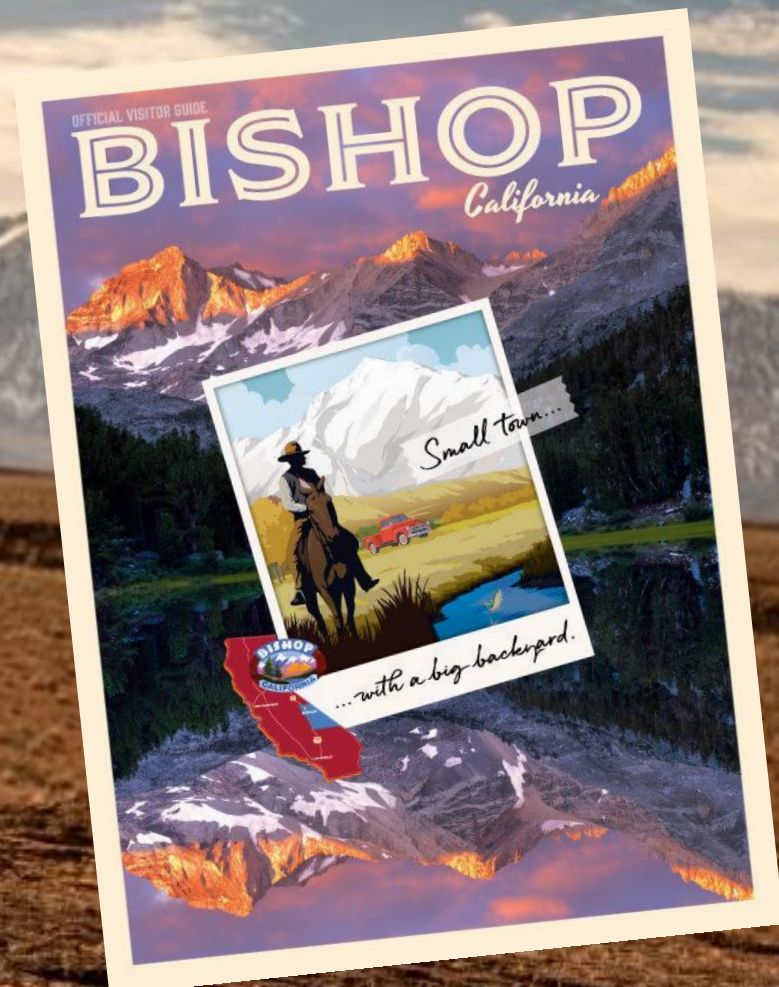


PRESENTED TO  
BISHOP LODGING PARTNERS &  
BISHOP CITY COUNCIL  
OCTOBER 2021



# BTID ANNUAL REPORT 2020-2021



# A LETTER FROM THE EXECUTIVE DIRECTOR

2020-2021 required some real concentration and serious strength, just like the athlete on the cover of this report. There were certainly days we felt upside down, but we stayed focused. The role of our organization changed – no, it expanded. We are no longer just charged with destination marketing, we're now responsible for destination “management.”

What exactly does that mean? It means that we understand increased visitation brings important revenues to our local economy, but that there are also impacts to our community that come along with more guests. Throughout the COVID-19 crisis, we've used our voice with visitors to inform and encourage safe travel and best outdoor practices. Our website has been regularly updated with “know before you go” language to let guests know what local regulations are and what's expected of them. While many DMOs went “dark” on social media, we did not. We cancelled paid ads, but kept our organic communications going.

The role of our organization has forever changed. Not only did we start by delivering masks, hand sanitizer, PPP, and everything except TP, we became partners with the County, with Health and Human Services, the City of Bishop, and our chamber member businesses. We helped with business assistance, rental assistance, business loans, trash cleanup, and building a better community inside out so we would be ready to receive guests when the time was right.

We used research tools and communications from our travel partners, Visit California, Brand USA, Expedia, Crowdriff, and Simpleview. We reassessed what was important and took the time to generate a new Bishop Visitor Guide. We took the time to create a new History and Birding Brochure from CPSP grants. We took the time to check in with one another and move forward as a team.

Traveler sentiments have changed as a result of COVID-19. Cleanliness and health is a top priority. For the next many years, travelers will seek more rural, outdoorsy destinations. We'll likely see many first-time visitors that need information and education about best outdoor practices to protect themselves and our natural assets. We want guests that behave like friends and family coming to visit our Big Backyard. We'll teach them how to be respectful and careful so we'll want to welcome them back. We've always been strategic with our messaging to attract the “right type” of guest and that philosophy is going to be more important than ever now. If we play the cards correctly right now, Bishop is perfectly positioned to recover and even gain market share in the next few years. And, we can do it in a responsible way.

It is important to understand that this year's budget must remain flexible as we continue to adapt to a fluid financial situation and ever-changing rules and restrictions on businesses and events.

This report summarizes FY 2020-2021, and I'm proud of the way our organization navigated some very turbulent times. We managed constantly changing coronavirus protocols and a very fluid budget. We don't know exactly what to expect in 2021-2022, but we are optimistic and positioned well to lead our region's recovery. Tourism is the main economic driver for Bishop and we have the skills and tools to get the job done.

We are very grateful to the Bishop lodging community for embracing and supporting the BTID. We're also grateful to chamber members, community supporters, City of Bishop and County of Inyo for believing that if we pool our resources, we can effectively promote our destination for the benefit of all.

Thank you for partnering with the Bishop Chamber of Commerce and Visitors Bureau.

Sincerely,

*Tawni Thomson*

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# BTID ANNUAL REPORT 2020-2021

## BISHOP TOURISM IMPROVEMENT DISTRICT (BTID)

© Dennis Flaherty

## BTID BACKGROUND

Developed by Bishop lodging businesses and the Bishop Area Chamber of Commerce & Visitors Bureau (BACCVB), the Bishop Tourism Improvement District (BTID) is an assessment district designed to provide specific benefits to payors, by funding marketing and sales promotion efforts for assessed businesses. The BTID was initially formed in 2014 for a five (5) year term, beginning January 1, 2015. The district was renewed for a 10-year term, January 1, 2020 through December 31, 2029.

The district includes all lodging businesses located within the boundaries of the Bishop City limits, including hotels, motels, hostels and short term rentals such as AirBnB. Assessment rate is currently 2% of gross sales and is collected by the City of Bishop at the same time and in the same manner as Transient Occupancy Tax. BTID funds are then forwarded to BACCVB on a quarterly basis. BTID funds are used for tourism promotion programs as outlined in the BTID Management District Plan. No proposed changes to boundary, rate or business classifications are proposed for this year.

The Bishop Area Chamber of Commerce & Visitors Bureau will continue to serve as the BTID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this plan, and must provide annual reports to the Bishop City Council.

In California, TIDs are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a benefit assessment district to raise funds within a specific geographic area. The key difference between TIDs and other benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.

The Bishop Tourism Improvement District has proven to be a “win-win-win” program. New marketing initiatives have led to higher occupancy, a “win” for the lodging partners. Higher occupancy increases TOT, a “win” for the City's general fund. Higher room sales also generate additional BTID funds, a “win” for BACCVB's marketing budget, allowing increased investments to properly promote Bishop.

BACCVB's strategic marketing plan is a much larger program with much wider reach than any one stakeholder could afford on its own. While a \$600K marketing budget for Bishop might seem like a lot of money, it really pales in comparison to other destinations. Big Bear Lake's budget is \$1.9Million; Missoula, MT is \$1.3Million; and our neighbor Mammoth Lakes is \$5.3Million.

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

### 2021/2022 BACCVB BOARD OF DIRECTORS

<b><u>Name</u></b>	<b><u>Business Representation</u></b>	<b><u>Title</u></b>
<b>Debi Yerkes</b>	Alex Printing	President
<b>Sarah Freundt</b>	Grocery Outlet	Vice President
<b>Cheryl Underhill</b>	Northern Inyo Hospital Foundation	Treasurer
<b>Joseph Cabral</b>	*Best Western Bishop Lodge & Comfort Inn	Immediate Past President
<b>Manuel Astorga</b>	Astorga's Mexican Restaurant	Board Member
<b>Kendra Atleework</b>	Author of Miracle Country	Board Member
<b>Deven Bhakta</b>	*Cielo Hotel & Days Inn	Board Member
<b>Robin Bolser</b>	Great Basin Bakery	Board Member
<b>Tara Frank</b>	Owens Valley Paiute-Shoshone Cultural Ctr.	Board Member
<b>Corinna Korpi</b>	Alta One Federal Credit Union	Board Member
<b>John Louth</b>	Mountain Rambler Brewery	Board Member
<b>Holly Mullanix</b>	Bishop Twin Theatre	Board Member
<b>Niral Munshaw</b>	*Vagabond Inn, Motel 6 & Travelodge	Board Member
<b>Robert Sharp</b>	Eastern Sierra Community Bank	Board Member
<b>Gayla Wolf</b>	Honey Bee Photography	Board Member

## BTID KEY OBJECTIVES:

The BTID District Management Plan, developed by Bishop Hoteliers prescribes 80% of funds for sales and marketing; 10% for administration; 5% for visitor services/enhancements; and 5% for contingency/reserve (up to \$75K total). Since the contingency/reserve has reached the \$75K limit, those funds may now be used for additional marketing or enhancements.

### Sales and Marketing Programs may Include:

- Year-Round Visitor Information Center in downtown Bishop operated by professionally trained staff;
- Membership with local, state and national tourism organizations, such as Visit California and High Sierra Visitors Council, to target key international markets to increase overnight visitation at assessed businesses;
- Production or sponsorship of events that draw overnight visitors, particularly in the off seasons;
- Billboard advertising along Highway 395 and other roads to promote overnight visitation;
- Attendance of travel consumer shows to promote overnight visitation;
- Participation in educational and networking conferences, such as CalTravel, Outlook, Vidcon, IPW, Simpleview Summit, DMA West, Social Media Marketing World and others;
- Online marketing, including website with mobile and foreign language versions, search engine marketing, paid social media ads, banner ads promoting Bishop as a year-round destination;
- Engage professional companies such as Smith Travel Research (STR), VisaVue, Datafy and others to conduct research that will help guide marketing efforts and effectively remarket to increase overnight visitation;
- Print, television, and radio advertising to promote overnight visitation to Bishop;
- Development and implementation of a public relations and communications strategy, inclusive of social media outlets and press release distribution designed to increase overnight visitation at assessed businesses;
- Sales and marketing blitzes for assessed businesses;
- Familiarization tours of assessed businesses; and
- Preparation, distribution and production of collateral promotional materials such as brochures, flyers and maps to promote overnight visitation.

### Visitor Services/Enhancements may Include:

- Comprehensive and integrated wayfinding signage;
- Visitor Center improvements and enhancements; and
- Trout stocking in Bishop area waters to promote overnight visitation



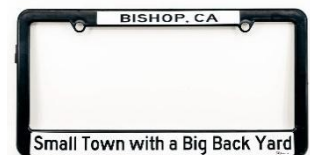


## OUR BRAND – SMALL TOWN WITH A BIG BACKYARD

The brand for Bishop, CA is “**Small Town with a BIG Backyard**” is equally effective when communicating with visitors and locals. It also perfectly describes Bishop. Our town is definitely small – population is about 4,000. Downtown features family-run restaurants, galleries, shops and salons that take pride in offering old-fashioned hospitality with all modern conveniences. We have one high school, one historic movie theatre and an idyllic park in the center of town. Our backyard is definitely BIG! 98% of land in Inyo County is publicly owned by USFS, BLM and Los Angeles Department of Water & Power. That means Bishop is surrounded by over 6 Million acres of land that’s open for recreation. Within an hour drive from Bishop, you can access Mount Whitney, Alabama Hills and the Ancient Bristlecone Pine Forest. Just to the north lies Mammoth Mountain, Devil’s Postpile, Mono Lake and the eastern entrance to Yosemite National Park.

**OBJECTIVES:** Bishop has always been known as a nice place to stop on the way to some other destination like Mammoth or Lake Tahoe. International Visitors find it convenient to overnight between Yosemite and Death Valley, but people really weren’t visiting Bishop “on purpose.” **Objective #1** is to elevate Bishop’s status from a “pit stop” to a desirable year-round destination. Bishop offers many outdoor recreation options including fishing, hiking, climbing & biking, but guests tell us the main reason they visit Bishop is to relax and that’s exactly what most people do in their own backyards. **Objective #2** is to attract the “right” type of visitors. By emphasizing “backyard” activities and carefully crafting messages, we’re letting guests know they are coming to our house, to play in our backyard. Mindful marketing encourages guests to respect our home, be courteous and play nice in our backyard so they may be invited back for another visit. **Objective #3** is to have local residents change the way we self-identify. Using “Small Town with a BIG Backyard” has really helped locals appreciate and take pride in the wonderful place we call home.

**TACTICS:** The brand is successfully integrated into communications near and far. Local municipal agencies use it. It’s on a mural behind the dais at City Council and in the signature line of City employee emails. It’s on the website homepage for the City of Bishop and Bishop Chamber of Commerce. Visit Bishop uses it in social media, digital and print ads, blog stories, it’s on the cover of our visitor guide and [www.bishopvisitor.com](http://www.bishopvisitor.com) homepage. The brand has become so popular, local businesses sell t-shirts, stickers, mugs and other souvenirs. We have not restricted use of the slogan, rather we’ve encouraged everyone to use it!



# STRATEGIC PLAN IMPLEMENTATION & PROGRAM APPROACH

**DIGITAL EMPHASIS:** We work with Simpleview, the travel industry expert, to place paid social media ads and for search engine management. Our website, [www.bishopvisitor.com](http://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 micro adjustments to communicate. Our investment in building this solid digital communications infrastructure has proven to be essential during the COVID-19 crisis. It has allowed us to be nimble and responsive. It has allowed us to keep in contact with our customers, positioning us well for recovery and success in the future. Travel industry experts predict that destinations that "went dark" during the crisis will have to fight exponentially harder to regain market share.

**AUTHENTICITY:** We've created a "Dream Team" of local experts to share their love of the area with the world. It's imperative we use authentic voices on all platforms. Our social media team, bloggers, photographers, videographers all really do recreate in our big backyard and they share their first-hand experiences. It might be easier to hire an ad agency, but this could not convey the same friendly voice, local knowledge, and true passion achieved by using locals. With this team, we invest in a variety of online marketing programs. Together, we create content and promote Bishop on Facebook, Instagram, YouTube, TripAdvisor, Expedia and other online platforms.

**EDUCATION:** We inspire travel that drives community togetherness and economic development. We want to continue to strengthen the image and welcome and preserve the unique guest experience while creating a sustainable partnership between our community and our big backyard. The health of our community, our businesses and our guests is paramount. We created a full campaign around COVID-19 to encourage face coverings, social distancing and cleanliness. We partnered with the Los Angeles Department of Water and Power to include responsible recreation messaging in 20/21 print ads. We collaborated with stakeholders in Inyo and Mono Counties to develop and distribute the "Camp Like a Pro" materials that aim to dissuade dispersed camping and educate guests about "leave no trace" principles. Through our messaging, we are continuously encouraging **responsibility** from residents and guests alike.

**INVESTMENTS:** We invest in a variety of publications, both print and online. Several brochures are created and distributed by BACCVB including: Bishop Visitor Guide, EZ Hikes Brochure, Inyo County Treasure Map, Inyo County Backroads Magazine and Eastern Sierra Fall Colors Map. All are available as digital download or hardcopy. We purchase ads in national publications such as CA Visitors Guide, CA Road Trips and Yosemite Journal. We also advertise in niche-specific publications such as Living Bird, S&S Off Road, Climbing, Trail Runner, Fish Taco Chronicles and Western Outdoor News.

The most important cog on our wheel is the Bishop Information 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 a significant increase in the number of inquiries as well as scope of information requested.

# STRATEGIC PLAN IMPLEMENTATION & PROGRAM APPROACH

**RESULTS/EVALUATION:** In 2015, Bishop established a tourism improvement district to generate additional funds for destination marketing - the biggest game changer ever! Our website was rebuilt, new social media efforts launched, print media campaigns enhanced and more travel shows were added to the marketing plan. All efforts are anchored by the brand “Small Town with a BIG Backyard.” Prior to the branding efforts funded by BTID, annual lodging occupancy was 60.7%.

For five consecutive years, we saw steady growth in occupancy and rate. Occupancy average for 2019 was 16% HIGHER than 2015. Then in early 2020, COVID-19 changed the world as we knew it. Thankfully, BTID funded marketing had set Bishop on a good trajectory. And, thanks to extraordinary efforts of BACCVB staff, social media professionals and partners, we were able to keep in contact with previous and potential visitors. Even with a total shutdown for several months and zero international visitation, FY 2020-2021 showed 63.84% average occupancy.



During the periods that travel was not restricted, Bishop did very well as compared to many other destinations. By April of 2021, we reached pre-pandemic occupancy levels. June of 2021 actually exceeded 2019 occupancy by more than 1,100 room nights sold.

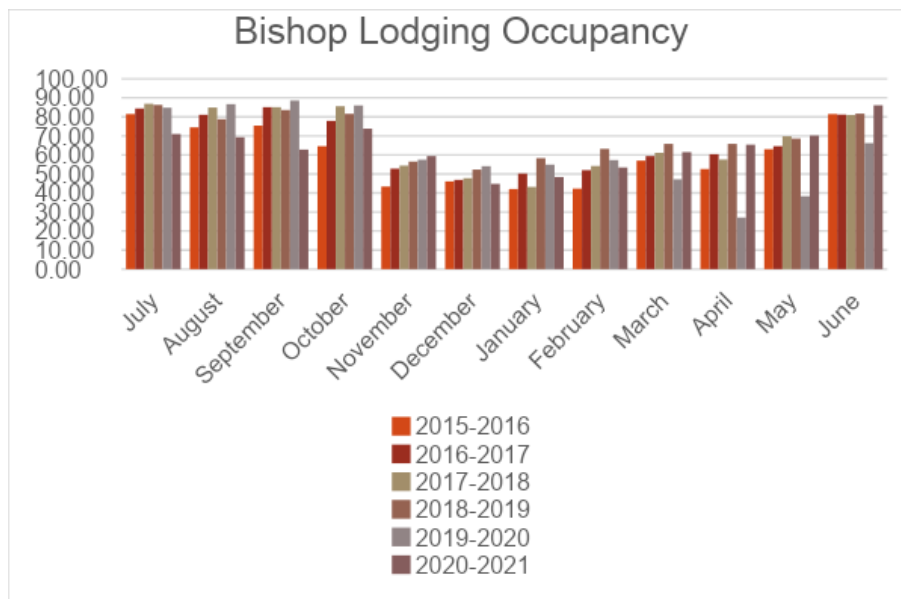
Last year, the website received 474K visitors compared to 49K from the year prior. The decrease was to be expected since paid advertising was paused. Overall website traffic was only down 13%, bounce rate improved by 5% and time on site was up 8%.

Our Facebook page currently has 49K followers (8% increase over last year) and Instagram has 28.6K (18% increase over last year). People were at home planning their post pandemic vacations and it's good that Visit Bishop continued to post. This significant year-over-year growth on both platforms is a good indication visitation levels will rebound relatively quickly.

**OCCUPANCY & ADR:** BACCVB subscribes to weekly occupancy reports provided by Smith Travel Research (STR), 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.

2020-2021 occupancy was a bit of a rollercoaster with many ups and downs fluctuating with COVID -19 surges and shutdowns.



	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
July	81.50	84.40	86.90	86.30	84.8	71.00
August	74.50	81.10	84.90	78.80	86.7	69.30
September	75.40	85.10	85.10	83.60	88.6	62.80
October	64.60	77.90	85.60	81.60	86	73.80
November	43.40	52.80	54.40	56.50	57.5	59.40
December	46.10	46.90	47.80	52.30	54.1	44.80
January	42.10	50.20	43.20	58.30	54.90	48.4
February	42.30	52.00	54.20	63.20	57.30	53.4
March	57.00	59.40	61.10	65.80	47.20	61.5
April	52.60	60.40	57.60	65.80	27.10	65.4
May	63.00	64.60	69.80	68.60	38.30	70.2
June	81.50	81.20	81.00	81.70	66.20	86.1
Annual Average Occupancy	60.33	66.33	67.63	70.21	62.39	63.84

**Average Daily Rate (ADR)** is another 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. Since the inception of BTID, a healthy increase in ADR has been achieved each year. We are especially pleased to see there was no backslide with the loss of international visitors and decreased occupancy due to COVID-19.

AVERAGE DAILY RATE						
2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
\$ 91.25	\$ 95.50	\$ 103.83	\$ 107.04	\$ 111.16	\$ 111.42	\$ 113.65

# DRIVE-IN MOVIE

S E R I E S

TRI-COUNTY FAIRGROUNDS • BISHOP, CA

## STRATEGIC PROGRAM: EVENT SUPPORT

Several events draw thousands of participants to Bishop each year. BACCVB is proud of our work to support longstanding events and attract new ones. Most events for 2020-2021 were either cancelled or significantly modified due to COVID-19. We were unable to host the ever popular Blake Jones Trout Derby, Tri-County Fair or traditional Christmas events. On the other hand, our community found some new ways to celebrate safely outdoors like the Drive-In Movie and Concert Series and the Drive-Thru Trunk or Treat event for Halloween; both at the Tri-County Fairgrounds.

May, 2021 marked the beginning of Bishop's major event recovery with Mule Days Celebration. In June, we welcomed back the All Out Adventure Race and CHSRA State Finals Rodeo. It seems most events for 2021-2022 will go forward with some necessary COVID-19 protocols. Our staff continues to keep in contact with event organizers, offering support and helping them plan for the return of their events.

## STRATEGIC PROGRAM: 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 traditionally purchase trout from Wright's Rainbows for Pleasant Valley Reservoir and the Owens River. Due to the travel ban, we did not do that last year. 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, 2020 - South Lake, Sabrina, and Bishop Creek
- September, 2020 - South Lake, Sabrina, and Bishop Creek
- April, 2021 – Pleasant Valley Reservoir, Intake II, Owens River





## STRATEGIC PROGRAM: VISITOR INFORMATION SERVICES

The Bishop Visitor Center is typically 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. We receive many positive reviews on TripAdvisor and Yelp related to excellent service.

On March 16, 2020, we were forced to close the center to walk-in visitors for a year. We shifted communications with guests over the phone, through email and on occasion, outside with face coverings and proper physical distancing. Through innovation we kept the communication doors as open as possible, without always being physically open. We started to re-open with limited capacity in March of 2021 and since June, the center has been fully operational.

Prior to COVID-19, we were experiencing consistent year-over-year increases in walk-in visitation each month. In the busiest months, we serve over a hundred guests each day. Currently, our capacity is restricted by the size of our location and limited staffing. To provide the best service moving forward, our dream is to have a new building. We are working with Eastern Sierra Interpretive Association and the City of Bishop to pursue an EDA grant for a new visitor center that could house ESIA, USFS and BACCVB.



**KB**  
Lafayette, CA • 268 contributions



**Helpful and friendly**

Jul 2021

Stopped to get advice for the area. Helpful free maps of Inyo and Mono counties outlining a lot of things to do. Helpful knowledgeable staff. Also small shop with nice souvenir items.

Written July 18, 2021

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.



Apr 2021

Joe and Joyce were so helpful giving us options to enjoy our stay with three small children in this beautiful piece of CA. They took their time to understand what we might be interested in and gave very specific and spot on recommendation for what to do during our stay. This was the last leg of an extended spring break vacation for us which actually came about due to an unexpected change in plans. So when we found ourselves in Bishop without any previous planning the expert advice Joe and Joyce were able to provide really put the icing on the cake!

Written May 13, 2021

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.



**Alex G**  
1 contribution



**Well Worth a Visit**

May 2021

We just stopped in for quick look, but spent over an hour getting far more information than we expected and terrific advice on things to do in the area. Our brief visit far exceeded expectations. Well worth a stop.

Written May 15, 2021

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.



**Marybeth N**  
Berkeley, CA • 2 contributions



**Hit the Motherload when Joe answered the phone!**

Sep 2020

Joe at the Chamber of Commerce is an amazing resource! We had planned to backpack near Lake Sabrina but the Creek fire had erupted the day before and I needed information so we could make a decision about cancelling. I needed "eyes on the street" info and resources to help us decide. Joe had developed a tutorial that included valuable links to web cams all over the Sierra. It was exactly what I was looking for. He walked me through the whole thing and explained how I could use the information. He also gave me names of businesses to call that were close to the trailhead. Ultimately we decided to cancel our trip. It was the absolute right decision. Th...

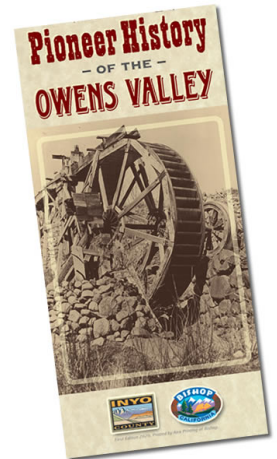
[Read more](#) ✓



## STRATEGIC PROGRAM: VISITOR PUBLICATIONS

Print brochures and maps are excellent tools to attract new visitors and encourage them to spend more time in our area. 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.*

- **New Bishop Visitor Guide**
- **New Hidden History Brochure**
- **New Birding Hotspots Brochure**
- Inyo County Backroads Motor Touring Guide
- Inyo County Treasure Map
- Eastern Sierra Fishing Map
- Eastern Sierra Fall Color Map Guide
- Inyo County Warm Water Fishing Map
- E-Z Hikes
- Winter Hiking Trails



## STRATEGIC PROGRAM: 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. Due to the pandemic, this year we really scaled back from print. Our messaging concentrated on *Know before you Go* and we partnered with LADWP to put out "Recreate Responsibly" messaging.

**Total distribution reached through the media below is at least 15,500,000.**

- |                               |                                      |
|-------------------------------|--------------------------------------|
| ● Adventure Outdoors Magazine | ● Rock & Ice /ASCENT Magazine        |
| ● Adventure Sports Journal    | ● ROVA                               |
| ● Bird Watcher's Digest       | ● S&S Off Road Magazine              |
| ● California Visitors Guide   | ● Scenic 395 Magazine                |
| ● Daily Independent           | ● Trail Runner /DIRT Magazine        |
| ● Fish Sniffer                | ● UltraRunner                        |
| ● Fish Taco Chronicles        | ● Western Outdoor News               |
| ● Living Bird                 | ● Westways                           |
| ● LA Magazine                 | ● Yosemite Journal Print & Online Ad |
| ● Road Trips Magazine         |                                      |

**Note: All of the publications offer digital versions as well as the printed magazines.**

## STRATEGIC PROGRAM: DIGITAL

**WEBSITE** - [www.bishopvisitor.com](http://www.bishopvisitor.com) was completely rebuilt and launched in 2016. The goal is to be ranked number one in destination related content. A variety of metrics are regularly analyzed to measure performance and guide strategic content development.

The site is dynamic; it will always be evolving as we add content, events and messaging to keep up with changing visitor demands. The site is responsive; it can be viewed well on any device. Mobile visitation was 60%. New visitors made up 86%. To have nearly 15% visitors coming back shows we have good, relevant content. Big strides were made this year to improve site SEO on pages. Web visitation dropped by 13%, but you can see with the overall traffic trends the segments we can control, we did! Social, Organic and Email traffic is all up. Since we stopped paid digital ads until mid-June, when California reopened, we anticipated a large decrease in paid search. We also anticipated a drop in direct traffic, as our distribution of print materials and ads was also a fraction of the past years. Traffic coming in from social media channels is up 30% proves that it was a good decision to keep those channels open. On average, people are staying on the site over 3:30 minutes, a 15% increase from 2018-2019 and up another 8% in 2019-2020.

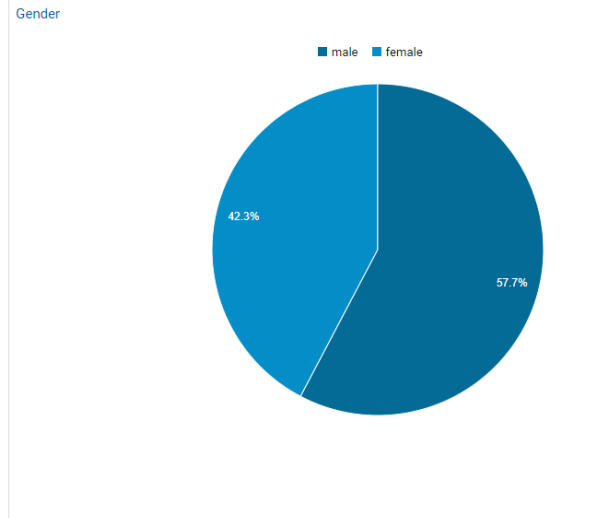
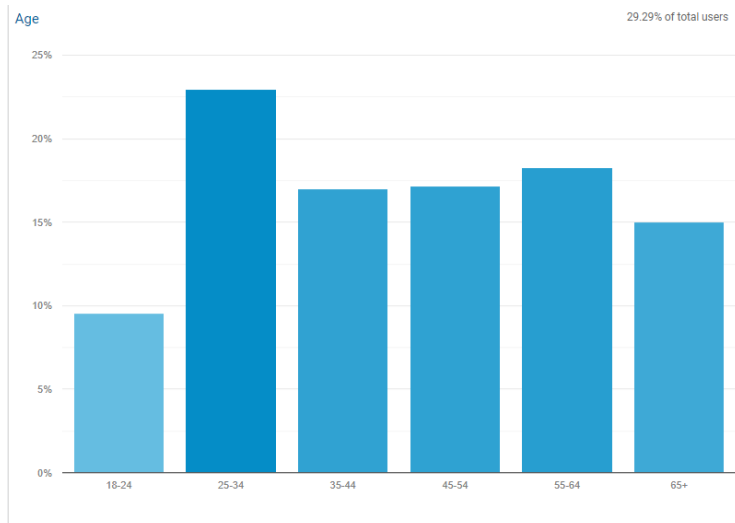
BISHOPVISITOR.COM ENGAGEMENT	
Average Monthly Visits	40K
<b>Annual Visits</b>	<b>474,352</b>
<b>Top Tier Markets</b>	<b>Top Pages</b>
CALIFORNIA	Home Page
Los Angeles, Sacramento, San Diego, San Francisco, Bishop, Roseville, Mammoth Lakes, San Jose, Irvine	Fishing
	Fall Colors
	Bristlecone Pines
UNITED STATES	Lodging
California, Nevada, Arizona, Texas, Washington, Oregon & Colorado.	Request Info
	Death Valley
INTERNATIONAL	Camping
UK, Canada, Australia, India, France, Germany & China.	Events
Average Time on Site	3:30
<b>Overall Traffic:</b>	-13%
Organic Search	+5%
Direct Search	-15%
Paid Search	-69%
Social Referrals	+30%
Email Referrals	+133%
Other Websites	+7%

At the request of local hoteliers, the Booking.com widget was removed from the website and replaced with a **NEW Book Direct Program**. The new program integrates with the hoteliers existing online reservation system and does not charge any fee to the property.

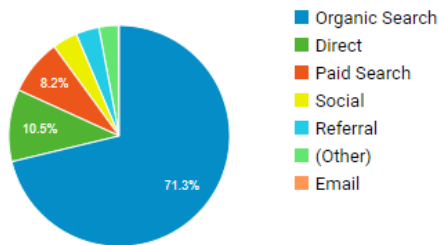
# STRATEGIC PROGRAM: DIGITAL CONT.

## Demographics - 58% MALE / 42% FEMALE

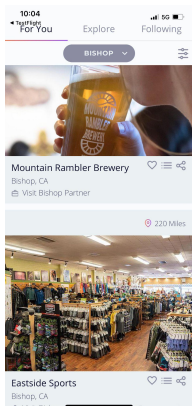
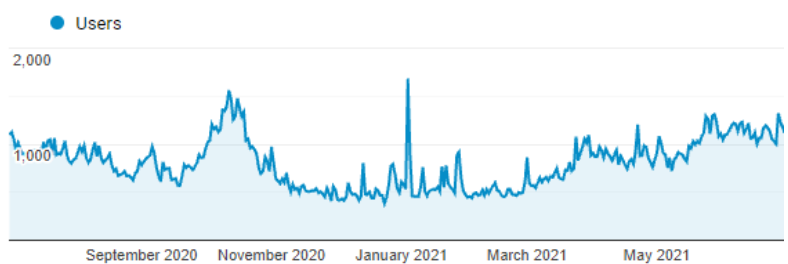
\*This is the only year we've seen the 18-25 outpace our 55+ . Our older travelers weren't traveling due to the pandemic.



## Top Channels



## Users



**Email Marketing** - Visitors like the information on the site and want more! Our website invites guests to opt-in to receive our e-newsletter. In the past twelve months we gained 6,497 new subscribers; we now have 32.5K subscribers. We acquire e-news subscribers in other ways including visitor center guestbooks, travel shows and magazine lead generation. We have a remarkable 30% open rate – industry average is 7%.

**MOPO** - A free opportunity to attract more relevant visitors to our destination. We shared our activities and events with MOPO.LIFE, a San Francisco APP company that is now in BETA testing mode. We will soon have our destination and unique businesses highlighted. #getoutandlive

## STRATEGIC PROGRAM:

### 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. Unfortunately we had to pause all paid ads and paid search from mid-March 2020-March 2021 per the direction of our state Governor and county. We saw this coming last year and were able to pivot.

We understand that each piece of the puzzle is good at something, so we took our typical google and facebook spend and applied it to Search Engine Optimization (SEO) for the website, to continue to grow organic traffic to the website. Simpleview did a full site review, and documented technical barriers, prioritized activities, defined a comprehensive keyword list, provided ideas for new content - which we can apply to our 2021-2022 blog push with Alex Sigalis. We looked at voice search, heat mapping and link strategy. We set up campaign urls so that landing pages are properly optimized. We added redirects and updated pages to be friendly urls. We updated meta tags, titles, descriptions and content to appeal to our direct demographic of visitors for that specific page. We took the time to make it better!

*\*Simpleview 2020-2021 Annual report for SEM and Paid Social Campaigns is included in appendix to this report.*









#### Google Ads Campaign Summary | Last Year

Jul 1, 2020 - Jun 30, 2021

#### How did my campaigns perform last year?

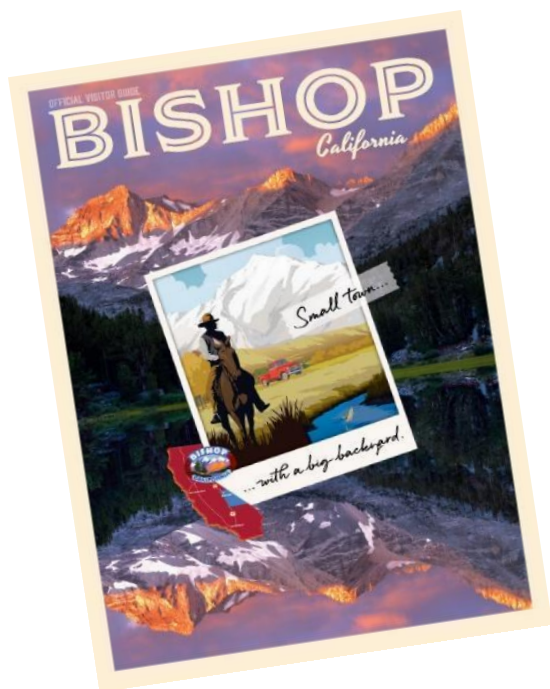
by Clicks, Impressions, CTR, CPC, and Cost compared **year over year**

##### Search Campaigns:

Campaign	Clicks ▾	% Δ	Impressions	CTR	% Δ	Avg. CPC	% Δ	Cost
Brand Tourism	1,960 	-75.9% ▴	10,255	19.11%	113.6% ▴	\$0.55	74.7% ▴	\$1,071.40
Things to Do	601 	-86.7% ▴	2,223	27.04%	83.3% ▴	\$0.47	53.1% ▴	\$285.30
Places to See	500 	-97.8% ▴	4,514	11.08%	22.1% ▴	\$0.42	68.5% ▴	\$211.91
Remarketing	461 	-	3,743	12.32%	-	\$1.34	-	\$618.16
Outdoors	448 	-91.3% ▴	3,290	13.62%	138.6% ▴	\$0.62	82.7% ▴	\$279.87
Road Trips	313 	-	1,890	16.56%	-	\$0.97	-	\$303.88
Accommodations	22 	-98.7% ▴	796	2.76%	-29.2% ▴	\$1.14	37.0% ▴	\$25.16
History	9 	-	49	18.37%	-	\$0.40	-	\$3.60
<b>Grand total</b>	<b>4,314</b>	<b>-91.2% ▴</b>	<b>26,760</b>	<b>16.12%</b>	<b>85.6% ▴</b>	<b>\$0.65</b>	<b>125.5% ▴</b>	<b>\$2,799.28</b>

## STRATEGIC PROGRAM: VISITOR INFORMATION REQUESTS

For the past 15 years, we've had the support of the Inyo Register to create content and sell ads for the pamphlet style Bishop Visitor Guide. This year, that opportunity went away. So we took the time to create a full magazine style Visitor Guide to inspire travel to Bishop, California. Please take the time to [Flip through the pages](#) of the new 2021 Bishop Visitor Guide. It's beautiful!



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

A completed request is considered a “conversion” for purposes of measuring SEM success. Last year, 3,332 requests were received - only down 432 from the previous year without paid support.

**40% (1,333) were mailed, while 60% (1,999) requested a digital download. \* This is the first year the digital download was greater than the mailed request.**

Ads in Yosemite Journal, CA Visitors Guide and Road Trips Magazine generated an additional 6,269 requests for the Bishop Vacation Planner through the “Reader Response” postcard and online programs.

The Visitor Guide Request Form also gathers info on visitor interests. Over 2,000 had interest in sightseeing, camping and hiking; 1,600 History/Heritage and Hot Springs; 1,450 Fishing; 1,350 Photography; 1200 Stargazing, 850 Arts/Entertainment, Tri-County Fair and Birding; 700 OHV/Motor Touring and Fall Colors Car Show and Horseback Riding/Pack Trips; 500 cycling; 450 climbing/bouldering and Blake Jones Trout Derby; 160 golf, geocaching and downhill skiing. This info helps inform our decisions regarding content development and market targeting.

## STRATEGIC PROGRAM: VISITOR IMPACT STUDY

A project that has been several years in planning finally got started in 2019-20. The long anticipated Visitor Impact Study finally received partner funding through the City of Bishop, County of Inyo, Sierra Business Council and BACCVB. Lauren Schlau Consulting worked with all four entities to develop the survey and methodology. Field surveyors were hired, trained and started conducting interviews in mid-February. Unfortunately, COVID-19 forced the abrupt interruption of the project. We were ready to re-start this summer/fall, but have been unable to hire enough people to do field interviews. We are in contact with the consultant and hope to resume the four-season survey in January, 2022.



# SOCIAL MEDIA

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. New Visit Bishop social media accounts were created and launched in July 2015. We continue to see fan growth and it’s great to see engagement and shares doubled from the previous year.

#VISITBISHOP METRICS	2020-2021	Change from 2019-2020
<b>Facebook 47K Followers</b>		
Total New Fans	3.4K	2K
Total Fans	47.3K	45K
Total Reach	3.8M	1.9M
Total Shares	17K	9.8K
Total Engagements	138K	78K
<b>Instagram 28K Followers</b>		
New Followers	4.9K	6.6K
Total Followers	28.6K	24K
Total Engagement	195K	251K



## VISUAL STORYTELLING FOR OUR DESTINATION

## USER GENERATED CONTENT (UGC)

UGC offers the leading visual storytelling solution and plays an important role in our social media efforts. We have been filling our library with relevant up-to-date user generated content. UGC is invaluable as our guests trust their friends and family experiences more than our own. These photos are generated by Crowdriff and currently play a powerful part under the VISITOR EXPERIENCES GALLERIES on our website, shared on our social channels, added to VISIT CALIFORNIA's stories and occasionally turned into blog posts.

+130 Galleries  
1,859 Assets  
39% Engagement  
180k Views

# STRATEGIC PROGRAM: MONTHLY SOCIAL DREAM TEAM MEETINGS

The social media team meets once each month to share insights and adjust communications strategy. In “normal” years, we would adjust by seasonal activities and upcoming events. In the last 20 months, we’ve had to adjust based on COVID-19 restrictions, wildfire smoke, Forest Closures and so on. The following is a sample of notes taken from our monthly meetings that demonstrates what a wild ride it’s been.

*5 years of building the Bishop Brand - our destination is faring better than others! Appetite for travel is still there, but it's changed – people want nature, wide open spaces, drive market. We have what people are hungry for. We are top of mind for where people want to go.*

## AUGUST 2020: Occupancy - 70% - this time last year was 86% - ADR is only off 1.5% from 2019.

**Big Picture** - For August, we saw a 25% loss in traffic from 2019. However time on site is up 14% and bounce rate is down 2%. Top pages - bristlecone forest, camping, fall colors. While lodging is not in the top 5 pages this month, this is because we are not doing paid advertising, and it is not a landing page. For the people who visit the site organically, the “1st interaction” folks are actually visiting the lodging page more than last year (by 1% - which is substantial when we’re down 25%). There were over 1,000 Spanish speakers on our site this month, and over 2,000 local followers from Bishop to Bakersfield.

\*Smoke poured into the Owens Valley over Labor Day weekend. There have been over 2.2 Million acres burned. More fall colors inquiries, and calls about smoke conditions. We are creating a smoke tracking lesson page. Temporary Closure; **ALL Forests in California are CLOSED**. This is a hard closure - no fishing, driving, backpacking, camping, etc. This is a minimum of one week, this will be based on what happens statewide. Prevention of more fires is our overarching goal. ESIA setup a satellite office at the fairgrounds.

**THE COVID-19 WEB NUMBERS ARE IN: 9/1** - Beginning of August we had a surge at the care center and covid numbers in town 183 with 13 deaths. School is starting with distance learning. Added hashtag - #keepinyosafe and #keepbishopsafe #keepEasternSierraSafe #keepDeathValleySafe

**Strategy - September/October** - Slow it down, observe and respect nature, dispersed camping etiquette. “Let’s talk about your poop” flyer is ready. Let’s talk more about the science of fall colors.

## SEPTEMBER 2020: Occupancy 68.2% (down 28.9%) - Fires/Smoke/Covid/Forest Shutdown

ADR down 5% from 2019 for September. Missing our main user groups; Retirees who take the time to enjoy the fall when the kids are back in school and International visitors who are not allowed to travel. 2020 continues on her path of destruction. We had Inyo County Forest shutdown this month, the valley fill with smoke, and Covid. International travel is still at zero, and Yosemite National Park also closed for a few days.



Our website is seeing more time on site, and a lower bounce rate - all going in the right direction, but we are down 20K visitors over last year. Fall Colors page OUTRANKED our homepage for the 2nd year in a row! We’re up to 100 e-news sign ups each week.

**THE COVID-19 WEB NUMBERS ARE IN:** Kids are back in school in seat. We are in the Orange Tier for the State of CA. Covid numbers in town 210 with 15 deaths, 23 active cases.

### Recreate Responsibly (now added to the mission of our Chamber!)

Use technology wisely, tag responsibly. #loveBishop #loveEasternSierra. Use social conformity and Cialdini principles. Shift from telling people to teaching people. How to find fall colors. How to be considerate of our environment and one another. Catch people doing the right thing!

**Messaging for October**– Souvenirs, Kindness, Know Before You Go, Death Valley Staycation.

**OCTOBER 2020: Occupancy was 74% (down 10% from last year).** Some weekends were full.

The month of October was mostly filled with smoke and epic leaf peeping. We remained in the **Orange** tier the month of October.

Our website is seeing more time on site, and a lower bounce rate - all going in the right direction, finally we saw a HUGE uptick in visitors - **up 51% over September** and only down 4% over 2019. Fall Colors page OUTRANKED our homepage for the 2nd year in a row! We started a very slow campaign on Responsible Recreation with Simpleview (\$330). So our organic search, social media and direct marketing over past several years came through for us this month. One thing I didn't see was any referrals from californiafallcolors.com.

**MESSAGING for November:** Traditions Month. We have a treat from Joe Hidden Histories, blogs lined up for good content for November. Road Schooling 395. #loveBishop #loveEasternSierra.

**NOVEMBER 2020: Up 5% over 2019! Occupancy was 55% for the month of November.**

Tioga pass closed 11/6/2020. We moved to the **Red** tier the month of November.

**Website Traffic is Down 25% over November 2019.** We started a very slow campaign on Responsible Recreation with Simpleview and that has brought our PPPP(Pledge Page) to the top 10. Our organic search continues to dominate. We met with Simpleview and they are going to be picking through the site over the next 6 weeks, improving our organic SEO. For the first time, I didn't see any referrals from cityofbishop.com.

**MESSAGING for December:** History, Birding and Education. Lights Contest. Love. Family.

**DECEMBER 2020: OCCUPANCY 46% (Down 20% from 2019). Christmas was down 60%.**

We moved to the Purple tier in December and into STAY AT HOME Order 12/7. A month of very little snow.

**Website Traffic is Down 20% over December 2019.** We started a very slow campaign on Responsible Recreation with Simpleview. Our organic search continues to dominate. We met with Simpleview and they are going to be picking through the site over the next 6 weeks, improving our organic SEO. This month we worked on broken links and redirects. We are getting 20-30 new email signups weekly.

**MESSAGING for January:** History, Retro Posters (produced over 40 sales), Weather (395 closed due to snow), Night Sky, Sunsets, Avalanche Education

**JANUARY 2021: OCCUPANCY 48.5 % (Down 10% from 2019) - ADR has remained stable.**

Big Bump arrived when the Stay at home Order was lifted - (January 25-31) STAY AT HOME Order 12/7 was in effect until January 25th, 2021. Then Inyo County moved into the purple tier.

**Website Traffic is Down 27% over January 2020.** We pulled all paid advertising this month due to the Stay at Home Order. As a result, our "Request for Information" page is down 99%. Our organic search continues to dominate with most going to outdoor activities. SEO update - this month we worked on redirecting all blog posts to a blog folder so we can track new content. We are still getting 20-30 new email signups weekly.

**MESSAGING for February:** Plan a Trip, Warm Winter Wonderland, Night Sky, Sunsets, Hot Springs

**MARCH 2021: OCCUPANCY 61.5% – just under 2019, up 13% over 2020 // ADR up 3%**

Inyo County remained in the purple tier for all of March. We've now gone through a full year of Covid and seems

like we're seeing an uptick in traffic for the first time. Most visitor centers are not open, forest service centers are not open. We have the front door open and using an easel to help visitors. Most families, not seeing the snowbird group yet. Hired one visitor center staff back. Mule Days is on track to happen with modifications. Hotels are not fully booked for Memorial Weekend.

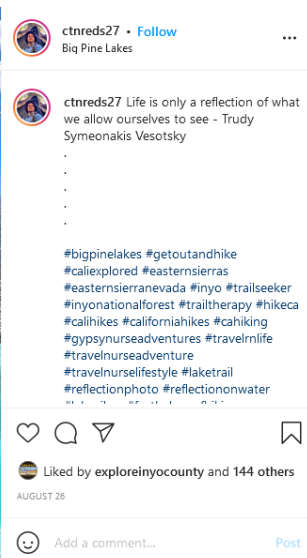
**Website Traffic is Down 4% over March 2020.** We started paid ads directing to "Request for Information" page mid-month. Our organic search continues to dominate with most going to outdoor activities. SEO update - this month we worked on H1 tags, and adding keywords to feature activities. We have doubled the number from recent months, and are now receiving 50-60 new email signups weekly and are back up to almost 100 brochure requests weekly!

**MESSAGING for April:** Fishing, Flowers, Towns in Inyo, Highest/Lowest, Postcards from Bishop - really anything except COME HERE messaging.

**APRIL 2021: OCCUPANCY 65.4% – same as 2019, up 38% over 2020 // ADR up 6% over prior year**  
Inyo County remained in the purple tier for all of March. Red Tier activated April 12. **Website Traffic is up 50% over March 2020.** We started paid ads directing to "Request for Information". Our organic search continues to dominate with most going to outdoor activities. The Fishing page outranked the homepage. SEO update - just received a new giant list of to do's to improve user function. We are now receiving 50-60 new email signups weekly and are back up to almost 100 brochure requests weekly! We had over 2500 people get to the request information page. Maybe time to look at the length of this inquiry.

**MESSAGING for May/June: IT'S TIME!! We can promote travel to Bishop!**

**Welcoming back friends and family and guests...Invitation to come back to Bishop for the people we've missed.** Events: Mule Days, Art in the Park, CHSRA, Laws Train Rides, Father's Day, Relax, Towns in Inyo, Highest/Lowest, Postcards from Bishop. Beat the heat. Do a big push for July 4th activities. Free swim, music, pie and ice cream, and more importantly FIREWORKS are happening from Bishop City Park.



**MAY 2021: OCCUPANCY - up 3% over 2019!!**

Now that we can promote travel, reach is up 215%, Engagement up 45%. This is more fun! As of June 15, California is reopening. **Organic search is only down 1% from 2019.** Overall traffic is up 7% over 2020. We started paid ads directing to "Request for Information". Our organic search continues to dominate with most going to outdoor activities. Fishing, Lodging and Information Request tend to dominate, along with Mule Days, camping and Bristlecone pine forest. We continue to receive 50-60 new email signups weekly and are back up to almost 100 brochure requests weekly!



## **STRATEGIC PROGRAM: INFLUENCERS & OTHER MEDIA FRIENDS**

It is vital to build and maintain good relationships with travel/outdoor recreation writers and social media influencers. Sometimes, we simply make lodging arrangements and a few venue suggestions. Other times, we develop an entire itinerary and may send a Bishop representative along as an informal “guide.” Either way, it’s imperative we continue to nurture these relationships because you simply cannot buy this type of “free” advertising, AKA “earned media.”

**Press Reception** – For the 2<sup>nd</sup> consecutive year, we were not able to hold the media reception on the eve of the General Trout Season Opener. We organized a virtual press conference, invited expert panelists from CA Department of Fish & Wildlife, Resort Owners and Fishing Industry Experts. Approximately 30 media tuned in to the program. Everyone said it was a good and worthwhile event.

**Local Freshies Fam Tour** – BACCVB collaborated with Mono County Tourism to host Alex Silgalis of Local Freshies for a five-day fam tour of our region in June.

**HSVC Influencer** – BASCCVB participated in a High Sierra Visitor Council influencer project with Shannon Robertson in May.

**Fishing Press** - Mike Stevens and Ernie Cowan both visited Bishop last spring and BACCVB coordinated lodging for them.

# Bishop Tourism Improvement District

## Financial Statement

FY 2020-21

### REVENUE

BTID Assessment (Received 7/1/20-6/30/21)	\$ 394,816
City of Bishop Contribution	\$ 40,000
County of Inyo Project Grants	\$ 15,050
Inyo County Covid Relief Grant	\$ 10,000
PPP Forgivable Loan	\$ 46,218
Inyo County Advertising Contract	\$ 32,180
LADWP Ad Co-Op	\$ 28,125
Souvenir Sales (Net)	\$ 17,057
Trout Stocking Co-Op	\$ 10,000
<u>Visitor Events Income</u>	<u>\$ 3,934</u>
<b>TOTAL VISITORS BUREAU INCOME</b>	<b>\$ 597,380</b>

### EXPENSES

Marketing Staff Expense	\$ 130,607		
SM Content Creation & Management	\$ 77,300		
Social Media Ads	\$ 42,853		
Major Media Publications	\$ 38,411		
Consumer Travel & Sport Shows	\$ (703)		
Outdoor Advertising	\$ 1,325		
Brochure Production & Distribution	\$ 25,329		
Website	\$ 4,384		
Book Direct Programming on Web	\$ 7,815		
Crowdriff-UGC Content & Galleries	\$ 11,576		
CHSRA State Finals Rodeo	\$ 20,982		
HMS Global/Visit USA Parks Online	\$ 7,000		
Blake Jones Trout Derby	\$ 25		
Photography	\$ 1,460		
Familiarization Tour for Media	\$ 696		
Poimiroo: <a href="http://www.californiafallcolor.com">www.californiafallcolor.com</a>	\$ 4,000		
Video Production	\$ 1,250		
Smith Travel Research	\$ 2,250		
Total Sales & Marketing	\$ 376,560	95%	Percent of BTID Funds
Winter/Spring Trout Stocking	\$ 23,007		
Total Visitor Service/Enhancement	\$ 23,007	5%	Percent of BTID Funds
Administration/Operations Expense	\$ 31,639	8%	Percent of BTID Funds
Contingency/Renewal	\$ 0	0%	Percent of BTID Funds

**TOTAL VISITORS BUREAU EXPENSES FOR 2020-21 \$ 431,206**

**AMOUNT TO ROLLOVER TO 2021-22 \$ 166,174**



## NEW LANDSCAPE- LOOKING AHEAD TO 2021-2022

OPTIMISTIC! Yes, it feels good to say that word considering all that everyone has gone through in the past few years. There have been many ups and downs and it's certainly not over yet. We've learned a lot, fine-tuned some operations and managed our budget very well.

There are so many good things on the horizon for Bishop, and we are poised and proud to lead the way to a strong economic recovery.

- The Eastern Sierra Regional Airport in Bishop will at long last start providing commercial service this December.
- Inyo County will open the new Eastern Sierra Small Business Resource Center soon.
- There is strong consumer desire for outdoor recreation and travel to rural destinations with safe, outdoor activities.
- International travel is set to resume in the coming months.
- BACCVB has been building a strong foundation for our marketing efforts. Key infrastructure components are in place such as the website, social media platforms, media relationships and visitor center operations.

## BUDGET PHILOSOPHY

- The District Management Plan allocates 80% of BTID funds for sales and marketing; 5% for Visitor Services/Enhancements; 10% for administration and 5% for contingency/renewal (up to \$75). We've met the \$75K threshold, so that 5% can be reallocated to other categories.
- Revenue is conservatively projected.
- BACCVB will continue to seek funding from other sources including City of Bishop, County of Inyo, Business Community and event co-sponsors.
- BACCVB will seek out fundraising opportunities.
- Re-engage volunteers to minimize staff expense to enhance projects/events when it is safe.
- Budget must remain flexible. Will evaluate quarterly and adjust as necessary.



## SUGGESTED PROGRAMMATIC IMPROVEMENTS FOR 2021-2022

### FOCUS ON DIGITAL

**Social Media:** Continue *organic* social conversations, grow fan base and emphasize engagement.

**Online Advertising:** Ad more paid ads with Google AdWords and Facebook for winter lodging. Utilize Visit California' co-op program with Expedia.

**Website:** Focus on lead generation and add educational content, photos, videos, blog posts, interactive maps, itineraries. Emphasis on "Recreate Responsibly" and "Know before you go" information.

**Search Engine Optimization:** Implement SEO Recommendations from Simpleview Team. Add **weekly** short format blog posts per SEO recommendations.

**Content Creation:** Add a new *Long format* page **monthly** with hotspot maps for all major activities. Add inspired itinerary content, focus on wide open spaces, al fresco dining, and air travel, with all paths leading to lodging.

**Book Direct:** Fully implement Book Direct in October, 2021. Encourage all lodging partners to work with Simpleview and connect online booking capability, if not already in place.

**Newsletter:** Continue monthly e-newsletters to inspire and inform travelers.

### GET TO KNOW OUR GUEST

**Datafy:** We spoke with data experts at CalTravel including Arrivalist, Adara and Datafy. Datafy is the best fit for Bishop and would provide us with a monthly analysis of geolocation data provided from mobile devices observed within 5 Clusters & Points of Interest (POI) along with strategic planning services. We can then retarget to these past visitors through our search and social campaigns.

**Visitor Impact Study:** Circle back on this co-funded project with Sierra Business Council, City of Bishop and Inyo County to gather vital data. (already budgeted in 2020/2021)

**Research:** We have not renewed the agreement with VisaVue for data on traveler spending. We reduced our contract with Smith Travel Research for occupancy data; no longer seeing competitive markets, only Bishop and Inyo for 2020-2021.

### FOCUS ON POSITIVE DESTINATION EXPERIENCES

**New Collateral:** Create History and Birding Brochures from CPSP grants, plus a paper town map. Mockup is displayed on the following page.

**Visit Widget:** Create a travel planning app specific to Bishop attractions. Place interactive kiosks at key locations, including Eastern Sierra Regional Airport.

**Consumer Travel/Sport Shows:** Reinstate participation in International Sportsmen's Expo, Fred Hall Shows and IPW.

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

# 1 TRAVELER RESOURCE IN BISHOP



PERFECT INFO FOR LAST MINUTE FISHING TRIP

BEST OF THE BEST

IF SPENDING TIME IN BISHOP...STOP HERE

*very helpful staff*

EXCELLENT INSIGHT

OVER AND ABOVE SERVICE

**BEST SERVICE IN LIFE**

GREAT INFORMATION

VERY FRIENDLY

VERY INFORMATIVE



HIT THE MOTHERLOAD

**POSITIVE  
VIBES**



*Stop by and get the 411 on Bishop and beyond. Lots of tips, maps, guides, and humorous info. Joe was outstanding and had lots of advice for us.*

*Wow! What a find! We were the first tourists of the day and boy were we ever fortunate to stop in here and speak with Chuck. He loaded us up with maps and highlighted them with a perfect way to take our trip.*

*It a small town with lots of interesting and beautiful places to see near by, I love going to bishop and I have been there 5 times and I will go again.*

*Joe saved us a 13 hour round trip drive and saved the day. What an amazing service especially during these crazy times.*



**SHOP AREA VISITOR GUIDE**  
Sierra Lodging, Dining and Activities

Bishop Area Chamber of Commerce and Visitors Bureau

**BISHOP**  
California

Small town... with a big backyard.

Official Visitor Guide

**Bishop, California**  
#recreate responsibly @visitbishop

Bishop... Small Town with a Big Backyard

The Bishop Chamber of Commerce & Visitors Bureau  
and the Los Angeles Department of Water & Power  
invite you to recreate responsibly on our public lands.

This is the spot.

please help keep it spotless.

#recreate responsibly @visitBishop bishopvisitor.com

LA DWP Los Angeles Department of Water & Power  
ladwpEasternSierra.com

The Bishop Chamber of Commerce & Visitors Bureau  
and Los Angeles Department of Water and Power  
invite everybody to recreate responsibly on our public lands.

**TRAIL RUNNER**

2021 / ISSUE 145

**adventure sports JOURNAL**

FALL 2021 ISSUE #120

**BISHOP... ALL TOWN WITH A BIG BACKYARD**

#VISITBISHOP #RECREATERESPONSIBLY

**SEE**

Follow the winding mountain road from Big Pine to see the oldest trees in the world in the **Ancient Bristlecone Pine Forest**. These photogenic icons with twisted trunks, contorted limbs, and bushy needles grow on the lofty slopes of the White-Inyo Mountains, an arid range that parallels the wetter Sierra. At the Schulman Grove Visitor Center, walk among the ancients on the one-mile Discovery

When the time is right... **come explore.**

#recreate responsibly @visitbishop

Request a Visitor Guide  
BISHOPVISITOR.COM  
(760) 873 8405

Run, hike, hike or climb. In high alpine terrain. This fall & winter.

**BISHOP**

Request a FREE Visitor Guide  
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(760) 873 8405

Start planning your trip to Bishop, Calif.

**BISHOP**

Request a FREE Visitor Guide  
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Start planning your trip to Bishop, Calif.

**Bishop...Small Town with a Big Backyard**

REQUEST A FREE VISITOR GUIDE

BISHOPVISITOR.COM

Los Angeles Department of Water & Power  
recreate responsibly on our public lands.

**ROVA**

THE MAGAZINE FOR EPIC ROAD TRIPS

THE SCOOP ON ROOFTOP TENTS  
LATE NIGHT GAS STATIONS, EXPLAINED

**LIVINGBIRD**

CORNELL LAB OF ORNITHOLOGY

SPRING 2021 VOL. 40, ISSUE 2

**Scenic**

The Official Guide

14 58

**visitBISHOP BISHOPVISITOR.COM**

Los Angeles Department of Water & Power  
recreate responsibly on our public lands.

**California**

2019 OFFICIAL VISITOR'S GUIDE

VISITCALIFORNIA.COM

**FISH TACO**  
Chronicles

Southern California's Favorite Fishing Magazine

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**Bishop is a Small Town with a BIG Backyard**

Quaint & creative local shops and all the conveniences and modern amenities travelers need!

The perfect home-base for your Eastern Sierra Adventure

- 1 Hour TO LONE PINE/ALABAMA HILLS
- 1 Hour TO ANCIENT BRISTLECONE PINE FOREST
- 45 mins TO MANZANAR NATIONAL HISTORIC SITE
- 20 mins TO SOUTH LAKE/LAKE SABRINA
- 10 mins TO LAWS RAILROAD MUSEUM & HISTORICAL VILLAGE
- 10 mins TO KEOUGH'S HOT SPRINGS RESORT
- 45 mins TO MAMMOTH LAKES/ MAMMOTH MOUNTAIN SKI AREA

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EXTREME HUNTS - THE BEST IN OUTFITTERS & LODGES

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THE MOST RELAXING PLACES FOR CASTING LINES & KICKING BACK

EXPLORING AMERICA'S ROOTS

NATURAL WONDERS | MOST-VISITED PARKS  
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TOP HIKING TRAILS | AND MORE!