

2024/2025 Year-End Marketing Report

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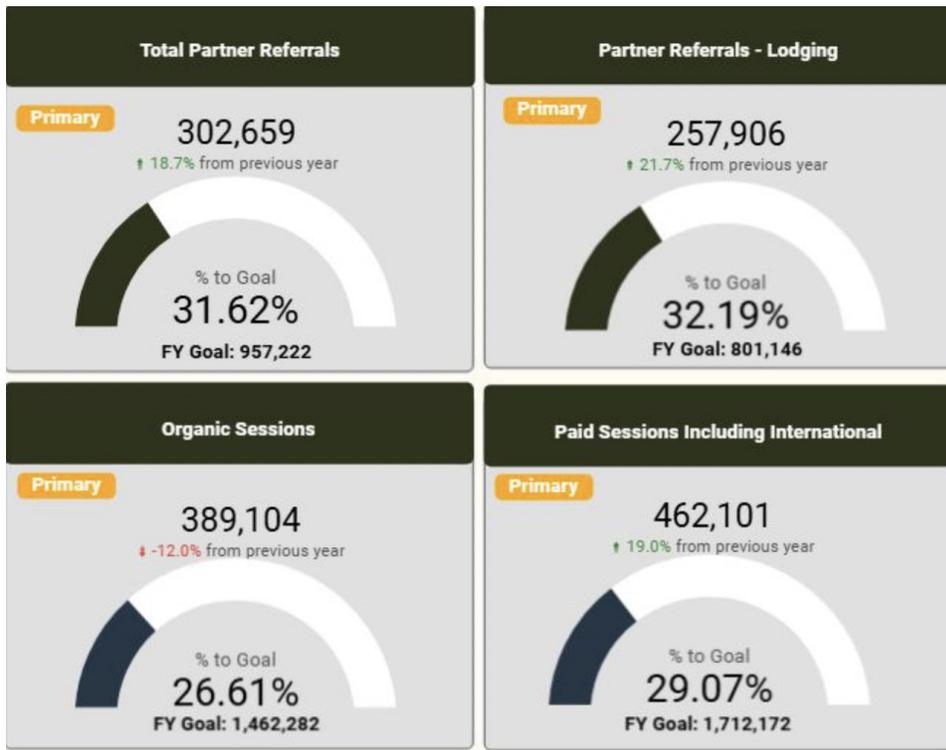
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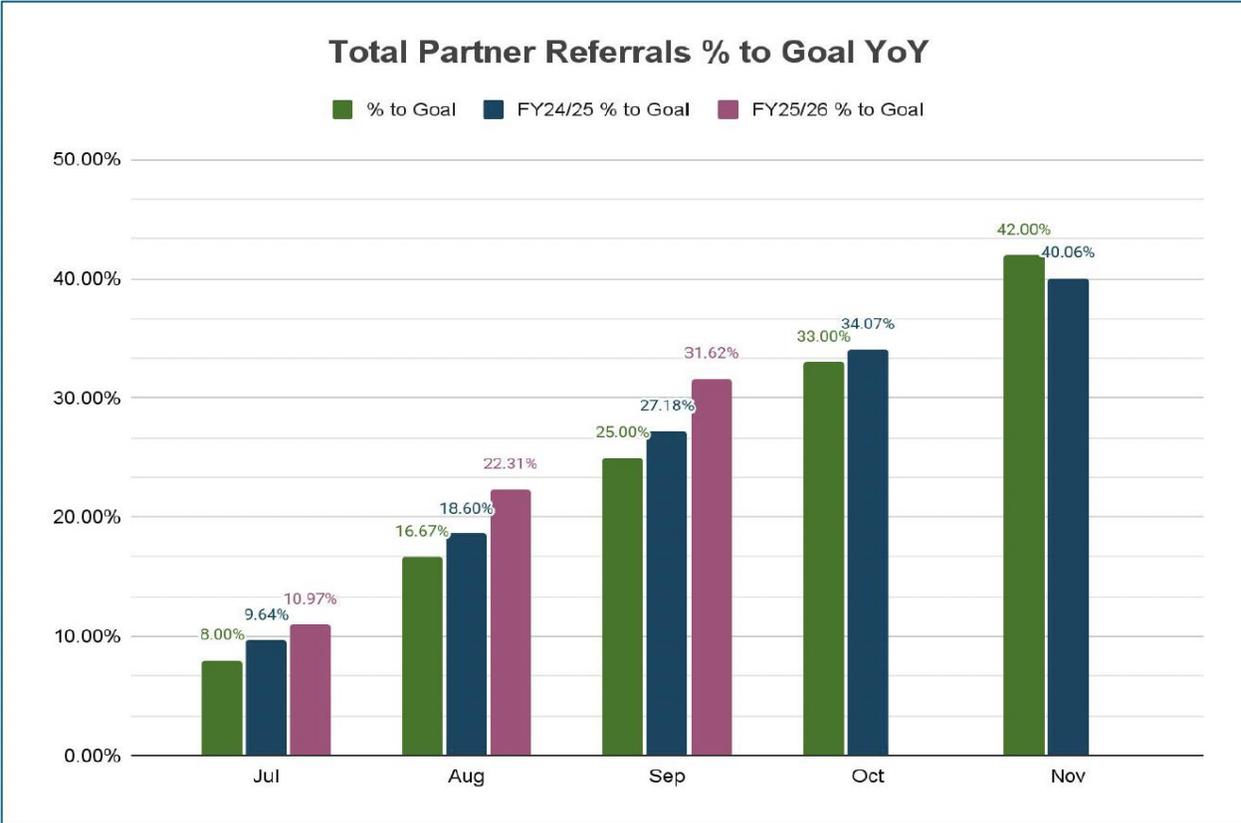
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KPIs

Our primary KPIs are up! All are surpassing the pace goal of 25%.



We have been very pleased by the results of our Q1 efforts and have seen steady growth in partner referrals this year, surpassing last year's growth. This chart demonstrates the cumulative referrals % to goal, as well as the amount for last fiscal year and this fiscal year.



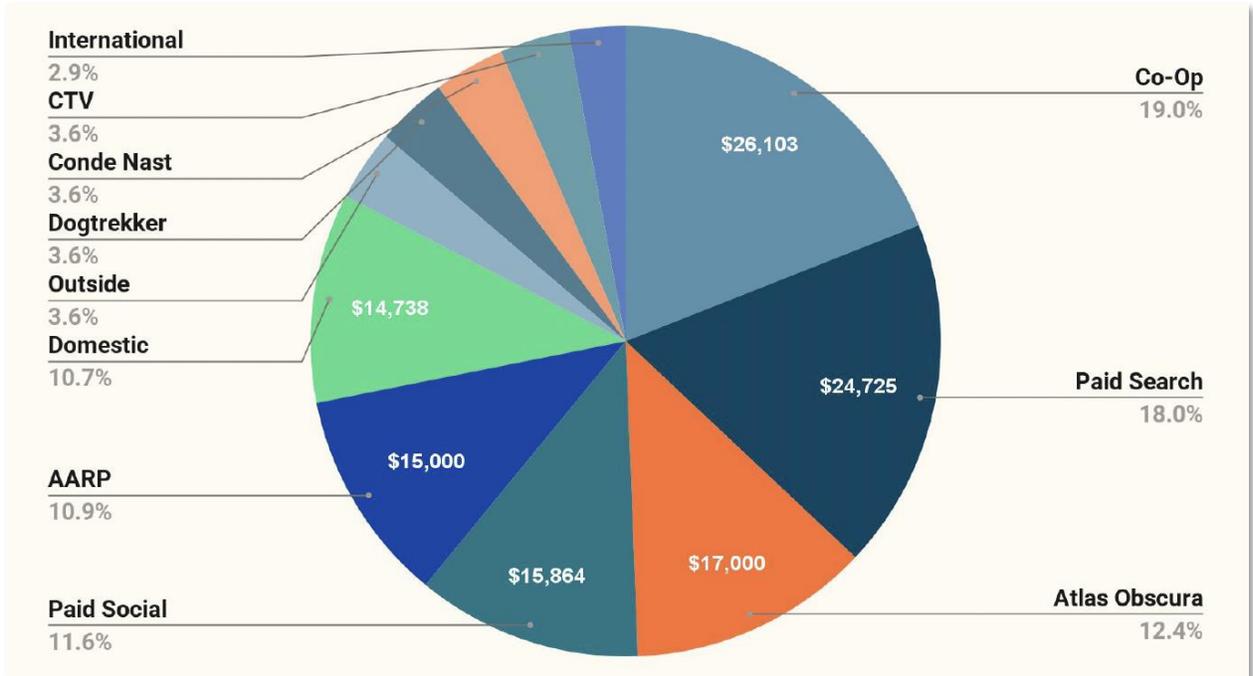
Despite the challenges faced by “zero-click” SERP results where Google search is providing AI generated answers without the user having to click into a website, our organic traffic is *only* 12% below last year. (In comparison, many tourism-related sites are seeing their organic traffic drop by 30 – 40%.) Despite the drop in traffic, the engagement rate of organic website visitors increased by 11% and lodging partner referrals were up 8%.

Similarly, our international traffic decreased 4% YoY (Year over Year), but the engagement quality has increased by 4.1%.

In addition, **our overall sessions increased 7% YoY.**

DIGITAL PAID MARKETING

Our paid media spend for September 2025 shows a diverse use of funds for digital paid marketing. All of the budget spent in the pie chart below – with the exception of the printed BANG insert for \$11,000 – was for digital marketing.



Search Engine Marketing (SEM)

All of our paid search metrics are up YoY for Q1! Much of the positive growth has come in September.

<h1>+13%</h1> <p>Total Referrals YoY (70,682 vs 62,771)</p> <p>Despite a slight decrease in total sessions YoY, total partner referrals increased 13% YoY due to improvements in keyword targeting and messaging allowing our ads to be more impactful with those searching for our target keywords.</p>	<h1>+24%</h1> <p>Session Conversion Rate YoY (47% vs 38%)</p> <p>Paid Search campaigns saw a significant increase in session conversion rates YoY with the largest increases coming from our Things to Do, Brand General, and non-brand campaign campaigns.</p>	<h1>+20%</h1> <p>Pages Viewed Per Session YoY (2.6 vs 2.1)</p> <p>Engagement metrics for Paid Search campaigns improved across the board YoY in Q1. Users visited more pages, converted at higher rates, spent more time on site, and held higher engagement rates this year than last year.</p>
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Digital Paid Media

We have seen similar positive results from our digital paid media (Google ads and paid social media).

+37%

Total Referrals YoY
(150,685 vs 109,608)

Referrals rose 37% YoY, reinforcing digital's impact on lodging interest and validating channel-level optimization efforts.

+154%

Domestic Display/Demand Gen/PMAX
Conversions YoY
(71,779 vs 28,290)

Conversions from Domestic Display jumped 154%, driven by efficient retargeting and improved audience segmentation.

+63%

Paid Social CTR YoY
(3.10% vs 1.91%)

Paid Social ads saw a large increase in click through rate, indicating that our ads are reaching more of the right people at the right time and are resonating strongly with our target audiences.

YMCTB Social Media:

Website sessions	Jul-Sept	Total	% to Goal
Aggregate session totals	144,416	144,416	28%
Facebook, National	Jul-Sept	Total	% to Goal
Followers	4,560	167,387	64%
Link Clicks	190,623	190,623	27%
Engagement	499,531	499,531	33%
Facebook, Local	Jul-Sept	Total	% to Goal
Followers	93	3,542	--
Instagram	Jul-Sept	Total	% to Goal
Followers	942	108,398	17%
Engagement	109,108	109,108	13%
YouTube	Jul-Sept	Total	% to Goal
Subscribers	291	4,325	70%
Total Watch Time (hours)	12,487	12,487	101%
Average % Viewed (YTD totals)		57.2%	+21.20%
TikTok	Jul-Sept	Total	% to Goal
Followers	349	21,671	33%
Engagement	9,655	9,655	28%
Pinterest	Jul-Sept	Total	% to Goal
Impressions	37,720	37,720	--
Engagement	2,250	2,250	--
Engaged Audience	1,490	1,490	--
X		Total	% to Goal
Followers	-450	42,804	--

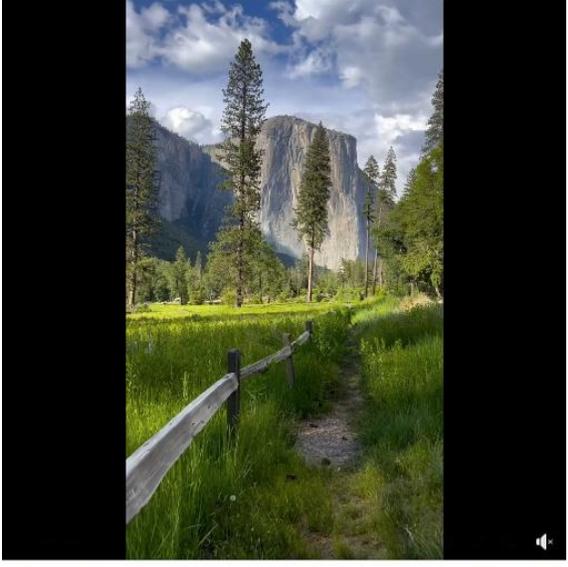
Social Media Summary

The first quarter of 2025/26 saw strong results, with the majority of our metrics pacing at or ahead of growth goals. Any effects of the current government shutdown are not reflected in these results, as the reporting period ended when the shutdown began.

Highlights of the first quarter results:

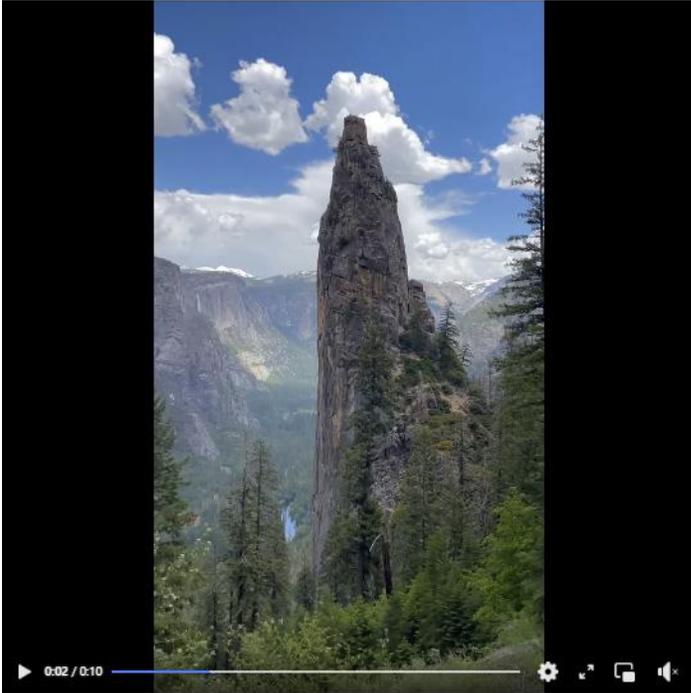
- Website sessions are only slightly below pace to our goal, but are still achieving good success.
- All of our tracked social channels are above pace (some are far above) except for our Instagram channel. This might be due to the small sample size for gauging results, or platform changes. Regardless, we'll keep an eye on this channel, as it has performed well for years, and we have not altered our inspiration-based strategy on the platform.
- Our YouTube channel has performed particularly well, already crushing all of our tracked KPIs. Our Average Percent Viewed is 57.2%, well above the industry standard of 36%. This shows how strong our video assets and destination imagery are on the platform.
- Our Newsletter Leads ad has been performing well, generating 4,440 leads at approximately halfway through its scheduled run time.

Top Post

 <p>Yosemite Nation Published by Sprout Social · July 19 ·</p> <p>We'll just leave this relaxing reel right here. Sometimes a simple stroll through Yosemite Valley is just what the soul needs.</p> <p>https://bit.ly/3pc7KV4 (Yosemite special offers)</p> <p>A serene look at El Capitan, captured by Instagram user @samanta_pann.</p> <p>Summer 2025 temporary vehicle reservations are available and easy to obtain -- grab one fast before they're gone! A vehicle reservation is required to enter Yosemite from 6 AM to 2 PM every day from June 15 – Aug. 15, and on Labor Day Weekend, Aug. 30 – Sept. 1. There are also other ways to access the park - find out more at the link in our profile.</p> <p>#YosemiteNation - Visit Gold Country - Visit California - California High Sierra</p> 	<p>Top organic post on Facebook, a shared Instagram reel focused on simple stroll through Yosemite Valley. 18.5k engagements, 1,488 shares.</p>
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Yosemite Nation
Published by Sprout Social · July 12 · 🌐

Yosemite POV: Beautiful view from the south rim of Yosemite Valley, looking towards Yosemite Falls. Oh to be there now.... See more



0:02 / 0:10

See insights and ads [Boost post](#)

👍❤️ Visit California, Yosemite Blessings and 11K others 274 comments 1.3K shares

The second most popular Facebook post was this simple shot of a rock formation on the southern rim of the valley – just video and natural audio. This very strong organic post had 18k engagements, 31k link clicks and 1,368 shares.

Yosemite Nation
July 17 · 🌐

📺 Yosemite Valley is where Sierra adventures come to life. Surrounded by soaring granite cliffs and home to some of the park's most legendary landmarks — El Capitan, Ha... See more



Boost this post to get more reach for Yosemite Nation. [Boost post](#)

👍❤️ Jonathan Farrington and 270 others 9 comments 47 shares

Top paid Meta post, the Yosemite Valley region video. 1.2 million impressions, 546k views, and 8,926 website sessions generated.

Traditional Print Media

We are continuing to decrease the amount of print media that we are producing. This past quarter our primary print placement was the 6-page insert in the Bay Area News Group (BANG) to 660,000 households.

Collateral

In an effort to continue to reach potential guests to our region, YMCTB translated our current “Mini Destination Vacation Planner” into Spanish. This piece coincides with our landing page for Spanish speaking visitors.

BIENVENIDO

Encantado en tu monumentos de roca y cascadas, Villados resplandecientes al sol, vastos paisajes panorámicos del oeste y pueblos históricos de la Sierra del Oro, se encuentra en el oeste como un lugar de descanso de Mariposa, hogar del Parque Nacional de Yosemite. Justo al norte del parque, el condado de Mariposa es la legendaria historia del Oeste y la Sierra del Oro en su sur y de Franca habla a lo largo del tiempo. Desde actividades recreativas como camping o hacer rafting hasta ir a un museo, o explorar para encontrar los mejores restaurantes o hacer compras en pueblos pintorescos, el condado de Mariposa ofrece una amplia gama de experiencias únicas en California y es el compañero ideal perfecto para tu visita a Yosemite sin importar la época del año.

Con cada visita a Yosemite Condado de Mariposa Rega una gran sorpresa: un nuevo sendero para caminar, un nuevo lugar para hacer, un nuevo camino para explorar y a gran escala más agradable de California.

CUATRO ESTACIONES, CUATRO ESTADOS DE ANIMO

Yosemite Condado de Mariposa revela una belleza extraordinaria y única durante cada estación del año. Con tantos episodios de ánimo para explorar, la mejor época para visitar Yosemite Condado de Mariposa depende completamente de tus pasiones y aficiones.

INVIERNO

Desde la hermosa nieve, la maravilla y la belleza de Yosemite adquieren un significado completamente nuevo. El blanco nevado ilumina el paisaje en una espléndida manera. La nieve también convierte a Yosemite en el mejor campo de nieve en el mundo. Desde las nevadas perfectas con patines de nieve en el Parque Nacional de Yosemite, la primera estación de esquí en California y la más adecuada para familias. Desde las rituales actividades tradicionales de montañas invernales, como el patinaje sobre hielo!

PRIMAVERA

Yosemite es mejor conocido por sus impresionantes e icónicos escarpados de granito y majestuosas cascadas, que están en su apogeo en la primavera. Con campos de flores silvestres, ríos que se desatan y un momento perfecto para conducir más de 300 millas (200 km) de asfalto, estar en Yosemite por los senderos planos del valle, o enfrentarse al "hule y pinosco" de Mariposa en un sendero de rafting de medio día o día completo. Combate el calor del verano y planea tu aventura primavera.

VERANO

El verano es la temporada más visitada en Yosemite. El disfrute de las montañas ofrece acceso a las zonas más elevadas de Yosemite y de la Sierra Occidental, como Glacier Point, Taft Point, Tioga Pass y el High Tunnel. Planea pasar un día en los bosques de la Sierra del Oro de Mariposa o Guadalupe para experimentar la historia pionera anexo de los numerosos museos.

OTOÑO

Los colores y noches frías hacen del otoño una estación favorita. Las temperaturas durante el día y el hermoso follaje otoñal hacen de la temporada perfecta para hacer senderismo y fotografía. Las noches frías invitan a cenar al aire libre y a contemplar las estrellas al lado de una caldera. Esta época del año significa menos visitantes y muchas de las mejores actividades del verano, como la cascada de nieve, el senderismo y el ciclismo, pero sin el calor ni el tráfico del verano.

Mapa de Mariposa County, California

Tabla de Tiempos de Viaje:

Tiempo a Yosemite Park Entrance	Mile(s)	Time
Paso	62 (100)	1 hour
Mariposa	32 (51)	45 minutos
Manteno	187 (301)	3 hours
Los Angeles	318 (512)	4.75 hours
Las Vegas	342 (550)	5.5 hours
San Francisco	197 (317)	3.5 hours
San Jose	183 (295)	3.5 hours

YOSEMITE MARIPOSA COUNTY

Yosemite Mariposa County Tourism Bureau

Preguntas de visitantes: 1 (866) 425-3366

YOSEMITE.COM

We also handed out a flyer-version of our About Us brochure during the CoyoteFest in Coulterville in late September. The flyer will be redesigned into a trifold brochure.

YMCTB: INSPIRING TRAVEL THAT STRENGTHENS OUR COMMUNITY.

The Yosemite Mariposa County Tourism Bureau (YMCTB) is all about supporting our community. It's at the heart of everything we do. We encourage sustainable tourism, helping visitors discover Mariposa County in ways that protect our natural beauty, celebrate our history and culture, and keep our economy strong.

We focus on welcoming visitors in the off-season, encouraging them to stay overnight, and inspiring them to explore responsibly. Here's why that matters for everyone who calls Mariposa County home.

HOW TOURISM BENEFITS OUR COMMUNITY
 Tourism plays a vital role in the quality of life for Mariposa County residents:

County Services: Tourism is more than sightseeing... it helps pay for the essentials. Visitor taxes fund things like roads, fire protection, and law enforcement. Tourism makes up over half of the county's discretionary budget and contributes more than \$6,000 per household in annual tax revenue. In fact, our county ranks second in California for visitor-generated tax revenue.

Jobs & Local Economy: Tourism supports more than half the jobs in the county. Wages earned in these positions circulate locally, helping non-tourism businesses thrive. Our tourism jobs are essential to our community, providing stable wages and long-term benefits for families. Year-round visitation keeps our economy thriving and our residents sustainably employed.

Email

Our consumer emails have been well received in this quarter and our regional videos have proven to be a highlight of the content for subscribers.

We continue to improve our email communications. We are currently in a re-engagement campaign to make sure that we remove any non-responders from the list. At the same time, we are halfway through our fall Meta Leads Generation campaign, providing opportunities for new subscribers to sign up for our consumer emails.

Co-Ops

We are in the process of completing our fall co-ops and have provided our winter co-op options to constituent partners.

Special Offers

The Special Offers Page received over 48,000 visits this past quarter. 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 were able to maintain over 20 specials offers per month throughout the past quarter. 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.

Special Offer Hub - /yosemite-hotel-deals/

Special Offer Hub Views

48,580

↑ 34.2% from previous 92 days

Special Offer Hub Link Click

5,484

↓ -34.1% from previous 92 days

Click URL	View Offer Clicks	% Δ
https://www.yosemite.com/places-to-stay/hotels-and-motels/tenaya-at-yosemite/#offers	1,667	-12.0% ↓
https://www.yosemite.com/places-to-stay/cabins/the-redwoods-in-yosemite/#offers	1,294	-37.5% ↓
https://www.yosemite.com/places-to-stay/camping-and-rv/wildhaven-yosemite-glamping/#offers	448	118.5% ↑
https://www.yosemite.com/things-to-do/mariposa-county-visitor-center/#offers	306	-43.0% ↓
https://www.yosemite.com/places-to-stay/bed-	228	-75.4% ↓

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

Contains ▾ Enter a val...

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TRAVEL TRADE & SALES

International Travel Trade

New Director of Tourism Development

In a major effort to increase and maintain our International Travel Trade authority in the region and offset year-over-year declines in international visitation, YMCTB has strategically added a key sales position, Director of Tourism Development. Along with work by Jonathan Farrington, Noel’s knowledge and bandwidth will also focus in increasing meeting and conference group bookings to the region.

Introducing and welcoming back, Noel Morrison.



Dear Friends and Travel Trade Partners,

Over the years, we have aspired to be your best possible Travel Trade business partner in the Yosemite region. To continue improving and providing even greater support, we are pleased to announce that Noel Morrison has been appointed as Tourism Development Director.

Morrison brings over a decade of experience leading global tourism campaigns across the Pacific, from the islands of Tahiti to New Zealand.

This new role also marks a homecoming for Noel, who in her early career served as Communications Manager at the Yosemite Mariposa County Tourism Bureau. During that time, she led public relations initiatives and represented the destination at international trade missions across Europe, the UK, Australia, New Zealand, and China in collaboration

with Visit California. Her return brings not only valuable institutional knowledge but also a renewed dedication to supporting our global partners

As Tourism Development Director, Noel will now serve as your primary point of contact for all travel trade communications, opportunities, and updates. You can expect to hear directly from her moving forward, as she leads efforts to:

- Strengthen relationships with travel trade partners in both domestic and international markets
- Coordinate participation in consumer events and trade shows
- Increase group, meeting, and conference bookings
- Share regular updates, crisis communications and opportunities to collaborate on promoting Yosemite Mariposa County

Noel will be representing Yosemite Mariposa County at Brand USA events in the Nordics before joining me at Brand USA Travel Week in London later this month. While I'll remain engaged in our Travel Trade efforts, Noel will take the lead in driving our international partnerships and outreach moving forward.

Please join us in welcoming Noel back to the team.

Warmest regards,

Jonathan Farrington
Executive Director

Noel is off to a fast start. After a rigorous re-emersion, including a visit to many of the hotel and lodging partners, Noel is departing mid-October to Brand USA Nordics, including trade sales events in Norway, Sweden, and Finland. Noel will be meeting Jonathan in London for Brand USA Travel Week, which includes four days of sales work and our meeting with forty-four travel companies over three days.

Prior to Travel Week, Jonathan will be in Belgium attending the VUSA – Joker travel trade and media events, where Jonathan will be part of a three person panel discussing USA trade, recent government Visa programs, government trade tariffs and Jonathan has been asked to specifically discuss National Park issues, including impacts on receptive operators with changes in CUAs, (Conditional Use Authorizations) and the new SO 3434 issued by the Secretary of the Interior.

Travel Trade FAM Trips

Joker Reisbeurs	Trip Complete	8/2/2025
Dawn Murry	Trip Complete	9/24/2025
LUXE/iTravel - United Airlines - Australian FAM	Trip Complete	10/8/2025
Race Across California	planning complete	10/13/2025
Travel Managers - Wendy Claton	in-planning	11/4/2025

The first week of October, we hosted six sales representatives from iLUXE Travel Australia, along with a representative co-host from United Airlines. iLUXE is the third largest travel company in Australia by sales volume. United Airlines provided the flights. Yosemite Mariposa County was the only destination for the iLUXE FAM, but did include one night pre & post in San Francisco, which is unusual, as most FAMs offer multi-destination itineraries iLUXE focuses on a luxury and first-class hotel and travel planning partner.

iTravel are the only independent owned network in Australia. They have 170 highly skilled and experienced travel advisors. Their luxury division is LUXE by itravel and they are a proud member of Virtuoso.



This week, the second week of October, we are hosting the Race across California in conjunction with Visit California, the state tourism office. We are hosting one of five international groups, with our attendees coming from Ireland.

Race Across California is Visit California's unique self-drive superFAM for agents from across Europe. In small teams, participants tackle varied itineraries filled with fun challenges, hidden gems and road trip magic - guided by the Vamoos pocket assistant app - competing to "win" while discovering the spirit of California travel.

Noel and Jonathan will continue to develop the upcoming travel sales plan for 2025-2026, which will include attending IPW in Florida in May, 2026. Upcoming sales trips include domestic and international work, including a newer focus on the high-end Mexican inbound air travel to California.

Traditional Sales - Groups & Meetings

As mentioned in Noel's introduction, meetings and conference sales will be an area that YMCTB will expand in the coming years. With flat or decreasing leisure travel volume, YMCTB is implementing a strategy to diversify our reliance on individual domestic and leisure visitors to Yosemite. Many of our hotels have conference and meeting spaces for traditional meetings. Also, incentive and reward travel provide group booking opportunities that don't require significant meeting room space.

After COVID, many of our partners have been intentionally measured in returning to servicing meetings and conferences. This is the right time for YMCTB to restart sales efforts to the traditional group market, through relationship selling, membership and paid media and trade show attendance.

Consumer Trade Shows / Festivals

We will be announcing future festival attendance for direct B2C sales. The strategy behind festival attendance is predicated on you and your property or assigned staff participation. YMCTB will pay and coordinate attendance, provide and set up a booth location to promote the region. Success of this program will be dependent on YOU. Representing your lodging and tourism business by attending and promoting your business and our destination and helping sell at these events. Events as an example would be major food and wine fairs, festivals, music, or traditional fairs.

Communications & Media Relations

September Media Visits

September was an active month for media engagement, with three hosted media visits that generated strong storytelling potential across key domestic and international audiences:

Shalini Chandra, a Northern California–based digital creator and model recognized for her advocacy of inclusivity in fashion and travel. With her Sacramento-based audience, she offers a valuable connection to one of Yosemite Mariposa County’s primary visitor markets.



Sarah Fay ([Travels of Sarah Fay](#)), a travel influencer with a focus on solo female travel and “luxury for less” adventures aligns well with our destination’s diverse offerings.

Christian Dose, Editor of 360° NORDAMERIKA, a high-quality German travel magazine with a loyal readership of repeat U.S. travelers. Coverage from this visit provides excellent visibility in a key international market.



October FAM Season

We are now in the midst of an exceptionally busy fall FAM (familiarization) season, with five separate media visits scheduled for October. These include both domestic and international participants, featuring journalists and creators from Mexico, Germany, the UK, and Ireland.

San Francisco Media Event with Visit California

In September, Kim attended the San Francisco Media Event hosted by Visit California, connecting with journalists, content creators, and DMO peers. This event provided valuable opportunities to strengthen media relationships and pitch Yosemite Mariposa County stories to top-tier outlets for future coverage.

Recent Earned Media Coverage

“Important Things to Know Before Visiting Yosemite National Park” – [Fodor’s Travel](#), September 2025

Yosemite Mariposa County was featured prominently in Fodor’s Travel, one of the most recognized global travel outlets. The piece highlights essential visitor tips, sustainable travel practices, and seasonal insights for exploring Yosemite National Park — reinforcing the region’s position as a must-visit destination for domestic and international travelers.



“Best in the West: Hitting the Road” – The Sunday Post (UK), September 2025

This feature resulted from a Black Diamond–led UK media FAM to Yosemite Mariposa County. The article showcases Yosemite’s breathtaking scenery, outdoor adventures, and the charm of surrounding gateway communities, positioning the destination as a top U.S. road trip experience for UK travelers.

“3 Days in Yosemite Itinerary and Exploring the Best of Mariposa, California” – Travels of Sarah Fay, September 20, 2025 [Travels of Sarah Fay](#)

A multi-day itinerary recounting a sponsored press trip, showcasing local lodging (including glamping in Mariposa), must-see park highlights, and cultural touchpoints — an immersive content piece aimed at her engaged readership base.

Government Shutdown Communications Recap

By sharing timely and accurate information across channels, we helped reduce visitor confusion and potential lodging cancellations, reinforcing traveler confidence and supporting our local tourism economy.

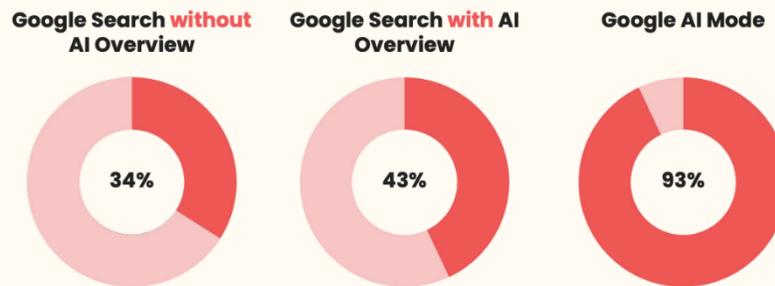
We have fielded numerous media inquiries and shared prepared messaging focused on the facts, as well as mindful visitation and Leave No Trace principles. Talking points were also distributed to constituents and gateway DMOs to ensure consistent, accurate communication.

We collaborated with the Mariposa County Visitor Center to provide trash bags and add a public trash bin, helping reduce visitor impacts during limited federal staffing. Our team also gathered firsthand park updates during pre-scheduled meetings in Yosemite, confirming that rangers remained on duty and conditions were well maintained.

We continue to closely monitor the situation and keep our partners, visitors, and media contacts informed with the latest updates.



Zero Click Rates Increase with AI Integration



Source: <https://www.semrush.com/blog/google-ai-mode-seo-impact/>

Website & SEO Performance

Google Algorithm and Reporting Changes

In September, Google rolled out a major update impacting SEO reporting and search behavior. The removal of the “&num=100” search parameter has significantly reduced reported impressions for all sites, as Google now only counts the top 10 results per query. This means **month-over-month and year-over-year comparisons of impressions, positions, and click-through rates are no longer directly comparable**. Average position metrics may appear stronger due to this shift.

Additionally, Google’s expanding AI Overview features have increased “zero-click” searches — where users get their answers directly from AI-generated results rather than clicking through to websites. Current data shows up to **93% of AI-mode searches end without a click, and organic click-through rates have declined by roughly 30%** across industries.



Our strategy remains focused on owning more search result real estate by optimizing for visibility in SERP features and AI-generated answers, ensuring Yosemite Mariposa County continues to appear in both traditional and AI-driven search contexts.

Performance Highlights

Despite broader SEO data disruptions:

Organic search traffic was **down 12% year-over-year**, but **engagement rate increased 11%**, and **partner referrals rose 7%**, showing stronger onsite performance and user interest.

Page 1 keyword rankings grew 32% year-over-year, strengthening visibility for high-value search terms.

Organic lodging, camping, and BookDirect referrals increased 8% year-over-year, signaling continued strength in conversion-focused content.

AI-driven referrals (primarily from ChatGPT) generated **1,086 sessions in September**, with ChatGPT accounting for **95% of that traffic and delivering a 37.85% conversion rate, the second-highest among all top referral sources**.

Bing and DuckDuckGo continue to show year-over-year growth, presenting opportunities to diversify traffic sources beyond Google.

Key Takeaway:

While Google's reporting changes and AI integration are reshaping the search landscape, Yosemite.com continues to perform well where it matters most, **driving high-quality, engaged traffic and strong conversions**. We will continue to monitor SEO trends closely and adapt strategies to maintain visibility across both traditional and AI-powered search platforms.

Video Production

Highlights for the fiscal year:

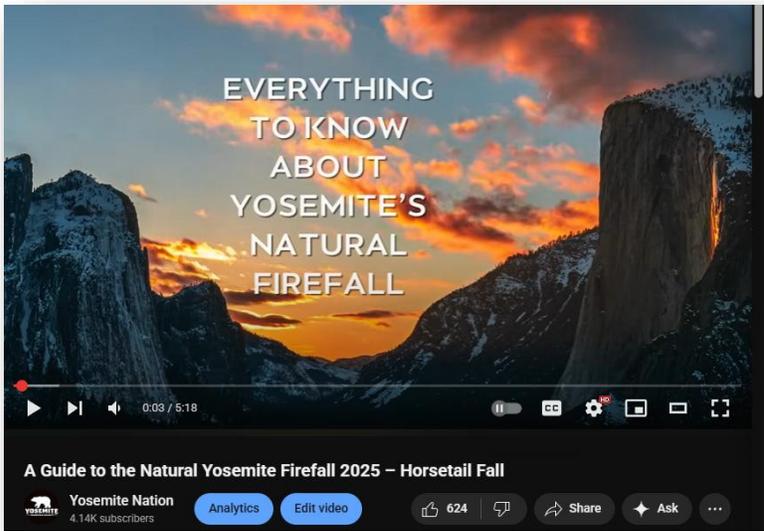
- Created 30-second and 15-second ads for Fall 2025 in vertical, horizontal, and square formats.
- Continued production of our new anthem video. We have a good rough edit and are working with a composer to create a bespoke score for the production.
- We began preproduction on our international training video.
- We are working on picking scheduling video shoots to gather video assets we can use to serve our ongoing production needs, as well as to make available for other news and marketing agencies to promote our county.



Top paid video on YouTube is our Yosemite Valley region video. 234k views for a total of 10.7k hours of watch time, or that's 444 days. This video resulted in 85% of the watch time for our entire channel during the period!



Our 2nd best performing video on YouTube is our Northern Yosemite region video. 234k views for a total of 762 hours of watch time. It also brought us 56 channel subscriptions.



Top organic is, yet again, our Firefall guide, with 14k views for a total watch time of 374 hours.