

Marketing Report – August 2026

Covering July 2025 through June 2026

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KPIs

During the 2025/2026 fiscal year, YMCTB met or exceeded its performance goals across three of four key performance indicators.

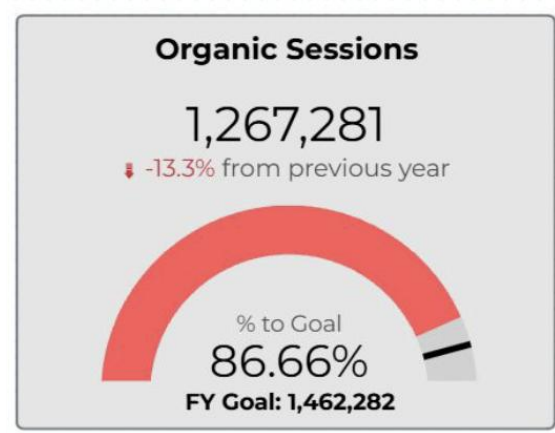
Total partner referrals reached 1,046,061 or 108.24% to goal, a 10.4% increase from the previous year. Lodging partner referrals performed even better, reaching 112.07% to goal with 897,840, up 13.2% year over year.



Paid sessions, including international traffic, also grew significantly to a whopping 2,210,781 or 130.15% to goal, a 30.3% increase from last year.

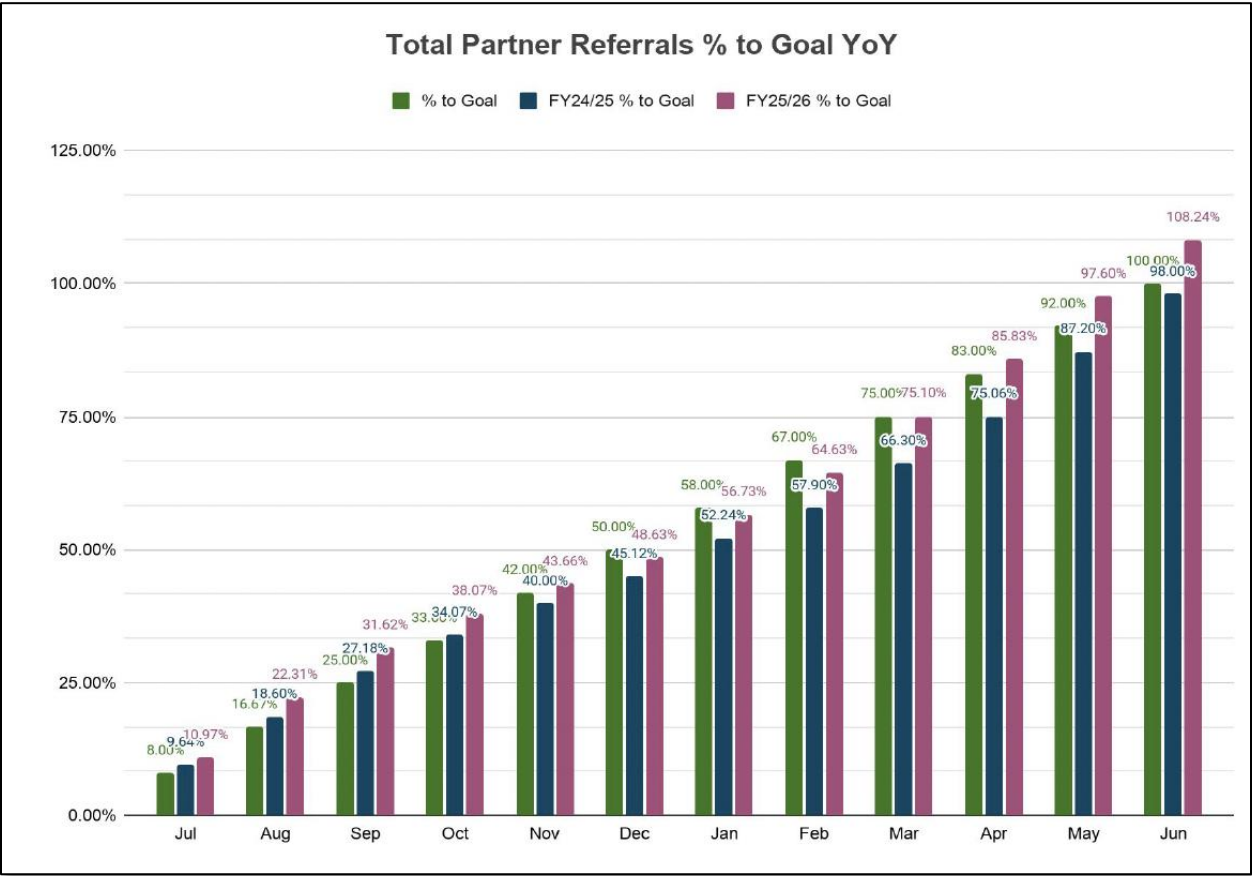
As we've reported all year, organic sessions were off pace, with a 13.35 decrease year over year. However, this is to be expected. With a total of 1,267,281 or 86.66%

to goal, organic sessions continue to be impacted by “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.



Throughout 2025/2026 we outpaced our partner referral performance in 2024/2025. Our total referrals are 10.24 percentage points higher than last year! Our overall pacing stayed strong throughout the year; nine of the twelve months saw pacing above the ideal % to goal! Only four of the twelve months were above the ideal % to goal in the prior year.

DIGITAL PAID MARKETING



DIGITAL PAID MEDIA`

PAID SOCIAL

A significant milestone in our paid social media program occurred in February 2026, when the Noble Studios team introduced a new testing strategy using 10 different advertisements with varied imagery, messaging, and audience targeting.

The results were immediate and substantial. Compared with the previous year, referrals to lodging partners' direct booking websites increased by 874%, referrals to lodging listings on Yosemite.com increased by 212%, and ad engagement improved by 80%. By May, the Summer 2026 campaigns targeting families and midweek retirees were outperforming the Spring campaigns, generating stronger engagement while reducing the average cost to attract visitors to Yosemite.com by nearly 50%.

Ads



Landing Page

SPRING IN YOSEMITE MARIPOSA COUNTY

PLAN YOUR TRIP TO YOSEMITE TODAY

Yosemite National Park

PLAN YOUR SPRING GETAWAY

Yosemite National Park is a beautiful place to visit in the heart of California. The park is home to some of the most stunning natural beauty in the world, including waterfalls, lakes, and mountains. The best time to visit is in the spring, when the weather is perfect and the flowers are in bloom.

FIND YOSEMITE SPRING LODGING

Yosemite National Park offers a variety of lodging options, from rustic cabins to luxury resorts. Find the perfect place to stay for your spring getaway.

SOME OF CALIFORNIA'S BEST GLAMPING VIEWS

Yosemite National Park is a beautiful place to visit in the heart of California. The park is home to some of the most stunning natural beauty in the world, including waterfalls, lakes, and mountains. The best time to visit is in the spring, when the weather is perfect and the flowers are in bloom.

WHAT TO DO THIS SPRING IN YOSEMITE MARIPOSA COUNTY

Yosemite National Park is a beautiful place to visit in the heart of California. The park is home to some of the most stunning natural beauty in the world, including waterfalls, lakes, and mountains. The best time to visit is in the spring, when the weather is perfect and the flowers are in bloom.

Yosemite's Iconic Waterfalls

Yosemite National Park is home to some of the most iconic waterfalls in the world. The best time to visit is in the spring, when the water is at its peak and the surrounding landscape is in full bloom.

Spring in Full Bloom

Yosemite National Park is a beautiful place to visit in the heart of California. The park is home to some of the most stunning natural beauty in the world, including waterfalls, lakes, and mountains. The best time to visit is in the spring, when the weather is perfect and the flowers are in bloom.

PLAN YOUR SPRING TRIP

Yosemite National Park is a beautiful place to visit in the heart of California. The park is home to some of the most stunning natural beauty in the world, including waterfalls, lakes, and mountains. The best time to visit is in the spring, when the weather is perfect and the flowers are in bloom.

WANT TO VISIT YOSEMITE? START PLANNING TODAY

Yosemite National Park is a beautiful place to visit in the heart of California. The park is home to some of the most stunning natural beauty in the world, including waterfalls, lakes, and mountains. The best time to visit is in the spring, when the weather is perfect and the flowers are in bloom.

DISPLAY

Our display advertising placements, in conjunction with Google's PMAX and Demand Gen products, continues to be a strong part of driving website sessions and conversions. Examples of this year's creative for display is shown below.



SEARCH ENGINE MARKETING (SEM) | PAID SEARCH

Paid search continued to play a vital role in driving qualified traffic to Yosemite.com while offsetting declines in organic website traffic. As in previous years, this marketing channel delivered strong performance, efficiently reaching travelers who were actively searching for information about Yosemite and Mariposa County.

Performance accelerated during the second half of the fiscal year. In March 2026, conversions increased 147% over the previous year while the advertising budget remained nearly unchanged. This momentum continued through May, with conversions up 137% compared to the same period last year. These gains were driven by reaching high-intent travelers more efficiently, reducing the average cost per click by nearly 36% in March and 28% in May, allowing the organization to generate significantly more results from a similar level of investment.

YMCTB SOCIAL MEDIA

Website sessions	May-Jun	Total	% to Goal
Aggregate session totals	131,542	779,154	150%
Facebook, National	May-Jun	Total	% to Goal
Followers	420	178,670	221%
Link Clicks	129,628	763,869	108%
Engagement	202,647	1,827,469	122%
Facebook, Local	May-Jun	Total	% to Goal
Followers	108	3,810	--
Instagram	May-Jun	Total	% to Goal
Followers	600	113,560	99%
Engagement	50,059	355,611	41%
YouTube	May-Jun	Total	% to Goal
Subscribers	41	5,312	307%
Total Watch Time (hours)	13,353	47,301	381%
Average % Viewed	62.5%	43.3% (YTD av.)	+7.30%
TikTok	May-Jun	Total	% to Goal
Followers	164	23,743	227%
Engagement	7,099	47,567	139%
Pinterest	May-Jun	Total	% to Goal
Impressions	29,300	155,700	--
Engagement	2,300	13,300	--
Engaged Audience	1,860	10,400	--
X	May-Jun	Total	% to Goal
Followers	-74	40,276	--

Overall social media performance delivered an exceptional year for our social efforts, with nearly every major KPI meeting or substantially exceeding its annual goal.

Social media continued to be one of the Bureau's most effective marketing channels, generating more than 779,000 website sessions and surpassing the annual website traffic goal by 50%. Audience growth, engagement, and video

performance also reached record levels across multiple platforms, reflecting a year of expanded digital reach.

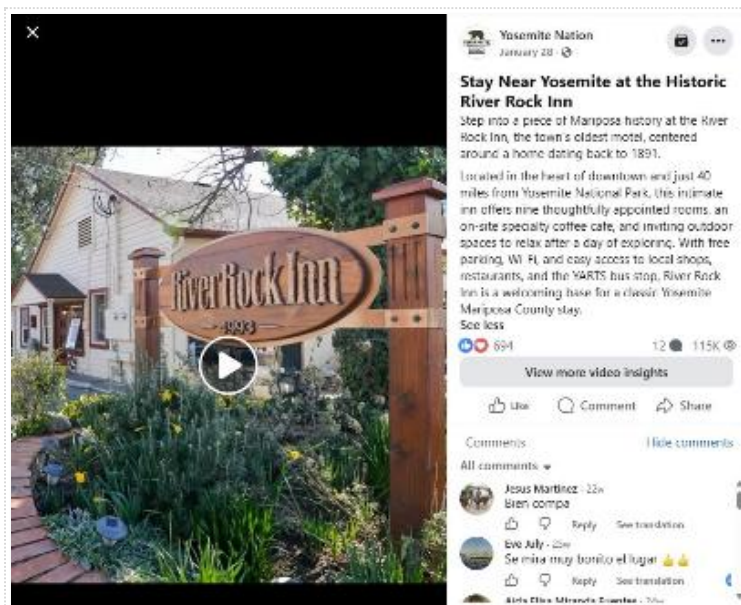
YouTube was the year's standout success. Exceptional subscriber growth, watch time, and audience retention demonstrate that the Bureau's investment in original video content is resonating with viewers while expanding our reach and visibility.

Facebook remained the Bureau's strongest all-around platform for building audience, driving website traffic, and generating engagement. While Facebook continues to de-emphasize organic content on the platform, our paid marketing efforts are delivering strong results, reinforcing the platform's strategic importance. Facebook's sophisticated advertising tools continue to make it one of our most effective channels for reaching prospective visitors through targeted marketing campaigns.

TikTok continued to establish itself as an effective platform for reaching new audiences. Strong follower growth and engagement demonstrate the platform's value in expanding awareness of Yosemite Mariposa County among potential future visitors.

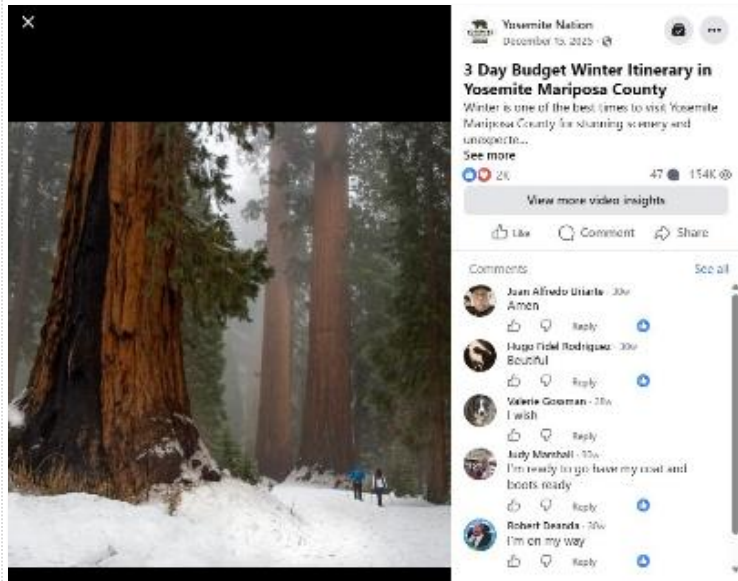
Instagram was the primary exception. While engagement fell short of its annual goal, the account remained highly competitive, maintaining the largest audience and generating higher engagement per post than our competitors, Visit Mammoth and Visit Madeira. The results suggest this reflects broader changes to the platform rather than the effectiveness of the Bureau's long-established content strategy.

Top Posts



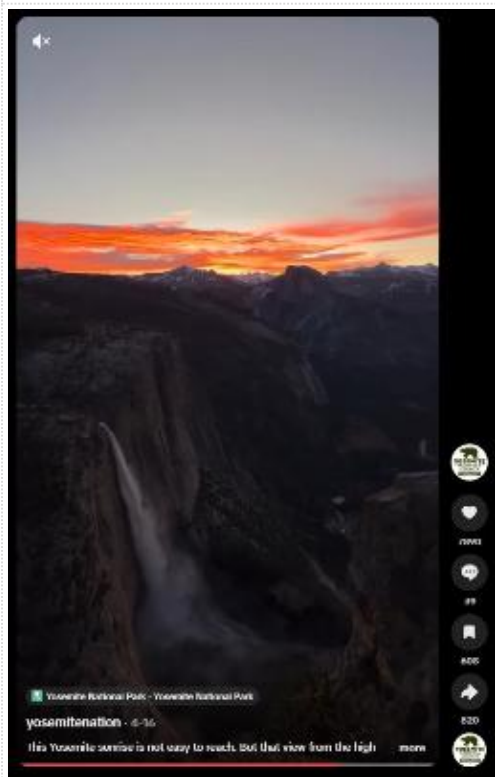
This is our top-performing paid post on Facebook, a photo ad for the River Rock Inn.

21k post link clicks
and 24k engagements.



This is our runner-up top-performing Facebook paid post, focused on a 3-day budget trip to our region in winter.

16.8k post link clicks and 22.7k engagements.



Top-performing TikTok post, showing a stunning sunrise from the north rim of Yosemite Valley

8.7k engagements and 820shares.



Top-performing YouTube post, featuring Zephyr Whitewater Expeditions and the Merced River Canyon.

755k views with a 99.5% view duration.

TRADITIONAL MARKETING

Our strategy in 2025/2026 was to participate in smaller number of traditional print placements, continuing to focus most of our energy on digital marketing with a trackable return on investment. The following are a few of examples of these print placements.

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

Visit California Road Trips Guide

FOR ALL TIME



STAND AMONG THE GIANTS

Yosemite Mariposa County is a place beyond wonder.

It's where you can hike beneath granite giants, explore Gold Rush-era towns and relax in nature, all in the same day. It's where there's always something to see and do, no matter the season — from outdoor activities to perusing quaint towns, museums, restaurants and shops — and there's always somewhere to stay for any budget and travel style.

It's where adventure, beauty and history live in harmony. And it's an experience that lasts for all time.




Visit Yosemite.com
The ultimate resource for planning your adventure to Yosemite National Park.



Yosemite Journal

WELCOME TO THE 2026 MARIPOSA BUTTERFLY FESTIVAL!



Mariposa County is the home of many successful festivals and events and they all rely on **YOU**. These events wouldn't happen without the participation and attendance of visitors and local residents.

Please join us at these upcoming events:



YOSEMITE CHIVALRY & FANTASY FESTIVAL
June 6 & 7



MARIPOSA COUNTY FAIR
September 4 - 7



COYOTEFEST
September 26



YOSEMITE GODDESS FESTIVAL
October 3 & 4

Visit the Yosemite.com Events Calendar:



THANK YOU!
Visitor spending drives our local economy—supporting jobs, generating tax revenue, and funding critical services that benefit residents year-round. From infrastructure to public safety, tourism plays a vital role in keeping our community running strong.

In Mariposa County, tourism isn't optional—it's essential.

Tourism is Mariposa County's largest industry.



Over 50% of Mariposa County's General Fund comes from taxes paid by tourists.

Over 50% of all employment is attributed to tourism.

Taxes paid by visitors to Mariposa County generate over \$6,000 per household annually, supporting critical local services such as police, fire protection, and road maintenance.

Learn more at Yosemite.com/About-Tourism-Bureau

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.




DISCOVER ART & FLAVOR IN MARIPOSA COUNTY

Enhance your Sierra Art Trails journey with a stop in Mariposa County. Meet local artists, explore downtown galleries, and pair art viewing with wine tasting. Enjoy historic streets, unique shops, and delicious dining where creativity is always on the menu.

Look up artists **47-62** on your map for a Mariposa County Tour

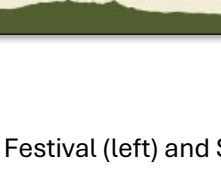
Find Your Perfect Stay at Yosemite.com



48 - Saralynn Nusbaum
African Trade Bead Necklace



54 - Veronica Gross
Sentinel on a Fall Day



51 - Troian Cummings
Copper Candy Mug

Local Ads: Butterfly Festival (left) and Sierra Art Trails (above)

EARNED & OWNED MEDIA

EMAIL

Consumer Emails:

Our email campaigns to consumers saw a fantastic YoY growth of 78.3% in sessions while maintaining a 65.0% engagement rate.

Our ongoing efforts to make sure that our list is both growing while ensuring that our subscribers are still engaged means that we are both purging unresponsive subscriber emails as well as constantly adding new emails. Our goal for new subscribers was 16,000 for the year. We surpassed that goal with 16,450 email addresses added this year. We had 76,439 subscribers as of June 30, our highest total ever.

We also shifted our messaging from a seasonal focus for all emails to alternating seasonal emails with evergreen ones on a bi-weekly basis. The results of this new alternating content have been positive and we will continue this strategy into the following fiscal year

Constituent Emails:

This year we have evolved from sending out sporadic emails to our constituents to delivering regular monthly newsletters. Our goal is to ensure regular communications of information that can help lodging partners and other businesses be aware of a variety of subjects, including YNP information for visitors, trends in tourism and local events.

A portion of an evergreen Consumer email from June 2026.

View this email in your browser



Epic Views, Easy Planning, Endless Discovery



From breathtaking overlooks along Glacier Point Road to charming Gold Rush towns, affordable lodging, and unforgettable local experiences, Yosemite Mariposa County offers countless ways to explore. Whether you're planning your first visit or returning for a new adventure, discover scenic drives, hidden gems, trip-planning resources, and inspiring itineraries that make it easy to experience the best of Yosemite and the surrounding region.

VIDEO SPOTLIGHT
Glacier Point Road



Take in epic views and unforgettable stops along Glacier Point Road in Yosemite Mariposa County. This unforgettable drive is the perfect way to experience Yosemite's high-country beauty, featuring stunning overlooks, peaceful hikes, and iconic spots like Glacier Point, Taft Point, and Washburn Point.

Watch Video

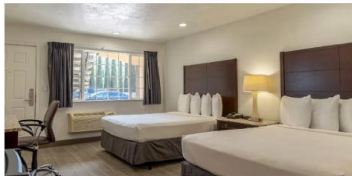
DID YOU KNOW?



Did you know an American president once evaded his security detail in Yosemite?

In 1903, President Theodore Roosevelt joined John Muir on a three-day Yosemite wilderness trip through Mariposa Grove, Glacier Point, Sentinel Dome, and Yosemite Valley. Muir saw the journey as a chance to influence the president's views on conservation. While Buffalo Soldiers of the Ninth Cavalry were assigned as Roosevelt's escorts, Muir and Roosevelt used a trail-clearing assignment as a diversion to slip away and explore alone. Their escape later made headlines in the New York Times.

Featured Mariposa County Lodging
Yosemite Inn



Yosemite Inn offers one of Mariposa's best values for travelers seeking comfortable, economy accommodations near Yosemite National Park. Located across from the Mariposa Visitor Center and within walking

SPECIAL OFFERS

The Special Offers Page received over 220,000 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 250,771. We have been utilizing meta leads campaigns and putting a decent amount of spend behind generating more traffic to the 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 Views 221,395	Enter stakeholder domain
Special Offer Hub Link Click 23,598	Click URL Contains ▼ Enter a value OFFER VALID APRIL 25, 2023 – JULY 31, 2023 BIG CREEK INN BED AND BREAKFAST 10% off when booked online VIEW OFFER →

INTERNATIONAL TRAVEL TRADE

International travel continued to face a mixed recovery throughout FY2025/26. While global demand for travel remained strong, visitation to the United States was influenced by economic uncertainty, currency fluctuations, and evolving traveler sentiment in several key international markets. Despite these headwinds, Yosemite Mariposa County maintained an active international presence through strategic sales missions, ongoing collaboration with Global Sales Representatives (GSRs), and continued engagement with Visit California, Brand USA, and key travel trade partners.

Program Development & Trade Support

Key accomplishments included:

- Revised and rebranded the 10-minute Yosemite Mariposa County Destination Training Webinar, providing travel advisors and tour operators with updated destination education consistent with current brand standards and messaging.
- Distributed more than 10 targeted travel trade communications throughout the year, exceeding the annual goal by 67%. These updates included destination news, product updates, operational information, and timely travel advisories.
- Maintained and expanded the Bureau's international travel trade database through ongoing subscriber management and acquisition of new travel advisor, tour operator, and receptive operator contacts.
- Maintained a tracking system of lodging contracts and key partnerships to support discussions with receptive operators, wholesalers, and online travel agencies (OTAs), ensuring product information remained current and competitive.
- Conducted regular site visits and quarterly check-ins with key lodging partners to remain informed of new products, renovations, and operational updates that could be shared with the travel trade.
- Hosted the Visit California International Familiarization Tour, showcasing Yosemite Mariposa County's tourism assets to international travel professionals. The group stayed at Autocamp and enjoyed a Mariposa food tour sampling BBQ and mead tasting at Smokin Oak and dinner at 1850 before enjoying a visit to Yosemite the following day.
- Hosted the LUXE / iTravel Australia Familiarization Tour, providing Australian travel advisors with firsthand destination experiences to encourage future itinerary inclusion. The group stayed at Tenaya Lodge, toured the Mariposa Museum and History Center, the Yosemite Climbing Museum and enjoyed lunch at 1850 before venturing into Yosemite Valley the next day.

Sales Missions & Industry Engagement

YMCTB maintains an active presence within the international travel trade industry through participation in strategic sales missions and marketplaces that strengthen relationships with tour operators, wholesalers, and destination partners.

Highlights included:

- **Brand USA Travel Week – London** – Participated in Brand USA Travel Week U.K. & Europe in London, conducting 44 appointments with international travel companies over three days. The event strengthened relationships with key European tour operators and receptive partners while positioning Yosemite Mariposa County within future U.S. and California itineraries. The event brought together nearly 900 international travel trade, media, suppliers, and destination representatives.
- **Discover America Nordic Track** – Represented Yosemite Mariposa County at Discover America & Brand USA trade events across Norway, Sweden, and Finland, meeting with Nordic tour operators and travel professionals to strengthen market relationships and promote Yosemite Mariposa County as a key destination for California and Western U.S. itineraries. The program provided an opportunity to build awareness in a priority international market and identify opportunities for future trade partnerships and visitation.
- **California Cup** – Strengthened relationships with California destinations and international tourism professionals while identifying opportunities for collaborative marketing and future FAM programs.
- **Go West Summit** – Conducted 40 appointments with international receptive operators and buyers specializing in western U.S. travel, reinforcing Yosemite Mariposa County's position within multi-destination itineraries.
- **Australia Sales Mission – Visit USA Expo Series** – YMCTB participated in the Visit USA Expo Series across Brisbane, Melbourne, and Sydney, engaging with more than 600 travel professionals alongside 40 U.S. destinations. The program also included Brand USA's B2B Day, where 24 appointments with Australian tour operators strengthened partnerships and promoted Yosemite Mariposa County as a year-round California destination.
- **Visit California Sales Mission - Mexico** – As Mexico became the United States' largest inbound international market and air connectivity through Fresno Yosemite International Airport continues to expand, YMCTB participated in Visit California's Mexico Sales Mission to the Yucatán. The mission brought together a 30-member California delegation for three days of appointments with tour operators, market insights, and networking opportunities to strengthen relationships and promote Yosemite Mariposa County as part of California travel itineraries.
- **IPW** – Participated in the U.S. travel industry's premier international marketplace, conducting 40 appointments with international tour operators and travel buyers to promote new destination experiences, strengthen relationships in priority overseas markets, and support future visitation to Yosemite Mariposa County.

Planning is underway for continued participation in strategic international trade events during FY2026/27 to maintain momentum and expand Yosemite Mariposa County's visibility in priority markets.

TRADITIONAL SALES: GROUPS & MEETINGS

Program Development

As part of our renewed focus on growing the Groups & Conferences segment, we have been actively engaging with meeting planners, corporate decision-makers, and industry partners to increase awareness of Yosemite Mariposa County as a premier destination for meetings, retreats, conferences, educational seminars and training workshops.

Major accomplishments included:

- Developed YMCTB's comprehensive Groups & Meetings Strategy, establishing priorities for sales, marketing, partner collaboration, and paid media investment.
- Conducted site inspections at key meetings properties throughout Mariposa County to strengthen destination knowledge and identify new sales opportunities.
- Met regularly with the county's group lodging partners to better understand individual sales goals, target markets, and collaborative opportunities.
- Began developing processes to improve routing of meeting leads and Requests for Proposals (RFPs) within Mariposa County.
- Reconnected with industry platforms, including Cvent, to monitor meeting opportunities and improve visibility of incoming RFP activity.
- Completed the first phase of updates to the Meetings & Groups section of Yosemite.com, improving destination information and planner resources. A second phase of enhancements is planned for FY2026/27.

Sales & Industry Engagement

Relationship development remained a primary focus throughout the year.

Activities included:

- Conducted a targeted sales mission in the San Francisco Bay Area alongside Corporate Sales Staff at Tenaya Lodge at Yosemite to generate leads and strengthen relationships with meeting professionals.
- Participated in MPI Northern California networking events and the annual WEC summit to build awareness among meeting planners and industry suppliers.
- Joined the California DMO Alliance and participated in regular meetings and industry meet ups.
- Met with group management staff at Tenaya at Yosemite, Yosemite Hospitality, Yosemite Resorts, AutoCamp Yosemite, NatureBridge, and other hospitality partners to support collaborative sales efforts.



YMCTB staff person Noel Morrison (left) and Laura Calderon Riva (center) Corporate Group Sales Manager, Tenaya at Yosemite alongside meeting planners and industry professionals at Meeting Planners International (MPI) networking event in San Francisco.

Meetings Marketing

This year also marked the beginning of a dedicated business-to-business marketing effort focused on meetings and group travel.

Highlights included:

- Partnered with Noble Studios to develop a long-term meetings marketing strategy that will guide future paid media and promotional efforts. Campaign to launch in Fall FY26/27.
- Increased promotion of Mariposa County meeting venues through LinkedIn, positioning Yosemite Mariposa County as a destination for corporate retreats, executive meetings, and incentive travel.

Since launching a focused LinkedIn strategy, meetings and venue-related content has consistently ranked among the Bureau's strongest-performing business-to-business communications.

LinkedIn Highlights (January–June 2026):

- Generated more than 6,500 **organic** impressions during the reporting period, with April achieving the highest monthly reach to date.
- Organically added 44 new professional followers between January and April, reflecting continued growth among travel trade, meetings, media, and industry audiences.
- Engagement remained consistently strong relative to typical B2B destination marketing benchmarks throughout the reporting period.
- Venue-focused posts featuring AutoCamp Yosemite, NatureBridge, The Ahwahnee, and Yosemite View Lodge generated the highest engagement and click-through rates, demonstrating continued interest from meeting planners and travel trade audiences.
- The highest-performing meetings post achieved a 16.2% engagement rate and generated 144 website clicks, while a June feature highlighting Yosemite View Lodge achieved a 15.23% engagement rate and an 8.61% click-through rate, reinforcing the effectiveness of showcasing Mariposa County's distinctive meeting venues.

COMMUNICATIONS & MEDIA RELATIONS

Public Relations

Earned Media | Content Creators | Community Outreach

Overview

Throughout FY 2025/26, our communications strategy focused on increasing awareness of Yosemite Mariposa County as a year-round destination through strategic earned media and content creator partnerships. By hosting journalists and creators from key domestic and international markets, we generated authentic, third-party storytelling that strengthened our destination's credibility, expanded our reach, and supported visitation beyond the peak summer season. These efforts resulted in more than 20 hosted media and content creator visits, over 90 published stories, and an estimated 166 million potential impressions, with coverage appearing in leading publications and broadcasts across the United States and internationally.

Media/Content Creators: 20 hosted/assisted

Journalist Hosted: American Trails, Jill Dawson, Stefan Klug, Christian Dose, Aliko & Sascha Rettig (American Journal) Barbara McCarthy, Ron Stern, Cassandra Brooklyn, Lauren Breedlove, Visit CA Playful Journeys Road Trip Super FAM, Mariana Mujeres



American Trails: [Mariposa | California, Hanging Out in Yosemite's Front Yard](#)

Irish Daily Mail: [Home of Natural Wonders](#)

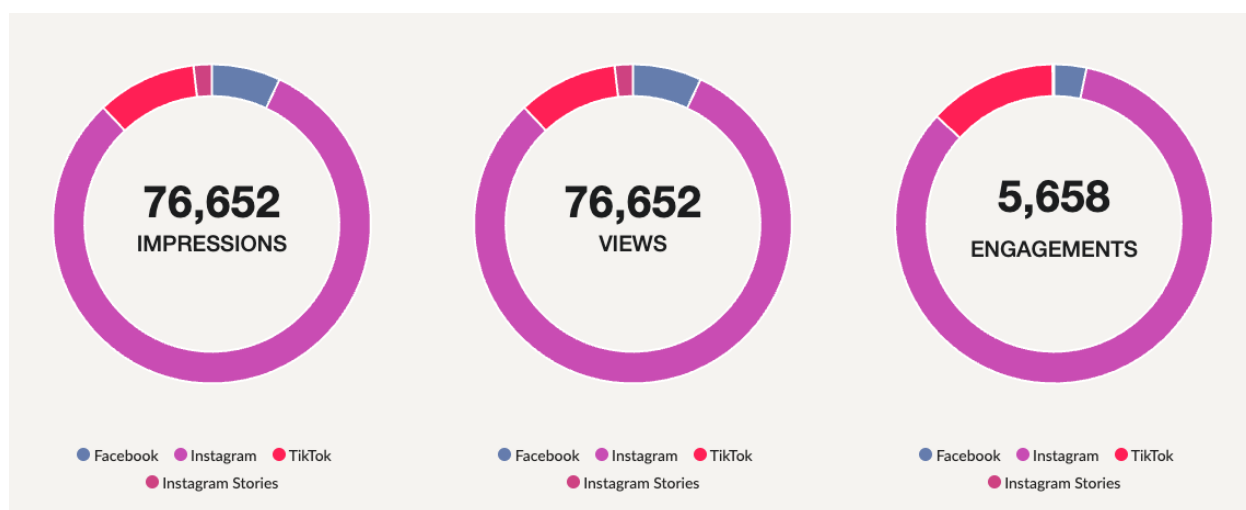
National Geographic: [The secret ski resorts hidden inside America's national parks](#)

Content Creators:

CA High Sierra French FAM, Shalini Chandra, Travels of Sarah Fay, Nishat & Musa, Anika Hoeflich, Luke Tarrant & Doug Loynes, Anne Sophie Mounier, Mexico Influencer FAM, Divergent Traveler's



Divergent Traveler's: [5 Day Yosemite Itinerary: Mariposa, Waterfalls, History and Hidden Gems](#)



Living Report View: [Divergent Traveler's](#)

Travels with Sarah Fay: [Yosemite Mariposa Guide](#), [3 Days in Yosemite Itinerary and Exploring The Best of Mariposa, California](#)

Top tier domestic publications: National Geographic, Sunset, Fodor's, AFAR

International coverage: Harper's Bazaar, Australian Geographic Adventure, America Journal, J-B Style Magazine

Broadcast coverage: ABC7NewYork, ABC30Fresno

Stories published: 90 +

Potential impressions: 166,353,702 +

Community Outreach

Throughout the year, we focused on educating residents about the value of tourism, its economic impact, and the role of the Tourism Bureau through community events, local media, and educational outreach. These efforts help foster informed conversations about how tourism benefits Mariposa County and supports the quality of life for those who live here.

National Travel and Tourism Week

As part of National Travel and Tourism Week, YMCTB focused on educating our local community about the value of tourism and the role of the Tourism Bureau. Efforts included publishing a Travel Talk column, sharing Visit California's tourism data and local economic impact through a Mariposa Gazette press release, hosting a community webinar, participating in the local parade, and completing a new "About Us" handout. The handout explains how tourism-generated Transient Occupancy Tax (TOT) helps fund essential county services, including public safety, road maintenance, and other community priorities. Together, these initiatives helped strengthen awareness of tourism's positive impact on Mariposa County and the work of YMCTB.

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 and start conversations.



Tourism through time: Mariposa County's enduring legacy

TRAVEL TALK

| April 02, 2026

By KIM LAWSON

Shown are the sketches, map, location guide and illustrated description of the All-Year Highway. Kim Lawson is Director of Communications and Content for the Yosemite Mariposa County Tourism Bureau (YMCTB), where she leads the national and international media coverage promoting our region.

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!*](#)

June Column: [*Many voices, one story*](#)

July Column: [*Mariposa County's place in the American Story*](#)

August Column: [Redbuds and Roadtrips](#)

WEBSITE | SEO & CONTENT PERFORMANCE

Overall website traffic

Total sessions: 4,014,099

Total Users: 3,308,237

Year to Date Organic Performance Overview

-13% Organic Search Traffic YoY (1,267,281 vs 1,462,282)	+12% Page 1 Keywords YoY (192.3K vs 171.6K)	-1% Organic Lodging, Camping Referrals and BookDirect YoY (275,326 vs 278,013)
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The Zero Click Landscape Shifted Significantly As AI engines directly answered informational queries on the search engine results page (SERP), Yosemite.com saw consistent year-over-year (YoY) drops in total organic sessions (e.g., down 17% in July 2025, 12% in December 2025, and 10% in May 2026) **Despite lower traffic volume, the brand's visibility skyrocketed.** Page 1 keywords grew consistently (+31% YoY in August, +18% YoY in May). By March 2026, AIO visibility had grown 628% YoY, creating a landscape where impressions surged (+24%) while CTRs declined (-25%) because users' intents were satisfied without needing to click.

Because informational queries were captured by AI, the users who did click through to the site were highly qualified and actively planning or booking, which ultimately drove stronger lodging conversion rates from organic traffic.

High-Intent, High-Converting LLM Referral Traffic Grew

While total organic volume softened, traffic referred directly from Large Language Models (LLMs), with ChatGPT accounting for roughly 95% of these sessions, proved to be incredibly valuable. Users arriving from AI tools were deep in the planning phase. **By May 2026, the average session duration for AI-referred users skyrocketed by 483.7% to over 23 minutes.** LLM traffic consistently delivered

some of the highest conversion rates on the site. **In December 2025, ChatGPT traffic converted at over 60% on lodging and reservation pages.** By May 2026, the average conversion rate for these AI searchers remained exceptionally high at 34.21%

VIDEO PRODUCTION

Highlights for the Period (July 2025 – February 2026)

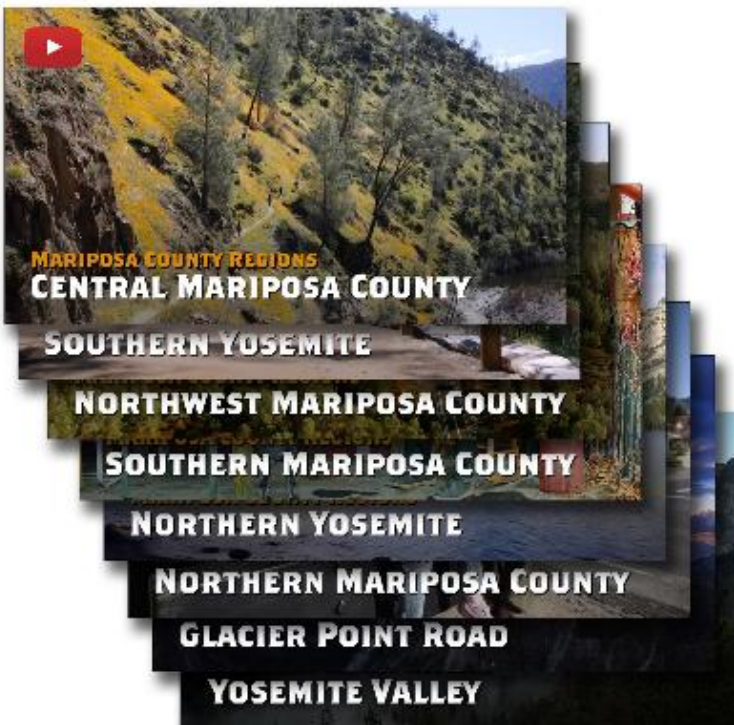
- Released and promoted **8 region videos**:
 - Yosemite Valley
 - Glacier Point Road
 - Northern Yosemite
 - Southern Yosemite
 - Central Mariposa County
 - Northwest Mariposa County
 - Northern Mariposa County
 - Southern Mariposa County
- Completed a **History and Culture of Mariposa County** landing page video.
- Completed a **Family Adventures in Mariposa County** landing page video.
- Completed a 2026 update of our **Guide to the Natural Firefall in Yosemite.**
- Completed **12 original vertical videos** for TikTok, YouTube Shorts, and Instagram Reels.
- Completed **1 destination training video.**
- Completed **1 Peak Season ad.**
- Created **30-second and 15-second ads for Fall 2025** in vertical, horizontal, and square formats.
- Conducted a **fall foliage video shoot** in Yosemite National Park.
- Completed a new **Yosemite Mariposa County anthem video** featuring a bespoke score.

Ongoing / In Progress

- **Continued preproduction on an international training video**, including planning additional video shoots for the new fiscal year 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 **Southern Yosemite** production was our most viewed of our region videos on YouTube. 656k views for a total of 8.4k hours of viewing (almost a year of cumulative view time).



Our collection of eight region videos has become one of our strongest video initiatives, featuring four regions within Yosemite National Park and four highlighting the communities and landscapes of greater Mariposa County.

During the fiscal year, these videos were watched **1.8 million times**, generating **34k hours** of watch time, or nearly **3.9 years** of cumulative viewing.