



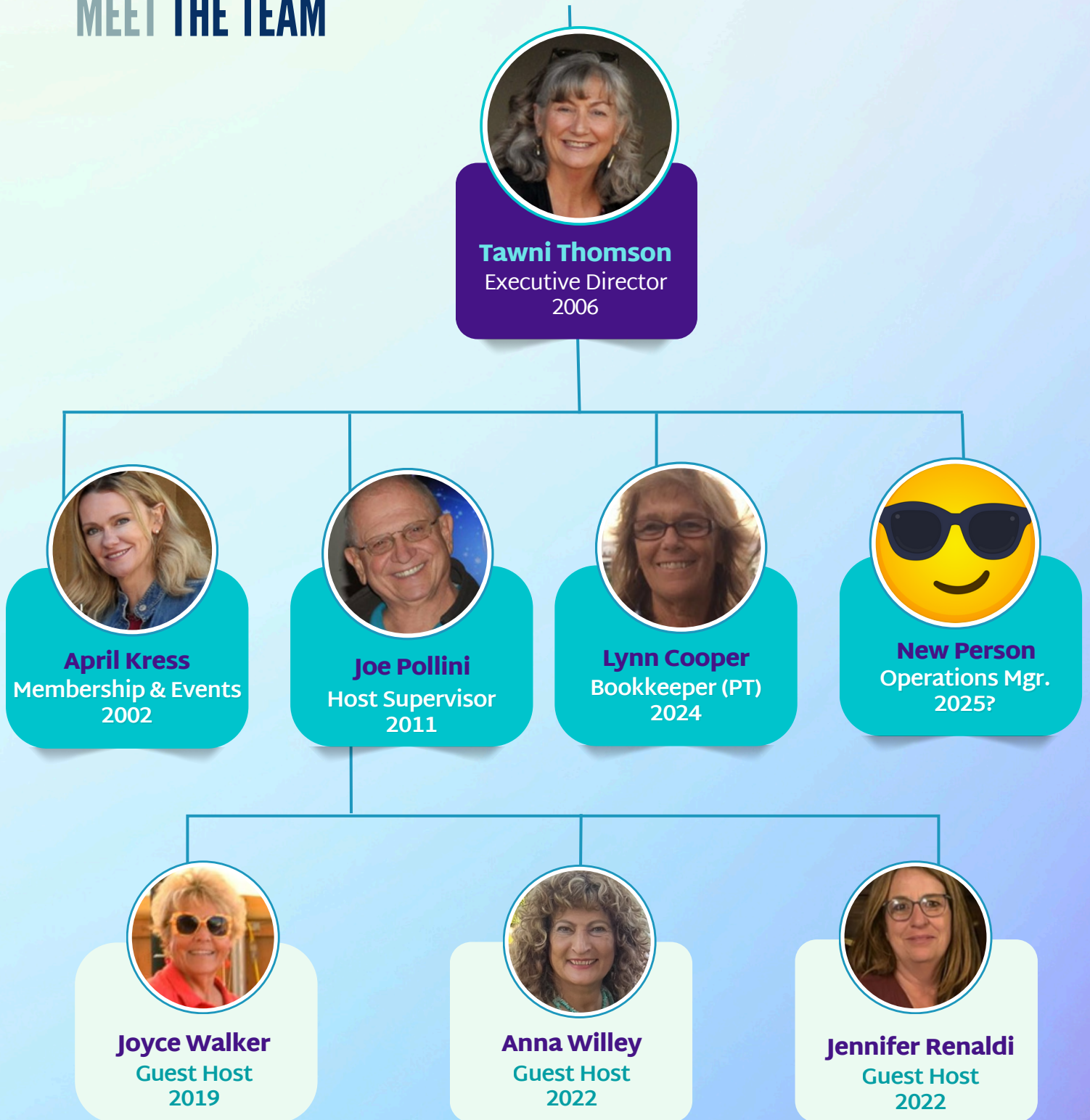
2024-25 BTID ANNUAL REPORT



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MEET THE TEAM



*Note: Executive Director also oversees a team of digital marketing contractors.

JULIE FABER

BETSY FORSYTH // WIL DANIELS // GIGI DEJONG // LOCAL FRESHIES AND OTHERS.

BACKGROUND

BISHOP TOURISM IMPROVEMENT DISTRICT (BTID)

For many years, Bishop business owners urged the Chamber of Commerce and City of Bishop to enhance marketing efforts for our destination. However, the City's general fund budget could not support the cost of a comprehensive marketing program. In response, the Chamber began discussions with local lodging owners in 2012 to explore a self-sustaining funding solution that would not place any strain on the City's budget.

The result was the creation of the Bishop Tourism Improvement District (BTID). The District Management Plan was carefully developed with input from all assessed businesses and the City of Bishop Administration.

Since its implementation, the BTID has exceeded expectations—boosting room sales by increasing both occupancy and length of stay. This growth has, in turn, significantly increased the City's collection of vital transient occupancy tax revenues.

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 within the boundaries of the Bishop City limits, including hotels, motels, hostels, and short-term rentals. 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 the Bishop Chamber 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.

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 strategic marketing plan funded by the BTID represents a significantly broader and more impactful effort than any single stakeholder could undertake alone. Last year, the BTID generated \$630,000 in revenue—an impressive figure at first glance. However, when compared to the marketing budgets of competing destinations, our resources remain relatively modest. Despite this, we continue to make strategic, high-impact investments that maximize every dollar to benefit the Bishop community and local economy.

ADVISORY BODY

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. ****A minimum of three Bishop Chamber Board members represent lodging businesses paying the BTID assessment.***

2024-25 Tourism Business Improvement District Board

The all volunteer board meets monthly on the 2nd Wednesday of every month. The Bishop Chamber Executive Director presents public updates at Bishop City Council meetings every month.

<u>Name</u>	<u>Business Representation</u>	<u>Title</u>
Robert Sharp	Eastern Sierra Community Bank	President
Sarah Freundt	Grocery Outlet	Vice President
Cheryl Underhill	Northern Inyo Hospital Foundation, VFW, Lions, Altrusa, Eastern Sierra Cancer Alliance, Elks	Treasurer
Sunil Lad *	Best Western Bishop Lodge & Comfort Inn	Immediate Past President
Luis Barrantes*	Vagabond Inn	Board Member
John Marko	Individual Member	Board Member
Tara Frank	Owens Valley Paiute-Shoshone Cultural Center	Board Member
Donna Bird	Mule Days Celebration	Board Member
Jason Brown	Laughing Parrot Productions	Board Member
Jennifer Morrow	Elevated Bishop	Board Member
Lisa Coedy *	Wayfinder Bishop	Board Member
Gary Gunsolley	Bishop Flyfishing Guide Service	Board Member
Dustin DelGiudice	Looney Bean Bishop	Board Member
Debi Yerkes	Alex Printing	Board Member

BUDGET PHILOSOPHY

The Bishop Tourism Improvement District (BTID) 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.

- + Seek support from City of Bishop, County of Inyo, Community and Regional Collaboration.
- + Engage volunteers to minimize staff expense and enhance projects/events.

BTID KEY OBJECTIVES

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, High Sierra Visitors Council, and Brand USA to target key international markets to increase overnight visitation;
- Production or sponsorship of events that draw overnight visitors, particularly in the off-seasons;
- Signage along Highway 395 to promote responsible recreation, flights and events;
- Attendance of travel consumer shows to promote overnight visitation;
- Participation in educational and networking conferences, such as VisitCA, Caltravel, IPW, and DMA West.
- Online marketing, including a website with mobile and foreign language versions, search engine marketing, paid social media ads, and 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 and digital 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 education through projects such as Climbing Ranger;
- Visitor Center improvements and enhancements; and
- Trout stocking in Bishop Area waters to promote overnight visitation.

BTID KEY OBJECTIVES: THE STRATEGY

As defined within the plan, the BTID continues to focus on:

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

Each of these strategic imperatives includes specific objectives and initiatives that the BTID Board is committed to achieving over the life of the plan.

WINNING!

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.

INFORMED INVESTMENTS

We closely monitor travel data and trends using:

- Google Analytics
- Datafy Visitor Data
- Social Media Insights
- Smith Travel Research
- Visitor Guide Requests
- Bishop Widget & ChamberMaster Stats
- Email Marketing Campaigns
- Visit California/CalTravel/Brand USA
- Expedia /TripAdvisor/Industry Experts



2014-2024: TEN YEARS OF BTID BENEFIT

The City of Bishop's two main sources of revenue, sales tax and transient occupancy tax, are dependent upon a successful tourism marketing effort.

In FY 2013-2014, the year prior to BTID's inception, the City collected \$2.1 Million in transient occupancy.

The City's Independent Auditor noted ***"Because the tourism industry and related sales taxes account for a significant portion of the City's general fund revenues, a downturn in tourism could result in a substantial reduction in general fund revenues and the City may not have sufficient resources to pay all of it's general fund obligations."***

