

Executive Director Yearend Review

Overall, and by all accounts, the 2023-2024 fiscal year was good.

TOT was the highest ever in collection history. Tot was up 12% over the best past year of 2021/2022. And 24% over prior fiscal year 2023/2024 when YNP had a reservation system in place. The region as navigated a very difficult winter period with limited access to the park and Sierra travel.

Currently, overall occupancy demand for this past spring and now summer, average daily rates and RevPAR are being driven by in-park boundary lodging including the large Yosemite West and Wawona inventory of short-term rentals. Average STR rates in peak season are pacing at nearly \$600 per night or double the rates outside the park.

YMCTB is in good financial condition. We achieved 102.8% accuracy in our TBID revenue budget of \$2,935,000 to an actual of \$3,019,215. We received no funding from the county during the fiscal year. YMCTB's co-op marketing hit the mark with lodging partners, contributing to marketing budget recovery on ad spend at 144% of plan or \$86,637.

YMCTB set a goal to return the balance sheet to a reserve of \$750,000 in operating income. The balance sheet grew to over \$1.2 million during COVID due to the continued cancelation of media purchases. Our current cash balance is \$775,603 with a prepayment balance of \$173,367.

KPI's

YMCTB continues to set targeted growth goals to measure success on marketing ad spend. We will share the new goals in this report. YMCTB's most important goal is lodging and business referrals. Our job is to attract customers and refer them to transact on your property reservation systems or to the booking and buying pages for Mariposa County businesses. Analog lodging referrals hit the mark during the fiscal year at 98% of goal, while the Book>Direct referrals added an additional half million referrals!

This past year we completed the expanded support services with Noble Studios, our digital and now traditional marketing agency of record. Noble's expertise in the travel industry is well recognized. Their data-driven decisions and media buying authority are assisting YMCTB to be more impactful and effective in our media buying and placements.

Branding

In addition to Noble Studios assisting in media buying, Noble and YMCTB have partnered to complete a major brand refresh for YMCTB and Mariposa County's positioning. "For All Time" is the new brand focus. More is outlined in the following year-end recap.

Staffing for YMCTB is stable and our support contractors and agencies represent the tourism bureau. With just five staff members, YMCTB relies on professional retention, contracted partnerships and support personnel. In addition to Noble, we retain four international

representation firms in major international markets, a public relations agency, and several data providers. We also retain individual contractors for smaller creative jobs, research and administrative functions.

All in all, we're pleased to present the following report. We believe you'll agree, the work and results of YMCTB this past fiscal year are self-evident.

Jonathan Farrington
Executive Director/CEO
YMCTB

TOT and TBID collection payments:

Overall, YMCTB 23/24 TBID collections were slightly favorable at \$3,019,215 collections vs. a conservative budget of \$2,935,000.

TBID Income:

Month	2024-2025	2023-2024	2022-2023	2021-2022	2020-2021
Jul	\$328,000	\$323,743	\$330,276	\$314,363	\$32,892
Aug	\$355,000	\$388,288	\$393,453	\$104,222	\$137,534
Sep	\$322,000	\$450,856	\$283,564	\$166,338	\$123,733
Oct	\$256,500	\$357,156	\$189,106	\$276,150	\$86,666
Nov	\$243,000	\$204,165	\$348,808	\$233,304	\$85,361
Dec	\$218,000	\$237,820	\$109,964	\$272,986	\$111,592
Jan	\$135,000	\$160,369	\$161,692	\$91,366	\$44,592
Feb	\$146,000	\$188,724	\$134,099	\$148,741	\$28,312
Mar	\$168,000	\$116,743	\$102,168	\$182,153	\$89,118
Apr	\$175,000	\$153,913	\$69,844	\$112,894	\$156,699
May	\$204,000	\$111,975	\$168,067	\$315,829	\$128,203
Jun	\$240,000	\$325,462	\$149,299	\$173,461	\$251,213
Total	\$2,790,500	\$3,019,215	\$2,440,340	\$2,391,807	\$1,275,915
Total PY	\$3,019,215	\$2,440,340	\$2,391,807	\$1,275,915	\$1,487,891
Diff	-\$228,715	\$578,875	\$48,533	\$1,115,893	-\$211,976
Forecast					

TOT Collections									
Month	23/24	22/23	21/22	20/21	19/20	18/19	17/18	16/17	15/16
July	\$ 2,618,069	\$ 2,124,459	\$ 2,437,390	\$ 1,474,664	\$ 2,857,229	\$ 1,548,198	\$ 1,995,936	\$ 2,011,727	\$ 1,946,951
August	\$ 3,139,026	\$ 2,188,020	\$ 2,014,943	\$ 1,591,830	\$ 2,626,881	\$ 650,470	\$ 1,823,040	\$ 1,827,371	\$ 1,810,249
September	\$ 3,643,333	\$ 2,295,850	\$ 2,072,378	\$ 790,349	\$ 2,483,753	\$ 1,670,119	\$ 1,641,612	\$ 1,700,907	\$ 1,604,623
October	\$ 2,881,902	\$ 1,847,501	\$ 1,695,708	\$ 1,327,953	\$ 1,852,803	\$ 1,276,720	\$ 1,289,251	\$ 1,224,684	\$ 1,145,947
November	\$ 1,653,711	\$ 1,299,655	\$ 1,424,078	\$ 1,166,846	\$ 1,094,861	\$ 859,085	\$ 769,596	\$ 761,591	\$ 672,509
December	\$ 1,921,934	\$ 1,169,610	\$ 1,234,091	\$ 266,374	\$ 1,081,371	\$ 748,286	\$ 752,876	\$ 731,360	\$ 844,387
January	\$ 1,296,575	\$ 777,406	\$ 904,534	\$ 211,545	\$ 598,299	\$ 454,886	\$ 468,527	\$ 406,545	\$ 454,398
February	\$ 1,525,059	\$ 857,230	\$ 1,151,736	\$ 761,434	\$ 779,460	\$ 394,608	\$ 507,606	\$ 476,816	\$ 556,406
March	\$ 943,372	\$ 375,499	\$ 1,560,168	\$ 1,325,065	\$ 378,288	\$ 671,734	\$ 748,369	\$ 735,920	\$ 768,135
April		\$ 1,440,218	\$ 2,118,945	\$ 1,851,356	\$ 10,793	\$ 1,471,107	\$ 1,112,161	\$ 1,274,928	\$ 1,047,577
May		\$ 2,170,331	\$ 2,373,763	\$ 2,200,760	\$ 17,168	\$ 2,234,619	\$ 1,709,524	\$ 1,678,830	\$ 1,537,000
June		\$ 3,217,508	\$ 3,459,225	\$ 2,787,163	\$ 571,448	\$ 2,844,599	\$ 2,165,245	\$ 2,052,049	\$ 1,964,970
TOTAL	\$ 19,622,981	\$ 19,763,287	\$ 22,446,959	\$ 15,755,339	\$ 14,352,354	\$ 14,824,431	\$ 14,983,743	\$ 14,882,728	\$ 14,353,152

TOT Funds by Month					
Date	TOT 12%	TBID 1.5%	Over/Short	TOTAL Revenue	
July-20	399,418.02	33,223.85	-2.74	432,639.13	TOT 10% to 12% April 2019
August-20	1,664,270.66	138,923.63	12.59	1,803,206.88	
September-20	1,501,693.83	124,982.74	32.29	1,626,708.86	
October-20	1,051,005.47	87,541.21	11.99	1,138,558.67	
November-20	1,034,309.57	86,223.62	19.09	1,120,552.28	
December-20	1,352,989.72	112,718.71	-3.84	1,465,704.59	
January-21	540,724.10	45,042.81	19.76	585,786.67	TBID 1% to 1.5% January 2021
February-21	243,299.39	28,597.60	-29.59	271,867.40	
March-21	675,828.10	90,018.39	8.41	765,854.90	
April-21	1,288,400.94	158,281.81	-27.44	1,446,655.31	
May-21	1,035,632.24	129,497.67	-45.40	1,165,084.51	
June-21	4,136,038.46	449,242.17	-2.43	4,585,278.20	
	14,923,610.50	1,484,294.21	-7.31	16,407,897.40	
July-21	2,549,462.37	317,538.13	-42.11	2,866,958.39	
August-21	3,314,098.50	414,193.57	-18.75	3,728,273.32	
September-21	1,389,970.73	168,018.14	-12.53	1,557,976.34	
October-21	2,232,181.78	278,865.35	-35.75	2,511,011.38	
November-21	1,886,511.09	235,734.75	-17.92	2,122,227.92	
December-21	2,205,433.28	275,743.92	4.59	2,481,181.79	
January-22	738,872.11	92,288.70	-22.28	831,138.53	
February-22	1,201,790.87	150,243.15	-4.14	1,352,029.88	
March-22	1,471,805.98	183,993.17	6.40	1,655,805.55	
April-22	912,088.18	114,034.90	-13.24	1,026,109.84	
May-22	2,553,116.27	319,019.32	-11.30	2,872,124.29	
June-22	1,401,590.92	175,212.80	35.10	1,576,838.82	
	21,856,922.08	2,724,885.90	-131.93	24,581,676.05	
July-22	2,668,400.64	333,612.53	-2.65	3,002,010.52	Oak Fire July 22, 2022 to September 2, 2022
August-22	3,185,465.26	397,427.19	-12.13	3,582,880.32	
September-22	2,295,871.30	286,428.40	34.25	2,582,333.95	
October-22	1,526,884.69	191,015.79	30.18	1,717,930.66	
November-22	2,824,894.15	352,330.87	16.69	3,177,241.71	
December-22	888,624.19	111,074.43	-21.27	999,677.35	
January-23	1,309,071.95	163,325.40	-1.20	1,472,396.15	
February-23	1,085,404.95	135,453.28	14.66	1,220,872.89	
March-23	829,605.51	103,199.84	-3.74	932,801.61	
April-23	566,025.62	70,651.63	2.75	636,680.00	
May-23	1,350,234.48	169,653.96	-5.90	1,519,882.54	
June-23	1,210,994.96	150,807.51	28.44	1,361,830.91	
	19,741,477.70	2,464,980.83	80.08	22,206,538.61	
July-23	2,618,069.19	327,013.22	-11.31	2,945,071.10	
August-23	3,139,025.62	392,210.23	-2.09	3,531,233.76	
September-23	3,643,333.26	455,410.39	7.26	4,098,750.91	
October-23	2,881,901.79	360,763.70	-5.40	3,242,660.09	
November-23	1,653,710.71	206,227.11	13.98	1,859,951.80	
December-23	1,921,934.22	240,221.91	9.19	2,162,165.32	
January-24	1,296,575.26	161,989.18	21.54	1,458,585.98	
February-24	1,525,058.72	190,630.74	4.39	1,715,693.85	
March-24	943,371.91	117,922.20	23.77	1,061,317.88	
April-24	1,243,901.71	155,468.06	-11.62	1,399,358.15	
May-24	904,842.88	113,105.60	-3.69	1,017,944.79	
June-24	2,630,291.76	328,749.88	21.94	2,959,063.58	
	24,402,017.03	3,049,712.22	67.96	27,451,797.21	

2023/2024 Marketing Report

KPIs: (data from Noble Studios)

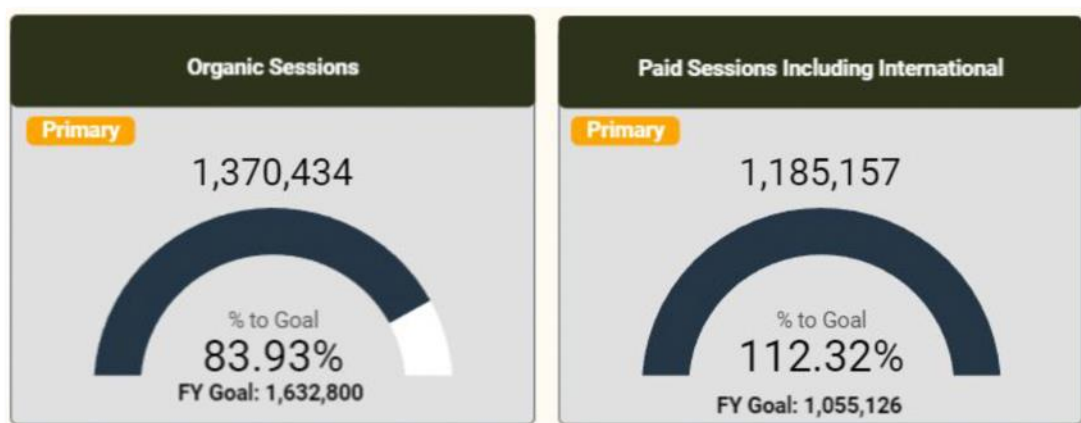
Primary KPI - Lodging Partner Referrals:

Our lodging directory page **lodging partner referrals** were spot on for the year! – 98.48% to goal with 358,136 out of 363,673. However, this does not include our referrals from Book>Direct, our online booking system. When added together, the total is 831,116, far beyond our FY Goal of 363,673. For the next fiscal year, we will track both sources of lodging referrals as a combined total.



Combined Lodging Referrals
Yosemite.com: 304,774
Book>Direct: 526,342
Total: 831,116

Primary KPI – Organic and International Sessions:



While our organic sessions were off-set by our paid sessions surpassing our goals.

Secondary KPI – Overall and International Sessions:



Overall sessions were slightly down due to the 2023 Google shut down its Universal Analytics and moved all analytics to its GA4 platform, which changed how sessions were tracked. Going forward, we will be able to compare GA4-tracked data with the prior year, providing a clearer picture of how the website is performing.

International paid traffic (which is included in the paid sessions primary KPI) is down due to fewer clicks in display campaigns. However, the traffic is of higher quality – the CTR rate jumped to 0.76% (+190% YOY) and CVT at 3.4% (+15,342%). Conversions have skyrocketed from 74 to 3,657.

Traditional Print


This past fiscal year we placed more than 35 different ads, including ones in AAA Via Magazine, Adventure Sports Journal, Alpinist, America Journal, BANG, California Climber, Conde Nast (East Bay and Los Angeles Metro), Mariposa Gazette’s Discover Mariposa County, Mariposa Gazette’s Mariposa County Fair program, Essentially America, Group Tour Magazine, Local Getaways Express, Mein America, National Parks Magazine, Outside Magazine, Sactown, Visit California Visitor Guide, Visit California Road Trips, VUSA Germany Travel Guide and Yosemite Journal.

This was a transition year: we selected Noble Studios as our new creative agency in October 2023 and transferred media buying and creative production over to them in November and December after the majority of our media buying had already taken place for the fiscal year. The domestic media relationships have been shared and are now being managed by Noble. We still have a few international media placements that are managed through our international offices rather than Noble Studios.

Our overall look and feel transitioned as well. As demonstrated below, we started the year with our “animal creative” that has been in place since 2016 (upper left in Conde Nast, November 2023). For placements in specific publications then moved to some iconic imagery that would be appropriate (upper right in Mein America, October 2023 and lower right in Adventure Sports Journal in Fall 2023). While Noble Studios worked on our new brand creative refresh, we moved toward a design that related to our recent website (lower right in Conde Nast, March 2024).

Roam Where Nature Leads

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




YOSEMITE
—MARIPOSA—
COUNTY

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

AN AMERICAN DREAM VACATION

Mariposa County ist ein ganzjähriges Reiseziel in Kalifornien und beheimatet den Yosemite National Park, der zum UNESCO-Welterbe gehört. Egal, ob Sie zum ersten oder zum zehnten Mal hierher kommen, jeder Besuch im Yosemite Mariposa County ist eine neue Erfahrung, da die Riesmammutbäume, die größten Wasserfälle der Welt und die reiche Tierwelt vor der Kulisse der gewaltigen Felsformationen zu jeder Jahreszeit anders aussehen. In den südlichen Sierra Mountains gibt es unzählige Möglichkeiten für Outdoor-Aktivitäten: von Sightseeing über Wandern und Rafting bis hin zu Radfahren und mehr.

Um mehr zu erfahren, besuche **Yosemite.com**

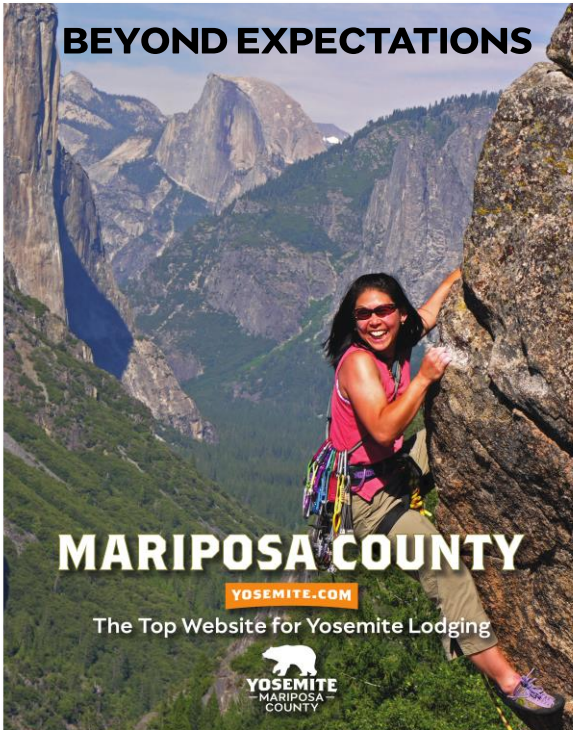


YOSEMITE
—MARIPOSA—
COUNTY
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Tunnel View

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

BEYOND EXPECTATIONS



MARIPOSA COUNTY

YOSEMITE.COM

The Top Website for Yosemite Lodging



YOSEMITE
—MARIPOSA—
COUNTY

YOSEMITE'S SPRING AWAKENING

There's something about spring in Yosemite Mariposa County. It may be the roar of the waterfalls or the buzz of pollinators as dewy meadows stretch out after a long slumber to welcome the first wildflower buds. Or it may be the variety of accommodations from family-friendly motels to luxury resorts and dreamy cabins.

Whatever it is, it's yours for the discovering.

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

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Our traditional print strategies are directly tied into our co-op marketing. As the interest in print media has been waning, we have put less budget into making those opportunities available for co-op partners.

Co-Ops:

We had the highest amount of participation this year in co-ops with a total of **\$82,712** provided by partners for print and digital native advertising. We offered three groups of co-op marketing – fall, winter and spring – and intend to continue that process going forward.

These two co-op ads leaned into the new website design in Sactown, March 2024 (left) and Alpinist Magazine, Spring 2024 (right).



Yosemite National Park

MIST OPPORTUNITIES

Do you feel that? That's the soft kiss of mist landing gently on your face. Mist freed from the mouths of 26 different waterfalls that rest within Yosemite National Park. Waterfalls that unleash a wild awakening of life each spring. And their grandeur is less than a three-hour drive from downtown Sacramento. So, pack your bags for an experience full of mist opportunities.

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



Adventure is Around the Corner

Just a few hours from the Bay Area, the perfect Yosemite gateway is waiting in the heart of the Sierra National Forest. Tucked at Yosemite offers moments as big as Half Dome, which you can experience in stylish lodge rooms and suites, two-bedroom Explorer Cabins or spacious cottages. Plan your Yosemite escape today.

VisitYosemite.com
(888) 514-9127

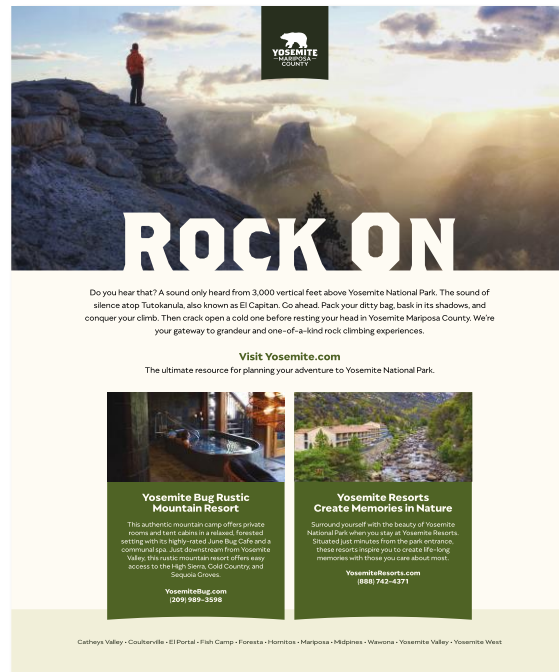


Yosemite Resorts Create Memories in Nature

Surround yourself with the beauty of Yosemite National Park when you stay at Yosemite Resorts. Situated just minutes from the park entrance, these resorts inspire you to create life-long memories with those you care about most.

YosemiteResorts.com
(888) 742-4371

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Yosemite National Park

ROCK ON

Do you hear that? A sound only heard from 3,000 vertical feet above Yosemite National Park. The sound of silence atop Taftkumuk, also known as El Capitan. Go ahead. Pack your dirty bag, bask in its shadows, and conquer your climb. Then crack open a cold one before resting your head in Yosemite Mariposa County. We're your gateway to grandeur and one-of-a-kind rock climbing experiences.


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



Yosemite Bug Rustic Mountain Resort

This authentic resort camp offers private rooms and tent cabins in a relaxed, forested setting with its highly-rated, June Bug Cafe and a communal spa. Just downstream from Yosemite Valley, this rustic mountain resort offers easy access to the High Sierra, Cold Canyon, and Sequoia Groves.

YosemiteBug.com
(209) 989-3598



Yosemite Resorts Create Memories in Nature

Surround yourself with the beauty of Yosemite National Park when you stay at Yosemite Resorts. Situated just minutes from the park entrance, these resorts inspire you to create life-long memories with those you care about most.

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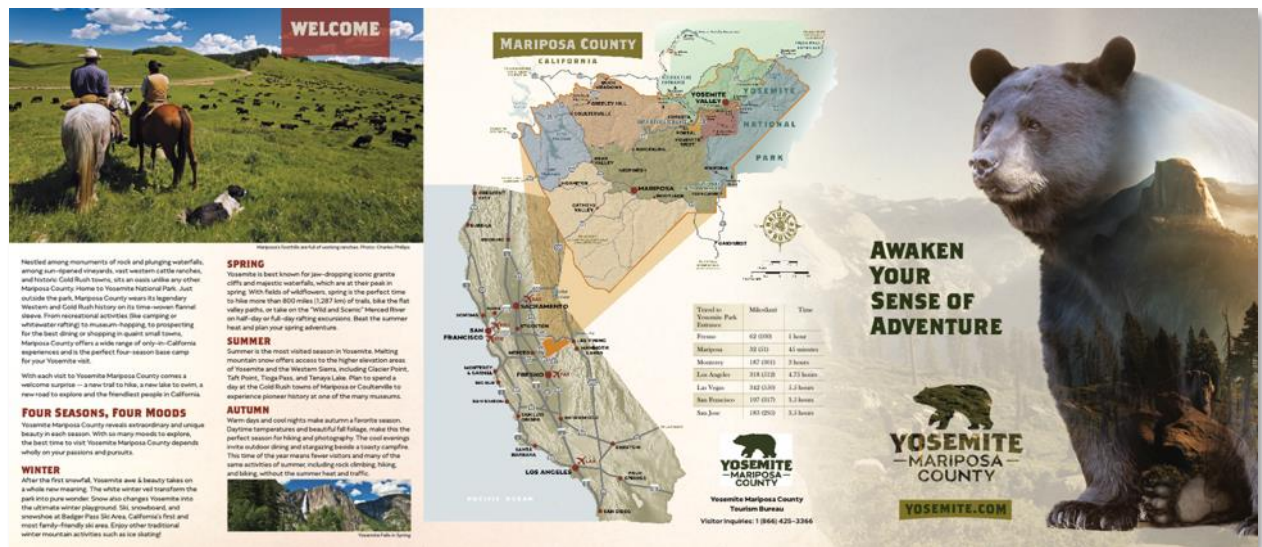
Our current co-op options are now available for the winter. Noble Studios has added more digital options, including e-newsletters in addition to some other opportunities.

Traditional Radio

This past fiscal year we continued to promote fall and spring in the Bay Area through traditional radio on KMVQ, KOIT, KLLC and KCBS. We also added a short run in December to push last-minute travel in late December and early January. In the spring, per the advice of Noble Studios, we took a slightly different tack and utilized not only the traditional radio of iHeart Radio, but also added value options, allowing us to analyze the traffic that was generated. With only traditional radio, attribution on ROI is difficult.

Collateral

We made significant progress in eliminating a backlog of projects from prior years, completing our complete redesign of our mini destination vacation planner (mini-DVP) for distribution in the US. We also reworked the mini-DVP for printing in the UK, Australia and Germany.



We completed the vintage artwork for the town of Mariposa, town of Coulterville and Mariposa County Courthouse; we will continue to use the vintage artwork for stickers as they have proven very popular as giveaways during both B2B and B2C trade shows and festivals. We also provided copies of the full-size destination vacation planner (DVP) and stickers to the Visitor Centers and Mariposa County History Center to sell to visitors.



We redesigned and printed the Mariposa County BnB Association brochure and are in the process of updating the Mariposa town map and designing a "100 Things to Do" brochure for non-Yosemite activities.

Search Engine Marketing (SEM):

Our SEM is managed entirely by Noble Studios. They spent \$216,000 this past year. Some highlights from 2023/2024 include:

- Our May 2024 YTD report from Noble showed that paid search is responsible for 13.3% of first-time users to Yosemite.com and 27.7% of all users. Paid search is critical in ensuring repeat visitation.
- Thanks to our strong Yosemite branding, we pay only \$0.61 for each click/visit to our website for Yosemite-related terms, while our non-brand campaigns cost \$1.45 for each click driving traffic to our site. Through the year we spent roughly 84% of the paid search budget on Yosemite-based searches, those searches drove 95% of our conversions.
- Our goals included increasing CTR and CVR metrics. Noble was able to successfully optimize these campaigns so that YOY between July 1 and June 30 CTR increased by 4% YoY and CVR increased by 79% YoY.

Digital Paid Media:

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

Highlights included:

- We had a combination of Display, Demand Generation and Performance Max ad campaigns this year. They have added significant value to our digital media advertising



Display ad for Camping Audience



Display ad for Family Audience



Display ad for Remarketing

efforts, increasing our CTR to 0.89% by June 2024 vs 0.27% in June 2023, exceeding the travel benchmark of 0.47%.

- International market sessions, which are driven primarily by paid display, exceeded goals by 112%.
- We have updated our digital audiences to include a “Culture/History” audience and combined our mature couples and outdoorsy couples to one audience of “Outdoor Adventure”.

Shutterbugs	Families	Culture/History
		
<p>Photography enthusiasts. Our research shows that this audience skews majority younger, so we would like to test a slightly younger age bracket for this audience.</p> <p>Ages 18-44. HHI \$90k+.</p>	<p>Family vacationers who want to explore Yosemite's natural wonders and things to see, do and eat in Mariposa County.</p> <p>Ages 25-64. HHI \$90k+.</p>	<p>History lovers who want to delve into Mariposa County's Gold Rush legacy and Native American heritage, while art enthusiasts can appreciate the local creations and historic architecture.</p> <p>Ages 25-64. HHI \$90k+</p>

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

Example of Consumer Email:

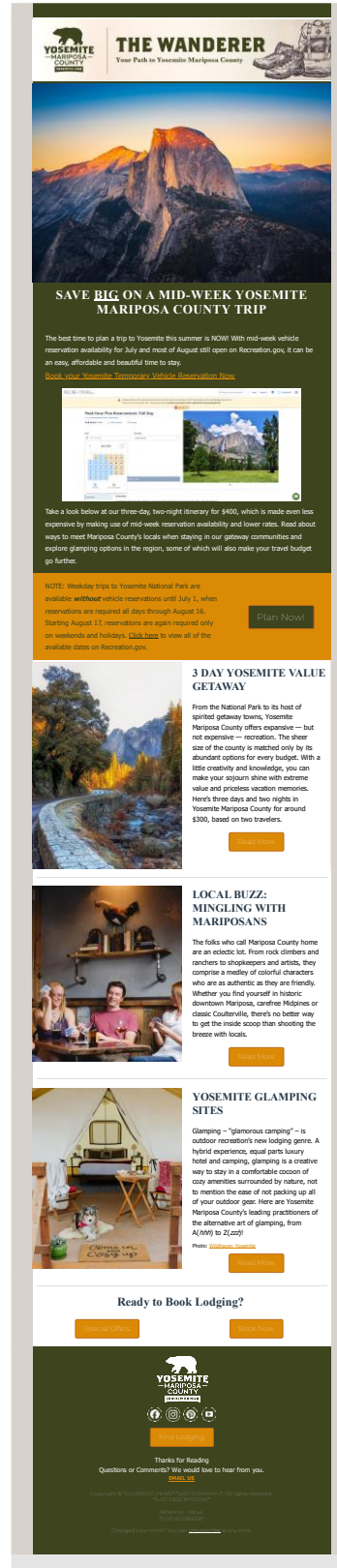
eCRM

We sent 27 emails to consumers this than two per month with the highest level of consistency we have had since 2020. We will continue to send emails every other week in 24/25 to our list of more than 63,000, also a new record for the number of subscribers.

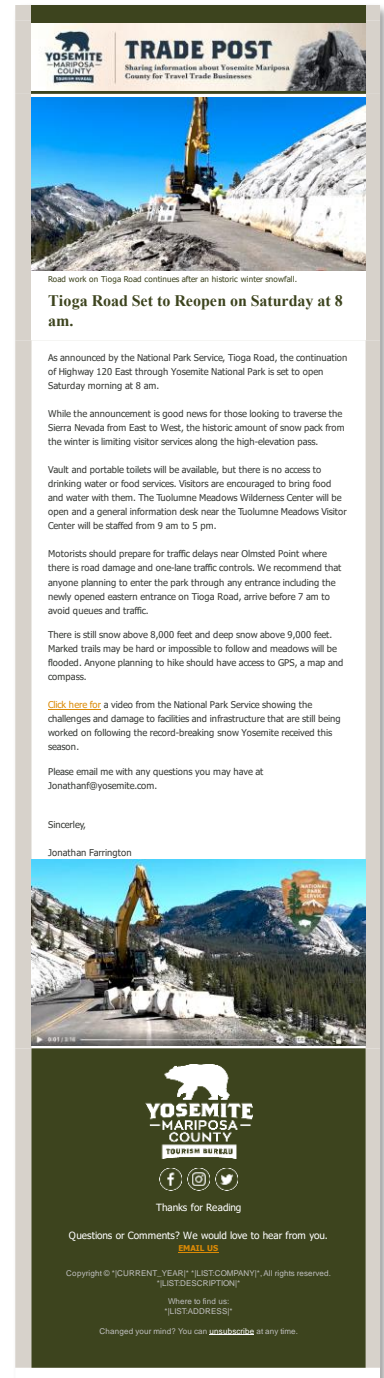
Our efforts to generate more email leads this year were successful through fall and spring Meta campaigns as well as leads coming from National Park Trips (*Yosemite Journal*) and Visit California. We are also working with Noble Studios to ensure that visitors to Yosemite.com are being offered the opportunity to sign up after they have spent an appropriate amount of time on the site. The total number of new emails was 16,816; this level of lead generation erased any decrease in the list due to the purging of non-responders or individuals choosing to unsubscribe. We had a problem with fraudulent emails being added in August 2024, but that situation has been resolved with better security for our website signup form.

Open Rate and CTR: during the last three years, our consumer open rate has trended upward from just over 25% to consistently over 40%. We attribute this to both a cleaner email list as well as the consistency with which we send out our bi-monthly emails. We regularly resend our emails to non-openers with an average of 1.8%, which continues to be above industry standards of 1.5%.

The YMCTB email list of constituents is 665. Our travel trade list has grown to 722 and our media list is 179. Last year we were fortunate that the number of needed crisis communications was down to only 5. When appropriate the crisis communications were shared not only with our local constituent list, but also our travel trade list.



Example of Travel Trade Email:



Creative Brand Refresh:

The creative brand refresh process has been very thorough. While our timeline is behind where we had hoped to be but the importance of “getting it right” is our overarching goal. Noble Studios started with a discovery phase that included a site visit and several surveys to constituents. Many YMCTB Board members participated in a half-day workshop in January to provide further information to the Noble Studios staff. From there, the Noble Team wrote and shared a new brand platform:

Purpose	Tourism for Good
Principles	Welcoming, Guardians, Collaboration
Personality	Poetic, Inspirational, Approachable, Passionate
Messaging Pillars	Timelessness, Grandeur, Adventure, Accessibility, Unforgettable, Proximity
Promise	A place unchanged with time, can change you in a moment
Position	Mariposa County Means Yosemite & So Much More
Vision	Through changing lives with tourism for good, Mariposa County will be known as a premier, all-season destination, drawing visitation and overnight stays from around the world, providing for the economic viability of communities county-wide.

The brand platform intentionally maintains aspects of the prior platform with some important changes/additions. The Brand’s Purpose, Position and Vision are newly added. The Principles and Messaging Pillars are updated. The Personality is unchanged.

Noble presented three different options for the brand tagline and creative direction. After some intense discussions as well as an additional round of revisions, the consensus was that “For All Time” best fit the platform for our new brand tagline. The tagline hearkens back to the original Yosemite Land Grant signed by Abraham Lincoln on June 30, 1864 requiring “that the premises shall be held for public use, resort, and recreation; shall be inalienable for all time.”

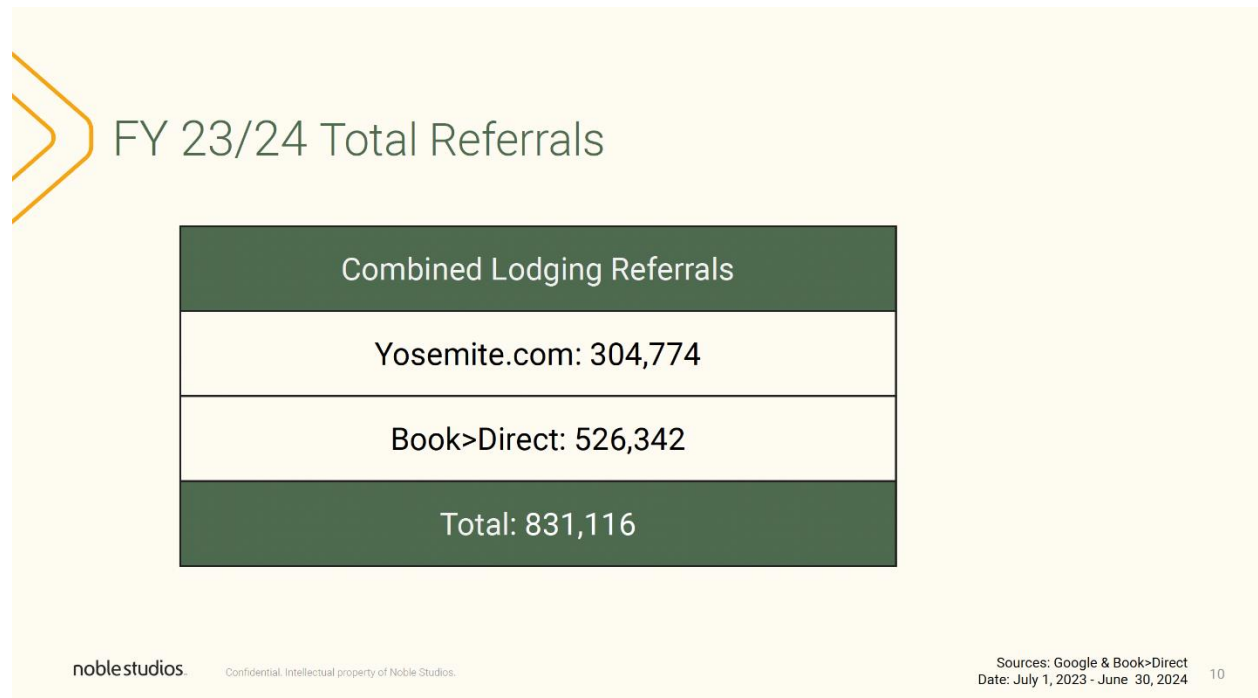
Our current phase of the creative refresh is to flesh out the templates for using the new tagline and ensure that all creative is integrated into the new colors, fonts, etc. Noble is working to complete a brand book that will serve as the guiding document for all aspects of the YMCTB brand, including photography, logos, fonts, color palette, voice, tone and design elements.



Yosemite.com Strength and Performance

A year after we launched our new website behind us, Yosemite.com reassured its status as the top trip-planning site for Yosemite Mariposa County vacations through several tracked metrics.

Viewing our Primary KPI, lodging referrals, we completed 98% our goal of 363,673. However, when we include Book>Direct referrals into our total referrals, we actually completed more than 800,000 referrals.



This is important to note because we were not considering our Book>Direct referrals into 2023-24's goals because we did not have a full year of reliable data. When Yosemite.com was re-designed in the 22-23 FY, we constructed the user journey to point visitors to Book>Direct. The sheer number of B>D referrals points to our success in this effort.

In the new FY, we will increase our goal as compared to FY 23-24 and include both Yosemite.com (analog referrals) and Book>Direct referrals for our total lodging referral KPI.

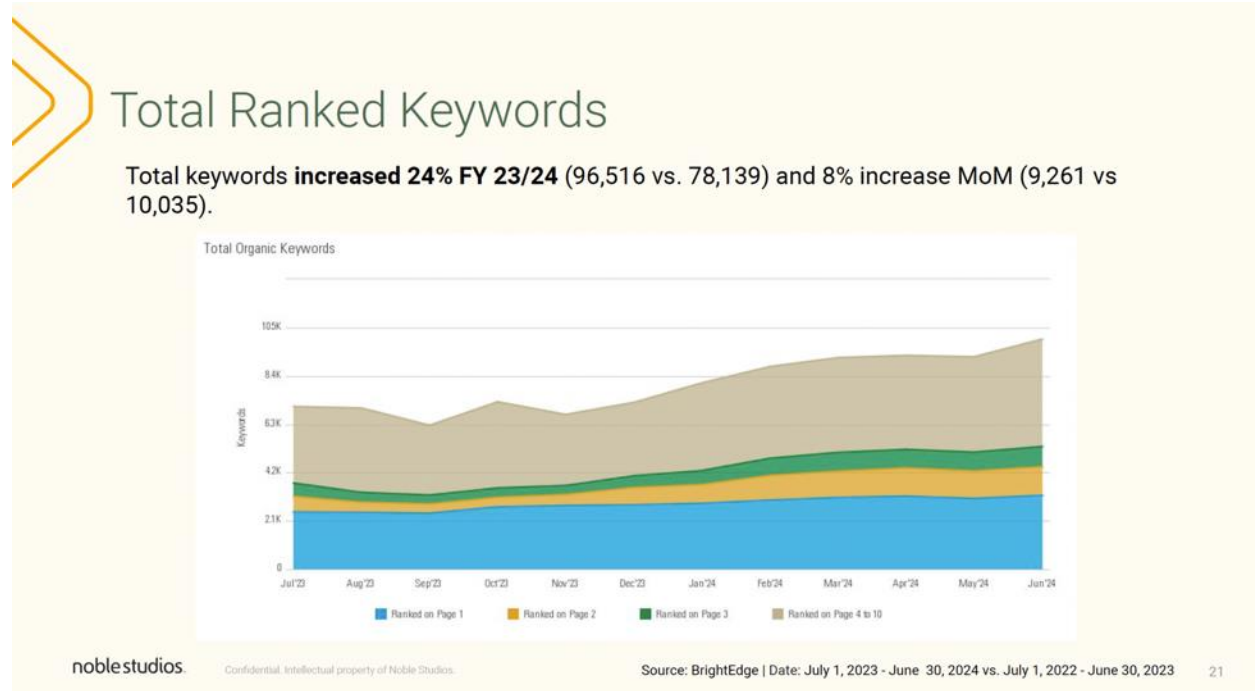
SEO and SERP

When it comes to judging our SEO success, we've always considered our primary KPI as organic sessions, which is a direct indicator of how many people we bring to the site via search.

This year, our organic sessions only reached 83% of our highly aggressive goal of 1.63 million organic sessions. Despite coming short of our goal, our SEO strength is strong, but there are a multitude of reasons why we came up short of this goal including increased paid spend, changes to Google search environment, and SERP (Search Engine Results Page).

In relation to SERP, YMCTB has put a significant amount of effort into ensuring that we adapt to

Google's changes and rank well in SERP. SERP shows results for a user's query directly in Google's search environment which keeps users on google instead of encouraging them to click into sites. The following two slides reflect our strength in SERP and how it has impacted our total number of ranked keywords.



Due to Google's high evaluation of SERP and the impact it has on how users get answers to their questions, we have examined and evaluated the strength of our page's SERP metrics and taken advantage of opportunities. While SERP results are keeping more users on Google than before,

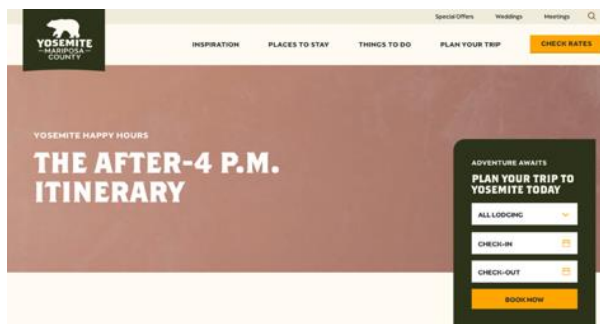
we are trending ahead of the rest of the Tourism industry in both our SERP results and our keyword rankings.

As Google continues to adapt how users use their platform, we will continue to adapt our strategy. An early step we will take is providing a more conservative organic traffic goal for the 24-25 Fiscal Year.

Content Creation

We achieved our goal of 40 new pieces of content for the FY with 44 new stories published throughout the year. We placed an effort into prioritizing creating itineraries, lodging stories and stories that directly provided hacks or tips to navigate the Yosemite Reservation system.

Below are some examples of articles we created in 2023-24 that highlight our renewed content focus.



Spring through early autumn, Yosemite Mariposa County is pure outdoor joy. Days seem to last forever, the warm afternoon sun lights up miles of spectacular hiking trails, and sunsets can be glowing light shows well into twilight. Outdoor adventure and sightseeing opportunities keep on shining during Yosemite's late-day "Happy Hours" when most day trippers are exiting rather than entering the Park. Our After-4 itinerary is perfect for times when Yosemite National Park has a **reservation system** in place, and the "ground rules" state you'll need a reservation to drive into the Park from 5 am to 4 pm. Here's a three-day itinerary that focuses on these late afternoon and early evening "magic hours."

DAY 1: YOSEMITE VALLEY LOOP



After checking in to your selected **Yosemite Mariposa County** lodging option, there's no "Happier" place to spend your first hours than tripping around the titanic scenery of **Yosemite Valley**. The best place to set the stage for an epic afternoon is **Tunnel View**, also known as **Scenic View**. After coffee, a Yosemite drive with a small

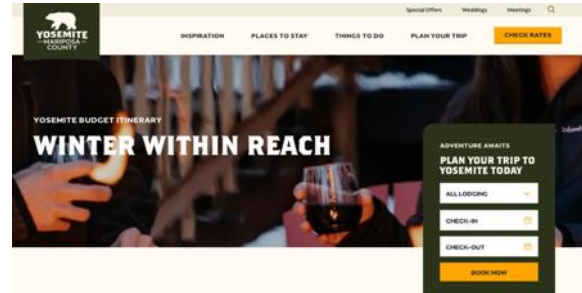


By Dan Maranga & Scott Maranga
Published On March 28, 2024

Whether it's fewer people or the freedom to choose from an array of accommodations at the perfect price point, the case for midweek travel to Yosemite Mariposa County is strong. The savings are real, the view is serene and the Park's many attractions – from its chaos of waterfalls to its serenity of granite – can feel as intimate as a whisper whispering through the Sierra pines.

Exactly who benefits from midweek travel is just as notable. Indeed, visitors have long taken advantage of these midweek dividends, but in Yosemite the experience opens up wide to other groups as well. From college friends to families on leave, remote workers, and laid-back couples who want to explore the spa menus at their base hotel, the peace and quiet of midweek travel to Yosemite is sure to pad your pocketbook and soothe your soul.

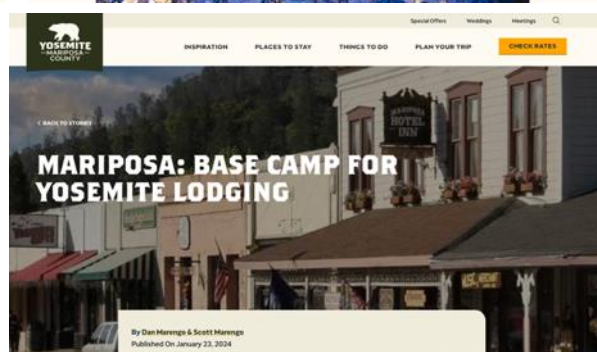
MIDWEEK MERIT: ACCOMMODATIONS



Snowflakes tumbling through stands of giant sequoias. Rushing rivers magnificently turning to ice, waterfalls "glistening" before your eyes. Family picnics at the top of a Yosemite glacier. Once times around a fire pit after an ice-cubing session.

Winter's got a lot going on in Yosemite Mariposa County, and it's within easy reach. To help inspire your winter getaway, we've put together a three-day, two-night budget itinerary that delivers loads of joyful glow from families as well as adventure-loving groups of friends.

FIRST STEP: LOCK IN WINTER LODGING VALUES



By Dan Maranga & Scott Maranga
Published On January 23, 2024

Where you stay when visiting Yosemite National Park makes all the difference. With nearly 1,500 square miles of terrain to explore, finding the right base camp can go a long way towards maximizing your vacation joy. We're here to help you find that happy hub. For a great place to stay, look no further than the town of Mariposa.

This Yosemite gateway town is a mix of Gold Rush glitter and grit, small-town charm, and country comforts. Discover an expansive range of accommodations, great dining options, shopping, and delightful diversions, all within steps of your front door. And the main event, Yosemite Valley, is just over 40 scenic miles away up the beautiful Merced River Canyon via All-Season Highway 140.

PERFECT PLACES: WHERE TO STAY

Not only is Mariposa where you'll find the richest range of destination amenities in Yosemite Mariposa County, but it also boasts a variety of **lodging styles** and price points whether that's at a hotel, inn, or vacation rental cabin.

National brands? Check. The **Quality Inn Yosemite Valley Gateway** and **Best Western Plus Yosemite Way Station** offer a nice balance of value and extras like free breakfast, free parking, a pool, and a hot tub.

2023 – 24 Public Relations Efforts and Results

In 2023-24, our international and domestic public relations efforts secured us 149 pieces of earned media, many of those articles secured in Tier I and Tier II media outlets.

Some of the Tier I (National and International) placements we secured include outlets such as: Visit California, BBC, MSN.com, the New York Times and National Geographic. While key Tier II placements include: Sonoma Magazine, San Francisco Standard, California Bountiful San Jose Mercury News and San Joaquin Magazine.

Our PR efforts were bolstered due to adding support in Germany and Australia prior to the start of the FY. This brought us a higher profile in those markets. Unfortunately, due to budgetary concerns, we've had to step back on our Australian PR efforts significantly by changing our level of support in that market to a "pro-bono" arrangement.


Examples of coverage:

TRAVEL + LEISURE TRIP IDEAS DESTINATIONS WORLD'S BEST TIPS + PLANNING CRUISES ABOUT US [SUBSCRIBE](#)

Yosemite National Park Has a New Upscale Glamping Site — and It's Got Stunning Views

Wilderness Yosemite offers cabins and tents of all sizes.

By Rachel Chang Published on May 27, 2024




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The untold story of the Chinese Americans who helped create Yosemite

13 May 2024 [Share](#)

Rachel Chang




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Getting an Authentic Yosemite Experience Outside the Park Boundaries

No park pass? No problem.

BY ROBERT ADAMS April 27, 2024 10:38 pm



Spring Mountain Ranch Robert Adams

Yosemite is one of my favorite national parks (and I have the tattoos to prove it), but during my visit last summer, I didn't get back in the famed valley.

FAM Trips

We set out a goal to host 15 FAMs in 2023-24 and exceeded that goal with 20 hosted trips. We also aimed to host media from the U.K., Germany and Australia, which we also achieved.

Below is a list of all of the FAMs YMCTB hosted in 2023-24.

- CANUSA Agent FAM
 - 9/11 – 9/12
 - Hosted a total of 7 trade professionals from Germany
- ADAC Reisen FAM Germany
 - 9/12 – 9/13
 - Hosted a total of 9 trade professionals from Germany
- Alec Scott
 - 9/21 – 9/23
 - Alec visited writing for Sierra Magazine doing a story of the history of Rock Climbing in the region
 - Coverage: Not yet published
- California Bountiful
 - 9/27 – 9/28
 - Visited to do a piece on Sierra Cider for the Agriculture based t.v. show which airs on PBS in California for a Holiday episode.
 - Coverage: [Link](#)
- Black Diamond Media FAM
 - 10/4 – 10/6
 - We hosted 3 journalists from the UK on this trip in which we worked with our partners, Black Diamond, to secure.
 - Coverage: [Arcadia](#), [Women's Health](#), [Metro UK](#)
- Marck Guttman
 - 10/6 – 10/9
 - We hosted Marck Guttman on a visit in fall to explore the less visited side of Yosemite Mariposa County.
 - Coverage: He detailed his visit on a Radio Show on Trion FM
- Viva Holidays and United Airlines Ultimate Northern California Roadtrip
 - 10/7 – 10/9
 - We hosted 7 trade professionals from Australia on a familiarization tour of Yosemite Mariposa County.
- Black Diamond Trade FAM
 - 10/9 – 10/11
 - YMCTB hosted a group of select trade professionals from the UK in cooperation with our partners, Black Diamond in the UK.
- Audley FAM
 - 10/27 – 10/29
 - YMCTB hosted guests from Audley travel.
- Kilroy Jysk Rejsebureau FAM
 - 10/28 – 10/29

- YMCTB host 9 guest on this Trade FAM, mostly from Scandinavia.
- Jen on a Jet Plane
 - 11/5 – 11/8
 - YMCTB hosted Jen on a Jet Plane in our first paid influencer visit of the year.
 - Coverage: [IG post 1](#), [Blog post 1](#), [Blog Post 2](#), [IG Post 2](#), [X post](#), [Threads Post](#), [Facebook Post](#)
- Wellness Traveled
 - 11/8 – 11/11
 - YMCTB partnered with Visit California to host this very large travel influencer which showcased the wellness experiences in Yosemite Mariposa County.
- Adventuring Eyes
 - 1/17 – 1/21
 - This was YMCTB's second paid influencer visit of the year. In this particular visit, the couple created content encouraging their followers to plan a winter couple trip to Yosemite Mariposa County.
 - Coverage: [Blog](#)
- Brooke Stebbins (@Outdoor Brooke)
 - 4/8 – 4/11
 - This was YMCTB's third and final paid content creator for the year. Brooke featured spring activities and out-of-the-park recreation.
- Kelsy Chauvin
 - 4/25 – 4/25
 - We partnered with Visit California on this trip to showcase Mariposa to Kelsy, who was writing for a key LGBTQ+ outlet
 - Coverage: Not yet received
- Visit California Strike Gold FAM
 - 5/8 – 5/10
 - This was our post-IPW fam which had 25 attendees, split up between media and travel trade.
- Kav Dadfur (JRNY)
 - 5/15 – 5/19
 - Kav is the founding editor of JRNY, a rising UK travel publication. We did an advertorial partnership with JRNY in which Kav visited to create a number of stories for JRNY.
 - Coverage: not yet received.
- Marlene Goldman:
 - 5/17 – 5/20
 - Marlene visited after winning a prize trip to Yosemite Mariposa County at our San Francisco media event in 2023. We are anticipating to receive content from Marlene in the coming weeks.
 - Coverage: Not yet received
- Sharlene Earnshaw
 - 5/20 – 5/23
 - We hosted Sharlene, the editor for Trekaroo, who worked on a family-friendly piece showcasing things to do outside of the Park in Mariposa County.
 - Coverage: [Story 1](#), [Story 2](#), [Story 3](#)
- Marybeth Skylis

- 5/23 – 5/25
- Mary Beth, who is a columnist for Outside Magazine, visited Yosemite on a trip of her own and we were able to capitalize on her being in the area and hosted her on a visit focused outside of the park.
- Coverage: Not Yet Received

YMCTB Social Media

Facebook, National		May-Jun	Total	% to Goal
	Followers	1,196	144,959	188%
	Link Clicks	238,369	1,777,535	121%
Facebook, Local		May-Jun	Total	% to Goal
	Followers	39	2,916	--
Instagram		May-Jun	Total	% to Goal
	Followers	6,388	95,324	144%
	Engagement	144,169	862,904	78%
YouTube		May-Jun	Total	% to Goal
	Subscribers	159	2,939	277%
	Total Watch Time (hours)	873	5,809	83%
TikTok		May-Jun	Total	% to Goal
	Followers	696	19,834	96%
	Views	288,822	1,749,689	49%
Pinterest		May-Jun	Total	% to Goal
	Impressions	48,000	493,920	--
	Engagement	2,780	19,380	--
	Engaged Audience	1,580	10,880	--
X			Total	% to Goal
	Followers	547	44,970	--

Our social channels continue to grow, and many of our KPIs had strong results. This is a real achievement at a time when social media results are generally sluggish across industries.

Facebook ended the year with the surprise revelation that all our KPI results for the year have been adjusted by Meta. Notably, our most recent YTD Follower numbers that we reported in our last Board of Directors meeting have dropped by almost 6,500 followers. We have rechecked the Follower KPI results that we reported all year and confirmed that all of the numbers have been incrementally reduced.

Researching the issue, we've found evidence that this is not an isolated problem, with other organizations reporting similar drops having occurred in the last month or so. The consensus is that this is the result of Meta purging fake user accounts from their system.

This explanation makes sense: Facebook is still a social platform that fosters interaction with users. Fake accounts need to appear to be real people and need to interact with pages, groups, and users on the platform in order to avoid detection and deletion. The easiest place to interact while 'hiding in plain sight' is on a busy, more popular account like ours.

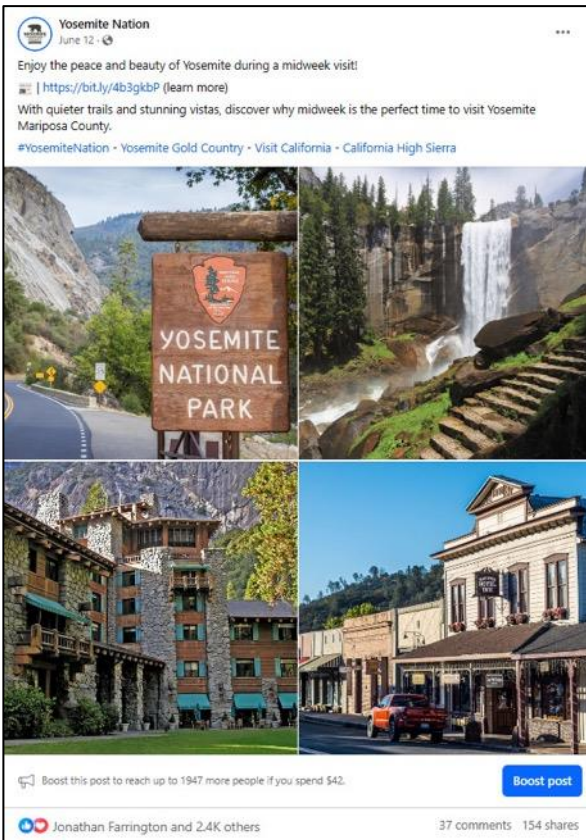
We will be following up with our Meta representative for details on what has occurred to better understand why our KPI results changed and plan the best way to anticipate this sort of event in the future.

KPI results on Instagram were affected much less drastically. Instagram saw a small rise in some of our Engagement results.

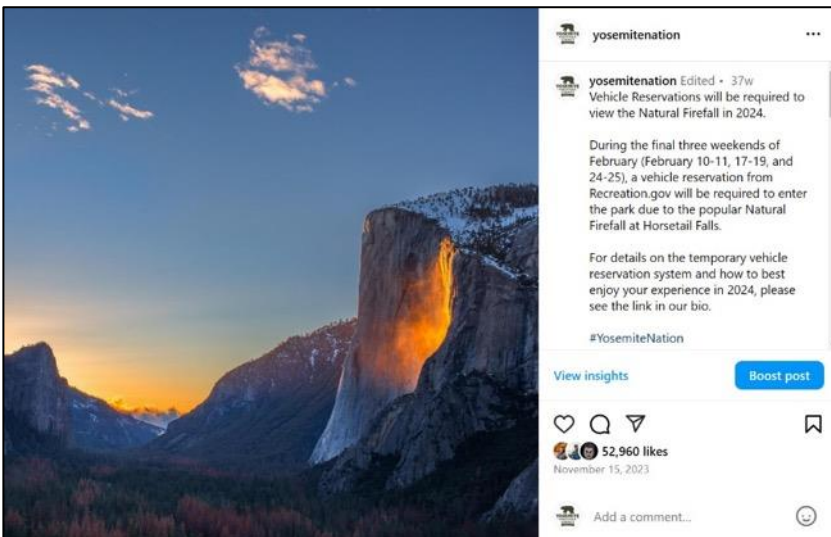
All of this supports our previous statements regarding Meta: it continues to be a moving target due to their constantly changing algorithms behind the scenes. Meta has effectively put AI in the driver's seat for many aspects of ad targeting. This can be a powerful tool but requires understanding of how to best leverage the strengths of the tools as those tools continue to evolve.

While our TikTok Followers results were just shy of our target, the Views KPI ended the year well short of our target number. Upon further review, it turns out that our goal KPI was too aggressive, skewed by the extremely viral posts which were included in the results we used to calculate the year's target. Our average TikTok post receives 500 to 2,000 views. However, during the past review periods we have occasionally had hugely successful organic/viral posts that have received tens of thousands, to hundreds of thousands of views. Those occasional viral posts greatly inflated the target views KPI we calculated for 2023/34.

Social Media Examples



This is our top performing organic Facebook post, promoting how wonderful it is to visit the park in mid-week. 2,620 reactions, 14,827 total engagements.



This is our highest-performing organic Instagram post. Beautiful shots of February's "firefall" event are always effective at causing users to stop scrolling and interact with a post. 59,979 total engagements, 2,502 saves, 4,405 shares.

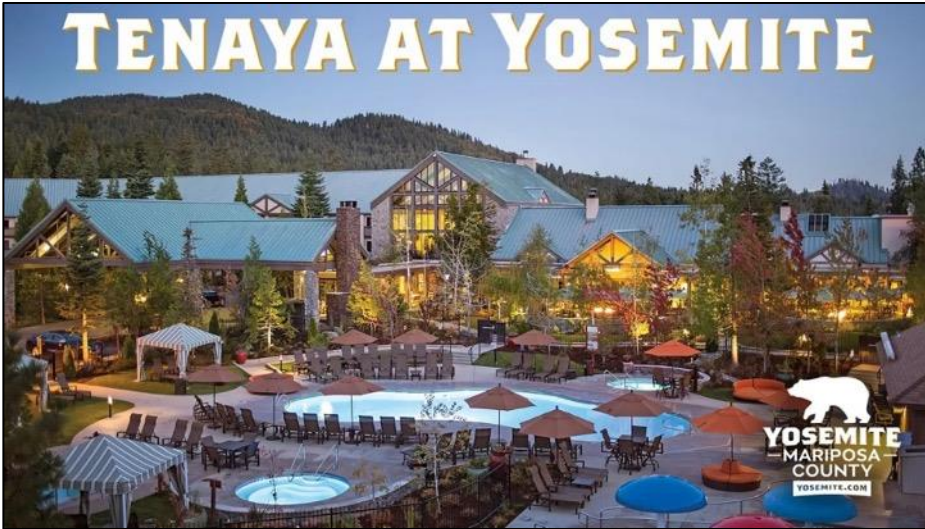


This is our top performing paid Meta ad for “Winter Wrapped Spring in Mariposa County.” It reached 585,487 people and generated 72,921 link clicks at a cost of \$0.02 per click.

Video Production

Accomplishments for 2023/24:

- We completed the following productions:
 - Tenaya At Yosemite sizzle reel (Backstory Creative)
 - The Redwoods in Yosemite (Modern Day Pioneers)
 - All about Badger Pass Ski Area (Backstory Creative)
 - Coulterville sizzle reel (Backstory Creative)
 - A Guide to the Natural Yosemite Firefall 2024 – Horsetail Fall (internal)
 - Winter Ads – 15 & 30 seconds (Backstory Creative)
 - Fall Ads – 15 & 30 seconds (Backstory Creative)
 - Promotional video for Mariposa County government.
 - More than 25 vertical videos promoting inside and outside of the park visitation.
- All 8 regional videos are in various stages of production. Voice-over talent is recording lines, video assets are being gathered and assembled, and some early edits are in review.
- We have been working with our partners at Backstory Creative to create a series of video shorts to educate area visitors on how to navigate the temporary vehicle reservation system and promote lodging in Mariposa County.
- We posted 48 vertical videos to YouTube, Instagram, and TikTok.
- Due to the evolving nature of vertical video content and the platforms it is shared on, we are engaged in ongoing efforts with Backstory Creative to hone our vertical video style and presentation.



This is our top performing non-advertisement YouTube on video. 58,075 views.

Special Offers

The Special Offers Page received over 347,000 visits this past fiscal year. The number of visitors to the special offers page has grown exponentially over the past year. The previous year's special offers program ended with 61,774. The two-part reason for this growth is both a paid campaign via social media to drive traffic to the special offers page, and an organic desire by visitors to find the best deals they can get while traveling.

We were able to maintain over 18 specials offers per month throughout the fiscal year. Keeping an offer running is more essential than ever with worldwide inflation. Our goal is to always have as many eyes as possible on constituent properties. Those advertising in the specials section get far more visitation than those who are not. The success of the special offers program is only possible as long as partners participate. Even if an offer is not one that a visitor can take advantage of, seeing the property on the special offers page can still lead to them booking due to interest in a property.

Special Offer Hub - /yosemite-hotel-deals/			
Special Offer Hub Views	Click URL	View Offer Clicks	PoP % Δ
347,665	https://www.yosemite.com/places-to-stay/cabins/the-redwoods-in-yosemite/#offers	31,695	32,575...
↑ 6,910.8% from previous 366 days	https://www.yosemite.com/places-to-stay/hotels-and-motels/yosemite-view-lodge/#offers	9,747	-
Special Offer Hub Link Click	https://www.yosemite.com/places-to-stay/bed-breakfast/blackberry-inn-bed-breakfast/#offers	5,952	74,300...
97,460	https://www.yosemite.com/places-to-stay/hotels-and-motels/the-ahwahnee-hotel/#offers	5,859	-
↑ 20,461.2% from previous 366 days	https://www.yosemite.com/places-to-stay/hotels-and-	5,808	-
		1 - 38 / 38	< >

OFFER VALID APRIL 25, 2023 - JULY 31, 2023

BIG CREEK INN BED AND BREAKFAST

10% off when booked online

VIEW OFFER →

Enter stakeholder domain

Click URL

Contains ▾ Enter a val...

Constituent Property Audit:

At the beginning of the fiscal year, we completed a comprehensive audit of the lodging properties on Yosemite.com. This began with our obtaining the county list of TOT payers. We found that the list had more properties on it than our internal constituent list and many of owners/operators had different names registered with the county than their public facing name.

We began the process of contacting constituents via phone and email, and slowly were able to create a much more comprehensive list that we can use internally when contacting constituents. This process allowed us to ensure we were doing our due diligence notifying constituents about their right to a free property listing. We were also able to request updated materials for properties whose photography had not been updated previously. We have also done work to update amenities to reflect current offerings.

The last part of this audit was going through each stakeholder page, updating the imagery, and enhancing photography with Topaz AI software. We were able to take these updates and pass them onto BookDirect who a few weeks ago completed making their changes.

We gave a list of properties to BookDirect that needed their live rates connected via VRBO. Due to connectivity issues the process took longer than expected but was finally completed at the end of February.

After meeting with the tax assessor's office, we are now being given a list of new TOT certificates issued and properties becoming inactive. This will allow us to keep our internal list up to date without investing the number of staff hours needed each year to comb through hundreds of properties to find changes. The tax assessor's office has also agreed to include a flyer from YMCTB with the TOT certificate packet which will explain what we do and how the property can get listed on Yosemite.com.

2023 - 2024 Organizational Involvement Recap

- Yosemite Gateway Partners – Jonathan – President (Moving to Board Member in 2024/2025)
- YARTS AAC – Jonathan – Chair
- Visit California Rural Committee – Jonathan – Committee Member
- High Sierra Visitor Council – Tony – Board Member
- Gold Country Visitor Association – Ellen – Board Member
- Central Valley Visitor Association – Jonathan - Member
- Main Street Mariposa – Aaron – Member
- Mariposa County Business Association – Aaron & Jonathan – Member
- Public Relations Society of America – Tony – Member
- One West Tourism Alliance (Formally DMA West) – Ellen – Member
- US Travel Association – Jonathan & Ellen – Member
- CalTravel Association – Jonathan & Ellen – Member
- Mariposa Yosemite Symphony Orchestra – Ellen – Fiscal Sponsor
- Mariposa County Chamber of Commerce – Jonathan – Advisor

Trade Shows and Events

Trade Show or Event	Date
Outdoor Media	Sep-23
CalTravel	Sep-23
Brand USA Week - London - MEDIA ONLY	Oct-23
IMM	Jan-24
Go West Summit	Feb-24
Social Media Examiner	Feb-24
VCA Dallas Media Dinner	Feb-24
TEJ 2023 Osaka Club California Japan	Feb-24
E-Tourism	Mar-24
Outlook Forum	Mar-24
VCA SF Media Event	Apr-24
PRSA Travel & Tourism Conference	May-24
IPW	May-24

International Representation Recap 2023 – 2024, and 2024 – 2025 Deployment

- Retained International focus continues primary focus on:
 - United Kingdom Germany
 - Australia Scandinavia
- Secondary with no retained agencies include:
 - Mexico Canada France China India
- Retained International Public Relations representation in:
 - United Kingdom – Black Diamond Agency
 - Germany – Msi Agency
 - Australia – Gate7 Agency (added in 23/24 – removed in 24/25 due to budget)

Trade Shows and In-Market Training, Events and Sales

International Trade Show attendance was reduced due to reductions in participation/organization by Brand USA and Visit California. YMCTB was unable to gain access to travel trade participation in Travel Week 2023. Limited access was provided in 2024. Travel Week eliminated major trade show participation at ITB Berlin and WTM London.

IPW will continue to be our largest investment of time and funds in promoting international visitation, and keeping existing relationships strong, and creating new relationships in emerging markets. IPW will be in Chicago in 2025. Due to an East Coast orientation, YMCTB will slightly reduce our appointment books from three to two books, or 80 appointments vs 120 appointments.

- FAM Trips will continue to be a primary focus for immersion into YMC
- International Trade Sales Travel - will be reduced due to budget and more efficient management in in-market FAM trips with retained agencies and well-established/legacy travel companies.

2024 – 2025 International Visitation Forecast – Visit California

International travel spending in California is forecast to nearly fully recover in 2024 (99% of 2019 spending), driven by Mexico, Canada, and key overseas markets.

According to the June forecast, international visitor spending in the state will grow by 23% in 2024 and reach \$27.8B.

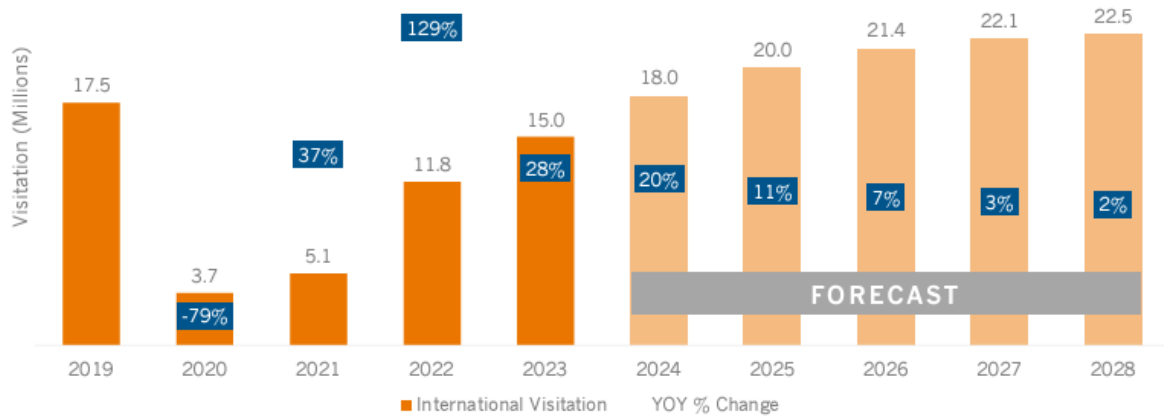
Although not YMCTB and Mariposa County key markets: North American neighbors Mexico and Canada are forecast to be California's largest spending markets, with visitor spending of \$5B and \$3.9B, respectively.

China is forecast to be the most important overseas market, with visitor spending of \$2.7B in 2024.

Travel prices remained the primary barrier to travel (44% citing travel price). Canada (53%), France (52%), and Australia (51%) were the markets with consumers most likely to indicate prices were a barrier to travel. •

California International Visitation Forecast

The chart below shows the current international visitation forecast and annual growth rate.

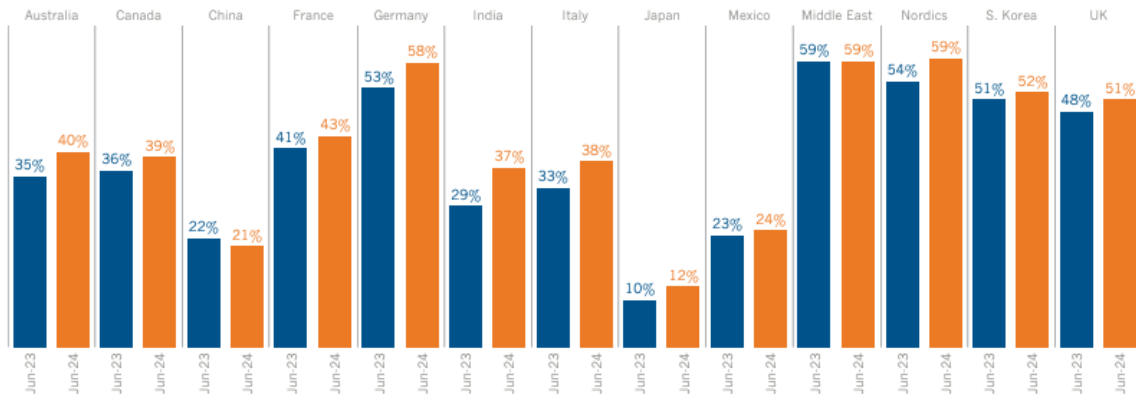


Visitation as shown above is the most important indicator for improvement in Yosemite Mariposa County lodging improvement. Revenue has been a primary focus over pre-pandemic 2019 levels, however with inflation and USD exchange rates, comparing 2019 to 2024/25 is not apples to apples. With high inflation, 2019 to 2024/2025 spending levels would need to be 21% or higher as a true comparison.

Markets Travel Planned (International Leisure)

The chart below shows international leisure travel planned in the next 12 months by market.

Planning to Travel in the Next 12 Months: International Leisure Trip (% of pop age 16+)



YMCTB and Retained Agency support continues in the UK, Germany, Scandinavia, and Australia. Due to significant Yosemite.com website engagement from Mexico, YMCTB is adding a paid media campaign for Mexico to increase lodging conversions. China remains an enigma. There is an increase in California inbound visitation and will be the number one international inbound market, yet interest in visiting National Parks is still low. Over time and with repeat visitation, we expect interest in visiting national parks and rural areas will increase. YMCTB is watching this visitor behavior closely and will consider adding a Chinese representation agency in the future to help navigate and promote Yosemite visitation.

California International Market Spend Forecast

The table below shows the international visitor spend forecast for California and recovery index broken out by international market.

2024 Visitor Spend Forecast by Market (Billions)

