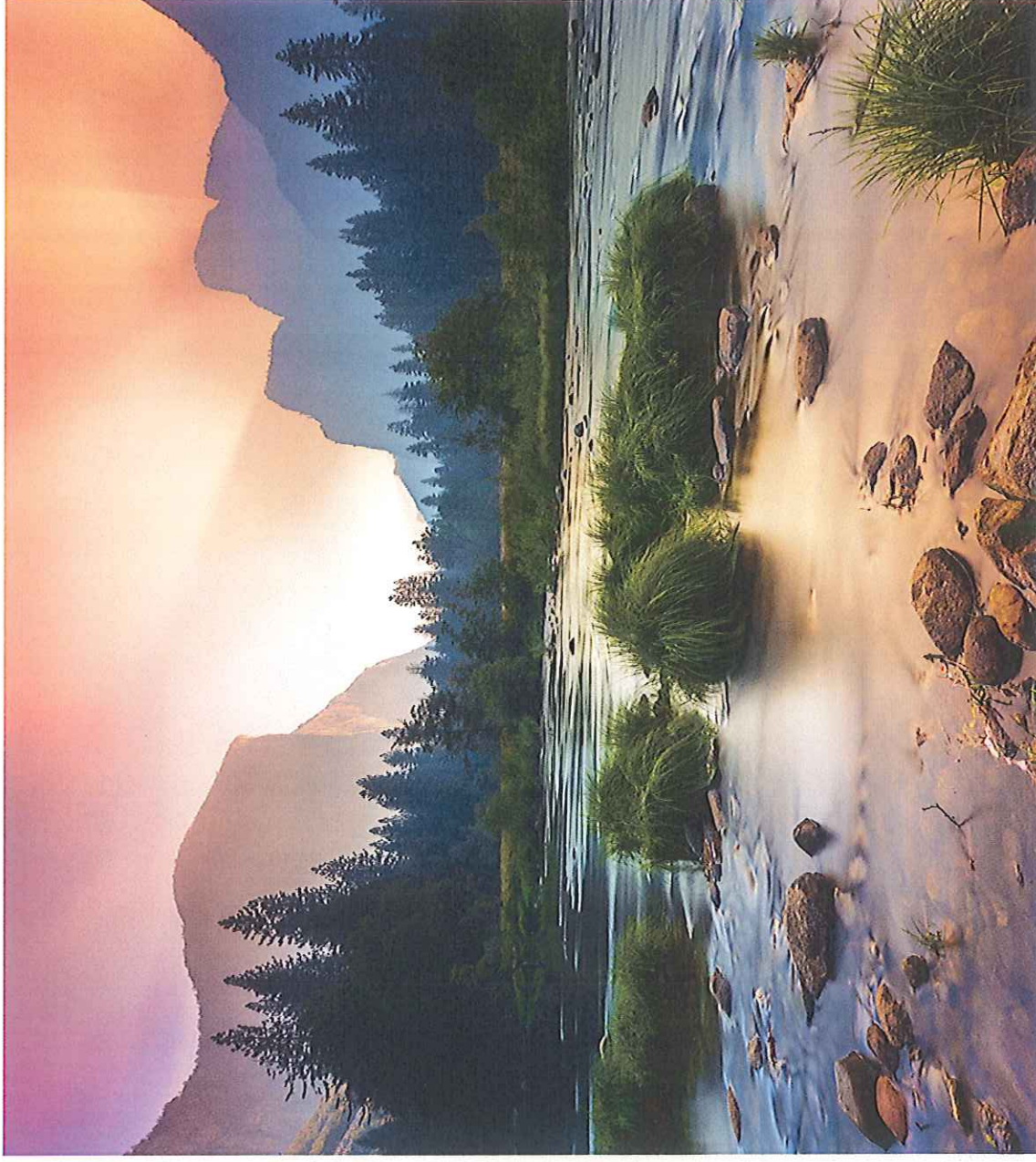




**Yosemite Mariposa County
Tourism Bureau
Board of Directors
Marketing Update
May 21, 2020**

Overview

- Executive Director Update
- TOT Reporting
- Marketing Efforts
- COVID-19 Recovery Plan
- International Marketing
- Website
- Social Media
- Public Relations
- Yosemite.com Content
- Newsletters
- FAMs
- Sales Missions & Trade Shows
- Community Involvement



Executive Director Update

- The majority of staff time these past two months was spent replacing our Spring 2020 plans and preparing a reopening marketing plan. We developed an in-depth creative recovery brief to stay in lock-step with our partners while we execute our combined efforts and messaging to target the California market.
- Our partners have really stepped up to assist with this effort. Noble has been truly outstanding, providing a higher-than-expected level of service these past three months.
- International visitation and our partner offices have been the hardest hit. Staffing reductions and client losses have impacted the partners. Loss of other clients has increased attention for YMCTB, however.
- Social Media and earned media have been very successful, while time-consuming. Developing “Arm-Chair” tourism content has been a challenging task, however Tony and Craig have excelled in their efforts.
- Our self-produced “Stay Well. Stay Safe. Stay Home.” video received over 110,000 views, more than doubling prior numbers. Our new “Mariposa Gold” and “Modern Day Pioneers” projects are underway.
- Our 2020/2021 strategic marketing plan is nearly completed. Ellen is leading this project, coordinating 18 separate marketing channel components. This plan will be our marketing blueprint for the next 18-months.
- The 2020/2021 budget has been a challenge we’re prepared to manage. We’ll spend time today reviewing the various and potential impacts and assumptions that went into crafting the coming year’s plan.
- I want to thank all of the YMCTB staff, individually and collectively. Each has shown professionalism and significant focus during a very distracting period. They have produced truly outstanding work.

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	\$ 779,460	\$ 394,608	\$ 507,606	\$ 476,816	\$ 556,406
March	\$ 332,242	\$ 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	\$ 13,706,899	\$ 14,824,432	\$ 14,983,743	\$ 14,882,728	\$ 14,353,152

Δ Prior Year \$ (1,117,533) (159,311) \$101,015 \$ 529,576
 Year To Date \$ 5,432,793

- There is not a lot to report regarding TOT. March collections reflect January and February lodging occupancy and collections.
- We do not expect any collections for May and June.

Marketing Effort - Print



Spring into Nature!

TENAYA LODGE AT YOSEMITE
Just minutes away from the heart of Yosemite National Park, Tenaya Lodge is a premier destination for all your outdoor adventures. Discover the scenic beauty of Yosemite National Park and the surrounding area. Tenaya Lodge is the perfect place to stay for your next adventure.

TenayaLodge.com
888.574.2107

YOSEMITEBUG RUSTIC MOUNTAIN RESORT
A true wilderness retreat, Yosemite Bug Rustic Mountain Resort is a perfect destination for all your outdoor adventures. Discover the scenic beauty of Yosemite National Park and the surrounding area. Yosemite Bug Rustic Mountain Resort is the perfect place to stay for your next adventure.

YosemiteBug.com
888.456.7108

YOSEMITE RESORTS
Yosemite Resorts is a premier destination for all your outdoor adventures. Discover the scenic beauty of Yosemite National Park and the surrounding area. Yosemite Resorts is the perfect place to stay for your next adventure.

YosemiteResorts.com
888.742.4371

Get away, reconnect, and discover year-round adventures in Mariposa County
Yosemite.com

Galleries, Nature, Courtyards, C. Reed, First Camp, Forests, Historic, Indigenous, Mariposa, Yosemite Valley, Yosemite National Park

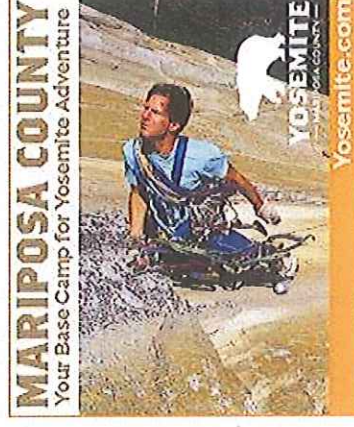
With the issuance of stay-at-home orders, no new print ads were placed. In addition, any planned advertising – such as the BANG insert were postponed. We have reserved August 9 as the date for the BANG insert to be distributed. This will, of course, require all new ads, images and content.

Marketing Effort - Digital

If at all possible, our digital advertising was halted and postponed until recovery.

Banner ads for our recovery message and for programmatic purposes (such as these specific for the in rock-climbing websites) will be run again once recovery begins.

All digital designs for Spring 2020 were completed and can be used next year.



Marketing Effort – Digital

Our planned advertising / landing page with Expedia was launched in early March and halted within a week. We have postponed this effort until late summer to promote fall travel.

Expedia
Flights Hotels Bundles and Save Cars Cruises Things to Do Deals Rewards Mobile

Search Vacation Packages

Going to: Broadway - Times Square, New York, NY
Departing: 06/12/2015
Returning: 06/12/2015

Rooms: 1
Adults (18+): 2
Children (0-17): 0

Get Results

Save up to \$570
Book Flight + Hotel at the same time*

Explore Now

Expedia
Flights Hotels Bundles and Save Cars Cruises Things to Do Deals Rewards Mobile

Yosemite Mariposa County

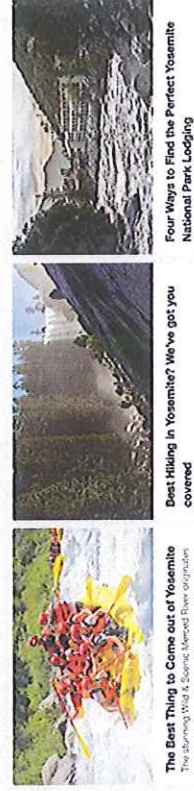
Going to: City or airport
Departing: mm/dd/yyyy
Returning: mm/dd/yyyy

Search

Save up to \$570
Book Flight + Hotel at the same time*

Visit Yosemite Mariposa County, Experience Spring's Greatest Adventures
Refresh your spirit and feel the power of nature in Yosemite this spring

When you visit Yosemite National Park this spring, Mariposa County is the best place to stay to experience the area in the early stages of its rebirth. The county's diverse landscapes and scenic views are at their best in spring, offering visitors a unique experience of the area's natural beauty.



Marketing Effort - Radio

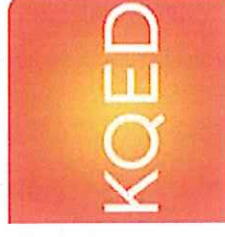
As mentioned in our previous update, our spring ads on KCBS were postponed until mid-summer.

Our plans for KQED are to push these radio ads into 2021.

All radio spots had been recorded but went unused.



Postponed to June / July



Cancelled

COVID-19 Recovery Plan

Following the lead of Visit California, YMCTB adopted a phased plan for dealing with the crisis.

	1. Onset	2. Outbreak	3. Improving Situation	4. Recovery Commencement
Indicators	Crisis happening outside of California	California and visitor markets affected by crisis	Curve has been flattened and cases begin to decrease. Restrictions are being lifted, and the mood is less tense.	People are looking ahead to future, eager to get life back on track
Messaging	Business as usual, except to affected target markets.	- We're in this together. - Here's a photo or video that brings us joy during this period - Stories of locals and humanity - Share current information/news	- Soon, we'll travel again - Photo, video, or story that brings us joy during this period - Share current information/news	- An invitation to travel - Reminder that we're here to welcome travelers when they feel ready
Social Media Approach	Business as usual in unaffected destination	Do not go dark. Instead, share news. Be present online as a source of calm during a chaotic period. Sensitive and empathetic tone of voice.	Don't focus on caseloads/ health metrics. Instead, be aware of what people are feeling. Remain sensitive in tone.	Be inspirational and encourage planning for when people are ready. Don't be pushy, be welcoming.
Status	This period has passed	This is where we are as of March 16, 2020	May	June, possibly as early as May

We are currently in the “Improving Situation” phase of our plan. Restrictions are being lifted. Our focus is still social media only: Yosemite Mariposa County is with you. We are dreaming of better days.

“Mariposa Gold” Series. Launch a series of short videos (1-2 minutes maximum) about Mariposa County history.

2020 Recovery (Coronavirus) Creative Brief
Impact period – April 1 - October 31, 2020

the drive market to Yosemite National Park, the "Outbreak" phase, as a result of decreasing season to Yosemite travel and

Goal: To bring visitors from the low indicators of conditions of a three-phased approach to concurrently message in place for international, stay-at-home directives are 945.

[illegible]

watch the situation, the duration of the recovery, the drive market as soon as possible, per the HMA survey, California drive market (2001-2002) primary focus: recovery and its travel expenses, Santa Barbara 934 and San Diego 934

[illegible]

border closing. The 51 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 1077, 1078, 1079, 1080, 1081, 1082, 1083, 1084, 1085, 1086, 1087, 1088, 1089, 1090, 1091, 1092, 1093, 1094, 1095, 1096, 1097, 1098, 1099, 1100, 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1108, 1109, 1110, 1111, 1112, 1113, 1114, 1115, 1116, 1117, 1118, 1119, 1120, 1121, 1122, 1123, 1124, 1125, 1126, 1127, 1128, 1129, 1130, 1131, 1132, 1133, 1134, 1135, 1136, 1137, 1138, 1139, 1140, 1141, 1142, 1143, 1144, 1145, 1146, 1147, 1148, 1149, 1150, 1151, 1152, 1153, 1154, 1155, 1156, 1157, 1158, 1159, 1160, 1161, 1162, 1163, 1164, 1165, 1166, 1167, 1168, 1169, 1170, 1171, 1172, 1173, 1174, 1175, 1176, 1177, 1178, 1179, 1180, 1181, 1182, 1183, 1184, 1185, 1186, 1187, 1188, 1189, 1190, 1191, 1192, 1193, 1194, 1195, 1196, 1197, 1198, 1199, 1200, 1201, 1202, 1203, 1204, 1205, 1206, 1207, 1208, 1209, 1210, 1211, 1212, 1213, 1214, 1215, 1216, 1217, 1218, 1219, 1220, 1221, 1222, 1223, 1224, 1225, 1226, 1227, 1228, 1229, 1230, 1231, 1232, 1233, 1234, 1235, 1236, 1237, 1238, 1239, 1240, 1241, 1242, 1243, 1244, 1245, 1246, 1247, 1248, 1249, 1250, 1251, 1252, 1253, 1254, 1255, 1256, 1257, 1258, 1259, 1260, 1261, 1262, 1263, 1264, 1265, 1266, 1267, 1268, 1269, 1270, 1271, 1272, 1273, 1274, 1275, 1276, 1277, 1278, 1279, 1280, 1281, 1282, 1283, 1284, 1285, 1286, 1287, 1288, 1289, 1290, 1291, 1292, 1293, 1294, 1295, 1296, 1297, 1298, 1299, 1300, 1301, 1302, 1303, 1304, 1305, 1306, 1307, 1308, 1309, 1310, 1311, 1312, 1313, 1314, 1315, 1316, 1317, 1318, 1319, 1320, 1321, 1322, 1323, 1324, 1325, 1326, 1327, 1328, 1329, 1330, 1331, 1332, 1333, 1334, 1335, 1336, 1337, 1338, 1339, 1340, 1341, 1342, 1343, 1344, 1345, 1346, 1347, 1348, 1349, 1350, 1351, 1352, 1353, 1354, 1355, 1356, 1357, 1358, 1359, 1360, 1361, 1362, 1363, 1364, 1365, 1366, 1367, 1368, 1369, 1370, 1371, 1372, 1373, 1374, 1375, 1376, 1377, 1378, 1379, 1380, 1381, 1382, 1383, 1384, 1385, 1386, 1387, 1388, 1389, 1390, 1391, 1392, 1393, 1394, 1395, 1396, 1397, 1398, 1399, 1400, 1401, 1402, 1403, 1404, 1405, 1406, 1407, 1408, 1409, 1410, 1411, 1412, 1413, 1414, 1415, 1416, 1417, 1418, 1419, 1420, 1421, 1422, 1423, 1424, 1425, 1426, 1427, 1428, 1429, 1430, 1431, 1432, 1433, 1434, 1435, 1436, 1437, 1438, 1439, 1440, 1441, 1442, 1443, 1444, 1445, 1446, 1447, 1448, 1449, 1450, 1451, 1452, 1453, 1454, 1455, 1456, 1457, 1458, 1459, 1460, 1461, 1462, 1463, 1464, 1465, 1466, 1467, 1468, 1469, 1470, 1471, 1472, 1473, 1474, 1475, 1476, 1477, 1478, 1479, 1480, 1481, 1482, 1483, 1484, 1485, 1486, 1487, 1488, 1489, 1490, 1491, 1492, 1493, 1494, 1495, 1496, 1497, 1498, 1499, 1500, 1501, 1502, 1503, 1504, 1505, 1506, 1507, 1508, 1509, 1510, 1511, 1512, 1513, 1514, 1515, 1516, 1517, 1518, 1519, 1520, 1521, 1522, 1523, 1524, 1525, 1526, 1527, 1528, 1529, 1530, 1531, 1532, 1533, 1534, 1535, 1536, 1537, 1538, 1539, 1540, 1541, 1542, 1543, 1544, 1545, 1546, 1547, 1548, 1549, 1550, 1551, 1552, 1553, 1554, 1555, 1556, 1557, 1558, 1559, 1560, 1561, 1562, 1563, 1564, 1565, 1566, 1567, 1568, 1569, 1570, 1571, 1572, 1573, 1574, 1575, 1576, 1577, 1578, 1579, 1580, 1581, 1582, 1583, 1584, 1585, 1586, 1587, 1588, 1589, 1590, 1591, 1592, 1593, 1594, 1595, 1596, 1597, 1598, 1599, 1600, 1601, 1602, 1603, 1604, 1605, 1606, 1607, 1608, 1609, 1610, 1611, 1612, 1613, 1614, 1615, 1616, 1617, 1618, 1619, 1620, 1621, 1622, 1623, 1624, 1625, 1626, 1627, 1628, 1629, 1630, 1631, 1632, 1633, 1634, 1635, 1636, 1637, 1638, 1639, 1

Metro area will follow (up to 940, 950, 960, 970, 980, 990, 1000) monitor all of the recovery families, couples, or individuals who have been closed for months; it's a contrast to what people are doing now. There is a large difference between the two.

