

Yosemite Mariposa County Tourism Bureau

**Annual Report
Fiscal Year 2018-2019**





Dear Yosemite and Mariposa County Business Partners,

The 2018/2019 year was productive. As the new Executive Director, I was asked to take an open approach with the Tourism Bureau as an organization, and not be restrained in our consideration and implementing dynamic change. And we have.

Building on past successes, it was determined that our California drive market is now best suited to drive future visitation and business success. Needing to focus on off-season visitation, the California consumer can access and visit the Mariposa County region multiple times a year in all seasons.

Eliminating redundancy and increasing bandwidth: We reviewed our agency and contracted retainers, renegotiated rates and eliminated areas of overlap. Through this process, we shifted \$170,000+ in management contracted retainers to paid media and full-time staff positions, increasing media coverage and significantly increasing time spent on media and communications outreach functions. The progress is excellent.

Increased communications: We eliminated a public affairs contract with legislative focus and shifted to hiring a “best of breed” PR firm, 360ViewPR, focused on gaining outbound top tier earned media coverage. To date, our earned media coverage and support of partner coverage has significantly increased.

These strategies mentioned are just a few of the efforts made in an ongoing shift to an internal marketing agency model the Tourism Bureau adopted over the 12-month period; between July 2018 and the end of June 2019. There have been many presentations, providing specific detail on these changes over the past 18 months, to keep all our constituents informed. We’ll continue to hold public and partner meeting updates, open board meetings and semi-year presentations to our Mariposa County partners. We will always welcome feedback on our plans and progress.

Our mantra is to promote Mariposa County as the “Home of Yosemite”. We are not a gateway. We are not Yosemite. Mariposa County is a unique, historic and culturally rich region, deserving of its own brand and identity. The Tourism Bureau will promote both Mariposa County and Yosemite. Sometimes together as well as independently; always with the goal of increasing off-season and need period visitation and repeat visitation

TBID Assessment

Mission Statement

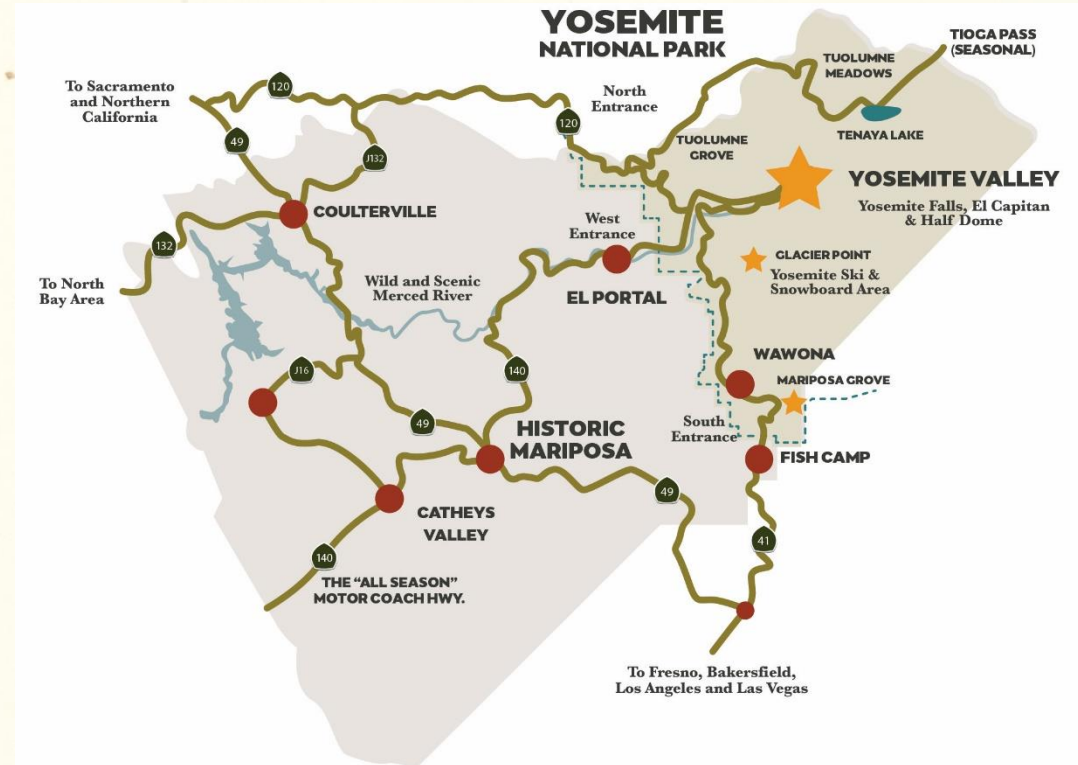
The Yosemite Mariposa County Tourism Bureau is the branding, sales, and marketing agency responsible for positioning Yosemite Mariposa County as the destination of choice for leisure and group business for the economic benefit of the region.

Key Strategic Initiatives

- Promote off season overnight visitation
- Educate customers and constituents
- Operate a fiscally sound and effective business
- Foster positive relationships with key stakeholders and partners

TBID Statement

There are no proposed changes to the boundaries or assessed business. The district will continue to include lodging businesses, existing and in the future, available for public occupancy within the boundaries of the County of Mariposa, as shown.



MARKETING

In the 2018/2019 fiscal year, there were four seasonal campaigns as part of the annual digital paid media plan. Tactics included display, retargeting, native, rich media and paid social media ads on Facebook and Instagram. In addition, print ads and eBlasts ran through Diablo Magazine throughout the fiscal year. In August, to support the region during the Ferguson Fire, a radio campaign ran instead of the scheduled annual plan creative. To build off the unprecedented winter season, Expedia, podcast ads, Weekend Sherpa placements and an expanded San Francisco Bay Area push was added to the media mix. These placements helped promote winter and spring campaigns based off timing of the placements. In addition, a secondary campaign ran targeting only the Central Valley encouraging people to escape the fog and enjoy the clear skies of Mariposa County.

2018-2019 Highlights

Diablo Magazine \$43,000

- Print ads were placed in Diablo Magazine September 2018 through March 2019
- Each ad aligned with the seasonal messaging that ran with the annual campaign
- As part of the placement, Diablo also sent out eBlasts. Sent: 120,245. Opens: 22,023 (18.32%), Clicks: 752 (3.4%)

Ferguson Fire Radio Campaign \$50,000

- KCBS Radio – (8/16 –8/29, 2018), 15-second and 30-second spots, Net reach: 891,700
- KQED Public Radio – 9/15 to 9/2, 2018, 15-second spots, Net reach: 600,000 A18+ Bay Area residents.

Above the Fog \$35,000

- The campaign ran February 7th through the 28th
- Radio ran on four different stations: KJWL, KUDL, KSOE, KJSN
- Streaming audio on Pandora/Soundcloud and digital banners
- Digital Banners - Impressions: 1,949,786, Clicks: 3,051, CTR: .17%

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

Listen Where Nature Speaks

YOSEMITE
MARIPOSA COUNTY

Explore Mariposa County, the gateway to Yosemite adventure.
Plan your journey at Yosemite.com/Spring

TENAYA LODGE AT YOSEMITE
Just two miles from Yosemite, the Four-diamond Sierra resort is your gateway for exploration and relaxation.
Breakfast • FREE Park Pass! Visit TenayaLodge.com or call 888.514.2167
Promo Code: YOSEPASS

MADE IN MARIPOSA
Made in Mariposa promotes Mariposa County agriculture, artistry, and manufacturing. On your next visit to the Yosemite region, look for our logo wherever you shop and support our talented community! For more information, visit MadeInMariposa.com

Book Your Fall Getaways Today

dubbs THE INSIDERS CLUB
YOUR V.I.P. TICKET TO EASY BAY LIVING

Stand Where Nature Soars

Get 15-20% off of your Fall Stay

Dear Jane,

Explore Mariposa County, the home of Yosemite adventure. Find breathtaking fall beauty amongst the iconic giants of Yosemite National Park or experience the charm of Mariposa County's historic cities. From shopping to ziplining, hiking to dining, your fall adventure awaits. Beautiful colors, cool temperatures and seasonal lodging specials make it the perfect time for an unforgettable getaway.

The Redwoods offers the largest selection of vacation homes inside Yosemite National Park and they are offering 15-20% discounted rates for those booking this fall, using promo codes SEP18 and GRIZZLYGIANT.

Click [here](#) to plan your trip.

Diablo magazine's Insider Club

THE INSIDER'S CLUB IS BROUGHT TO YOU BY DIABLO MAGAZINE

MARKETING (Con't)

San Francisco Bay Area Push \$30,000

- The campaign ran 2/7 to 2/28 2018.
- Radio ran on two different stations: KCBS, KQED
- Total Spots Ran: 176
- Total Impressions: 590,513, Reach: 222,060

Expedia \$20,000

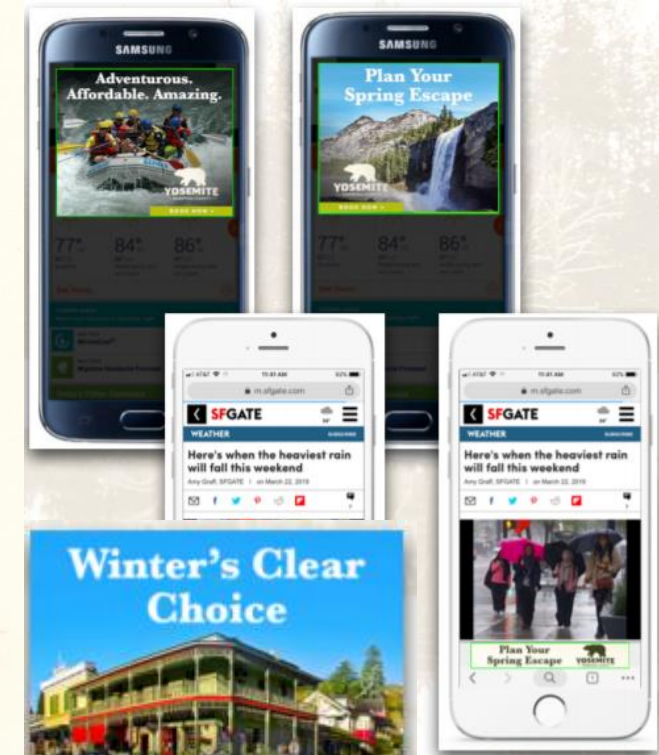
- The campaign ran 2/6 to 3/17, 2018
- Impressions: 5 million
- Total gross bookings: \$271,200

Podcast \$45,000

- The podcast campaign accompanied the spring campaign and ran 3/22/19 - 6/30/19. Digital banner ads accompanied the :15 and :30 podcast audio ads
- The audio ads had a 90.5% completion rate with the :15 sec audio ad having a slightly higher completion rate over the :30 sec ads (less than 1%).

Weekend Sherpa \$40,000

- Weekend Sherpa package included: Editorial Takeover, sponsored stories, combo ads and eblasts.
- The placements met open rate benchmarks, and far exceeded the average time on the site.



COMMUNICATIONS

Website

Yosemite Mariposa County Tourism Bureau continues to deploy a robust communications strategy in 2019-2020 reaching our targeted audiences through social media, digital, print collateral, public relations, and e-communications. We have increased efforts with e-mail newsletters as a more cost-effective way to reach our target audience, as well as social media content. We will continue to focus efforts on the Yosemite.com website leveraging the massive organic reach of the website URL with more authentic content and increased spend on search engine marketing (SEM) in order to gain the greatest market share possible and drive booking to our lodging partners and attractions throughout Mariposa County.

The screenshot shows the website's navigation bar with the Yosemite Mariposa County logo on the left. The navigation menu includes 'LODGING', 'THINGS TO DO', 'RESTAURANTS', and 'PLAN YOUR TRIP', each with a dropdown arrow. A search bar is located on the right. The main content area features a large background image of a snowy forest with a river. A dark banner across the image reads 'Explore Yosemite and Mariposa County'. Below this is an orange button labeled 'FIND THINGS TO DO'. The main headline is 'Home of Yosemite National Park' in a large serif font, with 'MARIPOSA COUNTY' in a smaller sans-serif font above it. To the right of the headline is a close-up image of an owl. Below the headline is a paragraph of text: 'Yosemite National Park in beautiful Mariposa County welcomes you to experience this majestic park in all four seasons. Explore things to do, such as seeing awe-inspiring vistas, granite icons, breath-taking waterfalls, and discovering fascinating history, all while staying in Yosemite and Mariposa County. Whether it's your first time visiting Yosemite National Park, or you're a repeat visitor, we have something for everyone.' In the bottom right corner, there is a 'Rectangular Site' label and the Yosemite Mariposa County Tourism Bureau logo.

YOSEMITE
— MARIPOSA COUNTY —

LODGING ▾ THINGS TO DO ▾ RESTAURANTS PLAN YOUR TRIP ▾

search 🔍

Explore Yosemite and Mariposa County

FIND THINGS TO DO

MARIPOSA COUNTY

Home of Yosemite National Park

Yosemite National Park in beautiful Mariposa County welcomes you to experience this majestic park in all four seasons. Explore things to do, such as seeing awe-inspiring vistas, granite icons, breath-taking waterfalls, and discovering fascinating history, all while staying in Yosemite and Mariposa County. Whether it's your first time visiting Yosemite National Park, or you're a repeat visitor, we have something for everyone.

Rectangular Site

YOSEMITE
— MARIPOSA COUNTY —
TOURISM BUREAU

COMMUNICATIONS - Website

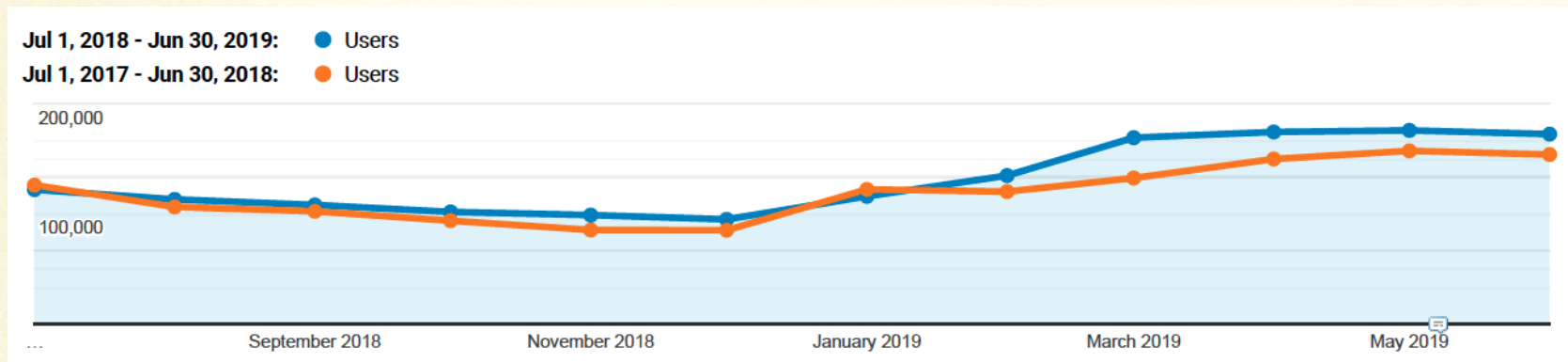
Site Performance

Our goal was for increased Year Over Year (YOY) growth prior to the Ferguson Fire was at least 10% sitewide. Knowing how the fire impacted traffic, we have refocused efforts and believe that we need to prioritize lodging pages for the coming months. The 2020 implementation of the Jackrabbit booking engine will have a major impact. There is a significant amount of opportunity with lodging and we feel that we can grow traffic to lodging via Jackrabbit. That said, we have increased the differentiation of “Mariposa County” branding vs. always focusing “Yosemite” brand terms. Making this change will reduce organic lodging page traffic, yet it’s also the more appropriate, less misleading action.

Even with the Ferguson fire impact, July 1, 2018 – June 30, 2019 traffic to the site was up 17% and organic traffic was up 22% YoY. We missed our partner referral goal by 44% due to the Ferguson Fire in July. Our goal was 660K referrals and we finished with 433K, 315K of which were lodging referrals. Despite missing the mark, referrals bounced back in December and continued to trend upward into 2019 until the end of the fiscal year.

While overall site traffic is up more than 15%, we always strive to increase net new traffic. This traffic will come from us building out more content around Mariposa County’s rich history which will be used across our network of platforms. Content creation will focus on key-words we want to rank highly for, as well as broader content that will bring first time visitors to the county.

Year-over-Year growth on Yosemite.com



COMMUNICATIONS

E-Communications

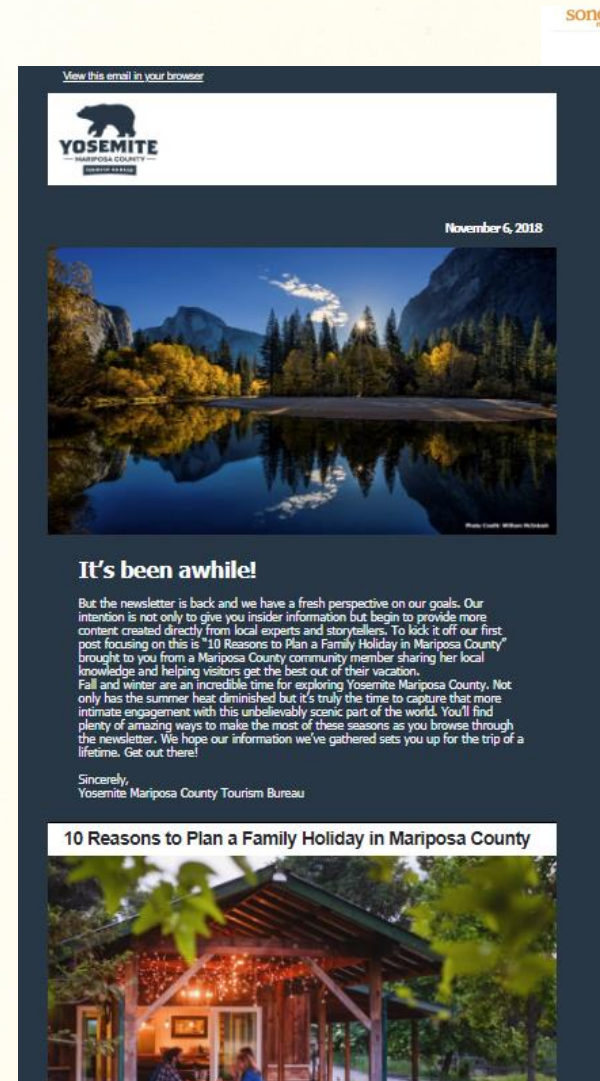
The monthly E-newsletter reaches an average of 33,000 subscribers with travel tips, events, and more for travelers headed to Mariposa County. It consistently outperforms industry standards for open and click rates. This year, a call-to-action slide in was added to Yosemite.com to increase subscribers to the newsletter. That tactic brought in more than 5,500 new subscribers up to June 30, 2019.

Public Relations

In February of 2019 we contracted with 360ViewPR agency to strengthen our Public Relations strategy and thus far we are seeing solid results. Through our efforts with the firm, 360ViewPR has become a valuable extension of our team helping bring in numerous FAM trips and securing media in print and digital forms that promote the county and its businesses.

FAMS – Familiarization Tours

Yosemite Mariposa County hosted 34 media FAMS.



COMMUNICAITONS

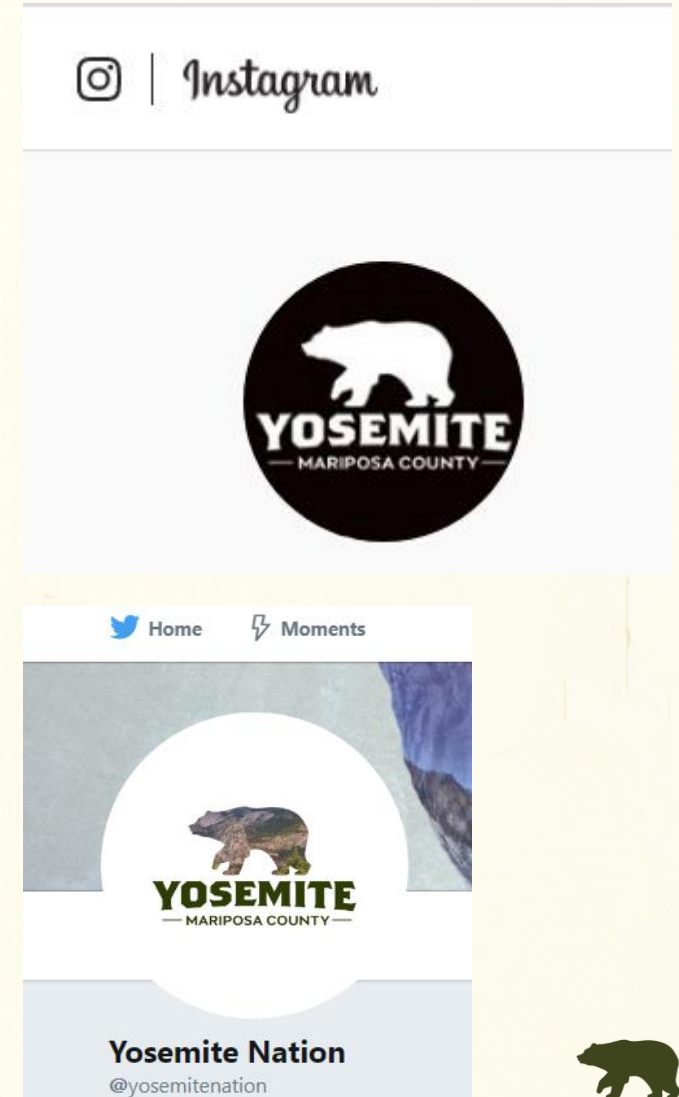
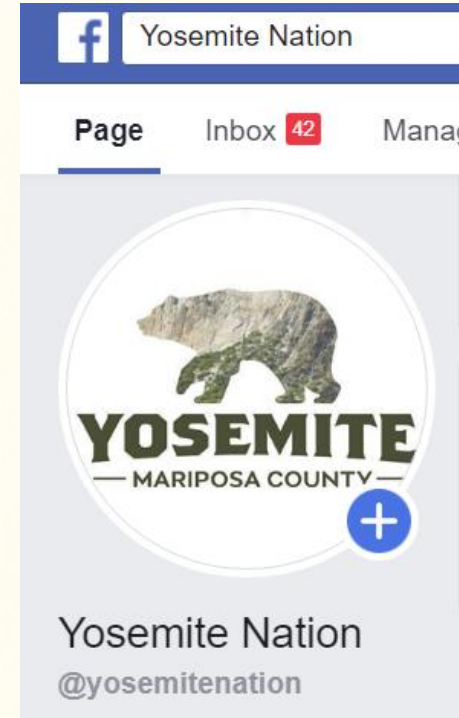
Social Media

Yosemite Mariposa maintains several platforms including Facebook and Instagram. Social media is an opportunity for increased engagement in 2018/2019 and one area of experimentation will include using LinkedIn for business to business and conference marketing.

As of June 30, 2019

Facebook Total Fans	94.6k (up 3.1K from 91.5K)
Instagram	27.1k Followers (up from 22.2)
Twitter	47.8k Followers (no change)
Pinterest	1.5k Followers (no change)

*LOCAL YMCTB FACEBOOK PAGE - 1,373 FANS



TRADE

Yosemite Mariposa County Tourism Bureau maintains a strong presence in the travel industry by both working with trade professionals (commercial tour operators and travel agents) and by direct interaction with consumers. Whether staff are attending a trade or consumer travel show or hosting a group of travel professionals, these interactions help to educate our potential visitors on four-season availability, property offerings, access and attractions.

Yosemite Mariposa County Tourism Bureau hosted several trade familiarization tours (FAMS) for travel agents and tour operators to educate them as to Mariposa County's tourism attributes, with a specific emphasis on the off-season. In fact, we have adopted a policy to not host any travel writer or trade representative during key peak season periods. This year, we hosted a total of 74 clients representing more than ten countries. This resulted in a direct tourism bureau spend of \$22,962 to Mariposa lodging, dining and attractions.



INTERNATIONAL

Approximately 25% of Yosemite's annual gate represents inbound tourism from foreign countries. In an effort to make sure Mariposa County obtains the majority of Yosemite overnight visitors from this valued market segment (stay longer, spend more money), the Tourism Bureau travels on sales missions, international trade shows and retains representation services in primary core markets of Australia, Germany, Scandinavia and the United Kingdom. Each agency serves as Yosemite Mariposa County Tourism Bureau's in-market voice to the media, travel trade and consumer travel. We also regularly participate in sales, travel trade and cooperative marketing partnership umbrella of the Visit California Tourism office, as well as Brand USA.



COMMUNITY ENGAGEMENT

Local Event Support

Yosemite Mariposa County Tourism Bureau is proud to support local events through a combination of cash donations, in-kind marketing support and advertising. The following are local events that we contributed to.

- Mariposa Gem & Mineral Show 2019
- Mariposa High School Wrestling
- Civil War Days 2019
- Coyote Fest - 2018
- Discover Mariposa Publication
- Go West Festival 2018
- Government Shutdown Clean-up
- Highway 132 Billboard
- Highway 140 Billboard
- Jazz Fest 2019
- KRYZ LPFM Community Radio
- Main Street Mariposa
- Mariposa Art & Wine & Wheels Festival
- Mariposa Butterfly Festival
- Mariposa Clean Sweep 2019
- Mariposa County Arts Council Inc
- Mariposa Experience Film
- Mariposa Fairgrounds Sign
- Mariposa Museum & History Center
- Mariposa Yosemite Custom Car show 2018
- Northern Mariposa County History Center
- Summer Fun Street Fair (CASA)
- Taste of Mariposa



2018-2019 LEADERSHIP

Board of Directors

Kevin Shelton, Board Chair

Yosemite Resorts

Christian Mueller, Board Vice Chair

The Redwoods at Yosemite

Barbara Robinson, Board Secretary

Indian Peak Ranch Mountain Top

Hideaway

Douglas Shaw, Board Treasurer

Yosemite Bug Rustic Mountain Resort

Jeff Bray, Board Member

Aramark/Yosemite Hospitality

Donna Nassar, Board Member

Bed & Breakfast Association

Paul Ratchford, Board Member

Tenaya Lodge at Yosemite

Victoria Imrie, Board Member

Yosemite Ziplines and Adventure Ranch

MaryAnn Huff, Board Member

Northern Mariposa County

Marketing Committee

Jeff Bray

Aramark/Yosemite Hospitality

Kim Brisack

Coulter Cafe & Big Table Ranch

Lisa Cesaro

Aramark/Yosemite Hospitality

Scott Gediman

Yosemite National Park

Yuli Gostev

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Victoria Imrie

Yosemite Ziplines and Adventure Ranch

Donna Nassar

Bed & Breakfast Association

Kathrin Poetter

Tenaya Lodge at Yosemite

Douglas Shaw

Yosemite Bug Rustic Mountain Resort

Kevin Shelton

Yosemite Resorts

Board Liaison

Merlin Jones

Mariposa County Board Supervisor,

District IV

Marshall Long

Mariposa County Board Supervisor,

District III

Advisory Council

Scott Gediman

Yosemite National Park

Candy O'Donel

Community Member

Tourism Staff

Jonathan Farrington

Executive Director

Julie Hadzega

Travel Trade & Operations Manager

Laura Wattles

Communications Manager

Carrie Kidwell

Administrative Assistant

2019-2020 LEADERSHIP

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Coulter Cafe & Big Table Ranch

Lisa Cesaro

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Tony McDaniel

Communications Manager

Craig Polson

Social Media & Content Curator