

## **Executive Summary – May 15<sup>th</sup>, 2025, Board of Directors Meeting**

The period from March through May was primarily focused on these areas.

### **The 2025/2026 Fiscal Year Budget Planning & Approval**

- Finalizing revenue forecasts and expenses
- Drafting the annual marketing plan
- Marketing Committee budget review and Co-op marketing focus/planning
- Human Resources Committee Meetings for wage/salary, performance structure
- Human Resources Committee approval of the new Tourism Development Manager role
- Board of Directors' fiscal budget approval

### **Town Hall Meetings – Lodging & Tourism**

Four community, business, and partner meetings were held, one in each of Mariposa County's four regions: North, South, Yosemite, and Central.

(See the presentation provided at the Town Hall Meetings

<https://www.yosemite.com/wp-content/uploads/2025/06/Town-Hall-FINAL-05-06-2026.pdf>.) A virtual Town Hall meeting will be held in late May. It will be announced shortly via email and recorded.

### **Yosemite Vehicle Reservations System**

A) Ongoing discussions.

B) Rectifying and correcting incorrect media postings for the proposed reservation system, which the media published but was never implemented by Yosemite National Park.

C) Significant time is needed to communicate the real or actual approved reservation system.

### **Business Outlook**

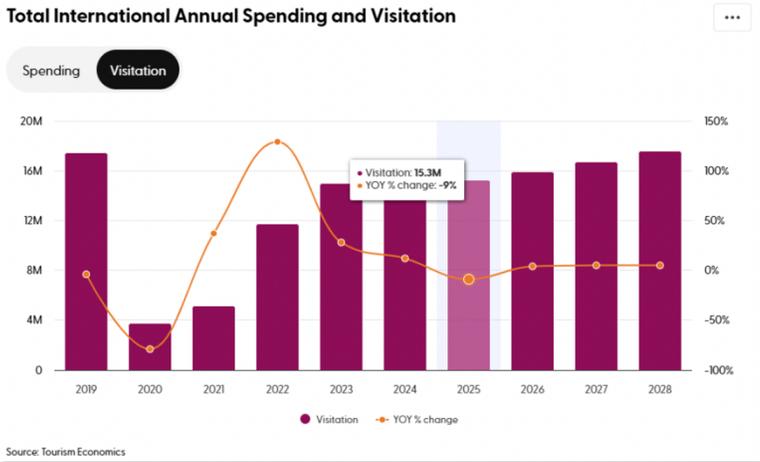
- See the May 2025 AirDNA email: <https://mailchi.mp/27a9a9406f85/short-term-rentals-report-for-may-2025>. Overall, average rates are significant, with slight inventory increases and reduced demand. Revenue is up year over year.
- International visitation is projected down for two primary reasons.
  - The USA dollar is very strong. With exchange rates making long-haul international trips from Europe and Asia more expensive than in past years,

this has reduced both the length of visit to the USA and inbound visitor traffic overall.

- Political tensions. China has not recovered post-COVID. Nationalism and difficulty obtaining a USA visitor VISA by Chinese tourists have made China's visitation recovery slow. Canadians have all but stopped coming to the USA over Trade Wars and political rhetoric. Media reports have stated that visitation from European countries such as Germany, the UK, and Scandinavia is down significantly due to trade and political differences. However, our Travel Trade industry partners indicated media reports are overblown, and that while there are some who won't travel to the USA for these reasons, most of the reduction in travel in March was due to the shift in Easter Holidays, and travel recovered or increased in April.
- The USA and California international visitation forecast is down 9.2% for 2025 over 2024. International visitation remains down and is projected at <-18%> over the high in 2019.



# International Travel Forecast



- International visits are forecast to decline by 9.2% in 2025, driven poor USD exchange rates, impacts of higher tariffs, the global economy, and negative sentiment toward trade policies.
- The drop in international visits is forecast to cause international spending to decline 4.3% in 2025.
- Down 18% over 2019

- Domestic visitation is projected to be up a modest 1.5%. However, with the USA's strong dollar, many US and California residents are taking holidays overseas, so local trips to Yosemite may be reduced over vacations to southern Europe, Asia (Japan), and Australia, all of which have favorable US dollar exchange rates. (See chart)

	1.00 USD → 1.00 USD USD (US Dollar)
	1.00 USD → 0.89 EUR EUR (Euro)
	1.00 USD → 0.75 GBP GBP (British Pound)
	1.00 USD → 145.86 JPY JPY (Japanese Yen)
	1.00 USD → 1.56 AUD AUD (Australian Dollar)
	1.00 USD → 1.40 CAD CAD (Canadian Dollar)
	1.00 USD → 0.00 BTC BTC (Bitcoin)
	1.00 USD → 0.01 LTC LTC (Litecoin)
	1.00 USD → 19.47 MXN MXN (Mexican Peso)

### **New Position Approved**

A new Tourism Development Manager role was approved to transition, increase, and improve international and domestic sales and relationship building. This primary outline is from the job opening description:

Assist in the implementation of all tourism business development efforts in support of the Yosemite Mariposa County Tourism Bureau's Marketing Plan, which stimulates international and domestic awareness and preference for Yosemite Mariposa County as a leisure and group destination among travel industry intermediaries. These include but are not limited to: travel agents, tour operators, wholesalers, receptive operators, and OTAs. Also, domestic tourism demand generators and activities such as sales attendance at B2C events, consumer travel shows, regional, and California festivals. This position will also support traditional group and conference interest, including outreach for incoming RFP generation, and group/conference market sales activities.

## May 2025 Marketing Report

### KPIs: (data from Noble Studios)

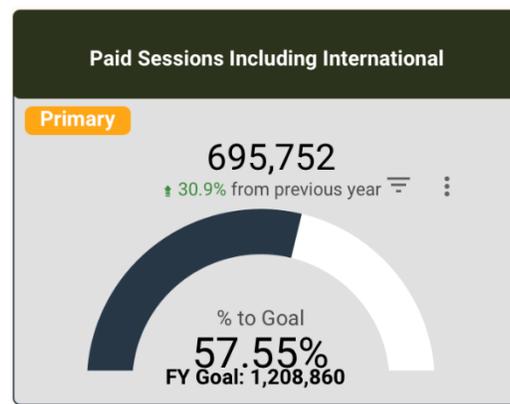
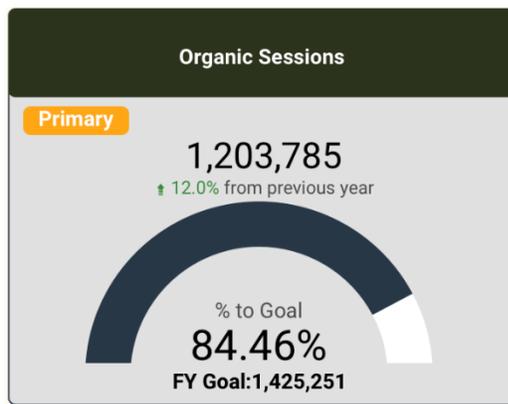
Our KPIs are showing good overall performance, though partner referrals are at 73.73% to goal, still trailing behind our TYD goal of 83%. This is primarily due to channel shifts in Organic, Paid Search, and Direct traffic.

We are seeing growth month over month and our partners at Noble Studios are cautiously optimistic that they can continue to close the gap significantly before the end of the fiscal year (June 30) with continued focus on paid and organic growth.



### Primary KPIs – Organic Sessions

Our organic sessions are exceeding goal at 84.46% and are 12% higher than last year. Paid sessions are also significantly up over 30.9% YOY though lagging behind at 57.55% to goal.

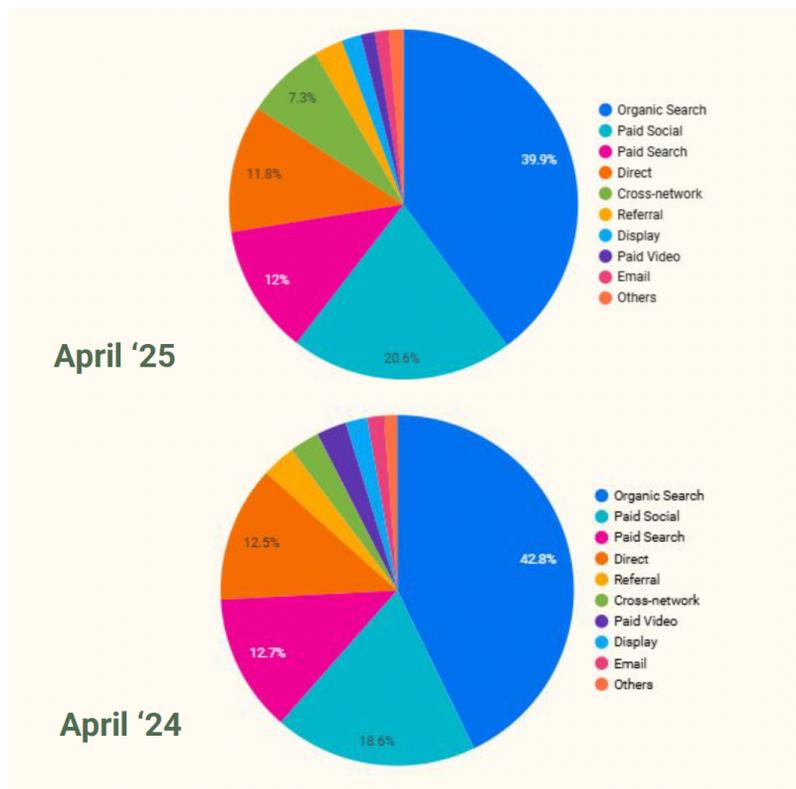


### Tracking: Non-Lodging Partner Referrals

We are also tracking partner referrals for Things to Do and Dining. Both referral areas are continuing to show significant growth YOY!



### Channel Breakdown



Our largest source of website traffic continues to be organic, contributing nearly 40% of the total traffic. Paid social traffic (both Noble and YMCTB managed) accounts for 20.6% of overall traffic followed by and Google Paid Search (CPC) at 12%.

The rise in Cross-Network traffic reflects evolving search behaviors and the impact of multi-channel campaigns.

### The Rise of AI

Sessions continues to increase MoM from AI searches. This indicates that users who have completed their AI research are ready to click through to the site and have a high chance of converting.

Referral traffic from AI searches via ChatGPT had the fourth highest conversion rate (22.31%) among the top-10 sources to Yosemite.com. We are also keeping an eye on other AI searches from Perplexity, Gemini and Claude, which all also saw increases MoM.

AI is changing the way people search, and Google is also integrating more and more AI results into the SERP to support this change. Working with Noble Studios, YMCTB will take advantage of the opportunities presented by Google’s “AI Mode”. We will work to ensure we have brand presence and topic ownership by having consistent categorization content to enhance user experience, and AI discoverability.

**Search Engine Marketing (SEM):**

Paid search, or SEM, is continuing to produce positive results for YMCTB. In April there was a 38% increase in lodging partner referrals YoY and a corresponding 30% increase in the conversion rate. We will continue to focus our budget and target our paid search terms to impact our lodging partner referrals.

**Digital Paid Media:**

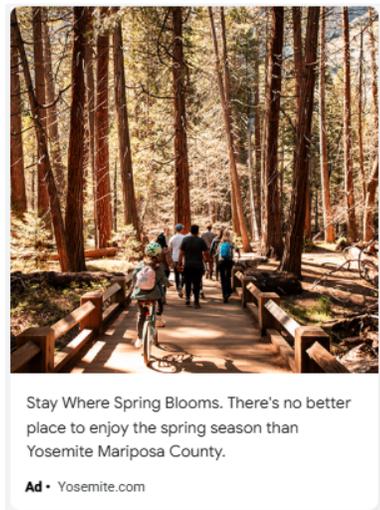
We’ve seen very strong performance for digital paid media in April. Our conversion rate is up 21% YoY, reflecting our continued focus on high-performing tactics like PMAx and Demand Gen.

PMAx campaigns focusing on our remarketing audience is the top converter, contributing in a 162% conversion increase YoY. This is driven by optimized bidding and budget prioritization.

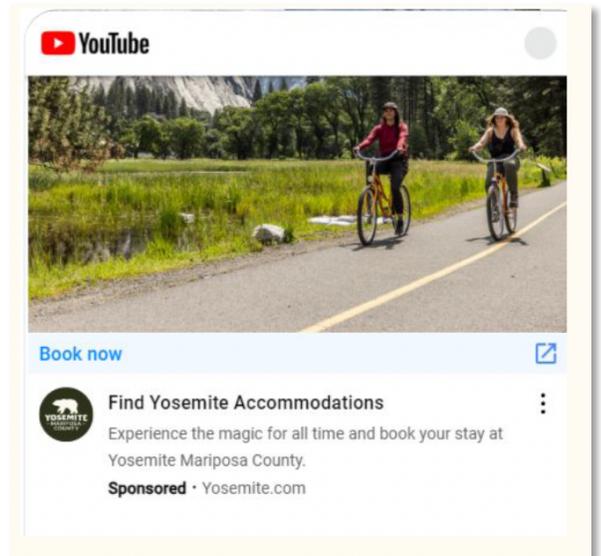
Display example:



Demand Gen example:



PMAx example:

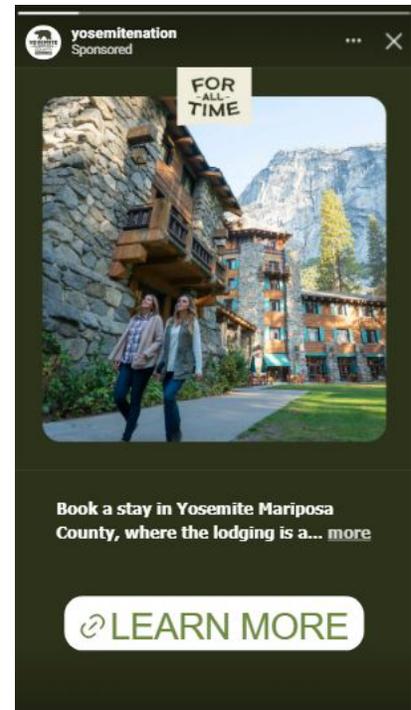


## Paid Social

Our click through rate on Meta (Facebook and Instagram) is up 7% YoY, driven mostly by a focus on remarketing audiences. We are seeing a 2.5% CTR for remarketing audiences; the benchmark for paid social is 0.9% CTR.

Our Facebook audience delivers with a broader reach, but Instagram audiences have the strongest engagement at 2.92%.

The 65+ demographic is also showing strong interest with a higher CTR than other age groups.



## eCRM

As of April 30, we have added 15,400 subscribers to our consumer email list. We are 128% to our annual goal of 12,000 new subscribers. Our total email list now totals more than 73,000 subscribers, though we expect to purge a high percentage of non-responders from the list in the next few months.

We continue to send consumer emails twice a month with an overall open rate that regularly exceeds 50% and a click through rate of more than 1.7%.

Because we recognize that email is one of our most effective channels and our email list is one of our most valuable assets, we have engaged with an email marketing expert. That consultant will support our efforts to take things to the next level and that work will begin shortly.

View this email in your browser

**THE WANDERER**  
Your Path to Yosemite Mariposa County



No Season Like the Slow Season in Yosemite Mariposa County

Experience the thrill, beauty, and rush of Spring in Yosemite Mariposa. Whether you're bringing the whole family and your fur baby or visiting in the energetic-but-peaceful Spring off-peak season, a little preparation ensures a memorable for all the right reasons and stress-free adventure. In this spring newsletter edition, we cover everything from a multi-generational itinerary packed with unforgettable experiences to the benefits of exploring Yosemite when trails and parking lots are nearly empty. Plus, we'll help you find the best dog-friendly lodging so Fido can join the fun. No matter how you choose to experience Yosemite, we've got you covered!



**VACAY FOR THE AGES: FOUR DAYS OF MULTI-GENERATIONAL FUN IN YOSEMITE**

Bringing multiple generations to explore Yosemite's labyrinth of granite and booming waterfalls is the stuff of family legend! But let's be real – multi-gen travel requires some planning. Here's a day-by-day itinerary guaranteed to make your family's expedition to Yosemite a success.

[READ MORE](#)



**VISITING YOSEMITE IN THE OFF SEASON: A DEVOTION TO LESS COMMOTION**

Just like all of us, our National Parks sometimes need to rest and rejuvenate. Visiting in the quieter Yosemite off-seasons aids in this process, and provides travelers with their own life-affirming experiences that are equally breathtaking and rewarding.

[READ MORE](#)



**DOG FRIENDLY LODGING IN YOSEMITE MARIPOSA COUNTY**

Traveling with pets requires planning, especially when it comes to finding the right lodging. Fortunately, dog-friendly lodging in Yosemite and outside the park can be found throughout Yosemite Mariposa County, so Fido can tag along.

[READ MORE](#)



**STREAMING LIVE! GET READY FOR SPRING IN YOSEMITE MARIPOSA COUNTY**

Ready for a fresh outlook? Then head up to Yosemite Mariposa County where the snowmelt-fed Merced River flows fast, spring wildflowers explode in oranges & blues, and water fall mist dances. Yosemite in March, April or May is not to be missed.

[READ MORE](#)



Facebook, Instagram, Twitter, YouTube icons

[Find Lodging](#)

Thanks for Reading

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## Pan European Mission Visit CA Media

Kim recently participated in the Pan-European Visit California Media Mission, with stops in London, Paris, Frankfurt, and Copenhagen. At each destination, she met with vetted journalists and content creators to inspire editorial coverage and promote media visits to Yosemite Mariposa County.

During a series of 15-minute “speed dating” sessions and media receptions Kim shared unique and timely stories from the region—highlighting new lodging opportunities, including distinctive and off-the-beaten-path stays. She also provided updates on upcoming events, local initiatives, and other noteworthy developments that position Yosemite Mariposa County as a must-cover destination for international media.

The timing of this mission couldn’t have been better. With some international travelers expressing hesitation about visiting the U.S., our presence helped reassure potential visitors that Yosemite Mariposa County is not only a compelling destination—but also a welcoming one for all.

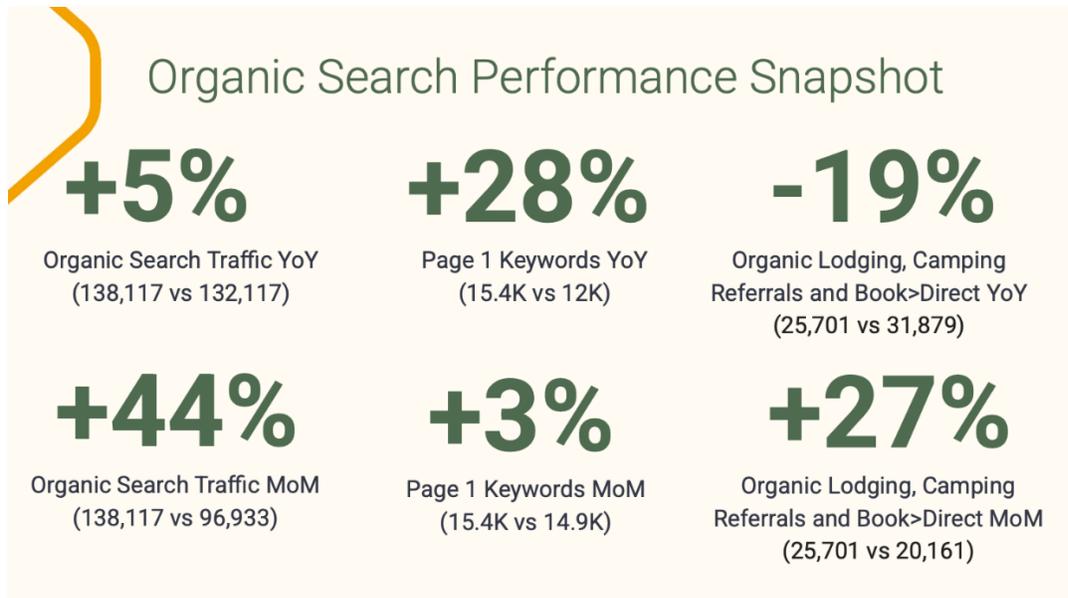


## Website

Organic Search remains the largest driver, accounting for nearly 40% of site traffic despite a slight decline from 42.8% in April 2024.

- Organic sessions for Yosemite.com are ahead of goal at 84.46%.
- April overall sessions are pacing up 6.2% YoY. A great recovery after February being down -8% YoY.
- Lodging referrals are down 4% YoY and pacing at 72% of goal. However, **April saw +3% MoM growth.**





### **Search Engine Optimization**

SEO remains critical for improving Yosemite.com’s visibility and attracting qualified traffic. We are actively optimizing key pages with targeted updates to align with high-interest search terms, boost rankings, and enhance user engagement.

### **Strategic Content Creation**

In addition to updating existing stories, we continue to publish new content based on keyword research and travel trend analysis. These efforts aim to attract new audiences, increase organic search rankings, and keep content aligned with what travelers are searching for.

### **Recently Published Articles:**

#### **[Plan B Basecamp: What to Do When Yosemite Campsites Are Unavailable](#)**

This article is designed to capture search traffic around camping in Yosemite, while encouraging readers to consider campgrounds in Mariposa County. It offers practical tips, workarounds, and local insights for when Yosemite campsites are fully booked.

#### **[True View Lodging in Yosemite Mariposa County](#)**

Aimed at travelers searching for scenic stays, this article highlights lodging options with beautiful views—from cozy cabins to charming bed & breakfasts—where natural beauty and comfort go hand in hand.

#### **[Ranch Rests: Southern Mariposa County](#)**

This story explores the diverse landscapes and lodging options in Mariposa County’s southern

region. Spanning nearly 1,500 square miles, Yosemite Mariposa County offers a wide range of terrain and experiences across eight distinct regions—ensuring visitors earn their rest after a full day of adventure.

### **Public Relations / Earned Media Update**

Earned media continues to be a valuable component of our strategy, offering third-party credibility and exposure without the cost of paid placements. Below are a few recent media features highlighting Yosemite Mariposa County:

#### **Dan Bernstein | Outdoor Wise Living**

Dan is behind the site Outdoor Wise Living and will be coming to create travel guides for all levels of hiker. Dan Bernstein is an outdoor enthusiast and content creator with a dedicated community of over 256k Instagram followers and a 4 million reach. Known for curating exceptional hiking experiences and travel destinations, Dan shares inspiring guides for hikers of all levels through his social platforms, website, and blog.

<https://www.instagram.com/p/DJhOKHLJohq/>

[https://www.instagram.com/p/Dloa4sQJ7\\_4/](https://www.instagram.com/p/Dloa4sQJ7_4/)

<https://outdoorwiseliving.substack.com/p/a-kid-friendly-visitor-guide-to-hidden>

#### **Diablo Magazine | in partnership with Gold Country Visitor Association**

This article covers places in both Tuolumne and Mariposa counties and gives a great overview of things to do outside of Yosemite's boundaries.

[https://www.diablogmag.com/travel-places/day\\_trips/one-fine-weekend-in-yosemite-national-park/article\\_1b282262-3cd8-4ef7-ae4e-a3b86663edaa.html](https://www.diablogmag.com/travel-places/day_trips/one-fine-weekend-in-yosemite-national-park/article_1b282262-3cd8-4ef7-ae4e-a3b86663edaa.html)

#### **Coming Up | IPW**

This June, YMCTB will attend IPW (International Pow Wow) in Chicago—one of the largest international travel trade shows in the United States. IPW connects destination marketers, travel trade professionals, and media from across the globe.

At the event, we'll meet with tour operators, travel agents, and journalists to strengthen existing relationships, establish new ones, and promote Yosemite Mariposa County as a premier international travel destination. Kim is scheduled to participate in 20 media meetings, further elevating our presence in key markets.

## YMCTB Social Media:

Website sessions	Mar-Apr	Total	% to Goal
Aggregate session totals	67,680	314,310	144%
<b>Facebook, National</b>			
Followers	6,797	156,012	242%
Link Clicks	96,752	535,285	30%
Engagement	383,103	1,178,737	39%
<b>Facebook, Local</b>			
Followers	164	3,384	--
<b>Instagram</b>			
Followers	2,472	106,563	239%
Engagement	156,912	789,174	92%
Profile Actions*	0*	1,054	38%
<i>* Metric can no longer be tracked.</i>			
<b>YouTube</b>			
Subscribers	314	3,857	199%
Total Watch Time (hours)	5,256	10,090	170%
Average % Viewed (YTD totals)		58.5%	+22.73%
<b>TikTok</b>			
Followers	69	20,399	29%
Engagement	2,556	25,885	42%
<b>Pinterest</b>			
Impressions	35,490	204,460	--
Engagement	1,990	11,080	--
Engaged Audience	1,380	6,959	--
<b>X</b>			
Followers	-149	43,254	--

## Highlights

- The loss of Facebook followers due to (presumably) backlash regarding national politics has not only stopped, but we enjoyed a particularly strong period of channel growth. We're currently at 242% of our year's goal. It's possible that this loss was from some kind of statistical/reporting problem on Meta's end.

- Our Instagram followers are similarly at 239% of our yearly growth goal.
- Our YouTube KPIs are all well above our yearly goals and/or targets. Our average percentage viewed KPI is almost double our ongoing goal.

### **Special Offers**

The number of visitors to the special offers page has increased exponentially over the previous year's numbers. The two-part reason for this growth is both an increased paid campaign via social media to drive traffic to the special offers page, and an organic desire by visitors to find the best deals they can get while traveling.

We have been able to maintain more than 20 specials offers per month thus far this fiscal year. Keeping an offer running is more essential than ever with worldwide inflation. Our goal is to always have as many eyes as possible on constituent properties. Those advertising in the specials section get far more visitation than those who are not.