

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
Marketing Update
March 19, 2020**



Overview

- Executive Director Update
- TOT Reporting
- Marketing Results
- Co-op Program
- International Marketing
- Social Media
- Public Relations
- Website
- FAMs
- Travel Trade
- Trade Shows



Executive Director Update

- Yosemite.com consistent visitation increases of over 200,000 visitors monthly, triggered an increase in monthly hosting fees from \$395 to \$750 monthly. A good problem!
- Our new “in-market” UK Yosemite brand & display efforts has had overwhelmingly successful results.
- Our editorial content creation, used across all channels, has increased significantly over prior year.
- International visitation to Yosemite.com has fallen over the two-month reporting period due to COVID-19.
- Trending gains in virtually all international markets have shifted with international visitation dropping in 9 of the top 20 countries between January 1st and February 29th.
- Lack of winter snow and snow-play we feel may have hurt some family-oriented lodging properties.
- TOT collections did show an increase in lodging revenue during January and February. Some of this gain is attributed to new inventory.
- Increased approved budget was added along with the tactics associated. This put added pressure on YMCTB staff to implement this additional work. All tactics approved we’re put in place. Unfortunately, the majority have now been canceled or postponed.
- Completed the interview and hiring process for YMCTB’s Marketing Creative Manager.

TOT Reporting

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	\$ 1,081,371	\$ 748,286	\$ 752,876	\$ 731,360	\$ 844,387
January	\$ 598,299	\$ 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
GR TOTAL	\$ 12,595,196	\$ 14,824,432	\$14,983,743	\$ 14,882,728	\$ 14,353,152

Δ Prior Year \$ (2,229,236) \$ (159,311) \$101,015 \$ 529,576

Year To Date \$ 5,387,432

- January and February, adjusted for Measure M increased, still collection exceeded prior year by 10%. This is primarily due to new inventory.
- When you do the math for Measure M and new TOTs, this year is on par with 17/18, which was our highest ever.
- January numbers, B&B/Vacation rental numbers are higher than the Hotel/Motel numbers. I believe that would be a first ever occurrence.

Marketing Effort - Print



bon appétit – SF East Bay:
23,000 circulation / 96,000 audience

The advertisement for Yosemite Mariposa County features a large, detailed illustration of an owl perched on a branch, looking towards the viewer. The owl's body is filled with a landscape scene of mountains and a river. The background is a soft, hazy landscape of mountains and a river.

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

YOSEMITE
— MARIPOSA COUNTY —

TENAYA LODGE AT YOSEMITE

Winter is an incredible time to explore Yosemite National Park! Experience crisp sunny days, Yosemite with fewer visitors, and delight in snow-play activities, like ice-skating and snowshoeing. Tenaya Lodge at Yosemite is ideal for both romance and family fun. Book your Yosemite winter escape today!

TenayaLodge.com
888.514.2167

THE REDWOODS IN YOSEMITE

Cook your next romantic dinner or family feast in one of our 120 fully equipped cozy cabins & spacious vacation homes (some of which are pet-friendly), all located INSIDE Yosemite National Park in historic Wawona, just 6 miles from the Mariposa Grove of Giant Sequoias. Now hosting Weddings and Events, too! Celebrating 70 Years of bringing Yosemite to your doorstep!

RedwoodsInYosemite.com
855.352.7941

THE AHWAHNEE

More than just scenic views — Immerse yourself fully in the wonders of The Ahwahnee hotel located in the heart of Yosemite Valley. Savor gourmet food & wine, explore the park on a guided hike or ski/snowshoe through the forest. The possibilities are endless.

TravelYosemite.com
888.742.4371

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



Marketing Effort - Print



Condé-Nast Traveler – SF East Bay:
9,000 circulation / 39,000 audience



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PLAN YOUR TRIP > [Yosemite.com](https://www.yosemite.com)



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888.514.2167



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

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



Marketing Effort - Print



Condé-Nast Traveler – SF East Bay:
9,000 circulation / 39,000 audience
Condé-Nast Traveler – Los Angeles Metro:
34,000 circulation / 146,000 audience

The advertisement for Yosemite Mariposa County features a large, detailed illustration of an owl perched on a branch, looking towards the viewer. The owl's feathers are rendered in shades of blue and grey. To the right of the owl, the text 'Stand Where Nature Soars' is written in a large, bold, serif font. Below this, a smaller line of text reads: 'Get away, reconnect and discover something new in Yosemite Mariposa County. It's the perfect escape for infinite adventures year-round.' Further down, the text 'PLAN YOUR TRIP > Yosemite.com' is displayed. Below the text is a silhouette of a bear, followed by the word 'YOSEMITE' in a bold, sans-serif font, and '— MARIPOSA COUNTY —' underneath. At the bottom of the advertisement, there are three smaller images of lodges, each with a caption and a brief description. The first image is of Tenaya Lodge at Yosemite, the second is of The Redwoods in Yosemite, and the third is of The Ahwahnee. Each image is accompanied by a short paragraph of text and a phone number. At the very bottom of the advertisement, a long line of text lists various locations: 'Carmel Valley • Copper Lake • El Portal • Fish Camp • Foresto • Grizzly • Mariposa • Miwok • Mariposa • Yosemite Valley • Yosemite West'.



