

**Yosemite Mariposa County
Tourism Bureau
January & February 2021
Marketing Update**



Overview

Executive Director Update

TOT & TBID Income

Book>Direct

Website KPIs

- Overall Growth

- International Market Growth

- Site Channel YOY

- Paid Search Budget / Paid

- Media Budget

- Display Ads – Domestic &
International

- Paid Social Media Ads

Yosemite.com 2.0

Content Creation

SEO

Special Offers

Travel Trade / Trade Shows

Email Marketing

Traditional Media

PR and Press Trips

Traditional Sales

Collateral

International Marketing

Executive Director Update

- When looking at the financial reports YTD, it's vital to remember YMCTB carried and consumed \$174K from PY for digital and SEM. Spend to income is <\$400K>
- PPP Loan application won/approved \$68,345.00
- Media FAM Trips returning, most are requiring added funding and many weekend requests (FAM = Expense covered trip)
- American Airlines adding new lift – direct from ORD – Chicago to FAT – Fresno. Southwest has added new service after an absence of 12 years. YMCTB will be encouraging use of FAT as a less congested alternative for CA or Domestic flights
- Adding Expedia and new native media insertions with SF Gate to increase Spring visitation. Radio in the SF Bay Area is running now
- Budget is holding up. Spending was reduced or paused again during February due to last minute reservations system added by the NPS
- Requested a meeting with Superintendent Muldoon and DMO leaders to discuss summer park operations plans
- Yosemite.com 3.0 - budget planning

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	\$ 266,374	\$ 1,081,371	\$ 748,286	\$ 752,876	\$ 731,360
January	\$ 211,545	\$ 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	\$6,829,562	\$ 14,352,353	\$ 14,824,432	\$14,983,743	\$ 14,882,728

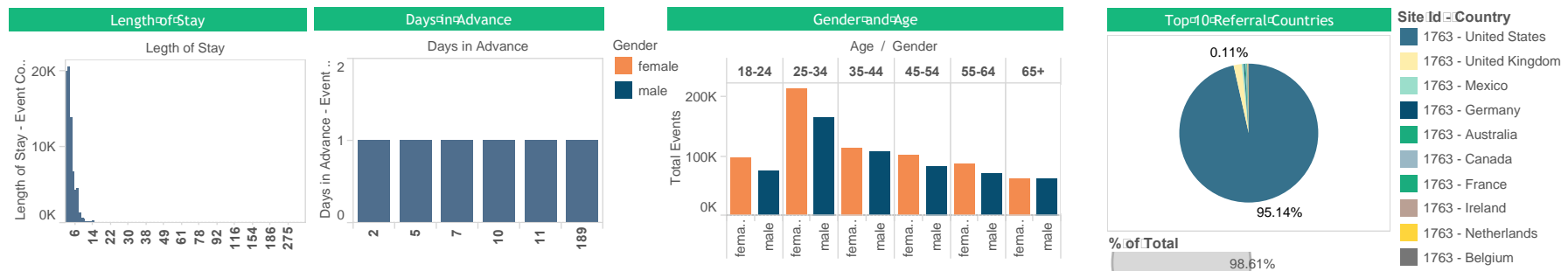
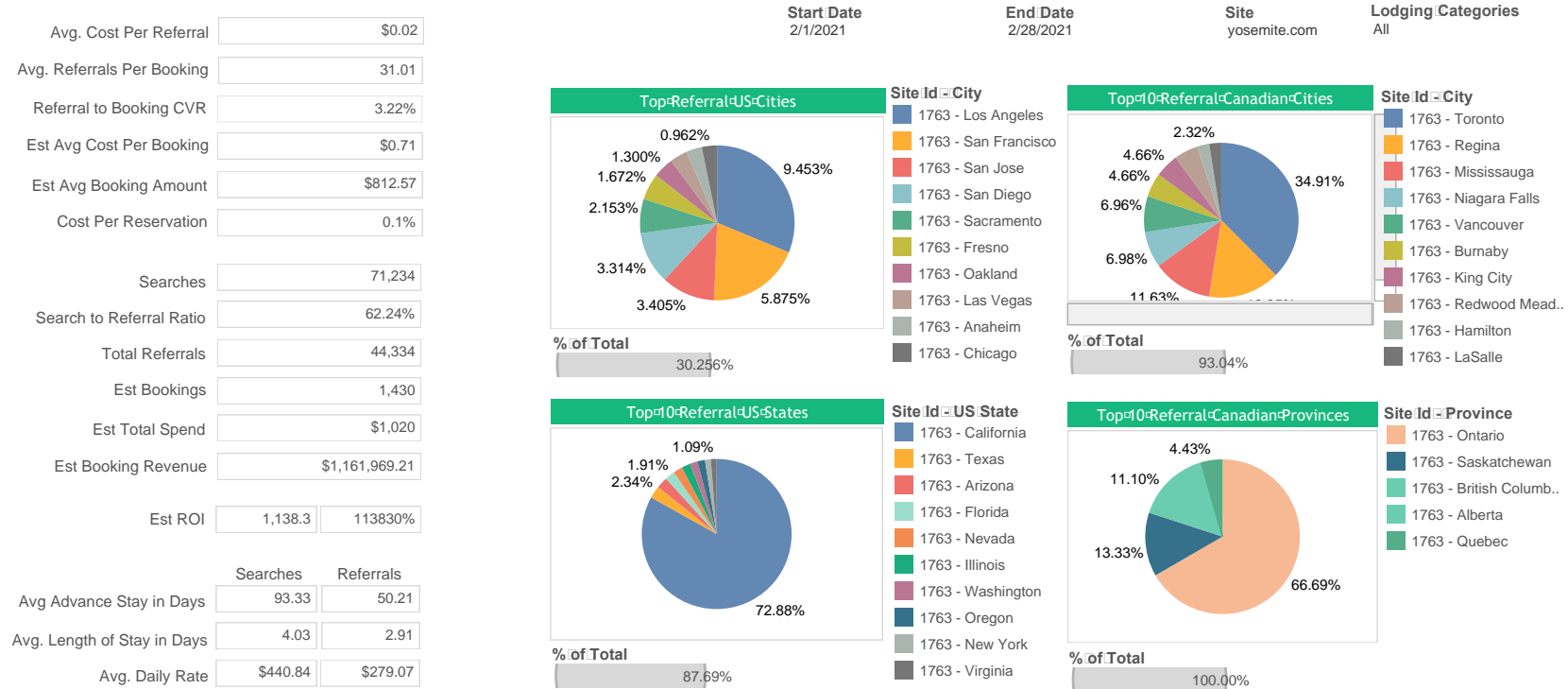
Δ Prior Year \$ (7,522,791) \$ (472,079) \$ (159,311) \$101,015 \$ 529,576

Year To Date \$ (5,765,634)

TBID Income History

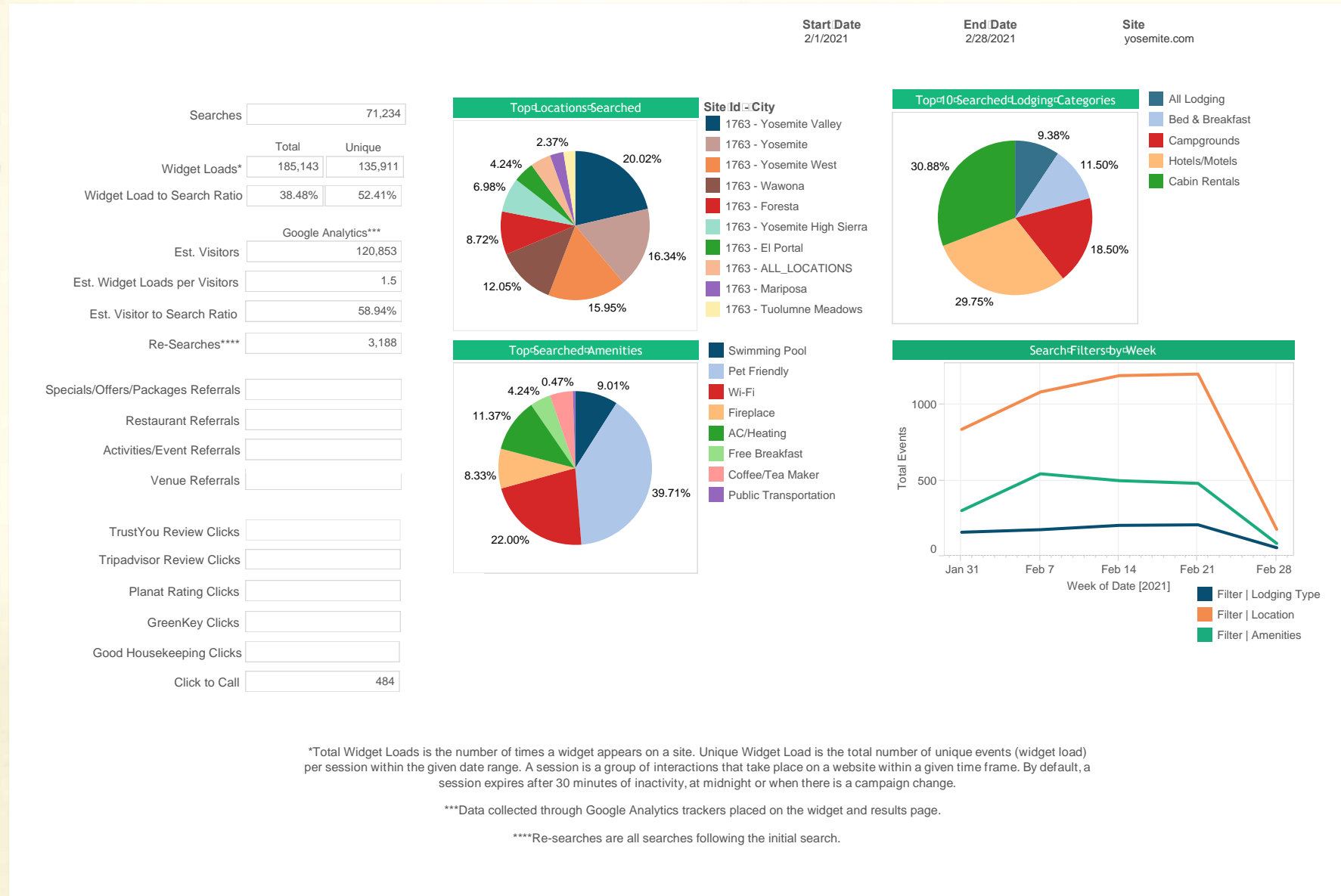
Month	2020-2021	2019-2020	2018-2019	2017-2018
Jul	\$32,892	\$284,356	\$210,888	\$200,131
Aug	\$137,534	\$226,277	\$179,271	\$211,504
Sep	\$123,733	\$227,407	\$59,998	\$165,258
Oct	\$86,666	\$227,841	\$96,547	\$183,879
Nov	\$85,361	\$116,805	\$202,663	\$141,347
Dec	\$111,592	\$148,902	\$97,688	\$92,485
Jan	\$44,592	\$94,089	\$46,424	\$79,151
Feb	\$28,312	\$53,395	\$60,668	\$49,164
Mar		\$62,297	\$56,365	\$53,953
Apr		\$37,165	\$61,510	\$62,241
May		\$5,937	\$105,351	\$96,000
Jun		\$3,422	\$124,642	\$156,291
Total	\$ 650,682	\$1,487,891	\$1,302,017	\$1,491,404
Total PY	\$1,487,891	\$1,302,017	\$1,491,404	\$1,477,140
Diff	\$ (837,210)	\$ 185,874	\$ (189,387)	\$ 14,265

Book>Direct Tracking



Of the 529 properties that are listed and have live rates and availability, 2 of the total properties listed have conversion tracking and the properties with live rates and availability have conversion tracking.

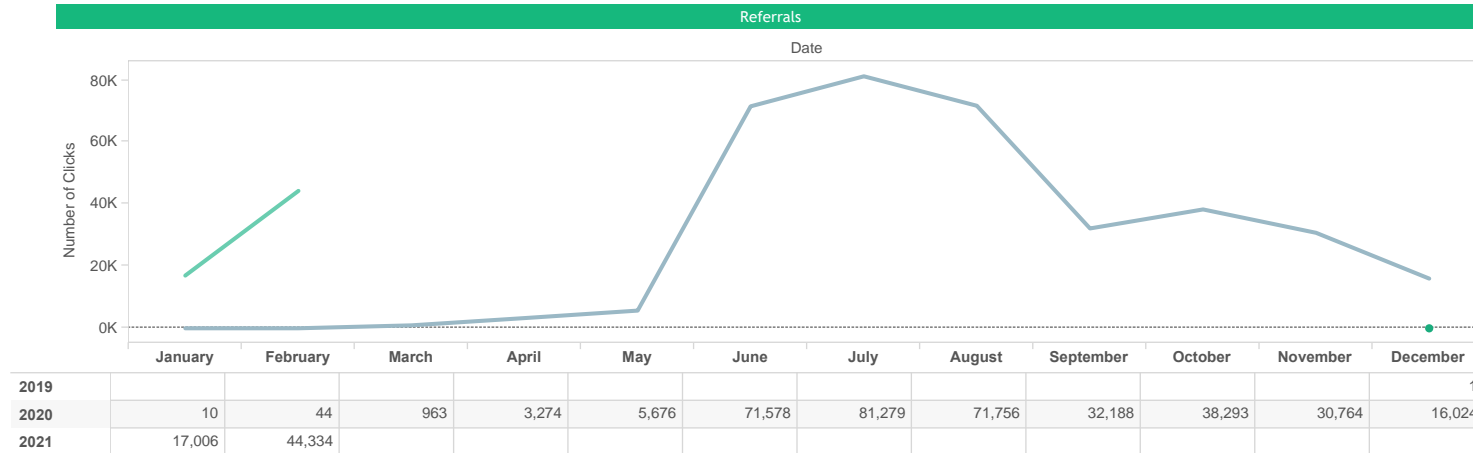
Book>Direct Tracking



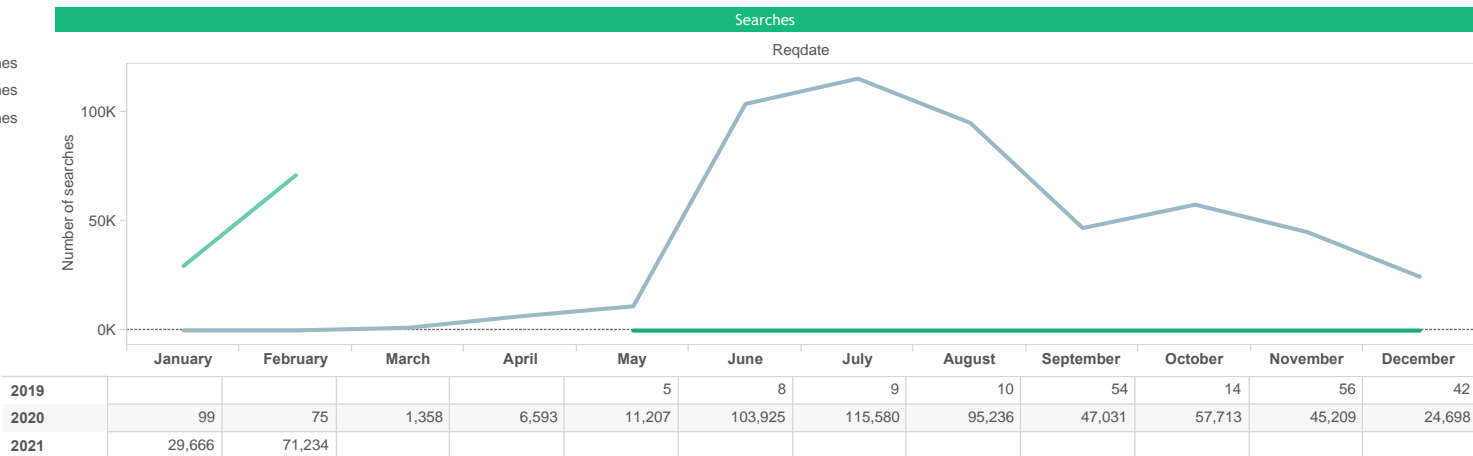
Book>Direct Tracking

Site
yosemite.com

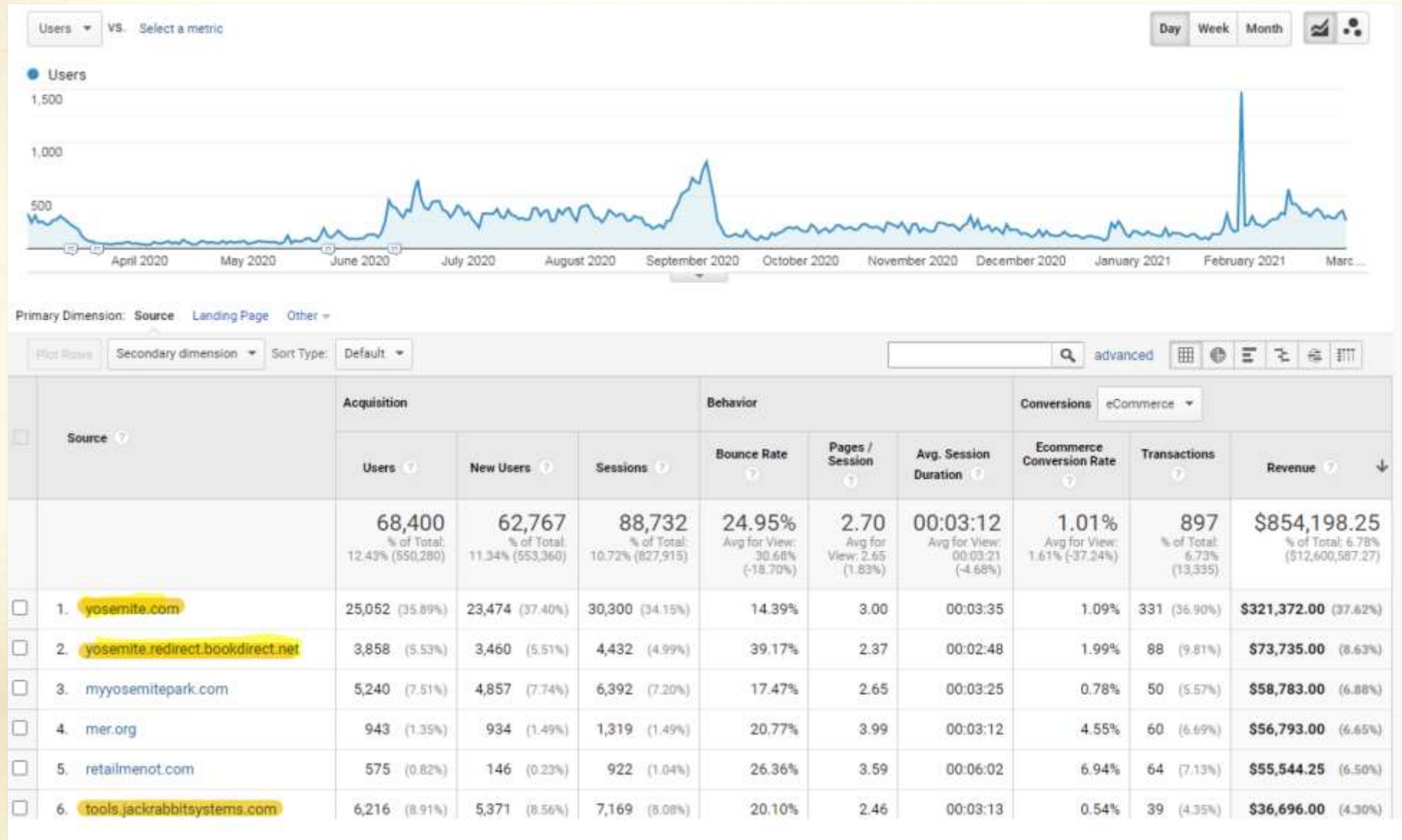
2019
2020
2021



2019, Searches
2020, Searches
2021, Searches



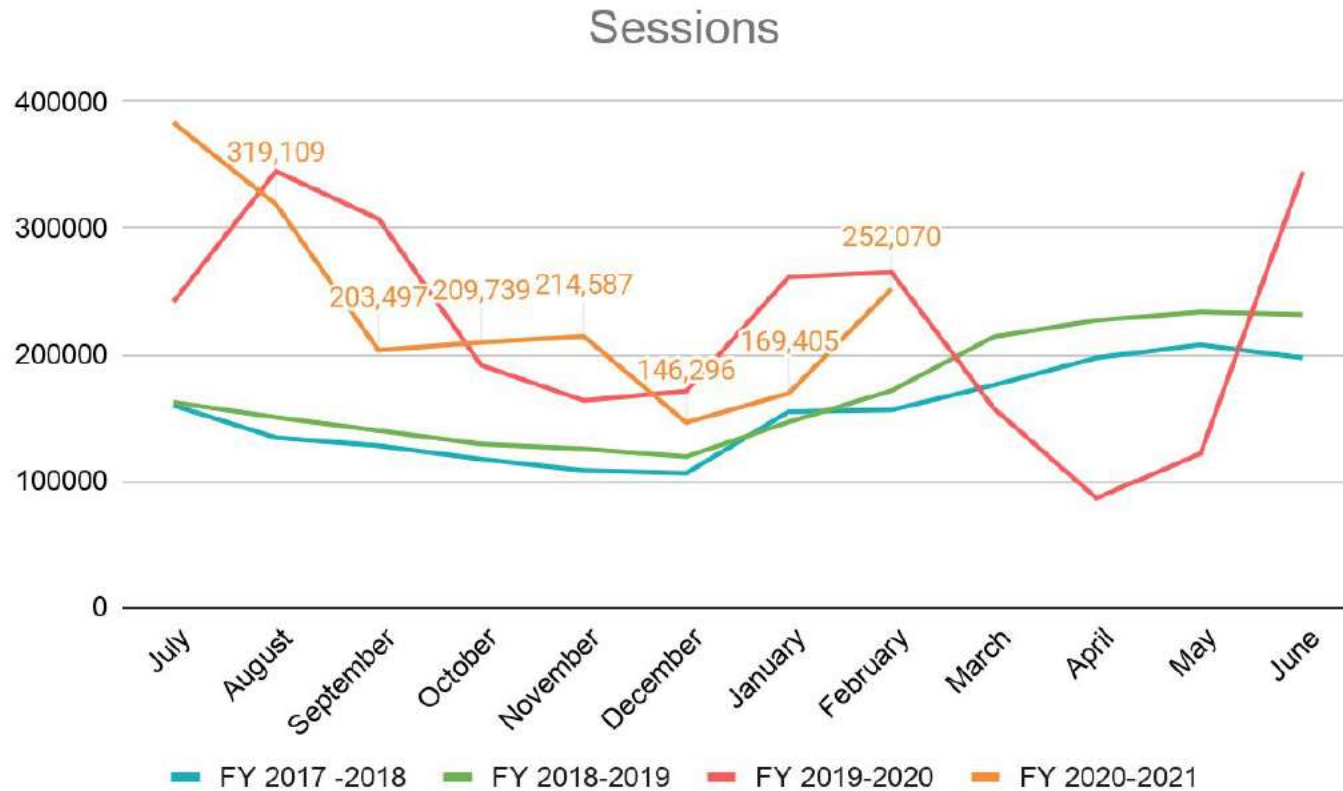
Referral & Book>Direct -Tenaya Lodge Example



Yosemite.com KPIs: Performance Recap

	July 1, 2020 – June 30, 2021 Month 8 of 12 = 67%	FY2020/21 Annual Goals
PRIMARY KPI Partner Referrals	ACTUAL: 333.4k 71% to goal Lodging: 284k Things to do: 39.8k Dining: 10k	472,500 Referrals Lodging: 354,375 Things to Do: 108,675 Dining: 9,450
Supporting KPIs		
Overall Sessions	ACTUAL: 1,898,241 78% to goal	2,420,000 Sessions
Organic Sessions	ACTUAL: 900,319 64% to goal	1,400,000 Sessions
International Market Sessions (UK, Australia, China, Germany, Scandinavia)	ACTUAL: 69,571 31% to goal	225,000 Sessions
Tracked Metrics		
Book Direct Referrals	February: 44,334	YTD Total: 330,268
Newsletter Sign Ups	New Subscribers FY YTD: 4,535	Total Subscribers: 66,329

Overall Growth: Sessions



Total Fiscal Year Sessions	1,898,241
Fiscal Year Goal	2,420,000
% of Goal Reached	78%

International Market Growth



Total Fiscal Year International Market	69,571
Fiscal Year Goal	225,000
% of Goal Reached	31%

Site Channel YOY Performance

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	98,545	4.8% ↑	79,031	44.26%	2.29
Paid Social	50,829	429.3% ↑	45,062	66.4%	1.76
Paid Search	37,060	-15.5% ↓	29,874	33.65%	2.98
Direct	23,759	4.2% ↑	18,233	45.41%	2.26
Display	23,720	-65.2% ↓	17,040	88.3%	1.21
Referral	10,478	232.0% ↑	8,575	13.22%	2.19
Social	3,738	-73.6% ↓	3,377	26.32%	1.69
Email	3,704	2,472.2% ↑	2,973	46%	2.55

Display Ads Performance in US

Highlights

- Ads generated 1,916,859 impressions and 1,381 clicks
- 490 conversions with an average conversion rate of .06%
- Winter remarketing ads drove the most lodging conversions, with an average cost per conversion of \$24.49, increasing MOM
- The Tenaya retargeting ads performed better than the Ahwahnee retargeting ads this month
- The top performing creative is featured to the right

Takeaway

- Explore additional CTAs with verbiage for other funnel stages



International Display Campaign: United Kingdom

Highlights

- The UK Brand Awareness campaign generated 6,300,436 impressions and 18,470 clicks
- We increased the budget this month and drove 2 conversions, we are seeing significant awareness from this campaign

Takeaways

- The CTR for this campaign is .29%, in comparison to the industry benchmark of .47%, this indicates an opportunity to test different planning language on the creative, such as “dreaming” or “exploring” to encourage user click through
- We see the bounce rate for this campaign at 91.59% and pages per session at 1.11, which reinforces the opportunity to optimize the landing page



Paid Social Media Ads Performance

Highlights

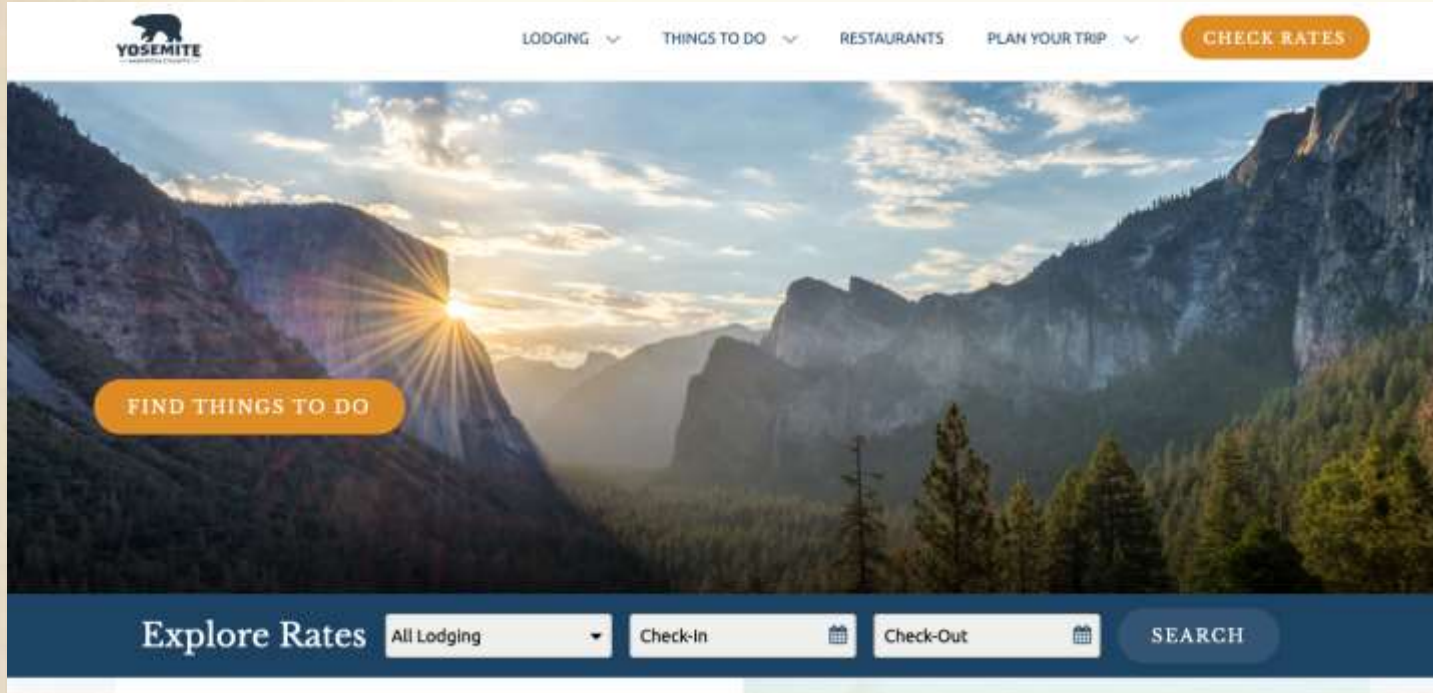
- Ads generated 3,161,177 impressions and reached 1,019,648 users
- Paid social sessions increased 429% YoY at a 43% decrease in cost
- In February, your Shutterbugs audience was most engaged, with an overall 5% CTR – your top ad had a 6.41% CTR and is to the right
- Overall the average CTR of 4.42% is outperforming the industry benchmark of .90%

Takeaway

- With photography audiences engaging more with scenic, picturesque imagery we see an opportunity to create similarly personalized ads for each audience

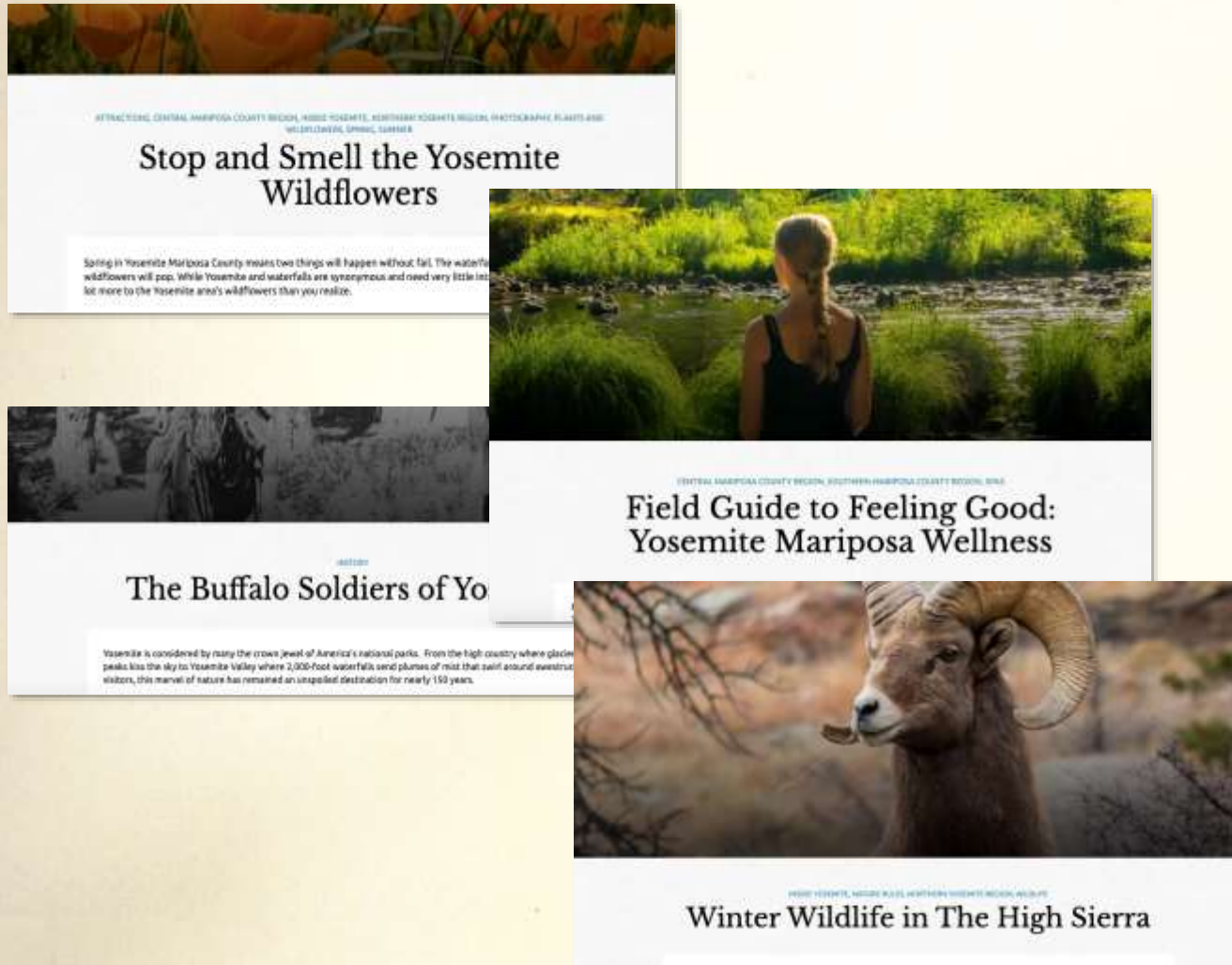


Yosemite.com Strategy 2.0



- Improvements to Yosemite.com continue in the form of minor improvements to the operating system and larger additions to the site structure.
- We've installed a new plugin called **TinyPNG** which will compress images on Yosemite.com to **improve load time on Mobile platforms**.
- Noble Studios has been directed to take on a **full technical audit of Yosemite.com to analyze the user experience** and will install updates to ensure our aging site runs as best as possible.
- Our **Video Hub** has been moved forward and is nearing completion so that we can have an area on our site for our new video content.

Content Creation



- **12 new blogs** have been published since the previous BoD meeting.
- Topics include: wildflower viewing, Yosemite's Buffalo Soldiers, wellness practices, photography and wildlife viewing.
- Shifting our **18-month content calendar meetings** have allowed us to write content that is more targeted to the needs of our ever-changing tourism climate.
- We continue to focus on activities outside of Yosemite National Park to move tourists about the county to businesses and prep for potential restrictions this summer and in February.
- In total, **52 new blogs** have been published in the fiscal year to this point more than all of 2019-20.

SEO



- By working with our partners at Noble Studios we continue to write new content and update old content so that Yosemite.com pages are showing up higher in Google Searches.
- Through Noble’s keyword research, we’ve identified search terms, like “National Park Itineraries” that Yosemite.com does not trend for. While these are high funnel terms, the articles do link to lodging properties and special offers to convert visitors.
- We also updated older content, such as our Horsetail Falls article that was published in early 2020, so that it ranks higher for search terms that are more relevant now, like “Yosemite Firefall 2021”
- Noble is currently making SEO optimizations to lodging pages to ensure that we maintain our already strong authority on lodging search terms.

SEO

We saw rank growth for many branded terms surrounding hiking, campgrounds and more Information.

Takeaway:




For those keywords that lost rank including fishing, maps and webcams, look for optimization opportunities.

Recent Rank Changes	Current Rank	Previous Rank	Search Volume
Yosemite RV camping	1	4	2,900
Vernal Falls	2	3	8,100
Yosemite tours	2	3	1,900
Climbing Half Dome	3	2	2,400
Mariposa grove	3	4	8,100
Yosemite fishing	3	2	880
Yosemite maps	3	2	9,900
Yosemite webcams	3	2	9,900

Special Offers

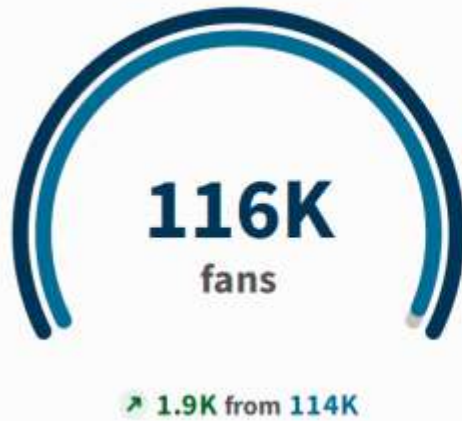
The Special Offers project continues to grow.
Below is the status since the last meeting.

- Participation to date - 57 Offers to date (42 lodging, 9 retail and 6 attractions).
- Promoted in one E-newsletter since January to an average audience of 61,000 consumers.
- 18,432 click-throughs to the individual Special Offers since January 21.
- 7 social media posts across all platforms with a paid social spend of \$2400.

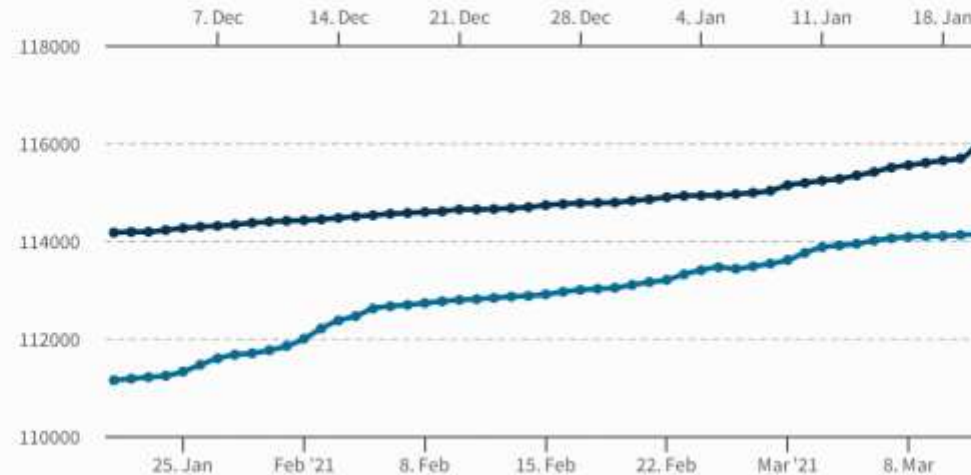
	<h3>Tenaya Lodge at Yosemite</h3> <p>BOOK TODAY AND SAVE 15% - Offer ends March 16th</p> <p>OFFER VALID 03/02/2021 THROUGH 03/16/2021</p> View Offer
	<h3>Sweetwater Lodge</h3> <p>10% Off - Offer ends March 21, 2021</p> View Offer
	<h3>Sierra Sunrise Vacation Rental</h3> <p>10% Discount Off Nightly Rate - Offer ends 3/31/21</p>

Social Media – YosemiteNation Facebook

f Total Fans



f Fans by Date



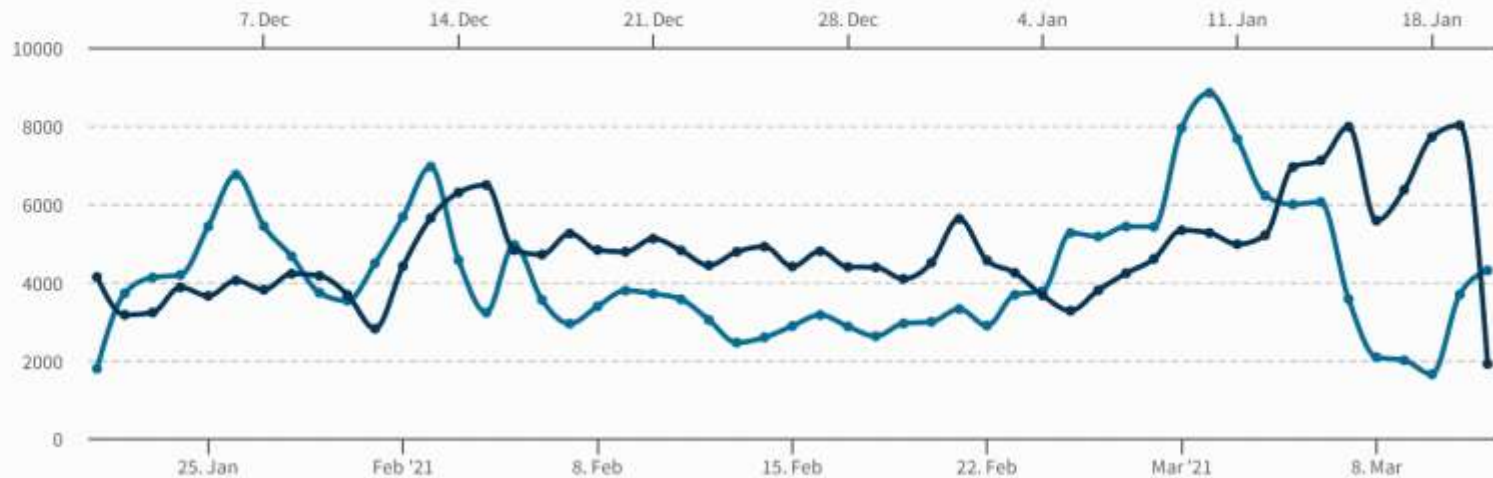
f Lost Fans



f Total Content Clicks



f Content Clicks by Date




Social Media – YosemiteNation Facebook Examples

Yosemite Nation
Published by Hootsuite · February 26 at 3:50 PM · 🌐

Yosemite National Park's reservation system ends this Monday, March 1, with pre-purchased day-use passes no longer required to visit the park beginning March 1st.
As always, wear a face covering, observe social distancing, stay safe, and #RecreateResponsibly.
#YosemiteNation #VisitGoldCountry Visit California ... See More

BEGINNING MARCH 1ST.
Reservations no longer required to visit
Yosemite National Park



500,033
People Reached

34,571
Engagements

Boost Again

Boosted on March 1 at 11:24 AM
By Craig Polson

People Reached	368K	Post Engagements	39.8K
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View Results

👍❤️👏 11K

568 Comments · 2.2K Shares

Yosemite Nation
Published by Hootsuite · February 9 · 🌐

With the recent winter storms and high country snowpack, Yosemite's waterfalls will be roaring for months to come.
To hold you over until your next visit here's Lower Yosemite Fall and the bottom of the Middle Cascades above and behind it.
Photo by Instagram user @jakob_jr... See More



203,295
People Reached

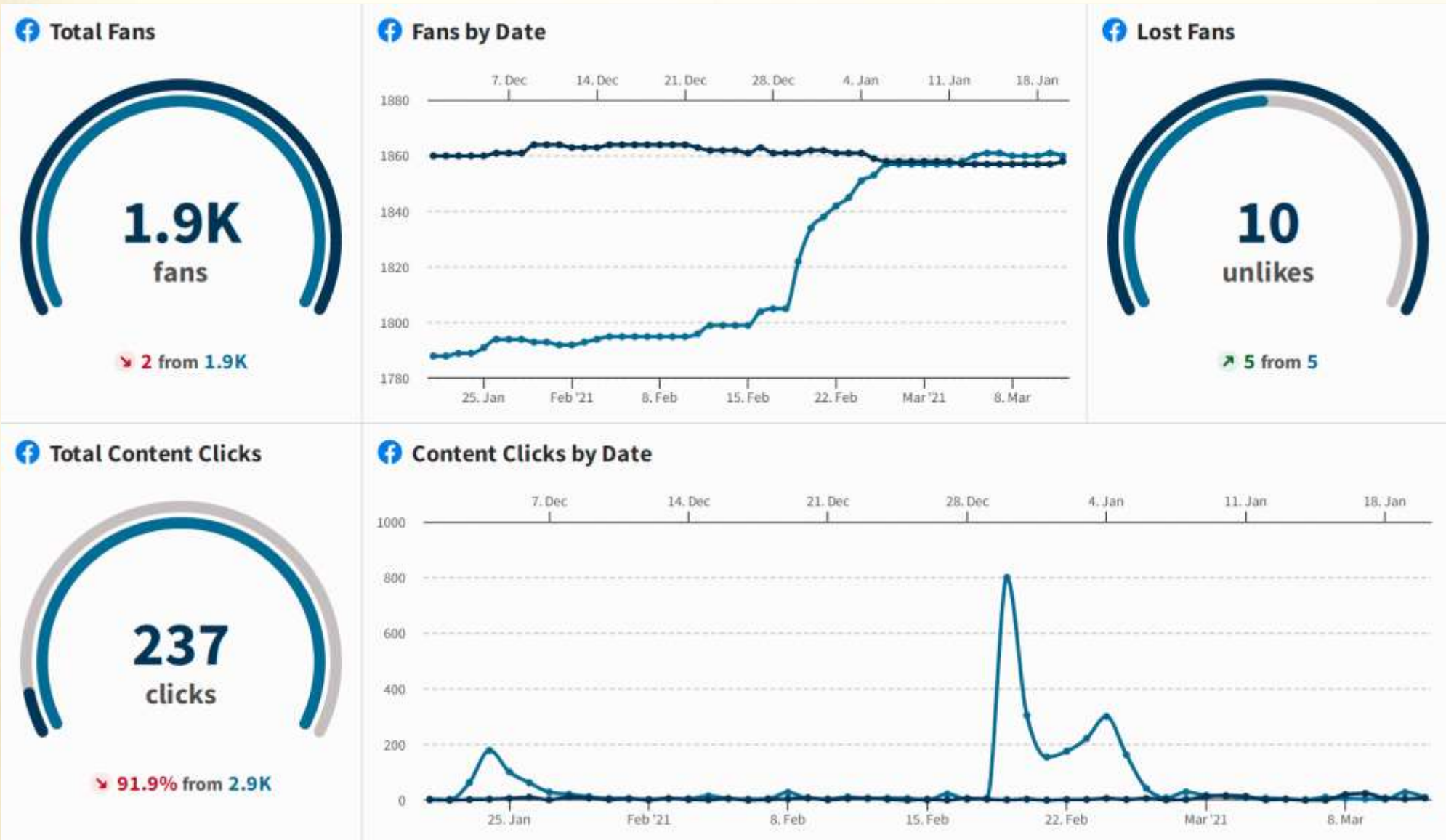
19,194
Engagements

Boost Post

👍❤️👏 9.4K

234 Comments · 1.4K Shares


Social Media - Facebook Local



Social Media - Facebook Local Examples

Yosemite Mariposa County Tourism Bureau
Published by Tony McDaniel · January 28 · 🌐

Know before you go!
If you're heading into or around Mariposa County this week, we're getting a lot of winter weather. Just take a look at the Fish Camp Fire Station in this photo from County Supervisor, Miles Menetrey.
Tire chains are required in some parts of the county and Yosemite National Park is closed until Monday at the earliest due to last week's wind storm and this week's winter storm.... [See More](#)




757 People Reached 44 Engagements

[Boost Post](#)

👍❤️🔥 12 1 Comment · 7 Shares

Yosemite Mariposa County Tourism Bureau
Published by Hootsuite · January 25 · 🌐

What a beautiful snowy morning! Here's what the northern Mariposa County looks like this morning - this is looking East towards Pilot Ridge, with Yosemite in the far distance in the clouds to the right.
What does it look like in your part of the county?
[#YosemiteNation...](#) [See More](#)



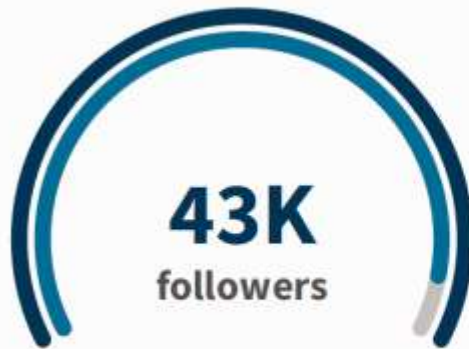
182 People Reached 22 Engagements

[Boost Post](#)

👍❤️🔥 11 4 Comments

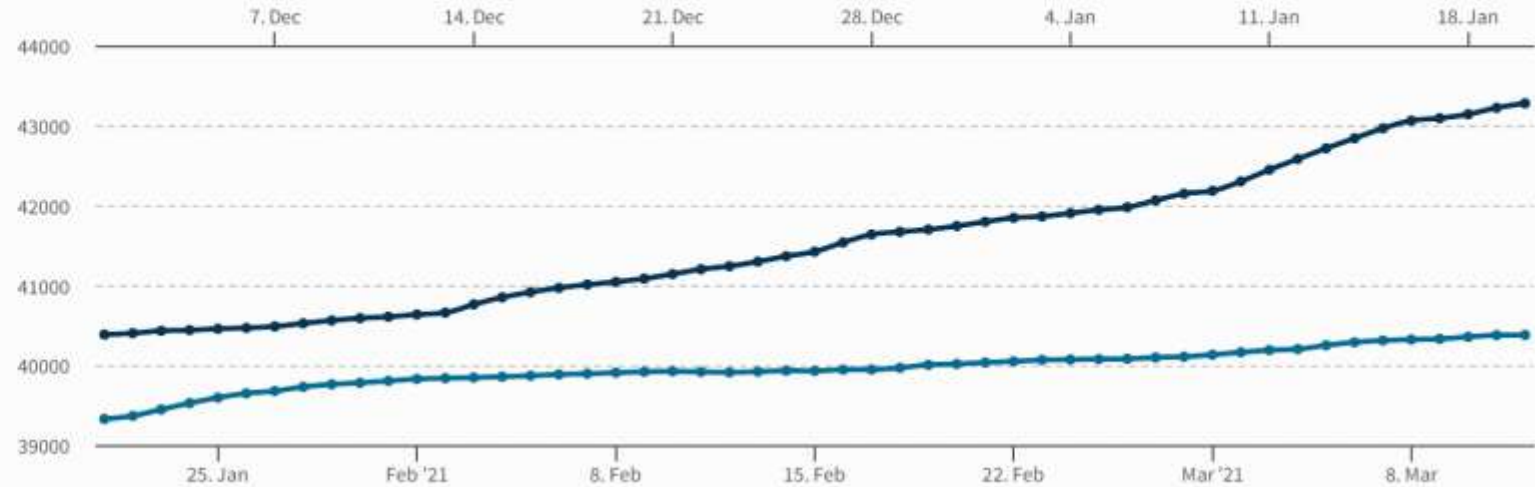
Social Media - Instagram

Total Followers

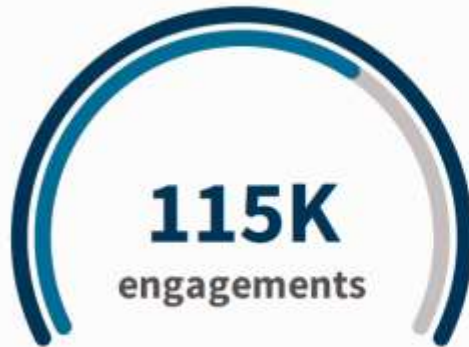


➤ 2.9K from 40K

Followers by Date



Total Engagement



➤ 53.8% from 75K

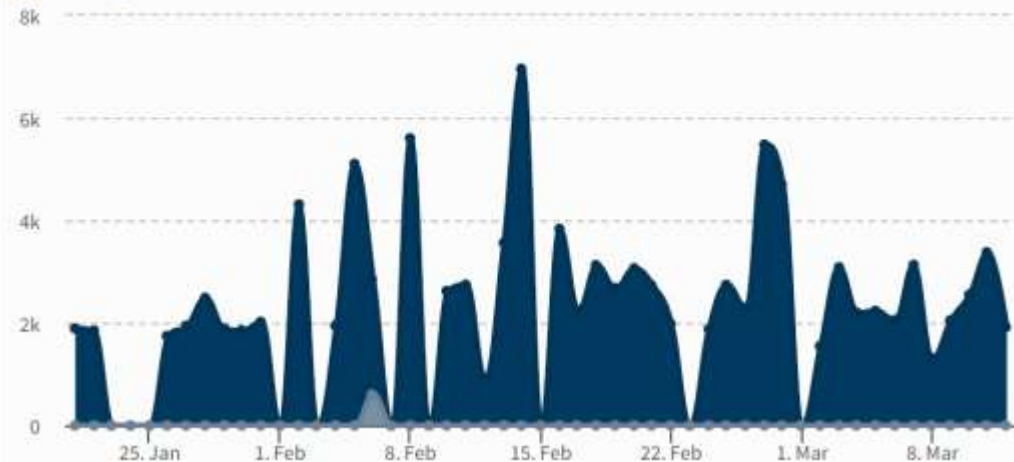
Engagement by Type

Photo ➤ 53% 114K

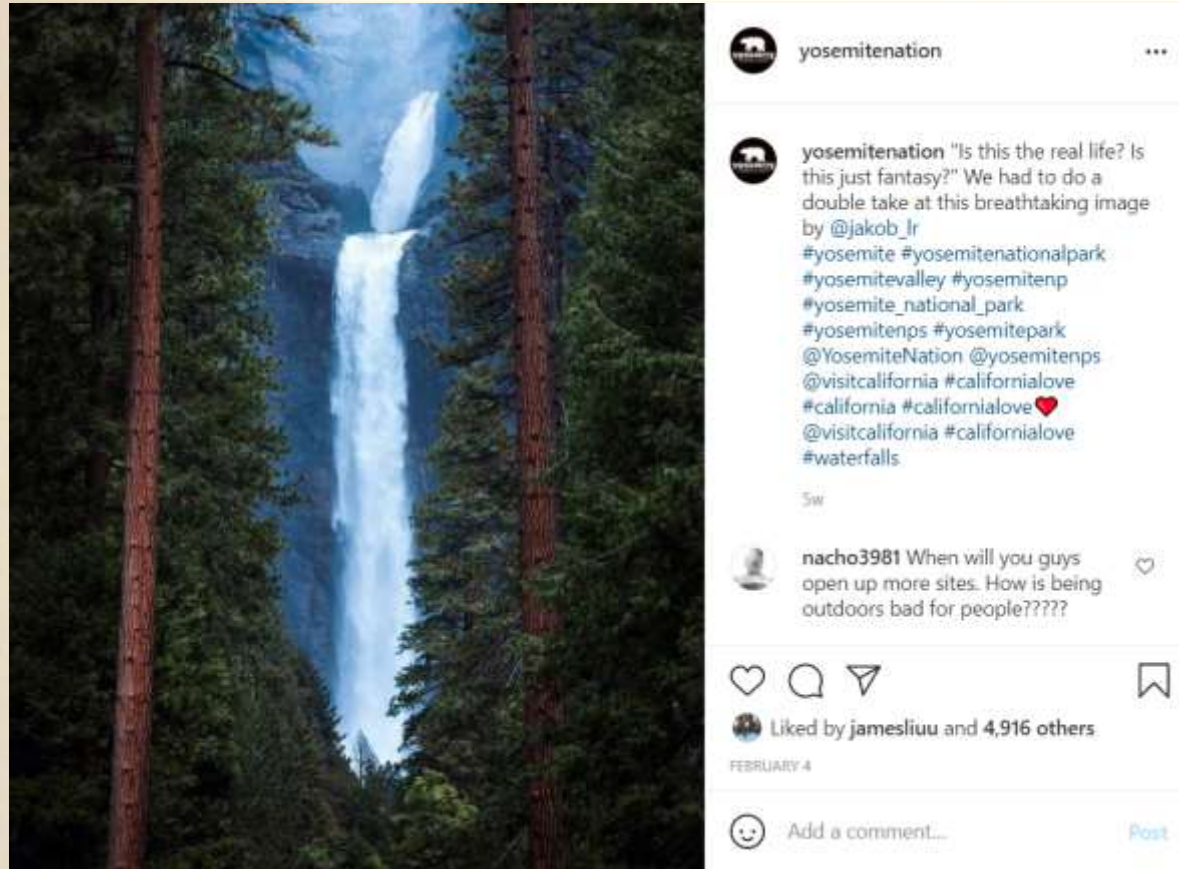
Video 600

Engagement by Type

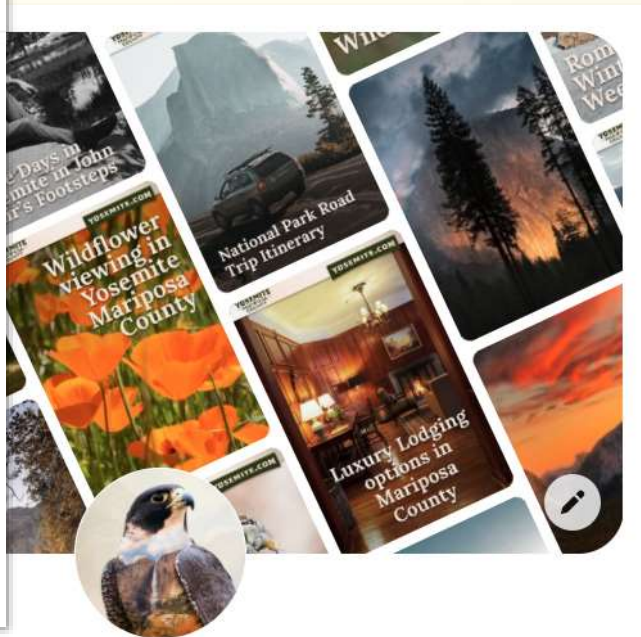
● Photo ● Video



Social Media - Instagram Examples



Social Media - Pinterest



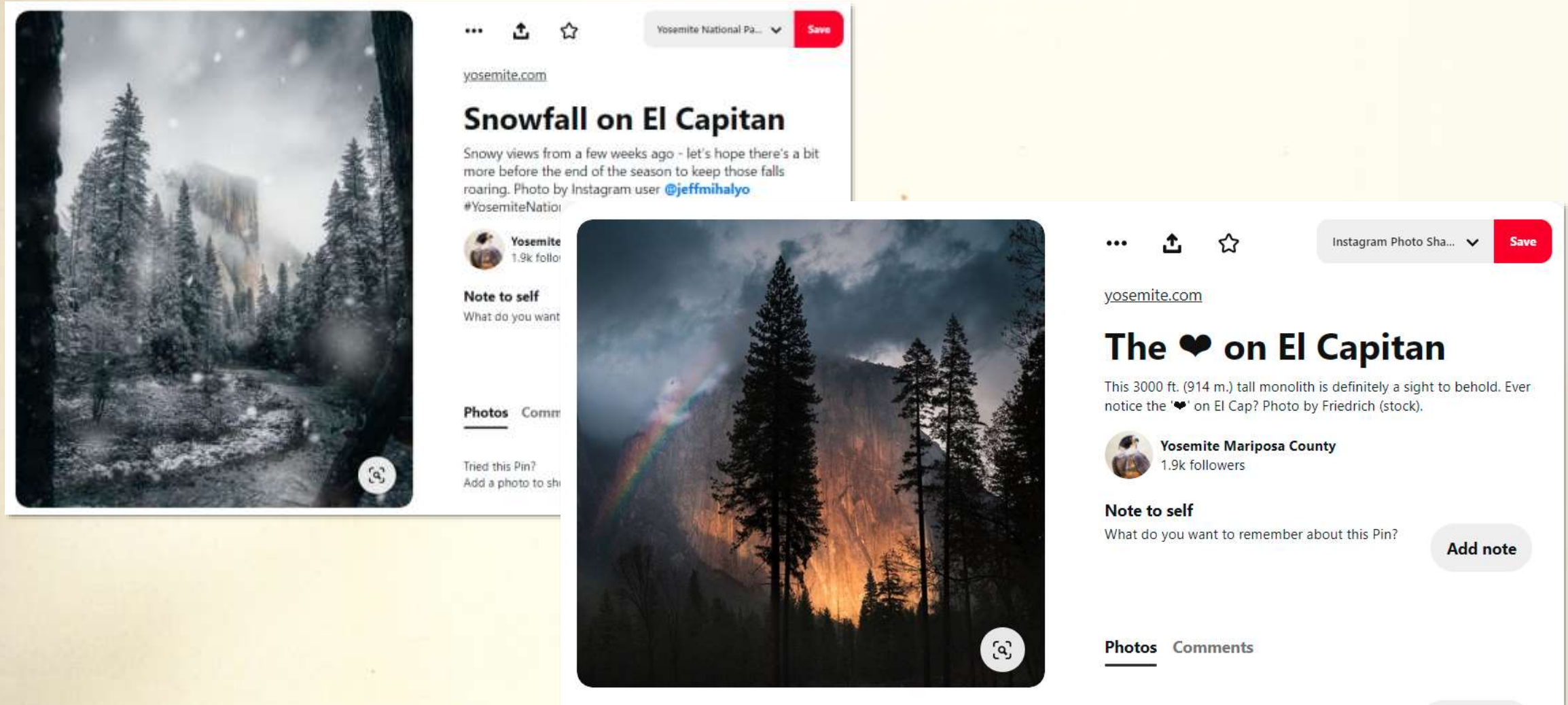
Yosemite Mariposa County

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

1.9k followers · 503 following

109.5k monthly views

Social Media - Pinterest Examples



Social Media - Twitter

Engagement



↗ 0.4% from 703

Engagement by Type

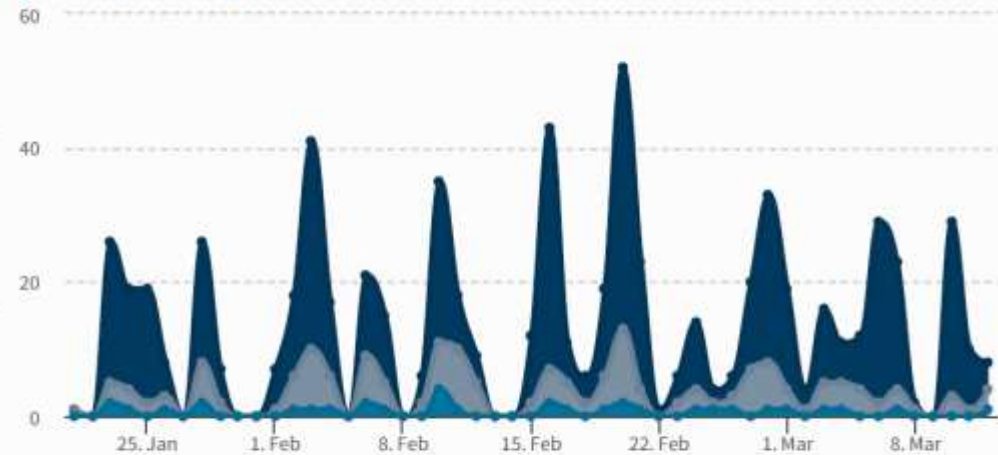
Likes ↘ 46 **517**

Retweets ↗ 34 **156**

Replies ↗ 15 **33**

Engagement by Type

● Likes ● Retweets ● Replies

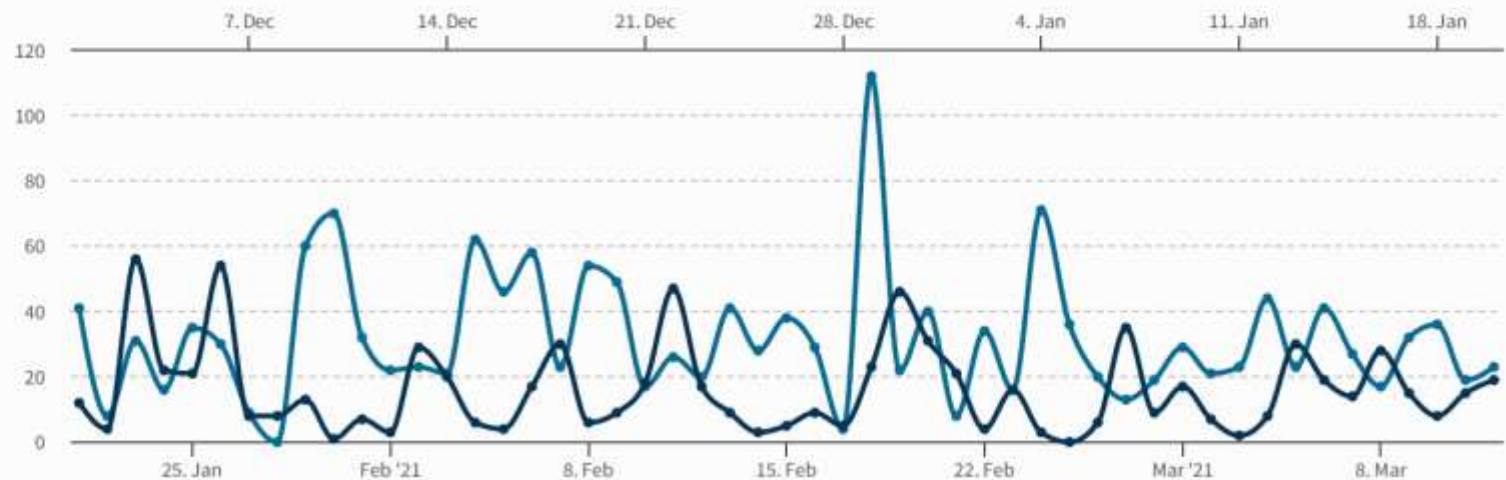


Total Link Clicks



↘ 800 from 1.6K

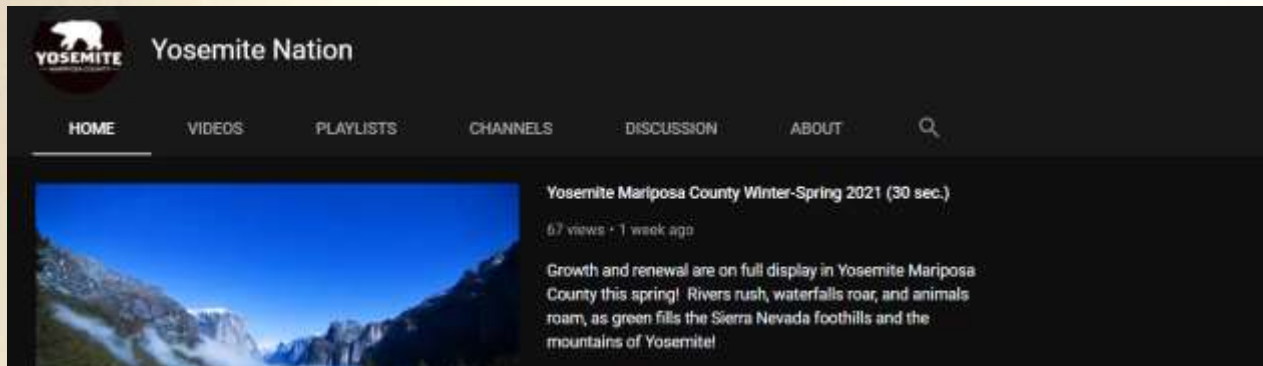
Link Clicks by Date



Social Media - Twitter



YouTube



Video Production



We've proudly produced **21 videos** this year. Productions consist of:

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

We have 2 more Modern Day Pioneers in postproduction and have several other videos in various stages of pre-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.

Travel Trade / Trade Shows



The Go West Summit - March 1-5, 2021

- Twenty appointments were conducted with travel trade product Managers from U.S, Germany, Japan and the United Kingdom.
- The overall feeling was optimistic about returning to international travel in 2022.
- All participants were excited to be included on the list for the Travel Trade Newsletter.



- IPW is planning a live event in September in Las Vegas 9/18 through 9/22, 2021.
- We have registered but not paid for the show as we are waiting until closer to the date to see if it will actually happen.

Travel Trade Newsletter

The next newsletter is set to launch the second week of March. The list has grown to 450 subscribers.

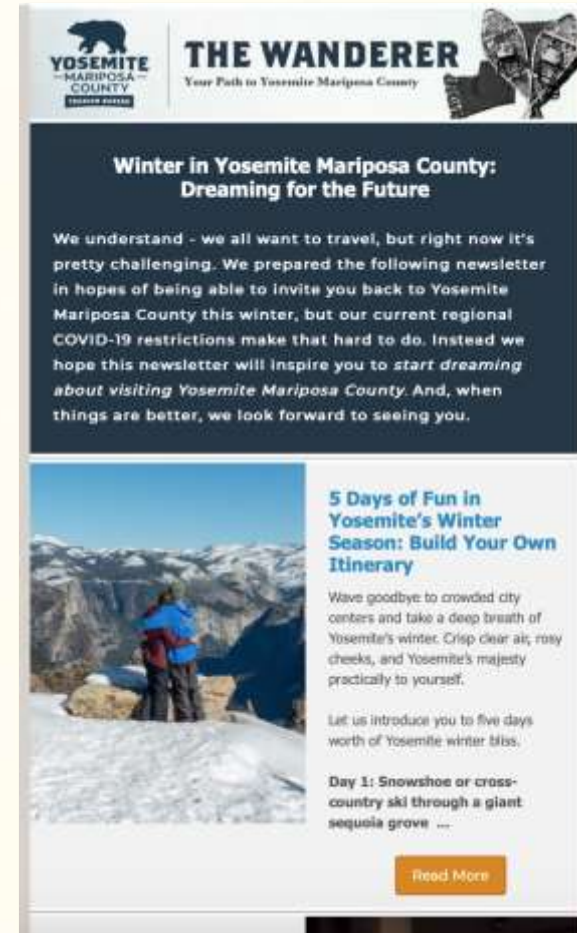
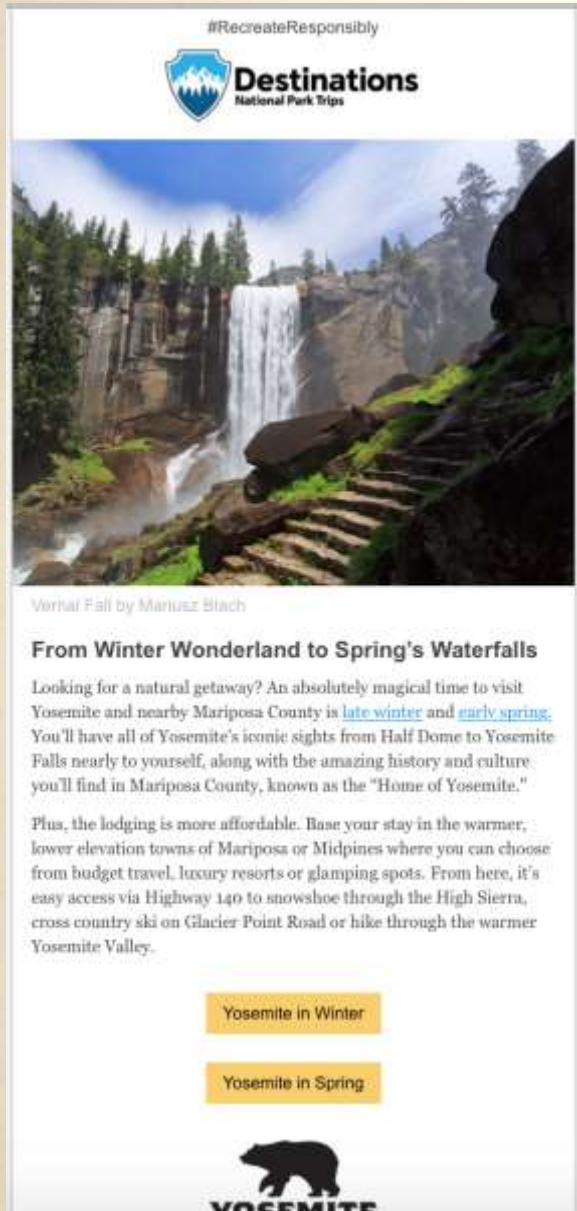
Email Marketing

Owned eCRM:

The examples on the right are two recent emails send to our consumer list.

Partner eBlast:

- We worked with National Park Trips to send the example on the left to 121,533 patrons.
- 55,808 Total Opens with an open rate of 27.2%
- 2,346 Clicks to client-supplied links



Traditional Print

Feel the Rush!

Explore YOSEMITE & MARIPOSA COUNTY

GO THE DISTANCE – WORK, LEARN, STAY AND PLAY IN YOSEMITE MARIPOSA COUNTY

It takes longer to get to a large portion of the wilderness in this beautiful area than it does to get to a large city. However, the well-preserved forests, lakes, and mountains in this area are a treasure. The road to Paradise is a beautiful journey in itself. While driving, you can enjoy the views of the mountains, the forests, and the lakes. The road to Paradise is a beautiful journey in itself. While driving, you can enjoy the views of the mountains, the forests, and the lakes.

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NATURE'S GEMS: EXPLORE SPRING WILDFLOWERS

Spring is the best time to visit Yosemite. The weather is perfect, and the wildflowers are in bloom. The road to Paradise is a beautiful journey in itself. While driving, you can enjoy the views of the mountains, the forests, and the lakes.

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Spring into Nature!

<p>TENAYA LODGE AT YOSEMITE</p> <p>Tenaya Lodge is a lovely hotel, just minutes away from the south entrance to Yosemite National Park. With 100 new Casper Cabins, a new dining hall, and a new restaurant, it's the perfect place to stay in Yosemite.</p> <p>TenayaLodge.com 888.514.2167</p>	<p>YOSEMITE BUG RUSTIC MOUNTAIN RESORT</p> <p>An authentic mountain resort, with a rustic charm and a new restaurant, it's the perfect place to stay in Yosemite.</p> <p>YosemiteBug.com 866.826.7100</p>	<p>YOSEMITE RESORTS</p> <p>Yosemite Resorts are located at the western gate to Yosemite National Park, offering a variety of accommodations and amenities.</p> <p>YosemiteResorts.us 888.742.4371</p>
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Get away, reconnect and discover year-round adventures in Mariposa County.

Yosemite.com

Geopline Valley - Grohman - El Portal - Oak Camp - Tenaya - Yosemite - Mariposa - Highway - Yosemite - Yosemite Valley - Yosemite



Traditional Radio



The “Above the Fog” Campaign this year was placed on six radio stations from Fresno to Modesto.



January to March Earned Media Campaign



THE WALL STREET JOURNAL.

“Tourist traffic is light, snowmelt is pepping up the park’s famous waterfalls, and wildflowers (including California poppies) are abloom.”

MATADOR NETWORK

“Landmarks like Half Dome and El Capitan look undeniably good in winter white.”



“Required Reservations to Enter Yosemite Are Ending”



“Experience a true spring awakening in Yosemite Mariposa County amid California poppies and western redbud trees.”



Examples of Earned Media

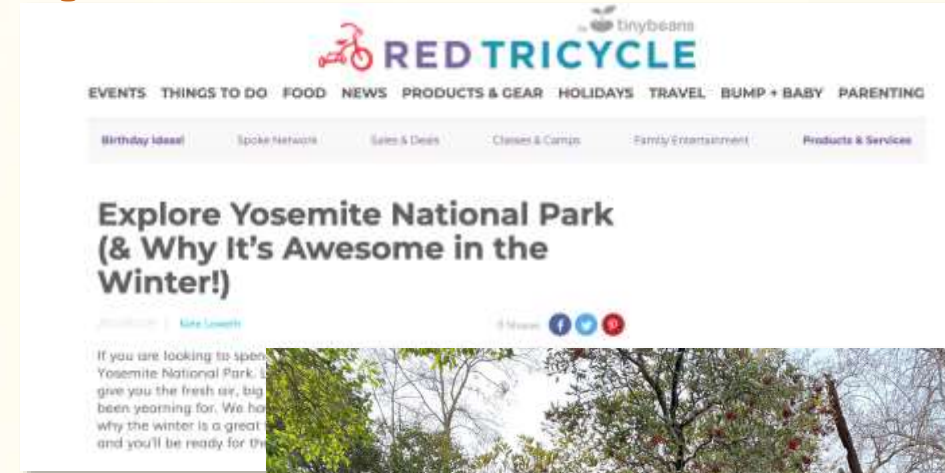
DATES 1/19/21 TO 3/12/21

1/19/21 Beautiful Blue Locations to Life Your Mood	Crave Magazine	https://cravemag.co.uk/travel/blue-monday-beautiful-blue-locations-to-lift-your-mood/	BlackDiamond
1/21/21 Rays of Hope	Travel Trade Gazette	https://www.ttgmedia.com/digital-editions/ttg-magazine/read-ttg-january-2021-26939	BlackDiamond
1/21/21 Spirit of Adventure	Travel Trade Gazette	https://www.ttgmedia.com/digital-editions/ttg-magazine/read-ttg-january-2021-26939	BlackDiamond
1/21/21 12 months of travel inspiration	PR Travel News		Black Diamond
1/21/21 2020/21 Holidays to Book with Confidence	PR Travel News		BlackDiamond
1/27/21 Happy Planning Travel Guide For 2021	Yorkshire Times	https://yorkshiretimes.co.uk/article/Happy-Planning-Travel-Guide-For-2021	BlackDiamond
1/27/21 Plan Your Dream Trip	Crave Magazine	https://cravemag.co.uk/travel/far-flung-destinations-plan-your-dream-trip/	BlackDiamond
1/29/21 Happy Planning Travel Guide for 2021	Lancashire Times	https://lancashiretimes.co.uk/article/Happy-Planning-Travel-Guide-For-2021	BlackDiamond
2/1/21 Epic trips for the over 50's	NI Travel News	https://nitravelnews.com/news/epic-trips-for-the-over-50s/	BlackDiamond
2/4/21 Where Can I Take My Kids Over Spring Break?	WSJ	https://www.wsj.com/articles/where-can-i-take-my-kids-over-spring-break-11612464940	360ViewPR pitch
2/4/21 Animals in Love	Berwickshire News & East Lothian Herald	Print	Black Diamond
2/5/21 Reunited With the United States of America	ABTA Print & Online	https://magazine.abtamag.com/editions/february-2021/?slide=2	BlackDiamond
2/9/21 Yosemite's firefall isn't the only winter phenomenon worth visiting for	Matador Network	https://matadornetwork.com/read/yosemites-winter-phenomenon-worth-visiting/	360 View PR Pitch/Tony McDaniel interview
2/10/21 ULTIMATE HONEYMOON EXPERIENCES AND DESTINATIONS	Viestra Magazine	ULTIMATE HONEYMOON EXPERIENCES AND DESTINATIONS	Black Diamond
2/17/21 Animals in Love	Hartleypool	Print	Blackdiamond
2/17/21 Winter Adventure Ideas for 2021/22	Viestra Magazine	http://viestramagazine.com/winter-adventure-ideas-for-p954-171.htm	BlackDiamond
2/19/21 Explore Yosemite National Park (& Why It's Awesome in the Winter!)	Red Tricycle	https://redtri.com/yosemite-national-park/slide/1	Kate Loweth Fam trip
2/21/21 American Express	Mirror	Print	Black Diamond
2/21/21 American Express	Express	Print	BlackDiamond
2/27/21 Required Reservations to Yosemite are Endign	NBC Los Angeles	https://www.nbclosangeles.com/worth-the-trip/required-reservations-to-enter-yosemite-are-ending/2537829/	360ViewPR
2/27/21 Ultimate Honeymoon Destinations; Our Top Picks	Crave Magazine	https://cravemag.co.uk/travel/ultimate-honeymoon-destinations-our-top-picks/	Blackdiamond
3/4/21 Socially distanced Wildflower Blooms in California	Visit California	https://media.visitcalifornia.com/story-inspiration/discover-story-ideas/enjoy-socially-distanced-spring-blooms-in-california	360ViewPR
3/10/21 13 California Road Trips You Should Try to Take at Least Once	Reader's Digest & MSN	https://www.msn.com/en-us/travel/tripideas/13-california-road-trips-you-should-try-to-take-at-least-once/ar-BB1eslhh	360 View PR



Press Trips

- We hosted Kate Loweth who wrote for Red Tricycle, a parenting outlet.
- Kate stayed with at Yosemite Bug Rustic Mountain Resort and visited 1850, The California State Mining and Mineral Museum, the Mariposa Museum and History Center as well as Yosemite. Kate wrote in detail about the experience that she and her family had.
- We were particularly pleased with the turn around time, that article was published within a week.
- Kim Westerman is writing for Forbes. She is also doing a family travel story and staying at Tenaya Lodge's Explorer Cabins.
- We continue to plan press trips and will have more to report on at the May meeting.



Traditional Sales

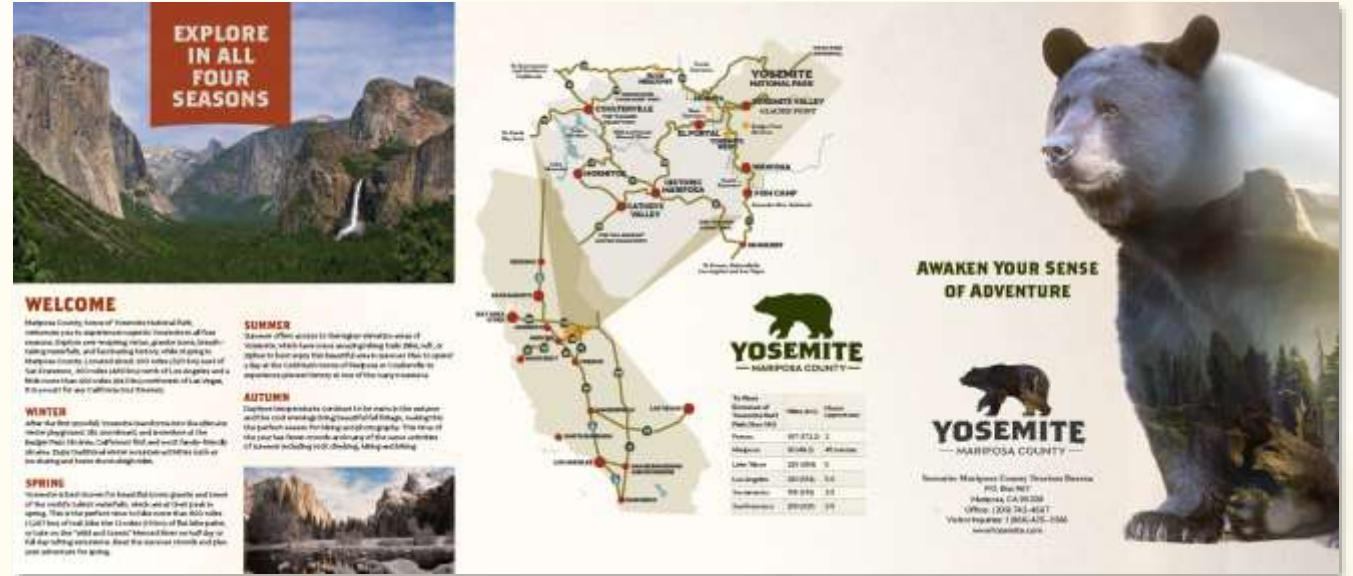


In accordance with the strategic plan, we are updating assets to support traditional sales efforts. These include:

- Update Sales sheets for primary meeting facilities.
- Updating Group Sales contacts for each property.
- Rebuilding the Meeting Planner website page on Yosemite.com and improving navigation.
- Updating and improving the RFP request process.

With no group current activity due to COVID-19, staff is rebuilding our meetings web pages and supportive materials. This will position YMCTB to assist in a strong market return of group bookings.

Collateral



- Mini-DVP – The international offices were consulted on its use and improvement. The updated file will be provided, and each office will print in country to eliminate shipping costs.
- Mariposa Town Map – There has been significant changes to the downtown corridor so this map is being updated and will be ready to send to print April 1st.
- DVP (Complete redesign) – The design process is underway with completion in September.

International - Germany

Highlights from Msi

VUSA Roadshow

Tony McDaniel and Julie Hadzega were included in the VUSA Roadshow video welcoming German travel agents back to our region



VUSA B2B Newsletter

Yosemite Mariposa County was featured in the VUSA B2B newsletter going out to 21.800 recipients.

- Open Rate: 44.1 %
- Click Rate: 2.7%



California Partners – Buffalo Soldiers im Yosemite Nationalpark



Als der Yosemite-Ranger Shelton Johnson, selbst Afroamerikaner, ein altes Foto aus dem Jahre 1899 mit fünf farbigen Soldaten erblickt, ist er überwältigt und beginnt, ihre Geschichte zu recherchieren. Die Soldaten auf dem Bild gehörten zu den Buffalo Soldiers, die in dieser Zeit als Teil der US Armee für den Schutz der Nationalparks zuständig waren. Sie spielten eine entscheidende Rolle bei Ereignissen und Errungenschaften, die sowohl die Parks als auch das gesamte Nationalparksystem prägten.

[Mehr Infos](#)

International – United Kingdom

Highlights from Black Diamond

February 2021

Meetings:	Holidays Please & Elegant Escapes United Airlines Virgin Atlantic Holidays
Trainings	Trailfinders - Agents trained – 164 Virgin Atlantic Holidays - Agents trained - 83



VirtY'all Getaway

Yosemite Mariposa County partnered with Black Diamond and Travel Connection Group to take part in virtual networking event, VirtY'all Getaway. In the second instalment of the online event, Yosemite Mariposa County hosted a table as part of the Black Diamond booth to promote Yosemite Mariposa County to the media and trade. The event was very well attended; Brendan and Emma spoke to 125 members of the trade and media during the four-hour event. The team conducted all associated follow up.

International - Scandinavia

Highlights from Atlantic Link

On January 26, 2021, Atlantic Link facilitated a 45-minute webinar on behalf of Yosemite Mariposa County Tourism Bureau. Atlantic Link handled anything from the invitations, reminders registrations and this report. The webinar was attended by 47 high level agents, representing Denmark, Norway, Sweden and Finland.

“Very informative and inspiring! “

Therese Jellmund / Project Manager Group & Conference at Lingmerths Resebyra, Sweden

“I think it was great how the 3 representatives filled in with information and supplied each other with information. It was a great presentation, with maps and accommodation. Great job!”

Katharina Wiig / Product Manager at Unike Reiser, Norway

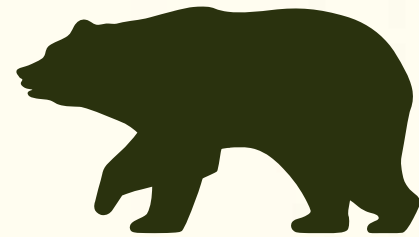


Final thoughts...

- Thank you to the sponsorship committee
- California will continue to be our primary marketing focus
- Fall marketing will be somewhat dependent on...
 - NPS – if there is a Yosemite reservations system
 - Budget and county financial commitment
- Coop Partner Marketing in 2021/2022? Discuss during Marketing budget review
- We'll continue to manage marketing spend based on income



Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU