

March 20th, 2025

YMCTB Executive Director Update



VUSA - Melbourne - February 20th, 2025

Welcome to Kim Lawson, YMCTBs new Director of Communications and Content!

Board members received Kim's bio in a prior email. Thank you to the HR Committee for your support with the interview and hiring process.

Yosemite NP and Federal layoffs:

Discussion of the impacts on visitation and reservations, both short and long term, for Yosemite National Park due to the mostly opinion-based mass media stories covering the staff layoffs and reductions.

Jonathan has conducted more than a dozen or more interviews with talking points and focus on.

- Sharing concern for any federal workers who were laid off, lost a position or felt forced into resignation. YMCTB is concerned for their well-being and the impacts on them and their families.
- Overall, the 35 or so impacted employees represent less than 2% of the peak season YNP workforce, so in the YMCTB professional position, visitors to YNP will not be directly impacted. The following statements support this position.
- Concession staffing covers much of the guest services in Yosemite, with no impact on federal decisions. Lodging, retail, restaurants, cafeterias, grocery stores, the free shuttle system, tram tours, rentals, and activities including bike rentals, family rafting, mountaineering school. The concession also services all the restrooms and trash removal in areas where these services are offered.
- Seasonal YNP workforce is key. Filling approximately 300 seasonal YNP staffing positions is key to reducing congestion and enhancing the visitor experience in peak season. Providing and offering "basic" workforce housing, offering competitive wages based on

housing and the length of the seasonal position, streamlining the application process, and increasing outbound recruitment efforts.

- Sustainable visitation: we will continue to educate visitors that they can reduce the impacts of their visit by following the Nature Rules <https://www.yosemite.com/plan-your-trip/travel-responsibly/> principles, planning their visit in advance, having a plan that reduces unnecessary road time, and pollution, and traffic, arriving early for sunrise or late for sunset, that an off-peak time of day arrival as well as season visited is critical, avoiding areas known for congestion between 10 am and 2 pm makes a difference, using public transportation YARTS, renting a bike, using smaller parking areas throughout the park disperses congestion and delays.
- Implementing the vehicle reservation system at this late date would be more detrimental than beneficial. More than 50% of peak-season hotel reservations have been made. Most hotels don't have customer or guest contact information to inform them if a reservation system is to be implemented, as these reservations often come from third-party sources, such as online travel agencies (OTAs) and travel companies, which don't share client email addresses or phone numbers. Adding a reservation system this late in the season could result in catastrophic wait times at the entrance stations, as vehicles without reservations could increase from prior years' 700 to over 2,000 per day. These interactions would create miles-long traffic delays.

Budget:

Our revenues are forecasted to remain somewhat flat in 2025/2026, despite the likelihood of no temporary vehicle reservation system. We plan to increase staffing after 6 years and add more daily support through contracted experts. We have more competition with adjacent DMOs and destinations here in California. To keep pace and participate in regional, state, and national programs, we must adjust tasks and roles to be more strategic with our existing directors and delegate repetitive and fixed administrative, sales, and marketing tasks.

Budget – Marketing Plan – HR & Administrative:

See the budget and HR planning memos and timelines.

Yosemite Resorts Hospitality Reception: May 7th. The Marketing Committee and YMCTB Town Hall meeting may be combined. YMCTB plans to hold four town hall meetings in May. North County. El Portal, Mariposa and Wawona/Fish Camp.

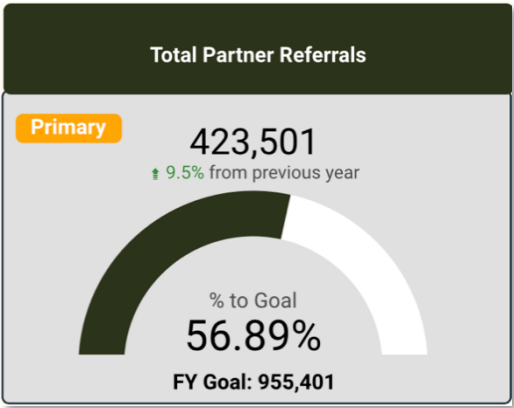
Tourism Exchange Update. I was a panel speaker at the Visit California Outlook Forum. It was well attended and a great program for existing and possibly new start-up tourism businesses in Mariposa County.

March 2025 Marketing Report

KPIs: (data from Noble Studios)

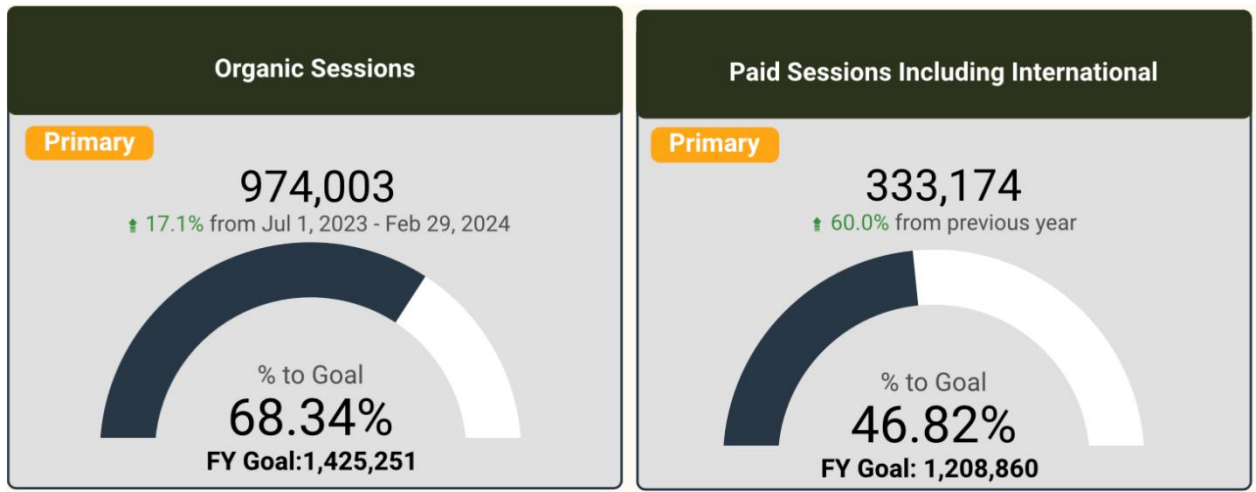
Our KPIs all continue to be up Year Over Year (YOY), showing good overall performance. Partner referrals are still trailing behind our TYD goal of 66%. We attribute this to an annual slowdown in partner referrals during winter months as well as other factors, such as increases in cost-per-click (CPC) for paid search.

Our work for the remaining four months is to increase partner referrals by optimizing the campaigns that are providing the highest return on investment (ROI) as well as hone our messaging to make sure that we are driving as many referrals as possible.



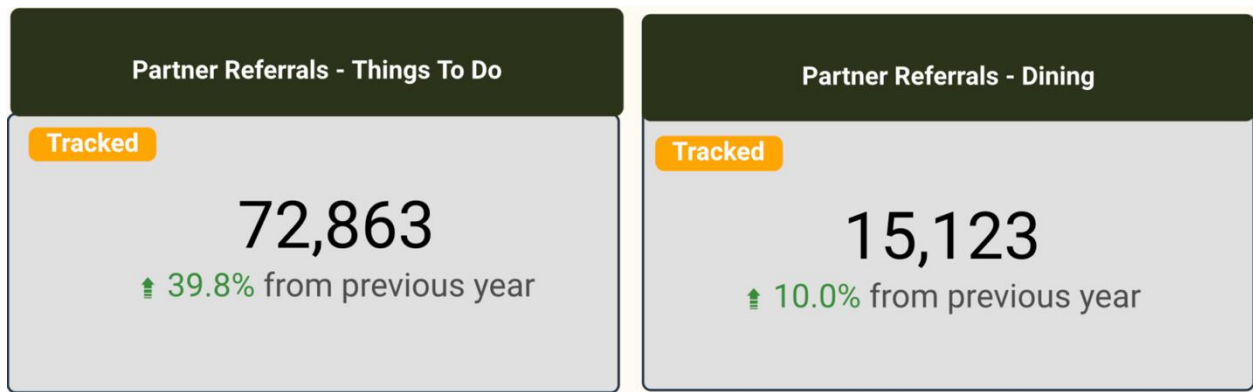
Primary KPIs – Organic and International Sessions

Our organic sessions are both exceeding goal at 68.3% and are 17.1% higher than last year. Paid sessions are also significantly up over 60% YOY though lagging behind at 46.8% to goal.



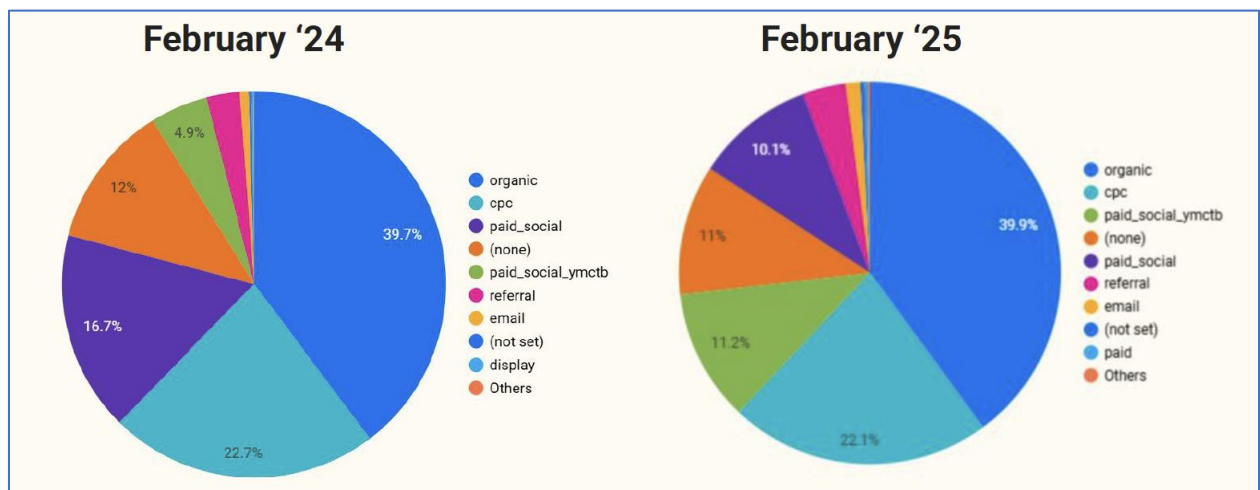
Tracking: Non-Lodging Partner Referrals

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



Channel Breakdown

Our largest source of website traffic continues to be organic, contributing nearly 40% of the total traffic. Google Paid Search (CPC) follows with 22% and paid social traffic (both Noble and YMCTB managed) accounts for 21%. The nearly equal proportions for organic and paid channels demonstrate a healthy balance for sources of website traffic.



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 26.3% YOY.


Traditional Print

While our budget for print placements 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 USA Today's Travel Guide and a native advertisement for The Guardian in the UK.




ADVENTURE IN BLOOM

The weather is warming, spring is in the air and Yosemite Mariposa County is full of life — hikes lead to waterfalls and wildflowers, Gold Rush-era towns are bustling and the museums, restaurants, shops and lodging options are affordable and plentiful. Spring in Yosemite Mariposa County is the perfect combination of adventure and beauty. And it's an experience that lasts for all time.



YOSEMITE RESORTS

(888) 742-4371
YosemiteResorts.com

Discover Yosemite View Lodge, the closest hotel to Yosemite's west entrance. Enjoy stunning river views, cozy rooms, on-site dining and unbeatable access to the park. Located just minutes from the park entrance, you'll create memories that will last a lifetime with those you love the most.



TENAYA AT YOSEMITE

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

Yours to explore
As spring blooms, exciting Sierra adventures like hiking, biking and rafting await just a short drive away. Tenaya at Yosemite gives you the perfect accommodations to experience the best of Yosemite — and the best vacation is always the next one.

BANG

Newspaper Section Title

Recharge and renew in Yosemite

In the heart of the Sierra Nevada, the rugged granite cliffs of Yosemite National Park offer a perfect retreat. With towering waterfalls, ancient sequoias, and a variety of outdoor adventures, Yosemite is a place where you can truly recharge and renew. The park's diverse landscapes and abundant natural beauty provide a perfect backdrop for a variety of outdoor activities, from hiking and biking to fishing and rafting. Whether you're looking for a quiet getaway or a more adventurous experience, Yosemite has something for everyone. The park's rich history and cultural heritage are also a part of its unique charm. From the Gold Rush era to the present day, Yosemite has been a place of wonder and discovery. The park's diverse ecosystems and abundant wildlife are a testament to its natural beauty. Yosemite is a place where you can truly connect with nature and find peace and tranquility. The park's diverse landscapes and abundant natural beauty provide a perfect backdrop for a variety of outdoor activities, from hiking and biking to fishing and rafting. Whether you're looking for a quiet getaway or a more adventurous experience, Yosemite has something for everyone. The park's rich history and cultural heritage are also a part of its unique charm. From the Gold Rush era to the present day, Yosemite has been a place of wonder and discovery. The park's diverse ecosystems and abundant wildlife are a testament to its natural beauty. Yosemite is a place where you can truly connect with nature and find peace and tranquility.

Yosemite Mariposa County

The Guardian



ONE OF ONE

Yosemite Mariposa County is a place beyond wonder.

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


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

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

USA Today

Co-Ops

Overall participation in co-ops continues to be high. As mentioned above, many of our offerings are now focused on digital offerings. Here are three examples of digital advertising that have been done as co-ops.



SFGATE Newsletters Q

Later winter and spring in **Yosemite** provide other unique opportunities, too, such as a diverse schedule of outdoor activities where you can snowshoe and ride horses on the same day. And we visitors are hardly alone in our adventures. Bobcats and mule deer emerge in the valley, peregrine falcons return to nest on the granite promontories, and Yosemite toads inhabit freshly melted meadows to belch and breed. Seasonal tempests also rattle through, casting an impromptu light and sound show.

"Spring storms are the harbinger of spring and provide the "ingredients" for the reawakening of Yosemite," says Brett Archer, general manager of **Tenaya at Yosemite** resort. "They bring the booming waterfalls and blooming wildflowers and dogwoods. They bring the next generation of Yosemite's original inhabitants: coyote, mule deer, and black bear. After a spring storm clears, blue skies, crisp temperatures, and a sense of a fresh start arrive."


In 1955, Archer arrived in **Yosemite** from the Midwest right after high school to take a summer job in a hamburger stand and "never really left," he says. "I went from flipping burgers to becoming the manager of The Ahwahnee. I moved down the road in 2018 to manage Tenaya at Yosemite, and it's a perfect home base."

"Spring storms are the harbinger of spring and provide the "ingredients" for the reawakening of Yosemite," says Brett Archer, general manager of **Tenaya at Yosemite** resort.

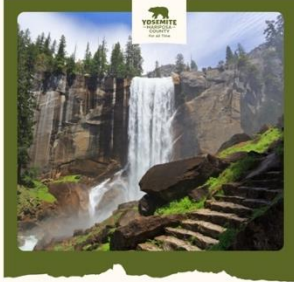
TENAYA AT YOSEMITE

Tenaya at Yosemite is a full-service resort located just two miles from the south gate entrance to Yosemite National Park. In addition to hotel rooms and suites, guests can book Cottages and two-bedroom Explorer Cabins. Visitors will also enjoy the spa, multiple dining venues, and on-site programs, from e-bikes to horseback riding.

[LEARN MORE](#)



A portion of the native advertising on SFGate.com



sactown

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

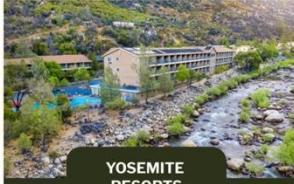
Yosemite Mariposa County

Enjoy warmer weather, beautiful waterfalls and colorful wildflowers in Yosemite Mariposa County

The weather is warming, spring is in the air and Yosemite Mariposa County is full of life. Spring is when trails lead to blooming waterfalls and blooming wildflowers. It's when Gold Rush era towns, museums, restaurants and shops are bustling with activity. And there's always somewhere comfy to stay, whether you're looking for a quiet cabin or a first-class resort.

Spring in Yosemite Mariposa County is when the windows are open, the sun is out and nature is rejuvenated after a long winter. It's the perfect combination of adventure and beauty. And it's 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, on-site dining, and unbeatable access to the park. Located just minutes from the park entrance, you'll create memories that will last a lifetime with those you love the most.

888-742-4371

[RESERVE NOW](#)

(Outside Footer Goes Here)

Dedicated emails to Sactown subscribers and Sunset subscribers



Sunset

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

Yosemite Mariposa County

EXPERIENCE SPRING IN ALL ITS BLOOMING GLORY

The weather is warming, the waterfalls are surging and the wildflowers are showing off their bright seasonal colors. Spring has arrived and Yosemite Mariposa County has never been more beautiful.


And, to go perfectly with all that jaw-dropping beauty, is a world of things to do and see.

From hikes to iconic waterfalls to photo shoots of wildflower covered meadows to rafting the Merced River, the great outdoors are greater in Yosemite Mariposa County. And the Gold Rush era towns and architecture, museums, restaurants, markets and shops are blooming with fun too.

And, when it's time to rest, the lodging options in the area are as diverse as the wildflowers. From quiet cabins to first-class resorts to bed and breakfasts, you have your choice of places to stay.

There's nothing like a spring trip to Yosemite Mariposa County -- it's 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, on-site dining, and unbeatable access to the park. Located just minutes from the park entrance, you'll create memories that will last a lifetime with those you love the most.

Book at YosemiteResorts.com or call 888-742-4371

[RESERVE NOW](#)



THE REDWOODS IN YOSEMITE

Over 115 year-round vacation home rentals plus a wedding and event center, all inside Yosemite National Park in historic Wawona, California.

Book at RedwoodsInYosemite.com or call 888-225-6666

[RESERVE NOW](#)

Sunset

Footer here

Search Engine Marketing (SEM):

As mentioned above, our paid search marketing is responsible for 22.1% of website sessions in February 2025. The costs for SEM have skyrocketed, however. The situation is partly due to the increased competition for deal-related (special offer) keywords. The overall cost per click increased by 18.06% with some spikes of more than 100%. Our cost per conversion also jumped 47.55%, meaning that we are paying significantly more for fewer results.

To combat the rising costs for clicks and conversions, Noble Studios will be testing Google's Remarketing Lists for Search Ads (RLSA) to reach a high-intent audience and improve our conversions. Furthermore, Noble staff will be refining keywords and bidding strategies to prioritize those terms that are most cost-effective and test some automated bidding options.

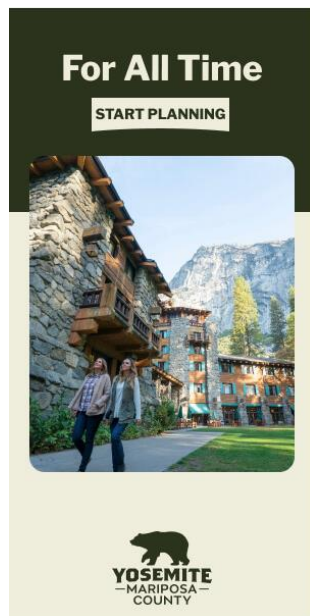
Digital Paid Media:

The impact of digital paid media is a more positive story. We are seeing strong YOY metrics for paid media in February, where we saw a total of 29,272 lodging referrals, a 20% increase YOY.

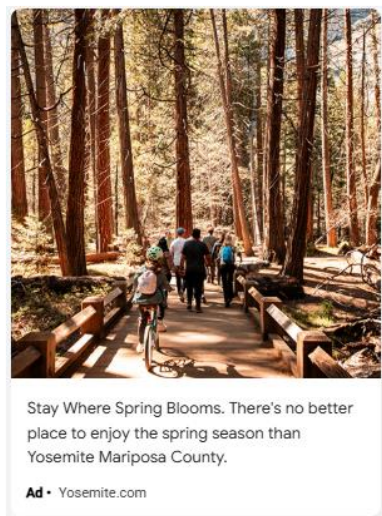
US Display, Demand Gen & PMAX

We've continued to see positive growth from our domestic CTR increased 613% across all audiences with click through rates of 4.83% (benchmark 0.47%). Costs per click dropped 58%.

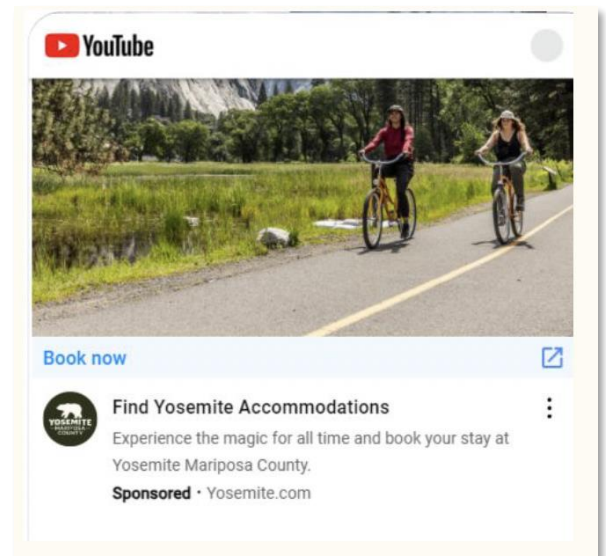
Display example:



Demand Gen example:



PMAX example:



International Display

Our international display and Discovery campaigns continue to do well especially with the audience in Germany. The goal for international display is to stay top of mind rather than driving conversions / referrals since most travel from the UK, Germany and Australia is still booked through a travel agent. Our impressions for the month was 1.8 million or \$2.67 per thousand.

YouTube

Our view rates on YouTube continue to increase with In-Stream up 25%, In-Feed up 3,000% and Shorts up 272% YOY. We continue to test what works best for our audiences, doing A/B testing to confirm which versions work best for each audience.

Our [spring ad](#) is currently being shared with more than 60,000 views in one month.



Paid Social

Our spring campaign is performing quite well – with a 2.24% CTR (benchmark is 0.90%). Our Remarketing and History/Culture audiences are the top performers with Facebook users leading over Instagram users.

We'll continue to prioritize the History/Culture audience to make sure that our social media ads continue to exhibit strong performance. We'll also focus on Facebook Reels as that has been the top-performing platform and placement.

**Yosemite Nation**
Sponsored
Library ID: 3725784700972403

Waterfalls, wildflowers and warm weather: spring is the perfect time to be outside in Yosemite Mariposa County. Plan a trip.



[YOSEMITE.COM](#)
Find a Yosemite Hotel
For All Time

Learn more

**Yosemite Nation**
Sponsored
Library ID: 2400757143598725

Every moment here is one that will live for all time. Plan a spring break to Yosemite Mariposa County you'll never forget.



[YOSEMITE.COM](#)
Plan Your Family Trip
For All Time

Learn more

eCRM/Email

As of February 28, we have added nearly 9,700 subscribers to our consumer email list. We are 81% to our annual goal of 12,000 new subscribers. We are now running our planned Meta lead generation campaign which started March 1.


We continue to send consumer emails twice a month. Our current average open rate for 2025 is 51.4% and our click through rate averages 1.9% of all emails sent and 3.8% of all emails open.

We have been using the new creative branding with our emails since the beginning of 2025. This has added a sense of vitality and integrates perfectly to the design of our website.


At the same time, we are unable to fully implement all creative email templates provided to us by our creative agency due to limitations in email design software and staff time.

We recognize that email is one of our most effective channels and our email list is one of our most valuable assets. We need to do more to increase our success. We hope to engage an email marketing expert who can take our efforts to the next level, whether it is providing HTML coding expertise to provide more attractive email design, performing more specific targeting of our consumers, or just ensuring that the right message is being sent to the right people at the right time.

View this email in your browser




THE WANDERER
Your Path to Yosemite Mariposa County




PLAN NOW FOR A FEBRUARY GETAWAY

Whether you seek the phenomenon of the Natural Firefall or a much-needed romantic, connective escape with someone you love, now is the time to plan for a trip to Yosemite Mariposa County! The mild weather and warmer temps have kept plenty of hiking trails and recreation options open. Breathe in the fresh mountain air while enjoying the serenity of Yosemite midwinter or absorb the beauty of the green winter landscapes in lower-elevation Mariposa County.


Learn more about how to see the often elusive Horseshell Fall / Natural Firefall or get suggestions for great romantic lodging below.




YOSEMITE'S NATURAL FIREFALL
Hundreds of photographers gather in Yosemite Valley each year for the natural Firefall at Horseshell Fall. Here is what you need to know about this otherwise humble waterfall in 2025, and how to catch it in full sensation mode.
[READ MORE](#)




ROMANCE IN YOSEMITE FOR VALENTINE'S DAY
Yosemite Mariposa County is a perfect destination for Valentine's Day. Here are some romantic ideas for [lodging](#), [things to do](#) and [dining](#) options to make your getaway extra special.
[READ MORE](#)








THE BEST PLACES TO STAY FOR YOSEMITE'S FIREFALL
Successfully chasing Yosemite's natural Firefall only happens when there is perfect alignment of clear Sierra sky, luminous sunset light, and ample water over in Horseshell Fall. Here are some great places to stay during your pursuit of this natural phenomenon.
[READ MORE](#)



HELLO GLACIER POINT: THE ORIGINAL YOSEMITE FIREFALL
Yosemite's Firefall started as a man-made spectacle atop Glacier Point. It continues today as natural phenomenon of sunlit settings: the ribbon cascade of Horseshell Fall. Learn how Firefall has been celebrated for generations.
[READ MORE](#)





[Book Lodging](#)

Thanks for Reading

Questions or Comments? We would love to hear from you.
[EMAIL US](#)

© 2025 Yosemite Mariposa County. All rights reserved.
Yosemite Mariposa County is a proud member of the National Park System.
Yosemite Mariposa County is a proud member of the National Park System.
Yosemite Mariposa County is a proud member of the National Park System.

DIRECTOR OF COMMUNICATIONS AND CONTENT

NEW TO THE TEAM!

Kim Lawson, born and raised in Mariposa County, has a deep love for the outdoors and a passion for storytelling. She earned a B.S. in Business Administration with a Marketing concentration from Sonoma State University. As Creative Director for Visit Yosemite Madera County, she honed her skills in media relations and content strategy to inspire travelers.



Her diverse career spans motorsports, holistic wellness, and travel. She spent over a decade managing media for racing teams while competing in the NHRA. Now, she channels her adventurous spirit into hiking, backpacking, and capturing nature through photography and digital media. Kim is dedicated to responsible tourism and sharing the beauty of her home with the world.

"I'm thrilled to join the YMCTB team and look forward to proudly representing Yosemite Mariposa County."

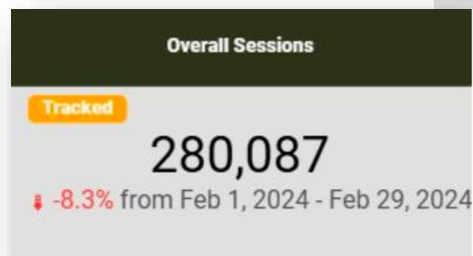
- Kim Lawson

Website

Overall Traffic

Organic sessions for Yosemite.com are ahead of goal at 68.34%.

Overall sessions are pacing behind last year by -8% primarily from organic traffic and cross-network sources.



Search Engine Optimization

SEO is essential for increasing Yosemite.com's visibility and attracting more travelers. We are actively optimizing key pages with strategic updates to align with popular search terms, improve rankings, and drive engagement.

Current pages in progress are:

- Winter Wrapped Spring: Yosemite Mariposa's Secret Season
- Shoulder Season
- Yosemite Mariposa County Winter Escapes
- Winter Escapes
- Visiting Yosemite Outside Summer

We continue to work with Noble to identify areas that we can improve and further leverage or search result rankings.

Strategic Content Creation

This content was designed to reach growing audiences by aligning with emerging travel trends and leveraging search engine optimization. By incorporating popular search terms for Yosemite Mariposa County, the following stories ensure greater visibility and engagement with interested travelers and improve our ranking in organic search results.

Recently Published Targeted Articles:

- [Celebrated Summits: The Mountain Peaks of Yosemite](#)

Designed to incorporate popular Yosemite search terms and attract that audience to Yosemite.com, this story features the highest peaks of Yosemite as well as most sought-after summits.

- [Yosemite Guide For the Mobility-Challenged Visitors](#)

Yosemite Mariposa County is for everyone for all time. This helpful article guides mobility-challenged visitors to the most accessible locations in Yosemite Mariposa County, making it easier to navigate the sights and enhancing their experience.

- [Celebrate Earth Day In Yosemite](#)

With a rise in visitors seeking "voluntourism" opportunities, this article invites guests to help keep Yosemite Mariposa County pristine- not just on Earth Day, but all year round. Encouraging guests to extend their stay and give back creates a rewarding travel experience while fostering a deeper connection with the growing mindful travel audience.

Public Relations

Earned Media Update

Below are a few recent media features showcasing Yosemite Mariposa County.

Sarah Montoya | Bay Area Moms

Sarah Montoya is a content creator focused family-friendly adventure. Sarah and her family share their winter adventure in Yosemite Mariposa County on social media with several stories and post. Take a peek at the link below.

https://www.instagram.com/p/DEfQ5DAJ7Fi/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA%3D%3D&img_index=9

Run the Atlas | Weekend Travelers Explore Yosemite Mariposa County in Winter

This fun couple explored all over the Yosemite Mariposa County region featuring mini stories from across the county including their favorite eats, places to stay as well as a winter excursion into Yosemite (video linked below).

<https://youtu.be/IWOse6r71AA?feature=shared>

IMM Efforts

In the interim following Tony's departure, Jonathan attended IMM, where he engaged with both the travel trade and 22 media representatives. During these meetings, he discussed potential stories and FAM tours, highlighting the unique experiences Yosemite Mariposa County has to offer. Jonathan made valuable connections with several promising writers and we are currently to exploring these opportunities further.

Coming Up | Pan European Mission

Kim will be embarking on the Pan European mission, representing Yosemite Mariposa County as she meets with media, journalists, and content creators across the UK, Germany, France, and Copenhagen. Through these engagements, she will showcase the beauty and experiences Yosemite Mariposa County has to offer, strengthening international awareness and fostering valuable media relationships.

YMCTB Social Media:

| Website sessions | Jan-Feb | Total | % to Goal |
|-------------------------------|---------|---------|-----------|
| Aggregate session totals | 33,580 | 246,630 | 113% |
| | | | |
| Facebook, National | Jan-Feb | Total | % to Goal |
| Followers | -3,343 | 149,215 | 96% |
| Link Clicks | 122,513 | 438,533 | 25% |
| Engagement | 241,815 | 795,634 | 27% |
| | | | |
| Facebook, Local | Jan-Feb | Total | % to Goal |
| Followers | 156 | 3,220 | -- |
| | | | |
| Instagram | Jan-Feb | Total | % to Goal |
| Followers | 811 | 104,091 | 186% |
| Engagement | 133,259 | 632,262 | 73% |
| Profile Actions* | 0* | 1,054 | 38% |
| * Can no longer be tracked. | | | |
| | | | |
| YouTube | Jan-Feb | Total | % to Goal |
| Subscribers | 124 | 3,543 | 129% |
| Total Watch Time (hours) | 2,127 | 4,834 | 82% |
| Average % Viewed (YTD totals) | | 55.2% | +19.37% |
| | | | |
| TikTok | Jan-Feb | Total | % to Goal |
| Followers | 134 | 20,330 | 25% |
| Engagement | 1,897 | 23,329 | 38% |
| | | | |
| Pinterest | Jan-Feb | Total | % to Goal |
| Impressions | 21,740 | 168,970 | -- |
| Engagement | 1,180 | 9,090 | -- |
| Engaged Audience | 809 | 5,579 | -- |
| | | | |
| X | Jan-Feb | Total | % to Goal |
| Followers | -122 | 43,403 | -- |

Our social channels remain healthy overall, 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.

The most notable development in this quarter is specifically centered on our YosemiteNation Facebook channel where we've seen a 2.6% drop in Followers. This is the first negative growth on the channel in over 5 years.

When viewing the January 1st to February 28th reporting period in 2-week increments, the loss of momentum notably begins in the 2nd half of January and continues until the 2nd half of February:

| Time Period | Followers |
|-------------------------------|---------------|
| Last period (Oct to Dec 2024) | +1,212 |
| Jan 1 to 15, 2025 | +219 |
| Jan 16 to 31 | +11 |
| Feb 1 to 15 | +10 |
| Feb 16 to 28 | -3,583 |
| March (so far) | -540 |

We have also recently seen a big surge in negative comments on the same channel, roughly correlating to the drop in Followers. Most of those comments are centered around domestic and international political issues, with a significant portion of those focused on the media reports of staffing losses in Yosemite National Park.



We are carefully monitoring and curating the comments on this channel, providing information to comments and questions made in a constructive manner to educate visitors who have genuine questions. Conversely, we are hiding comments that serve only to undermine our marketing efforts and our destination.

It's important to emphasize that social media is an evolving landscape, requiring constant analysis and adjustments. Even with these new developments on our YosemiteNation Facebook channel, the channel itself remains healthy, with other important metrics not showing a similar drop in results.


Our overall social efforts remain healthy. Here are some aggregate results from our collective social media efforts for the months of January and February:

| All Channels – Jan 1 to Feb 28 | Results |
|--------------------------------|------------|
| Impressions | 19,766,557 |
| Engagements | 380,448 |
| Post Link Clicks | 122,625 |
| Video Views | 2,005,730 |

Social Media Examples

  Yosemite Nation
Tue 1/14/2025 11:58 am PST


Discover exciting updates in Yosemite for 2025! From refreshed lodging and camping to unique attractions and dining, there's something new to enhance every visit. Plan your next adventur...




Total Engagements 30,283


Reactions 1,005



This is our top performing Facebook ad – What's new in Yosemite Mariposa County for 2025. 30,283 engagements, 26,436 link clicks.

 Yosemite Mariposa County Tourism Bureau
February 25 at 4:13 PM · 🌐

The following message was sent to our lodging and business constituents in Mariposa County:
Dear Mariposa County Friends, Lodging Partners, and Businesses Constituents,
I hope this finds you well.... [See more](#)



 Boost this post to get more reach for Yosemite Mariposa County Tourism Bureau. [Boost post](#)

  51

12 comments 103 shares

This is our highest-performing local channel Facebook post. This channel normally sees only a handful of interaction with locals, however this post regarding staffing changes in the NPS saw engagement and interest far above average. 1,490 engagements, 77 comments, and 99 shares.



This is our most popular Instagram post, an inspirational user-created video image of Yosemite Falls in winter. 4,860 engagements.

Video Production

Highlights for the fiscal year to date:

- Videos completed:
 - Fall, Winter, and Spring video ads
 - 2025 update to the Firefall Guide video
 - More than 66 vertical videos promoting inside and outside of the park visitation
 - Fall imagery Mariposa Moments video
 - A short “winter night skies” ad for promoting a website article
 - 5 Mariposa County regional videos
 - The HMA 2024 presentation video
- Videos in active production:
 - 3 Mariposa County regional videos
 - Meeting Spaces promotional video
 - New anthem video
- We posted 61 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-seasonal ad video on YouTube with 25,366 views. People collectively watched 888 hours, and it brought us 48 new channel subscribers.



This is our top performing organic video on YouTube. While the weather didn't cooperate this year, there was still a lot of interest in the subject. 26,588 views. 399 total hours of watch time.

Special Offers

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 have been able to maintain over 20 specials offers per month thus far this 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.

International inbound visitation concerns for 2025/2026:

The 2025 international travel forecast is lower than prior years. There is much “optimism”; however, optimism is like hope, it's not a strategy for success. Typically, international traffic accounts for 25% of YMC's annual visitation and 40% of visitation during peak and high shoulder seasons; international visitation is expected to be down 20% to 25% from prior years in California. The primary reason is poor USD exchange rates and our inflation. Politics was listed as about 8th in importance behind costs here in the USA; other world-class destinations are much less expensive. Japan, in particular, is very affordable and sees a significant spike in visitation, as are Asian countries where costs are low and service levels are high. International visitors are also concerned with personal safety here in the USA. **At the same time, 48% of Americans plan to take an international trip within the next 12 months to take advantage of lower costs abroad. ** This will impact domestic trips to the Yosemite region.

| US DOLLAR EXCHANGE RATES TABLE | | |
|--------------------------------|------------|---|
| Top 10 US Dollar | 1.00 USD | Mar 17, 2025 18:59 UTC inv. 1.00 USD |
| Euro | 0.915250 | 1.092597 |
| British Pound | 0.769375 | 1.299756 |
| Indian Rupee | 86.654198 | 0.011540 |
| Australian Dollar | 1.564967 | 0.638991 |
| Canadian Dollar | 1.428244 | 0.700160 |
| Singapore Dollar | 1.329715 | 0.752041 |
| Swiss Franc | 0.880486 | 1.135737 |
| Malaysian Ringgit | 4.442867 | 0.225080 |
| Japanese Yen | 149.189865 | 0.006703 |
| Chinese Yuan Renminbi | 7.233225 | 0.138251 |

Increased competition for a reduced volume of tourists:

YMCTB is seeing an increase in investment and staff outbound sales from our adjacent destinations, such as Lake Tahoe, Sequoia/Visalia, Mammoth, Bishop, Monterey, SLO, Sonoma, etc. Also, there is significant competition from the adjacent counties of Tuolumne, Madera, and Mono. The increase in staffing and outbound direct sales, paid sales representation, and marketing is being funded as these counties have seen significant new lodging growth and subsequent BID, TBID, and TOT increases. YMCTB must keep pace with our friendly competitors, who are receiving more funding. During our budget process, we are planning to add staff focused on international and domestic sales, as well as contracted resources, to reduce

redundant tasks for directors and allow time for the strategic implementation of tactics and management of our marketing plan.

Leveraging meetings, conferences, and MICE bookings:

The meetings industry is making a comeback. After years of remote work and tight meeting budgets, companies and associations are expanding their meetings to increase engagement, education, relationship-building, and productivity. YMCTB is engaging with Visit California and Meetings Connections. We created a new short meeting video and updated the property sales sheets. If your business caters to meetings, work with Aaron and me to ensure we have your most current sales information and sales manager/resource contacts to refer leads and RFPs.

Budget:

Our revenues are forecasted to remain somewhat flat in 2025/2026, despite the likelihood of no temporary vehicle reservation system. We plan to increase staffing after 6 years and add more daily support through contracted experts. We have more competition with adjacent DMOs and destinations here in California. To keep pace and participate in regional, state, and national programs, we must adjust tasks and roles to be more strategic with our existing directors and delegate repetitive and fixed administrative, sales, and marketing tasks.

Budget – Marketing Plan – HR & Administrative:

(See the budget and HR planning memos and timelines.)

Yosemite Resorts Hospitality Reception: May 7th. The Marketing Committee and YMCTB Town Hall meeting may be combined. YMCTB plans to hold four town hall meetings in May. North County. El Portal, Mariposa and Wawona/Fish Camp.

Tourism Exchange Update. I was a panel speaker at the Visit California Outlook Forum. It was well attended and a great program for existing and possibly new start-up tourism businesses in Mariposa County.

Upcoming FAM Trips

Media

| | | |
|--------------------------------|----------------------------|-----------|
| Sarah Montoya | Trip Complete | 1/3/2025 |
| Andrea Gemmet | Trip Complete | 1/10/2025 |
| Run the Atlas | Trip Complete | 1/24/2025 |
| Erika Mailman | FAM in market | 3/12/2025 |
| Dan Bernstein | in-planning | 4/12/2025 |
| JCB Japan | Communicate with facili... | 4/24/2025 |
| Spring Black Diamond Media FAM | Communicate with facili... | 5/1/2025 |
| Alec Sills-Trausch | in-planning | 5/20/2025 |
| American Trails | Communicate with facili... | 6/2/2025 |

Travel Trade

| | | |
|--------------------------------------|----------------------------|-----------|
| Scandi FAM | On Hold | 5/1/2025 |
| Hello World - Gate7 - Hannah Scanlon | planning complete | 5/6/2025 |
| Megan @ Audley Travel UK | Communicate with facili... | 7/8/2025 |
| Audley Travel UK | in-planning | 7/8/2025 |
| Agnès Brémont | in-planning | 9/21/2025 |
| Dawn Murry | Communicate with facili... | 9/24/2025 |

Travel Trade, Public Relations (sales), and Meeting Sales:

Winter and Spring are busy sales periods for YMCTB staff, and this year was no exception.

Visit California – Dotdash-Meridith Media event 1/21/2025 consisted of editorial meetings over breakfast and a morning meeting rotation with eight editorial groups and teams of DMO and destination industry partners, with editorial staff from Dotdash including Parents, Travel + Leisure, Real Simple, People, Brides, Food & Wine, Premium Publishing. An industry-leading panel followed and focused on the leading trends in acquiring increased editorial coverage and working with influencers and content-creating leaders.



IMM New York took place on 1/23/25

25 scheduled appointments were conducted primarily with travel writers and some content creators. Jennifer Sweeney, our retained Public Relations firm partner, assisted in booking the most valuable and productive meetings. When I made each follow-up email, Jennifer was copied and referenced. Jennifer is making additional follow-up contacts and interaction. This professional relationship is vital, and the results of our combined efforts will lead to stories and editorials on our region, as well as key media FAM trip participation and resulting editorial coverage.



Additional Industry events and conferences:

Australia:

Jonathan attended eight industry events in Sydney, Brisbane, and Melbourne between February 20 and 21, 2025. Brand USA, IMM Sydney, VUSA Sydney, Brisbane; Melbourne; KarryOn Brisbane, Visit California Melbourne, and KarryOn Melbourne.

Throughout the three-city event in Sydney, Brisbane, and Melbourne, I joined 66 exhibiting organizations and representatives, connecting with over 1,700 travel agents—with more than 600 opting in for marketing or follow-up from you. This database is being added to our Trade database.

Sydney - Brisbane – Melbourne



Visit California - Outlook Forum



Tourism Exchange & speaker panel.

YMCTB continues to lead and promote Tourism Exchange, a booking and revenue-generating system focused on increasing sales of lodging and tourism-related services. Tourism Exchange - This effort is financially supported by \$500,00 from Visit California and initiated by Brand USA. The benefits to our community are increased length of visitor stays, visitor repeat visits, and overall spending. The benefits to every local business that joins the program are increased worldwide marketing exposure and new revenue generated from International sources and markets. Most purchases will come from B2B travel trade and travel agency/counselor partners, as well as B2C sales, such as Viator and Google, for tours and activities.

The VC Outlook Forum is always the best source for YMCTB to meet with and learn from the 13 representative countries that our state tourism office contractually and financially retains. This year, some troubling economic news was presented regarding international markets, highlighting areas where YMCTB can work harder to maintain its market share. Additionally, there were excellent programs focused on emerging marketing trends and ways to leverage such as AI.