

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
May 20, 2021
Marketing Update**



Overview

TOT & TBID Income
KPS: Performance Recap
Book>Direct Tracking
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18-month Content Calendar
100 Things to Do in Mariposa County

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Travel Trade / Trade Shows
Email Marketing
Traditional Print
Traditional Radio
Earned Media
Marketing Plan
International Marketing
Local Events and Sponsorships
Traditional Sales
Collateral

Executive Director Update

Executive Director Notes:

Completed HR Committee meeting April 27th. The outcome will be discussed today in the closed session.

Completed Marketing Committee May 3rd.

- Motion was made to recommend approving the draft budget

- Discussed Co-op marketing and favorable interest in participation for the coming year

Email to Board and Advisors EXCLUSIVE pre-board information to review PRIOR to Board Meetings. Board members to open and review prior to meetings.

Completed presentation to the Mariposa County BOS May 18th

- Fulfilling our contractual obligation for 2020/2021 county investment

- Reviewed efforts to build the Mariposa County “Brand”

- Covered YMCTB 3-year lead-up to current fiscal position, budget, and made 2021/2022 financial contribution request

TOT & TBID Income

TOT Collections

Month	20/21 Amount	19/20 Amount	18/19 Amount	17/18 Amount	16/17 Amount
July	\$ 1,474,664	\$ 2,857,229	\$ 1,548,198	\$ 1,995,936	\$ 2,011,727
August	\$ 1,591,830	\$ 2,626,881	\$ 650,470	\$ 1,823,040	\$ 1,827,371
September	\$ 790,349	\$ 2,483,753	\$ 1,670,119	\$ 1,641,612	\$ 1,700,907
October	\$ 1,327,953	\$ 1,852,803	\$ 1,276,720	\$ 1,289,251	\$ 1,224,684
November	\$ 1,166,846	\$ 1,094,861	\$ 859,085	\$ 769,596	\$ 761,591
December	\$ 266,374	\$ 1,081,371	\$ 748,286	\$ 752,876	\$ 731,360
January	\$ 211,545	\$ 598,299	\$ 454,886	\$ 468,527	\$ 406,545
February	\$ 761,434	\$ 779,460	\$ 394,608	\$ 507,606	\$ 476,816
March	\$ 1,325,065	\$ 378,288	\$ 671,734	\$ 748,369	\$ 735,920
April		\$ 10,793	\$ 1,471,107	\$ 1,112,161	\$ 1,274,928
May		\$ 17,168	\$ 2,234,619	\$ 1,709,524	\$ 1,678,830
June		\$ 571,448	\$ 2,844,599	\$ 2,165,245	\$ 2,052,049
GR TOTAL	\$8,916,061	\$ 14,352,353	\$ 14,824,432	\$14,983,743	\$ 14,882,728

Δ Prior Year \$ (5,436,293) \$ (472,079) \$ (159,311) \$101,015 \$ 529,576

Year To Date \$ (4,836,885)

Revised 5/21/2021

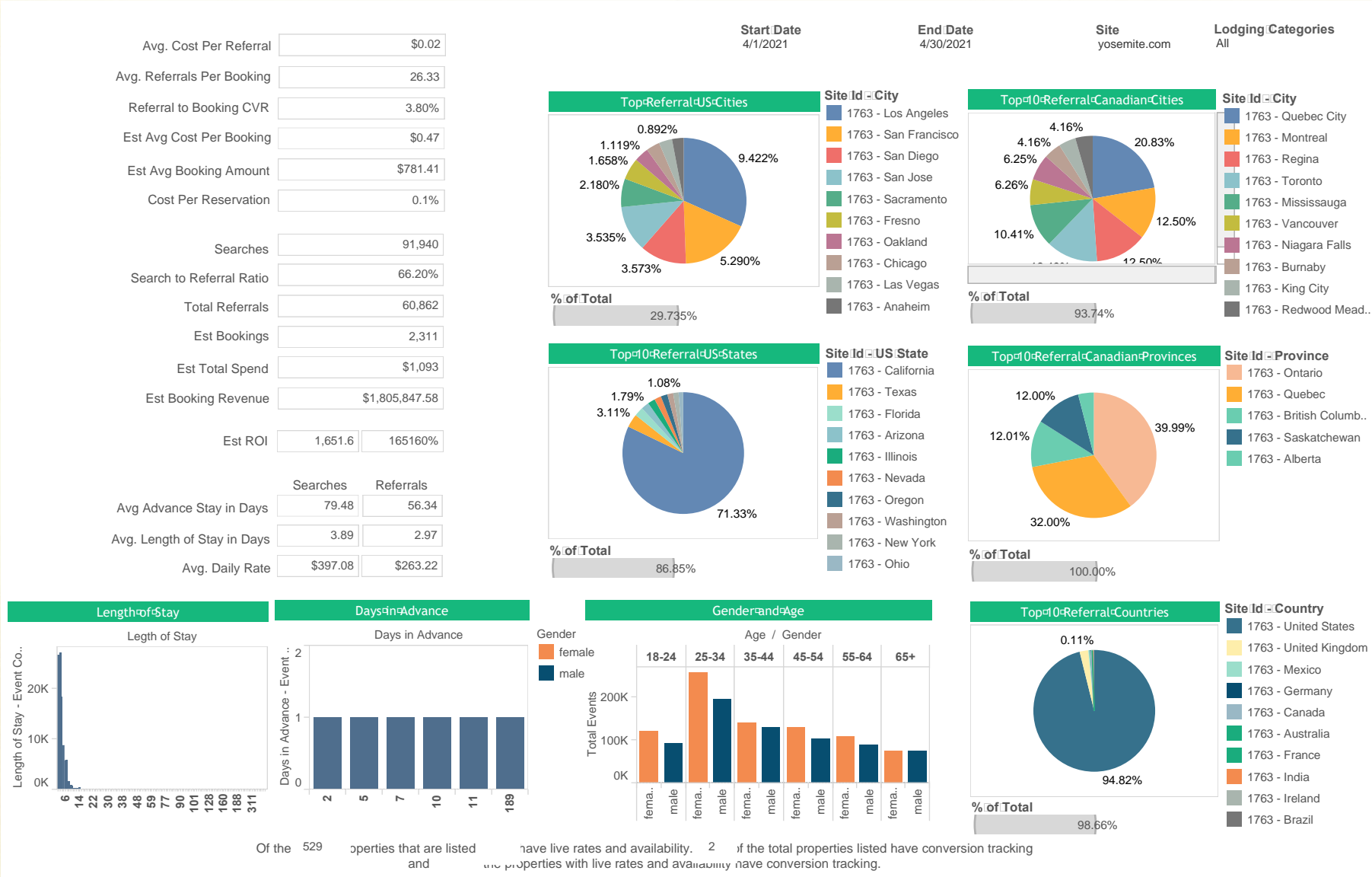
TBID Income History

Month	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016
Jul	\$32,892	\$284,356	\$210,888	\$200,131	\$174,621	\$165,693
Aug	\$137,534	\$226,277	\$179,271	\$211,504	\$193,572	\$197,903
Sep	\$123,733	\$227,407	\$59,998	\$165,258	\$178,864	\$187,790
Oct	\$86,666	\$227,841	\$96,547	\$183,879	\$181,180	\$173,887
Nov	\$85,361	\$116,805	\$202,663	\$141,347	\$145,501	\$125,966
Dec	\$111,592	\$148,902	\$97,688	\$92,485	\$105,027	\$76,674
Jan	\$44,592	\$94,089	\$46,424	\$79,151	\$81,362	\$101,375
Feb	\$28,312	\$53,395	\$60,668	\$49,164	\$43,071	\$46,344
Mar	\$89,118	\$62,297	\$56,365	\$53,953	\$49,021	\$38,191
Apr		\$37,165	\$61,510	\$62,241	\$62,398	\$52,476
May		\$5,937	\$105,351	\$96,000	\$107,080	\$122,025
Jun		\$3,422	\$124,642	\$156,291	\$155,442	\$134,669
Total	\$ 739,800	\$1,487,891	\$1,302,017	\$1,491,404	\$1,477,140	\$1,422,994
Total PY	\$1,487,891	\$1,302,017	\$1,491,404	\$1,477,140	\$1,422,994	\$1,337,792
Diff	\$ (748,091)	\$ 185,874	\$ (189,387)	\$ 14,265	\$ 54,146	\$ 85,202

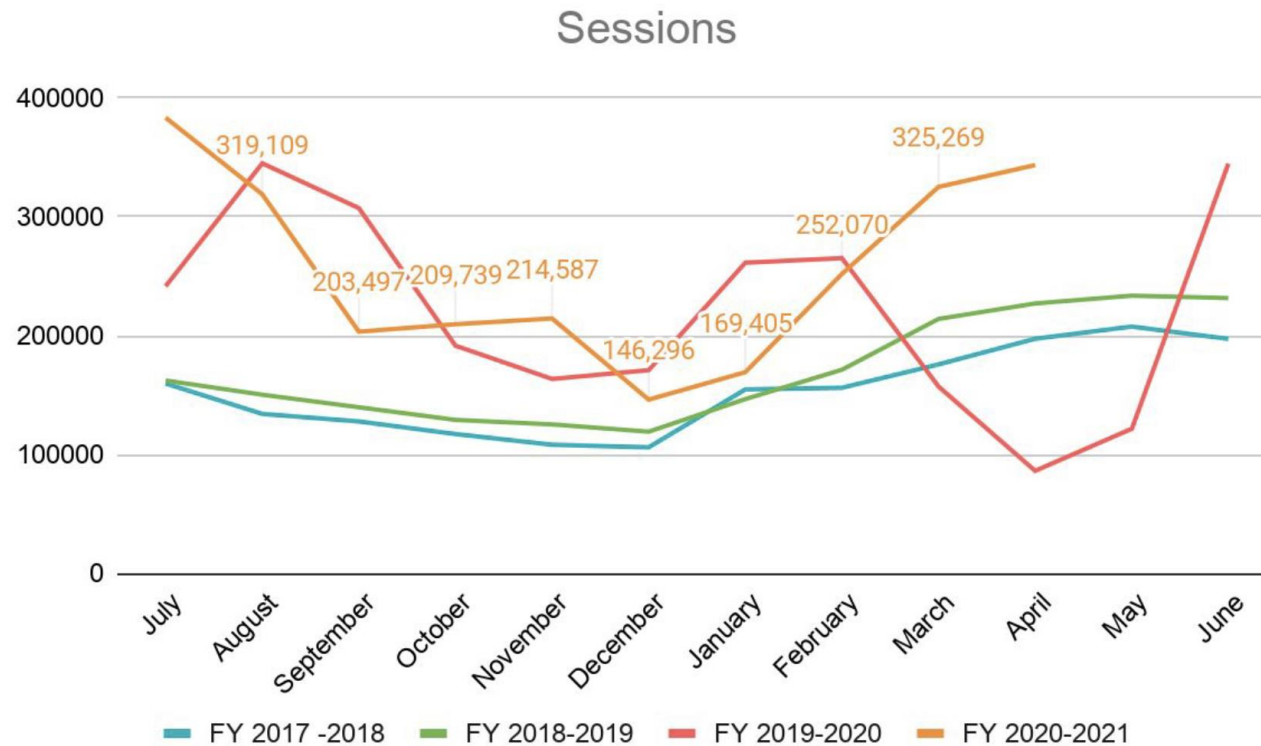
KPIs: Performance Recap

	July 1, 2020 – June 30, 2021 Month 10 of 12 = 83%	FY 2020/21 Annual Goals
PRIMARY KPI Partner Referrals	ACTUAL: 463,905 98% to goal Lodging: 390k Things to do: 58.1k Dining: 15k	472,500 Referrals Lodging: 354,375 Things to Do: 108,675 Dining: 9,450
Supporting KPIs		
Overall Sessions	ACTUAL: 2,567,150 106% to goal	2,420,000 Sessions
Organic Sessions	ACTUAL: 1,182,540 84% to goal	1,400,000 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 108,907 48% to goal	225,000 Sessions
Tracked Metrics		
Book Direct Referrals	April: 60,862	YTD Total: 437,475
Newsletter Sign Ups	New Subscribers FY YTD: 6,699	Total Subscribers: 57,609

Book>Direct Tracking



Overall Growth: Sessions



Total Fiscal Year Sessions	2,567,150
Fiscal Year Goal	2,420,000
% of Goal Reached	106%

International Market Growth



Total Fiscal Year International Market	108,907
Fiscal Year Goal	225,000
% of Goal Reached	48%

Site Channel Performance

Compared to the previous year, all channels saw growth. The biggest contributors to this growth were organic search and paid social. Bounce rate overall increased by 2%, however all channels shown here improved in bounce rate YoY. Avg. Session Duration improved by 13% YoY also.

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	147,921	135.0% ↑	117,188	45.31%	2.21
Paid Social	64,393	238,392.6... ↑	56,691	68.49%	1.72
Paid Search	52,720	1,965.8% ↑	41,600	35.68%	3.04
Direct	32,771	109.2% ↑	25,245	46.14%	2.15
Display	18,957	1,245.4% ↑	13,888	90.72%	1.17
Referral	11,776	427.6% ↑	9,573	19.49%	2.17
Social	10,191	588.1% ↑	9,171	21.47%	1.49
Email	4,457	21,123.8% ↑	3,349	15.53%	2.16

Display Ads Performance in US

- Ads generated 2,772,071 impressions and 3,410 clicks
- Average conversion rate of .04%
- Spring retargeting ads Autocamp creative drove the most conversions, with an average cost per conversion of \$2.84, decreasing by almost \$3 MoM.
- Autocamp is outperforming Blackberry Inn for retargeting, and Whitewater is the top performer for prospecting.
- The top performing creative is featured to the right:



Paid Social Media Ads Performance

- Ads generated 4,316,466 impressions and reached 1,361,019 users.
- Paid social sessions increased exponentially YoY, with only 27 sessions occurring in April of 2020, compared to 64,393 sessions last month.
- In April, your Families Special Offers audience was most engaged, with an overall 5.7% CTR – the top ad had a 8.2% CTR and is to the right.
- Overall the average CTR of 3.86% is outperforming the industry benchmark of .90%.



Other Digital Media

Native Advertising

We contracted with both SF Gate and the Bay Area Newsgroup to place native advertising on their sites. SF Gate has a wider reach and we had very good response:

- Readers were on the page for 2:33 minutes. Industry average is 1:06 on desktop and :56 on mobile.
- The number of impressions were 1,389,597. The number of page views were 10,915 and 400 clicks to the website.
- The native advertising was also promoted through cnn.com, usdailynews.com, nationalgeographic.com and others.

The collage displays various digital marketing materials for Yosemite Mariposa County. At the top left is a screenshot of an SF Gate article titled "YOSEMITE MARIPOSA COUNTY TURNS 'SHELTERING IN PLACE' ON ITS HEAD". Below this is a large image of a waterfall. To the right is a screenshot of the Yosemite Mariposa County website, showing a "BOOK YOUR STAY" section with a large image of a mountain landscape. At the bottom right is a social media post from the Yosemite Mariposa County Tourism Bureau, featuring a black bear silhouette and the text "YOSEMITE MARIPOSA COUNTY TOURISM BUREAU".

Other Digital Media


expedia.com/Cars?semcid=US.MULTILOBC.GOOGLE.GT-c-EN.CAR&semdtl=a1117...

his page

I have a discount code ▾

Search

Ad



Feel the rush
Refresh your spirit in Yosemite Mariposa County where waterfalls and adventure await.

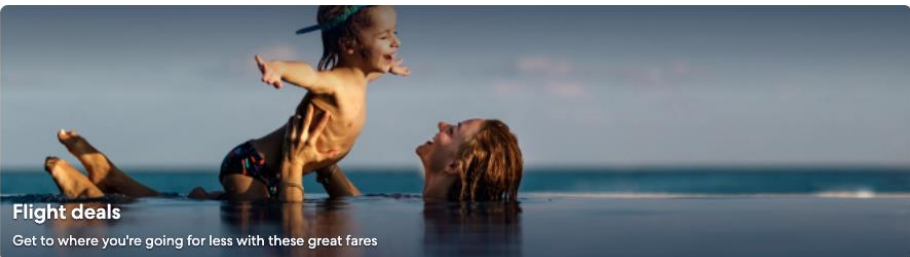
Orlando
Visit a different park every day in the theme park capital of the world.

Punta Cana
Enjoy Caribbean resorts, sunshine, and stretches of beaches in Punta Cana.

Hertz Get 1 free day* when you book 4+ days.
Experience extra mile service & safety. [Book Now](#)

Explore, discover, and save

Flight deals
Get to where you're going for less with these great fares



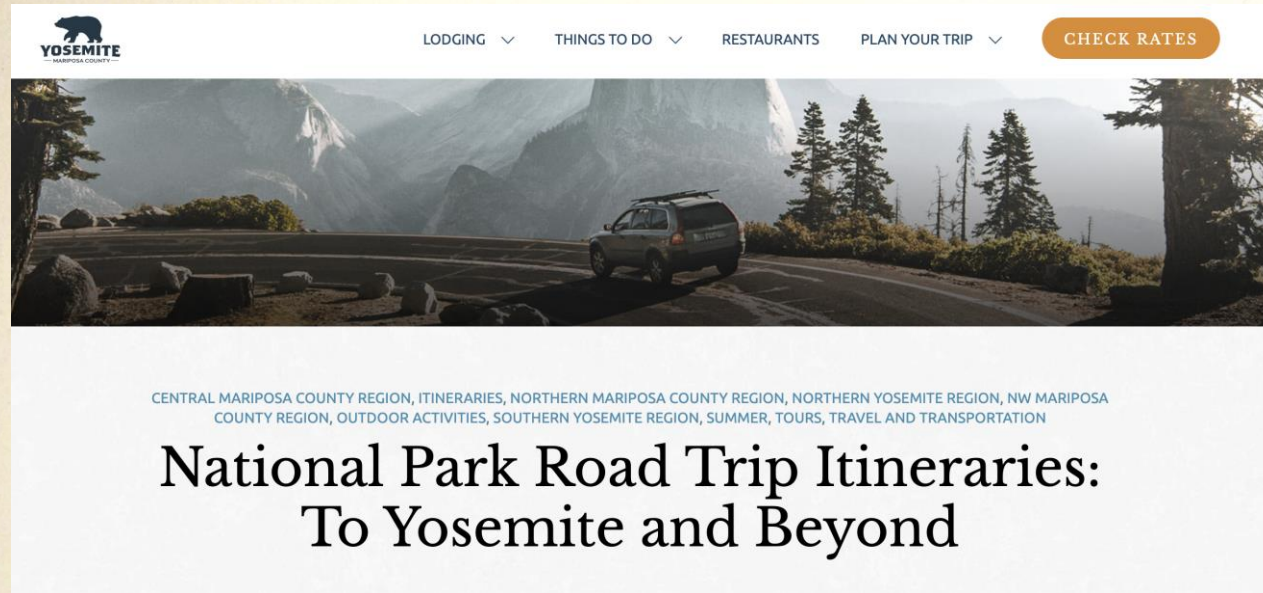
FEEL THE RUSH
PLAN YOUR TRIP
YOSEMITE
— MARIPOSA COUNTY —

Expedia

Taking advantage of the co-op opportunities with Visit California, YMCTB is running a landing page, marquee ad and banner ads throughout their site.

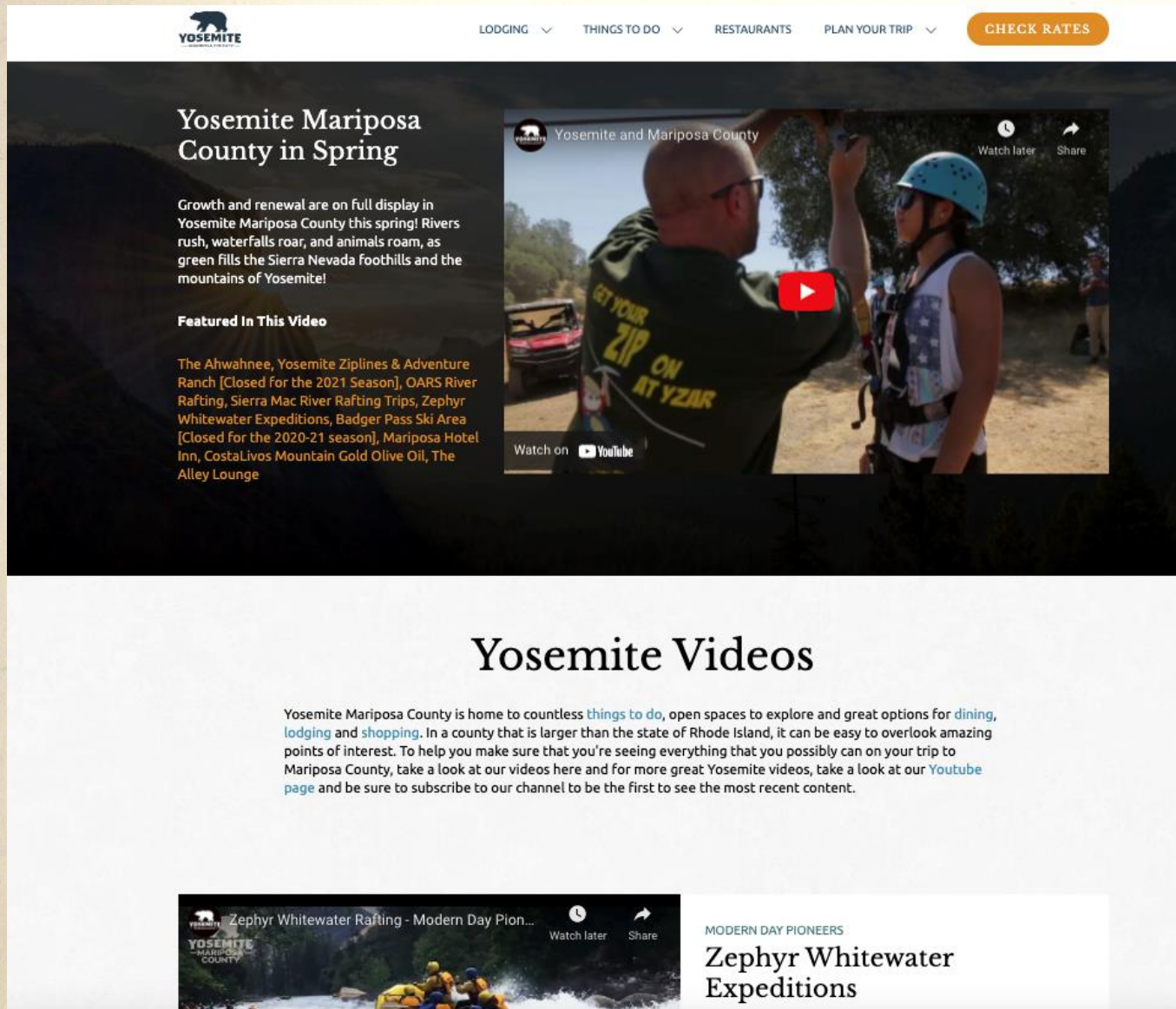
The cost to YMCTB is \$20,000 and the value of the campaign after the Visit California contribution and the added value ads from Expedia is \$52,000.

SEO



- YMCTB and Noble have updated the processes and systems in which we organize our SEO efforts through to ensure the process is streamlined and efficient.
- Based on search engine data, YMCTB identified two articles that would be good to write about since the search terms were popular: National Park Road Trip Itineraries and Yosemite National Park Reservations.
- In addition to the new content, page optimizations based on search terms were made on 15 different pages.
- Noble also provided updates on our lodging, hotels, cabin rentals and camping pages to help defend our already high page rank on Google.

Yosemite.com Strategy 2.0



- We've officially launched our Video Hub on Yosemite.com, which gives us a place to feature all of the video assets we work on to promote businesses throughout the county.
- Next step with the Video Hub is to further integrate it into the site. We are working with Noble on the best avenues to do this through.
- We've also begun implementing some concepts that were presented by Noble Studios via a User Experience audit. These improvements will help keep our aging website quick, nimble and operational since the framework for our site is aging.

18-month Content Calendar



CENTRAL MARIPOSA COUNTY REGION, FAMILY AND KID FRIENDLY, GENERAL TRAVEL TIPS, HOLIDAY, ITINERARIES, NORTHERN MARIPOSA COUNTY REGION, NW MARIPOSA COUNTY REGION, PRIVATE OCCASIONS, SPRING

Mom Squad: Mother's Day In Yosemite Mariposa County

It was the Greek playwright Sophocles who keenly observed "children are the anchors that hold a mother to life" but he forgot the other, funner part — they're also the kites that make a mother's spirit soar! And what better place to take familial flight than by celebrating Mother's Day in Yosemite Mariposa County?

With tasty local food, inspired hikes, world-class spas and vast blue Sierra skies, Yosemite Mariposa County is the perfect Mother's Day getaway, providing a fresh take and well-deserved break when it comes to honoring mom.



GENERAL TRAVEL TIPS, NEWS AND ANNOUNCEMENTS

What you need to know about the Yosemite temporary vehicle reservation system – and what to do if you don't get one.

- Since the last meeting we've published **5 new articles** brining our total on the year to 56, 16 articles more than our goal for the fiscal year.
- New content includes an article that helps trip planners understand the temporary reservation system – and provide those with out reservations options to get into Yosemite as well as an article pushing Mother's Day visitation to the region.
- We've also restructured our content calendar meetings making them monthly over quarterly.
- We're also shifting some from producing new content to updating our older content. Since there has been so much new content produced on Yosemite.com, that we now need to make sure it remains relevant

100 Things to Do in Mariposa County



Explore Rates

All Lodging ▼

Check-In



Check-Out



SEARCH

[Attractions](#), [Central Mariposa County Region](#), [Events](#), [General Travel Tips](#), [Mariposa County Regions](#), [Northern Mariposa County Region](#), [NW Mariposa County Region](#), [Outdoor Activities](#), [Southern Mariposa County Region](#)

100 Things To Do In Mariposa County

COVID-19 Disclaimer: Due to the outbreak of COVID-19, some services and activities may not be open or are operating on a limited basis. Before visiting, we recommend calling any business or activity.

From low elevation lakes to high elevation peaks. From the Sierra National Forest to the Stanislaus National Forest.

Special Offers



Special Offers



OARS River Rafting

Save 25% on any Merced River trip with OARS - Offer ends May 31

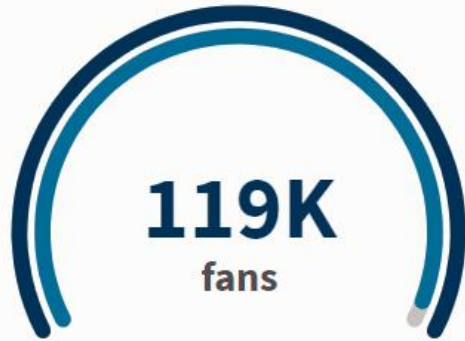
[View Offer](#)

Business participation in our Special Offers program has slowed since the last report. We are making a strong effort to gather offers for Fall and Winter.

- Participation to date – 64 offers.
- 249,488 page views since July 1, 2020.

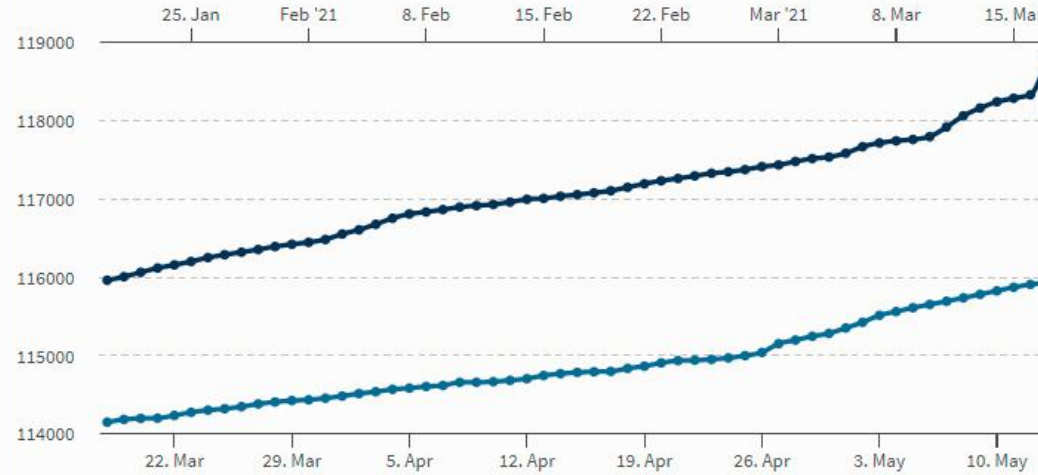
Social Media – YosemiteNation Facebook

f Total Fans



↗ 2.9K from 116K

f Fans by Date



f Lost Fans



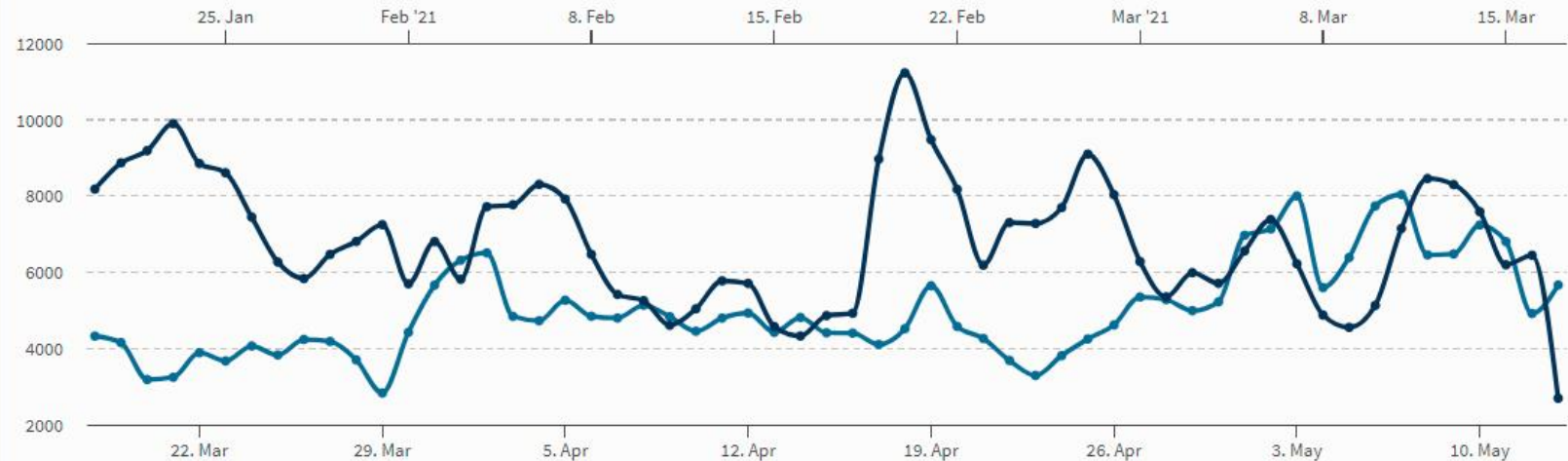
↘ 232 from 667

f Total Content Clicks



↗ 36% from 286K

f Content Clicks by Date



Social Media – YosemiteNation Facebook Examples

Yosemite Nation
Published by Hootsuite · May 6 at 12:46 PM · 🌐

Glacier Point Road is open!
Photo by Instagram user @theconstantchase
<http://ow.ly/6IEb50EGG1e> (Tips for visiting in Spring)... See More



456,729
People Reached

33,745
Engagements


[Boost Post](#)

19K

371 Comments 2K Shares

Yosemite Nation
Published by Craig Polson · April 14 at 3:31 PM · 🌐

Spring is a great time to photograph Yosemite reflected in pools of water, and Mirror Lake isn't the only place to do it! Take a look at our article for lots of ideas for your next photo safari.
[#YosemiteNation](#) [#VisitGoldCountry](#) Visit California
<http://ow.ly/4OZm50EoGQR>



YOSEMITE.COM
Mirror Image: 4 Seasons of Reflection Photography in Yosemite | Discover Yosemite National Park

126,629
People Reached

10,854
Engagements

[Boost Again](#)

Boosted on April 14 at 3:33 PM
By Craig Polson

Completed

People Reached	118K	Post Engagements	12.8K
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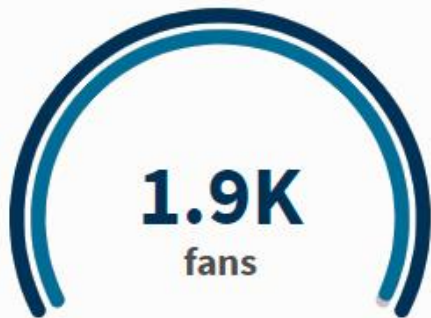
[View Results](#)

7.6K

120 Comments 461 Shares

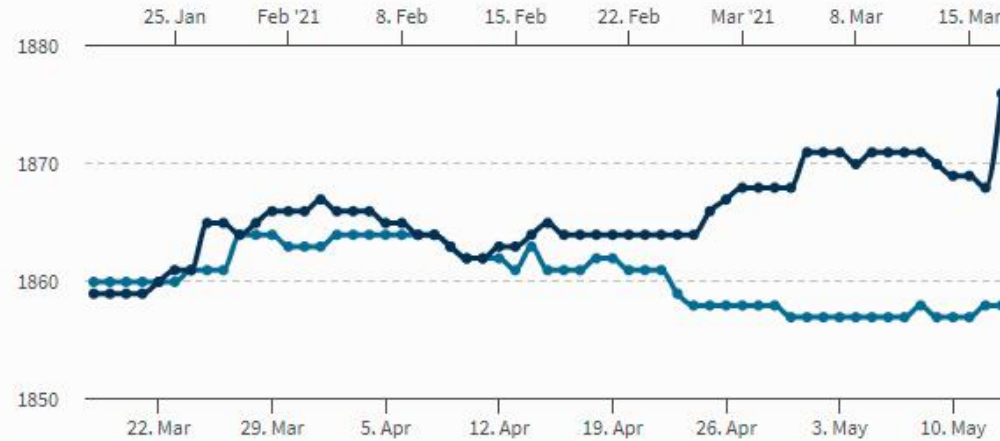
Social Media - Facebook Local

f Total Fans



➤ 18 from 1.9K

f Fans by Date



f Lost Fans



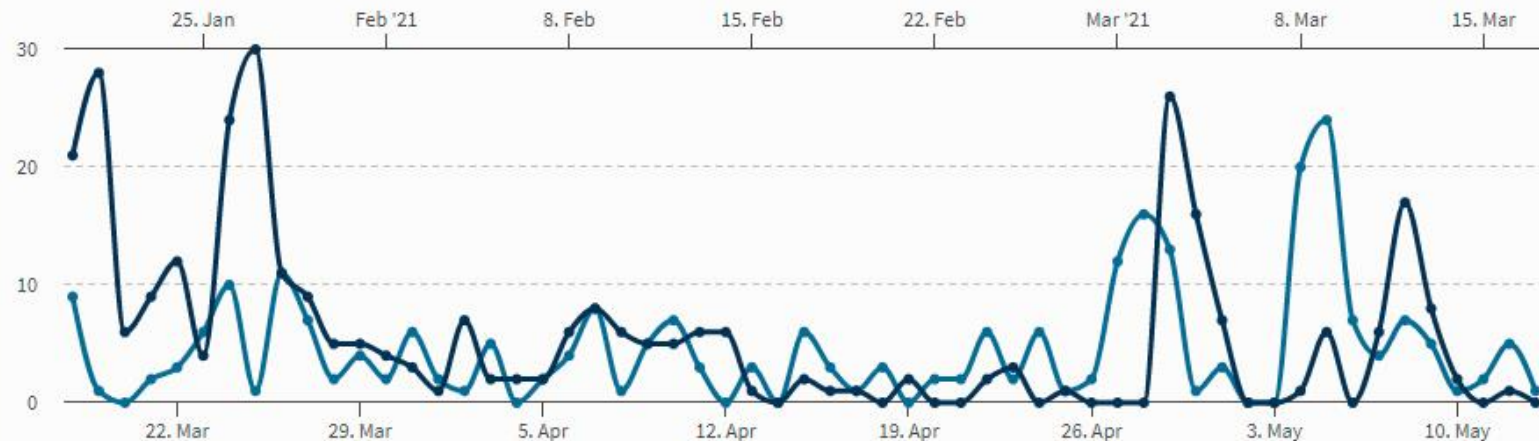
➤ 3 from 13

f Total Content Clicks



➤ 26.9% from 260

f Content Clicks by Date




Social Media - Facebook Local Examples

Yosemite Mariposa County Tourism Bureau
Published by Hootsuite · May 8 at 9:00 AM ·

It's National Travel and Tourism Week. Keith and Stephanie Erikson's love and careers bloomed and grew in the heart of [Yosemite National Park](#). They chose Mariposa to call home, and here they raised their family and run two great local businesses, the [River Rock Inn](#) and [The Alley](#). This is their story.

<http://ow.ly/6oib50EHLXn> (video)
<http://ow.ly/KSFP50EHLXo> (more info)
[#YosemiteNation](#)



YOUTUBE.COM
River Rock Inn & The Alley - Modern Day Pioneers
The Erikson's tale is a love story that bloomed in the heart of Yosemite Valley. From the day they met ...

152 People Reached 20 Engagements [Boost Post](#)

[Like](#) [Love](#) 7


Yosemite Mariposa County Tourism Bureau
Published by Hootsuite · April 29 at 5:00 PM ·

Glacier Point Road will open Friday, April 30, at 8 AM (conditions permitting)!

Trails in the area are still snowy and/or flooded. Hikers should be prepared to turn around if snow obscures the trail. The Four Mile Trail remains closed due to hazardous conditions.

Wilderness permit reservations for overnight hikes with trailheads on Glacier Point Road will become available for trips starting May 3.... [See More](#)

GLACIER POINT ROAD TO RE-OPEN

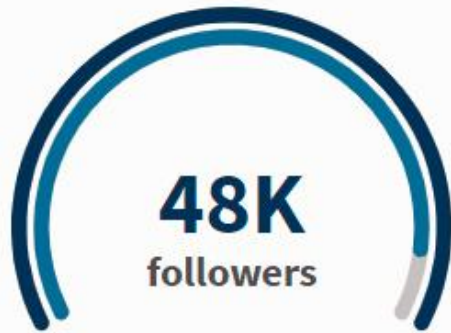


597 People Reached 56 Engagements [Boost Post](#)

[Like](#) [Love](#) 8 5 Shares

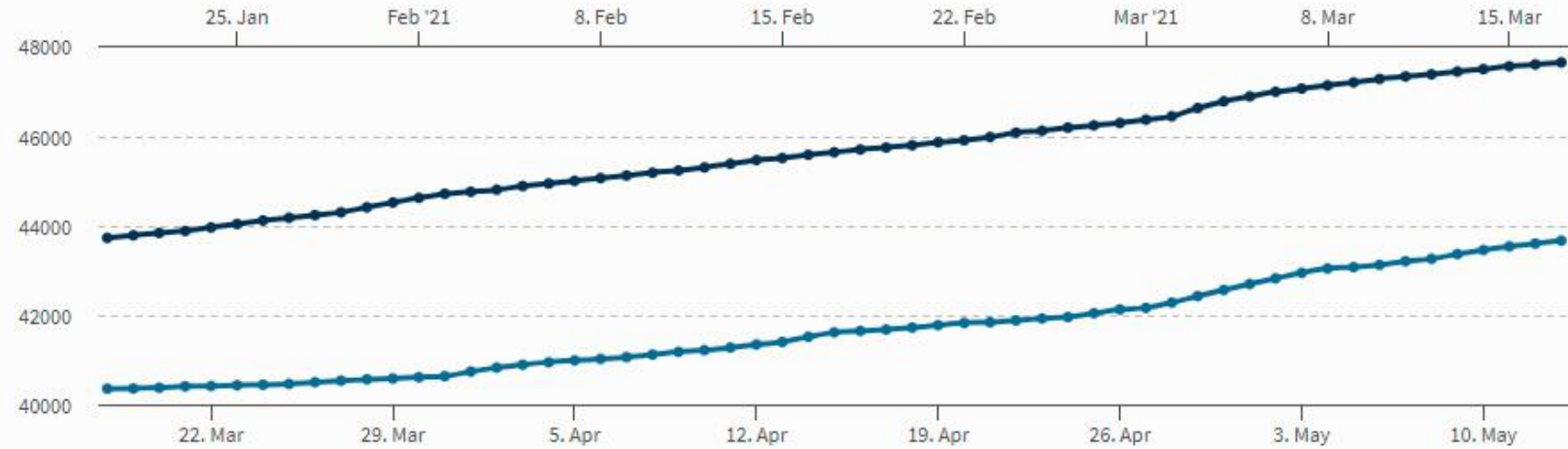
Social Media - Instagram

Total Followers

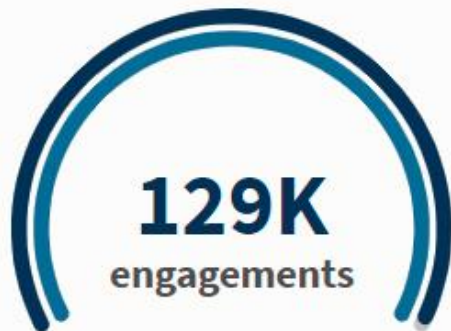


↗ 4K from 44K

Followers by Date



Total Engagement



↘ 0.9% from 131K

Engagement by Type

Photo ↘ 1.2% 128K

Video ↗ 48% 888

Engagement by Type



Social Media - Instagram Examples



yosemitenation



yosemitenation Our backyard or Cloud 9? Answer: Both!
Photo by @jaredwarrenphotography
#yosemite #yosemitenationalpark
#yosemitevalley #yosemitenation
#yosemitenp #yosemite_national_park
#yosemitenps #yosemitepark
@YosemiteNation @yosemitenps
@visitcalifornia #californialove
#california #californialove ❤️
@visitcalifornia #californialove
@visitgoldcountry

7w



nataliecal Is that Bridal veil? It's been years since I've been. ❤️



7w Reply



Liked by bradleypuhler and 5,200 others

MARCH 21



Add a comment...

Post



yosemitenation



yosemitenation Zephyr Whitewater Rafting - Modern Day Pioneers

Zephyr Whitewater Rafting is a multigenerational business with almost five decades of helping Yosemite Mariposa County visitors laugh, hoot, and get a little wet!

In this episode of Modern Day Pioneers, learn about the Ferguson family and their journey together on the rivers of the western states, the Merced River, and the river of life.

#YosemiteNation #VisitGoldCountry
@Visit California

 | [https://bit.ly/3987Baf?](https://bit.ly/3987Baf?utm_source=fb_vn%20vn&utm_medium)
utm_source=fb_vn%20vn&utm_medium



4,695 views

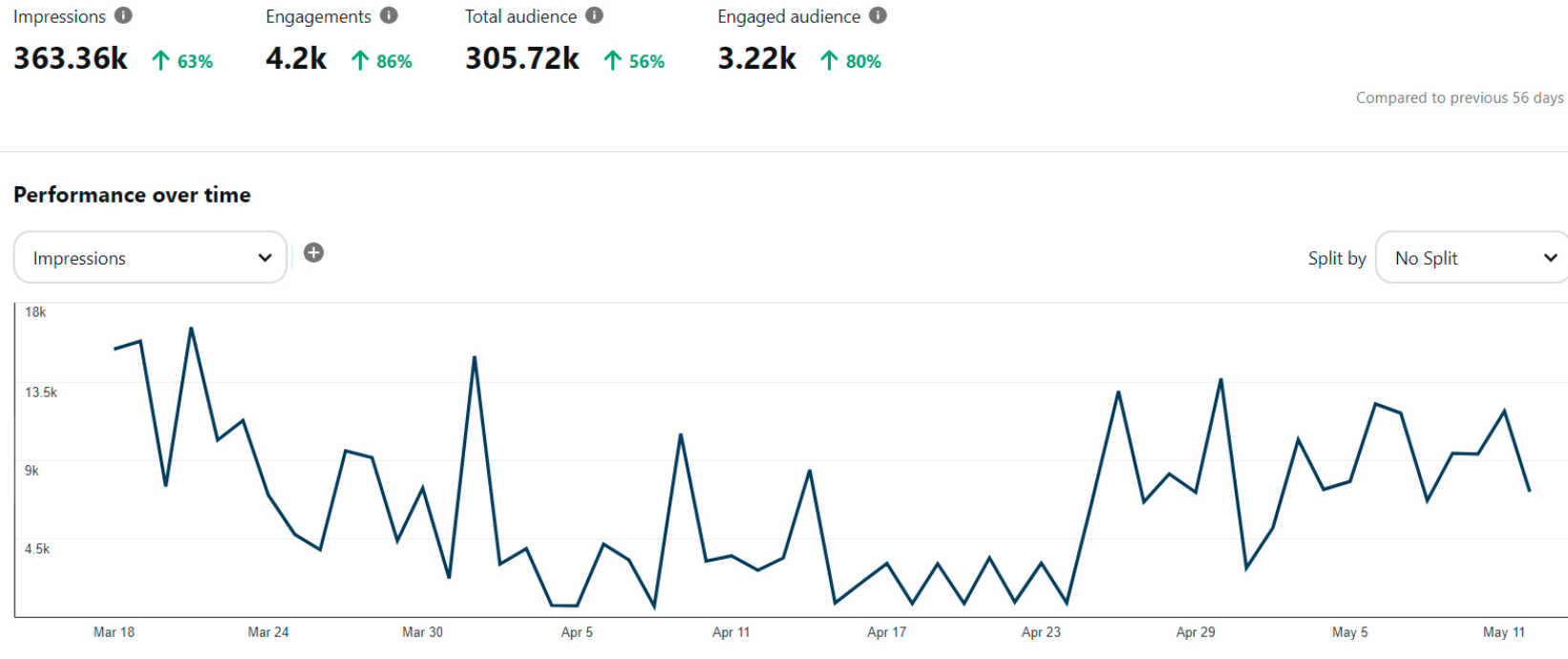
MARCH 24



Add a comment...

Post

Social Media - Pinterest



Yosemite Mariposa County

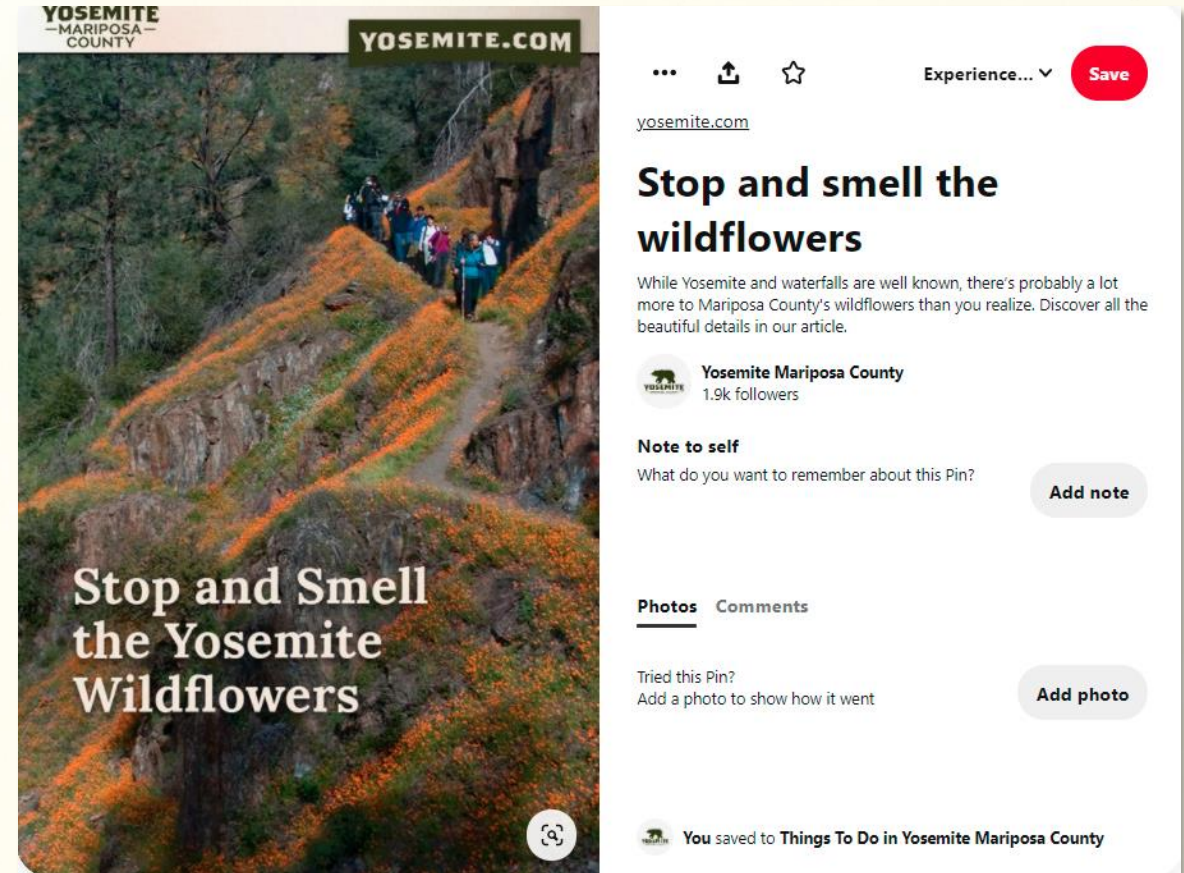
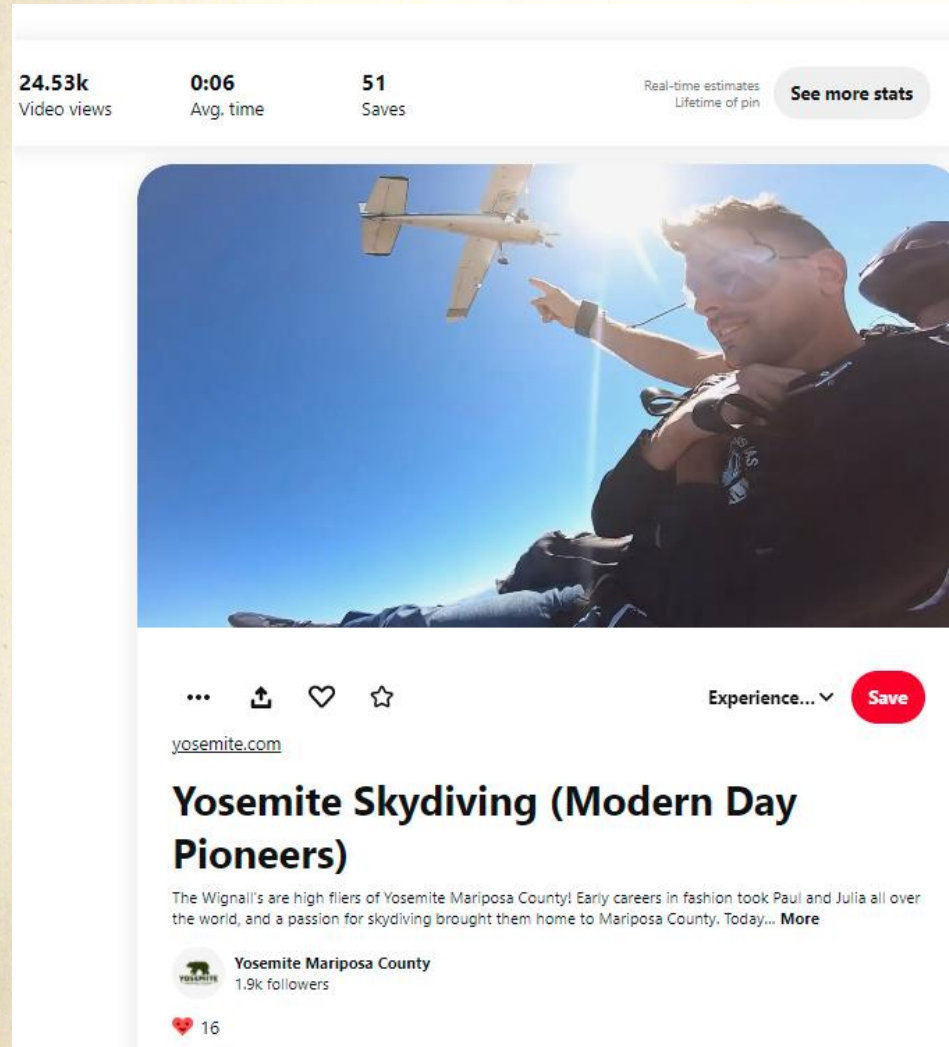
yosemite.com · @yosemitenation · Dedicated to helping you get the information you need for a memorable journey to Yosemite, and Mariposa County. Also find us on Instagram @YosemiteNation

1.9k followers · 504 following

187.2k monthly views

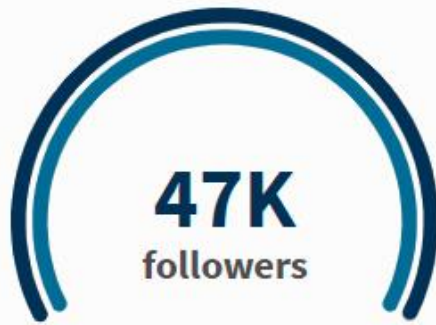
Social Media - Pinterest Examples

By Engagement



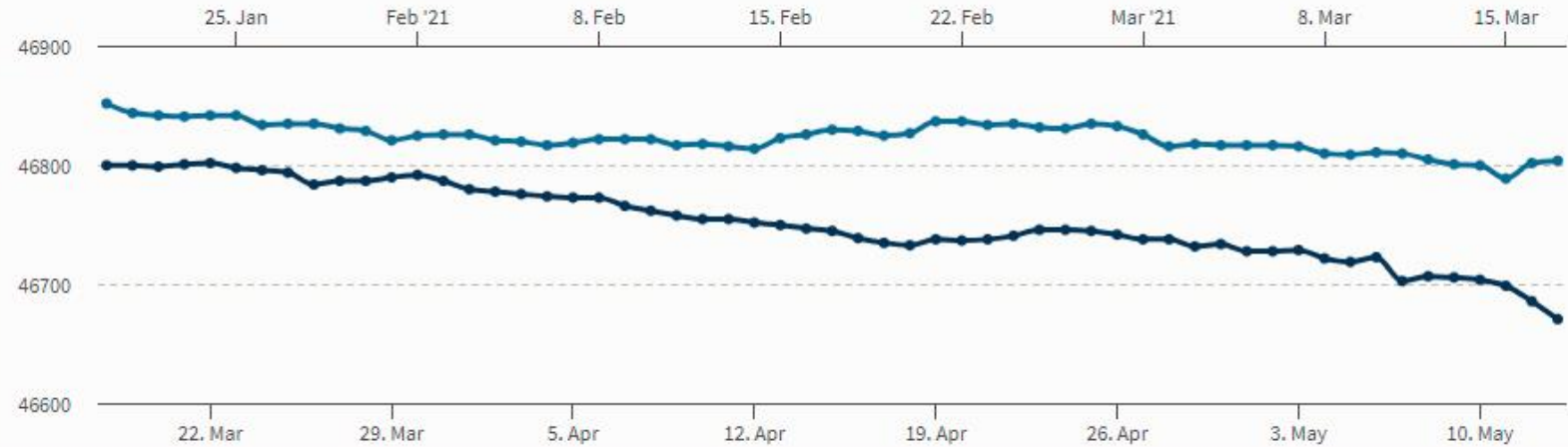
Social Media - Twitter

Total Followers

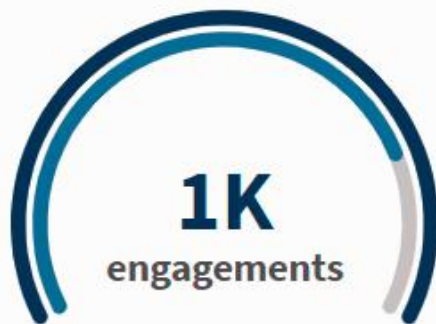


▼ 133 from 47K

Followers by Date



Engagement



▲ 25.8% from 833

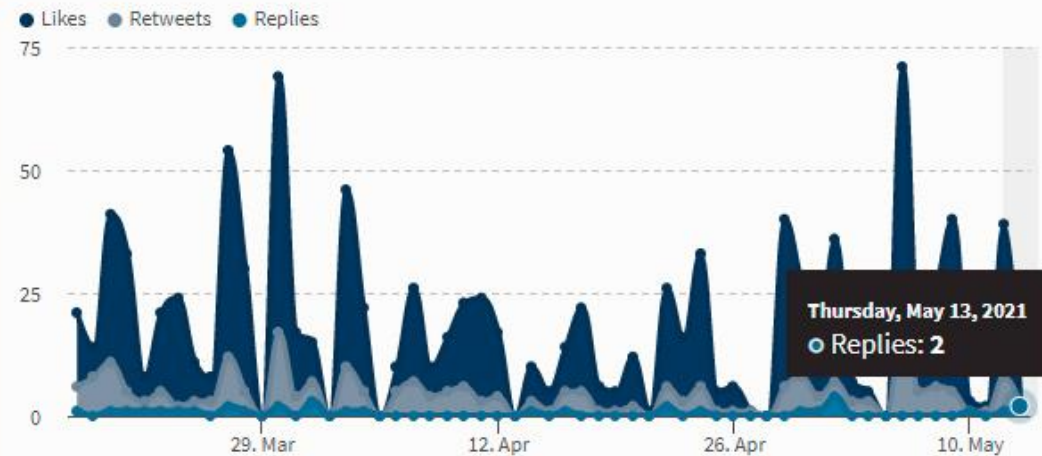
Engagement > Type

Likes ▲ 172 794

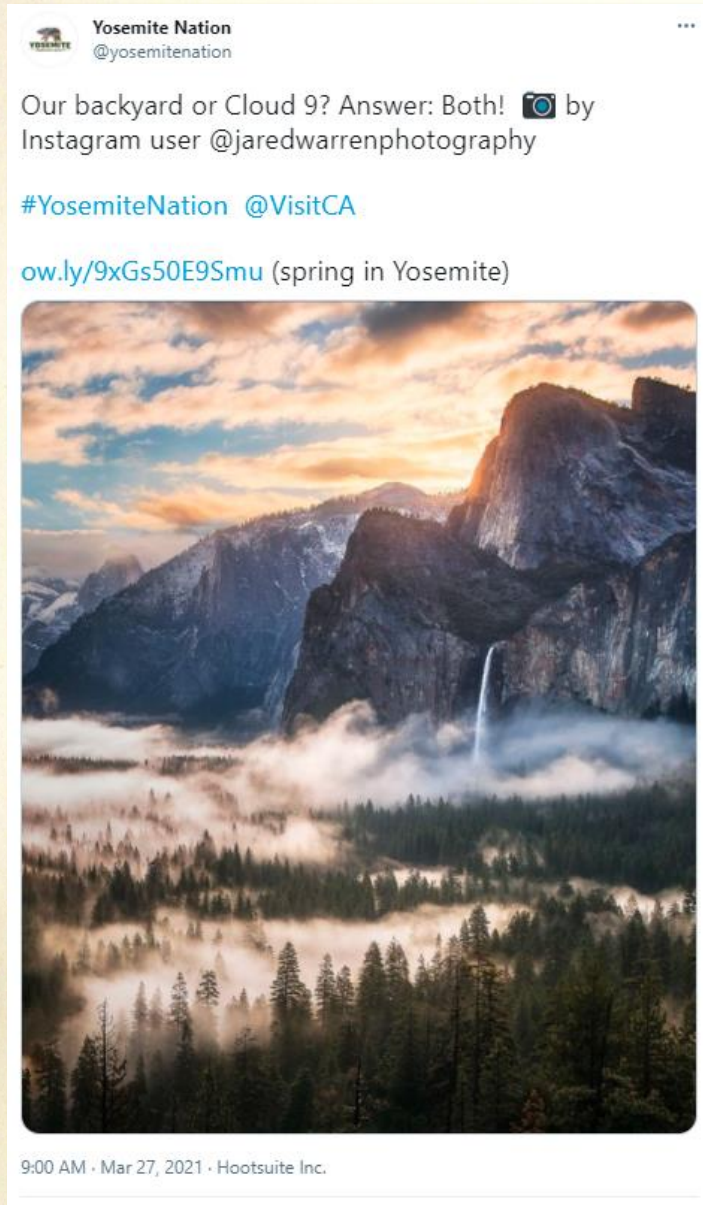
Retweets ▲ 45 222

Replies ▼ 2 32

Engagement > Type



Social Media – Twitter Examples



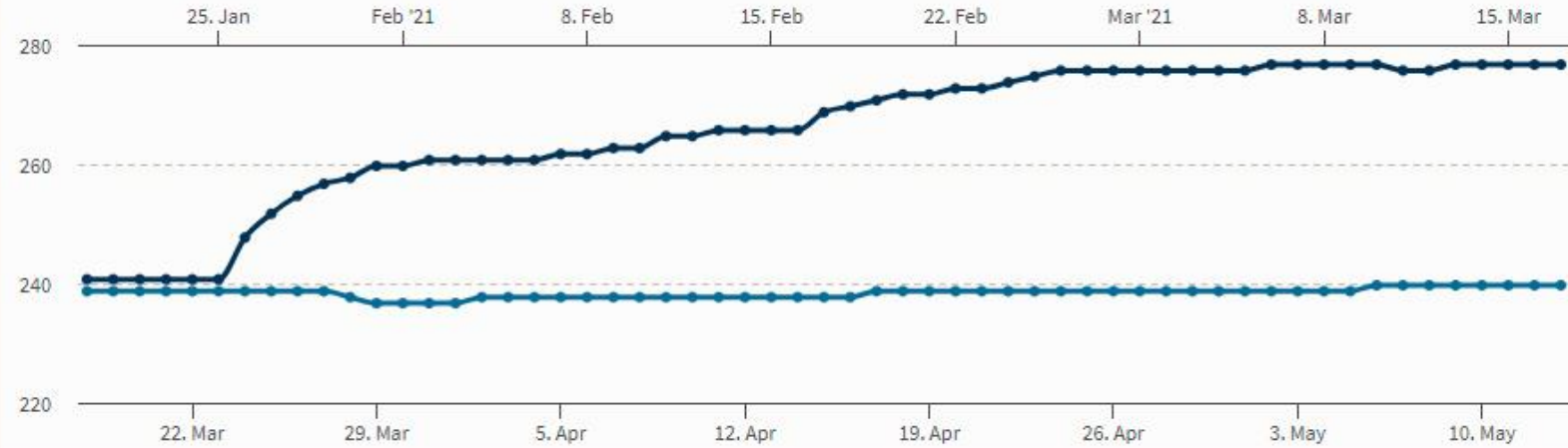
Social Media - LinkedIn

in Followers



➤ 37 from 240

in Followers

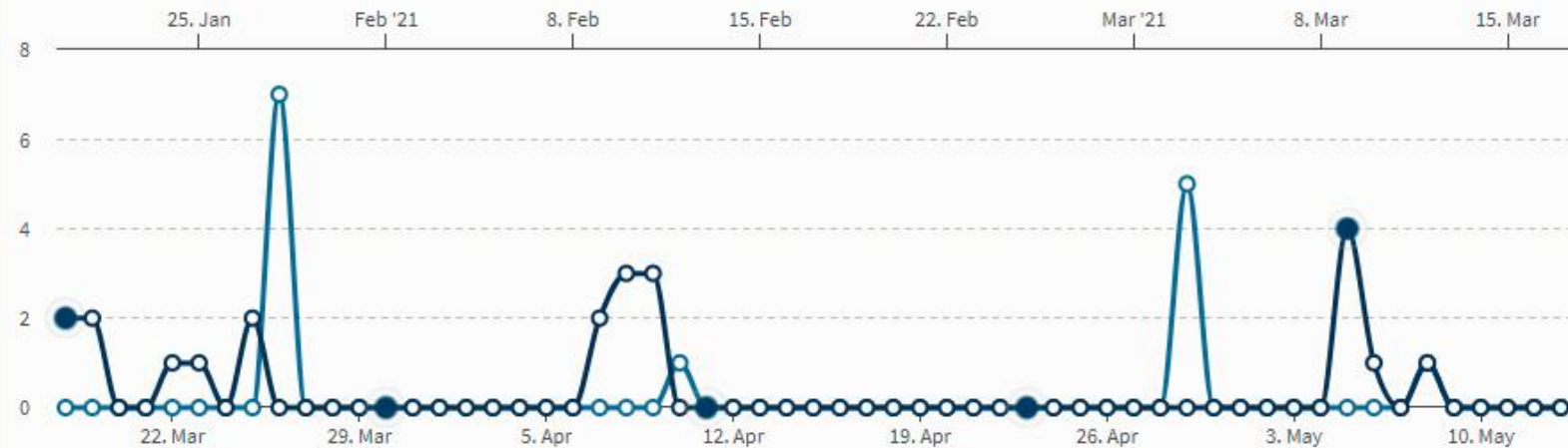


in Post clicks




➤ 8 from 14

in Post clicks





Social Media – LinkedIn Examples




Yosemite Mariposa County Tourism Bureau
277 followers
2d • 🌐

Save 10% on your 2-night stay at Quality Inn Yosemite Valley Gateway right in the town of Mariposa! Some restrictions apply - see link below for details.

This is just one of the great discounts you can find on our website - check back often as they change regularly.


 | <http://ow.ly/n2Z550EJnlO> (special offer details)
 | <http://ow.ly/60ek50EJnlP> (more special offers)

#YosemiteNation #VisitGoldCountry #yosemite #nationalparks #roadtriprepublic #familyvacation #weekendgetaway #discount #lodging #discountlodging



Quality Inn Yosemite Valley Gateway | Discover Yosemite National Park

yosemite.com • 1 min read





Yosemite Mariposa County Tourism Bureau
277 followers
3d • 🌐

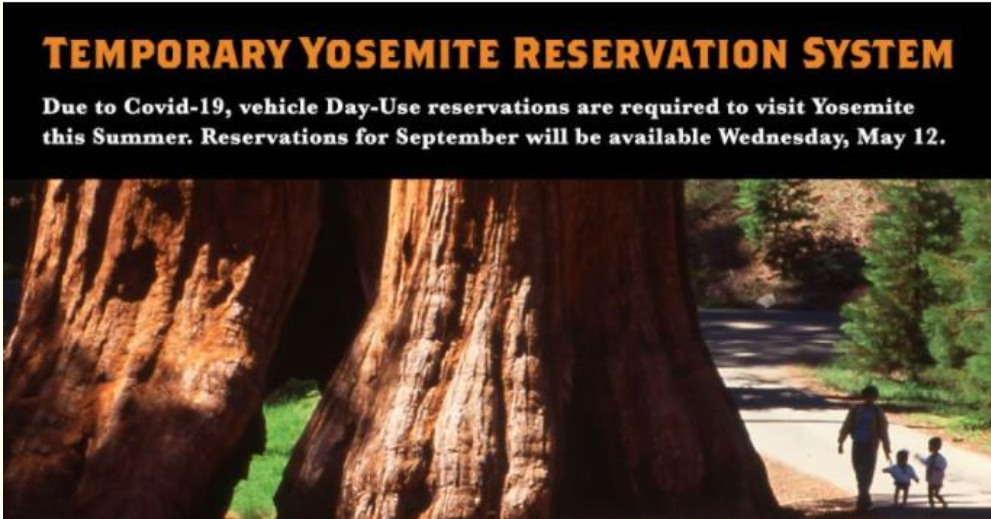
Due to Covid-19, vehicle day-use reservations are required to visit Yosemite this summer. Reservations for travel during the month of September go on sale Wednesday, May 12, 8 AM (Pacific) at the link below.

Don't wait to get your reservation, they'll go fast!

Visitors will only be allowed park entry with a pre-purchased day-use pass, an in-park lodging reservation, or one of a few other conditions. See our link below for details on all available opportunities to access the park.

 | <http://ow.ly/dftA50EJkor> (reservations)
 | <http://ow.ly/thXS50EJkoq> (how to visit Yosemite this summer)

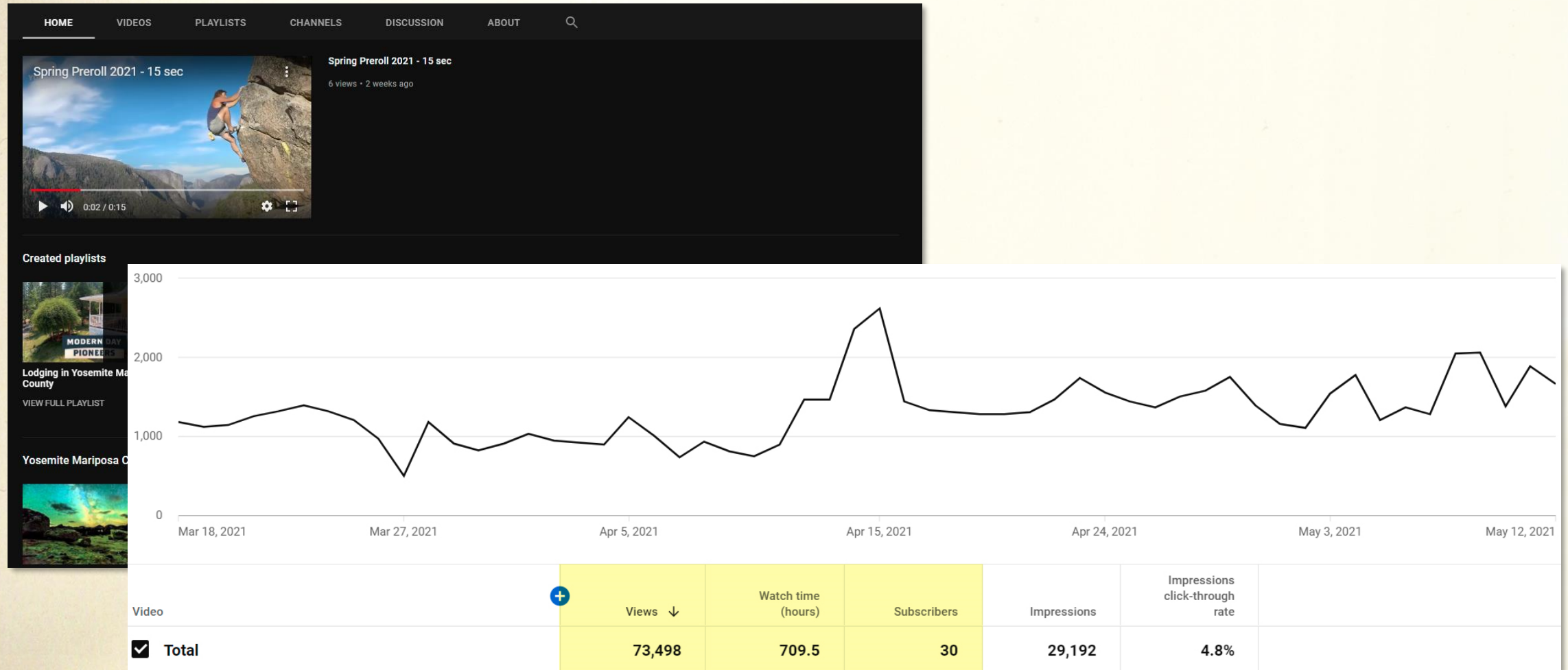
#YosemiteNation



TEMPORARY YOSEMITE RESERVATION SYSTEM

Due to Covid-19, vehicle Day-Use reservations are required to visit Yosemite this Summer. Reservations for September will be available Wednesday, May 12.

