

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
August 17, 2023
Marketing Update**



Executive Director Update

- Overall, YMCTB is in excellent health and positioning.
- As I pass the five-year mark in my position with YMCTB, incremental repositioning and realignment within the organization is keeping pace with needed organization evolution.
- More time will be spent with board and committee members and the community to help map our future and react to issues of concern and opportunity identified in our marketing plan SWOT.
 - We must expect more and more competition regionally if the VAMP leads to a reservation system.
 - We must be better and more efficient in our marketing and media efficacy.
 - We must develop more “things to do outside the park” – attractions, experiences, tours, retail, restaurant, etc. – to protect lodging from the long-term loss of peak season visitation.
- The marketing plan provided shows condensed legacy marketing programs and expands to new areas with new partnerships. It’s solid thinking and planning, strategically and tactically.
- Redefining priorities will continue this year, driven by potential systemic changes in visitation patterns. What used to work to drive visitation to lodging and our local tourism industry may not work in the future. “Hope is not a strategy.”

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	\$69,843	\$112,894	\$156,699	\$37,165
May	\$168,067	\$315,829	\$128,203	\$5,937
Jun	\$149,299	\$173,461	\$251,213	\$3,422
Total	\$2,440,340	\$2,391,807	\$ 1,275,915	\$1,487,891
Total PY	\$2,391,807	\$1,275,915	\$1,487,891	\$1,302,017
Diff	\$48,533	\$1,115,893	\$ (211,976)	\$ 185,874



AirDNA Data



Monthly Trend Plus - Mariposa County

This data is pulled through July 2023. All currency in USD. (*)

[Contact us at hello@airdna.co](mailto:hello@airdna.co)

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July 2023 vs July 2022

Property Type	Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
Entire Place	24,743	25,644	3.6%	16,095	21,878	35.9%	7,128,080	9,342,048	31.1%
Private Room	1,567	1,404	-10.4%	893	1,108	24.1%	144,826	182,480	26.0%
Shared Room	0	0		0	0		0	0	

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)	6,750	6,976	3.3%	4,377	5,398	23.3%	1,135,623	1,382,218	21.7%
Studio	2,514	2,361	-6.1%	1,595	1,636	2.6%	404,138	338,736	-16.2%
1 bedroom	4,236	4,615	8.9%	2,782	3,762	35.2%	731,485	1,043,482	42.7%
2 bedrooms	6,195	6,550	5.7%	3,888	5,887	51.4%	1,510,137	2,202,179	45.8%
3 bedrooms	10,202	10,342	1.4%	6,853	9,073	32.4%	3,765,924	4,604,588	22.3%
4+ bedrooms	1,596	1,776	11.3%	977	1,520	55.6%	716,396	1,153,063	61.0%

Submarkets (*)

Yosemite National Park	11,850	11,561	-2.4%	7,777	10,107	30.0%	4,450,684	5,756,295	29.3%
Mariposa less Yosemite	12,658	13,949	10.2%	8,178	11,653	42.5%	2,634,700	3,544,640	34.5%
Coulterville / Buck Meadows	1,708	1,940	13.6%	760	1,368	80.0%	133,680	238,192	78.2%
Mariposa / Fish Camp / El Portal	8,973	9,896	10.3%	6,032	8,514	41.1%	2,066,202	2,746,465	32.9%
Cathey's Valley	1,977	2,113	6.9%	1,386	1,771	27.8%	434,818	559,983	28.8%
Mariposa	2,086	2,211	6.0%	1,418	1,899	33.9%	375,661	493,846	31.5%

AirDNA Data



Monthly Trend Plus - Mariposa County

This data is pulled through July 2023. All currency in USD. (*) Entire place pro

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Last Twelve Months July 2023 vs Last Twelve Months July 2022

Property Type

Entire Place
Private Room
Shared Room

Supply (Nights)			Demand (Nights)			Revenue (USD)		
2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
265,029	272,900	3.0%	162,410	164,060	1.0%	67,816,544	65,561,560	-3.3%
11,762	14,445	22.8%	6,381	7,725	21.1%	930,322	1,166,249	25.4%
0	0		0	0		0	0	

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)
Studio
1 bedroom
2 bedrooms
3 bedrooms
4+ bedrooms

70,945	69,564	-1.9%	44,495	42,339	-4.8%	11,497,277	10,637,181	-7.5%
24,697	23,033	-6.7%	15,317	13,567	-11.4%	3,617,733	3,018,371	-16.6%
46,248	46,531	0.6%	29,178	28,772	-1.4%	7,879,544	7,618,810	-3.3%
67,384	70,020	3.9%	41,320	42,532	2.9%	14,990,311	14,659,128	-2.2%
108,545	112,825	3.9%	66,032	67,324	2.0%	33,274,316	31,883,484	-4.2%
18,155	20,491	12.9%	10,563	12,617	19.4%	8,054,519	8,381,585	4.1%

Submarkets (*)

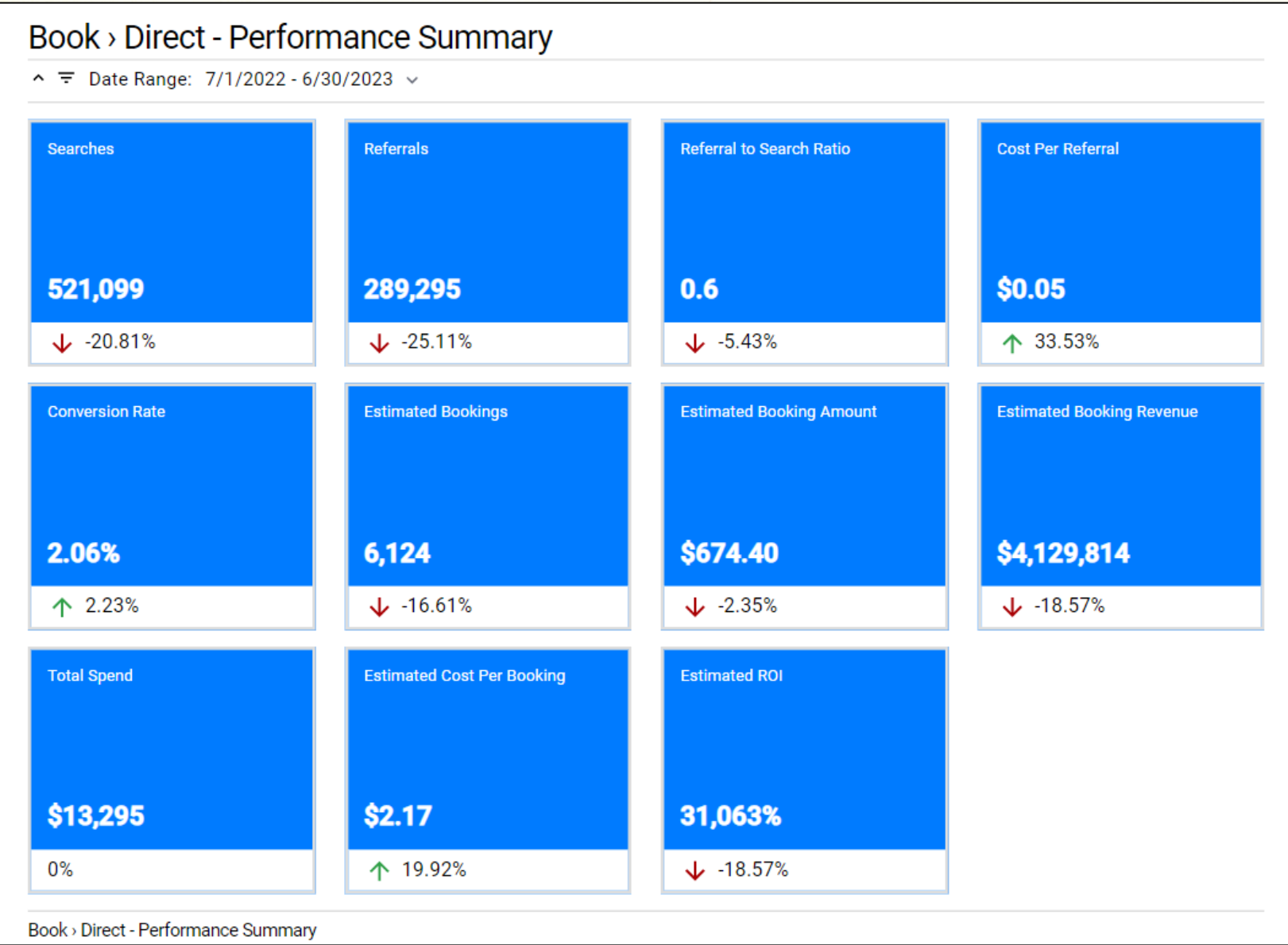
Yosemite National Park
Mariposa less Yosemite
Coulterville / Buck Meadows
Mariposa / Fish Camp / El Portal
Cathey's Valley
Mariposa

134,686	131,024	-2.7%	87,574	83,662	-4.5%	45,366,036	42,103,468	-7.2%
128,520	140,033	9.0%	73,882	79,468	7.6%	22,206,488	23,184,750	4.4%
14,069	14,991	6.6%	5,205	5,953	14.4%	907,573	1,179,766	30.0%
94,715	102,534	8.3%	56,087	60,405	7.7%	17,612,932	18,104,828	2.8%
19,736	22,508	14.0%	12,590	13,110	4.1%	3,685,968	3,900,153	5.8%
21,870	23,276	6.4%	12,178	13,529	11.1%	2,925,887	3,145,471	7.5%

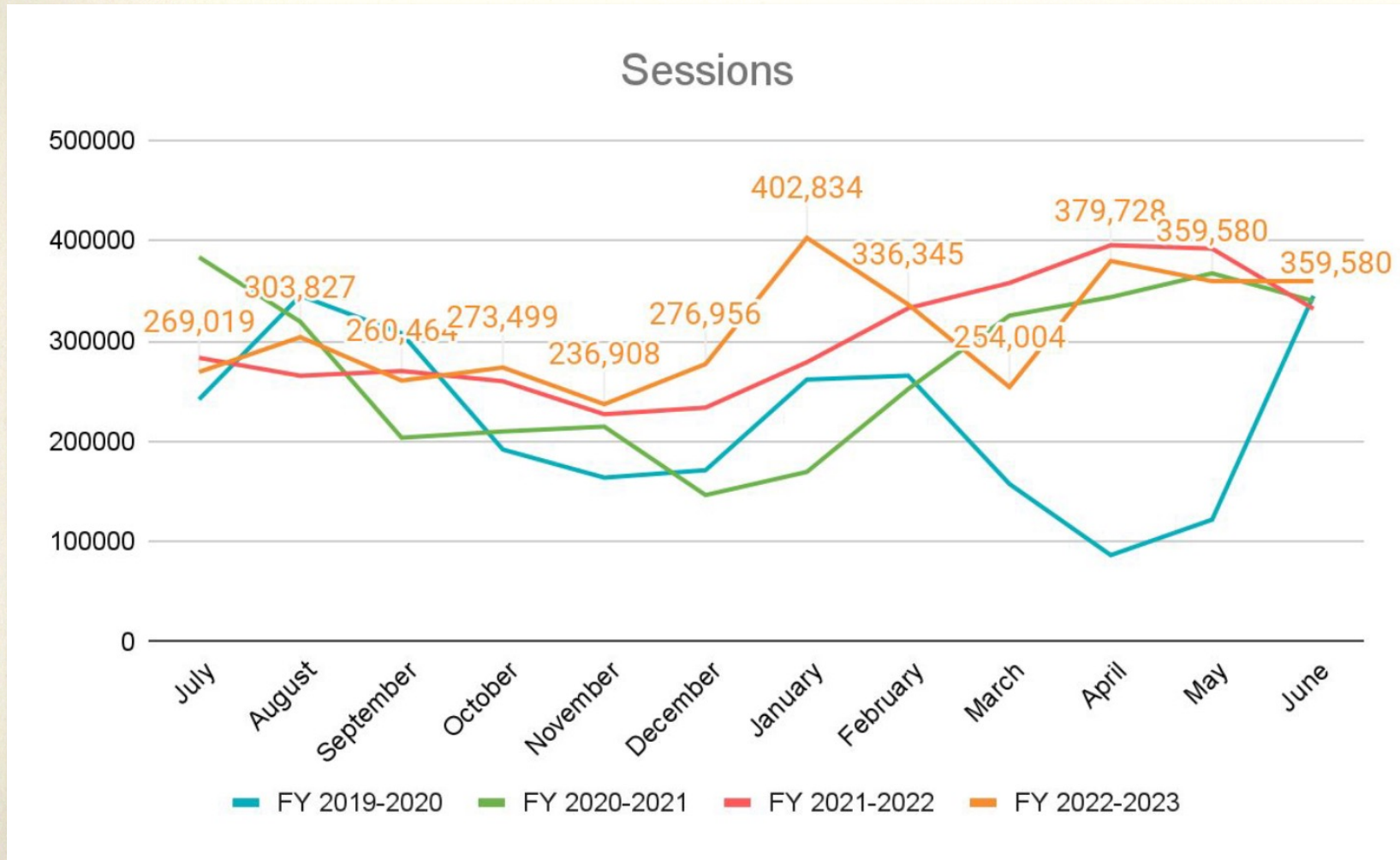
KPIs: 2022/2023 Performance Recap

July 1, 2022 - June 30, 2023 Pace = 100% (Month 12 of 12)		FY 2022/23 Annual Goals
PRIMARY KPI		
Partner Referrals - Lodging	Lodging: 363,673 86% to goal	Lodging: 425,000
Supporting KPIs		
Overall Sessions	ACTUAL: 3,712,744 115% to goal	3,236,000 Sessions
Organic Sessions	ACTUAL: 1,484,364 98% to goal	1,520,000 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 481,751 119% to goal	405,000 Sessions
Tracked Metrics		
Book Direct Referrals	289,295	Not Set
Newsletter Sign Ups	New Subs FY YTD: 14,301 June: 873 201%	6,668 Sign-Ups
Partner Referrals - Things To Do	Things To Do: 88,587 99% to goal	Things To Do: 89,315
Partner Referrals - Dining	Dining: 24,419 93% to goal	Dining: 26,317

Book>Direct Tracking February



Overall Growth: Sessions FY23



Total Fiscal Year Sessions	3,712,744
Fiscal Year Goal	3,236,000
% of Goal Reached	115%

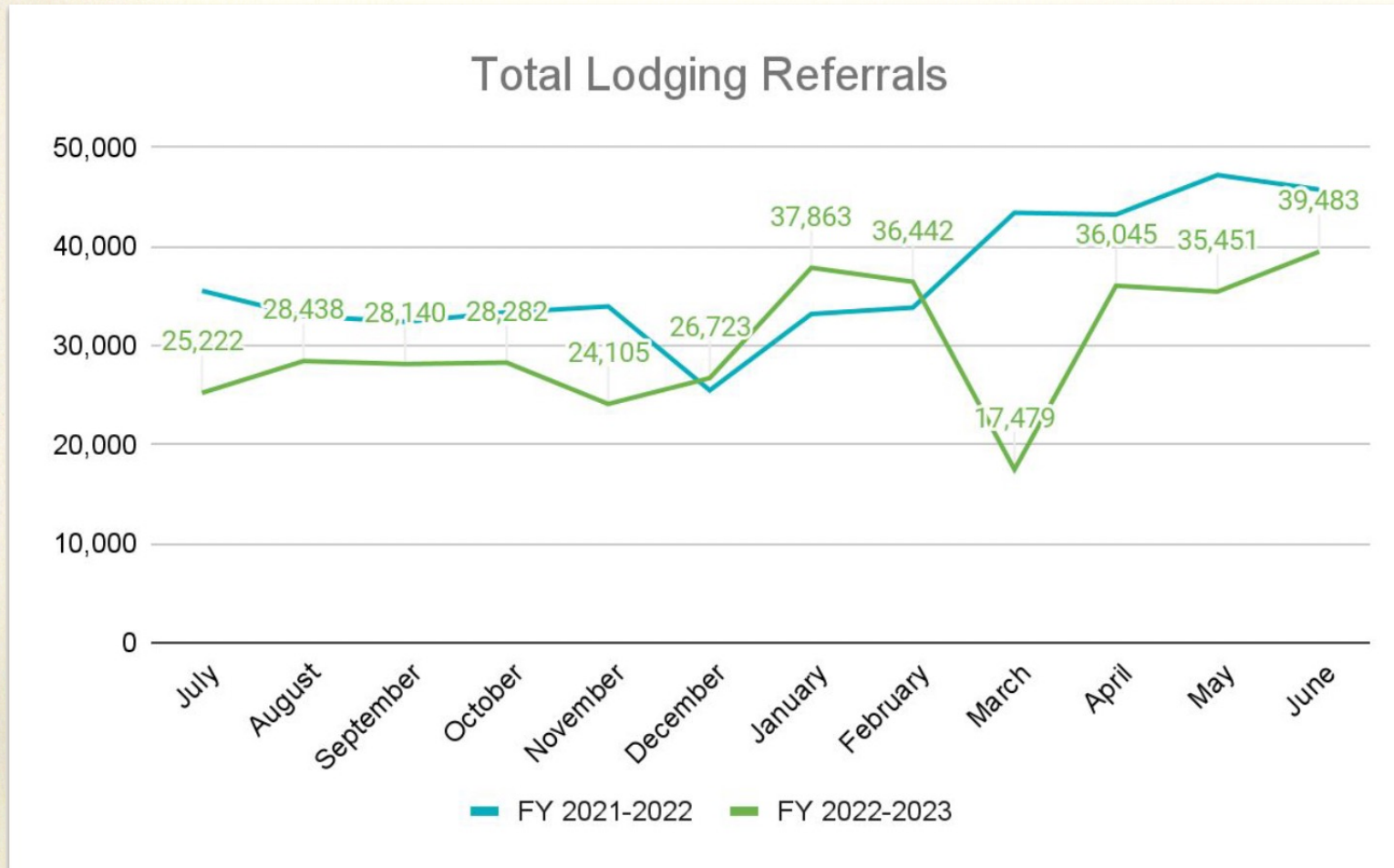
Site Channel Performance

This data is POP as we are utilizing data from the new website using GA4 metrics.

	Session default channel gr...	Sessions ▾	% Δ	Engagement rate	% Δ
1.	Organic Search	154,286	6.0% ↑	70.57%	3.3% ↑
2.	Direct	91,676	-1.2% ↓	58.97%	1.4% ↑
3.	Paid Search	55,145	79.7% ↑	61.86%	14.3% ↑
4.	Paid Social	24,088	-17.9% ↓	19.48%	0.6% ↑
5.	Referral	19,309	30.9% ↑	68.1%	0.3% ↑
6.	Organic Social	17,123	-67.3% ↓	14.07%	-30.3% ↓
7.	Cross-network	5,619	-6.1% ↓	51.82%	-13.4% ↓
8.	Display	3,324	-64.5% ↓	29.03%	2.9% ↑
9.	Email	1,680	-53.0% ↓	63.04%	5.8% ↑
10.	Unassigned	1,570	14.9% ↑	2.93%	53.9% ↑
11.	Paid Video	882	-56.5% ↓	32.99%	9.0% ↑
12.	Organic Video	57	-82.9% ↓	56.14%	64.5% ↑

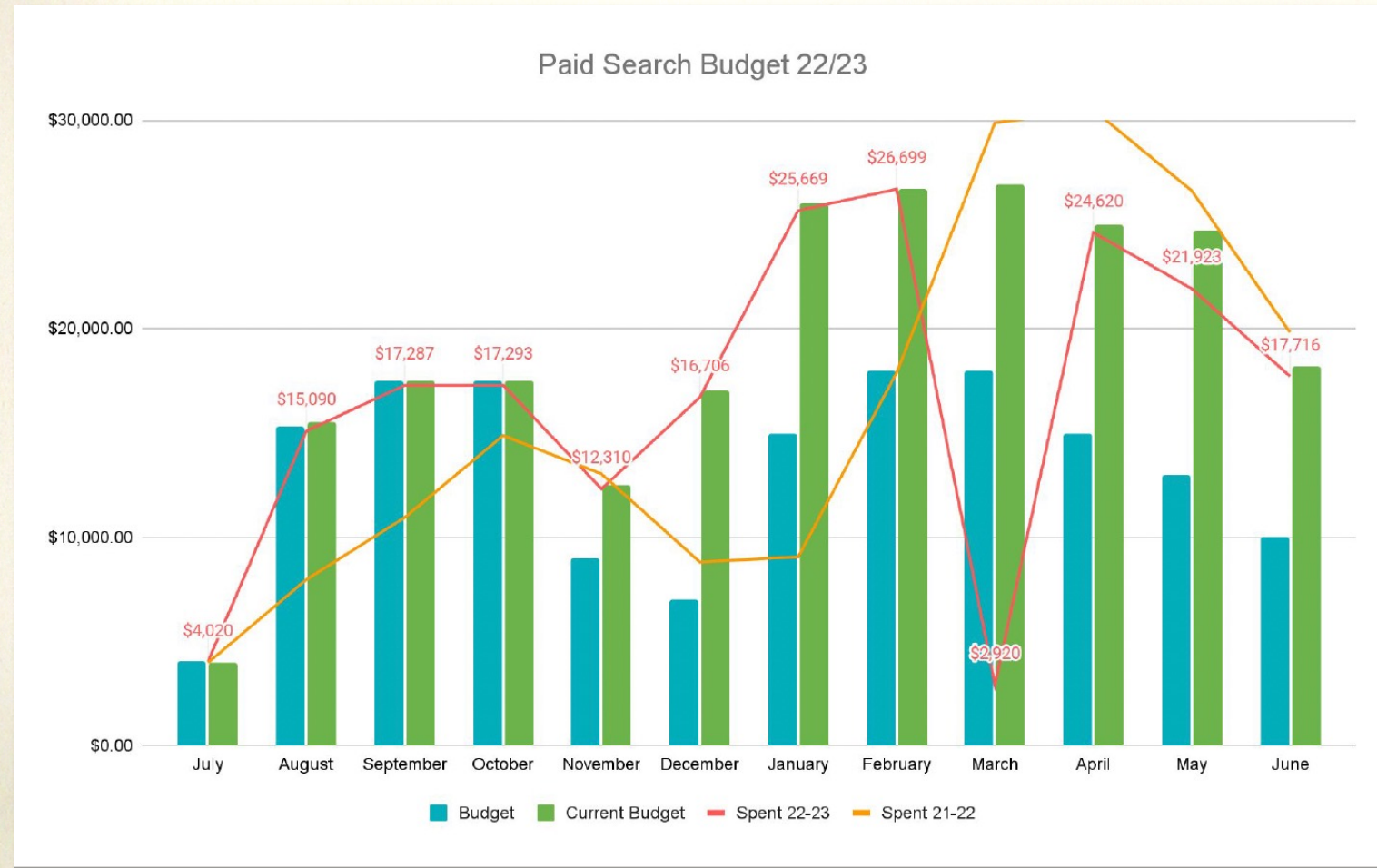
Lodging Referrals FY23

Lodging referrals here are provided from the website only, in following reports, referrals will include Book>Direct information as well.



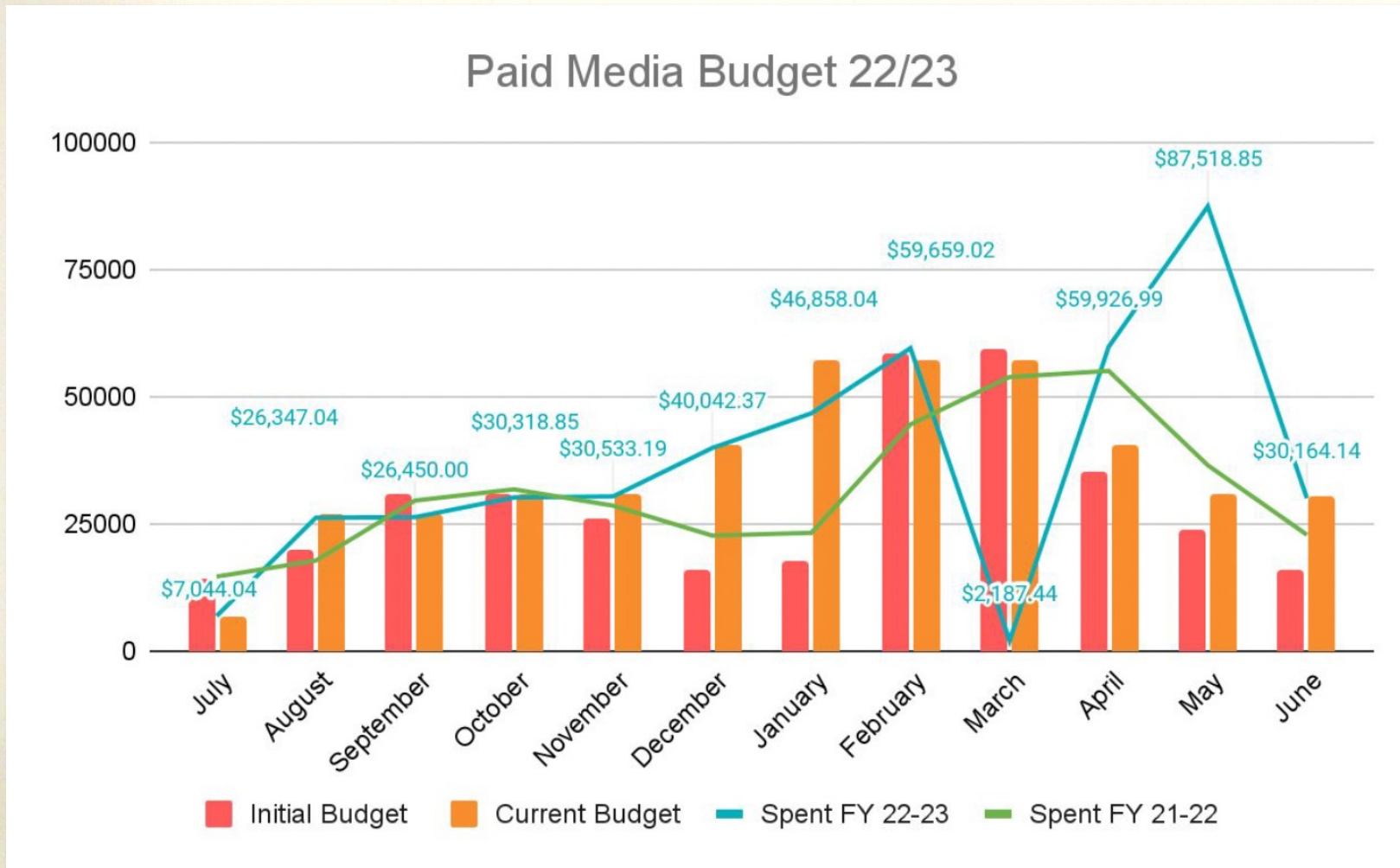
Total Lodging Referrals	363,673
Fiscal Year Goal	425,000
% of Goal Reached	86%

Paid Search Budget \$214,000 FY23



March spending was paused during the closure of the park due to snow.

Paid Media Budget \$436,000 FY23

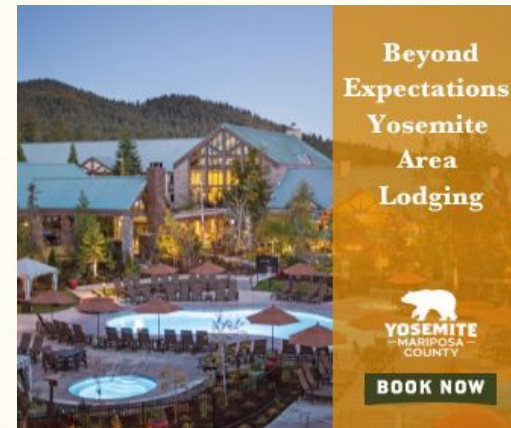


March spending was paused during the closure of the park due to snow. Additional spend was added April and May.

Display Ads Performance in US FY23

Highlights

- Ads earned a **0.69%** CTR (0.47% travel benchmark), up 245% YoY due to Discovery campaigns, but **Display CTR is also up YoY** on its own (0.34% vs. 0.20%)
- Display and Discovery placements earned a **0.88% CVR** (0.51% travel benchmark)
- Discovery has a higher CVR (0.81%) than Display (0.72%) but both are above benchmark. The majority of conversions completed were Lodging Partner Referrals for both Display and Discovery.



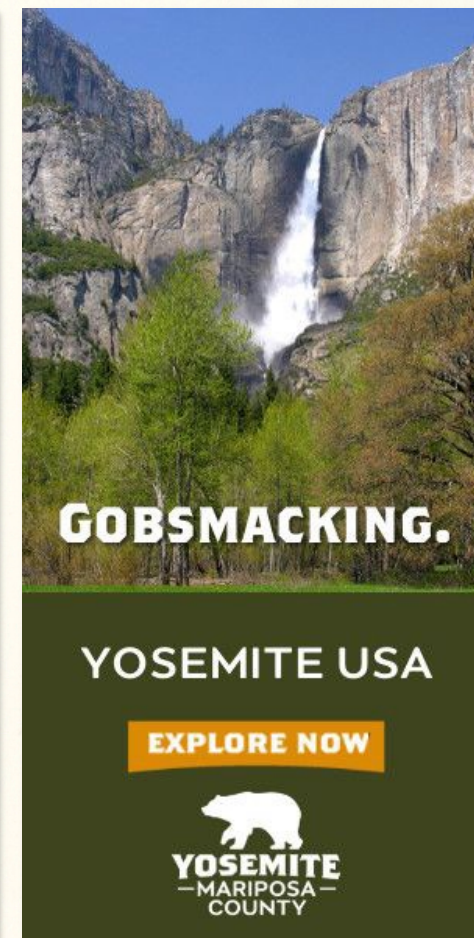
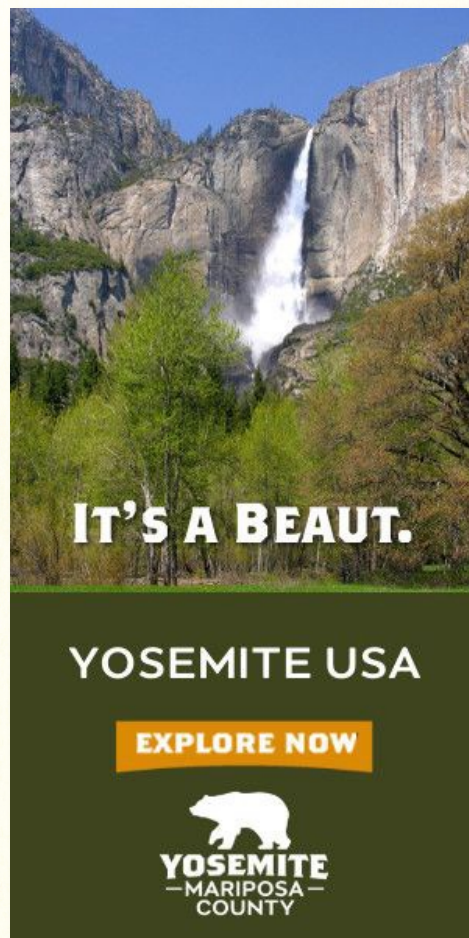
International Market Growth FY23



Total Fiscal Year International Market	481,751
Fiscal Year Goal	405,000
% of Goal Reached	119%

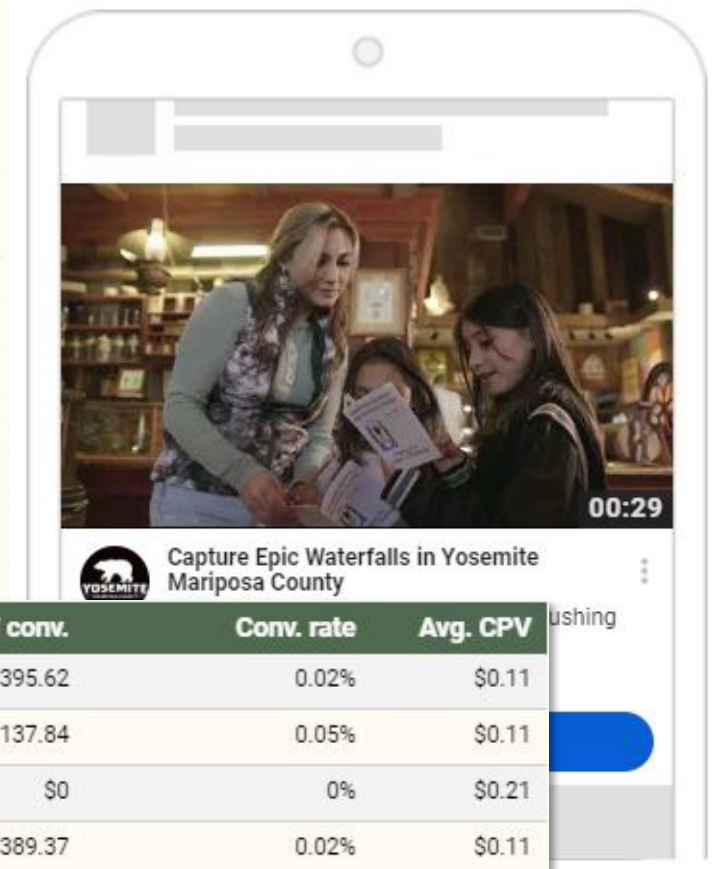
International Display FY23

- Total ads earned a **0.33%** CTR (0.47% travel benchmark), up 13% YoY. Germany's CTR improved by 78% (0.62% vs. 0.35%)
- CVR also increased YoY, from 0.01% to 0.06% (0.51% travel benchmark). UK has the highest CVR (0.17%, followed by Germany (0.05%))
- Conversions earned were Lodging and Things To Do Partner Referrals



YouTube Paid Media

- YouTube campaigns are performing well with **CTR improving 839%** and **CPC improving 59%**. This is POP data.
- The audience with the highest CTR is the Campers audience with a 1.86% CTR. Due to Campers' high engagement rates, we are strategizing how to push this audience to hard-sided lodging options through strategic retargeting efforts, potentially on both Google Ads and Social. We are first confirming that we have a large enough retargeting list to accomplish this.



Campaign	Clicks	Impressions	CTR ▾	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Avg. CPV
1. Video Campers	388	20,846	1.86%	\$1.02	\$395.62	1	\$395.62	0.02%	\$0.11
2. Video Shutterbugs	221	13,030	1.7%	\$1.35	\$297.92	2.16	\$137.84	0.05%	\$0.11
3. Video Outdoorsy Coupl...	94	7,133	1.32%	\$2.3	\$216.27	0	\$0	0%	\$0.21
4. Video Outdoorsy Mature	284	22,455	1.26%	\$1.37	\$389.37	1	\$389.37	0.02%	\$0.11
5. Video Families	135	23,027	0.59%	\$3.07	\$413.8	0.02	\$18,311.41	+0%	\$0.15
6. Video Remarketing	95	19,408	0.49%	\$3	\$284.93	0.83	\$341.68	0.02%	\$0.11
7. :15 Non-Skippable - Targ...	0	0	0%	\$0	\$0	0	\$0	0%	\$0
8. :15 Skippable - Target C...	0	0	0%	\$0	\$0	0	\$0	0%	\$0
9. Video Brand	0	0	0%	\$0	\$0	0	\$0	0%	\$0
Grand total	1,217	105,899	1.15%	\$1.64	\$1,997.92	5.02	\$398.16	0.02%	\$0.12

Paid Social Media Ads Performance FY23

- Impressions are up due to the increase in social budget YoY.
- We are seeing a decrease YoY from interactions including clicks, CTR and actions.
- Since 2022, digital ad prices went up anywhere between 20% and 50%, which may be part of the cause of the decrease.
- We expect updated creative will help performance since the current creative has been running for a while and could potentially lead to ad fatigue.

Cost & Impressions

Amount spent 15.6K ↑ 22.1%	CPM 3.2 ↓ -9.2%	Impressions 4.9M ↑ 34.5%
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Clicks

Clicks (all) 120.6K ↓ -11.4%	CTR (all) 2.5% ↓ -34.1%	CPC (all) 0.13 ↑ 37.8%
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Actions

Actions 135.9K ↓ -12.3%	Action rate % 2.8% ↓ -34.8%	Cost per any action 0.1 ↑ 39.2%
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Yosemite.com 3.0



SEO

SEO Highlights - FY 2022-2023

+1%

Organic Traffic YoY
(1,484,364 vs 1,476,607)

+7%

Total Keywords YoY
(6,916 vs 6,480)

-15%

Organic Lodging and Hotels
Referrals YoY
(155,655 vs 182,120)

Content Creation

< BACK TO STORIES

7 TIPS TO A GREAT YOSEMITE VISIT THIS SUMMER

By Yosemite Mariposa County Tourism Bureau
Published On May 21, 2023

Yosemite National Park swings its gates wide open during the summer. From hidden waterfalls to high country meadows, Yosemite Valley to Tioga and everything in between, there are countless sights to see and

COVERT CASCADES: LESSER-KNOWN YOSEMITE WATERFALLS

By Yosemite Mariposa County Tourism Bureau
Published On February 9, 2023

Yosemite waterfalls are like the cast of a blockbuster film. Some are superstars, always mugging for the camera. But it's the supporting cast that make the film an Academy Award Winner instead of a box-office bust. They fill out the story with depth and nuance.

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TRAVEL WITH PURPOSE IN YOSEMITE MARIPOSA COUNTY

By Yosemite Mariposa County Tourism Bureau
Published On January 9, 2023

Yosemite Mariposa County naturally activates a generous dose of stewardship for the responsible

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HISTORIC HOTELS OF YOSEMITE MARIPOSA COUNTY

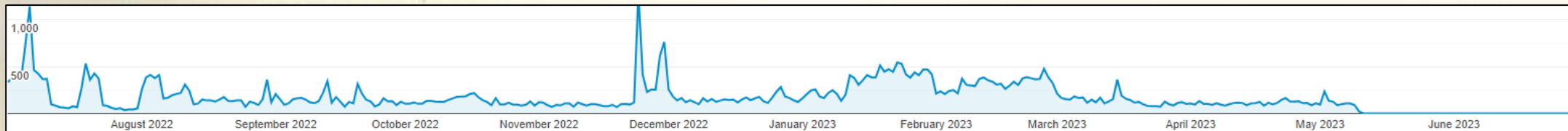
By Yosemite Mariposa County Tourism Bureau
Published On September 30, 2022

Two powerful reasons to travel: legendary cultural heritage and awesome outdoor recreation become one in Yosemite Mariposa County. Many of California's most historic places are here, dating from the original Mono

Special Offers

- The 22/23 Fiscal year had over 60k visitors to the page
- Properties with special offers beat similar properties who didn't place offers in referrals by over 2-3 times on average
- Only successful with the help of lodging partners

Page ?	Pageviews ?
	61,774 % of Total: 0.88% (7,026,628)
1. www.yosemite.com/special-offers/	61,774(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

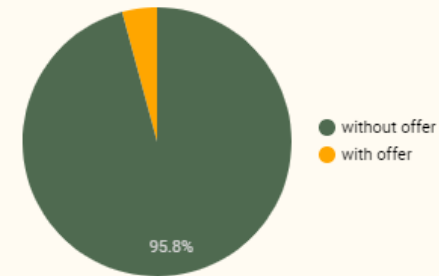
[VIEW OFFER →](#)



Communication to Lodging Partners

- Google Analytics has changed the way they are tracking data due to privacy law changes.
- The ability to report how offers are performing is changing.
- New Dashboard created by noble to help collect data to relay to stakeholders.
- Referral Letters are being reassessed.

How are Stakeholder Pages Performing that Contain an Offer?



Partner referrals | Offer

1,619

‡ 35.7%

Stkh Views | Offer

3,743

‡ 61.5%

Conversion Rate

43.25%

Special Offer Clicks on Lodging Stakeholder Pages

Redeem Offer Click

460

‡ 86.2%

Lodging Partner Referral

25,087

‡ 115.9%

Camping Partner Referral

3,087

‡ 577.0%

OFFERS

Take 15% off This Summer

STARTING

Offering various room types, on-site amenities the whole family will love, and activities year-round, Tenaya at Yosemite is your perfect home away from home. Stay with us and save 15% on lodging. A beautiful destination throughout the year and located only 2 miles from Yosemite National Park, Tenaya at Yosemite is the place to be.

REDEEM OFFER

Enter stakeholder name

Page path

Contains

Enter a value

☒ From Special Offer Page?

Type to search

☒ true

☒ false

Page path

Referrals (incl. redeem offer clicks)...

% Δ

/places-to-stay/cabins/curry-village/

7,485

113.6% ‡

/places-to-stay/hotels-and-motels/the-ahwahnee-hotel/

5,970

106.4% ‡

/places-to-stay/hotels-and-motels/yosemite-valley-lodge/

4,464

131.7% ‡

/places-to-stay/camping-and-rv/yosemite-housekeeping-camp/

2,572

689.0% ‡

/places-to-stay/hotels-and-motels/autocamp-yosemite/

938

116.1% ‡

/places-to-stay/hotels-and-motels/tenaya-at-yosemite/

860

89.8% ‡

/places-to-stay/hotels-and-motels/wawona-hotel/

774

191.0% ‡

Grand total

28,530

132.5% ‡

1 - 100 / 463

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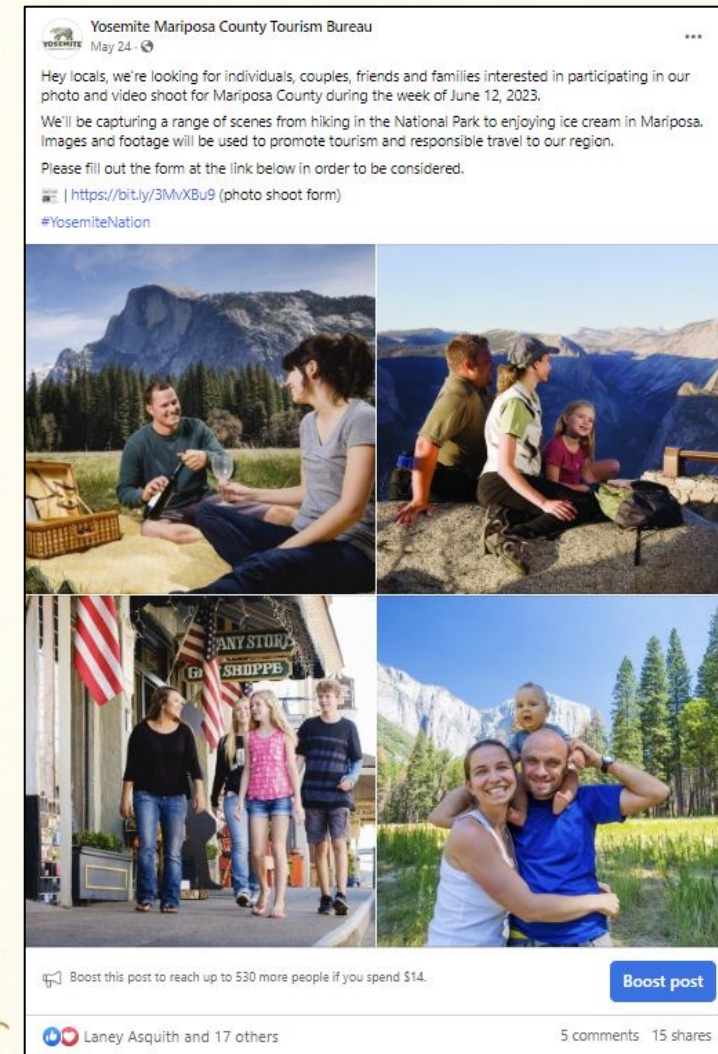
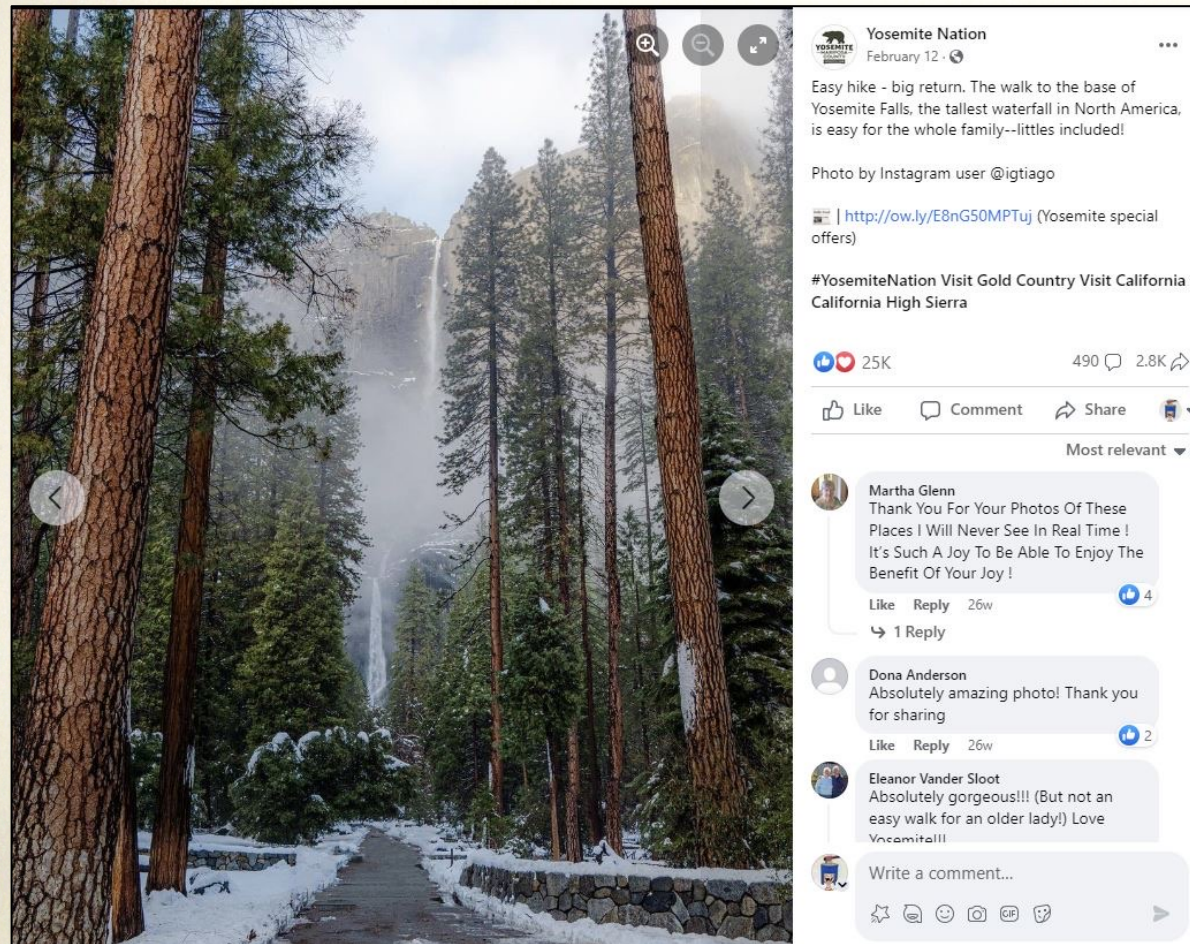
Social Media

**Total 2022/23 posts
on all channels:
1,256**

Facebook, National	May-Jun	Total	% to Goal
Followers	1,796	138,958	99%
Link Clicks	123,813	587,948	980%
Facebook, Local	May-Jun	Total	% to Goal
Followers	6	2,539	--
Instagram	May-Jun	Total	% to Goal
Followers	1,796	77,720	123%
Engagement	209,858	980,200	93%
YouTube	May-Jun	Total	% to Goal
Subscribers	60	1,735	380%
Total Watch Time (hours)	786	7,041	--
Average percentage viewed	70.8%	70.4%	--
TikTok	May-Jun	Total	% to Goal
Followers	8,466	apprx. 17,500	1750%
X (Twitter)	May-Jun	Total	% to Goal
Followers	-112	44,970	--
Engagement	601	8,322	--
Link Click Rate	17	297	--
Pinterest	May-Jun	Total	% to Goal
Impressions	302,120	591,274	--
Engagement	2,710	13,718	--
Engaged Audience	2,100	9,180	--

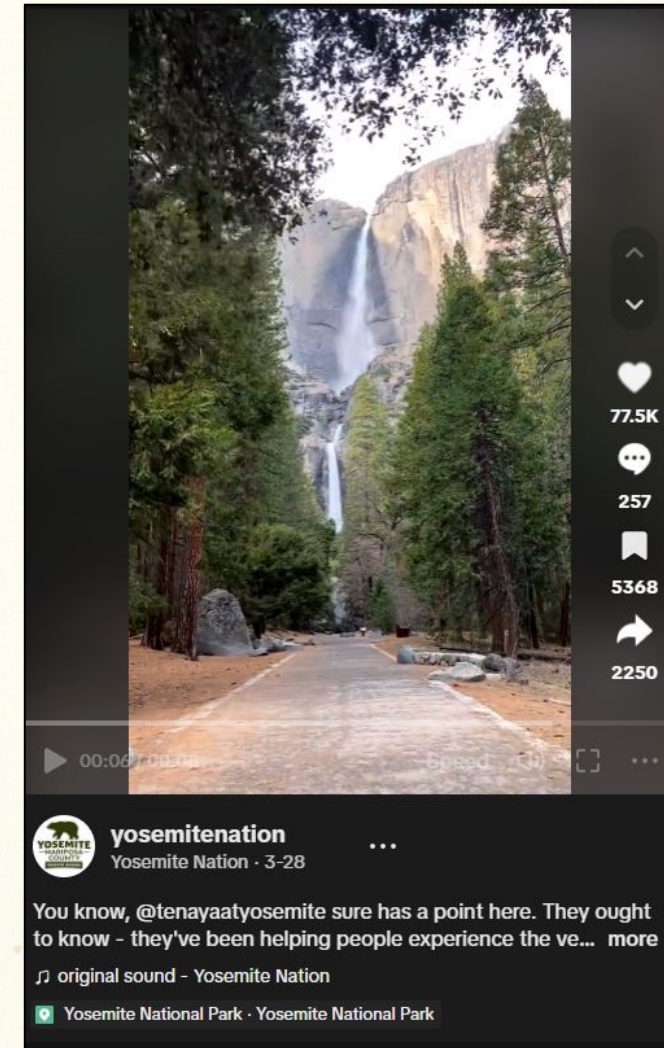
Social Media

Highest performing posts - Facebook (national & local)



Social Media

Highest performing posts - Instagram and TikTok



Social Media

FY 22/23 – Performance & Engagement across all platforms. Paid and Organic

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

116,956,232

Engagements

6,960,729

Post Link Clicks

1,297,628

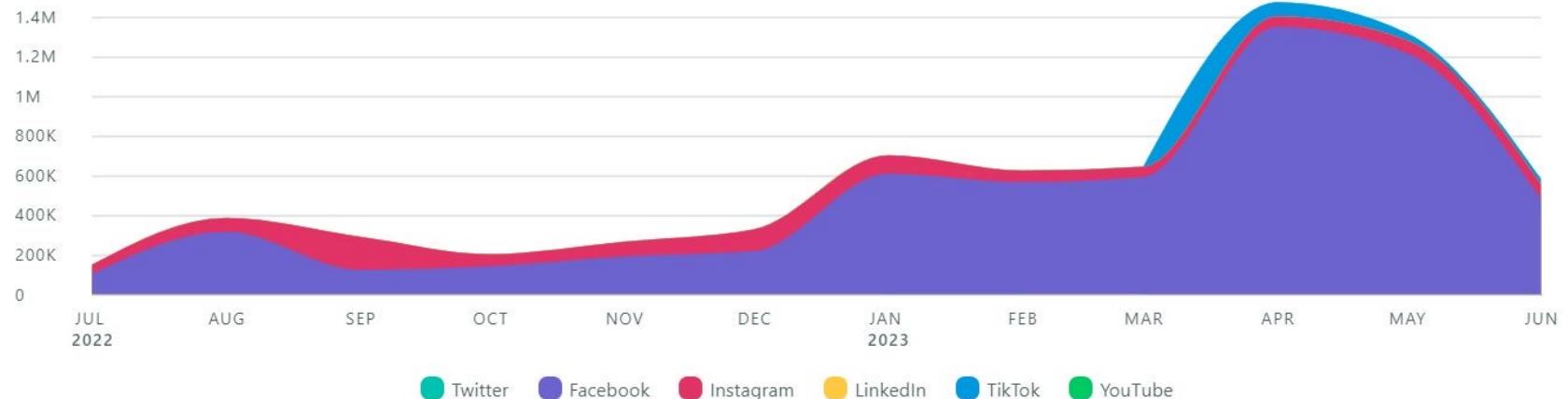
Engagement Rate (per Impression)

5.8%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



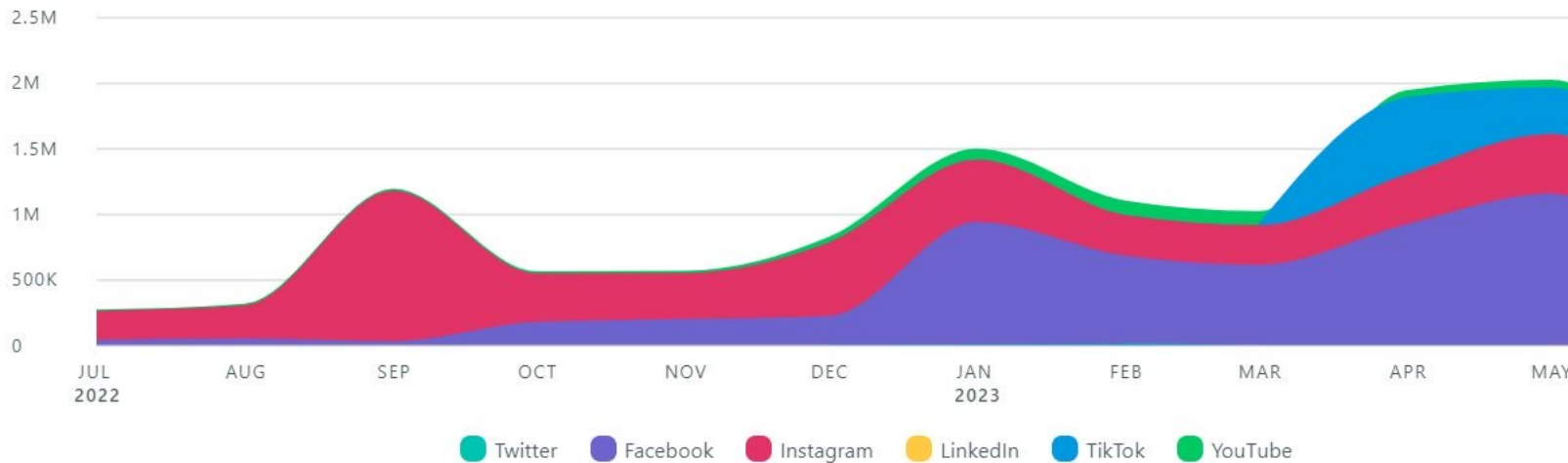
Social Media

FY 22/23 – Video views across all platforms. Paid and Organic

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Month



May 2023

Twitter	708
Facebook	1,151,409
Instagram	454,681
LinkedIn	45
TikTok	355,320
YouTube	57,905
Total Video Views	2,020,068

Video Production



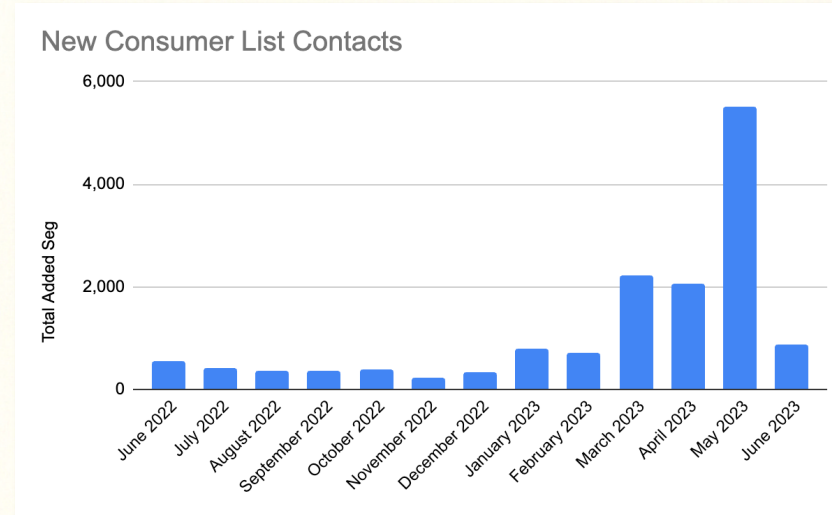
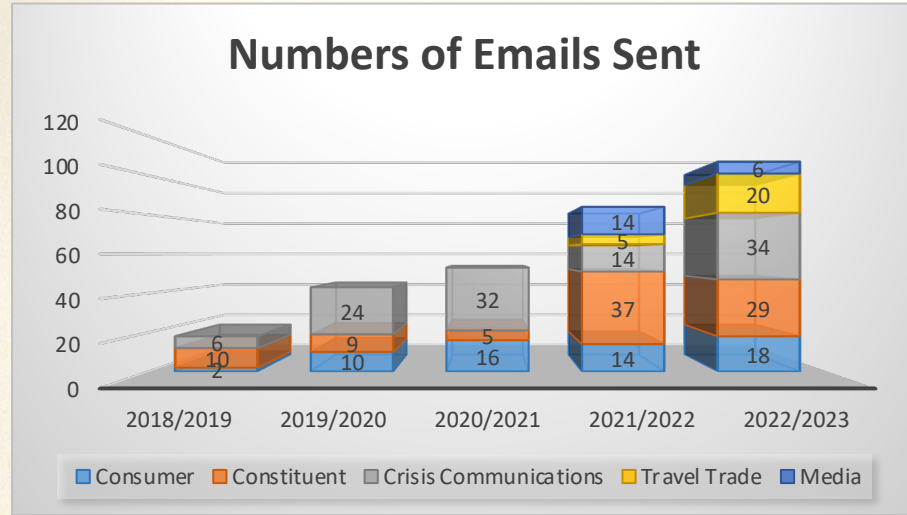
We have produced:

- 2 Modern Day Pioneers
- 2 Mariposa Moments
- An update of our Firefall video.
- 3 seasonal promo videos.
- An update of our anthem video.
- A spring video and 28 short vertical videos with our partner, Backstory Creative.

Videos in pre-production:

- 8 regional to support our new website.
- Modern Day Pioneer on The Redwoods.
- A short production on the Ansel Adams Gallery

Email Marketing FY23



Highlights:

- We sent a total of 107 emails this past FY. We had many more crisis communication emails than the PY, as well as an increase in travel trade emails and consumer emails.
- Our total consumer list count rose to 63,005, despite purging 5,879 non-responding subscribers this year. Our Meta Lead Generation campaign in March, April & May was the biggest factor to providing thousands of leads.
- Our consumer audience average click through rate is 2.1%. We are consistently over the travel benchmark of 1.4%.

Traditional Print FY23

Highlights:

- We spent a total of \$154,161 with 18 different print media outlets in FY23. We placed 41 individual ads.
- 50% of the print placements were with co-op partners.
- We took advantage of heavily discounted "remnant" opportunities when time and budget allowed.

* Publications with Co-Op Partners

We placed ads in the following publications:

- *Adventure Sports Journal*
- *Alpinist**
- *America Journal*
- Bay Area News Group (BANG) *
- *California Climber*
- *Climbing Magazine**
- *Condé Nast Traveler**
- *Essentially America**
- *Good Housekeeping*
- *Local Getaways*
- *Mariposa Gazette*
- *Mein America**
- *Orange Coast**
- *Sactown**
- *Travel Matters* via Black Diamond
- *Women's Day*
- *Visitor Guide / Visit California*
- *Yosemite Journal / National Park Trips**

Traditional Radio FY23

Highlights:

- We spent a total of \$163,378 in radio advertising specifically in the Bay Area.
- The spend was divided between a fall and a spring campaign.
- Without the financial support of the County, we were unable to do our marketing of Mariposa County businesses to Central Valley consumers through a winter “Above the Fog” campaign. (All funds from the county grant were focused on specific items requested by the CAO.)



Alice
@ 97.3



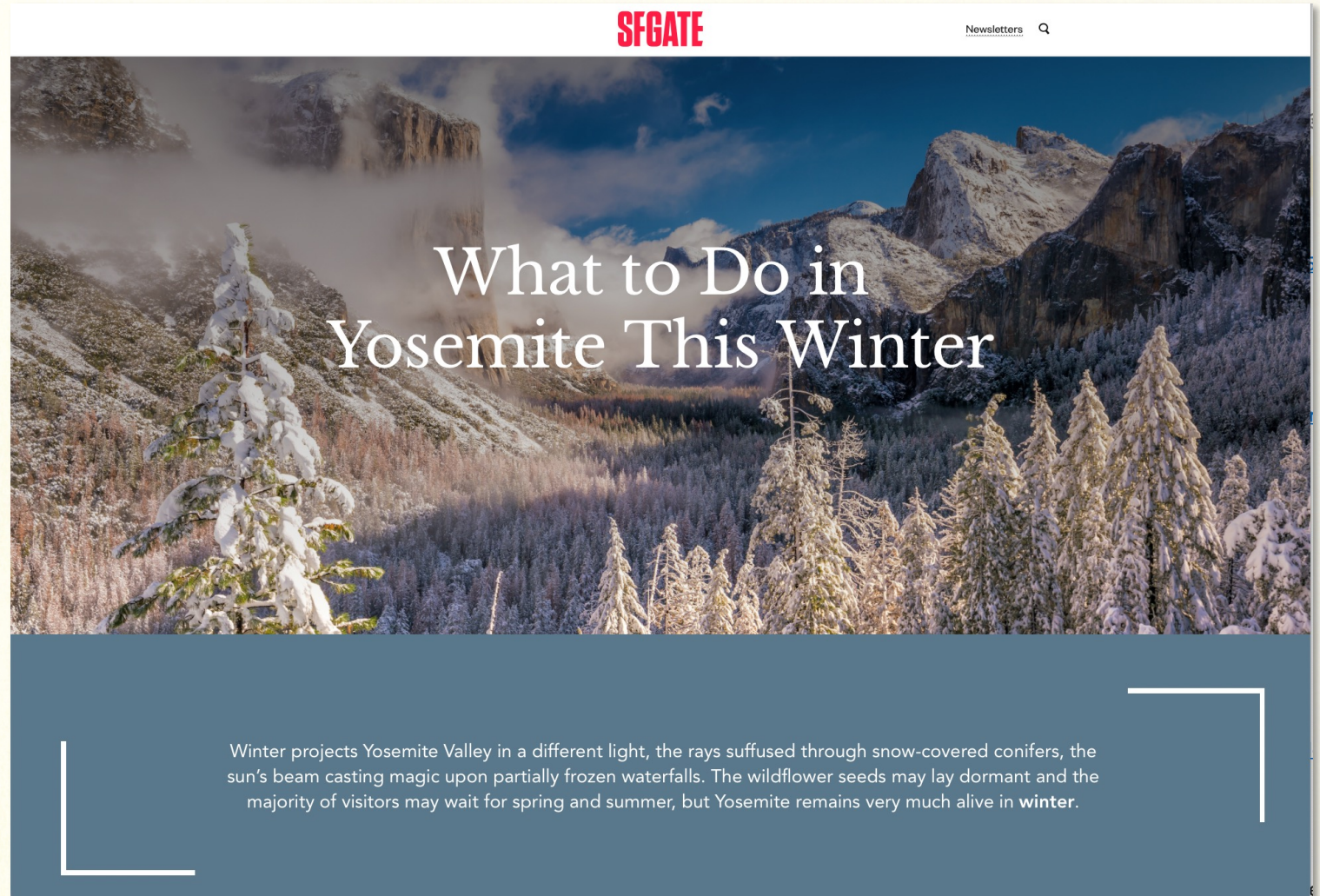
96.5 koit
Today's Hits & Yesterday's Favorites



Digital Native Advertising FY23

Highlights:

- Three SFGate native articles produced this year. Fall, Winter and Spring custom content resulted in more than 18,500 pageviews of the content. For all three articles, the largest demographics were in the current age groups: 25-34, 34-44, and 45-54.
- Two other articles were written for the Southern California News Group (SCNG) and were posted in their FOMO and T.E.A. sections across multiple newspapers in the SoCal area.



2022 – 2023 Public Relations and Earned Media Campaign



Featured outlets

UK NEWS WEBSITE OF THE YEAR

The Telegraph

San Francisco Chronicle



AFAR



TRAVEL
INSIDER



Fodor's Travel

visit
California

Outside

The Mercury News

Mariposa Gazette.

lonely planet

Skift.

THE POINTS GUY

TimeOut

Condé Nast
Traveler



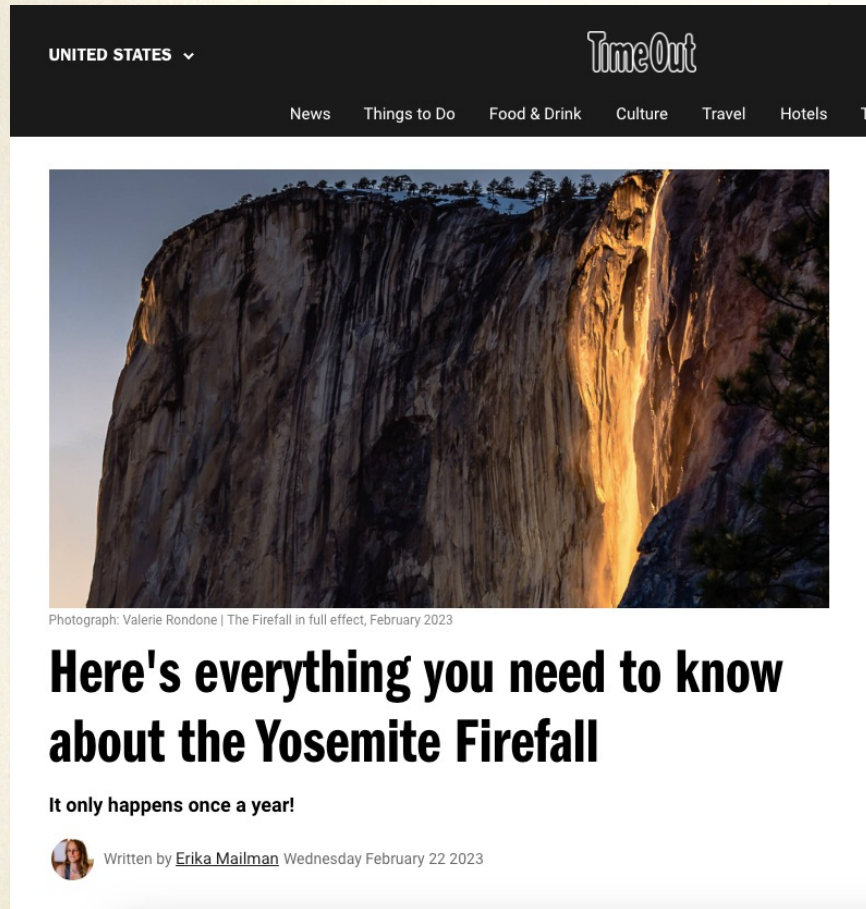
INDEPENDENT

yahoo!

NATIONAL
GEOGRAPHIC



2022 – 2023 Featured Earned Media



- An article resulting from Erika Mailman's FAM in February, 2023 which detailed the correct way to view the Natural Firefall.
- This article featured Yosemite Resorts and Yosemite Hospitality properties very well.

- The above spread in "American Trails" resulted from a Scandinavian group fam. The coverage seated Mariposa County very well as the main gateway to visit Yosemite National Park. It featured the town's culture well.

Examples of Earned Media

July 1, 2022 – June 30, 2023

7/1/22	Budget-friendly Activities in Some of the World's Most Desirable Spots	ITTN
7/1/22	Budget-friendly Activities in Some of the World's Most Desirable Spots	ITTN
7/1/22	Budget-friendly Activities in Some of the World's Most Desirable Spots	NI Travel News
7/6/22	Ten Fresh Bucket-List Suggestions for 2022: 'The Year of Travel'	ITTN
7/6/22	Ten Fresh Bucket-List Suggestions for 2022: 'The Year of Travel'	Ravish Magazine
7/6/22	10 bucket list adventures	Travel Times IE
7/7/22	Sip, Play and Stay (Tenaya Lodge Story)	Visit California stories
7/7/22	20 Reasons Why the Golden State should be your next US Holiday	Telegraph.co.uk
7/9/22	Meet Yosemite's Real Rock Stars	Daily Telegraph
7/9/22	20 Dream Trips in California	Daily Telegraph
7/11/22	The Fascinating History Behind America's Most Famous Climbing Spot	Daily Telegraph
7/11/22	10 Bucket List Travel Adventures	Travel Daily Newsletter
7/11/22	10 Bucket List Travel Adventures	Travel Daily Newsletter
7/13/22	10 Ideas for Once in a Lifetime Adventures	The Expansive Adventure
7/18/22	The Best Spots Worldwide for Your Next Digital Detox Holiday	NI Travel News
7/20/22	10 amazing travel-conscious holiday experiences from whale counting to eco-boating	Mirror.co.uk
7/20/22	10 amazing travel-conscious holiday experiences from whale counting to eco-boating	MSN
7/25/22	Oak Fire burns 21 homes in Mariposa County, threatens another 2,000	SF Chronicle
7/25/22	Travellers urged to maintain Yosemite plans despite forest fire warning	Travel Weekly
7/26/22	Oak Fire near Yosemite National Park: Mariposa Elementary now a evacuation center	ABC 10 Sacramento
7/27/22	Travellers urged to maintain Yosemite plans despite forest fire warning	Travel Weekly
7/28/22	Businesses show love, prepare for the future	Mariposa Gazette
7/28/22	ABC 7 Live Interview	ABC 7 SF
8/1/22	5 of the greatest wildlife spectacles	Wanderlust print issue
8/1/22	16 Stunning Bucket List Spots Celebrating World Photography Day 2022	NI Travel News
8/3/22	Yosemite's Mariposa Grove reopens after impacts from Washburn Fire	MSN
8/3/22	Yosemite's Mariposa Grove reopens after impacts from Washburn Fire	KCBS
8/9/22	Cozy California Cabins Where You Can Escape to Nature	AFAR
8/11/22	Lights, camera, attraction: America's magical movie locations	TravelMole
8/14/22	These are the 9 new USA museums you have to visit	Wanderlust
8/16/22	Main Character Moments – 12 Magical Movie Locations	NI Travel News
8/18/22	Take a hike! The best National Parks in the USA	Vacations & Travel
8/18/22	48 U.S. Spots to Visit with Your Kids Before They Grow Up	Tiny Beans
8/22/22	Yosemite's Grove of Giant Sequoias Reopens After Wildfire	AFAR
8/24/22	Eight Must-Visit Places in The World For Every Music Lover	The Chiswick Herald
8/24/22	EIGHT MUST-VISIT PLACES IN THE WORLD FOR EVERY MUSIC LOVER	The Borough of Hounslow Herald
8/24/22	EIGHT MUST-VISIT PLACES IN THE WORLD FOR EVERY MUSIC LOVER	Viestra Magazine
8/25/22	Top 10 Bucket List Adventures	MD Harding Photography
8/25/22	8 sustainable wildlife experiences for intrepid explorers – WWF	travelmole
8/25/22	8 sustainable wildlife experiences for intrepid explorers – WWF	NI Travel News
9/1/22	Verde Sierra Nevada	Aire (Aeromexico in Flight mag)
9/1/22	he Ultimate 5: Epic Road Trips to Take From Los Angeles	Qantas
9/2/22	PARK-N-RIDE: 7 NATIONAL PARKS WHERE YOU DON'T NEED A CAR	KOA
9/7/22	10 Rural American Destinations Definitely Worth a Trip	Fodor's
9/12/22	A Lady's Yosemite and Mammoth Itinerary for California	A Lady in London
9/28/22	How many people is too many in this much-loved US national park?	Australian Financial Review
10/4/22	The Savvy Traveler's Guide to Fall Trips	Chicago Magazine
10/5/22	Halloween Happenings in California	Visit California
10/13/22	Eight sustainable wildlife experiences for intrepid travelers	The Travel Daily

Examples of Earned Media

July 1, 2022 – June 30, 2023

10/14/22	17 amazing travel experiences around the world for 2023	Tempus
10/17/22	INSTAGRAM'S FAVOURITE WATERFALLS: 10 STUNNING SIGHTS TO FALL IN LOVE WITH	Country & Town House
10/19/22	The 13 Best Hikes in Yosemite Valley	Outside Magazine
10/29/22	Autumn in Yosemite	Travel Mole
11/1/22	California's Yosemite and Sequoia National Parks	Essentially America
11/1/22	Yosemite Ends its Reservation System in Time for Leaf-Peeping Season	ITTN
11/2/22	Honeytrek IG Story	HoneyTrek IG Page
11/15/22	Yosemite National Park Will Suspend Temporary Peak Hours Vehicle Reservations System for Summer 2023	Sierra Sun Times
11/15/22	Yosemite National Park ends controversial reservation system	The Chronicle
11/15/22	Why you wont need reservations to visit Yosemite National Park next year	Mercury News
11/16/22	Grunes Licht fur Eintritt in Yosemite ohne Anmeldung	FVW Travel Talk
11/16/22	D-RR206 Wildfire Climate Future: Yosemite & Mariposa County	deutsches-reiseradio.de
11/17/22	NO RESERVATIONS	Mariposa Gazette
11/19/22	Yosemite National Park drops advance reservations	Travelmole
11/23/22	The Best Things to Do in Yosemite & The Inspiring Couples Behind Them	HoneyTrek
11/24/22	Yosemite Will not Require Reservations in 2023	Travel Weekly
12/1/22	THINGS TO DO IN MARIPOSA, CALIFORNIA BEFORE YOU VISIT YOSEMITE	Adventure Mom Blog
12/5/22	Yosemite suspends its reservation system - but will overcrowding return?	Lonely Planet
12/6/22	Yosemite Ends Park Reservation Requirements to Evaluate Impact on Communities	Skift
12/7/22	IITA Newsletter	IITA
12/11/22	New Year's Eve Destinations	Opulence
12/14/22	GUIDE FOR VISITING MARIPOSA GROVE OF GIANT SEQUOIAS IN YOSEMITE NATIONAL PARK	Adventure Mom Blog
12/14/22	The Best Places to Travel in Every Month of 2023	Qantas
12/15/22	Black Diamond Highlights Key Resorts for Season 22-23	Snow Industry News
12/16/22	Accessible Trips and Destinations in the USA	International Alliance Bulletin
12/16/22	The Best Ski Resorts 2023	TravelMole
12/20/22	Where to ski in 2023 in USA and Canada	Travel Daily
12/20/22	Reach your peak at these 2023 Ski Hotspots	NI Travel News
12/21/22	On the Road Again - A Road Trip Through Northern California	American Trails
12/22/22	L'Aventure Verticale	Envols (Air France Inflight mag)
12/27/22	Top 10 places in California to visit in 2023	San Francisco Chronicle
1/2/23	A Calendar of When and Where to Visit in 2023	Chiswick Herald
1/2/23	A CALENDAR OF WHEN AND WHERE TO VISIT IN 2023	Borough of Hounslow Herald
1/2/23	A CALENDAR OF WHEN AND WHERE TO VISIT IN 2023	Viestra Magazine
1/2/23	A CALENDAR OF WHEN AND WHERE TO VISIT IN 2023	The Chiswick Magazine
1/2/23	Where to be in '23	Irish Daily Star
1/3/23	California Bucket List	San Joaquin Magazine
1/3/23	America Newsletter No. 24	America Journal
1/12/23	Cities of Music	Travelmole Newsletter
1/20/23	Nine Wellness Breaks for a stress-free 2023	Crave Magazine
1/22/23	Pictures of the Week	The Sunday Telegraph
1/29/23	Yosemite's 'firefall' is back this year, here's when and how to see it	The Points Guy U.K.
2/1/23	Places to Ski and Winter Sport in the USA and Canada	International Alliance Bulletin
2/2/23	S'More Good Stuff: Aliner Introduces a Camper With Room for Two and Other RV News	ToGo RV
2/14/23	Fab Couples: California	FabCa
2/21/23	Yosemite Mariposa County: Six Newsworthy Nuggets	Travel PR News
2/22/23	Here's everything you need to know about the Yosemite Firefall	Timeout
2/28/23	Take 5 Facebook Live interview	Take 5
2/28/23	The 24 Best Holiday Destinations in June	Conde Nast Traveller Newsletter

Examples of Earned Media

July 1, 2022 – June 30, 2023

3/14/23	The Best US National Parks to Visit	The Independent
3/14/23	The Best US National Parks to Visit	Yahoo
3/22/23	Seven Best Spots in the World for Forest Bathing	The Wellness Traveller
3/23/23	Yosemite in Winter	Visit California
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
5/1/23	Escapism Intrepid Series	Escapism
5/9/23	14 BEST MOTHER-DAUGHTER TRIPS TO MAKE MEMORIES FOR A LIFETIME	bestproducts.com
5/15/23	How to Prepare for a Hiking Trip	AARP
5/18/23	23 Family Summer Vacation Ideas, From Costa Rica Eco-Lodges to Alaska National Parks	Conde Nast Traveler
5/22/23	Yosemite's waterfalls at their best in the last 40 years	Travel PR News
5/23/23	5 Easy Hikes In Yosemite (In And Out Of The Park)	Drink Tea & Travel
5/23/23	Took a solo hiking trip as a 50-something IG Reel	She Buys Travel
5/24/23	Yosemite Moonbow: A rare phenomenon	TravelMole
5/25/23	Yosemite Moonbow: A rare phenomenon	Travel Mole Newsletter
5/27/23	23 of the best places to visit in June	Wanderlust
5/29/23	Yosemite 2 Day Itinerary: Perfect For First Visit	Drink Tea & Travel
5/30/23	Things to do in Yosemite & Mariposa County, California Tips, Advice, Hotels, Restaurants	Drink Tea & Travel Youtube
6/1/23	International Alliance Bulletin article on Yosemite waterfalls	International Alliance Bulletin
6/2/23	9 Best Things To Do In Mariposa County, California	Drink Tea & Travel
6/4/23	3 places to stay in Yosemite all on the same property IG Reel	She Buys Travel
6/4/23	Solo Female Hiking Trip	She Buys Travel
6/5/23	Solo Female Hiking Trip - Yosemite	She Buys Travel
6/8/23	Tenaya Lodge in Yosemite National Park	She Buys Travel
6/9/23	Fun Things to Do in Mariposa CA, Near Yosemite National Park	She Buys Travel
6/11/23	Ahead of the Game	The Sunday Times
6/11/23	Yosemite National Park's 5 Must-See Attractions and Top Tips for Getting the Most Out of a Visit	She Buys Travel
6/11/23	4 fun things to do in Yosemite Mariposa County (Tik Tok)	She Buys Travel
6/12/23	The 25 Best Holiday Destinations in June	Conde Nast Traveler
6/20/23	Naturschauspiele der Superlative	Badische Neuste Nachrichten
6/22/23	Travel Daily Article	Travel Daily
6/22/23	Travel Daily Newsletter	Travel Daily
6/22/23	Check out 📍 Mariposa County	Youtube Short
6/27/23	America's 20 Greatest National Parks	The Telegraph
6/27/23	Tenaya Lodge Review: Fun Family-Friendly Resort near Yosemite	She Buys Travel
6/28/23	Postcard Perfect Picnics	NI Travel News
6/28/23	Tenaya Lodge Review (FB PPost)	She Buys Travel
6/30/23	Fun things to do in YMC (FB Post)	She Buys Travel

Results of Paid Influencer Trips

The Best Things to Do Around Yosemite & The Inspiring Couples Behind Them

By Mike & Anne • April 17, 2023 • 16 Comments



Hey there, we are Mike & Anne...



We left on our honeymoon in Jan 2012
and never came home.

Today is Day #4,131 of our trip
Here's the HoneyTrek story...

As Seen In...



As a couple that gave up pretty much everything (house, job, community, most possessions, etc.) to follow a dream, we are always on the lookout for our tribe. We scoured the globe for badass traveling duos to share their favorite place and piece of advice in our book *Ultimate Journeys for Two*. We've made a point to pen-pal and wine-Zoom with like-minded couples we've met in Argentina, Norway, Slovenia, Costa Rica, and other far-off places to keep that sense of community in our nomadic lives.

In September, YMCTB hosted HoneyTrek, a married content creator couple. They wrote the above article and post four Instagram posts and a Tik Tok to their channels focusing on Mariposa County outside of the park. We also received photos for own use in perpetuity.



By Oksana & Max St John / California, USA / 02/06/2023

Located in the foothills of the Sierra Nevada Mountains, **Mariposa County** is a popular destination in Central California, known for its natural beauty, historic sites, and outdoor activities.



In April, YMCTB hosted Drink Tea Travel, another married content creator couple. They wrote the above article two additional blogs specifically on Mariposa County. They wrote a fourth that covered all the gateway counties. They also produced a VLOG providing insider tips on how to visit Yosemite Mariposa County.

FAMs - Media & Trade

Julie Falconer	7/5/22	6/7/22	Media	A Lady In London
Jeremy Pugh	8/27/22	8/30/22	Media	Salt Lake Magazine
Cheryl Crabtree	9/6/22	9/9/22	Media	Fodor's Compass Guide
Brand USA Influencer FAM	9/7/22	9/9/22	Media	Various influencers from UK & Germany
Atlantic Link Group FAM	9/8/22	9/10/22	Media	Multiple outlets in Scandinavia
Ashley Harrell	9/11/22	9/13/22	Media	Lonely Planet Visitors Guide
Jen Mikkelsen	9/14/22	9/18/22	Travel Trade	
HSVC French Influencer FAM	9/29/22	9/30/22	Media	On Met les Voiles on Instagram
Nedra McDaniel	10/3/22	10/4/22	Media	Adventuremomblog.com
Air France FAM	10/7/22	10/7/22	Media	EnVols Magazine
HoneyTrek	10/13/22	10/18/22	Media	Honeytrek.com
Audley Travel #2 or 4 trips	10/16/22	10/18/22	Travel Trade	Audley Travel
Breathe FAM Gate7 & United Airlines	10/17/22	10/19/22	Travel Trade	Gate7 & United Airlines
High Sierra Visitor's Council influencer	11/12/22	11/13/22	Media	Run Wild My Child on Instagram
Evasions USA	11/29/22	12/1/22	Travel Trade	Evasions USA France
Erika Mailman	2/16/23	2/17/23	Media	Time Out
Richard Franks	3/24/23	3/28/23	Media	The I, National Geographic Traveler
Drink Tea & Travel (Max & Oksana St John)	4/11/23	4/15/23	Media	Drink Tea & Travel
Kim Orlando	4/27/23	4/30/23	Media	shebuysttravel.com
RTK Travel Agent FAM via MSI	5/9/23	5/11/23	Travel Trade	FTI, TUI, Dertour
MSI German Media Fam	5/11/23	5/14/23	Media	Various German Media Outlets
Jennifer Sweeney Immersion	5/16/23	5/19/23	Media	none
HSVC Luxury Fam	5/24/23	5/25/23	Travel Trade	
Robert Annis	6/14/23	6/16/23	Media	National Geographic & Inside Hook

In-Market Media Event



- YMCTB hosted its first in-market media event in San Francisco in June and shared the event with its invited stakeholders, Yosemite Hospitality, The Redwoods in Yosemite and Sierra Cider.
- 15 Bay Area based journalists attended the event and we've already secured two press trips for 2023-24 from the attendees and are working on more.
- This was an outstanding opportunity to raise the awareness of Yosemite Mariposa County and some of its key partners to top-tier media in Mariposa County's top market.

Travel Trade & Media Shows

HSMAI	Aug-22
ESTO	Aug-22
Brand USA Week - Frankfurt	Sep-22
VCA San Francisco Media Event	Sep-22
Outdoor Media Summit	Oct-22
DMA West Tech Summit	Oct-22
CalTravel	Oct-22
VCA UK Sales Mission	Dec-22
IMM	Jan-23
Go West Summit	Feb-23
Scandinavia Sales Days	Mar-23
Outlook Forum	Mar-23
California Cup	May-23
VCA LA Media Event	May-23
IPW	May-23
PRSA Travel and Tourism Conference	June-23
YMCTB SF Media Event	June-23



International Markets

- International focus continues primary focus on:
 - United Kingdom * Germany
 - Australia * Scandinavia
- Secondary focus may grow to include:
 - Mexico * Canada * France. * China * India
- Major strategy shift adding Public Relations representation in:
 - Germany – Msi Agency
 - Australia – Gate7 Agency
 - Existing – United Kingdom – Black Diamond Agency
- FAM Trips will continue to be a primary focus for immersion into YMC
- International Trade Sales Travel - In-Market, will reduce CY over PY post-Covid recovery efforts

Visit California International Travel Forecast

- International travel spending in California is forecast as of May 2023 to recover to within 86% of 2019 spending for 2023.
- U.K. visitation forecast is expected to reach 92% in 2023, 100% in 2024 and 105% in 2025.
- Germany visitation forecast is expected to reach 87% in 2023, 102% in 2024 and 104% in 2025.
- Australia visitation forecast is expected to reach 78% in 2023, 99% in 2024 and 107% in 2025.
- Scandinavia visitation forecast is expected to reach 71% in 2023, 91% in 2024 and 104% in 2025.
- Markets in the Asia Pacific region (specifically China and Japan) will continue to lag other markets in recovery. China was downgraded and is now forecast to recover to 36% of 2019 spending for 2023.

Current Organizational Involvement

- Yosemite Gateway Partners – Jonathan – President
- YARTS AAC – Jonathan – Vice Chair
- Visit California Rural Committee – Jonathan – Committee Member
- High Sierra Visitor Council – Tony – Board Member
- Gold Country Visitor Association – Ellen – Board Member
- Central Valley Visitor Association – Group Effort - Member
- Main Street Mariposa – Aaron – Member
- Mariposa County Business Association – Aaron & Jonathan – Member
- Public Relations Society of America – Tony – Member
- DMA West – Ellen – Member
- US Travel Association – Jonathan & Ellen – Member
- CalTravel Association – Jonathan & Ellen – Member
- Mariposa Yosemite Symphony Orchestra – Ellen – Fiscal Sponsor

Collateral FY23

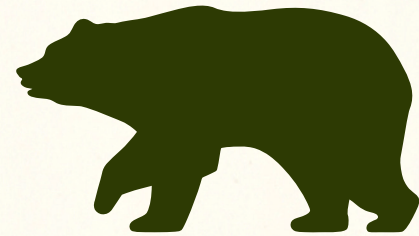
Highlights:

- The DVP (Destination Vacation Planner) was completed for upload to the website in April 2023. The final DVP was sent to the printer in June 2023. The first 15,000 copies were delivered in mid-July 2023.
- All maps for the eight regions of Mariposa County were completed in fall 2022. These maps are the backbone of the new region pages on Yosemite.com and provide key graphics for the regional videos to be produced in 2023 / 2024.
- Town Maps for Mariposa were updated and sent to the printer in June 2023. A potential digital replacement is being considered by staff.
- Seven of nine Vintage Yosemite Mariposa County artwork pieces have been completed.





Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU