

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
October 21, 2021
Marketing Update**



Overview

Executive Director Update

TOT & TBID Income

KPIs:

- Performance Recap
- Book>Direct Tracking
- Overall Growth: Sessions
- International Market Growth
- Site Channel Performance
- Paid Search Budget
- Paid Media Budget
- Display Ads Performance in US
- Display Campaign in the U.K.
- Paid Social Media Ads Performance

SEO

Yosemite.com Strategy 2.5

18-month Content / Story Calendar

Special Offers

Social Media

Travel Trade / Trade Shows

Email Marketing

Traditional Print

Digital Native Advertising

Traditional Radio

Earned Media

FAMs

Gap Analysis

Traditional Sales

Film Commission

International Marketing

Local Events and Sponsorships

Executive Director Update

- International Borders Reopening for Europe, UK, Australia, Mexico and Canada
- Travel interest has cooled, end of the Park reservations system not providing expected demand
- Extensive staffing search led to two final interviews for Operations/Administrative Manager
- IPW Las Vegas was a success - return to International marketing is a focus for YMCTB.
- Available regional inventory for international markets to access is somewhat diminished
- Trade shows and travel trade trips will return to 2019 levels, despite original low budget
- Trends seen at IPW and general trade partner requests:
 - Slow travel – lower impact, off-the-beaten-track – culture – history- diversity
 - Unique lodging, experiences, activities or anything “not” mainstream
 - ***On-line bookable*** activities – indigenous anything, escorted day tours, gold panning, hiking with groups, historic walking tours
 - Longer stays, only if there is a reason to do so
- YMCTB continues to apply for grants such as the California Relief Grant and other opportunities for funding

TOT & TBID Income

TOT Collections

Month	21/22 Amount	20/21 Amount	19/20 Amount	18/19 Amount	17/18 Amount
July	\$ 2,437,390	\$ 1,474,664	\$ 2,857,229	\$ 1,548,198	\$ 1,995,936
August	\$ 2,014,943	\$ 1,591,830	\$ 2,626,881	\$ 650,470	\$ 1,823,040
September		\$ 790,349	\$ 2,483,753	\$ 1,670,119	\$ 1,641,612
October		\$ 1,327,953	\$ 1,852,803	\$ 1,276,720	\$ 1,289,251
November		\$ 1,166,846	\$ 1,094,861	\$ 859,085	\$ 769,596
December		\$ 266,374	\$ 1,081,371	\$ 748,286	\$ 752,876
January		\$ 211,545	\$ 598,299	\$ 454,886	\$ 468,527
February		\$ 761,434	\$ 779,460	\$ 394,608	\$ 507,606
March		\$ 1,325,065	\$ 378,288	\$ 671,734	\$ 748,369
April		\$1,851,356	\$ 10,793	\$ 1,471,107	\$ 1,112,161
May		\$ 2,200,760	\$ 17,168	\$ 2,234,619	\$ 1,709,524
June		\$ 2,787,163	\$ 571,448	\$ 2,844,599	\$ 2,165,245
GR TOTAL	\$4,452,333	\$15,755,339	\$ 14,352,353	\$ 14,824,432	\$14,983,743

Δ Prior Year \$ (11,303,006) \$ 1,402,986 \$ (472,079) \$ (159,311) \$101,015

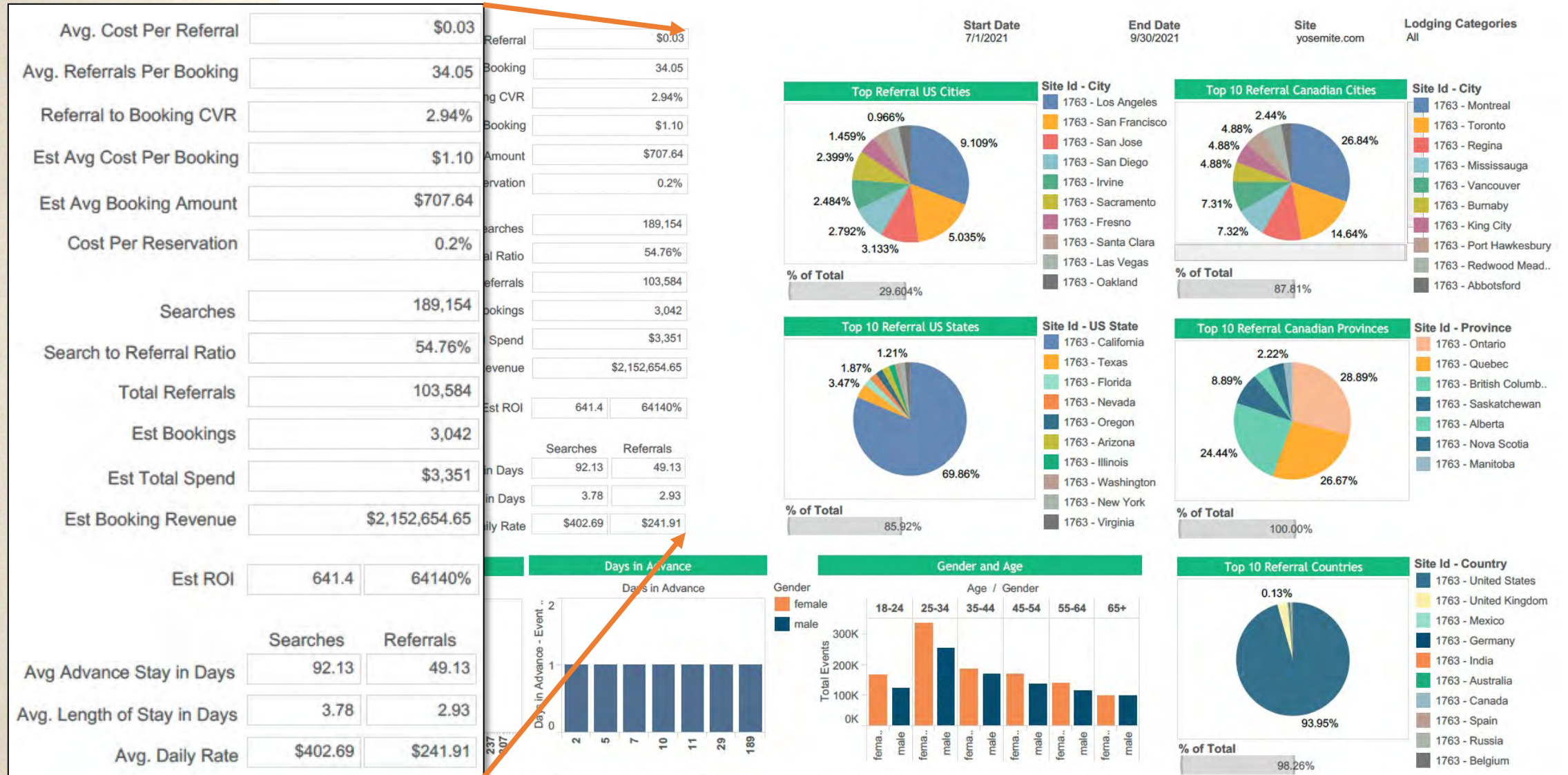
Year To Date \$ 1,385,839

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	\$185,000	\$123,733	\$227,407	\$59,998
Oct	\$145,000	\$86,666	\$227,841	\$96,547
Nov	\$127,500	\$85,361	\$116,805	\$202,663
Dec	\$138,000	\$111,592	\$148,902	\$97,688
Jan	\$95,000	\$44,592	\$94,089	\$46,424
Feb	\$75,000	\$28,312	\$53,395	\$60,668
Mar	\$65,000	\$89,118	\$62,297	\$56,365
Apr	\$85,000	\$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	\$ 1,684,085	\$ 1,275,915	\$1,487,891	\$1,302,017
Total PY	\$1,275,915	\$1,487,891	\$1,302,017	\$1,491,404
Diff	\$ 408,170	\$ (211,976)	\$ 185,874	\$ (189,387)
Forecast				

KPIs: Performance Recap

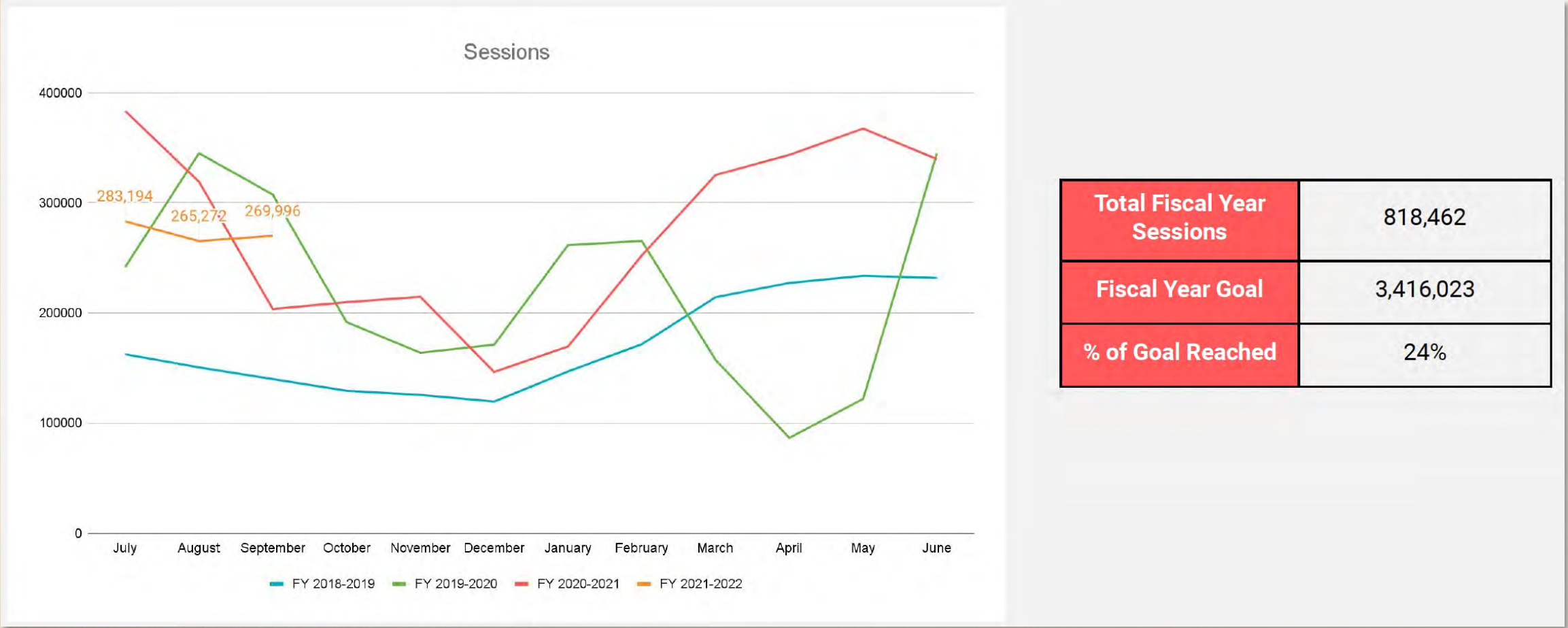
	July 1, 2021 – June 30, 2022 Pace = 25% (Month 3 of 12)	FY 2021/22 Annual Goals
PRIMARY KPI	ACTUAL: 128,639 23% to goal	597,086 Referrals
Partner Referrals - Lodging	Lodging: 100,942 19% to goal	Lodging: 517,952
Partner Referrals - Things To Do	Things To Do: 20,085 31% to goal	Things To Do: 65,034
Partner Referrals - Dining	Dining: 7,612 31% to goal	Dining: 24,420
Supporting KPIs		
Overall Sessions	ACTUAL: 818,462 24% to goal	3,416,023 Sessions
Organic Sessions	ACTUAL: 399,824 25% to goal	1,625,194 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 50,139 26% to goal	191,040 Sessions
Tracked Metrics		
Book Direct Referrals	ACTUAL: 103,584 17% to goal	618,151 Referrals
Newsletter Sign Ups	New Subscribers FY YTD: 1,661 (September: 527)	Monthly Target: 712

Book>Direct Tracking



Of the 610 properties that are listed and have live rates and availability, 2 if the total properties listed have conversion tracking and 2 if the total properties listed have conversion tracking.

Overall Growth: Sessions



International Market Growth

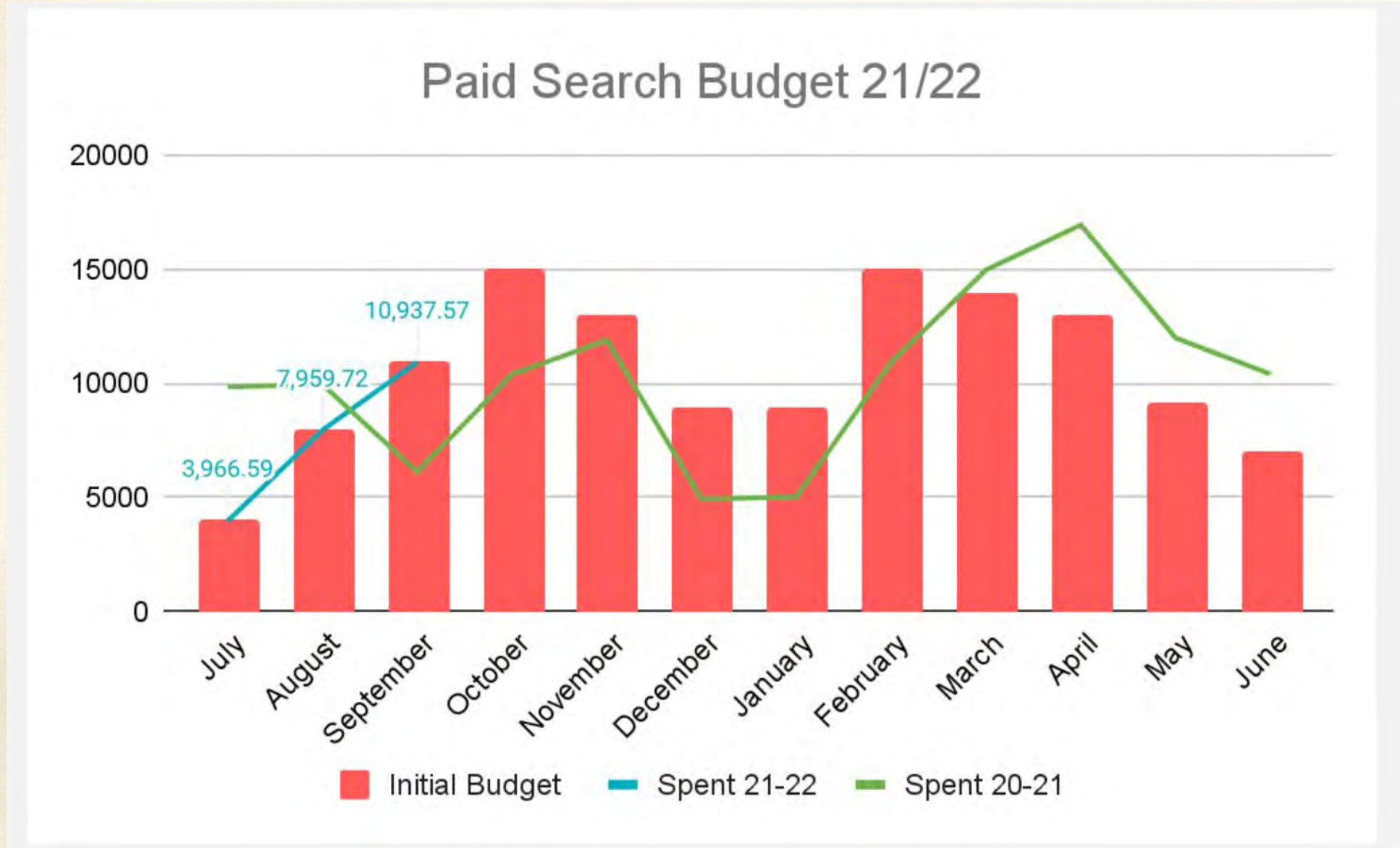


Total Fiscal Year International Market	50,139
Fiscal Year Goal	191,040
% of Goal Reached	26%

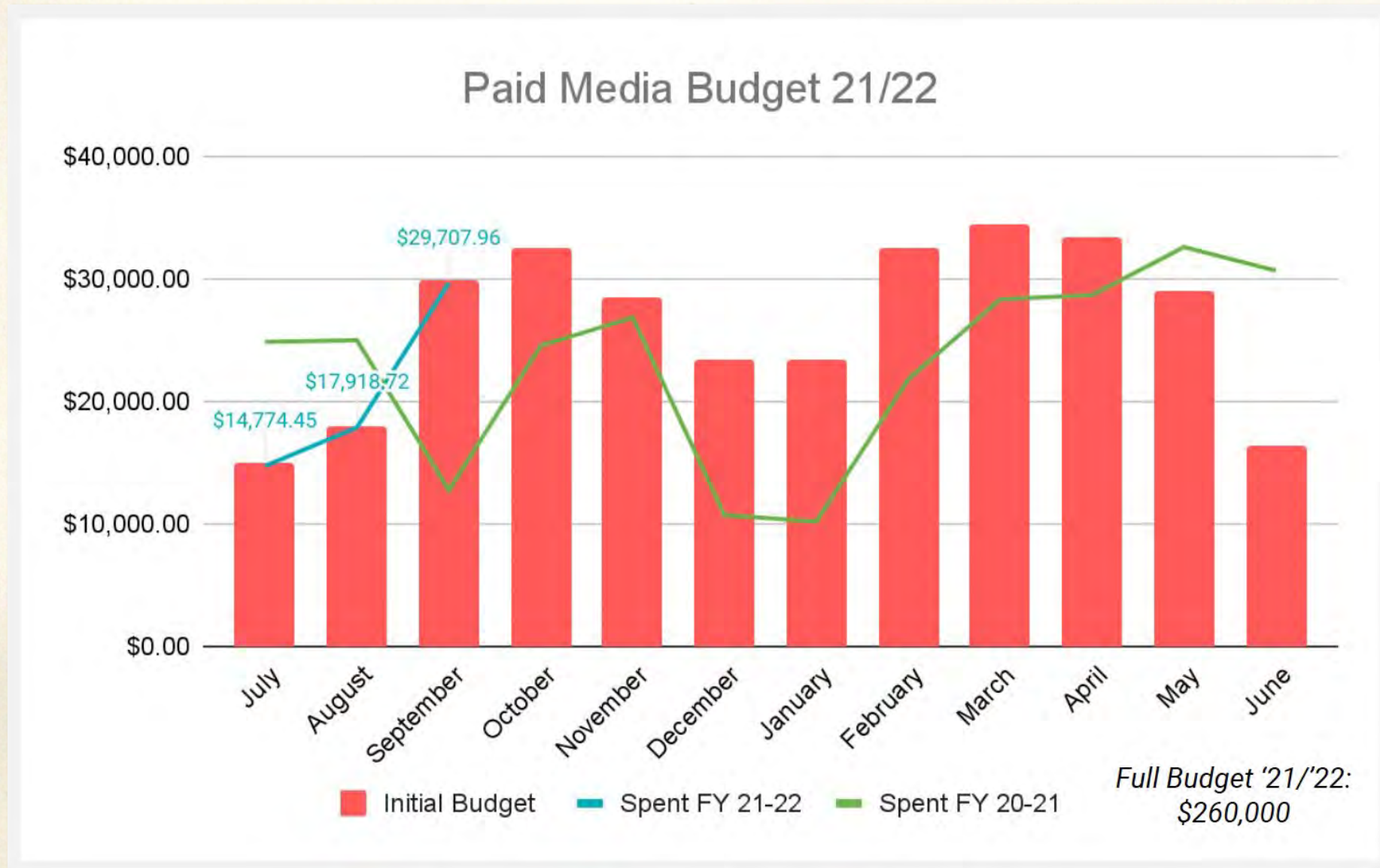
Site Channel Performance

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	110,103	-15.0% ↓	87,419	56.6%	2.08
Paid Social	64,624	378.1% ↑	59,368	67.88%	1.61
Paid Search	50,242	172.3% ↑	38,904	56.73%	2.19
Direct	24,805	-5.1% ↓	18,935	65.83%	1.86
Referral	7,422	5.4% ↑	6,048	26.41%	2.34
Display	5,130	176.7% ↑	3,851	85.89%	1.29
Social	5,059	-8.9% ↓	4,714	63.08%	1.71
Email	2,243	142.2% ↑	1,844	44.81%	2.32

Paid Search Budget \$124,000



Paid Media Budget \$260,000



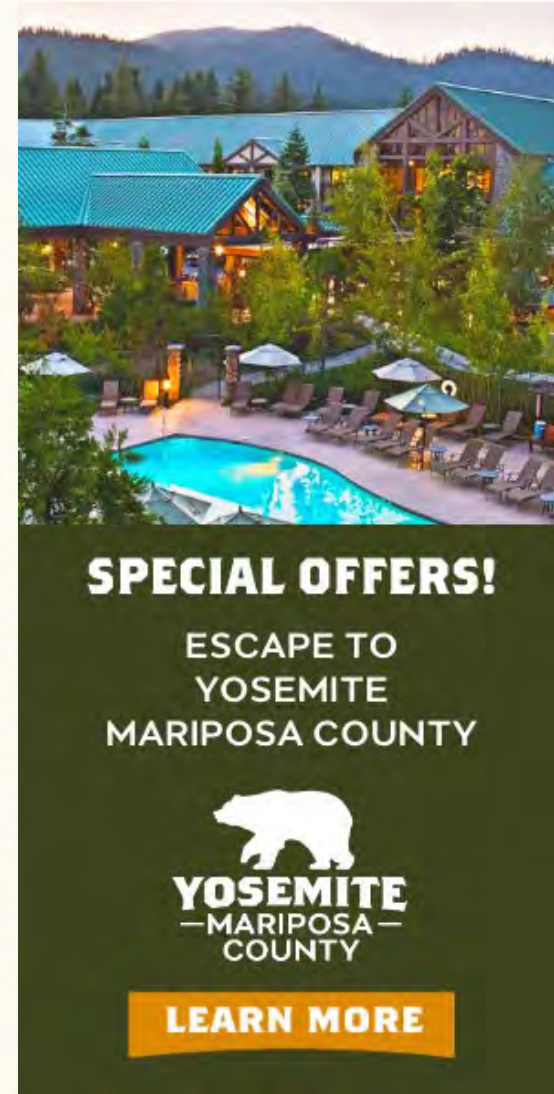
Display Ads Performance in US

Highlights

- Ads generated 1,350,475 impressions and 10,826 clicks
- Average click through rate of 0.80%
- The Special Offers 300x600 creative for the Outdoors Audience drove the most conversions, shown to the right.
- Average cost per conversion of \$1.14 for September
- The top performing retargeting creative was the Special Offers Going Fast 300x250 creative, shown on the far right. (CTR 11.11%)

Takeaways

Noble is seeing higher CTR and lower bounce rate with GDN, and will continue to monitor performance



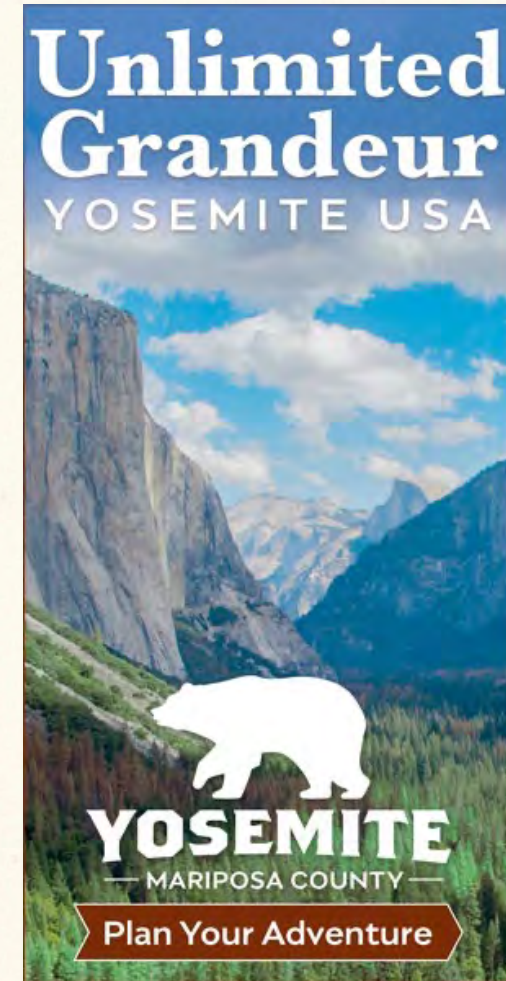
International Display Campaign: United Kingdom

Highlights

- Ads generated 3,796,678 impressions and 10,301 clicks
- Average click through rate of 0.27% (0.47% is the travel benchmark)
- The average cost per click was \$0.10
- There were no UK conversions in September

Takeaways

Noble will expand to Germany and Australia on the lead of the Yosemite team and have recommended new creative for each audience. They have also recommended duplicating and tweaking the landing page for each.



Paid Social Media Ads Performance

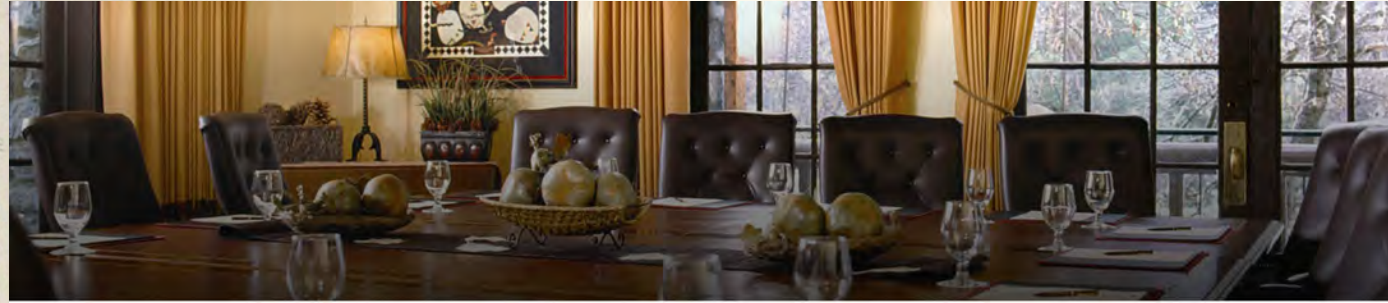
- Ads generated 5,074,725 impressions and reached 1,609,526 users in September (3.72% average CTR, a 3% increase over August)
- In September, the top performing ad for the month was the static Rock Stars Creative for the Campers Audience, shown to the right. (This ad had a CTR of 11.12%)
- The Campers Audience was the most engaged for September, their top performing ad sets being the Autumn 2021 and YNP Reservations Ending ad sets.
- For our YNP reservations ending creative, the Campers audience was the most engaged, followed by Outdoors and Shutterbugs audiences.
- Paid social drove 4,889 lodging referrals this month, a 99% increase over last month and 2,595% over last year.



SEO – Top Ranking Terms Scorecard

Terms	Page (URL)	Current Rank	Previous Rank	Search Volume
Yosemite National Park	Homepage (/)	3	3	450k
Yosemite	Homepage (/)	3	3	201k
Yosemite hotels	/lodging/hotels/	6	5	27.1k
things to do in Yosemite	/things-to-do/	4	3	4.4k
Yosemite hikes	/yosemite-hikes/	4	4	6.6k
Yosemite restaurants	/restaurants/	6	5	1.6k
Yosemite camping	/lodging/camping/	7	7	40.5k
Yosemite lodging	/lodging/	7	7	27.1k

Yosemite.com Strategy 2.5



Meeting Planning in Yosemite Mariposa County

Meeting planners are always looking for a great venue, attentive helpful staff, and of course a destination that will naturally motivate and inspire attendees so that any conference, meeting or executive retreat, is one that h

AutoCamp Yosemite Meeting Venues



Region: Mariposa, Midpines, and Cathey's Valley

AutoCamp Yosemite, California 140, Midpines, CA, USA

[\(888\) 592-7784](#) [VISIT WEBSITE](#)

[GET DIRECTIONS](#)

- Meeting planner page, meeting stakeholder page creation & navigation improvements.
- Optimized the homepage for Yosemite.com to improve load times and decrease bounce rate.
- FAQ schema backend inclusion to leverage Google questions.
- Re-wrote creative for lodging pages for search optimization.
- Optimized image loading to improve load times and decrease bounce rate.

Yosemite.com Strategy 2.5

Results of Core Web Vital Enhancements

35%

increase in
performance score

7%

increase in best
practices score

11s

decrease in
image load time



Measured using Lighthouse for Chrome. Mobile scores shown.

18-month Content / Story Calendar



CAMPING, CENTRAL MARIPOSA COUNTY REGION, NORTHERN MARIPOSA COUNTY REGION, NW MARIPOSA COUNTY REGION, OUTDOOR ACTIVITIES, SOUTHERN MARIPOSA COUNTY REGION

Camping Near Yosemite National Park

Whether you
Nevada Mo
highest mo
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MEETINGS AND CONFERENCES

Plan a Conference or Corporate Meeting in Yosemite Mariposa County

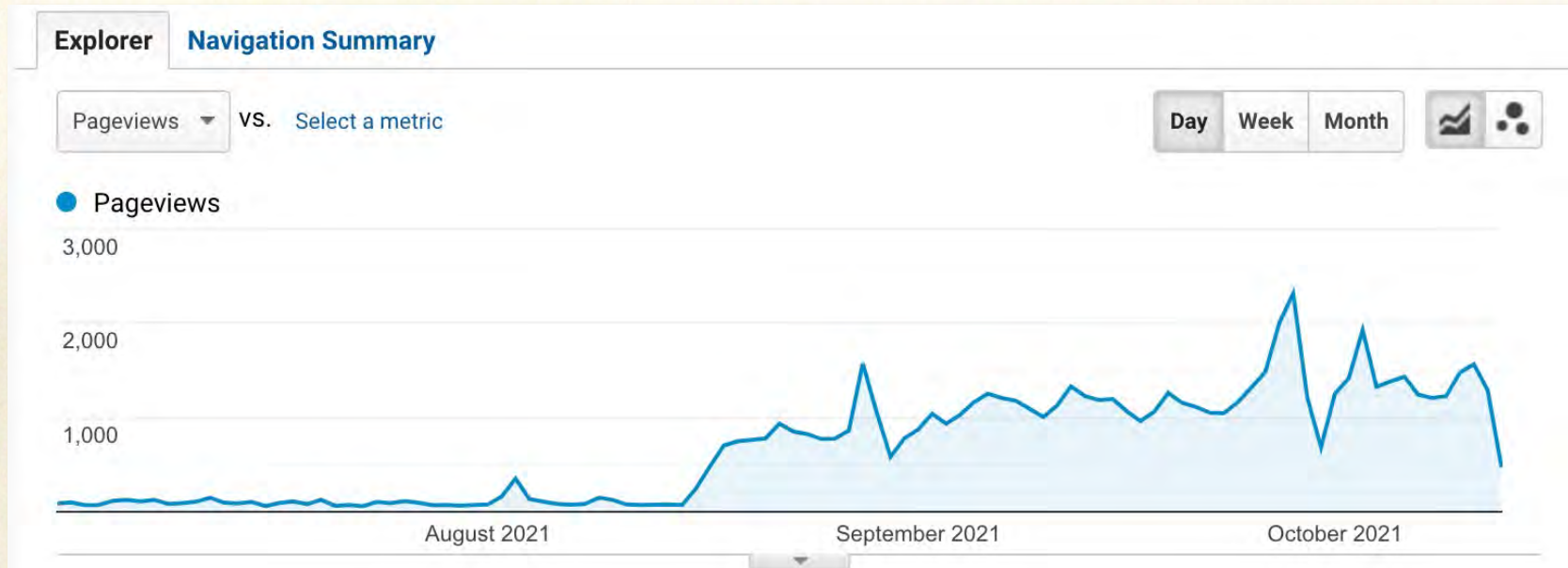
Remember when co-workers gathered for off-site events at conference centers to meet, collaborate without distraction, and get to know each other better?

With all the new technology, we've learned that we can do more than we thought without sharing the same space. But we've also learned that there is no replacement for working face to face and shoulder to shoulder. Most importantly, we've learned what matters to us. In addition to the necessity of gathering with friends and colleagues, spending time in

- YTD, 14 new stories have been published to Yosemite.com and 2 older articles have been updated.
- We've also turned all of our Reservation system content into drafts to hide them on Yosemite.com.
- Camping Near Yosemite and National Park Roadtrips cracked the top-10 of Yosemite.com's articles.
- We've also created meeting specific content with the anticipation of that market returning.

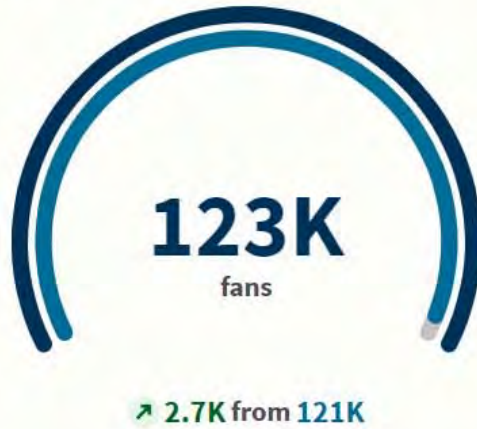
Special Offers

- Yosemite.com/special-offers/ has received 70,411 pageviews so far this fiscal year.
- The page outranks Yosemite.com/restaurants & Yosemite.com/things-to-do/attactions/
- Currently 17 offers running on Yosemite.com – Thank you!
- Special offers campaign only works with partner participation.

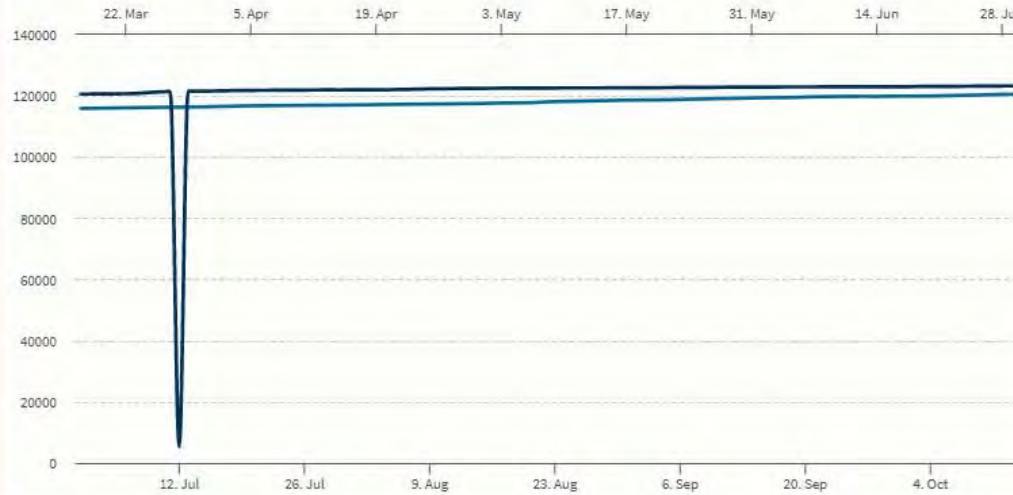


Social Media – YosemiteNation Facebook

f Total Fans



f Fans by Date



f Lost Fans



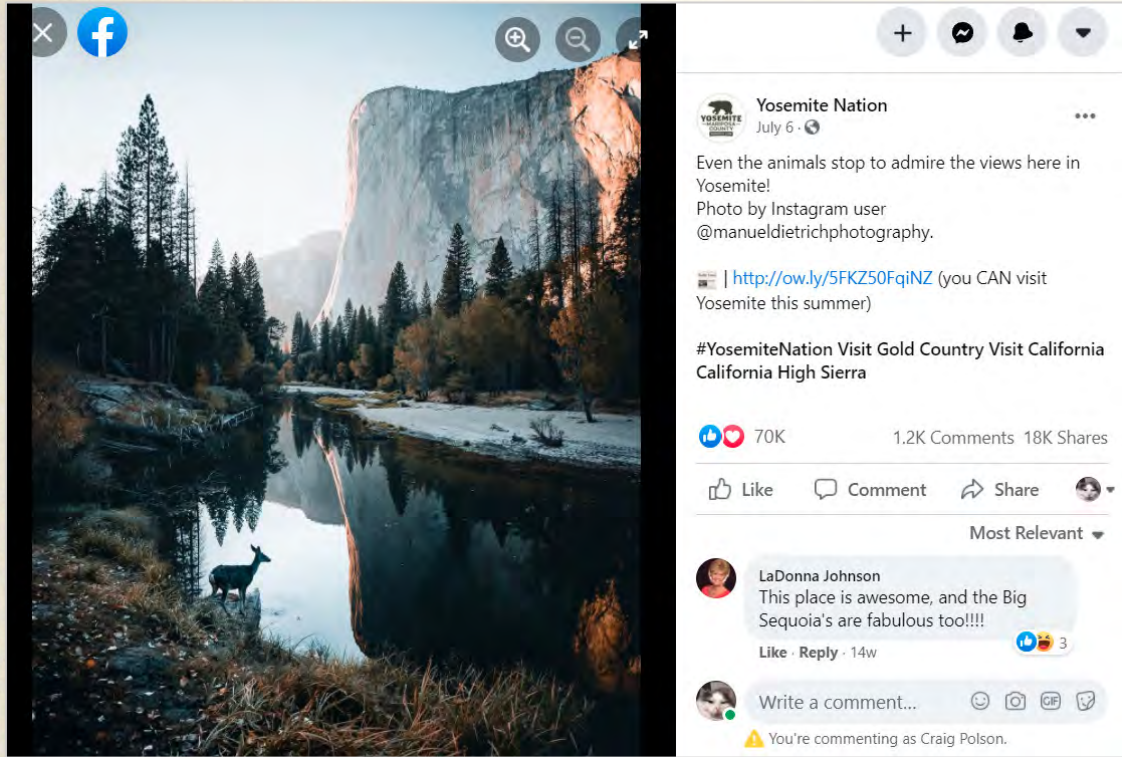
f Total Content Clicks



f Content Clicks by Date



Social Media – YosemiteNation Facebook Examples

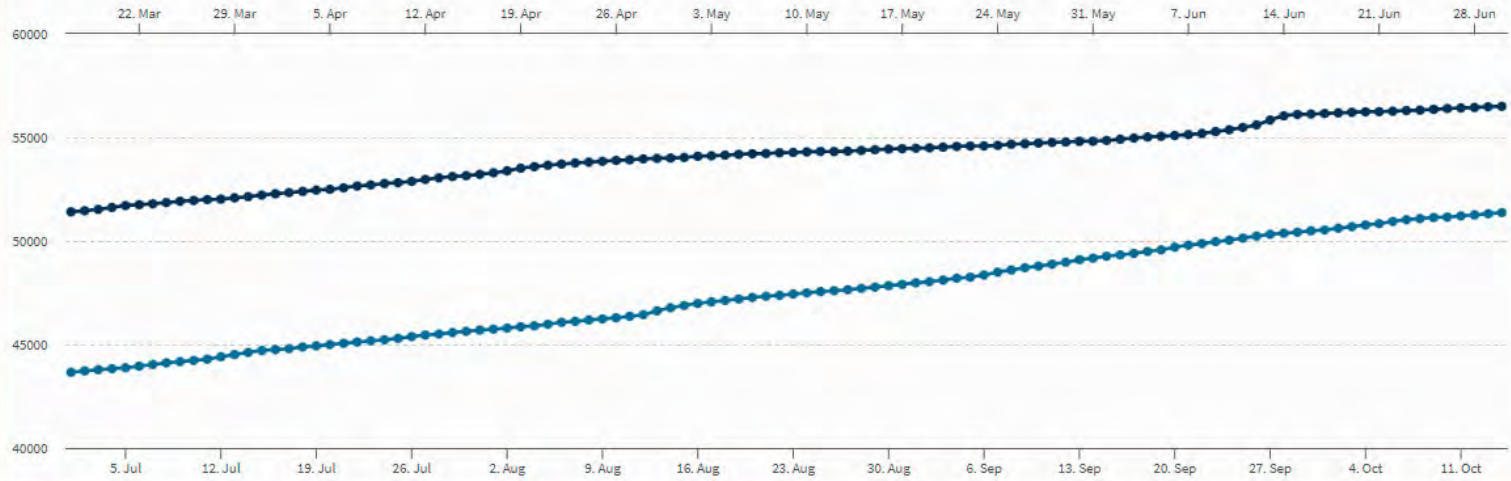


Social Media - Instagram

📷 Total Followers



📷 Followers by Date



📷 Total Engagement

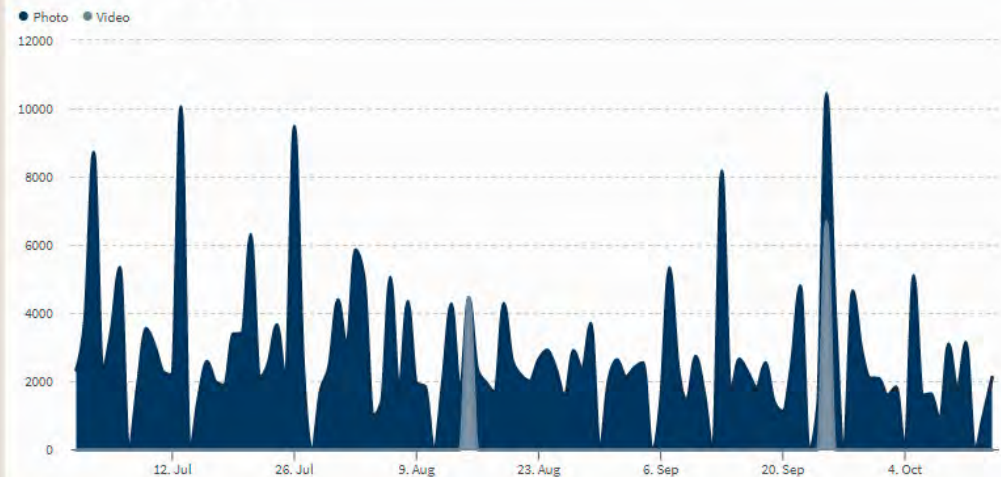


📷 Engagement by Type

Photo ↘ 0.1% 277K

Video ↗ 113% 11K

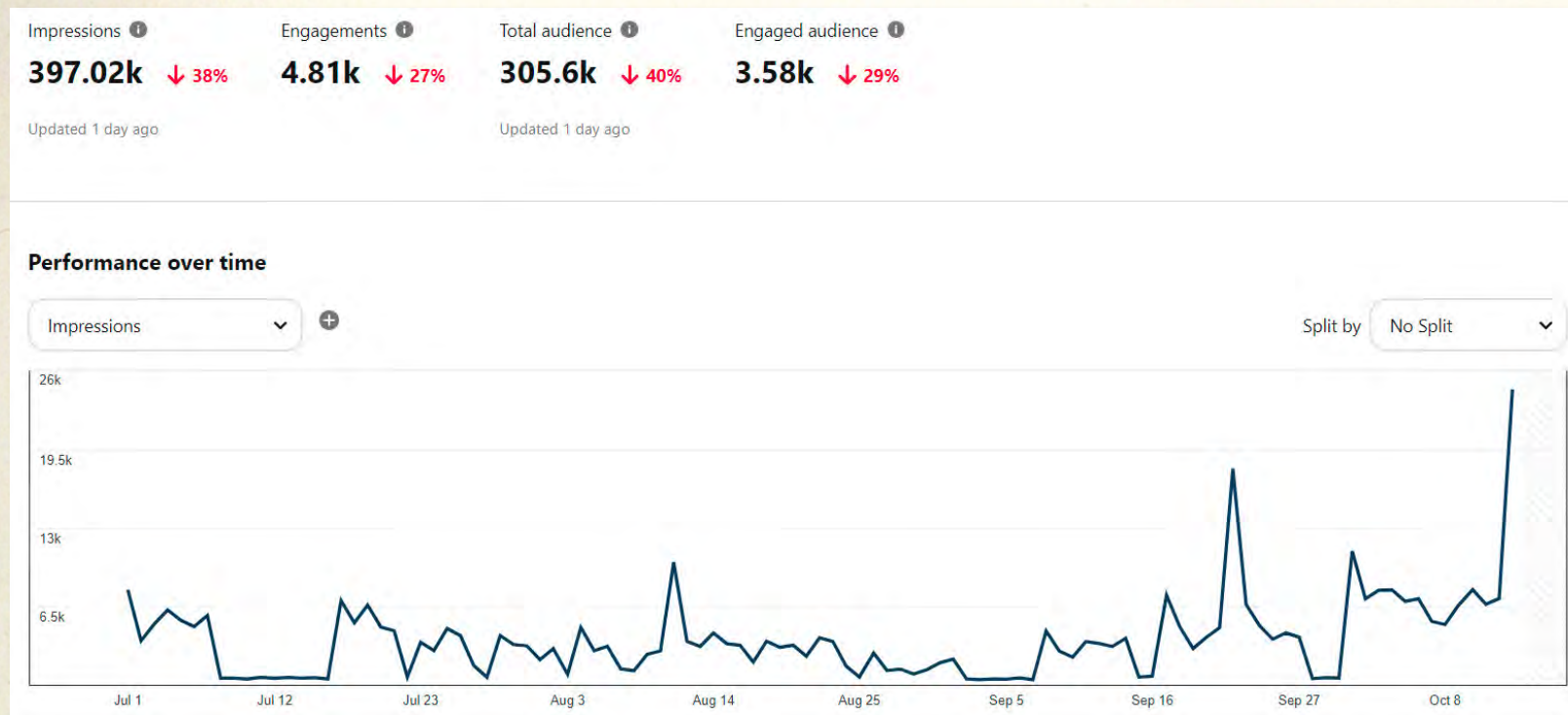
📷 Engagement by Type



Social Media - Instagram Examples



Social Media - Pinterest



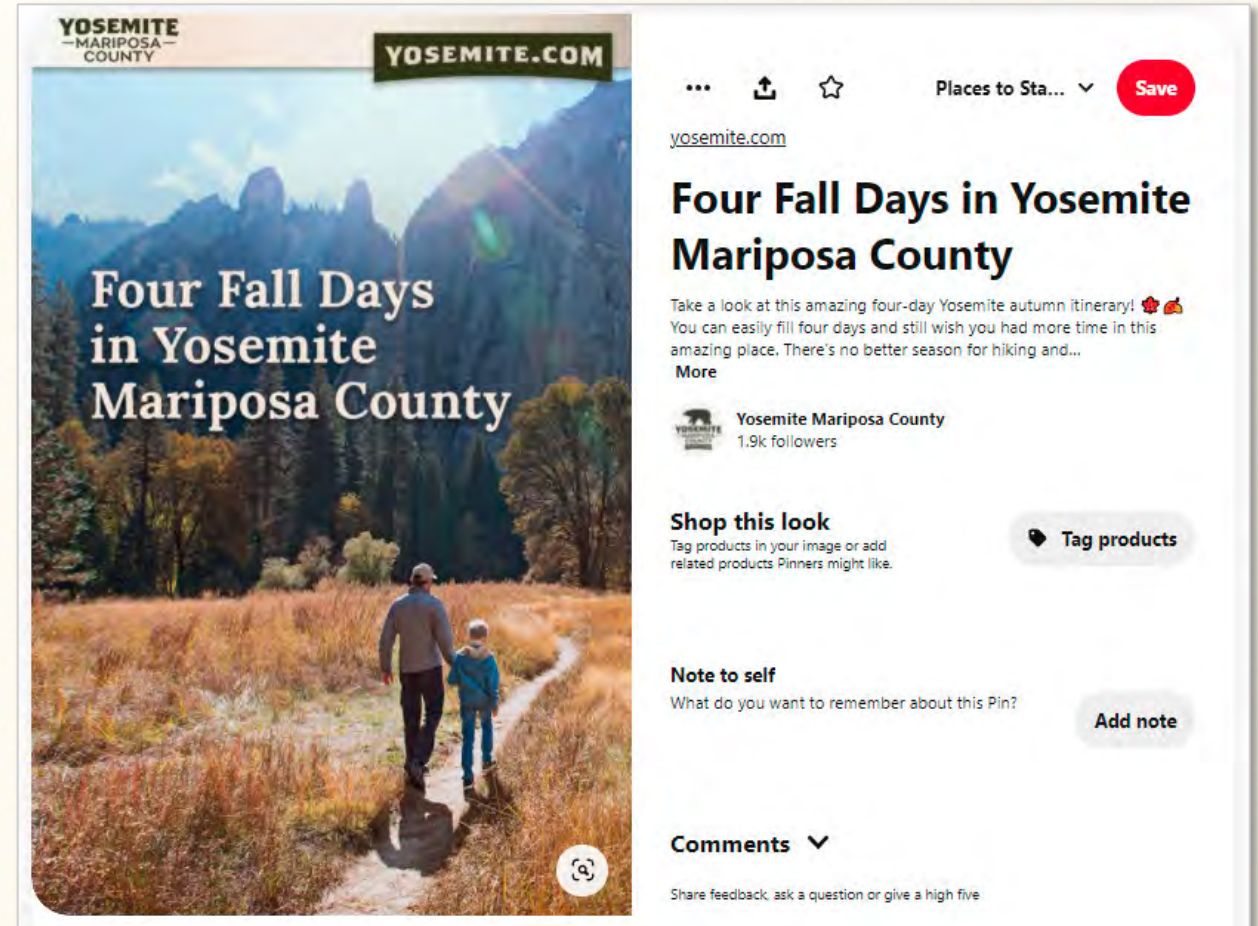
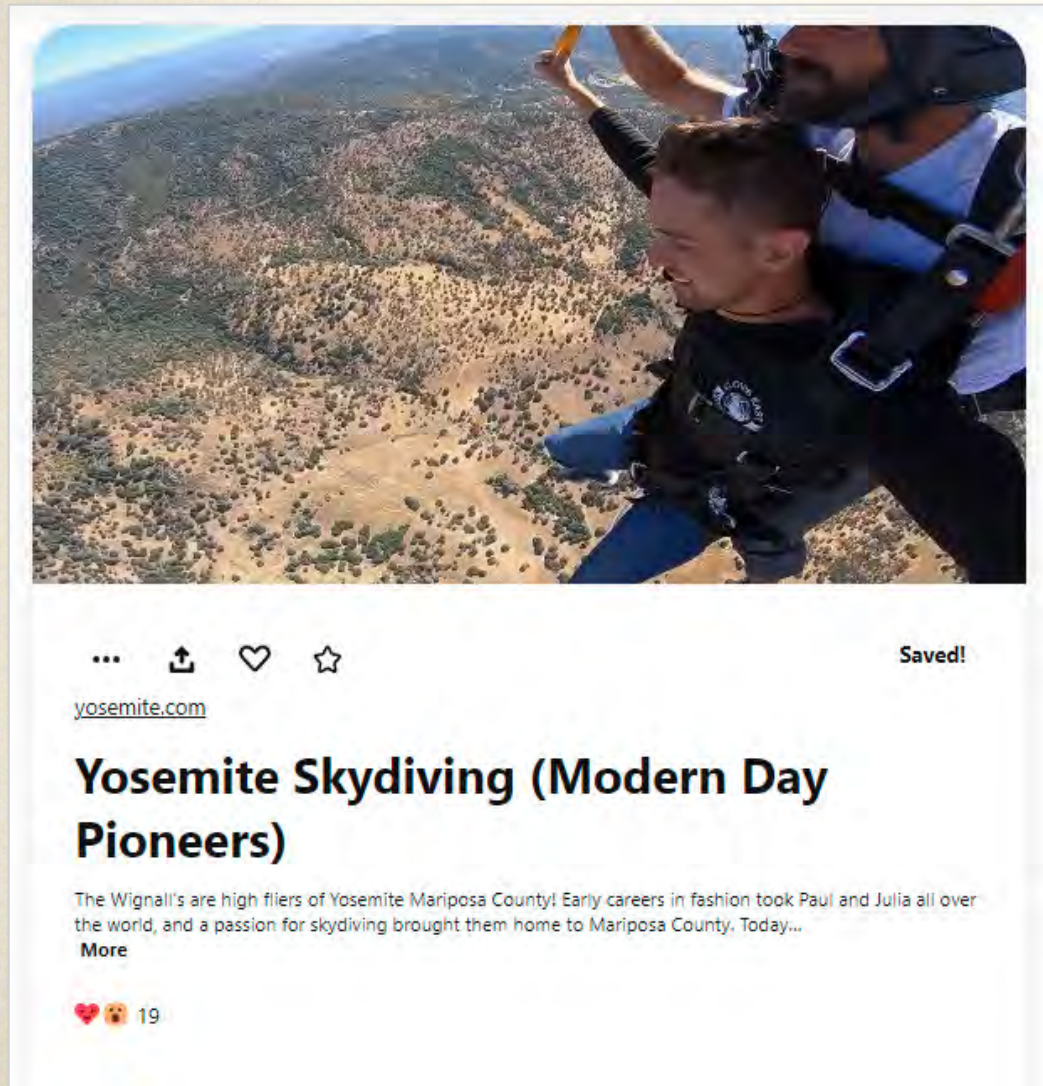
Yosemite Mariposa County

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 · 502 following

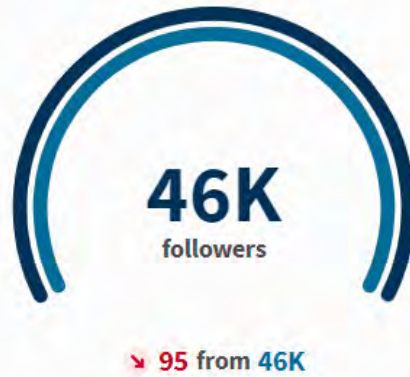
183.9k monthly views

Social Media - Pinterest Examples

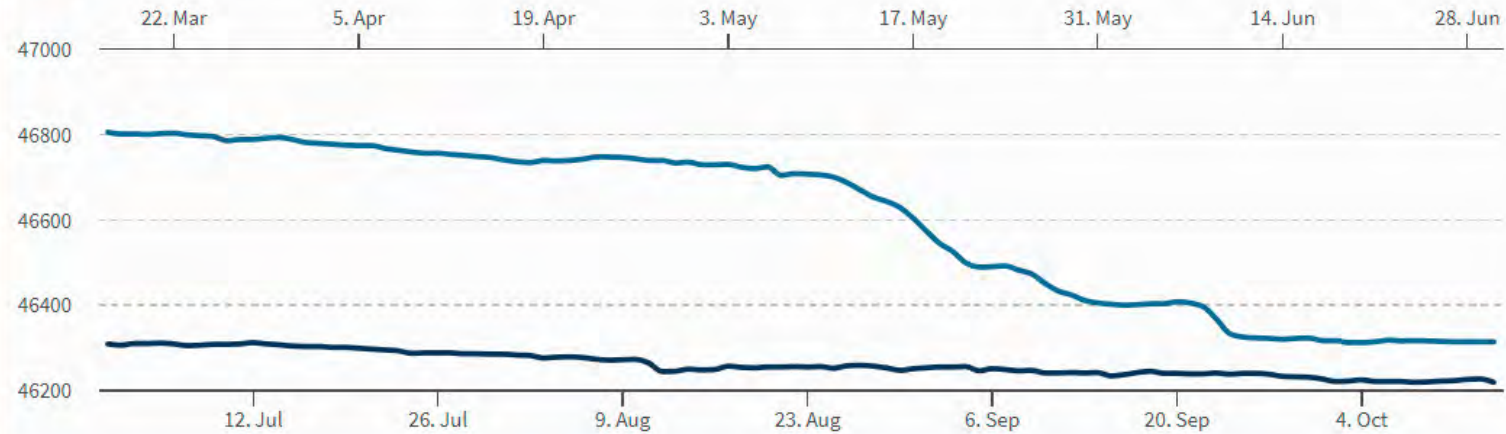


Social Media - Twitter

Total Followers



Followers by Date



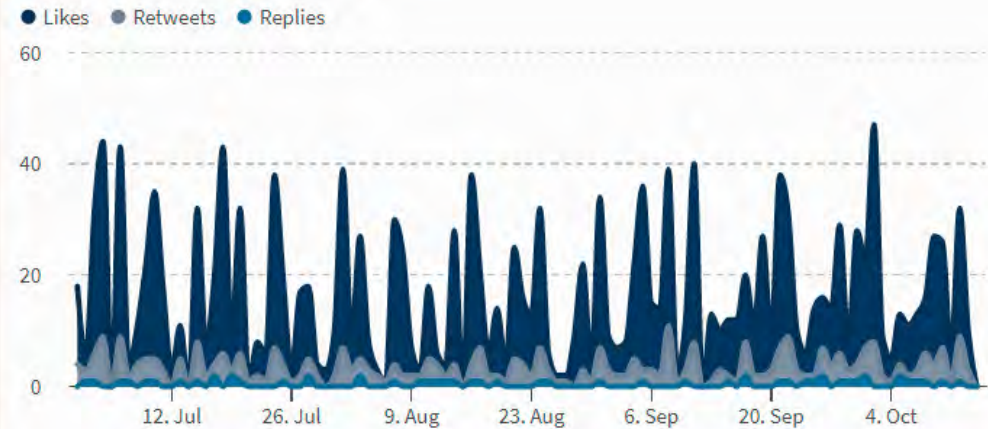
Engagement



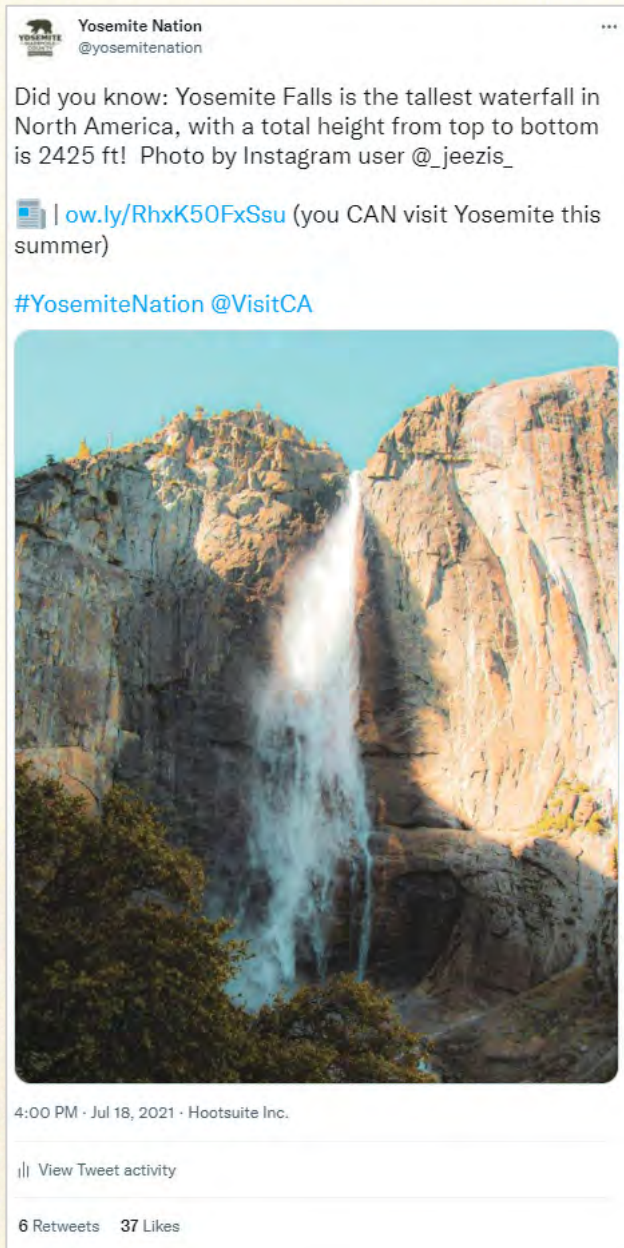
Engagement > Type



Engagement > Type

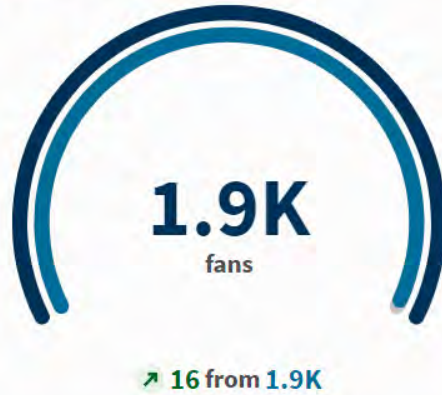


Social Media – Twitter Examples

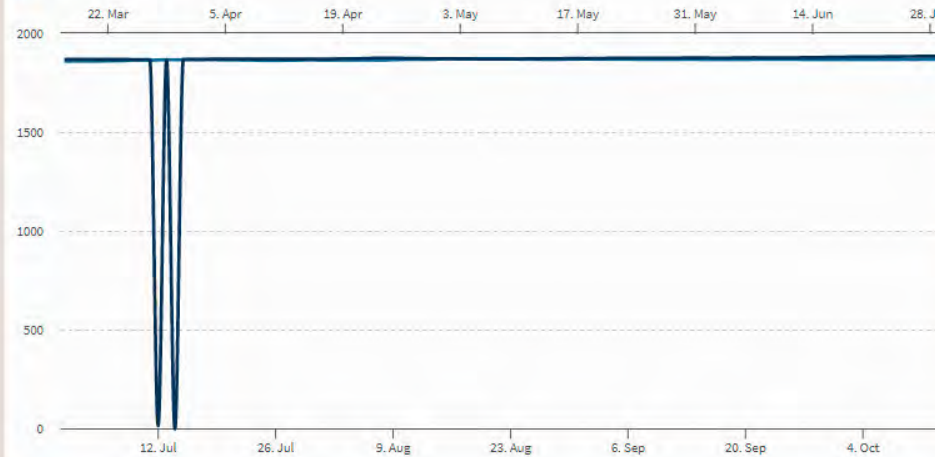


Social Media - Facebook Local

f Total Fans



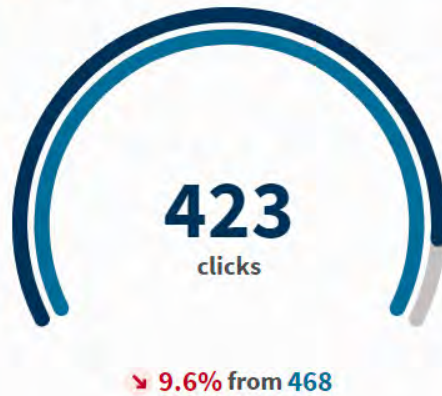
f Fans by Date



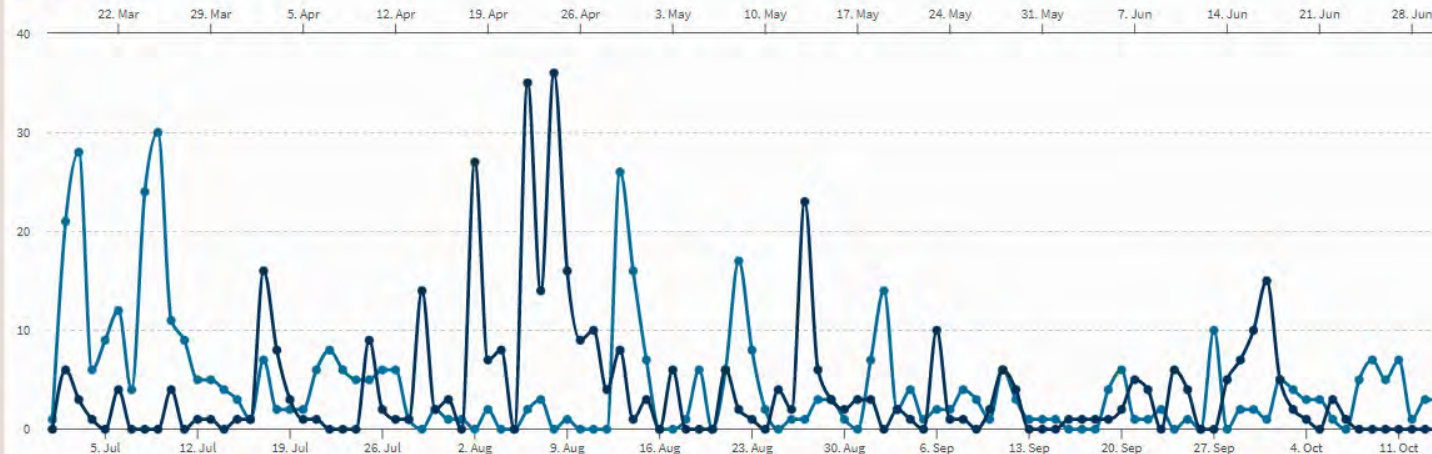
f Lost Fans



f Total Content Clicks



f Content Clicks by Date



Social Media - Facebook Local Examples

Yosemite Mariposa County Tourism Bureau
Published by Tony McDaniel · July 17 · 🌐

We could write a post as a friendly reminder that speeding kills bears, but we'd never do it better than this first hand story from a Yosemite Ranger.

Please take the time to read.

🐻❤️
#travelresponsibly



Yosemite Mariposa County Tourism Bureau
Published by Hootsuite · July 29 · 🌐

Our executive director Jonathan Farrington delivered some of our new town and historic maps to Erica Wolfson at the [Coulterville Visitors Center](#). This will help visitors find their way around town to our local businesses and historic sites.



1,307
People Reached

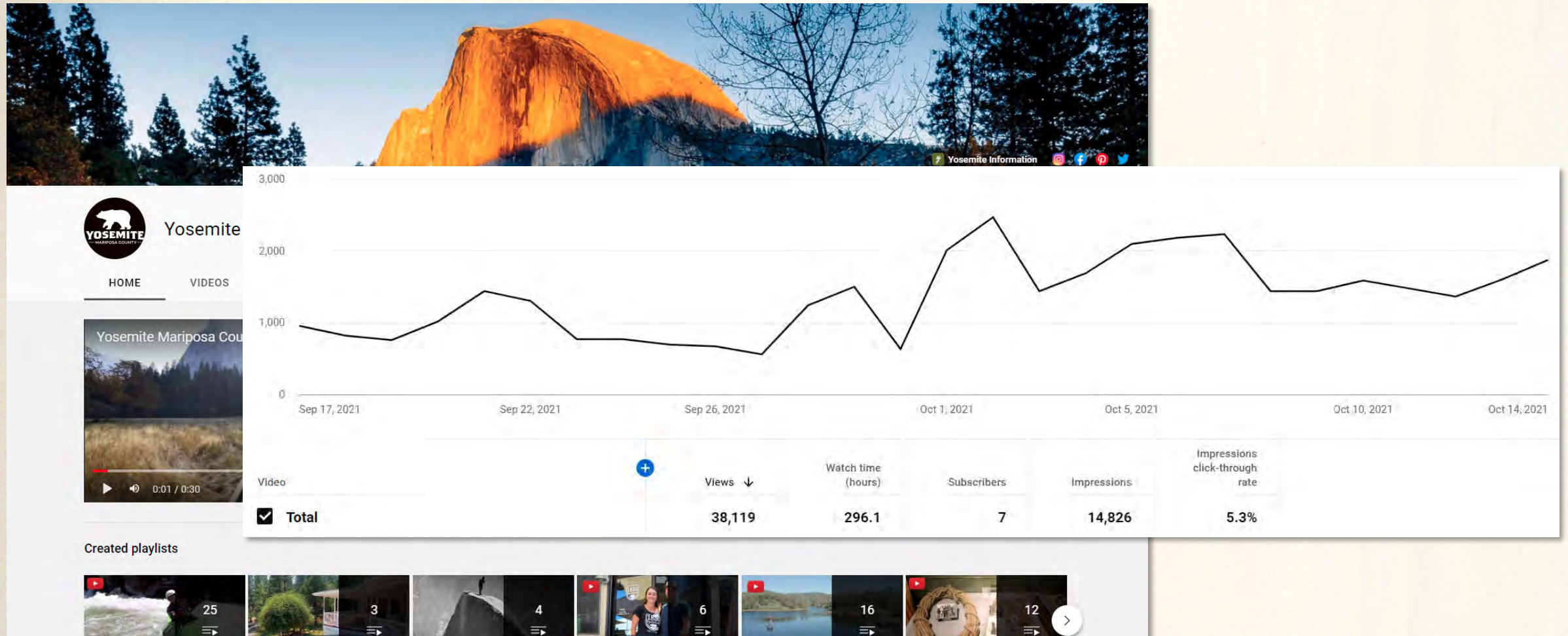
122
Engagements

Boost Post

15

1 Comment 8 Shares

Social Media - YouTube



Social Media – YouTube Examples



MARIPOSA GOLD

Fire Grenades

Travel Trade / Trade Shows

- IPW – Las Vegas was the event's 53rd year, returning after missing a year due to COVID-19 in 2020
 - We conducted 74 scheduled appointments, 7 off-schedule appointments and 11 informal meetings
 - There were an additional 20 formal appointments for Media Day and 10 informal meetings and media connections
- The Bay Area Travel Show – happening this weekend in Santa Clara. The show was originally paid for in 2019 for 2020 and canceled due to COVID-19
- Go-West Summit – Scheduled for February 14th through 19th in Reno, NV. Unfortunately, this conflicts with Visit California's "Outlook Forum".
- WTM was not budgeted for November 2021. We are planning on attending in 2022.
- ITB was not budgeted for November 2021. We are planning on attending in 2022.
- Several group trade shows are being considered including CALSAE

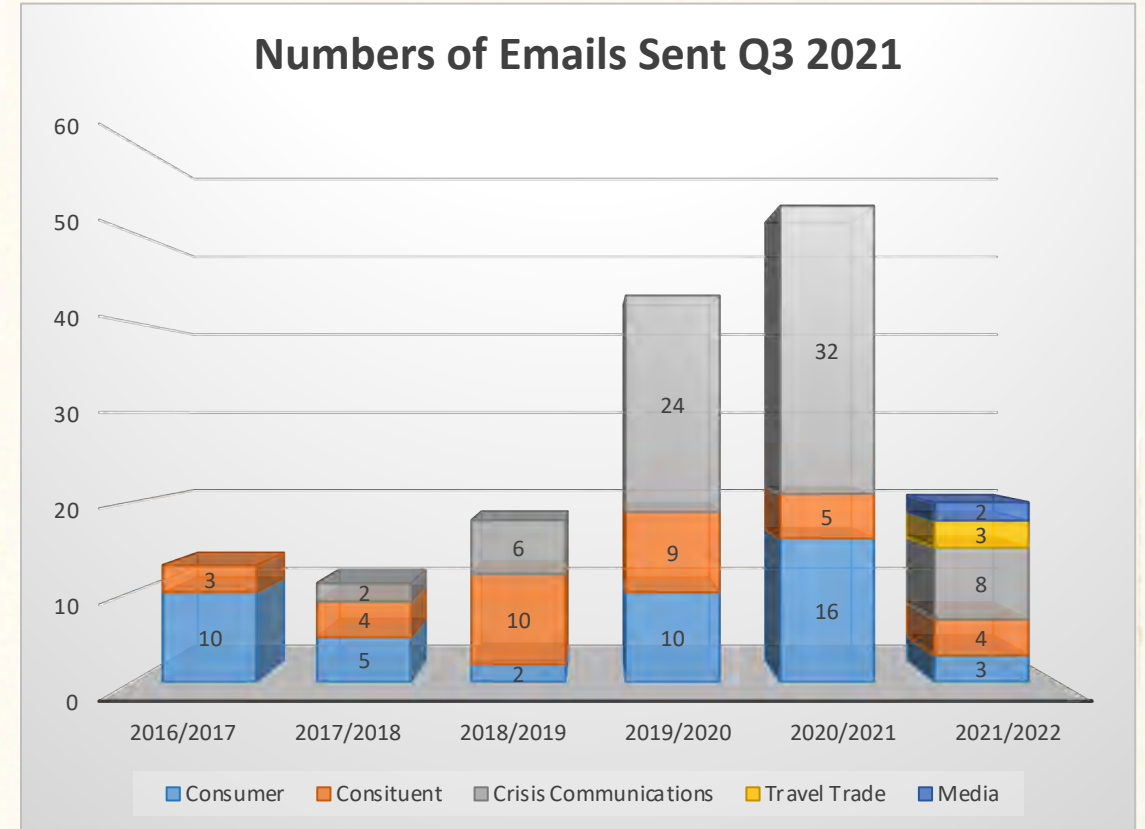


Email Marketing

We are now tracking emails to media and travel trade separately from general “constituent” emails.

In the first quarter, we have already sent 20 different emails, but hope that the pace of “crisis” emails will slow down.

We continue to see relatively high open rates compared to industry standards. Toward that end, we are continuing to clean the list to remove non-responders.



Traditional Print

ROAM WHERE NATURE SOARS



The Redwoods In Yosemite

Stay in one of our 120 fully equipped cozy cabins or spacious vacation homes, all located INSIDE Yosemite NP just 6 miles from The Mariposa Grove of Giant Sequoias, and get 20% OFF of your stay this fall. Call 855-684-8441 or use code SEQUOIA21 at checkout on our website.

RedwoodsInYosemite.com



Yosemite Hospitality

Experience the magic of winter at The Ahwahnee hotel. This stunning national landmark hotel offers classic rooms and suites with incredible views of Half Dome and Yosemite Falls. Your winter adventure is complete with skiing and snowshoeing among Yosemite's trails.

[Travel Yosemite.com](http://TravelYosemite.com)



Yosemite View Lodge

Yosemite Resorts are located at the western gate to Yosemite National Park, offering several first-class lodging choices that are convenient to Yosemite's primary attractions, including a wealth of value-added amenities.

YosemiteResorts.us



Tenaya Lodge at Yosemite

Embrace autumn in a big way at Tenaya Lodge, which is just two miles from Yosemite National Park. At this full-service resort, you can admire fall foliage in an unforgettable world of mountain beauty. Plan your fall moment.

TenayaLodge.com (888) 514-2167

YOSEMITE.COM – the #1 resource for planning your visit to Yosemite National Park.

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

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RedwoodsInYosemite.com

The Ahwahnee Hotel

Experience the magic of winter at The Ahwahnee hotel. This stunning national landmark hotel offers classic rooms and suites with incredible views of Half Dome and Yosemite Falls. Your winter adventure is complete with skiing and snowshoeing among Yosemite's trails.

TravelYosemite.com



AutoCamp

With modern Airstreams, spacious luxury tents, and comfortable cabins, AutoCamp Yosemite is where resort-like amenities meet the great outdoors. Conveniently located near the National Park entrance, AutoCamp Yosemite is your basecamp for year-round adventure.

AutoCamp.com/Yosemite/

Tenaya Lodge at Yosemite

With cooler temperatures and spectacular foliage, autumn is everyone's favorite season – especially in Yosemite. Tenaya Lodge puts you two miles from Yosemite National Park. Relax at a full-service resort and make this your best fall yet.

TenayaLodge.com (888) 514-2167



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TravelYosemite.com

Yosemite Bug Rustic Mountain Resort

This authentic mountain camp offers private rooms and tent cabins in a relaxed, forested setting with our highly-rated June Bug Cafe and a communal spa. Just downstream from Yosemite Valley, there is easy access to the High Sierra, Gold Country, and Sequoia Groves.

YosemiteBug.com



Tenaya Lodge at Yosemite

Autumn is coming, along with campfires and comfy sweaters. It's a magical time to explore Yosemite while visiting Tenaya Lodge. The full-service resort is two miles from Yosemite National Park – which looks stunning in shades of gold.

TenayaLodge.com (888) 514-2167

The Redwoods In Yosemite

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Condé Nast – East Bay Version
(left) and L.A. Metro version
(right)

BANG – six-page insert



Traditional Print

Upcoming Print placements include:

- *Hemispheres* (United Airlines' inflight magazine)
- *GQ* (co-op)
- *Yosemite Journal* (co-op)

Sactown Magazine's Travel Planner for September / October)

Experience the warm days and cool nights of Autumn and stay at some of Yosemite Mariposa County's best lodging options:



Tenaya Lodge at Yosemite

With cooler temperatures and smaller crowds, autumn is the perfect time to visit the Yosemite region. Tenaya Lodge is a full-service resort two miles from Yosemite National Park. Take leaf peeping higher in the Sierras – plan your fall moment now.

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RedwoodsInYosemite.com/specials/



Wawona Hotel

Get away from it all this fall with an unforgettable road trip to the Wawona Hotel in Yosemite National Park! Hiking, viewing fall colors and biking in Yosemite Valley are a few of the most popular activities to enjoy.


TravelYosemite.com



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YosemiteResorts.us



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This authentic mountain camp offers private rooms and tent cabins in a relaxed, forested setting with our highly-rated June Bug Cafe and a communal spa. Just downstream from Yosemite Valley, there is easy access to the High Sierra, Gold Country, and Sequoia Groves.

YosemiteBug.com

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

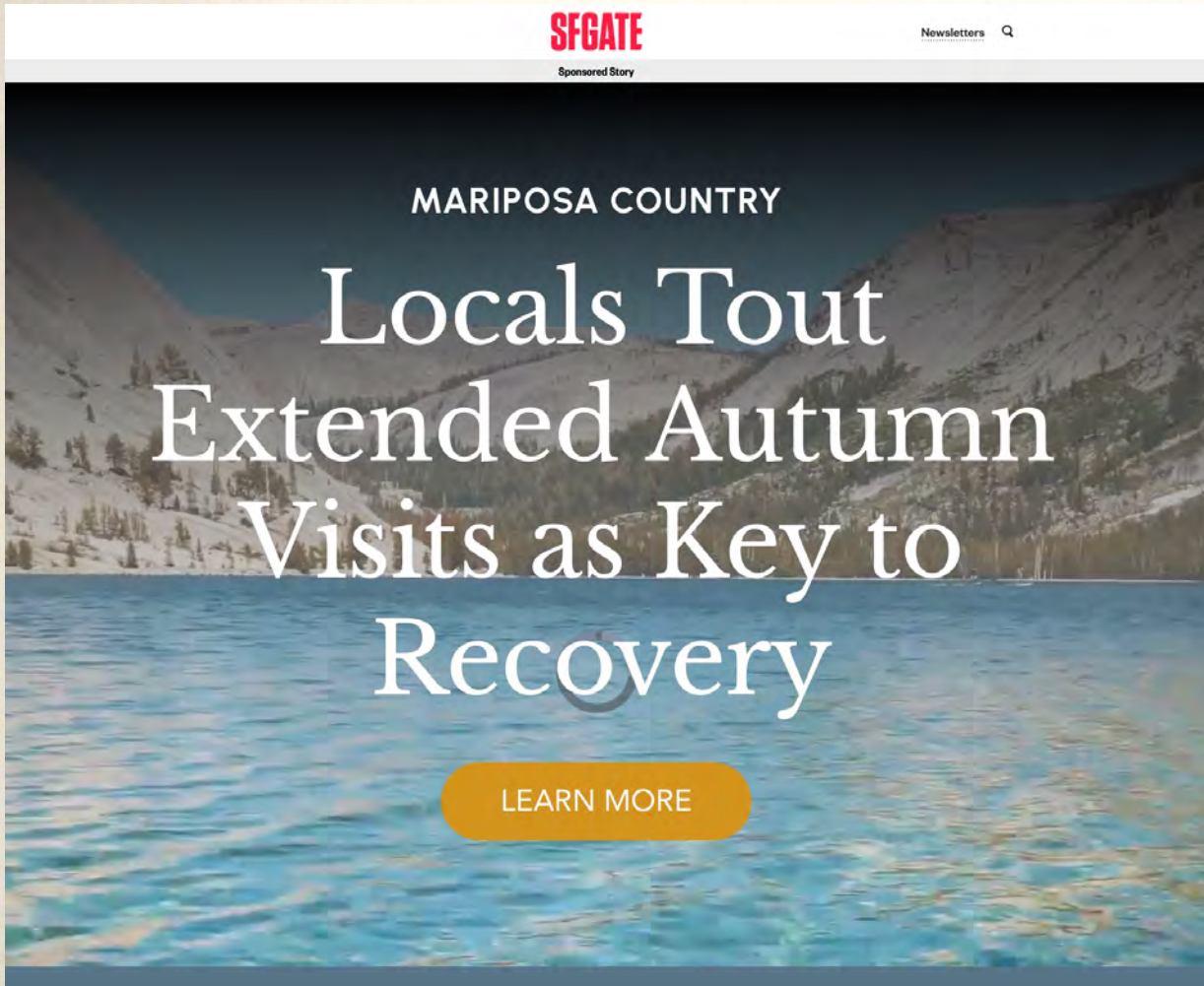
**AUTUMN
ADVENTURE
AWAITS**

Home of Yosemite National Park, Mariposa County offers plenty to do and see for those looking for room to roam. Visit Yosemite.com to learn more.




**YOSEMITE
—MARIPOSA—
COUNTY**
YOSEMITE.COM

Digital Native Advertising



We've been dipping our toes into digital native advertising via the Bay Area News Group (part of the added value for our print agreement) as well as SFGate, the online presence of the *San Francisco Chronicle*.

We created a co-op opportunity for the SFGate story. Tenaya Lodge, Yosemite Bug, and The Redwoods were all participants and were interviewed for the story about extended stays during fall and the importance of tourism to our community.

Traditional Radio



In coordination with the digital and social media messaging about the end of the temporary reservations system, we invested \$24,000 in a four-week run on KCBS to inform Bay Area listeners.

One version of the ad ran for two weeks prior to September 30 and another version ran for two weeks following September 30.

Public Relations and Earned Media

July – October, 2021

Los Angeles Times

Yosemite has captivated generations of climbers — and those who worship them. Now a small museum in Mariposa, Calif., not far from the park's granite walls tells part of the story.

trivago magazine

We love exploring Yosemite National Park, but finding a campsite inside the park is a challenge. If you're looking for a laid-back retreat, Yosemite Bug, a former Boy Scout-camp-turned-resort, fits the bill.

San Joaquin
MAGAZINE

Mariposa is a top choice when it comes to outside-of-the-park lodging. Just about 30 minutes from a park entrance and offers charms of its own.


NATIONAL PARKS
TRAVELER

The expiration of required reservations comes as park visitation ebbs and lodging prices begin to drop in autumn and into the winter and Yosemite remains open at all entrances. Also dropping are the temperatures, which means that Yosemite will be wide open for the best time to hike the park's hundreds of miles of trails.

Examples of Earned Media

7/3/21	Make Your American Dreams Come True	Daily Telegraph
7/6/21	Hit The Road	Bella.co.uk
7/6/21	Hit The Road	Bella print edition
7/12/21	Shinrin-yoku: Forest Bathing for Your Health	AAA
7/18/21	YOSEMITE CLIMB MUSEUM AND GALLERY	Taking the Kids
7/19/21	7 Picturesque California Glamping Destinations for Luxury Campers	Men's Journal
7/19/21	7 Picturesque California Glamping Destinations for Luxury Campers	MSN.com
7/29/21	4 Western US camping destinations for family adventure this summer	Seattle PI
7/29/21	Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks	L.A. Times
7/29/21	Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks	Yahoo News
7/29/21	California Dreamin	Bella
8/3/21	12 Glamping Spots for People Who Don't Like Camping	Oyster
8/15/21	World Photography Day	NI Travel News
8/20/21	Glamping USA: 9 of the Best Places to Go Glamping Across America	Trivago
8/20/21	Exploring and Understanding Local Heritage	NI Travel News
8/26/21	Exploring and Understanding Local Heritage	Viestra
9/2/21	"Yes, we're open!" Say Yosemite National Park, Bass Lake, and Shaver Lake	KMJ Talk Radio
9/8/21	The 15 Best Places in the U.S. to Go Rock Climbing	TripSavvy
9/20/21	Yosemite's early climbers made their own gear for dangerous ascents. New museum shows how they did it	LA Times
9/21/21	Funky Airstreams & Tiny Cabins: Where to Go Glamping This Fall	Thrillist
9/23/21	A Magical Escape: Yosemite	San Joaquin Magazine
9/29/21	Yosemite National Park Temporary Reservation System Ends October 1	National Parks Traveler
9/30/21	YOSEMITE KILLS TEMPORARY RESERVATIONS SYSTEM	skiplaylive.com
10/3/21	15 amazing ways to see America - on both budget and blow-out holidays	telegraph.co.uk
10/4/21	11 Weekend Getaways Within 5 Hours of LA That Are Perfect for Fall	Thrillist.com
10/13/21	Discovering Wine Deep In California's Sierra Foothills	Saltandwind.com

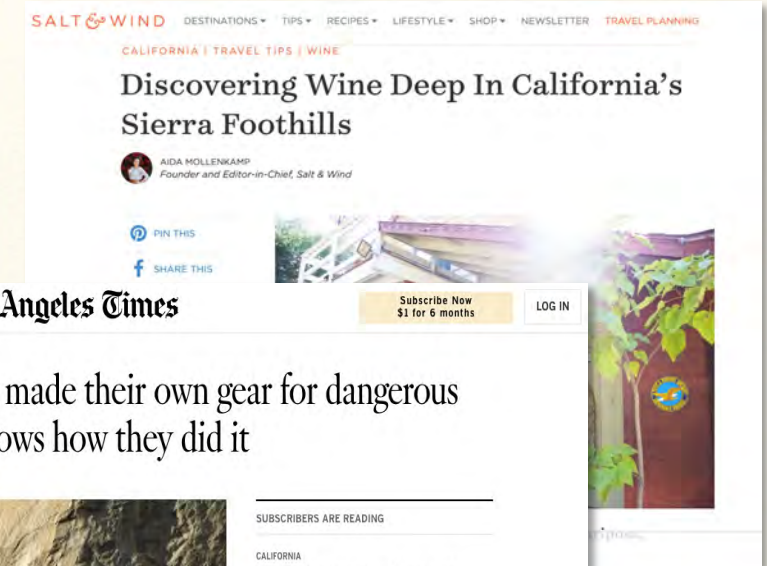
FAMs

YMCTB has hosted 4 press trips so far this year. They are:

- Aida Mollencamp
 - California Wine Institute + Salt & Wind
- Melissa Garcia
 - Consumer Queen + Roaming My Planet + RVC Outdoors
- Melissa Curtin
 - LaLaScoop
- Sarah Siese
 - The Guardian + Nat Geo Traveler

Also saw pieces published from:

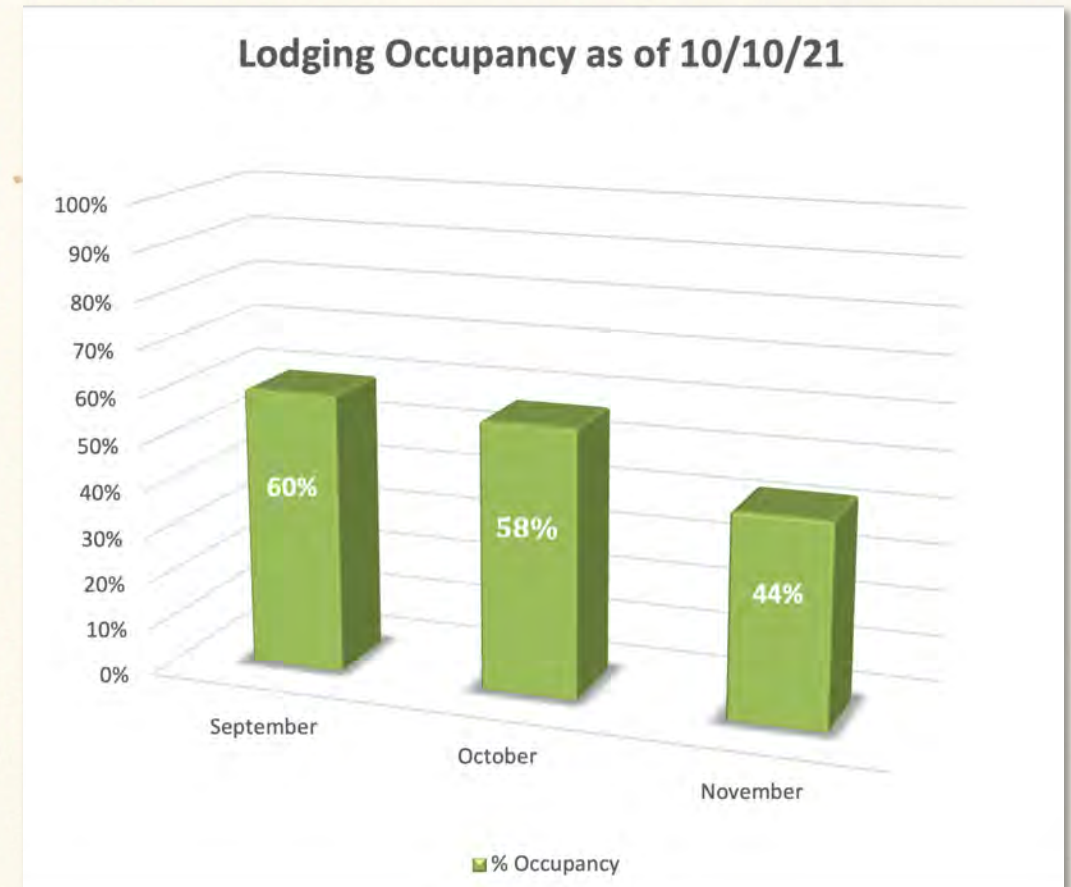
- Aida Mollencamp (Salt & Wind)
- Alec Scott (LA Times)
- Nora Tarte (San Joaquin Journal)



Gap Analysis

Occupancies continue to trend down, despite the end of the temporary vehicle reservations system. Without an official announcement from the National Park Service, YMCTB stepped in as best we could to inform the public. Among other things, YMCTB focused our efforts on the following:

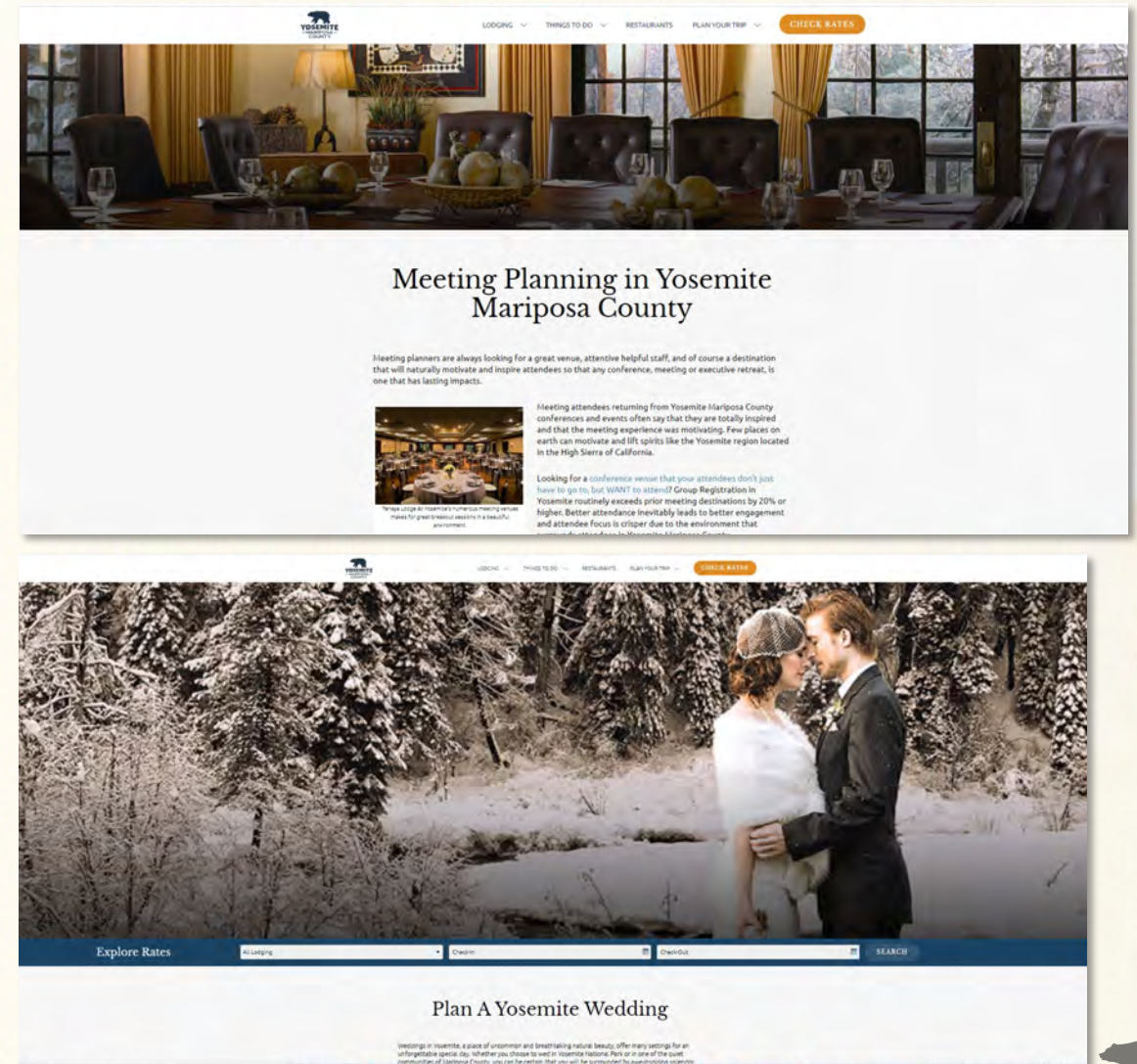
- Drafted and issued a [national Press Release](#) and received modest coverage as a result.
- Invested in a very successful month-long digital paid media campaign focused on the end of the reservations system.
- Ran four weeks of special radio spots on KCBS in the San Francisco Bay Area at an unplanned cost of \$24,000
- Designed and ran a special six-page printed newspaper insert in the Bay Area News Group that was delivered to 660,000 subscribers.
- Issued numerous sponsored and organic Social Media posts
- Sent a Newsletter update to nearly 60,000 subscribers.



Traditional Sales

Traditional Group –

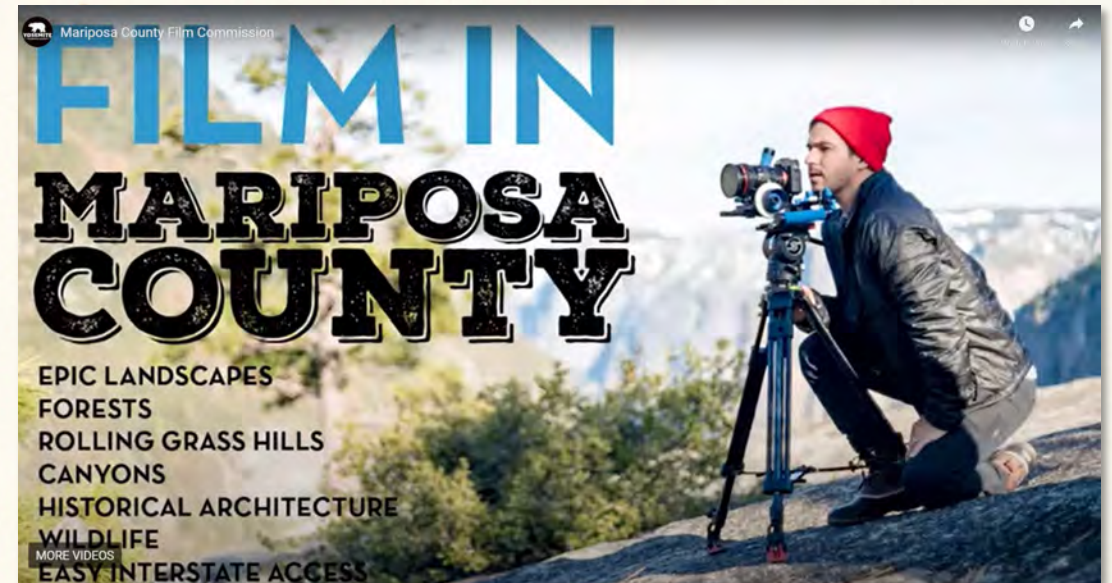
- Meetings are set to return and increase over the coming year
- In 2020 the meeting planning navigation was removed from Yosemite.com to begin an extensive rebuild for both Traditional Group and Celebrations (social – weddings etc.)
- These categories were co-mingled in the past, diminishing the effectiveness on multiple levels
- <https://www.yosemite.com/meeting-planners/> has been relaunched – Individual sales sheets are being created to sell each property individually. A new lead RFP submittal was created.
- Weddings & Social has been reimagined <https://www.yosemite.com/weddings/>, with separate focused positioning copy and articles, services and FAQ
- Weddings, encore weddings, landmark anniversaries and social events will all be highlighted



Film Commission

- Film commission efforts have been placed on hold the past 18 months. Despite changes or loosening of restrictions to film in YNP, inquiries have been non-existent for the county and park
- We continue to monitor the California Film Commission communications for emerging trends or opportunities and leads for film production opportunities in our region
- County fund reductions limit our scope of outbound work here
- 360ViewPR contract renewal did not include “pitching” this calendar year, due to funding reductions
- The film industry in general has not recovered from COVID restrictions and is just emerging from a near shutdown with union and industry negotiations on safety, work conditions and work/reset periods

Updated Film Commission Promotional Video



International Marketing

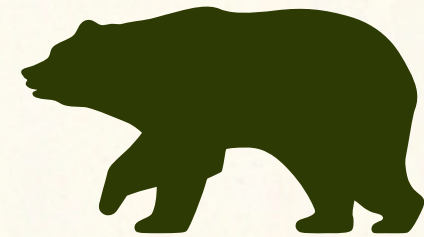
- United Kingdom - After 19 months of restricted travel to the US, Black Diamond expects to see a phenomenal rise in bookings for spring/summer 2022 over the next few weeks. The marketplace will be fierce with competition, and BD expects to see U.S. DMOs making a swift and heavy return to the UK through marketing and co-ops. Also predicted is that much of the competitive long-haul market from the UK is still restricted such as Africa due to COVID. The opening of the US market gives the US a unique opportunity to increase its market share, especially over the next 6-9 months.
- Australia – After 20 months of the most restrictive lock-downs in the world, Australia and New Zealand are reopening. Never placed on the do not fly list, return travel is expected almost immediately, with Spring 2022 being most measurable. Priority in travel will be 1) Friend and Family make-up travel 2) Couples no kids 3) Wealthy Travelers, all destinations. Australians saved more salary during COVID than any time in history and are ready to travel! Qantas and United Airlines restarted marketing in September. Co-ops between YMCTB and trade partners will resume shortly.
- Germany – Although travel is top of mind for Germans, the Chancellor elections and continued vaccination efforts (currently 67.9 and 64.3 fully) have taken center stage. There was a return to international travel from Germany to Canada when borders opened, however the majority of Germans were still headed for warmer climates. When the US opens in November, most immediate travel will be to Florida. California and Yosemite will see return travel in mid-2022. Co-ops with CANUSA and America Unlimited are being considered.
- Scandinavia – As of September 10th, final COVID restrictions were terminated, including a return to schools. COVID was redesignated as “dangerous” but no longer “critical” illness. International long-haul flights continued during the pandemic carrying mostly cargo. SAS will begin their 7 weekly flights to SF and LA starting filling flights again with passengers beginning November 8th. Co-ops are in the works with Swanson's Travel in Sweden. Additional programs are being considered.

Local Events and Sponsorships

- Paused until County Contract is final
- Budget is expected to be far smaller, with sponsorships only being made to events and festivals held during off-season dates
- Donations to non-profits like our museums is not expected for this fiscal year, but is possible depending on budget and TBID collections



Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU