



BTID ANNUAL REPORT 2021-2022

PRESENTED TO
BISHOP LODGING PARTNERS &
BISHOP CITY COUNCIL
SEPTEMBER 2022



A LETTER FROM THE EXECUTIVE DIRECTOR

"If you are going through hell, keep going" – Winston Churchill.

Well, that about sums it up. The past two and a half years have been close to "hell" for the travel industry, but we are still going.

Preparing this report each year is always an interesting exercise in reflection. We start by reviewing last year's report, looking at the baseline and evaluating the progress we hope we've made. I'll be honest, it was a bit of a painful process this year.

Last September, I naively thought we would be back to "normal" by now. We did not know then that international inbound traffic would still lag or that the new reservation system for Yosemite would deter summer visitation. We had no way to predict the bacterial outbreak at local CDFW trout hatcheries and the negative press that came with that. We anticipated some inflation, but really did not imagine \$6/gallon gas. And, what about the struggle in finding good employees?

Well, clearly, it's not over yet. The good news is, we are still going and going strong!

The Visit Bishop Team has many successes to report for 2021-2022. We restarted pandemic paused paid social, search and print advertising campaigns. We fully reopened the Bishop Visitor Center to provide in-person guest services. We brought back events that had been Covid cancelled. We worked with the Visit Widget team to build the brand-new trip planning, itinerary building app for Bishop. We partnered with Datafy to create a new visitor data collection system. We assisted Schlau Consulting with the re-launch of the visitor impact study. We continue to engage with trusted industry partners like Visit California, CalTravel and Brand USA to learn about and respond to travel trends. All these steps are leading us down the path of recovery and future success for our destination.

Moving forward, we remain nimble and responsive to whatever may come next. We will carefully analyze every marketing opportunity and invest carefully for the highest possible ROI. We are vigilant and aware of the many things that affect a traveler's decision to visit Bishop. We respect our natural surroundings and will continue to promote responsible recreation.

As we look back on 2021-2022, we're 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 develop our destination for the benefit of all.

Thank you for partnering with the Bishop Chamber of Commerce and Information Center.

Sincerely,

Tawni Thomson

TABLE OF CONTENTS

BISHOP TOURISM IMPROVEMENT DISTRICT (BTID) ANNUAL REPORT

BTID BACKGROUND	3
BTID ADVISORY BODY	4
BTID KEY OBJECTIVES	5
BIH – BISHOP AIRPORT’S INAUGURAL YEAR	6
STRATEGIC PROGRAMS	
DIGITAL –WEB/EMAIL/QR CODES	7
DIGITAL – VISIT WIDGET/ DATAFY	8
VISITOR GUIDE INFORMATION REQUESTS (KPI)	9
USER GENERATED CONTENT & INFLUENCERS	10-11
SOCIAL MEDIA – FACEBOOK/INSTAGRAM	12
PAID SEARCH & SOCIAL MEDIA	13
EVENT SUPPORT	14
BISHOP CLIMBING RANGER/TRAVEL TRADE SHOWS	15
TROUT STOCKING	16
GUEST SERVICES	17
VISITOR PUBLICATIONS/MAJOR MEDIA ADVERTISING	18
STRATEGIC PLAN IMPLEMENTATION	
OCCUPANCY & ADR	19
LODGING PERFORMANCE	20
ECONOMIC IMPACT OF TOURISM FOR BISHOP	21
OUR BRAND – SMALL TOWN WITH A BIG BACKYARD	22
IMPLEMENTATION & PROGRAMMATIC APPROACH	23
2021-2022 FINANCIAL STATEMENT	24
WHAT’S NEXT 2022-2023	25



BTID ANNUAL REPORT 2021-2022

BISHOP TOURISM IMPROVEMENT DISTRICT (BTID)

© Dennis Flaherty

BTID BACKGROUND

Developed by Bishop lodging businesses and the Bishop Chamber of Commerce, 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 Bishop Chamber of Commerce 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 Chamber of Commerce 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 generates additional BTID funds, a “win” for BACCVB’s marketing budget, allowing increased investments to properly promote Bishop.

The strategic marketing plan is much larger program with a wider reach than any one stakeholder could afford on its own. While a \$800K marketing budget for Bishop might seem like a lot of money, it really pales in comparison to other nearby destinations like Big Bear, Joshua Tree and Mammoth Lakes.

BTID ADVISORY BODY

The use of the assessment fund is based on recommendations of the Bishop Chamber of Commerce. The organization is governed by an all-volunteer Board of Directors, elected by the Bishop business community to set policy and provide oversight of staff. The Bishop Chamber holds monthly business meetings to review programs, discuss progress and monitor the budget. The Executive Director regularly presents public updates at Bishop City Council meetings. **A minimum of three Bishop Chamber Board members represent lodging businesses paying the BTID assessment.* All BTID lodging owners and representatives are invited and encouraged to participate in program development.

2022/2023 BACCVB BOARD OF DIRECTORS

<u>Name</u>	<u>Business Representation</u>	<u>Title</u>
Sarah Freundt	Grocery Outlet	President
Cheryl Underhill	Northern Inyo Hospital Foundation, VFW, Lions Altrusa, Eastern Sierra Cancer Alliance, Elks	Vice President
Debi Yerkes	Alex Printing	Immediate Past President
Sunil Lad	*Best Western Bishop Lodge & Comfort Inn	Treasurer
Manuel Astorga	Astorga's Mexican Restaurant	Board Member
Deven Bhakta	*Cielo Hotel & Days Inn	Board Member
Tara Frank	Owens Valley Paiute-Shoshone Cultural Ctr.	Board Member
Corinna Korpi	Alta One Federal Credit Union	Board Member
Jennifer McGuire	Eastern Sierra Tri County Fair & Event Center	Board Member
Holly Mullanix	Bishop Twin Theatre	Board Member
Niral Munshaw	*Vagabond Inn, Motel 6 & Travelodge	Board Member
Robert Sharp	Eastern Sierra Community Bank	Board Member
Justin Snyder	The Toggery	Board Member
Gayla Wolf	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.

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;
- Electronic Billboard advertising along Highway 395 and other roads to promote responsible recreation;
- Attendance of travel consumer shows to promote overnight visitation;
- Participation in educational and networking conferences, such as GoWest, Visit CA Outlook, Vidcon, IPW, Simpleview Summit, DMA West, SEE Conference, 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



BIH – BISHOP AIRPORT ACES FIRST YEAR OF SERVICE

by Deb Murphy on June 17, 2022

The first United Express began air service December 19, 2021 to the Bishop Airport. This past week, John Urdi, executive director of Mammoth Tourism, and Ashley Helms, Inyo Public Works deputy director, had the opportunity to report a nearly flawless six months of service. With this successful ski-season flight schedule, Urdi is exploring new markets.

The only mishap out of 121 flights was a long lay-over from Denver, Urdi said, accounting for one-half cancellation. The issue was a socked-in airport in Denver. Ironically, Urdi explained a good snow year isn't good for flight reliability.

This year, United flights to Bishop originated in Denver, San Francisco and Los Angeles. Thursday and Friday were the highest arrival days; Sunday and Monday, the highest departures.

One of the goals of reliable air service to the Eastern Sierra was the anticipation air travelers would stay longer—as opposed to the wave from Los Angeles driving in Friday night and leaving Sunday afternoon. ***The numbers indicate that goal was met.***

The vast majority of passengers came to ski or snowboard, with just under 20-percent flying in to visit friends or family. Summer service to Bishop will be limited to San Francisco, starting with five days a week on June 24 through early September.

Helms outlined future plans for Bishop, including a switch to the CRJ175, considered a better, newer airplane with more seats, no baggage restrictions and a high passenger rating. In addition, the 175's instrument approach design, will come in handy considering varying winds in the valley.

Future, long-term, plans also include a new terminal, maintaining the existing facility for general aviation. Part of the federal infrastructure bill could provide grant funding for the project. Inyo's grant request has been selected for further review, according to Helms.



STRATEGIC PROGRAM: DIGITAL BISHOPVISITOR.COM



WEBSITE SAW 25% INCREASE YOY, UP 10K Visitors/Month!

Website metrics are an important way we measure the success of our advertising efforts. We now know definitively that website visitation wanes when paid advertising is paused as it was during the pandemic. Now

BISHOPVISITOR.COM ENGAGEMENT	
Average Monthly Visits	50K
Annual Visits	599,339
<i>Top Tier Markets</i>	<i>Top Pages (1-10)</i>
CALIFORNIA (83%) Los Angeles, Sacramento, San Diego, San Francisco, Bishop, Roseville, Mammoth Lakes, San Jose, Irvine	1. Home Page 2. Lodging 3. Fish Report 4. Fall Colors 5. Request Info 6. Bristlecone
UNITED STATES (96%) California, Nevada, Arizona, Texas, Washington, Oregon and Colorado .	7. Itineraries 8. Blog 9. Mule Days 10. Events
INTERNATIONAL (4%) UK, Canada, Mexico, Ireland, Sweden, India, France, Germany & China.	
Average Time on Site	3:11
Bounce Rate	67%
Overall Traffic:	-13%
Organic Search	-25%
Direct Search	+25%
Paid Search	+69%
Social Referrals	+1494%
Desert Sun	+100%
Other Websites	+3%

that we've put our foot on the gas, you can see the major impact marketing has on this key performance indicator. We had 113K referrals from Facebook, compared to 7K the year prior. This is social media working! Mobile visitation went from 60% to 72%. New visitors went up 34%. Many new visitors are looking for activities and road trips in wide open spaces. On average, people are staying on the site over 3:11 minutes. Colorado has shown up in the top 5 for the first time, due to the new direct flights from Denver to Bishop.

Email Marketing – We use Constant Contact for e-news communications with guests that have subscribed through the website, social media, in the Information Center and at travel/trade shows. We've developed a new e-news template utilizing banners that match the design of the new visitor guide. Local Freshies compiles one new blog post each month that is featured in the e-news along with upcoming local events and responsible recreation messaging. We currently have 32.5K subscribers and an excellent open rate of 28% (industry average is 10%).

New QR Code Standups:

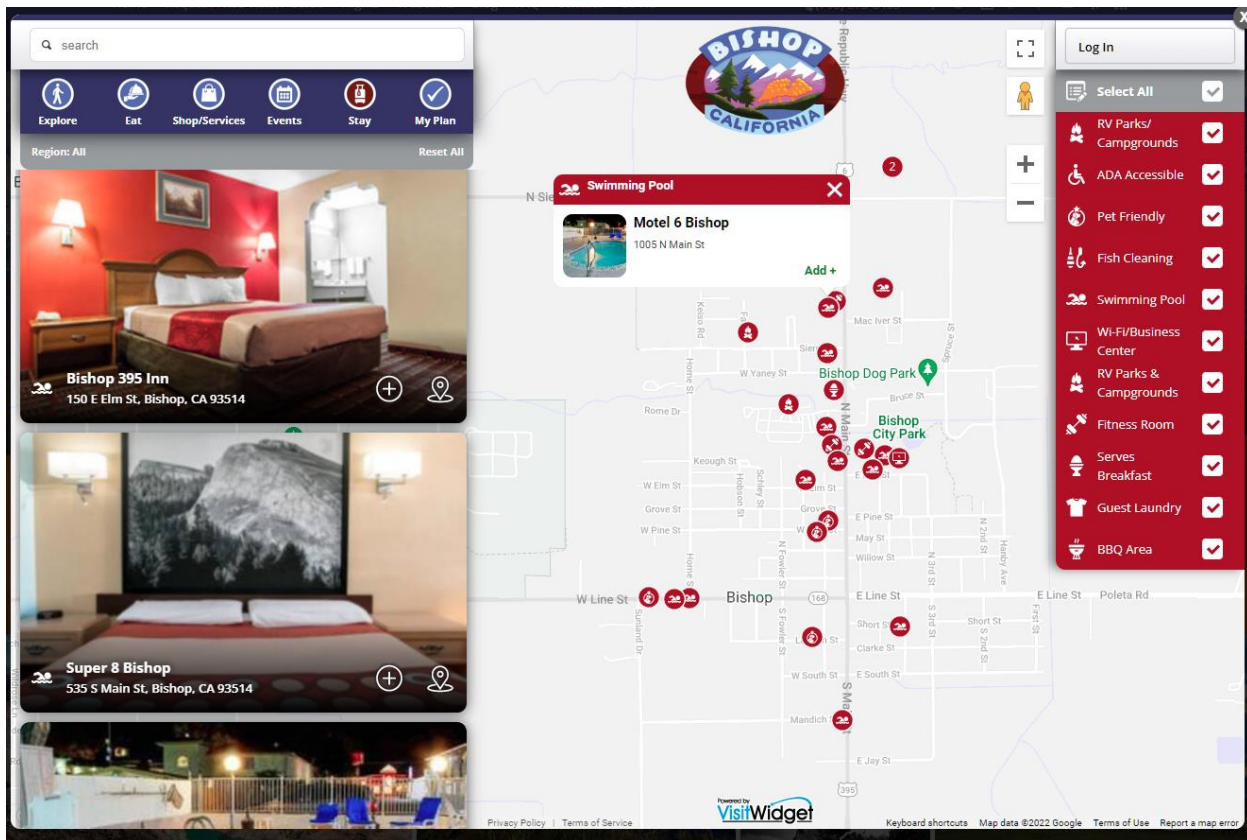
We worked with a local supplier to design and fabricate 4" x 6" metal stand up signs featuring a QR Code that directs users to www.bishopvisitor.com. The signs are displayed at hotel check-in counters and retail shops throughout Bishop.

STRATEGIC PROGRAM: DIGITAL/GUEST SERVICES

VISITWIDGET – SOFT LAUNCH

The Visit Bishop Team has invested significant time with the pros at VisitWidget to develop our region's first advanced, cross-device application that creates an engaging and intuitive way for visitors to research, plan, and experience their visit.

The IOS and Android App is free to download and easy to navigate. Users can choose places to see, eat, shop and add them to their itinerary and map. We haven't officially started promoting the app just yet as we are still "fine tuning" it, but we already have **1,398 total users**, staying **2m 45s**. There have been nearly **7K pageviews** and **276 mobile app downloads**.



A kiosk will display the VisitWidget app on a **large touchscreen at the Bishop Airport in December 2022**, prior to the next round of winter flights.

STRATEGIC PROGRAM: DATA ANALYSIS

DATAFY uses geolocation data from mobile devices to show visitor trends over the past five years. We will use this to create guest profiles based on activity and seasonal visitation. Simpleview is also analyzing this data to enhance our remarketing and target audiences for social and google advertising.

*DATAFY report is included in appendix to this report.

STRATEGIC PROGRAM: VISITOR INFORMATION REQUESTS (KPI)

The Bishop Visitor Guide was completely redesigned in 2021 from a rack card style brochure into a full-size magazine format. The new publication is much more than a guide now as it features in depth articles and large photos to inspire travelers to more deeply explore the destination. It's been very well received, and we plan to update and reprint in 2022-2023. Please take the time to [Flip through the pages](#) of the new 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.

A completed request is considered a "conversion" for purposes of measuring SEM success. Last year 3,116 requests were received and fulfilled.

42% (1,317) were mailed, while 58% (1,799) requested a digital download. * This is the second year the digital download was greater than the mailed request.

The Visitor Guide Request Form also gathers info on traveler interests. Sightseeing (1,897) and Hiking (1,950) top the list. Many guests are interested in History/Heritage/Museums (1,488) and Fishing is still very important (1,370). Adventure enthusiasts are interested in Climbing/Bouldering (380), OHV/ATV Touring (582) and Mountain Biking (436). This info helps inform our decisions regarding content development and market targeting.

Bishop Visitor Guide

DOWNLOAD FOR FREE


Digital Version >>

Or receive a physical guide for \$5

See what this small town has to offer!




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 those of paid spokespeople. 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.

- + 138 Galleries
- 2035 Assets
- 36% Engagement
- 216k Views



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 those of paid spokespeople. 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.

+138 Galleries
2035 Assets
36% Engagement
216k Views



+138 Galleries
2035 Assets
36% Engagement
216k Views

SOCIAL MEDIA

BISHOP, CA

Small Town with a Big Back Yard

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 with the inception of BTID and we’ve seen consistent year-over-year growth ever since. Pausing paid social ads during the pandemic stunted our fan growth; however, keeping the organic posts and conversations alive yielded BIG gains in engagement and shares.

[illegible]

STRATEGIC PROGRAM: USER GENERATED CONTENT & INFLUENCER

“Earned Media” is a vital component of the Visit Bishop Destination development strategy. Sometimes this is called “free” advertising, but it’s not really that at all. “Earned Media” is publicity that is not paid for, but is an article, BLOG or social post that’s written by a third party. The Bishop Chamber understands the value of engaging and nurturing relationships with journalists, photographers and influencers. In the digital world, we have a gold star rating, as our approvals are well above 50%. We’ve also been adding to stories through Crowdriff which is shared through Visit California and a Google pilot program. We now have 20 stories, with over 2.2K views, a 7.3% CTR, 24K Gallery impressions and 156K Google impressions.

In real life, we regularly facilitate familiarization tours (FAMS) for these important partners, but we don’t write the stories for them. We invite them to visit our region, discover and report on their experiences. We do pay for lodging and meals if that type of support is requested.

Some 2021-2022 Earned Media Projects:

- Trout Opener Media Reception
- Sport Fishing with Dan Hernandez
- Emily Pennington #brazenbackpacker
- Scott Linden – Outdoor Sports Writer and Author
- Matt Johanson – Bay Area Travel Writer & Guidebook Author
- Patitucci Photo – Sierra Trail Runs, A Guide to the Eastside
- Kelly Bastone – Men’s Journal Magazine
- HMS Global/Florian Hermann



STRATEGIC PROGRAM: SOCIAL MEDIA

FACEBOOK

51K Followers

4.6K Fan Growth

16.4M Impressions

14M Reach

551K Engagements

INSTAGRAM

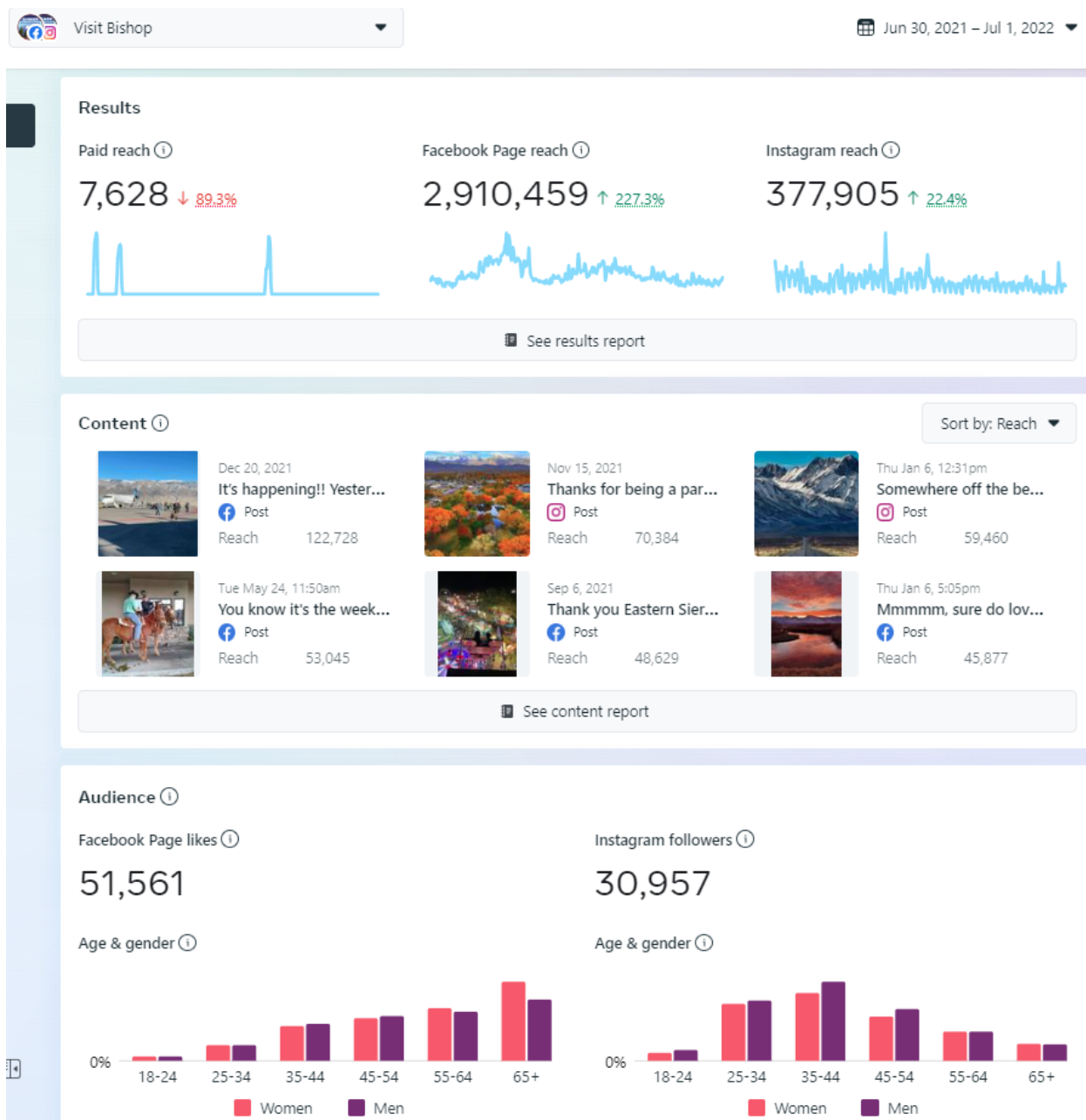
31K Followers

3K Fan Growth

4.6M Impressions

2.7M Reach

207K Engagements




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. We meet monthly via Zoom to review metrics and make adjustments as necessary to content (events, seasonal activities, etc.) and targets (age groups, interests, locations) and campaigns (brand tourism, remarketing, places to see, things to do, outdoors, events, fall fun, road trips and most importantly, accommodations). It's an ever-evolving situation and that is what is so great about digital marketing.


Paid social and search ads resumed in 2021. We paused all paid ads and paid search mid-March and started running safety messaging in August. Paid search cost per click (CPC) averages \$0.29. Travel Industry average is \$1.55. *We are pleased with current metrics:*


NEW! BOOK DIRECT on www.bishopvisitor.com
3500 PARTNER REFERRALS

BOOK YOUR STAY

Check-In 

Check-Out 

All Lodging 

SEARCH 

PAID SEARCH

210K IMPRESSIONS

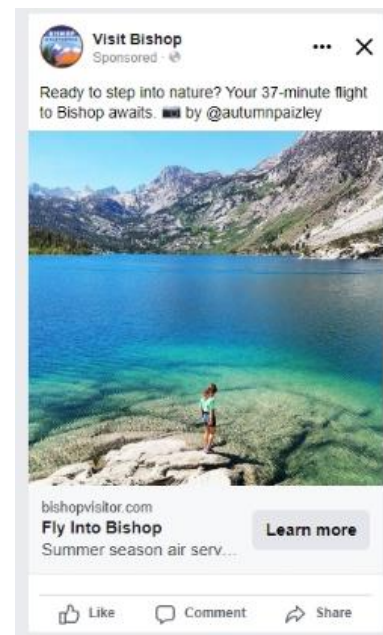
19.8% CTR



PAID SOCIAL

12M IMPRESSIONS

178K CLICKS



*Simpleview 2021-2022 annual report is included in appendix to this report.

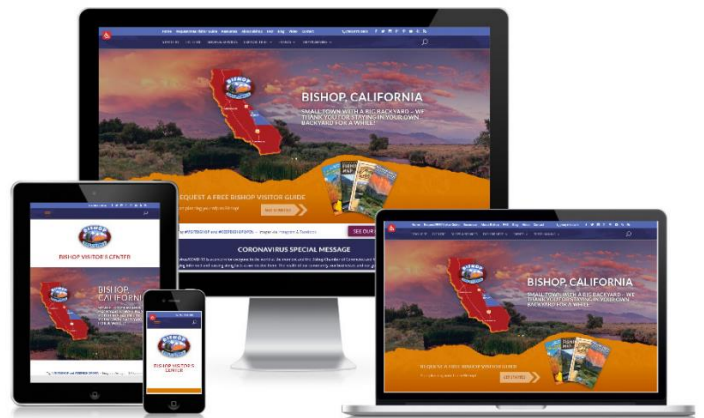
STRATEGIC PROGRAM: EVENT SUPPORT

Several events draw thousands of participants to Bishop each year. The Bishop Chamber is proud of our work to support longstanding events and attract new ones. Our staff continues to keep in contact with organizers, offering support and helping them plan for their scheduled and rescheduled events.

Since BTID was established, we can attract and support more than double the number of events. Event support comes in many forms; paid advertising, planning assistance, volunteers and equipment.

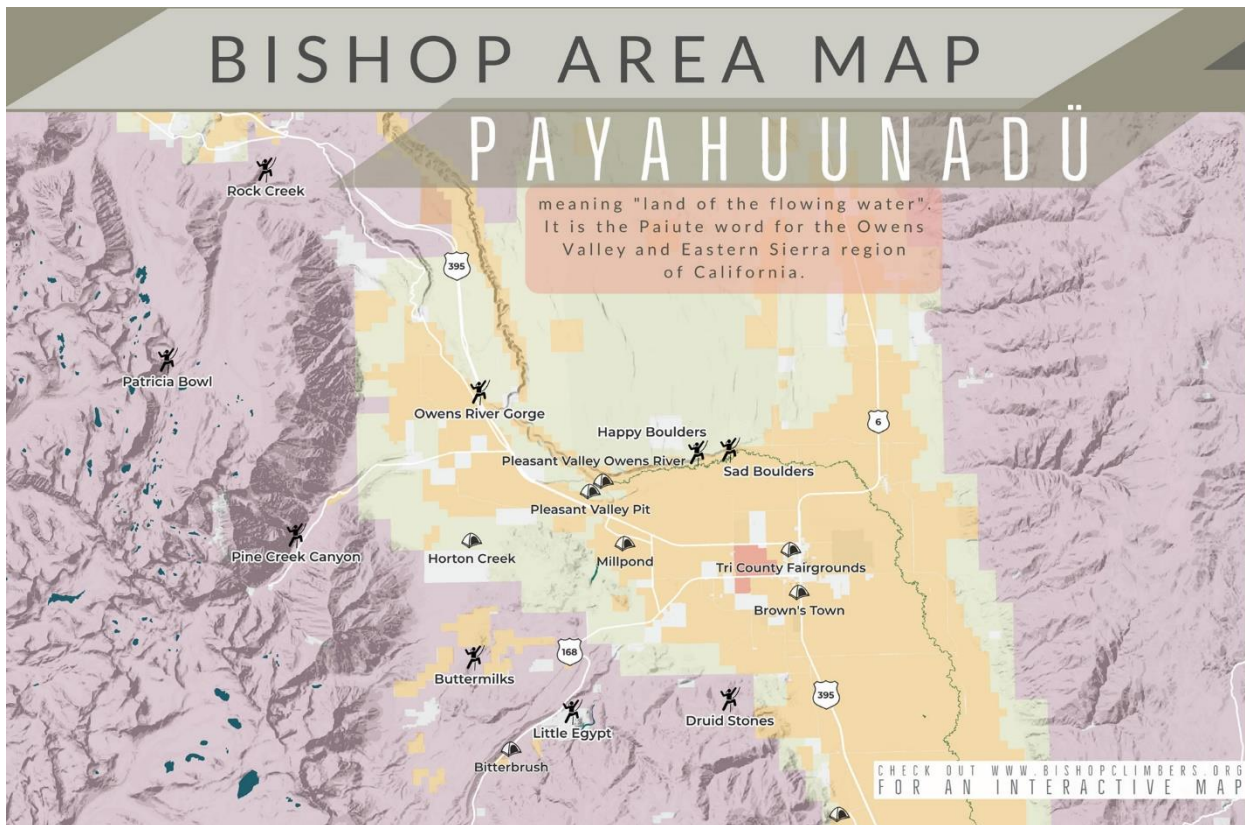
EVENTS 2021-2022

- Trout Rodeo – Flyfishing event, **new in 2021**
- CA Hawking Club Falconry Conference
- Blake Jones Trout Derby
- Flash Foxy Climbing Festival
- Trout Opener Media Reception
- Mule Days Celebration
- CHSRA State Finals Rodeo Championship
- July 4th Celebration in Bishop City Park
- Friday Night Markets – August - September
- Tri County Fair / Labor Day Arts & Crafts Fair
- Millpond Music Festival
- Annual Pow Wow
- Choo Choo Swap Meets
- Owens Valley Cruisers Fall Color Car Show
- VCMC Dual Sport Rally
- Eastern Sierra Cancer Run/Walk
- Bishop Fall Highball Craggin Classic
- Bishop Community Christmas Parade & Tree Lighting
- Railroad Express
- C5 Studios Events
- Free Concerts in the Park
- SAR/Sage to Summit Runs
- Bishop Twin Theater Kid Matinees
- Sierra Shanti Yoga Workshops
- IMAH, VFW, ESLT, Hospice and other Non Profit events
- OVRO Astronomy Lectures + Night Sky events
- Open Mic Nights
- Concert in the Rocks



STRATEGIC PROGRAM: BISHOP CLIMBING RANGER

For some time, local people have been complaining about over-use and irresponsible recreation on some public lands around Bishop. In effort to curb the undesired behavior and protect our recreational assets, the Climbing Ranger Program was launched in the fall of 2019. This is a collaborative effort supported by Bishop Area Climbers' Coalition, USFS, BLM, Eastern Sierra Interpretive Association, private foundations and BACCVB. Our organization contributed \$12,500 last year which allowed for two full-time people to provide patrols during peak climbing season (November-April). The Climbing Rangers conducted educational outreach and monitored dispersed camping with the goal of educating users about Leave No Trace and best practices for outdoor etiquette.



STRATEGIC PROGRAM: TRAVEL TRADE SHOWS

Consumer travel and outdoor recreation shows have been a key component of our destination marketing efforts for many years. These events 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. Unfortunately, the pandemic forced cancelation of many of these shows last year. We did attend one – the Outdoor Expo in Pomona, CA with moderate success. We are looking forward to attending the "tried and true" events in 2023 including International Sportsman's Expo, Fred Hall Shows and the Travel & Adventure Series.

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 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- South Lake, Sabrina, and Bishop Creek
- August - South Lake, Sabrina, and Bishop Creek
- September- South Lake, Sabrina, and Bishop Creek
- February– Pleasant Valley Reservoir and Owens River
- March– Pleasant Valley Reservoir and Owens River
- June- South Lake, Sabrina, and Bishop Creek



Bishop Chamber has recently secured co-op funding from Inyo County Fish and Game Commission to create and print an **Inyo County Fishing Map Brochure** which will help promote year-round angling opportunities and best sustainable fishing practices.



STRATEGIC PROGRAM: GUEST SERVICES

The Bishop Information Center is open year-round and staffed by friendly, knowledgeable professionals. Effective information 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. While we were not able to serve guests in-person during the worst of the pandemic, we continued to assist and answer inquiries via telephone, email and social channels. We felt it was imperative to maintain communication with previous guests and those planning future trips to our region.

The Bishop Information Center has been fully re-opened since June 2021 and we are starting to see a return to pre-pandemic level of in-person visitation:

Annual Guest Services

Year	Visitors
2017	24,199
2018	24,123
2019	24,239
2020	7,302
2021	13,453
2022 (projected)	16,480

Prior to COVID-19, we were experiencing consistent year-over-year increases each month. To provide the best service moving forward, our dream is to have a new building for the information center. The Bishop Chamber has set aside \$90K as “seed money” for the project and we’ll be working with City of Bishop and others to pursue grant funding.

Visit Bishop

4.9 ★★★★★ 24 Google reviews

Visitor center in Bishop, California

Located in: Bishop City Park

Address: 690 N Main St, Bishop, CA 93514

Hours: Closed · Opens 10AM Mon ▾

Phone: (760) 873-8405

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[See all questions \(4\)](#) [Ask a question](#)

Reviews ⓘ [Write a review](#) [Add a photo](#)

"Very kind **people** who are very knowledgeable about the **area**" ★★★★★

"I love all the merchandise and the **customer service** was excellent!" ★★★★★

"Awesome **place** for Outdoor activities" ★★★★★

[View all Google reviews](#)

STRATEGIC PROGRAM: VISITOR PUBLICATIONS (KPI)

Print brochures and maps are excellent tools to attract new visitors and encourage them to spend more time in our region. 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 anglers. Other publications are widely read by general leisure travelers. During the pandemic, we scaled back print to conserve resources. Our messaging concentrated on *Know before you Go*, and we partnered with LADWP to distribute “Recreate Responsibly” messaging.

Total distribution reached through the media below is at least 14,000,000.

- | | |
|-------------------------------|-------------------------------|
| • Adventure Outdoors Magazine | • Rock & Ice /ASCENT Magazine |
| • Adventure Sports Journal | • S&S Off Road Magazine |
| • Bird Watcher's Digest | • Scenic 395 Magazine |
| • California Visitors Guide | • Trail Runner /DIRT Magazine |
| • Daily Independent | • UltraRunner |
| • Desert Sun | • Western Outdoor News |
| • Fish Taco Chronicles | • Westways |
| • Living Bird | • Yosemite Journal |
| • CA Road Trips Magazine | • USA Today |

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



**SMALL TOWN
WITH A BIG
BACKYARD!**

Come say hi!

**Bishop Area Chamber of
Commerce & Information Center**

690 N. Main Street

at Bishop City Park (760) 873 8405

bishopvisitor.com #visitbishop

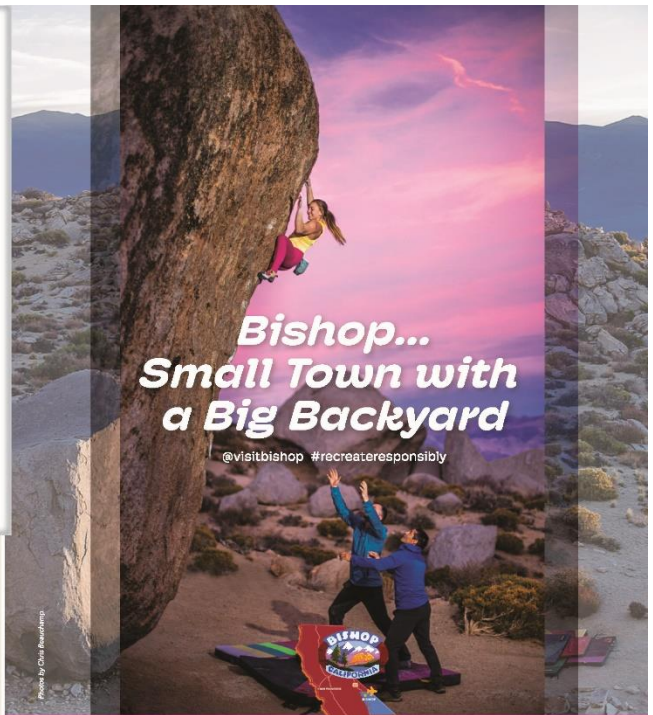
Small town with a big backyard

RELAX & EXPLORE BISHOP



Ready for a road trip?
Request your visitor guide today.

@VISITBISHOP • (760) 873-8405 • BISHOPVISITOR.COM



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

@visitbishop #recreateresponsibly



Los Angeles
Department of
Water & Power



bishopvisitor.com (760) 873 8405
Request a FREE Visitor Guide

now closer than ever

LAX SFO DEN
(760) 873 8405



BISHOPVISITOR.COM

Birds fly to
Bishop and now
you can, too!

BIH - Bishop Airport
LAX SFO DEN



BISHOPVISITOR.COM (760) 873 8405



**Bishop...
Small Town**

with a

Big Backyard

#recreateresponsibly

#visitbishop



Los Angeles
Department of
Water & Power

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

bishopvisitor.com (760) 873 8405

Photo by Hjordis Rickett

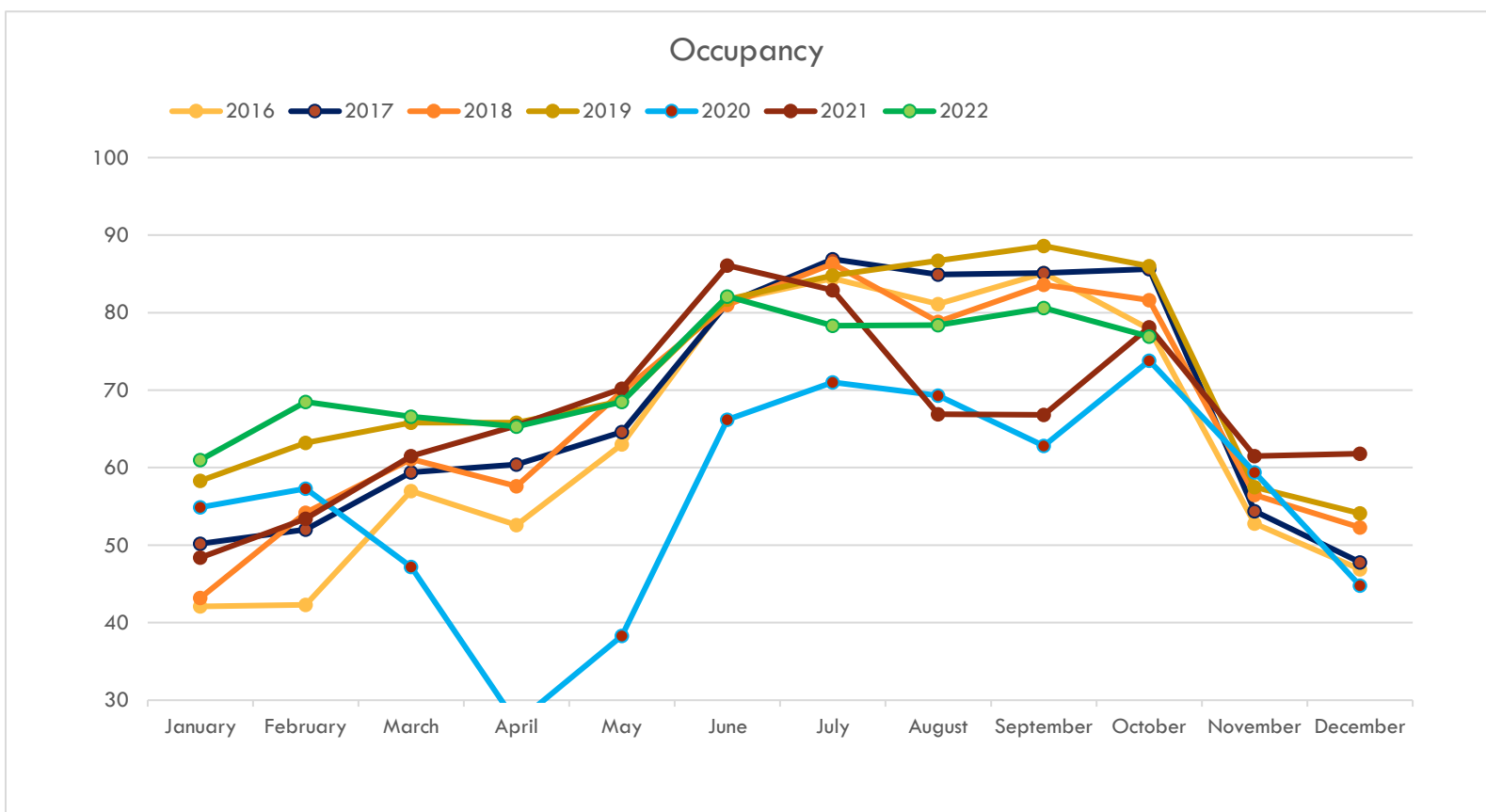
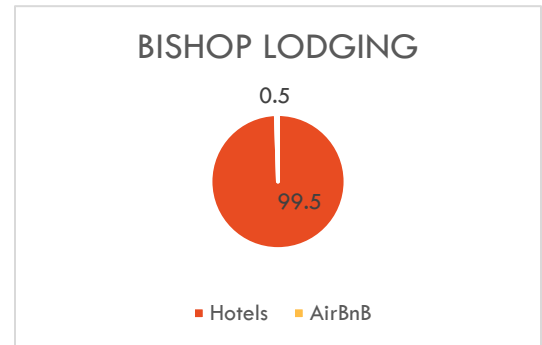
STRATEGIC PLAN IMPLEMENTATION & PROGRAM APPROACH

OCCUPANCY & ADR

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.

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.



BISHOP LODGING PERFORMANCE

When BTID was first developed, the emphasis was to increase occupancy in the off season, November – May. Even with all the challenges of the past few years, Bishop continues to see year-over-year growth in those months. The traditional summer peak season seems to be recovering from pandemic related travel restrictions, but we still face obstacles including inflation, high fuel prices, new Yosemite reservation restrictions and low international visitation. We made a strategic decision to increase the social/digital spend this summer and saw good results quickly in August. We are certainly not “out of the woods” yet, but we are optimistic that 2022 is on-track to meet the occupancy of pre-pandemic 2019 – that was a good year!

Another KPI we monitor is Average Daily Rate (ADR). Prior to BTID, ADR was \$94. We set the goal of increasing ADR to \$100 for every month.

Currently, annual ADR is at \$126; a **34% increase since the start of BTID**. We do understand some of this price increase is due to inflation, and we’re impressed that many hoteliers have continued to invest in and improve their properties in concurrence with our destination development programs.

% Bishop Occupancy								
	2015	2016	2017	2018	2019	2020	2021	2022
January	35.5	42.1	50.2	43.2	58.3	54.9	48.4	61.0
February	53.7	42.3	52.0	54.2	63.2	57.3	53.4	68.5
March	53.7	57.0	59.4	61.1	65.8	47.2	61.5	66.6
April	55.9	52.6	60.4	57.6	65.8	27.1	65.4	65.3
May	61.0	63.0	64.6	69.8	68.6	38.3	70.2	68.5
June	74.6	81.5	81.2	81.0	81.7	66.2	86.1	82.1
July	81.5	84.4	86.9	86.3	84.8	71.0	82.9	78.3
August	74.5	81.1	84.9	78.8	86.7	69.3	66.9	78.4
September	75.4	85.1	85.1	83.6	88.6	62.8	66.8	
October	64.6	77.9	85.6	81.6	86.0	73.8	78.1	
November	43.4	52.8	54.4	56.5	57.5	59.4	61.5	
December	46.1	46.9	47.8	52.3	54.1	44.8	61.8	
Annual Average	60.0	63.9	67.7	67.2	71.8	56.0	66.9	71.1

GOAL: \$100 | ACTUAL: \$126

AVERAGE DAILY RATE							
2015	2016	2017	2018	2019	2020	2021	2022
\$ 94	\$ 100	\$106	\$ 108	\$ 114	\$ 110	\$120	\$126

ECONOMIC IMPACT OF TRAVEL

California's travel and tourism industry is represented by accommodations, transportation, rental cars, restaurants, retail stores, attractions, gasoline service stations, and other businesses that serve travelers. Traveler spending benefits tourism providers across all industry segments.



INYO 2021 TRAVEL-RELATED SPENDING

\$204.9M



INYO STATE AND LOCAL TAX REVENUE

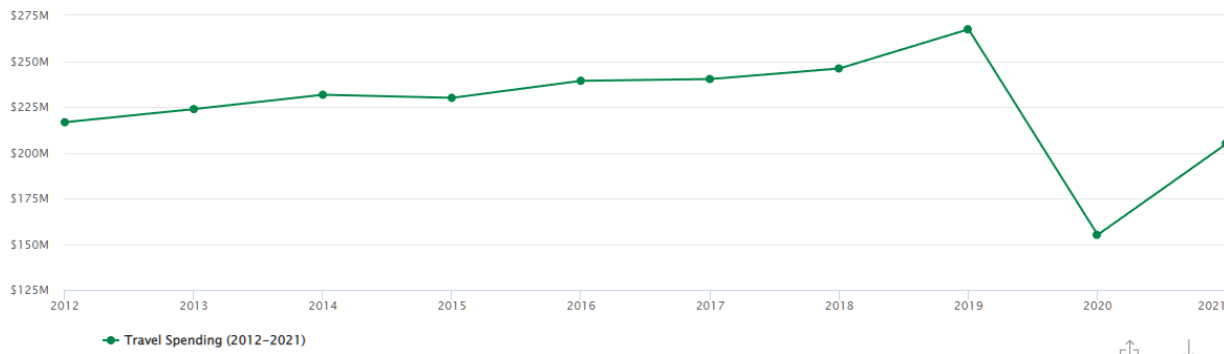
\$18.8M



INYO EMPLOYMENT

2.4K

INYO HISTORY OF TRAVEL SPENDING IN CALIFORNIA

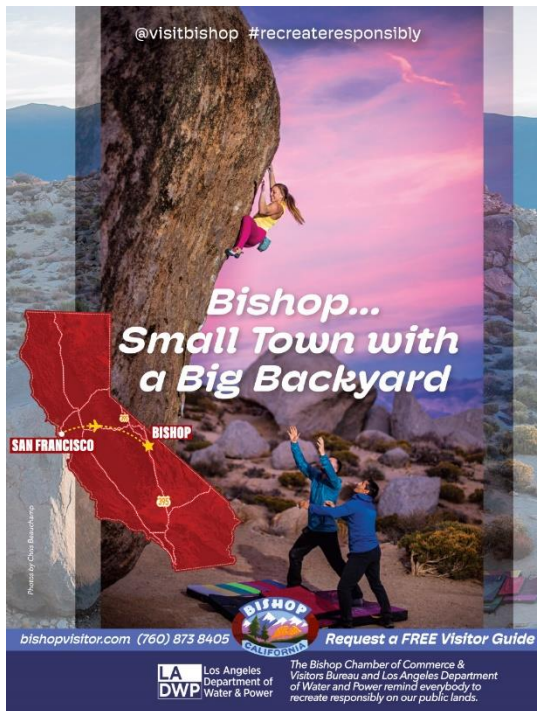


OUR BRAND – SMALL TOWN WITH A BIG BACKYARD

The brand for Bishop, CA is “**Small Town with a BIG Backyard.**”

The brand is equally effective when communicating with visitors and locals. It also perfectly describes Bishop. Our town is definitely small – population is about 3,700. Downtown features family-run restaurants, galleries, shops and saloons 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 Post Pile, Mono Lake and the eastern entrance to Yosemite.

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:

Integration: 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 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 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 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. 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, TikTok, YouTube, TripAdvisor, Expedia and other online platforms.

SUSTAINABILITY

We inspire travel that drives community togetherness and economic development. We strive to strengthen the image and welcome and preserve the unique guest experience while creating a sustainable partnership between our community and our big backyard. So, we helped fund two Climbing Rangers, in cooperation with ESIA to patrol the lands and educate our guests. We created a full campaign around COVID-19 to keep our guests informed on best practices to stay safe and well. The health of our community, our businesses and our guests is paramount. We are encouraging **responsibility** from residents and guests alike.

INFORMED INVESTMENTS FOR RECOVERY AND GROWTH

We invest in a variety of regional and national publications, both print and online. We also produce and distribute visitor publications like the Bishop Visitor Guide, EZ Hikes Brochure, Inyo County Fishing Map, Birding Hotspots, Treasure Map, Inyo County Backroads Magazine and Eastern Sierra Fall Colors Guide (all available in print and digital versions). We utilize a variety of resources to inform decisions on marketing plans. We've recently partnered with Datafy LLC to learn more about our guests and their varied interests. The Visitor Impact study that's been in the works since 2019 will be available soon and we're looking forward to taking a deep dive into the information.

INFORMATION CENTER

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 significant increase in number of inquiries as well as scope of information request.

Bishop Tourism Improvement District**Financial Statement****FY 2021-2022****REVENUE**

BTID Assessment (Received 7/1/21-6/30/22)	\$528,486
City of Bishop Contribution	\$75,000
County of Inyo Project Grants	\$35,600
LADWP Ad Co-Op	\$28,125
Visit CA Expedia Co-Op	\$5,000
Visitor Guide Advertising	\$8,340
Visitor Center Souvenir Sales (gross)	\$65,286
Trout Stocking Co-Op	\$10,000
<u>Visitor Events Income</u>	<u>\$22,997</u>
TOTAL VISITORS BUREAU INCOME	\$778,834

EXPENSES

Marketing Staff Expense	\$181,863		
SM Content Creation & Management	\$177,802		
Expedia Co-Op	\$8,946		
Datafy	\$9,182		
Major Media Publications	\$57,034		
Winter Trout Stocking	\$36,729		
Consumer Travel & Sport Shows	\$3,940		
Outdoor Advertising	\$1,449		
Brochure Production & Distribution	\$45,393		
Website	\$8,848		
VisitWidget App	\$3,499		
Crowdriff-UGC Content & Galleries	\$12,156		
CHSRA State Finals Rodeo	\$8,495		
Blake Jones Trout Derby	\$7,159		
Photography/Video Production	\$9,877		
VCMC Dual Sport Rally	\$1,267		
Familiarization Tour for Media	\$3,649		
Souvenir Cost of Goods	\$19,567		
Trout Opener Media Reception	\$2,667		
<hr/>			
Total Sales & Marketing	\$ 599,522	113%	Percent of BTID Funds
Co-Sponsor Climbing Ranger Program	\$13,500		
Co-Sponsor Summer Fish Stocking Program	\$10,000		
Bishop Airport Enhancements	\$2,408		
<hr/>			
Total Visitor Service/Enhancement	\$25,908	5%	Percent of BTID Funds
Administration/Operations Expense	\$55,533	10%	Percent of BTID Funds
<hr/>			
TOTAL VISITORS BUREAU EXPENSES FOR 2021-22	\$ 680,963		
AMOUNT TO ROLLOVER TO 2022-23	\$97,871		



WHAT'S NEXT? - LOOKING AHEAD TO 2022-2023

MAXIMIZE ROI

We have made some major investments in the VisitBishop destination development program in recent years. Now is the time to refine and perfect the programs to ensure the highest possible return on these investments.

- The infrastructure for the **VisitWidget App** is in place, but to get the most out of it, we must add photos and details for the featured venues. We must also get the kiosk up and running at Bishop Airport and promote use of the app.
- The foundation for **Datafy** is in place and now we must spend time thoroughly analyzing the data so that we may best understand our marketing opportunities.
- The **Book Direct** system has been added to the website, but not all lodging partners are fully participating. We will work with all BTID members to encourage engagement.
- The **Inyo County Visitor Impact study** data collection is nearly complete and we will need to spend time with the consultant to fully understand and utilize the report.
- **Visit California** has some DMO partner opportunities we have not yet fully utilized. We intend to begin monthly content submissions through the Visit CA portal and advocate for more representation of the rural communities on the Eastside.

RECOVERY AND SUSTAINABILITY – DIGITAL EMPHASIS

- **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.
- **Website:** Focus on lead generation and add educational content, photos, videos, blog posts, interactive maps, story 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.
- **Story Maps:** We now have an auto tour and ArcGIS Story Map created for all four seasons. These are displayed on the itineraries page.
- **SEO & 404 Crawl Errors:** Concentrated effort to update 404 errors and outgoing links throughout the site. As it grows, maintenance is required. The new Google algorithms are tough! It's a new process to work through.
- **Newsletter:** Continue monthly e-newsletters to inspire and inform travelers.

ALIGNED ADVOCACY/REGIONAL PARTNERSHIPS

We are currently working with Inyo County, Eastern Sierra Sustainable Recreation Program, High Sierra Visitor Council, Yosemite Gateway Partners, and Recreate Responsibly. We will continue to learn from industry experts such as Crowdriff, Simpleview, Expedia, TripAdvisor, Visit California, CalTravel and Brand USA. They provide good information about domestic and global travel trends, forecasts and best practices that we can apply right here in our own backyard.

Visit Bishop has partnered with Mono County Tourism and Inyo County to develop a new branded itinerary featuring 10 "must see" venues between Death Valley and Yosemite. The target for this new concept will be road trip enthusiasts (domestic and international) that are interested in experiencing the "est" of California – lowest, highest, hottest, coldest, driest, oldest.... We'll be co-marketing this new itinerary at the annual IPW travel event in San Antonio in May 2023.

RE-ENGAGE

Consumer travel and sport shows that were out of the mix during the pandemic are back and we should plan to participate. We have a beautiful new backdrop that was purchased for the 2020 shows and it's ready to make a debut this year! We're also excited to personally distribute our new collateral including the Bishop Visitor Guide Magazine, Inyo County Fishing Map, Birding Hot Spots and Hidden History brochure.

Many events that took a Covid hiatus are back up and running (Tri-County Fair, Millpond Music Festival, Choo Choo Swap Meets, Fall Colors Car Show, Mule Days, Flash Foxy, Craggin' Classic and others). These event organizers need our help now more than ever to promote and support their projects.

SAME BUT SLIGHTLY DIFFERENT

French Fam: Visit California/High Sierra Visitors Council has arranged for a pair of French travel professionals to visit our region September 24. We'll host them for lunch and a tour of the Paiute-Shoshone Cultural Center.

Midwest Travel Writers Conference: Mammoth Lakes Tourism will host the Midwest Travel Writers Conference and Visit Bishop has been invited to participate by offering pre and post conference fam tours.

New Social Media Influencer Team: Connor and Morgan Ursin #thenationalparktravelers will come from Louisiana via the Bishop Airport and spend several days here this winter to capture and report their experiences.

Outdoor Advertising: A brand new digital billboard is being constructed on US HWY 395 near Pearsonville, visible to northbound traffic. It's a premier location and provides an excellent opportunity for Visit Bishop to co-op with LADWP to highlight the "Recreate Responsibly" message.

New Campaign Ideas:

- **This IS Bishop:** Concept to engage locals and visitors to tell us what **BISHOP** means to them. We'll have some fun online giveaways and look forward to hearing about treasured memories and seeing interesting photos from our friends and fans.
- **Bishop Video Time Capsule:** Capturing "then and now" video from specific locations in downtown Bishop with the intention of archiving the footage for future generations to look back on. Since 48% of those who request a Visitor Guide state they are interested in history, we know this project will be well received!
- **No Reservations? No worries!** Highlight beautiful natural venues just outside Yosemite National Park where reservations are required. Access to places like Schulman Grove and Bishop Creek Canyon is easy and no reservations are required.

EXPAND CAPACITY

NEW TEAM MEMBER: The time has come to add a member to our dedicated Visit Bishop Team. We were actually ready to do this in 2020, but the pandemic placed a hold on the plan. With so many expanding opportunities (Bishop Airport, Small Business Resource Center, new and returning events, CERF and more), we simply must expand our capacity in order to best serve our business community.

BUDGET APPROACH

- 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. *Since the cap for contingency has been reached, that 5% may be allocated to other budget 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.
- County of Inyo and Visit Bishop have formed a partnership to create unified Destination Marketing and Positive Public Relations Campaign together. Inyo County marketing budget is held separately from the BTID and Bishop Chamber budgets.
- Re-engage volunteers to minimize staff expense to enhance projects/events.
- Budget to remain flexible. Will evaluate quarterly and adjust as necessary.

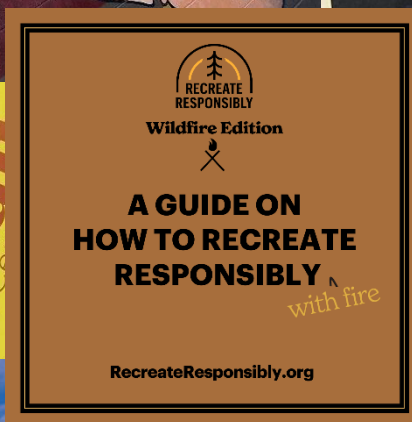
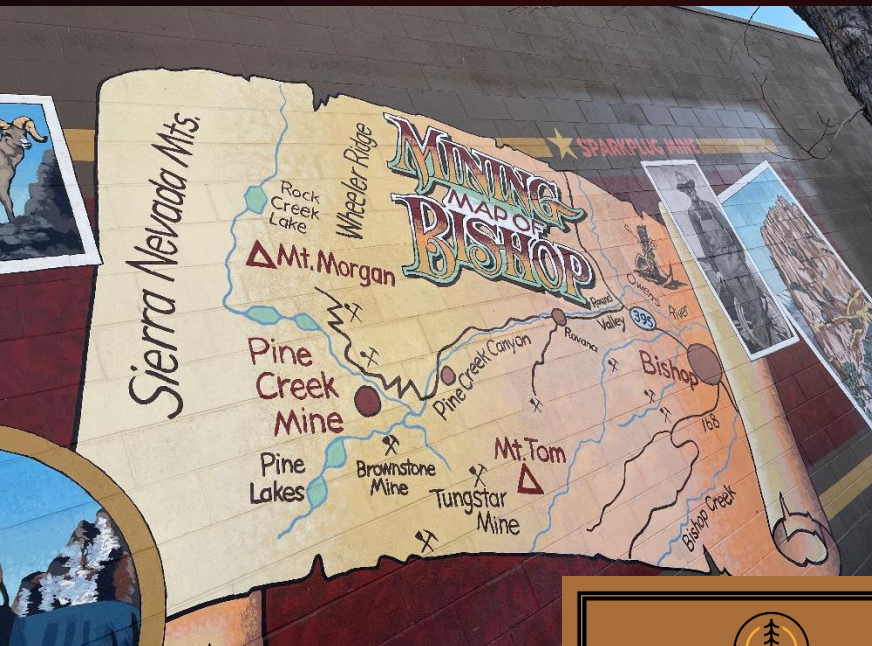
MOUNTAIN GETAWAYS



HOW TO BE A
CONSCIENTIOUS CLIMBER



SCAN ME



PICK YOUR PATH

