

**Yosemite Mariposa County
Tourism Bureau
Board of Directors
(May 18, 2023)
Marketing Update**



Executive Director Update

- Acknowledgement for significant work on new Yosemite.com website
- Budget Process
- Staff Review Process
- Marketing Plan for 2023/2024
- Strategy adjustments
 - Creative Agency
 - PR Additions International
 - Trade Strategy Adjustments
- IPW
- Mariposa Chamber Business Expo and Community Outreach

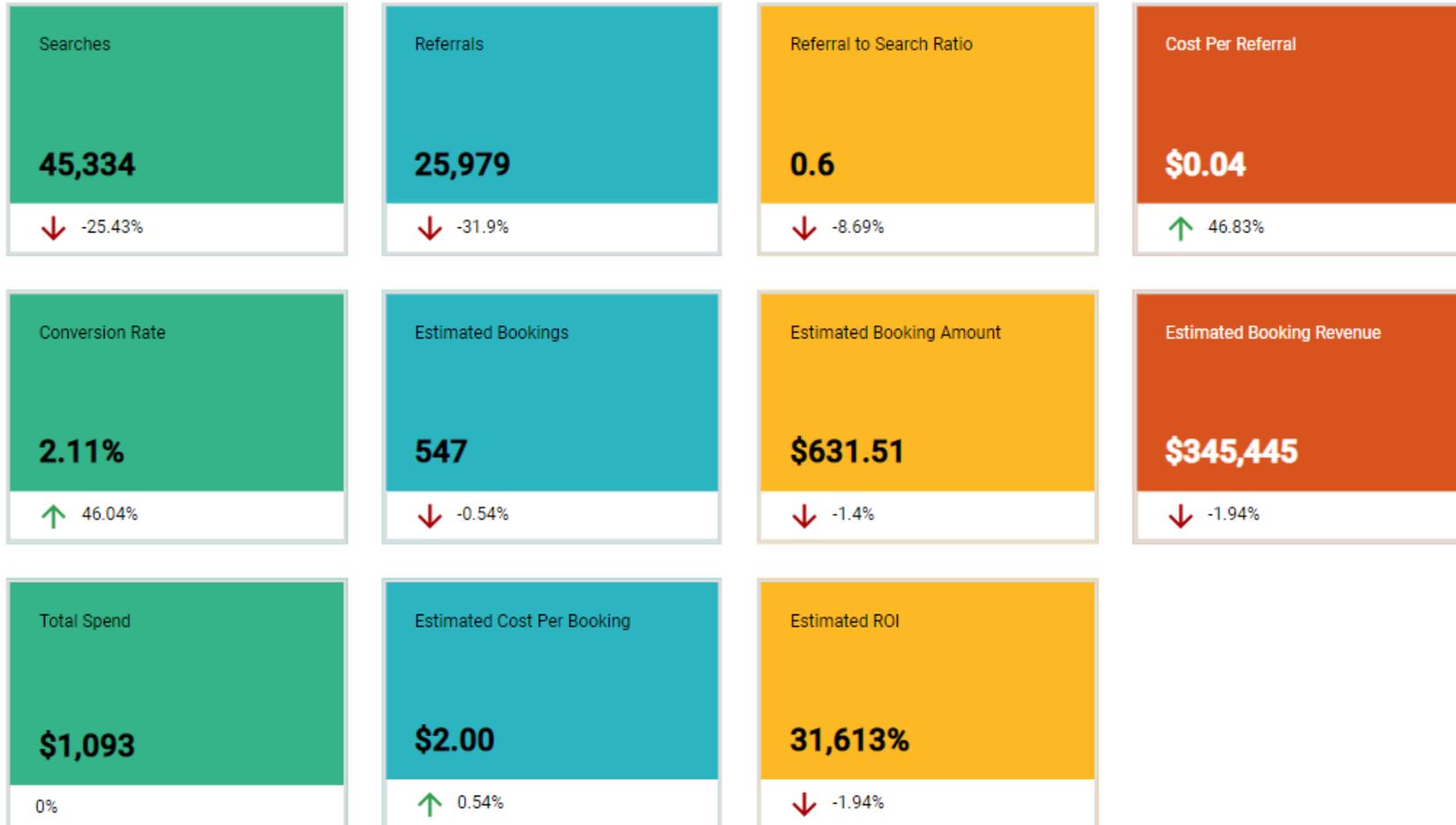
KPIs: Performance Recap

	July 1, 2022 - June 30, 2023 Pace = 83% (Month 10 of 12)	FY 2022/23 Annual Goals
PRIMARY KPI		
Partner Referrals - Lodging	Lodging: 288,739 68% to goal	Lodging: 425,000
Supporting KPIs		
Overall Sessions	ACTUAL: 2,993,584 93% to goal	3,236,000 Sessions
Organic Sessions	ACTUAL: 1,191,316 78% to goal	1,520,000 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 440,039 109% to goal	405,000 Sessions
Tracked Metrics		
Book Direct Referrals	TBD	TBD
Newsletter Sign Ups	New Subs FY YTD: 7,921 April: 2,059 119%	6,668 Sign-Ups
Partner Referrals - Things To Do	Things To Do: 69,821 78% to goal	Things To Do: 89,315
Partner Referrals - Dining	Dining: 18,786 71% to goal	Dining: 26,317

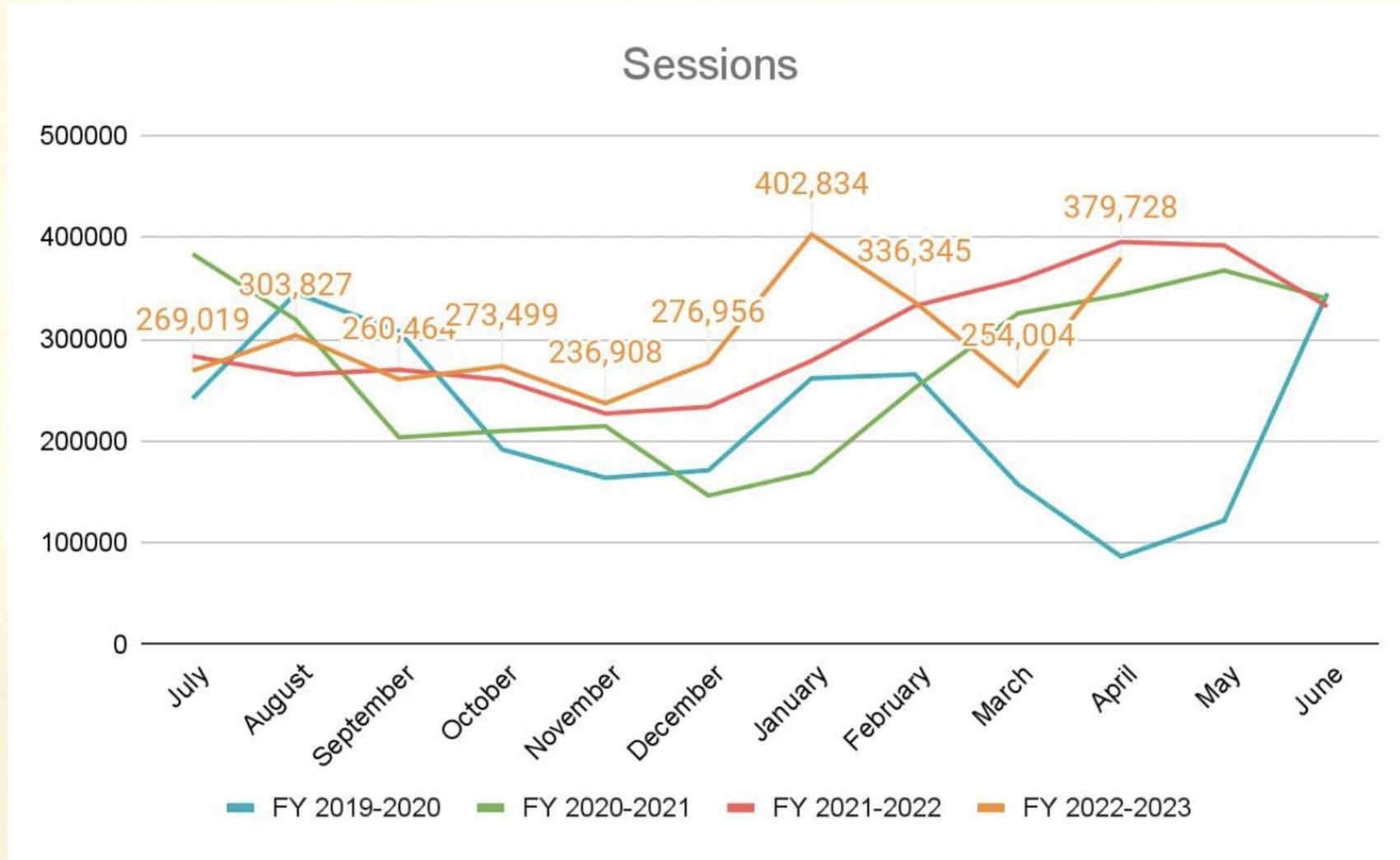
Book>Direct Tracking April

Book > Direct - Performance Summary

^ ☰ Date Range: 4/1/2023 - 4/30/2023 ▾



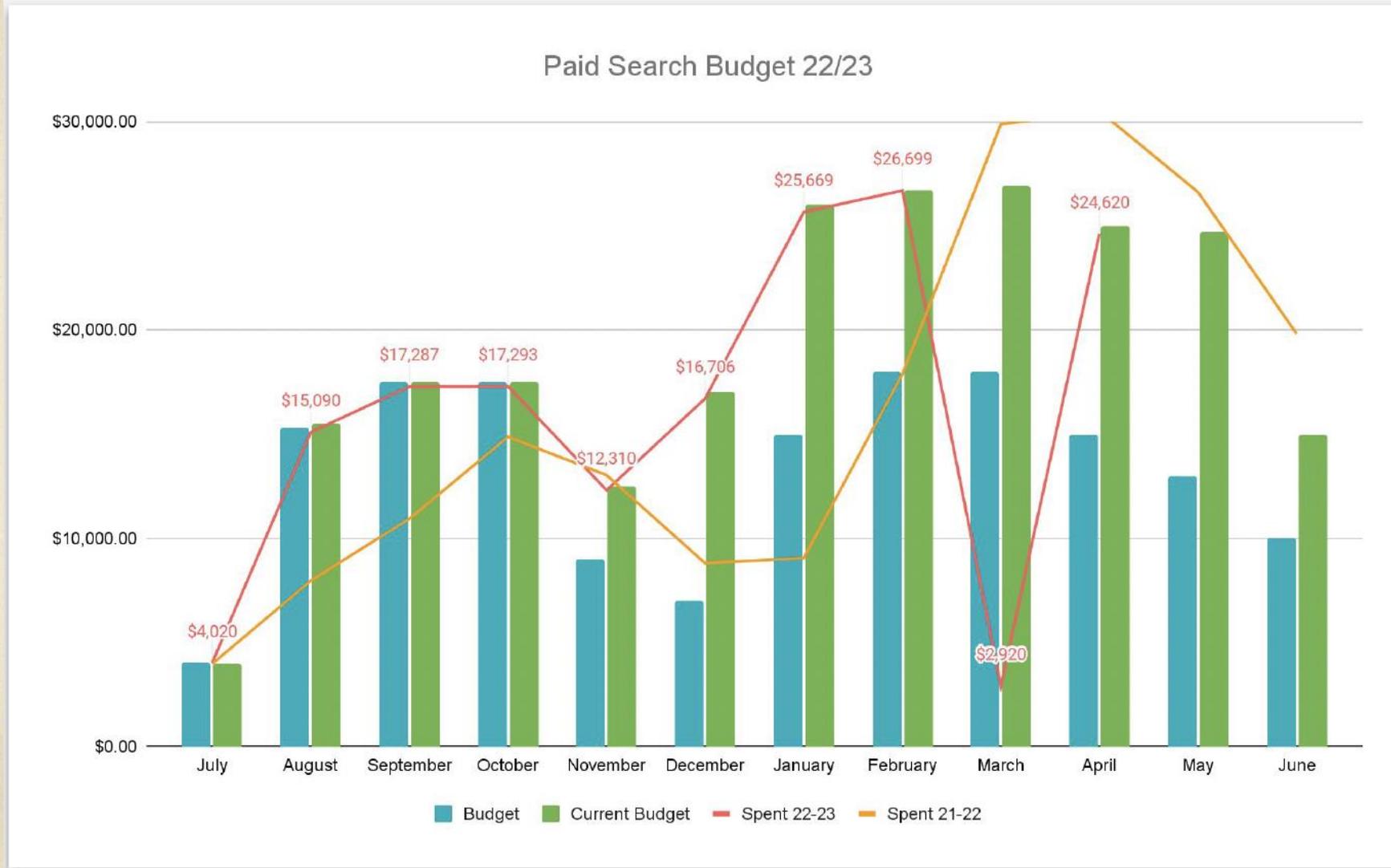
Overall Growth: Sessions



Channel Performance

Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	125,796	-3.9% ↓	98,312	51.13%	2.24
Paid Social	86,811	54.4% ↑	76,007	86.32%	1.3
Paid Search	57,676	-45.4% ↓	46,682	54.26%	2.11
Direct	42,926	19.9% ↑	33,659	57.45%	1.97
Social	29,859	202.5% ↑	27,643	86.87%	1.26
Display	17,034	-61.8% ↓	14,421	84.36%	1.37
(Other)	11,389	19,536.2% ↑	10,746	89.9%	1.18
Referral	5,981	-36.2% ↓	4,794	32.97%	2.81
Email	2,255	-26.4% ↓	1,644	53.39%	2.43
Advertorial	1	-	1	0%	2

Paid Search Budget \$214,000



22/23 Budget: \$214,000

22/23 Budget: \$160,000

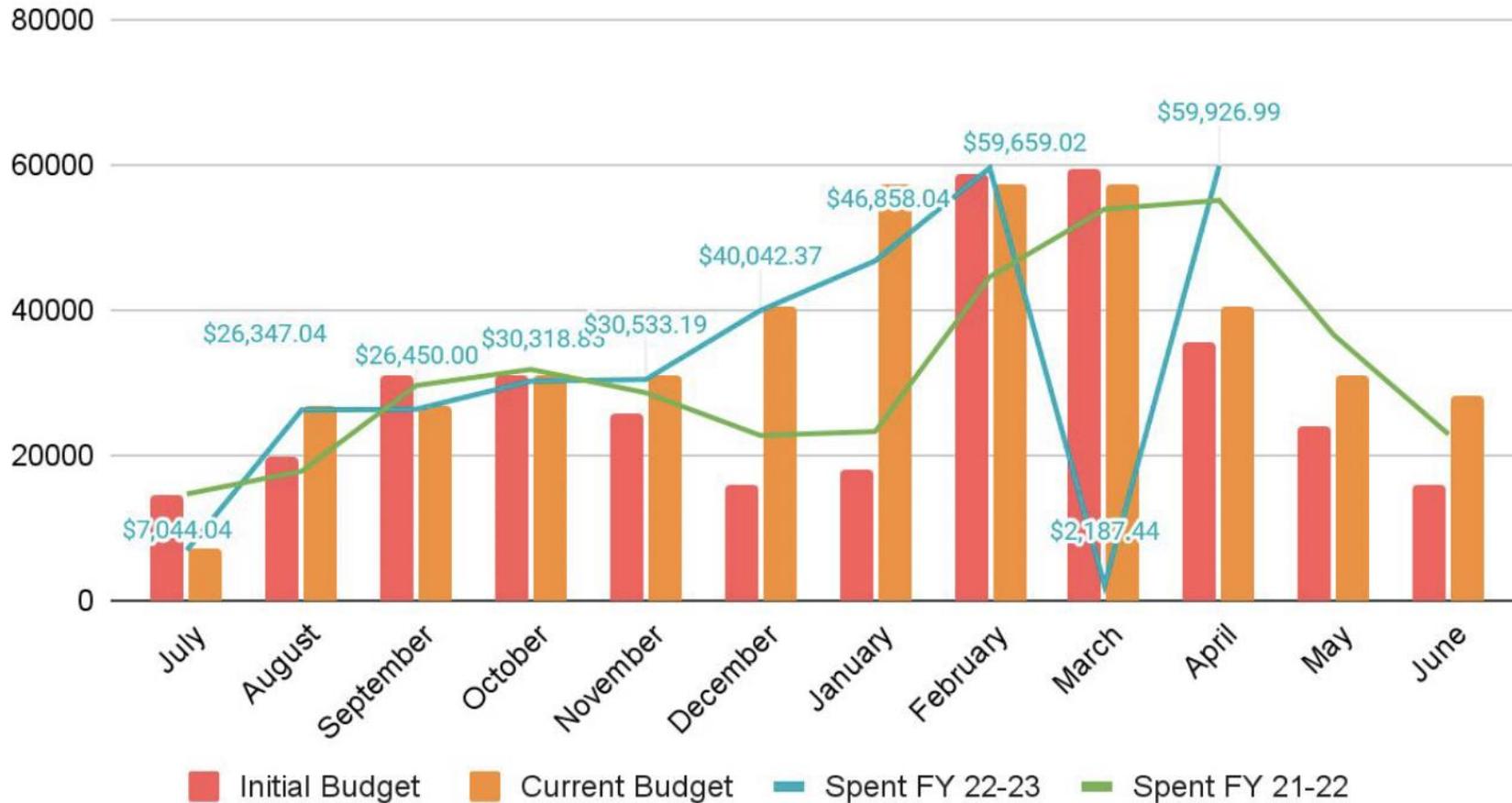
21/22 Budget: \$193,337

20/21 Budget: \$120,000

19/20 Budget: \$101,000

Paid Media Budget \$436,000

Paid Media Budget 22/23



22/23 Budget: \$436,000

22/23 Budget: \$300,000

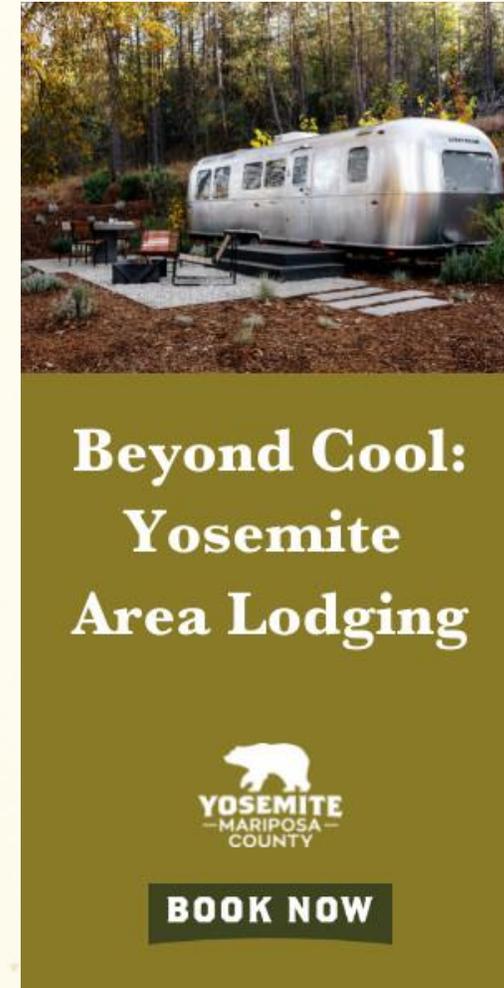
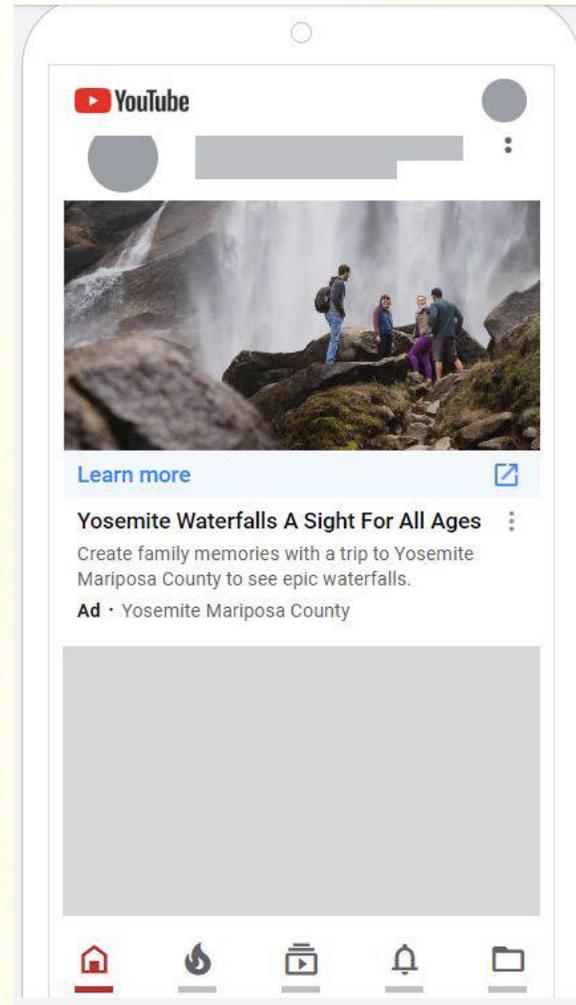
21/22 Budget: \$383,195

20/21 Budget: \$274,900

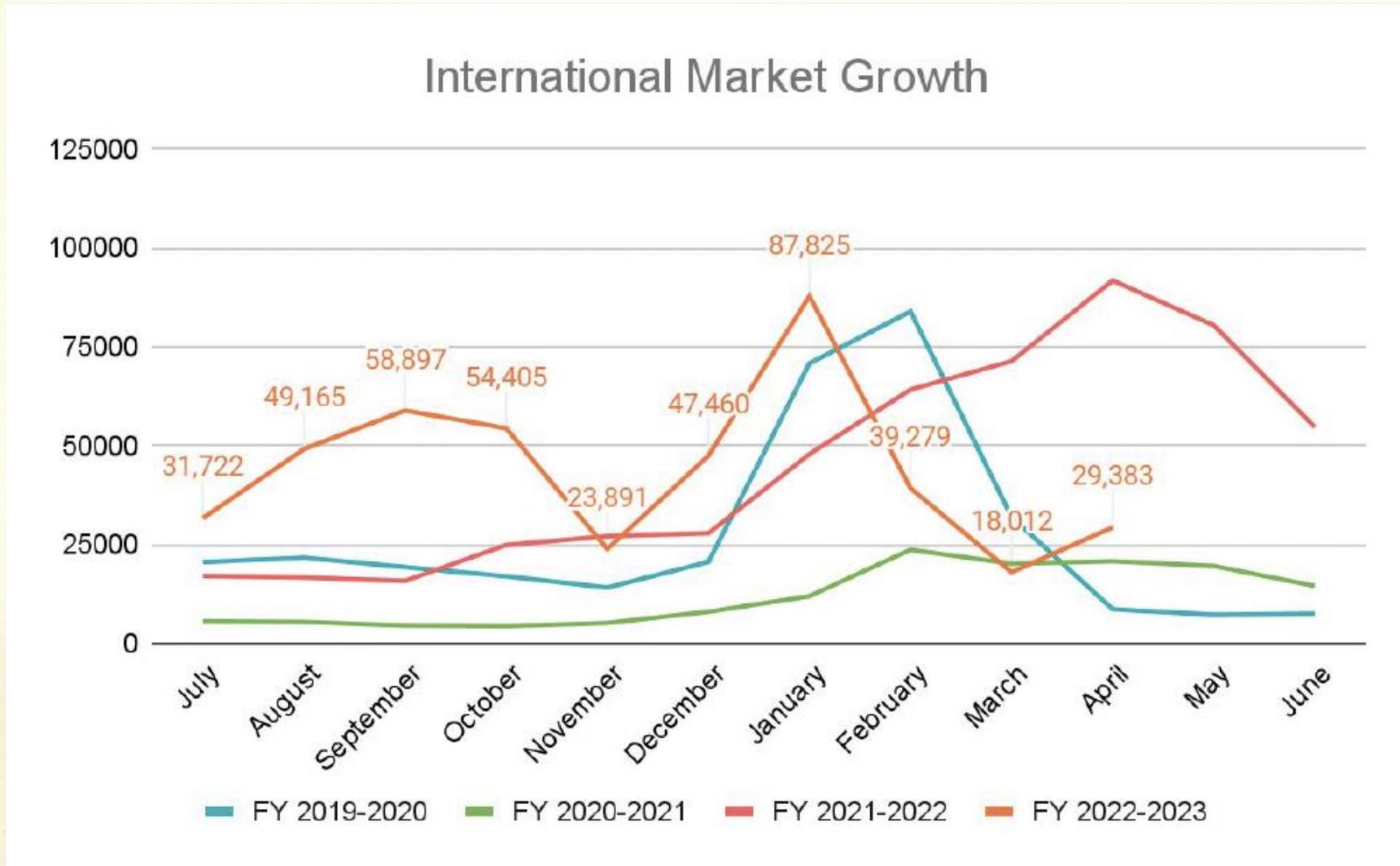
19/20 Budget: \$415,000

Display Ads Performance in US

- Ads earned 5,024,433 impressions and 23,268 clicks
 - 0.46% CTR (0.47% travel benchmark)
- Discovery campaigns CTR is 2.01%, significantly higher than display placements (0.30%)
- Ads earned 10,762 sessions with a 1.77% CVR for lodging partner referrals
 - 4.53% CVR for all goals (0.51% travel benchmark)
- Display is performing especially well with an all goals CVR of 8% and a lodging partner referrals CVR of 2.99%

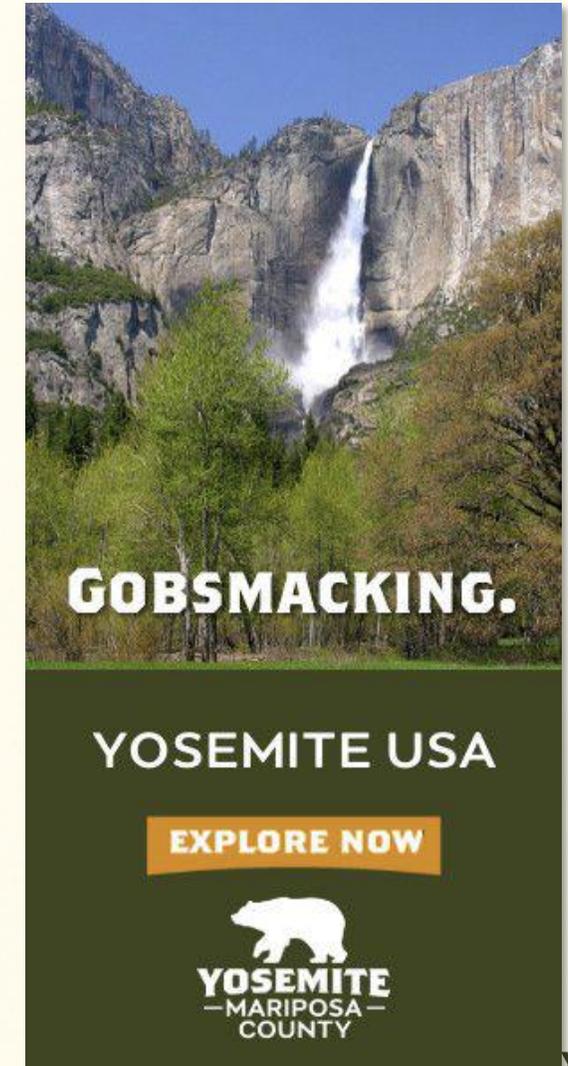


International Market Growth



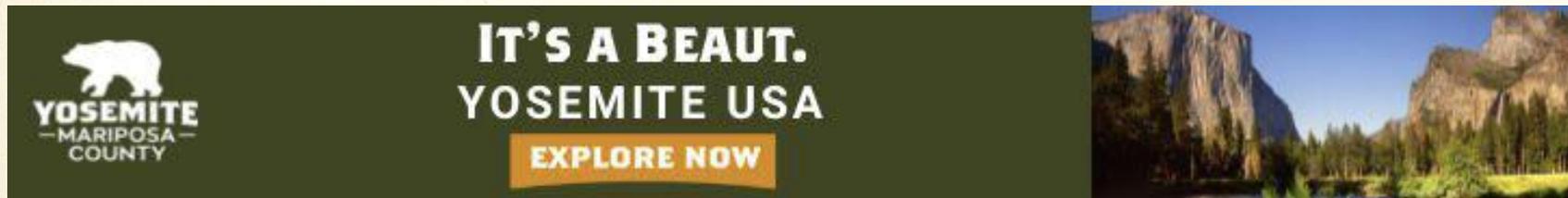
International Display Campaign: United Kingdom

- Ads earned 1,014,197 impressions and 1,846 clicks
 - 0.18% CTR (0.47% travel benchmark)
- Ads earned 1,615 sessions with a 0.12% CVR for lodging partner referrals
 - 0.68% CVR for all goals (0.51% travel benchmark)



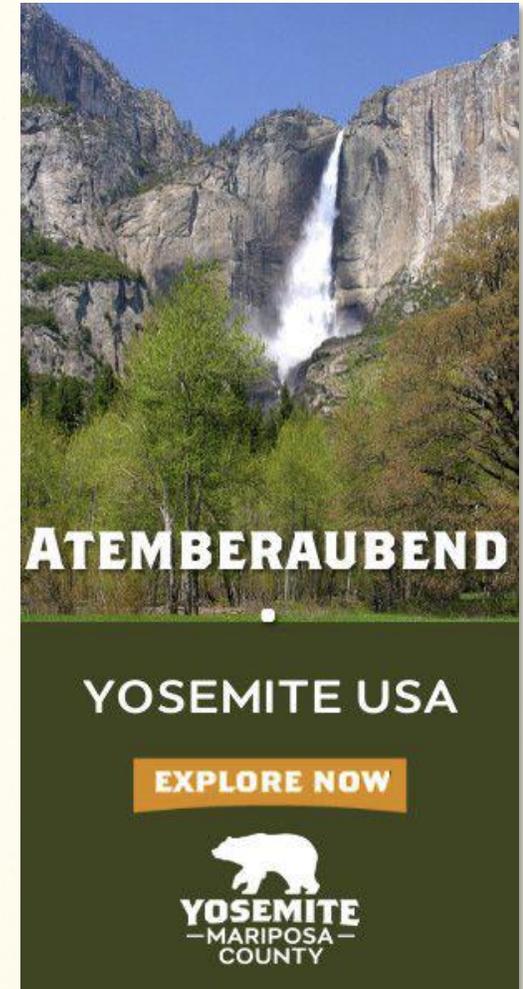
International Display Campaign: Australia

- Ads earned 657,923 impressions and 870 clicks
 - 0.13% CTR (0.47% travel benchmark)
- Ads earned 651 sessions with a 0.46% CVR for lodging partner referrals
 - 0.77% CVR for all goals (0.51% travel benchmark)



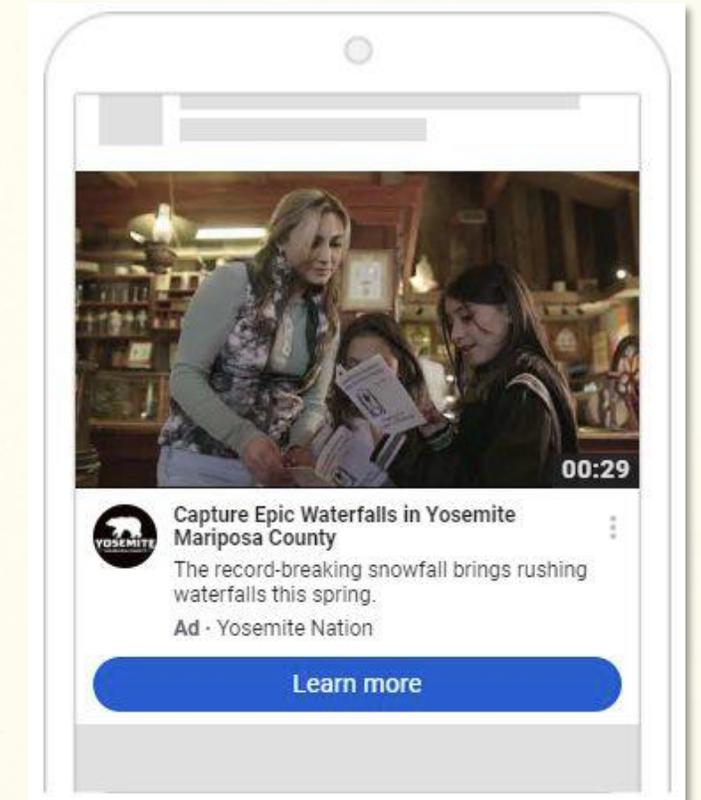
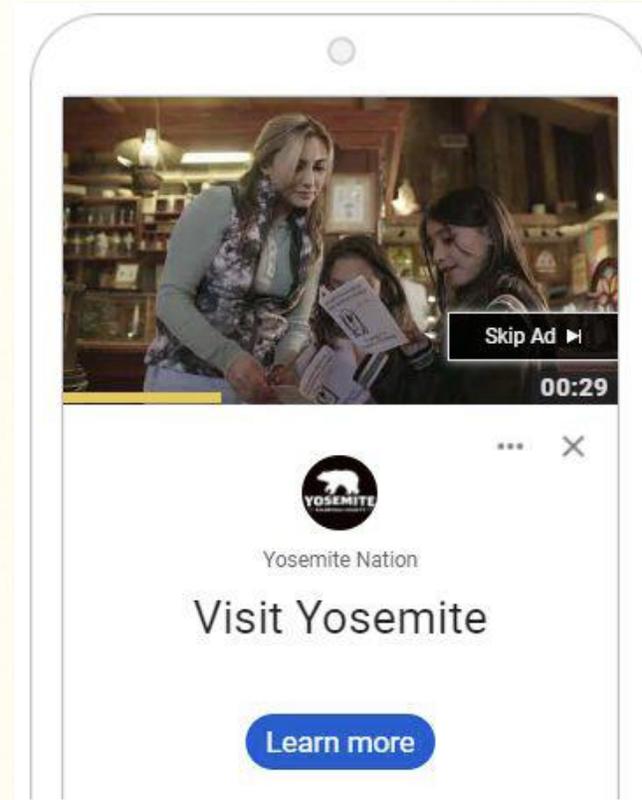
International Display Campaign: Germany

- Ads earned 821,289 impressions and 1,635 clicks
 - 0.20% CTR (0.47% travel benchmark)
- Ads earned 1,297 sessions with a 0.93% CVR for lodging partner referrals
 - 2% CVR for all goals 0.51% travel benchmark



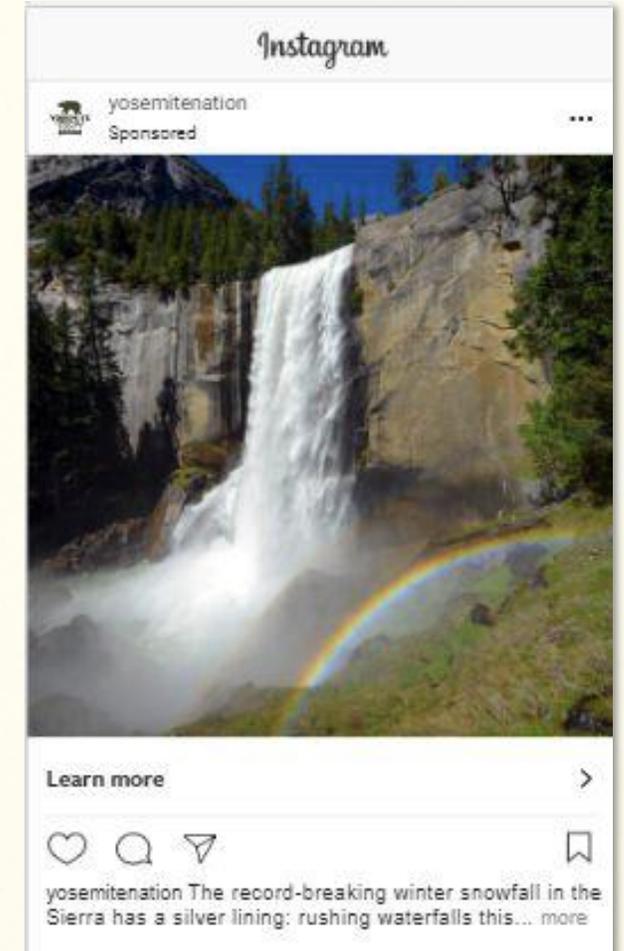
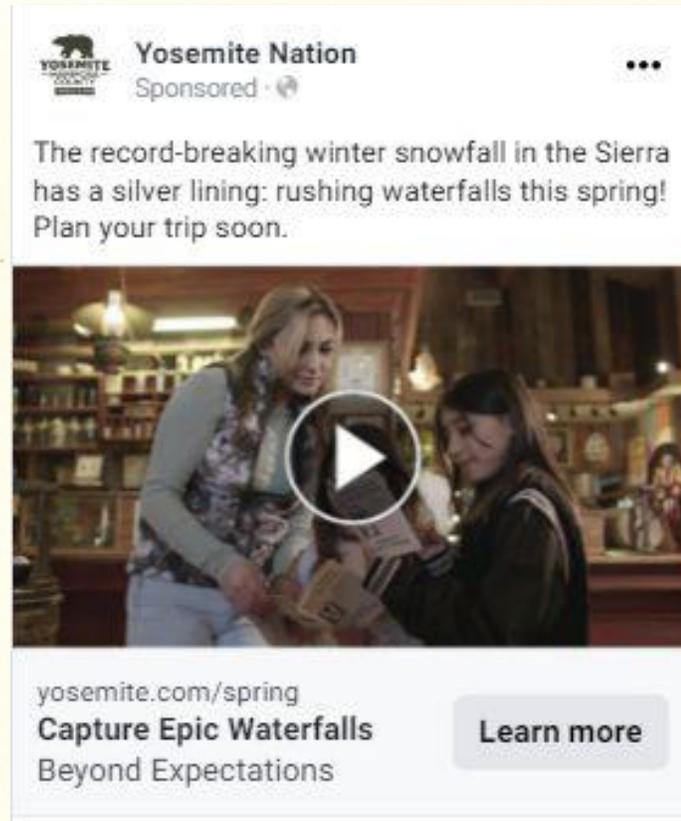
YouTube Paid Media

- YouTube drove 402,867 impressions and 1,372 clicks
 - 0.34% CTR (0.65% benchmark)
- 48,576 views with a CPV of \$0.012 (Below the benchmark of \$0.026)
 - No POP or YOY comparison due to campaigns being paused for half of March



Paid Social Media Ads Performance

- Ads generated 5,708,046 impressions with a reach of 1,619,973
 - CTR: 3.42% (Travel industry benchmark .90%)
- Facebook ads earned 49,642 sessions with a conversion rate (all goals) of 2.10%
 - 0.80% Lodging CVR



Yosemite.com 3.0 is LIVE!

Special Offers Weddings Meetings

YOSEMITE
— MARIPOSA —
COUNTY

INSPIRATION PLACES TO STAY THINGS TO DO PLAN YOUR TRIP **CHECK RATES**

YOSEMITE MARIPOSA COUNTY

ADVENTURE STARTS HERE.

PLAN YOUR TRIP TO YOSEMITE ALL LODGING CHECK-IN CHECK-OUT **BOOK NOW**



Content Creation

Yosemite Mariposa County

INSPIRATION PLACES TO STAY THINGS TO DO PLAN YOUR TRIP CHECK RATES

< BACK TO STORIES

WELCOME BACK: THE RETURN OF THE YOSEMITE BED & BREAKFAST

By Yosemite Mariposa County Tourism Bureau
Published On March 10, 2023

The Yosemite bed & breakfast combines the best elements forward setting; the shared knowledge of a local host; and all Operated by thoughtful owners (many being semi-retired) w their small inns, these oases of comfort are the perfect gath The result? A symphonic stay where rest meets relaxation.

Yet these distinctive qualities are the very reason bed & brea the pandemic. So now as the world opens up and visitors ret massive rock and waterfall mist, of museum hopping and birc are once again promoting the virtues of travel with a persona breakfast, and all the free-spirited travelers out there, we sa

Yosemite Mariposa County

INSPIRATION PLACES TO STAY THINGS TO DO PLAN YOUR TRIP CHECK RATES

< BACK TO STORIES

MAGMA CARTA: TITANIC TALES OF YOSEMITE GEOLOGY

By Yosemite Mariposa County Tourism Bureau
Published On April 12, 2023

Yosemite National Park is a UNESCO World Heritage Site, celebrated for its massive, evergreen-studded granite terrain. There are enough domes, walls, spires, bowls, and cliffs in Yosemite to wow everyone from geology department post-docs to the rest of us who just love big rocks.

Powerful geologic forces shaped this landscape, including glaciation, erosion, rockfalls, and earthquakes. Since Yosemite Mariposa County is made for geo-tripping, we've assembled a topline list of Yosemite's greatest rocks and where to find them.

Yosemite Mariposa County Tourism Bureau

Special Offers

- April had over 3k visitors to the page even with park closures
- Properties with special offers beat similar properties who didn't place offers in referrals by over 2-3 times on average
- Providing reporting on how specials perform has increased desire to continue expiring offers
- Only successful with the help of lodging partners

Page ?	Pageviews ?
	3,312 % of Total: 0.47% (697,297)
1. www.yosemite.com/special-offers/	3,312(100.00%)

FEATURED

OFFER VALID MAY 1, 2023 – AUGUST 31, 2023

MARIPOSA COUNTY VISITOR CENTER

Gold Mine Escape Room \$5 dollars off per person

[VIEW OFFER →](#)



FEATURED

OFFER VALID MAY 1, 2023 – AUGUST 31, 2023

TENAYA AT YOSEMITE

Take 15% off This Spring

[VIEW OFFER →](#)



FEATURED

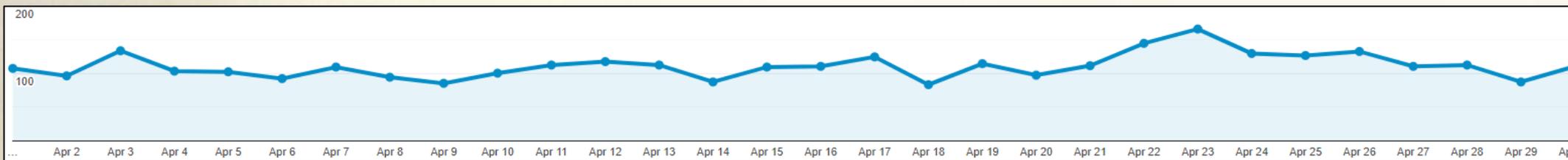
OFFER VALID MAY 5, 2023 – AUGUST 14, 2023

THE REDWOODS IN YOSEMITE

Get 10% Off On Stays Between June 1st and August 14th

[VIEW OFFER →](#)





Social Media

**YTD total posts on
all channels: 1038**

Facebook, National	Mar-Apr	Total
Followers	7,207	137,162
Link Clicks	203,249	464,135
Facebook, Local	Mar-Apr	Total
Followers	6	2,539
Instagram	Mar-Apr	YTD Total
Followers	526	75,445
Engagement	103,622	770,342
YouTube	Mar-Apr	Total
Subscribers	230	1,481
Total Watch Time (hours)	1,154	6,257
Average percentage viewed	70.8%	60.2%
TikTok	Mar-Apr	YTD Total
Followers	8,466	11,051
Twitter	Mar-Apr	YTD Total
Followers	-242	45,360
Engagement	316	2,765
Link Click Rate	231	3,392
Pinterest	Mar-Apr	YTD Total
Impressions	86,149	289,154
Engagement	2,500	11,008
Engaged Audience	1,540	7,080

Social Media – Instagram



yosemitenation
Original audio

yosemitenation It doesn't get much more beautiful than climbing the Mist Trail to stand face-to-face with Vernal Fall in Yosemite National Park!

Inspiring reel by @carlos_arellanes

#yosemite #yosemitenationalpark #yosemitevalley #yosemitenation #yosemitenp #yosemite_national_park #yosemitenps #yosemitepark #california #californialove ❤️ #californialove #roadtrip @YosemiteNation @yosemitenps @visitcalifornia @cahighsierra @visitgoldcountry #yosemitewaterfalls #yosemitewaterfall #vernalfalls

Boost post

4,967 likes
APRIL 11

Add a comment... Post



yosemitenation
the.office.alliance • You will remember for the rest of your life.

yosemitenation You know, @tenayaatyosemite sure has a point here. They ought to know - they've been helping people experience the very best of Yosemite for a long time!

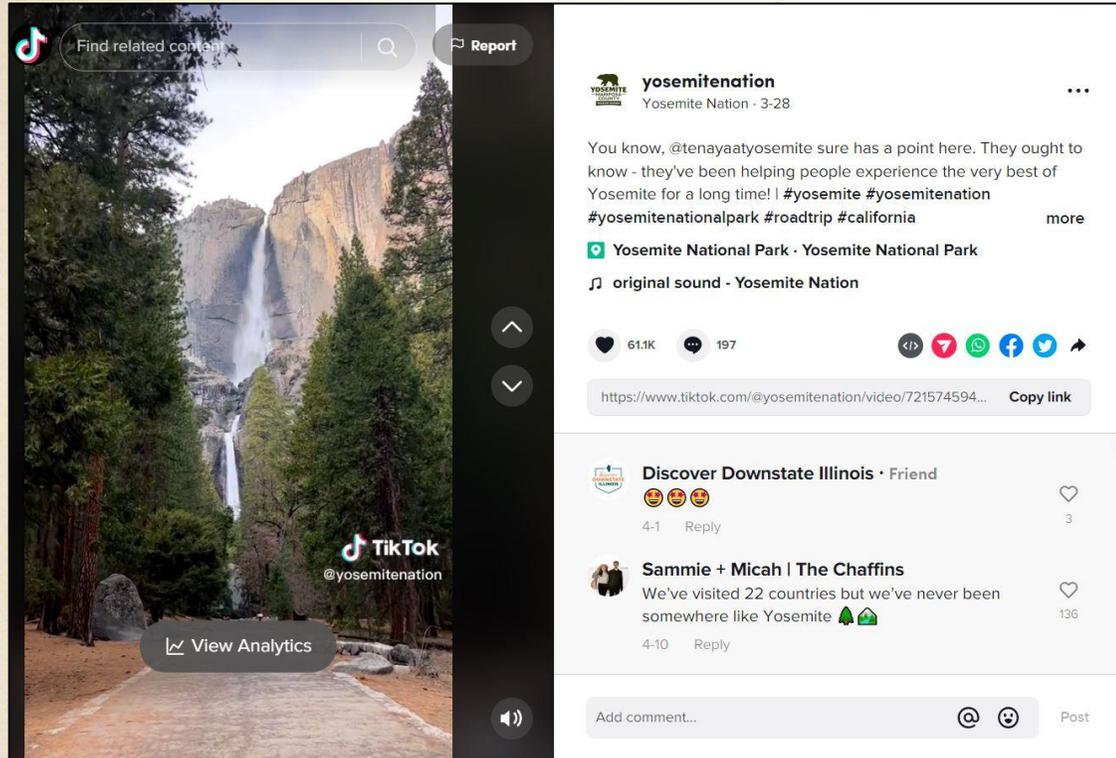
#yosemite #yosemitenationalpark #yosemitevalley #yosemitenation #yosemitenp #yosemite_national_park #yosemitenps #yosemitepark #california #californialove ❤️ #californialove #roadtrip @YosemiteNation @yosemitenps @visitcalifornia @cahighsierra @visitgoldcountry

Boost post

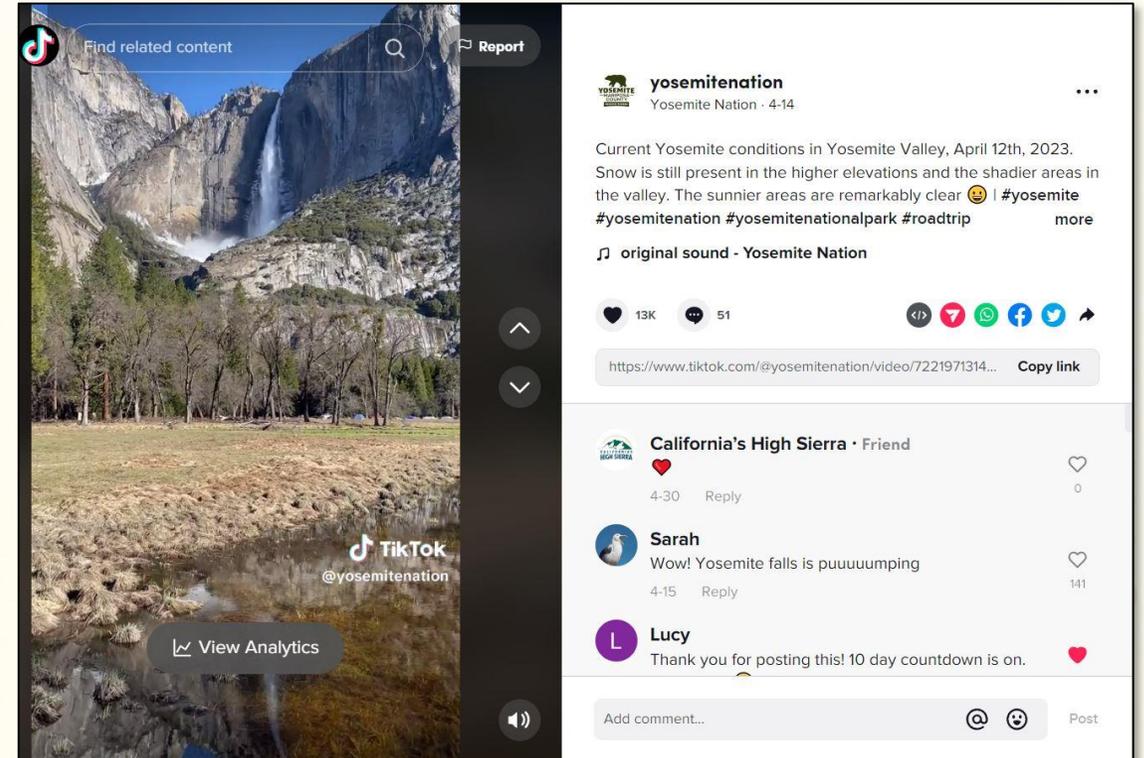
4,400 likes
MARCH 28

Add a comment... Post

Social Media - TikTok



536.3 thousand views!



115.8 thousand views!

Followers grew by 428% to 11,051 in 2 months.

Video Production



We have produced:

- 2 Modern Day Pioneers
- 2 Mariposa Moments
- An update of our Firefall video.
- 3 seasonal promo videos.
- An update of our anthem video.
- New spring video and 13 short vertical videos with our video production partner, Back Story Creative.

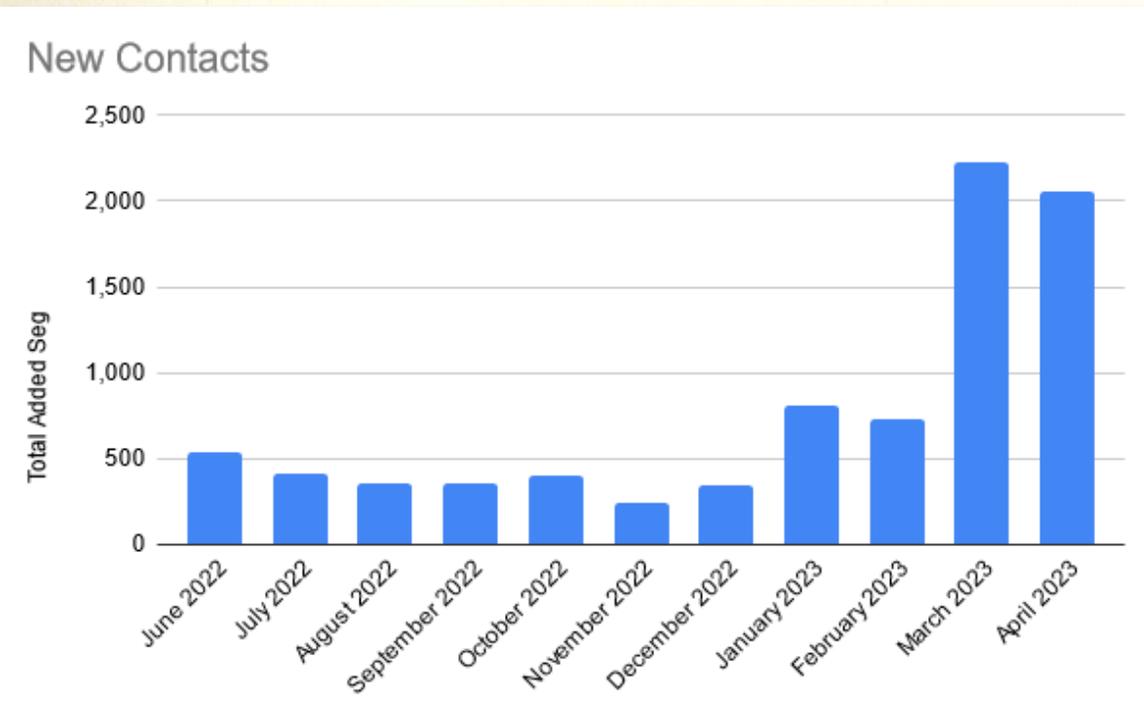
Videos in pre-production:

- 8 regional to support our new website.
- Modern Day Pioneer on The Redwoods.

Email Marketing

Lead Generation Campaign

In January we removed non-responsive subscribers, removing nearly 6,000 email addresses. In April we began a Facebook lead generation campaign that has added back another 4,000 new email addresses.

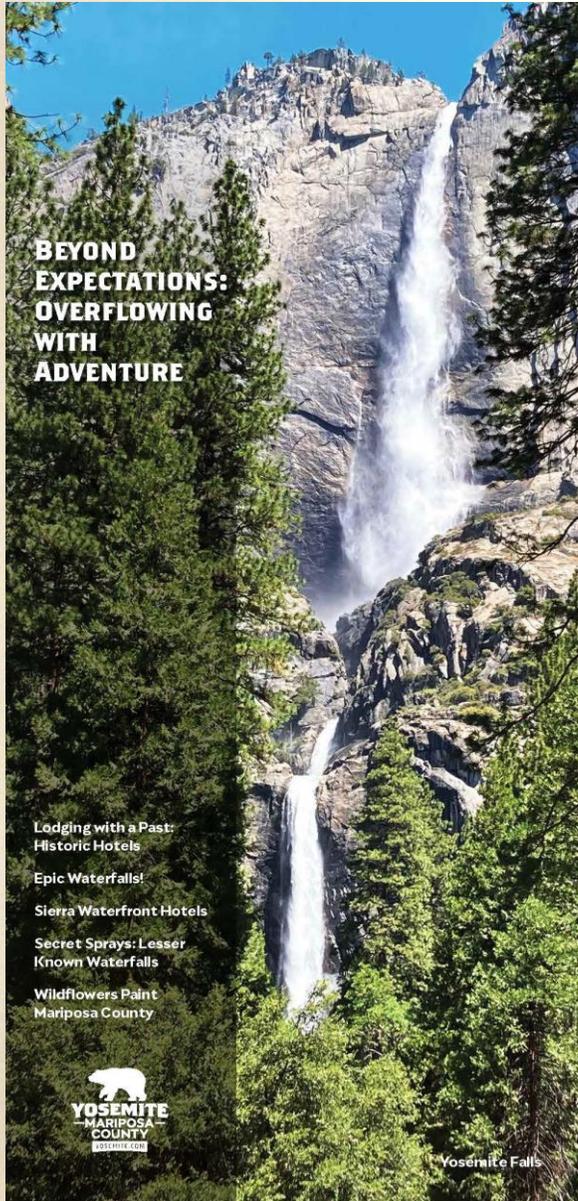


Consumer Emails

Latest campaign:

- Open rate: 57%
- Click through rate of 2.6%
 - 1.4% is travel benchmark).

Traditiona Print



BEYOND EXPECTATIONS: OVERFLOWING WITH ADVENTURE

Lodging with a Past: Historic Hotels

Epic Waterfalls!

Sierra Waterfront Hotels

Secret Sprays: Lesser Known Waterfalls

Wildflowers Paint Mariposa County



Yosemite Falls

Roam Where Nature Leads



YOSEMITE.COM

The #1 resource for planning your escape to Yosemite National Park.



TENAYA AT YOSEMITE

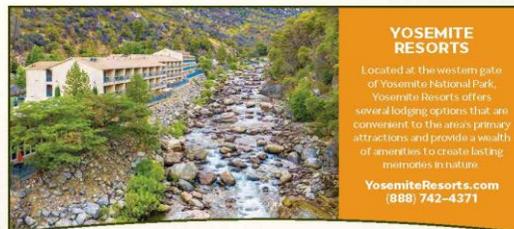
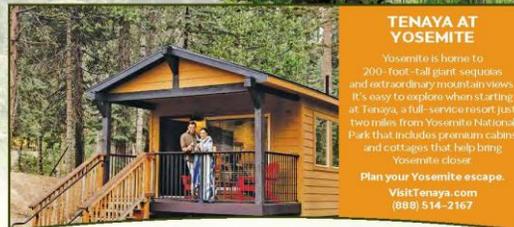
Yosemite is home to 200-foot-tall giant sequoias and extraordinary mountain views. It's easy to explore when starting at Tenaya, a full-service resort just two miles from Yosemite National Park that includes premium cabins and cottages that help bring Yosemite closer.

Plan your Yosemite escape. Visit Tenaya.com (888) 514-2167

YOSEMITE RESORTS

Located at the western gate of Yosemite National Park, Yosemite Resorts offers several lodging options that are convenient to the area's primary attractions and provide a wealth of amenities to create lasting memories in nature.

YosemiteResorts.com (888) 742-4371



Cathays Valley • Courtenville • El Portal • Fish Camp • Foresta • Homitos • Mariposa • Midpines • Wawona • Yosemite Valley • Yosemite West

PARKAS TO POPPIES: WINTER MEETS SPRING IN YOSEMITE MARIPOSA COUNTY

The famed western slope of the Sierra Nevada can encompass a sweet cross-section of California's terrain, from wildflower-dappled foothills all the way up to ice-crowned alpine peaks.

Yosemite Mariposa County centers squarely on 1,465 square miles of this spectacular topography and as a magical time of year (think March to April), visitors can enjoy high-elevation winter sports and lower-elevation springtime fun in one trip.

Day 1: Snow Sports
To enjoy them all, winter fun and a good meal, late winter could be as late as mid-April. Budget your day across the county to your most-wanted winter sports and scenic views. One of the Sierra's most family and budget-friendly spots, Glacier Point Road, has offered downhill skiing, snowboarding, and tubing, just off Glacier Point Road.

to your hunt for crystal-clear winter or as guiding as you relax ahead of your next change of a day's nature.

Day 2: Spring Fling
Here's the magical part: Courtesy of local topography, Yosemite Mariposa County can go from winter to spring with only a short drive between each season's signature recreation. Just a few miles and a few thousand feet downhill from Yosemite's winter playgrounds, discover sunbathers and sparkling blue skies. With the famous high foothills' dirt, scenic views.

Does anything about spring move you to a field of wildflowers? The cherry display begins in March across the rolling ranch lands of Mariposa County. That's where the Great Central Valley rolls up to the Sierra and is called by John Muir "the fairest view of world I ever



California's affordable and family-friendly ski resort, Budget your day. Areas perfect for all levels of skiers and snowboarders.

knowing in Yosemite is always a great option. Cross-country skiing is another both off-peak and high-altitude option to enjoy Yosemite's winter wonderland. Budget Pass is a hub for trails that lead to epic Yosemite Valley views. Feasible layers are best for winter play this time of year, as conditions may best in the afternoons.

Staying and snowboarding your trip? No problem. enjoying seasonal winter snow can be as easy as finding a patch of snow on the east and building a moment of having a good old-fashioned family snowball fight.

Continue your winter snow day with dinner at one of Mariposa County's best eat-and-see spots. Head away for a night in town, and return

to your hunt for crystal-clear winter or as guiding as you relax ahead of your next change of a day's nature.

to your hunt for crystal-clear winter or as guiding as you relax ahead of your next change of a day's nature.



Travel from Winter to Spring in a hot beat, enjoying snow one day and Spring flowers in the next.

Day 3: Hybrid Time
Continue your snow-busting weekend by spending a day with the charm of Yosemite Valley. Yosemite Valley ranges from 4,000-foot elevations to range from cool to warm this time of year. The perfect winter/spring hybrid.

Yosemite Valley's opening season is a great time of year to roam around, with the beautiful and Park's natural still a month or so from reaching peak flow. Stay with the seasonal beauty of Midstate Park. It's an easy route from Southside Drive for the best view.

It's also the ideal time to take in one of Yosemite's most renowned hikes: The Mist Trail. Originating near Happy Isles in western Yosemite Valley, the Mist Trail delivers spectacular, high-altitude views of both Yosemite and Nevada falls. Even at peak flow, the trail is a great way to see the falls and the water flowing by it's the perfect winter/spring scenery.

For your lunch break, grab burgers or sandwiches from the Village Grill, or head to the south bank of the Merced River to enjoy views around El Capitan Meadow. This is your best and most water flowing by it's the perfect winter/spring scenery.

Winter to Spring: Where to Stay
When it comes to winter/spring weekend lodging, there are several choices of hotels. Some like to have campfire to enjoy on the Fish Camp, El Portal, or vacation rentals. You'll find more for the old-timers or snowbirds. For others, staying in western Mariposa County is a great choice for any number of reasons, including the widest choice of local accommodations and more convenience and tranquility. Either way you stay, there are just a few options.

Fish Camp
The four-season property just west of town from Yosemite's South Gate, Tenaya at Yosemite, is one of the Sierra's top mountain resorts. Accommodations include deluxe rooms, suites and two-bedroom



Located just outside Yosemite National Park, Yosemite View Lodge features four-star service and is ready in the year.



Find a place to stay in the charming and historic town of Mariposa.

Spring BANG (Bay Area News Group) ran in late March



Get like a gem in the middle of the Sierra National Forest, Tenaya at Yosemite is a great location for winter/spring weekend stays.

Employee Cabins with private porches. Tenaya is a winter/spring mountain hub, offering ice skating and sledding, as well as Sierra National Forest hiking and biking trails.

El Portal
Yosemite View Lodge features a dramatic river-side setting and is the closest resort to Yosemite Valley. Located on the park's edge, with two restaurant options, multiple hot tubs, the Yosemite View Lodge. Concessions there and 24/7 charge outlets, the El Portal property has a nice balance of amenities.

Add in El Portal, Yosemite Valley's iconic or go-to choice for winter-to-spring weekend stays. The property offers indoor and outdoor swimming pools and spas, and is very convenient to the park. The Lake Lodge Resort is a family-friendly option in a high-level setting.

Yosemite Vacation Rentals
Yosemite's diverse Winter/spring weekend stays, including a more versatile winter/spring home camp.



Located just outside Yosemite National Park, Yosemite View Lodge features four-star service and is ready in the year.



Traditional Print



ÜBERTRIFFT ALLE ERWARTUNGEN

Yosemite Mariposa County ist ein Ganzjahresreiseziel. Dank der rekordverdächtigen Schneefälle in diesem Winter werden die Wasserfälle im Yosemite National Park im Frühjahr besonders beeindruckend sein.

In diesem Sommer wird es kein Reservierungssystem geben, sodass der Besuch des Yosemite National Parks wieder einfacher wird. Der Herbst bietet hervorragendes Wetter zum Wandern und für viele andere Aktivitäten im Freien.

Auch im Winter ist der Yosemite National Park geöffnet, diese Zeit gilt aufgrund der wenigen Besucher als eine der entspanntesten und ruhigsten des Jahres.

YOSEMITE.COM



YOSEMITE BUG RUSTIC MOUNTAIN RESORT

Dieses Resort in den kalifornischen Bergen gibt es schon seit über achtzig Jahren. Es wurde erstmals zur Zeit des California Cold Rush besiedelt. Das hervorragende und beliebte Restaurant und der Spa und Wellness-Bereich runden das authentische Berghüttenlebnis ab und machen den Aufenthalt auf Ihrer Reise durch den Westen zu etwas Besonderem.

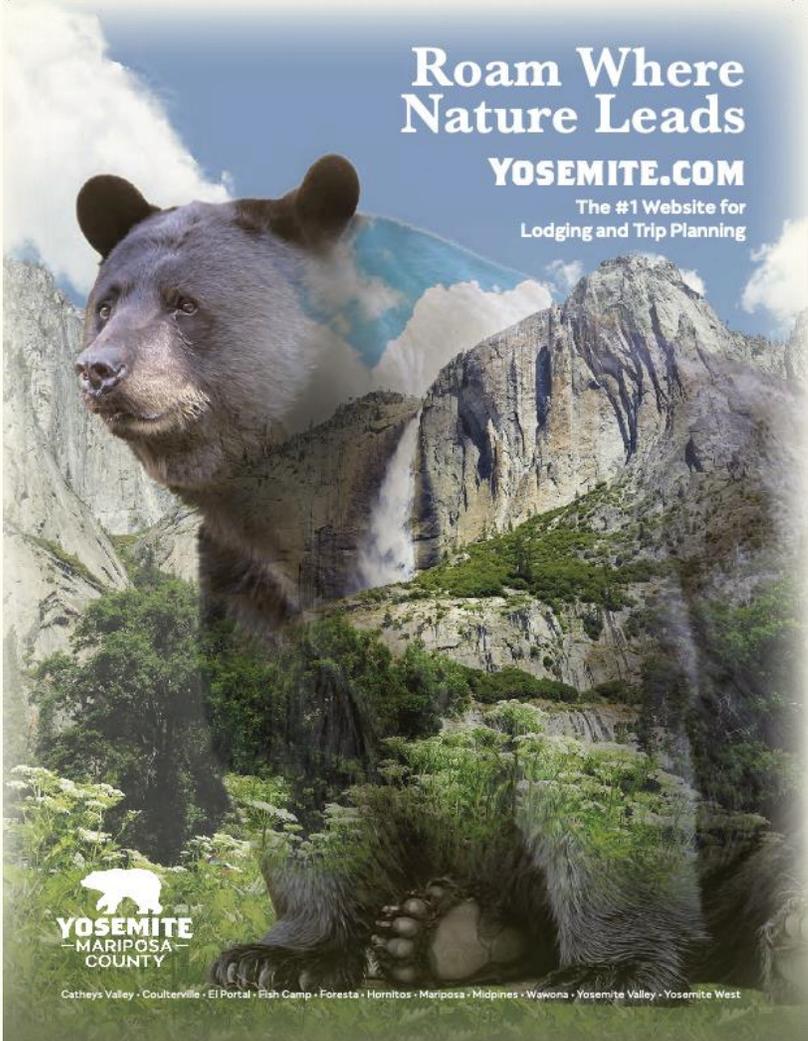
YosemiteResorts.us



Yosemite Mariposa County

Geathys Valley • Coulterville • El Portal • Fish Camp • Foresta • Hornitos • Mariposa • Midpines • Wawona • Yosemite Valley • Yosemite West

Mein America



Roam Where Nature Leads

YOSEMITE.COM

The #1 Website for Lodging and Trip Planning



YOSEMITE MARIPOSA COUNTY

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Mariposa Gazette

Traditional Radio

Five Bay Area radio stations ran “epic waterfall” messaging during April and May.



Native Advertising Co-Ops

SFGATE

Newsletters 

MARIPOSA COUNTY

Yosemite Wildflower Waterfalls, and Wildlife Calling This Spring

An extraordinary winter promises an **exceptional spring** in Yosemite Mariposa County. Waterfalls will gush like few visitors have ever seen, and seasonal cascades will remain active all year. Wildflowers will flow in their way, too, with colorful carpets unfurling from Yosemite banks of the Merced River. With vehicle restrictions gone and sunny days ahead, spring

SFGate native article running now through end of May

Like Fischer, who is excited to return to familiar trails with his camera, and 3-year-old grandson, in hand, Doug Shaw can't wait to explore his favorite hikes.

"I'm excited to take some **waterfall trails**," says Shaw, the owner of **Yosemite Bug Rustic Mountain Resort**. "There's a hike to Chilunalna Falls where you don't see the water until you're above them. I'll also go to the top of El Capitan to see Ribbon Fall, the longest single-drop waterfall in North America. The zig-zagging Cascade Falls will also be spectacular."

flowers this spring you can follow them right out of the valley until mid-June."

Yuli Gotsev, marketing manager for the **Redwoods in Yosemite**, is excited to see the purple lupines return as they replace early-blooming California poppies. Though the lupines are easily seen along the roads in Wawona, he suggests taking a closer look at the mosaic of wildflowers inhabiting the Wawona Meadow Loop, too.

"My favorite flower is the California poppy. I love seeing the mountainside of the canyon dotted with this vibrant flower."

Gerald Fischer



Native Advertising Co-Ops

Thursday, March 23rd 2023
The T.E.A. - Experiences

News Local News Sports Things to Do Obituaries Opinion The T.E.A.

TRENDING: Saint Rocks ready to rock Royal Palms Beach Park shooting arrest Latest weather news Longshore labor talks Donald Trump



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Chasing Waterfalls



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- 3 Torrance's annual Cherry Blossom Cultural Festival arrives this Sunday
- 4 Actor Dick Van Dyke injured in car crash in Malibu
- 5 Korean fried chicken in Gardena, sports on TV make for a great double play
- 6 Torrance takes over No. 1 spot in Daily Breeze baseball rankings
- 7 Possible Centinela Valley school district layoffs spark outrage
- 8 Rare tornado with 110-mph-wind trashes roofs in Monterey, injures 1; 11 buildings are red-tagged
- 9 Preliminary hearing underway for ex-Torrance cop charged with painting swastika on car

By BRANDED CONTENT CONTRIBUTOR | March 21, 2023 at 8:57 a.m.

What is 2,425 feet high and full of water?

If you guessed Yosemite Falls before seeing this sentence, not only are you right, it's pretty impressive that you knew that. For the rest of us who had no clue, it's that Yosemite Falls is the tallest waterfall in North America and after recent record shattering rainfall in California, it's flowing more than ever.

Southern California News Group

- One article in The TEA (Travel Experiences and the Arts) in March
- One article in FOMO (Fear of Missing Out) in April

SOCAL FOMO.

Yosemite's Best-Kept Secrets

BY BRANDED CONTENT CONTRIBUTOR · APRIL 18, 2023 · 453 VIEWS · 4 MINUTE READ

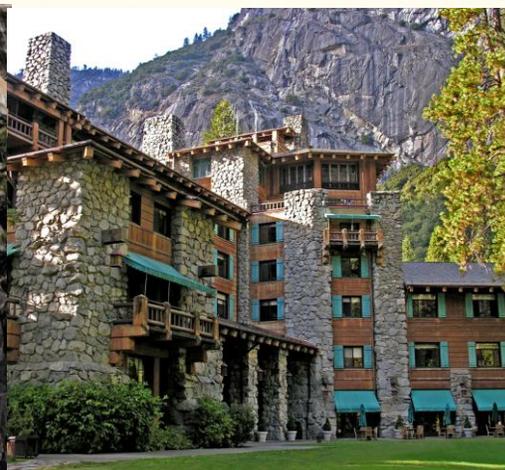


Yosemite National Park is known for its stunning beauty, including its famous waterfalls such as Yosemite Falls and Bridalveil Fall. However, many visitors don't realize that there are several lesser-known waterfalls scattered throughout the park

Public Relations and Earned Media Campaign



Featured outlets



Examples of Earned Media

January 1 – March 9, 2022

4/1/23	The 24 Best Holiday Destinations in June	Conde Nast Newsletter
4/9/23	12 Lesser-Known Festivals to Look Forward to in 2023	Northern Ireland Travel News
4/13/23	3 American road trips to add to your travel bucket list	Prima
4/20/23	Mother's Day Dining 2023	Fabulous California
4/20/23	Cycle your Way Around the World on Earth Day 2023 – Ten of the Best Adventures on Two Wheels	Northern Ireland Travel News
4/26/23	Parts of Yosemite will close as park braces for floods	E&E News
4/26/23	Yosemite National Park to close much of valley as flooding risk grows	KTVU
4/26/23	Top Ten destinations helping to stop food waste	Travel Daily
4/27/23	National parks overcrowded? Visit a national forest.	National Geographic
4/27/23	Top of Your National Park Bucket List	Salt Lake Magazine
4/28/23	Travel With Purpose in Yosemite Mariposa County	Travelmole
5/9/23	14 BEST MOTHER-DAUGHTER TRIPS TO MAKE MEMORIES FOR A LIFETIME	bestproducts.com

FAMs Coverage Received

Things to Do > Travel

14 BEST MOTHER-DAUGHTER TRIPS TO MAKE MEMORIES FOR A LIFETIME

Adventures

travel / outdoors / wellbeing

Travel pg. 31
Outdoors pg. 36



The Mist Trail (below) is one of Yosemite National Park's iconic hikes.

Top of Your National Park Bucket List

Explore Yosemite's waterfalls this spring

BY JEREMY PUGH

YOU CAN PRACTICALLY HEAR Peter Coyote narrating the Ken Burns' documentary. It is America's Third National Park but, thanks to John Muir's powerful voice from the wilderness and his famed invitation to President Roosevelt in 1903 to camp with him in Yosemite, it was the park that inspired Roosevelt's fight to preserve Yosemite and lay the groundwork to create the National Park Program. Muir's lifelong mission to protect Yosemite captured the national imagination and once you visit, you'll see why. **Why go now:** Waterfalls. Giant waterfalls. Yosemite's famous falls are gushing in the spring and although the park is jaw-dropping year-round, the waterfalls are, well, majestic. **But wait a sec:** Yes. There will be crowds. And, while the park has instituted a reservation system that eases bottlenecks, bring patience and plan ahead. >>>

Best Mother's Day gift

AD



thekimorlando • Follow
Fish Camp, California

thekimorlando Check out my Explorer Cabin @tenayaat Yosemite @YosemiteNation. #shebuysttravel @shebuysttravel @sophorlando #solofemaletraveler hostd Edited · 2w

krissandelsking What a fantastic solo birthday trip! It looks amazing... until the bears drop by for beer later. :) Just kidding. The cougars have first dibs on the beer. Happy Birthday, have a wonderful time, will be enjoying your photos/videos. 🍷🍷🍷 Edited · 2w 1 like Reply

— View replies (1)

kerryremsen Amazing 🥰🥰🥰🥰 wish I was there ❤️ Edited · 2w 1 like Reply

— View replies (1)

drinkteatravel and yosemitenation
valentinemorell · day 18

drinkteatravel The coolest accommodation in Yosemite Mariposa County 🍷 if you enjoyed your A modern take on a vintage classic with all the amenities you need for an awesome stay! 🍷 #yosemitenation #glamping #autocamp #airstream 3w

exuberantxxoo More info please @ 3w 2 likes Reply

— View replies (6)

lifealignedrealestate sweet* 2w Reply



Communication to Lodging Partners

- Large project to get an up-to-date internal list of all properties in the county
- Ensuring all properties are represented
- Better Imagery
- Working links on Yosemite.com and book Direct
- Referral Letters to all constituents



Little Valley Inn
Cedar Haven B&B
Yosemite Rustic Retreat
Hidden Valley Vac Homes- #A
Hidden Valley Vacation Homes
Casa De Sierra (MCOE)
Yosemite Bed and Breakfast
Breakfast with Pygmy's
Yosemite West Condo B204 - Shima
River Song
Yosemite West Condo #B112
Tourist Homes
N/A
Castagna's Chestnut Lodge
Old Oak Hideaway I
Old Oak Hideaway II

Lodger Name/Title	URL	Reservation Engine	
Ackley's Place	https://redwoodsinyosemite.com/ackleys-pla	- No Reservation Engine -	Broken links
Adair House	https://www.airbnb.com/rooms/19662040	- No Reservation Engine -	Broken links
AJ's Cozy Cabin	https://www.airbnb.com/rooms/43743197	- No Reservation Engine -	Broken links
Alpenglow Chalet	https://www.alpenglowforesta.com/contact-us	- No Reservation Engine -	Broken links
Arnett's Cabin	https://redwoodsinyosemite.com/17785/	- No Reservation Engine -	Broken links
Badgers Loft Condo #B203	https://www.airbnb.com/rooms/6490452	- No Reservation Engine -	Broken links
Bella Vista Mariposa	http://www.bellavistamariposa.com/	- No Reservation Engine -	Broken links
Blackberry Creek	https://www.airbnb.com/rooms/18930282?pr	- No Reservation Engine -	Broken links
Boulder Creek Retreat	https://www.airbnb.com/rooms/12557585?	- No Reservation Engine -	Broken links
Camp Chilnualna Cabins In Yosem	http://www.cabinsinyosemite.net/wawona/	- No Reservation Engine -	Broken links
Castagna's Chestnut Lodge	https://www.vrbo.com/896685	- No Reservation Engine -	Broken links
Cedar Creek Retreat	https://www.airbnb.com/rooms/8175390	- No Reservation Engine -	Broken links
Clouds Rest Cabin	http://www.cloudsrestcabin.com/	- No Reservation Engine -	Broken links
Clouds Rest Condo #B206	https://www.airbnb.com/rooms/2075747	- No Reservation Engine -	Broken links
Creekside Place	https://www.airbnb.com/rooms/24971762	- No Reservation Engine -	Broken links

Travel Trade - Scandinavia

- YMCTB #4 Market
- 11 Travel Days
- Denmark
 - VUSA – Media & Trade
 - Media Presentation
 - DMO Panel
 - FDN – 3000 Consumers
 - 9 Travel Company Calls
- Sweden
 - 4 Company Calls
- Norway
 - 7 Company Calls



International Market Trends

2023/2024 -The UK Travel forecast is 20% to 25% below 2019. This is consistent for Germany & Scandinavia. Australia is higher due to late returns to international travel.

United Kingdom – April was a relatively optimistic month for the travel sector despite the cost-of-living crunch. Consumers are still prioritizing travel, demonstrated by a travel sector expenditure increase shown in Barclays recent data...”

Germany - ...this year, the tourism business has got off to a good start ...Overall, bookings rose by 10.4% to €76.8 billion in 2022, driven by higher prices resulting from inflation. Luxury tour operators enjoy sales boom. Well-off Germans are travelling more and further than ever before but are also increasingly seeking unique private and customized experiences rather than traditional offerings. Longer average trips and the comeback of long-haul flights have played a role in this revenue growth.

Australia - International visitors are spending big in the USA, according to new data from the country’s National Travel & Tourism Office. Travel is set to return big time in 2023. The same goes for high-end travel. Luxury and experiential travel network Virtuoso says it is seeing a surge in the number of high-income travelers determined to take “multiple big trips...”



May 2023 - RTK German FAM 13 attendees, largest FAM in 4 years

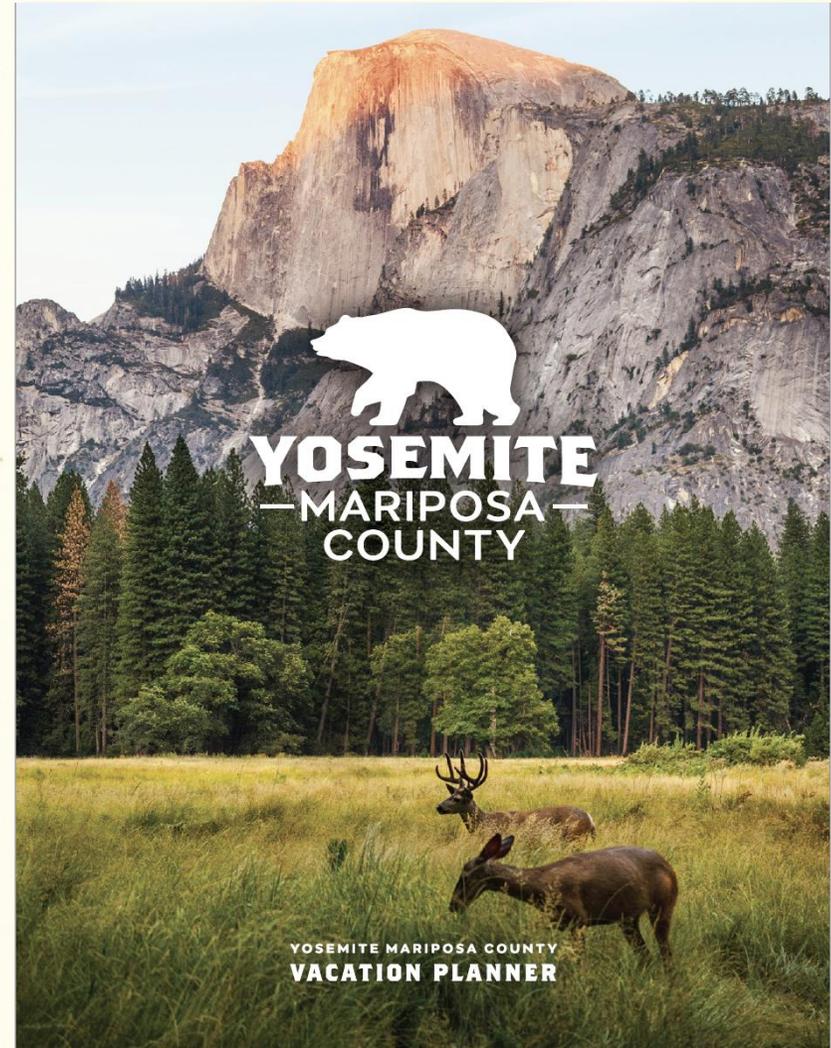
Collateral

Destination Vacation Planner

- Completion in digital form
- Printing of DVP shortly (note: no advertising available in this edition)

Town Maps

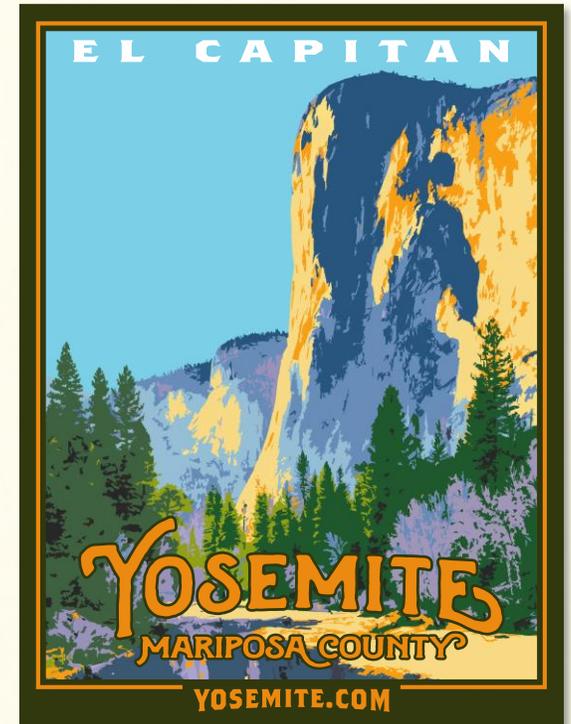
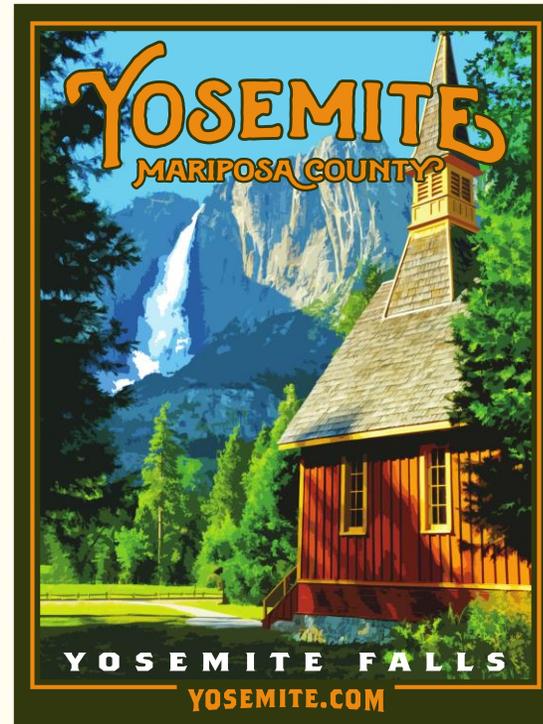
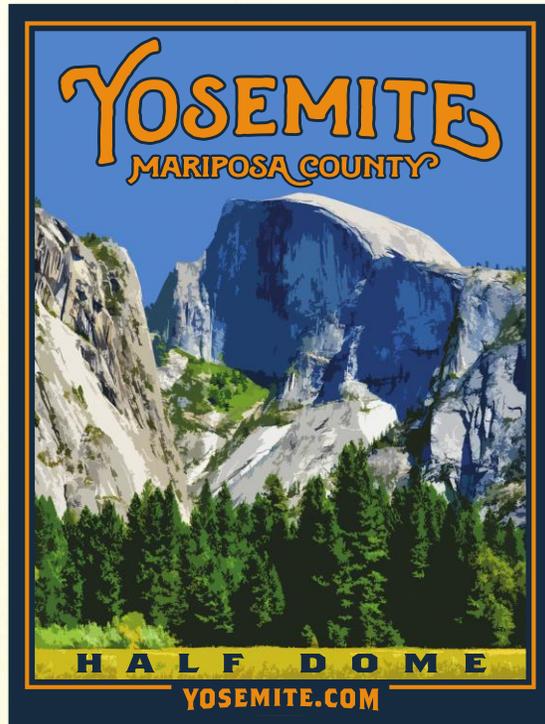
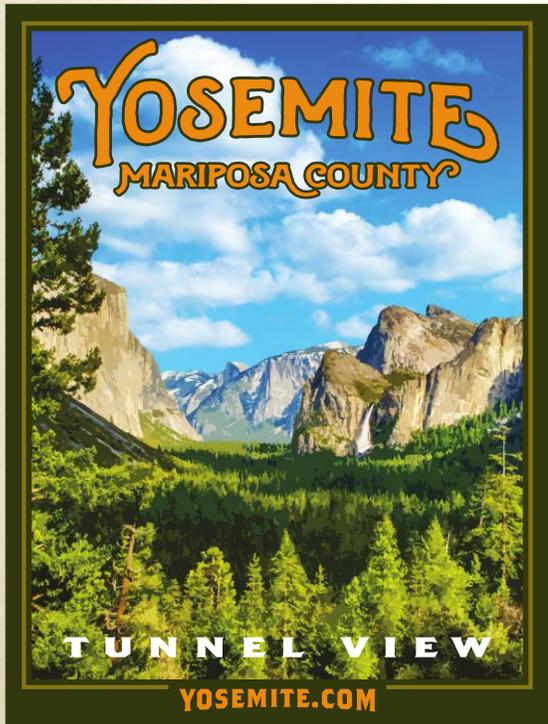
- Mariposa Town Maps annual revision underway for printing in late May / early June
- Coulterville Town Maps do not need revision at this time



Collateral

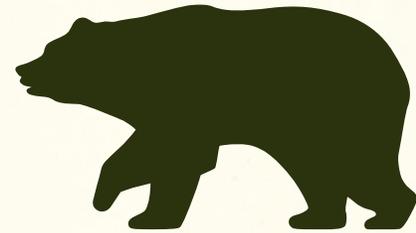
Vintage Yosemite Mariposa County

- Four designs are completed, potentially 4 – 6 more will be created
- Designs will be used for a variety of collateral / giveaways (stickers, luggage tags, USB cards, etc.)





Thank You!



YOSEMITE

— MARIPOSA COUNTY —

TOURISM BUREAU