



BTID ANNUAL REPORT 2018-2019



A LETTER FROM THE CHIEF EXECUTIVE OFFICER

The Bishop Tourism Improvement District (BTID) led the Bishop lodging community to an exceptional year, reporting a 16% increase in occupancy since 2015 when BTID was initiated. Our goal is to smooth out the high peaks and low valleys of the seasonal visitation, creating a more stable year-round economy. We continue to focus new BTID funded marketing efforts on the months that have the most potential for improvement. We're promoting high desert hiking, snowshoeing, cross country skiing, fly fishing, bouldering, OHV adventures – all things that are best enjoyed in the winter. I'm pleased to report this plan is working! November's occupancy has increased from 43 to 56% and February has gone from 42 to 63%.

The marketing initiatives are working to increase awareness of Bishop's year-round recreational opportunities and to reframe our identity from a "pit stop" to a truly desirable destination. We've heard from our local hoteliers that more guests are staying for longer periods of time. We've also seen increased inquiries at the visitor center from new guests seeking information about a wide variety of recreational opportunities. Bishop lodging owners have also made major financial investments to improve and upgrade their facilities. They understand that in order to attract guests, get them to stay longer and pay a higher rate, the properties must be in tip-top shape.

This past year was not without challenge. Wildfires in late summer and fall severely impacted travel throughout the west. While Bishop was fortunate to not have fire nearby, smoke did settle in our valley and made it impossible to enjoy outdoor recreation. Occupancy was down from 2017 July through October. Winter was good, maybe even a little too good. Mother Nature blanketed our mountains with epic amounts of snow; great for winter snow sports, but not great for spring opening of trails and roads. Tioga Road (120) – east entrance to Yosemite, did not open until July 1st. The goal is usually Memorial Day weekend in May. Some higher elevation hiking trails are just now becoming passable. Despite these unavoidable challenges, Bishop's overall annual occupancy still outpaced last year – we've finally reached the 70% benchmark!

Not only have we fulfilled the road map laid out by the original 5 year agreement, we've implemented a new 10 year plan to continue to thrive. Our strategic marketing plan focuses on increasing visitation November through May. Bishop is already quite busy in summer and early fall; most room for occupancy growth is after fall colors season and prior to Memorial Day. Our marketing initiatives are diverse; we understand people gather information from many sources and visit Bishop for a variety of reasons.

As we look back on a successful year, we're grateful to the Bishop lodging community for embracing and supporting the BTID, it's been the biggest game changer ever for destination marketing in our area. We're also grateful to our Chamber Members, City of Bishop and County of Inyo. The world of travel marketing is fiercely competitive and the cost of advertising on the scale necessary to make an impact is unreachable for any one single business. By pooling our resources, we can effectively market Bishop as a desirable year-round destination.

Sincerely,



Tawni Thomson

Bishop Tourism Improvement District Board Chair

Bishop Chamber of Commerce and Visitors Bureau CEO

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BISHOP TOURISM IMPROVEMENT DISTRICT (BTID)

BTID BACKGROUND

On November 10, 2014, the Bishop City Council adopted Resolution No. 14-15, establishing the Bishop Tourism Improvement District (BTID) as requested by the local lodging industry. All lodging businesses within the Bishop City limits participate in the BTID program. The 2% assessment of gross receipts for the district became effective on January 1, 2015 and funds are collected in the same manner and at the same time as City of Bishop TOT collections. As of January 1, 2018 the City of Bishop requires all residential short-term rentals to register with the City and remit TOT and BTID in the same manner as other lodging establishments. BTID funds are used for tourism promotion programs as outlined in the BTID Management District Plan. No change to the geographic boundary, benefit zone or property/business classification is proposed for 2019-2020.

Transient Occupancy Tax (TOT) is a 12% tax collected on overnight stays in Bishop Hotels, motels, hostels, and short-term rentals like AirBnB. The TOT goes directly to the City of Bishop General Fund which can be used for law enforcement, fire protection, streets, parks, administration, etc. Bishop Tourism Improvement District (BTID) is the additional 2% assessment paid by overnight visitors; this fund is earmarked specifically for BACCVB's destination marketing programs and funds are collected in the same manner and at the same time as City of Bishop TOT collections. Sales Tax is collected by retailers and restaurants on goods and services purchased by locals and visitors. As more guests spend more nights in Bishop, TOT, BTID and Sales Tax increase.

The initial term for the Bishop Tourism Improvement District was five years (2015-2019). On January 14, 2019 the City of Bishop adopted a resolution declaring results of majority protest proceedings and unanimously renewed the Bishop Tourism Improvement District by title. The renewed BTID will have a ten (10) year life, beginning January 1, 2020 through December 31, 2029.

BTID ADVISORY BODY

The use of the assessment fund is based on recommendations of the Bishop Area Chamber of Commerce and Visitors Bureau (BACCVB). The BACCVB is governed by an all-volunteer Board of Directors, elected by the Bishop Business community to set policy and provide oversight of staff. A minimum of three BACCVB Board members represent lodging businesses paying the BTID assessment. All BTID lodging owners and representatives are invited and encouraged to participate in program development.

BACCVB holds monthly business meetings to review programs, discuss progress and monitor the budget. BACCVB Executive Director presents public updates at Bishop City Council meetings every month.

2018/2019 BACCVB BOARD OF DIRECTORS

<u>Name</u>	<u>Business Representation</u>	<u>Title</u>
Scott Piercey	High Country Lumber	Board President
Tammy Mandrell	Mule Days Celebration	Vice President
John Louth	Mountain Rambler Brewery	Treasurer
Corinna Korpi	Alta One Federal Credit Union	Immediate Past President
Harry Bhakta	Bishop Elms Motel	Board Member
Rohit Bhakta	America's Best Value Inn	Board Member
Joseph Cabral	Best Western Bishop Lodge & Comfort Inn	Board Member
Jose Garcia	Individual Member	Board Member
Gary Hampton	Pintail Imaging	Board Member
Niral Munshaw	Vagabond Inn, Motel 6 & Travelodge	Board Member
Bina Patel	Red Roof Inn	Board Member
Cheryl Underhill	Northern Inyo Hospital	Board Member
Debi Yerkes	Alex Printing	Board Member

KEY BISHOP TOURISM IMPROVEMENT DISTRICT OBJECTIVES:

The BTID District Management Plan, developed by Bishop hoteliers prescribes the following objectives to guide BACCVB staff.

- Promote Bishop as a year-round vacation destination
- Focus new marketing efforts on slower months of November through May
- Strategically target diverse audiences
- Increase travel and sport show representation
- Engage travel trade and media for familiarization trips
- Provide excellent customer service to all guests
- Increase major media advertising
- Improve website
- Develop strategic social media and online advertising campaign
- Partner with event organizers to enhance events and increase attendance



STRATEGIC PLAN IMPLEMENTATION & PROGRAMMATIC APPROACH

We host and support many different events that draw guests to Bishop including Blake Jones Trout Derby, Flash Foxy and Craggin' Classic climbing events, VCMC Dual Sport Motorcycle Rally and CHSRA State Finals Rodeo. We partner with other event organizers to help promote their events including Millpond Music Festival, Owens Valley Cruisers, Nevada State Bar Association and of course, Mule Days. In 2020, we'll assist with a new falconry event and the High Pointers gathering.

We invest in a variety of online marketing programs. We contract with a team of professionals that help us create content and promote Bishop on Facebook, Instagram, YouTube, TripAdvisor, Expedia and other online platforms. We work with Simpleview, the travel industry expert, to place paid social media ads and for search engine management. Our website, www.bishopvisitor.com is an amazing tool. It's very dynamic and our team works continuously to update, improve and build the content offered on the site. The greatest thing about online marketing is that we can track and monitor all of the programs, change content according to seasons and events, and make adjustments to optimize results.

We invest in a variety of publications, both print and online. We also purchase advertising in regional publications, in addition to producing and distributing visitor publications like the Bishop Visitor Guide, EZ Hikes Brochure, Eastern Sierra Fishing Map, Inyo County Treasure Map, Inyo County Backroads Magazine and Eastern Sierra Fall Colors Guide (all available in print and digital versions).

BACCVB supplements CDFW's trout stocking. In winter months, we purchase trout from Wright's Rainbows for Pleasant Valley Reservoir and the Owens River. In summer, we partner with Bishop Creek Canyon resort owners to stock extra fish in the lakes & streams.

BACCVB staff and volunteers host informational exhibits at seven consumer travel & sport shows. We also utilize outdoor advertising – billboard on Highway 395 to increase awareness of Bishop's brand.

The most important cog on our wheel is the Bishop Visitor Center! Our professional team of Guest Hosts respond to every call, email and walk-in inquiry with courteous, knowledgeable and prompt service. As more people are becoming interested in Bishop, we are seeing significant increase in number of inquiries as well as scope of information requested.



TOURISM PROMOTION PROGRAM: 2018-2019 BY THE NUMBERS

With continued financial support from City of Bishop, County of Inyo, Chamber Members and BTID funds, BACCVB has maintained existing programs and greatly expanded marketing efforts in the year.

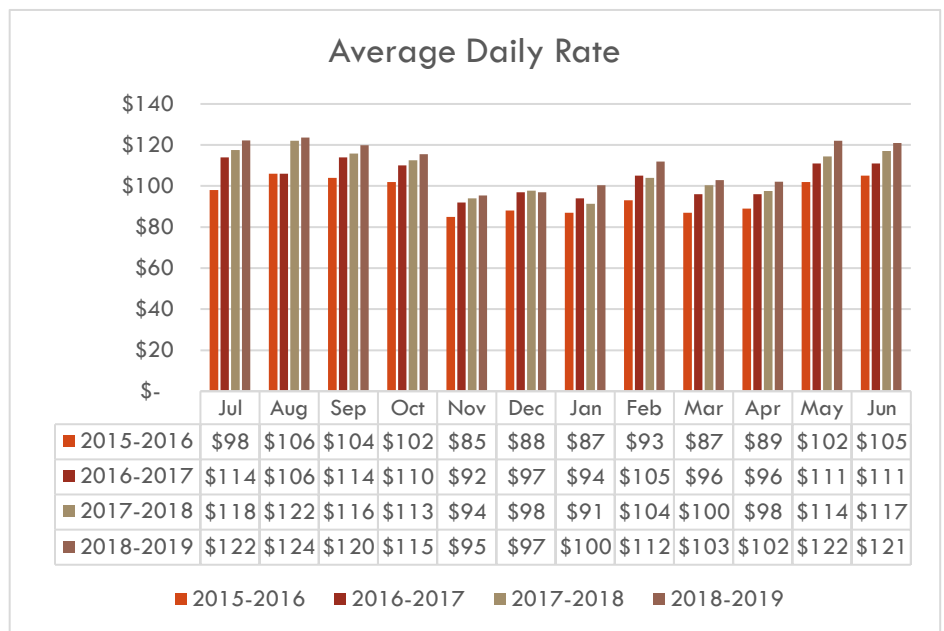
BACCVB subscribes to weekly occupancy reports provided by Smith Travel Research (STR). Smith Travel Research is recognized as the lodging industry expert for gathering data, providing analytics and benchmarking performance data including occupancy and average daily rate (ADR).

STR Reports for Bishop include data from 10 of the 19 downtown hotels, representing 68% of BTID room inventory. STR data includes small (33 rooms) and large (86 rooms) properties. We are confident the data is a solid representation of overall Bishop lodging trends.

Occupancy varies significantly throughout the year. December and January are the slowest, while June through September is Bishop's peak travel season.

Average Daily Rate (ADR) is a carefully monitored metric. Lodging rates vary in all communities

according to demand, with higher rates during peak travel season and major events. Increasing ADR is a good indicator that BTID funded marketing programs are working to increase Bishop's status as a desirable destination. We are especially pleased to see ADR rising in non-holiday and off-peak times.



2018-2019 YEAR BY THE NUMBERS

MEASUREMENT	FY 2018-19 RESULT	% CHANGE FROM FY 2015-16
TOT (collected 7/1/18-6/30/19)	\$2,906,942	+ 31%
OCCUPANCY	70.21%	+ 16.4%
ADR	\$111.16	+ 16.4%



TRAVEL TRADE/MEDIA FAM TOURS

Establishing and nurturing relationships with writers, bloggers, photographers and other travel media professionals is essential to promoting Bishop. BACCVB's expert staff develops tours and guided excursions to educate, entertain and "wow" our media friends.

In October, we hosted photo camps for BOTH Rock and Ice and Trail Runner Magazine. This was a historic first for Big Stone Publishing, hosting both camps in one location. The 2018 photo shoot was a four day hosted camp covering everything from technical rope work, to photographic techniques and photo editing. In the end, Bishop was featured on the cover of both magazines, plus 2 eight-page spreads of photos and a life changing experience for thriving photographers, including one of our own, Michael McDermott.

In October, we hosted an Instagram influencer trip with three photographers, Ryan Longnecker, Jordan Herschel and Jude Allen. This included posts, stories, high resolution images, and inclusion in SLRLounge, The Outbound, and Outdoor Photographer Magazine.

In February, Visit California sent a representative @FindMeOutside to highlight winter hikes, Benton hot springs and unique winter outings in both Bishop and Mono County.

In April, on the eve of the general trout season opener, BACCVB hosts the Media Reception to welcome sporting journalists and fishing industry pros to the Eastern Sierra. This year's dinner and program had about 100 guests including reps from Western Outdoor News, Berkley, Fishing Ventures Television, SD Fish.com, Fish Taco Chronicles, San Diego Union-Tribune, CADFW, plus local guides and community leaders. The annual trout opener media reception is an important way we say thank you to fishing industry influencers for keeping the Eastern Sierra relevant in the highly competitive world of sport fishing.

In May, Outdoor Writers Association of California (OWAC) not only presented our social media dream team blog writer, Gigi de Jong with three first place awards for writing and photography, first place was also awarded to the website, BishopVisitor.com, in the category Best Outdoor Medium. According to the OWAC contest rules, "The OWAC member will be recognized for having submitted the winning entry," but this award is given to the medium for "the overall excellence of its outdoor reporting." Best Outdoor Medium is considered to be one of OWAC's most prestigious awards.

In June, Bishop, hosted a lunch stop on the 2019 Hemmings Motor News Great Race presented by Hagerty. This vintage car rally brought 150 of the world's finest antique automobiles to town. This year's prestigious rally started in Riverside and ended 2,300 miles and nine days later in Tacoma, WA. BACCVB partnered with the Owens Valley Car Club and several chamber-member businesses and volunteers to host lunch at the Bishop City Park for the drivers, navigators, race organizers and film crew. It was a fun and unique way to generate great media attention for our destination.



EVENT SUPPORT

Several events draw thousands of participants and spectators to Bishop each year. BACCVB strategically partners with event organizers to enhance events and increase attendance. Since BTID was established, BACCVB is able to attract and support more than double the number of events. Event support comes in many forms; paid advertising, planning assistance, volunteers and equipment. We work closely with each event organizer to meet their individual needs. In 2019-20, we'll assist with a new falconry event, State Assessor's conference and the High Pointers gathering.

Event	Support
American Alpine Club Fall Highball	Planning assistance. Event marketing. Volunteer support. Equipment loan - tables, chairs, lighting, heaters.
Blake Jones Trout Derby	BACCVB is lead organizer.
Christmas Parade & Street of Lights	BACCVB is lead organizer.
CHSRA State Finals Rodeo	Planning assistance. Event marketing. Volunteer support. Welcome gift bags & t-shirts. Rodeo staff lodging. Ticket sales/gate security.
Eastern Sierra Tri-County Fair	Event marketing. Volunteer support.
Fall Colors Car Show	Event marketing.
Flash Foxy Women's Climbing Festival	Planning assistance. Volunteer support. Equipment loan - tables, chairs, lighting, heaters.
Great Race	Coordinate luncheon. Volunteer support.
Millpond Music Festival	Event marketing. Visitor Info Booth at event.
Mule Days Celebration	Event marketing. Volunteer support.
Nevada Bar Association Conference	Planning assistance.
Pabanamanina Pow Wow	Event marketing.
Railroad Express at Laws Museum	BACCVB is lead organizer.
Trout Opener Media Reception	BACCVB is lead organizer.
VCMC Dual Sport Rally	Welcome gift bags. Host breakfast for check-in, awards banquet.

A Proud Quote from Cailee Roper, California High School Rodeo (CHSRA)

"It's not about the fact that Bishop is basically in the dead center of our great state. It's not about the fact that Bishop has so many unique amenities to offer our families. It's not about the fact that the Tri County Fairgrounds are absolutely beautiful and a wonderful venue to get to hold our state finals. It's about the fact that the community of Bishop is a family, and every year when our association comes to town, we are welcomed into that family."



TROUT STOCKING

Trout fishing continues to be an important draw for visitors to Bishop. Lodging owners, guests and community leaders have urged us to increase trout stocking to supplement the efforts of California Department of Fish and Wildlife. In winter months, we purchase trout from Wright's Rainbows for Pleasant Valley Reservoir and the Owens River. In summer, BTID funds are matched, as we partner with Bishop Creek Canyon resort owners to stock extra fish in the lakes & streams. If we're advertising to attract anglers, we know we better invest in the fish.

- July, 2018 - South Lake, Sabrina, North Lake, Intake II and Bishop Creek
- September, 2018 - South Lake, Sabrina, North Lake, Intake II and Bishop Creek
- February, 2019 – Pleasant Valley Reservoir and Owens River
- March, 2019 – Pleasant Valley Reservoir and Owens River
- June, 2019 - South Lake, Sabrina, North Lake, Intake II and Bishop Creek

2018/2019 A FEW HIGHLIGHTS

- ❖ Bishop Named Top 10 True Western Towns of the US by True West Magazine
- ❖ Bishop Mule Days 50th was of legacy proportion
- ❖ Bishop Named as “District on the Move” from Civitas
- ❖ Bishop used as Case Study for Crowdriff in front of 600 DMO's at the 2018 Visit California Conference, highlighting “How to best captivate and educate visitors, achieving 185% web engagement rates.”



NEW CALIFORNIA LOVE PROGRAM!

EXPEDIA.COM - Bishop was invited to participate in Visit California's "California Love" wildfire recovery campaign. A 2:1 match for communities affected by recent natural disasters with ads on Expedia, Travelocity, Orbitz and Hotels.com.

- 3,299,495 impressions
- 13.5 Return on Ad Spend
- \$135,234 in gross bookings for your hotels
- 951 hotel room nights
- 4.4% YoY growth on hotel room nights during the campaign period

VISITOR SERVICES

The Bishop Visitor Center is open year-round and staffed by friendly, knowledgeable professionals. Effective visitor center operations are critical to engaging guests, motivating them to stay longer, return frequently and speak favorably about Bishop. BTID funds have made it possible to extend hours in busier months and improve staff training. We receive many positive reviews on TripAdvisor and Yelp related to excellent service.



Ingrid B
Worcester, United Kingdom
56 likes

Reviewed November 5, 2018

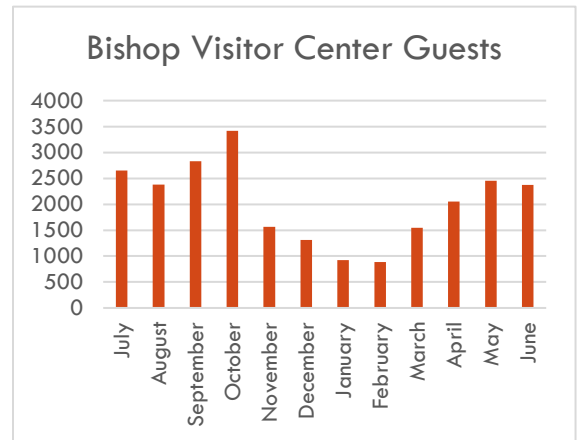
Five star plus plus, fantastic man, with an answer to every question

A mine of information about Bishop and the surrounding region, all questions answered and any required information at his fingertips or in the library shelves surrounding him. Unfortunately we don't have his name, but he was great An essential first stop to any visitor to Bishop for friendly advice and a warm welcome.

Date of experience: November 2018

[Ask Ingrid B about Bishop Visitor Center](#)

The Bishop Visitor Center served 24,388 guests in 2018-19. That represents a 17% increase since BTID marketing programs were initiated. We are pleased to report that the months with most significant growth in the past five years are November (53%), December (58%) and January (29%). Our District Management Plan directs us to focus new marketing efforts in those traditionally slower months and this is evidence that the programs are working.



VISITOR PUBLICATIONS

Print brochures and maps are excellent tools to attract new visitors and encourage them to spend more time in our region. In 2018/2019, we worked with regional partners to create and update several key publications. These guides are distributed at travel shows, area visitor centers and businesses along HWY 395. *Digital versions are also available on our website.*

- Inyo County Backroads Motor Touring Guide
- Inyo County Treasure Map
- Eastern Sierra Fishing Map
- Bishop Visitor Guide
- Inyo County Visitor Guide
- Eastern Sierra Fall Color Map Guide
- Inyo County Warm Water Fishing Map



MAJOR MEDIA ADVERTISING

Some BTID funds have been invested in national and regional major media publications. Many of the publications are very niche-specific; targeting climbers, OHV users, bird watchers or fishermen. Other publications are widely read by general leisure travelers. All of the publications offer digital versions as well as the printed magazines.

	Distribution
Adventure Outdoors Magazine - 2 Issues	2,280,000
Adventure Sports Journal - 4 issues	560,000
Bird Watcher's Digest	25,000
California Climber-Fall	10,000
California Visitors Guide	3,900,000
Canadian Traveler	135,000
Daily Independent	50,000
Fish Sniffer - 3 issues	90,000
Fish Taco - 4 issues	80,000
Fishing Guide	55,000
Great Race Program	10,000
Inyo County Campground Guide	15,000
Inyo County Visitor Guide	25,000
Mammoth In Room Directory	915,000
Mono County Visitors Guide	170,000
Mule Days Program Ad	10,000
Road Trips Magazine	600,000
Rock & Ice-November	180,000
S&S Off Road Magazine - 2 issues	80,000
Scenic 395 Magazine	50,000
Sierra Heritage	20,000
Sunset - 2 print, 2 newsletter	1,600,000
Trail Runner Magazine-January	1,000,000
True West Magazine-2 issues	900,000
Western Outdoor News	274,000
<u>Yosemite Journal Print & Online Ad</u>	<u>350,000</u>
	13,384,000

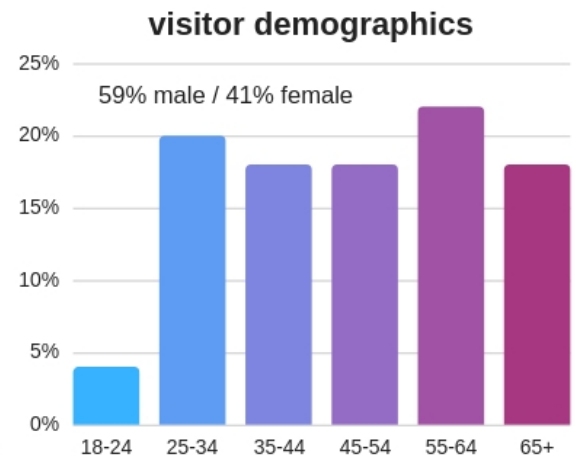
2,008% Increase in Print/Online Impressions since BTID inception!

DIGITAL 434% Increase in Website Visitors since BTID inception!

WEBSITE - www.bishopvisitor.com was completely rebuilt and launched on January 18, 2016. A variety of metrics are regularly analyzed to measure performance and guide strategic content development.

The site is responsive; it can be viewed well on any device. Almost 70% of users are now on a phone or tablet. The site is constantly being adapted for mobile first design. Last year the site received 567K Visitors. Site views in 2015/16 were at 106K.

Website Activity Measurements	Up 434%
Average Monthly Visits	47K
Yearly Visits	567K
Top Tier Markets	
CALIFORNIA Los Angeles, Sacramento, San Diego, San Francisco, Irvine, San Jose, Riverside and Roseville	
UNITED STATES Nevada, Illinois, Texas, Arizona, Washington, Oregon and Florida.	
INTERNATIONAL United Kingdom, Canada, Germany, Spain, India, France, Netherlands and Australia	



Email Marketing - visitors like the information on the site and want more! – Our website invites guests to opt-in to receive our monthly e-newsletter. In the past twelve months we gained 1,948 new subscribers (35% increase). We acquire e-news subscribers in other ways (guestbook in visitor center and travel shows) and in the past six months, we've added over 3,000 recipients. We have close to a 30% open rate with 15% click through rate, more than doubling the industry average.

Newsletter Activity Measurements	
Total Number of Newsletters Sent	12
Total Number of Opens	30%
Total Number of Subscribers	16,734



VISITOR INFORMATION REQUESTS

Search Engine Management (SEM) efforts focus on driving visitors to request a FREE Bishop Visitor Guide via a form on www.bishopvisitor.com.

A completed request is considered a “conversion” for purposes of measuring SEM success. In 2018/2019, we sent 3,540 Visitor Guides. 60% were mailed and 40% requested the digital download.

Ads in Sunset Magazine, True West, California Visitors Guide and Road Trips Magazine generated an additional 1,442 requests for the Bishop Vacation Planner through the “Reader Response” postcard and online programs.

In 2014-15, prior to BTID funded marketing, we mailed a total of 239 visitor guides.

SOCIAL MEDIA AND ONLINE ADVERTISING

BACCVB has established a social media “Dream Team.” These contracted professionals work with BACCVB staff to create content including videos, photos, articles, stories and blog posts. The team works collaboratively to deliver daily messaging and monitor monthly progress of strategic social media and online marketing efforts.

TripAdvisor

- 291,154 Impressions
- 74 Clicks to the website/ Month
- 2.5 minutes - Average time on page
- Includes lodging, brochure, events, photos, videos, articles and links



CrowdRiff - over 100k interactions in 1 year!

- 669 Rights Approved Photo Assets (Photos and Video)
- +106 Galleries with 56% engagement rate and 178k views
- Photo Wall Created for Hoteliers + Travel Shows
- Vital addition & time saving tool for social team, bloggers, media requests, print and email marketing and website galleries.



HMS Global/Visit USA Parks - over 2,500 website leads

- Emily Taylor, Editor/Photo Journalist from Visit USA Parks visited Bishop in November
- Total reach 194k travelers from US drive markets, China, France, Germany and UK
- Total engagements 39.9k (industry average is 20%, so this is great!)



SOCIAL MEDIA AND ONLINE ADVERTISING (cont.)

New Visit Bishop social media accounts were created and launched in July 2015. All platforms perform well and show measurable progress.

#VISITBISHOP METRICS	2018-2019	% Change from 2017/2018
Facebook (64% women, 55+)		
Total New Fans	8.9K	32%
Average New Fans per Month	745	34%
Total Fans	37.5K	23%
Total Impressions	1.3M	100%
Total Reach	913K	100%
Total Shares	10.3K	31%
Total Engagements	48K	100%
Instagram		
New Followers	5.8K	100%
Average New Followers per Month	483	100%
Total Followers	15.9K	57%
Total Engagement	119K	25%

Instagram Most engaging media ▾ All ▾

6 months ago

3.6k 48 27.78%

10 months ago

1.7k 29 16.63%

1 month ago

2.2k 86 14.61%

6 months ago

1.9k 13 14.39%

1 month ago

2.1k 48 14.34%

Facebook Most engaging media ▾ ▾

11.2k 837 60 1.2k

13.4k 1.1k 105 1.2k

14.5k 951 145 1.2k

327 678 80 773

1.8k 588 19 759

SEARCH ENGINE & PAID SOCIAL MEDIA MANAGEMENT

Online advertising efforts are managed closely and monitored for productivity and cost-effectiveness by Simpleview, the leading support for Destination Marketing Organizations (DMOs) with tools, knowledge and creativity to help us perform at the top of our game.

Paid search cost per click (CPC) averages \$0.24. Travel Industry average is \$1.55. This tells us our team is doing a great job of bidding on relevant key words and continuously improving our Quality Score.

- Click through rate (CTR) is 8.78%. Travel Industry average CTR is 2.18%, last year our CTR was 6%, so we're thrilled with the success of our Google AdWords campaigns.
- Paid Facebook Ads for Visit Bishop average 3.21% Click Through Rate (CTR). Travel Industry CTR is .9% - our ads are performing three times better than industry average. Cost Per Click (CPC) for Visit Bishop averages \$0.14, down \$.02 from last year and travel industry average is \$0.63.
- We are pleased to see significant growth in website visits (sessions) for geographic areas that have been strategically targeted.

*Simpleview June 2019 report for SEM and Paid Social Campaigns is included in appendix to this report.

Date: July 2, 2019
Client: Bishop Chamber of Commerce & Visitors Bureau
Date Range: June 1 - 30, 2019

simpleview 

Campaign	Ad Set	Clicks	Impressions	Click-Through Rate	Average Cost per Click	Total Cost	Page Likes
Instagram							
Outdoors - Instagram	Fly Fishing Interests	33	17,461	0.19%	\$1.62	\$60.08	0
	Outdoors Brands	63	23,260	0.27%	\$0.48	\$30.05	0
	Outdoor Media	30	21,754	0.14%	\$1.00	\$30.06	0
Subtotal		126	62,485	0.20%	\$0.95	\$120.19	0
Instagram Total		126	62,485	0.20%	\$0.95	\$120.19	0

Account Totals

	Clicks	Impressions	Click-Through Rate	Average Cost per Click	Total Cost	Page Likes
Account Total	9,279	323,880	2.86%	\$0.16	\$1,476.73	308

Visits From All Paid Social Campaigns	Conversions	Conversion Rate
3,758	352	9.37%

Action	Actions Taken	Action Rate	Average Cost per Action
Website Clicks	4,948	1.53%	\$0.30
Page Likes	308	0.10%	\$4.79
Post Reactions	5,240	1.62%	\$0.28
Post Shares	234	0.07%	\$6.31
Post Comments	66	0.02%	\$22.37
Total Actions	10,796	3.33%	\$0.14
Post Engagement	15,443	4.77%	\$0.10
Page Engagement	15,646	4.83%	\$0.09

DESTINATION **BISHOP**



Photo by Mike McDermott

Featured as a 2016 Top Trail Town by *Trail Runner* magazine, sunny Bishop, California, was the site for the annual *Trail Runner* Photo Camp, in October 2018, where we took advantage of the incredible light, towering mountains and miles upon miles of singletrack.

VISA VUE TRAVEL RESEARCH

BACCVB subscribes to VisaVue reports which help track some visitor spending metrics for Visa credit cardholders.

- International spending on Visa cards in Bishop for 2018 was \$7,908,909 representing an 11% increase from 2015.
- Top originating countries for 2018 include Germany (10,200), France (8,500), UK (6,100), and Canada (4,700).
- At least 50% of the international spending was on lodging.
- Los Angeles continues to be our primary domestic market; however, we are seeing significant increase in traffic from Sacramento (up 22.9% in Q1) and San Francisco Bay Area (up 21.8% in Q2).

TRAVEL SHOWS

Travel and sport shows effectively attract new visitors to Bishop and increase awareness of Bishop's brand. These events allow us to personally connect with travel consumers in several key markets. The Travel & Adventure Series attracts leisure travelers looking for relaxation, light hiking, wildlife/landscape photography opportunities, museums and galleries. The Sportsmen's Expo and Fred Hall



Shows target active outdoor enthusiasts that enjoy fishing, hunting, and OHV/ATV adventures. Since Bishop's offerings are so diverse, it is good that we promote our destination at both types of shows. In 2019, we connected with more than 25,000 potential visitors at the events. A combination of BACCVB employees and volunteers staff the exhibits to maximize effectiveness and minimize cost.

2018-19 Consumer Travel/Sport Shows

- LA Travel & Adventure Show
- San Diego Travel & Adventure Show
- Bay Area Travel & Adventure Show
- Fred Hall Ultimate Outdoor Experience Long Beach
- Fred Hall Ultimate Outdoor Experience Del Mar
- Fred Hall Ultimate Outdoor Experience Bakersfield
- International Sportsmen's Expo Sacramento



Bishop Tourism Improvement District

FINANCIAL STATEMENT

FY 2018-2019

REVENUE

BTID Assessment (Received 7/1/18 through 6/30/19)	\$	486,146
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EXPENSES

Staff Expense	\$	198,788
SM Content Creation & Management	\$	79,892
Social Media Ads	\$	48,585
Major Media Publications	\$	54,499
Trout Stocking	\$	37,607
Consumer Travel & Sport Shows	\$	35,852
Outdoor Advertising	\$	16,125
Video Production	\$	5,200
Brochure Production & Distribution	\$	8,308
Website	\$	6,287
Crowdriff	\$	10,500
CHSRA State Finals Rodeo	\$	6,643
HMS Global/Visit USA Parks Online	\$	6,995
Blake Jones Trout Derby	\$	9,332
TripAdvisor	\$	5,000
Expedia	\$	7,797
Trout Opener Media Reception	\$	2,552
Photography	\$	251
Ventura County Motorcycle Club Rally	\$	1,714
Great Race Luncheon	\$	1,772
Familiarization Tours for Frontline Hospitality Providers	\$	291
Poimiroo: www.californiafallcolor.com	\$	1,000
Photo Camps for Trail Runner/Rock & Ice	\$	3,448
Media Fam Tours	\$	5,409
KRHV Live Stream	\$	700
Bishop Oval Logo Decals	\$	685

Total Sales & Marketing	\$	555,232
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Administration/Operations Expense	\$	47,253
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Contingency/Renewal	\$	31,813
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TOTAL BTID EXPENSES FOR 2018-2019	\$	658,605
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Balance funded via City of Bishop, Inyo County, Events, Trout Stocking Donations, Souvenir Sales and Chamber of Commerce	\$	(172,459)
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LOOKING AHEAD TO 2019-2020

Bishop Tourism Improvement District marketing programs implemented in the first years have been quite successful. We are thrilled BTID has been renewed so that we may increase investment in “tried and true” programs, plus explore new opportunities as BTID funds grow.

It’s very important to understand that tourism revenues are vital to sustaining our region. With only 18,000 people living in all of Inyo County, there simply are not enough locals to support the quality of life we expect. We expect to have a nice variety of restaurants & retail shops. We expect to have clean and safe communities. TOT and sales tax revenue contributed by visitors is vital. We do hear that some locals don’t love tourists, and frankly, we don’t either. “Tourist” sometimes has a negative connotation, suggesting someone comes to a place, spends a little money and displays bad behavior. We prefer to refer to our visitors as “guests.” Guests are people we invite to our home, to enjoy our company and respect our backyard the same way we do. Everyone on BACCVB’s team embraces this concept and we carefully craft our messaging to attract the right type of guests. We include conservation and best outdoor practices messaging in all of our communications. Our visitor center hosts work hard to educate guests and encourage good stewardship. Good guests are always invited back.

We intend to continue all marketing programs as previously outlined in this report. Program expansion is recommended in the following areas:

Social Media: Seek continuous growth in friends, followers and engagement metrics.

Content Development: Work with industry pros to create more itineraries, stories and blog posts. Facilitate and support media fam tours and influencer road trips.

Online Advertising: Continue to strategically invest in Google AdWords, Bing, TripAdvisor, Facebook ads and others. Consider increasing investment for paid Facebook Ads, Instagram Ads and Google AdWords. Initiate targeted banner ad campaign.

Website: Continuous improvement by adding content, photos, videos, blog posts, interactive maps, itineraries.

Newsletter: Continue monthly e-newsletters, work to increase subscription base.





LOOKING AHEAD TO 2019-2020 *cont.*

Visitor Services: Improve signs/kiosks on exterior of Chamber building.

Marketing Staff: Additional staff is necessary to keep up with growing workload related to BTID marketing initiatives.

Training/Lodging Outreach: FAM tours and customer service training for front desk hospitality providers will help promote longer guest stays and frequent return visits.

Major Media Advertising: As budget allows, strategically increase ads in niche-specific print/online magazines such as Road Runner (Motorcycle Touring & Travel), 4-Wheeler, UHV, Outdoor Photographer and Westways. Be prepared to take advantage of discounted “remnant” offerings in majors like Sunset.

Visitor Impact Study: Co-fund project with Sierra Business Council, City of Bishop and possibly others to gather vital data.

BUDGET PHILOSOPHY

- The District Management Plan allocates 80% of BTID funds for sales and marketing; 10% for Visitor Services/Enhancements; 10% for administration and 5% for contingency/renewal. No adjustments to budget categories are proposed for 2019-2020.
- Revenue is conservatively projected.
- Continue to seek support from City of Bishop, County of Inyo, Business Community and other co-sponsors.
- Continue to engage volunteers to minimize staff expense and enhance projects/events.
- Budget must remain flexible to react to market changes and to be prepared to take advantage of new opportunities as they arise.

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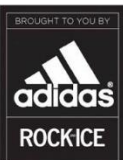
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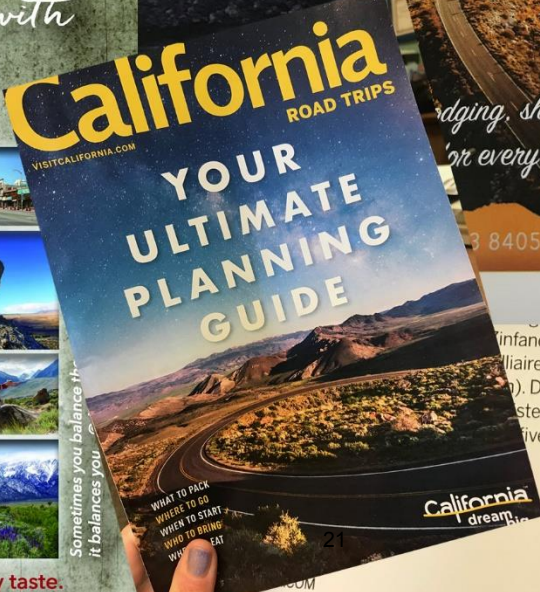


Bristlecone Pine Forest - 4000 Years Old
Laws Railroad Museum
Fall Colors Car Show (1st weekend in October)
Wild Horses Roam

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a Big Backyard*

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BISHOP

Bishop isn't just the epicenter for autumn leaf-peeping in the Sierra Nevada; it's a year-round outdoor paradise. Start your day with the Looney Bean's quinoa egg bowl and drive out to see the Ancient Bristlecone Pine Forest, home to world's oldest living trees. Return to town and wander through the Laws Railroad Museum. Twenty-eight buildings are crammed with pioneer curios, like antique sewing machines and 19th-century dentist tools. Then fill your pack with jerky from Mahogany Smoked Meats and go hiking at Mount Tom. Or mountain biking in the Owens Valley. Or rock climbing in the Buttermilks. Or fishing at Lake Sabrina. You'll be hungry at day's end so book a table at Sage, where the filet mignon and bison meatloaf are fantastic.

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"And that's the way it is in 'The West.'" - Garrett Spoonhunter, Tri-County Fair Rodeo @themarrow

Sometimes you balance it, it balances you

