

**Mariposa County  
Board of Supervisors  
Presentation**

**January 14, 2020**





# Overview

- Director Update
- Q1 & Q2 Results
- Fall & Winter Creative
- Budget Update
- Closing



# Director Update – What's Working?

- YMCTB has made major organizational changes in agency and contract retainers. This transition is working very well.
- Robust fall lodging occupancy increases year-over-year have increased revenues. As a result, budget and marketing tactics are expanding to promote winter and spring.
- Yosemite.com visitation growth is “EPIC”!
- Social Media volume or posting frequency and quality is at an all time high and excellent follower growth. Large increases in paid social sending, replacing traditional digital?
- Frequency of Newsletters and Blogs have increased significantly. Subscribers are up too!
- New international digital media in Australia and UK are seeing excellent results.
- Earned PR and Media results and coverage via 360ViewPR and International efforts.
- Challenges? Jackrabbit web booking engine - poor connectivity to reservations systems.
- Mixed results? \*\*Streaming Digital Audio Streaming Radio (Pandora) \*\*Rich Media Display ads \*\*Direct Group Sales Efforts



# TOT & TBID Year to Date over Prior Year and Forecast

## TOT Collections

Month	19/20 Amount	18/19 Amount	17/18 Amount	16/17 Amount	15/16 Amount
July	\$ 2,857,229	\$ 1,548,198	\$ 1,995,936	\$ 2,011,727	\$ 1,946,951
August	\$ 2,626,881	\$ 650,470	\$ 1,823,040	\$ 1,827,371	\$ 1,810,249
September	\$ 2,483,753	\$ 1,670,119	\$ 1,641,612	\$ 1,700,907	\$ 1,604,623
October	\$ 1,852,803	\$ 1,276,720	\$ 1,289,251	\$ 1,224,684	\$ 1,145,947
November	\$ 1,094,861	\$ 859,085	\$ 769,596	\$ 761,591	\$ 672,509
December		\$ 748,286	\$ 752,876	\$ 731,360	\$ 844,387
January		\$ 454,886	\$ 468,527	\$ 406,545	\$ 454,398
February		\$ 394,608	\$ 507,606	\$ 476,816	\$ 556,406
March		\$ 671,734	\$ 748,369	\$ 735,920	\$ 768,135
April		\$ 1,471,107	\$ 1,112,161	\$ 1,274,928	\$ 1,047,577
May		\$ 2,234,619	\$ 1,709,524	\$ 1,678,830	\$ 1,537,000
June		\$ 2,844,599	\$ 2,165,245	\$ 2,052,049	\$ 1,964,970
<b>GR TOTAL</b>	<b>\$ 10,915,526</b>	<b>\$ 14,824,432</b>	<b>\$14,983,743</b>	<b>\$ 14,882,728</b>	<b>\$ 14,353,152</b>

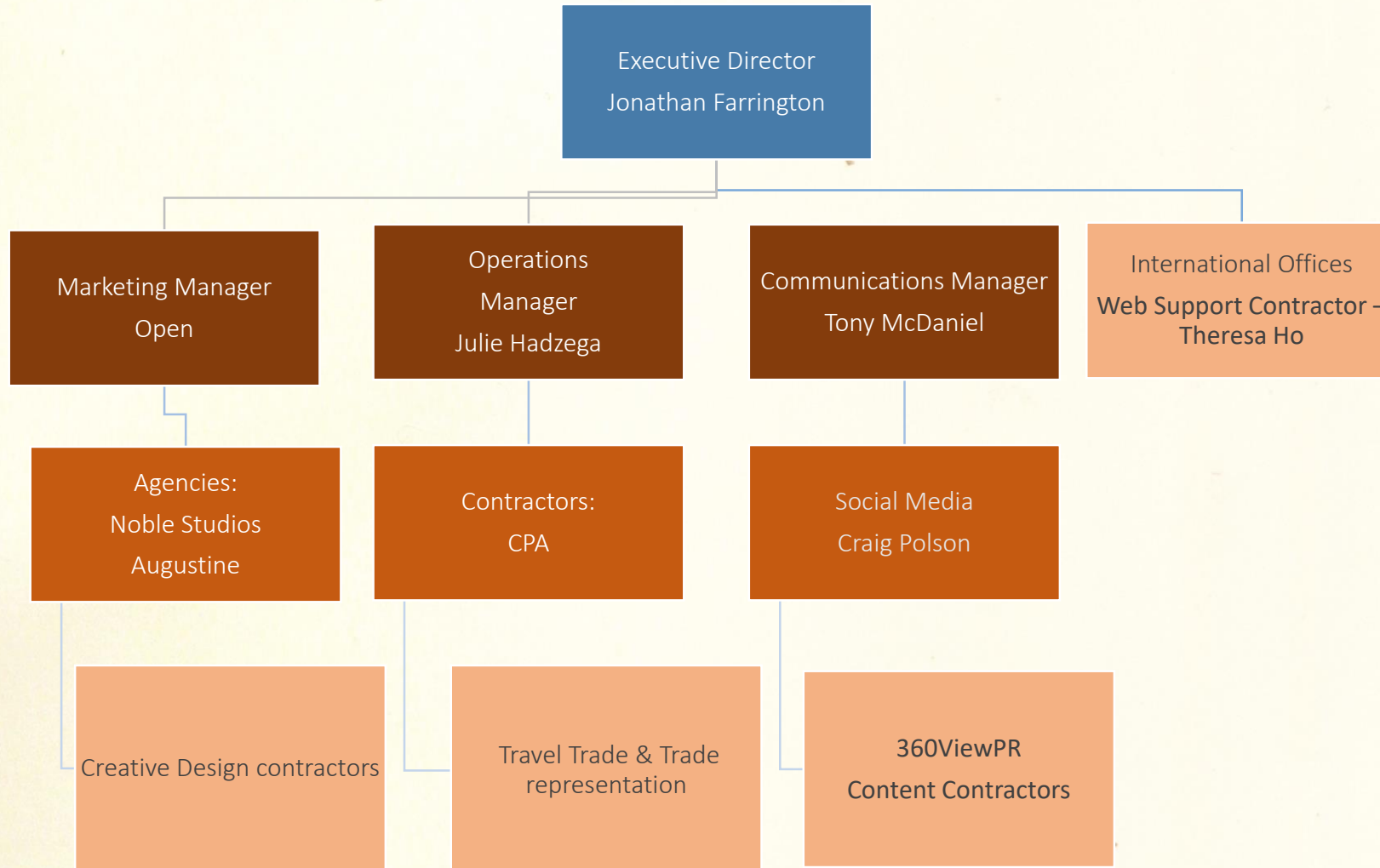
Δ Prior Year \$ (3,908,906) \$ (159,311) \$101,015 \$ 529,576

Year To Date \$ 4,910,934

- Fall 2019 collections exceeded forecasts. Aggressive expected growth with AutoCamp and Tenaya Explorer Cabins. Adjusted increases: Sept. 24%, October 20% & Nov. 8%
- New forecast expected increase \$2-\$3MM or \$200K.
- \$200K in expected gain to be added to budget with YMCTB Board approval 1/17/2020 for Winter and Spring marketing.



# Organizational Deployment



# July – December 2019 Web Overview

## Overall KPI's

- Overall traffic is up **72%** YoY and organic traffic is up **27%** YoY.
- Overall sessions and organic sessions are pacing at **65%** and **50%**, which are ahead of & right on pace respectively for the projected 50% goal.
- International market traffic is at **50%**, on pace for the 50% goal.
- Partner referrals are pacing ahead at **55%** to goal.
- There have been 3,297 new subscribers to the newsletter.

## Paid Advertising Insights

- Paid search conversions increased **75%** July 1 – Dec. 31, 2019 compared to the same period in 2018 and paid search drove **73%** more sessions to the website period over period. **Cost** per conversion decreased **20%**.
- **Display** drove 235,549 sessions to the website from July 1 – Dec. 31, 2019 which is **up over 3,000%** compared to the same period last year, when display ads drove 6,481 sessions to the site.
- Paid **social** sessions to the site **increased 435%** YoY with 48,431 sessions to the site from July 1 – Dec. 31, 2019 compared to 9,050 sessions to the site during the same period in 2018.

## Content Insights

- Most visited content outside the home and hub pages were The Ahwahnee Hotel lodging page, the Half Dome Hike page and multiple webcam pages, among others.



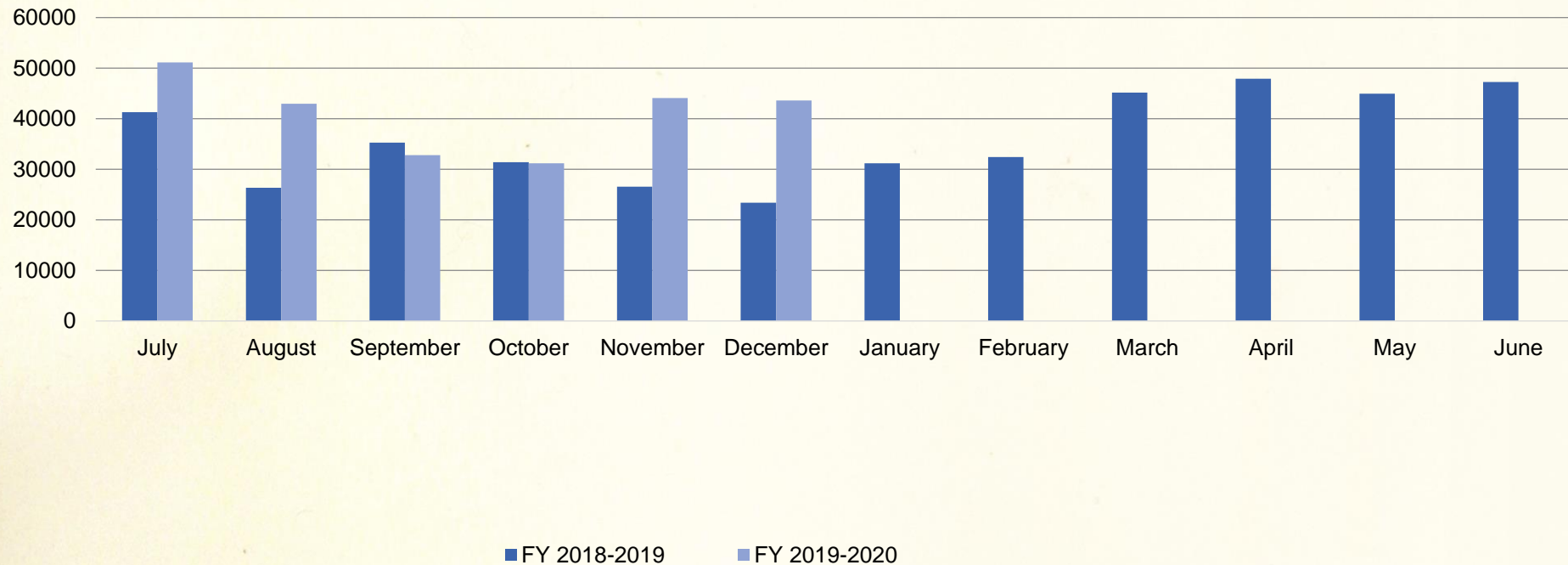
# KPIs: FY 2019/2020 Performance Recap

	July 1, 2019 – Dec. 31, 2019 Month 6 of 12 = 50%	FY2019/20 Annual Goals
PRIMARY KPIs Partner Referrals	ACTUAL: 246k   55% to goal Lodging: 178k Things to do: 58k Dining: 10k	450k Referrals
<b>SUPPORTING KPIs</b>		
Overall Sessions	ACTUAL: 1,420,793   65% to goal	2.2M Sessions
Organic Sessions	ACTUAL: 700,163   50% to goal	1.4M Sessions
International Market Sessions (UK, Australia, China, Germany, Scandinavia)	ACTUAL: 111,442   50% to goal	225k Sessions

Page Views 3.5MM vs. PY 2.4MM July – December 2019

# Partner Referrals Fiscal YTD

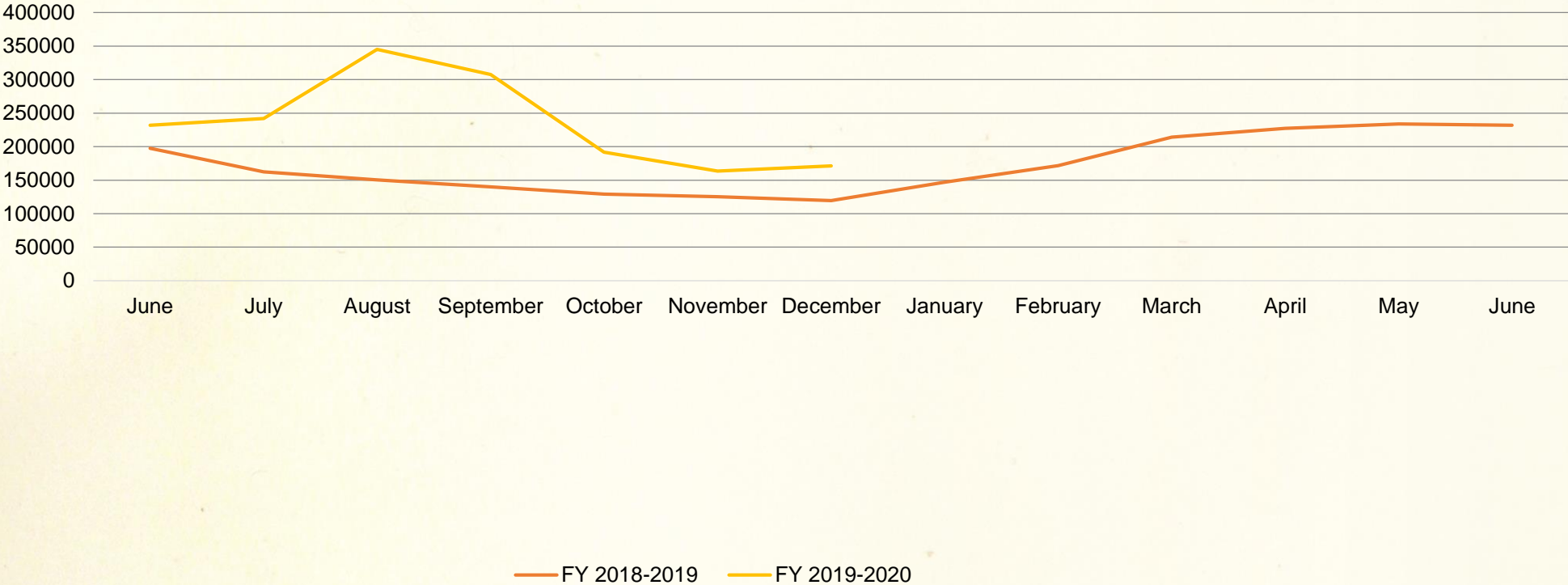
Partner Referrals % of Change YoY	Total Fiscal Year Partner Referrals Goal	Fiscal Year Goal	% of FY Goal Reached
Up 34% YoY	245,644	450,000	55%





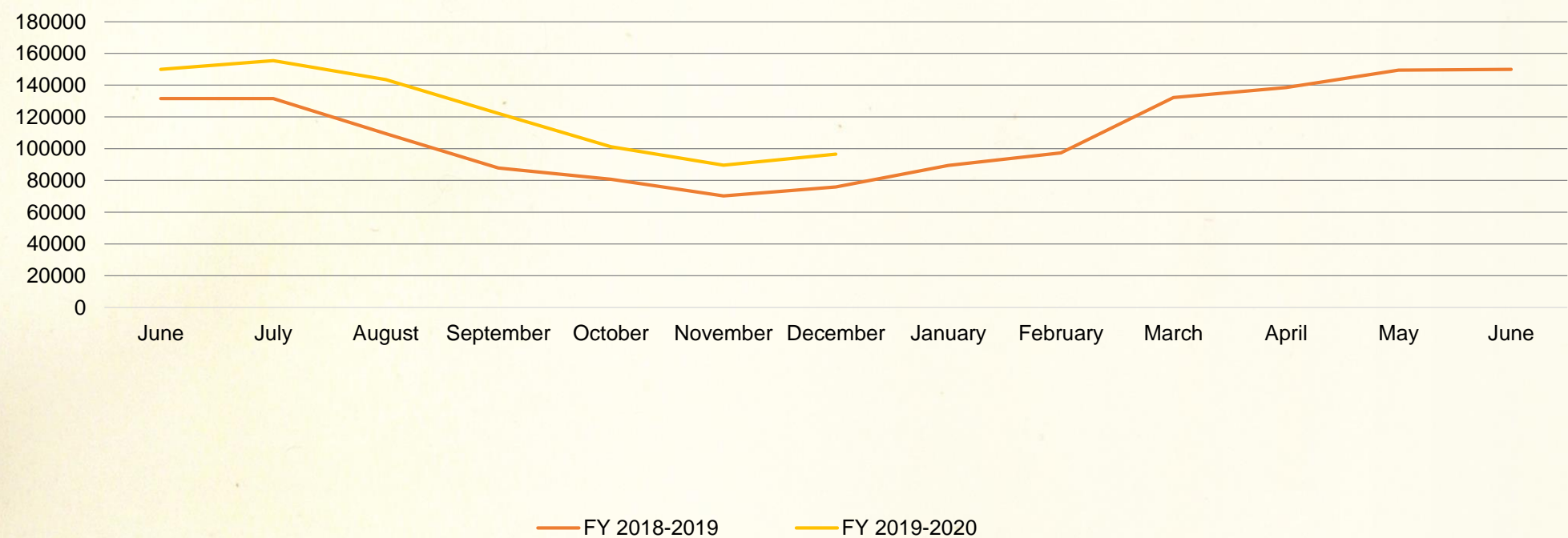
# Overall Growth: Sessions Fiscal YTD

Sessions % of Change YoY	Total Fiscal Year Sessions Goal	Fiscal Year Goal	% of Goal Reached
Up 72% YoY	1,420,793	2,200,000	65%



# Organic Growth: Sessions Fiscal YTD

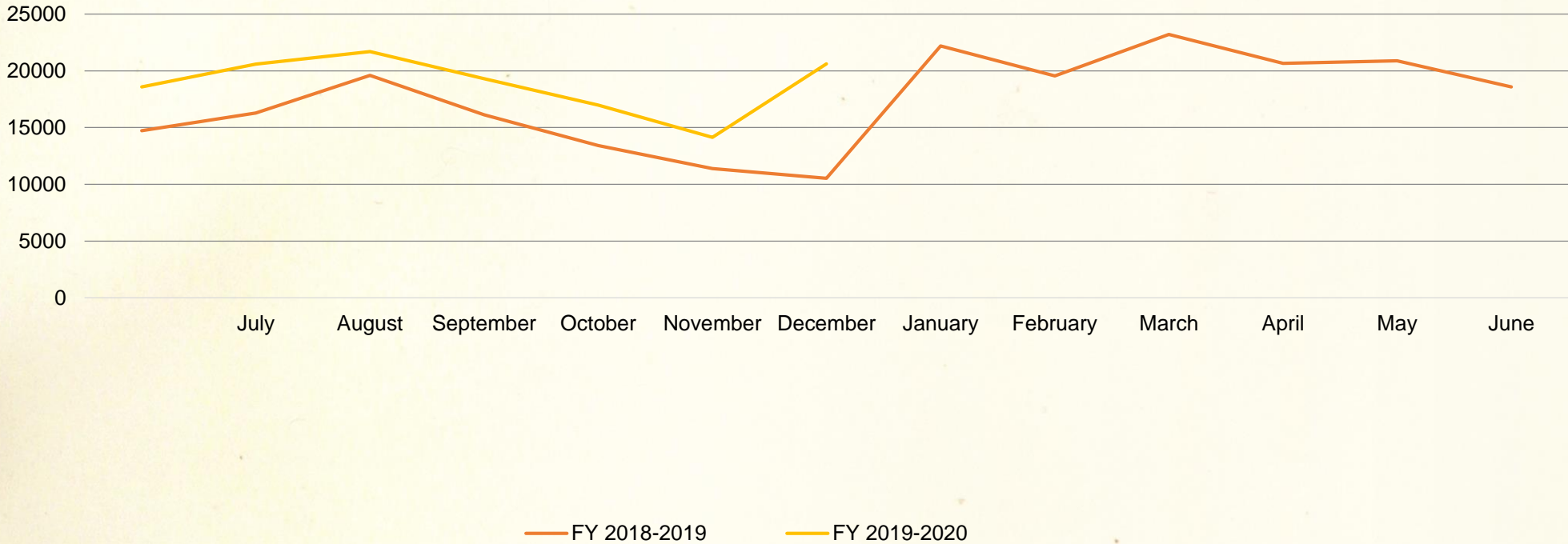
Organic Sessions % of Change YoY	Total Fiscal Year Organic Sessions Goal	Fiscal Year Goal	% of Goal Reached
Up 27% YoY	700,163	1,400,000	50%





# International Market Growth Fiscal YTD

International Market % of Change YoY	Total Fiscal Year International Market Goal	Fiscal Year Goal	% of Goal Reached
Up 30% YoY	111,442	225k	50%



# Partner Referrals

## Lodging

Jul-Dec

**177,627 clicks**

Change YoY– **34%** increase

## Things To Do

Jul-Dec

**58,008 clicks**

Change YoY– **34%** increase

## Dining

Jul-Dec

**10,009 clicks**

Change YoY– **18%** increase

## Top 10 Lodging Partners

	177,627 % of Total: 44.81% (396,439)
1. <a href="#">The Ahwahnee Hotel (formerly The Majestic Yosemite Hotel)</a>	<b>22,880</b> (12.88%)
2. <a href="#">Yosemite Valley Lodge</a>	<b>13,369</b> (7.53%)
3. <a href="#">Curry Village (Half Dome Village)</a>	<b>7,600</b> (4.28%)
4. <a href="#">Tenaya Lodge at Yosemite</a>	<b>6,987</b> (3.93%)
5. <a href="#">Yosemite Housekeeping Camp</a>	<b>4,174</b> (2.35%)
6. <a href="#">Yosemite View Lodge</a>	<b>3,933</b> (2.21%)
7. <a href="#">Wawona Hotel (Big Trees Lodge)</a>	<b>3,787</b> (2.13%)
8. <a href="#">Blackberry Inn Bed &amp; Breakfast</a>	<b>2,963</b> (1.67%)
9. <a href="#">AutoCamp Yosemite</a>	<b>2,894</b> (1.63%)
10. <a href="#">Wawona Campground</a>	<b>2,651</b> (1.49%)



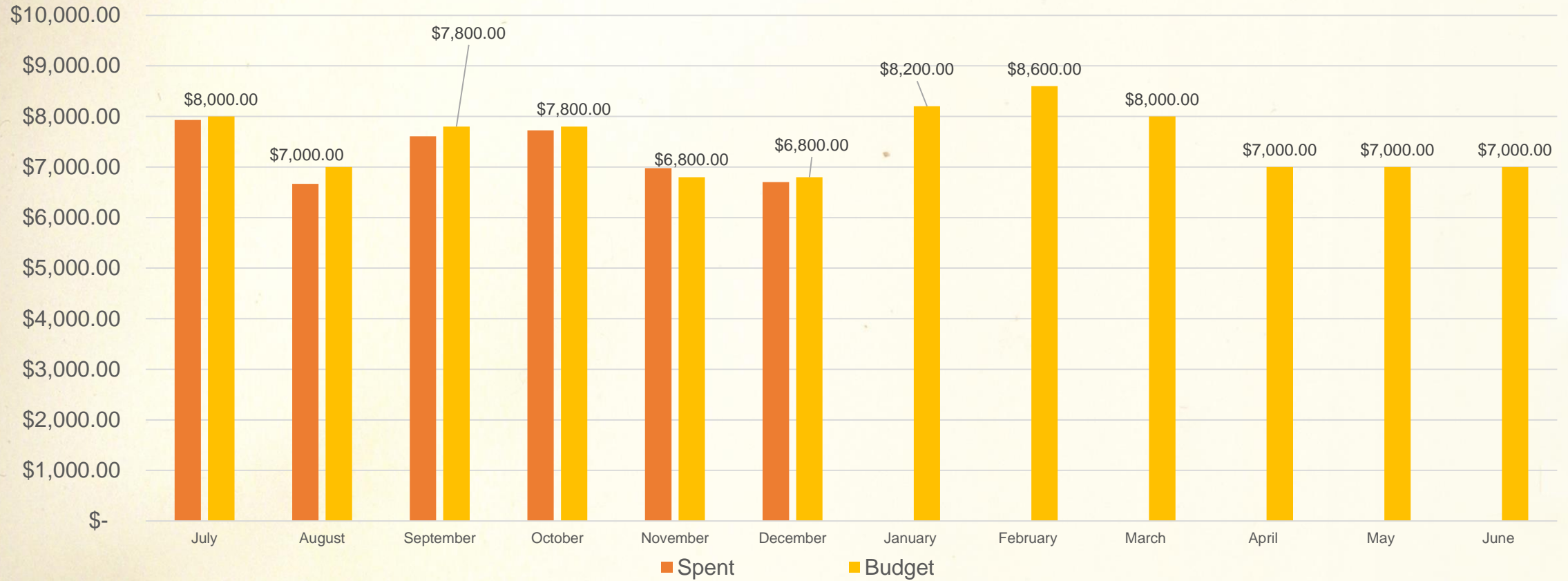
# Site Channel Performance

Default Session	Jul. – Dec. '19 Sessions	Jul. – Dec. '18 Sessions	Variance	Bounce Rate	Pages / Session
Organic Search	709,702	556,161	28%	50.05%	2.6
Paid Search	231,902	134,188	73%	40.23%	3.6
Display	235,549	6,481	3,534%	88.51%	1.18
Direct	146,130	93,425	56%	58.35%	2.5
Paid Social	48,431	0	-	46.04%	1.97
Referral	28,588	16,527	73%	58.56%	2.3
Social	17,491	5,211	236%	34.02%	1.76
Email	2,291	1,131	103%	53.86%	2.53
<b>Total/Avg:</b>	<b>1,420,793</b>	<b>826,811</b>	<b>72%</b>	<b>55.53%</b>	<b>2.48</b>

\*updated tracking display ads which were previously funneling into the direct traffic bucket

Source: Google Analytics

# Paid Search Budget FY 19-20: \$91K



Total YTD Spent: \$43,612.01



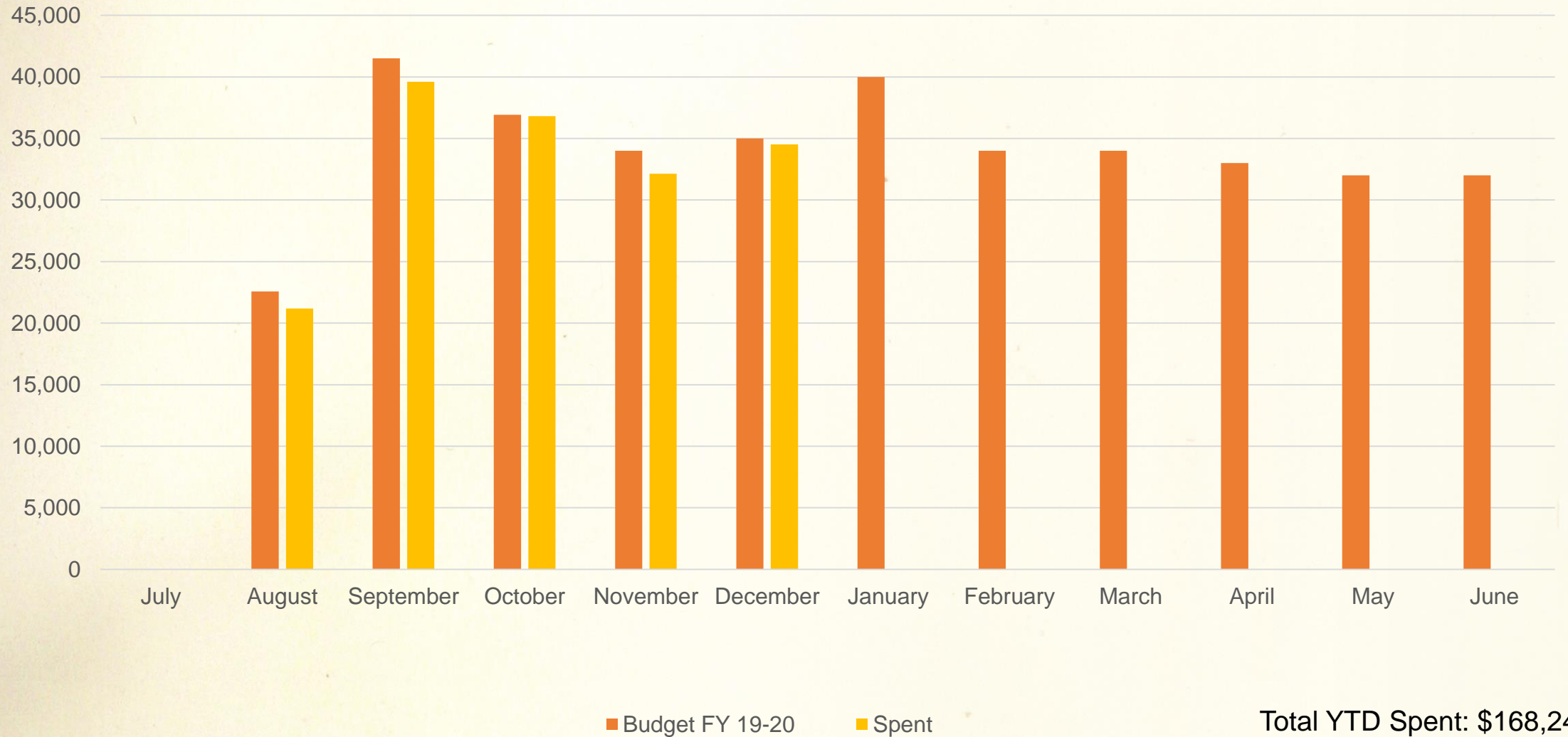
# Google Paid Search Fiscal YTD

The goal of Yosemite Mariposa's paid search campaigns are to drive partner referrals which indicate an intent to visit Yosemite Mariposa.

- Conversions are up 75% from July 1 – Dec. 31, 2019 compared to the same period in 2018. Cost per conversion has decreased 20%.
  - Top converting campaigns are Things to Do, Brand, Camping and Hotels.
- Paid search drove 73% more sessions to the website July 1 – Dec. 31, compared to last year.
- Clicks on ads are up 66%, impressions are up 26% and CTR is up 31%, all of which indicate ads are performing better and driving more user engagement compared to last year.

Source: AdWords

# Paid Media Budget FY 19-20: \$375,000



# Display Ads Performance Fiscal YTD

Display advertising is focused on promoting brand awareness and influencing conversions. In summer 2019, we launched brand awareness display campaigns, which led to spikes in website traffic during August & September. In fall, we shifted to running display programmatically, allowing us to be more targeted to drive conversions.

- Display drove 235,549 sessions to the website from July 1 – Dec. 31, 2019 which is up over 3,000% compared to the same period last year, during which display ads drove 6,481 sessions to the site.
- Campaigns in 2019 had 38.3M impressions from July 1 – Dec. 31, 2019; 1,314 total conversions; and had an average \$91 cost per conversion.
- Top audience is the drive market and people interested in Photography and social media.





# Social Media Ads Performance Fiscal YTD

Yosemite Mariposa's paid social ad campaigns show on Facebook and Instagram; are focused on driving conversions; and are also running to our target audiences. They only run on social networks vs the web like display ads.

- Paid social sessions to the site increased 435% YoY, with 48,431 sessions to the site from July 1 – Dec. 31, 2019 compared to 9,050 sessions to the site during the same period in 2018.
- Audiences are very engaged with Yosemite Mariposa's social media ads and they generated 7.9M impressions, 76k clicks and have an average cost per conversion of \$11.
- Facebook campaigns July 1 – Dec. 31 drove 3,958 conversions.
- The best performing audience in drive market.



# Fall Marketing Effort

- Encourage SF Bay Area and LA Metro residents to enjoy a Fall escape to Yosemite Mariposa County.
- Primarily paid digital placements
- Significant cooperative print media partner success!
- Reinforce the brand as a one-of-a-kind, transformative and iconic destination.
  - ☐ Digital Advertising
  - ☐ Cooperative print media placements
  - ☐ Social Media Sponsored (paid) media
  - ☐ Native content – Weekend Sherpa
  - ☐ Newsletter & Blogs



# Fall Marketing Effort – Print Co-op's

## Media Outlets:

- BANG Newspapers
- Yosemite Journal
- South Bay Accent

## Partners:

- Yosemite Hospitality
- Tenaya Lodge at Yosemite
- Yosemite Resorts
- The Redwood in Yosemite

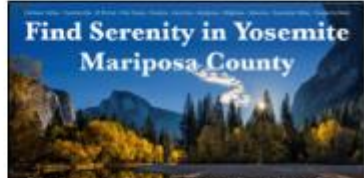
Total Spend: **\$18,991.80**

Co-op Reimbursement: **\$12,067.44**

*To be used for new marketing efforts*


**Yosemite Mariposa County Tourism Bureau  
Advertising Co-Op Opportunity  
2019-2020**

**Co-op - #1**  
**Media Vehicle:** Newspaper (Print Ad)  
**Media Outlet:** Bay Area News Group (BANG)



**Yosemite/Mariposa County Tourism Bureau  
Advertising Co-Op Opportunity  
2019-2020**

**Co-op - #2**  
**Media Vehicle:** Magazine  
**Media Outlet:** Yosemite Journal




**Yosemite/Mariposa County Tourism Bureau  
Advertising Co-Op Opportunity  
2019-2020**

**Co-op - #3**  
**Media Vehicle:** Magazine  
**Media Outlet:** South Bay Accent

**Opportunity Details:**  
Your business will be featured within a full-page ad.

**Audience:**

- Upscale, active, community-minded leaders-decision makers in positions of influence.
- Median Age 41.
- Median Household Income: \$580,000





# Fall/Autumn Marketing Overview

Tag lines	<ul style="list-style-type: none"><li>• When Leaves Fall, Jaws drop!</li><li>• A Picture Perfect Road Trip</li><li>• Behold the Beauty of Fall</li><li>• Explore Fall's Best Lodging</li><li>• Inspiring Fall Adventure Awaits</li><li>• Marvel at Stunning Autumn Scenery</li><li>• Plan your Fall Getaway today</li><li>• The Beauty of Fall Awaits</li><li>• Yosemite Moments start with Mariposa County</li></ul>
CTA's	<ul style="list-style-type: none"><li>• Start exploring</li><li>• Explore your options</li><li>• Experience the Magic</li><li>• Fall into Fun</li><li>• Make Memories Now</li></ul>

**Rock Climbing** in Yosemite inspires mental images of El Capitan, Free Solo and the Dawn Wall Rock. Climbing & “Rocktober” in Yosemite in October is a decades old tradition, due to ideal climbing conditions. Maybe you are not ready to climb El Cap, however enjoying the climbing sights and sounds are free to everyone!

**Fall Photography** in the Gold Country, High Sierra & Yosemite during fall is a meditative experience.

**Day Hikes**, warm days and cool nights made day hiking on Yosemite/Mariposa County a great outing for couples, families and explorers!

**Fall Wildlife** viewing in Yosemite/Mariposa County is a peak experience. With fewer visitors, and wildlife accustomed to human activity, getting ready for winter is a constant source of activity, and amusement for visitors with patience willing to sit still and watch. You'll be amazed!

As before, we need to tie in Mariposa County and include it as an ideal location to stay when explore the region and Park in Fall/Autumn.

# Fall Marketing - Print



## Stand Where Nature Soars

Get away, reconnect and discover something new in Yosemite Mariposa County. It's the perfect escape for infinite adventures year-round.

**PLAN YOUR TRIP > [Yosemite.com](http://Yosemite.com)**



### TENAYA LODGE AT YOSEMITE

Discover Tenaya Lodge at Yosemite, located in the heart of the Mariposa National Forest. Offering 300+ rooms and 100+ suites, this four-star resort offers a variety of accommodations, including luxury suites, cottages, and cabins. Enjoy the beauty of Yosemite National Park from the comfort of your room.

**Yosemite.com**  
888.514.2109

### THE REDWOODS IN YOSEMITE

Experience the beauty of the Redwood Forest at The Redwoods in Yosemite. This resort offers a variety of accommodations, including luxury suites, cottages, and cabins. Enjoy the beauty of the Redwood Forest from the comfort of your room.

**Yosemite.com**  
888.514.2109

### YOSEMITE RESORTS

Yosemite Resorts are located at the heart of Yosemite National Park. Offering a variety of accommodations, including luxury suites, cottages, and cabins. Enjoy the beauty of Yosemite National Park from the comfort of your room.

**Yosemite.com**  
888.514.2109

Yosemite Journal Magazine - 2020



## When leaves fall, jaws drop!

Get away, reconnect and discover something new in Yosemite Mariposa County. It's the perfect escape for infinite adventures year-round.

**PLAN YOUR TRIP > [Yosemite.com](http://Yosemite.com)**



### THE AHWAHNEE HOTEL

Wake up in the heart of Yosemite Valley at The Ahwahnee Hotel. This historic resort offers a variety of accommodations, including luxury suites, cottages, and cabins. Enjoy the beauty of Yosemite National Park from the comfort of your room.

**Yosemite.com**  
888.514.2109

### THE REDWOODS IN YOSEMITE

Experience the beauty of the Redwood Forest at The Redwoods in Yosemite. This resort offers a variety of accommodations, including luxury suites, cottages, and cabins. Enjoy the beauty of the Redwood Forest from the comfort of your room.

**Yosemite.com**  
888.514.2109

### YOSEMITE RESORTS

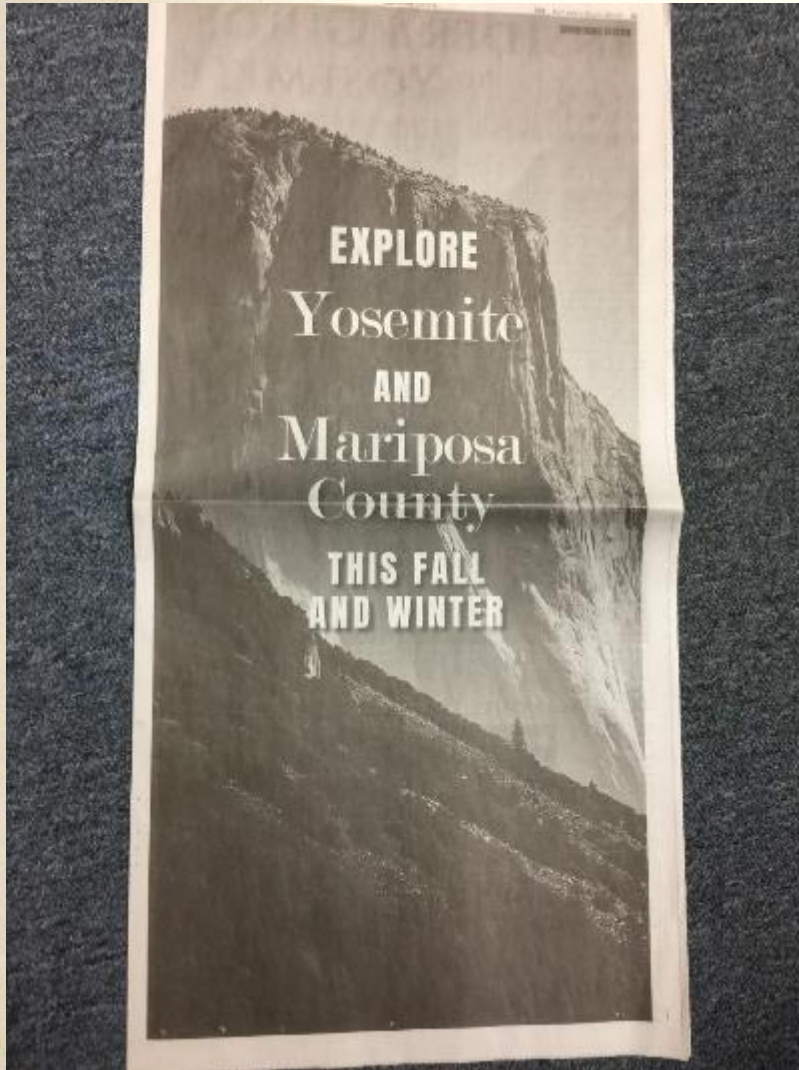
Yosemite Resorts are located at the heart of Yosemite National Park. Offering a variety of accommodations, including luxury suites, cottages, and cabins. Enjoy the beauty of Yosemite National Park from the comfort of your room.

**Yosemite.com**  
888.514.2109

South Bay Accent Magazine  
Fall 2019



# Fall Marketing - Print



This sig page section featuring the following Mariposa partners:

- 1850 Restaurant
- Ansel Adams Gallery
- Badger Pass
- Bracebridge Dinner
- Charles Street Dinner House
- Mariposa Hotel
- Mariposa Lodge
- Mariposa Museum and History Center
- Mariposa Town
- Merry Mountain Christmas Parade
- Sugar Pine Café
- Sweetwater Deli
- Tenaya Lodge
- The Ahwahnee Hotel
- The Alley Lounge
- The Grove House
- The Redwoods in Yosemite
- Tine Lizzie Inn
- Valley Floor Tour
- Yosemite Bug Rustic Mountain Resort
- Yosemite Ice Skating
- Yosemite Valley Lodge

BANG Full Page – November 2019



# Fall Marketing Effort – Digital (BANG)



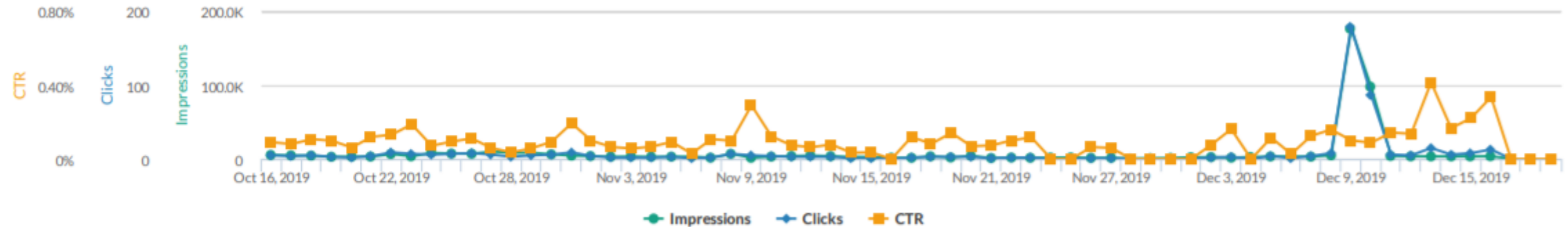
Digital marketing report for **AUGUSTINE IDEAS-YOSEMITIE**

Date range October 16, 2019 to December 24, 2019

Created on December 19, 2019



## Publisher - Orders



Order	Start Date	End Date	Impressions	Clicks	CTR	View-through Conversions	Click-through Conversions	Total Conversions	View-through Revenue	Click-through Revenue	Total Revenue	Video Completes	Video 75%
BANG_Augustine Ideas/Yosemite_Oct - Dec 2019	2019-10-16	2019-12-16	500,027	492	0.10%	0	0	0	\$0.00	\$0.00	\$0.00	0	0



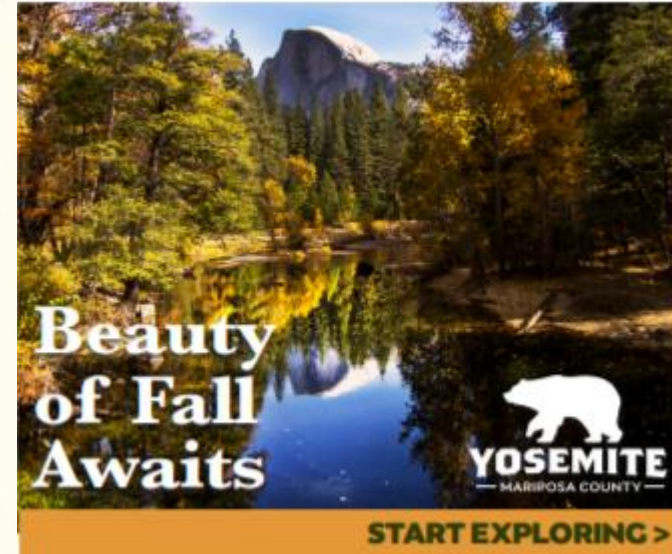
## Publisher - Line Items

Line Item	Order	Impressions	Clicks	CTR	View-through Conversions	Click-through Conversions	Total Conversions	View-through Revenue	Click-through Revenue	Total Revenue	Video Completes	Video 75%
BANG_Augustine Ideas/Yosemite_Oct - Dec 2019_BANG_Augustine Ideas/Yosemite_Oct - Dec 2019	BANG_Augustine Ideas/Yosemite_Oct - Dec 2019	500,027	492	0.10%	0	0	0	\$0.00	\$0.00	\$0.00	0	0

500,027 Impressions with a .10 click-through rate creating 492 reservation clicks.

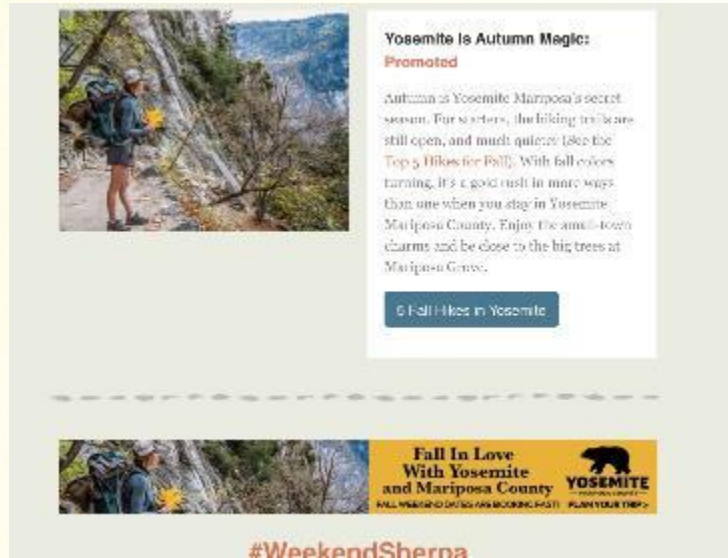


# Fall Marketing Effort - Digital





# Fall Marketing Effort - Weekend Sherpa



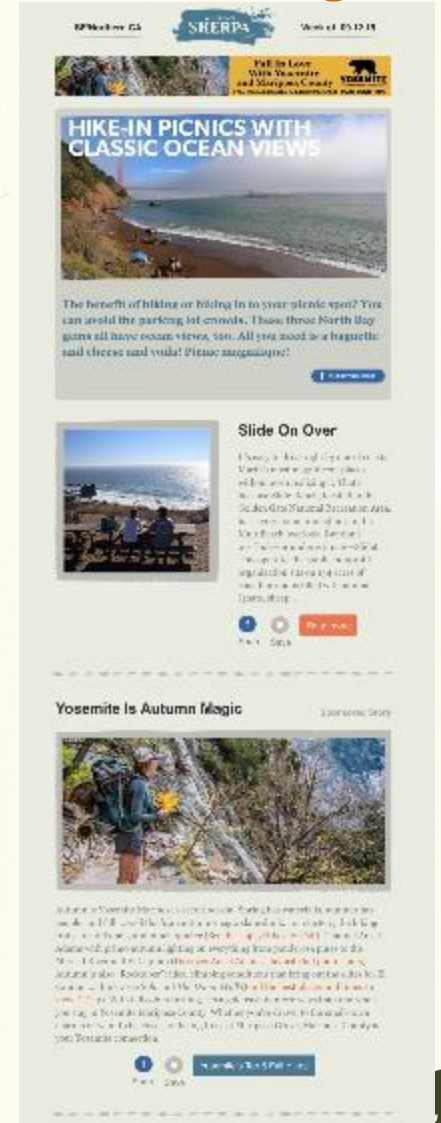
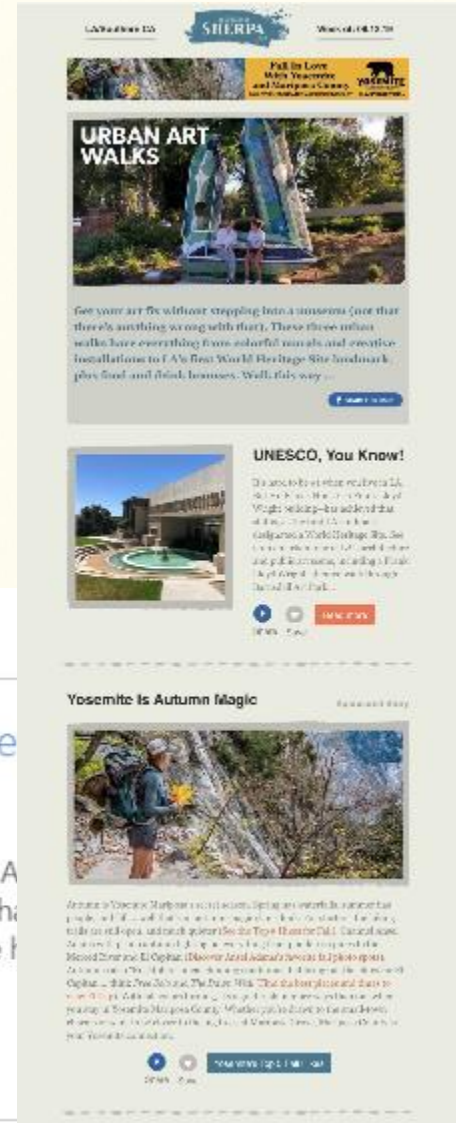
Include this link: <https://weekendsherpa.com/stories/yosemite-mariposa-county-autumn-magic/>



Yosemite Mariposa County Autumn Magic - We  
Sherpa

Follow the adventures of the whole #WeekendSherpa community. A Yosemite Mariposa's secret season. Spring has waterfalls, summer has and fall ... well that's an autumn-magic slam-dunk. For starters, the trails are still open, and much quieter (See the Top 5 Hikes for Fall ...)

weekendsherpa.com





# Winter Marketing Overview

Key terms to use	Serene, peaceful, cathedral, pristine, accessible, frolic, fun, adventure, exploration, solitude, safe
Creative idea log	Snow play, outdoor fun, family fun, winter retreat, escape from the holidays, Skiing and snowboarding in Yosemite, Romantic retreats
Tag lines	Create Timeless Holiday Traditions Today Experience Winter's Solitude Refresh your spirit in Yosemite Mariposa County Winter's Breathtaking Beauty Awaits Winter's Clear Choice Winters Greatest Adventures live in Mariposa County Explore Winter's Greatest Adventures Explore Winters Best Lodging (retargeting) Plan your winter escape today (retargeting)
CTA's	Explore Now Visit Now Plan your trip

- Encourage visitation to Yosemite Mariposa County to experience the County and Yosemite during winter, one of the most majestic seasons in the High Sierra and Gold Country.
- The winter is a great time to break out winter clothing and frolic in the majesty of a winter day and then cozy up next to the fire at night.

# Winter Marketing Effort - Print



Architectural Digest - Los Angeles  
Metro – February 2020



Bon Appetit - SF East Bay – February  
2020



# Conde Nast Traveler - Los Angeles Metro – February 2020



# Winter/Spring Marketing Effort – Print Co-op's

## Media Outlets:

- Bon Appetit Magazine
- Conde Nast Traveller
- Architectural Digest
- Orange Coast Magazine
- Pasadena Magazine

## Partners:

- Yosemite Hospitality
- Tenaya Lodge at Yosemite
- Yosemite Resorts
- The Redwood in Yosemite

Total Spend: \$29,484.39

Co-op Reimbursement: **\$20,484.39**

***To be used for new marketing efforts***

Yosemite Mariposa County Tourism Bureau  
Advertising Co-Op Opportunity  
2019-2020

**Co-op - #1**  
Media Vehicle: Magazine



Yosemite Mariposa County Tourism Bureau  
Advertising Co-Op Opportunity  
2019-2020

**Co-op - #3**  
Media Vehicle: Magazine  
Media Outlet: Conde Nast Traveller



Yosemite Mariposa County Tourism Bureau  
Advertising Co-Op Opportunity  
2019-2020

**Co-op - #5**  
Media Vehicle: Magazine



Yosemite Mariposa County Tourism Bureau  
Advertising Co-Op Opportunity  
2019-2020

**Co-op - #7**  
Media Vehicle: Magazine  
Media Outlet: Pasadena & Orange Coast Magazine



**Opportunity Details:**  
Your business will be featured within a full



# Winter Marketing Effort - Digital



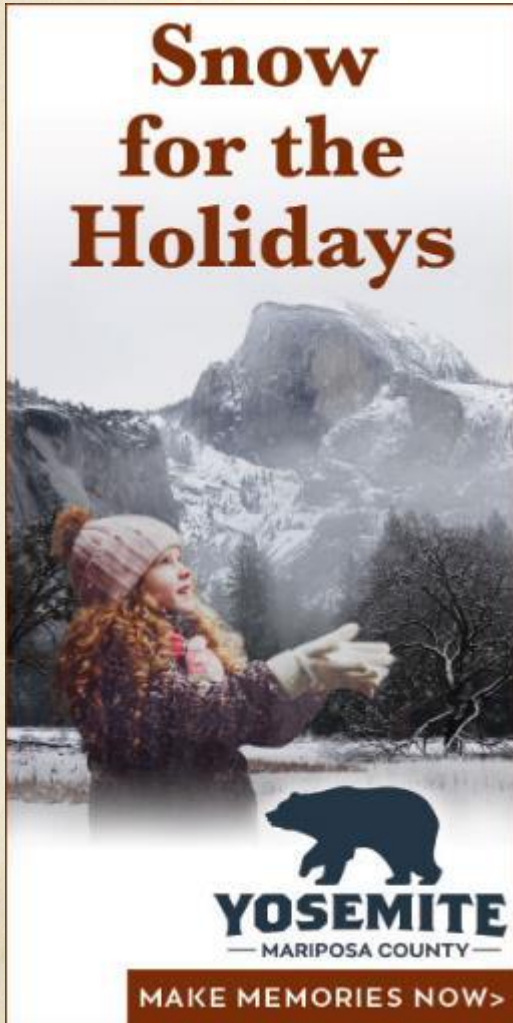
# Holiday Winter Marketing Overview

Key terms to use	Serene, peaceful, cathedral, pristine, accessible, frolic, fun, adventure, exploration, solitude, accessible, safe
Creative idea log	Snow play, outdoor fun, family fun, winter retreat, escape from the holidays, Skiing and snowboarding in Yosemite, Romantic retreats
Tag lines	<ul style="list-style-type: none"> <li>• Your Holiday Traditions Start Here</li> <li>• Snow for the Holidays</li> <li>• Dreaming of the Perfect Holiday</li> <li>• Make New Traditions in Yosemite</li> <li>• Open for Adventure</li> <li>• Bring family home to Yosemite</li> <li>• Make Memories in Mariposa</li> <li>• Open for Fun</li> <li>• 'Tis the season for Yosemite</li> </ul>
CTA's	<ul style="list-style-type: none"> <li>• Start your tradition (now)</li> <li>• New Traditions Start Here</li> <li>• Experience the Magic</li> <li>• Plan Your Holiday</li> <li>• Gather Your Family</li> <li>• Make Traditions Now</li> <li>• Make Memories Now</li> </ul>

- Encourage families to visit Yosemite Mariposa County for a magical holiday getaway during one of the most majestic seasons in the High Sierra and Gold Country.
- Take time out to escape the hustle a bustle to a winter wonderland that can be your new home for family holiday traditions.



# Winter Holiday Marketing Effort - Digital





# Winter & Spring Radio

## Above the Fog - Fresno/Modesto/Stockton

Vendor	Run Dates	Notes
iHeart Radio	1/20-2/16 Can flight off and on	4 wks/station - 828 spots total (207/wk) Fresno - 552 spots KBOS (contemporary hits) - 276 spots, :30 KHGE (country) - 276 spots, :30 Modesto KJSN (soft adult contemporary) - 276 spots, :30 targeted audio impressions as added value for digital piece.
One Putt Broadcasting	1/27 - 2/9 Can flight off and on	2 wks/station - 96 spots (48/wk) Fresno stations KWDO - 50 spots KJWL - 46 spots
TOTAL		\$30K Budget

## Bay Area Push

Vendor	Run Dates	Notes
Entercomm	1/20-1/26 2/17-2/23 3/16-3/22 4/13-4/19	4 wks - 208 spots KCBS-AM - :30 and :15 includes 30 added value bonus spots. Can run separate messages with each flight. *Digital radio on radio.com also available - can target by DMA, region or zip at a lower CPM *President's Day is 2/17 so will need to confirm avails
KQED	3/16 - 3/22 4/6-4/12	2 wks - 98 spots (49/wk) Other weeks available. News is local combined with NPR and PBS. :08 "supported by" plus 100K banner impressions on their site. Jan-Feb already booked
NPR		Waiting on rep for proposal
TOTAL		\$60K Budget

**KCBS**  
**ALL NEWS**  
**740 AM | 106.9 FM**

**KQED**

# Above the Fog Marketing Effort

- Focused on Retail, Dining, History & Culture and ‘town’ based visitation to Coulterville, Mariposa and small county towns and areas.
- Entice local drive-market neighbors from the Central Valley to come to Mariposa County for a day trip or stay overnight in Yosemite Mariposa County.
- Reinforce Mariposa County as easily available to the local Central Valley market, highlighting shopping, restaurants, and lodging are available in Mariposa County, not just Yosemite National Park, and not just lodging.
- Educate visitors on what our community offers (i.e. shopping, dining, museums, activities) of Yosemite Mariposa County. This marketing effort consisted of:
  - ✓ Radio – significant - over multiple stations
  - ✓ Social Media Sponsored (paid) media



# Early Spring Marketing Effort - Print

## Spring into Nature!

Get away, reconnect and discover something new in Yosemite Mariposa County. It's the perfect escape for infinite adventures year-round.

**PLAN YOUR TRIP > [Yosemite.com](http://Yosemite.com)**



**YOSEMITE  
—MARIPOSA—  
COUNTY**





**HOTEL LODGE  
YOSEMITE MARIPOSA**

Discover a hotel that is for travelers in every season, whether you're a die-hard adventurer or just looking to unwind with a Yosemite resort experience. An intimate and charming atmosphere, high quality comfort and are one of the small factors that help create an unforgettable guest experience.

**Hotel.com**  
888.555.1212



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

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**YOSEMITE  
—MARIPOSA—  
COUNTY**





**TENAYA LODGE  
AT YOSEMITE**

Discover Tenaya Lodge at Yosemite, located minutes from the Mariposa Grove of Giant Sequoias. Offering 352 guestrooms, including 50 H&W two-bedroom Explorer Cabins. The four-star resort offers Yosemite tours, archery, mountain biking, restaurants, and the relaxing Ascent Spa. An elevated Yosemite resort experience.

**TenayaLodge.com**  
888.514.2167



**THE REDWOODS  
IN YOSEMITE**

Celebrating 75 years of bringing Yosemite to your doorstep, The Redwoods at Yosemite, a showcase on our website to save 10% when you book a stay in one of our 120 fully equipped cozy cabins & spacious vacation homes, all located within Yosemite National Park in historic Wawona, just 6 miles from the Mariposa Grove of Giant Sequoias.

**RedwoodsAtYosemite.com**  
888.557.7488



**YOSEMITE  
RESORTS**

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 & include a wealth of value added amenities.

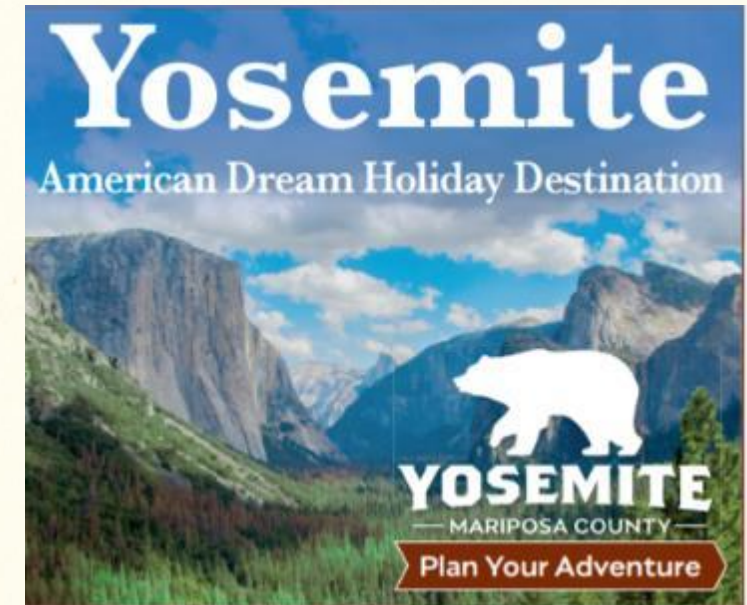
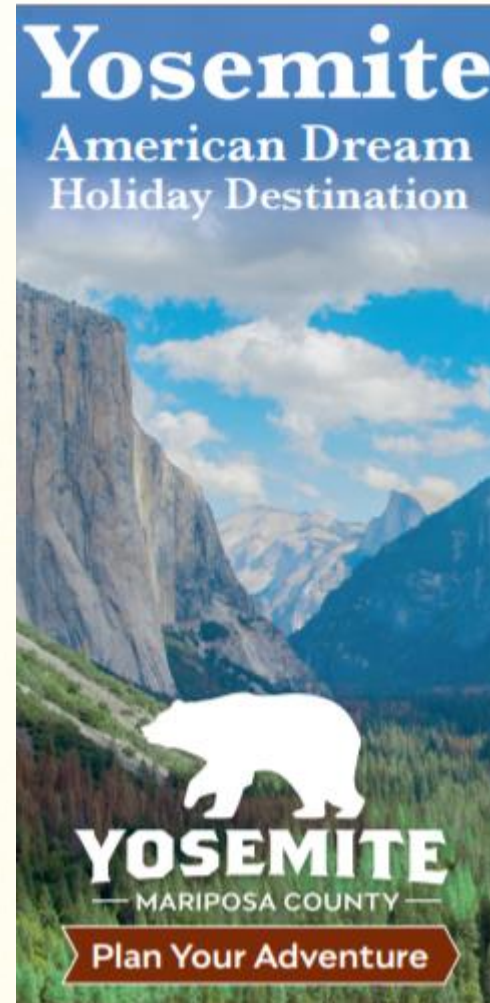
**yosemiteresorts.us**  
888.742.4371

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

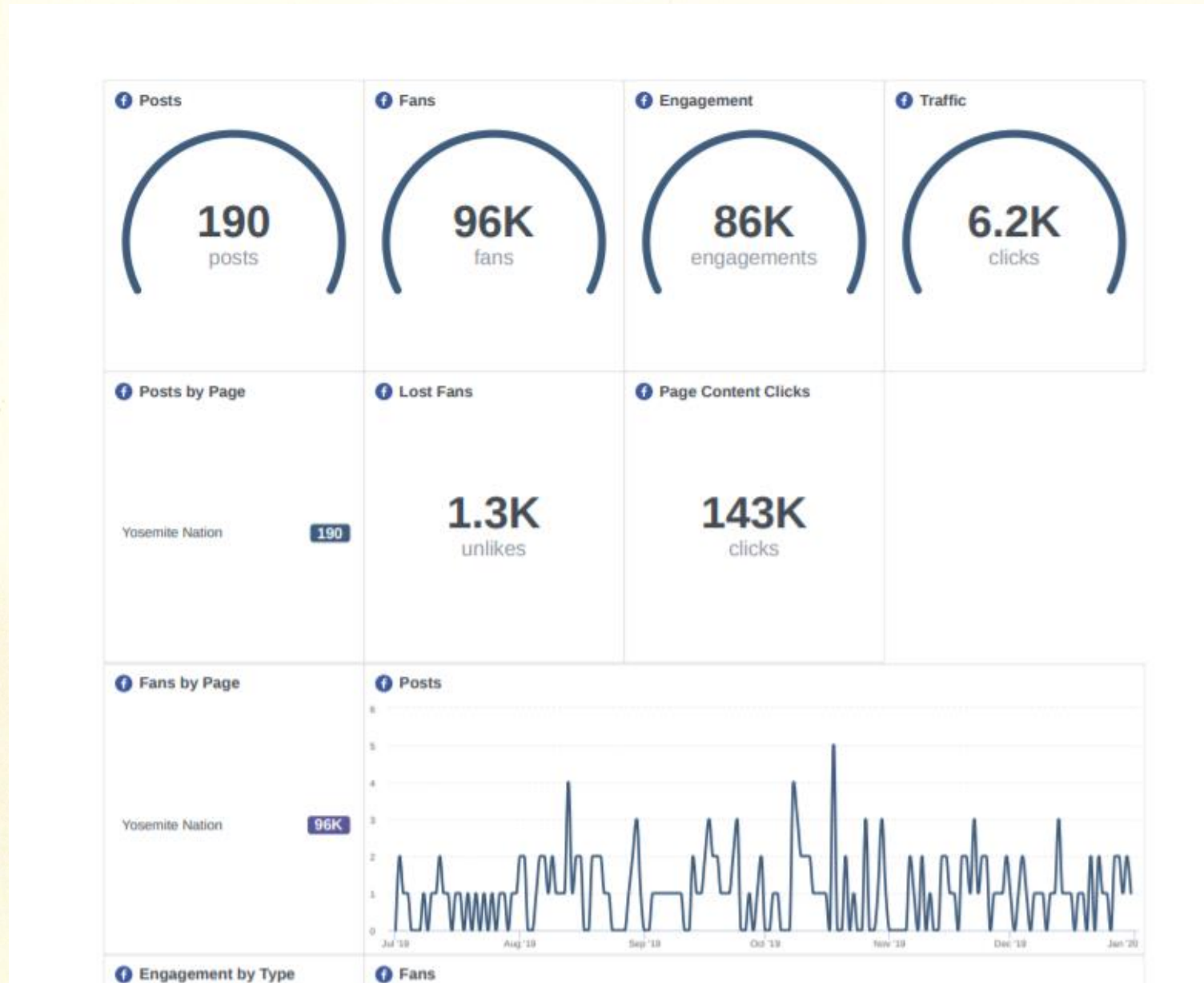




# International Digital




# Social Media - Facebook (Jul – Dec 2019)






# Social Media - Facebook Examples


**Yosemite Nation**

Published by Hootsuite [?] · November 22, 2019 ·

Yosemite National Park blanketed in snow ❄️ is quiet, pristine, and spectacular. Don't let winter driving conditions keep you from enjoying it! Our article tells you everything you need to get you there.

#YosemiteNation





 | <http://ow.ly/VBAA50xgsBS>




37,228  
People Reached

5,832  
Engagements

Boost Post

 2.8K

65 Comments 359 Shares


**Yosemite Nation**


Published by Hootsuite [?] · 22 October 2019 ·

The Ahwahnee hotel is one of the most iconic places in Yosemite National Park. 🏡

But there is much more than meets the eye! Find out about the fascinating history in the article below.

#YosemiteNation

 <http://ow.ly/qoxA50wREtz>



YOSEMITE.COM

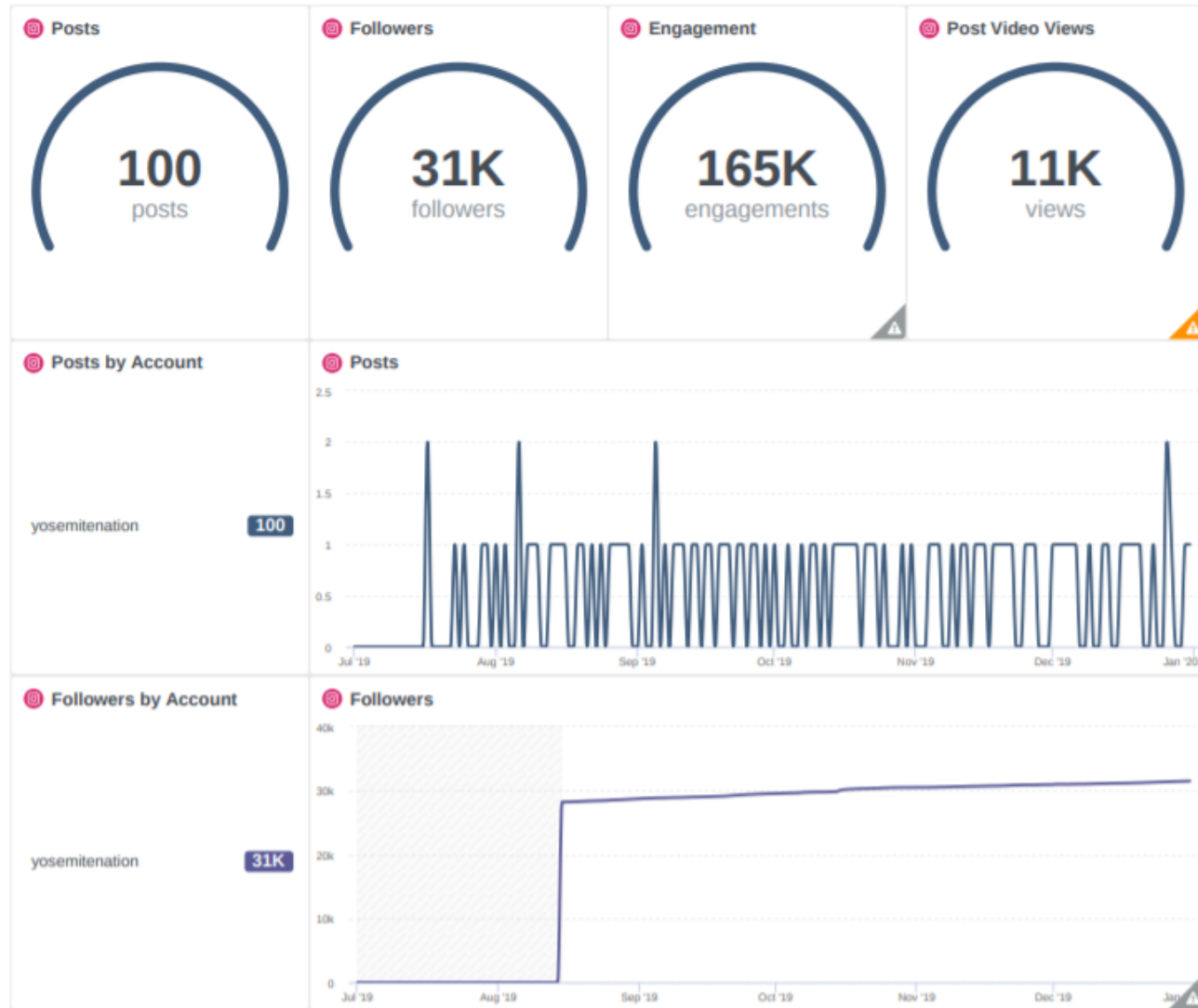
The Ahwahnee Hotel Yosemite | The Fascinating History of Yosemite's Youngest Gem

20,145  
People reached

4,183  
Engagements

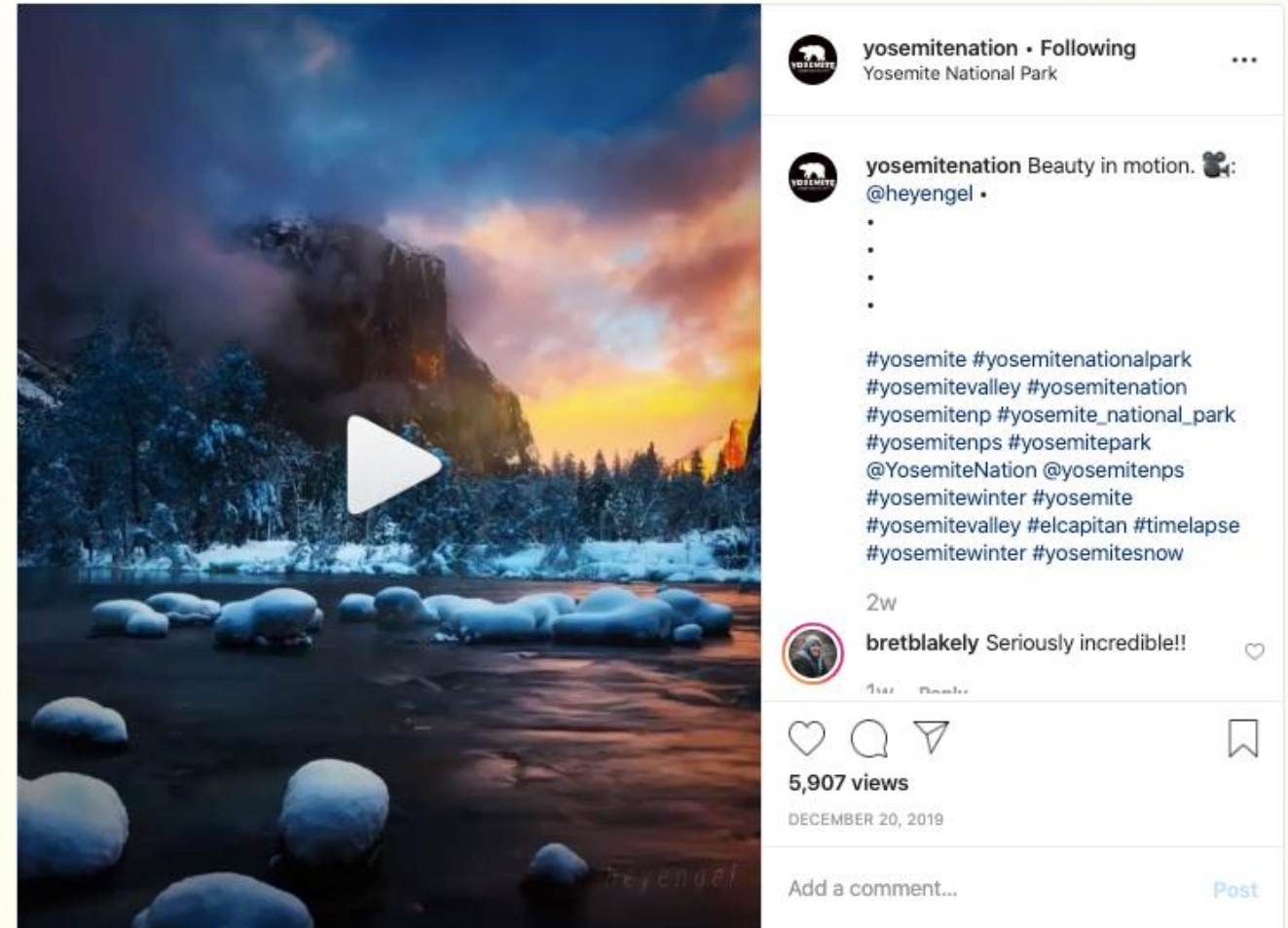
Boost Post

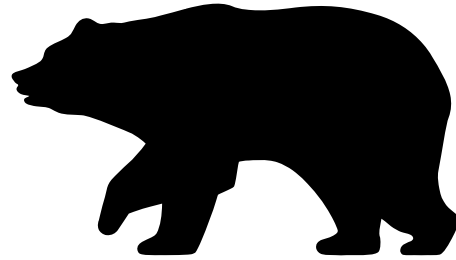
# Social Media - Instagram (Jul – Dec 2019)





# Social Media - Instagram Examples





**YOSEMITE**  
— MARIPOSA COUNTY —

PR HIGHLIGHTS  
JULY - DECEMBER 2019



# Example of Fall Earned Media

9/1 – 12/21/19

Date of Publish	Media Outlet	Title of Article
10/28/2019	Luxurious Magazine	Experience the Sand and Snow on the Ultimate California Winter Road Trip .
11/5/2019	Visit California	California dishes up stories eateries
11/5/2019	Love Exploring	Stunning US spots to visit with your RV during winter
11/13/2019	Love Exploring	99 of the world's most amazing bucket-list experiences for 2020
11/14/2019	Insidehook.com	The Plushest Yosemite Vacation You'll Ever Take, in Three Steps
11/21/2019	Forbes	Shoulder Season Is A Sweet Time To Visit Yosemite National Park
11/22/2019	MTV.UK	best things to do in yosemite mariposa county
11/22/2019	Visit USA Blog	9 Instagram-worthy USA road trips
11/26/2019	AP/New York Times	Disturbing the Peace? 5 Hikes to Avoid Yosemite Crowds
11/27/2019	Love Exploring	This couple visited every US national park – these are the most beautiful
11/28/2019	NBC 4 Los Angeles	Yosemite's Badger Pass to Open Soon, Hooray
11/29/2019	luxuriousmagazine.com	Celebrating the 130th Anniversary of Yosemite National Park in 2020
12/3/2019	LA Times	Yosemite's got snow. Badger Pass Ski Area ready to open
12/24/2019	NY Times	A Yosemite Holiday Tradition
12/27/2019	NY Times	Enjoy Views of a Snowy Yosemite Valley
12/1/2019	The Cultured Traveller	Sand & Snow in California
12/2/2019	Loveexploring.com	America's Most Stunning Natural Wonders
12/2/2020	Bloomberg	Where to go in 2020
12/5/2019	Breakingtravelnews.com	Top Places to Travel for Stargazing this Christmas
12/16/2019	VisitUSA.org.uk	Where to spend a White Christmas in the USA
12/16/2019	ecophiles.com	Where to go in 2020: 13 destinations for the eco-conscious traveller
12/21/2019	luxuriousmagazine.com	A Guide to Following in the Footsteps of Your Big-Screen Favourites

Date of Publish	Media Outlet	Title of Article
9/4/2019	MSN Lifestyle	The Ultimate US Bucket List
9/6/2019	Visit California	California Redefines Luxury with Epic Experiences
9/10/2019	Family Vacation Critic	12 Ridiculously Affordable Fall Vacations for 2019
9/10/2019	Love Exploring	31 Unexplored Destination You'll want to visit this winter.
9/10/2019	Visit USA Blog	An Autumn Guide To Yosemite Mariposa County
9/11/2019	California High Sierra	Three Quirky, Funky, & Downright Weird Festivals Of The High Sierra
9/12/2019	Luxury Lifestyle Magazine	8 Of The Best Eco-Friendly Hotels And Resorts Around The World
9/14/2019	Yorkshire Times	USA - An Autumn Guide To Yosemite Mariposa County
9/15/2019	Luxurious Magazine	Beyond the Coast – The Ultimate Autumn California Road Trip Itinerary
9/19/2019	Travel Counselors	The great north California Road Trip
9/23/2019	Love the Mountains	Aid, Free, Solo and Free Solo - How to climb El Capitan.
9/26/2019	Red Online	Travel Inspirations
10/1/2019	7x7	8 Airstream Stays Along the California Coast
10/11/2019	Men's Journal	Off the Beaten Path: 27 Epic Views Every Hiker Should See
10/15/2019	LA Times	How to get tickets to Yosemite's Bracebridge Dinner Holiday Pageant
10/18/2019	Snow Industry News	It's Not Just The Skiing - Resorts Present A Non-Skier's Guide to Winter – 13 Amazing Frozen Adventures
10/21/2019	Love Exploring	The bucket-list attraction in every state
10/23/2019	Yorkshire Times	Amazing Frozen Adventures -the non-skier's guide to winter.
10/26/2019	The Times London	Hiking Yosemite without the hordes
10/28/2019	Hypebae	These are the 10 Best Fall Foliage Trips to take in the U.S.





# YOSEMITE MARIPOSA COUNTY TOURISM BUREAU



RESULTS OF JULY 2019— DECEMBER 2019 PR CAMPAIGN

49

PIECES OF COVERAGE

1.66Billion

ONLINE READERSHIP

1.3million

PRINT CIRCULATION

\$39.8K

AVE





# YOSEMITE MARIPOSA COUNTY TOURISM BUREAU



## HEADLINES

**THRILLIST**

“Photographic Proof That Fall Is The Best Time To Visit Our National Parks”

“Shoulder Season Is A Sweet Time To Visit Yosemite National Park”



“The Ultimate US Bucket List”

“Experience The Best Of California This Fall”

**Forbes**



**Los Angeles Times**

“Hotels Near Yosemite That Won’t Blow Your Budget”





# Newsletters - Consumer



## Hello from #YosemiteNation!

With the warmth of summer on its way out and the cool crisp air of autumn on its way in, we at Yosemite Nation are excited to bring you some great updates on Yosemite and Mariposa County! There are no shortage of activities and events happening in the fall and we're excited to let you know about them in our newsletter. Included in this edition are tips on rock climbing and hiking for the fall, some upcoming events and a quick look into the winter.

We cant wait to see you in Yosemite Mariposa County!



## Autumn Newsletter

Date Sent	9/19/2019
Total Subscribers	34,908
Total Opens	12,584
Clicks	1,614
Unsubscribes	198

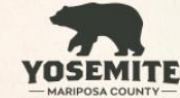


## The Yosemite Bug Rustic Mountain Resort needs your help!

Help out by helping yourself to a 25% off recovery deal

## Bug Recovery Offer

Date Sent	10/14/2019
Total Subscribers	34,652
Total Opens	8,619
Clicks	695
Unsubscribes	130



## Yosemite-Mariposa County: your Winter Wonderland and Holiday Escape

The temperatures are dropping, the days are getting shorter and the weeks until the holiday rush are flying by. It can be easy to get caught up in the hustle and bustle of the season, but everyone needs a chance to slow down, unwind and connect with the ones they love.

When you need that chance to slow down, Mariposa County is here with endless ways to find the peace and solace that the season is about. Whether it's a chance to relax or the rush of adventure that is needed to unwind, the options are endless! Feel the rush

## Holiday Newsletter

Date Sent	12/3/2019
Total Subscribers	37,137
Total Opens	7,435
Clicks	870
Unsubscribes	210





# Newsletters - Constituents



## A note from Visit California on tourism impact from power outages and wildfires

Dear Lodging Partners,

We apologize for sending so many communications recently, however, we felt the Briceburg Fire communications and recent Constituent Newsletter provided valuable information for you. Along that same line, attached is an update from

### Wildfire Impact

Date Sent	10/30/2019
Total Subscribers	490
Total Opens	397
Clicks	3
Unsubscribes	1



Dear Lodging and Business Partners,

We have a lot of information to share with you in this Constituent Newsletter. Once again, we have included many report links in this

### October Newsletter

Date Sent	10/28/2019
Total Subscribers	491
Total Opens	360
Clicks	30
Unsubscribes	0



*Happy Holidays  
from  
Jonathan, Julie,  
Tony, and Craig*

## SEASON'S GREETINGS



### Holiday Card

Date Sent	12/12/2019
Total Subscribers	487
Total Opens	377
Clicks	13
Unsubscribes	1





# Sales Missions & Trade Shows

## Direct Travel Trade Sales & Consumer Events

- Tourism Expo Japan – Osaka – October 2019
- WTM – UK - November 2019
- Bay Area Travel & Adventure Show– Santa Clara – February 2020
- Brand USA - Scandinavia - February 2020
- LA Travel & Adventure Show – LA – March 2020
- Go West Summit – Oregon – March 2020
- ITB - Germany - March 2020
- VUSA Sales Media Mission - France - March 2020
- Media In-Market FAM – LA – April 2020
- Visit CA Sales Trade Media – China – April 2020 (Tentative)
- IPW – Las Vegas – June 2020
- Many additional events are not listed as they are represented by our international partners.





# Strategic Goals for 2019/2020 - Update

- Reduce COST and dependence on outside agencies, putting this funds to work in direct marketing, local talented staffing and local vendor use (\$150,000 savings). 100%.
- We will focus more attention on promoting Mariposa County along with Yosemite, to increase repeat visitation and increase off-season visitation. On-Going
- We will increase the use of lower cost but highly impactful marketing efforts such as Public Relations, Social Media, Newsletters, Blogs and Content. 100%
- We will focus more resources on Yosemite.com, creating a Yosemite.com 2.0 revamp plan, including updating content & functionality. 50%. Need to budget for major architectural updates or site replacement in next 2-3 years.
- Integrated year-long campaign focus, aligned with an 18-month content plan to include our new PR firm efforts. 80% - very effective
- Be more data reliant in selecting our marketing investments, to ensure the highest impact on our media investments. HMA Report crucial step, presentation Thursday.

# Marketing Spend Possible Increase

YMCTB Added Funds	\$200,000		
Existing budget		Possible Additions	New Total
603 Print	\$ 60,000	\$ 10,000	\$ 70,000
604 Radio	\$ 60,000	\$ 30,000	\$ 90,000
606 Video	\$ 30,000	\$ 40,000	\$ 70,000
610 Paid Search Terms/Keywords	\$ 90,000	\$ 10,000	\$ 100,000
659 Digital Network Ads/Comm	\$ 375,000	\$ 40,000	\$ 415,000
663 Trip Portals & OTAs	\$ 3,000	\$ 30,000	\$ 33,000
672 Brochures	\$ 25,000		\$ 25,000
681 Photo Library	\$ 7,500		\$ 7,500
651 Website	\$ 175,000		\$ 175,000
658 Social Media	\$ 25,000	\$ 15,000	\$ 40,000
661 Booking Engine	\$ 14,000		\$ 14,000
662 Enews & Eblasts	\$ 15,600		\$ 15,600
664 Public Relations & Film	\$ 64,000		\$ 64,000
701 Registration Fees	\$ 60,000	\$ 15,000	\$ 75,000
770 Travel Expense	\$ 30,000	\$ 10,000	\$ 40,000
702 Booth/Displays/Shipping	\$ 8,000		\$ 8,000
704 Promotion/Giveaways	\$ 6,000		\$ 6,000
712 Local Event Donations	\$ 40,000		\$ 40,000
	\$ 1,088,100	\$ 200,000	\$ 1,288,100

**Jonathan:**

Increase "blitz" Bay Area stations winter/spring - before political costs make it impossible this fall.

**Jonathan:**

Increase non-branded "share shift" against comp destinations

**Jonathan:**

Add videos on Badger, winter and cultural interest during spring. Use total of \$50K with existing funds

**Jonathan:**

Expendia of other flash sale winter sale, similar to past year or flash sale with TravelZoo or similar, TripAdvisor destination page

**Jonathan:**

Added international display camp. Native Advert. Directory and referral sites, weddings, climbing, group etc.

**Jonathan:**

Consistent sponsored posts. Increase to \$2,500 a month to new reach and grow followers.

**Jonathan:**

China, France and Aus Visit CA Sales Missions

**Jonathan:**

Increase for International sales trips.





# Discussion

- Jackrabbit
- New CA Laws -
- New Labor Law
- New Human Trafficking Law



**Thank You!**