Video Production and YouTube



Video Production

We've proudly produced **24 videos** this year. Productions consist of:

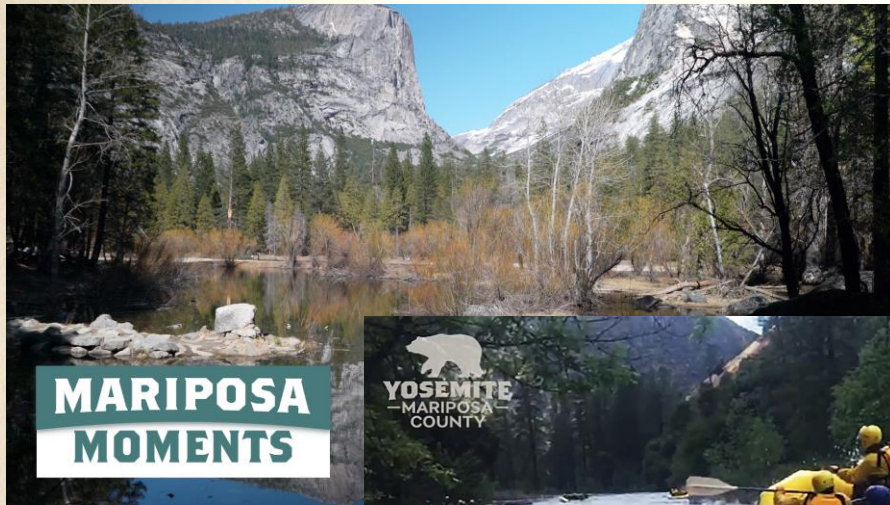
5 "Modern Day Pioneers"

8 "Mariposa Gold"

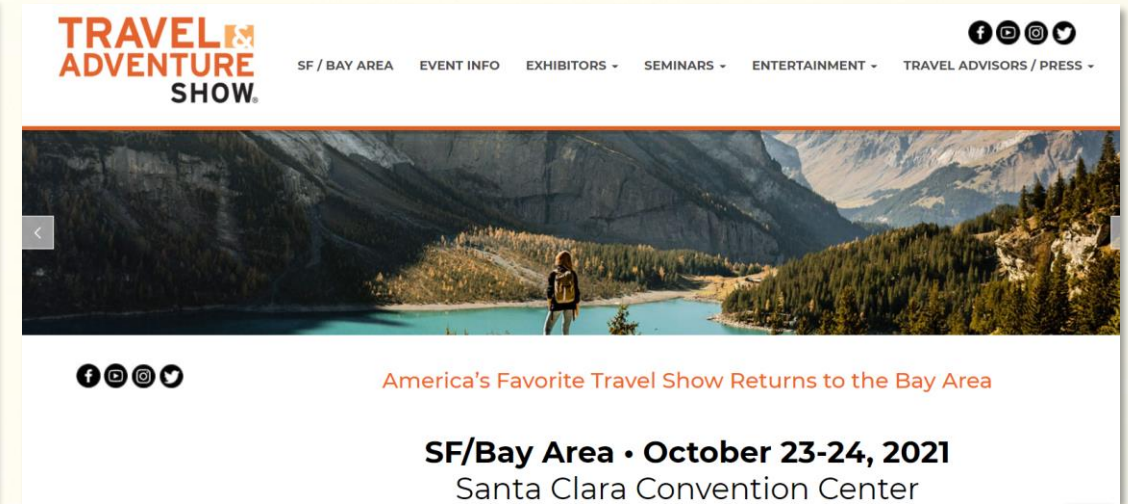
9 "Mariposa Moments"

We have one more "Modern Day Pioneers" in post-production and have several other videos in various stages of pre-production.

We set ourselves lofty production goals, but plan on easing back our production schedule due to time constraints and evolving team priorities as we head into spring and summer.



Travel Trade / Trade Shows



Travel Trade Shows

IPW is still planning a live event in September in Las Vegas. We have registered but not paid for the show as we are waiting until closer to the date to see if it will actually happen.

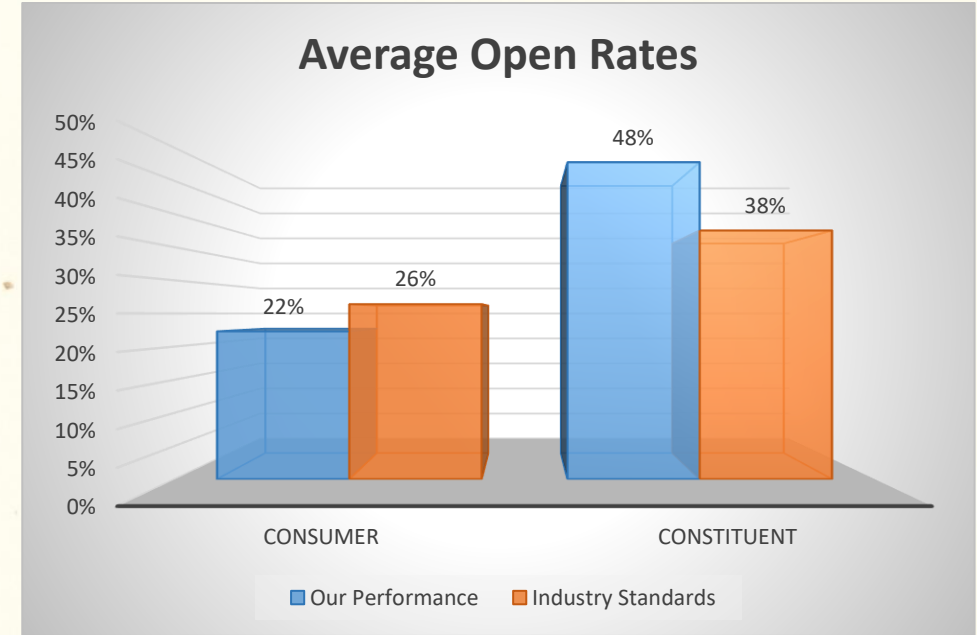
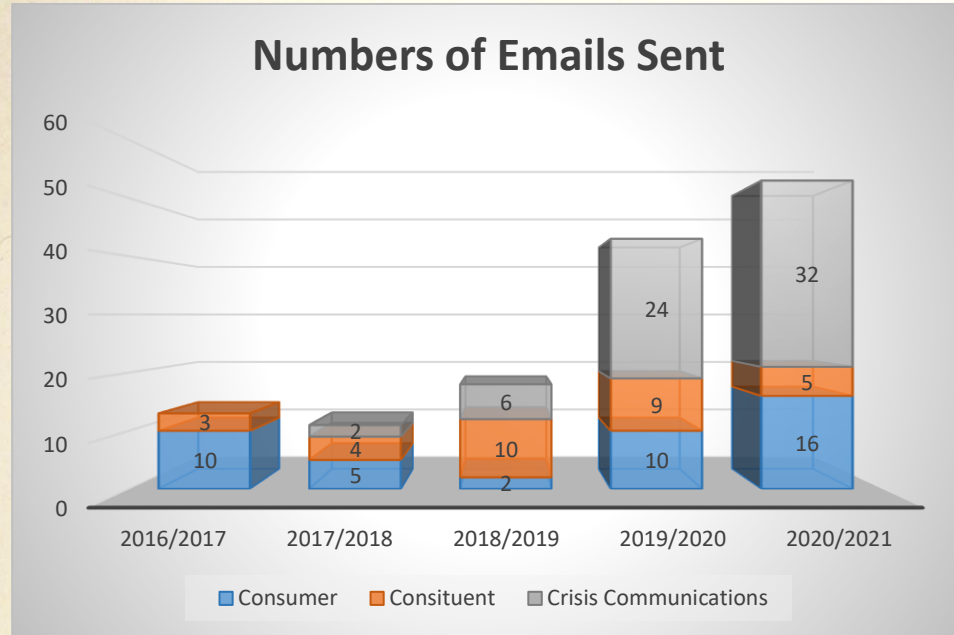
Consumer Trade Shows

We are scheduled to participate in the live Travel and Adventure Show in October. This was paid for and postponed due to COVID.

Travel Trade Newsletter

The next newsletter is set to launch in May. The list has grown to 450 subscribers.

Email Marketing



NOTE: Last year our consumer open rates were 19% with an industry standard of 15%.

While our number of constituents list has remained static this year (745), we've reduced our list of consumers by 4,000 to 57,902.

This reduction is caused by removing those that have not opened our emails for the last year and a half. We will continue to send our re-engagement emails on a quarterly basis to make sure that our list stays as "clean" as possible.

Traditional Print

California Road Trips

Taking advantage of a Visit California co-op opportunity, we placed a quarter-page ad in the upcoming edition of the ***California Road Trips*** publication, which will be shared with visitor centers and sent directly to potential travelers through delivery with other publications (such as *Better Homes & Gardens* and *Travel & Leisure*). The total circulation is 1,000,000.

We focused on promoting Yosemite.com as the top resource for travel to our area as opposed to the region as a whole. Driving more traffic to the website means more opportunities to book lodging.



YOSEMITE.COM
The #1 resource for planning
YOUR road trip to
Yosemite National Park!

Find lodging, maps,
things to do, special
offers, itineraries,
restaurants, webcams
and more! Plan
your visit at yosemite.com/roadtrips.



YOSEMITE
—MARIPOSA—
COUNTY

Traditional Radio

312 radio spots were run on KCBS and Alice Radio for four weeks from March 8 to April 5. The message was focused on Spring visitation to Yosemite Mariposa County. The number of impressions was 5.5 million.



2019-20 Public Relations and Earned Media Campaign



PIECES OF COVERAGE

MEN'S JOURNAL

"One of the best places to view Yosemite's spring bloom is at the Hite Cove Trail ... The next best spot for viewing wildflowers near Yosemite starts at the Briceburg Visitor Center (closed until April 30), located 12 miles east of Mariposa."

 **msn** | lifestyle ✓
powered by Microsoft News

Where to stay: If camping is not your thing, AutoCamp Yosemite is a deluxe airstream experience about 40 minutes west of the Arch Rock Entrance to Yosemite National Park.

NI TRAVEL
news

The old Gold Rush town of Coulterville is home to an odd tradition – Coyote Howling! Once a year the community gathers for CoyoteFest, held on Coulterville's Historic Main St, where there are crafts, food and, the town's very own Coyote Howling Contest.



Earned Media Log

3/18/21	A Breath of Fresh Air—8 Things To Do in Yosemite National Park	Locale
3/23/21	12 Quirky Traditions Around the World	Ireland's Travel Trade network
3/23/21	12 Quirky Traditions Around the World	NI Travel News
3/25/21	12 Quirky Traditions From Around the World	Crave Magazine
4/1/21	50 reasons to visit the states	The Telegraph
4/1/21	Golf Around the World	Viestra, Travel PR News
4/1/21	How to go big in America - adventures to tick off	Men's Health
4/1/21	Sunrise around the world	International Writer's Travel Bulletin
4/8/21	Where To Explore California's Spring Wildflower Bloom	Men's Journal
4/16/21	The 10 most beautiful places in California	MSN
4/21/21	Hiking in Yosemite National Park, USA	Wanderlust
5/10/21	Why Are So Many Hotels Opening Near National Parks?	Tripsavvy
5/16/21	Things to do near Yosemite: three gold rush towns	Epic 7 Travel

Things to Do Near Yosemite: Explore Three Fascinating Gold Rush Towns



If you are visiting Yosemite National Park, I have some enticing ideas for things to do near Yosemite.

In addition to **reveling at waterfalls**, **hiking Half Dome** or **admiring sunset from Tunnel View**, explore the fascinating gold rush history in three gold country towns surrounding Yosemite National Park.

TOP TIP: If you are visiting Yosemite during the winter, I recommend entering via Highway 140 in Mariposa as it tends to have the **best road conditions** since it's at a lower elevation.

Mariposa



Mariposa Hotel Inn dates back to 1901

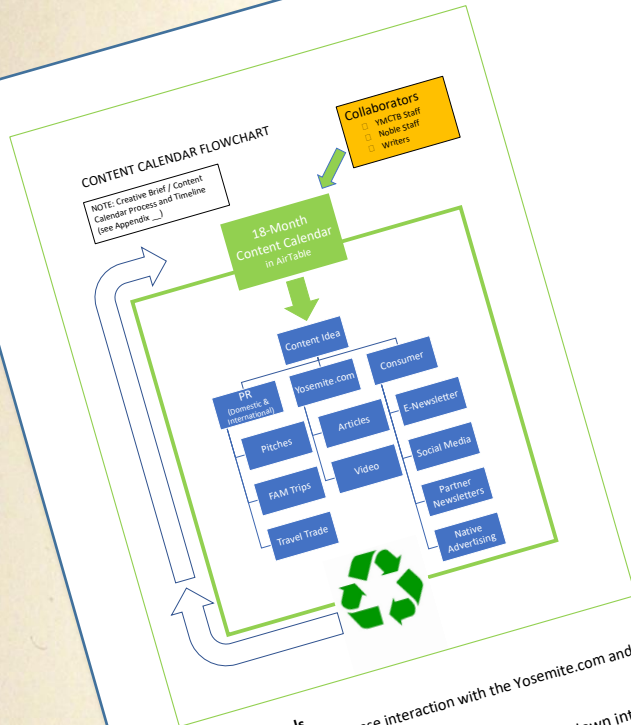
Over the past year, I've had the pleasure of exploring **12 California gold rush towns**, immersing in the unique histories and stories each has to tell. Mariposa and **Oakhurst** are two of the closest gold rush towns to Yosemite.

FAMs

Since the last Board of Directors meeting, YMCTB has hosted four different media trips they are:

- Alec Scott:
 - March 26 – March 30
 - Wrote for SF Chronicle, LA Times, Sunset Mag, The Guardian and VIA.
- Melanie Haiken
 - April 10 – 12
 - Wrote for: The Points Guy, Diablo Magazine, Marin Magazine
- Marielena Smith
 - April 20 – 23
 - Wrote for: Epic 7 Travel
- Nora Tarte
 - April 23-25
 - Wrote for: San Joaquin Magazine
- Michael Pistono (@SeekingTheHorizon)
 - May 17-18
 - Influencer tour (Partnered with High Sierra

Marketing Plan for 2021/2022



Measurable Goals

Overall goal is to:

Measurable Goals
Our overall goal is to increase interaction with the Yosemite.com and continue to that end, we will:

- ☐ Produce 40 articles in the fiscal year, broken down into the following:
 - 8 of those posts will be itinerary-focused
 - At least half of the posts will be focused on both Mariposa and Yosemite
 - No more than 10 of the stories will be focused on Yosemite
- ☐ Increase our SEO keyword optimization with Noble.
- ☐ We will have monthly content calendar meetings that will coordinate all content creation.
- ☐ We will have monthly content calendar meetings that will coordinate all content creation.
- ☐ Integrate our social media calendar and content calendar to ensure better synergy between the two. Schedule monthly social media posts to ensure that content calendar content is implemented.



Yosemite Mariposa County
Tourism Bureau

Marketing Plan 2021/2022

DRAFT 05 05 21

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SWOT Analysis

The YMCTB staff met to revise the SWOT analysis that had been completed in 2019. The analysis was focused primarily on the visitor experience, with a few notations for organizational opportunities.

Strengths:

- Yosemite National Park
- Yosemite.com
- Mariposa County's generally low-
- Outdoor destination
- Rich history and
- Thin-

Strengths:

- Yosemite National Park
 - Yosemite.com
 - Mariposa County's generally lower COVID tier
 - Outdoor destination
 - Rich history and culture
 - Things to do for everyone
 - Proximity to the San Francisco and Los Angeles drive markets
 - Yosemite National Park is a bucket list destination
 - The area has a lot of natural diversity – topographically, geologically and in terms of wildlife
 - Media has a lot of organic interest in Yosemite
 - Mariposa County has a variety of food choices
 - Air Quality is superb, except during wildfires
 - International interest and demand
 - Mariposa County = Western authenticity
 - Diversity of lodging
 - Highway 140 – the All-Weather Highway
 - Mariposa County has three of four main entrances to Yosemite National Park
 - The area allows visitors to “unplug”
 - Desirability
 - Mariposa County accessible via Highways 140, 49 120 and 41
 - Recreation and entertainment options
 - Mariposa County revitalization efforts
- Challenges:
- Limited internet throughout the County
 - Affordable long-term rentals for residents/workers
 - Transportation
 - Diversity
 - Short length of stays
 - Staffing shortages
 - Dining and retail
 - A certain level of intolerance
 - Not evident
 - Is poor



Film Commission

- Monitor relevant guidance from the film industry as it relates to COVID.
- Maintain the Film Commission page on Yosemite.com
- Field questions and provide support to several film productions in the area.
 - Chronokinesis Entertainment is currently shooting an independent film in Coulterville.
 - Wildstar Films inquired about film project on the Sierra Newts.
 - Hostage Films inquired about a California Avocado Recipe commercial.

Changes to National Park Filming: YMCTB is also closely monitoring the major change coming out of the *Price v. Barr* case early in 2021. The judge for the case determined that **permitting and fee requirements inside national parks are unconstitutional.**



International – United Kingdom

Highlights from Black Diamond

The Telegraph Coronavirus News Politics Sport Business Money Opinion Tech Life Style Travel Culture

UK holidays Dream Trips Destinations City guides Hotels Cruises Family holidays Adventure Ask the experts


50 wonderful reasons to rediscover America – one for every state

The prospect of a Stateside summer holiday is improving

By Chris Leadbeater
1 April 2021 • 9:53am

Related Topics
USA, New York City, North America

Twitter Facebook Messenger Email Print



America is full of epic trips | CREDIT: Getty

With much of Europe struggling against a fresh wave of Covid infections, British holidaymakers may find their gaze turning west this summer. The picture is, the US, thanks to its speedy vaccine rollout, is looking far brighter, and a new analysis of the data has suggested that the resumption of quarantine-free travel between Britain and America, perhaps by June, is feasible. ...

March/April 2021

Meetings:

America As You Like It
Platinum Travel
Scott Dunn

Events:

Brand USA UK Marketplace One 2 One UK
March 15th UNITE USA trade show

Trainings

Cruise America California webinar – 216
Tioga Tours & Fly to the West – 136
Platinum Travel – 8

International - Germany

Highlights from MSi



Meetings:

Events:

Newsletter

March/April 2021

Travel trade activities are currently paused and on hold

Virtual ITB (March 8-12)

VUSA virtual roadshow (March 1-5th)

VUSA Webinar

FVW Counter Days (April 29 & 30)

Sent on March 1st, 2021 to 191 subscribers

Open Rate: 49.5 %

Click Rate: 2.7%

Newsletter sent on April 1st, 2021 to 213 subscribers

Open Rate: 45.9 %

Click Rate: 6.7%

International - Scandinavia

Highlights from Atlantic Link



Webinar held on January 26 and followed up with report

- Invitation: 45 minutes in Yosemite
- Send out: January 8 and Follow up on January 18
- Target: All travel trade
- Opening rate: 18%
- Participants: 47

Newsletter on February 4: Visit Yosemite Mariposa County From Your Couch

- Target: trade, leisure
- Opening rate: 13.9%

Newsletter on March 12: Outdoor Activities in Yosemite Mariposa County

- Target: trade, leisure and press
- Opening rate: 14.6%

Local Events and Sponsorships



Name	Memo/Description	Amount
Exchequer Mountain Bike Park	Maintenance and new projects	\$ 1,500.00
KRYZ LPFM Community Radio	Annual Sponsorship	\$ 1,000.00
Main Street Mariposa	Mariposa town décor	\$ 500.00
Main Street Mariposa	Mariposa Clean Sweep 2021	\$ 300.00
Mariposa Butterfly Festival	Advertising in outlying areas	\$ 3,000.00
Mariposa County 4-H Council	4-H Youth Programs	\$ 2,800.00
Mariposa County Arts Council Inc	Creative Placemaking Demonstration Projects	\$ 1,500.00
Mariposa County Arts Council Inc	Music on the Green concerts	\$ 1,500.00
Mariposa Fairgrounds and Exposition Center	Maintenance Projects	\$ 3,000.00
Mariposa Museum & History Center	Maintenance Projects	\$ 3,000.00
Mariposa Trails	Promotional Video	\$ 1,200.00
Mariposa Yosemite Rotary Club	Scholarship Program	\$ 1,500.00
Northern Mariposa County History Center	Maintenance Projects	\$ 3,000.00
Sierra Foothill Conservancy	Stockton Creek Preserve Project	\$ 3,000.00
		\$ 26,800.00

Traditional Sales

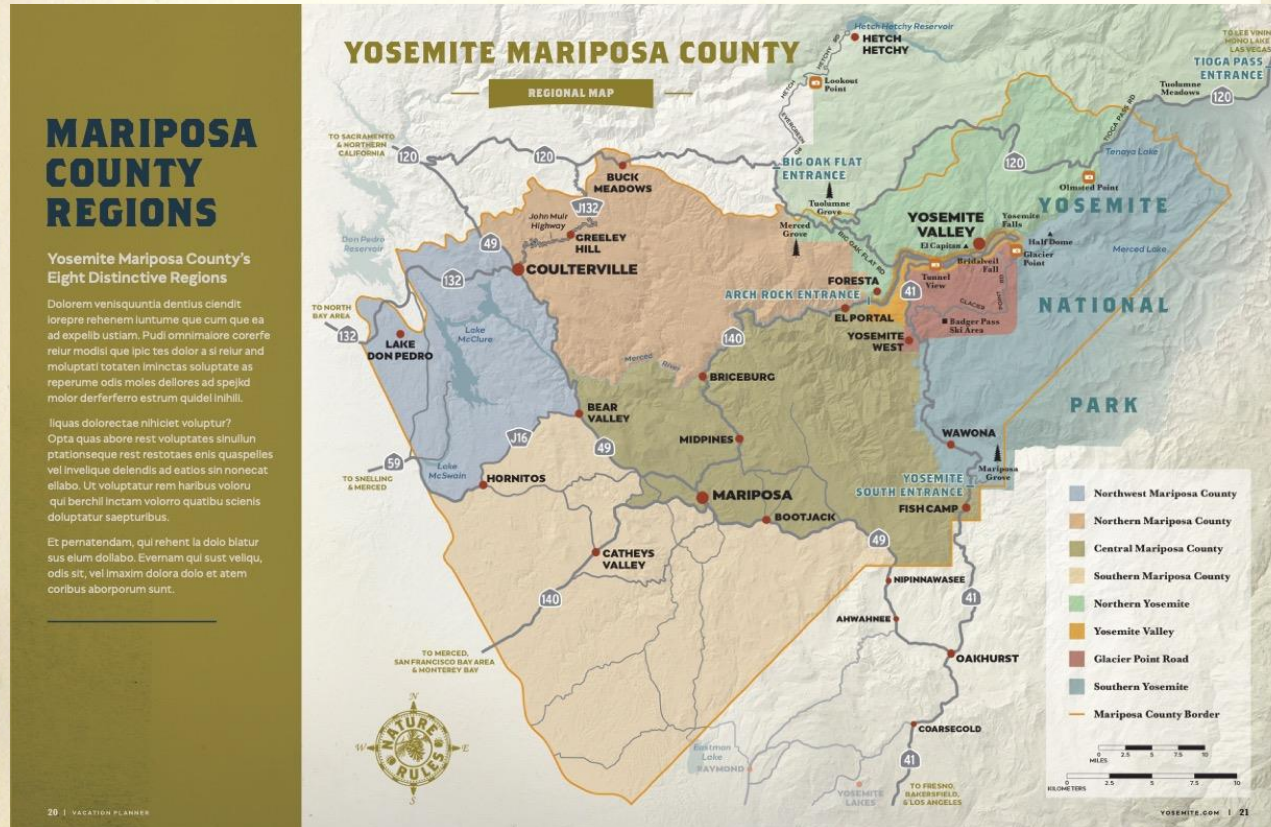
In accordance with the strategic plan, we are updating assets to support traditional sales efforts. These include:

- Update Sales sheets for primary meeting facilities.
- Primary focus will be the SMERF market with emphasis on weddings.
- Updating Group Sales contacts for each property.
- Rebuilding the Meeting Planner website page on Yosemite.com and improving navigation.
- Updating and improving the RFP request process.



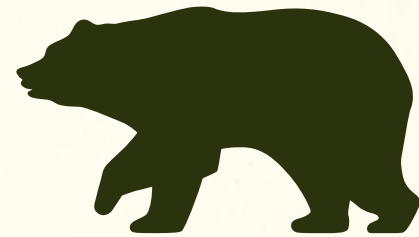
Collateral

A large project for YMCTB this year is updating and creating new maps of the region that highlight the County beyond Yosemite. In addition to updating the Mariposa Town Map, YMCTB is also assisting Coulterville with two map projects.





Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU