

**Marketing Report – May 2026**

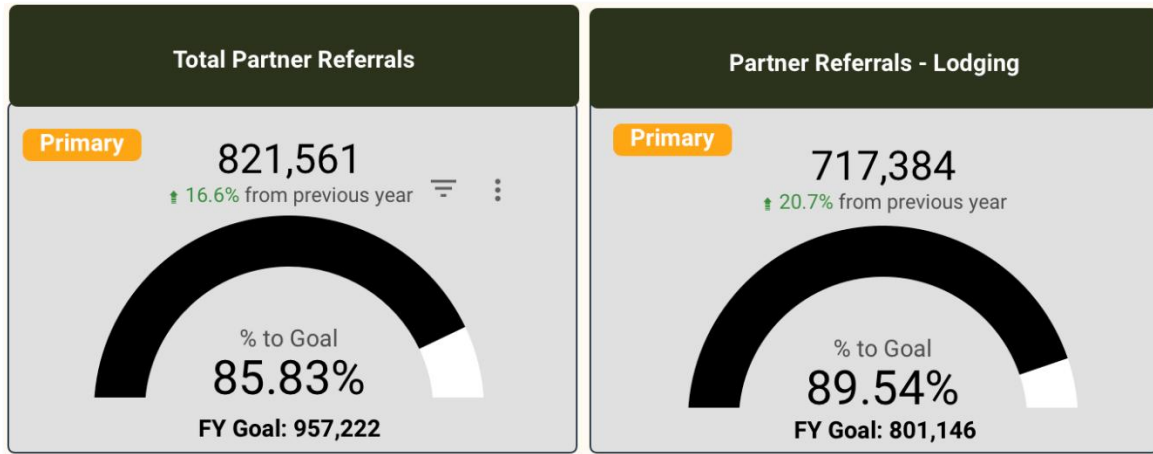
Covering March and April 2026

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## KPIs

Our primary key performance indicators once again show strong growth in referrals and paid traffic at 10 months or 83.3% of the year complete.

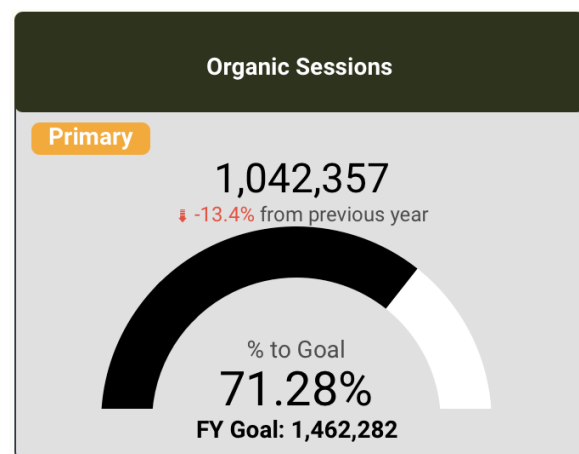
Total partner referrals reached 821,561 or 85.8% to goal, a 16.6% increase from the previous year. Lodging partner referrals performed even better, reaching 717,384 or 89.5% to goal, up 20.7% year over year.



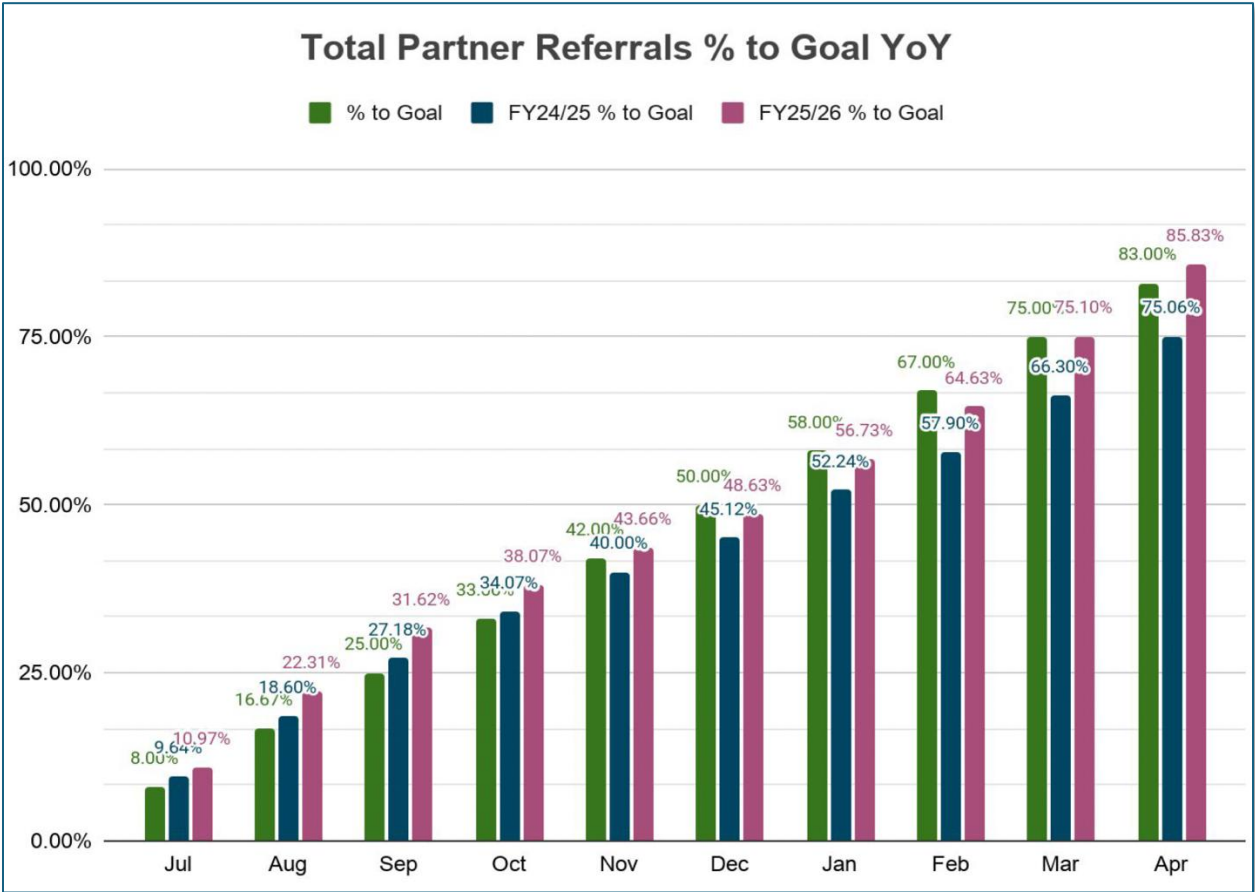
Paid sessions, including international traffic, also grew significantly to 1,810,671 or 108.7%, a 30.8% increase from last year.

By contrast, organic sessions are off pace, but this is to be expected. With a total of 1,042,357 or 71.2% to goal. This represents a 13.4% decrease year over year which is the result of “zero click”

organic search results (AI provides the answer directly so there is no need to go to the website). Despite the lower traffic, organic sessions are delivering the same high conversion rate of 28% YoY.



The following chart demonstrates how we are pacing compared to last year in terms of total referrals.



We continue to outpace our partner referral performance in 2024/2025. Our total referrals are 10.77 percentage points higher than last year at this time, the largest margin for this year. After slipping below our annual goal pacing during the months of December, January and February, we’re now staying ahead. The strong results in spring are in line with the growth we have seen in prior years.

### DIGITAL PAID MARKETING

Our paid media has continued to have positive results. For the month of April 2026, our results significantly outpaced those of the prior year

- Paid Website Sessions: 130,081  
45% YoY increase compared to April 2025: 89,845
- Paid Partner Referrals: 57,722  
397% increase YoY compared to April 2025: 11,614

- Paid Lodging Referrals: 14,984  
110% YoY increase compared to April 2025: 7,123

## DIGITAL PAID MEDIA

**Paid Social:** Meta continues to drive a very high volume of traffic at a low cost (\$0.32 - \$0.34 cost per click or CPC), similar to the efficiency seen in Google's PMax (\$0.20 CPC).

## Top Performing Paid Social Creative

**Avg CTR:** 3.16%  
(Benchmark 0.90%)

**Clicks:** 3,942 (6% of total clicks)

**Impressions:** 237,269

**Avg CTR:** 2.85%  
(Benchmark 0.90%)

**Clicks:** 10,384 (13% of total clicks)

### Display:

Domestic display saw the most significant growth, with spend increasing due to diverting spend from CTV. This resulted in a nearly 167% increase in conversions (from 282 to 754). CTR improved significantly from 4.2% to 5.0%, suggesting that the creative and targeting for the new campaigns are resonating well.

International display also showed improvement in efficiency. While spend remained stable (around \$2.9k, conversions jumped by 62% (230 to 374), leading to a 37% reduction in CPA (\$12.52 to \$7.84). Display for audiences in the UK and Germany are performing exceptionally well from a CTR and a Cost per Conversion perspective.

**HotelBeds:** We have also been partnering with HotelBeds starting last September and ending in February. The results are now available below with a 31% increase YoY. As expected, the European countries (France, Germany and the UK) showed a decline between 14 and 25%. On the other hand, other destinations, including domestic, showed positive growth YoY. One surprise was the increase from Canada which moved from 175 to 399 room nights.

Mariposa County Campaign Production (Sept - Feb)				
	Source Market	2024/25	2025/26	% change
Rn	Australia	171	295	73%
	Canada	175	399	128%
	China	228	965	323%
	France	496	423	-15%
	Germany	986	737	-25%
	India	74	124	68%
	Japan	1	78	7700%
	Mexico	37	58	57%
	UK	805	695	-14%
	USA	3,000	4,034	34%
		<b>Total</b>	<b>5,973</b>	<b>7,808</b>

**FIFA World Cup Marketing:** With matches starting June 12 in Los Angeles and June 13 in the Bay Area, the tourism bureau has been implementing digital marketing strategies to target potential soccer fans and encourage them to travel Mariposa County. These strategies are focusing on paid search, display ads, and other Google ad products that have been successful in the past. A separate campaign with Expedia is in place to encourage interest in Mariposa County now through the end of the games.

Inside Baseball ... er, soccer: FIFA World Cup does not allow others to use "World Cup" or "FIFA" in their advertising, so we have to get creative! Headlines like "Combine the Games with Matchless Views" or "You Came for the Match. Stay for This." allow us to stay out of trouble, but still get the idea across.

## SEARCH ENGINE MARKETING (SEM) | PAID SEARCH

Paid search performance improved significantly year-over-year, with conversions more than doubling (+111%) despite a more modest 32% increase in spend. Efficiency also saw a sharp uptick as the cost per conversion dropped by nearly 38% to \$0.76, driven by a 25% decrease in average CPC and a high conversion rate of 59%. Additionally, the account captured more market share, with Search Impression Share rising to 18% as budget-related visibility losses were reduced by over 77%.

## YMCTB SOCIAL MEDIA

Website sessions	Mar-Apr	Total	% to Goal
Aggregate session totals	257,007	647,612	125%
<b>Facebook, National</b>			
Followers	1,603	178,250	215%
Link Clicks	137,887	634,241	89%
Engagement	279,184	1,624,822	108%
<b>Facebook, Local</b>			
Followers	108	3,681	--
<b>Instagram</b>			
Followers	2,005	112,960	99%
Engagement	65,454	305,552	35%
<b>YouTube</b>			
Subscribers	69	5,271	297%
Total Watch Time (hours)	4,022	33,947	274%
Average % Viewed	41.3%	38.5% (YTD av.)	+2.50%
<b>TikTok</b>			
Followers	220	23,579	211%
Engagement	5,730	40,468	119%
<b>Pinterest</b>			
Impressions	23,850	155,700	--
Engagement	1,780	13,300	--
Engaged Audience	1,460	10,400	--
<b>X</b>			
Followers	-38	40,350	--

Overall social media performance is well ahead of annual KPI pacing as the fiscal year moves into its final stretch, with nearly all major tracked KPIs now meeting or significantly exceeding annual goals. Social media and related campaigns also continue to drive substantial traffic to

yosemite.com, with aggregate website sessions already exceeding the annual goal by 25% before the close of the fiscal year.

YouTube is dramatically outperforming annual KPI goals and is currently one of the strongest-performing platforms in the social media ecosystem. Subscriber growth and total watch time are both approaching three times their annual targets, while Average Percent Viewed remains strong at 38.5% year-to-date. These metrics indicate that audiences are not only discovering the video content but continuing to remain engaged once playback begins.

Recent performance data indicates that a broad range of destination-focused content performed well during the reporting period, generating strong viewer retention and watch time across both organic and promoted video content. Regional videos covering areas such as Yosemite Valley, Glacier Point Road, Southern Yosemite, and Mariposa County history and culture generated strong viewer retention and watch time during the reporting period, suggesting that destination-focused video storytelling resonates strongly with audiences.

Facebook is also performing very well, with engagement now exceeding annual KPI goals and follower growth substantially ahead of pace. TikTok likewise generated strong engagement and audience growth metrics during the reporting period, reinforcing its role as a useful audience-reach platform within the broader social media ecosystem.

Instagram remains the primary platform under closer evaluation. While follower growth has recovered substantially and is now approaching annual pacing targets, engagement levels remain below the historically strong performance patterns typically seen on the platform.

Our Instagram strategy has intentionally remained consistent, focusing primarily on high-quality user-generated imagery highlighting Yosemite and Mariposa County. Because that approach has produced stable results over many years, no strategic adjustments have been made at this stage.

Recent reporting from multiple social media analytics and industry benchmarking sources, including Social Insider, Buffer, Sprout Social, and Hootsuite, has described broader shifts in Instagram engagement behavior and content-distribution patterns during 2025 and 2026. These reports have noted softer engagement benchmarks, increased variability in organic performance, and growing emphasis on video-oriented discovery systems across major platforms.

These industry observations appear to reflect the engagement softness we are currently seeing on Instagram and suggest that broader platform-level changes may be reducing the effectiveness of our previously successful strategy on the platform.

Taken together, the data indicates that Yosemite Mariposa County's social media ecosystem is performing very strongly across most major platforms, while Instagram remains under continued observation as additional long-term trend data becomes available.

## Top Posts

**Yosemite Nation**  
April 22 at 4:36 PM · 🌐

May in Yosemite Mariposa County is when the landscape finds its voice, with waterfalls roaring and rivers rushing through the Valley.

As snowmelt flows from the high country, iconic waterfalls like Yosemite Falls, Bridalveil Fall, and Vernal Fall surge with energy, while lesser-known spots offer equally memorable views. It's a time when Yosemite National Park feels fully alive with the movement and sound of spring.

**Tunnel View in Spring**  
Like Tunnel View, scenic vi... [See details](#)

**Vernal Fall Roaring**  
Vernal Fall surges in May, ... [See details](#)

**Walking Merced**  
The Merc...

This is our top-performing paid post on Facebook, focusing on why visiting in May is so wonderful, with 10,966 post link clicks and 12,079 engagements.

**Yosemite Nation**  
March 6 · 🌐

Winter-wrapped spring in Yosemite Mariposa County brings a rare blend of seasonal surprises, where patches of warm weather and early wildflowers emerge at lower elevations even as snow lingers at higher ground.

From scenic hikes through blooming foothills and wildflower displays along rivers to early spring fishing, picnicking, and museum visits when the weather is cooler, this secret window of the year offers a unique way to experience Yosemite's landscapes before summer fully arrives.

**Spring Runoff In Yosemite**  
Snowmelt brings Yosemite... [Learn more](#)

**Wildflowers**  
Sunny foothills burst with... [Learn more](#)

**Yosemite Museum**

This is our runner-up top-performing paid post on Facebook, focused on the season bridging winter and spring. 9,410 post link clicks and 10,816 engagements.



Top-performing paid YouTube video, teasing our Zephyr Whitewater video and promoting rafting in general. 207,129 views for a total collective watch time of 1,039 hours of watch time.

## TRADITIONAL MARKETING

### TRADITIONAL PRINT

In line with our strategy, we are only selecting a few print placements such as the following example from the Visit California Road Trips magazine:

**YOSEMITE**  
— MARIPOSA COUNTY —  
For All Time

# NEXT STOP: WONDER

From breathtaking scenery to unmatched outdoor adventures to wide-open space to roam, there's nothing like a long weekend or mid-week road trip to Yosemite Mariposa County. And that's not even mentioning the Gold Rush-era towns, museums, dining, shops and lodging options — from rustic cabins to first-class resorts — that call the area home as well. It's all in Yosemite Mariposa County. No matter which route you take to get here, there's an experience waiting that will change you, for all time.

Plan your trip at  
**YOSEMITE.COM**

We have also done a few local ads –the annual “Discover Mariposa” publication produced by the Mariposa Gazette, the Butterfly Festival program, the Rotary Art Wine and Wheels program, and a special ad celebrating National Travel and Tourism Week in the Mariposa Gazette.

## EARNED & OWNED MEDIA

### EMAIL

#### Constituent Emails:

With the closure of Highway 140 due to rockslides, we have sent out several crisis communications during the last month. We know that these are effective based on the high open rate. Our April 22<sup>nd</sup> email had an open rate of 58% and the follow-up email had an open rate of 53.8%.

#### Consumer Emails:

We have been running Meta lead generation ads since late March. Thus far, we have added more than 2500 subscriber names, bringing our total new subscribers to 12,923 for the year, or 80.7% toward our goal of 16,000. Our total subscribers as of May 1 are 75,354.



The following is the latest official update from Caltrans:

#### TRAFFIC ADVISORY

Temporary Full Closure Extended of State Route 140  
Caltrans to Begin Debris Removal & Highway Repair Work

**MARIPOSA COUNTY** – The California Department of Transportation (Caltrans) has finished rock scaling work on State Route 140 (SR-140). However, Caltrans will be **extending the temporary full closure of SR-140 through Friday, May 1, 2026.**

Our geotechnical staff will be reassessing the slope this week, and our construction and maintenance crews will be removing the debris and making needed highway repairs to safeguard the traveling public.

The temporary full closure of SR-140 will remain in place from Bear Creek (Briceburg) to the Yosemite Cedar Lodge (Incline) in Mariposa County. Caltrans aims to safely re-open the highway to motorists prior to weekend travel and will be providing real-time updates via our social media accounts, news releases, and through our Caltrans QuickMap application on mobile devices.

Caltrans is asking motorists to avoid this stretch of highway, to exercise patience, and seek alternative routes along SR-41 and SR-120 into Yosemite National Park. Caltrans top priority in this situation is the safety of the traveling public, our partner agencies, and the construction crews all working diligently to restore the roadway as safely as possible.

For the safety of our workers and other motorists, please **Be Work Zone Alert.**



## SPECIAL OFFERS

The Special Offers Page received over 80,000 visits in the last half of the FY. The number of visitors to the special offers page remains high due to paid campaigns via social media. We have maintained over 30 throughout specials until the end of April. Special offers tend to dwindle the closer we get to peak season. It is important to remind constituents that placing an offer for fall can help them maintain their visibility on the page. 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 do not.

### Special Offer Hub - /yosemite-hotel-deals/ PoP

Special Offer Hub Views  
**80,637**

Special Offer Hub Link Click  
**9,356**

Click URL	View Offer Clicks	% Δ
<a href="https://www.yosemite.com/places-to-stay/hotels-and-motels/the-ahwahnee-hotel/#offers">https://www.yosemite.com/places-to-stay/hotels-and-motels/the-ahwahnee-hotel/#offers</a>	1,371	75.5% ↑
<a href="https://www.yosemite.com/places-to-stay/camping-and-rv/wildhaven-yosemite-glamping/#offers">https://www.yosemite.com/places-to-stay/camping-and-rv/wildhaven-yosemite-glamping/#offers</a>	1,099	176.8% ↑
<a href="https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemite-valley-iodge/#offers">https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemite-valley-iodge/#offers</a>	1,003	54.8% ↑
<a href="https://www.yosemite.com/places-to-stay/bed-breakfast/yosemite-plaisance-bed-breakfast/#offers">https://www.yosemite.com/places-to-stay/bed-breakfast/yosemite-plaisance-bed-breakfast/#offers</a>	891	-
<a href="https://www.yosemite.com/places-to-stay/cabins/curry-">https://www.yosemite.com/places-to-stay/cabins/curry-</a>	855	49.0% ↑

OFFER VALID APRIL 25, 2023 - JULY 31, 2023

**BIG CREEK INN BED AND BREAKFAST**

10% off when booked online

VIEW OFFER →

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## INTERNATIONAL TRAVEL TRADE

International travel recovery and group business development remain important diversification strategies for Yosemite Mariposa County. Current efforts are focused on strengthening international trade relationships, expanding shoulder-season visitation opportunities, increasing meetings and group business, and positioning Yosemite Mariposa County competitively within the global tourism marketplace.

As international travel patterns continue to evolve amid economic uncertainty, changing consumer behavior, and increased competition among US destinations, YMCTB continues proactive engagement with travel trade and meeting industry partners to maintain visibility and support long-term visitation growth.

### FY26 International Representation Planning

In preparation for the upcoming fiscal year, staff have been reviewing Global Sales Representative (GSR) contracts and evaluating evolving international travel trends and market conditions. Meetings with GSR partners are scheduled during IPW and

through end-of-year review calls to finalize strategic priorities, market focus, and representation scope for FY26/FY27.

### **Highway 140 Closure Communications**

During the temporary closure of Highway 140 following storm-related slope instability, YMCTB distributed two dedicated travel trade communications to an international database of more than 1,400 tour operators, wholesalers, receptive operators, and travel advisors.

## **SALES MISSIONS & INDUSTRY ENGAGEMENT**

### **Visit CA International Reps**

March 18-19, Noel hosted a small travel trade mission with international travel trade representatives coordinated in partnership with Visit California.

Participants include international account directors representing key markets such as the UK, South Korea, and Canada who are visiting the region while attending industry meetings in California, alongside Visit California reps.

Yosemite Valley led by Chief Public Affairs Officer, Scott Gediman. The group then continued to Mariposa for an overnight stay at AutoCamp Yosemite and dinner in the town of Mariposa.

This familiarization program provided an opportunity to strengthen relationships with influential international travel trade partners while allowing them to experience Yosemite and Mariposa County firsthand.

## **TRAVEL TRADE UPCOMING TRAVEL – LOOKING FORWARD**

### **IPW 2026 – Fort Lauderdale**

YMCTB will participate in IPW 2026 in Fort Lauderdale, one of the travel industry's premier international marketplaces connecting U.S. destinations with global buyers and media.

Jonathan Farrington and Noel Morrison will attend with a dedicated 10'x10' Yosemite Mariposa County booth located adjacent to Yosemite Resorts, utilizing a shared appointment schedule to maximize industry engagement opportunities. More than 1,500 buyers are expected to attend.

## **California Sales Mission & Brand USA Week**

YMCTB is currently evaluating participation in a proposed multi-partner California Sales Mission in Germany scheduled prior to Brand USA Travel Week Europe in Amsterdam.

Appointments are already being coordinated with key operators in Hamburg, Hannover, Berlin, and Frankfurt. Brand USA Travel Week Europe will provide additional opportunities to engage with U.K. and European buyers, media, and travel industry leaders.

This collaborative regional approach continues to position Yosemite Mariposa County within broader California itineraries while strengthening relationships with high-value international travel trade partners.

## **Past Missions & Industry Engagement**

### **California Cup – Irvine, CA**

In April, Noel Morrison participated in the California Cup in Irvine alongside tourism industry leaders representing destinations and travel companies from across California, the U.S., and nine international markets.

The event provided valuable opportunities to strengthen relationships supporting international visitation to Yosemite Mariposa County, while also exploring future collaboration opportunities tied to trade familiarization tours and regional partnerships.

### **Go West Summit – Las Vegas, NV**

Morrison participated in the Go West Summit and held 40 meetings over the course of three days. Go West is one of the leading international travel trade marketplaces focused on the western United States. The event connected YMCTB with international tour operators, receptive operators, and travel buyers from key global markets.

## TRADITIONAL SALES: GROUPS & MEETINGS

### **Partner Coordination & Sales Development**

YMCTB continues regular coordination meetings with key lodging and hospitality partners including Tenaya at Yosemite and Yosemite Hospitality to support group and meetings business development efforts.

Following the addition of Tenaya at Yosemite's new Corporate Sales Manager, Laura Calderon Rivera, YMCTB conducted an introductory strategy meeting and is exploring collaborative sales missions targeting Northern California and Bay Area corporate and association markets.

YMCTB continues to prioritize relationship-building with regional hospitality partners to support coordinated sales outreach and stronger countywide meetings and events positioning.

### **MPI World Education Congress**

YMCTB will attend MPI's World Education Congress (WEC) in San Antonio from June 2–4. The conference brings together thousands of meeting planners actively sourcing destinations, venues, and hospitality partners.

Participation will support continued outreach to:

- Corporate meeting planners
- Association planners
- Incentive travel professionals
- Experiential event organizers

The conference will also provide opportunities to identify emerging trends in meetings and incentive travel that may inform future product development and marketing strategy

### **Meetings & Group Marketing Initiatives**

YMCTB is continuing to refine its meetings and groups marketing strategy in partnership with Noble Studios. Current planning includes dedicating approximately 10% of marketing spend toward meetings, corporate meetings and group travel promotion efforts.

Meetings and group-focused content continue to be among the strongest performing content categories on YMCTB's LinkedIn platform, reinforcing growing engagement with meeting planners, trade audiences, and industry professionals.

Since launching a meetings-focused LinkedIn B2B strategy in December 2025, the platform has demonstrated steady audience growth and strong engagement performance through organic posts.

### **Looking Ahead**

Key priorities for the coming quarter include:

- Finalizing FY26 GSR agreements and international market strategy
- Executing IPW appointments and follow-up sales outreach
- Advancing Fall 2026 travel trade FAM development
- Expanding meetings and group-focused marketing initiatives
- Identifying additional co-op opportunities with regional destination partners
- Continuing development of trade and meetings digital assets and content

YMCTB remains focused on strengthening international and group travel relationships that support long-term visitation, geographic dispersal, and year-round economic benefit throughout Mariposa County

# COMMUNICATIONS & MEDIA RELATIONS

## MEDIA FAMs

**April – Lauren Breedlove** (Outlets: Lonely Planet, Travel + Leisure, Fodor’s) - completed



**May – Visit CA Playful Journeys Road Trip** (5 Media and 1 Visit CA rep)

**Journalists:**

Valeria Palieri – Italy

Hans Gasser – Germany

Sarah Belmont – France

Julie Yapo – France

Yvonne Gorden - UK (Ireland)

**Visit CA Rep France:** Alice Kabanoff

**May – [Divergent Travelers](#)** – in market

**May – Mariana Mijares** (Lonely Planet, El Heraldo de México, Cosmopolitan México)

**September – Christina Fang** (Outlets: Travel + Leisure, National Geographic Traveler)

**September – Fall Group Fam** (Maggie Downs, Erika Mailman Lori Rackl and Adam Skolnik)

**Completed: LA Media Event May 28-30** - At the Los Angeles media event, more than 80 media contacts were in attendance. Throughout the evening, from 6–9 p.m., I met with a variety of media representatives to discuss highlights from Mariposa County, share news and upcoming developments in the region, and explore opportunities for future story coverage.

## RECENT EARNED MEDIA COVERAGE

**“13 underrated secret spots worth discovering”** - [nitravelnews.com](http://nitravelnews.com)

Value: \$1,024, Reach: 40,000

**“10 natural spectacles in the US you must see at least once”** – [Independent.co.uk](http://Independent.co.uk)

Value: \$ \$141,184.00, Reach: 33,090,000

## “Striking Gold - A journey Along California's Historic Highway 49” - [AAA](#)

## “Oh yay Yose...” – Irish Sunday Post

This piece is a great win for Mariposa County and came as a result of a press release distributed by Black Diamond, in the UK. The story highlights a wide range of experiences and topics from across Mariposa County.

Value: \$5,670, Reach: 11,900

# Oh yay, Yose...

**ROCK STARS**  
El Capitan and Half Dome in Yosemite National Park by the Merced River

**From top, climbing, skydiving, kayaking and glamping**

*We round up some of the must-do experiences in California's Yosemite Mariposa County this year*

The snow has melted in California's High Sierras, making way for powerful waterfalls, wildflower-strewn meadows and whitewater rafting season in Yosemite's Mariposa County. As the destination wakes from winter, here are the top ways to explore Yosemite in 2026...

**PAY IT BACK WITH VOLUNTOURISM**

What if your Yosemite getaway could be more than just a scenic vacation? With Mariposa Trails' new voluntourism experiences, travellers can blend adventure with stewardship, exploring iconic landscapes while giving back to the trails that make the Sierra foothills magical.

Voluntourism isn't your typical volunteer trip. It's a purpose-driven experience that invites visitors to Yosemite National Park to step beyond sightseeing and become trail stewards, helping maintain nearby hiking trails that connect communities and nature. These trips combine meaningful service with the joy of outdoor recreation, offering a deeper connection to place and purpose.

**ATTEND A FILM FESTIVAL**

The inaugural Yosemite Film Festival and Storyteller Summit will take place on June 25-28, bringing filmmakers, climbers, and outdoor creatives together in the birthplace of American rock climbing. The multi-day event is expected to feature film screenings, storytelling workshops, and Q&A panels with

honing their skills and changing our understanding of what is possible for human strength and endurance.

Whilst climbing the face of El Capitan may be for the experts, climbers of all abilities can live out their bucket-list rock climbing adventure in Yosemite National Park.

Half Dome, Sentinel Rock and Cathedral Peak are among some of Yosemite's other rock stars worth the ascent. Yosemite Mountaineering School & Guide Service is the only authorised climbing guide company in the park, established in 1969. First-time climbers can take a beginner class 'Welcome to the rock', with intermediate classes including 'Crack Climbing' and 'Advanced Anchors'. Accessible for all, private guided climbs are also available, with the school set up to guide people with physical limitations.

**TAKE A LEAP OF FAITH**

Soar above some of the world's most iconic granite rocks, waterfalls and giant sequoia groves, with three options ranging from 10,000 to 14,000ft, thanks to Skydive Yosemite, the only skydiving company to fly over Yosemite National Park.

Jumping from the plane, participants will be able to see Half Dome and El Capitan, before landing safely at Yosemite-Mariposa Airport. For a bird's-eye view of the iconic Yosemite landmarks without the jump, flights with Airborn Aviation deliver epic views from the sky.

**GLAMP UNDER THE STARS**

Following a successful debut, Wildhaven Yosemite is expanding,

back to the park. These hikes will support two of its favourite causes, Yosemite Facelift and The Yosemite Conservancy.

For a self-guided hike, experience the Sierra Nevada foothills in a new way this year, as an interpretive installation has just been unveiled along the hiking trails at Stockton Creek Preserve, minutes from Yosemite National Park. Created by renowned California naturalist, writer, and illustrator Obi Kaufmann, ten exhibits are integrated throughout the Preserve's trail system.

**GO FOR GOLD IN THE OLD TOWNS**

California's Gold Rush history is well-preserved across Mariposa County, with opportunities for visitors to pan for gold along the banks of the Merced River and ride a historic steam train through the Sierra National Forest on the Yosemite Mountain Sugarpine narrow gauge railroad.

Retrace the route taken by John Muir, the 'Father of the National Parks,' as he discovered Yosemite and its surrounding Old West towns, including Horritos, a once rowdy 1850s mining camp,

views from the top of Upper Yosemite Falls.

With Yosemite Creek as its source, Yosemite Falls is fed entirely by Sierra snowmelt and often runs dry by late summer. Head to Tunnel View at sunset for the bucket-list vision of Bridal Veil Falls, El Capitan and Half Dome.

An iconic waterfall view without the hike can be reached by driving Glacier Point when the road is open late May-November, serving up the sights of Vernal Fall, Nevada Fall and Illilouette Fall. Beyond the park boundary, visitors can experience majestic falls without the crowds. Chimuana Falls, reached via a scenic hike in Wawona, is a multi-tiered waterfall with five cascades.

**WHITewater RAFT ON THE MERCED**

From spring to early summer, the wild and scenic Merced River lives up to its name when High Sierra snowmelt fills its banks with whitewater fury. At peak snowmelt, the Merced runs high and fast, making the trip a class IV run, with calmer waters in summertime when it is the ideal spot for first-time rafters and kayakers. Choose from a range of local outfitters

**GOLDEN AGE**  
Coulterville

## Mariposa Gazette Column by YMCTB

The Mariposa Gazette column series continues providing context on our region's history, economic impact, and future opportunities, related to tourism with the goal to educate our community about the role tourism plays in Mariposa County.

March Column: [The Past Can Help Shape the Future](#)

April Column: [Tourism through time: Mariposa County's enduring legacy](#)

May Column: [National Travel & Tourism week has arrived!](#)

## WEBSITE | SEO & CONTENT PERFORMANCE

### AI Overview Presence MoM

628% Growth in AI Overview Visibility YoY

### AI Traffic

#### ChatGPT is #6 Out of Top 10 Referral Sources

Referral traffic from searches from ChatGPT searches had the second highest conversion rate (34.15%) among the top-10 sources.

While our visibility has surged, a massive opportunity remains to convert our traditional search authority into AI Overview dominance. The following clusters represent high-intent search terms where we currently rank well in 'blue links' but have yet to claim the AI-generated summary.

Traffic from ChatGPT referrals continues to outperform other LLM sources with engagement and conversions. ChatGPT is also yosemite.com's third referral source (428 session in March) with a 518% increase in referrals (136 vs 22) YoY. It is interesting that 8 out of 10 of the top ten landing pages from AI are **Places to Stay or Plan Your Trip pages**.

### Examples of AIO ranking opportunities:

- Mariposa grove
- John Muir trail
- Where is Yosemite national park
- Yosemite waterfalls
- Camping in Yosemite
- Things to do in Yosemite
- Best hikes in Yosemite
- Rock climbing in Yosemite national park

**Next Steps:** Prioritize high-intent keyword clusters, such as the Yosemite examples, by optimizing content with AIO-friendly summaries and enhanced structured data to capture those 15K unclaimed opportunities.

## VIDEO PRODUCTION

### Completed

- Completed a **Discover the History & Culture of Yosemite Mariposa County** landing page video.
- Completed 12 original vertical videos for TikTok, YouTube Shorts, and Instagram Reels.

### Ongoing / In Progress

- **Working on the last details of the final edit of our new anthem video**, featuring a bespoke score.
- **Well into preproduction on an international training video** and working on scheduling shoots to capture required assets.
- **Ongoing scheduling and planning of video shoots** to gather video assets for continued production needs and to make assets available for use by other news and marketing agencies promoting the county.

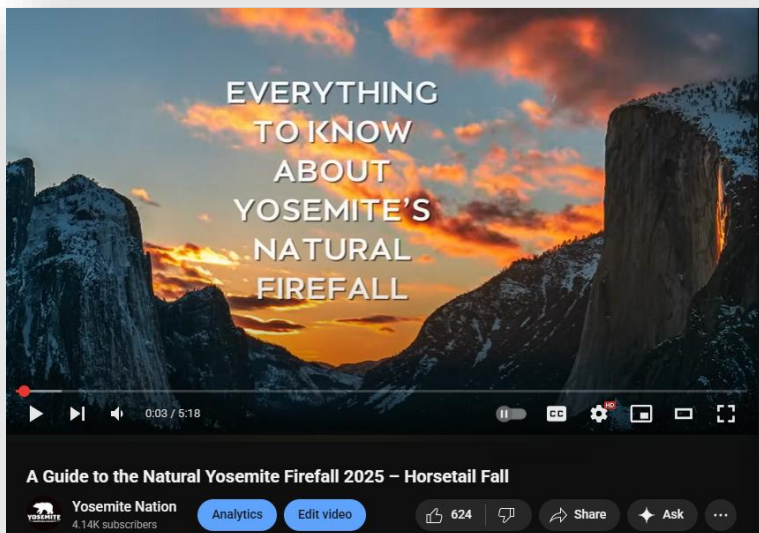


Our History & Culture production was created to promote our website landing page for that subject. It was our highest performing paid video, with 321,321 views for a total of 2,623 hours of viewing (that's 109 days).



One of our top performing YouTube shorts was a video that Kim captured on the Mist Trail, which generated 1,334 views for a total watch time of 3.3 hours of this 22-second clip.

Sometimes just a simple phone capture of something wonderful will captivate viewers.



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