

**Yosemite Mariposa County  
Tourism Bureau  
Board of Directors  
(May 18, 2023)  
Marketing Update**



# Executive Director Update

- Acknowledgement for significant work on new Yosemite.com website
- Budget Process
- Staff Review Process
- Marketing Plan for 2023/2024
- Strategy adjustments
  - Creative Agency
  - PR Additions International
  - Trade Strategy Adjustments
- IPW
- Mariposa Chamber Business Expo and Community Outreach

# TOT & TBID Income

## TOT Collections

Month	22/23 Amount	22/21 Amount	20/21 Amount	19/20 Amount	18/19 Amount
July	\$2,389,672	\$2,437,390	\$1,474,664	\$2,857,229	\$1,395,118
August	\$2,461,285	\$2,014,943	\$1,591,830	\$2,626,881	\$576,991
September	\$2,581,878	\$2,072,378	\$790,349	\$2,483,753	\$1,532,775
October	\$2,074,290	\$1,695,708	\$1,327,953	\$1,852,803	\$1,183,357
November	\$1,459,020	\$1,424,078	\$1,166,846	\$1,094,861	\$789,535
December	\$1,310,835	\$1,234,091	\$266,374	\$1,081,371	\$675,393
January	\$2,322,907	\$904,534	\$211,545	\$598,299	\$373,991
February	\$874,614	\$1,151,736	\$761,434	\$779,460	\$347,064
March	\$961,767	\$1,560,168	\$1,325,065	\$378,288	\$594,982
April		\$2,118,945	\$1,851,356	\$10,793	\$1,272,597
May		\$2,373,763	\$2,200,760	\$17,168	\$1,660,461
June		\$3,459,225	\$2,787,163	\$571,448	\$2,202,637
GR TOTAL	\$16,436,268	\$22,446,959	\$15,755,339	\$14,352,354	\$14,824,433

Δ Prior Year	\$6,691,620	\$1,402,985	(\$472,079)	(\$159,310)
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## TBID Collections

Month	2022-2023	2021-2022	2020-2021	2019-2020
Jul	\$330,276	\$314,363	\$32,892	\$284,356
Aug	\$393,453	\$104,222	\$137,534	\$226,277
Sep	\$283,564	\$166,338	\$123,733	\$227,407
Oct	\$189,106	\$276,150	\$86,666	\$227,841
Nov	\$348,808	\$233,304	\$85,361	\$116,805
Dec	\$109,964	\$272,986	\$111,592	\$148,902
Jan	\$161,692	\$91,366	\$44,592	\$94,089
Feb	\$134,099	\$148,741	\$28,312	\$53,395
Mar	\$102,168	\$182,153	\$89,118	\$62,297
Apr	\$160,000	\$112,894	\$156,699	\$37,165
May	\$225,000	\$315,829	\$128,203	\$5,937
Jun	\$265,000	\$173,461	\$251,213	\$3,422
Total	\$2,750,161	\$2,391,807	\$ 1,275,915	\$1,487,891
Total PY	\$2,391,807	\$1,275,915	\$1,487,891	\$1,302,017
Diff	\$358,353	\$1,115,893	\$ (211,976)	\$ 185,874



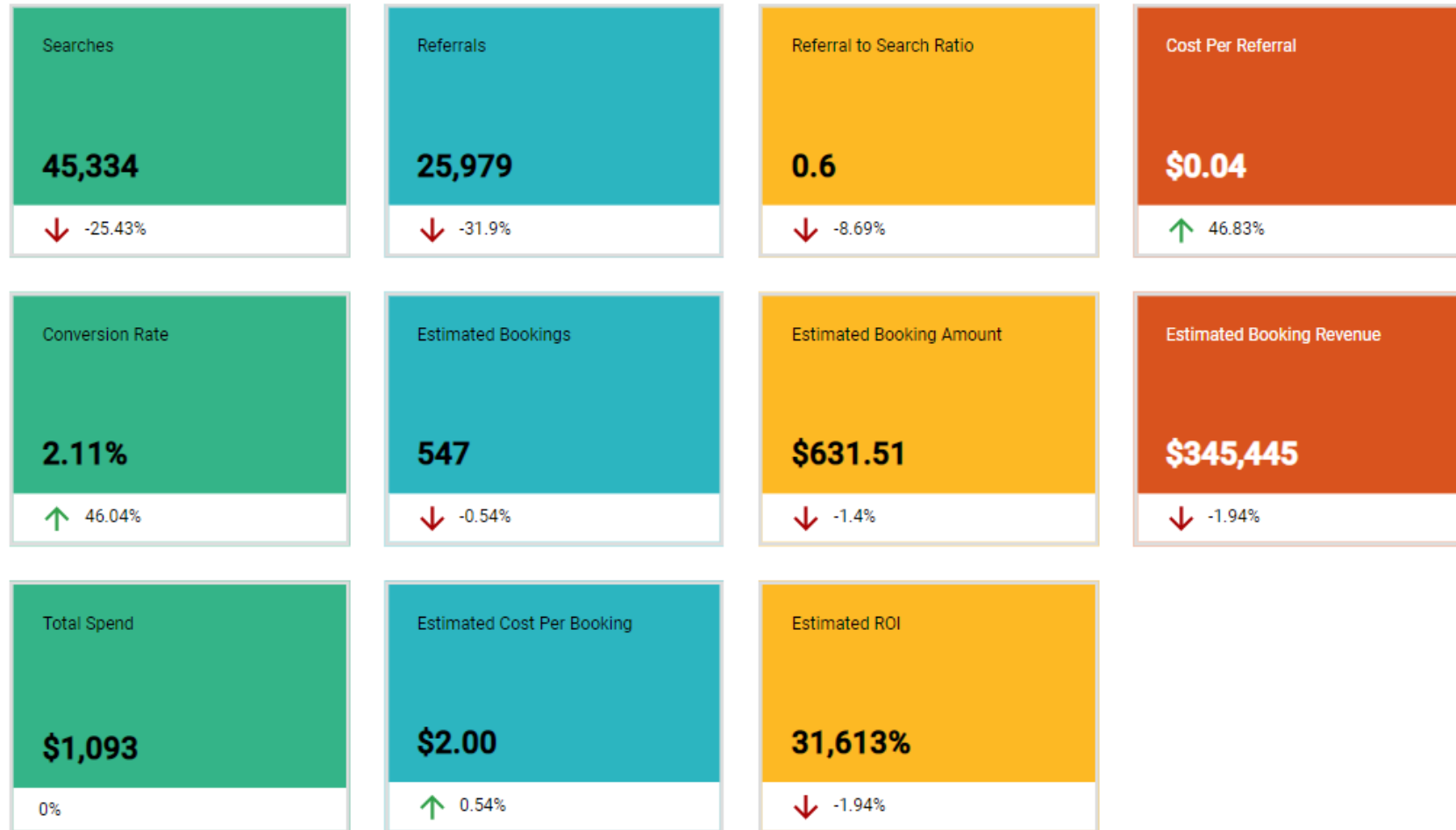
# KPIs: Performance Recap

	July 1, 2022 - June 30, 2023 Pace = 83% (Month 10 of 12)	FY 2022/23 Annual Goals
<b>PRIMARY KPI</b>		
Partner Referrals - Lodging	Lodging: 288,739   68% to goal	Lodging: 425,000
<b>Supporting KPIs</b>		
Overall Sessions	ACTUAL: 2,993,584   93% to goal	3,236,000 Sessions
Organic Sessions	ACTUAL: 1,191,316   78% to goal	1,520,000 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 440,039   109% to goal	405,000 Sessions
<b>Tracked Metrics</b>		
Book Direct Referrals	TBD	TBD
Newsletter Sign Ups	New Subs FY YTD: 7,921   April: 2,059   119%	6,668 Sign-Ups
Partner Referrals - Things To Do	Things To Do: 69,821   78% to goal	Things To Do: 89,315
Partner Referrals - Dining	Dining: 18,786   71% to goal	Dining: 26,317

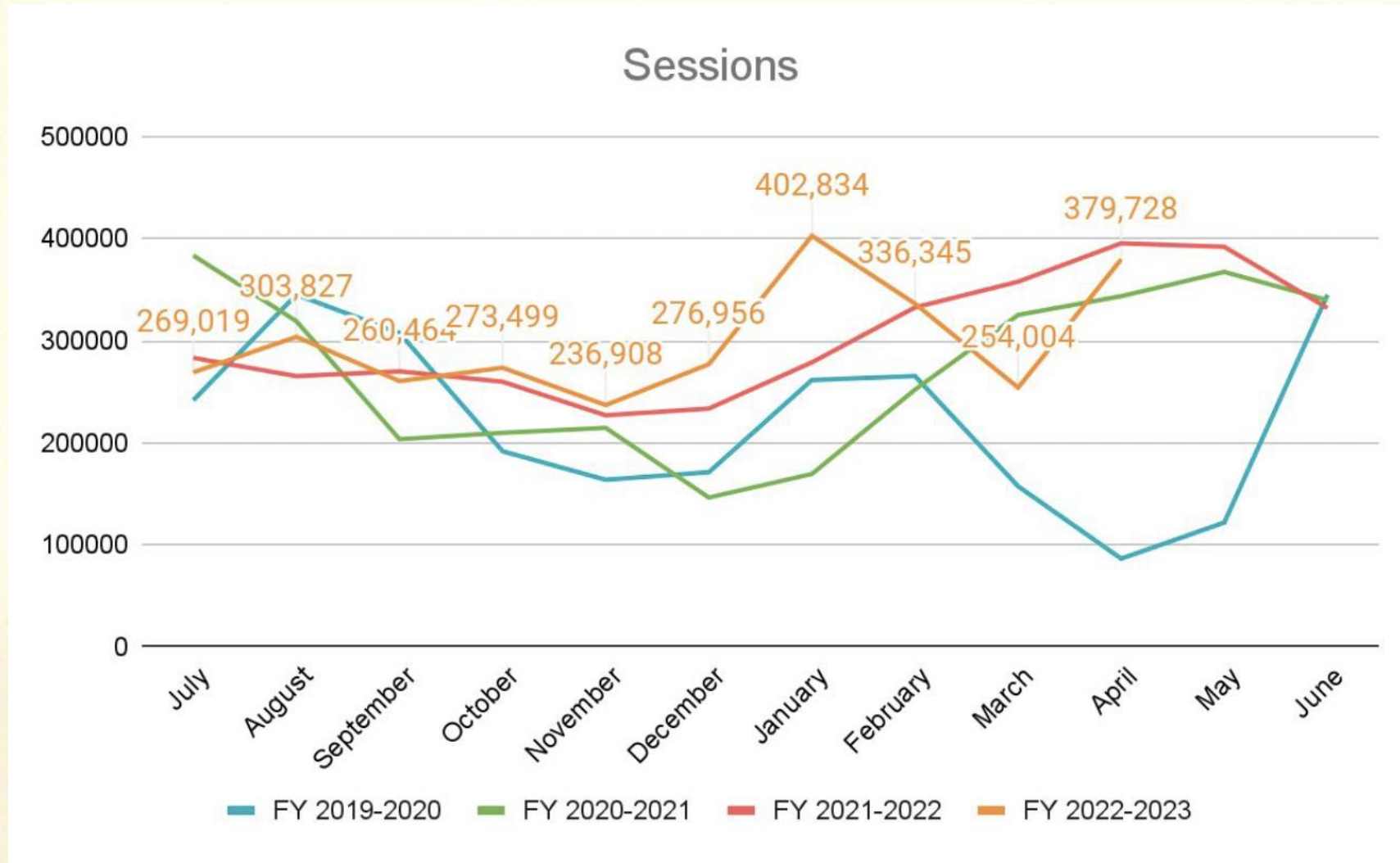
# Book>Direct Tracking April

## Book > Direct - Performance Summary

^ ≡ Date Range: 4/1/2023 - 4/30/2023 ▾



# Overall Growth: Sessions

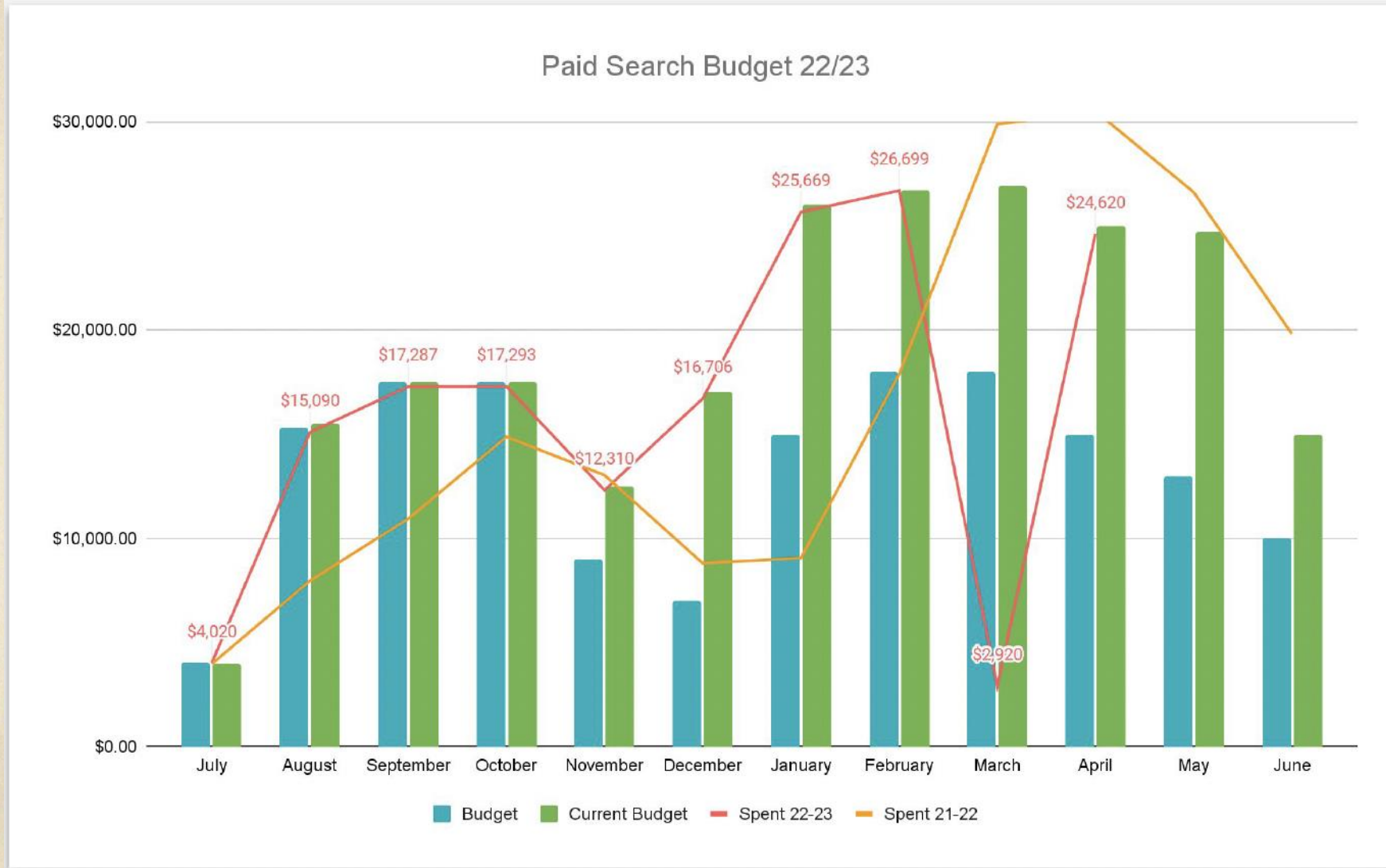




# Channel Performance

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	125,796	-3.9% ↓	98,312	51.13%	2.24
Paid Social	86,811	54.4% ↑	76,007	86.32%	1.3
Paid Search	57,676	-45.4% ↓	46,682	54.26%	2.11
Direct	42,926	19.9% ↑	33,659	57.45%	1.97
Social	29,859	202.5% ↑	27,643	86.87%	1.26
Display	17,034	-61.8% ↓	14,421	84.36%	1.37
(Other)	11,389	19,536.2% ↑	10,746	89.9%	1.18
Referral	5,981	-36.2% ↓	4,794	32.97%	2.81
Email	2,255	-26.4% ↓	1,644	53.39%	2.43
Advertorial	1	-	1	0%	2

# Paid Search Budget \$214,000



22/23 Budget: \$214,000

22/23 Budget: \$160,000

21/22 Budget: \$193,337

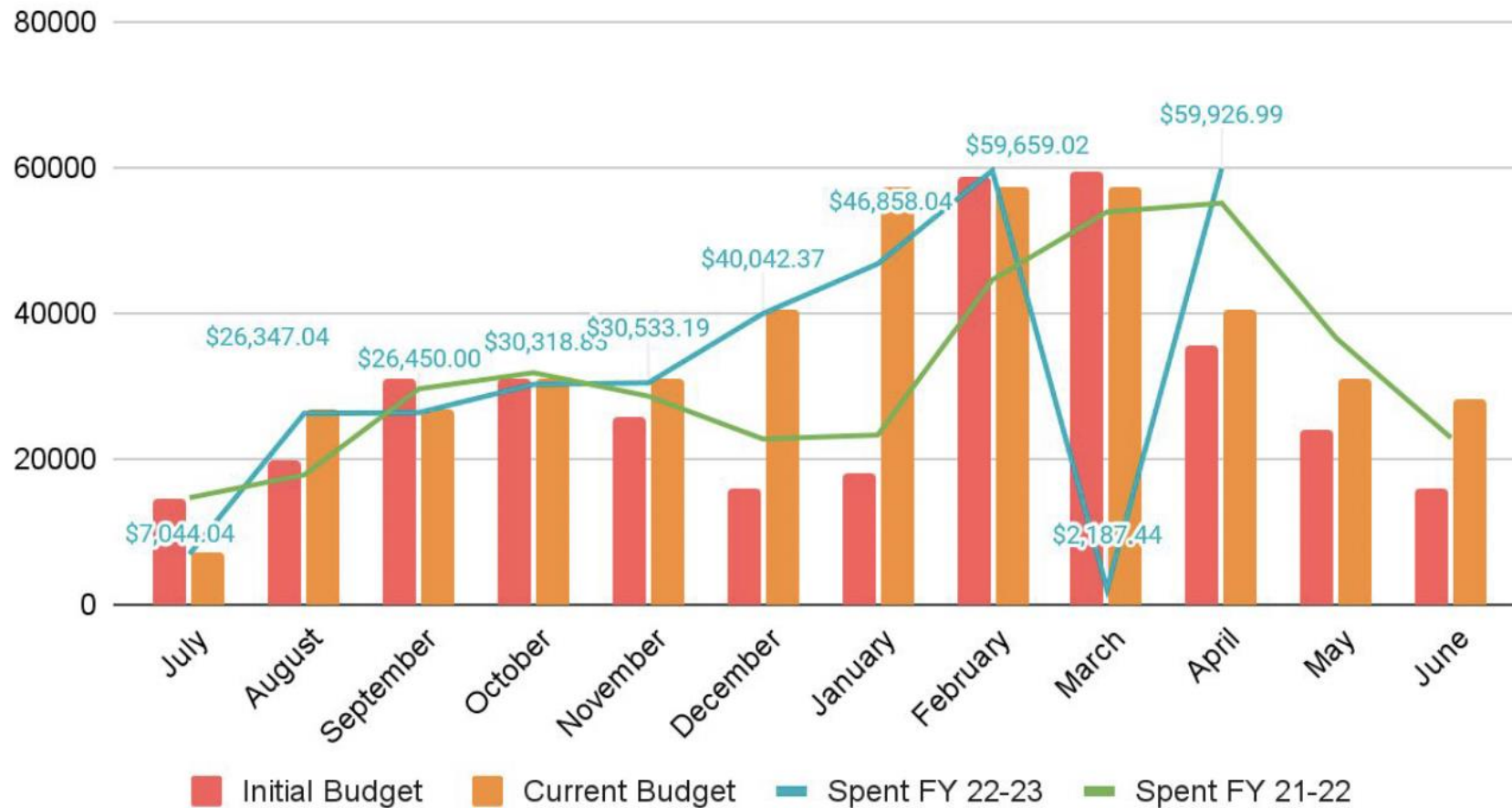
20/21 Budget: \$120,000

19/20 Budget: \$101,000



# Paid Media Budget \$436,000

Paid Media Budget 22/23



22/23 Budget: \$436,000

22/23 Budget: \$300,000

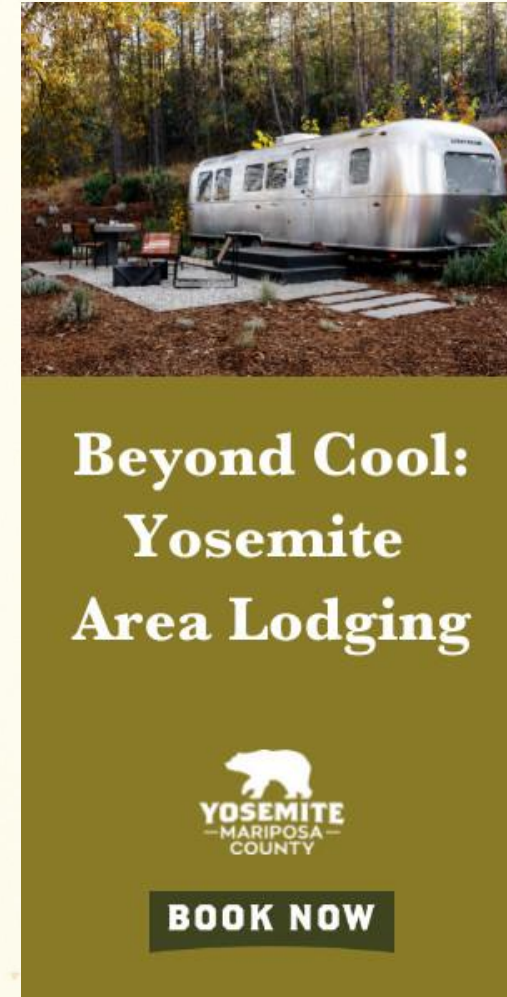
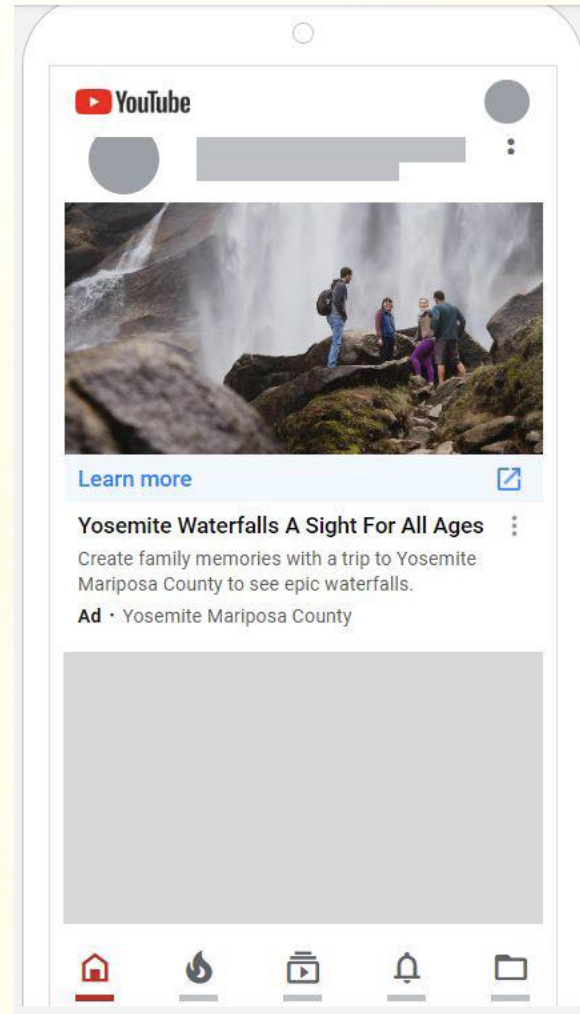
21/22 Budget: \$383,195

20/21 Budget: \$274,900

19/20 Budget: \$415,000

# Display Ads Performance in US

- Ads earned 5,024,433 impressions and 23,268 clicks
  - 0.46% CTR (0.47% travel benchmark)
- Discovery campaigns CTR is 2.01%, significantly higher than display placements (0.30%)
- Ads earned 10,762 sessions with a 1.77% CVR for lodging partner referrals
  - 4.53% CVR for all goals (0.51% travel benchmark)
- Display is performing especially well with an all goals CVR of 8% and a lodging partner referrals CVR of 2.99%





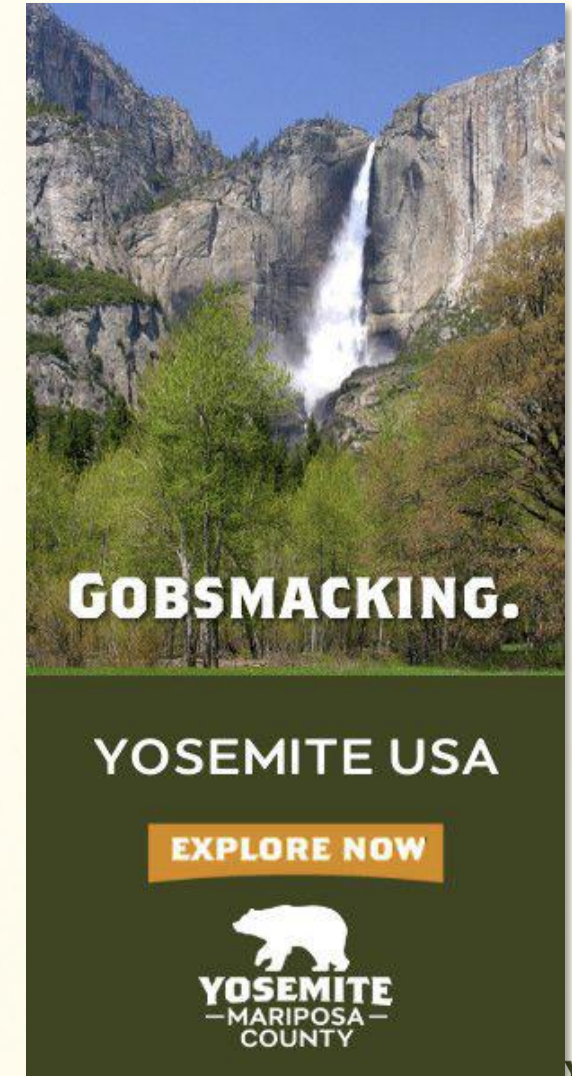
# International Market Growth





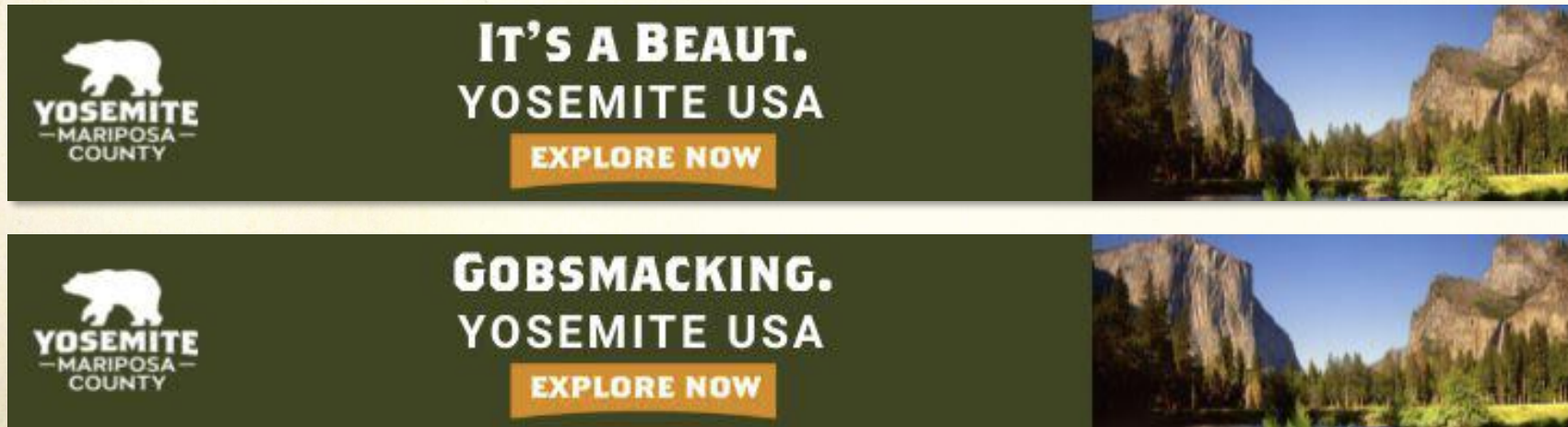
# International Display Campaign: United Kingdom

- Ads earned 1,014,197 impressions and 1,846 clicks
  - 0.18% CTR (0.47% travel benchmark)
- Ads earned 1,615 sessions with a 0.12% CVR for lodging partner referrals
  - 0.68% CVR for all goals (0.51% travel benchmark)



# International Display Campaign: Australia

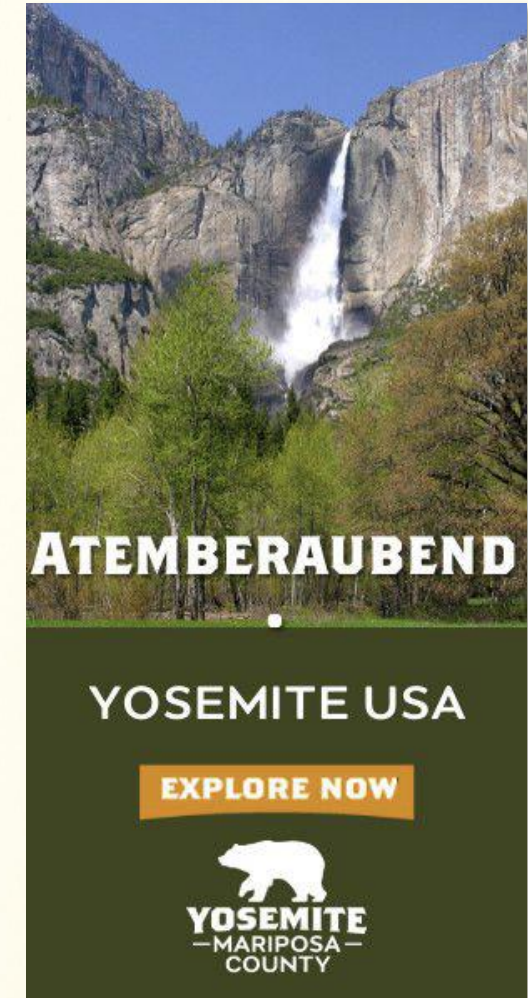
- Ads earned 657,923 impressions and 870 clicks
  - 0.13% CTR (0.47% travel benchmark)
- Ads earned 651 sessions with a 0.46% CVR for lodging partner referrals
  - 0.77% CVR for all goals (0.51% travel benchmark)





# International Display Campaign: Germany

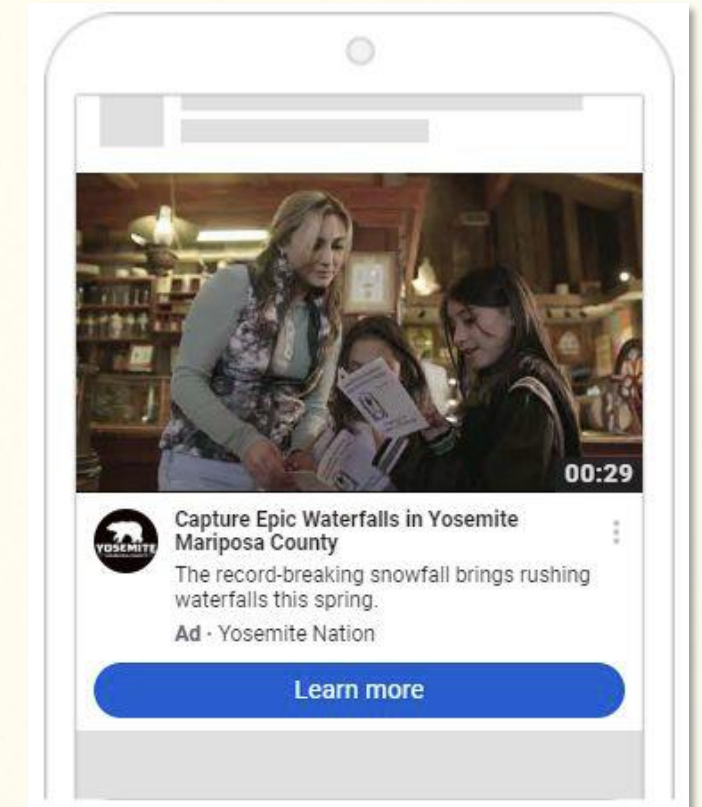
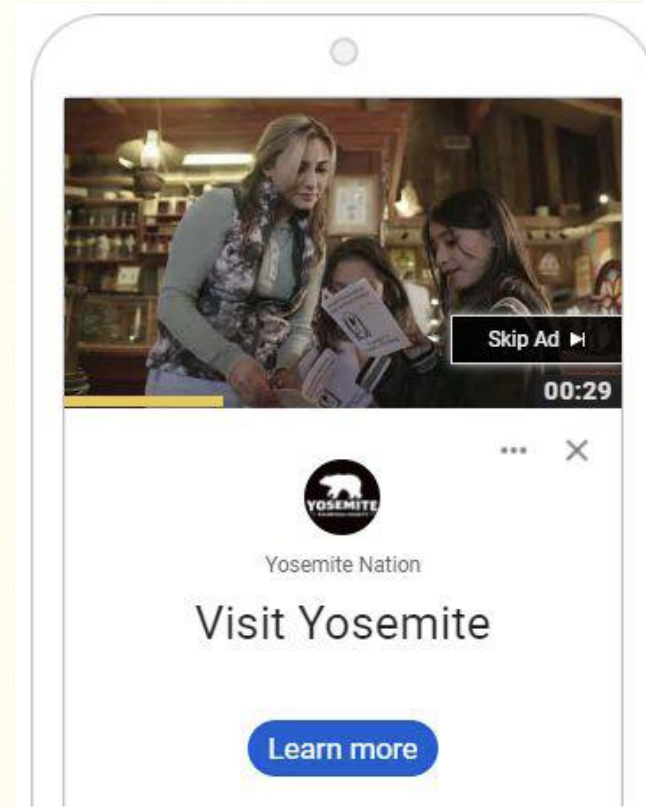
- Ads earned 821,289 impressions and 1,635 clicks
  - 0.20% CTR (0.47% travel benchmark)
- Ads earned 1,297 sessions with a 0.93% CVR for lodging partner referrals
  - 2% CVR for all goals 0.51% travel benchmark





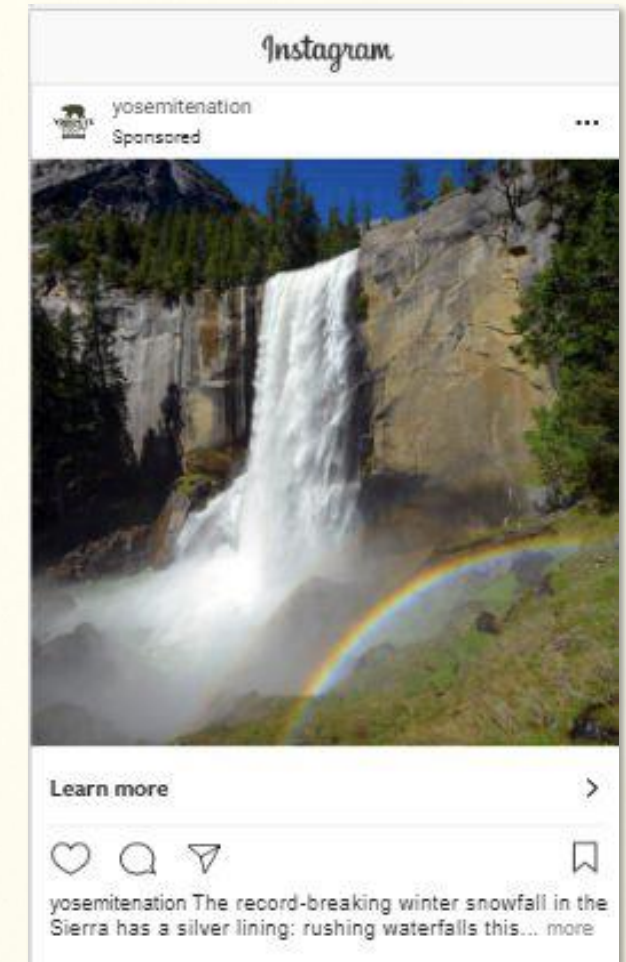
# YouTube Paid Media

- YouTube drove 402,867 impressions and 1,372 clicks
  - 0.34% CTR (0.65% benchmark)
- 48,576 views with a CPV of \$0.012 (Below the benchmark of \$0.026)
  - No POP or YOY comparison due to campaigns being paused for half of March



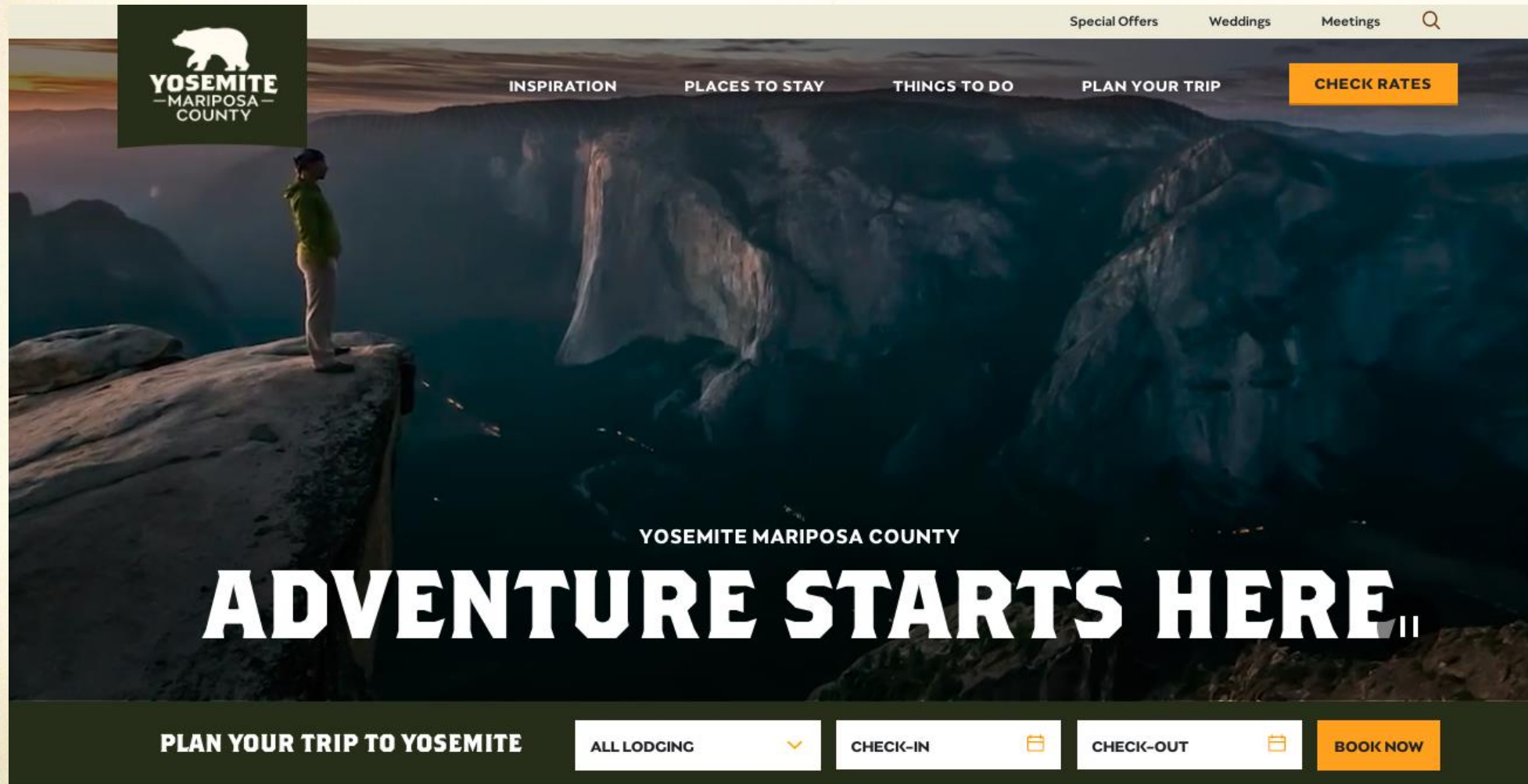
# Paid Social Media Ads Performance

- Ads generated 5,708,046 impressions with a reach of 1,619,973
  - CTR: 3.42% (Travel industry benchmark .90%)
- Facebook ads earned 49,642 sessions with a conversion rate (all goals) of 2.10%
  - 0.80% Lodging CVR



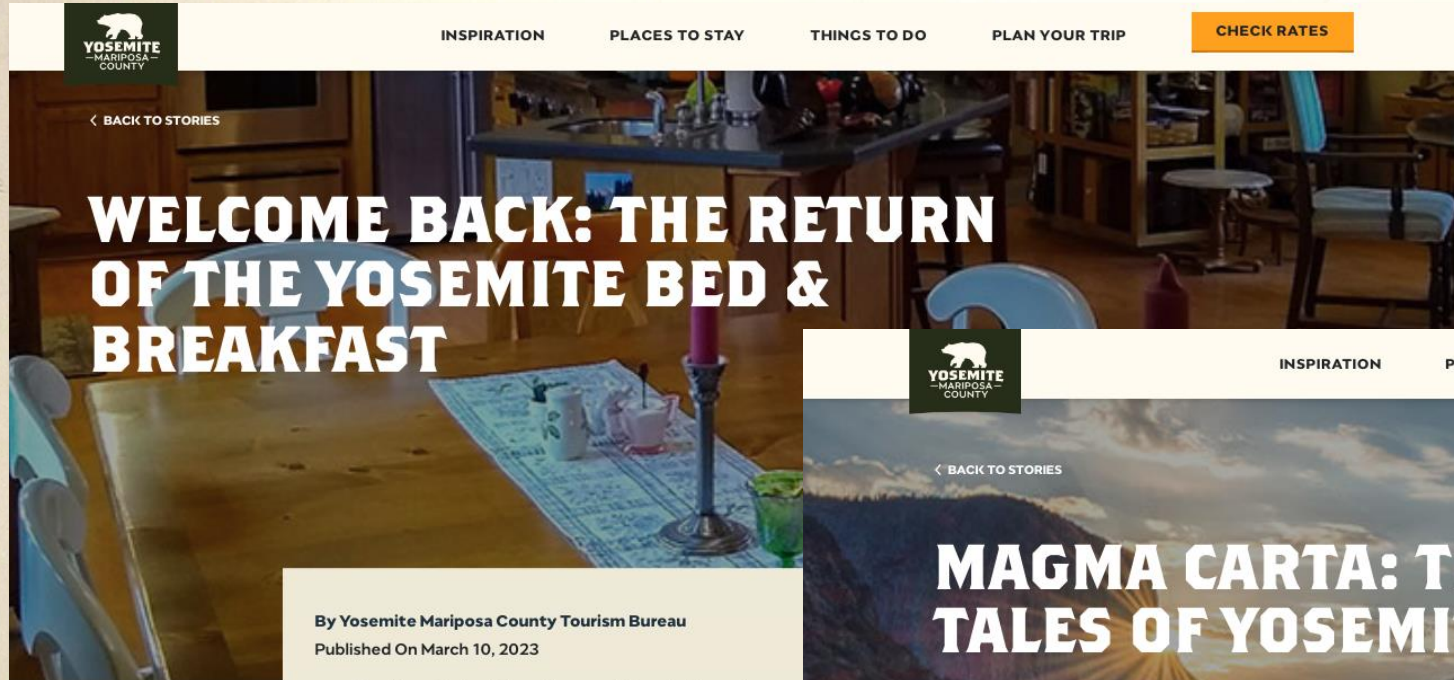


# Yosemite.com 3.0 is LIVE!



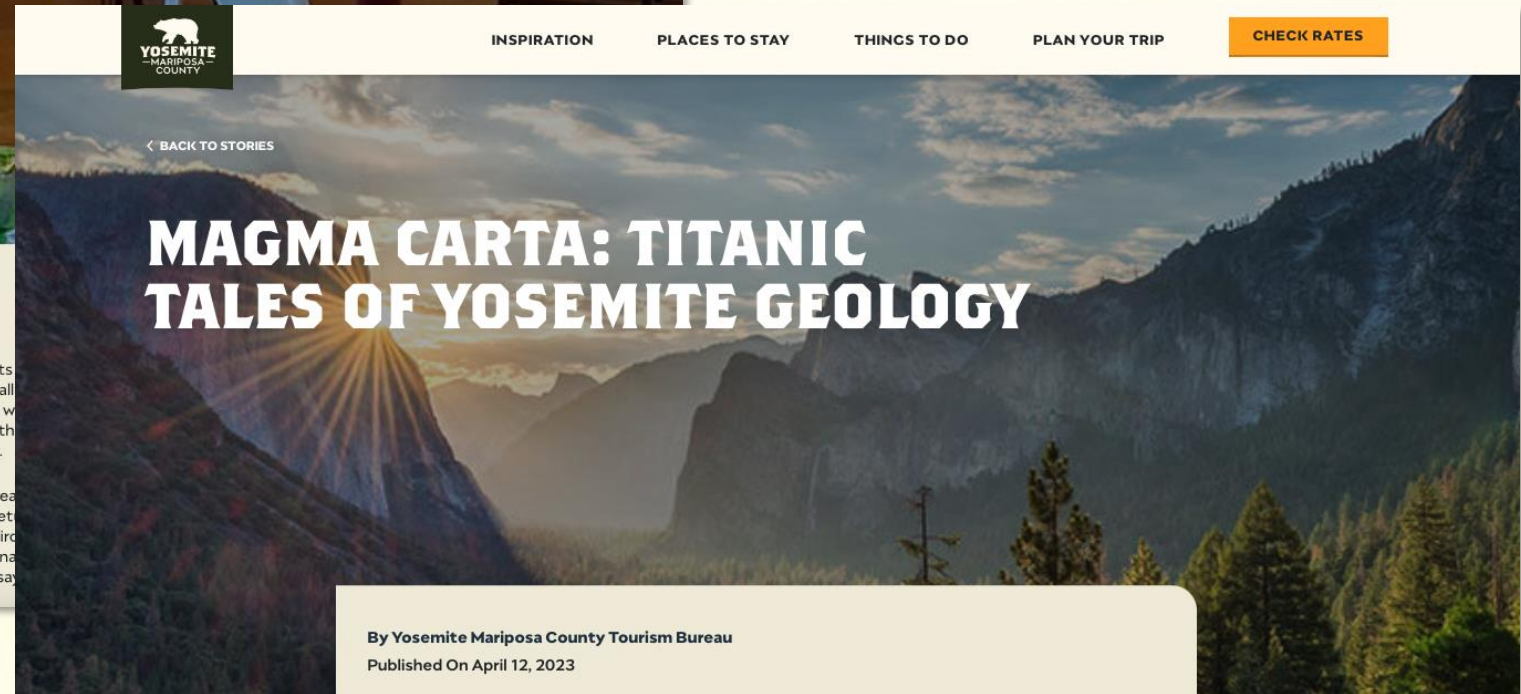


# Content Creation



The Yosemite bed & breakfast combines the best elements forward setting; the shared knowledge of a local host; and all Operated by thoughtful owners (many being semi-retired) w their small inns, these oases of comfort are the perfect gath The result? A symphonic stay where rest meets relaxation.

Yet these distinctive qualities are the very reason bed & brea the pandemic. So now as the world opens up and visitors ret massive rock and waterfall mist, of museum hopping and bird are once again promoting the virtues of travel with a persona breakfast, and all the free-spirited travelers out there, we sa



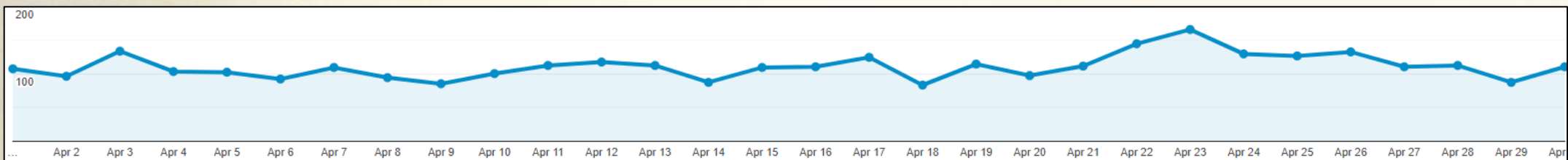
Yosemite National Park is a UNESCO World Heritage Site, celebrated for its massive, evergreen-studded granite terrain. There are enough domes, walls, spires, bowls, and cliffs in Yosemite to wow everyone from geology department post-docs to the rest of us who just love big rocks.

Powerful geologic forces shaped this landscape, including glaciation, erosion, rockfalls, and earthquakes. Since Yosemite Mariposa County is made for geo-tripping, we've assembled a topline list of Yosemite's greatest rocks and where to find them.

# Special Offers

- April had over 3k visitors to the page even with park closures
- Properties with special offers beat similar properties who didn't place offers in referrals by over 2-3 times on average
- Providing reporting on how specials perform has increased desire to continue expiring offers
- Only successful with the help of lodging partners

Page ?	Pageviews ?
	3,312 % of Total: 0.47% (697,297)
1. <a href="http://www.yosemite.com/special-offers/">www.yosemite.com/special-offers/</a>	3,312(100.00%)



FEATURED

OFFER VALID MAY 1, 2023 – AUGUST 31, 2023  
**MARIPOSA COUNTY VISITOR CENTER**  
Gold Mine Escape Room \$5 dollars off per person  
VIEW OFFER →

FEATURED

OFFER VALID MAY 1, 2023 – AUGUST 31, 2023  
**TENAYA AT YOSEMITE**  
Take 15% off This Spring  
VIEW OFFER →

FEATURED

OFFER VALID MAY 5, 2023 – AUGUST 14, 2023  
**THE REDWOODS IN YOSEMITE**  
Get 10% Off On Stays Between June 1st and August 14th  
VIEW OFFER →



# Social Media

**YTD total posts on  
all channels: 1038**

Facebook, National	Mar-Apr	Total
Followers	7,207	137,162
Link Clicks	203,249	464,135
Facebook, Local	Mar-Apr	Total
Followers	6	2,539
Instagram	Mar-Apr	YTD Total
Followers	526	75,445
Engagement	103,622	770,342
YouTube	Mar-Apr	Total
Subscribers	230	1,481
Total Watch Time (hours)	1,154	6,257
Average percentage viewed	70.8%	60.2%
TikTok	Mar-Apr	YTD Total
Followers	8,466	11,051
Twitter	Mar-Apr	YTD Total
Followers	-242	45,360
Engagement	316	2,765
Link Click Rate	231	3,392
Pinterest	Mar-Apr	YTD Total
Impressions	86,149	289,154
Engagement	2,500	11,008
Engaged Audience	1,540	7,080

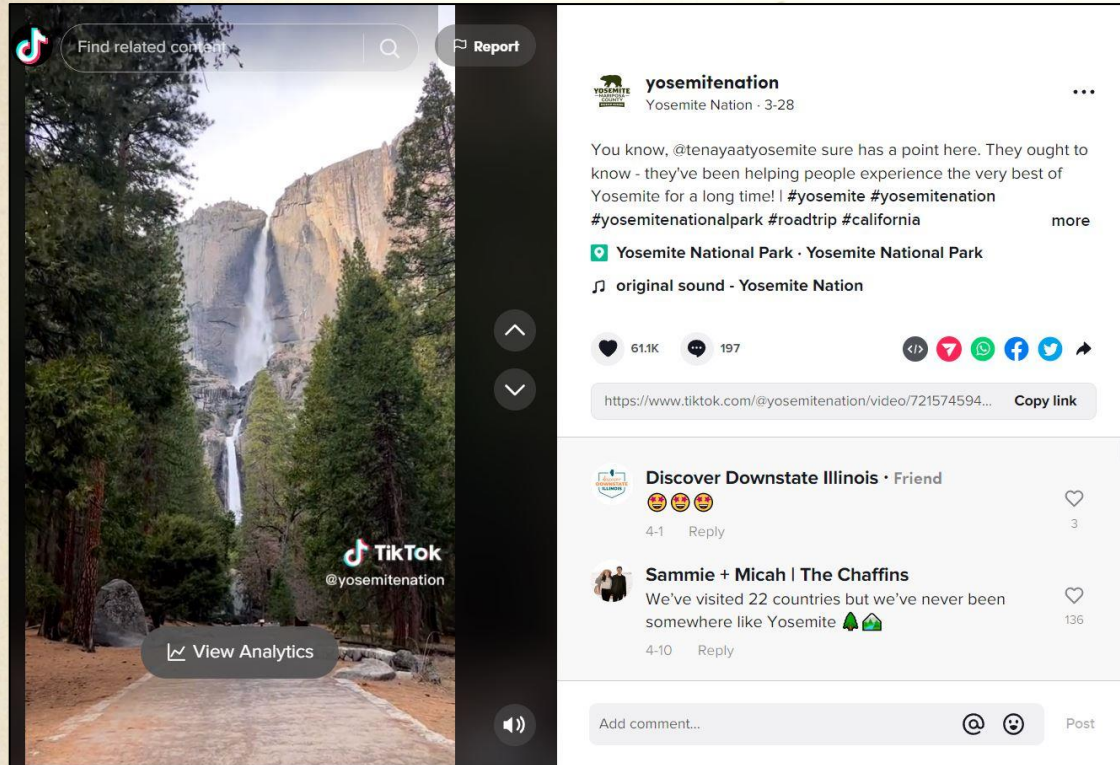


# Social Media – Instagram

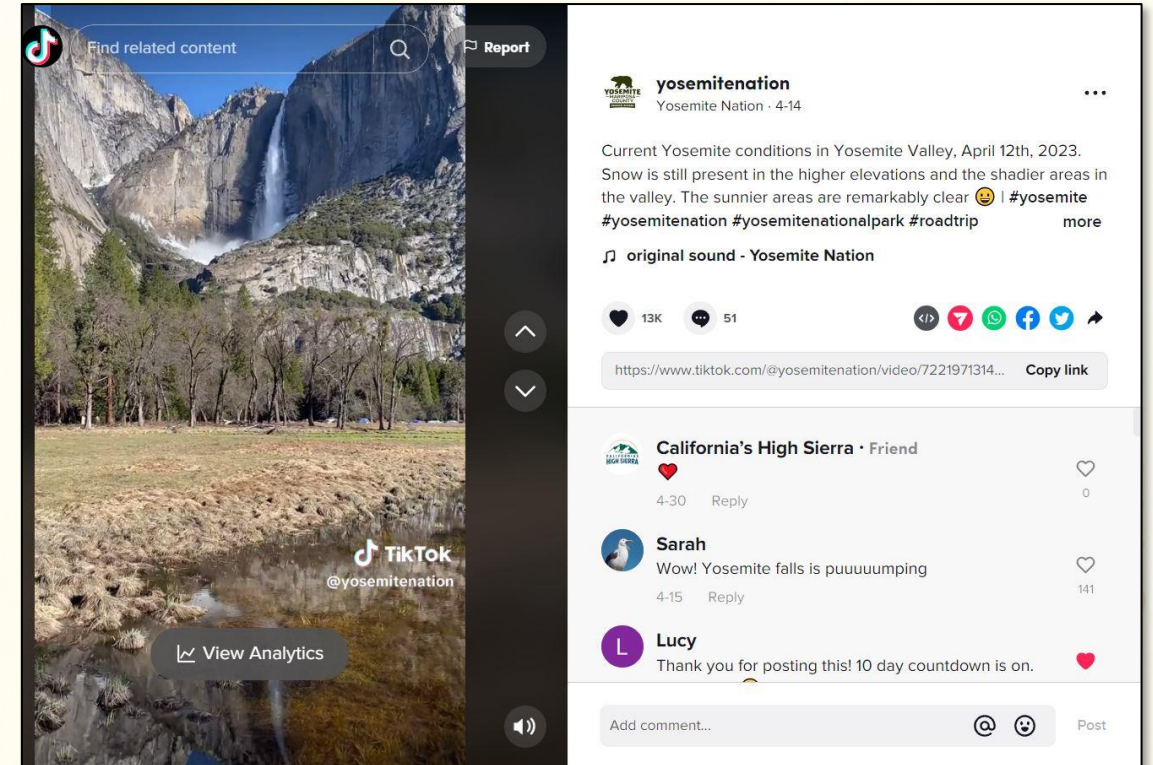




# Social Media - TikTok



536.3 thousand views!



115.8 thousand views!

Followers grew by 428% to 11,051 in 2 months.



# Video Production



## We have produced:

- 2 Modern Day Pioneers
- 2 Mariposa Moments
- An update of our Firefall video.
- 3 seasonal promo videos.
- An update of our anthem video.
- New spring video and 13 short vertical videos with our video production partner, Back Story Creative.

## Videos in pre-production:

- 8 regional to support our new website.
- Modern Day Pioneer on The Redwoods.



# Email Marketing

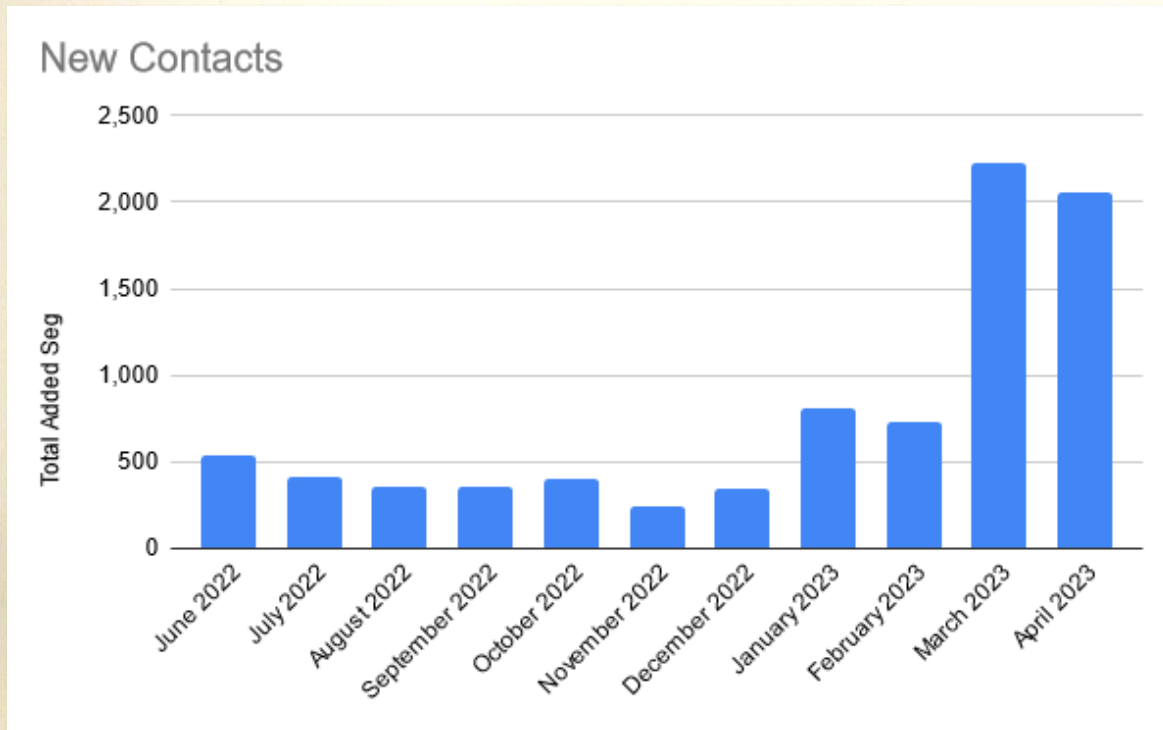
## Lead Generation Campaign

In January we removed non-responsive subscribers, removing nearly 6,000 email addresses. In April we began a Facebook lead generation campaign that has added back another 4,000 new email addresses.

## Consumer Emails

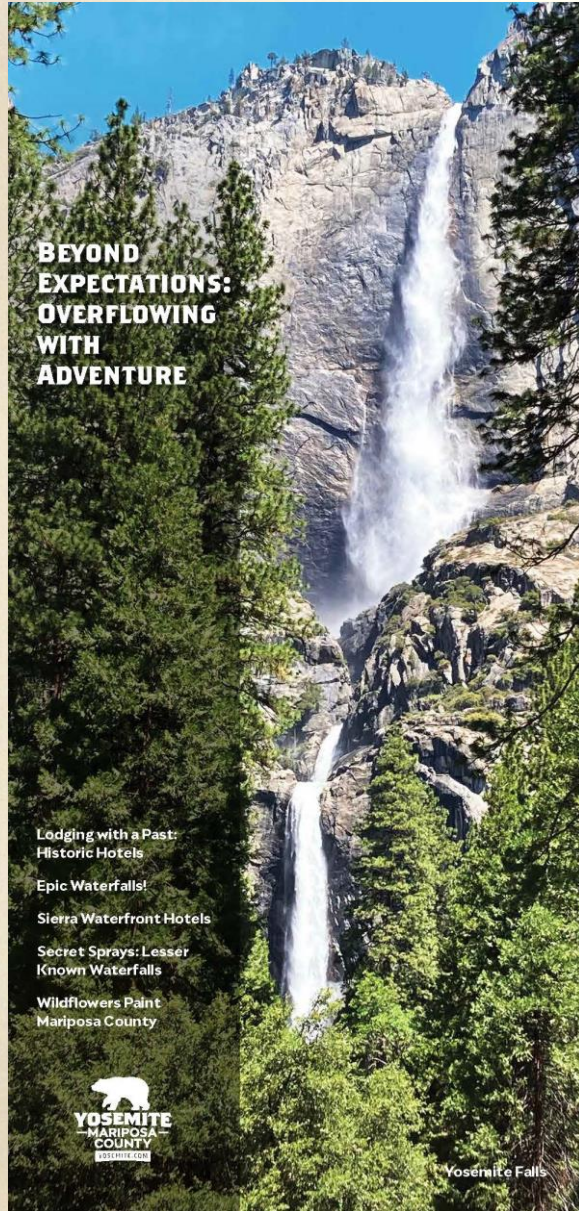
Latest campaign:

- Open rate: 57%
- Click through rate of 2.6%
  - 1.4% is travel benchmark).





# Traditiona Print



**BEYOND  
EXPECTATIONS:  
OVERFLOWING  
WITH  
ADVENTURE**

Lodging with a Past:  
Historic Hotels  
  
Epic Waterfalls!  
  
Sierra Waterfront Hotels  
  
Secret Sprays: Lesser  
Known Waterfalls  
  
Wildflowers Paint  
Mariposa County



Yosemite Falls

## Roam Where Nature Leads



**YOSEMITE.COM**

The #1 resource  
for planning  
your escape to  
Yosemite National Park.



### TENAYA AT YOSEMITE

Yosemite is home to 200-foot-tall giant sequoias and extraordinary mountain views. It's easy to explore when starting at Tenaya, a full-service resort just two miles from Yosemite National Park that includes premium cabins and cottages that help bring Yosemite closer.

Plan your Yosemite escape.  
Visit [tenaya.com](http://tenaya.com)  
(888) 514-2167



### YOSEMITE RESORTS

Located at the western gate of Yosemite National Park, Yosemite Resorts offers several lodging options that are convenient to the area's primary attractions and provide a wealth of amenities to create lasting memories in nature.

YosemiteResorts.com  
(888) 742-4371

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

## PARKAS TO POPPIES: WINTER MEETS SPRING IN YOSEMITE MARIPOSA COUNTY

The famed western slope of the Sierra Nevada range encompasses a sweet cross-section of California terrain, from wildflower-dappled foothills all the way up to ice-crowned alpine peaks. Yosemite Mariposa County centers squarely on 1,400 square miles of this great old topography and as a magical time of year (think March to April), visitors can enjoy higher-elevation winter sports and lower-elevation springtime fun—all in one trip.

### Day 1: Snow Sports

Today's theme is late winter fun and in a good way, late winter could be as late as mid-April. Budget Snow Ski Area was established in 1935 and is California's original ski area. One of the Sierra's most family and budget-friendly dips, Budget Snow Ski Area offers downhill skiing, a snowboard terrain park, cross-country skiing, snowshoeing, and tubing. Just off Glacier Point Road.

to your hotel for crystal-clear winter margaritas as you relax ahead of your main change of a day tomorrow.

### Day 2: Spring Fishing

Yosemite's magical trout. Courtesy of local topography, Yosemite Mariposa County can go from winter to spring with only a short drive between each season's signature activities. Just a few miles and a few thousand feet downhill from Yosemite's winter playgrounds, discover sunbathers and sparkling blue skies. With the famous high country in your rear-view mirror, foothills' dappled scenic green.

Do something about spring now: it's a field of wildflowers. The shaggy display begins in March across the rolling ranch lands of Mariposa County. That's where the Great Central Valley rolls up to the Sierra and is called by John Muir "the flower garden of the world."

It's also the ideal time to take one of Yosemite's most renowned hikes: The John Muir Trail. Originating near Happy Isles in western Yosemite Valley, the John Muir Trail delivers spectacular, high-altitude views of both Yosemite and Nevada falls. Even at peak snow, the trail is a great place to see the snow-capped peaks of the Sierra Nevada. The trail is a great place to see the snow-capped peaks of the Sierra Nevada. The trail is a great place to see the snow-capped peaks of the Sierra Nevada.

For your lunch break, grab a burger or sandwich from the Village Grill, and head to the south bank of the Merced River. The river flows around El Capitan Meadow, then to your left, and the water flowing by it's the perfect water/spring/sunrise experience.

When it comes to winter/spring weekend lodging, there are several choices of things. Some like to have camp or one to more than one. Fish Camp, El Portal, or vacation rentals inside Yosemite. There will give you a head start for the old time or snowshoe trails. For others, making in central Mariposa County is attractive for any number of reasons, including the widest choice of local accommodations and more restaurants and nightlife. Either way you have are just a few options.

**Winter to Spring: Where to Stay**

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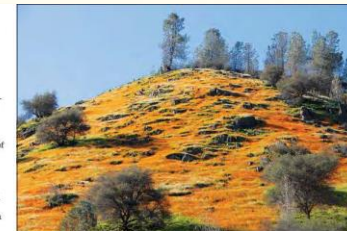
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The John Muir Trail includes guests starting up to Yosemite Falls.



Travel from Winter to Spring in a hour boat, enjoying snow day and Spring (Gowen at 1000 ft) on the trail.

and finally Gold Rush town of Courtville to reflect.

**Day 3: Hybrid Thru**

Continue your scenic-bonding weekend by spending a day with the heart of Yosemite Valley. Yosemite Valley ranges (at about 4,000 feet elevation) range from cool to warm this time of year. The perfect winter/spring hybrid.

Yosemite Valley's springtime is a great time of year to roam around, with the weather and Park visitors still a month or so from reaching peak flow. Stay with the seasonal beauty of Halfway Flat. It's an easy hike from Southside Drive for the best view.

It's also the ideal time to take one of Yosemite's most renowned hikes: The John Muir Trail. Originating near Happy Isles in western Yosemite Valley, the John Muir Trail delivers spectacular, high-altitude views of both Yosemite and Nevada falls. Even at peak snow, the trail is a great place to see the snow-capped peaks of the Sierra Nevada. The trail is a great place to see the snow-capped peaks of the Sierra Nevada.

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Find a place to stay in the charming and historic town of Mariposa.

Spring BANG  
(Bay Area  
News Group) ran in  
late March



Get like a gem in the middle of the Sierra National Forest, Tenaya at Yosemite of great amenities just minutes from Yosemite National Park.

Explore: Cabins with private porches. Tenaya is a winter/spring recreation hub, offering ice skating and sledding, as well as Sierra National Forest hiking and biking trails.

**El Portal**

Yosemite View Lodge features a dramatic river-side setting and is the closest resort to Yosemite Valley. Located inside the park gates, with two restaurants, multiple hot tub spas, the Yosemite View Lodge. Concessions store and 24/7 charging station, the El Portal property has a wide range of amenities.

At El Portal, Yosemite Valley's south or north choice for winter-to-spring weekend. The property offers indoor and outdoor swimming pool and spa, and a very cool indoor fire. The El Portal Lodge Restaurant is a busy option for family-style dining in a high-level setting.

**Yosemite Vacation Rentals**

Yosemite's diverse wilderness manages more than 100 homes.

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# Traditional Print

Mein America



## ÜBERTRIFFT ALLE ERWARTUNGEN

Yosemite Mariposa County ist ein Ganzjahresreiseziel. Dank der rekordverdächtigen Schneefälle in diesem Winter werden die Wasserfälle im Yosemite National Park im Frühjahr besonders beeindruckend sein.

In diesem Sommer wird es kein Reservierungssystem geben, sodass der Besuch des Yosemite National Parks wieder einfacher wird. Der Herbst bietet hervorragendes Wetter zum Wandern und für viele andere Aktivitäten im Freien.

Auch im Winter ist der Yosemite National Park geöffnet, diese Zeit gilt aufgrund der wenigen Besucher als eine der entspanntesten und ruhigsten des Jahres.

**YOSEMITE.COM**

### YOSEMITE BUG RUSTIC MOUNTAIN RESORT

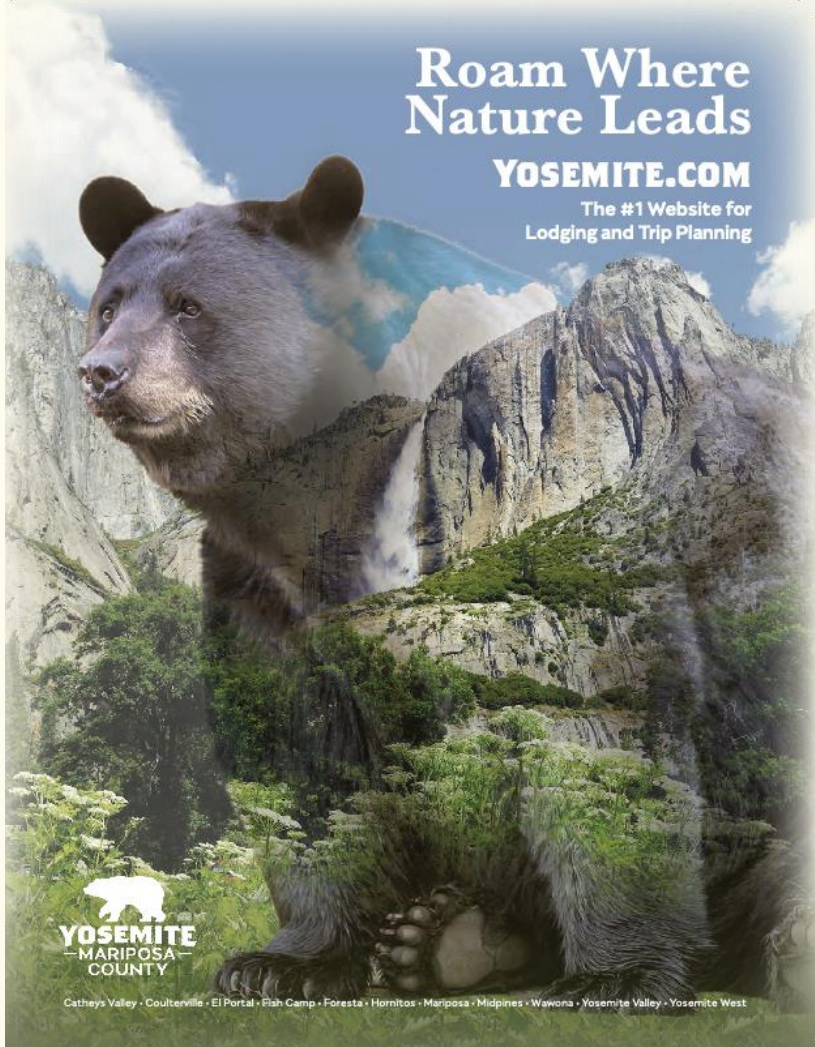
Dieses Resort in den kalifornischen Bergen gibt es schon seit über achtzig Jahren. Es wurde erstmals zur Zeit des California Gold Rush besiedelt. Das hervorragende und beliebte Restaurant und der Spa und Wellness-Bereich runden das authentische Berghüttenerebnis ab und machen den Aufenthalt auf ihrer Reise durch den Westen zu etwas Besonderem.

**YosemiteResorts.us**

**YOSEMITE**  
— MARIPOSA —  
COUNTY

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

Mariposa  
Gazette



## Roam Where Nature Leads

**YOSEMITE.COM**  
The #1 Website for  
Lodging and Trip Planning

**YOSEMITE**  
— MARIPOSA —  
COUNTY

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



# Traditional Radio

Five Bay Area radio stations ran “epic waterfall” messaging during April and May.



Alice  
@ 97.3



99.7 NOW  
The Bay's #1 for ALL THE HITS

96.5 koit  
*Today's Hits & Yesterday's Favorites*



# Native Advertising Co-Ops



The screenshot shows the top of an SFGate article. The SFGate logo is in the top left. In the top right, there are links for 'Newsletters' and a search icon. Below the header, a dark banner with the text 'MARIPOSA COUNTY' is visible. The main title of the article, 'Yosemite Wildflower Waterfalls, and Wildlife Calling This Spring', is overlaid on a background image of purple lupine flowers. At the bottom of the screenshot, a paragraph of text is partially visible, starting with 'An extraordinary winter promises an exceptional spring in Yosemite Mariposa County...'.

SFGATE

Newsletters 

MARIPOSA COUNTY

## Yosemite Wildflower Waterfalls, and Wildlife Calling This Spring

An extraordinary winter promises an **exceptional spring** in Yosemite Mariposa County...

SFGate native article running now through end of May

Like Fischer, who is excited to return to familiar trails with his camera, and 3-year-old grandson, in hand, Doug Shaw can't wait to explore his favorite hikes.

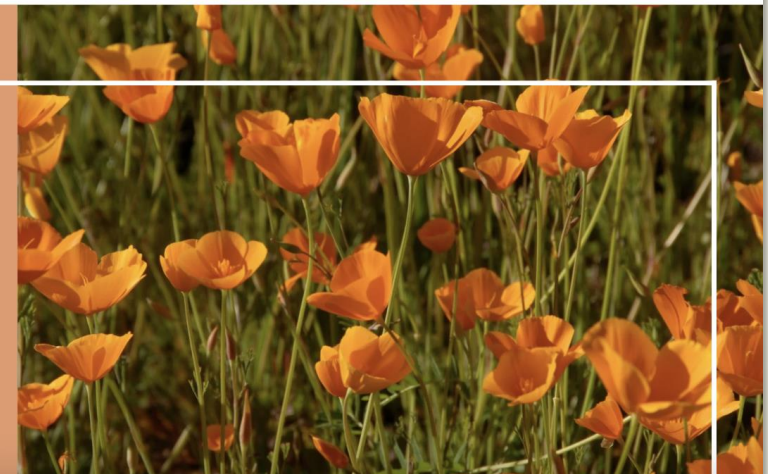
"I'm excited to take some **waterfall trails**," says Shaw, the owner of **Yosemite Bug Rustic Mountain Resort**. "There's a hike to Chilunalna Falls where you don't see the water until you're above them. I'll also go to the top of El Capitan to see Ribbon Fall, the longest single-drop waterfall in North America. The zig-zagging Cascade Falls will also be spectacular."

flowers this spring you can follow them right out of the valley until mid-June."

Yuli Gotsev, marketing manager for the **Redwoods in Yosemite**, is excited to see the purple lupines return as they replace early-blooming California poppies. Though the lupines are easily seen along the roads in Wawona, he suggests taking a closer look at the mosaic of wildflowers inhabiting the Wawona Meadow Loop, too.

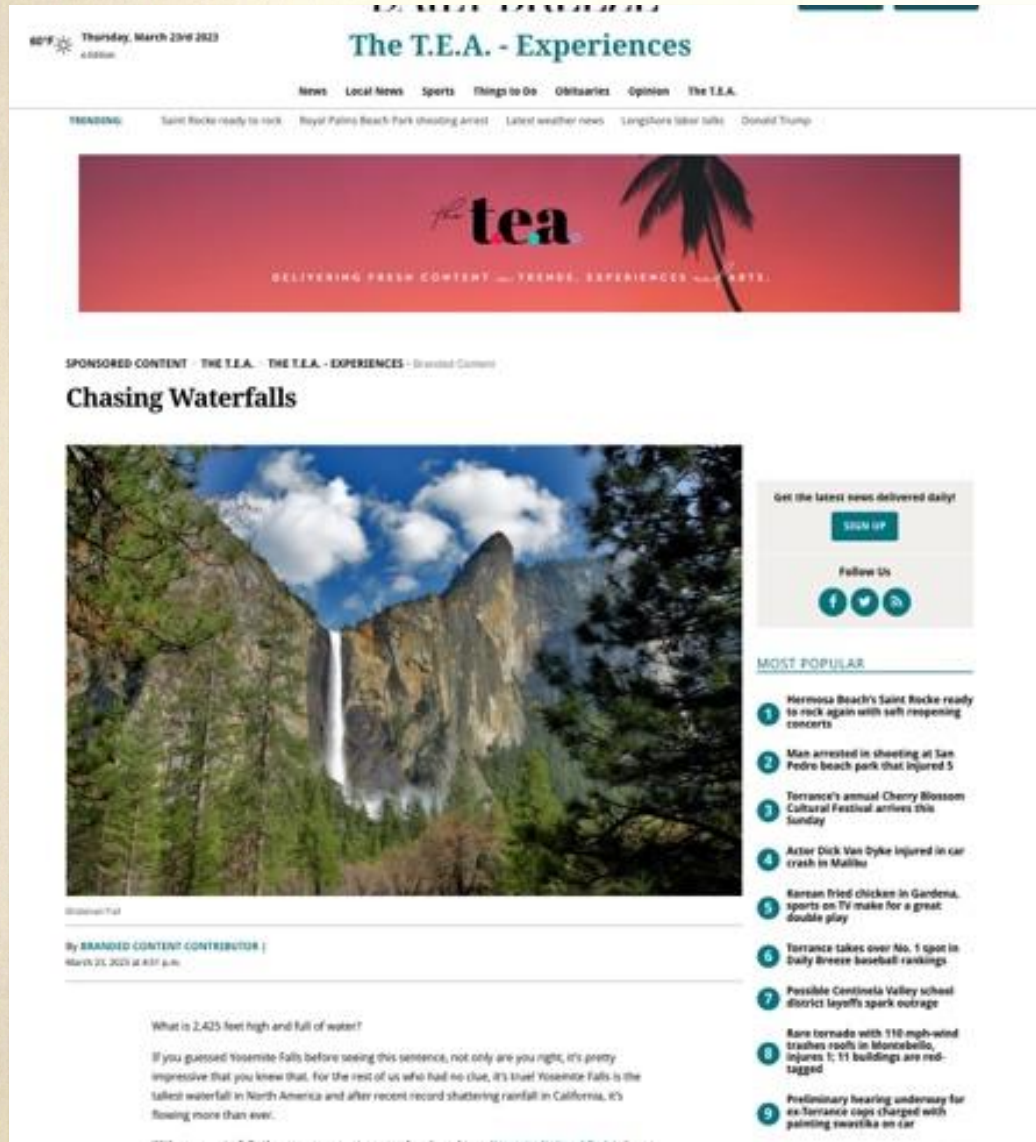
"My favorite flower is the California poppy. I love seeing the mountainside of the canyon dotted with this vibrant flower."

Gerald Fischer



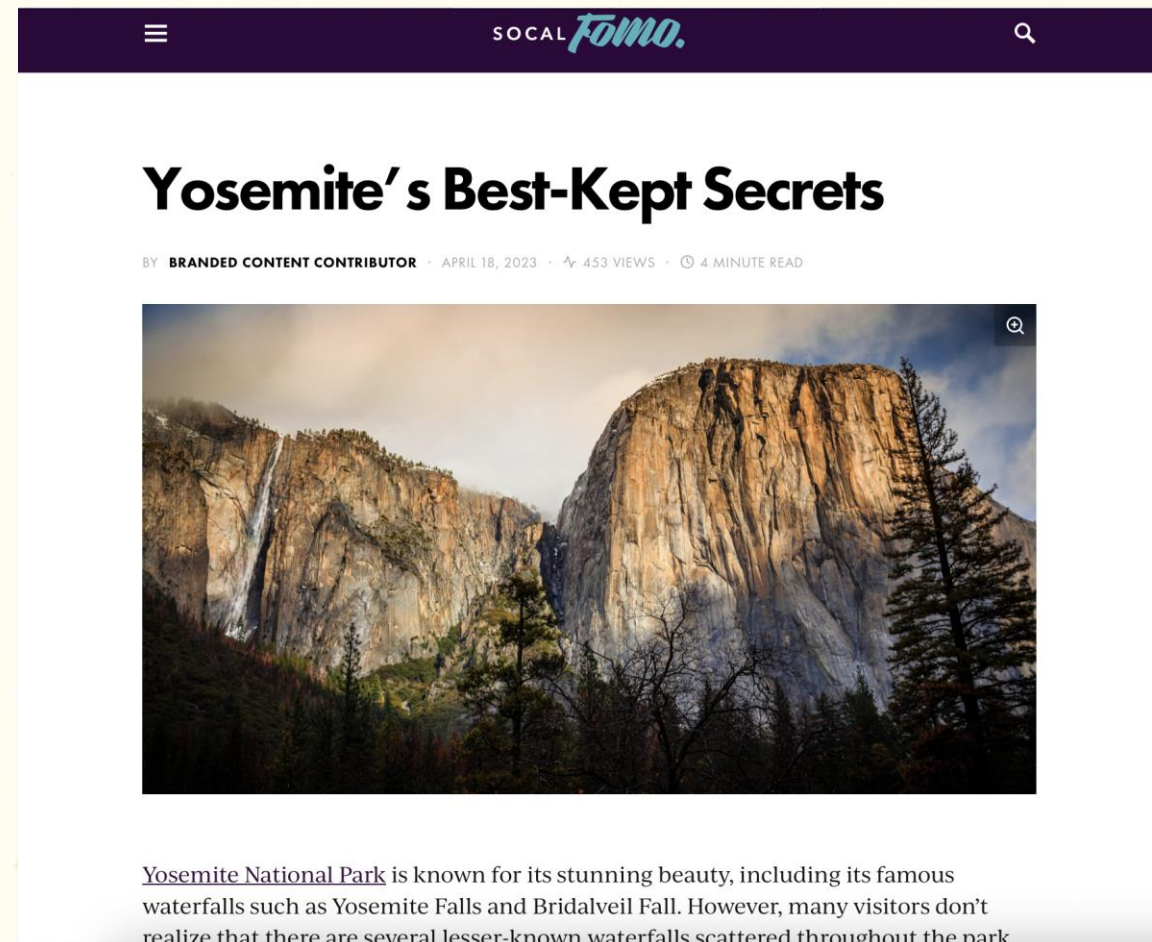


# Native Advertising Co-Ops



Southern California News Group

- One article in The TEA (Travel Experiences and the Arts) in March
- One article in FOMO (Fear of Missing Out) in April





# Public Relations and Earned Media Campaign

Featured outlets



Condé Nast  
**Traveler**



**FOX**  
K T V U 

**visit**  
**California**



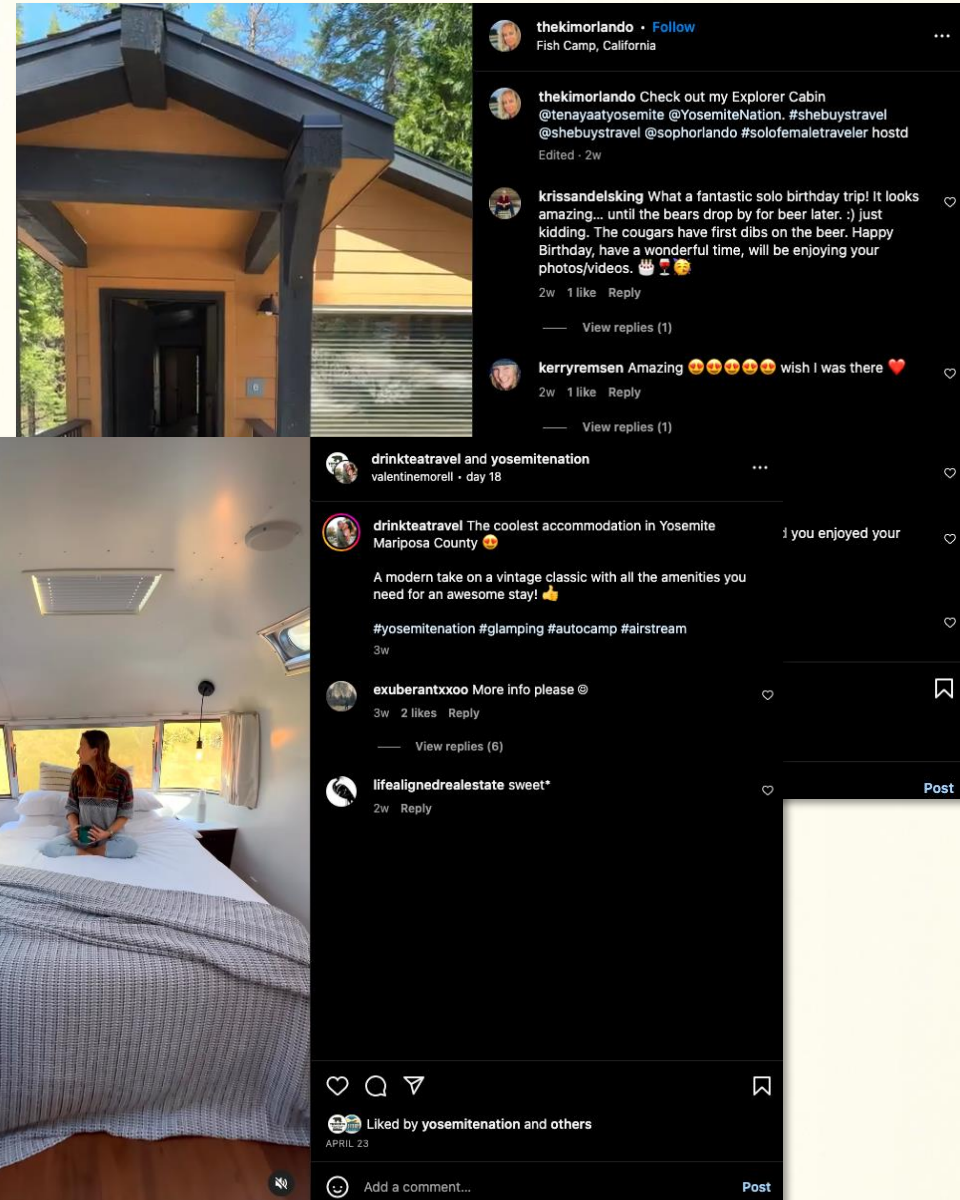
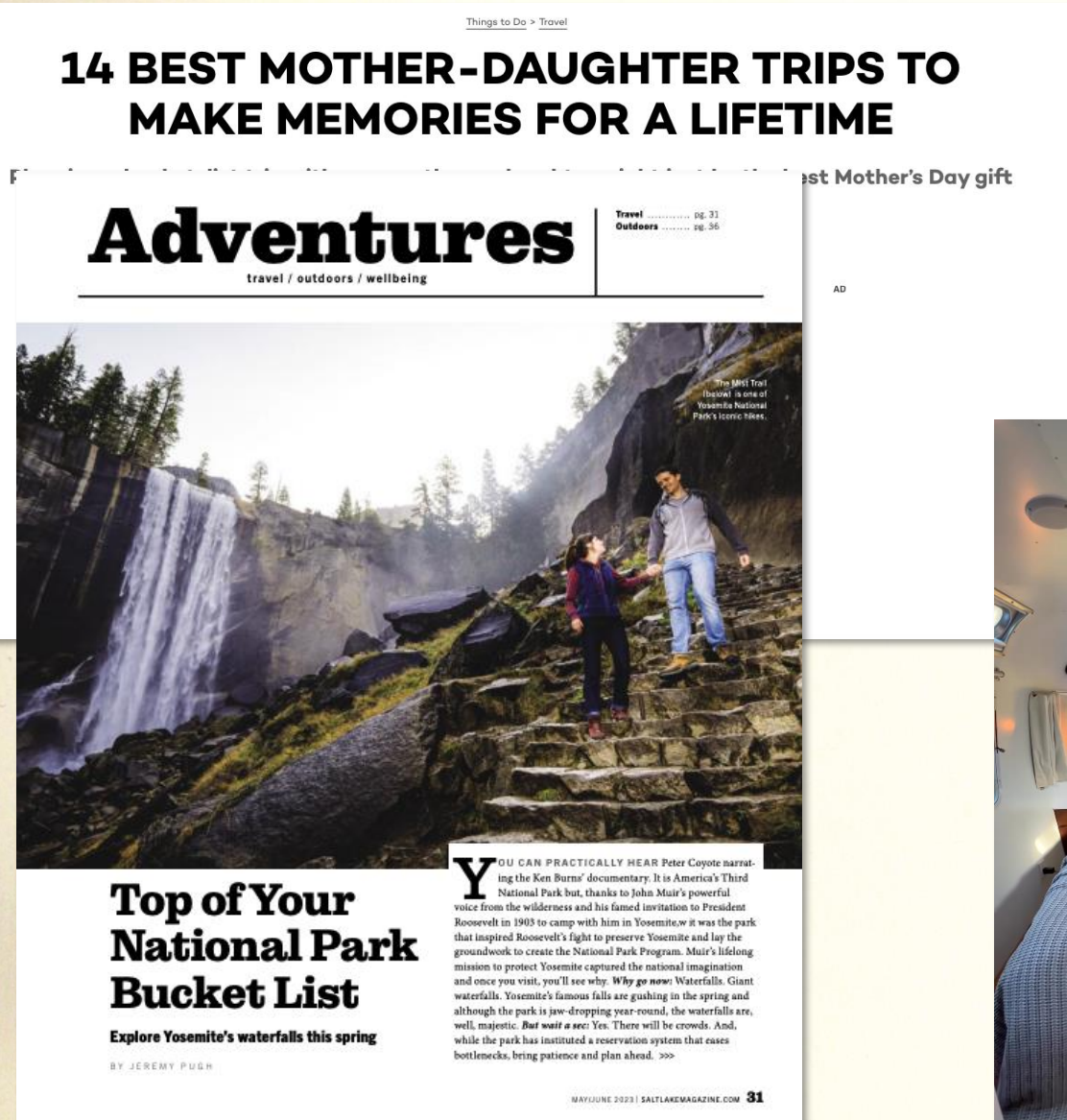
# Examples of Earned Media

January 1 – March 9, 2022

4/1/23	The 24 Best Holiday Destinations in June	Conde Nast Newsletter
4/9/23	12 Lesser-Known Festivals to Look Forward to in 2023	Northern Ireland Travel News
4/13/23	3 American road trips to add to your travel bucket list	Prima
4/20/23	Mother's Day Dining 2023	Fabulous California
4/20/23	Cycle your Way Around the World on Earth Day 2023 – Ten of the Best Adventures on Two Wheels	Northern Ireland Travel News
4/26/23	Parts of Yosemite will close as park braces for floods	E&E News
4/26/23	Yosemite National Park to close much of valley as flooding risk grows	KTVU
4/26/23	Top Ten destinations helping to stop food waste	Travel Daily
4/27/23	National parks overcrowded? Visit a national forest.	National Geographic
4/27/23	Top of Your National Park Bucket List	Salt Lake Magazine
4/28/23	Travel With Purpose in Yosemite Mariposa County	Travelmole
5/9/23	14 BEST MOTHER-DAUGHTER TRIPS TO MAKE MEMORIES FOR A LIFETIME	bestproducts.com



# FAMs Coverage Received



# Communication to Lodging Partners

- Large project to get an up-to-date internal list of all properties in the county
- Ensuring all properties are represented
- Better Imagery
- Working links on Yosemite.com and book Direct
- Referral Letters to all constituents



Little Valley Inn
Cedar Haven B&B
Yosemite Rustic Retreat
Hidden Valley Vac Homes- #A
Hidden Valley Vacation Homes
Casa De Sierra (MCOE)
Yosemite Bed and Breakfast
Breakfast with Pygmy's
Yosemite West Condo B204 - Shima
River Song
Yosemite West Condo #B112
Tourist Homes
N/A
Castagna's Chestnut Lodge
Old Oak Hideaway I
Old Oak Hideaway II

Lodger Name/Title	URL	Reservation Engine	
Ackley's Place	<a href="https://redwoodsinyosemite.com/ackleys-place/">https://redwoodsinyosemite.com/ackleys-place/</a>	- No Reservation Engine -	Broken links
Adair House	<a href="https://www.airbnb.com/rooms/19662040">https://www.airbnb.com/rooms/19662040</a>	- No Reservation Engine -	Broken links
AJ's Cozy Cabin	<a href="https://www.airbnb.com/rooms/43743197">https://www.airbnb.com/rooms/43743197</a>	- No Reservation Engine -	Broken links
Alpenglow Chalet	<a href="https://www.alpenglowforesta.com/contact-us">https://www.alpenglowforesta.com/contact-us</a>	- No Reservation Engine -	Broken links
Arnett's Cabin	<a href="https://redwoodsinyosemite.com/17785/">https://redwoodsinyosemite.com/17785/</a>	- No Reservation Engine -	Broken links
Badgers Loft Condo #B203	<a href="https://www.airbnb.com/rooms/6490452">https://www.airbnb.com/rooms/6490452</a>	- No Reservation Engine -	Broken links
Bella Vista Mariposa	<a href="http://www.bellavistamariposa.com/">http://www.bellavistamariposa.com/</a>	- No Reservation Engine -	Broken links
Blackberry Creek	<a href="https://www.airbnb.com/rooms/18930282?pr">https://www.airbnb.com/rooms/18930282?pr</a>	- No Reservation Engine -	Broken links
Boulder Creek Retreat	<a href="https://www.airbnb.com/rooms/12557585?">https://www.airbnb.com/rooms/12557585?</a>	- No Reservation Engine -	Broken links
Camp Chilnualna Cabins In Yosemite	<a href="http://www.cabinsinyosemite.net/wawona/">http://www.cabinsinyosemite.net/wawona/</a>	- No Reservation Engine -	Broken links
Castagna's Chestnut Lodge	<a href="https://www.vrbo.com/896685">https://www.vrbo.com/896685</a>	- No Reservation Engine -	Broken links
Cedar Creek Retreat	<a href="https://www.airbnb.com/rooms/8175390">https://www.airbnb.com/rooms/8175390</a>	- No Reservation Engine -	Broken links
Clouds Rest Cabin	<a href="http://www.cloudsrestcabin.com/">http://www.cloudsrestcabin.com/</a>	- No Reservation Engine -	Broken links
Clouds Rest Condo #B206	<a href="https://www.airbnb.com/rooms/2075747">https://www.airbnb.com/rooms/2075747</a>	- No Reservation Engine -	Broken links
Creekside Place	<a href="https://www.airbnb.com/rooms/24971762">https://www.airbnb.com/rooms/24971762</a>	- No Reservation Engine -	Broken links



# Travel Trade - Scandinavia

- YMCTB #4 Market
- 11 Travel Days
- Denmark
  - VUSA – Media & Trade
  - Media Presentation
  - DMO Panel
  - FDN – 3000 Consumers
  - 9 Travel Company Calls
- Sweden
  - 4 Company Calls
- Norway
  - 7 Company Calls





# International Market Trends

**2023/2024** -The UK Travel forecast is 20% to 25% below 2019. This is consistent for Germany & Scandinavia. Australia is higher due to late returns to international travel.

**United Kingdom** – April was a relatively optimistic month for the travel sector despite the cost-of-living crunch. Consumers are still prioritizing travel, demonstrated by a travel sector expenditure increase shown in Barclays recent data...”

**Germany** - ...this year, the tourism business has got off to a good start ...Overall, bookings rose by 10.4% to €76.8 billion in 2022, driven by higher prices resulting from inflation. Luxury tour operators enjoy sales boom. Well-off Germans are travelling more and further than ever before but are also increasingly seeking unique private and customized experiences rather than traditional offerings. Longer average trips and the comeback of long-haul flights have played a role in this revenue growth.

**Australia** - International visitors are spending big in the USA, according to new data from the country’s National Travel & Tourism Office. Travel is set to return big time in 2023. The same goes for high-end travel. Luxury and experiential travel network Virtuoso says it is seeing a surge in the number of high-income travelers determined to take “multiple big trips...”



May 2023 - RTK German FAM 13 attendees, largest FAM in 4 years



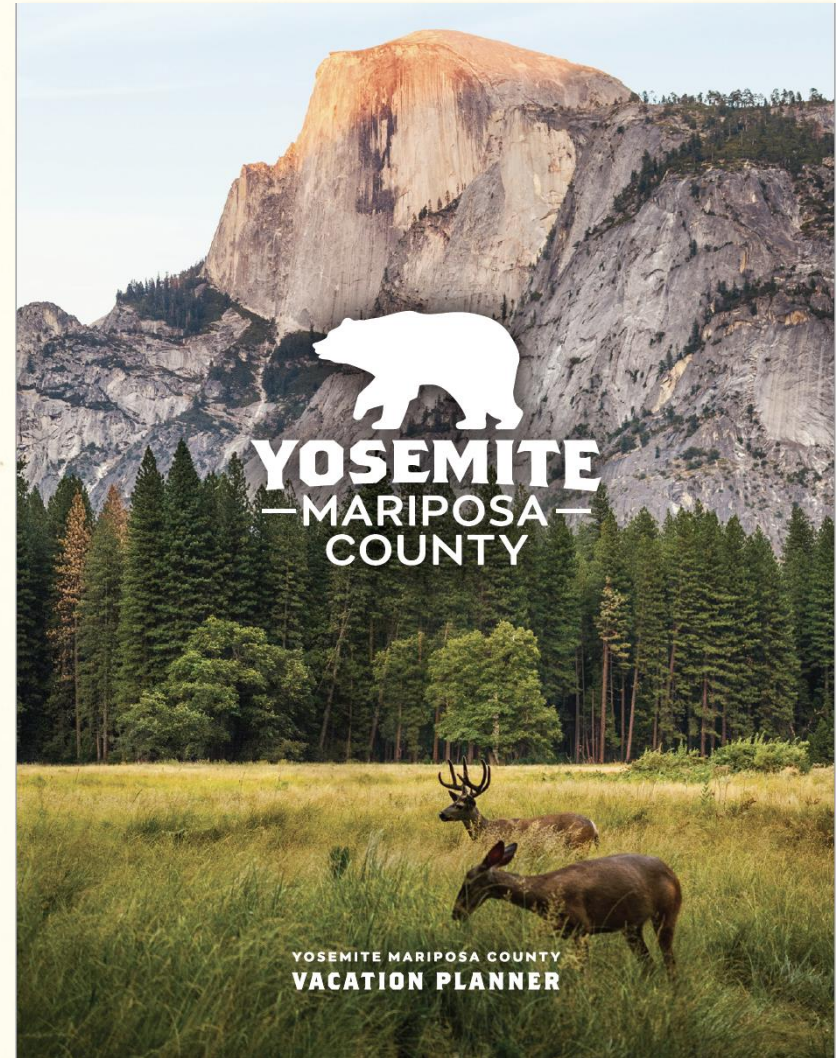
# Collateral

## Destination Vacation Planner

- Completion in digital form
- Printing of DVP shortly (note: no advertising available in this edition)

## Town Maps

- Mariposa Town Maps annual revision underway for printing in late May / early June
- Coulterville Town Maps do not need revision at this time

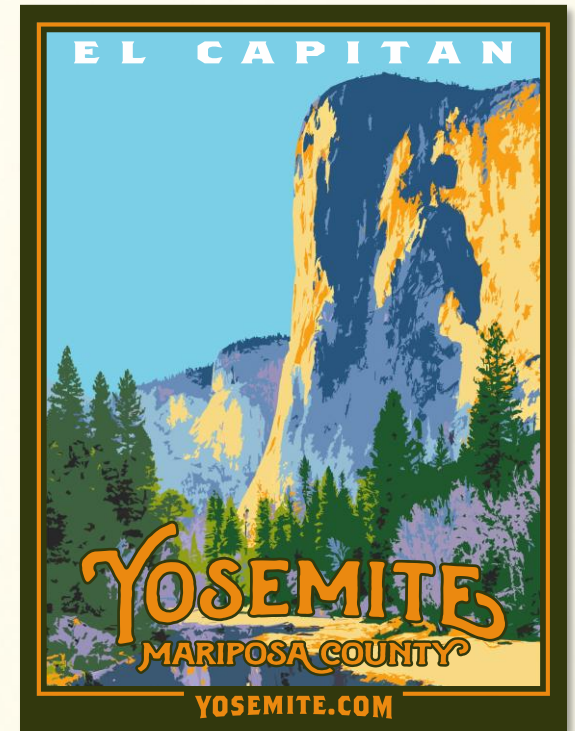
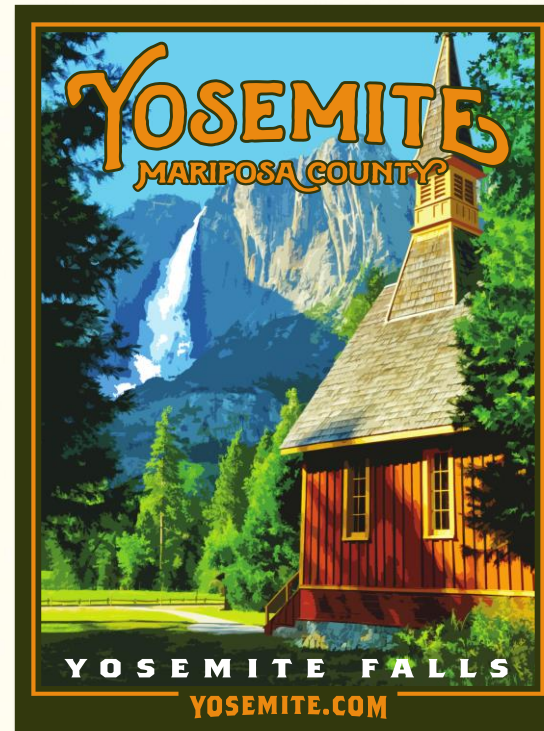
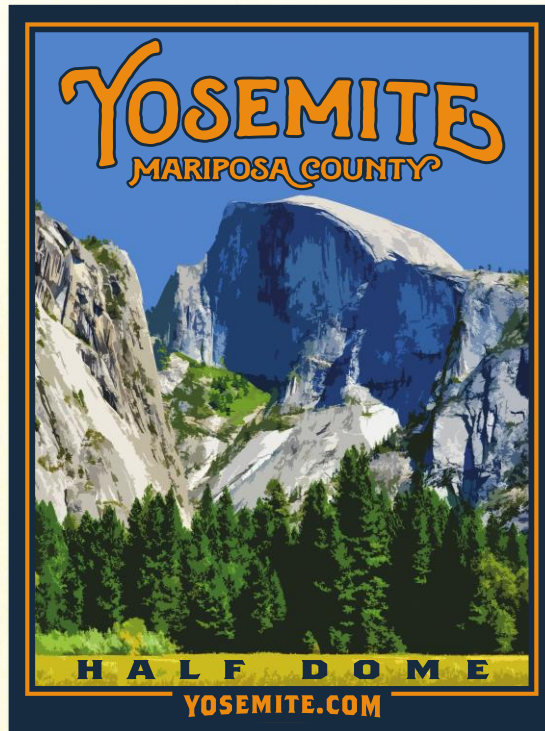
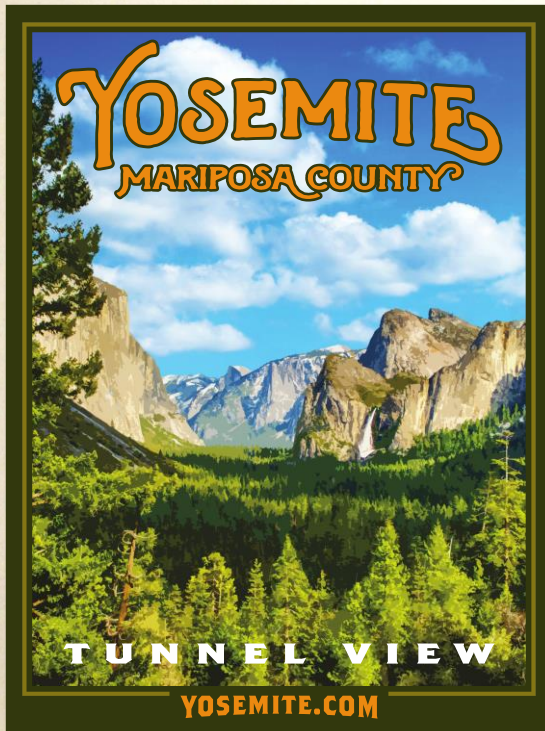




# Collateral

## Vintage Yosemite Mariposa County

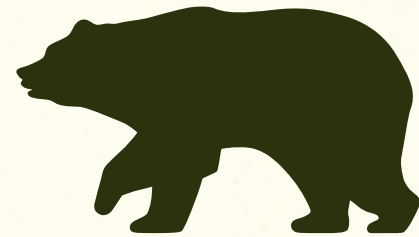
- Four designs are completed, potentially 4 – 6 more will be created
- Designs will be used for a variety of collateral / giveaways (stickers, luggage tags, USB cards, etc.)







**Thank You!**



**YOSEMITE**

— MARIPOSA COUNTY —

**TOURISM BUREAU**