Marketing Effort - Print



Architectural Digest – Los Angeles Metro
46,000 circulation / 243,000 audience

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PLAN YOUR TRIP > Yosemite.com

YOSEMITE
— MARIPOSA COUNTY —

WAWONA HOTEL IN YOSEMITE

Enjoy a cozy getaway at the Wawona Hotel in Yosemite National Park. This National Historic Landmark features beautiful Victorian-era architecture, live music in the parlor, and it is just minutes from the spectacular Mariposa Grove of Giant Sequoias.

TenayaLodge.com
888.412.8869

THE REDWOODS IN YOSEMITE

Celebrating 70 Years of bringing Yosemite to your doorstep! Use coupon code REDWOODS10 at checkout 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 INSIDE Yosemite National Park in historic Wawona, just 5 miles from the Mariposa Grove of Giant Sequoias.

RedwoodsInYosemite.com
855.557.7488

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



Marketing Effort - Print



Orange Coast Magazine:
47,000 circulation / 201,000 audience
Pasadena Magazine:
23,000 circulation / 100,000 audience



Stand Where Nature Soars

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PLAN YOUR TRIP > [Yosemite.com](https://www.yosemite.com)





TENAYA LODGE AT YOSEMITE

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

TenayaLodge.com
888.514.2167



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WAWONA HOTEL IN YOSEMITE

Get away from it all and travel back in time with a stay at the historic Wawona Hotel in Yosemite. This National Historic Landmark features beautiful Victorian-era architecture, live piano music in the parlor, and it is just minutes from the spectacular Mariposa Grove of Giant Sequoias.

TravelYosemite.com
888.413.8869

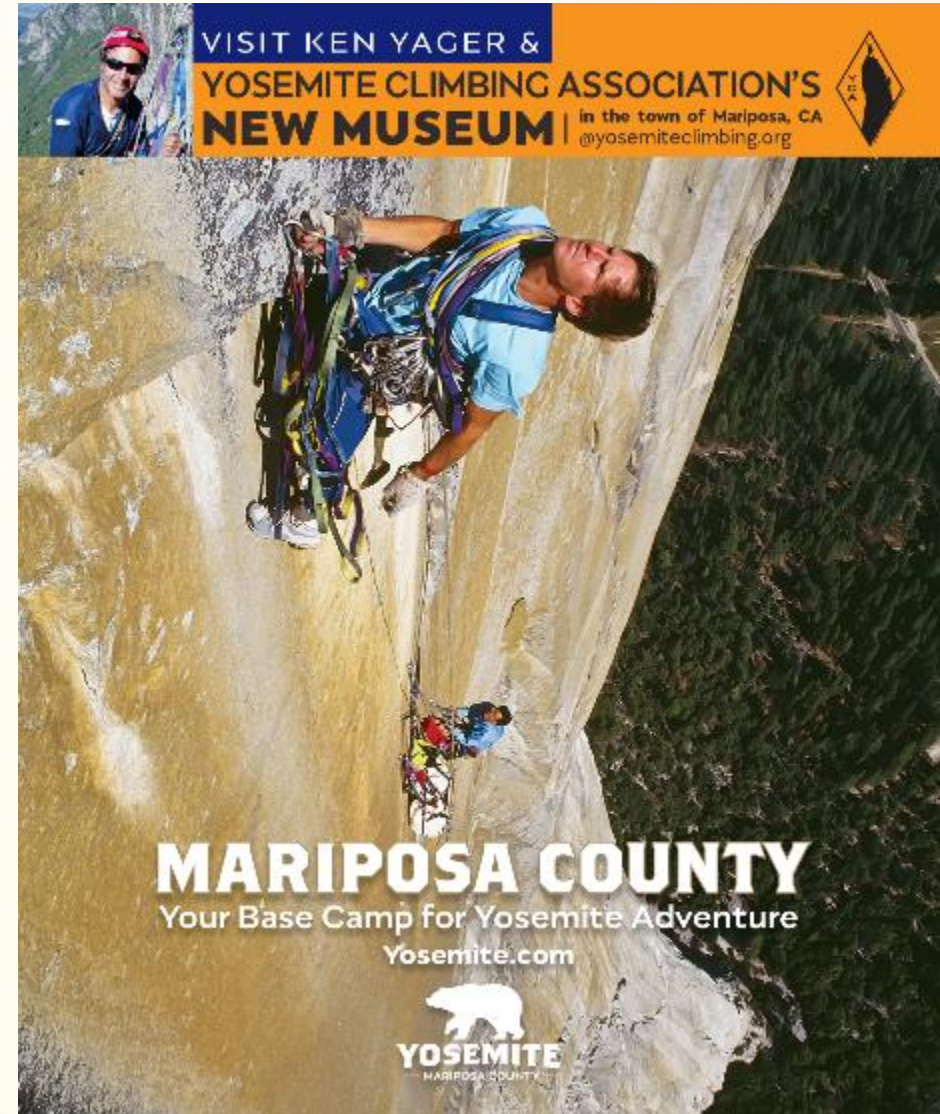
Cathays Valley • Coulterville • El Portal • Fish Camp • Foresta • Hornitos • Mariposa • Midpines • Wawona • Yosemite Valley • Yosemite West



Marketing Effort - Print

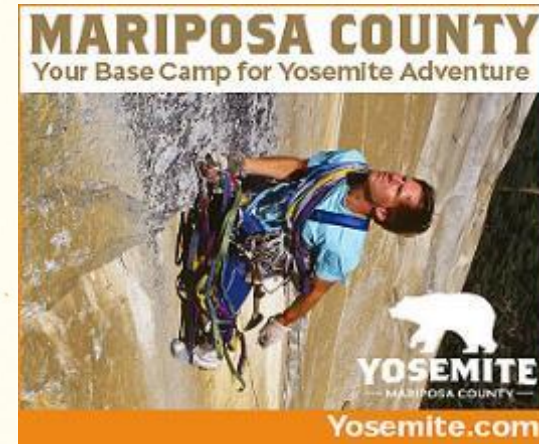


- Alpinist / 14,250 circulation
- California Climber / 28,500 circulation
- Climbing Magazine / 54,000 circulation



Marketing Effort - Digital

- Banner Ads for Alpinist.com: 60,000+ unique visitors
- Similar designs will be used for upcoming ads in Climbing.com and RockandIce.com



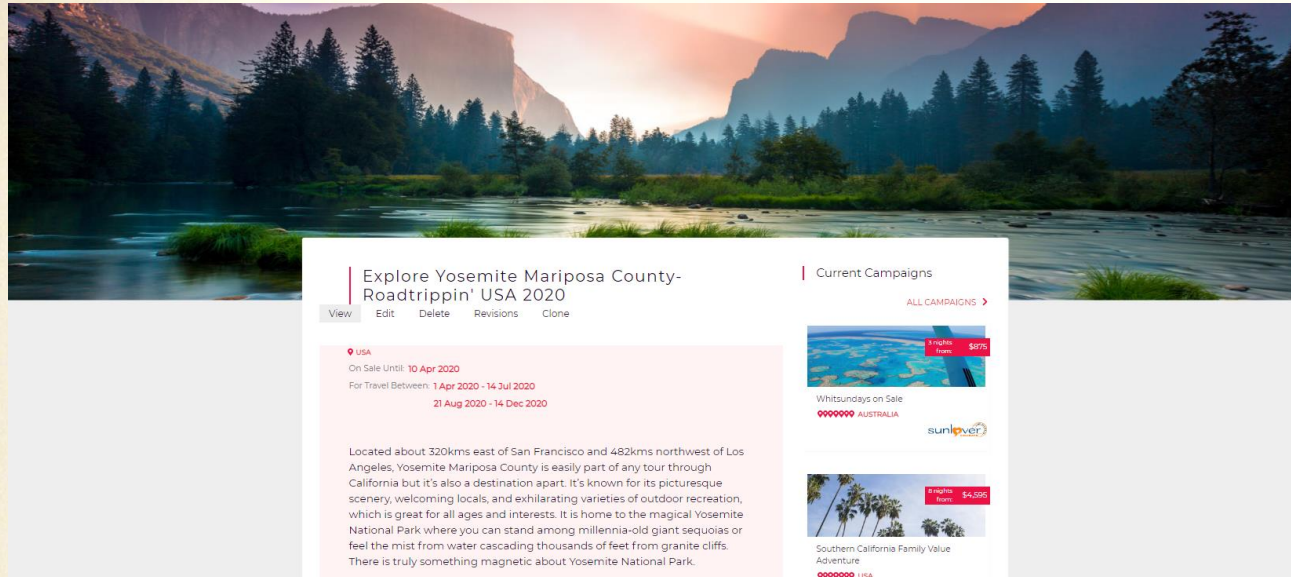
Marketing Effort – Digital



Banner Ads for
DogTrekker.com:
100,000 minimum
impressions;
goal of 6,000
conversions



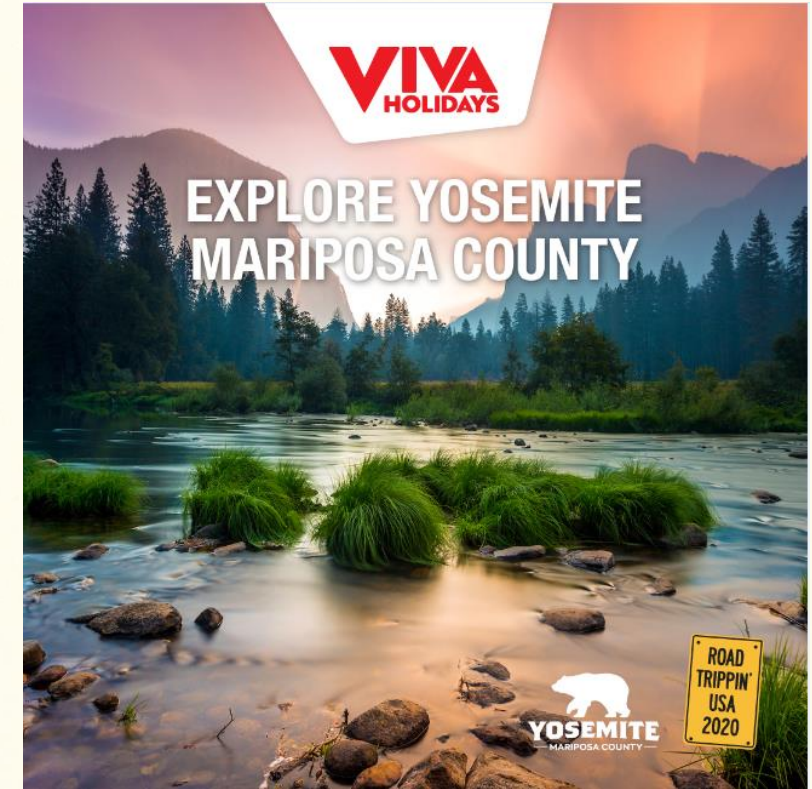
Marketing Effort – Digital



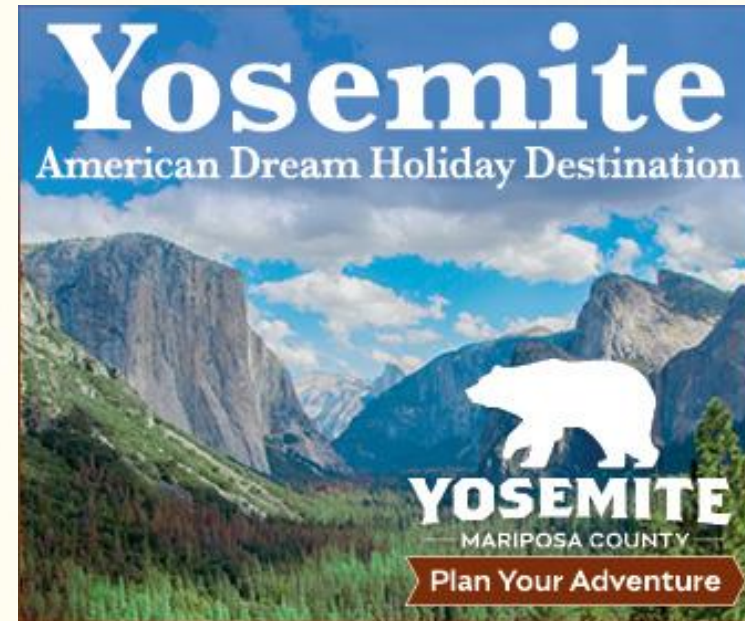
Brand USA's "Road-Trippin' USA" campaign in Australia:
Karry On and Viva Holidays B2B with Travel Agents

13,000 subscribers

65,000 unique visits per month



International Digital



- The UK Brand Awareness helped increase the number of website sessions in January and February to 134,858, an increase of 518% YOY.
- The “Grandeur” version on the left performed better than the one on the right, driving more clicks and conversions

Radio Overview

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



Postponed to June / July



Cancelled

Website Overview

Overall KPI's

- Overall traffic is up 55% YoY.
- Organic traffic is flat YoY and organic sessions are pacing at 66%, which is just behind pace for the projected 67% goal
- Overall sessions are pacing at 89%, which is ahead of pace
- International market traffic hit goal at 120%
- Partner referrals are pacing ahead at 84% to goal

Paid Advertising Insights

- Conversions increased 81% YoY. Cost per conversion increased by 20%, to \$1.03 a conversion for paid search
- Conversion rate +30% YoY
- CTR for paid search campaigns decreased -16% YoY
 - The decrease in CTR and slight increase in cost per conversion are due to non-brand skiing and wedding campaigns. The campaigns that were running in Feb 2019 increased in overall performance.

Content Insights

- Most visited content were the Ahwahnee History and Two Days in Yosemite blogs

Website Overview (Cont.)

KPIs: FY 19/20 Performance Recap

	July 1, 2019 – June 30, 2020 Month 8 of 12 = 67%	FY2019/20 Annual Goals
PRIMARY KPIs Partner Referrals	ACTUAL: 380k 84% to goal Lodging: 294k Things to do: 73k Dining: 13k	450k Referrals
SUPPORTING KPIs		
Overall Sessions	ACTUAL: 1,947,643 89% to goal	2.2M Sessions
Organic Sessions	ACTUAL: 919,638 66% to goal	1.4M Sessions
International Market Sessions (UK, Australia, China, Germany, Scandinavia)	ACTUAL: 269,801 120% hit goal	225k Sessions

Social Media - Instagram

Total Posts

44
posts

Total Followers

34K
followers

Total Engagement

69K
engagements



INSTAGRAM OVERVIEW

- Posts, engagements and followers are all up over the previous period.
- Followers are up 14.8% (2.3K followers)
- Strategy adjusted slightly thanks to the introduction of Crowdriff
- The post to the left is the best performing post since June 2019

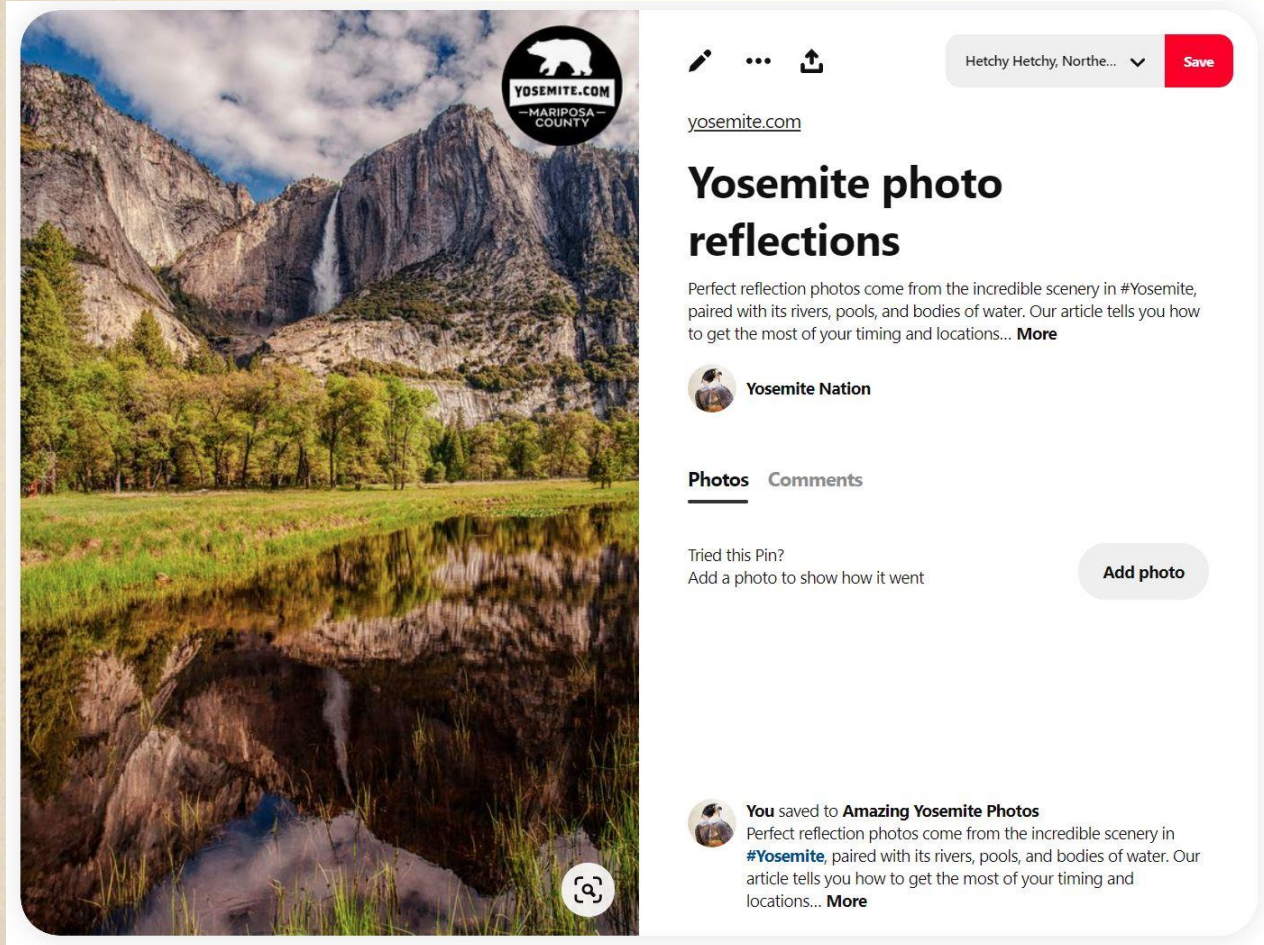
Social Media - Facebook

Facebook Overview

- YosemiteNation on Facebook grew by 986 fans since the last report to the board of directors.
- 116K content click sent on to Yosemite.com, lodging partner websites and other content site that promoted the area.
- Continuing to see the strength of photography, the post to the left was shared 300 times and got in front of almost 33,000 people.
- Our staff has been more engaging on social media across all accounts, but most so on Facebook. We work hard to answer questions and provide suggestions on what to do and where to stay in the comments section.



Social Media - Boosted Posts



Boosted Post Overview

- A new tactic for YMCTB has been the launch of boosting social media posts. This paid effort is done in conjunction with Noble's paid social efforts. We focus our posts on more targeted activities to help consumers dream of visiting.
- So far, we've seen great success. Receiving more than 2.59 million impressions and more than 42K link clicks across all of our channels.
- We're seeing very high rates of success with this strategy on Pinterest. One particularly successful pin received more than 550K impressions and earned 11.1K click throughs to an article on Yosemite.com.

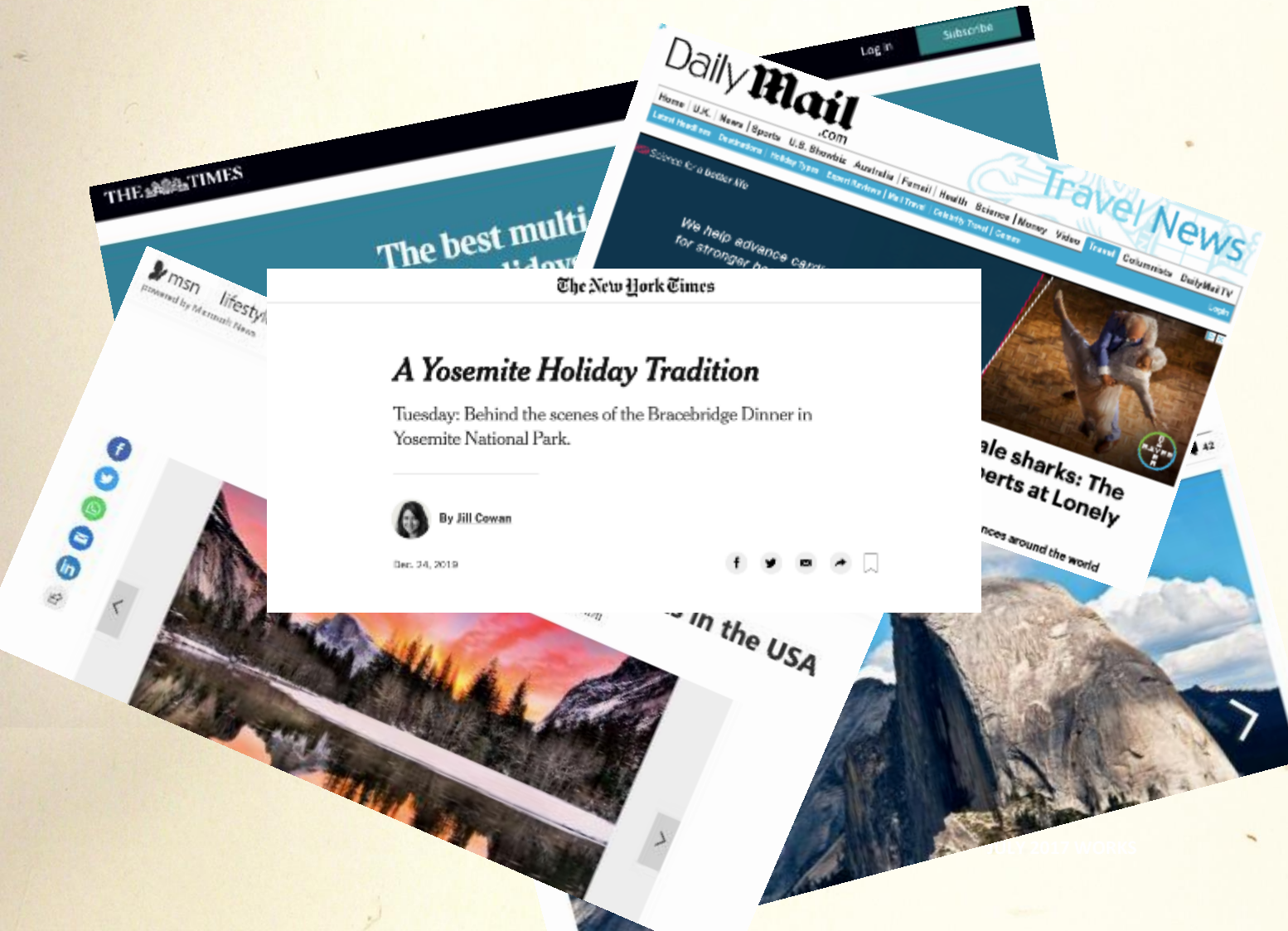
Public Relations Update

RESULTS OF JANUARY – MARCH PR CAMPAIGN

Earned media highlights

Mariposa County and Yosemite featured in 23 publications including:

- The New York Times
- The Washington Post
- The Times (UK)
- The Daily Mail
- msn.com
- sfgate.com



Public Relations Update - Example of Fall Earned Media

12/24 – 3/13

12/21/19	A Guide to Following in the Footsteps of Your Big-Screen Favourites	luxuriousmagazine.com
12/24/19	A Yosemite Holiday Tradition	NY Times
12/27/19	Enjoy Views of a Snowy Yosemite Valley	NY Times
1/3/20	14 of the most photogenic hotels in California	House of Coco
1/6/20	The Best Places to Travel in January Based on Weather, Flights and Price	purewow.com
1/8/20	7 Of The Most Instagrammable Luxury Hotels In California	Luxury Lifestyle Magazine
1/8/20	From wingwalking to swimming with whale sharks	Daily Mail
1/9/20	From wingwalking to swimming with whale sharks	MSN.com
1/11/20	Romantic Valentine's Weekend at Tenaya Lodge	justluxe.com
1/12/20	14 TRAVEL HOTSPOTS TO ADD TO YOUR 2020 LIST	Ecophiles
1/13/20	Experiencing Yosemite's Seasonal Bracebridge Dinner	Santa Barbara Independent
1/17/20	ACTIVITIES TO MAKE YOU FEEL ALIVE IN 2020	whateveryourdose.com
1/20/20	The 49 things you have to see in California before you die	SFGate.com
1/23/20	The best off-season destinations in the USA	MSN.com
1/23/20	The best off-season destinations in the USA	loveexploring.com
1/24/20	How to see Yosemite's Famous Firefall	thepointsguy.com
1/24/20	The Ultimate Northern California Road Trip with Wine, Walls and Wilderness	luxurious magazine
1/27/20	GUIDE TO YOSEMITE'S FIREFALL – A NATURAL PHENOMENON	lovethemountains.co.uk
1/29/20	How to View the Yosemite 'Firefall' This Year	Travel + Leisure
1/30/20	18 travel destinations where one visit isn't enough	MSN.com
2/1/20	The Ultra-Rare Firefall Returns to Yosemite This Month	Hemispheres
2/2/20	Yosemite National Park: Best Places To Stay	Travel Awaits
2/10/20	Horsetail Fall	Culture Trip
2/10/20	A Ten-Day Guide to Northern California for True Romantic	Luxurious Magazine
2/20/20	The best multi-generational holidays for 2020	The Time UK
2/24/20	Escape Hot List: Tasty tatties to a spin in London	Metro.news
3/10/20	Mariposa, Yosemite, and Sequoia a Spotlight on Great Things to See and Do	Retire Early and Travel
3/13/20	The fields are alive: How to view a wildflower bloom without destroying it	Washington Post

Yosemite.com Content Update



ATTRACTIONS, EXPERIENCE YOSEMITE, HIKING, LODGING, MARIPOSA, OUTDOOR ACTIVITIES, PHOTOGRAPHY, TOUR, WATERFALL, YOSEMITE

El Portal: Yosemite's Western Gateway



by Willow Polson

El Portal may seem to be a sleepy little town along Highway 140 just outside the Yosemite National Park gate, but there are loads of fun activities and surprises for all ages to be found on and off the beaten track.

Content Overview

- We have made creating new content on Yosemite.com that promotes our region and partners a priority. We aim to focus more on Mariposa County with these efforts.
- This content follows our rolling 18-month content calendar and is critical in guiding decision making and will be crucial in helping people dream and return to Mariposa County following the impact of COVID-19.
- In 2020 so far, we have published nine new articles and have more than a dozen in development. In all of 2019, 19 new blogs were published. We expect to eclipse that total by the end of May.
- See the packet for all of the articles published this quarter.


Newsletters

Dear Lodging and Business Partners,

Happy New Year! We hope you've had a great start to the year and that advanced bookings and guest interest in Mariposa County are at an all-time high for you! If it's not, then please contact us, and we'll work with you on ideas and ways to boost your business's exposure.

January Community Newsletter	
Date Sent	2/24/20
Total Subscribers	486
Total opens	377
Open rate	34.40%
Clicks	60
Unsubscribes	1




Yosemite Mariposa County Tourism Bureau – coronavirus update:

March 4, 2020

Dear Lodging and Business Leaders,

With coronavirus (also known as COVID-19) spreading across multiple countries, impacting financial markets and causing concerns over a possible pandemic, we expect our travel and tourism sector to be impacted. This includes advance domestic and international summer bookings and more immediate travel to the Yosemite region and Mariposa County.

Coronavirus communication	
Date Sent	2/24/20
Total Subscribers	486
Total opens	686
Open rate	54.70%
Clicks	13
Unsubscribes	0



Explore Yosemite and Mariposa County

Dear Lodging and Business Partners:

As mentioned in prior Constituent Newsletters, The Tourism Bureau has retained Book + Direct previously referred to as "JockeyBee" as a live, no-cost, no commission booking tool. We are very excited to announce that Book + Direct will "Go Live" on Monday, March 23rd.

Book + Direct is an exciting new lodging search and referral solution that allows visitors of yosemite.com to search for lodging by travel dates, immediately view the lowest available rates and availability, define the lodging list using easy to use sorting and filtering mechanisms, and finally, book directly with your online

Booking Engine Communication	
Date Sent	3/11/20
Total Subscribers	324
Total opens	378
Open rate	48.50%
Clicks	32
Unsubscribes	1

Completed FAM Trips

Overview

- Since the last board meeting, YMCTB has hosted three media FAMs
- Jill Weinlein (JustLuxe.com) visited in January and produced content that favorably features Tenaya Lodge and Ascent Spa as well as Badger Pass Ski Area.
- Scott Tisson (IntrepidEscape.com UK) visited in January as well on an outdoor adventure angle. He wrote favorable content featuring Badger Pass, Yosemite NP, Autocamp, Charles Street Dinner House and The Hideout.
- Alexandra Jones (The Independent UK) visited in March working a Mariposa County by RV angle. We will share her content after it publishes.



Jill Weinlein: JustLuxe.com



Scott Tisson: EntrepidEscape.com

Upcoming FAM Trips

Media:

- Jade Conroy: Daily Telegraph (UK) March 26-29 – Postponed
- Joanna Whitehead: DIVA Magazine (UK) March 29-April 1 – Postponed
- Tanvi Shah: Ciao Bambino (US) April 3-6 – Scheduled
- Chanel Van Reenen: Influencer & ChanelMovingForward.com (US) April 7-9 – Postponed
- Visa Magazine (Japan) – April 22-29 – Scheduled

Trade:

- United Airlines VIP FAM – October 2020

Sales Missions & Trade Shows

Direct Travel Trade Sales & Consumer Events

- Visit CA Marketing Outlook Forum – 2/9 – 12 2020
- LA Travel & Adventure Show – LA – 2/15-16, 2020
- Bay Area Travel & Adventure Show– Santa Clara
(Postponed until July 25-26, 2020)
- Brand USA - Scandinavia - February 2020 (Cancelled)
- Go West Summit – Portland – (Postponed to August 31 to September 3, 2020)
- ITB - Germany - March 2020 (Canceled)
- VUSA Sales Media Mission - France - March 2020
(Canceled)
- Media In-Market FAM – LA – April 2020 (Postponed)
- Visit CA Sales Trade Media – China – April 2020
(Canceled)
- IPW – Las Vegas – June 2020 (TBD April 3rd)



Community Involvement

Committees and Community Involvement

- Mariposa County Business Association Meetings
- Northern Mariposa County Museum Gala
- Mariposa County Chamber of Commerce Chamber Dinner
- Creative Placemaking Committee
- Mariposa Economic Development Department
- Main Street Mariposa Meetings
- Mariposa Adopt a Highway Program
- Yosemite Gateway Partners





Thank You!

