

January 2025 Marketing Report

KPIs: (data from Noble Studios)

With one half of the fiscal year completed, we are happy to report that all of our KPIs are up YOY. However, we know that our partner referrals decrease during the winter as visitation slows. If past is prologue, we expect that things will pick up in spring and our partner referrals will increase significantly.

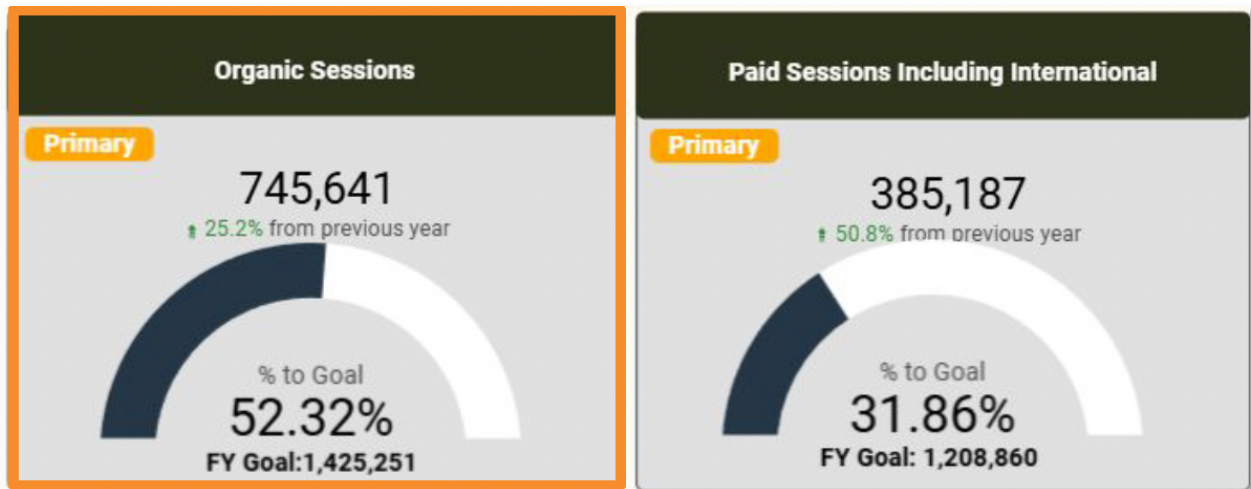
Primary KPI - Lodging Partner Referrals

Our **lodging partner referrals** are up 4.3% from the previous year with 351,093 referrals out of the total goal of 823,972.



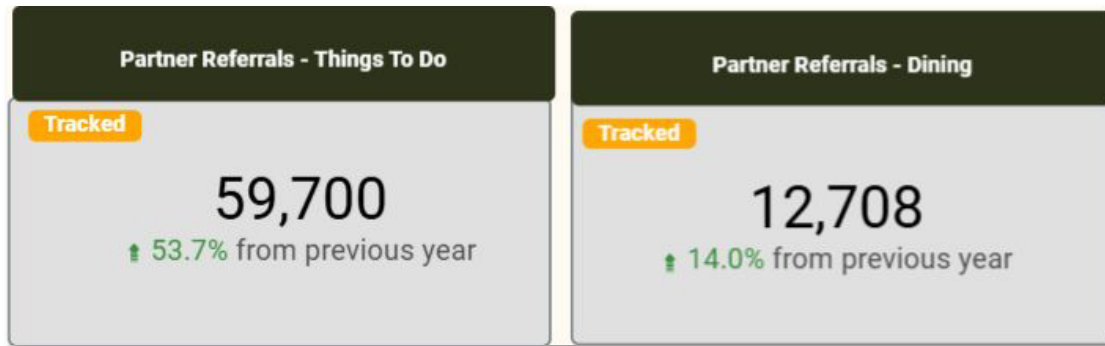
Primary KPIs – Organic and International Sessions

Our organic sessions are both exceeding goal at 52% and are 25.2% higher than last year. Paid sessions including international are also significantly up over 50% YOY though lagging behind at 31% to goal.



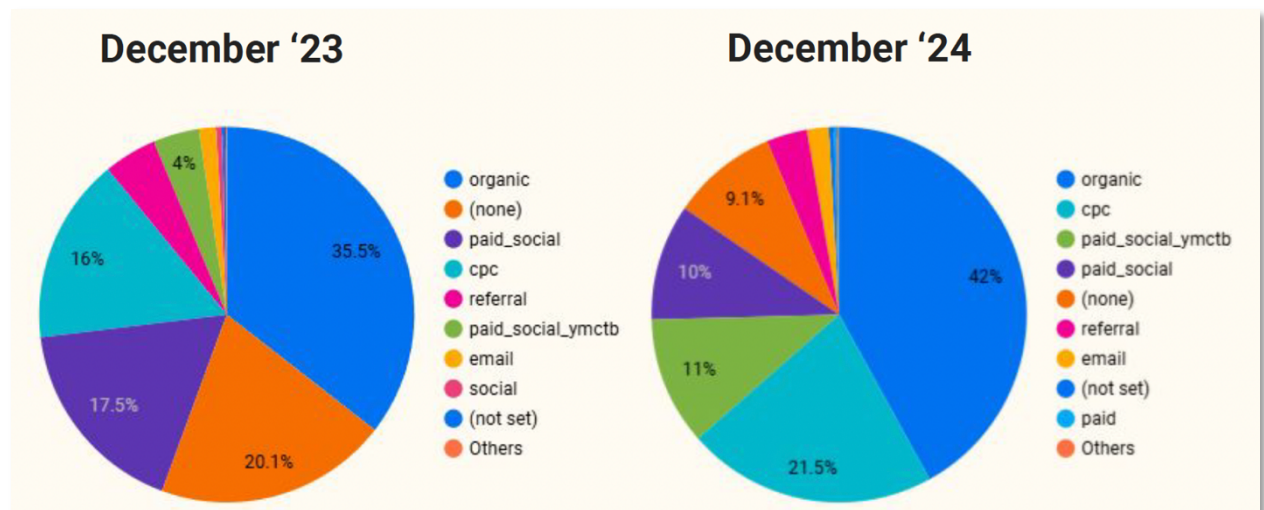
Tracking: Non-Lodging Partner Referrals

We are also tracking partner referrals for Things to Do and Dining. Both referral areas are seeing significant growth YOY!



Channel Breakdown

Our largest source of website traffic continues to be organic, contributing 42% of the total traffic. Paid Search (CPC) follows with 21.5% and paid social traffic (both Noble and YMCTB managed) accounts for 21%.




Note that "None" means analytics can't determine an entrance source for a particular user.

We are also seeing our international market sessions YOY for the UK, Australia, Germany and Scandinavia increase 65% YOY.


Traditional Print

While our budget is significantly smaller this year, we continue to take advantage of opportunities presented to us for remnant placements requiring quick turnarounds. The following includes a remnant ad for the Visit California Visitor Guide.



WINTER BEYOND WONDER


Where else can you snowshoe below giant sequoias, explore Gold Rush-era towns and warm up with hot cocoa and a cozy cabin all in one day? Only in Yosemite Mariposa County. From cool outdoor activities to affordable accommodations – to unmatched natural beauty, quaint towns, restaurants, shops and museums – winter here is a wonder, and it's yours for all time.



YOSEMITE RESORTS

Discover Yosemite View Lodge, the closest hotel to Yosemite's west entrance. Enjoy stunning river views, cozy rooms, and unbeatable access to the park. Your adventure starts here – book today for 20% off through March 31, 2025. Terms and conditions apply.

(888) 742-4371
YosemiteResorts.com




TENAYA AT YOSEMITE

Yours to explore

Exciting Yosemite adventures await, just a short drive away. Tenaya at Yosemite specializes in winter fun where you can enjoy ice skating, sledding, hiking and more. Freeze a moment in time – explore the beauty of the snowy Sierra this year.

Ready to go?
Visit Tenaya.com
(888) 514-2167

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



BANG



A PLACE FOR ALL SEASONS

From spring awakening to summer bliss to autumn elegance to winter tranquility, Yosemite Mariposa County offers it all, including both in-park and nearby lodging options.



Plan your trip at
YOSEMITE.COM



Visit California Visitor Guide



FOR ALL TIME

ONE OF ONE

There's no place in the world like Yosemite Mariposa County – it's beyond wonder.

Where else can you adventure in the shadows of granite giants, walk amidst the charm of Gold Rush-era architecture and rest your head with nature always just outside your window? It's all here. From outdoor activities to affordable accommodations – to quaint towns, award-winning museums and history that's living and breathing all around you – Yosemite Mariposa County is an experience for all time.

Book a stay in Yosemite National Park

What's better than a trip to Yosemite National Park? Waking up in the park and knowing your just steps away from breathtaking views and awe-inspiring landscaped. Check out a variety of options from the family friendly and centrally located Yosemite Valley Lodges, to the fun and rustic charm of Curry Village to elegance and grandeur at The Ahwahnee, you'll find it all inside Yosemite National Park.

Travel Yosemite.com/hodging
(888) 413-8869

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



Yosemite Journal



FOR ALL TIME

PURE BLISS

Where else can you snowshoe below frosty, giant sequoias, explore a charming Gold Rush-era town and warm up with hot cocoa from the balcony of a dreamy hotel all in one day? Only in Yosemite Mariposa County. From cool outdoor activities and unmatched natural beauty to quaint, historical towns and affordable accommodations, winter here is a wonder and it's yours for all time.



Yosemite Hospitality

Yosemite National Park is a winter wonderland! Experience skiing, snowboarding, ice skating and X-mas by the fire! Convenience located steps from your hotel room when you book at travel.yosemite.com! Experience the magic by and inside of winter in Yosemite this year.

TravelYosemite.com/hodging
(888) 413-8869



Yosemite Resorts

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YosemiteResorts.com
(888) 742-4371

Visit Yosemite.com




Diablo Magazine

Co-Ops

Overall participation in co-ops continues to be high. In addition to the print offerings, many of our offerings are now focused on digital offerings.

sactown
This email is sponsored by Yosemite Mariposa County.
Having trouble? View in a Browser



YOSEMITE
Mariposa County
CALIFORNIA

Enjoy snowy views, outdoor fun, blissful towns and affordable stays this winter.


Where else can you ice skate with views of Half Dome, stroll winterized Gold Rush-era towns and sip hot cocoa in a cozy cabin all in one day? Only in Yosemite Mariposa County.

From cool outdoor activities to snow-covered natural beauty — to quaint towns, restaurants, shops and museums — winter here truly is a wonder.

And when you're ready to get out of the snow and sit by the fire, there are plenty of affordable (and warm) lodging options, from cabins to first-class resorts.

Winter in Yosemite Mariposa County is an experience that lasts for all time.

[PLAN YOUR VISIT](#)




YOSEMITE RESORTS

Discover Yosemite View Lodge, the closest hotel to Yosemite's west entrance. Enjoy stunning river views, cozy rooms, and unbeatable access to the park. Your adventure starts here — book today for 20% off through March 31, 2025.

Terms and conditions apply.
yosemiteresorts.com
888.742.4377

[RESERVE NOW](#)



MARIPOSA RIDGE RETREAT

Enjoy unmatched views and full amenities (including a hot tub) from the Mariposa Ridge Retreat — a 3 bed/2 bath cozy hilltop home nestled on 10 acres of Yosemite beauty. Plus, with easy access to the historic gold mining town of Mariposa (1.5 miles away) and the Merced River (a 10 minute drive), you'll be perfectly located for a classic Yosemite adventure.

[RESERVE NOW](#)

(Outside Footer Goes Here)

Dedicated email to *Sactown* subscribers

Sunset
The local newspaper for Yosemite Mariposa County
Information: 888.742.4377



Experience the ultimate Yosemite winter with snowy views and plenty of bundled-up fun.

Some seasonal travel awards. Cool cabins and warm cozy hotels. Make sure you're in Yosemite Mariposa County to make the most of the season.

Whether you're looking for a quiet getaway or a fun-filled weekend of outdoor fun, we've got you covered. From cozy cabins to luxurious hotels, we've got you covered. From cozy cabins to luxurious hotels, we've got you covered.

Just what you need to take your winter fun to the next level. From cozy cabins to luxurious hotels, we've got you covered.

As a member of Yosemite Mariposa County, we're committed to the best for all.

[PLAN AN YOSEMITE TRIP](#)



YOSEMITE RESORTS

Discover Yosemite View Lodge, the closest hotel to Yosemite's west entrance. Enjoy stunning river views, cozy rooms, and unbeatable access to the park. Your adventure starts here — book today for 20% off through March 31, 2025.

Terms and conditions apply.
yosemiteresorts.com
888.742.4377



REDWOODS IN YOSEMITE

Visit all your favorite sights and enjoy the beauty of the Redwoods in Yosemite. From the Redwoods to the Merced River, we've got you covered. From the Redwoods to the Merced River, we've got you covered.

Book at [yosemite.com/redwoods](#) or call 888.742.4377



YOSEMITE HOSPITALITY

Yosemite National Park is a winter wonderland. Experience the beauty of the park in a new way. From the Redwoods to the Merced River, we've got you covered. From the Redwoods to the Merced River, we've got you covered.

Book at [Yosemite.com/hospitality](#) or call 888.742.4377

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Dedicated email to *Sunset* subscribers

Search Engine Marketing (SEM):

As mentioned above, our paid search marketing is responsible for 21.5% of our website sessions in December 2024. While we are seeing decreases in impressions and clicks, our overall Click Through Rate (14.45%) and Conversion Rates (50.93%) are staying strong, especially in comparison to benchmarks of 4.68% and 3.55% respectively. Despite the decreases in impressions and clicks, the number of referrals for December 2024 also stayed level with December 2023 (12,539 vs 12,534).

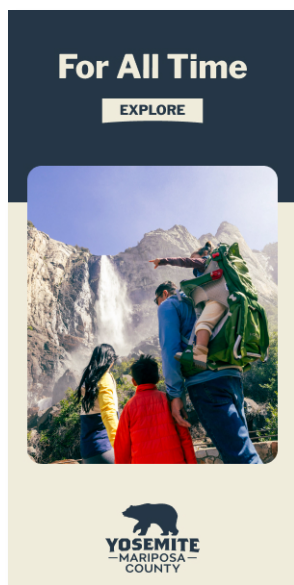
Digital Paid Media:

We are seeing a strong metrics for paid media. With a spend of \$27,000 in December, we saw a total of 19,374 lodging referrals that month, on pace with December 2023.

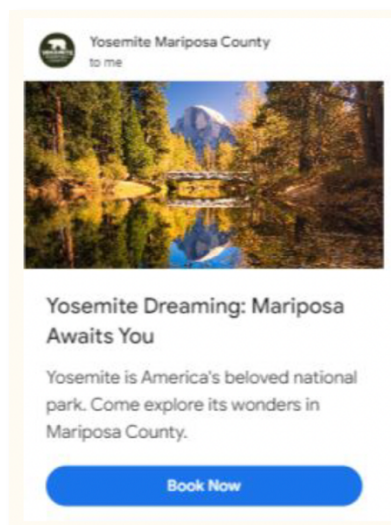
US Display, Demand Gen & PMAX

We continue to see Google's Performance Max and Demand Generation campaigns (see below for examples) perform very well. In particular, CTR for Performance Max is 16.51% (benchmark is 0.47%) with a conversion rate of 47.25%. Display is still an important part of our strategy, but additional resources will continue to be put toward maximizing the success of PMAX and Demand Gen campaigns.

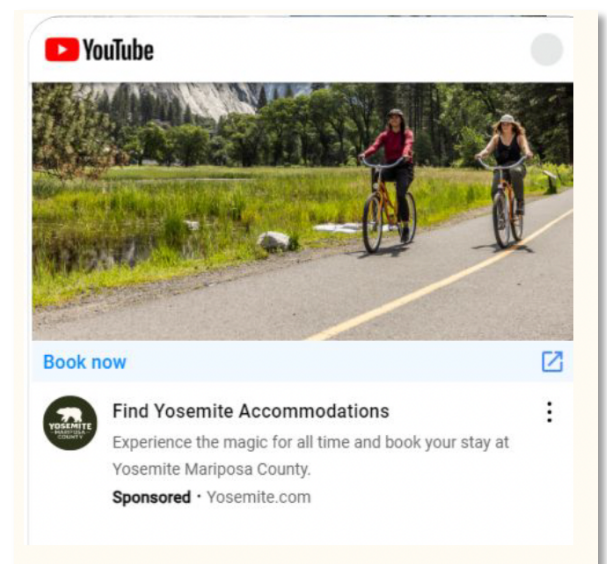
Display example:



Demand Gen example:



PMAX example:



International Display

We had 893 lodging referrals from international display in December 2024. The top-converting display campaign was Demand Generation targeting Germany. The results were a 42% increase in CVR and growth in both clicks and impressions. Our creative remained the same as the prior month.

YouTube

We saw exceptional results from targeting our “History and Culture” audience with our Winter Video Ad. This audience had a 59% view rate (benchmark is 15%) and a 12% conversion rate. YouTube is not a conversion-focused channel, but we still have 76 lodging referrals from the platform. We are also seeing a decreased cost per view for our videos, demonstrating that our targeting efforts are being efficient in reaching and engaging visitors.

<https://www.youtube.com/watch?v=iL4Kgy7Tfk8>



Paid Social

Noble-managed paid social posts are still exceeding benchmarks for CTR (benchmark is 0.9% and our average CTR is 1.34%) but we are seeing fewer clicks and impressions overall. Similar to our YouTube audience, we are seeing positive interaction from our new History/Culture audience.

We will focus our strategy on using audience segmentation to leverage Meta's algorithms. This will allow us to more effectively allocate our budget and make sure that top-performing audiences are maximized.



Yosemite Nation
Sponsored · 🌐

From cabins to resorts—each with a peaceful winter view—lodging is aplenty in Yosemite Mariposa County. Book your stay today.

FOR ALL TIME

yosemite.com
Plan a Cozy Winter Stay
For All Time [Learn more](#)

👍❤️👤 1.9K 81 comments 101 shares

👍 Like 💬 Comment ➦ Share



Instagram

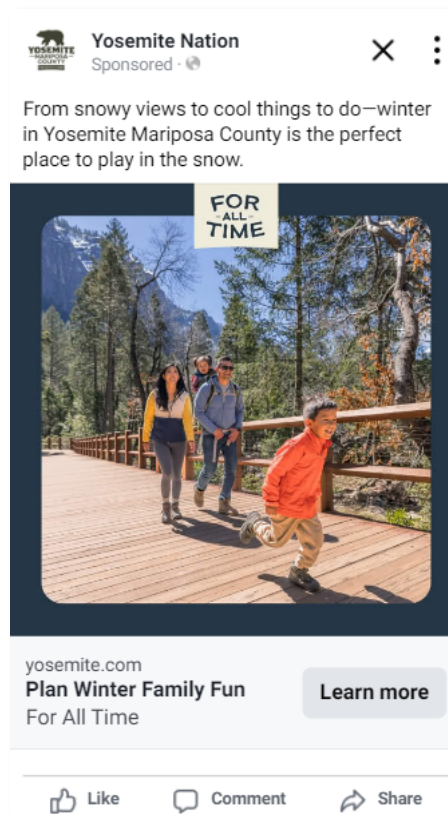
yosemitenation
Sponsored

FOR ALL TIME

Learn more >

👍💬👤

yosemitenation From snowshoes to snowy views, winter in Yosemite Mariposa County gives a new mean... more



Yosemite Nation
Sponsored · 🌐

From snowy views to cool things to do—winter in Yosemite Mariposa County is the perfect place to play in the snow.

FOR ALL TIME

yosemite.com
Plan Winter Family Fun
For All Time [Learn more](#)

👍 Like 💬 Comment ➦ Share

Email / eCRM

So far, this fiscal year we have added more than 8,000 subscribers to our consumer email list. We are 66% to our annual goal of 12,000 new subscribers. We expect to exceed the goal after our planned Meta lead generation campaign is completed in March and April.

We continue to send consumer emails twice a month with an overall open rate that regularly exceeds 50% and an average click through rate of 1.7%.

Watch for a new creative refresh of our email template in 2025. This new design is developed from the creative brand refresh completed in early fall. The new look will also be incorporated into the constituent, travel trade and media emails.

View email in Spanish

YOSEMITE MARIPOSA COUNTY
ESTABLISHED 1850

THE WANDERER

Your Path to Yosemite Mariposa County

New Year, New Memories

Ready to wrap up 2024 with lasting memories? Trade the usual New Year's Eve festivities for a chill celebration surrounded by the natural beauty of Yosemite Mariposa County. Set your resolutions in the heart of nature with one-of-a-kind accommodations that offer both comfort and adventure, from cozy cabins to charming inns.

Get inspired with winter hikes that reveal Yosemite's serene, snowy landscapes, perfect for those who crave a fresh start with crisp mountain air. And when the stars come out, discover local night spots to toast to your journey ahead.

Do you still want a traditional ballroom "ring in the new year" blowout for New Years Eve with all your friends and family? Enjoy a sparkling wine reception, gourmet dinner, live entertainment with dancing and a dessert buffet at [Taverna at Yosemite](#).

NEW YEAR, NEW RESOLUTIONS: WILD WELLNESS IN YOSEMITE MARIPOSA COUNTY

Take a win-win approach to making your resolutions come true. Breakaway from that musty gym for the natural splendor of a unique mountain paradise. Take your best self higher to resolution-ready Yosemite Mariposa County, where outdoor-active health and wellness come with the territory.

[Read More](#)

UNIQUE SLEEPS: ONE-OF-A-KIND LODGING IN YOSEMITE MARIPOSA COUNTY

One thing's for certain — visitors to Yosemite Mariposa County earn their sleep. With activities like [hiking](#), [fishing](#), [swimming](#), and [skiing](#) — not to mention so many natural wonders to see — there's a well-deserved pleasure in laying your head squarely on a comfy pillow at the end of day and dreaming about the majesty you've just experienced. Here are some one-of-a-kind lodging options.

[Read More](#)

YOSEMITE WINTER HIKES

Winter in Yosemite National Park is one of the most spectacular times of the year. Snow covers the peaks, the campgrounds and trails are less crowded, and there is no shortage of Yosemite winter hikes to explore. Learn more about the best winter hikes Yosemite has to offer, plus lower elevation trails near the park that stay open throughout the winter.

[Read More](#)

NIGHT OWL HANGOUTS: BARS IN MARIPOSA COUNTY

Yosemite Mariposa County's evenings are enchanting: inspiring night art, indiglow sky full of stars, head-on-head of a great horned owl. So heed the call of the Yosemite "night owl"! Bars in Mariposa range from real old west saloons to bespoke hotspots, with at least one thing in common: signature Sierra hospitality.

Photo: Beers on tap at [The Grove House](#)

[Read More](#)

Ready to Book Lodging?

[Special Offers](#) [Book Now](#)

YOSEMITE MARIPOSA COUNTY
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[Facebook](#) [Instagram](#) [Twitter](#) [YouTube](#)

[Find Lodging](#)

Thank for Reading
Questions or Comments? We would love to hear from you.

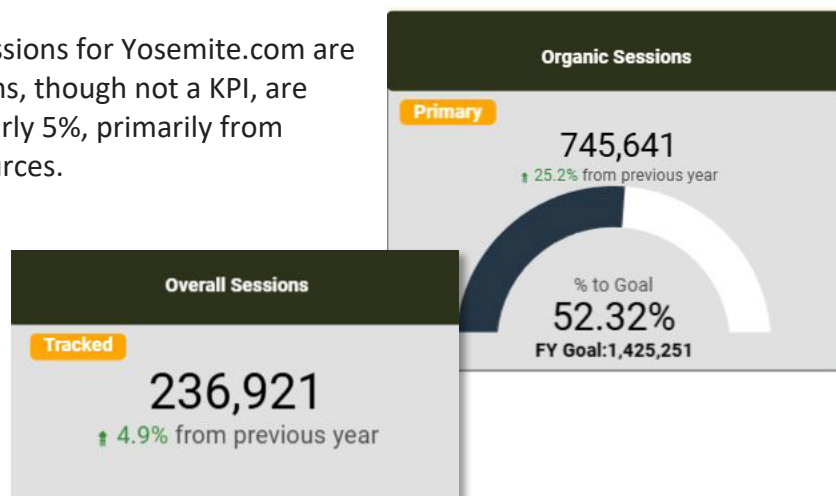
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Yosemite.com Update

Overall traffic info

As mentioned above, the organic sessions for Yosemite.com are ahead of goal at 52%. Overall sessions, though not a KPI, are also pacing ahead of last year by nearly 5%, primarily from display traffic and cross-network sources.

We have seen a decrease in traffic from the homepage, but other pages are balancing out that impact. When the homepage traffic is removed from direct traffic numbers, sessions are up 37% YOY.



Content Creation

To impact the Holiday period as best as possible, we created new Yosemite.com content that focused on encouraging families to visit during the holidays. Our new “Multi-Generational Itinerary” and “Elevated and Eventful” story share the holiday-related things to do in the area. We also wrote an article to encourage visitation of couples and solo adventure travelers with our “Quiet Window” story, which turns the slowest time of year in the area into a positive for those looking to experience solitude and save some money.

Published important holiday planning articles:

- [Elevated & Eventful](#)

Inspirational story focusing on all of the things to do in the Yosemite Mariposa County region during the holidays.

- [The Quiet Window](#)

This story encourages visitors to plan a trip for the window between Thanksgiving and Christmas, or the “Quietest Time of Year,” since fewer people travel, and prices are lower during this window between the two holidays.

- [Multi-Gen Itinerary](#)

Encourages families to plan a trip to Mariposa County for multiple generations of their whole family. This story is evergreen and can be used any time of year. It also gives us more itineraries to help more visitors types of trip planners plan their Yosemite Mariposa County Trip.

Search Engine Optimization

SEO is a long game, and we look further out with what we choose to update. In the previous period, we and our partners, Noble Studios, updated pages that will impact our Google rankings for pages that will bring trip planners to Yosemite.com. Examples of those pages are:

- [Yosemite Firefall 2025 Guide](#)

This is a page we update annually in anticipation of visitors planning to see Firefall. This year, Noble identified opportunities for our team to answer questions within our page that people are searching for. This page also has information regarding Yosemite's Firefall Reservations System.

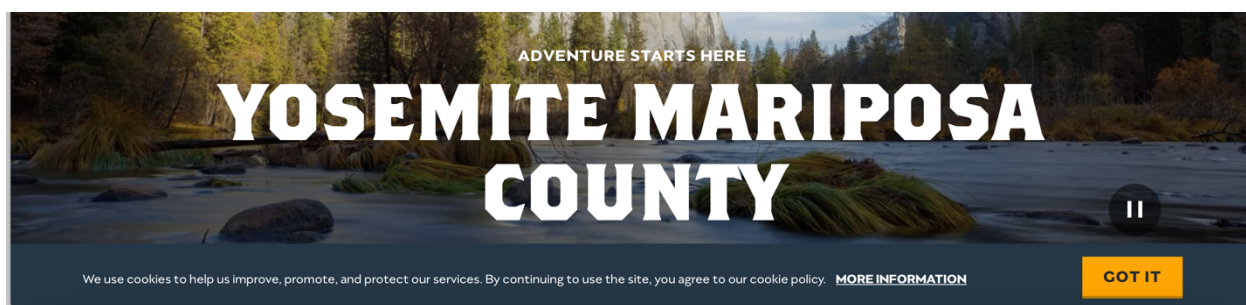
- [Experience Yosemite Ski Lessons at Badger Pass](#)

Previously, we had two pages on our website promoting Badger Pass Ski Area with similar messaging. We updated this page to allow our Badger Pass Stakeholder page to pull in search traffic for Badger Pass-related queries, while this new page focuses on the Learn to Ski programs at Badger Pass Ski Area.

We also updated pages to capture more Mariposa and Mariposa County search traffic. Noble completed an internal link audit to improve our site's technical search engine strength.

Web updates

- We worked with Noble Studios to overhaul our website's Privacy Policy, Cookie Policy, and user opt-ins. The project replaced the old, clunky privacy policy page, which was managed internally by YMCTB. With CookieYes software, Noble manages Cookie and Privacy Policy opt-in/opt-outs and improves the website's trust with its users.



- We also had to upgrade our hosting servers. Our web traffic has steadily increased over the years, and to ensure our site's stability and functionality, we had to improve our server space with WPEngine. This does incur increased website costs for YMCTB but is an overall positive reflection of our website success.

Public Relations

Earned Media update

Our earned media for this year has already included 50 printed and digital stories in publications located in the United Kingdom, Germany and Australia as well as the United States. Here are a few recent examples:

- Yosemite Rocks
 - Published in *Take Five*, one of Australia's leading travel magazines.
 - <https://www.yosemite.com/wp-content/uploads/2025/01/yosemite-rocks-article-au.pdf>
- Five minutes in conversation with artist James Hart Dyke
 - Article on YMCTB hosted a media event in London in which we worked with artist James Hart Dyke who has done a series of paintings following a recent extended stay in Yosemite Mariposa County. James Hart Dyke is a famous landscape painter in the U.K. who shared his experiences with travel writers in the U.K. YMCTB is working to host some of the writers from this event in Mariposa County.
 - <https://london.muddystilettos.co.uk/things-to-do/art-culture/john-hart-dyke-interview/>
- Chubby Diaries: Discover Yosemite - MARIPOSA COUNTY's treasure!
 - Jeff Jenkins is a content creator whose mission is to help larger people travel the world. In partnership with Visit California, YMCTB hosted Jeff for a trip to Mariposa County.
 - <https://www.youtube.com/watch?v=gHWJoMsE4HY>

YMCTB Social Media:

Website sessions	Oct-Dec	Total	% to Goal
Aggregate session totals	112,974	213,050	97%
Facebook, National	Oct-Dec	Total	% to Goal
Followers	1,212	147,730	64%
Link Clicks	146,331	316,020	18%
Engagement	272,546	553,819	18%
Facebook, Local	Oct-Dec	Total	% to Goal
Followers	33	3,064	--
Instagram	Oct-Dec	Total	% to Goal
Followers	2,664	103,280	169%
Engagement	259,467	499,003	58%
Profile Actions	480	1,054	38%
YouTube	Oct-Dec	Total	% to Goal
Subscribers	207	3,419	101%
Total Watch Time (hours)	1,306	2,707	46%
Average % Viewed (YTD totals)		55.9%	+20.10%
TikTok	Oct-Dec	Total	% to Goal
Followers	163	20,196	18%
Engagement	2,386	21,432	35%
Pinterest	Oct-Dec	Total	% to Goal
Impressions	86,850	147,230	--
Engagement	4,680	7,910	--
Engaged Audience	2,890	4,770	--
X		Total	% to Goal
Followers	-530	43,525	--

Our social channels continue to grow, with some of our KPIs showing unexpectedly strong results. This is a real achievement at a time when social media results are generally sluggish across industries.

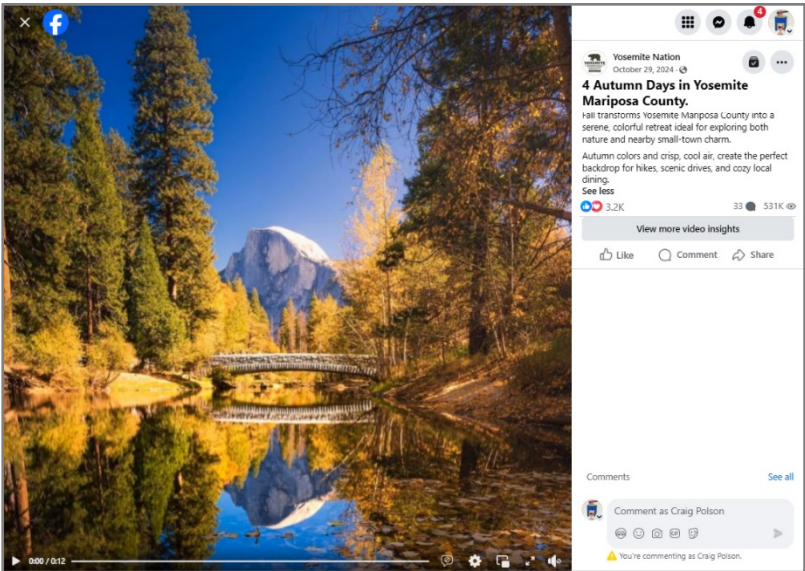
Our Facebook channel is experiencing a clear trend of lower engagement rates but very strong follows/subscribes and ad-generated website sessions. Because our primary goal on the platform is to send people to our website, we're ultimately happy with the results. However, with Meta's ongoing algorithm and content changes affecting every user's experience on the platform, it's difficult to know the cause of these KPI changes, or even how concerned we should be when we're driving so much traffic to our website. Perhaps we'll again need to reassess our understanding of what KPIs best reflect success on the platform? This will certainly be a topic of discussion as we are preparing to write our marketing plan for 2025/2026.

Instagram and YouTube are performing very well overall, while TikTok is lagging behind our goals. TikTok is still a relatively new channel as far as our understanding of year-over-year performance is concerned – which is made even more difficult to predict by the ability of this channel to have posts go viral and greatly skew KPI results for an entire year. Overall, the channel is growing and generates a steady flow of interaction. Again, this is a topic to examine closely as we begin to think about our 2025/26 marketing plan.

The carry-over effects from the US elections may have affected people's appetite for social media on some channels, and the political effects may be shifting the social landscape.

One example of the effects of politics is evidenced by BlueSky's sudden rise in popularity. This may be a short-lived trend, such as was the case with Threads. In apparent response to national politics, platforms such as Meta have also recently changed some of their rules regarding gender identity and fact-checking. These are obviously very polarizing topics. As always, we'll have to wait and see if these changes in attitudes and policies are for the long term.

Social Media Examples



This is our top performing Facebook ad - it's an ad for an itinerary for a Fall visit. 24,751 engagements, 18,436 link clicks.

Yosemite Nation
October 13, 2024 · Following

Overview Comments

The view from Half Dome's diving board is nothing short of breathtaking. It's not often you get to see Yosemite from this perspective!
<https://bit.ly/3pc7KV4> (Yosemite special offers)
 Reel by Instagram user @wildcowboyrob...
 See more

Most relevant

Mathew Ryan
 Been up there at the top and did a hand stand. Walked up at sunrise, back to curry village before sunset. Just a simple day hike, no biggie. Ran the final mile.
 12w Like Reply
 View all 30 replies

Ain Snitty
 My fav time doing that hike, was after a couple of beers in Curry Village, and deciding to do it at night. lol, got the idea by some kids working there for the summer. it was ideal cuz it was a full moon (shines on all the granite at night), and

Comment as Craig Polson

You're commenting as Craig Polson.

The view from Half Dome's diving board is nothing short of breathtaking. It's not often you get to see Yosemite from this perspective! 📸 |...

Like Comment Share

Jonathan Farrington and 4K others · 218 comments · 227K views

This is our highest-performing organic Facebook post. 4,079 reactions, 227K views.

yosemiteation
Original audio

yosemiteation 7w
 A peaceful glimpse of one of Yosemite's first snow storms of the season, captured at Vernal Fall by: @jimmyg_34

#yosemite #yosemiteationalpark #yosemitevalley #yosemiteation #yosemitep #yosemite_national_park #yosemitenps #yosemitepark #california #californialove ❤️ #californialove #roadtrip @YosemiteNation @yosemitenps @visitcalifornia @cahighsierra @visitgoldcountry

i_love_yosemite 7w
 🤩#VERRRRNALLL 🤩

View insights Boost reel

29,045 likes
 November 20, 2024

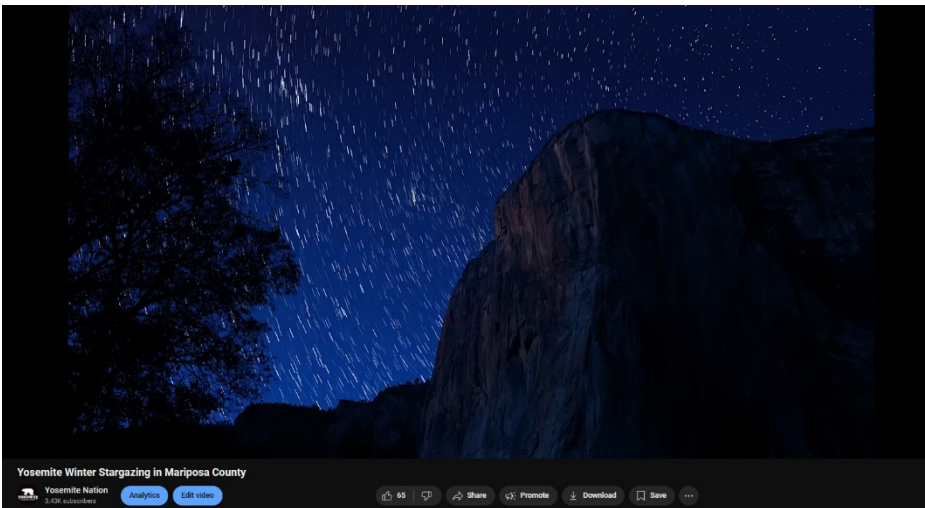
Add a comment...

This is our most popular Instagram post, an inspirational user-created video showing a hike to Vernal Fall in the snow. 39,394 engagements, 9,070 shares.

Video Production

Highlights for the first half of the fiscal year:

- We completed Fall and Winter video ads.
- We've created more than 66 vertical videos promoting inside and outside of the park visitation.
- We completed a Fall imagery Mariposa Moments video.
- We completed a short “winter night skies” ad for promoting a website article.
- Landscape videos (previously known as Mariposa Moments)
- Our new 8 regional videos will be finished soon. Five are completed and the other three are nearing completion.
- We posted 43 vertical videos to YouTube, Instagram, and TikTok.
- We completed the HMA 2024 presentation video.
- 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-seasonal ad video on YouTube. 14,634 views last quarter. People collectively watched this simple 27 second video for 47.7 hours.



This is our top performing organic video on YouTube, "Indian Village of the Ahwahnee (Mariposa Moments)". 8,622 views (87 total hours of watch time).

Region Videos: <https://www.youtube.com/watch?v=NbbjQLQmiNo>



Special Offers

The Special Offers Page received over 177,000 visits in the first half of the fiscal year. The number of visitors to the special offers page has increased exponentially over the previous year's numbers. The two-part reason for this growth is both an increased paid campaign via social media to drive traffic to the special offers page, and an organic desire by visitors to find the best deals they can get while traveling.

We were able to maintain over 20 specials offers per month throughout the first half of 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.

Special Offer Hub - /yosemite-hotel-deals/

Special Offer Hub Views
177,208
↑ 64.2% YOY

Special Offer Hub Link Click
38,537

Click URL	View Offer Clicks	Pop	% Δ
https://www.yosemite.com/places-to-stay/cabins/the-redwoods-in-yosemite/#offers	14,399	-41.9%	↓
https://www.yosemite.com/places-to-stay/bed-breakfast/blackberry-inn-bed-breakfast/#offers	4,779	40.6%	↑
https://www.yosemite.com/places-to-stay/hotels-and-motels/tenaya-at-yosemite/#offers	3,948	4,100.0%	↑
https://www.yosemite.com/places-to-stay/hotels-and-motels/the-ahwahnee-hotel/#offers	3,008	-	-
https://www.yosemite.com/places-to-stay/wildhaven-yosemite-	2,403	205.7%	↑

1 - 25 / 25 < >

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...

FAM Trips

We've had an unusually busy late fall and winter FAM schedule, showcasing Yosemite Mariposa County in the off-season. So far, we've hosted five trips, four media FAMs, and one large trade FAM.

Below is a list of FAMs YMCTB has hosted between October through January.

- Afrostylicity
 - 10/7 - 10/11
 - We hosted these paid influencers from Dallas on a trip to Yosemite in which they explored in and out of park things to do. They stayed at Tenaya at Yosemite and Autocamp and experienced Yosemite, horseback riding and dining in the region. We were excited to work with Afrostylicity, two rapidly growing African-American influencers which opened our destination up to a new, motivated audience.
 - Coverage:
 - Blog: <https://www.afrostylicity.com/4-day-yosemite-itinerary/>
 - Their two Instagram reels that they produce were viewed more than 450,000 times on Instagram.
 - As part of our agreement, Afrostylicity also provided 10 images and additional footage for use by YMCTB
- Nora Tarte
 - 10/10
 - Nora was hosted by Tenaya at Yosemite and we had the opportunity to connect Nora with Sierra Cider to do an update on a previous visit she had to the property in 2021.
 - Coverage: Not yet received
- Marni Patterson
 - 10/14 - 10/17
 - Marnie visited Yosemite Mariposa County working on Niche stories for Niche trip planning blogs. She stayed at Tenaya at Yosemite and Yosemite Bug Rustic Mountain Resort. She did a dive into Yosemite Mariposa County's history. Her focuses were on writing Multi-Generational trip planning stories.
 - Coverage:

- <https://travelbyvacationrental.com/tenaya-at-yosemite-perfect-for-multigenerational-families-and-groups/>
- Gold Medal Trade FAM – United Kingdom
 - 11/11 – 11/13
 - Coordinated with Black Diamond UK, six company representatives attended this three-day and two-night FAM trip. They stayed at Tenaya at Yosemite and Yosemite View Lodge, with meals and tours co-hosted with Yosemite Hospitality. Companies Attending included Gold Medal, Anderson Travel, Travelosophers, Ocky White Travel, and Holiday Dreams.



- Visit California Scandinavian Influencer FAM
 - 11/14 - 11/16
 - We worked with Visit California and Atlantic Link to bring three well-followed influencers from Sweden, Norway, and Denmark to share Mariposa County with their followers. We partnered with the NPS and Yosemite Hospitality on this itinerary to showcase as much as we could in Yosemite Valley in a single day. These content creators also stayed at AutoCamp.
 - Coverage: Not yet received

2025 Upcoming FAMs:

Travel Trade –

- Scandinavia Trade FAM with Atlantic Link
- HelloWorld – Australia – Gate7
- Agnes Bremont (Individual) via Black Diamond

Media FAMs:

- Sarah Montoya (January 3-5)

- Andrea Gemmet (January 10-12)
- Run the Atlas (January 24-26)

Takeaways –

We will continue to drive FAM trip participation in the shoulder and off-season whenever possible.

Jennifer Sweeney and our international partners continue to assist in vetting requests to ensure the highest level of return coverage or travel trade impact.

More and more, FAMs are requiring YMCTB to help cover flight and travel costs, impacting budgets. Airlines have reduced support as flight demand increases and open seats diminish.

Some FAMs YMCTB conducts are hosted by Content Creators (Influencers). The average cost is \$8,000 per paid influencer, so the number annually will be limited based on budget.

Trip/Travel & Trade Events & Conferences – Sales & Media

Remaining 2024 – 2025 Trade and Media Events

IMEX	Oct 2024	Tony
Brand USA Week - London	Oct 2024	Jonathan
Japan: TEJ 2023 Osaka Club California Japan	Oct 2024	Yukari
VCA LA Media Event	Oct 2024	Jennifer
IMM New York	Jan 2025	Jonathan
Visit CA media Day	Jan 2025	Jonathan
Scandinavia Sales Days	Feb 2025	Ellen
Swansons Oslo	Feb 2025	Ellen
Brand USA B2B Day Sydney	Feb 2025	Jonathan
VUS Australia Sydney	Feb 2025	Jonathan
IMM AU Sydney	Feb 2025	Jonathan
Visit USA AU Brisbane	Feb 2025	Jonathan
Visit California Trade Event Melbourne	Feb 2025	Jonathan
Visit USA Melbourne	Feb 2025	Jonathan
In-Market Media Reception - Sacramento	Feb 2025	Jonathan
Outlook Forum	Mar 2025	Jonathan
Visit CA Euro Media/Trade UK	Mar 2025	Jonathan
Visit CA Euro Media/Trade Germany	Mar 2025	Jonathan
Visit CA Euro Media/Trade France	Apr 2025	Jonathan
Visit CA Denver Media	May 2025	DOCC
Visit CA Mexico Reverse Trade/Media	May 2025	TBD
IPW	June 2025	Staff
PRSA Travel & Tourism Conference	June 2025	DOCC
Canceled		
Complete		

International Representation Recap 2024 – 2025 Deployment

- Retained International continues to focus on primarily:
 - United Kingdom Germany
 - Australia Scandinavia
- Retained International Public Relations representation in:
 - United Kingdom – Black Diamond Agency

- Germany – Msi Agency
- Australia – Gate7 Agency (Contract was suspended mid-24 due to budget concerns – Gate7 provided limited complimentary coverage) **PR representation will be reinstated in February 2025 due to favorable budget conditions.**

Trade Shows and In-Market Training, Events and Sales

Brand USA Travel Week

Participated in Brand USA Travel Week - London

It was challenging to win a spot at this 2024 hosted buyer event. We succeeded, but doing so required YMCTB to share an appointment table with Yosemite Madera County. We could not get a place in 2023, so attending was an important step forward. This Brand USA event replaced ITB in Berlin and WTM in London, so having a sales presence was critical to our long-term international strategy.

This four-day sales event had one day of education and three full days of 42 20-minute appointments. The show was excellent. That said, we see an overlap between this trade event and IPW here in the USA.



In-market PR and Travel Trade Event – James Hart Dyke – UK Galley Reception

Thirty-seven media and travel trade guests were invited to a YMCTB-hosted reception in London on November 26th, represented by staff from Black Diamond. Renowned artist and writer James Hart Dykes Yosemite art was on display as a backdrop to promote Yosemite Mariposa County in the UK, our number one inbound market.

<https://www.artworkersguild.org/news-1/james-hart-dyke-yosemite/>



Sales trainings:

Australia – Via Gate7 Monthly highlight training

December 3rd, Jonathan virtually presented a destination training on Yosemite Mariposa covering the regions and lodging product

Agents trained virtual: 72

Travel Counsellors conference

November 2025, attended the annual Travel Counsellors conference in the UK

With Visit California being the headline sponsor, Black Diamond met over 150 passionate agents eager to learn and develop their knowledge of Yosemite Mariposa County. Many agents reported how they are selling the destination and how it is very popular with their customers as part of a California fly-drive.

- Agents Trained: 150

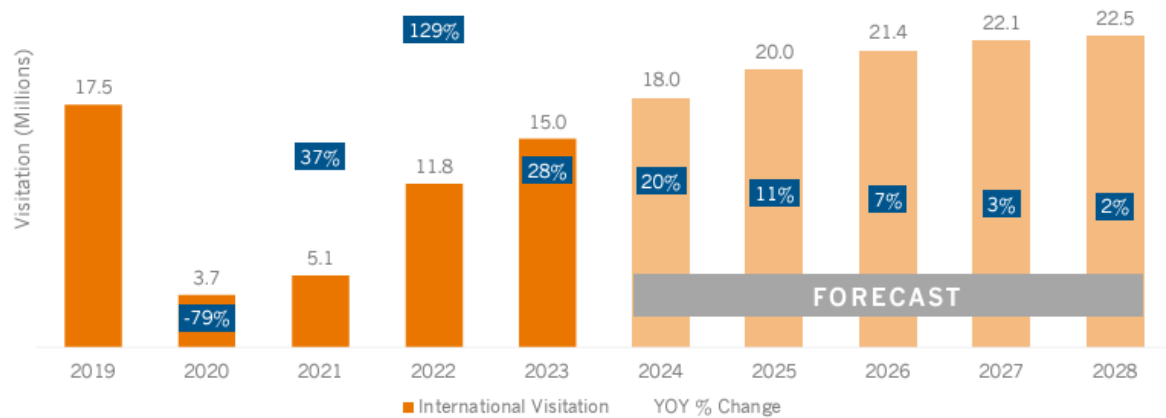
Visit California December 2024 Forecast

Prior Period's October report showed a higher 2024 growth rate, with December reducing the yearend projection from 18% to 17.5% for 2024's year-end finish.

Visit California Forecast as of December 2024

California International Visitation Forecast

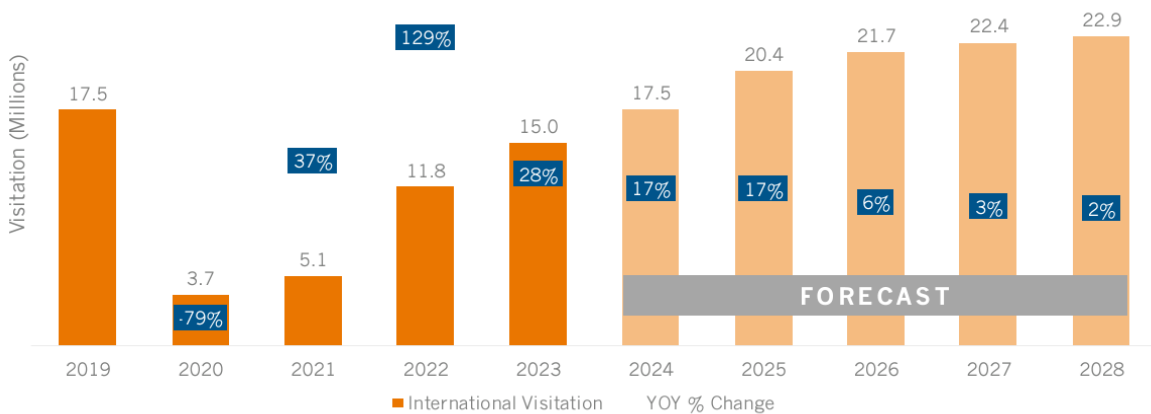
The chart below shows the current international visitation forecast and annual growth rate.



Visit California October 2024 Forecast

California Int'l Visitation Forecast

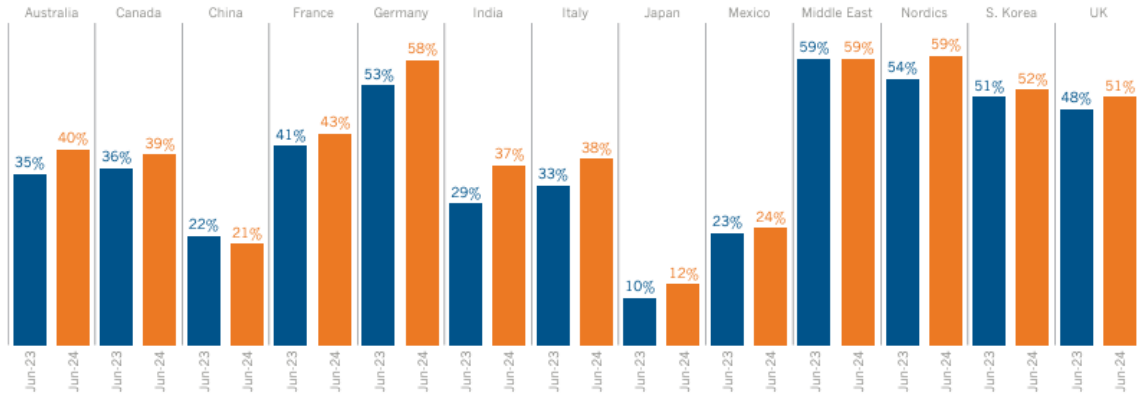
The chart below shows the current international visitation forecast and annual growth rate.



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+)

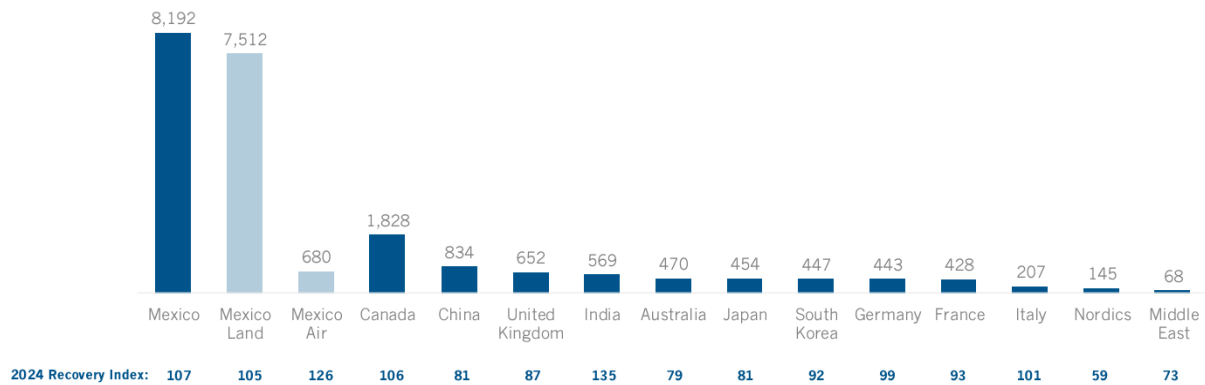


YMCTB and Retained Agency support continues in the UK, Germany, Scandinavia, and Australia. Due to significant Yosemite.com website engagement from Mexico, YMCTB is adding a paid media campaign for Mexico to increase lodging conversions.

California Int'l Market Visitation Forecast

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

2024 Visitation Forecast (Millions) & 2024 Recovery Index



Source: Tourism Economics (October 2024)

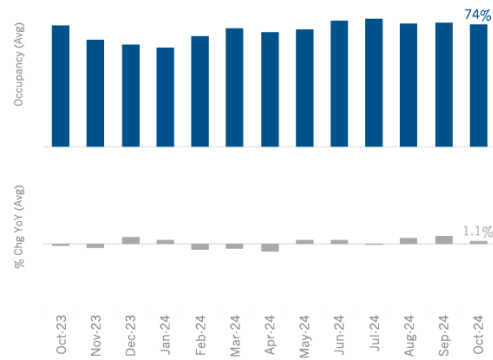
Rural Tourism Impacts

The following shows that rural regions have fallen behind metro and gateway locations for California lodging consumption. This change is attributed to increased international business travel and a flattening seasonal leisure tourism travel. Leisure travel is down slightly due to inflation. Overall spending on leisure travel in the USA and California is up per person due to inflation, but fewer actual travelers are in the market.

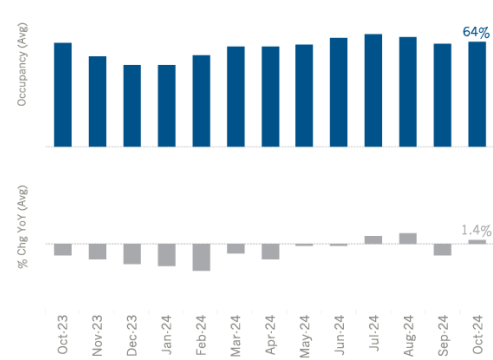
Gateway & Other Regions Hotel Occupancy

The charts below show average monthly occupancy rates and percent changes for the Gateway and Other/Rural tourism regions.

Gateway Region Occupancy



Other/Rural Region Occupancy



Gateway Regions include: Los Angeles County, Orange County, San Diego County, & San Francisco Bay Area
Other/Rural Regions include: Central Coast, Central Valley, Deserts, Gold Country, High Sierra, Inland Empire, North Coast, & Shasta Cascade
Data reported through: October 2024

Source: STR, LLC