

**Yosemite Mariposa County  
Tourism Bureau  
Board of Directors  
March 16, 2023  
Marketing Update**



# Executive Director Update

- Budget Timeline & Marketing Committee Review
- Human Resources Committee Meeting & Staff Review
- Discuss County grant process for 2023/24
- Discuss SB 478
- Discuss possible shift in International Sales focus from Trade to PR/Media
- Recap Marketing Committee Meeting & Creative Agency RFP Recommendation

# 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	\$1,459,020	\$1,424,078	\$1,166,846	\$1,094,861	\$789,535
December	\$1,310,835	\$1,234,091	\$266,374	\$1,081,371	\$675,393
January		\$904,534	\$211,545	\$598,299	\$373,991
February		\$1,151,736	\$761,434	\$779,460	\$347,064
March		\$1,560,168	\$1,325,065	\$378,288	\$594,982
April		\$2,118,945	\$1,851,356	\$10,793	\$1,272,597
May		\$2,373,763	\$2,200,760	\$17,168	\$1,660,461
June			\$2,787,163	\$571,448	\$2,202,637
GR TOTAL		\$20,375,422	\$15,755,339	\$14,352,354	\$14,824,433

Δ Prior Year	\$4,620,083	\$1,402,985	(\$472,079)	(\$159,310)
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## 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	\$109,964	\$272,986	\$111,592	\$148,902
Jan	\$161,692	\$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
Forecast				





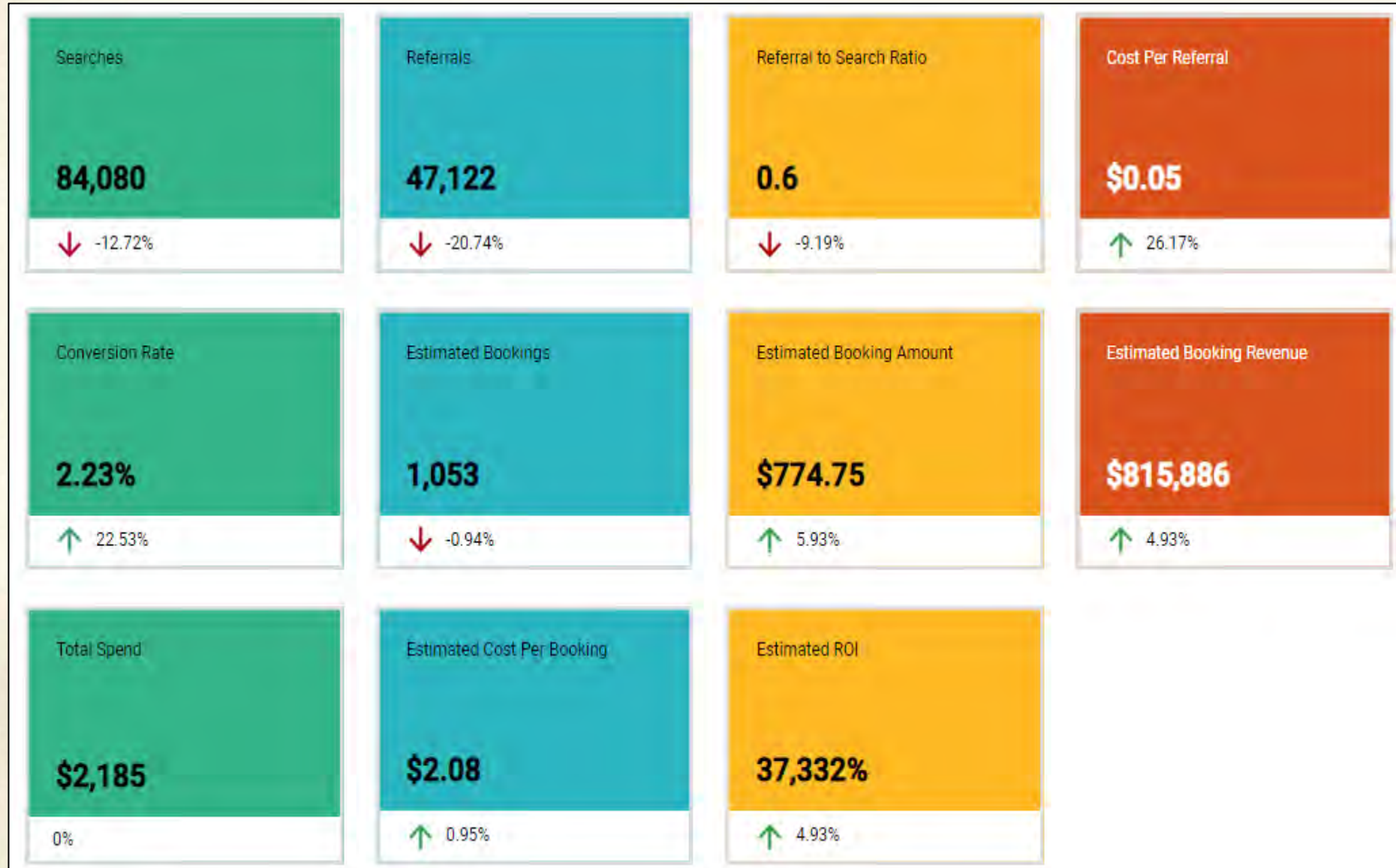
# KPIs: Performance Recap

	July 1, 2022 - June 30, 2023 Pace = 67% (Month 8 of 12)	FY 2022/23 Annual Goals
<b>PRIMARY KPI</b>		
Partner Referrals - Lodging	Lodging: 235,215   55% to goal	Lodging: 425,000
<b>Supporting KPIs</b>		
Overall Sessions	ACTUAL: 2,359,852   73% to goal	3,236,000 Sessions
Organic Sessions	ACTUAL: 944,810   62% to goal	1,520,000 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 392,644   97% to goal	405,000 Sessions
<b>Tracked Metrics</b>		
Book Direct Referrals	TBD	TBD
Newsletter Sign Ups	New Subs FY YTD: 3,636   Feb: 724   55% to goal	6,668 Sign-Ups
Partner Referrals - Things To Do	Things To Do: 56,969   64% to goal	Things To Do: 89,315
Partner Referrals - Dining	Dining: 15,209   58% to goal	Dining: 26,317

# Lodging Referrals Growth

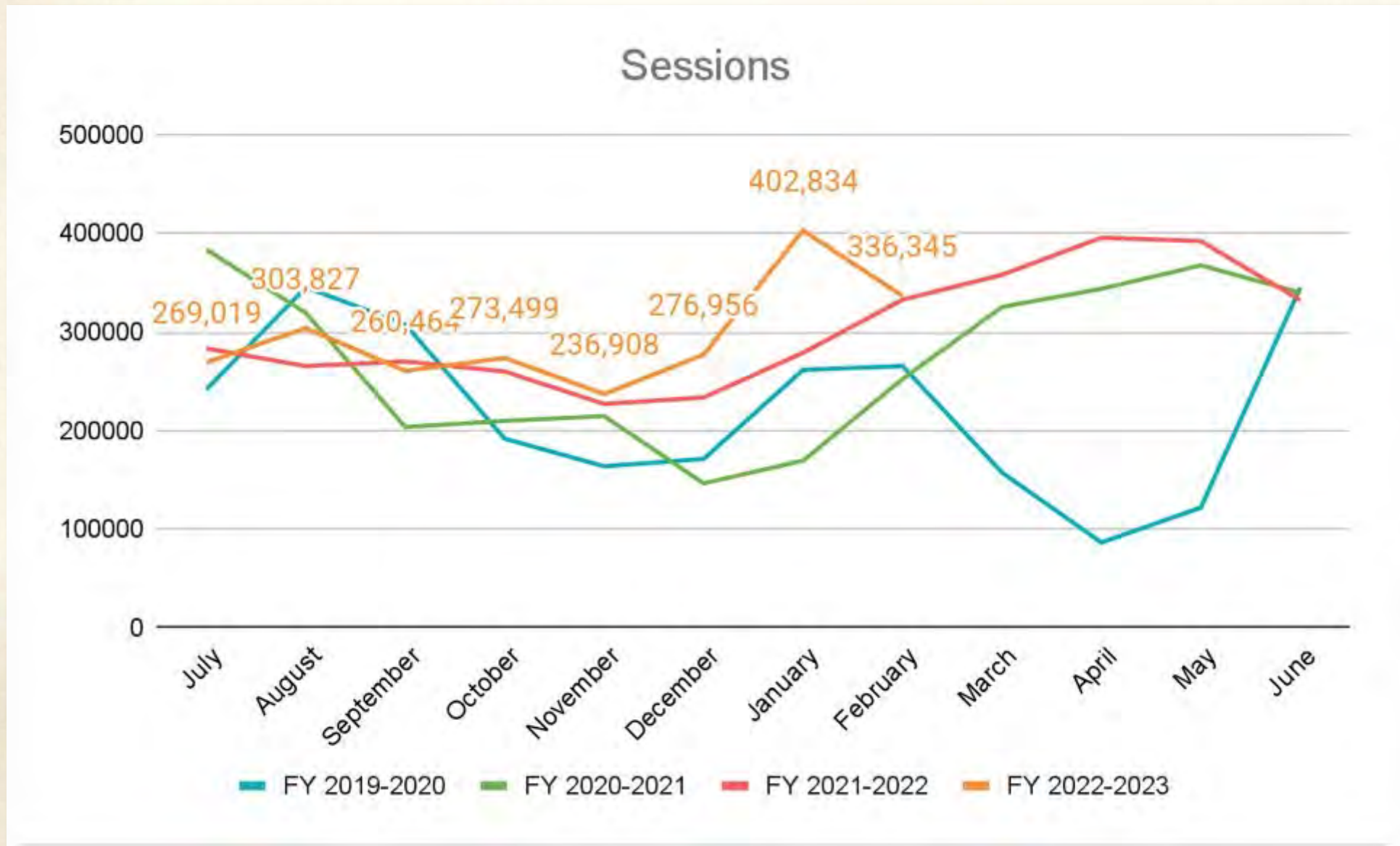


# Book>Direct Tracking Jan -Feb





# Overall Growth: Sessions

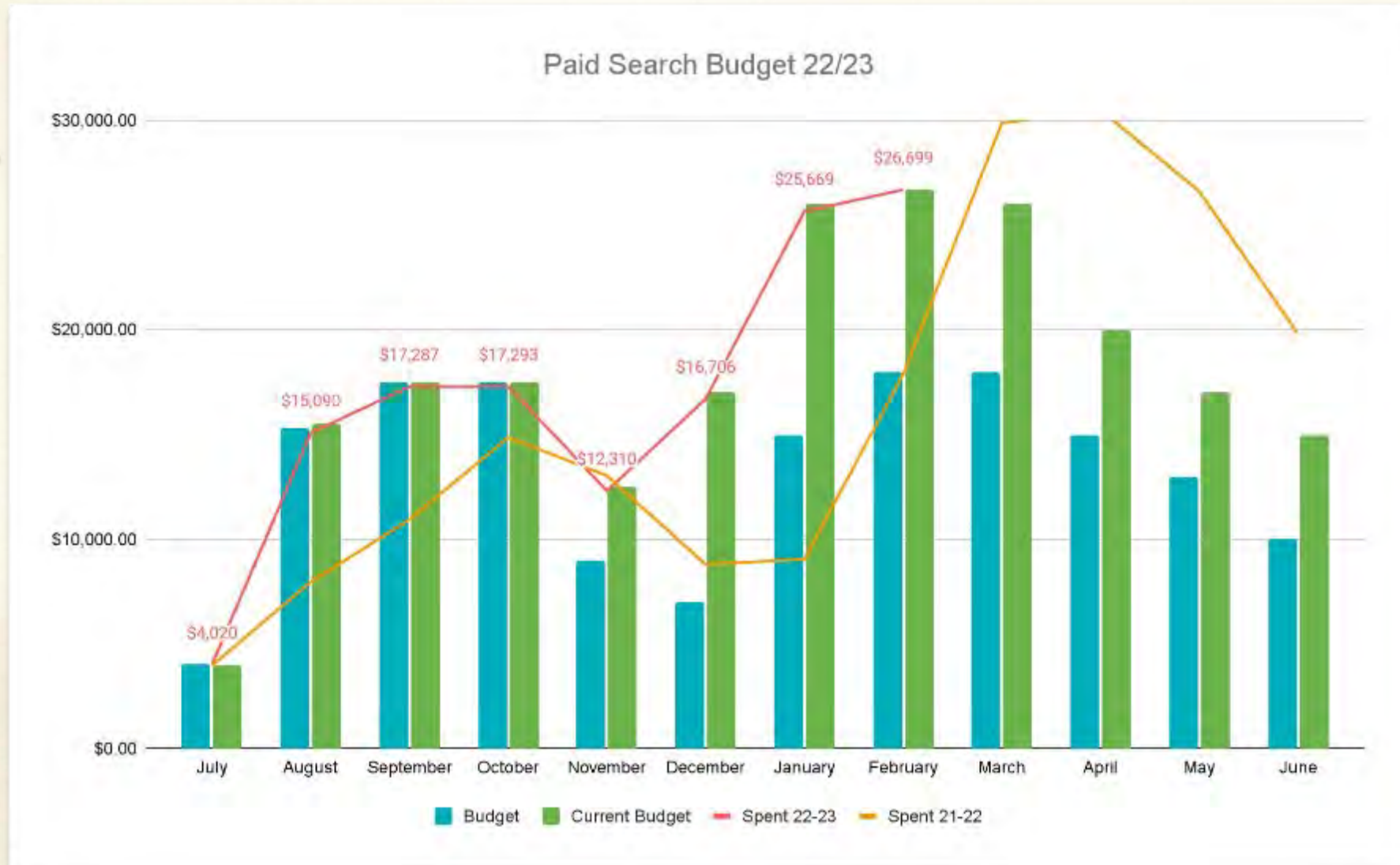


# Site Channel Performance

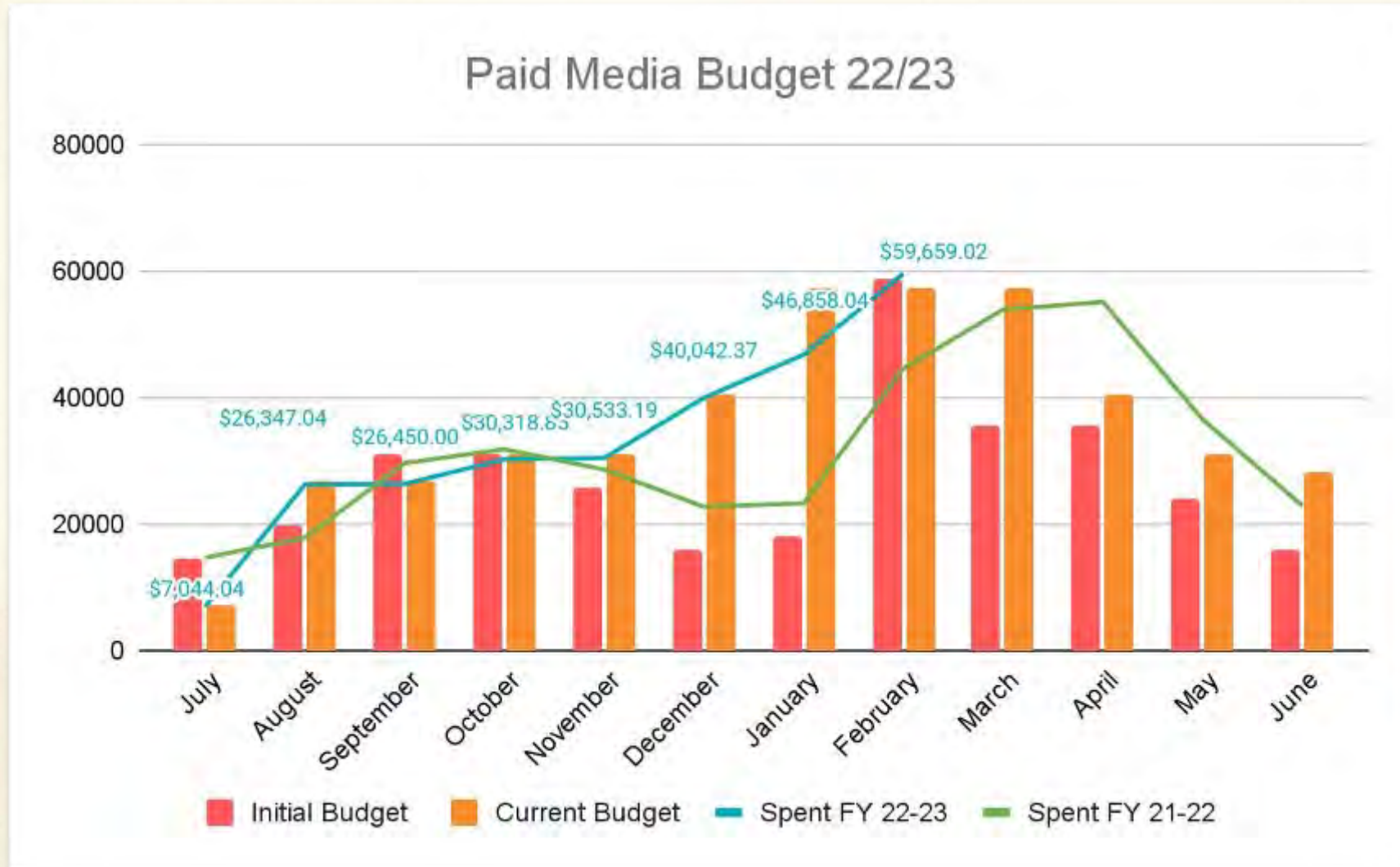
Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	115,502	-9.3% ▾	91,459	52.91%	2.27
Paid Social	87,304	100.0% ▴	78,512	78.72%	1.41
Paid Search	57,850	-24.4% ▾	46,320	59.49%	1.83
Direct	37,489	25.1% ▴	29,884	61.21%	2.02
Display	27,565	3.7% ▴	21,635	85.39%	1.3
Referral	5,547	-29.5% ▾	4,499	38.2%	2.66
Social	2,077	-87.5% ▾	1,922	63.65%	1.68
Email	1,002	-74.6% ▾	737	53.39%	2.14
Advertorial	1	-	1	0%	3



# Paid Search Budget \$142,185



# Paid Media Budget \$354,500



# Display Ads Performance in US

## Highlights

- Ads generated 5,977,802 impressions (+111% YoY) and 16,492 clicks (+15% YoY) due to a 21% increase in cost. CTR is 0.28%, down 45% YoY but awareness is up.
- Ads that earned the most awareness (impressions) include the Tenaya 300x250 ad with 914,838 impressions and the Campers Winter's Glory 300x250 ad with 505,432 impressions.
- Total conversion events are up YoY (149 vs 122), with the bulk of them being attributed to lodging and hotels (126 vs 113).





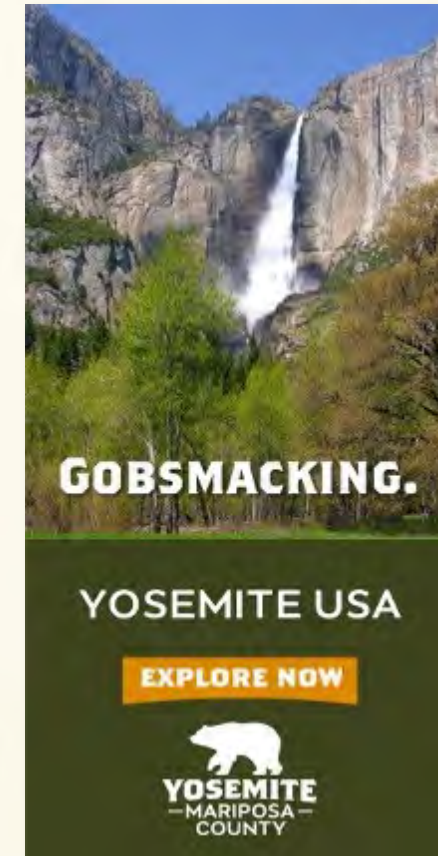
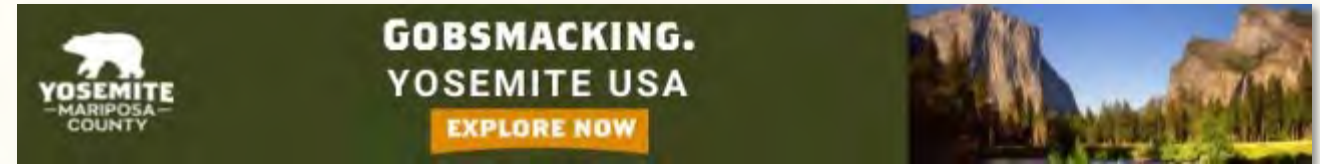
# International Market Growth



# International Display Campaign: United Kingdom

## Highlights

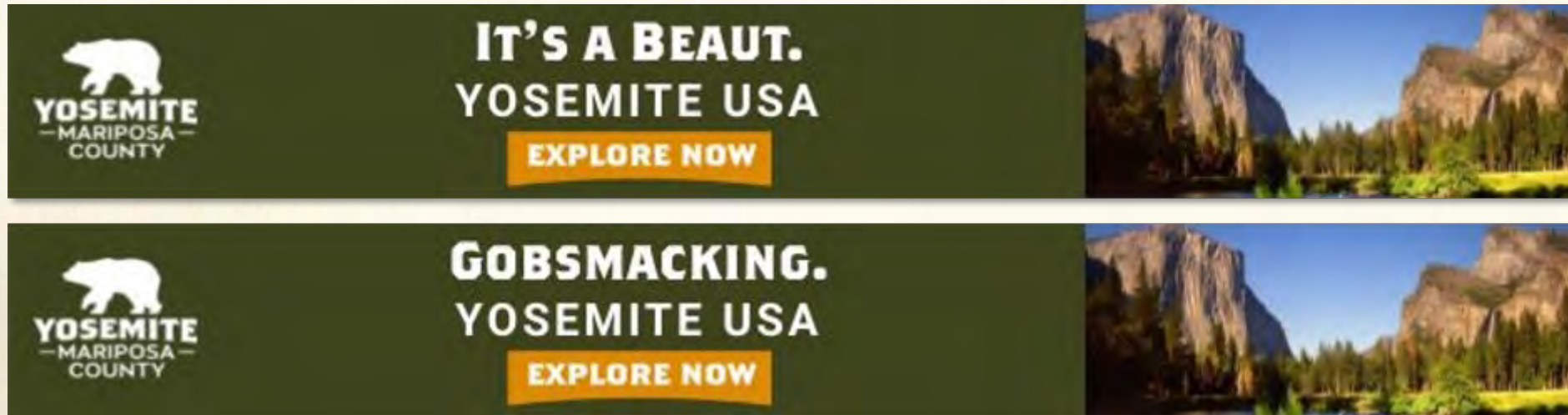
- Ads generated 2,466,588 (-77% YoY) impressions and 5,715 clicks (-79% YoY) with a 2% decrease in cost (CPM has increased 329%). 72% increase in impressions from audiences aged 35-44 but 27% decrease in CTR, meanwhile aged 65+ saw 45% less impressions but CTR improved 4% YoY
- 0.23% CTR (-6% decrease YoY)
  - 0.47% is the travel benchmark
- UK creatives that earned the most awareness (impressions) included the Gobsmacking 300x600 creative with 544,871 impressions and the Gobsmacking 728x90 creative with 246,100 impressions



# International Display Campaign: Australia

## Highlights

- Ads generated 4,818,228 (-3% YoY) impressions and 15,046 clicks (+2% MoM) with a -4% decrease in cost. CTR is 0.31%, up 5% YoY.
- Display ads that earned the most awareness in January included the It's a Beaut 728x90 creative with 1,102,877 impressions and the Gobsmacking 728x90 creative with 967,946 impressions





# International Display Campaign: Germany

## Highlights

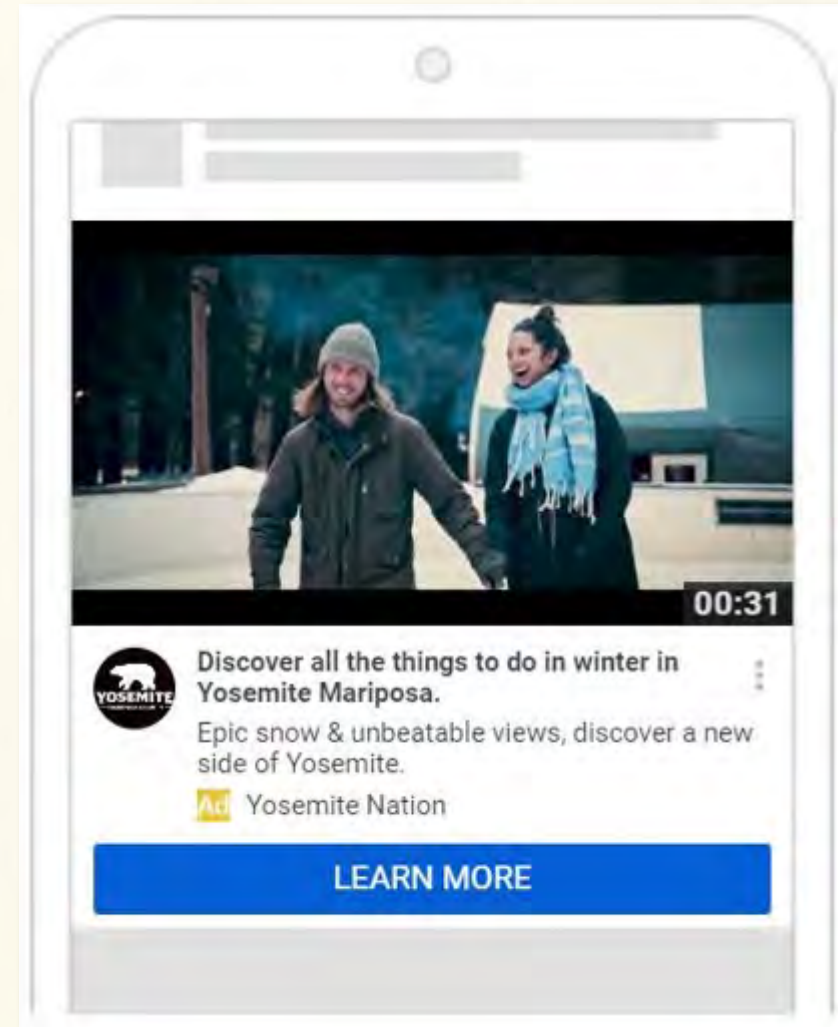
- Ads generated 1,546,540 impressions (-84% MoM) and 5,281 clicks (-83% MoM), with a 46% increase in cost MoM. CTR is at 0.34% (0.33% last month)
- The GER ads that earned the most awareness included the following 300x600 creative with 496,006 impressions and the 300x250 creative with 251,592 impressions
- Some dips impressions and increase in CPM MoM came from the following audiences: luxury travelers, family vacationers, camping equipment, outdoorsy. Could be just a fluctuation, or these audiences could have brand fatigue



# YouTube Paid Media

## Highlights

- YouTube drove 784,729 impressions (+74% YoY) and 1,645 clicks (+5%) due to a +191% increase in cost.
- The video ads have earned 61,527 views (+225%) and a click through rate of 0.21% (-40% decrease YoY, stayed the same MoM)
  - 0.65% is the CTR benchmark
- The 30 second creative for the Outdoorsy Mature audience earned combined the most views for outdoorsy couples (12,486) and families (10,503)





# Paid Social Media Ads Performance

## Highlights

- Total ads generated 7,633,792 impressions (+33% YoY) and reached 2,799,745 users (+55% YoY) due to a 50% YoY increase in spend.
- 2.04% average CTR (1.86% last year at a 10% increase YoY)
  - Travel industry benchmark .90%
- The winter remarketing 15 second video earned the highest CTR (2.72%) for the remarketing audience.
- The second-highest CTR earner was the special offers creative for the outdoorsy audience (2.61%)





# SEO

## SEO | Top Ranking Terms Scorecard | MoM

Keyword	Page (URL)	Current Rank	Previous Rank	Search Volume
Yosemite National Park	Homepage (/)	2	2	450,000
Yosemite	Homepage (/)	5	5	450,000
Yosemite hotels	/lodging/hotels/	1	1	40,500
Things to do in Yosemite	/things-to-do/	3	3	5,400
Yosemite hikes	/yosemite-hikes/	1	1	8,100
Yosemite restaurants	/restaurants/	7	6	2,900
Yosemite camping	/lodging/camping/	4	7	22,200
Yosemite lodging	/lodging/	8	4	33,100

# SEO

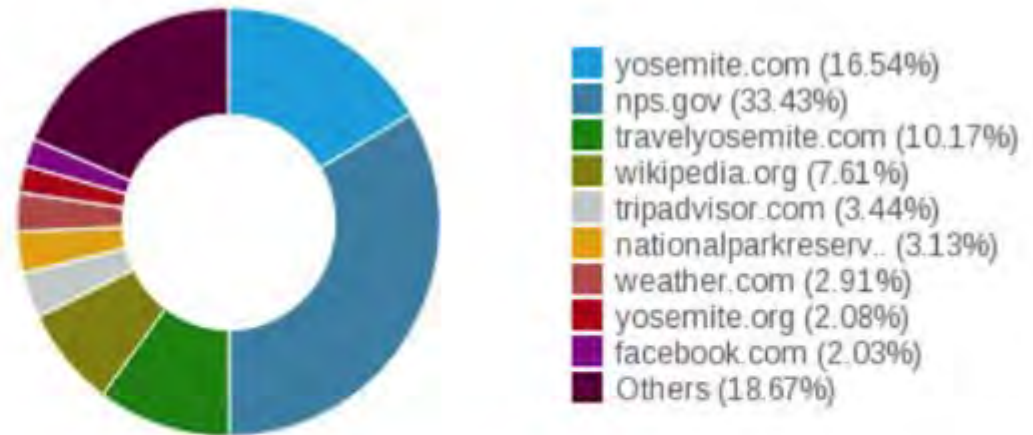
## SOV - Top Domains

- Yosemite.com's SOV increased from 14.90% to 16.54% MoM.
- These are the same competitors as last month. Travelyosemite.com saw a 1% increase MoM.

Share of Voice is a view provided by BrightEdge that gives us an understanding of how we're stacking up against competitors when it comes to occupying search real estate.

### All Keywords - Market Share of Voice

#### Share of Voice Report for "All Keywords"





# SEO

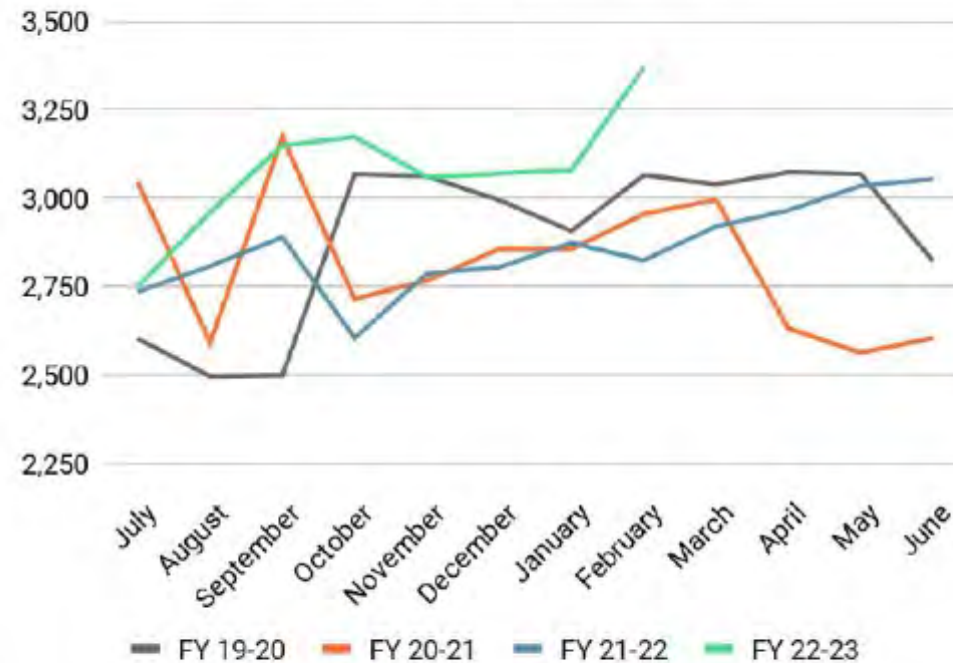
## Total Ranked Keywords | Brand

Total ranked brand keywords are up 19% YoY, 3,369 vs 2,824. Total ranked keywords are higher than last month, increasing 9%.

Page 1 brand keywords increased 18% YoY as well (2,166 vs 1,841).

Some keywords on page 1 that saw improvements in rank YoY include mariposa (rank 9, up 92 pos), yosemite weather (rank 8, up 3 pos) yosemite valley lodging (rank 9, up 1 pos).

"Brand" Total Ranked Keywords



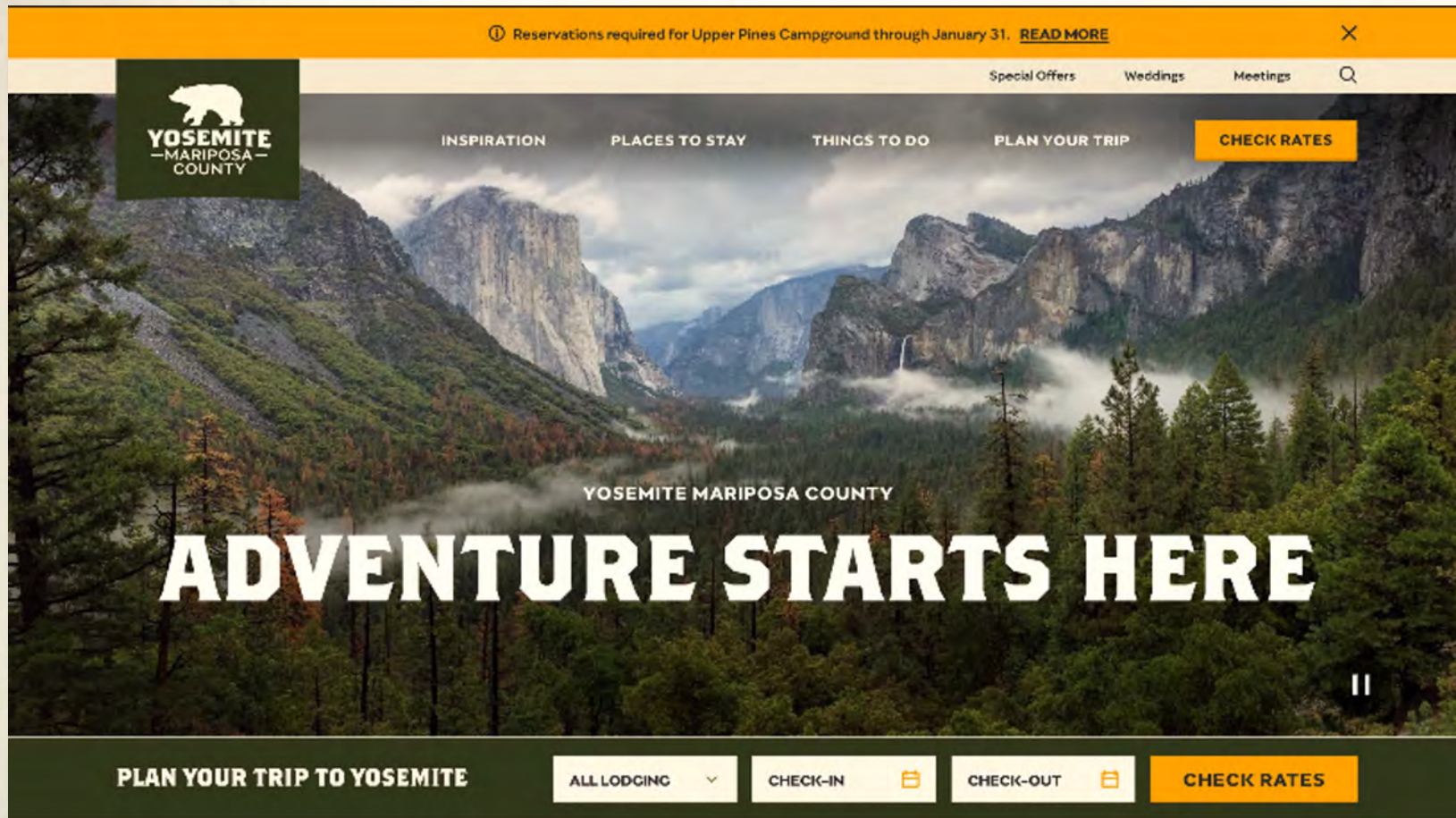


# Yosemite.com 3.0

- Design Comps completed
- Noble has begun front and back-end development
- We are ON PACE to launching at the end of April.

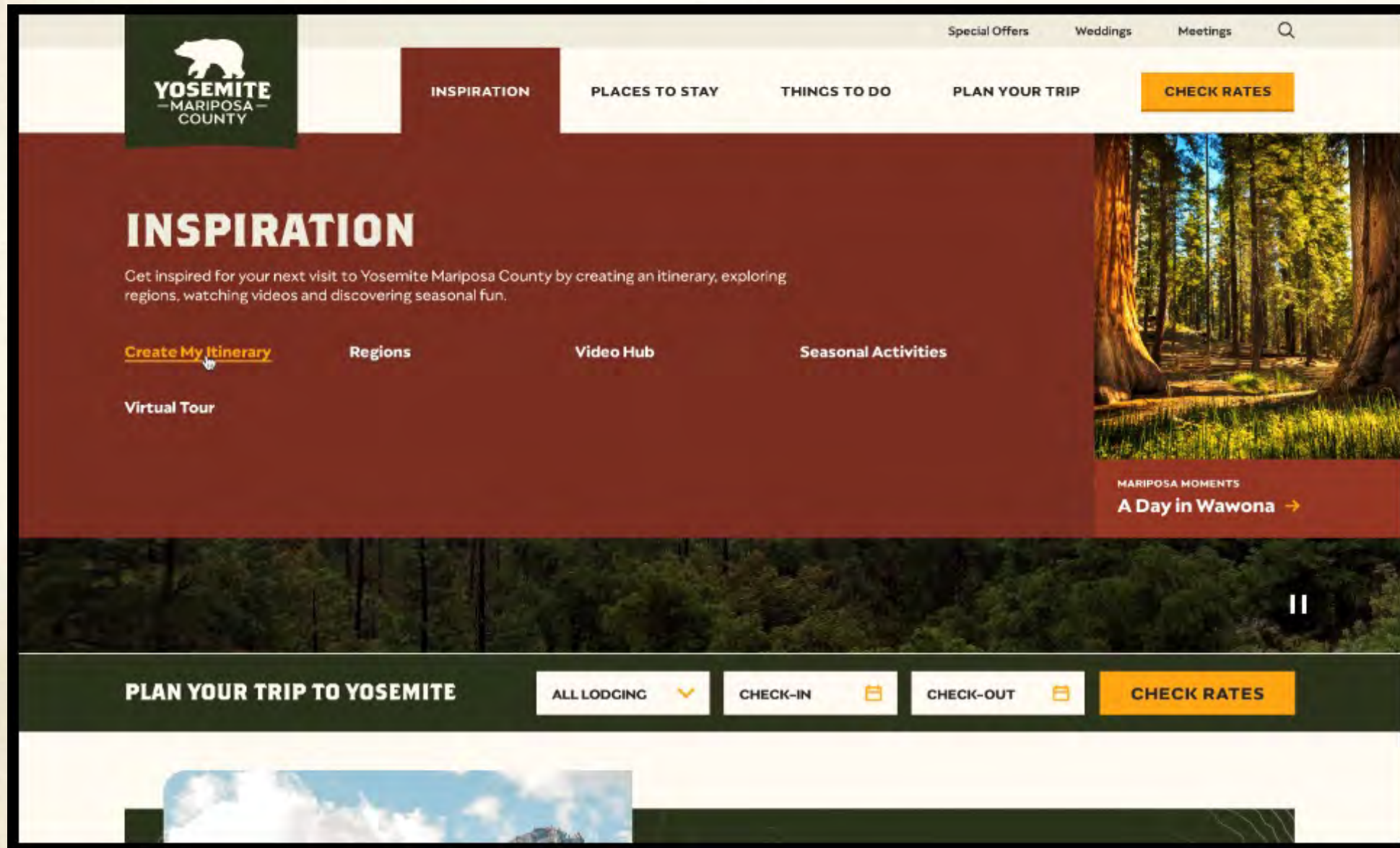
	January	February	March	April
Content Creation				
Design				
Development				
Quality Assurance				
Tracking & Launch				

# Yosemite.com 3.0



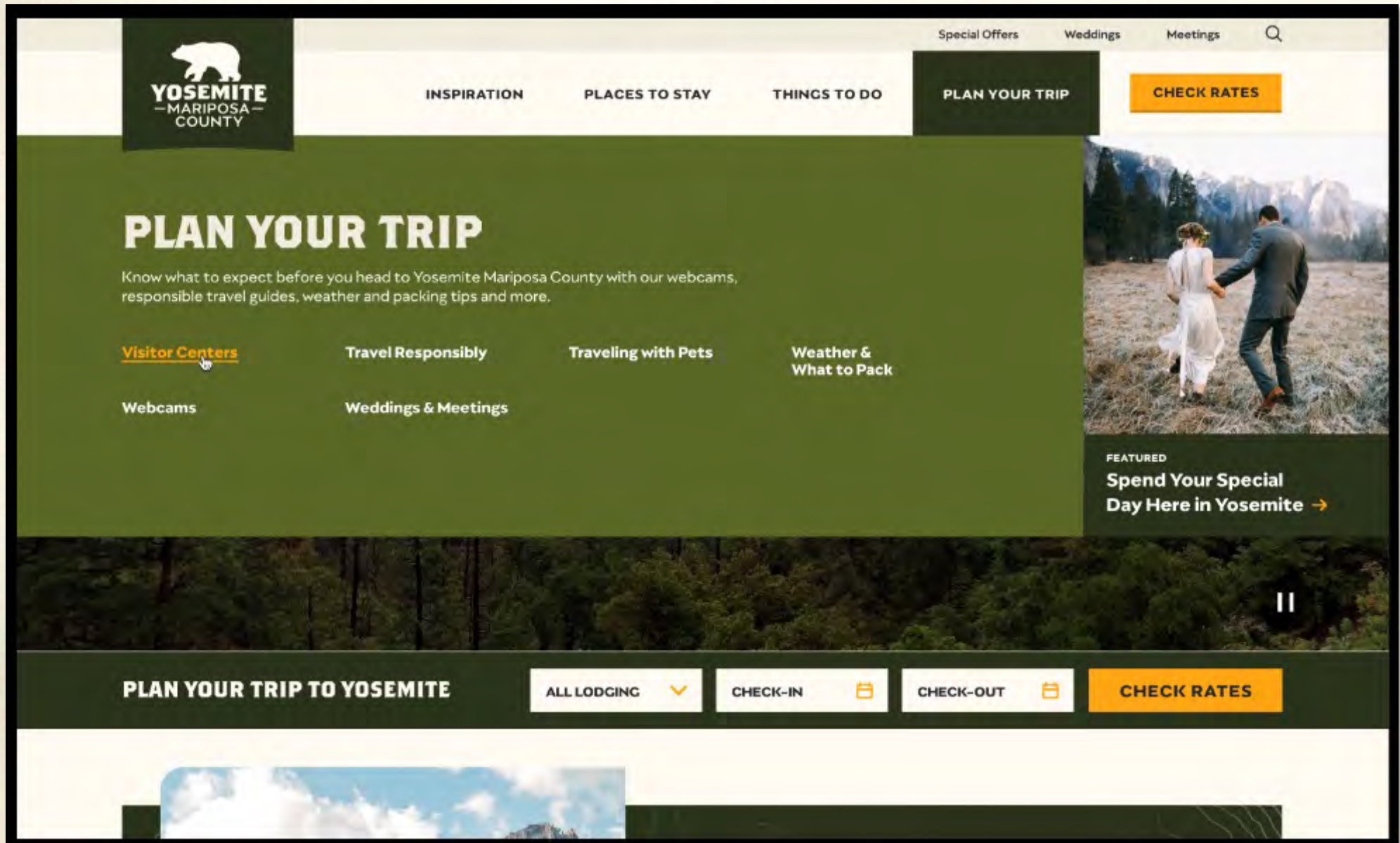


# Yosemite.com 3.0

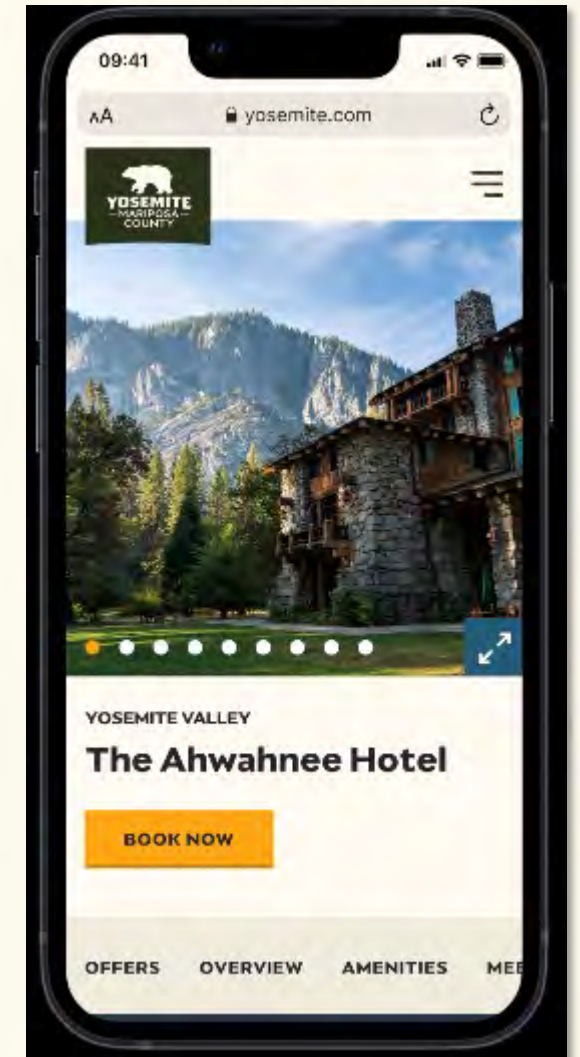
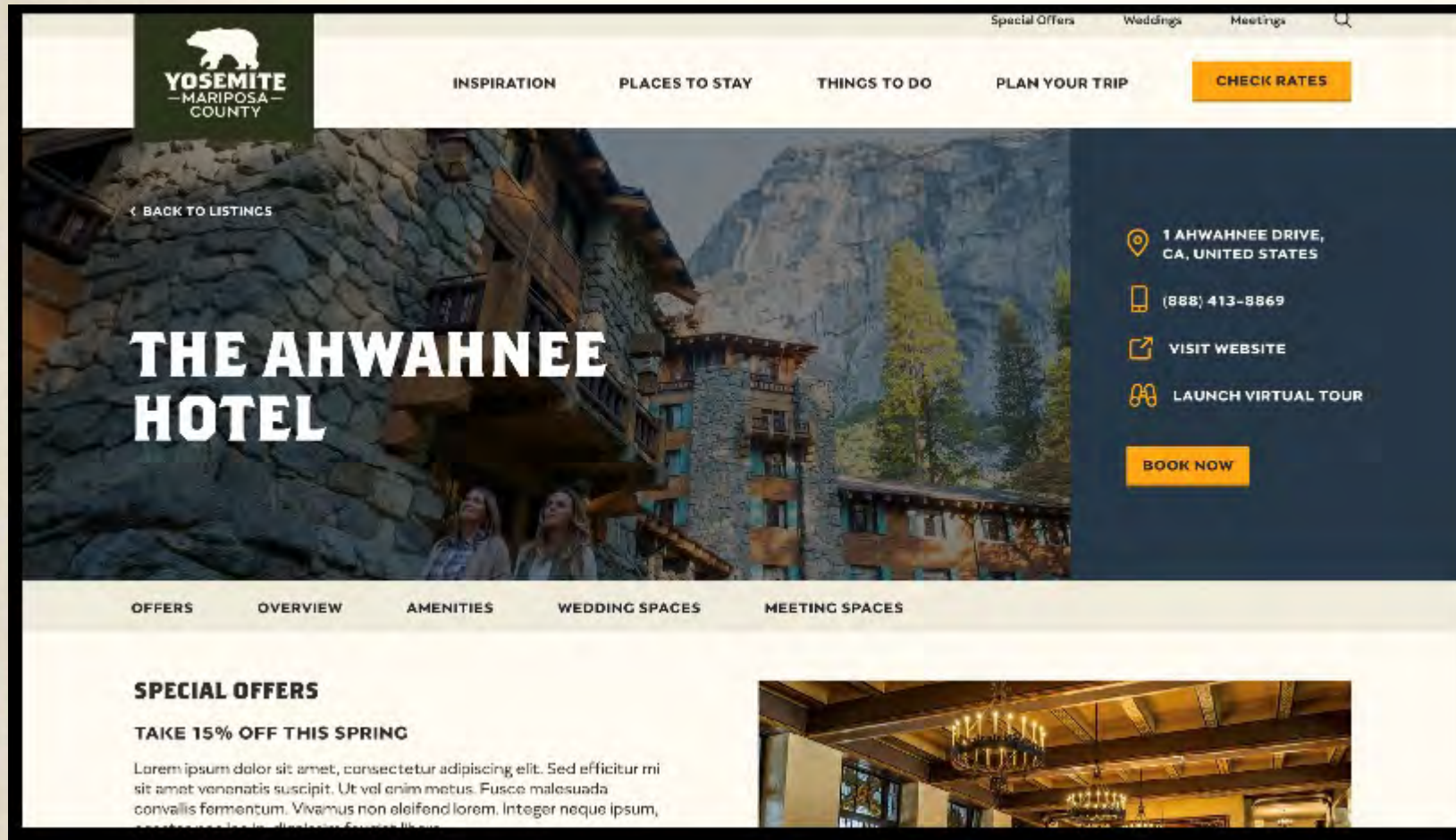




# Yosemite.com 3.0



# Yosemite.com 3.0





# Yosemite.com 3.0



FEATURED



YOSEMITE  
— NATIONAL PARK —

## THE AHWAHNEE

History meets luxury in the finest of Yosemite National Park hotels. Find unmatched views at this famed 1927 property.

LEARN MORE →



# Content Creation



LODGING

H2O Hotels: Lodging  
Yosemite Mariposa



TRAVEL TIPS, THINGS TO SEE

Lesser-Known  
Waterfalls



GENERAL TRAVEL TIPS, LODGING, WHEN TO VISIT





Parkas to Poppies: Winter Meets  
Spring in Yosemite Mariposa County

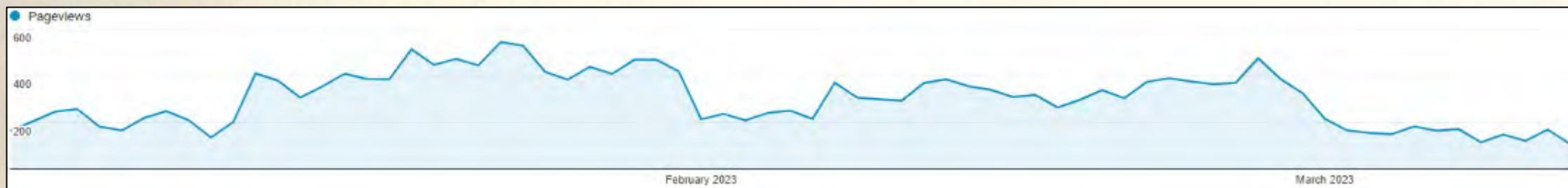


# Special Offers

- Since the beginning of the year, we have had over 20,000 visitors to the Special offers section.
- 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 ?
	21,645 % of Total: 1.37% (1,575,717)
1. <a href="http://www.yosemite.com/special-offers/">www.yosemite.com/special-offers/</a>	21,645 (100.00%)

	<b>Tenaya at Yosemite</b> Take 15% off This Spring OFFER VALID 01/04/2023 TO 04/30/2023 <a href="#">View Offer</a>
	<b>Cottage Retreat</b> 10% off This Winter Season OFFER VALID 11/29/2022 TO 03/31/2023 <a href="#">View Offer</a>
	<b>Log House Retreat</b> 10% off this Winter OFFER VALID 11/29/2022 TO 03/31/2023 <a href="#">View Offer</a>
	<b>Yosemite Bug Rustic Mountain Resort</b> Late Summer Discount OFFER VALID 08/20/2022 TO 11/20/2022



# Social Media

**YTD total posts on all  
channels: 936**

Facebook, National	Jan-Feb	Total
Followers	5,094	135,049
Link Clicks	210,590	260,886
Facebook, Local	Jan-Feb	Total
Followers	4	2,533
Instagram	Jan-Feb	YTD Total
Followers	938	74,919
Engagement	140,625	666,720
YouTube	Jan-Feb	Total
Subscribers	230	1,481
Total Watch Time (hours)	3,241	5,103
Average percentage viewed	57.7%	58%
TikTok	Jan-Feb	YTD Total
Followers	386	2,615
Twitter	Jan-Feb	YTD Total
Followers	47	45,602
Engagement	990	2,449
Link Click Rate	680	3,161
Pinterest	Jan-Feb	YTD Total
Impressions	44,610	203,005
Engagement	2,170	8,508
Engaged Audience	1,460	5,540



# Social Media – Facebook (YosemiteNation)

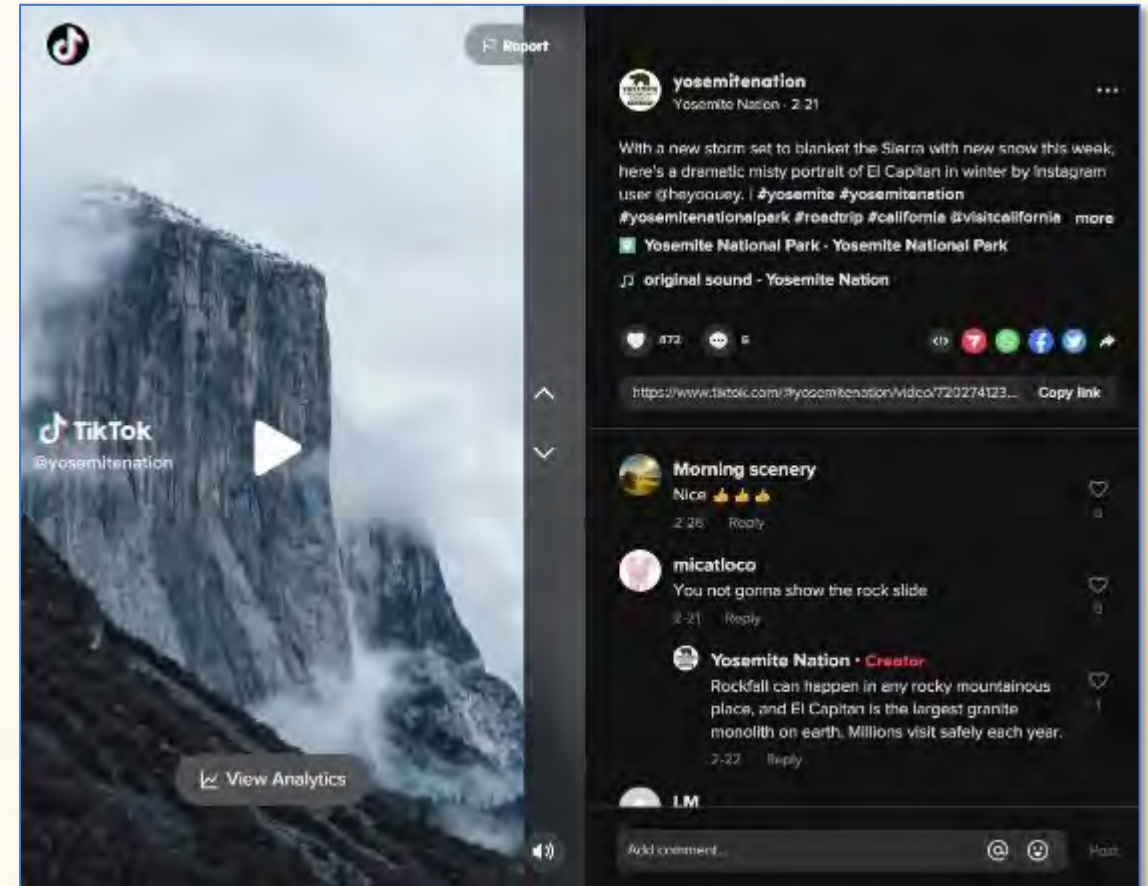
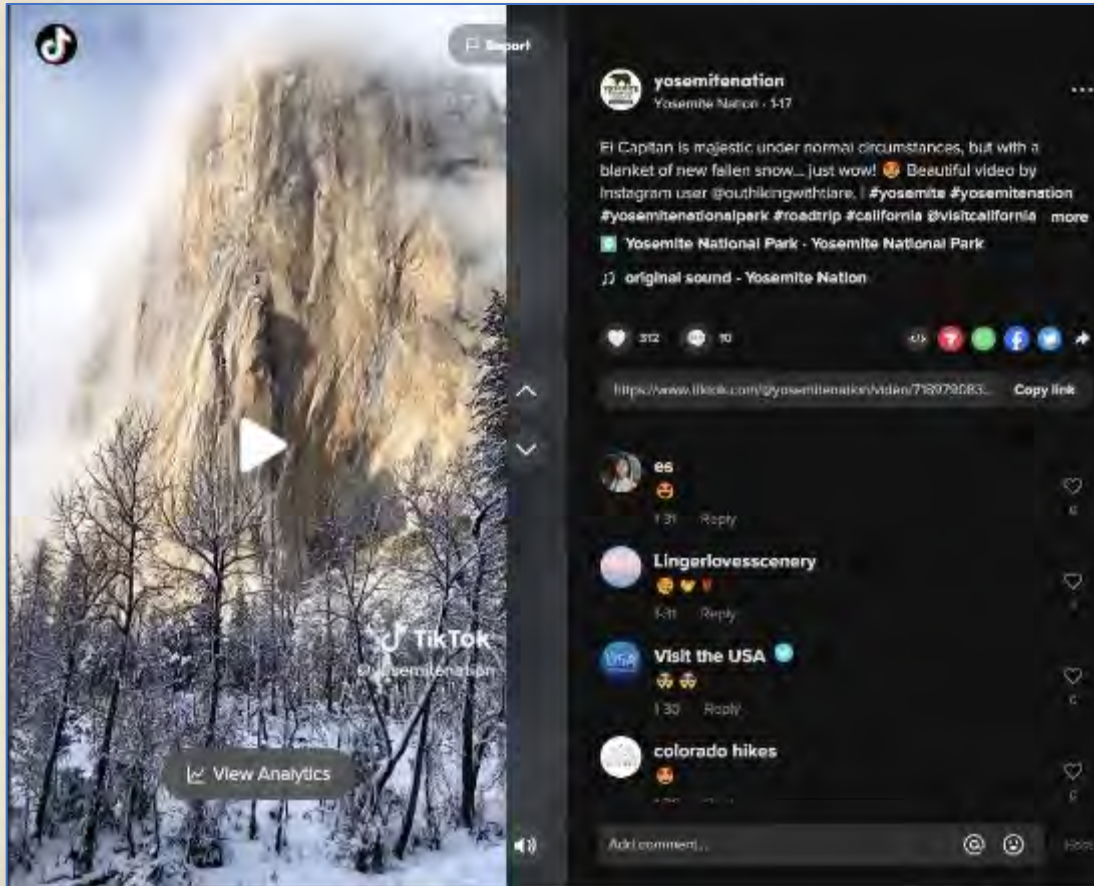


# Social Media – Instagram



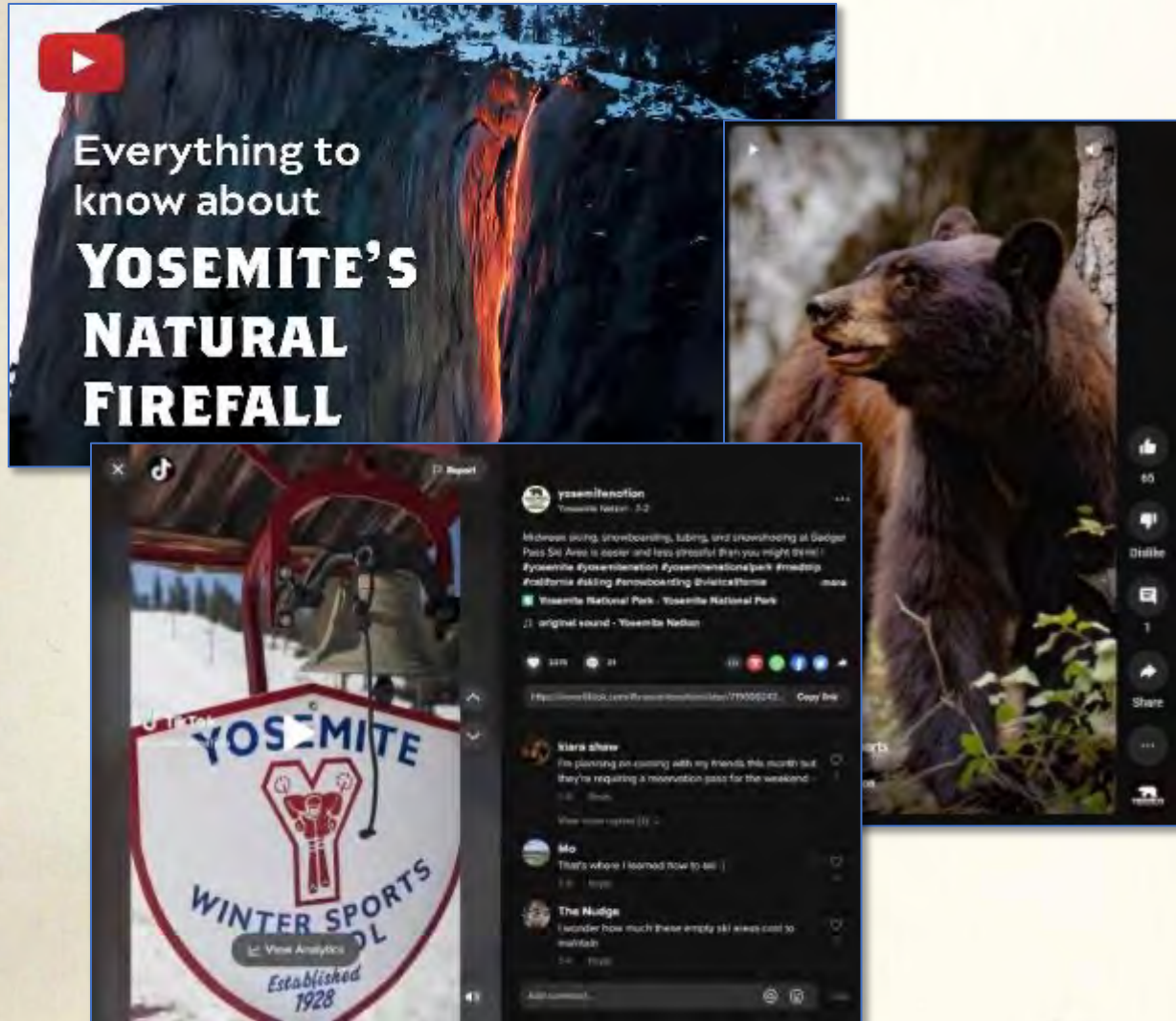


# Social Media – TikTok





# Video Production



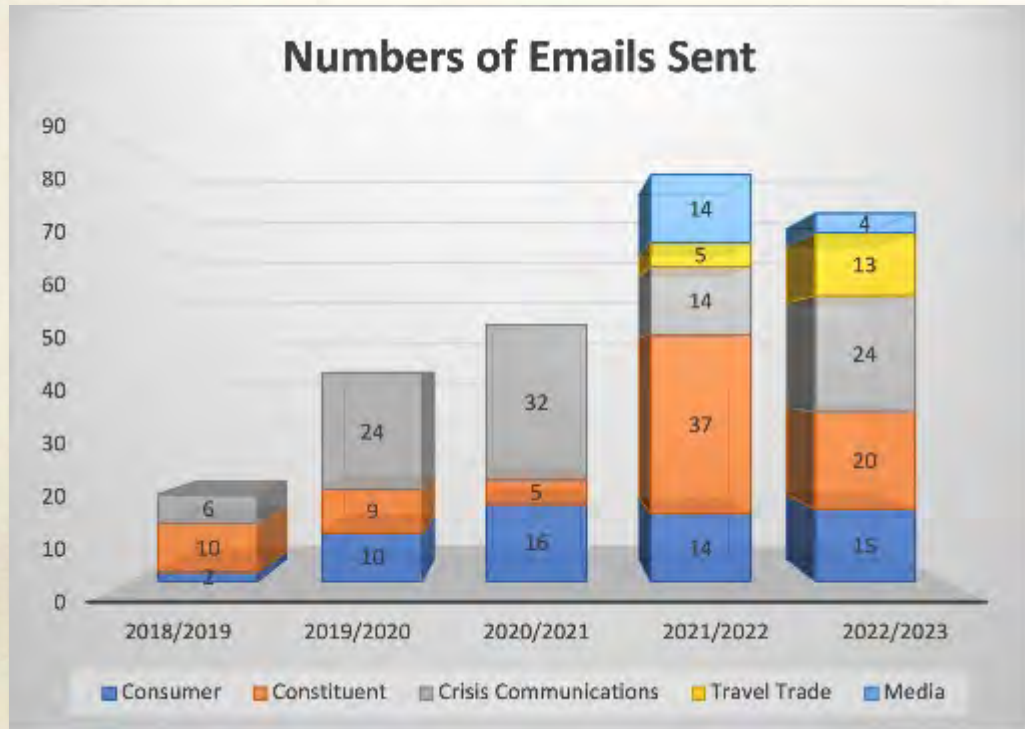
We're devoting a portion of our video production efforts on vertical format, short form productions geared towards TikTok, YouTube Shorts, and Instagram Reels. While this new format is important, YouTube ad results clearly show the continued relevance of wide-format video.

We have produced 1 Modern Day Pioneers, 2 Mariposa Moments, an update of our Firefall video to reflect this year's visitation restrictions, 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 projected to surpass the number of emails sent last year, with 76 sent so far this year (only 8 emails less than the total of last year) and we still have 3-1/2 months left in the year. We so hope that the number of crisis emails will slow considerably for the rest of the year!
- A significant purging of non-engaged subscribers was done in February, decreasing the overall size of our email list, but ensuring better open rates. We are seeing the number of new subscribers increase again and expect to build the list back up to prior levels.





# Marketing

Smithsonian



Sunset

**Sunset**  
The official magazine of Yosemite National Park  
Having trouble? Call 1-800-426-7262

**YOSEMITE - MARIPOSA - COUNTY**



**WINTER'S WRATH IS SPRING'S REWARD**

This winter's epic snow and rains in California will bring a world-class, historic rush of water to Yosemite waterfalls this spring and you won't want to miss it! In fact, there may be no better time to experience the torrential rush of crystal-clear water in Yosemite than this March through May. [Yosemite](#) boasts North America's tallest - the incredible Yosemite Falls - and an abundance of other iconic falls. Bridalveil Fall, Vernal Fall and Nevada Fall will be bursting over cliff edges on their way down to the Wild and Scenic Merced River. Spotting these aquatic icons will be easy, but this spring you will be treated to more spectacular views of lesser-known falls around Yosemite Valley, such as Sentinel Fall, Horsetail Fall, and Ribbon Fall. As a bonus, all of our amazing waterfalls will be feeding wildflower laden trails and verdant meadows throughout [Yosemite Mariposa County](#)!

For all of Yosemite's waterfall & wildflower glory this spring, make Mariposa County your basecamp for adventure at great lodging options ranging from family-friendly motels to full-service resorts, from cozy cabins to welcoming bed and breakfasts. Visit [Yosemite.com](#) for your trip planning needs!

**LEARN MORE**

**Sunset**

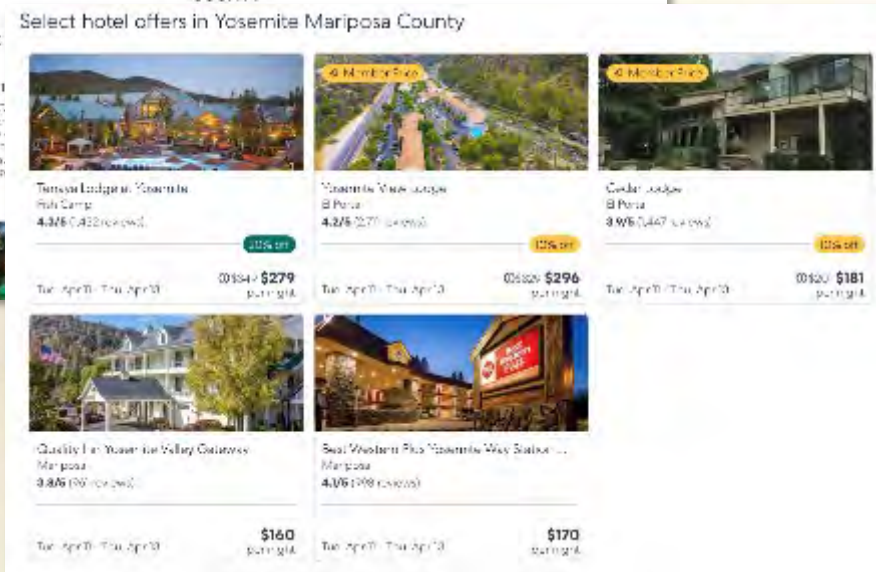
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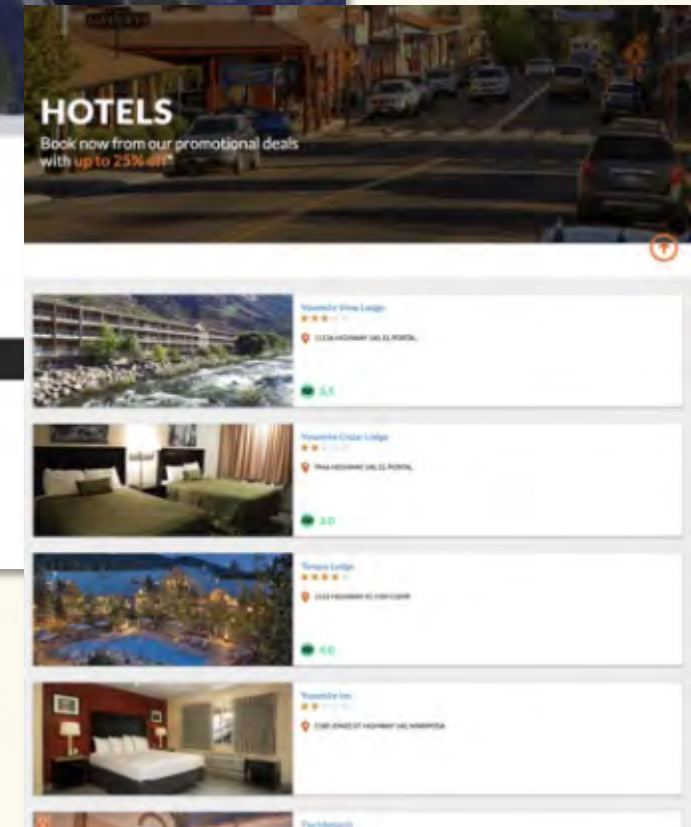
# Leveraged Media via Visit California



Expedia



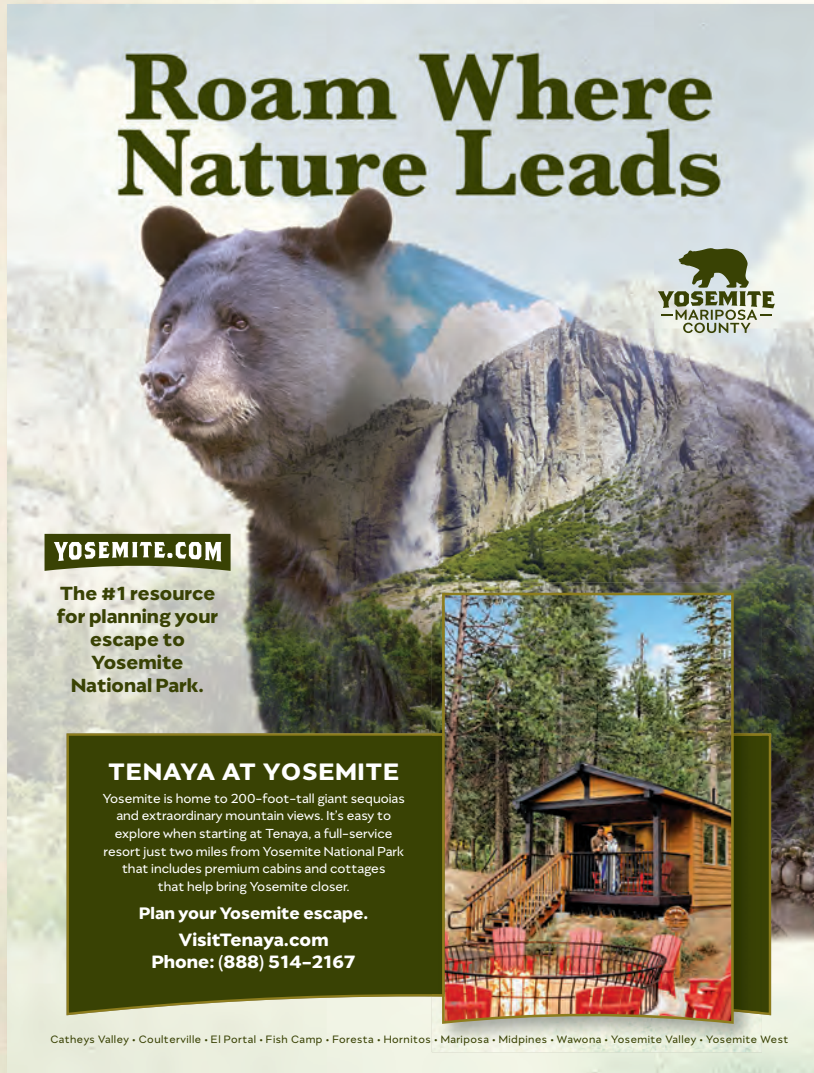
Hotel Beds





# Traditional Print

Local Getaways



**Roam Where Nature Leads**

**YOSEMITE.COM**

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

**TENAYA AT YOSEMITE**

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

Plan your Yosemite escape.  
Visit [Tenaya.com](http://Tenaya.com)  
Phone: (888) 514-2167

**YOSEMITE**  
—MARIPOSA—  
COUNTY

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

Conde Nast



**BEYOND IMAGINATION**

**Overflowing with Adventure**

This Winter's epic snow means world-class, historic waterfalls in Yosemite this Spring. You won't want to miss it!

For great lodging options, visit **YOSEMITE.COM**

**YOSEMITE**  
—MARIPOSA—  
COUNTY

Yosemite's Vernal Fall

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



# Traditional Print

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**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](http://YosemiteResorts.us)

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

Sactown

Alpinist

**BEYOND IMAGINATION**

Yosemite Mariposa County is your Year-Round Basecamp for Adventure.

For all your trip planning needs, visit [YOSEMITE.COM](http://YOSEMITE.COM)

**YOSEMITE —MARIPOSA— COUNTY**

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





# Traditional Print

America Journal

**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!**




**BEYOND EXPECTATIONS**



**MARIPOSA  
COUNTY**

**Your Base Camp for  
Yosemite Adventure**

**YOSEMITE.COM**



SKI AND PLAY  
AT BADGER  
PASS SKI AREA

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

Adventure Sports Journal



# Traditional Radio

The KQED logo is displayed within a solid red rectangular box. The letters 'KQED' are white, bold, and sans-serif, centered horizontally and vertically within the box.

KQED

Spots for San Francisco on KOIT and KCBS are currently ready to run once the park reopens.



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



Featured outlets



# Examples of Earned Media

January 1 – March 9, 2022

1/20/23	Nine Wellness Breaks for a stress-free 2023	Crave Magazine
1/22/23	Pictures of the Week	The Sunday Telegraph
1/29/23	Yosemite's 'firefall' is back this year, here's when and how to see it	The Points Guy U.K.
2/1/23	Places to Ski and Winter Sport in the USA and Canada	International Alliance Bulletin
2/2/23	S'More Good Stuff: Aliner Introduces a Camper With Room for Two and Other RV News	ToGo RV
2/14/23	Fab Couples: California	FabCa
2/21/23	Yosemite Mariposa County: Six Newsworthy Nuggets	Travel PR News
2/22/23	Here's everything you need to know about the Yosemite Firefall	Timeout
2/28/23	Take 5 Facebook Live interview	Take 5
2/28/23	The 24 Best Holiday Destinations in June	Conde Nast Traveler Newsletter



# FAMs

To date we have completed 16 FAMs (12 media, 4 trade). This quarter the trips we supported were...

- Erika Mailman – Timeout : **Trip Complete, Coverage Received**
  - Dates: 2/16 – 17
  - Visited during Firefall (Horsetail Fall event) and wrote a how to guide for the event.
  - Partners included: Yosemite National Park, Travel Yosemite & Yosemite View Lodge
- Josh Mellin – Lonely Planet : **Trip Canceled (Weather)**
  - Dates: 2/24 – 2/27
  - Josh communicated concerns over driving in the snow and decided to cancel his trip. We will work to reschedule it for 2024. He is interested in telling the "Beyond Instagram" story of Firefall. (Horsetail Fall event)
- Richard Franks – National Geographic Traveler : **Rescheduled**
  - Dates: 3/8 – 3/11
  - Richard is working on a story with a learn to Ski at Badger Pass angle and a focus on Yosemite's nearby Gold Rush towns
  - Partners included: Yosemite National Park, Travel Yosemite (Yosemite Valley Lodge), AutoCamp Yosemite

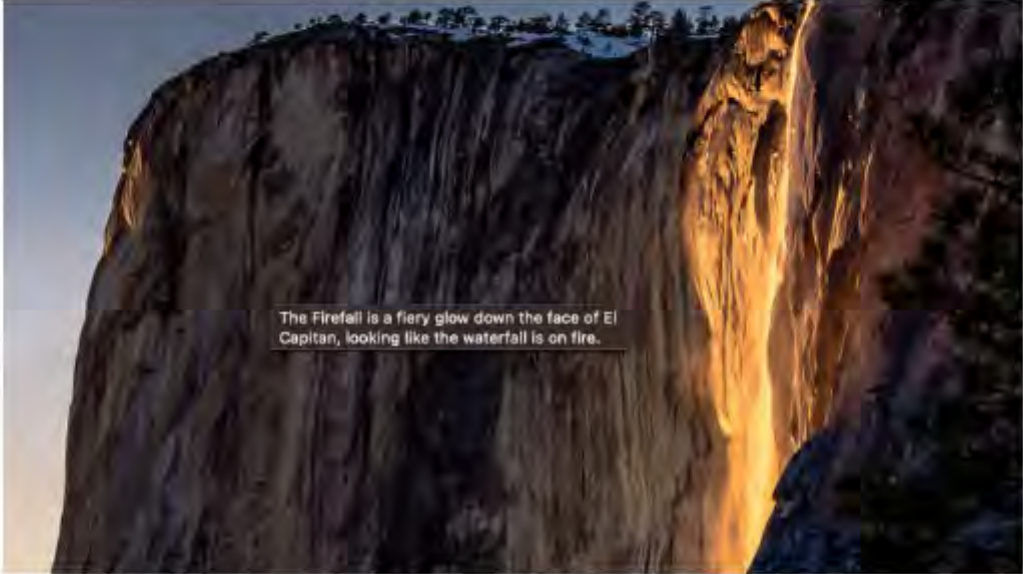
# FAMs: Received Coverage

UNITED STATES ▾

TimeOut

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Things to DoFood & DrinkCultureTravelTime InTime Out MarketMore ▾




Photograph: Valerie Rondone | The Firefall in full effect, February 2023

## Here's everything you need to know about the Yosemite Firefall


It only happens once a year!

Written by [Erika Mailman](#) Wednesday February 22 2023


### Popular on Time Out




Everything you need to know about North America's first hydrogen train




Amtrak plans to overhaul its overnight trains for the first time in 40 years




The best Taco Bell items you need to try right now



These are the best beaches in America, according to Tripadvisor



These spring break destinations are trending, according to Google Flights



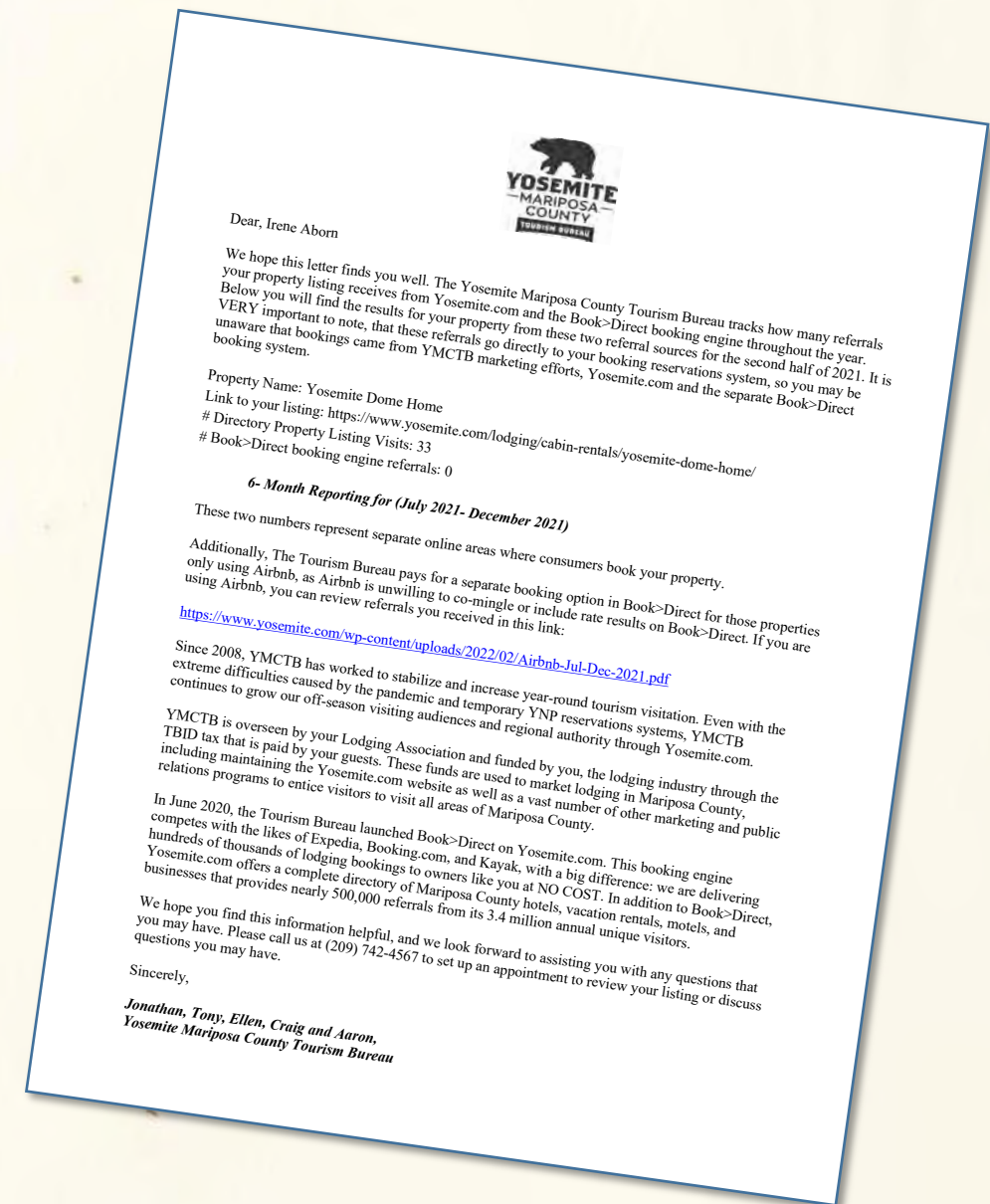
YOSEMITE  
—MARIPOSA—  
COUNTY



# 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, 2022.



# 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

IMM Media - January

Outlook Forum – March

GoWest – March

## **Upcoming:**

Scandinavia Sales Week + VUSA – March

Scandinavia Sales Calls - March

DMA West Tech Summit – March

VC Japan Club California – April (TBD)

IPW - May



Go West Summit  
Anchorage  
March 2023

67 Appointments  
over just two days



# International Markets

While the travel industry (Brand USA, Visit California, airlines and economic forecasting groups) continue to report bullish interest in long haul and international travel by consumers, internally we feel the industry is overly optimistic. We don't see the peak 2023 international visitation exceeding 70% of 2019 pre-pandemic visitation volume.

- We can't assume an organic return to international visitation. YMCTB will actively invest time and funds to “drive” visitation to our destination over competing destinations. We have solid representation in our major markets and are leveraging this talent and industry experience.
- We must educate travel trade professionals and consumers that there is more to see and do in YMC than can possibly be experienced in a one-day trip or one night stay.
- We will continue to promote and “story tell” of lesser known and significant historical, cultural points of interest, to improve repeat visitation from international visitors that have been to YMC in the past. One trip is never enough to experience the vastness, grandeur and beauty of the YMC region.

# International Co-Ops

YMCTB has been participating in a number of international co-ops, including

America Unlimited (Germany)

Audley (UK)

Argus Reisen (Germany)

Brand USA – Global Inspiration (UK, Germany, Australia, France)

Brand USA – Multi-channel (Australia)

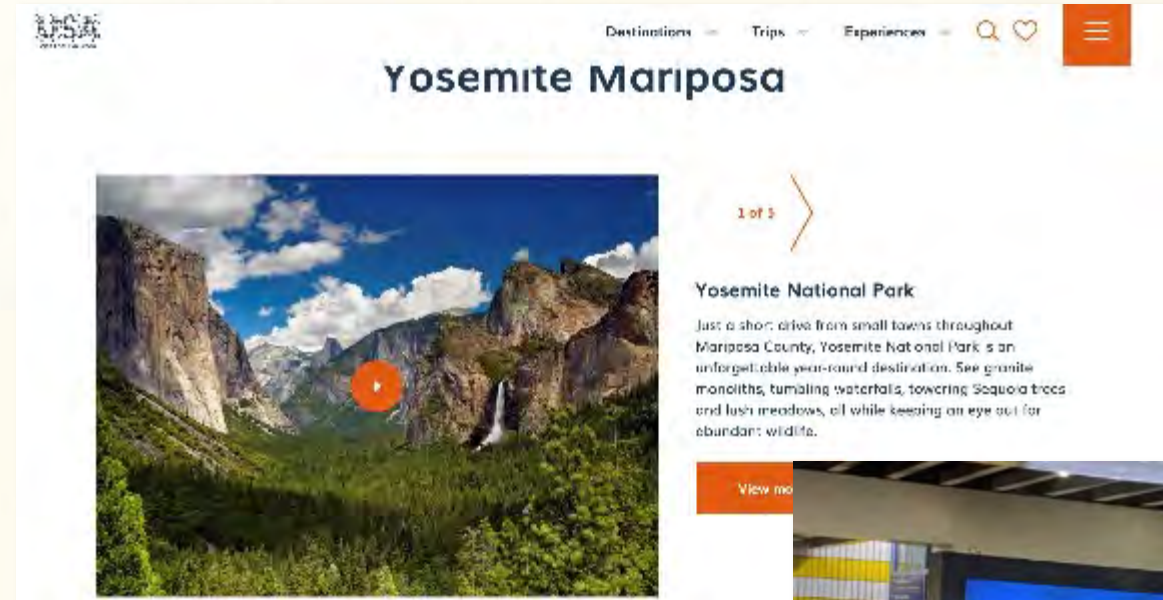
CANUSA (Germany)

CRD (Germany)

DER Travel Lounge (Germany)

Travel Counsellor (UK)

Travel Gossip (UK)





# Local Business Support

After the January 2023 Board Meeting and consensus that YMCTB should return to supporting local organizations, the following sponsorships or donations were approved by the Sponsorship Committee:

## **Paid Support:**

• Coyote Festival	\$2,000
• Butterfly Festival	\$3,000
• Yosemite Climbing Association – Museum	\$1,000
• Mariposa Trails	\$1,000
• Northern Mariposa History Museum (Barret Room)	\$1,000
• Pow Wow Mariposa	\$1,500

## **Expected additions:**

• Mariposa History Museum	\$1,000
• Mariposa Arts Council – Summer Music Festival	\$2,500





**Thank You!**