921: We will monitor the effectiveness of the messaging for the target audience. We will monitor the effectiveness of the messaging for the target audience. We will monitor the effectiveness of the messaging for the target audience.

Who? The area manager normally the area manager who is recovering from being sensitive regarding officers an escape low during this recover period. However, this is going to be extra sensitive to travel. Officers are going to need them. This effort.)

[illegible]

... Story, including any secondary...

ending page: TBD (Noble to be part of our final draft)

all relevant copy points or key points.

Copy: Please include all relevant pages for additional information only. For social media messaging only. For individuals or couples.

or the Outbreak Phase) Social media links to pages of scenes without people, of some of scenes of visiting this area.

...and most old Yosemite point
...of your favorite memories of
...and most old Yosemite point

☐ Inspirational . . . What are some ways you can find and pass on inspiration? Memories. What are some memories meaningful to them? Sunrise, stargazing, etc.

Nosemite Mariposa County It could be a photo of why the photo is exceptional from kids at home from school?]

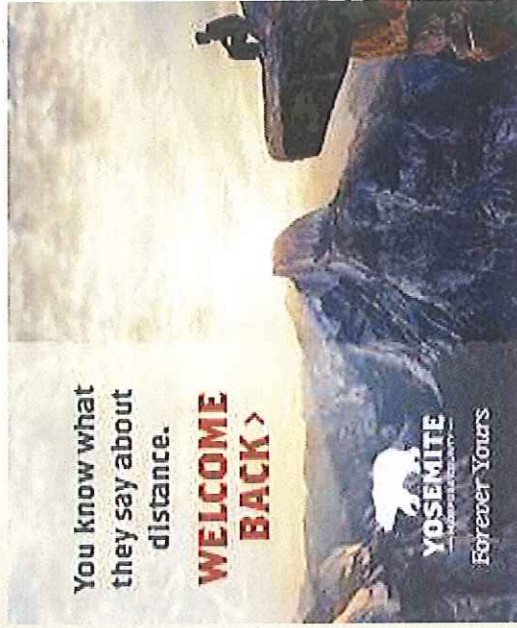
☐ encourage people to post stories of their loved ones who have been ^{in heaven} deceased or painted; extra points for kids staying home to make their own photos. Tell us how you encourage people to post stories of their loved ones who have been ^{in heaven} deceased or painted; extra points for kids staying home to make their own photos.

encouraging that are drawn pictures that are an art challenge? [Acquaintance] media messaging only. Yosemite solitary individuals

that makes...
the Situation Phase) Social media...
of scenes without people, of some...

(For the improving
of better days,
with peaceful images of so-

COVID-19 Recovery Plan



Noble has stepped up significantly to assist us during this time. They have transferred retainer fees not being used for digital media to creative development and production (display ads, banners, etc.). This is a short-term situation but is very beneficial to ensuring that we are prepared to hit the ground running when Yosemite reopens.

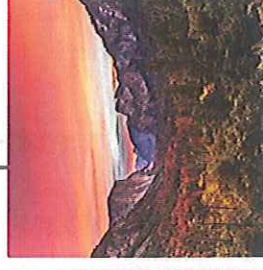
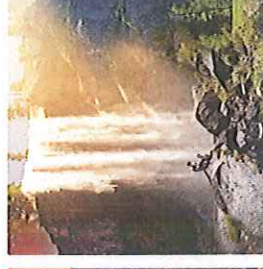
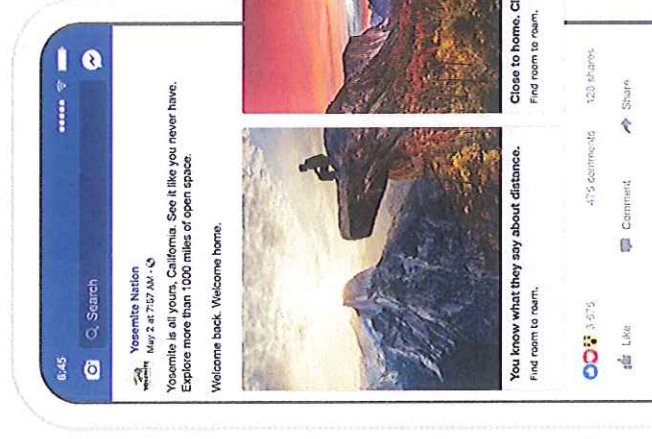
The messaging of "Forever Yours" under the logo flows through the creative.



COVID-19 Recovery Plan

The "Forever Yours" messaging can be used to both welcome people back to Yosemite Mariposa County as well as after we move out of recovery.

Noble will be producing video content as well as digital ads, banners, etc. This is an example of a Facebook carousel of images. Note the clever continuation of the landscape through the images.



International Marketing Effort

Overall Outlook

The international partner offices have been exceptional in keeping YMCTB up-to-date on the impacts of COVID-19.

All travel stopped as soon as US “Stay at Home” orders were issued.

Initially international booked trips moved to future dates at a rate of nearly 80% vs. full cancellation. Most of these postponed trips had moved to late 2020. But now, 55% of the original number have fully canceled or postponed/moved into 2021.

Ms Germany reported last week, that the nine northern European countries expect to ease county-to-county travel in just a few weeks. Travel restrictions are easing, and travelers are excited to travel abroad as soon as possible. Similar sentiment is shared in the UK, however, travel abroad is not expected to resume until spring of 2021.

Australians want to travel too, however media and sentiment reports folks are focused on countries that have been impacted the least by COVID-19.



International Marketing Effort

Msi – Germany

Travel Trade Activities

- Travel trade activities are currently paused and on hold
- Prepared/invited webinar
- Prepared and sent out trade newsletter for April/May
- Newsletter sent on April 29, 2020 to subscribers
 - Open Rate: 40.9 %
 - Click Rate: 12.7 %
- Steffi and the Msi staff are doing an amazing job keeping us updated on German impacts and travel sentiment.



International Marketing Effort

Gate 7 – Australia

- With YMCTB continuing our relationship, Gate 7 is giving YMCTB a 50-hour retainer bonus and reduced retainer fees of 25% the remainder of the year.
- Simran was retained as our account representative, reducing the negative impacts of account lead change.

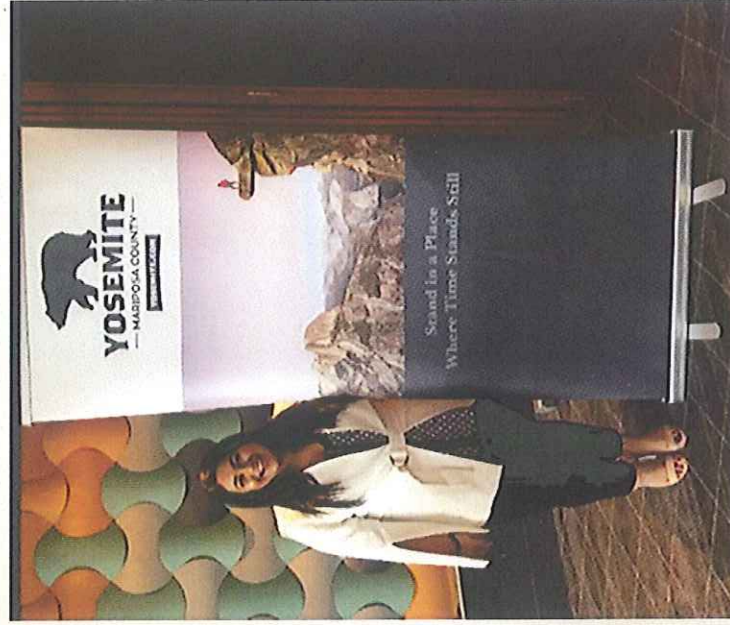
a.

Travel Agent
Trainings

Month	Agency	How many?
January	Hunter Travel Group	60 agents trained
February	Expedia TAAP webinar recording for agent incentive	70 agents viewed the webinar
February	Travel Managers	4 agents trained

International Marketing Effort

Gate 7 – Australia



Brand USA Road Trippin Destination Spotlight Module



SPOTLIGHT ON: Yosemite Mariposa County, California



With a fascinating history, charming locals and culture of its own, Yosemite Mariposa County, home to Yosemite National Park, is a region that begs to be explored.



International Marketing Effort

Black Diamond – United Kingdom

- We did see account staff change in the UK. Impact was minimal as senior staff familiar with our account stepped in, providing significant leads and opportunities in social and earned media coverage.



PR ACTIVITY
 COVERAGE HIGHLIGHTS



There are 200 different locations within Yosemite and its surrounding areas in California. In all seasons, to explore in 360-degree interactive panoramas. Dazzling views from the tops of Yosemite's famous cliffs and waterfalls are available.

The Telegraph
 My first holiday after coronavirus? To the greatest place in America



International Marketing Effort

Black Diamond – United Kingdom

RECOVERY PLANNING

2021 contracting notice

Following direct feedback from operators, Black Diamond has informed Yosemite's Mariposa County of the request for immediate support with hotel and accommodation rates for future travel through 2021. They request this with the knowledge that fast-acting suppliers in competing destinations, perhaps still largely tied to static contracting models, have a distinct advantage by rolling over 2020 rates and allocations, making rebooking faster and easier. To help overcome this issue, Black Diamond drafted a list of suggested actions that destination hotel partners could adopt going forward.

Tour operator questionnaire

Black Diamond created and distributed a questionnaire to 30 key tour operators across the UK travel trade. The aim was to glean an understanding of how COVID-19 is affecting their business and future plans, as well as how they might be assisted by a DMO going forward. Other questions covered what consumers are doing with current bookings (cancelling or rebooking), as well as what months travellers are looking to reschedule to and if new bookings are coming in. The questionnaire was received positively by the trade, who welcomed the opportunity to provide feedback. Black Diamond shared the results and is actioning the advice given by operators.

International Marketing Effort

Atlantic Link – Scandinavia

Media Clips Yosemite / Mariposa County Tourism Bureau 2020						
No.	Month	Country	Type of media	Media	Volume	Reach
1	April	Sweden	Travel Magazine, Online	BusinessClass	2 Pages	22,800
2	April	Norway	Magazine, Online	Utemagasinert	1 page	71,000
3	April	Denmark	Travel Magazine, Online	BusinessClass	2 Pages	22,116
4	April	Sweden	Regional newspaper, Online	Norransve		
5	April	Sweden	Regional newspaper, Print	Skaraborgs Läns Tidning		
6	April	Sweden	Regional newspaper, Print	Norran		
7	April	Sweden	Regional newspaper, Print	Smålands Dagblad		
8	April	Sweden	Regional newspaper, Print	Smålandstidningen		
9	April	Sweden	Regional newspaper, Print	Värmlands Nyheter		
10	April	Sweden	Regional newspaper, Print	Ljussålb-Posten		
11	April	Sweden	Regional newspaper, Print	Ljussålb		
12	April	Sweden	Regional newspaper, Print	Söderhamns-Kuriren		
13	April	Sweden	Regional newspaper, Print	Hudövalds Tidning		
14	April	Sweden	Regional newspaper, Print	Västgöta-Bladet	12 Pages	2,65,000
15	April	Sweden	Regional newspaper, Print	Falköpings Tidning	2 Pages	N/A
16	April	Sweden	Regional newspaper, Print	Karlskrona-Kuriren	2 Pages	25,000
17	April	Sweden	Regional newspaper, Print	Norrköpings Tidningar	2 Pages	82,000
18	April	Sweden	Regional newspaper, Print	TT/LA	2 Pages	48,250
19	April	Sweden	Regional newspaper, Print	Jönköpings-Posten	2 Pages	63,750

Market Update

The EU opens for international travel in Europe already this summer. It may be possible to go on a summer vacation in Europe already this year. This is stated by EU Commission President Ursula von der Leyen in an interview on Portuguese television. The tourism industry in the EU is at free fall because of the corona restrictions which cost SEK 10 billion each month. Ursula von der Leyen believes that travel can be started by, for example, hygiene and social distance requirements. - *I think we should be able to find smart solutions so that we can go on a summer vacation*, she says according to SR.

(travelnews.se)

12 Pages	2,65,000	\$28,000	Travel, experience the world and dream on the sol (Yosemite mentioned)
2 Pages	N/A	N/A	Travel, experience the world and dream on the sol (Yosemite mentioned)
2 Pages	25,000	\$10,716	Travel, experience the world and dream on the sol (Yosemite mentioned)
2 Pages	82,000	\$14,900	Travel, experience the world and dream on the sol (Yosemite mentioned)
2 Pages	48,250	\$17,724	Travel, experience the world and dream on the sol (Yosemite mentioned)
2 Pages	63,750	\$13,470	Travel, experience the world and dream on the sol (Yosemite mentioned)

Website Overview

April Statistics

- Overall traffic for the period of April is down -62% YoY, but for the year, we've reached our goal of 2.2 million total sessions.
- All channels decreased except social, which is up 98% YoY
- All paid efforts are paused, except for a very small paid search brand campaign
- Overall sessions hit goal at 100%
- International market traffic hit goal at 138%
- Partner referrals are pacing ahead at 94% to goal
- Organic traffic is down -55% YoY and organic sessions are pacing at 75% to goal, which is behind pace for the projected 83% goal
- Organic traffic declined as COVID-19 put travel restrictions on the world and Yosemite National Park closed

Website Overview

KPIs: FY 19/20 Performance Recap

	July 1, 2019 – June 30, 2020 Month 10 of 12 = 83%	FY2019/20 Annual Goals
PRIMARY KPIs Partner Referrals	ACTUAL: 423k 94% to goal Lodging: 331k Things to do: 78k Dining: 14k	450k Referrals
SUPPORTING KPIs		
Overall Sessions	ACTUAL: 2,191,396 100% hit goal	2.2M Sessions
Organic Sessions	ACTUAL: 1,051,651 75% to goal	1.4M Sessions
International Market Sessions (UK, Australia, China, Germany, Scandinavia)	ACTUAL: 309,865 138% hit goal	225k Sessions

International Traffic - YTD

Social Media - Instagram

Total Posts

34
posts

Total Followers

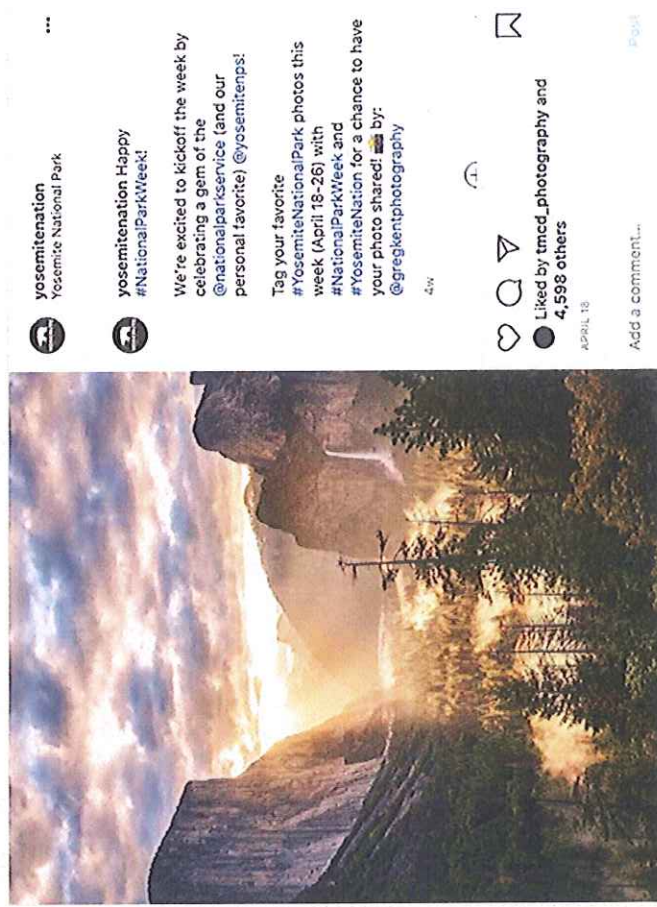
35K
followers

Total Engagement

63K
engagements

Instagram Overview

- Across all social channels, we greatly reduced our posting early in the COVID-19 outbreak stage. In early April, we returned to our normal posting routine.
- Posts were down this period due to the changed routine, however followers continue to grow, but at a slower rate. (800 new followers from 3/17 to 5/18 compared to 2.3K new followers from 1/19 to 3/16.
- The post to the left (from 4/18) is the best performing post since June 2019.



Social Media - Facebook

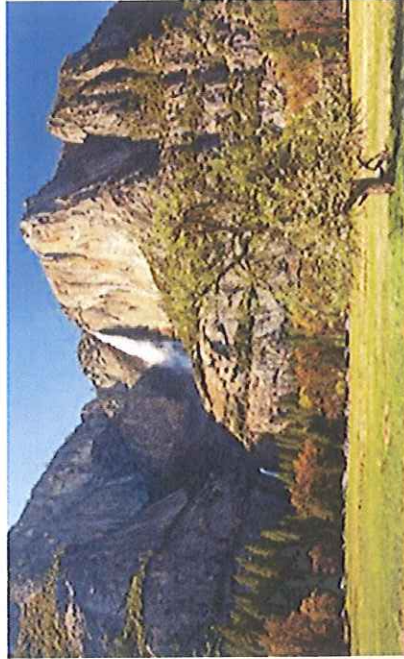


Yosemite Nation
Published by Hootsuite (P) · 13 April ·

Stay home and healthy for now, but keep your mind and spirit healthy and dream a little about when it's safe to get out of the house! Yosemite National Park may be closed right now, but you can still go for a visit on the web!

This week's virtual Yosemite tour location is Yosemite Falls Meadow. This spot in one of Yosemite's beautiful, open meadows offers a spectacular view of the highest waterfall in North America: Yosemite Falls.

#YosemiteNation Visit California
| <http://ow.ly/pzfz50z83kU> (link to virtual tour)



19,596 People reached

2,726 Engagements

18 comments 141 shares

Like Comment Share

Boost Post

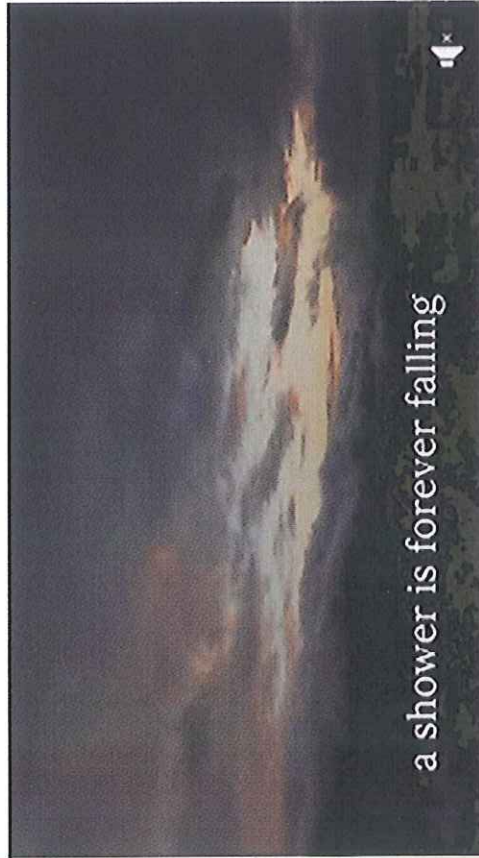
Facebook Overview

- YosemiteNation on Facebook grew by 455 fans since the last report to the board of directors.
- Content clicks and engagements are down since the prior report due a pivot in content to provide virtual experiences to keep people dreaming. Like Instagram, we also posted less early in the outbreak, but ended the period with more posts than the previous one.
- An adjustment we made was to share our virtual tour and the virtual experiences of others to provide escapes to our region.
- Our staff stepped up and spent time creating content for social media. We shared our own videos and photos to show off Mariposa County.

Social Media - Boosted Posts



We live in a beautiful place and usually, we love to share it with visitors. But today, things are different. We all have to work together now to stop the spread of COVID-19. The best way to do that is to stay home. Your trip can wait. Yosemite National Park is timeless and Mariposa County's charming towns are enduring. It will all still be here when it is safe to visit again and we'll be excited to have you back.... [See more](#)



113,342
People reached

4,666
Engagements

Boost again

Boosted Post Overview

- Like many of our tactics since the outbreak of COVID-19, our spend in boosting posts on Social Media has come to a near complete halt.
- As a reminder, we were seeing a lot of success in driving traffic to Yosemite.com by investing in boosted social posts to reach new followers and get our posts into more feeds.
- We did boost one post, our "Stay Well. Stay Safe. Stay Home." video was boosted to keep our destination in minds of travelers to return to once it is safe to do so. The result was 61,000 views on Facebook alone and a total reach of 113K people.

Public Relations Update

RESULTS OF

MARCH – MAY PR CAMPAIGN

Earned Media Highlights

Mariposa County and Yosemite featured in 22 publications including:

- The LA Times
- MSN.com
- The Sunday Mirror
- The Independent
- Reader's Digest
- Daily Telegraph

Newsletter Sign Up

SUBSCRIBE

Los Angeles Times

amazon



All the cool (inclu...)

lifestyle

powered by Microsoft News

coro

insp

The Telegraph

THE BEAUTIFUL NEWS WINTER OF THE YEAR

Reader's Digest

Sign in

web search

The 12 Best Road Trips in the US to Take This Summer

Jada Welch 3 days ago

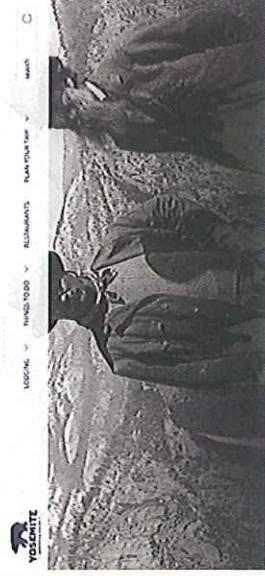


Public Relations Update - Example of Earned Media

3/19 – 5/21

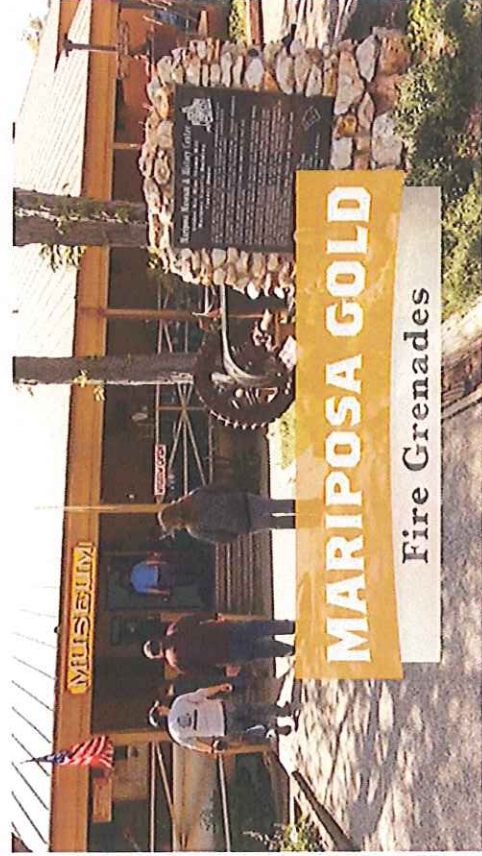
4/1/20	Asian VoiceL Hiking Yosemite National Park	Asian Voice
4/1/20	Food & Travel in the American West	Food & Travel
4/3/20	50 Virtual Days Out	Inews
4/3/20	Virtual Days Out	The Independent: App edition
4/6/20	How to travel the world from the comfort of your couch	Buzz.ie
4/8/20	Relax and Dream of a World of Adventure	Lancashire Evening Post
4/8/20	Relax and Dream of a world of adventure	Edinburgh Express
4/8/20	Relax and dream of a world of Adventure	Pocklington Post & Scarborough News
4/8/20	Relax and Dream of a world full of adventure	Harrogate Advertiser
4/8/20	My first holiday after coronavirus - the greatest place in america	Daily Telegraph
4/12/20	Time Travel	The Sunday Mirror
4/12/20	Time Travel	The Irish Sunday Mirror
4/21/20	dream of a world of adventure	LA Times
4/22/20	How to support Yosemite National Park from a distance during the coronavirus	Outdoorsy Blog
4/22/20	5 Classic California Road Trips	AAA Westways Blog
4/23/20	99 beautiful things we love about America	Love Exploring
4/25/20	Follow in the footsteps of John Muir	Glasgow Herald
4/27/20	Armchair Travel	Savour Magazine
5/12/20	I've Seen 100+ of Those Virtual Tours—And These Are My 11 Favorite	Reader's Digest
5/14/20	National parks begin to reopen to eager crowds: Here's everything you need to know to plan a trip	Thepointsguy.com
5/17/20	The 12 Best Road Trips in the US to Take This Summer	Popsugar.com & MSN.com

Yosemite.com Content & Videos



Three Days in Yosemite in John Muir's Footsteps

- Yosemite.com content production had to pivot to deal with COVID-19. We re-wrote our content calendar from March through August to focus more on Mariposa County than Yosemite and will begin producing more itineraries that focus on Mariposa County.



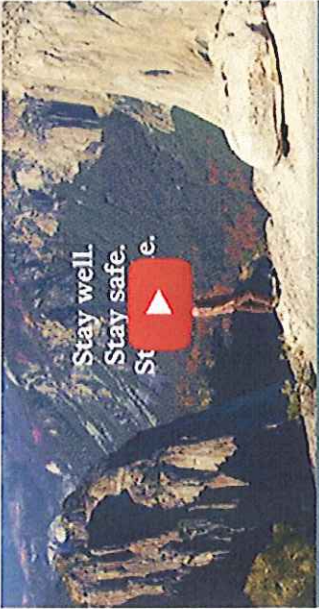
Fire Grenades at the Mariposa Museum & History Center (Mariposa Gold)

- We've also pivoted to video. We began production on two large projects. "Mariposa Gold" showcases our county's rich history and museums; we released "Fire Grenades", the opening video in the series, two weeks ago. The second, "Modern Day Pioneers", will focus on the people and businesses of Mariposa County.
- Craig Polson has worked tirelessly to create video from our existing assets for social media and Yosemite.com

Newsletters



**Stay well.
Stay safe.
Stay together.**



We're In This Together

Usually we send our emails with the intent of inspiring you to come and experience the beauty of Yosemite Mariposa County firsthand. We live in a gorgeous region that we love to share with visitors. Today, we're changing gears.



THE COMPASS
Navigating Info for Lodging and Local Businesses



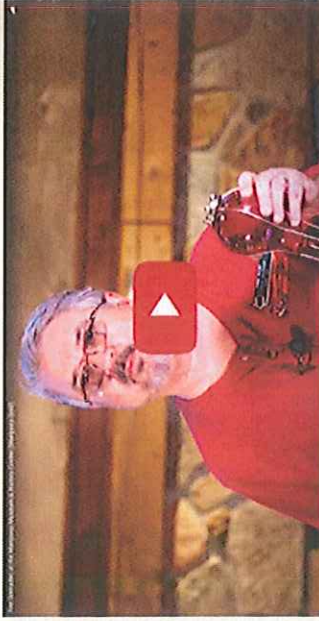
Dear Lodging and Business Partners,

Every day we try to learn new information, assess our previous expectations, and adjust to new realities. According to information from the Board of Supervisors this morning, we are moving quickly to Stage 2.5 and following the guidelines to reopen Mariposa County as soon as possible. There is no definite timeline for either the County or Yosemite at this time, however. We hope very soon!

In the meantime, please take a look at the following information and consider being a part of tomorrow's meetings.

IMPORTANT: We've also included (below) Lodging and Tourism-specific recommendations and information from the U.S. Travel Association about preparing tourism-related businesses to reopen. These guidelines were crafted by leading tourism and lodging experts from around the US, including Hotels, Attractions, Airlines, Cruising and other industry leaders. These guidelines should be considered in when crafting your individual tourism related business reopening plans.

Sincerely,
Jonathan Farrington
Executive Director

**Fire Grenades - Nuggets of History
"Mariposa Gold"**

There are little bits of history around every corner in Yosemite Mariposa County. From the charming gold rush era towns that still exist today to Yosemite National Park, there is a sense of timeless wonder that exists in this great community.

We've continued to use our Lodging Database to communicate important updates as we receive them. In total, 8 emails have gone out to that list, with an average open rate of 42%. We also sent out two communications to our consumer database. The "Stay Well. Stay Safe. Stay Home." video was well received with a 26.7% open rate. The video linked to our YouTube page, that video now has 8.5K views on YouTube alone.



Upcoming FAM Trips

Media:

We currently have no scheduled media FAMs, but had six scheduled for April alone. Before the outbreak of COVID-19 we were expecting to bring on many more through the month of May. We continue to work through our respective agencies to reschedule those trips and also secure new leads.

Trade:

- United Airlines VIP FAM – October 2020 - Postponed

Sales Missions & Trade Shows

Direct Travel Trade Sales & Consumer Events

- Bay Area Travel & Adventure Show – Santa Clara
(Postponed until July 25 - 26, 2020)
- Brand USA - Scandinavia - February 2020 (Canceled)
- Go West Summit – Portland – (Postponed to August 31
- 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 (Canceled)



Community Involvement

Committees and Community Involvement

- Facilitating County Lodging/Tourism recovery taskforce appointment
- MC Roadmap to Recovery leadership group – County effort
- Participated in Facebook Live community recovery meeting
- Participating in increased EDC board efforts and business support efforts
- Mariposa County Business Association - hosted a “restart” Zoom meeting
- Yosemite Gateway Partners – NPS community recovery presentation





Thank You!



**YOSEMITE
-MARIPOSA-
COUNTY**

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