

Executive Director Update:

August 14th, 2025

Tourism Development Director

Thank you to the HR Committee for their time in finalizing the interview process.

We had three highly qualified candidates for the position. Two were interviewed, and an offer of employment was made to the leading candidate.

A signed “tentative” offer letter has been received, with a start date in mid-September. The individual’s name will be announced to the board after they have tendered their resignation to their supervisor, who is currently out of the office on vacation.

Department of the Interior - Secretary Order 3434 – Supporting Gateway Communities

Please see the overview sheet in your packet, as well as the Secretary's order and the draft memo from the interim superintendent.

This outcome shows that a grassroots local effort can have nationwide impacts. After several years of working to increase the dialogue with YNP leadership, with the help of our local congressman, the Secretary of the Interior recognized that local expertise from local government, tourism, and business leaders is essential for federal land managers to seek and consider when making significant Federal Land impact decisions.

This order will give local rural communities a “seat at the table” across all of the USA.

STR or Smith Travel Research – new reporting coming

See the attached sheet.

Following the Secretary's Order, this may not have consequences beyond Mariposa County; however, it takes an item off my to-do list that has been at the top of the list for six years.

STR or CoSTR will assist in providing an occupancy snapshot of six participating properties, all located outside of YNP. Although this is not a county-wide occupancy number, it will represent a majority of lodging rooms, providing current month and year occupancy, and comparing this to prior year performance. We have never been able to view data in real-time shortly after travel occurs.

Additionally, this is critical for developers and investors to see real data on performance opportunities and upside. We believe two or more shovel-ready projects for lodging have been delayed due to the lack of this data. On the other hand, the downward trend in data may postpone a development, which in an underperforming market is crucial for all lodging businesses to avoid unnecessary inventory buildup.

Forecasts – loss in visitation – constituent email

The most recent constituent email outlined our current challenges and opportunities with lower international and domestic travel. Please refer to the email for details. I’ll highlight a few of these trends, including AirDNA data.

Fall focus, FAM (Familiarization) trips, international sales, and travel

October and November will be busy months for Travel Trade and PR/Media FAM visits. We have not initiated the lodging request process, as additional details are required from our trade partners.

If you have not hosted VIP FAM guests in the past but are interested in doing so, please request more information.

On the Trade side, we have a United Airlines – Australia Gate7 FAM in early October, followed by one of the most aggressive FAM schedules I've seen focused on the UK in conjunction with Visit California. The "Race Across California" will feature five groups of 10 qualified travel trade professionals, as well as possibly some influencers and media, for an "action-packed" non-stop adventure across California.

PR and media requests come from Jennifer Sweeney, our Domestic PR representation firm, as well as contacts Kim has made. Additionally, we are receiving requests from our New York IMM, Visit California event participation, and our international GSRs.

Travel Trade Sales Contacts for your Property

We are actively selling properties internationally to the vast travel trade and travel agent, tour operator, and receptive operator community. Like leisure, our goal is to provide leads for your sales teams to take advantage of contracting and dynamic inventory access to your business.

One attachment is a sales sheet with contact information for the individuals who were identified to represent you or your property.

We continue to engage through the referral process sent to you and ask the buyers or product managers we work with to contact us if progress with your property is not made. We encourage all of you to review the contact for your business, ensure the individual listed is correct, and that this individual is knowledgeable about international travel trade and why they are being contacted, trained, and that an expectation is set by you that they respond in a timely manner. We invest a significant amount of time in generating these sales leads on your behalf.

May 29th, 2025

Department of the Interior/Yosemite Concerns and Solutions (meeting)

On May 29th, I, along with several others, had the honor of presenting a discussion on the challenges, opportunities, and issues of working in a rural national park setting where the local economy was wholly dependent on the national park and tourism. We covered the challenges of working with different leadership groups and the varying levels of inclusion, which can significantly differ from one national park superintendent to another.

I was asked to discuss the changes in working culture, housing, and recruitment challenges in Yosemite for staff, concessionaires, and partners, as well as the impacts on tourism, our community, and visitors, past and present. These included worker and staff shortages, a lack of housing, transportation challenges.

One of the goals of this meeting was to ask for an MOU or Memo of Understanding, including inclusion when decisions are made for Yosemite's operations, as the impacts to the rural communities can be favorable or create unintended, negatively impactful outcomes.

OFFICIALS THAT ATTENDED THE PRESENTATION

Presenters are **BOLD**.

Karen Budd-Falen, Acting Deputy Secretary of the Interior

Tom McClintock, Congressman

Randolph M Lavasseur, Acting Regional Director – National Park Service

Raymond P McPadden, Acting Superintendent – Yosemite National Park

Matt Reed, Jonathan Casas, Tim O'Neill, and Kimberly Pruetz - Office - Congressman McClintock

Kathryn A Martin, DOI Communications Director

Murray Miller, Deputy Director DOI Congressional & Legislative Affairs

Thomas P Baptiste, Senior Advisor to the Director of the Department of the Interior

Andrew C Mott, Special Assistant DOI

Matthew J Schafle, Deputy Director, DOI Office of Congressional and Legislative Affairs

Deidre A Kohlrus, Director, DOI Office of Intergovernmental and External Affairs

Nathan Naidu, Deputy Director, DOI Office of Intergovernmental and External Affairs

Lee Zimmerman - Owner – Evergreen Lodge, First Light Resorts

Rhonda Salisbury - Visit Madera County

Jonathan Farrington - Yosemite Mariposa County Tourism Bureau

LOCAL GOVERNMENT - Presenting - Attending

Robert Macaulay - Madera County Supervisor

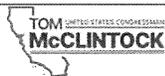
Jennifer Kiser - Mariposa County Supervisor

Paul McFarland - Mono County Supervisor

John Peters - Mono County Supervisor

Jaron Brandon - Tuolumne County Supervisor

OUTCOME



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Secretarial Order Supporting Gateway Communities Issued by the Department of the Interior



June 26, 2025 | Press Release

Washington, D.C. – Congressman Tom McClintock lauded the secretarial order signed yesterday by Interior Secretary Doug Burgum, ordering the National Park Service to enhance coordination between the parks and the Gateway communities that rely on them.

At signing ceremonies at the Department of Interior, McClintock said, "Our gateway communities depend on tourism for a large part of their economies. Many make their livelihoods by making visitor stays as comfortable and enjoyable as humanly possible. They comprise people who have spent their whole lives in and around Yosemite National Park and know it far better than the park employees who rotate in and out every few years. And yet, one of the greatest frustrations they have expressed to me is that they feel largely ignored and excluded from decisions that directly affect the park, its visitors, their local businesses and their communities."

"The secretarial order signed today changes that relationship fundamentally and directs park management to work in close consultation and partnership with the gateway communities. On behalf of those communities, I cannot thank the Secretary enough for listening to our concerns and acting so decisively on them."

McClintock continued, "I am confident that this secretarial order ushers in a new era of cooperation between the park and our local communities. Secretary Burgum has said that on his future visits, he intends also to meet with the gateway communities to get their candid assessments of management decisions and employee performance at the park and to get their ideas on how to improve hospitality and amenities. This is a breath of fresh air."

The secretarial order includes recognizing gateway communities as key stakeholders in System Unit management and planning and fostering transparent, ongoing communication between System Units and gateway leadership.

The order also designates a gateway community coordinator at each System Unit to serve as the primary point of contact for all matters related to State, Tribal, and local government engagement, regional coordination, and community partnership development.

A copy of the Secretarial order is [attached](#).



THE SECRETARY OF THE INTERIOR
WASHINGTON

ORDER NO. 3434

Subject: Strengthening Coordination with Gateway Communities

Sec. 1. Purpose. This Order establishes the Department of the Interior (Department) policy to enhance coordination and strengthen partnerships with gateway communities. These communities play a vital role in visitor management, conservation outcomes, and supporting the economic vitality surrounding public lands. Through this Order, the Department commits to deepening collaborative planning, meaningful engagement, and shared stewardship with gateway communities.

Sec. 2. Authority. This Order is issued under the authority of 43 U.S.C. § 1451 *et seq.*; the National Park Service Organic Act, as amended and supplemented 54 U.S.C. § 100101 *et seq.*; the challenge cost-share and cooperative agreement authorities, 54 U.S.C. §§ 101701–101702; and other applicable authorities.

Sec. 3. Gateway Communities – Definition. For the purposes of this Order, “gateway communities” are defined as cities, towns, Tribes, or unincorporated areas that are geographically adjacent to, or serve as the primary access point to a unit of the National Park System. These communities often provide critical infrastructure and services for System unit operations and visitors, including lodging, food services, emergency response, transportation, and recreation-related amenities.

Although diverse in size and governance, gateway communities share a mutual stake in the success, sustainability, and management of nearby Federal lands. Their proximity makes them highly sensitive to Federal land management decisions, including those affecting visitor access, resource protection, infrastructure development, fire mitigation, and tourism.

This definition includes communities that:

- Border or lie within a reasonable proximity of a System unit.
- Experience consistent economic, social, or environmental interaction with System unit operations.
- Provide essential services to visitors or System unit employees.
- Have a demonstrated interest in participating in collaborative planning and shared stewardship of System unit resources.

Sec. 4. Background. Gateway communities are essential partners in the success and sustainability of the National Park System. These communities provide critical infrastructure,

such as lodging, emergency services, transportation, and hospitality support that millions of park visitors rely on each year. Their proximity to Federal lands means that decisions made within a System unit—such as changes in access, visitor management strategies, or fee management—can have immediate and lasting impacts on local economies, housing markets, public safety services, and environmental conditions.

In many cases, gateway communities also serve as stewards of the lands and cultural and historical resources surrounding a System unit and contribute to the visitor experience through education, interpretation, and local initiatives. Yet, despite their central role, engagement with these communities has been inconsistent across System units and often lacks a formal structure for input or participation in planning and decision-making processes.

Strengthening engagement with gateway communities ensures that the Department upholds its obligations to support balanced, sustainable use of public lands while reinforcing the importance of local voices in Federal land management. Community input is vital to successful planning, conflict resolution, and long-term partnerships that benefit both the American public and the protected landscapes they cherish.

Sec. 5. Department Policy. The Department's policy is to:

- a. Recognize gateway communities as key stakeholders in System Unit management and planning.
- b. Foster transparent, ongoing communication between System units and gateway leadership.
- c. Leverage Federal programs and authorities to support the needs and capacities of gateway communities.
- d. Institutionalize accountability for community engagement within National Park Service management practices.

Sec. 6. Required Actions.

- a. **Formal Engagement.** The National Park Service Director (Director) shall ensure that:
 1. Each System unit conducts at least one quarterly coordination meeting with gateway community leadership.
 2. Each System unit documents and considers gateway community input in general management plans, environmental assessments, environmental impact statements, visitor use strategies, and fee proposals.
 3. For purposes of this Order, any applicable Tribal consultation shall constitute formal engagement.
- b. **Early Notification on Major Changes.** System units must engage early with gateway communities when proposing any actions that may affect local access,

tourism flows, or regional economic activity. Engagement must occur before any public comment period opens.

- c. **Technical and Financial Support.** The Director shall:
1. Maximize the use of existing authorities—including cooperative agreements, the Challenge Cost Share Program, and the Federal Lands Access Program—to support gateway community needs, including transportation, housing, emergency services, and infrastructure.
 2. Provide technical assistance to communities seeking Federal support or pursuing grant opportunities for community development and resilience.
- d. **Gateway Community Coordinator.** The Director shall require that each System unit designate a Gateway Community Coordinator to serve as the primary point of contact for all matters related to State, Tribal, and local government engagement, regional coordination, and community partnership development. This role may be assigned as a collateral duty or incorporated into an existing position, depending on the System unit's size and structure. The Gateway Community Coordinator shall:
1. Facilitate ongoing communication and coordination with gateway community leaders.
 2. Ensure timely engagement and incorporation of community input into relevant System unit planning and decision-making processes.
 3. Support the implementation of Department guidance on best practices for community engagement.
 4. Elevate issues requiring cross-jurisdictional or interagency coordination to the appropriate regional or national offices.
- This approach promotes localized accountability and ensures every System unit has a designated liaison for meaningful gateway community collaboration.
- e. **Performance and Accountability.** Beginning in fiscal year 2026, superintendents of System units will have their performance appraisals include an evaluation of community engagement efforts, including responsiveness to local input, frequency and quality of engagement, and use of support programs.

Sec. 7. Reporting and Evaluation. Within 180 days of the issuance of this Order, the Director shall submit an initial report to the Secretary summarizing:

- The baseline level of engagement with gateway communities across all System units.
- The designation status of Gateway Community Coordinators at each System unit.

- Progress toward implementing the engagement, coordination, and support measures described in this Order.
- Recommendations for improving System unit-community collaboration, including best practices, training needs, or policy adjustments.

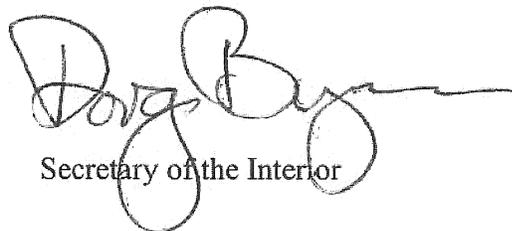
Each subsequent year, the Director shall submit an annual update to the Secretary that includes:

- A summary of engagement activities and outcomes across System units.
- Metrics and case studies illustrating successful coordination efforts.
- System unit-specific challenges and corrective actions taken.
- Recommendations for enhancing accountability and consistency in community engagement efforts.

These reports shall inform Departmental strategic planning, performance evaluation frameworks, and any future policy refinements.

Sec. 8. Effect of the Order. This Order is intended to improve the internal management of the Department and to promote consistent and meaningful coordination with gateway communities. This Order and any resulting reports, directives, or actions are not intended to, and do not, create any right or benefit, substantive or procedural, enforceable at law or equity by any party against the United States, its departments, agencies, instrumentalities, or entities, its officers or employees, or any other person. To the extent that there is any inconsistency between the provisions of this Order and any Federal laws or regulations, those laws or regulations shall govern and control.

Sec. 9. Effective Date. This Order is effective immediately and remains in effect until amended, superseded, or revoked.



Secretary of the Interior

Date: **JUNE 25 2025**

General Agreement

Among

National Park Service

And

Madera County

Mariposa County

Mono County

Tuolumne County

Yosemite Gateway Partners, a private, tax exempt, not for profit, public benefit corporation organized under California State Law and a 501 (c) (3) organization

For a “Gateway Charter”

This General Agreement is entered into by the National Park Service, Madera County, Mariposa County, Mono County, Tuolumne County, and Yosemite Gateway Partners (jointly referred to as the “Parties”) to establish a Gateway Charter to enhance coordination and strengthen partnerships among the Parties.

1. Background and Purpose

The purpose of this Agreement is to enhance coordination and strengthen partnerships between Yosemite National Park and gateway communities by establishing a framework for engagement. This Agreement implements the spirit and intent of Secretarial Order 3434, *Strengthening Coordination with Gateway Communities*, signed by Secretary of the Interior Doug Burgum on June 25, 2025. The framework will describe regularly scheduled meetings, including representation, frequency, format, etc.

This agreement complements the *Yosemite National Park Community Engagement Strategy*, currently being developed.

2. Meeting Representation

Each of the 4 counties will designate 3 representatives at their discretion; representatives could be County Supervisors (i.e. elected representatives), tourism bureau representatives, business leaders or community members. The Clerk of the Board of Supervisors (or equivalent position) will notify the NPS of designated representatives for their County. Counties may change their

representatives at any time by having the Clerk notify NPS. NPS will have no role in the selection of County representatives.

Yosemite Gateway Partners (YGP), a 501 (c) (3) organization, will have 1 representative, the YGP Chair. NPS has no role in the selection of the YGP Chair.

Yosemite National Park will have 1 representative, the Superintendent. The Park's Gateway Community Coordinator will attend all meetings and help develop agendas. Depending on the agenda for each meeting, the Superintendent will invite certain members of the Park's Leadership Team and subject matter experts.

3. Meeting Purpose

In accordance with SO 3434, representatives will have an opportunity for input or participation in NPS' planning and decision-making processes at these meetings.

Individual representatives will have the opportunity to provide information, ideas, opinions, viewpoints, feedback, etc. In accordance with federal law, the group cannot seek consensus and decisions cannot be made by NPS at these meetings.

4. Meeting Frequency

Regularly scheduled meetings will be quarterly, generally in October, February, May, and August.

5. Meeting Format

Meetings will be in-person with a virtual option when weather or road conditions dictate.

Meetings can be held in Yosemite or in any gateway county.

Facilitation will rotate among NPS and the four Counties, with NPS facilitating the first four meetings and subsequent facilitation to be determined. The facilitator will develop an agenda for each meeting, soliciting input from each representative.

6. Authorities

Pertinent authorities of each agency are listed on the signature page of the applicable agency.

7. Non-binding Nature

This agreement is a voluntary initiative. It does not create any legally binding rights or obligations and creates no legally cognizable or enforceable rights or remedies, legal or equitable, in any forum whatsoever.

8. Compliance with Applicable Laws

Nothing in this agreement is intended to conflict with current law or regulation or the directives of the Parties.

9. Term of Agreement and Effective Date

This agreement will become effective on the date of the final signature and will expire 5 years after that date.

10. Signatures of Authorized Representatives

Each of the undersigned represents and warrants that they are authorized to execute this General Agreement on behalf of their respective agency.

DRAFT

CoSTR or Smith Travel Research & YMCTB

STR, which stands for Smith Travel Research, is a leading provider of data benchmarking, analytics, and marketplace insights for the global hospitality industry. It was acquired by [CoStar Group](#) in 2019. STR provides detailed performance data on hotels, including occupancy rates, average daily rates (ADR), and revenue per available room (RevPAR), enabling hotels to compare their performance against competitors and make informed decisions.

- **What STR does:**

STR collects and analyzes data on hotel performance, including occupancy, ADR, and RevPAR.

- **How STR works:**

Hotels subscribe to STR's services and contribute their data, which STR then aggregates and provides back to subscribers in the form of reports, enabling them to benchmark their performance against that of their competitors.

- **CoStar's role:**

CoStar Group, a provider of online real estate marketplaces, acquired STR in 2019. This acquisition expanded CoStar's reach into the hospitality sector and integrated STR's data with CoStar's broader commercial real estate offerings.

- **Benefits of STR:**

STR reports help hotels identify areas for improvement, understand market trends, and make strategic decisions to optimize revenue and profitability.

Who uses STR:

Major hotel brands, owners, operators, investors, and other industry stakeholders rely on STR data.

- **Key metrics:**

STR focuses on key performance indicators (KPIs) like occupancy rate, ADR, and RevPAR to help hotels understand their performance relative to their competitive set.

- **Can cities or counties benefit from STR Data?**

Yes, both cities and countries can significantly benefit from using data and insights provided by [Smith Travel Research \(STR\)](#) and [CoStar Group](#). STR focuses on the hospitality industry, offering data on hotel performance, while CoStar provides broader commercial real estate information. These resources can help inform strategic decisions, identify growth opportunities, and improve overall economic development.



Yosemite Mariposa County Tourism Bureau – Lodging and Attractions Information

Yosemite Hospitality in Yosemite National Park

Lodging directly on the Valley floor just moments away from all the attractions Yosemite has to offer.

- **The Ahwahnee Hotel** – in Yosemite Valley
Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/the-ahwahnee-hotel/>
One of the crown jewels of national park lodges. This hotel is a must-visit destination within Yosemite Valley for its dining, décor and architecture that complements the natural setting of the park. Built in the 1920s, the hotel has a storied history of hosting presidents and royalty within its walls. The property features 97 hotel rooms and 24 cottages.
- **Yosemite Valley Lodge** – in Yosemite Valley
Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemite-valley-lodge/>
A favorite choice for families and large groups, the lodge is located directly across from Yosemite Falls and offers 245 traditional rooms. Yosemite Valley Lodge is a hub for activities and a convenient center for dining, shopping, and other services.
- **Curry Village** – in Yosemite Valley
Webpage: <https://www.yosemite.com/places-to-stay/cabins/curry-village/>
Nestled in the heart of Yosemite Valley, in an incredible location just below Half Dome and Glacier Point, this “Village” is a unique and scenic place for families visiting Yosemite National Park. Curry Village offers lodging of all types, including 46 cabins with private bathrooms, 14 cabins with shared bathroom, 403 heated and non-heated tents, and 18 cozy motel rooms. There are also multiple dining options in Curry Village
- **Wawona Hotel** – in Wawona – Highway 41 (**Temporarily Closed for Restoration, Reopening 2027**)
Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/wawona-hotel/>
Conveniently located just inside the south entrance of Yosemite National Park, approximately 23 miles from Yosemite Valley, the hotel offers easy access to the Mariposa Grove of Giant Sequoias. This national historic landmark comprises six whitewashed Victorian buildings. Accommodations consist of 50 standard hotel rooms with private bath and 54 standard hotel rooms with shared bathrooms. Wawona Hotel’s rooms feature antique furnishings and authentic Victorian era décor.

Yosemite Hospitality Contact – groupsales@travelyosemite.com

Yosemite Resorts in El Portal – Highway 140

With over 600 rooms these two properties provide an outstanding location and reasonable pricing to visitors, with some of the closest access to Yosemite Valley

- **Yosemite View Lodge**
Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemite-view-lodge/>
Yosemite View Lodge delivers just what the name suggests. As the closest resort accommodations to Yosemite National Park and a gateway to Yosemite Valley, this hotel has been thoughtfully designed to span the edge of the majestic Merced River and provide gorgeous views from rooms with balconies.
- **Yosemite Cedar Lodge**
Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemite-cedar-lodge/>
Friendly and affordable, Yosemite Cedar Lodge is the ideal choice for cozy and picturesque accommodations just eight miles from Yosemite National Park!

Yosemite View Lodge Contacts – yvlgroups@yosemiteresorts.net, vcarballido@yosemiteresorts.net

Yosemite Cedar Lodge Contact – troman@yosemiteresorts.net

Yosemite Resorts Contact – Jessie Fischer jessie@yosemiteresorts.com

The Redwoods in Yosemite in Wawona – Highway 41

Webpage: <https://www.yosemite.com/places-to-stay/cabins/the-redwoods-in-yosemite/>

The Redwoods offers year-round vacation home rentals and a public event center located inside Yosemite National Park. Choose from 120 fully equipped cozy cabins and spacious luxury homes located in Historic Wawona. Many homes are pet friendly. The Wedding & Event Center comfortably seats 100 for group meetings and 80 for formal dining.

The Redwoods Contact – Yuli Gotsev Yuli@RedwoodsInYosemite.com

Foothill Hospitality in the town of Mariposa – Highway 140

- **Best Western Plus Yosemite Way Station**

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/best-western-plus-yosemite-way-station/>

The Best Western Plus Yosemite Way Station is the perfect place to stay when traveling in California's gold country. Conveniently located on State Highway 140 and only 32 miles from Yosemite National Park. This property includes 78 rooms.

- **Mariposa Lodge**

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/mariposa-lodge/>

Enjoy spacious guest rooms at Mariposa Lodge. Located about an hour from Yosemite, this location is pet-friendly so the whole family can enjoy all Yosemite has to offer. The Location boasts 45 rooms with free wireless Internet access and cable television.

- **The Monarch Inn**

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/the-monarch-inn/>

This property contains 47 rooms and can accommodate groups.

Foothills Hospitality Contact – Angie Phan sales@amruthq.com

Tenaya at Yosemite - The Lodge / Cottages / Explorer Cabins in Fish Camp – Highway 41

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/tenaya-at-yosemite/>

354-unit First Class/Full-Service Resort with multiple restaurants, indoor and outdoor pools, and Assent Spa, located 2 miles from Yosemite National Park's South Entrance. There are also 60 Tri-Plex Cottages, a short walk from the lodge, and a selection of dining options. Surrounded by towering sugar pines and incense cedars, the 50 spacious Explorer Cabins offer families, couples, and groups of friends a more private, personalized way to experience the beauty and adventure of Yosemite National Park. Tenaya also offers over 16,000 square foot event space.

Delaware North Group Inquiries - groupevents@delawarenorth.com, Stefanie Grey sgray1@delawarenorth.com

Delaware North Wholesale Inquiries - FIT@delawarenorth.com Don Foste - dfoste@delawarenorth.com

AutoCamp Yosemite in Midpines – Highway 140

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/autocamp-yosemite/>

Nestled in the Sierra Nevada Mountains, AutoCamp Yosemite features a 4,000 square ft clubhouse with reception, meeting space, indoor/outdoor lounge areas, a scenic roof deck, and an outdoor swimming pool. Accommodations include 15 luxury tents, three cabin suites and 80 deluxe Airstream trailers.

Booking: GDS chain code is WV. Requires a direct connection via SynXis for any bulk distribution. AutoCamp only supports dynamic, non LRA rates and requires a direct dynamic connection via SynXis.

AutoCamp Dynamic inventory Contact - David Ollom dollom@autocamp.com

Groups and Tour Contact – Emerald Wong emerald@autocamp.com

Yosemite Bug Rustic Mountain Resort in Midpines -Highway 140

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemite-bug-rustic-mountain-resort/>

The Yosemite Bug Rustic Mountain Resort offers a magical scene with cabins on stilts dotting the mountainside where walking is part of the experience. An old camp that dates from the 1930's, Yosemite Bug now offers 47 private hotel-style rooms in cabins, tent cabins, hostel cabins, house rentals along with meeting facilities, a health spa and a highly regarded restaurant. A favorite among backpackers and young families, this fun location is just 27 miles downstream from Yosemite Valley itself.

Yosemite Bug Rustic Mountain Resort Contact – Douglas Shaw douglas@yosemitebug.com

Quality Inn Yosemite Valley Gateway in the town of Mariposa – Highway 140

Webpage: <https://www.yosemite.com/places-to-stay/quality-inn/>

Tucked into a lovely spot in the hills near Yosemite National Park, the unique and historic Victorian-style Quality Inn Yosemite Valley Gateway welcomes travelers to a spectacular part of California. The property includes 59 rooms with amenities such as free wireless internet and a complimentary breakfast.

Quality Inn Yosemite Valley Gateway Contact – Gopal Das gd.qualityinn@gmail.com

Yosemite Miner's Inn in the town of Mariposa – Highway 140

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemites-miners-inn-motel/>

Miner's Inn is a great place to stay to experience Yosemite's beauty and wonder up close. With 78 rooms and suites, free wireless internet, and complimentary breakfast, visitors can enjoy a comfortable stay.

Yosemite Miner's Inn Contact – Terri terri@yosemiteminersinn.com

River Rock Inn in the town of Mariposa – Highway 140

Webpage: <https://www.yosemite.com/places-to-stay/river-rock-inn/>

Nestled in the heart of downtown Mariposa, the historic River Rock Inn offers 9 rooms and a relaxing garden patio setting. The onsite coffee shop, *Sticks Coffee*, offers specialty coffees, sweets, and light breakfast options. It is the perfect location for Individuals and small groups during their Yosemite stay.

River Rock Inn Contact – Keith Erickson riverrockinnanddeli@gmail.com

Buck Meadows Lodge in Buck Meadows – Highway 120

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/buck-meadows-lodge/>

Located only 12 miles from Yosemite National Park, Buck Meadows Lodge offers clean and comfortable motel rooms for the budget-minded traveler visiting Yosemite. The property hosts 10 rooms, 3 of which are pet-friendly, and the on-site Lucky Buck Café is a terrific location for a hearty breakfast.

Buck Meadows Lodge – Contact – Raj Patel raj.patel@innsight.com

Yosemite Westgate Lodge in Buck Meadows – Highway 120

Webpage: <https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemite-westgate-lodge/>

Conveniently located near scenic Highway 120, the hotel is only 12 miles from the Big Oak Flat "Westgate" entrance to Yosemite National Park. Along with 48 spacious guest rooms, the location offers complimentary wireless internet, pool and spa, and on-site seasonal restaurant.

Yosemite Westgate Lodge – Contact – Raj Patel raj.patel@innsight.com

TOURS and TRANSPORTATION:

Discover Yosemite

Offering new Highway 140 Tours - Commissionable

Webpage: <https://www.yosemite.com/things-to-do/leisure-activities/discover-yosemite-inc/>

Contact – jennifer@discoveryyosemite.com

Incredible Adventures - Commissionable

Webpage: <https://www.yosemite.com/things-to-do/adventure-activities/incredible-adventures/>

Contact – info@incadventures.com

YARTS (Yosemite Area Regional transport System)

Webpage: <https://www.yosemite.com/plan-your-trip/travel-responsibly/yarts/>

Contact – Tickets@yarts.com

ATTRACTIONS:

Skydive Yosemite

Webpage: <https://www.yosemite.com/things-to-do/adventure-activities/skydive-yosemite/>

Contact – Paul Wignall, paul@skydiveyosemite.com

Yosemite Air Tours

Webpage: <https://www.yosemite.com/things-to-do/leisure-activities/airborn-aviation-services/>

Contact – airborrnaviation@gmail.com

Zephyr Whitewater Rafting

Webpage: <https://www.yosemite.com/things-to-do/adventure-activities/zephyr-whitewater-expeditions/>

Contact – raft@zrafting.com

OARS white water rafting

Webpage: <https://www.yosemite.com/things-to-do/adventure-activities/oars-river-rafting/>

Contact – Steve Markle, stevem@oars.com

Wildland Trekking

Webpage: <https://www.yosemite.com/things-to-do/adventure-activities/southern-yosemite-mountain-guides/>

Contact – Liz Lucas elizabeth.lucas@wildlandtrekking.com

YExplore Hikes and tours

Webpage: <https://www.yosemite.com/things-to-do/adventure-activities/yexplore-yosemite-adventures/>

Contact – John Degrazio john@yexplore.com

Yosemite Trails Horseback Riding

Webpage: www.yosemite.com/what-to-do/yosemite-trails-horseback-adventures/

Contact – info@yosemitetrails.com

Splash & Dash at Lake McSwain

Webpage: <https://www.yosemite.com/things-to-do/adventure-activities/splash-n-dash-aqua-park/>

Contact – info@mysplashndash.com

Museums – General regional Overview - <https://www.yosemite.com/things-to-do/arts-and-culture/museums/>

- **Mariposa Museum and History Center** - <https://www.yosemite.com/things-to-do/leisure-activities/mariposa-museum-history-center/>
- **California State Mariposa Mining and Mineral Museum** - <https://www.yosemite.com/things-to-do/leisure-activities/california-state-mining-mineral-museum/>
- **Yosemite Climbing Museum** - <https://www.yosemite.com/things-to-do/leisure-activities/yosemite-climbing-association-museum/>
- **Northern Mariposa History Museum** - <https://www.yosemite.com/things-to-do/leisure-activities/northern-mariposa-county-history-center/>

Additional “Things To Do” outside of Yosemite: www.yosemite.com/100-things-to-do-in-mariposa-county/

2024/2025 Year-End Marketing Report

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2024/2025 Year-End Marketing Report

KPIs for Yosemite.com (data from Noble Studios)

The 2024/25 fiscal year ended strong, with YoY growth across key performance indicators.

Primary KPI - Partner Referrals:

Despite the challenges caused by Google’s search engine modifications (i.e. AI, zero-click answers, “people also ask”, and direct booking options from searches), Yosemite.com has continued to provide a significant number of lodging referrals. At 96% to goal and less than 1% decrease from the previous



year, the results are



remarkable. Adjustments are already being made to strengthen Yosemite.com as a source of information for Google’s algorithms.

Total Partner referrals (including lodging, things to do and dining) were also close to meeting goal with 98.23% and 2.2% over last year’s total.

Primary KPI – Organic and International Sessions:

Organic Performance was a standout, exceeding expectations with **organic sessions at 103%** of our target and grew 7% YoY, despite declines in second half of the year due to shifts in the search landscape changes and attribution methods.



This is a testament to the strong content and search engine optimization efforts that continue to impact positively the amount of traffic to the site. In 2025/2026 we **anticipate organic traffic will fluctuate drastically** as AI-powered search tools evolve and the search landscape remains in constant flux.

Our Paid sessions also exceeded goal at nearly 141%, a 21% increase YoY!

The website continues to see technical and content-focused revisions to increase our efficacy as technology advances. We are currently researching potential AI-powered tools within our site. In 2024/2025, YMCTB set out to launch the new Wander tool to help visitors plan their trip which will go live in Q1 of 2025/2026.

Search Engine Optimization

As mentioned above, organic search was a top traffic source for Yosemite.com in FY 2024/25, even as AI-powered, no-click search results on platforms like Google made visibility more competitive. Overall, **organic traffic grew 7% year-over-year** (1.46M vs. 1.37M sessions), and **Page 1 keyword rankings jumped 25%** (177.9k vs. 141.8k), signaling strong SEO performance and content discoverability.

However, lodging, camping referrals, and **Book>Direct actions from organic search declined 12%** (278k vs. 317k), highlighting the need to adapt conversion strategies to evolving search behaviors and (search engine results page) SERP formats.

We are working closely with Noble Studios to monitor these rapid shifts, particularly the impact of AI on search visibility, and are actively evolving our SEO approach to remain competitive in this changing landscape.

Content Creation

YMCTB's content calendar has long been a valuable tool for planning timely, SEO-driven stories that drive website visitation. In 2025/26, we **transitioned to an updated system** that aligns closely with organizational goals, seasonal campaigns, and SEO strategy, with content now planned at least four months in advance in collaboration with Noble Studios.

The new calendar functions as a centralized hub for website content, PR, social media, newsletters and video, streamlining workflows, preventing duplication, and saving valuable time, while supporting both new article creation and strategic rewrites. Quarterly planning meetings now map content two seasons ahead, ensuring alignment across teams and platforms while maintaining flexibility to adapt to crises and evolving travel trends, all with the goal of increasing engagement with Yosemite.com and delivering inspiring, brand-aligned stories year-round.

With the introduction of Google’s new AI-powered search experience (SGE), we’ll also need to adapt how we approach content creation. Google’s evolving algorithm now places even more emphasis on E-E-A-T (**Experience, Expertise, Authoritativeness, and Trustworthiness**). Our goal is to consistently provide the best, most helpful content on the internet, something we’ve already worked hard to do. However, we still have room to grow, particularly by incorporating more local voices and subject-matter experts to further strengthen the authenticity and credibility of our storytelling.

Digital Paid Marketing Overall

Our digital paid media includes all digital placements made by Noble Studios, including search engine marketing, social media (Meta and YouTube), display, Google Demand Generation and Performance Max, Connected TV (CTV), etc.

By the numbers, our paid marketing achieved the following:

- Total Spend: \$996,289 (note: this includes traditional print costs)
- Total Impressions: 92,243,115
- Total Sessions: 1,678,600 (23% increase YoY) / Engaged Sessions (18% increase YoY)
- Total Partner Referrals: 150,965 (35% increase YoY)

Shutterbugs	Families	Culture/History
		
Photography enthusiasts. Our research shows that this audience skews majority younger, so we would like to test a slightly younger age bracket for this	Family vacationers who want to explore Yosemite's natural wonders and things to see, do and eat in Mariposa County. Ages 25-64. HHI \$90k+.	History lovers who want to delve into Mariposa County's Gold Rush legacy and Native American heritage, while art enthusiasts can appreciate the local creations and historic architecture. Ages 25-64. HHI \$90k+

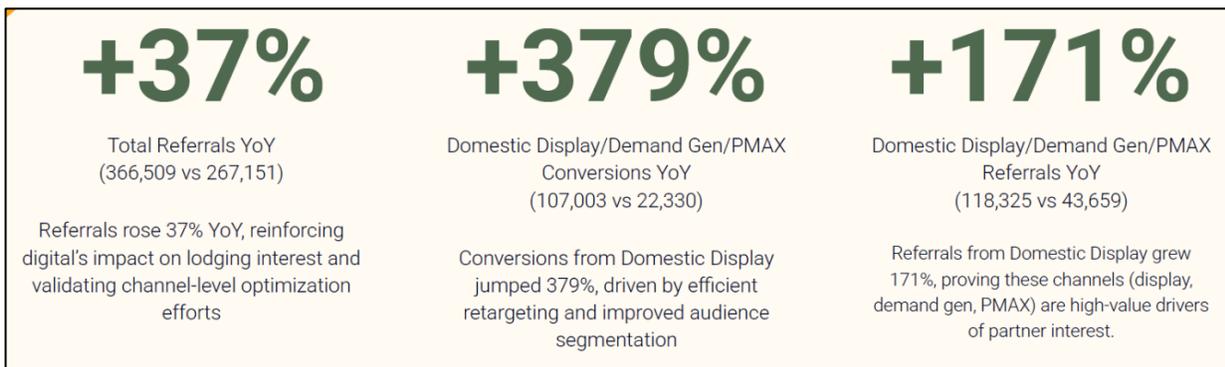
Outdoor Adventure	Campers	Remarketing
		
Active adventurers who enjoy vacations involving sightseeing and outdoor activities. This audience is ready for new things and loves a physical challenge as much as they love a leisurely day spending time together. Ages 25-64. HHI \$90k+	Novice or experienced campers wishing to camp in Yosemite Mariposa County. Ages 25-65+. HHI \$90k+ Campers Remarketing: Users who have visiting any camping-related page on the website are then served with remarketing messaging to book a hard-sided lodging option.	Remarket users who have visited the website with messaging to book a hard-sided lodging option.

We targeted six audiences in 2024/2025. These groups continue to have success in our marketing efforts. The one addition for the year was the History & Culture audience. That audience was developed out of the updated HMA study from 2024 and proved to be very successful, often outperforming several others.

For 2025/2026 the audiences will get another adjustment, this time to reflect our specific messaging around midweek travel. The Shutterbugs audience will be replaced by a “Midweek Retirees” audience.

Digital Paid Media

Our largest annual investment continues to be in the form of digital paid media not including SEM spend noted below. With a budget of \$442,000, the results for digital paid media were significantly improved in 2024/2025 vs the prior year. Here is how Noble Studios summed up the results:



Search Engine Marketing (SEM)

Our total budget for SEM in 2024/2025 was \$216,000. With that budget, we were able to consistently deliver very good results. The industry average click-through-rate (CTR) for paid search is around 3.2%. YMCTB results significantly exceeded that figure, with Paid Search delivering a CTR of 17.73% and a conversion rate (CVR) of 42.64%, reflecting both strong targeting and compelling ad copy.

Noble Studios summarized the final month of the last fiscal year with the following data:



Noble performs a continuous assessment of our spending with each metrics presentation. We rely heavily on them to make sure that we are getting the best click through rate (CTR) and conversion rate (CVR) with our paid search.

Social Media

Website sessions	May-Jun	Total	% to Goal
Aggregate session totals	508,563	508,563	200%
Facebook, National			
	May-Jun	Total	% to Goal
Followers	5,772	161,784	366%
Link Clicks	138,409	673,694	38%
Engagement	395,979	1,574,716	52%
Facebook, Local			
	May-Jun	Total	% to Goal
Followers	164	3,449	--
Instagram			
	May-Jun	Total	% to Goal
Followers	893	107,456	239%
Engagement	81,990	871,164	101%
Profile Actions*	0*	1,054	38%
<i>* Metric can no longer be tracked.</i>			
YouTube			
	May-Jun	Total	% to Goal
Subscribers	177	4,034	239%
Total Watch Time (hours)	1,780	11,870	200%
Average % Viewed (YTD totals)		57.6%	+21.80%
TikTok			
	May-Jun	Total	% to Goal
Followers	923	21,322	75%
Engagement	6,456	32,341	53%
Pinterest			
	May-Jun	Total	% to Goal
Impressions	31,470	204,460	--
Engagement	1,880	11,080	--
Engaged Audience	1,280	6,959	--
X			
	May-Jun	Total	% to Goal
Followers	-149	43,254	--

2024-2025 Summary: Social Media Trends

Last year, public opinion of social media became noticeably more negative, especially among younger users like Gen Z. Trust in platforms has declined, with many citing concerns over mental health, misinformation, and privacy. A growing number of users reported actively cutting back on usage or quitting entirely. There was a rising desire for more authentic, less algorithm-driven content.

Conversely, social media continued to expand globally, with more users and more time spent online. People increasingly relied on social media as their primary news source. However, instead of traditional news outlets, many now depend on influencers and commentary threads to interpret current events. World-wide, governments have responded with increased regulation, especially regarding youths.

Public views on AI have also become more skeptical, particularly regarding social media. People expressed distrust in how platforms use AI for content curation, moderation, and user targeting. Compared to other tech sectors, social media companies are less trusted to utilize AI responsibly. Concerns include the spread of misinformation, loss of user control, and lack of transparency in AI decision-making.

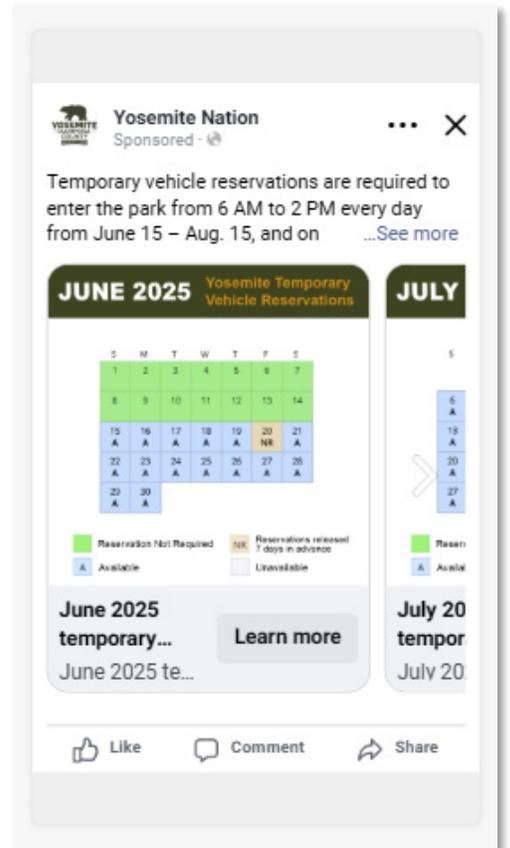
Year-End Highlights

- The year saw a divergence of those KPIs based on Followers versus those based on engagement and link clicks. Overall, it has been a very successful year.
- Despite February's loss of Facebook followers due to backlash regarding national politics, it was a short-lived event. We ended our year with our Followers KPI at 366% above goal.
- Our Instagram Followers KPI similarly ended the year at 258% of our yearly growth goal.
- Our YouTube KPIs are all well above our yearly goals. Our average percentage viewed KPI is almost double our ongoing goal.
- TikTok saw the lowest channel performance. This is likely due to the extreme "virality" on the platform, where an exceptionally well-performing post can skew the entire year's results. This makes gauging and projecting results especially difficult. We continue to learn and update our tactics as we grow on this channel.
- The "Profile Actions" KPI on Instagram was discontinued late last Fall. The KPI total remains inconclusive and has been dropped from our tracked metrics for 2025-2026.

Top Posts



Left: Top organic post on Facebook, an Instagram share of a reel focused on the beauty of winter in Yosemite. 27k engagements, 1,744 shares.



Right: The top paid Facebook/Meta post was this one which informed travelers how easy it was to obtain a vehicle reservation to visit the park. 3.5 million impressions, 31k link clicks.

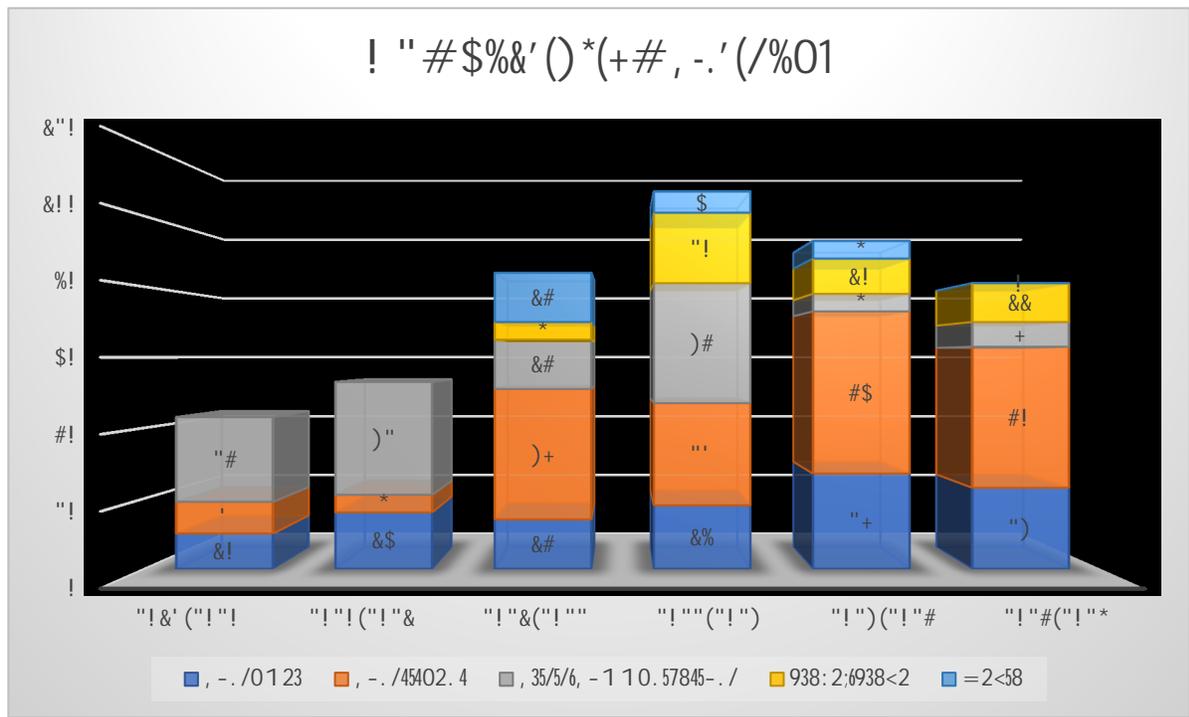


Left: Top paid YouTube, spring 2025 30-second ad. 226k views for 1,882 hours of view time.

Email / eCRM

Emails Sent: In 2024/2025 there were 81 emails sent. This is a drop from prior years due to the fewer number of crisis communications sent. (93 in 2023/24)

- Consumers– we sent out a total of 23 emails to consumers.
- Constituents – 47 emails were sent out to lodging and other businesses, including 5 emails regarding board meetings, 5 AirDNA reporting emails, and 7 crisis communications regarding fires and potential government shutdowns.
- Travel Trade – there were 11 emails sent during the year, including specific updates on critical information for international travelers.



Audiences:

There are five audiences that are tracked within our service provider Mailchimp. Due to the increases in the number of subscribers, in spring 2025 we have had to increase our Mailchimp account to a higher level (75,000 to 100,000).

Consumer List: As of June 30, 2025, the consumer list had 73,080 subscribers, an increase of 15.5% over last year at the same time. Much of the growth of the list is due to our Meta lead generation. It is important to note that we have not completed a re-engagement campaign yet this year.

Constituent List: As of June 30, 2025, the constituent (local lodging and other businesses) list had 993 recipients, an increase of 49.5% over prior year. We have been more consistent in

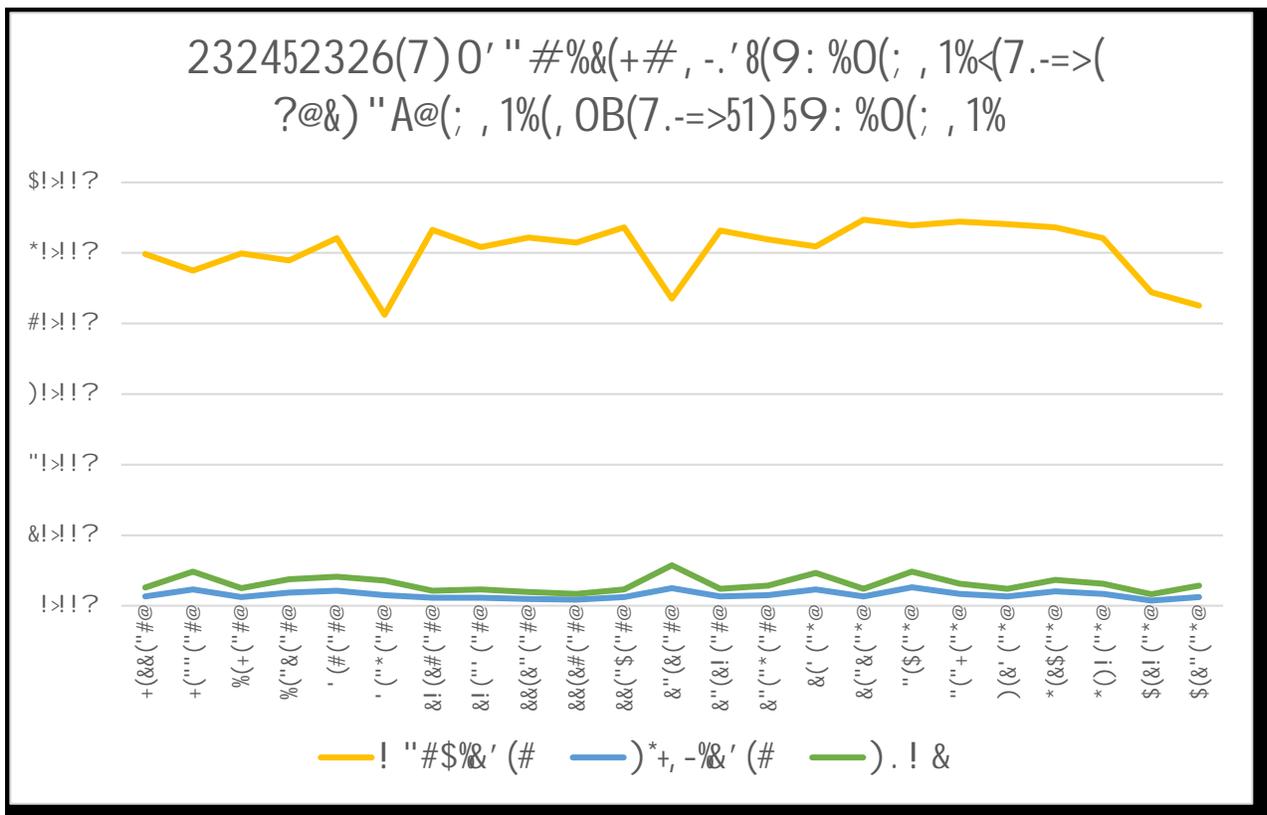
adding constituent contact information as we are now receiving regular updates from the County.

Travel Trade List: As of June 30, 2025, the travel trade list has 1,458 subscribers, a 102% increase YoY.

Media List: As of June 30, 2025, the media list has 205 subscribers, a 15% increase YoY.

Meeting Planners: We have a placeholder list for this type of subscriber and intend to populate this list within the next year.

Open Rates: This chart for 2024/2026 shows the Open Rates for emails as well as the Click Through Rate (rate of clicks for all emails sent) and the Click-to-Open Rate (rate of clicks for all emails opened). Our overall CTR is 1.61%, right on target with industry standards at 1.6%!



Consultant Added

In Q4 of 2024/2025 we hired an email marketing consultant. Once the content is written the consultant manages consumer email design, testing and launching and will soon be handling our constituent, travel trade and media emails as well. Other strategies, such as re-engagement campaigns and drip emails to new subscribers are part of the consultant's scope of work.

Traditional Print

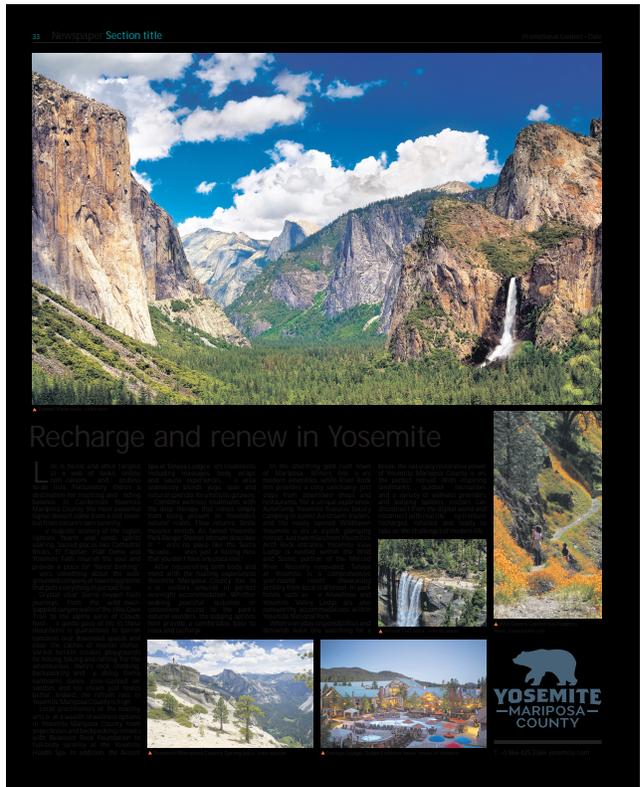
Opportunities for traditional print media are solely reliant on co-op partnerships. If our lodging partners are not interested in or do not have the budget for print, then our media buys in this area adjust accordingly.

For the year 2024/2025, we had a budget of \$125,000 but only spent \$93,200 on print media.

Our focus primarily remained on the drive market, especially in the Bay Area and Los Angeles, and greater California. Noble Studios placed 10 different ads, including ones in "Discover Mariposa County", "Mariposa County Fair" program, Visit California's A5-5&, Visit California's B, and C, Some additional ads were placed in domestic and international publications, including



E*!)7, "/F)



7D\$)3' /("5/%)

Co-Ops

Co-op marketing programs have been requested by our board as part of our services to provide lower-cost options for lodging partners unable to participate in larger media outlets. Providing co-op opportunities are time consuming. YMCTB works with Noble Studios to select options for

fall, winter and spring; pays at least 30% of each ad's costs; collaborates with the partners for content; and oversees the production of a print ad, email or digital native ad.

Our co-op program in 2024/2025 continued to show strong interest from our partners, including

participation from a vacation rental owner. Our co-op reimbursements were lower than the prior year, however. The total combined reimbursements for both print and digital media totaled \$50,870 a drop of 38% from \$82,712 in 2023/2024. The decrease is due to the lower participation of some of our major lodging partners and YMCTB did not proceed with co-ops with only one partner participating.

This year we provided more digital co-op options, including e-newsletters to * , % - \$ & subscribers.

!"#\$%&'()*+,-./:;<=>?@

The Special Offers Page received over 253,032 visits this past fiscal year. The number of visitors to the special offers page has gone down compared to last year. The previous year's special offers program ended with 347,566. The high amount in 2023/2024 was due to a huge spike in March -April during a meta leads campaign. This is the second year using our current paid campaign strategy via social media to drive traffic to the special offers page. While number of visits has decreased from prior year, they are still vastly above the pre-paid promotion numbers, which were around 65,000 visits per year.

We were able to maintain over 20 specials offers per month throughout the 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. The success of the special offers program is only possible as long as partners participate. Even if an offer is not one that a visitor can take advantage of, seeing the property on the special offers page can still lead to them booking due to interest in a property.

Special Offer Hub - /yosemite-hotel-deals/

Special Offer Hub Views
253,032
-27.2% from previous 365 days

Special Offer Hub Link Click
53,633
-45.0% from previous 365 days

Click URL	View Offer Clicks	PoP	% Δ
https://www.yosemite.com/places-to-stay/cabins/the-redwoods-in-yosemite/#offers	17,843	-43.7%	↓
https://www.yosemite.com/places-to-stay/hotels-and-motels/tenaya-at-yosemite/#offers	6,316	9.1%	↑
https://www.yosemite.com/places-to-stay/bed-breakfast/blackberry-inn-bed-breakfast/#offers	6,037	1.4%	↑
https://www.yosemite.com/places-to-stay/hotels-and-motels/the-ahwahnee-hotel/#offers	3,362	-42.6%	↓
https://www.yosemite.com/places-to-stay/wildhaven-yosemite	2,944	274.6%	↑

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OFFER VALID APRIL 25, 2023 - JULY 31, 2023

BIG CREEK INN BED AND BREAKFAST

10% off when booked online

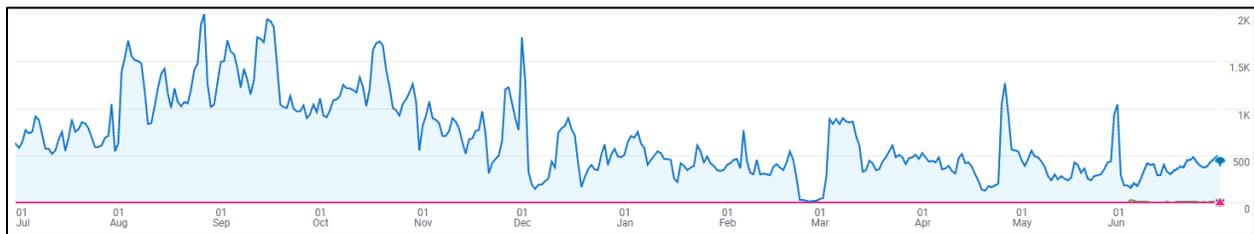
VIEW OFFER →

Enter stakeholder domain

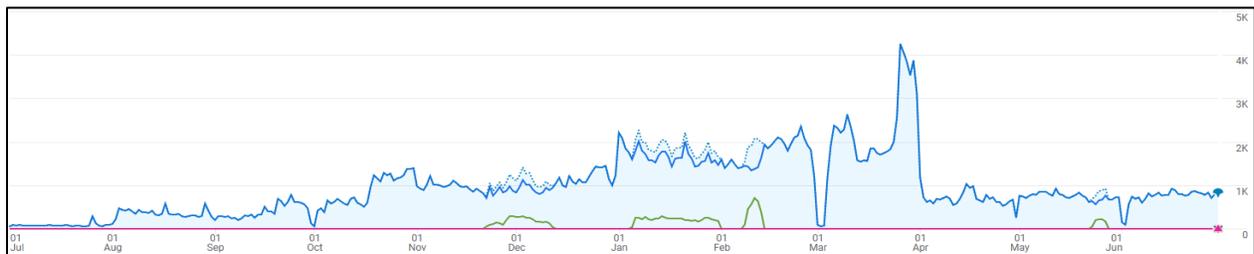
Click URL

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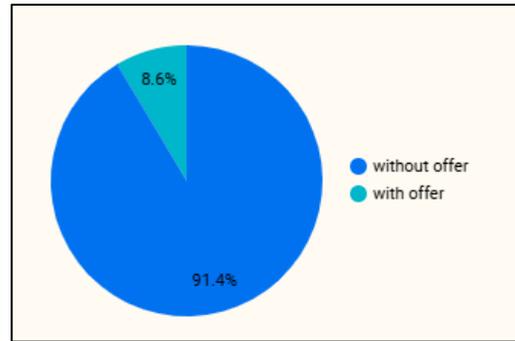
2024/2025 High 2k



2023/2024 High 4k



Over the 2024/2025 FY, YMCTB had 28 participants in the Special Offer program. These 28 partners garnered 8.6% of total referrals. This again goes to show that keeping an offer running really does give a property more visibility and opportunity for referrals.



Traditional Radio

In 2024/2025 our use of traditional radio / audio media as an advertising channel decreased. The rise of digital audio – from music streaming opportunities to podcasts to digital radio – has significantly impacted how people interact with audio content. While traditional radio continues to reach a larger audience, the ability to target specific audiences and track any resulting ROI is not possible. Conversely, the digital audio platforms provide more targeted opportunities that can also be tracked.

Collateral

The following projects were completed during the 2024/2025 fiscal year:

- We updated and included emergency information for visitors in the form of a QR code for the 2024/2025 Mariposa Town Map.
- We translated and printed our Mini Destination Vacation Planner in Japanese.
- We completed a flyer to be given to new TOT certificate holders.
- We began an “About Us” brochure to be provided for events like town halls, the Mariposa Fair and CoyoteFest.

ようこそ

マリボサ・カウンティは、自然豊かな美しい風景、馬を愛する人々の集まる場所、そして歴史ある町並みで知られる。マリボサ・カウンティは、自然豊かな美しい風景、馬を愛する人々の集まる場所、そして歴史ある町並みで知られる。マリボサ・カウンティは、自然豊かな美しい風景、馬を愛する人々の集まる場所、そして歴史ある町並みで知られる。

四季折々の楽しみ

マリボサ・カウンティは、四季折々の楽しみが満載です。春は、花々が咲き誇る美しい風景を楽しむことができます。夏は、避暑地として知られるマリボサ・カウンティの涼しい気候を楽しむことができます。秋は、紅葉が美しい風景を楽しむことができます。冬は、スキーやスノーボードを楽しむことができます。

マリボサ・カウンティ
カリフォルニア

冒険心を呼び覚ます
ヨセミテ
マリボサ・カウンティ

目的地	マイル (km)	所要時間
ヨセミテ	42 (68)	1時間
モートレー	107 (172)	3時間
サンフランシスコ	197 (317)	4時間45分
サンディエゴ	387 (623)	8時間
サンタモニカ	397 (641)	8時間
サンディエゴ	485 (780)	9時間

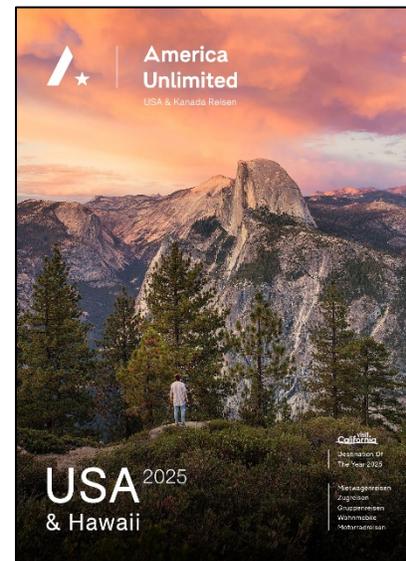
ヨセミテ / マリボサ・カウンティ観光局
お問い合わせ 1 (866) 425-3366

YOSEMITE MARIPOSA COUNTY
YOSEMITE.COM

International Travel Trade

The USA is seeing prolonged lower international traffic. A primary reason is the high value of the US Dollar and historically low exchange rates for our primary inbound international markets, cooling international travel demand for the USA. The lower exchange rate is exacerbated by the USA's higher costs of restaurants, car rentals, and lodging, fueled by the USA's own higher inflation.

- We were accepted and exhibited at Brand USA Travel Week in London after being turned down in 2023/2024. We were required to share a booth space with Visit Madera County. We have also been accepted into the 2025 Brand USA Travel Week, where we will have our independent booth.
- We attended the Brand USA and VUSA Trade events in Sydney, Brisbane, and Melbourne, Australia, including IMM in Sydney. Historically, Australia has been our number two largest inbound tourism market behind the UK. Australia has not returned to pre-pandemic visitation levels, primarily due to limitations on airline seats; however, the Australian market is coming back quickly in 2024 and 2025 and will continue to rebuild into 2026.
- Overall international visitation has failed to return to pre-pandemic levels, despite the optimistic forecasts by Brand USA and leading economists. Poor exchange rates against the US Dollar, inflation in the US and abroad, and now the political challenges all point to a longer, drawn-out recovery of inbound visitation to the USA.
- YMCTB once again attended IPW in Chicago, conducting 84 trade appointments as well as 25 international media appointments.
- We increased our trade sales trips in 2024/2025 and built support and increased our in-market FAM trips. Going forward, the Executive Director will support FAM trips during trade and international travel periods for the Tourism Development Director.
- We continued participation in co-op marketing with travel partners in key markets with proven historical production. MSI Germany has been our most successful paid media partner. Black Diamond UK is our most successful co-op partner for in-market events: receptions, meal-based promotions, and training. Opportunities to improve partner programs exist, including Gate7 in Australia and Atlantic Link in Scandinavia. Atlantic Link holds its VUSA Denmark events, which we participate in biannually. We attended multiple Brand USA and VUSA Australia Travel Trade events and a PR event in Australia this past February, YMCTB will also plan to be in the market biennially.



- We held productive monthly and quarterly meetings with our four GSR in-market representation firms to ensure that YMCTB receives the maximum coverage and work from these partners.

Travel & Trade Shows – Forward Look

6

YMCTB worked hard to be included in major Brand USA—Travel Week trade sales events. YMCTB is working hard to earn our inclusion in emerging markets and key trade events. Brand USA has approved YMCTB to attend a Nordic Trade Mission this fall, followed by an unaccompanied sales trip to attend events with VUSA Belgium and Joker in the Benelux region. As an example of our focus, combined events make the overall trip more effective by combining three separate trade efforts in one long-haul travel trip.

IPW will be in Florida this coming year after being held in Chicago in 2025. This is our largest and most effective trade, sales, and PR event to participate in. After reviewing IPW in Chicago, we determined that having two appointment books, rather than three, was most effective. The appointments were of better quality, with fewer reverse sales appointments coming from technology and marketing companies. The plan for 2026 would be attended by just three staff. Executive Director, Tourism Development Director, and Communications Director for the Sunday Monday PR events, departing on Tuesday, or possibly attending and continuing appointments throughout the entire conference

We will participate in GoWest in 2026. This trade show is somewhat redundant with IPW. The difference is that GoWest is focused more on Western USA receptive operators. Currently, YMCTB plans to participate in GoWest biennially

Overall, international travel can be expensive and time-consuming. However, with 20% to 25% of the Yosemite region’s visitation coming from international travel, YMCTB must lead in international markets through direct sales, marketing, and developing trade partnerships. It has been impossible for our small staff to “cover the world.” Hence, adding the new Tourism Development Director role will expand our ability to hold our regional position as the leader in international travel expertise and lodging bookings.

Travel Trade & PR Tradeshow & Travel (Partial List)	
2025 Discover America Nordic Roadshow	Nordics
Brand USA Travel Week - London	UK - Europe
Go West Summit	Las Vegas
IMM	New York
IPW	Florida
Japan Club California Japan	Japan
Scandinavia Sales Days	Denmark
VCA SF Media Event	San Francisco
Visit California - TBD	India
Visit California - TBD	China

Traditional Sales, Groups & Meetings

Year over year, YMCTB continued to provide accurate meeting information and resources to the meetings industry, meeting planners, and represented Mariposa County lodging to increase conference and traditional meetings use.

This past year, we attended IMEX in Las Vegas, supporting Happy Goat Farm for the Meetings and Incentive Industry (MICE), in an effort to secure significant corporate events for this emerging non-profit special events venue. The takeaway from attending is that there is and continues to be substantial interest in the Yosemite region for all segments of meetings and conferences. Happy Goat received several requests for proposals (RFPs). YMCTB received two RFP requests, which were both sent to Tenaya for traditional meetings.

Visit California (VC) has launched its first paid meetings and conference sales and marketing effort. VC has hired a meetings director who is coordinating trade show events and a California meetings website with "California Meetings". <https://www.californiametings.com/> Due to this new VC effort, YMCTB produced a new meetings sales video to be seen on this website and for use on our website <https://www.yosemite.com/meeting-planners/>

For the following reasons, the meetings industry focus by YMCTB has not recovered for Mariposa County, nor has YMCTB re-entered the group market paid media programs, nor worked to increase lead generation.

We continue to limit paid efforts for meetings, as Aramark/Yosemite Hospitality works to fill their Director of Sales position, with the necessary staff and resources to increase bookings.

Why this is important: Most of the incoming meeting and conference RFP leads will be sent by meeting planners to the park concession first, regardless of the marketing that created the original interest. Once YMCTB increases meetings-based marketing, Aramark leadership & staff may choose to refer non-bookable meeting leads to other hotels, preferably in Mariposa County.

The region's top meeting properties include Tenaya at Yosemite, Aramark/Yosemite Hospitality, and Autocamp, which is ideal for retreats and smaller meetings. Yosemite Resorts is substantially increasing its meeting and conference space and is in the process of developing teams and processes to provide the required services, including conference services, audiovisual services, and catering.

Yosemite Resorts has reopened its 8,000 square foot meeting venue at Cedar Lodge. Although the conference space has limitations, it's one of the largest meeting spaces in the region.

AutoCamp has added a regional group sales team. Regular meetings have been held with the director and regional sales manager. AutoCamp is successful in booking small executive-level meetings and retreats.

Tenaya at Yosemite continues to successfully work the group market with its dedicated group sales team. Tenaya's parent company, Delaware North, has hired two new regional directors to oversee meeting and conference sales across its US portfolio. Stephanie Grey will oversee the Western US, and YMCTB has had several meetings to consider various ways YMCTB can support this vital constituent. The Tenaya sales managers attend trade shows and events and participate in SIC/industry-focused segmented industry memberships. YMCTB has provided RFPs for CalTravel and several other association meetings and board meetings, which Tenaya has responded to.

Yosemite Hospitality – Aramark background is covered at the beginning of this plan. Their engagement is vital to the region's success. Because the National Park Service contract restricts meetings in Yosemite NP to the period from October through the end of March, meeting requests during restricted periods should ideally be referred to regional hotels.

In the past, YMCTB had offered financial support for traditional meetings and trade show attendance. The new Tourism Development Director will evaluate one or more trade shows YMCTB might attend, covering exhibitor fees, and invite constituent sales staff to collaborate with YMCTB staff.

Public Relations

In total, YMCTB completed **16 in-market press familiarization trips (FAM)**. These visits included domestic media contacts as well as media from the UK, Germany, France and Scandinavia. As a result, we received fantastic media coverage.

Earned media placements included key outlets both domestic and international such as 2/H, %/0)3\$, ; (/+D5IJ)2\$K)C, (L)75>\$-J)*M)3/&\$J)*/%M(/%15-I,)4D(, %510\$J)*, %, >/): /; /<5%\$J)7D\$) 7, "/F)*D, K)on Air and A5-5&)4/056, (%5/. Below are a few examples of media coverage:

Park it right here: World famous national attraction opening all of its campgrounds for first time since 2019 <https://www.independent.co.uk/news/world/americas/yosemite-national-park-campgrounds-b2771040.html>

10 places to stay while you're at Yosemite National Park <https://www.nationalgeographic.com/travel/article/best-places-to-stay-yosemite-national-park>

One Fine Weekend in Yosemite National Park https://www.diablogmag.com/travel-places/day_trips/one-fine-weekend-in-yosemite-national-park/article_1b282262-3cd8-4ef7-ae4e-a3b86663edaa.html

California's Coffee Shop Gems <https://media.visitcalifornia.com/story-inspiration/discover-story-ideas/californias-coffee-shop-gems>

Content Creators

FAM trips with paid content creators combine authentic storytelling with targeted reach, leveraging trusted voices to showcase destinations through a relatable, first-person lens. Below is a list of content creators we hosted in 2024/2025.

Alec Outside – An adventure photographer, nationally syndicated columnist, and content creator.



Dan Bernstein – An outdoor enthusiast and creator with 256K+ followers, who curates inspiring hiking guides and travel content.

Wandering Jessica – Jessica empowers women to embrace wilderness leadership and turn outdoor aspirations into action.



Run the Atlas – Run the Atlas engages young, tech-savvy travelers with informative, entertaining, and practical “how-to” travel content.

Sarah Montoy / Bay Area Moms – Shares insider travel tips and stories on best ways to visit



Afrostylicity – A husband-and-wife travel duo who explore and showcase destinations with a distinctive blend of adventure, charm, and style.

Community Relations: In the Community

Ellen, Kim, and Maddy headed up to the park to volunteer for the annual Apple Picking Day, an event dedicated to saving bears and keeping visitors safe. By removing the apples, we take away the temptation for bears to wander through the old apple grove in search of a sweet snack.

The Yosemite Mariposa County Tourism Bureau continues to prioritize being an active, visible part of the community. These efforts help strengthen relationships with residents, foster local pride, and ensure our work reflects the values of the community we serve. In the coming year, YMCTB plans to expand this outreach through more event participation, continued educational presentations, and deeper partnerships with community groups to keep residents informed and engaged in promoting Mariposa County.



Video Production

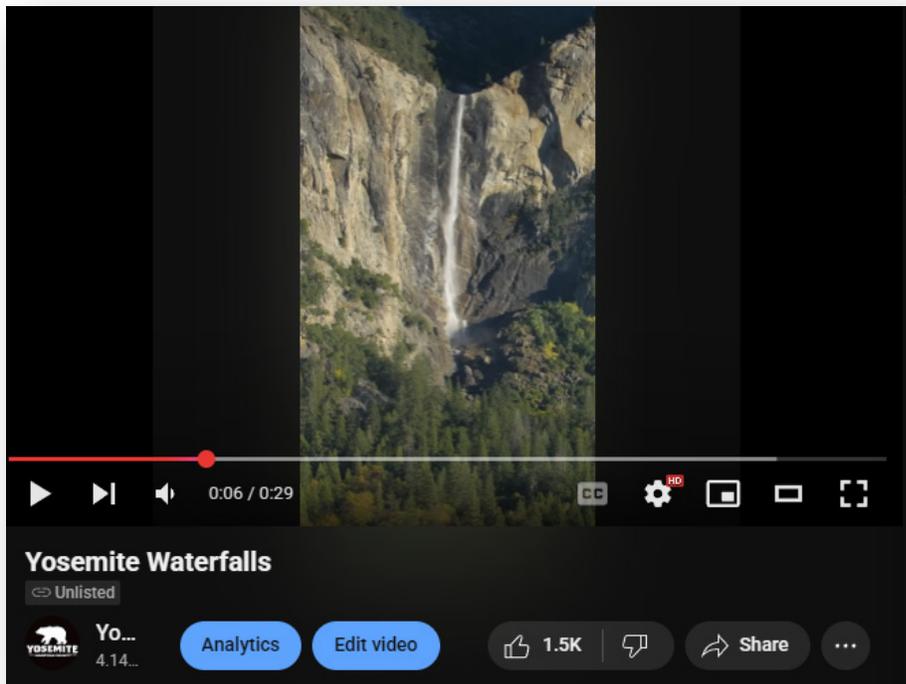
Highlights for the fiscal year:

- Completed the eight region videos:
 - Yosemite Valley
 - Glacier Point Road
 - Northern Yosemite
 - Southern Yosemite
 - Central Mariposa County
 - Northwest Mariposa County
 - Northern Mariposa County
 - Southern Mariposa County

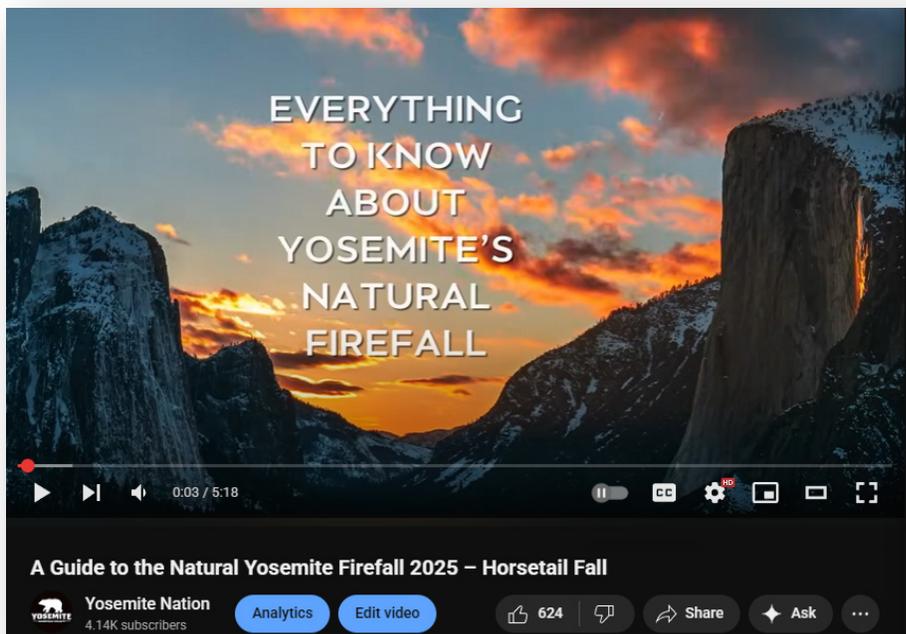
- Completed a video to highlighting the options for holding meetings in Yosemite Mariposa County.

- Completed 17 vertical videos for TikTok, YouTube shorts and Instagram Reels.

- Created 30-second and 15-second ads for Fall 2024, Winter 2024, Spring 2025 and Peak Season 2025 in vertical, horizontal and square formats. Peak Season ads also included some specific versions for targeting some of our digital audiences.
- Captured additional footage with Backstory and David Boomer.
- Began the production of a new version of our anthem video.



Top organic video on YouTube, showing the growing popularity of vertical shorts on the platform. 94k views for a total of 851.9 hours of watch time.



Top paid video that is not a seasonal ad – our Firefall guide continues to be quite popular, with 73k views for a total watch time of 2,259 hours.