

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
May 19, 2022
Marketing Update**



Executive Director Update

YMCTB submitted a proposed funding plan for county support on March 31st, 2022. The submission was \$240,000, or about 40% to 45% of past annual funding. These funds would be used to promote retail, restaurant, attractions and non-lodging businesses throughout the county, combined with TBID funds which must be used for lodging. Receiving funding from the county allows co-mingling TBID funds with county funds to better integrate marketing representative of the destination.

Overall lodging occupancy outside of Yosemite is softer than normal. Although day use reservations for entry to the park are still plentiful, feedback from visitors is they are concerned about conditions. In general, booking patterns/behavior are shorter than normal.

Yosemite.com 3.0's is moving forward. The RFP was awarded. We're working on timeline and scope of work with our partners, Noble Studios, in the lead up to the start of the development phases. We expect to begin development in the coming 6-8 weeks. Completion is targeted for April 2023.

Executive Director Update

TOT Revenues have been solid November – March. Much of this is due to higher ADR during the shoulder and off seasons, with lodging owners/managers covering increasing labor and supply chain costs. Overall occupancy in traditional lodging, outside the park is down from prior years.

Lodging referral KPIs are down to goal on Yosemite.com. This reflective of the overall shift we are seeing in the region with the current park reservation system (though only 11% lower than PY), other metrics are tracking well: dining (84% to goal) referrals, things to do referrals (96% to goal), international, due to increases in paid media (212% to goal), and overall sessions are on track for a record year).

We have completed the majority of our print media and radio for this fiscal year and are now focused on next years fall messaging and planning for fall co-ops. Details on recently completed marketing work are available in the marketing update.

Staff is finalizing the marketing plan the 2022-23 fiscal year. We have a full draft plan currently and will finalize and distribute the plan to the board by the start of the fiscal year.

TOT & TBID Income

TOT Collections

Month	22/21 Amount	20/21 Amount	19/20 Amount	18/19 Amount	17/18 Amount
July	\$2,437,390	\$1,474,664	\$2,857,229	\$1,395,118	\$1,772,897
August	\$2,014,943	\$1,591,830	\$2,626,881	\$576,991	\$1,626,879
September	\$2,072,378	\$790,349	\$2,483,753	\$1,532,775	\$1,485,979
October	\$1,695,708	\$1,327,953	\$1,852,803	\$1,183,357	\$1,178,508
November	\$1,424,078	\$1,166,846	\$1,094,861	\$789,535	\$707,727
December	\$1,234,091	\$266,374	\$1,081,371	\$675,393	\$682,088
January	\$904,534	\$211,545	\$598,299	\$373,991	\$430,873
February	\$1,151,736	\$761,434	\$779,460	\$347,064	\$465,528
March	\$1,560,168	\$1,325,065	\$378,288	\$594,982	\$678,254
April		\$1,851,356	\$10,793	\$1,272,597	\$1,005,290
May		\$2,200,760	\$17,168	\$1,660,461	\$1,512,523
June		\$2,787,163	\$571,448	\$2,202,637	\$1,935,900
GR TOTAL	\$14,495,026	\$15,755,339	\$14,352,354	\$14,824,433	\$14,983,743

Δ Prior Year (\$1,260,313) \$1,402,985 (\$472,079) (\$159,310) \$101,016

Δ Year to Date \$4,953,561

TBID Collections

Month	2021-2022	2020-2021	2019-2020	2018-2019
Jul	\$314,363	\$32,892	\$284,356	\$210,888
Aug	\$104,222	\$137,534	\$226,277	\$179,271
Sep	\$166,338	\$123,733	\$227,407	\$59,998
Oct	\$276,150	\$86,666	\$227,841	\$96,547
Nov	\$233,304	\$85,361	\$116,805	\$202,663
Dec	\$272,986	\$111,592	\$148,902	\$97,688
Jan	\$91,366	\$44,592	\$94,089	\$46,424
Feb	\$148,741	\$28,312	\$53,395	\$60,668
Mar	\$182,153	\$89,118	\$62,297	\$56,365
Apr	\$145,000	\$156,699	\$37,165	\$61,510
May	\$145,000	\$128,203	\$5,937	\$105,351
Jun	\$205,000	\$251,213	\$3,422	\$124,642
Total	\$2,284,623	\$1,275,915	\$1,487,891	\$1,302,017
Total PY	\$1,275,915	\$1,487,891	\$1,302,017	\$1,491,404
Diff	\$1,008,709	\$(211,976)	\$185,874	\$(189,387)
Forecast				

KPIs: Performance Recap

Our partner referrals on Yosemite.com are down for lodging, but only 11% down as compared to last year at this time. We are continuing to focus our efforts on increasing lodging referrals through our paid search and digital paid media messaging. We are on track to meeting our annual goal for overall sessions, but organic sessions are down, potentially due to the increased spend on paid search.

	July 1, 2021 – June 30, 2022 Pace = 83% (Month 10 of 12)	FY 2021/22 Annual Goals
PRIMARY KPI	ACTUAL: 430,552 72% to goal	597,086 Referrals
Partner Referrals - Lodging	Lodging: 347,422 67% to goal	Lodging: 517,952
Partner Referrals - Things To Do	Things To Do: 62,626 96% to goal	Things To Do: 65,034
Partner Referrals - Dining	Dining: 20,504 84% to goal	Dining: 24,420
Supporting KPIs		
Overall Sessions	ACTUAL: 2,903,357 85% to goal	3,416,023 Sessions
Organic Sessions	ACTUAL: 1,195,878 73% to goal	1,625,194 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 404,756 212% to goal	191,040 Sessions
Tracked Metrics		
Book Direct Referrals	ACTUAL: 300,617 49% to goal	618,151 Referrals
Newsletter Sign Ups	New Subscribers FY YTD: 5,523 April: 975	Monthly Target: 712

Book>Direct Tracking April

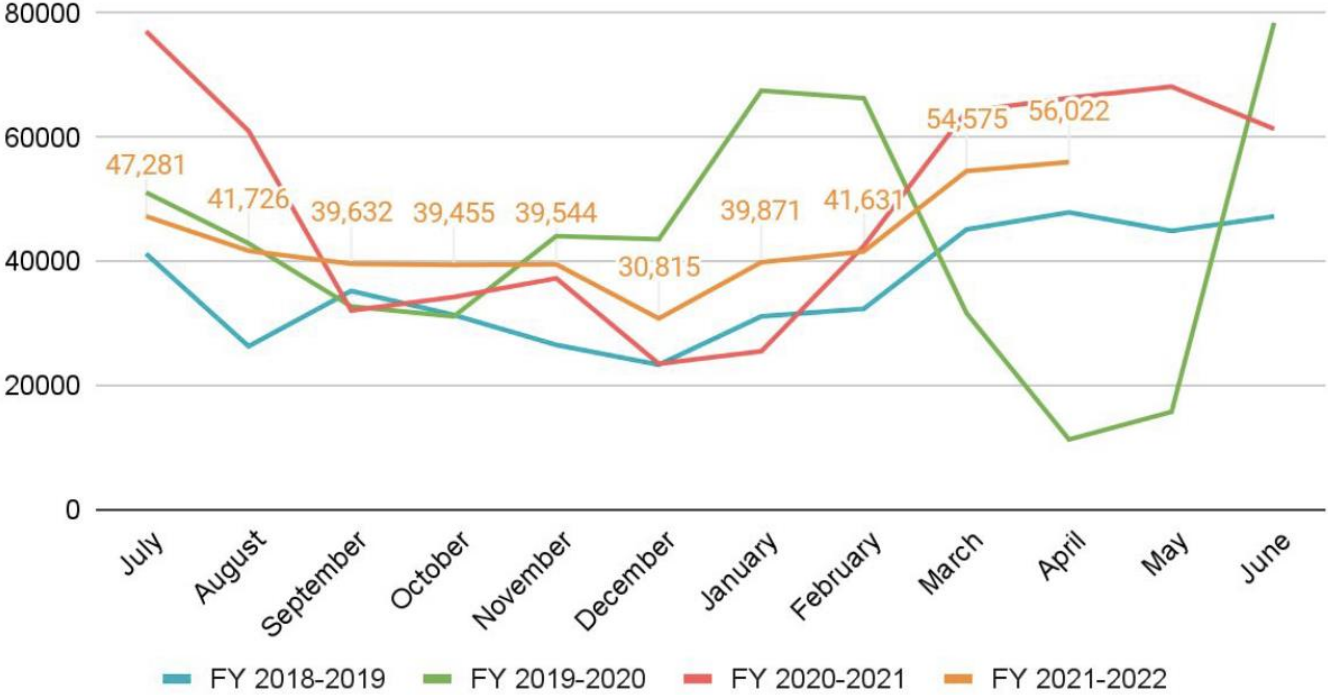
Avg. Cost Per Referral		\$0.03
Avg. Referrals Per Booking		53.49
Referral to Booking CVR		1.87%
Est Avg Cost Per Booking		\$1.53
Est Avg Booking Amount		\$688.05
Cost Per Reservation		0.2%
Searches		60,790
Search to Referral Ratio		62.75%
Total Referrals		38,146
Est Bookings		713
Est Total Spend		\$1,093
Est Booking Revenue		\$490,578.61
Est ROI	447.9	44790%
	Searches	Referrals
Avg Advance Stay in Days	82.04	59.00
Avg. Length of Stay in Days	3.76	2.91
Avg. Daily Rate	\$413.51	\$236.13

Of the 100 properties that are listed and have live rates and availability, 2 if the total properties listed have conversion tracking and 100 properties with live rates and availability have conversion tracking.



Partner Referrals

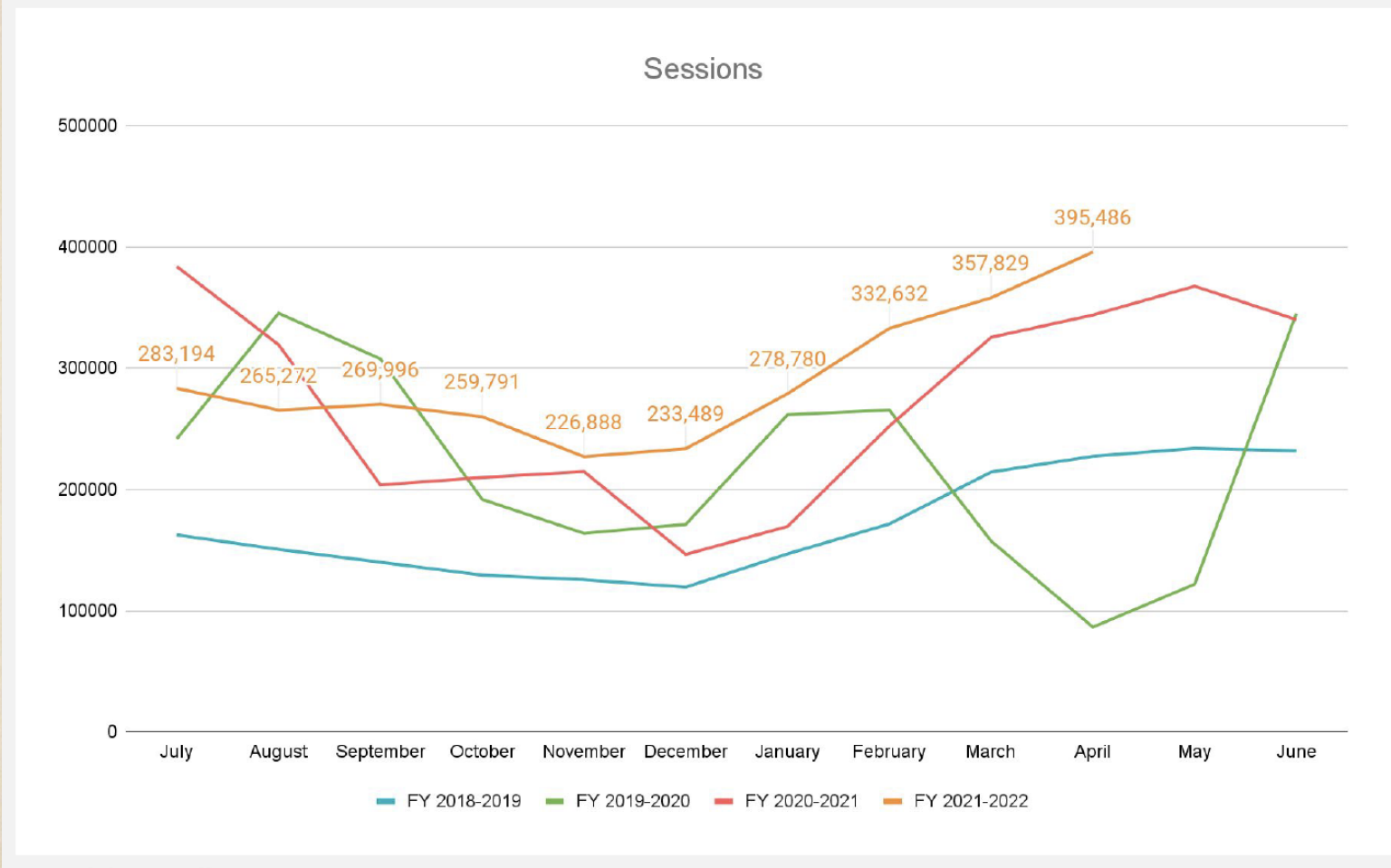
Total Partner Referrals



Total Fiscal Year Partner Referrals	430,552
Fiscal Year Goal	597,086
% of Goal Reached	72%

Overall Growth: Sessions

We are still on track for meeting our overall sessions goal, which will set a record for the bureau.



Total Fiscal Year Sessions	2,903,357
Fiscal Year Goal	3,416,023
% of Goal Reached	85%

Site Channel Performance

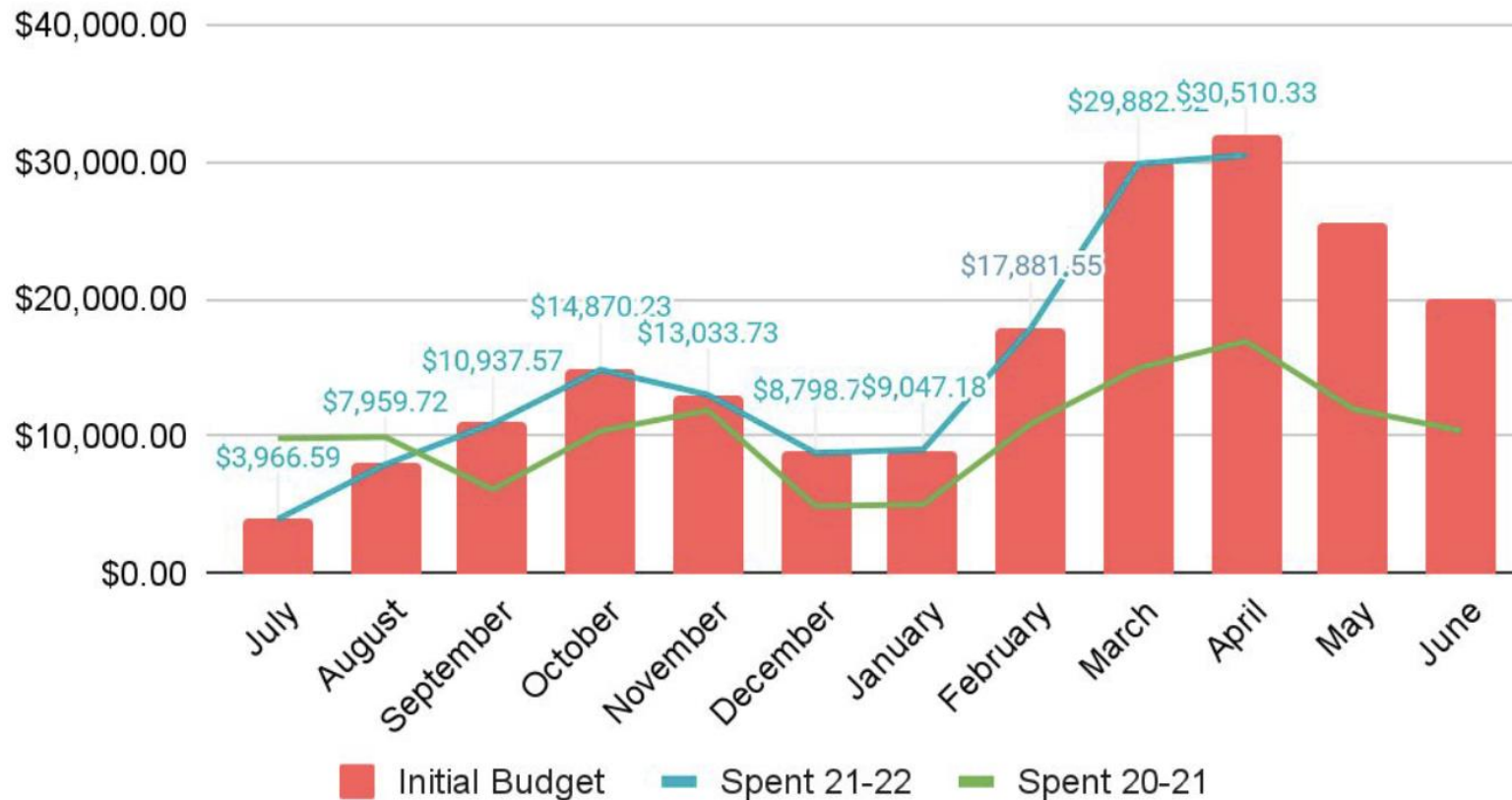
Compared to the same period the previous year, overall channels saw a 15% increase in traffic mainly attributed to Paid Search, Direct and Display channel increases. Average session duration decreased by -23% YoY, from 2:04 to 1:35.

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	130,904	-11.5% ↓	102,747	54.89%	2.13
Paid Search	105,564	100.2% ↑	78,976	64.41%	1.94
Paid Social	56,210	-12.7% ↓	50,895	70.34%	1.64
Display	44,631	135.4% ↑	33,454	88.39%	1.23
Direct	35,814	9.3% ↑	27,600	68.86%	1.73
Social	9,870	-3.1% ↓	9,141	83.22%	1.35
Referral	9,371	-20.4% ↓	7,640	25.75%	2.48
Email	3,064	-31.3% ↓	2,457	54.34%	2.12

We are concerned about the decrease in session duration. This will be something that we will continue to pay attention to and believe that our new mobile-focused website will be helpful in providing better user experience and longer times on site.

Paid Search Budget \$142,185

Paid Search Budget 21/22



Planned '21/'22: \$193,977.87

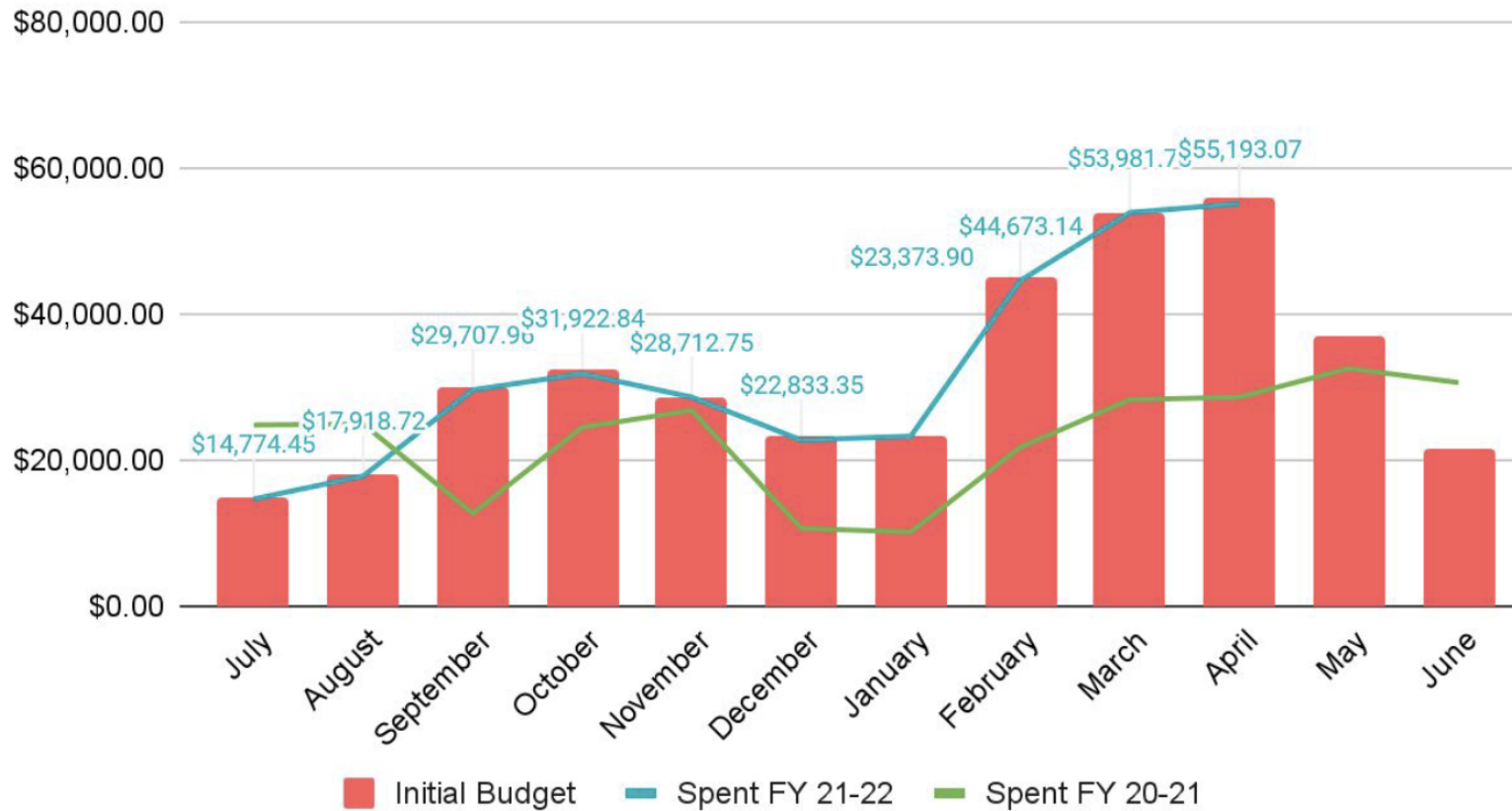
Budget '21/'22: \$142,185

Budget '20/'21: \$120,000

We increased our budget significantly in March to try to combat the decrease in lodging referrals. We doubled our paid search results YOY in April.

Paid Media Budget \$354,500

Paid Media Budget 21/22



Planned '21/'22: \$382,398.60

Budget '21/'22: \$384,500

Budget '20/'21: \$274,900

Again an increase in our spending has resulted in positive growth YOY in display advertising.

Display Ads Performance in US

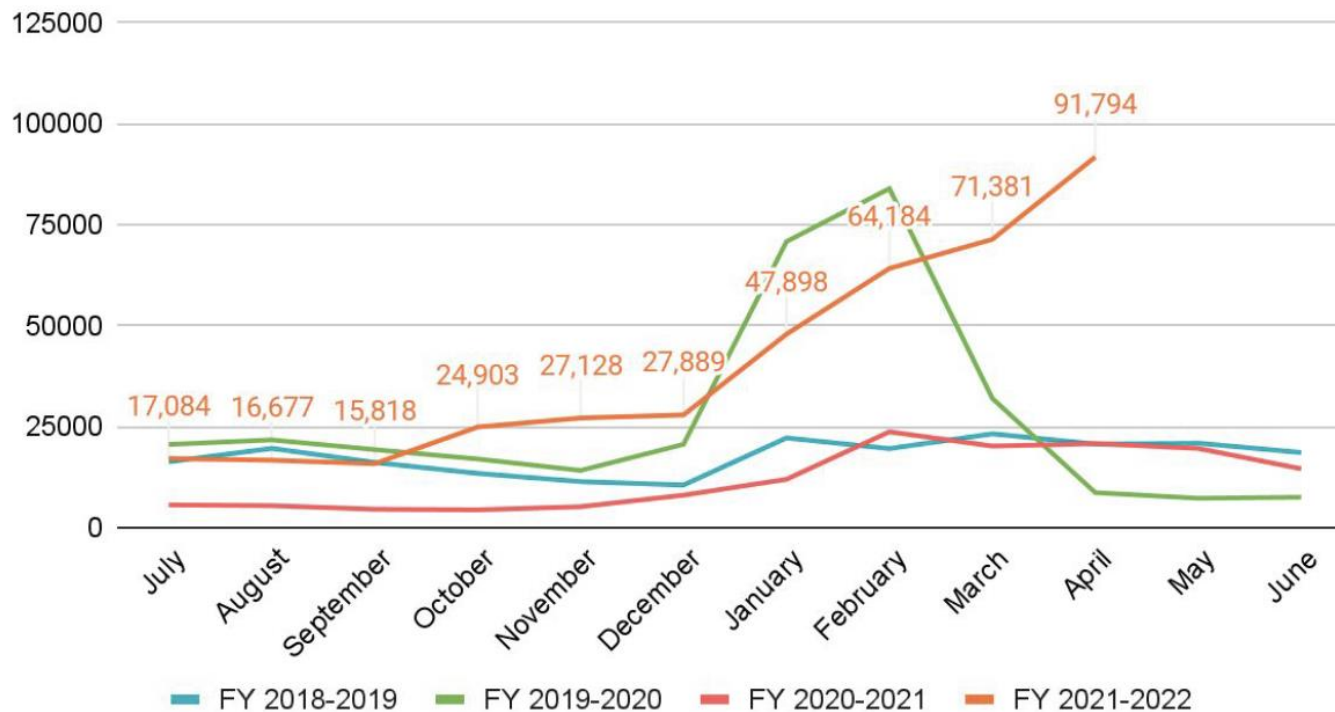
- Ads generated 6,571,029 impressions(+49% MoM) and 13,296 clicks (-9% MoM)
- We saw a conversion rate of 6.18% for the month (up 43% MoM)
- Average CTR of 0.20% (travel industry benchmark is .46%, overall benchmark is .25%)
- Average cost per click of \$0.96 for April (+12% MoM)
- The Tenaya Lodge Special Offers Creative in 300x600 for the Campers Audience and Redwoods ad in 300x250 for the Remarketing Audience earned the most conversions in April
- Display drove 765 Partner Referrals in April, a YoY increase of 2,025%



International Market Growth

The combination of borders opening, the addition of Australia and Germany to our international efforts as well as relatively modest increase in investments has helped us far exceed our FY goal as well as our our highest level of international visitors to Yosemite.com to date.

International Market Growth



Total Fiscal Year International Market	404,756
Fiscal Year Goal	191,040
% of Goal Reached	212%

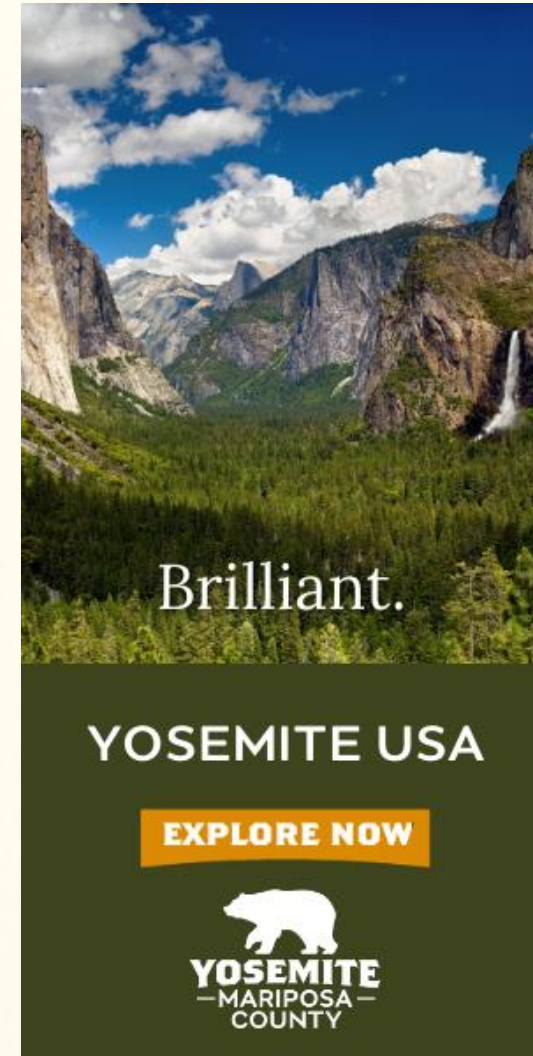
International Display Campaign: United Kingdom

Highlights

- Ads generated 15,760,445 impressions and 30,892 clicks
 - 0.20% CTR (30% decrease MoM)
0.47% is the travel benchmark
 - We saw a 24% decrease in cost and a 12% decrease in clicks
- The top UK creative was the Brilliant Tunnel View with a CTR of 3.99%

Takeaways

- Sessions stayed about the same MoM (10,050) with a 3% increase in pages per session and 1% decrease in bounce rate, which shows growing interest despite a 24% decrease in cost



International Display Campaign: Australia

Highlights

- Ads generated 6,553,858 impressions and 21,710 clicks
 - We saw a 6% increase in clicks despite a 1% decrease in cost MoM
 - 0.33% CTR (stayed the same MoM)
- The top Australia creative was the “It’s A Beaut” Tunnel View with a CTR of 4.34%

Takeaways

- Australia display ads earned 9,584 sessions in April, up 67% MoM.
- These ads also saw a 4% decrease in bounce rate, 110%
- increase in users and 1% increase in avg. page views per session MoM



International Display Campaign: Germany

Highlights

- Ads generated 8,343,232 impressions (+1,643% MoM) due to a 244% increase in cost MoM
- Ads generated 28,830 clicks (1,704% MoM) due to the increase in cost
 - 0.35% CTR (.25% benchmark; up 4% MoM)
- The top Germany creative was the one to the right with a CTR of 4.67%

Takeaways

- The Germany audience is performing the best in April, with the highest CTR. In April, Germany ads earned 12,405 sessions (+1,302% MoM), a 3% decrease in bounce rate and 975% increase in users despite only a 245% increase in MoM cost



YouTube Paid Media

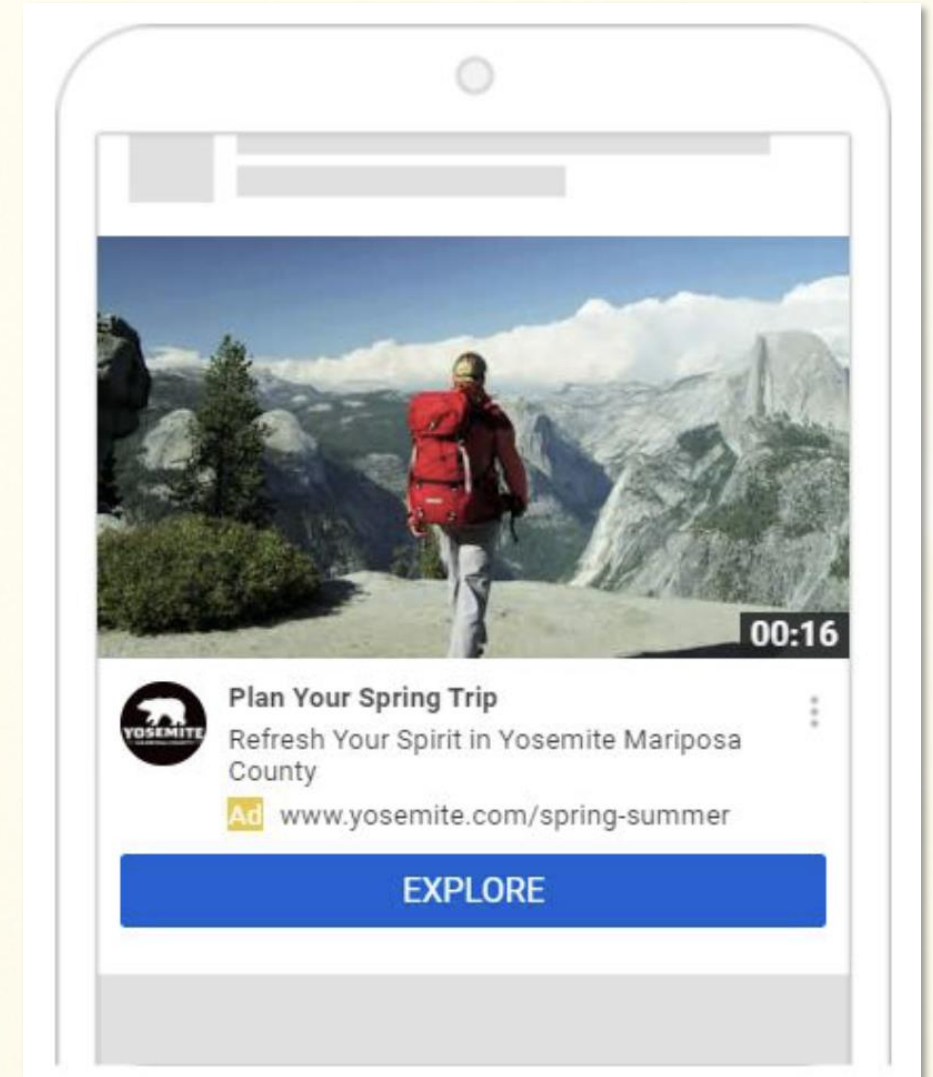
Highlights

- YouTube drove 719,069 impressions in April
 - 30% increase with same budget MoM
- 31,966 views with a 8.33% view rate
 - 6% decrease in view rate MoM
- Average conversion rate was .02% (50% decrease MoM)
- The Spring Trip video creative to the right earned the highest CTR in April (0.24%)

Takeaways

- Our views increased 36% and CPV decreased by 26% MoM despite a -1% decrease in budget

YouTube paid media is a high funnel channel as our videos are used as pre-roll. Our earned YouTube metrics are specifically for individuals seeking out Yosemite topic videos.



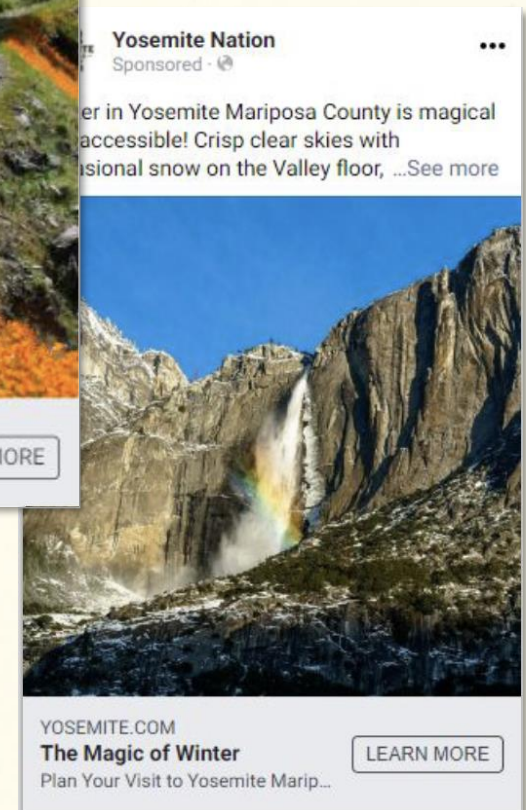
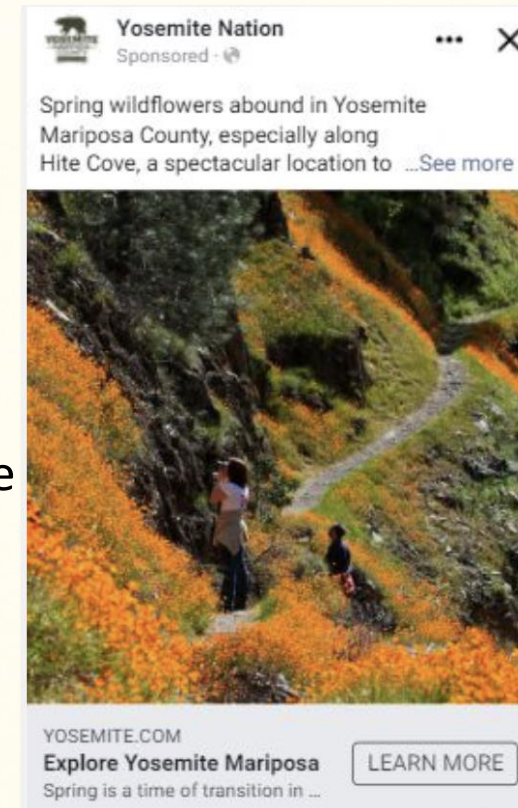
Paid Social Media Ads Performance

Highlights

- Ads generated 6,558,133 impressions (+12% MoM) and reached 1,928,543 users in April
 - 2.38% average CTR, travel industry benchmark .90%
 - Increased CTR MoM by 24%
- In April, the top performing ad for the month was the Spring Wildflowers Ad for the Families Audience, shown to the right:
 - This ad had a CTR of 4.68%
- The Families Audience was the most engaged for April, their top performing ad set being Spring 2022 Families

Takeaway

- Spring and Spring/Summer ad groups are earning the highest CTRs, compared to the Special Offers creative



Yosemite.com 2.5 Strategy

Our Collaborative Creative Review Process

We'll collaborate with your team throughout the entire creative journey. This means we'll kick-off each of our four design phases and ensure your considerations are kept in mind. With each major deliverable, we'll always present our recommendations to you with the goal of reviewing, discussing, and aligning on proposed directions as a united team. Additionally, we'll allot 1-2 client revisions for each major deliverable, summarized below.

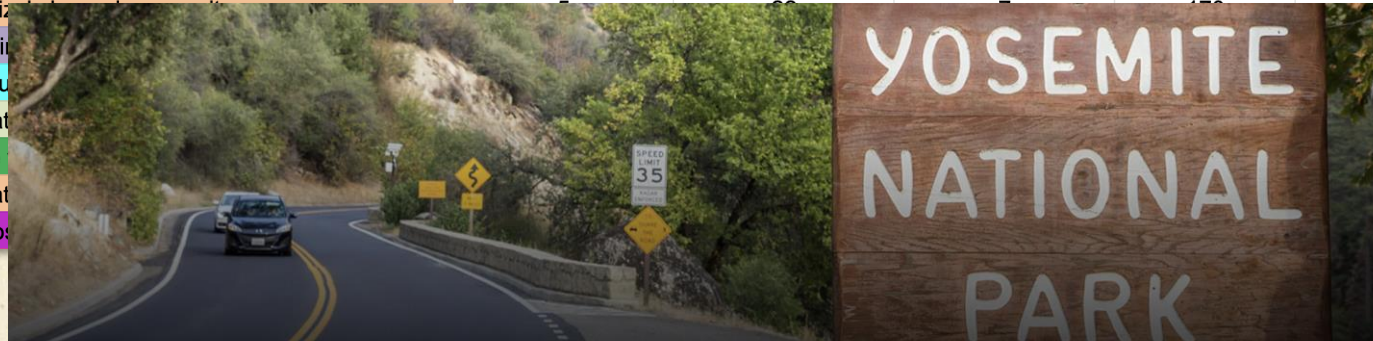
Phase I	Phase II	Phase III	Phase IV
Discovery & Strategy <ul style="list-style-type: none">• 1 Full Strategy Deck with recommendations• 1 Strategic Brief	Information Architecture & Content Strategy <ul style="list-style-type: none">• 1 Sitemap• 5-7 Mobile-First Wireframes for key pages• 1 Content Tracking Sheet	Design Direction <ul style="list-style-type: none">• 3 Unique Mobile-first Design Directions• 1 Updated Style Guide (complete with colors, typography and design language)	Design Production <ul style="list-style-type: none">• 7-10 Responsive website design templates based on approved design directions

- We took a big step forward in March when we notified Noble Studios that they won the bid to lead our website redesign to Yosemite.com 3.0
- Noble Studios stood head and shoulders above their competition when it came to understanding our organizational goals, challenges and how to address them with the new website to lead Yosemite Mariposa County into the next era of travel.
- We have some work to do to wrap up some finer details and will begin work on building our new site in the coming months.
- We're aiming to launch our new site in March 2023.

SEO

Keyword	Competitor 1 Rank	Competitor 2 Rank	Competitor 3 Rank	Search Volume	Key
john muir trail map	58	30	82	3600	Weather
yoosemite temperature	5	34	4	1900	Maps
yoosemite weather by month	18	14	6	1300	Bears
little yoosemite valley	50	93	7	880	Cell Phones
illilouette falls	28	64	5	480	Lodging
yoosemite big oak flat entrance	67	3	41	480	San Luis Obispo
grizzly bear yoosemite	4	51	7	320	Places
young lakes yoosemite	78	92	83	320	Half Dome at Sunset
sentinel beach	90	64	77	210	"Best Of"
tuolumne meadows map	26	76	3	210	Things To Do

- We're shifting some of our SEO focus from writing for keywords, to defending our ranking for key words we currently rank for to retain authority.
- We've been provided a competitive gap analysis from Noble Studios that will help inform our content decisions, both as we work to to update existing content and create new pieces.
- We are also updating the copy on our lodging hub pages to maximize the traffic to stakeholder pages and facilitate more referrals to our partners.



GENERAL TRAVEL TIPS, NEWS AND ANNOUNCEMENTS

Everything You Need to Know About the Temporary Peak Hours Vehicle Reservation System

Temporary peak hours vehicle reservations for Yosemite National Park will be required, between May 20, 2022 and September 30, 2022 to enter the park between 6 am and 4 pm in your personal vehicle.

Content Creation

From Butterflies to Hot Rods: Mariposa County Festivals & Events

Mariposa County festivals and special events are about discovery. They're about rubbing shoulders with fun-loving locals, celebrating longstanding traditions, all while taking a plunge into the pool of inspiration whether that's music, food, history or infused w

From the
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Mar

Yosemite West: Centrally Located & Away From It All

It can be easy to miss Yosemite West. Make sure you don't.

This tiny treasure mostly obscure you arrive, a breath of fresh air mountains here

Plus, from Yosemite Valley

That's close enough for lunch and a as it catches the

Whether your gear and marvel at the to offer.

Where

Hornitos & The Ghost of Joaquin Murrieta

Whether or not you believe in apparitions from the Wild West, the town of Hornitos, Ca., can be startling for what you won't find. There are no banks or office buildings, no strip malls touting tired brands or bright lights obscuring the night sky. With a population hovering around 50 residents, Hornitos isn't technically a ghost town, yet curious visitors to this Yosemite Mariposa County hideout can still mingle with the avenging spirit of bandit-hero Joaquin Murrieta simply by walking through the main plaza and its spectral array of age-old buildings towered over by an infamous hilltop cemetery.

Located about 3 hours – or 130 miles east from the San Francisco Bay Area – en route to Yosemite National Park, Hornitos serves as a portal to California's raucous Gold Rush past. History may be its ace in the hole, but a visit to this now peaceful enclave reveals a range of things to do from picnicking in the park to cycling its rolling backroads to paying homage at the annual Dia De Los Muertos celebration. Here are just a few recommendations on how to make contact with the rough & tumble spirit of Hornitos.

Gold-Plated History



First, some backstory. In 1848, the [Treaty of Guadalupe Hidalgo](#) brought an end to the Mexican-American War and vast swaths of territory — including what would soon become the state of California — were ceded to the United States. Though this change was profound, many Mexicans remained in California as yet another fortune-altering event took place — the discovery of gold.

Hornitos was a rollicking Mexican village that sprang up

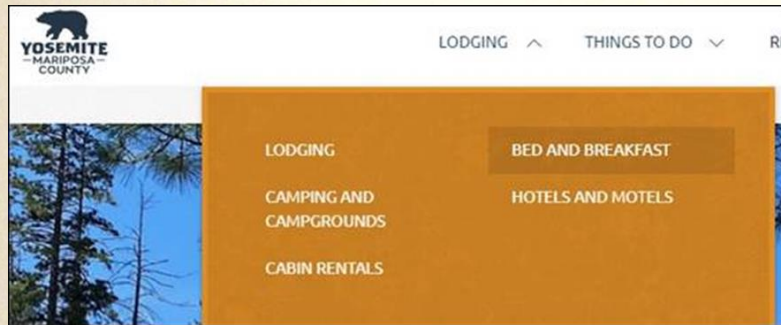


Come discover 'a little bit of heaven' in Hornitos.

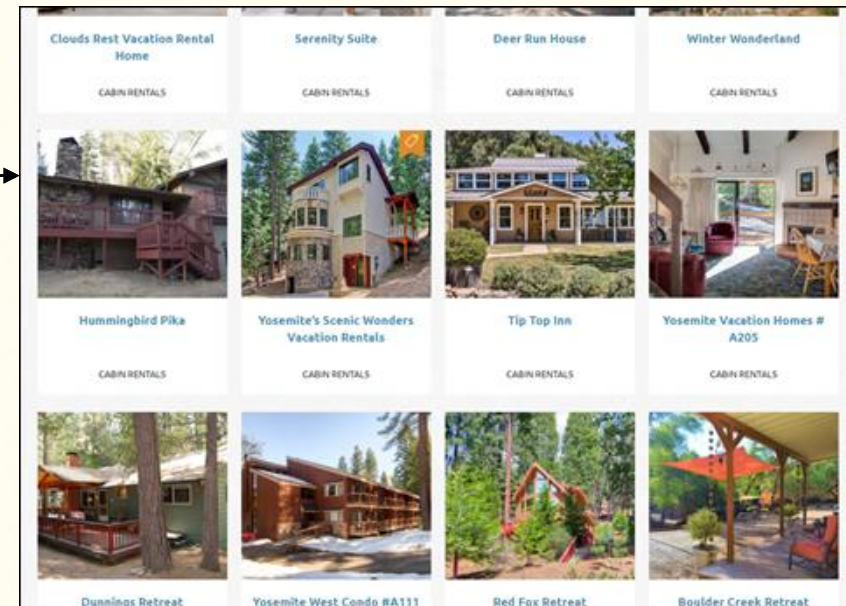
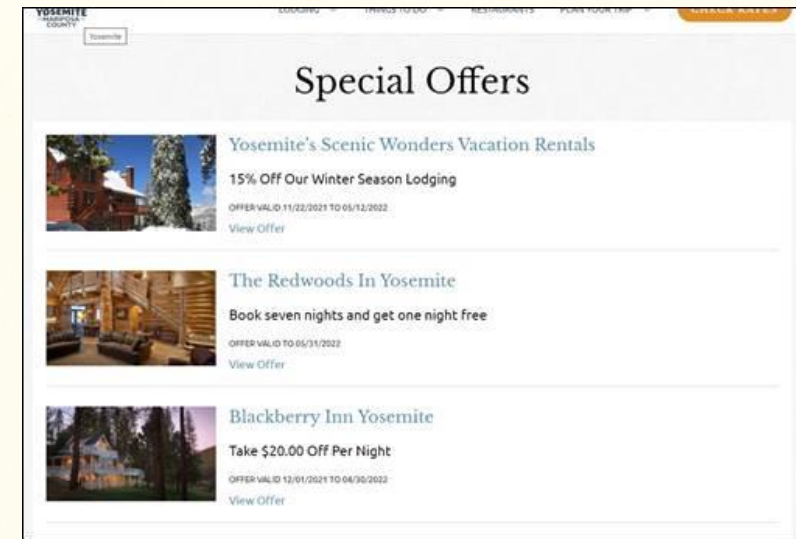
- We set a goal of 40 new articles for the 21-22 fiscal year which we have surpassed in the most recent quarter. We have 45 articles published today with more coming for the year
- Our focus continues to be on pushing lodging and Mariposa County's culture, history, small towns and events.
- We have also worked on content such as our new "Yosemite B-sides" piece, "Wawona History and Activities" and an article on the "Lesser Sequoia Groves" of Yosemite to push visitors away from pinch points in the park.

Special Offers

- Focusing on showing properties how users navigate the website to find lodging.
- Highlighting the Difference having a special offer can make in the number of users viewing a property

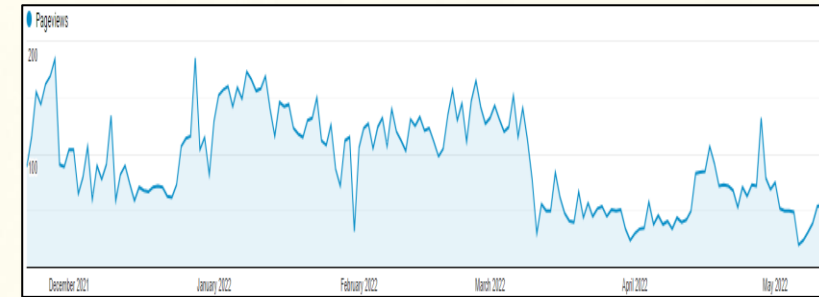


VS



Special Offers

- Line with “offer=active” at the end means they arrived on the listing through the special offer section.
- The other is arriving through searching through the lodging list.



Page ?	Pageviews ? ↓
	16,191 % of Total: 0.47% (3,419,580)
1. /lodging/[REDACTED]?offer=active	15,698 (96.96%)
2. /lodging/[REDACTED]/	356 (2.20%)

Nov 22, 2021 - May 12, 2022 ▼

- Number of users who clicked to be transferred to the property’s booking website

Page ?	Total Events ? ↓
	7,859 % of Total: 0.56% (1,410,528)
1. /lodging/[REDACTED]?offer=active	7,684 (97.75%)
2. /lodging/[REDACTED]/	120 (1.53%)

Social Media


Total posts on all channels:

Q3: 278

YTD: 1,621


Facebook, National	Mar-Apr	YTD Total
Followers	1,545	127,508
Engagement	170,598	1,135,769
Facebook, Local	Mar-Apr	YTD Total
Followers	216	2,277
Engagement	256	1,188
Shares	34	773
YouTube	Mar-Apr	YTD Total
Subscribers	72	265
Total Watch Time (hours)	623.8	3231.7 (av.)
Average Watch Time (sec.)	36	41 (av.)
Average % Viewed	66.1	70
Twitter	Mar-Apr	YTD Total
Followers	-87	46,087
Engagement	593	4,706
Link Click Rate	1164	10,795
Pinterest	Mar-Apr	YTD Total
Impressions	36,670	711,180
Engagement	1210	10,350
Engaged Audience	678	7,270

Social Media


**Yosemite Nation**
April 15 at 6:00 AM · 🌐

Yosemite waterfalls are some of the largest in North America. There's an unforgettable view of many waterfalls in Yosemite to fit every hiking level.


Our article shows you the best ways to experience these powerful forces of nature!


 | <http://ow.ly/MntH50IKoeC> (learn more)

[#YosemiteNation](#) [Visit Gold Country](#) [Visit California](#) [California High Sierra](#)



YOSEMITE.COM
Yosemite Waterfalls | Yosemite Waterfall Hike | Waterfalls in Yosemite
The best time of year to see Yosemite waterfalls is spring, specifically May and June. Yosemite has the...

 Boost this post to get more reach for Yosemite Nation. [Boost again](#)

 Jonathan Farrington and 23K others 328 Comments 1.2K Shares




**yosemitenation** ...


**yosemitenation** A spectacular winter sunset... or maybe... does El Capitan have a side quest for you? 😊 Stunning capture by @Photo by seekingthenow.

[#yosemite](#) [#yosemitenationalpark](#) [#yosemitevalley](#) [#yosemitenation](#) [#yosemitenp](#) [#yosemite_national_park](#) [#yosemitenps](#) [#yosemitepark](#) [@YosemiteNation](#) [@yosemitenps](#) [@visitcalifornia](#) [#californialove](#) [#california](#) [#californialove](#) ❤️ [@visitcalifornia](#) [#californialove](#) [@visitgoldcountry](#)

8w

[View Insights](#)

 Liked by [atmadeepsen](#) and 4,885 others

MARCH 12

 Add a comment... [Post](#)



Social Media – Comment Monitoring



Juan Guevara

Yosemite Nation Could you give me a phone number to make a reservation, or ask something? thank you...

Like Reply Send Message 21m



Author

Yosemite Nation

Juan Guevara - You can call the National Park Service about Yosemite at (209) 372-0200. If you're looking for lodging reservations you'll want to contact lodging providers directly. You can find a great list of options at our website (below). Be aware that securing a lodging reservation in the park can be a challenge as the demand is far greater than the supply. You can find many excellent options at all price ranges in the surrounding communities via the link below:

<https://www.yosemite.com/lodging>



YOSEMITE.COM

Yosemite Lodging | Best Places To Stay In Yosemite Mariposa...

Like Reply Remove Preview 1m



Meredith Beall Robles

How long is this hike?

Like Reply Send Message 35m



Author

Yosemite Nation

Meredith Beall Robles - The hike to Wapama Falls is about 5.5 miles of relatively level (if sometimes uneven) hiking along the edge of the reservoir. We cover this hike in our article:

<https://www.yosemite.com/hetch-hetchy>



YOSEMITE.COM

Hetch Hetchy | Hetch Hetchy Dam & Reservoir History |...

Like Reply Remove Preview 32m



2

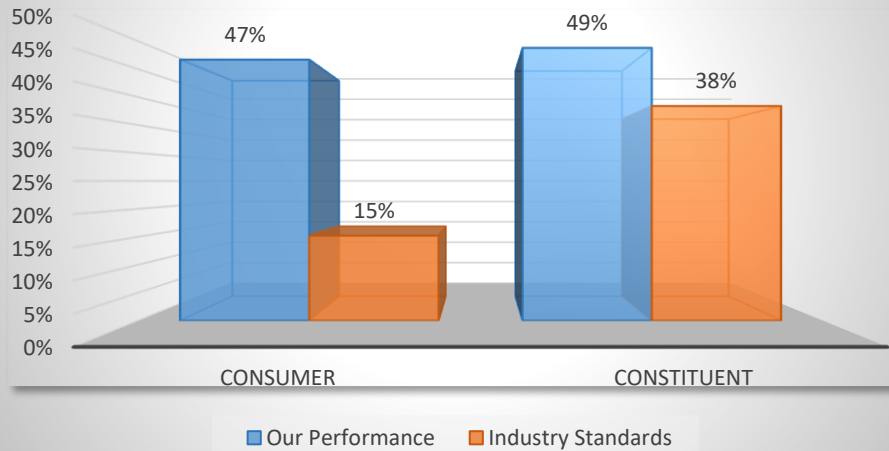
Video Production



- We've completed 5 Mariposa Golds on Yosemite climbing history, featuring the YCA climbing museum, 3 seasonal videos and a Mariposa County Film Commission video in cooperation with Bill Lowe.
- There are currently 7 videos in active post-production.
- Our video production strategy is currently being reevaluated to support the focus on vertical format video in order to supply our TikTok and similar channels.

Email Marketing

**Most Recent Performance
Email Open Rates**



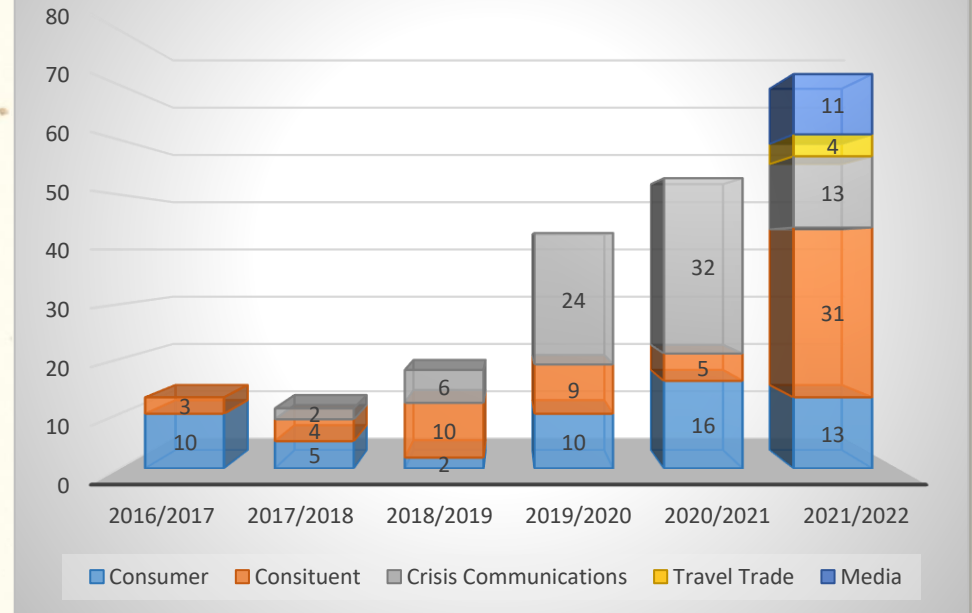
Our open rates at this point are quite high. We take this with a grain of salt as we know that Apple's privacy changes may be providing false positives for open rates.

Data from the following emails:

Consumer – Spring Special Offers Postcard

Constituents – USA Today 10Best Small Town Culture

Numbers of Emails Sent

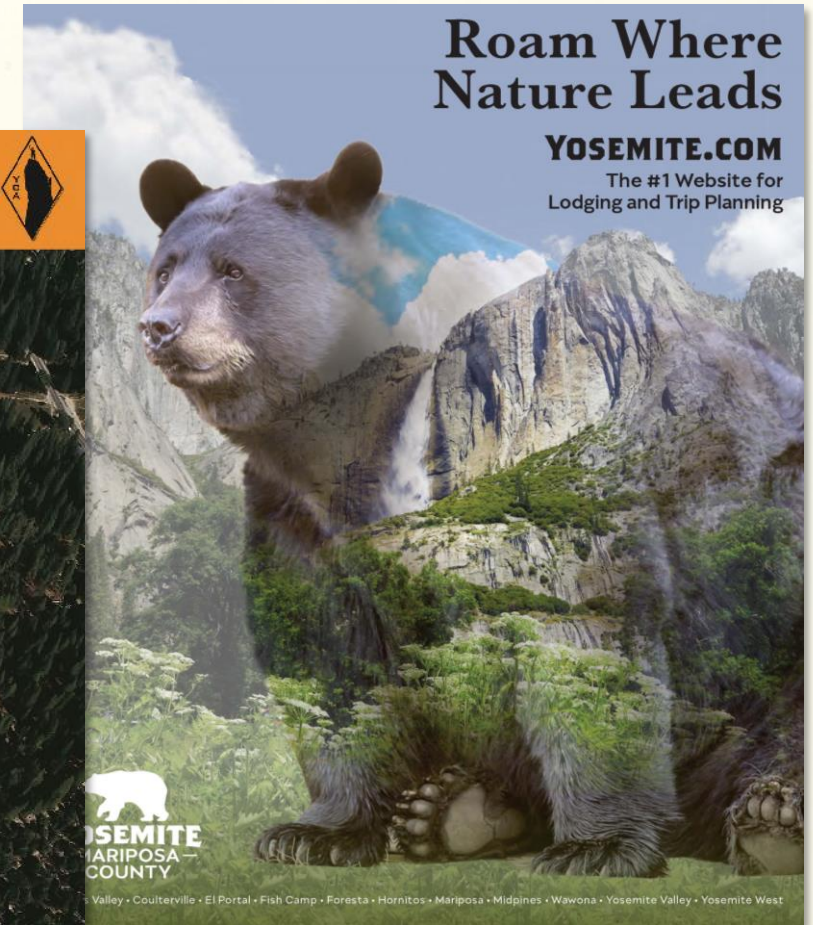
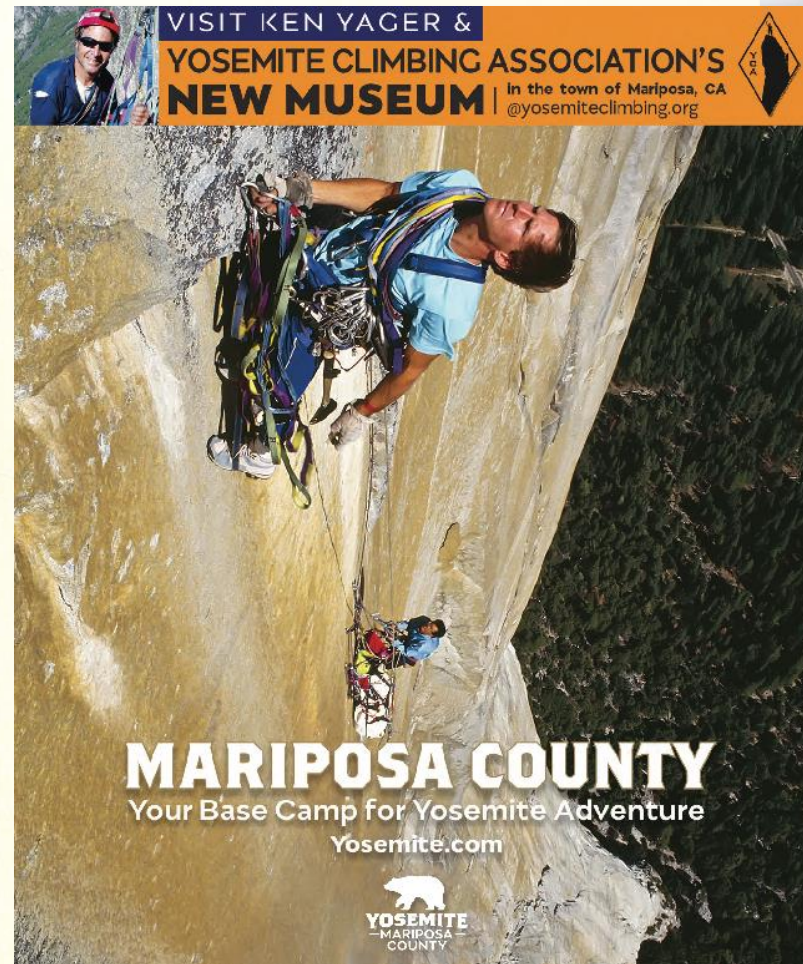


We have produced 72 emails this year, nearly 20 more than all of last year. Fortunately, we have produced many fewer crisis communications!

Traditional Print

Since the last Board meeting, we have placed advertising in:

- Bay Area News Group – 6-page insert delivered to 660,000 homes
- Climbing Magazine – “Ascent” edition annual (to the right)
- NorCal annual - 90,000 distributed
- Local Getaways – 30,000 distribution
- “Discover Mariposa” Mariposa Gazette – 50,000 copies
- California Road Trips annual



Traditional Radio

Our emailed marketing updates have already described the radio spots that we have run. But, as a reminder, here are all of the stations that we have placed ads on this late winter / spring.

Central Valley Radio Stations:




San Francisco Radio Stations:




Native Advertising

This autumn-focused native advertising is running now in SFGate and syndicated to LA Magazine and LA Weekly.




Newsletters



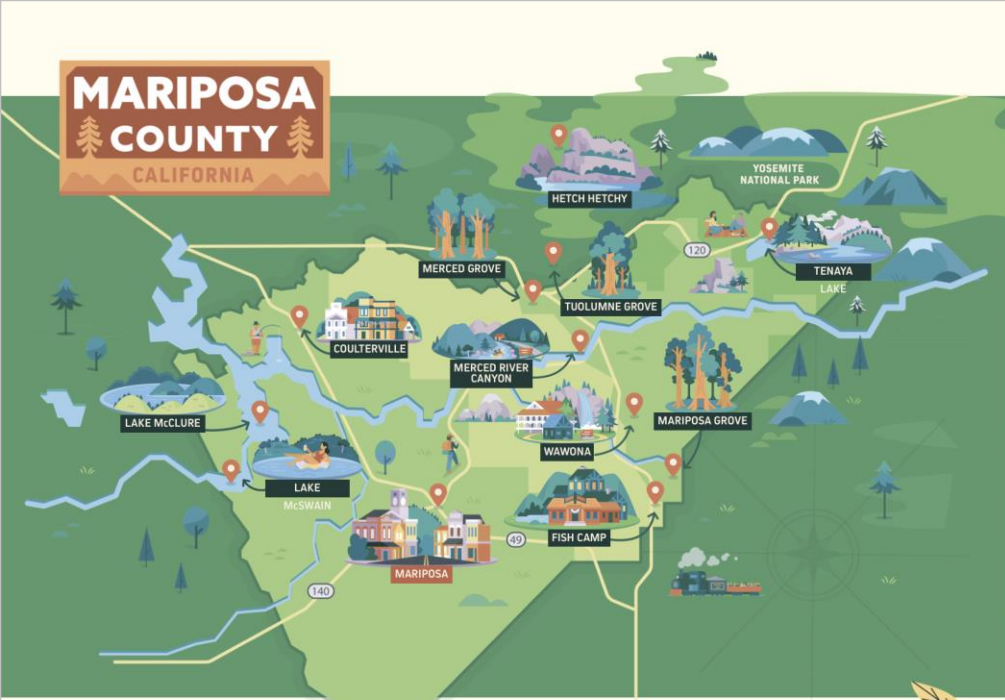
MARIPOSA COUNTY


Yosemite Less Traveled – Autumn Gems in Mariposa County



Tenaya Lake, Tuolumne Meadows, Lake McSwain, Merced Grove. These are just a few of the less traveled locations in and around Yosemite National Park. Most visitors rarely take the time to venture out from the Yosemite Valley floor and explore these awe-inspiring environments. As a result, these Mariposa County destinations that feature bountiful sky, blue water, and giant sequoias are less visited especially in the autumn months, offering more room to explore on your own or with friends and family.

[click on the map to discover more](#)





The surrounding towns share a similar feel. Fish Camp, Wawona, Coulterville and Mariposa are loaded with history and cultural significance and situated within a few miles of extraordinary nature. Each locality also presents the opportunity to go deep into the area's history, whether you're interested in Gold Rush lore, the conservation efforts of John Muir and others, or the Chinese

not surprisingly, the most visited. The Merced Grove is the smallest cluster, but what you lose in total number, you gain in a peaceful atmosphere. Add in the three-mile loop trail along the historic Coulterville Road, the first entrance into Yosemite, and Merced Grove becomes a well-earned opportunity to meditate with few distractions among the 3,000-year-old sentries. The downhill

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



Featured outlets

lonely planet

visit
California

BT breakfast
television™

Mariposa
TODAY
.com
REAL NEWS • RIGHT NOW
Tradition and Truth
Founded in
Faith and Freedom
In God We Trust
UPDATED DAILY

abc **30** ACTION
NEWS



Press Releases



May 10, 2022
Media Contact: Tony McDaniel
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Phone: (209) 742-4567

Mariposa Named Finalist for USA Today 10Best Travel Award for Best Small-Town Cultural Scene

The charming town of Mariposa, Ca. is in the national spotlight for a cultural scene that residents and returning visitors alike know is among the best in the United States.

On Monday, May 9, Mariposa was named as one of 20 finalists for the 2022 10Best Readers' Choice travel award in the category of Best Cultural Scene. To be considered for the award, a town must have fewer than 25,000 residents and have outstanding examples of museums, art galleries, performing arts and a strong stable of local events.

Winners and a top-10 list for the category will be decided by a public vote at the link [here](#). Voting is open until June 6 and winners will be announced on June 17 at 12:00 pm EDT. Voting is open now and each person can vote once per day for the length of the contest. A [live leaderboard](#) is also available at 10best.com. To be considered a "winner" Mariposa just needs to finish in the top-10 in voting, but finishing first is well within reach for Mariposa.

"We hear from visitors all the time about how much they love Mariposa's culture, history and charm. It's a completely authentic Gold Rush and western destination where culture is alive and well, and we're on the doorstep of Yosemite National Park, so we feel that our great little town is certainly deserving of this recognition," said Yosemite Mariposa County Tourism Bureau CEO & Executive Director Jonathan Farrington.

Mariposa is well suited for this contest and perhaps packs more of a punch pound-for-pound than any other towns listed as finalists. Despite its population of just 1,186 people, Mariposa is home to three museums including the Mariposa Museum and History Center, which was named by the Smithsonian as one of the best small museums west of the Mississippi River. The town boasts three art galleries, local filmmakers that debut their works here in Mariposa and holds the title of being the smallest town in America with a symphony orchestra, The Mariposa Yosemite Symphony Orchestra.

Mariposa is home to multiple annual events including the Mariposa County Fair which showcases the incredibly rich agricultural scene that many destinations have left behind. Each spring, Mariposa is home to the Mariposa Butterfly Festival, a family friendly event that releases hundreds of butterflies. Mariposa is literally Spanish for "butterfly" and earned the name when Spanish settlers encountered hundreds of butterflies when the Valley the town sits in was first discovered by Europeans. Mariposa's history goes back well beyond Spanish colonization to the Southern Sierra Miwuk, a local tribe which has called modern day Mariposa home for hundreds of years. The Miwuk and other local tribes are honored each year with an event of their own in Mariposa, the Mariposa Pow Wow.

Yosemite Mariposa County Tourism Bureau, P.O. Box 967, Mariposa, CA 95338, (209) 742-4567



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Questions about Yosemite National Park's Temporary Reservation System? We've Got Tips for Your Trip

Yosemite Mariposa County Shares How to Get the Most Out of Your Vacation

Mariposa, CA (April 4, 2022) – As travelers make their summer vacation plans, Yosemite National Park is at the top of many travel wish lists. This year, due to major construction projects and closed areas of the park, the National Park Service (NPS) has instituted a temporary peak hours reservation system for park visitors. At first glance, this may seem like a hindrance to many vacationers, but the Yosemite Mariposa County Tourism Bureau has insider tips to help navigate the system and maximize your experience in one of the country's most iconic destinations.

"John Adams famously declared 'every problem is an opportunity in disguise'," said Jonathan Farrington, Executive Director of the Yosemite Mariposa County Tourism Bureau. "The Tourism Bureau encourages visitors to follow these helpful tips and enjoy the natural wonders of our region, including the hidden gems outside of the national park. Mariposa County is the home of Yosemite, but there are many incredible hikes, stunning vistas, rustic rivers and Gold Country charm to be found outside the park gates."

NPS's temporary peak hours vehicle reservation system is in place between May 20 and Sept. 30 from 6:00 a.m. to 4:00 p.m. Outside those times, you can still visit the park without a vehicle reservation or day-use pass. There are many ways to enjoy the park without an advanced reservation:

- **Don't rely on your personal vehicle:** You don't need a reservation if you enter Yosemite when using public transportation or private tours. Consider [YARTS](#), the Yosemite Area Regional Transportation System. The bus route goes through the towns of Merced, Mariposa, El Portal, Fresno, Oakhurst, Sonora and Mammoth Lakes. You may even be able to get picked up right from your hotel.
- **Book a guided tour:** If you are arriving as part of a tour group, they will already have your permit covered. <https://www.yosemite.com/things-to-do/yosemite-tours/>
- **Enter during off peak hours:** Love a good sunrise? Enter the park before 6:00 a.m. and get a prime spot to watch the sun rise over the park's granite walls followed by



May 2, 2022
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Mariposa County Tourism Spending Rebounded by \$105 million in 2021

Visitation to Mariposa County increased in 2021, bringing with it a boost to the tourism-based economy as pandemic restrictions eased.

In total, \$361.6 million was spent by visitors to the county, a huge increase over the \$255.3 million spent in 2020 according to The Economic Impact of Travel in California, a report published this week by Visit California and prepared by Dean Runyan Associates. Even more encouraging news, the 41.6% increase in spending in the county brought back 550 more tourism-based jobs – a total of 4,230 jobs, an increase of 14% from 2020's total and the highest number of tourism-based jobs in the county since 2017.

Mariposa County's workforce expansion in the tourism sector was twice the national average in 2021, which is not a surprise, as tourism historically accounts for nearly 50% of the county's total work force.

"Through hard work and persistence, our county showed its resiliency in 2021, and that tourism will be a viable economic leader for years to come," said Yosemite Mariposa County Tourism Bureau CEO and Executive Director, Jonathan Farrington. "During the pandemic, people dreamt of being outdoors, and Mariposa County and Yosemite provides natural comfort during difficult times. We still have challenges to overcome in 2022 and beyond, but also things to be optimistic about. YMCTB is already working to ensure that Mariposa County's economic growth continues this year through our destination marketing and promotion."

Visitor spending to Mariposa County increased in nearly all categories including accommodations, food service, retail sales and arts, entertainment and recreation. Most notably, accommodation spending was up 47.2% to \$161 million. The leader in accommodation spending was private home or vacation rental spending which was up 211% to \$10.9 million from \$3.5 million in 2020, illustrating the desire to travel and stay in "family bubbles" while concerns over the pandemic were prevalent.

Income from tourists visiting Mariposa County via taxable receipts was up 37.9% in 2022 with \$21.6 million dollars. This spending by tourists goes to support county finances and services for fire protection, road maintenance, county staffing and supports the Mariposa County Sheriff Department.

Few counties in California bring in more visitor spending per capita than our own. Mariposa County was tied with Alpine County for the highest percent of visitor-generated taxable sales at 36.1%. Mariposa County's tax income per household of \$4,627 is the third highest in the state only behind Alpine and Mono Counties.

The local tourism economy turned a corner in 2021, but there is still more room for recovery in coming years. Destination spending was still down by more than \$100 million from 2019's pre-pandemic levels. However, international visitation is expected to return to normal levels by 2024 or 2025 as pandemic

Yosemite Mariposa County Tourism Bureau, P.O. Box 967, Mariposa, CA 95338, (209) 742-4567



Earned Media Log

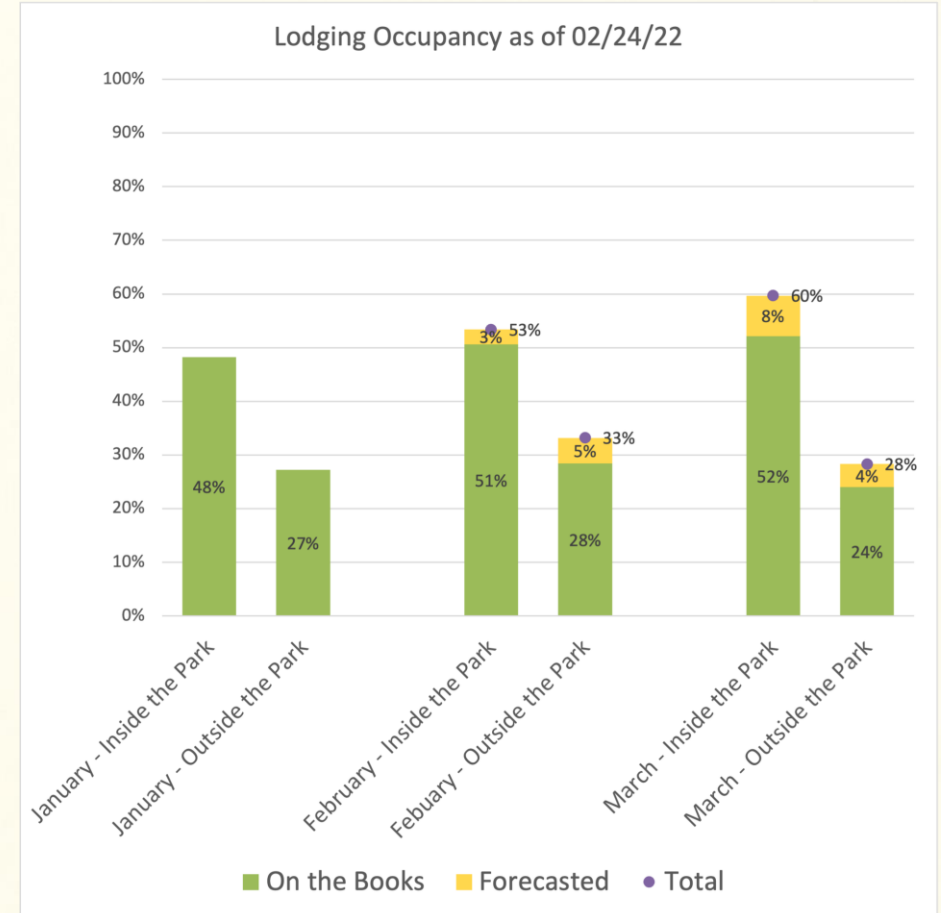
3/17/22	Adventure and adrenaline: Seventeen endorphin-enriching travel experiences around the world	The Travel Daily
3/18/22	Step Into Spring With These Outdoor Breaks	NI Travel News
3/20/22	35 Glamping Spots & Cozy Cabins Perfect for Spring	Tiny Beans
3/26/22	Enriching Education: Women's History in Yosemite	Motherhood Moment
3/26/22	The Great American road trip: 5 of the best bucket list routes	TravelMole
3/29/22	Hit the road: 5 bucket list US road trips	Traveldailymedia.com
3/29/22	Hit the Road: 5 USA bucket Trips	NI Travel News
3/29/22	Inspiration for Multi-Generational Holidays in America	ITTN
4/7/22	Why Yosemite needs your love and how to help	Trip Advisor
4/14/22	Geschutzte Schonheit	Dumont Kalifornien
4/15/22	Yosemite Climbing Museum set to officially open	TravelMole
4/21/22	OFFICIAL OPENING OF THE YOSEMITE CLIMBING MUSEUM & GALLERY	The Borough of Hounslow Herald
4/21/22	Official Opening of the Yosemite Climbing Museum & Gallery	THE CHISWICK HERALD
4/22/22	Earth day 2022 - travel sanctuaries around the world	The Travel Daily
4/22/22	OFFICIAL OPENING OF THE YOSEMITE CLIMBING MUSEUM & GALLERY	Viestra
4/25/22	Video hit on National Canadian Morning Show	Breakfast Television
5/2/22	County's Tourism Spending Rebounds in 2021	Mariposa Today
5/4/22	Mariposa County Tourism Spending Rebounds by \$105 Million	Sierra News Online
5/10/22	Seek Self-Care With These 15 Getaways	NI Travel News
5/10/22	Mariposa named finalist in national competition	ABC News 30
5/10/22	Mariposa Named Finalist for Best Small-Town Cultural Scene	Sierra News Online

Gap Analysis

Over the past year, YMCTB has been sending GAP surveys to determine occupancy demand. This information helps gauge when added or reducing marketing investment is required to impact bookings. We have determined that the actual occupancy numbers are not accurate enough to use as a true data point.

What we have come to rely on are the written comments from all of you who respond and provide on the ground accounts of demand and consumer input. We will continue to send these requests.

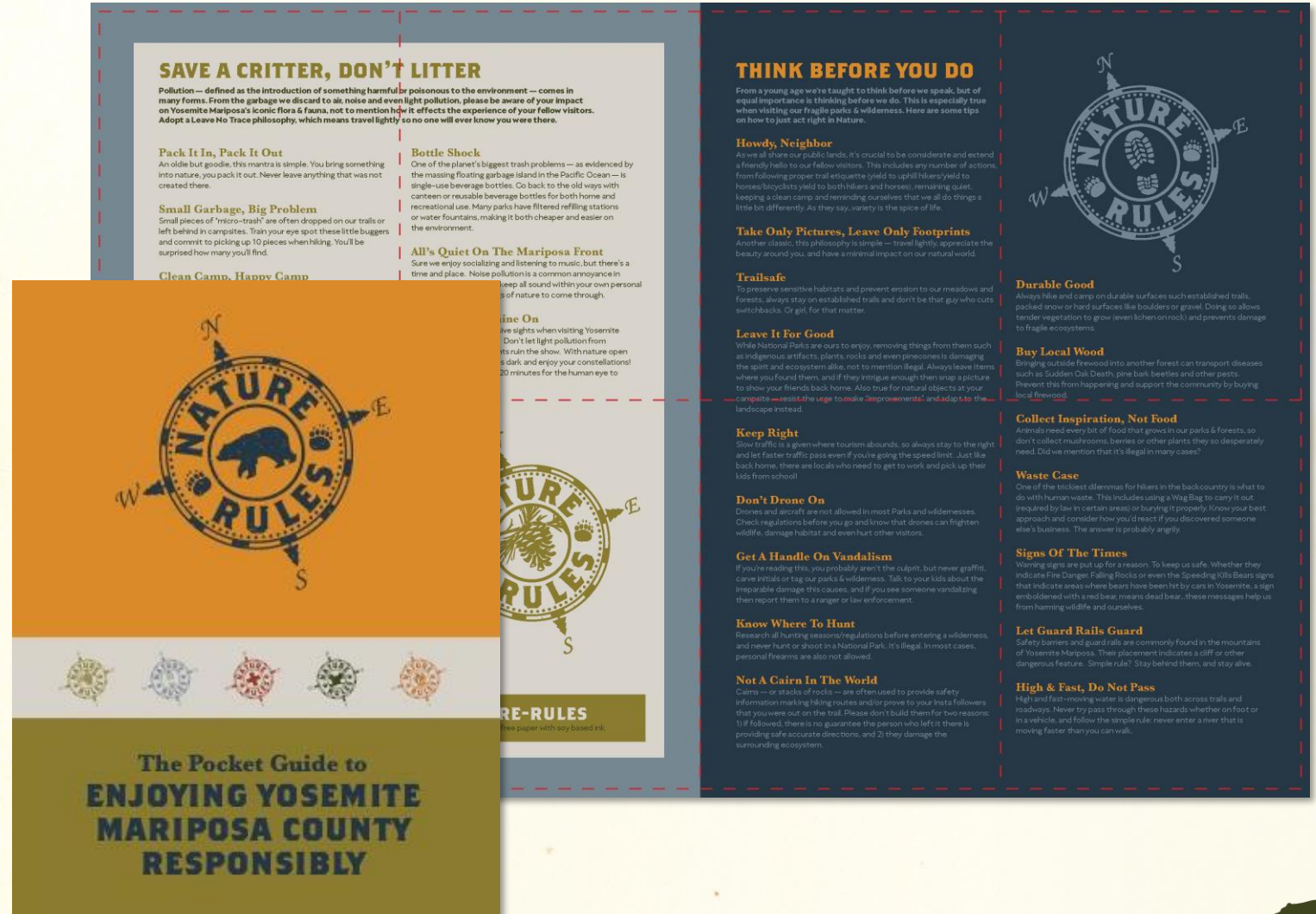
YMCTB plans to shift to a retained data source for occupancy, average rate and demand. When the budget is approved, we will engage the best provider, and share this data over the coming fiscal year.



Collateral

We are working on a number of collateral projects, including our digital destination vacation planner.

Other projects include the new Nature Rules Pocket Guide (see draft to the right) and a redo of the Mariposa Town Map.



Travel Trade / Trade Shows

Upcoming events:

California Cup – Sacramento - May

IPW – Orlando - June

ESTO – Grand Rapids – August

Msi Sales Week – Germany - September

Brand USA Week – Frankfurt - September

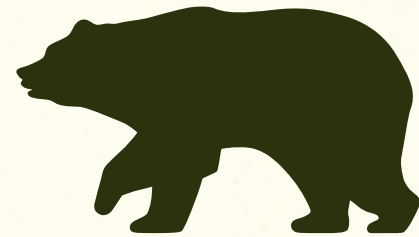
Go-West – Anchorage – February

Visit CA Outlook – Sacramento - March





Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU