

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
Presentation
2019/2020 Results**

August 20, 2020



2020/2021 Focus and Outlook

- COVID-19 Recovery – **California Drive Market** is our 2020 – 2022 audience.
- Mariposa County – **history, culture and building the Mariposa County brand**. Non-Yosemite and repeat visitation. Where possible with budget reductions.
- GAP **opportunity analysis** and data driven focus and SWOT. (need periodic property forecast updates)
- **Owned Media Channels** – eCRM (Electronic Customer Relationship Management), email, newsletters, social media. Lack or paid budget forces increased “guerilla marketing”.
- **On –Hold** - Earned Media Channels – PR, editorial, paid social influencers, media FAM trips, international trade and travel trade.
- **Content** (owned) - blogs, editorial/stories, video, photography, although very little useful marketing photography of Mariposa County is available through normal means.
- Budget shifts for YMCTB & County’s marketing plan limit recovery timeline near and long term.

Director Update – PY Goals Recap

2019/2020 Goals:

- Reduce COST and dependence on outside agencies , putting this funds to work in direct marketing, local talented staffing and local vendor use (\$194,000 savings). **Success - 100%.**
- Focus more attention on promoting Mariposa County along with Yosemite, to increase repeat visitation and increase off-season visitation. **Achieved, but always On-Going**
- Increase the use of lower cost but highly impactful marketing efforts such as Public Relations, Social Media, Newsletters, Blogs and Content. **Success - 100%**
- Focus more resources on Yosemite.com, creating a Yosemite.com 2.0 revamp plan, including updating content & functionality. **Success - 98% of an unending goal.** We created more content than ever before and visitation prior to COVID-19 was record breaking. COVID-19 impacted our ability to grow further in the fiscal year.
- Integrated year-long campaign focus, aligned with an 18-month content plan to include our new PR firm efforts. **Success - 100% - Very Effective & ongoing** – COVID-19 derailed our Spring efforts and put much our already written spring blogs and stories on hold.
- Always be more data reliant in selecting our marketing investments, to ensure the highest impact on our media investments. HMA Report crucial step. **Success – 100%.** Completing the HMA project will help in planning and targeting for many years into the future.

Director Update – PY Goals Recap

Additional 2019/2020 successes:

- YMCTB has made major **organizational changes in agency and contract retainers**. This transition is working very well.
- **Robust fall lodging occupancy** increases year-over-year have increased revenues. As a result, budget and marketing tactics are expanding to promote winter and spring.
- **Yosemite.com visitation growth** once again was “EPIC”!
- Social Media volume or **posting frequency and quality reached an all-time high** and **excellent follower growth**. Large increases in paid social sending, replacing traditional digital.
- **Frequency of Newsletters and Blogs have increased significantly**. Subscribers substantially up too!
- New **international digital media** in Australia and UK achieved excellent results.
- **Earned excellent PR and Media results** and coverage via internal, 360ViewPR and International efforts.
- Challenges? **Book Direct web booking engine took time to implement** - improving connectivity to reservations systems was complicated and time consuming. More refinement is underway, current results, impact and **referrals ARE MASSIVE, exceeding 110,000 searches and 74,000 direct property referrals** direct to lodging reservations system **in June and even larger results in July!** These are now measurable results.

Pandemic Update

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

Goal: To bring visitors from the drive market to Yosemite Mariposa County as the nation recovers from the coronavirus.

When: we will take a three-phased approach – the “Outbreak” phase, the “Improving Situation” phase and the “Recovery” phase (based on key indicators of conditions of decreasing spread of and recovery from the virus). If we watch the situation, we will likely need to promote visits during peak season to Yosemite Mariposa County. Without knowing the duration of the coronavirus, we also need to concurrently message for fall.

Where: a) Northern California drive market (200-mile radius) - with restrictions in place for international travel and border closings, we need to focus on the drive market as soon as possible (assuming that stay-at-home directives have been eased). The SF Bay Area will be the primary focus: per the HMA study, the top 3-digit zip codes are 945, 940, 950, 941, 951, 956, 953, and 949. b) Within 3 to 5 weeks of recovery and as travel expands we expect the LA Metro area will follow (up to : 3-digit zip codes 926, 900, and 913, as well as Santa Barbara 934 and San Diego 921. We will monitor all of the recovery efforts and will shift as necessary.

Who: General public - we will encourage families, couples and singles to visit Yosemite Mariposa County when normally the area has less lodging available due to normally high demand. Lodging prices are expected to be at an all time low during this recover period. Schools will have been closed for months; it's a contrast to what most people Mariposa County offers an escape from being kept at home for weeks / months; it's a contrast to what most people have been experiencing. (We need to be extra sensitive regarding messaging to older populations as these people may be especially concerned about whether it is safe to travel. However, this segment of the population is a large part of our main demographic; our hotels and lodging properties are going to need them.)

Landing page: TBD (Noble to work with Tony: an entire landing page will be built out around this effort.)

COPY: Please include all relevant copy points or key phrases required for the Story, including any secondary goal. Include any links to pages for additional information.

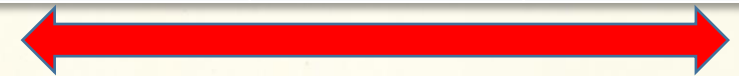
(For the Outbreak Phase) Social media messaging only. Yosemite Mariposa County is with you. We are dreaming of better days. Virtual tours.

- **Inspirational Posts.** Peaceful images of scenes without people, or solitary individuals or couples of the Park. Sunrise, stargazing, etc.
- **Yosemite Mariposa County Memories.** What are some of your favorite memories of visiting this area? Share your photos. Tell us your stories. It could be a fun activity to find and post old Yosemite photos. We could encourage people to post stories of why the photo is exceptionally meaningful to them. Extra 'points' for pictures that are drawn or painted; extra points for submissions from kids under age 12 (or whatever), maybe that makes it an art challenge? [Activities for kids staying home from school?]

(For the Improving Situation Phase) Social media messaging only. Yosemite Mariposa County is with you. We are dreaming of better days.

- **Inspirational Posts.** Continue with peaceful images of scenes without people, or solitary individuals or couples of the Park. Sunrise, stargazing, etc.

	1. Onset	2. Outbreak	3. Improving Situation	4. Recovery Commencement
Indicators	Crisis happening outside of California	California and visitor markets affected by crisis	Curve has been flattened and cases begin to decrease. Restrictions are being lifted, and the mood is less tense.	People are looking ahead to future, eager to get life back on track
Messaging	Business as usual, except to affected target markets.	<ul style="list-style-type: none"> • We're in this together. • Here's a photo or video that brings us joy during this period • Stories of locals and humanity • Share current information/news 	<ul style="list-style-type: none"> • Soon, we'll travel again • Photo, video, or story that brings us joy during this period • Share current information/news 	<ul style="list-style-type: none"> • An invitation to travel • Reminder that we're here to welcome travelers when they feel ready
Social Media Approach	Business as usual in unaffected destination	Do not go dark. Instead, share news. Be present online as a source of calm during a chaotic period. Sensitive and empathetic tone of voice.	Don't focus on caseloads/ health metrics. Instead, be aware of what people are feeling. Remain sensitive in tone.	Be inspirational and encourage planning for when people are ready. Don't be pushy, be welcoming.
Status	This period has passed	This is where we are as of March 16, 2020	May	June, possibly as early as May



STATUS SHIFTING



TOT & TBID Year to Date over Prior Year and Forecast

TOT Collections

Month	19/20 Amount	18/19 Amount	17/18 Amount	16/17 Amount	15/16 Amount
July	\$ 2,857,229	\$ 1,548,198	\$ 1,995,936	\$ 2,011,727	\$ 1,946,951
August	\$ 2,626,881	\$ 650,470	\$ 1,823,040	\$ 1,827,371	\$ 1,810,249
September	\$ 2,483,753	\$ 1,670,119	\$ 1,641,612	\$ 1,700,907	\$ 1,604,623
October	\$ 1,852,803	\$ 1,276,720	\$ 1,289,251	\$ 1,224,684	\$ 1,145,947
November	\$ 1,094,861	\$ 859,085	\$ 769,596	\$ 761,591	\$ 672,509
December	\$ 1,081,371	\$ 748,286	\$ 752,876	\$ 731,360	\$ 844,387
January	\$ 598,299	\$ 454,886	\$ 468,527	\$ 406,545	\$ 454,398
February	\$ 779,460	\$ 394,608	\$ 507,606	\$ 476,816	\$ 556,406
March	\$ 378,288	\$ 671,734	\$ 748,369	\$ 735,920	\$ 768,135
April	\$ 10,793	\$ 1,471,107	\$ 1,112,161	\$ 1,274,928	\$ 1,047,577
May	\$ 17,168	\$ 2,234,619	\$ 1,709,524	\$ 1,678,830	\$ 1,537,000
June		\$ 2,844,599	\$ 2,165,245	\$ 2,052,049	\$ 1,964,970
GR TOTAL	\$ 13,780,906	\$ 14,824,432	\$14,983,743	\$ 14,882,728	\$ 14,353,152

Δ Prior Year \$ (1,043,527) \$ (159,311) \$101,015 \$ 529,576

Year To Date \$ 1,801,072

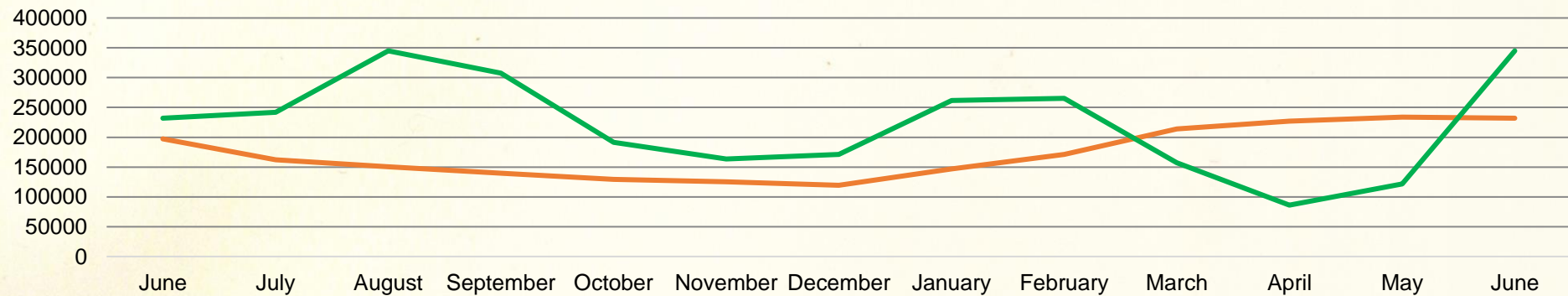
- 2019/2020 expected to be 7% lower to prior years, a significant drop from forecast.
- Tenaya Lodge Explorer Cabins and AutoCamp added significant new revenue in during the final 5-6 months of 2019. Currently pacing well.
- Measure M off-set some county losses in 2020, but does not impact TBID.

KPIs: FY 2019/2020 Performance Recap

	July 1, 2019 – June 30, 2020 Month 12 of 12 = 100%	FY2019/20 Annual Goals
PRIMARY KPI Partner Referrals	ACTUAL: 517k 115% exceeded goal Lodging: 414k Things to do: 87k Dining: 16k	450k Referrals
Supporting KPIs		
Overall Sessions	ACTUAL: 2,658,095 121% hit goal	2.2M Sessions
Organic Sessions	ACTUAL: 1,318,504 94% to goal	1.4M Sessions
International Market Sessions (UK, Australia, China, Germany, Scandinavia)	ACTUAL: 323,496 144% hit goal	225k Sessions
Tracked Metrics	This year	Combined total
NEW - Book Direct Referrals	June 2020: 75,091	Total: 84,613
NEW - Newsletter Sign Ups	New Subscribers YTD 28,499	Total Subscribers 61,682

Overall Growth: Sessions 2019 / 2020

Sessions June 2020	Total Fiscal Year Sessions	Fiscal Year Goal	% of Goal Reached
344,894	2,658,095	2,200,000	121%



— FY 2018-2019 — FY 2019-2020



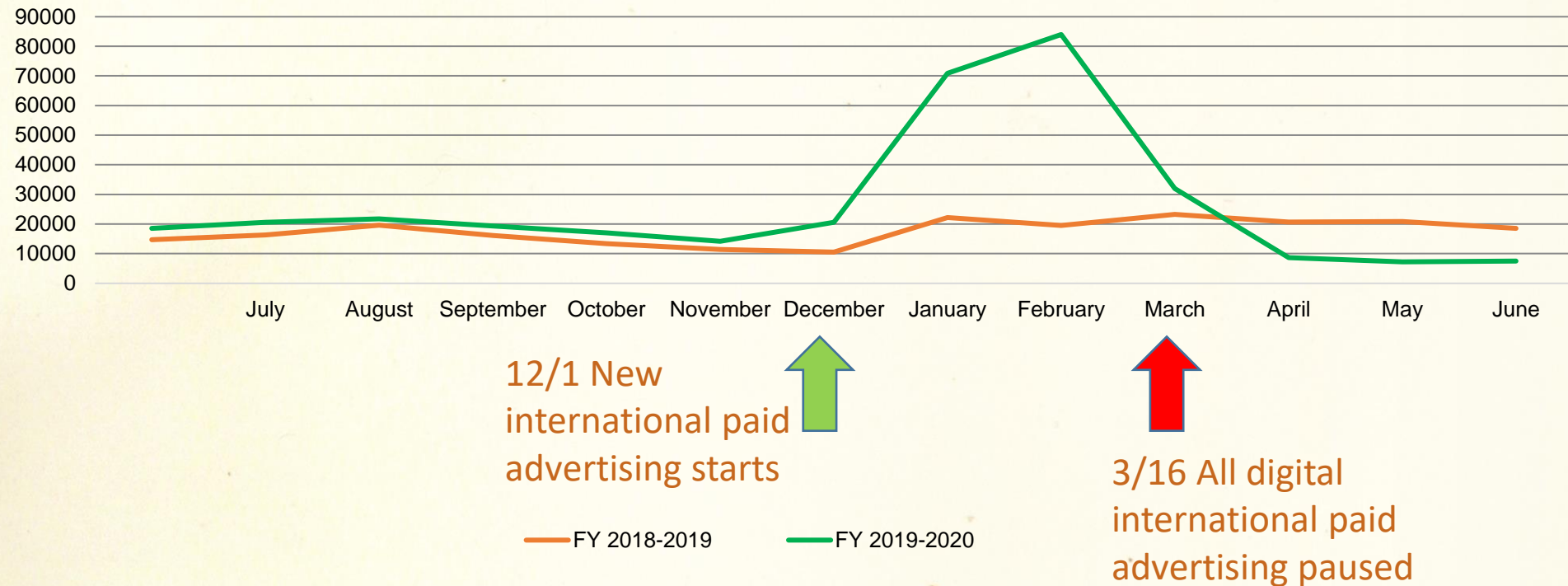
All digital paid advertising paused



Select digital paid advertising restarted

International Market Growth 2019/2020

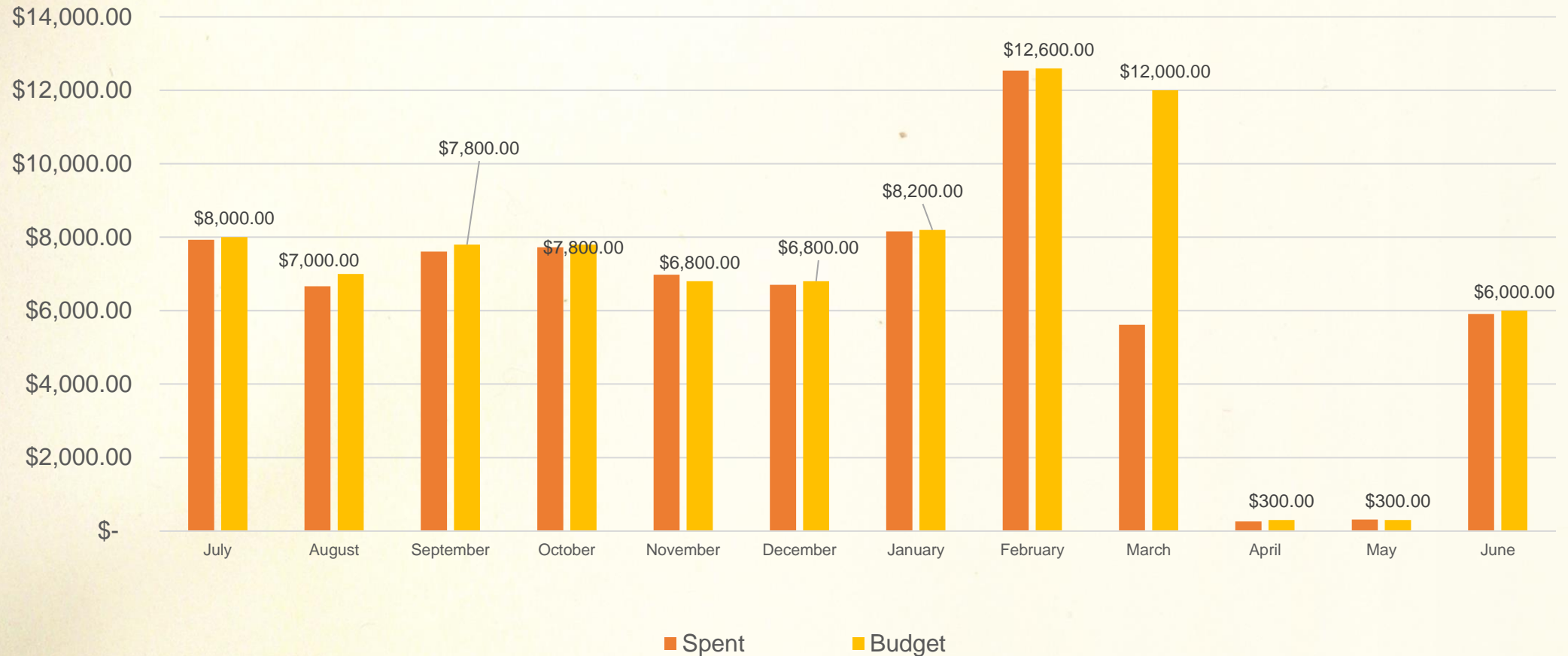
International Market June 2020	Total Fiscal Year International Market	Fiscal Year Goal	% of Goal Reached
7,507	323,496	225k	144%



Site Channel Performance for 2019/2020

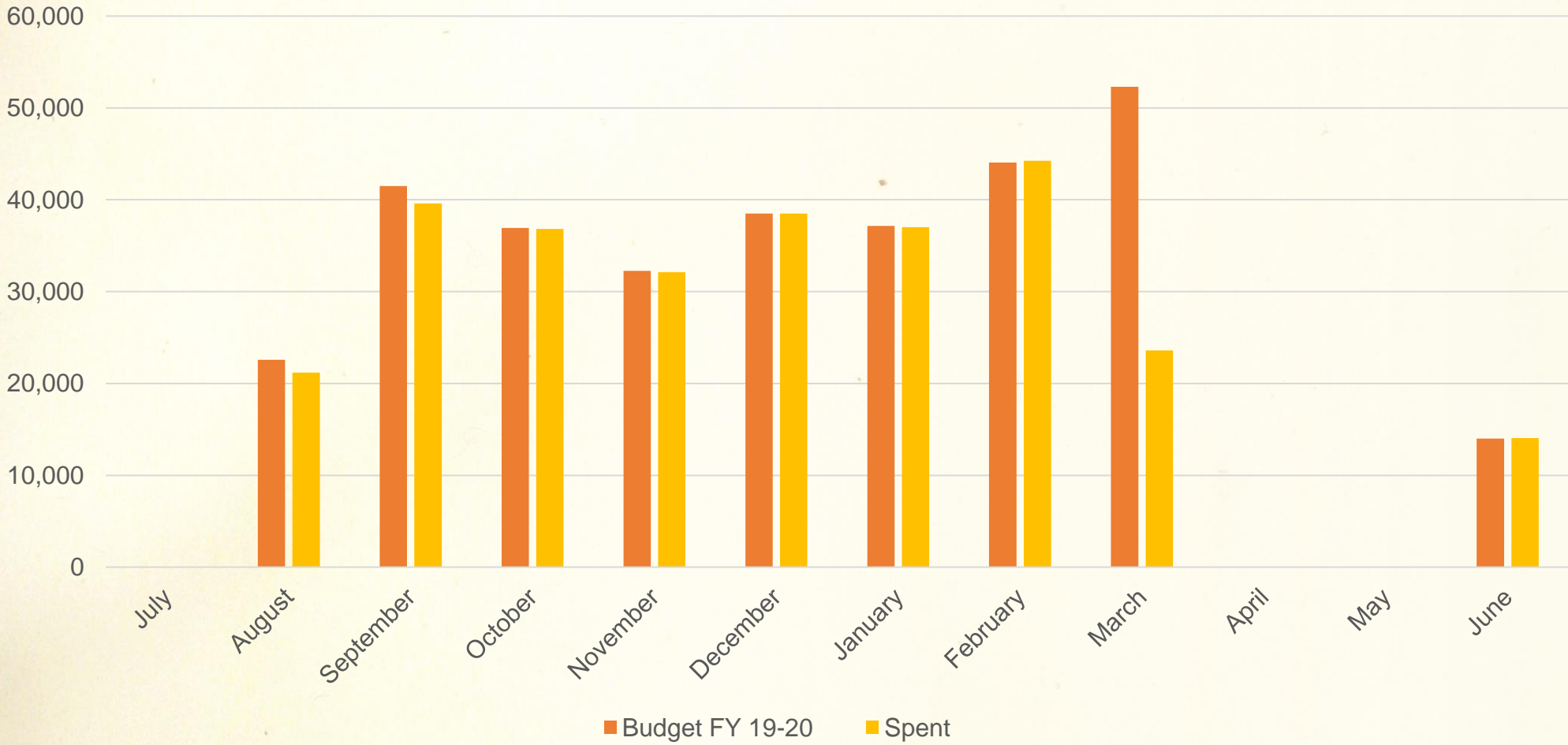
Default Session	2019/2020 Sessions	2018/2019 Sessions	Variance	Bounce Rate	Pages / Session
Organic Search	1,318,504	1,314,330	.32%	48.02%	2.51
Paid Search	388,962	334,613	16%	39.06%	3.45
Direct	330,822	217,580	52%	51.74%	2.3
Display	392,508	34,591	1,035%	88.30%	1.18
Paid Social	91,253	64,326	42%	61.69%	1.75
Social	66,089	26,424	150%	22.07%	1.43
Referral	64,476	45,398	42%	45.83%	2.34
Email	2,744	2,377	15%	52.55%	2.53
Total	2,658,095	2,051,980	30%	52.91%	2.37

Paid Search Budget 2019/2020 \$100K



*NOTE: \$1,003.97 has rolled over from FY 2018/19 Media Funds

Paid Media Budget FY 2019/2020: \$375,000



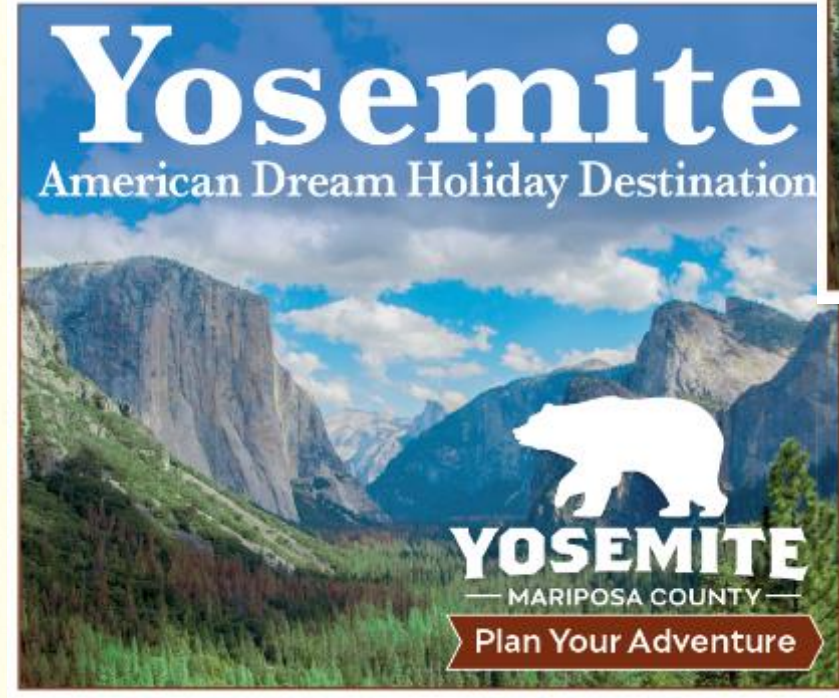
Display Ads Performance in US: 2019/2020

- We began running domestic display in August 2019, starting with a brand awareness campaign and then refined the targeting of campaigns to be more focused on an intent to travel. **We paused display ads in March 2020 due to COVID-19.**
- In June we launched a brand awareness recovery campaign announcing that Mariposa County was open for travel.
- For the year, domestic display website visits are 128,281, up 278% YoY.
- 38.5M impressions in the United States




Display Campaign in United Kingdom: 2019/2020

- Ads ran from December 2019 to March 2020 and were ultimately paused due to COVID-19 impacting international travel.
- **The campaign was successful and drove 147,239 UK website visits 21M impressions in the United Kingdom.**
- This success supports running future ads in the UK after the effects of COVID-19 dissipate, we will layer in ads focused on driving conversions.




Paid Social Media Ads Performance 2019/2020

- Paid social has been a huge success for YMCTB in Fiscal Year 2019/2020.
- We kicked off the fiscal year with social campaigns to promote fall visitation, starting them in August 2019. We successfully ran winter and holiday themed campaigns, and launched spring campaigns in March, then we paused due to COVID-19.
- In June, we launched our paid social recovery campaigns, focused on driving visitation to Mariposa County.
- In FY 2019/2020, campaigns drove over 16M impressions
- Paid social ads drove 91,253 website sessions, up 42% YoY




Yosemite Nation
Sponsored ·

Winter's greatest adventures live in Yosemite Mariposa County, the breathtaking beauty of Yosemite National Park's iconic peaks and the charm of Mariposa County's historic towns.




Winter's Greatest Adventures

[Learn More](#)




Yosemite Nation
Written by Sam Noble · 21h ·

Mariposa County is base camp to Yosemite and a whole lot more -- like miles of open space, historic towns and great lodging. Plan your weekend trip. It's forever yours, California.



YOSEMITE.COM
Welcome Back
Find room to roam

[Learn More](#)



Breathtaking Beauty Awaits

31 Comments 253 Shares

Like Comment Share

2019/2020 Co-op Advertising

We saw significant participation in co-operative advertising in the fall and winter in 2019 / 2020.

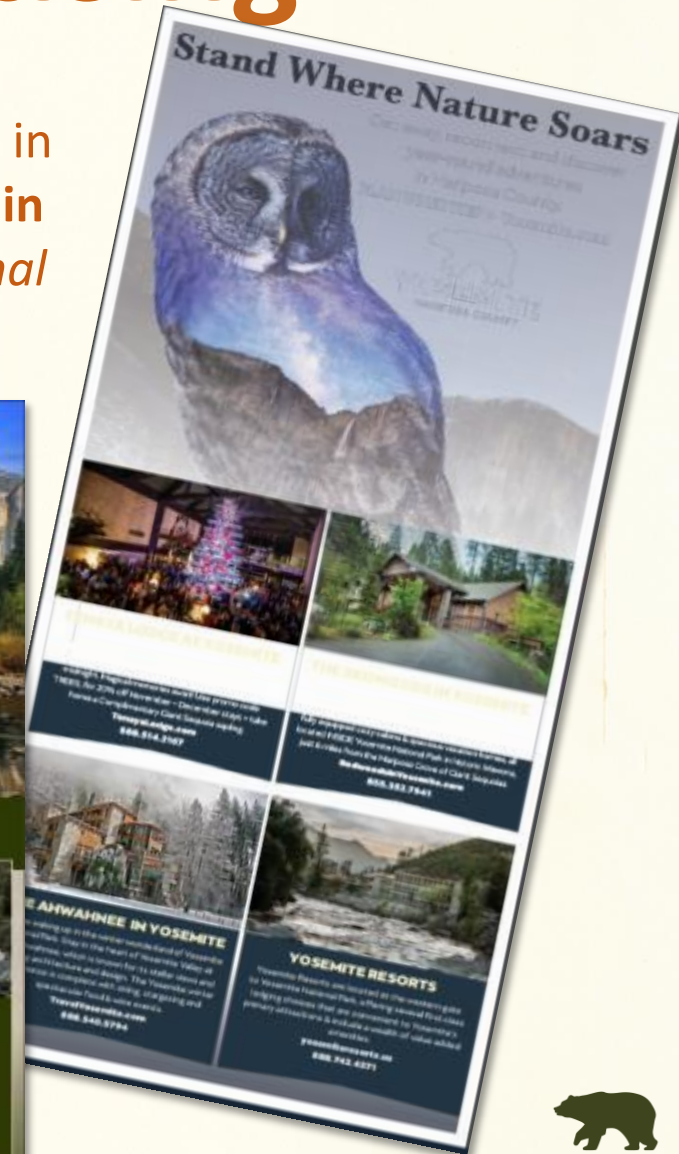
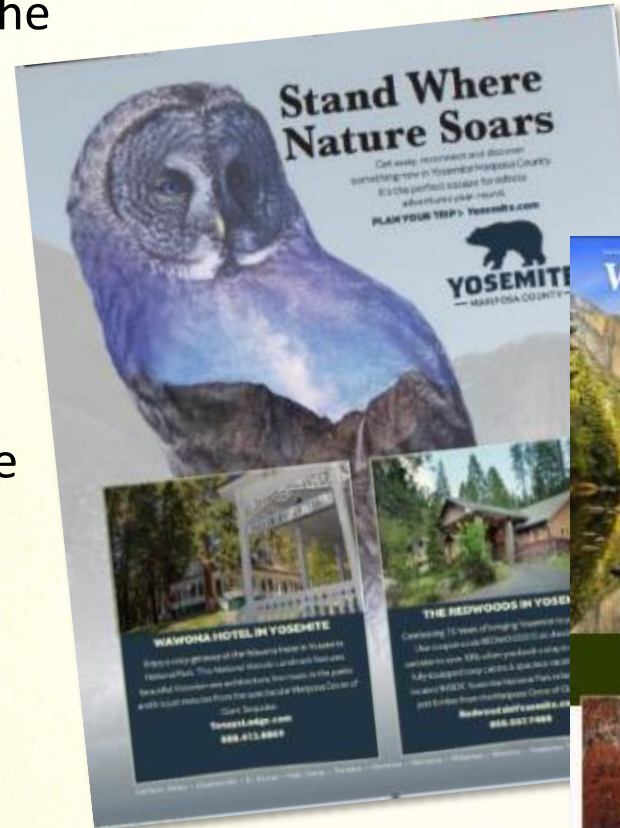
Media Outlets:

- Bon Appetit Magazine
- Conde Nast Traveller
- Architectural Digest
- Orange Coast Magazine
- Pasadena Magazine

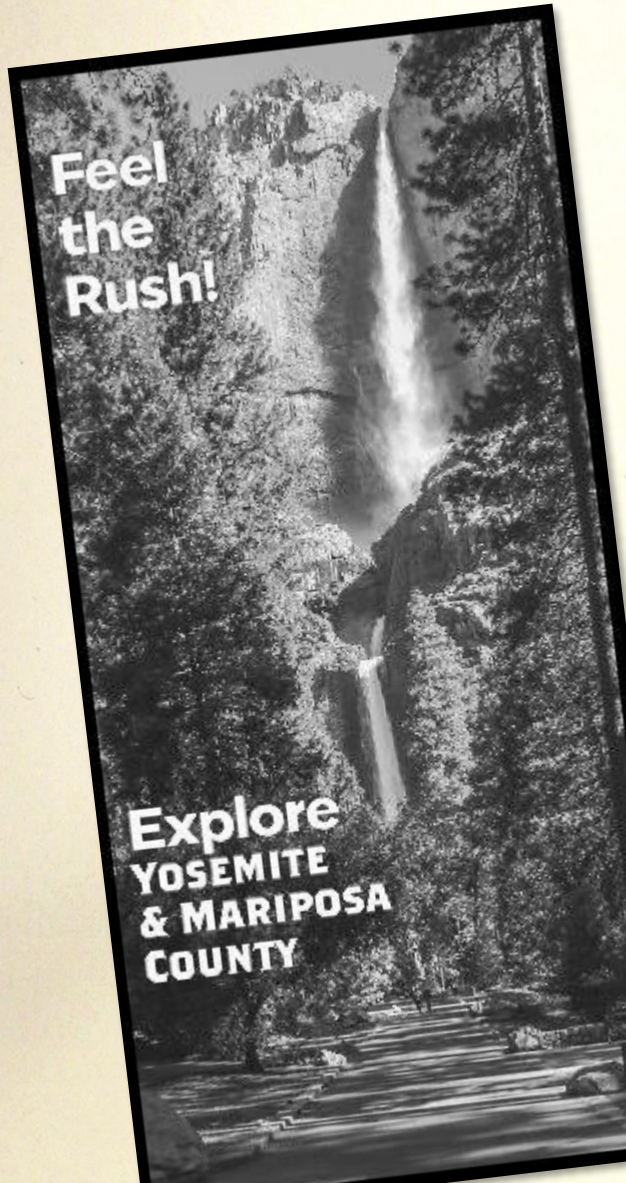
Partners:

- Yosemite Hospitality
- Tenaya Lodge at Yosemite
- Yosemite Resorts
- The Redwoods in Yosemite

Co-operative advertising resulted in **more than \$20,000 in funding** for *additional* print advertising.



Spring Creative – Produced but not Used



Spring into Nature!

TENAYA LODGE AT YOSEMITE
Tenaya Lodge is ideally located just minutes away from the south entrance to Yosemite National Park. With 50 new Explorer Cabins, a luxurious spa, four seasons of unique outdoor activities, and three restaurants, you'll make lasting memories for a lifetime.
TenayaLodge.com
888.514.2167

YOSEMITE BUG RUSTIC MOUNTAIN RESORT
An authentic mountain resort, with a community health spa and popular restaurant, that offers basic tent, cabin or fine hotel cabin accommodations. Discover this social and enjoyable home base for your adventures in the Yosemite region.
YosemiteBug.com
866.826.7108

YOSEMITE RESORTS
Yosemite Resorts are located at the western gate to Yosemite National Park, offering several first-class lodging choices that are convenient to Yosemite's primary attractions, including a wealth of value-added amenities.
YosemiteResorts.us
888.742.4371

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

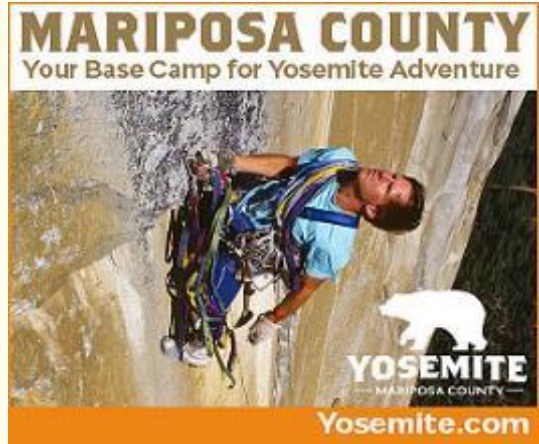
Cathey's Valley • Coulterville • El Portal • Fish Camp • Foresta • Hornitos • Mariposa • Midpines • Wawona • Yosemite Valley • Yosemite West

Bay Area News Group – BANG

With the issuance of stay-at-home orders in March, no new print ads were placed. In addition, any planned advertising – such as the BANG insert were postponed.

The insert was finally run on August 9 with completely new design and content focused on late summer / fall travel.

Spring Creative – Produced but not Used

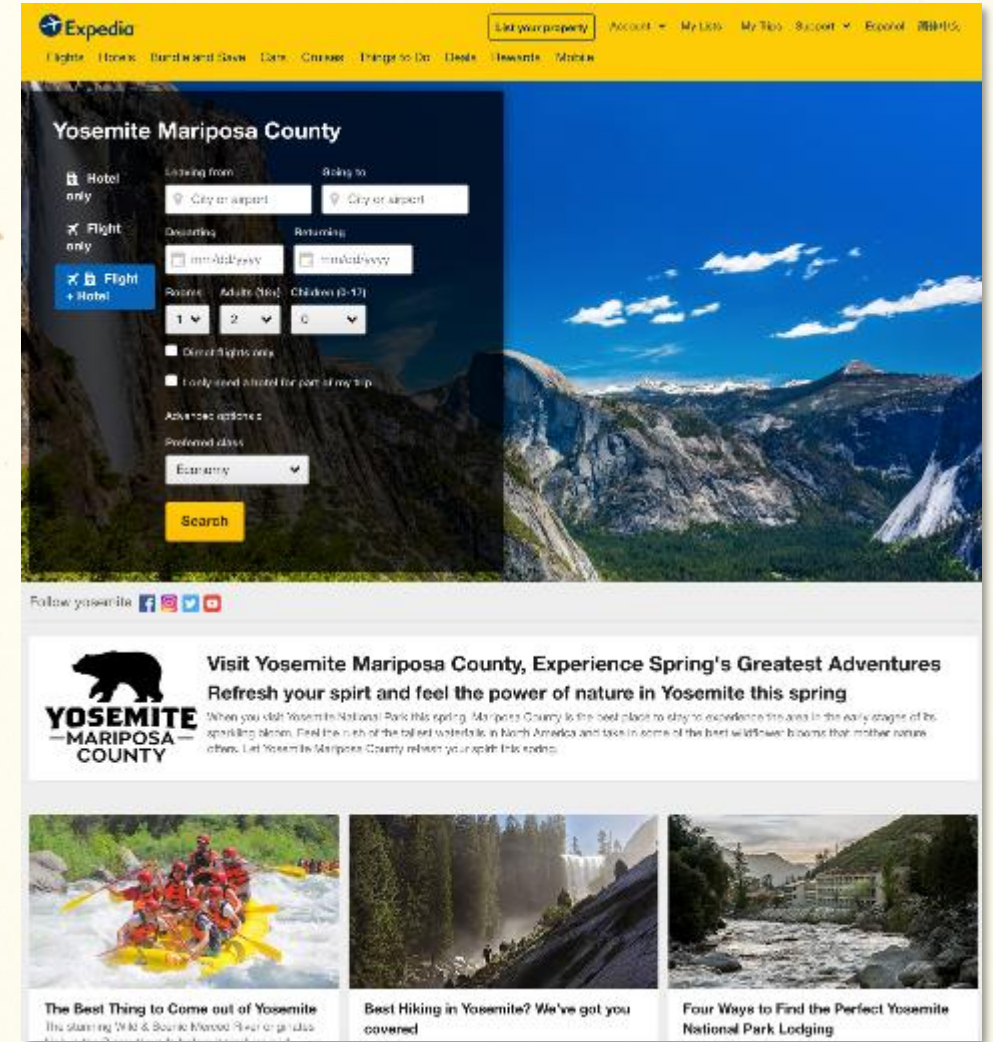


Banner ads for climbing magazine websites did not run. New creative developed for fall.

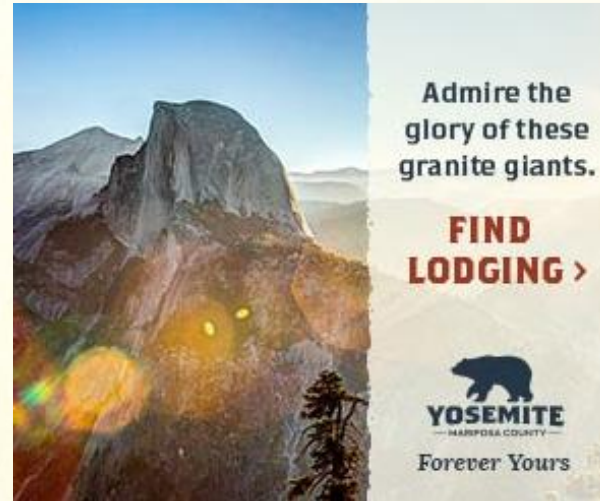
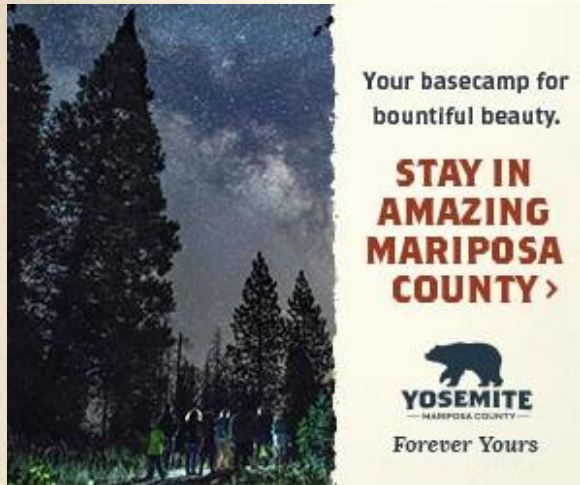
Expedia landing page postponed then canceled due to budget cuts.



Radio spots were were ready but had to be postponed. New spots to be produced.




Recovery Creative



Recovery Creative Paid Social

Yosemite Nation
Written by Sam Noble [?] · 21h · 🌐

Mariposa County is base camp to Yosemite and a whole lot more -- like miles of open space, historic towns and great lodging. Plan your weekend trip, it's forever yours, California. Welcome back.




It's time to wander these wondrous woods again
Find room to roam [Learn More](#)

To make this your base camp again
Find room to roam.

Yosemite Nation
Written by Sam Noble [?] · June 26 · 🌐

It's time to marvel at mighty Yosemite again. Explore more than 1000 miles of open space.




See magnificent giants again
Find room to roam [Learn More](#)

Follow trails of wonder again
Find room to roam.

Yosemite Nation
Written by Sam Noble [?] · 21h · 🌐

Mariposa County is base camp to Yosemite and a whole lot more -- like miles of open space, historic towns and great lodging. Plan your weekend trip, it's forever yours, California.



YOSEMITE.COM
Welcome Back
Find room to roam [Learn More](#)

Yosemite.com Strategy 2.0

Yosemite Mariposa County Lodging

ALL LODGING HOTELS & MOTELS BED & BREAKFAST CABIN RENTALS AIRBNB CAMPING & CAMPGROUNDS

500 PROPERTIES found on Jul 23rd - Jul 24th

CHANGE YOUR DATES: 07/23/2020 07/24/2020

Chateau Royal East
LODGING TYPE: ALL LODGING, CABIN RENTALS
7421 Yosemite Park Way
Yosemite West, CA 95389
AVERAGE RATE/NIGHT \$515.00*
BOOK DIRECT

Yosemite West Condo #B210
LODGING TYPE: ALL LODGING, CABIN RENTALS
7540 Henniss Circle - A
AVERAGE RATE/NIGHT \$299.00*

FILTER BY: Average Rate/Night Location Lodging Type Amenities

DISPLAY: GRID LIST

VIEW RATES BY DATE

Yosemite.com Blog Posts



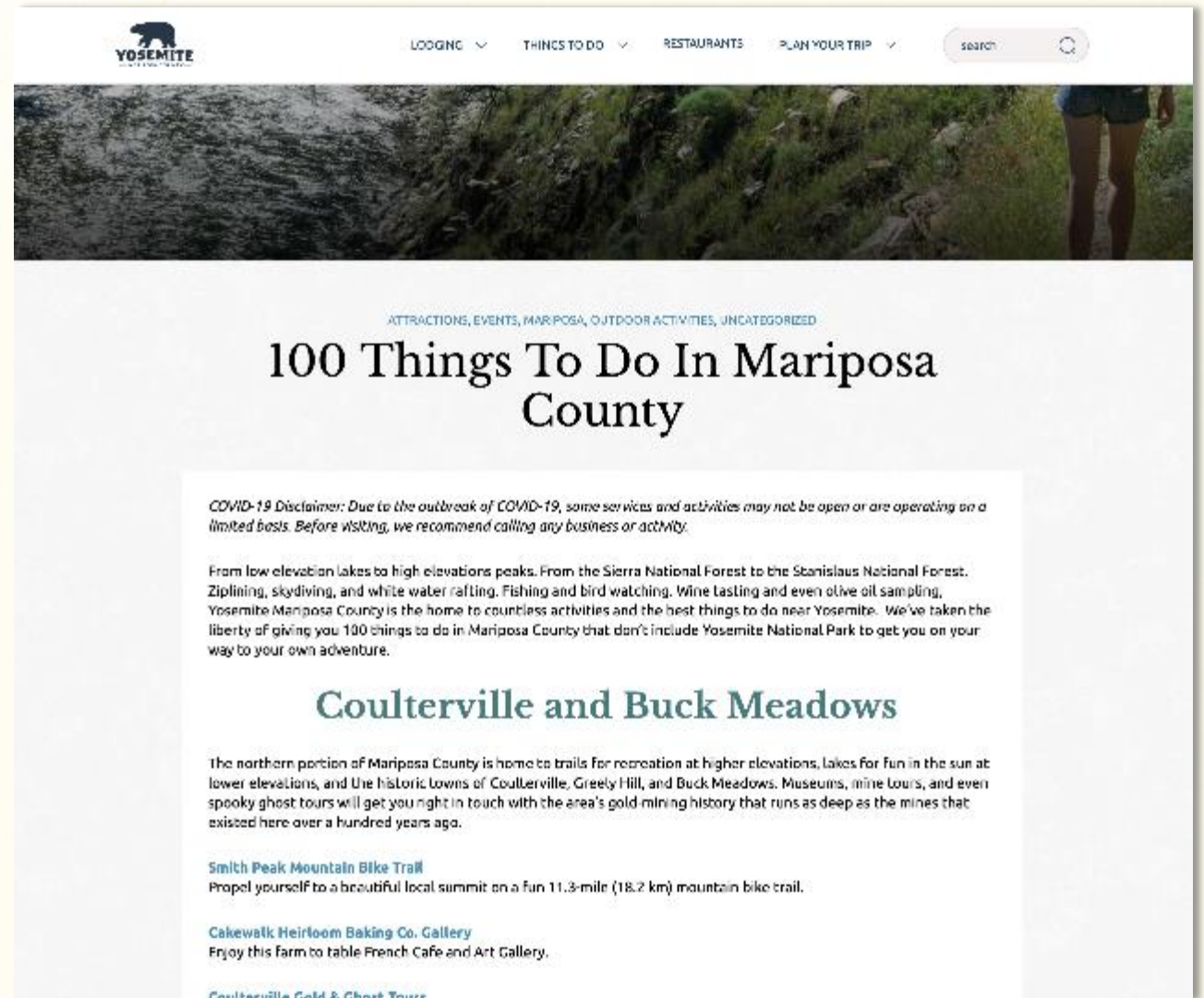
- The addition of BookDirect, a built-in booking engine for Mariposa County's hotels, B & B's and vacation rentals was a massive undertaking that will help drive bookings to all of the region's properties. **The engine saw 110,000 searches in June and 115,000 in July.**
- In FY 2019-20, 39 blogs, itineraries and articles we've created and published to Yosemite.com by the content creation staff. **More than any other year in the history of Yosemite.com.**
- **Special Offers** are now featured on a dedicated page on Yosemite.com to highlight businesses and lodging establishments that are offering them.
- A list of **100 Things to do in Mariposa County** has been created to drive people to out of the park businesses and activities and promote out of the park fun.

100 Things to Do in Mariposa County

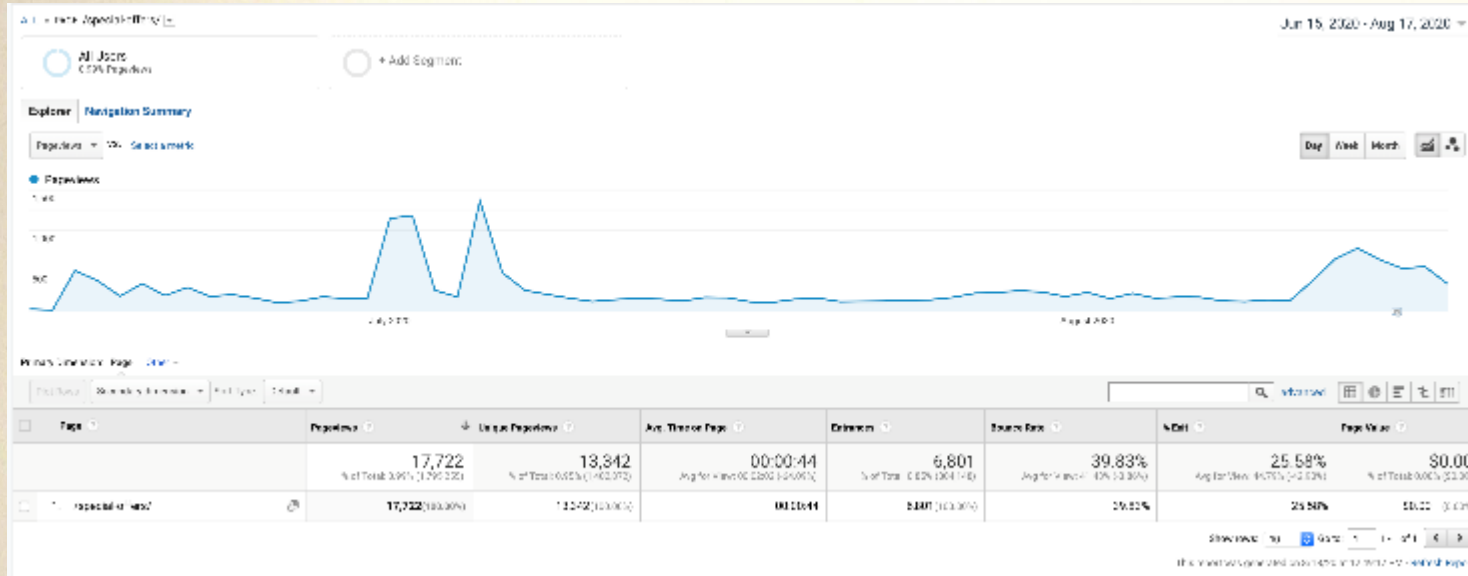
Working with members of the community, YMCTB staff developed a list of 100 Things to Do in the county that were not Yosemite based. We have recently approached 4-H staff to collaborate on a **“For Kids by Kids” Things to Do** call for entries. Selected entries will be included on Yosemite.com and other social media.

The list is available on Yosemite.com and will continually be updated. A printed version may be available in the next year.

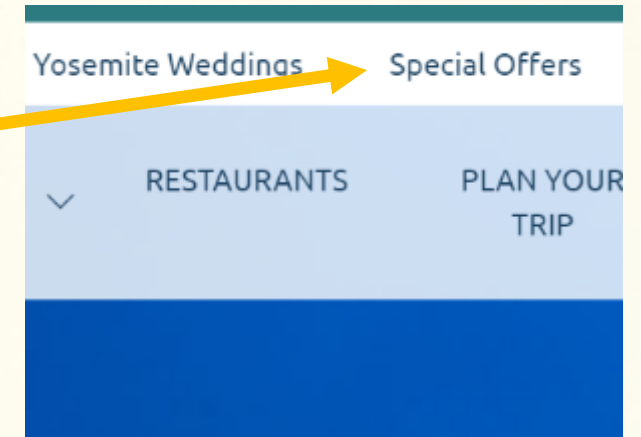
The purpose of the list is to **encourage travelers to return to our region for more than just Yosemite**. Grouped by location, the list includes activities for all ages and activity levels. It is not intended to be a “business listing” per se, but business names for activities are included and are linked to more information on Yosemite.com.



Special Offers



Special Offers appear on the Yosemite.com's navigation bar



YMCTB staff met a long-term goal adding special discount offers from local lodging and businesses to Yosemite.com. Since the launch, the effort has garnered 17,722 page views. There are currently 22 special offers running on Yosemite.com. The program is an ongoing engagement effort to attract stay-over and longer, length-of-stay business for Mariposa County tourism-related businesses, outside of the park.



The Redwoods In Yosemite

50% Off 3rd and 4th Night Stay

OFFER VALID 07/01/2020 THROUGH 07/27/2020

[View Offer](#)



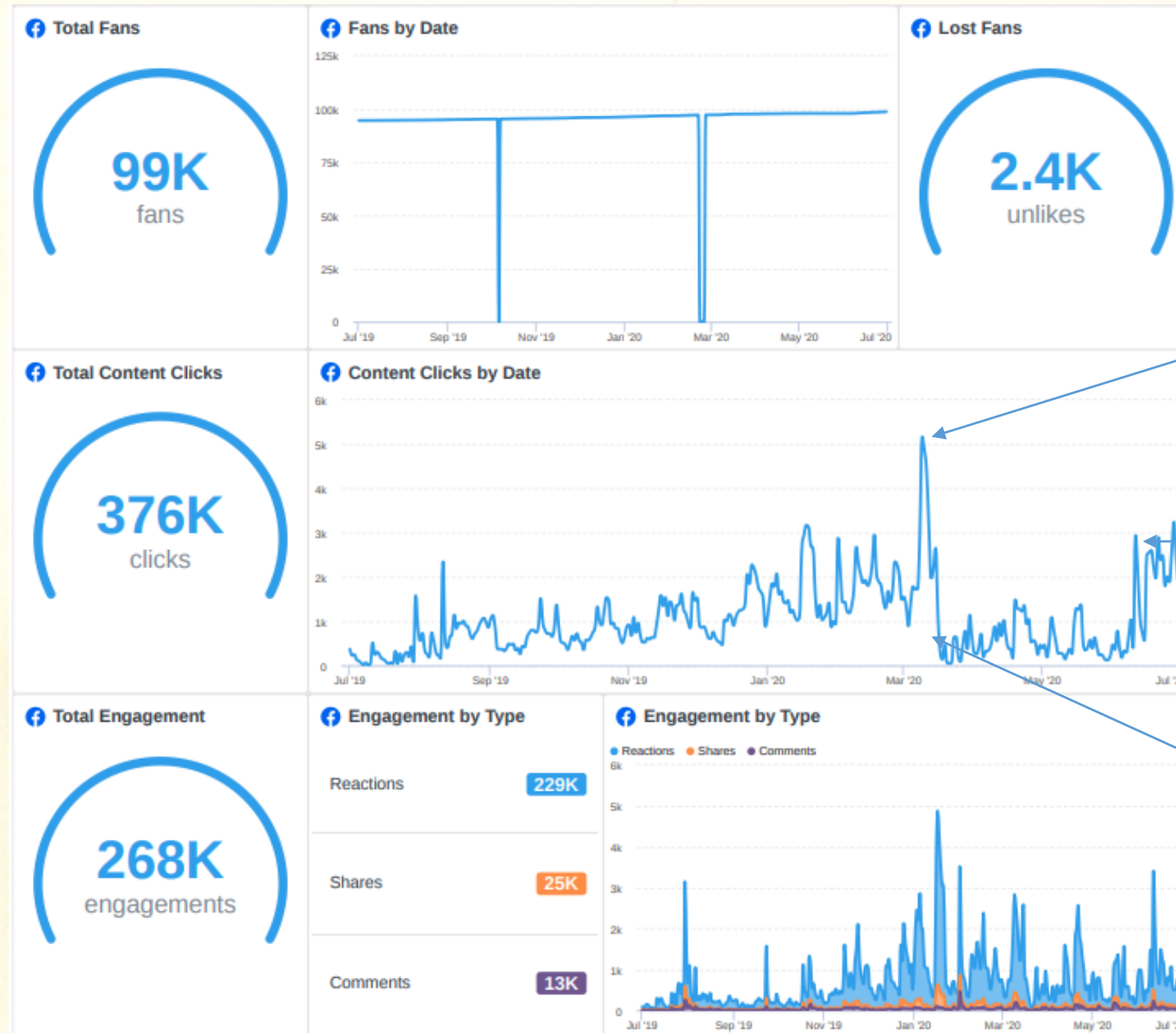
River Rock Inn

25% Off Room Rates

OFFER VALID 06/15/2020 THROUGH 08/20/2020

[View Offer](#)

Social Media – YosemiteNation Facebook



Boosted post driving nearly 6,000 links clicks in a day.

Park reopens

Start of shutdown

Social Media - Facebook Examples

**Yosemite Nation**
Published by Hootsuite [?] · 10 February · 🌐

Our Instagram photo of the week is from @bayphotography on Instagram. To be considered for our photo of the week, tag us on Instagram with the hashtag #YosemiteNation



33,106
People reached


5,389
Engagements

Boost post

   2.7K

41 comments 302 shares

 Like  Comment  Share 


**Yosemite Nation**
Published by Hootsuite [?] · 11 June · 🌐


Yosemite National Park re-opens today!


This is the first phase of re-opening, and there are a limited number of day-use passes available and they must be purchased prior to arrival.
<http://ow.ly/UV0450A4eJJ>

Facilities inside the park are limited. The best place to get more information is on the park's website, below.

#YosemiteNation Visit California

 | <http://ow.ly/3xdk50A4eJH> (info on visiting)




 | <http://ow.ly/3ymv50A4eJI> (purchase day-use pass)







95,440
People reached

12,364
Engagements

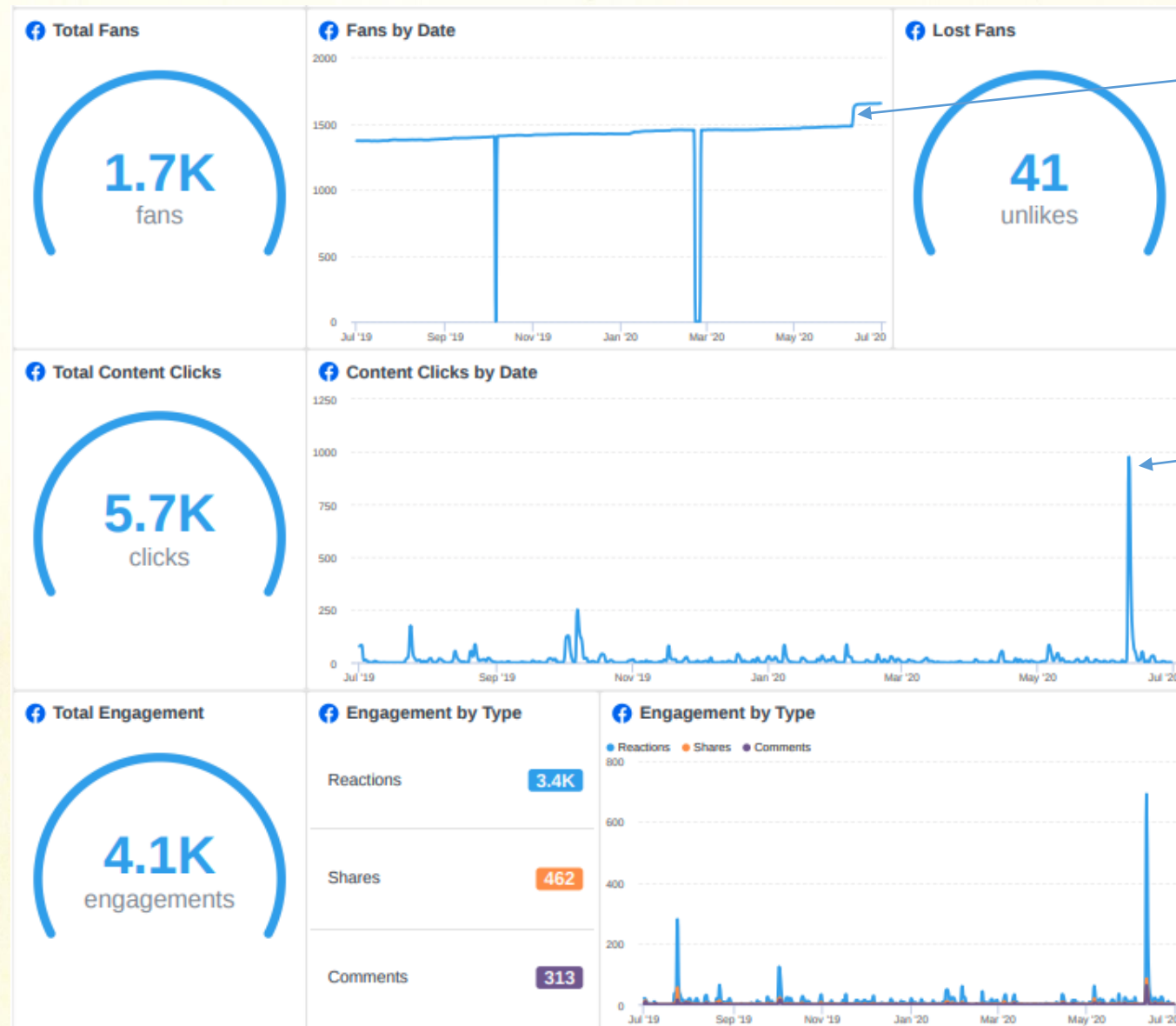
Boost post

   4.7K


160 comments 432 shares

 Like  Comment  Share 

Social Media - Facebook Local




Social Media - Facebook Local Examples


**Yosemite Mariposa County Tourism Bureau**
Published by Hootsuite [?] · 21 July ·

Today is **#TakeoutTuesday**! Looking for a nice dinner out? **1850 Restaurant + Brewing Company** has both take out and outdoor dining options. Have a great sandwich, burger or a craft brewed pint, and keep on supporting those local businesses!

Do you know of a restaurant that could use a shout-out on our page? Let us know so we can help folks support our local economy while they enjoy a tasty meal, refreshing drink, or even a delicious dessert!

#YosemiteNation

 | <http://ow.ly/UOCb50ADuVN>









YOSEMITE.COM
1850 Restaurant | Discover Yosemite National Park
1850 Restaurant Fresh, local and affordable. 1850 features "twisted burgers" and salads at lunch, with more of a grill/steakhouse feel at...

130
People reached

14
Engagements

Boost post

  **8**


 Like  Comment  Share 


**Yosemite Mariposa County Tourism Bureau**
Published by Tony McDaniel [?] · 13 August 2019 ·

A few months ago Scott Henderson from **Men's Health Australia** visited Mariposa County to experience all that we have to offer!

Scott mentions local businesses like **AutoCamp**, **ZEPHYR WHITEWATER RAFTING**, **Skydive Yosemite** and **Yosemite Blue Butterfly Inn** in his outstanding article below.

Be sure to give it a read to see what Men's Health Australia is saying about our community.

**Yosemite Nation**
Published by Tony McDaniel [?] · 13 August 2019 ·



Let your inner adventurer run free and get in touch with the world around you in **#YosemiteNation**, which **Men's Health Australia** calls the "Men's Health-iest Holiday Destination on Earth".

<https://bit.ly/2YYqzs1>



MENSHEALTH.COM.AU
Yosemite Could Possibly Be The Men's Health-iest Holiday Destination On Earth

489
People reached

95
Engagements

Boost Unavailable

**Yosemite Mariposa County Tourism Bureau**
Published by Tony McDaniel [?] · 6 August 2019 ·

When was the last time you visited our **AWARD WINNING** website, **Yosemite.com**?

Head on over to check out the award-winning design that our friends at **Noble Studios** put together that earned **Yosemite.com** the award for **Best Website Design** at the 2019 **Hermes Creative Awards**.

 | Yosemite.com

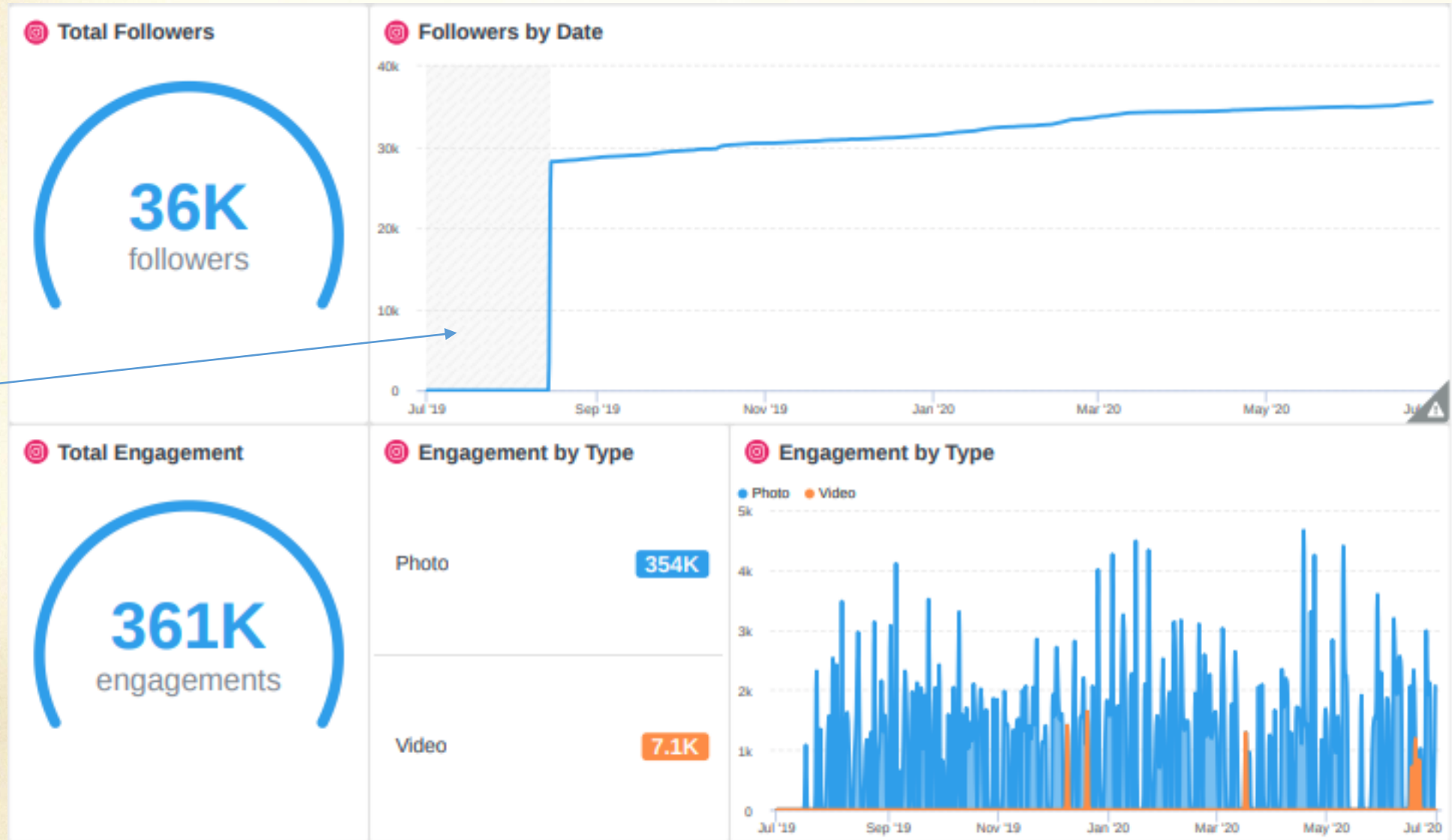


316
People reached

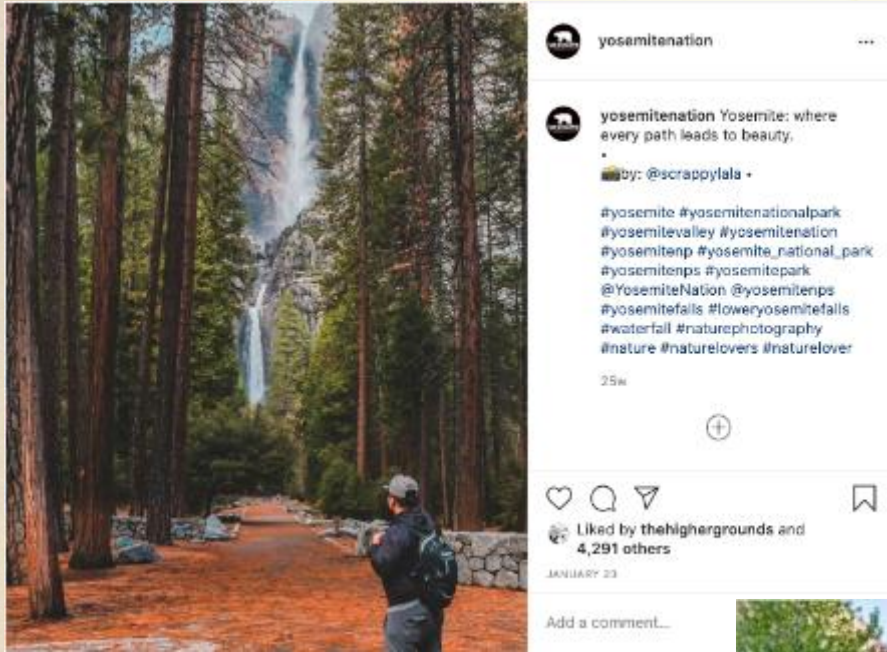
60
Engagements

Boost post

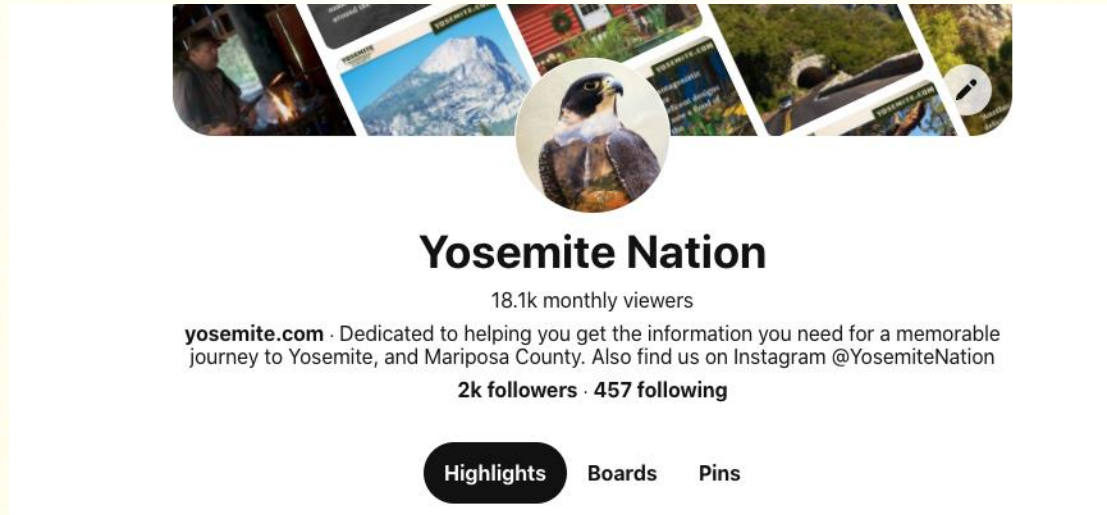
Social Media - Instagram



Social Media - Instagram Examples



Social Media - Pinterest



Impressions ?

1.66m ↑ 4,693%

Total Audience ?

1.17m ↑ 5,517%

Engagements ?

103.67k ↑ 8,453%

Engaged Audience ?

62.61k ↑ 7,154%

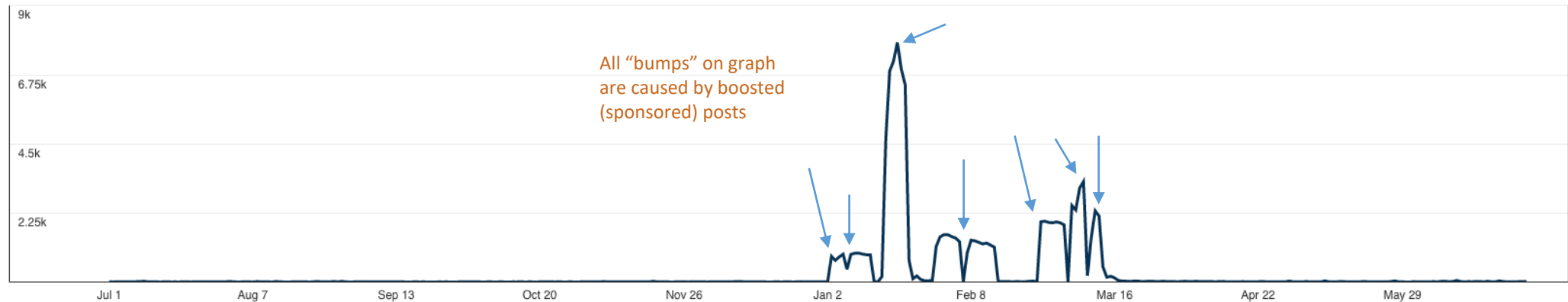
Performance over time

Engagements

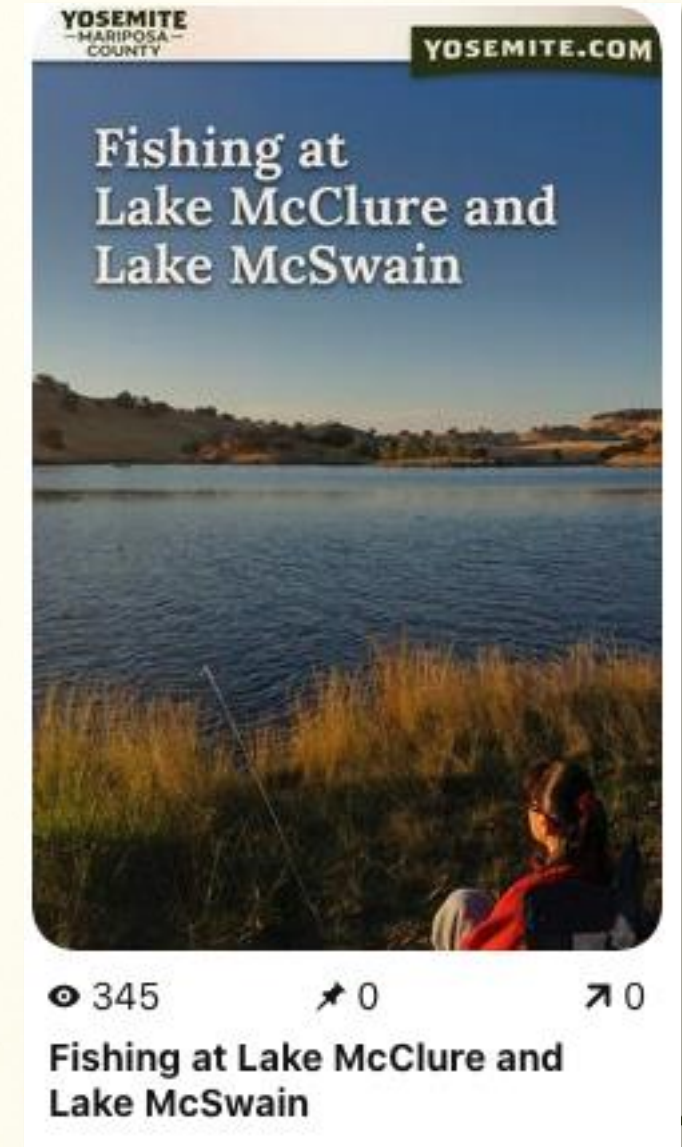
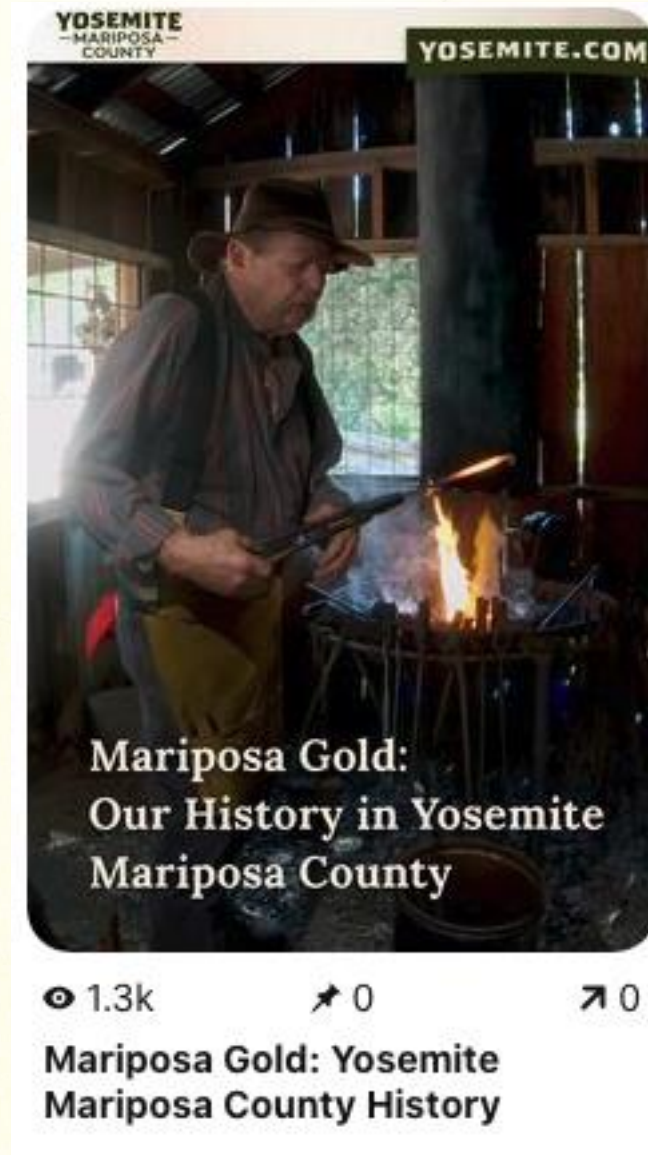
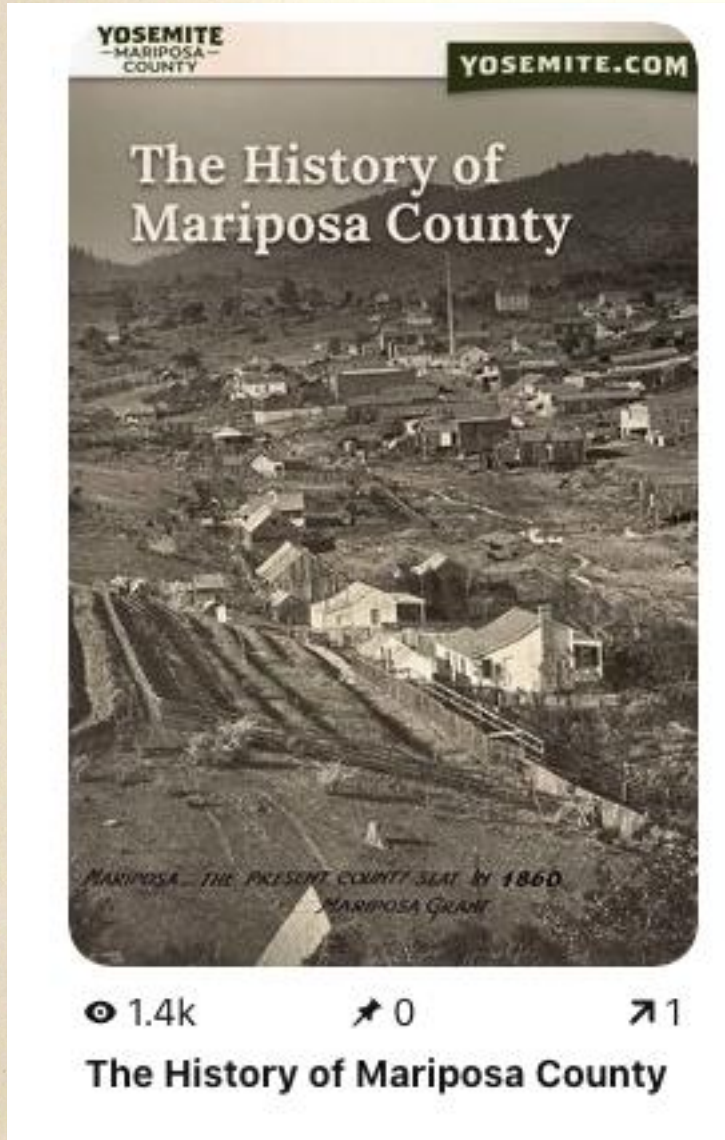


Split by

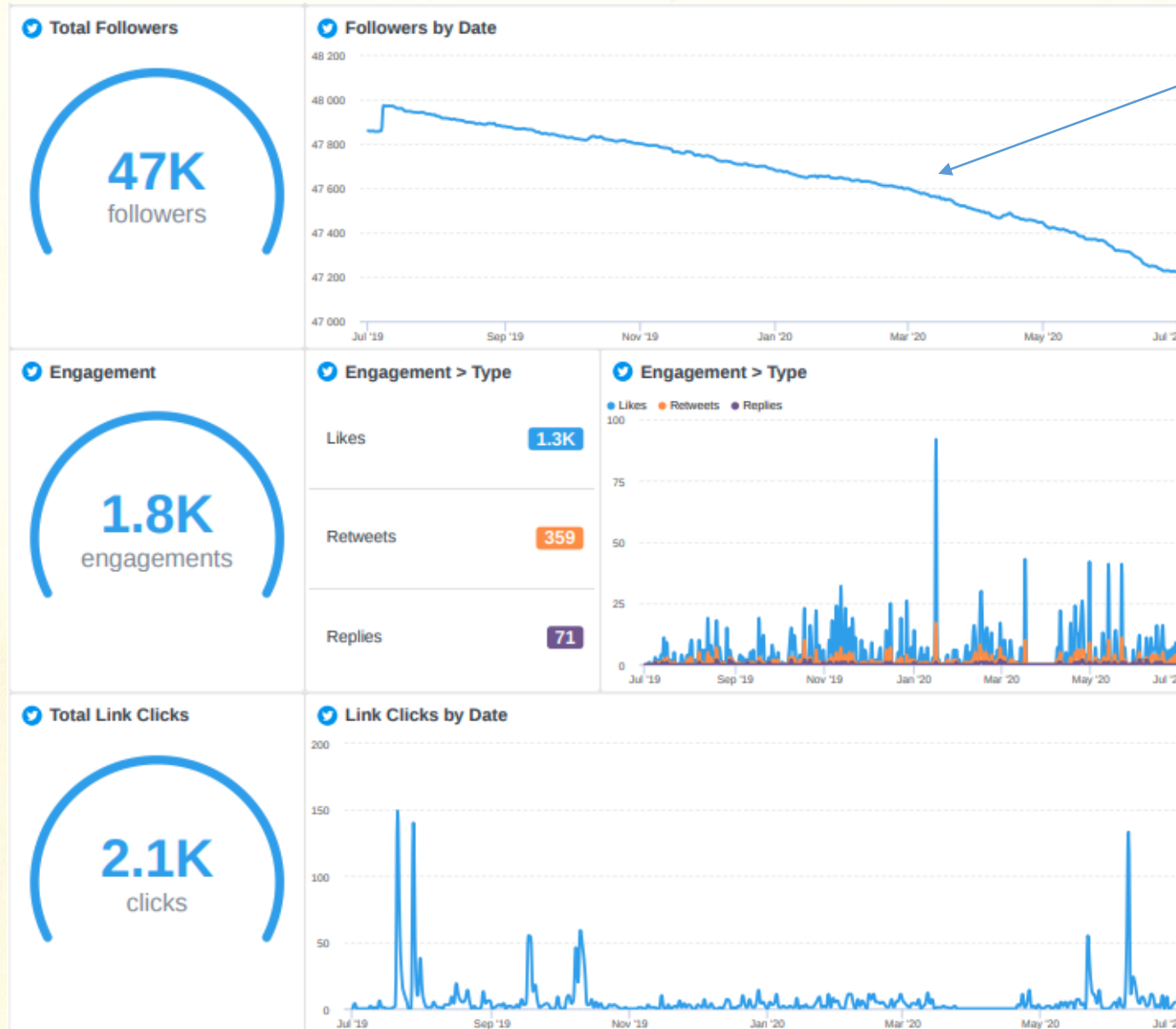
No Split



Social Media - Pinterest Examples



Social Media - Twitter



Follower loss looks worse than it is, represents a loss of 754 followers, or 1.6%.

Social Media - Twitter



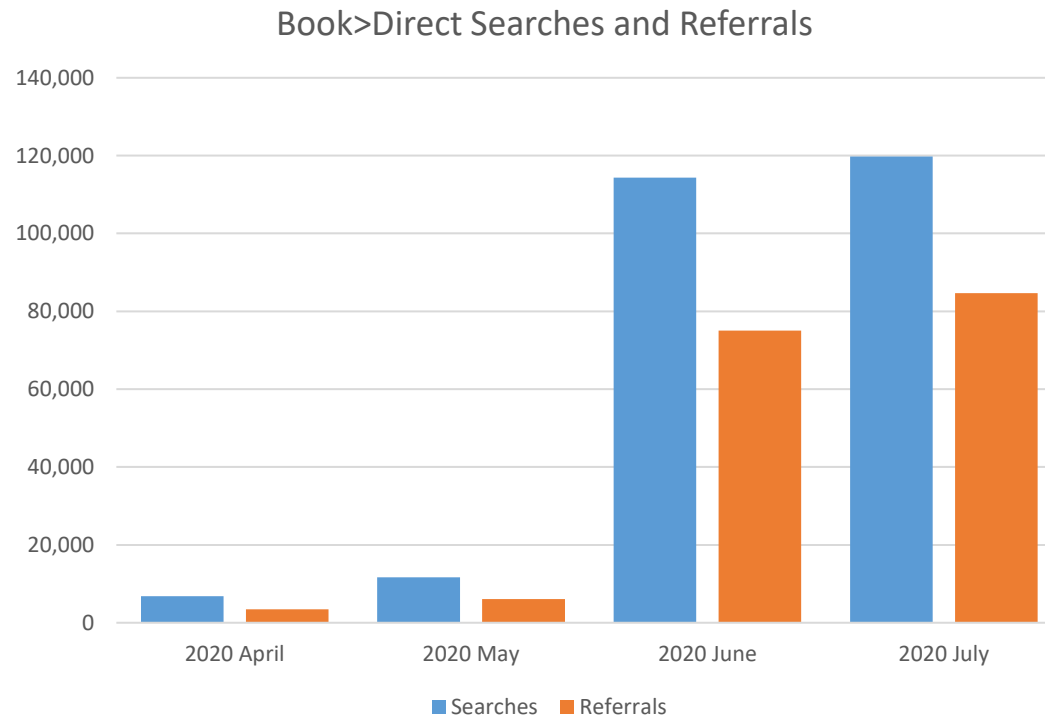
20/21 Social Media – Strategy

Varies by platform:

- YosemiteNation Facebook: The YosemiteNation Facebook page is viewed as the flagship of our owned channels social media efforts. Its 98,000 followers makes its reach incredibly powerful. For a comparison, our Facebook page has twice as many followers as our competitive counties of Tuolumne or Madera County's Facebook pages. Our page is a juggernaut when it comes to marketing the region.
- Local Facebook Page: Our local page has a vastly different strategy as compared to our YosemiteNation page. Our goal is to keep the Mariposa County public aware of YMCTB work and efforts in marketing the region, for the community. Not just lodging and tourism business, but keep the community informed of updates and our efforts to support the county entirely.
- Instagram: In the last year, through our targeted posting efforts, this page has seen the biggest growth. Currently at 36,000 followers and up by nearly 10,000 followers or 27%, Instagram is becoming its own bit of a juggernaut thanks in part to the large amounts of user generated content that comes out of this region.
- Twitter: We maintain activity on the platform by sharing partner deals here as well as inspiring content and articles created from our website. This platform is also a great place to engage with people and our partners, like VisitCA.
- Pinterest: This channel has been a renewed effort for the tourism bureau and we're learning its intricacies. This platform operates differently from most others in the fact that it's not a timeline, so all content posted to it needs to have an evergreen focus instead of an in the moment focus. We look to inspire dreaming about the destination year-round with our posts.

Book>Direct Engagement Tracking

Book>Direct Searches June 2020	2019/2020 Book>Direct Searches
114,380	132,843

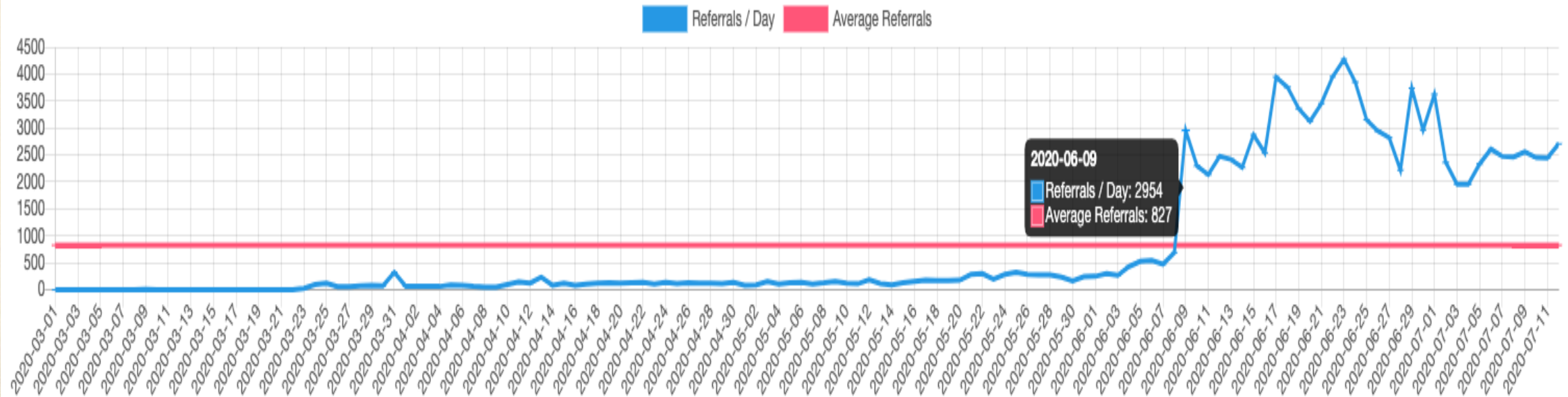


As the most recent addition to Yosemite.com, the Book>Direct allows visitors to search all lodging partners in Mariposa County. For those properties connected to the booking engine's system, visitors can also see availability of rooms in real time.

Book>Direct Lodging Referral Tracking

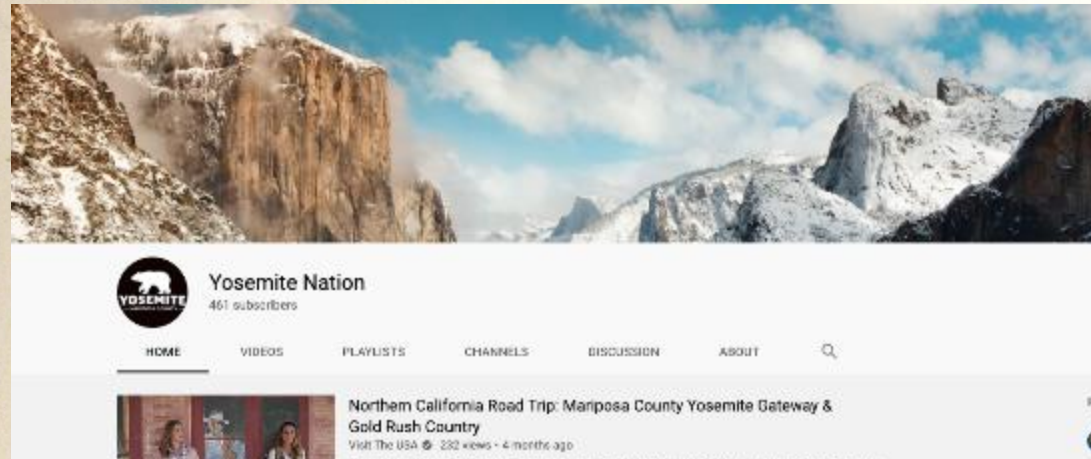
Book>Direct Referrals to Properties June 2020	Year to Date Book>Direct Property Referrals
71,003	79,867

Referrals Line Graph Bar Graph



6/9/20 Digital paid
advertising restarted

Video Production and YouTube



- A focus for our team has been on building a new presence on YouTube, which means a huge time investment in producing videos in house.
- YouTube is the world's second-largest search engine (behind Google) making it's reach potentially invaluable.
- To begin the process, we've produced **17 new videos** and spent **more than 100 hours** filming and editing footage that promotes the county.
- Additionally, our staff has put a lot of effort into restructuring and reorganizing the content on our YouTube channel. We've scoured the site to find all of the best videos to add to our page that represent Yosemite and Mariposa County.

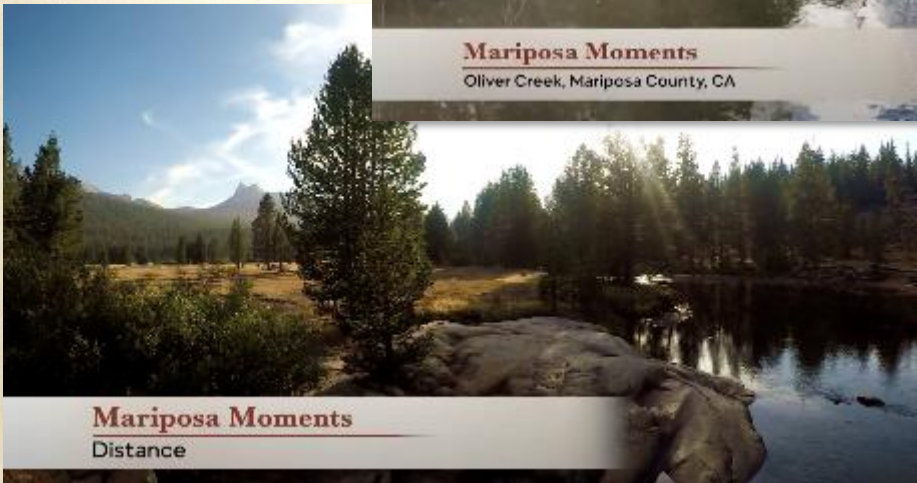
Video: Mariposa Moments



Mariposa Moments
Spring wildflowers on Highway 49



Mariposa Moments
Oliver Creek, Mariposa County, CA



Mariposa Moments
Distance

Recognizing the importance of video content in all aspects of digital marketing and the need to “show, not just tell” what Mariposa County has to offer, the bureau has put a greater emphasis on creating video content.

A new type of video called “Mariposa Moments” was established in March. These are very short videos with no narration that are intended to give a sense of what being in Mariposa County looks like. Wildflowers, hiking paths, historic buildings, etc. are just a few of the subjects that are covered in Mariposa Moments.

The videos are produced in-house by the Staff and usually run about a minute. They are used on social media and the website as little moments of zen.

Video: Mariposa Gold

In the last quarter of 2019/2020 during the shut-down, bureau staff worked to create new projects that would allow for appropriate social distancing while moving the video projects to a new level.

A new series called “Mariposa Gold” premiered in early May. Filmed in collaboration with the Mariposa Museum and History Center, the series focuses on interesting artifacts that tell stories about our area’s history and culture. They are intended to be “evergreen” in that they can be used far into the future.

These 2-minutes-or-less short videos provide content that can be shared on our website, YouTube, social media posts, and emails.



Video: Modern Day Pioneers

As the fiscal year ended, the bureau began a new video project highlighting the stories of the unique people that make Mariposa County special. These “Modern Day Pioneers” are selected for their interesting backgrounds, the way their businesses impact the community, and their love of Mariposa County.

The first of these 2- to 3-minute videos has been completed – the story of Keith and Stephanie Erikson, owners of the River Rock Inn and The Alley.

Upcoming videos will cover Skydive Yosemite and the Yosemite Bug Rustic Mountain Resort.



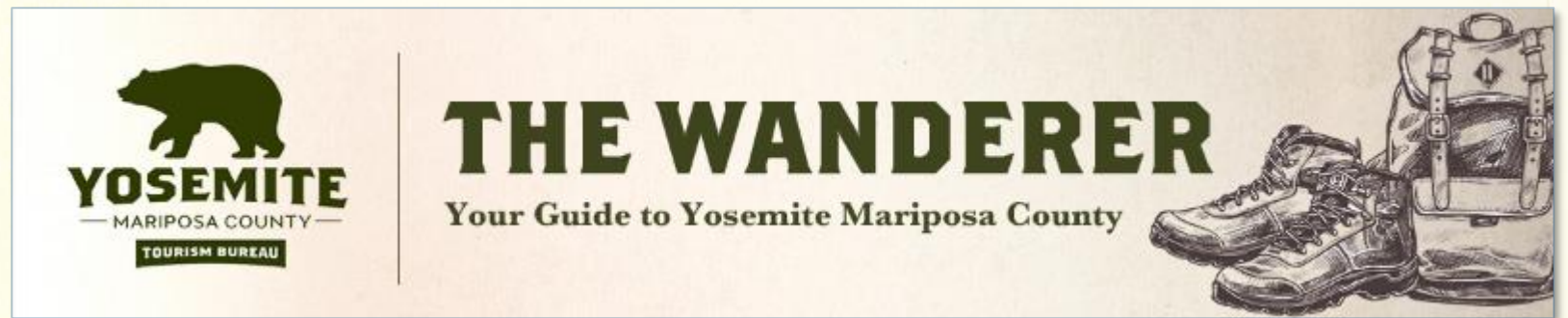
Email Marketing

We have rebranded our email communications with new mastheads.

For our Constituent emails:



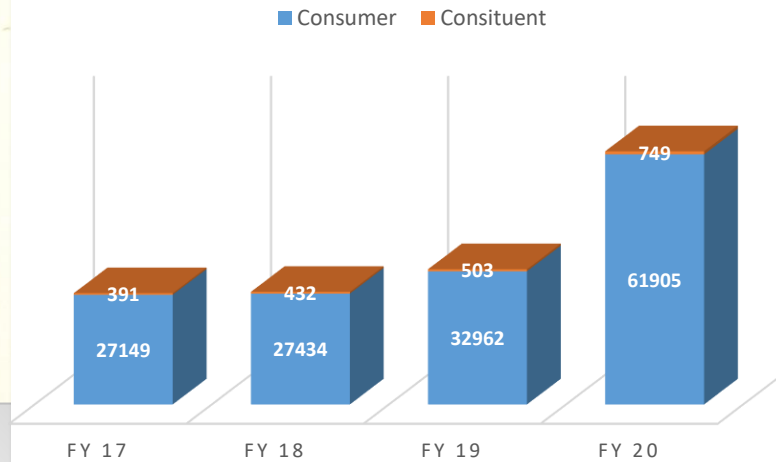
For our Consumer emails:



Email Marketing

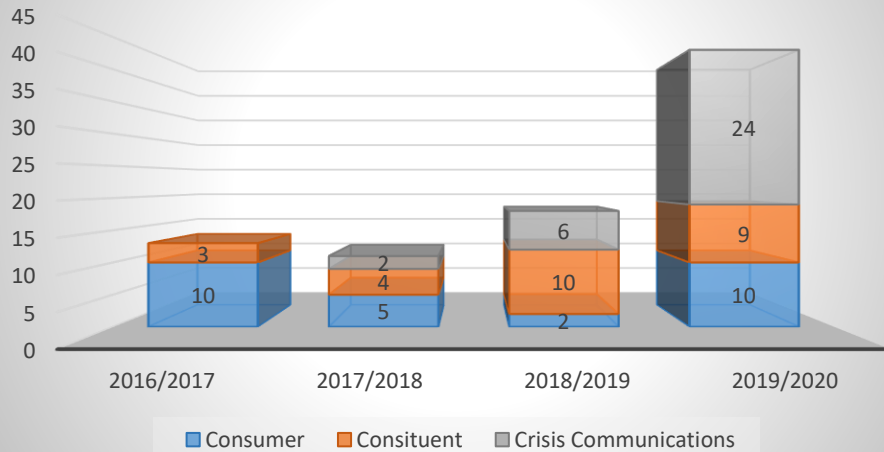
In 2019/2020 we refocused our efforts on utilizing emails for marketing and communications. Both the Briceburg fire and COVID-19 quadrupled the number of crisis-related emails sent this year.

EMAIL LIST SIZE

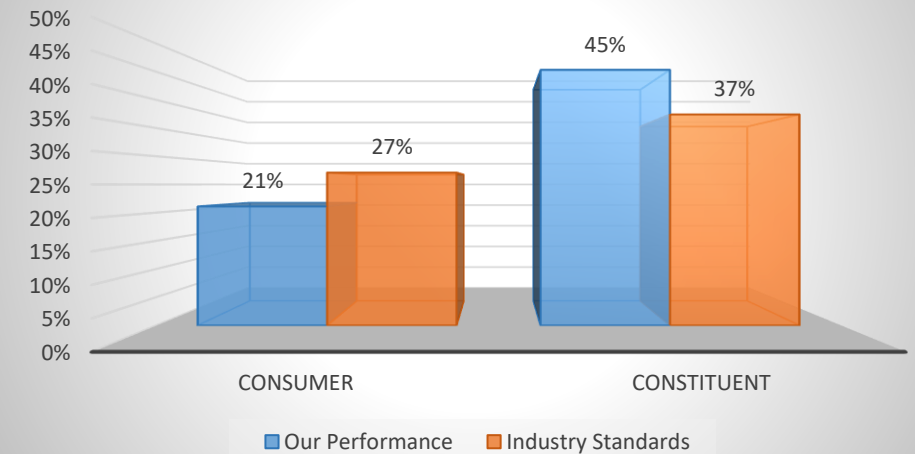


Increasing our consumer email open rates through new tactics and list management is a key strategy for 2020/2021.

Number of Emails Sent



Current Average Open Rates



2019-20 Public Relations and Earned Media Campaign



EARNED RESULTS OF JANUARY 2020— JUNE 2020 PR CAMPAIGN

62

PIECES OF COVERAGE

706K

ONLINE READERSHIP

\$53.8K

AVE



YOSEMITE MARIPOSA COUNTY TOURISM BUREAU



EARNED PR HEADLINES

“Want to see Yosemite’s famous firefall? Plan to visit in the next few weeks”

“My first holiday after coronavirus? To the greatest place in America”

The Telegraph

“I’ve Seen 100+ of Those Virtual Tours—And These Are My 11 Favorite”

“The Most Unique Places to Stay in an Airstream Around the World”

msn

“Yosemite, California: Family Travel Guide”



Examples of 2020 Earned Media

1/1 – 6/30/20

1/3/20	14 of the most photogenic hotels in California	House of Coco
1/6/20	The Best Places to Travel in January Based on Weather, Flights and Price	purewow.com
1/8/20	7 Of The Most Instagrammable Luxury Hotels In California	Luxury Lifestyle Magazine
1/8/20	From wingwalking to swimming with whale sharks: The travel experiences that the	Daily Mail
1/9/20	From wingwalking to swimming with whale sharks: The travel experiences that the	MSN.com
1/11/20	Romantic Valentine's Weekend at Tenaya Lodge	justluxe.com
1/12/20	14 TRAVEL HOTSPOTS TO ADD TO YOUR 2020 LIST	Ecophiles
1/13/20	Experiencing Yosemite's Seasonal Bracebridge Dinner	Santa Barbara Independent
1/17/20	ACTIVITIES TO MAKE YOU FEEL ALIVE IN 2020	whateveryourdose.com
1/20/20	The 49 things you have to see in California before you die	SFGate.com
1/23/20	The best off-season destinations in the USA	MSN.com
1/23/20	The best off-season destinations in the USA	loveexploring.com
1/24/20	How to see Yosemite's Famous Firefall	thepointsguy.com
1/24/20	The Ultimate Northern California Road Trip with Wine, Walls and Wilderness ...Cop	luxurious magazine
1/27/20	GUIDE TO YOSEMITE'S FIREFALL – A NATURAL PHENOMENON	lovethemountains.co.uk
1/29/20	How to View the Yosemite 'Firefall' This Year	Travel + Leisure
1/30/20	18 travel destinations where one visit isn't enough	MSN.com
2/1/20	The Ultra-Rare Firefall Returns to Yosemite This Month	Hemispheres
2/2/20	Yosemite National Park: Best Places To Stay	Travel Awaits
2/10/20	Horsetail Fall	Culture Trip
2/10/20	A Ten-Day Guide to Northern California for True Romantics ...Copyright © Luxurious	Luxurious Magazine
2/20/20	The best multi-generational holidays for 2020	The Time UK
2/24/20	Escape Hot List: Tasty tattles to a spin in London	Metro.news
3/9/20	BUCKET LIST ROAD TRIPS: DRIVING FROM SAN FRANCISCO TO MAMMOTH LAKES	Intrepid Escape
3/10/20	Mariposa, Yosemite, and Sequoia a Spotlight on Great Things to See and Do	Retire Early and Travel
3/13/20	The fields are alive: How to view a wildflower bloom without destroying it	Washington Post
4/1/20	Asian Voice L Hiking Yosemite National Park	Asian Voice
4/1/20	Food & Travel in the American West	Food & Travel
4/3/20	50 Virtual Days Out	Inews
4/3/20	Virtual Days Out	The Independent: App edition
4/6/20	How to travel the world from the comfort of your couch	Buzz.ie

4/8/20	Relax and Dream of a World of Adventure	Lancashire Evening Post
4/8/20	Relax and Dream of a world of adventure	Edinburgh Express
4/8/20	Relax and dream of a world of Adventure	Pocklington Post & Scarborough News
4/8/20	Relax and Dream of a world full of adventure	Harrogate Advertiser
4/8/20	My first holiday after coronavirus - the greatest place in america	Daily Telegraph
4/12/20	Time Travel	The Sunday Mirror
4/12/20	Time Travel	The Irish Sunday Mirror
4/21/20	dream of a world of adventure	LA Times
4/22/20	How to support Yosemite National Park from a distance during the coronavirus	Outdoorsy Blog
4/22/20	5 Classic California Road Trips	AAA Westways Blog
4/23/20	99 beautiful things we love about America	Love Exploring
4/25/20	Follow in the footsteps of John Muir	Glasgow Herald
4/27/20	Armchair Travel	Savour Magazine
5/12/20	I've Seen 100+ of Those Virtual Tours—And These Are My 11 Favorite	Reader's Digest
5/14/20	National parks begin to reopen to eager crowds: Here's everything you need to know	Thepointsguy.com
5/17/20	The 12 Best Road Trips in the US to Take This Summer	Popsugar.com & MSN.com
5/30/20	The 5 Best Places To Visit In The U.S. After The Pandemic	yourtango.com
6/1/20	16 Gardens That Are Blossoming Around the World	jetsettersblog.com
6/2/20	New Lease Of Life For Drive-ins?	Yorkshire Times
6/10/20	The Best Cycling Routes Around The World - National Bike Week	MD Harding Travel Photography
6/11/20	Five of the Best National Parks in California	Rough Guides
6/14/20	The Most Unique Places to Stay in an Airstream Around the World	MSN.COM/PUREWOW.COM/Yahoo.com
6/18/20	Can I Visit the US	Telegraph.co.uk
6/18/20	Can I Visit the US?	Yahoo.co.uk
6/25/20	Top Luxury Travel Itineraries in the US National Parks	Departures
6/29/20	The 14 Cutest Cabins for a Secluded Summer Getaway	Reader's Digest
6/29/20	The 14 Cutest Cabins for a Secluded Summer Getaway	MSN.com
6/29/20	7 Classic California Road Trips to Drive in Your Lifetime	AFAR.com
6/29/20	Yosemite, California: Family Travel Guide	Yahoo.com
6/29/20	7 Classic California Road Trips to Drive in Your Lifetime	MSN.comn
7/19/20	ROAD-TRIP DESTINATIONS IN CALIFORNIA WHILE SOCIAL DISTANCING	CalifornialifeHD.com



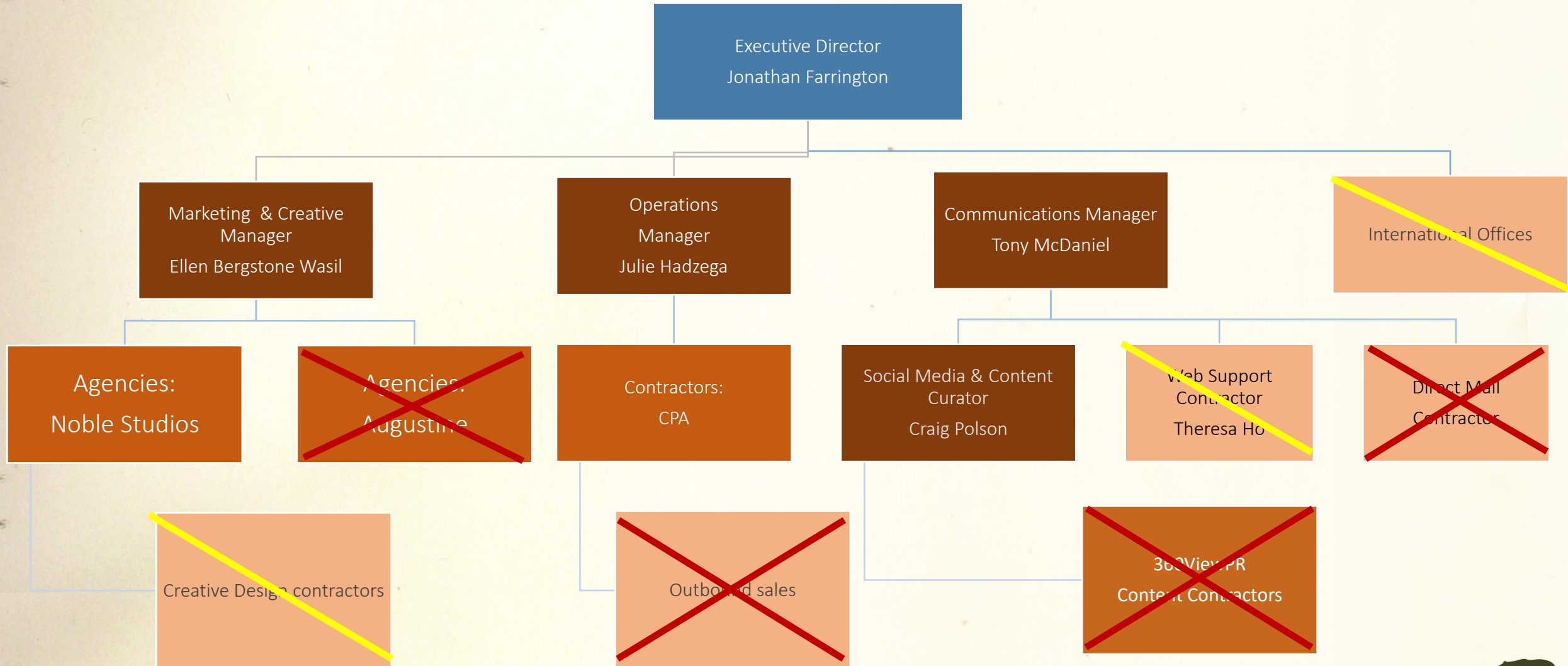
Marketing Plan for 2020/2021

Since April 2020, the YMCTB staff has pushed to create a robust marketing plan for 2020/2021 that provides background information, annual goals, ongoing strategies and measurements for all aspects of the bureau's work.

The plan provides a roadmap for the year and years ahead and is a living document that will be updated given a number of external factors, including financial and COVID-19 changes. It also becomes a repository of historical data as the bureau's work is renewed each year and YOY data becomes available.



YMCTB Organization



New Budget Cuts

We have budgeted carefully this year to maintain the minimum that can be accomplished with the funding anticipated. With defunding from the County, we have already begun making cuts, including:

- Public Relations Agency 360viewPR has been eliminated, impacting:
 - Domestic earned media will be curtailed
 - Pitching locations for the Film Commission will end
- Augustine Agency has been cut, so that any traditional advertising placements will be managed in-house.
- All upcoming print media has been eliminated.
- The annual “Above the Fog” radio campaign will not take place.
- All direct mailing of travel planners has been cut.
- The Sponsorships / donations budget supporting local events and nonprofits will be cut by 70%.
- One international agency has been cut completely.
- All international co-op budgets have been eliminated.

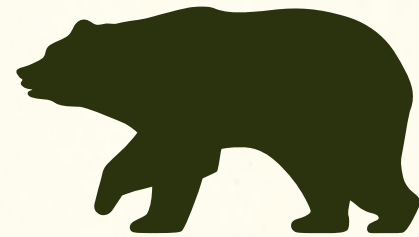
Navigating Challenges in 2020/2021

- Stay focused on COVID-19 recovery while remaining adaptive and flexible. Focus on California.
- Drive visitation when safe and appropriate to do so, based on Public Health Officer and Yosemite National Park access.
- Focus on Mariposa County beyond Yosemite, building the Mariposa County brand via its history & culture *if the budget allows*.
- Be data and results driven in all paid Media Channels decisions.
- Focus on our owned Media Channels – eCRM, email, newsletters, social media.
- Salvage what we can of our earned Media Channels, which are diminished as we reduce budget and release retained partners: PR, editorial, paid social influencers, media FAM trips, international trade and travel trade.
- Focus on owned content – blogs, editorial/stories, video, photography – although very little high-quality photography of Mariposa County is available through normal means.
- Produce as much content (photography, blogs, video and stories) in-house despite the loss of retained partners.

BOTTOM LINE: The County's Marketing Plan for the year is has been significantly disrupted. Recent proposed changes in funding have all but scuttled the already-reduced plan. Our team is further slashing strategy and tactical plans and contracted support to deal with these new projections and reality. (We've cut to the bone, and now cut into bone.) All of this will negatively impact the County's lodging, retail, restaurant and business recovery timeline.



Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU