterbugs (3.97%) audiences.





# SEO

## SEO | Top Ranking Terms Scorecard | MoM

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/	1	1	27.1k
Things to do in Yosemite	/things-to-do/	3	4	4.4k
Yosemite hikes	/yosemite-hikes/	1	1	6.6k
Yosemite restaurants	/restaurants/	6	6	1.6k
Yosemite camping	/lodging/camping/	7	7	40.5k
Yosemite lodging	/lodging/	8	4	27.1k



# SEO

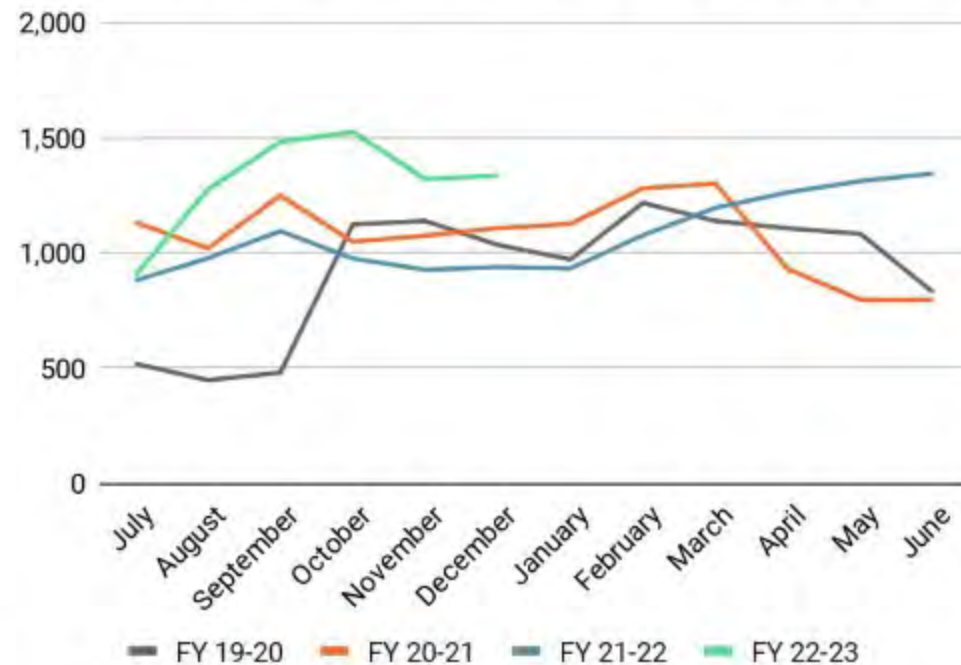
## Ranked Keywords | Non-Traditional SERP Results

Total ranked non-traditional SERP results are up 42% YoY (1,334 vs 1,320), up 1% MoM (1,334 vs 1,320).

Page 1 non-traditional SERP results are up by 24 keywords MoM (890 vs 866), up 229 keywords YoY (890 vs 661).

Some keywords that saw improvements in rank MoM include half dome (people also ask), yosemite hotels (paa), lodge in yosemite (images), california yosemite national park (quick answers).

Non-Traditional Results | Total Keywords



# Book>Direct Tracking July-December

- BookDirect is a great partner, but not without challenges
- Book Direct detailed dashboard reporting has been down since they migrated to a new platform in August
- They are able to give us referral numbers and we have been using those as a metric to track out progress until their reporting software is functional again
- Referrals are down, largely due to worldwide economic issues, as well as local road closures and evacuations caused by the multiple fires along both 140 and 41
- Another major factor for the reduced referrals was the Yosemite temporary vehicle reservation system

July 1 – December 31 2021	July 1 – December 31 2022
143,117	119,501



# Content Creation

CENTRAL MARIPOSA COUNTY REGION, LODGING, SOUTHERN YOSEMITE REGION

## The Getaway You're Dreaming of is in Yosemite Mariposa County

The perfect time to visit Yosemite Mariposa County is right now! We all can get caught up in work deadlines, the school and sports shuffle, and all those everyday tasks that keep home life running right on schedule. When it's time to visit Yosemite landmarks like the Mist Trail, El Capitan and Half Dome, historic Gold Rush towns with all the amenities, and naturally rejuvenating forests add up to an immersive antidote to that ever-challenging work/life balance.



Looking for a magical getaway that's not hard to get to, but feels worlds away from the daily routine? Look no further than Yosemite Mariposa County.

Yosemite Mariposa County offers an affordable and accessible vacation destination that's an easy drive for most from California. Here's how to map your next Yosemite getaway.

CENTRAL MARIPOSA COUNTY REGION, INSIDE YOSEMITE, ITINERARIES, YOSEMITE VALLEY REGION

## Yosemite Value Getaway: 3 Days, 2 Nights, \$300-\$400

From the National Park to its host of spirited getaway towns, Yosemite Mariposa County offers expansive — but not expensive — recreation. The sheer size of the county is matched only by its abundant options for every budget. With a little creativity and local knowledge from the destination experts (yours truly!), you can make your sojourn shine with extreme value and priceless vacation memories.

Our new series on **Yosemite Value Getaways** kicks off with three days and two nights in Yosemite Mariposa wonderland for around \$300, based on two travelers.

### Day 1: Arrive, Acclimate, Recreate



Settle into vacation mode in the spa at Yosemite Bug Rustic Mountain Resort in Midpines.

Vacation value begins with beautifully budget-friendly places to stay, and the sweet spot for Yosemite value accommodations is just outside the National Park at one of the gateway communities along the Highway 140 corridor.

A trio of inviting tent cabin options: **Indian Flat Campground** on Highway 140 near El Portal; the **Mariposa Fairgrounds Campground** just off Highway 49 near the town of Mariposa; and the **Yosemite Bug Rustic Mountain Resort** in Midpines. Search **Yosemite Mariposa County Places to Stay** for more options.

**Base Camp #1: Mariposa.** Situated at 2,000 feet, this buzz-worthy **Highway 49 gateway** is the perfect hub for your Yosemite Mariposa County value adventure.

UNCATEGORIZED

## Wawona and Fish Camp for Yosemite Holiday Joy

Way for the holidays calls for a festive destination worthy of the occasion, and that's where a special switch of sparkles. The stretch of Yosemite Mariposa County from postcard-pretty **Wawona** to the charming hamlet of **Fish Camp** becomes a winter wonderland with warm, old-timey vibes. There's a cheery sense of glee and quietude during cal time that brings everyone together as high spirits reign.

Play for all: skiing, sledding, and snowshoeing, against a backdrop of powdery peaks and ancient evergreens. Cabin rentals and all-in resorts make for an inviting and memorable retreat. Dreidels, Kwanzaa candles, sugar pies... all dreams are in play when you spend the holidays in Yosemite Mariposa County's holiday hub.

### Day Lodging in Wawona and Fish Camp

High meadow bowl at 4,000 ft. elevation (same as Yosemite Valley), **Wawona** is one of Yosemite's most historic towns. **Fish Camp**, about seven miles south at around 5,000 feet, is slightly elevated on the western slope of the Sierra Nevada range. Between the two is Yosemite National Park's south gate. **Both offer classic mountain lodge and vacation cabins bedecked for the holidays. Book early for the best selection!**

### Yosemite Holiday Vacation Cabins



Yosemite Mariposa County sets the stage for epic family getaways, with the more generations tagging along the merrier. The holidays are when fully-outfitted local vacation cabin rentals hit their stride. Take a Sierra escape that honors your arc of generations and stay in a multiple-bed-and-bath vacation rental where you can save money, share time together, and experience the holiday wonder of

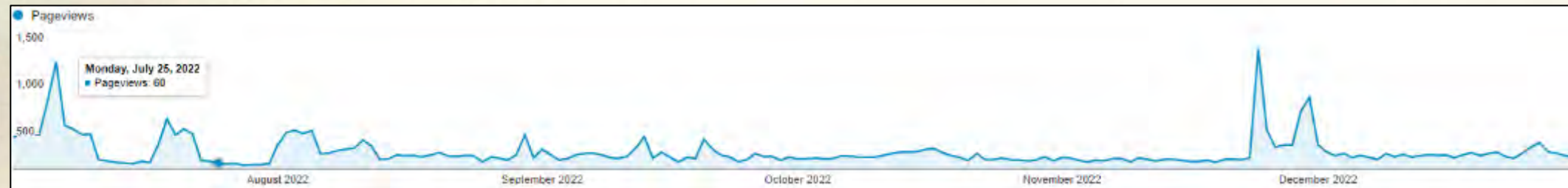
with your family. Holiday cooking? Check. Most vacation rentals are equipped with spacious, updated kitchens with the tools you'll need to create a proper feast. Select from hundreds of vacation rentals—any way you book, it's a getaway.




# Special Offers


- Ended the half year with over 33,000 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
- Providing reporting on how specials perform has increased desire to continue expiring offers
- Only successful with the help of lodging partners

Page ?	Pageviews ?
	33,280 % of Total: 1.07% (3,100,514)
1. <a href="http://www.yosemite.com/special-offers/">www.yosemite.com/special-offers/</a>	33,280(100.00%)






**Tenaya at Yosemite**  
Take 15% off This Spring  
OFFER VALID 01/04/2023 TO 04/30/2023  
[View Offer](#)



**Yosemite Valley Lodge**  
Third Night Free  
OFFER VALID 11/27/2022 TO 03/09/2023  
[View Offer](#)



**Cottage Retreat**  
10% off This Winter Season  
OFFER VALID 11/29/2022 TO 02/28/2023  
[View Offer](#)

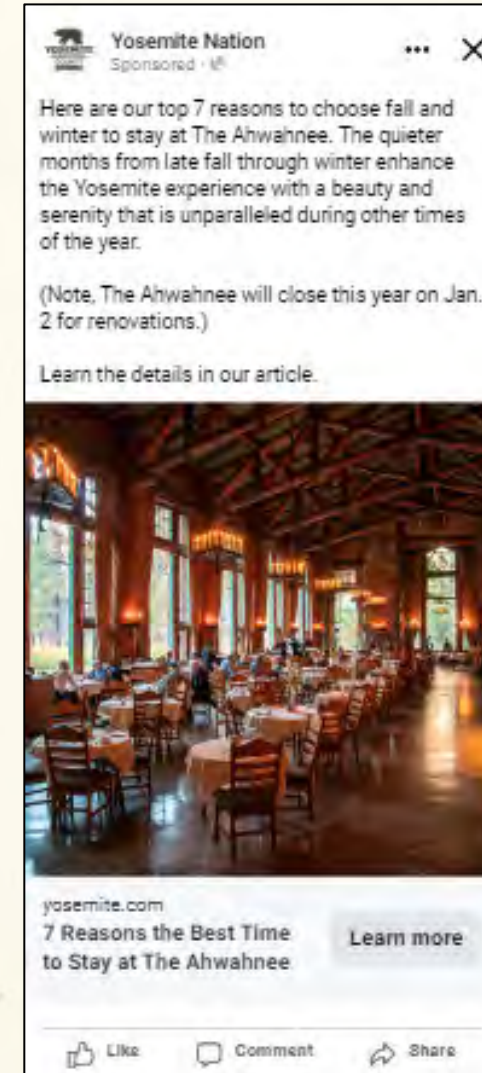
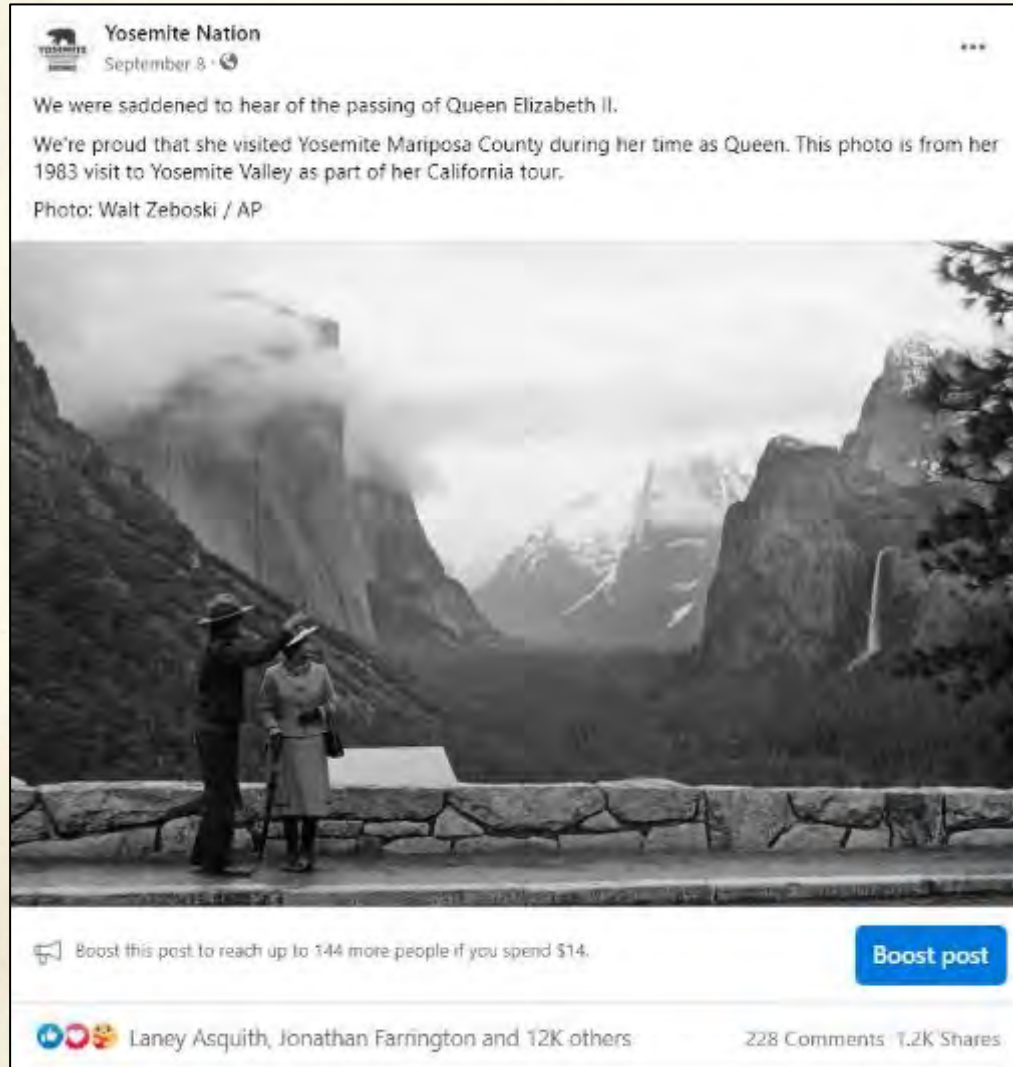
# Social Media

YTD total posts on all channels: 598

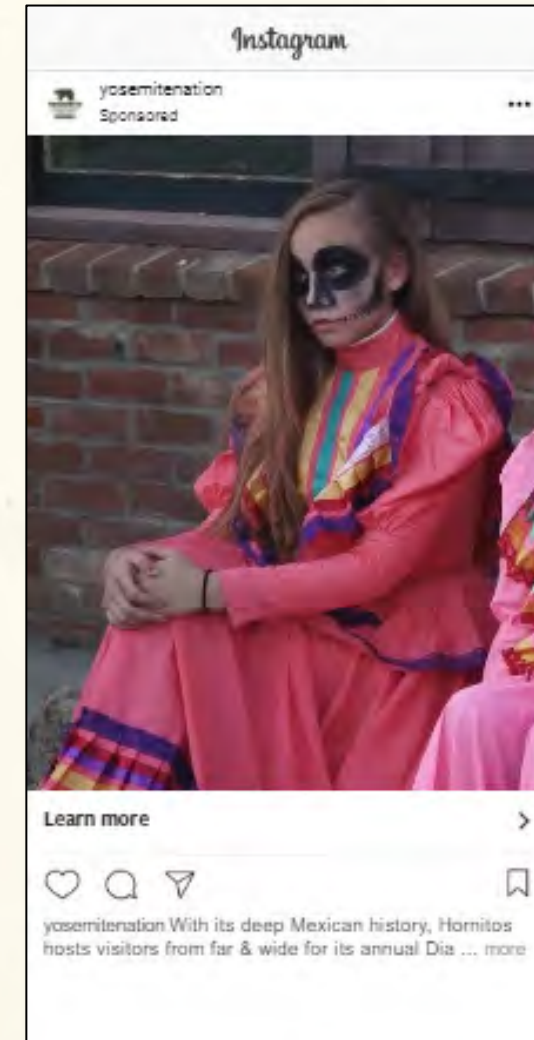
Facebook, National	Jul-Dec	Total
Followers	2,680	132,635
Link Clicks	40,860	50,296
Facebook, Local	Jul-Dec	Total
Followers	122	2,493
Instagram	Jul-Dec	YTD Total
Followers	4,784	73,981
Engagement		526,095
YouTube	Jul-Dec	YTD Total
Subscribers	339	1,274
Total Watch Time (hours)	1457	1,859
Average percentage viewed	60.3%	59%
TikTok	Jul-Dec	YTD Total
Followers	2229	2,229
Twitter	Jul-Dec	YTD Total
Followers	336	45,649
Engagement		1,459
Link Click Rate		2,481
Pinterest	Jul-Dec	YTD Total
Impressions	114,305	158,390
Engagement	4,358	4,358
Engaged Audience	2,910	2,910



# Social Media – Facebook (YosemiteNation)

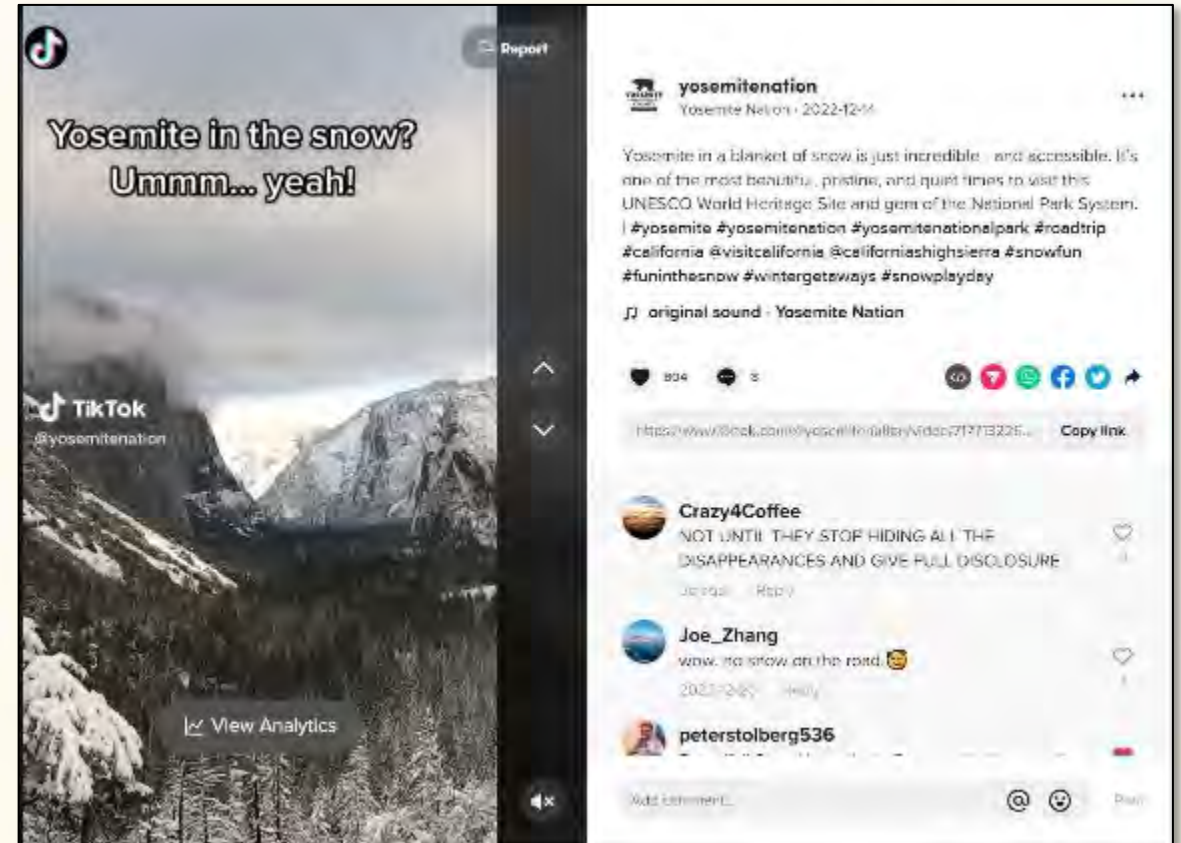
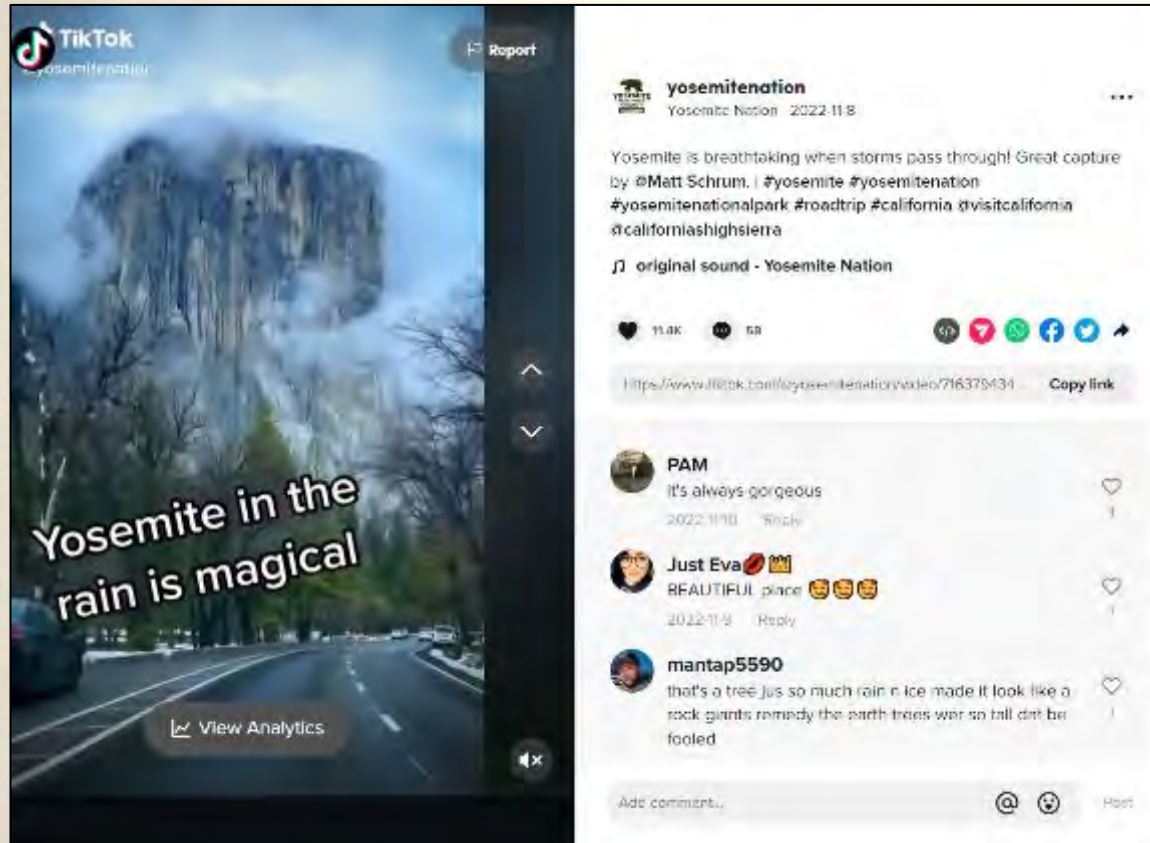


# Social Media – Instagram





# Social Media - TikTok



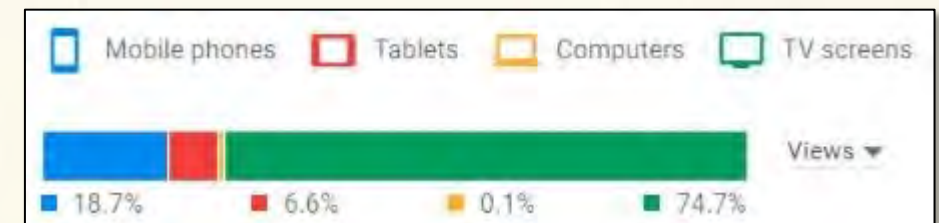
# Video Production



We're devoting a portion of our video production efforts on vertical format, short form productions geared towards TikTok, YouTube Shorts, and Instagram Reels. While this new format is important, YouTube ad results clearly show the continued relevance of wide-format video.

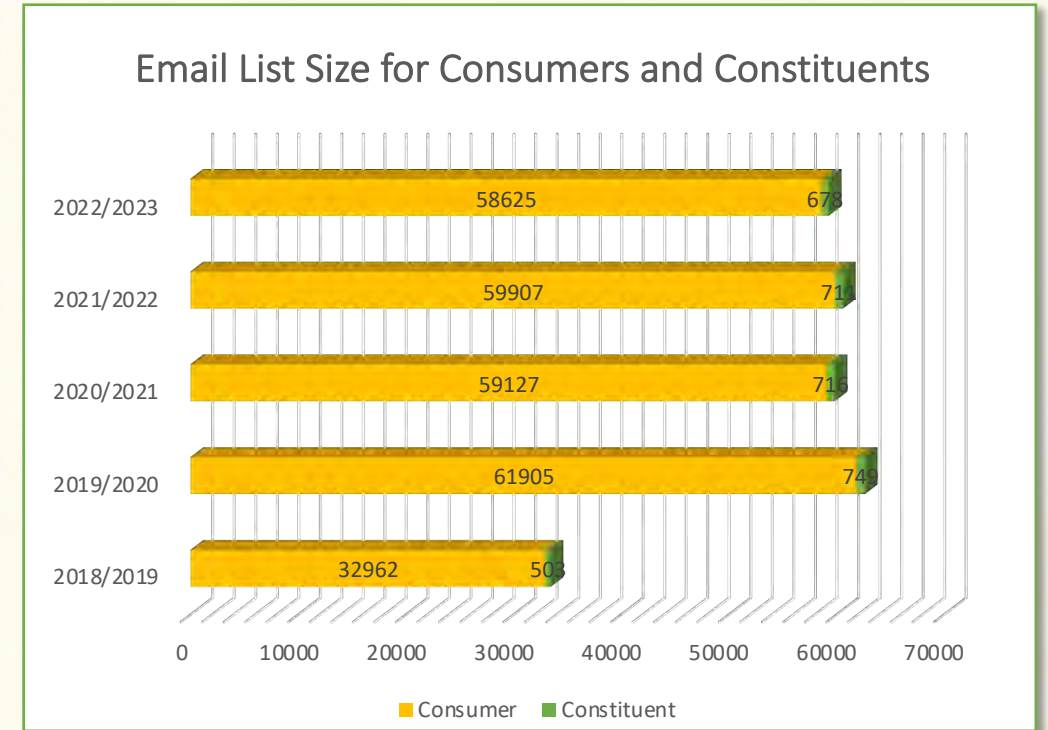
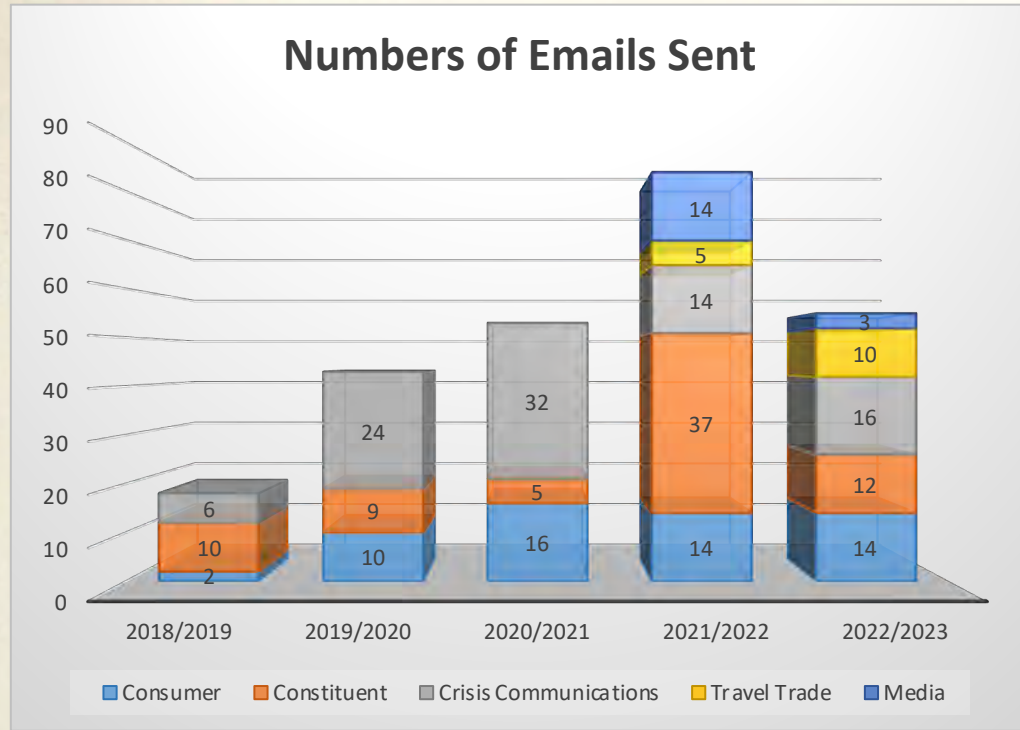
We have produced 1 Modern Day Pioneers, 2 Mariposa Moments, and 3 seasonal promo videos.

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 on pace to exceed last year's number of emails, having already sent as many emails to consumers in the first six months as we did all last year. We have already doubled the number of emails sent to travel trade last year as well.

# Traditional Print



## STAND WHERE NATURE SOARS

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

**YOSEMITE — MARIPOSA — COUNTY**



### STAY IN THE PARK

Stay in the heart of Yosemite National Park this winter — wake up to breathtaking views just outside your window. Experience a winter wonderland a short drive from the Bay area — ice skating, skiing, snowshoeing, and more all in the majesty of Yosemite.

**TravelYosemite.com**  
**(602) 278-8888**



### THIS IS HOW YOU WINTER

Winter is elevated at Tenaya at Yosemite — inside and out. Relax at our resort, Explorer Cabins or cottages two miles from Yosemite National Park. Whether you're lying down at our spa or racing downhill on a sled, it's peak winter.

**Explore winter in Yosemite.**  
**VisitTenaya.com**  
**(559) 683-6555**

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

Conde Nast



## UNFORGETTABLE.

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

### YOSEMITE.COM

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

Find lodging, hiking, camping, trip itineraries and special offers!

Visit California



## STAND WHERE NATURE SOARS

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

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**Explore winter in Yosemite**  
**VisitTenaya.com**  
**(888) 514-2167**



### 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**  
**(888) 742-4371**

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

Sactown





# Traditional Print

**Yosemite:  
California's  
Family-  
Friendly  
Winter  
Getaway**

Yosemite winter vacations provide all the snow fun without the big resort crowds and eyepopping ski area costs. **Badger Pass Ski Area** is California's oldest and friendliest "learn-to-snowboard/ski" destination. Learn to ski (guaranteed!) on the easy-to-access, family-friendly slopes. Or, ice skate in shadow of Half Dome at **Curry Village**, or enjoy sledding & snow play at resorts like **Tenaya at Yosemite**.

**YOSEMITE.COM**

**YOSEMITE**  
—MARIPOSA—  
COUNTY

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

**Willkommen zurück im  
Yosemite Mariposa County!**

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

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

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

**YOSEMITE**  
—MARIPOSA—  
COUNTY

America Journal  
(German language publication)

Local Getaways,  
Good Housekeeping  
Women's Day



# Native Advertising

**WINTER'S BREATHTAKING BEAUTY AWAITS**



**Yosemite Mariposa County**

Winter Magic in Yosemite Mariposa County

What's New for 2023

Top 5 in Yosemite Winter Romance

Yosemite Winter Phenomena

Snow Allergies? Mariposa County's Golden Solution



**YOSEMITE MARIPOSA COUNTY**

**STAND WHERE NATURE SOARS**



**YOSEMITE.COM**

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

**THIS IS HOW YOU WINTER**

Yosemite is home to the most spectacular winter scenery in the world. From snow-covered mountains to frozen waterfalls, the park offers a unique winter experience. Discover the best places to visit, the best time to visit, and the best things to do in Yosemite this winter.

**YOSEMITE VIEW LODGE & CEDAR LODGE**

Yosemite View Lodge and Cedar Lodge are the perfect places to stay in Yosemite this winter. Both lodges offer comfortable accommodations, beautiful views of the park, and excellent service. Book your stay today to ensure you have the best winter experience in Yosemite.

**Yosemite Events**

1800.742.4371

**YOSEMITE MARIPOSA WINTER VACATIONS**

Yosemite Mariposa County offers a variety of winter vacation options, from cozy cabins to luxurious resorts. Discover the best places to stay, the best time to visit, and the best things to do in Yosemite this winter.

**LAI-D-BACK WINTER FUN AT BADGER PASS**

Badger Pass Ski Area is the perfect place to enjoy winter fun in Yosemite. With its scenic views, excellent skiing, and cozy lodge, it's a great destination for a winter vacation. Book your stay today to ensure you have the best winter experience in Yosemite.

**YOSEMITE VIEW LODGE & CEDAR LODGE**

Yosemite View Lodge and Cedar Lodge are the perfect places to stay in Yosemite this winter. Both lodges offer comfortable accommodations, beautiful views of the park, and excellent service. Book your stay today to ensure you have the best winter experience in Yosemite.

**Yosemite Events**

1800.742.4371

**NEW THINGS COMING TO YOSEMITE MARIPOSA COUNTY IN 2023**

Yosemite Mariposa County is excited to announce a variety of new projects and initiatives for 2023. From infrastructure improvements to community programs, we're committed to making Yosemite a better place for everyone.

**YOSEMITE'S FRAZIL ICE AND OTHER WINTER PHENOMENA**

Yosemite is home to a variety of winter phenomena, including Frazil Ice, which is a unique and beautiful sight. Discover the best places to see Frazil Ice and other winter phenomena in Yosemite.

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**Yosemite Events**

1800.742.4371

BANG – 660,000 circulation



# Native Advertising

SFGATE

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MARIPOSA COUNTY

## What to Do in Yosemite This Winter

Winter projects Yosemite Valley in a different light, the rays suffused through snow-covered conifers, the sun's beam casting magic upon partially frozen waterfalls. The wildflower seeds may lay dormant and the majority of visitors may wait for spring and summer, but Yosemite remains very much alive in winter.

Ne



"These rockfaces, trees, and waterfalls emit a sense of serenity that is hard to describe in words."

Chelsie Layman

Given the weather changes and winter conditions, packing for a winter sojourn to Yosemite can feel

A great way to explore even further inside the park is on snowshoes. Yosemite has long been

"It's a peaceful and restorative rhythm. The evergreen trees, naturally garlanded in fresh snow, often sparkle with icicles."

Yuli Gostev



Many visitors are surprised at how variable the temperatures can be, Yuli says. The valley reaches

Chelsie says there is minimal need to drive one's own car during a Yosemite visit, however. Shuttles

SFGate



# Nov. 22 - Jan. 2023 Public Relations and Earned Media Campaign



Featured outlets

San Francisco Chronicle

The Mercury News

lonely planet

TRAVEL  
INSIDER

ENVOLDS

Outside

Essentially  
America  
NORTH AMERICAN TRAVEL & LIFESTYLE

Skift.

San Joaquin  
MAGAZINE

California's oldest weekly newspaper of continuous publication

Mariposa Weekly Gazette.  
And MINER





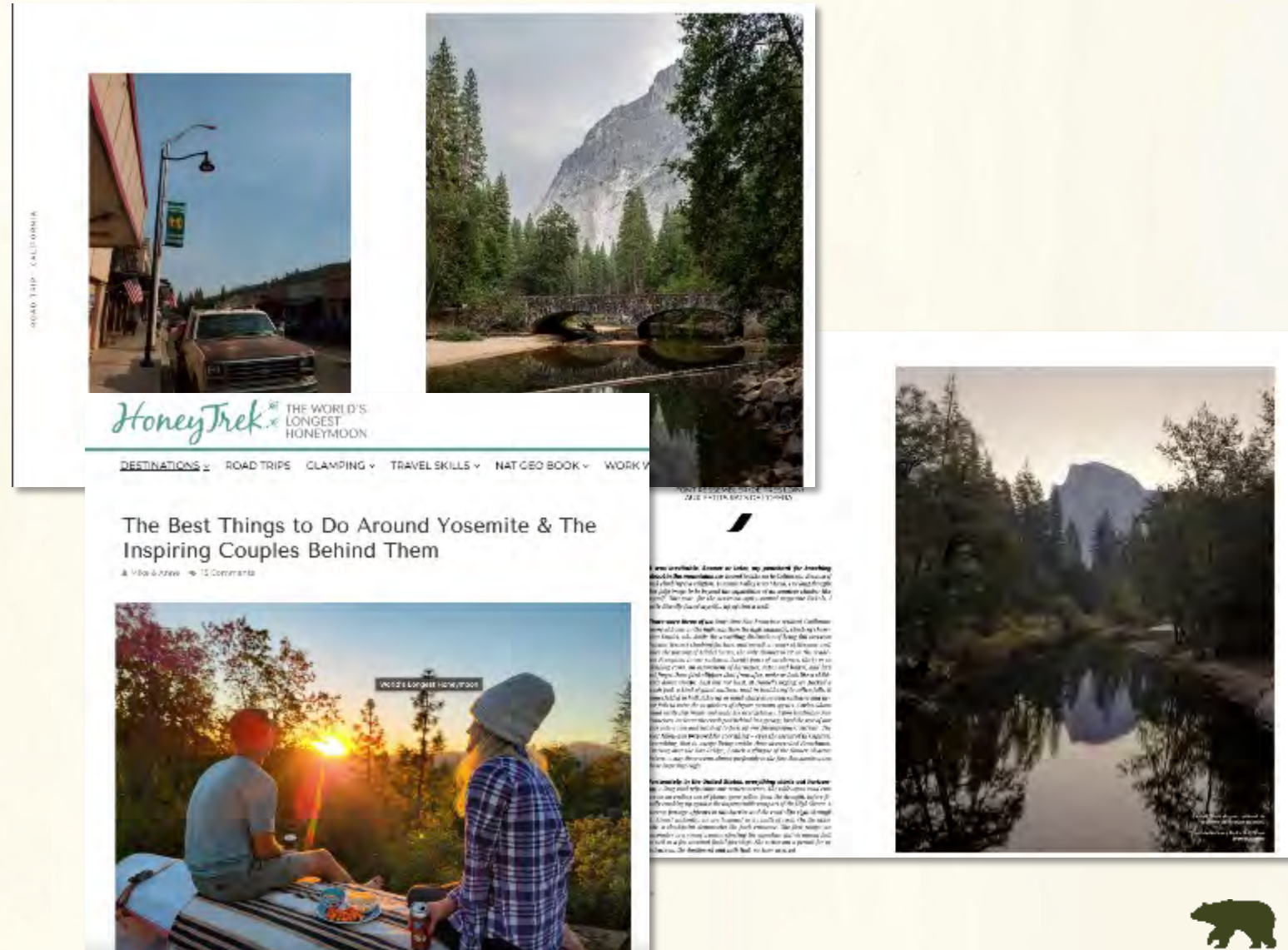
# Earned Media List

Nov. 1 – Jan. 13, 2022

California's Yosemite and Sequoia National Parks	Essentially America	Black Diamond Pitch
Yosemite Ends its Reservation System in Time for Leaf-Peeping Season	ITTN	Black Diamond Pitch
Honeytrek IG Story	HoneyTrek IG Page	HoneyTrek Fam
Yosemite National Park Will Suspend Temporary Peak Hours Vehicle Reservations System for Summer 2023	Sierra Sun Times	YMCTB Press Release
Yosemite National Park ends controversial reservation system	The Chronicle	Reservations Outreach
Why you wont need reservations to visit Yosemite National Park next year	Mercury News	Reservations outreach
Grunes Licht fur Eintritt in Yosemite ohne Anmeldung	FVW Travel Talk	No Reservations for 2023 Press Release
D-RR206 Wildfire Climate Future: Yosemite & Mariposa County	deutches-reiseradio.de	BRAND USA Travel Week Meeting
NO RESERVATIONS	Mariposa Gazette	Reservation Outreach
Yosemite National Park drops advance reservations	Travelmole	Black Diamond Pitch
The Best Things to Do in Yosemite & The Inspiring Couples Behind Them	HoneyTrek	Honeytrek Fam
Yosemite National Park will not require reservations in 2023	Travel Weekly	No Reservations Press Release
THINGS TO DO IN MARIPOSA, CALIFORNIA BEFORE YOU VISIT YOSEMITE	Adventure Mom Blog	Nedra McDaniel Fam
Yosemite suspends its reservation system - but will overcrowding return?	Lonely Planet	Reservation press release
Yosemite Ends Park Reservation Requirements to Evaluate Impact on Communities	Skift	Jonathan Interviewed/Jennifer Sweeney
IITA Newsletter	IITA	Reservations Press Release
New Year's Eve Destinations	Opulence	Black Diamond Pitching
GUIDE FOR VISITING MARIPOSA GROVE OF GIANT SEQUOIAS IN YOSEMITE NATIONAL PARK	Adventure Mom Blog	Nedra McDaniel Fam
The Best Places to Travel in Every Month of 2023	Qantas	Gate 7 pitch
Black Diamond Highlights Key Resorts for Season 22-23	Snow Industry News	Black Diamond Pitch
Accessible Trips and Destinations in the USA	International Alliance Bulletin	Black Diamond Pitch
The Best Ski Resorts 2023	TravelMole	Black Diamond Pitch
Where to ski in 2023 in USA and Canada	Travel Daily	Black Diamond Pitch
Reach your peak at these 2023 Ski Hotspots	NI Travel News	Black Diamond Pitch
On the Road Again - A Road Trip Through Northern California	American Trails	Atlantic Link Group Media Fam
L'Aventure Verticale	Envols (Air France Inflight mag)	Air France Fam
Top 10 places in California to visit in 2023	San Francisco Chronicle	Jennifer Sweeney Communications pitch
California Bucket List	San Joaquin Magazine	Jennifer Sweeney Communications pitch
America Newsletter No. 24	America Journal	MSI Pitch

# FAMs

- YMCTB has hosted two FAMs in the previous quarter. One was a partnership with the High Sierra Visitor's Council with a family focused influencer, RunWildMyChild (102K followers). The second was a travel trade FAM, Envasions USA.
- To date we have hosted 11 media FAMs (FY goal was 10) and 4 Travel Trade FAMs.
- We have also seen some completed coverage published from trips hosted earlier in the year with HoneyTrek, Envols (Air France in-flight magazine), American Trails and AdventureMomBlog.com.





# Current International Paid Marketing

## UK Co-Ops:

- YMCTB Travel Trade Dinner Event
- Travel Counselors
- Travel Matters
- Audley Travel
- Unite USA
- Travel Gossip

## Germany Co-Ops:

- CANUSA
- America Journal /CRD Mamborg Event
- CRD
- America Unlimited
- VUSA Switzerland Event
- DER Travel Lounge

A significant increase in budgeted spend is being implemented in key international markets leveraging B2B and B2C distribution through our agency partners, Black Diamond UK, Msi Germany, Gate7 Australia.

Mariposa - Best Western Plus Yosemite Way Station Motel 2 Übernachtung(en)

Lage: Das Best Western Yosemite Way Station liegt mitten im kleinen Ort Mariposa. Bis zum Nationalparkingang sind es ca. 40 Fahrminuten. Geschäfte und Restaurants sind in der Nähe zu finden.

Einrichtungen: Saunenanlagen, Pool, Whirlpool.

Zimmer: Zimmer mit Bad, Klimaanlage, TV, Telefon, Radiowecker, Sitzbereich, Kaffeemaschine.

6. Tag Yosemite National Park

Ein Rundreisefahrplan des Nationalparkes ist im Hotel zu bekommen. Dieser Rundreisefahrplan ist ein Muss für alle, die Yosemite National Park besuchen wollen. Hiermit kann man sich ausbreiten und die umliegenden Nationalparks besuchen. Auch die Umgebung ist sehr schön und bietet viele Sehenswürdigkeiten. In Mariposa gibt es ein historisches Gebäude, das als Hotel genutzt wird. Hier kann man sich ausbreiten und die umliegenden Nationalparks besuchen. Auch die Umgebung ist sehr schön und bietet viele Sehenswürdigkeiten. In Mariposa gibt es ein historisches Gebäude, das als Hotel genutzt wird.

Northern California Hover

970x250 — 970 x 250

ZUM ANGEBO

6.2 / 29.78

CRD

YUBA COUNTY

YOSEMITE

FRESNO COUNTY

MAMMOTH LAKE

LAKE TAHOE

Nordkalifornien - ein Paradies für alle

# Local Business Support

With the reduction of festivals and events, more repeat visitation and overnight lodging reliance is placed on our non-profit museums, supporting the demand for history and local culture. YMCTB staff recommends that Local paid support include funding to the History Museums in Mariposa and Coulterville.







**Thank You!**