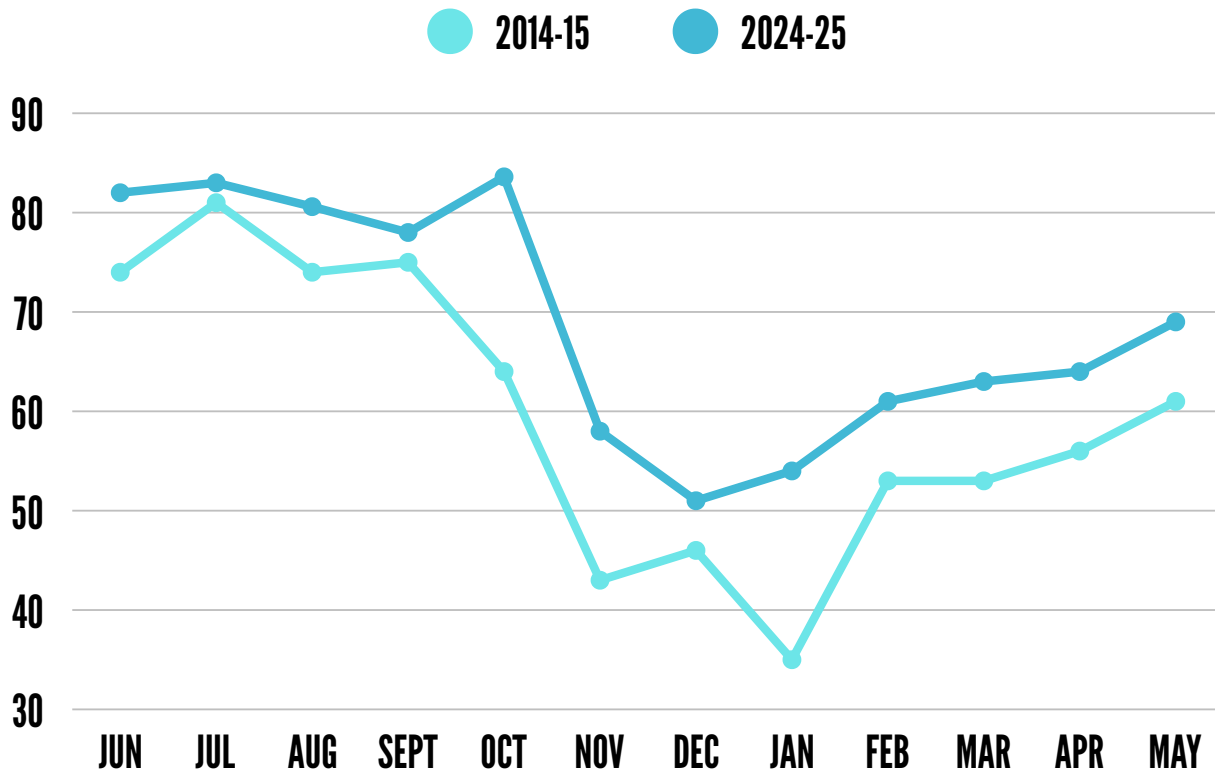
(Note 15, page 37, 2014 Audited Financial Report)

In FY 2024-2025, the City of Bishop collected over \$3.7 Million in transient occupancy tax - nearly 30% of total general fund revenue and notably about 76% higher than prior to BTID. This incredible contribution of TOT revenue to the City's General Fund is one of the direct benefits of tourism for the City, as the full collection of TOT revenue is retained by the City and used at its discretion.

Separately, the BTID retains the revenue collected through its special assessment of 2%, which in FY 24-25 generated \$631,082.



FOCUS MARKETING EFFORTS ON MIDWEEK AND SLOWER MONTHS OF NOVEMBER THROUGH MAY



BISHOP LODGING PERFORMANCE

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.

We are especially pleased to see increased ADR in the off-peak times, most significant growth was in October and January, adding 19% for these two months, and 15% to November!

- **The goal is to smooth out the seasonality of our tourism-based economy, positively impacting business, tax revenues and employment opportunities.**



LODGING OCCUPANCY

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
JAN	35.5	42.1	50.2	43.2	58.3	54.9	48.4	61	62.6	54.2	54.1
FEB	53.7	42.3	52	54.2	63.2	57.3	53.4	68.5	67.6	58	61.4
MAR	53.7	57	59.4	61.1	65.8	47.2	61.5	66.6	70.7	65.2	62.5
APR	55.9	52.6	60.4	57.6	65.8	27.1	65.4	65.3	69.4	65.6	63.6
MAY	61	63	64.6	69.8	68.6	38.3	70.2	68.5	68.8	65.7	68.5
JUN	74.6	81.5	81.2	81	81.7	66.2	86.1	82.1	79.4	78.8	81.8
JUL	81.5	84.4	86.9	86.3	84.8	71	82.9	79	76.9	80.2	82.8
AUG	74.5	81.1	84.9	78.8	86.7	69.3	66.9	78.5	77.2	80.6	82.7
SEP	75.4	85.1	85.1	83.6	88.6	62.8	66.8	76.1	79	78.2	
OCT	64.6	77.9	85.6	81.6	86	73.8	78.1	82.1	84	83.6	
NOV	43.4	52.8	54.4	56.5	57.5	59.4	61.5	63.9	59.4	57.9	
DEC	46.1	46.9	47.8	52.3	54.1	44.8	61.8	57	47.9	51	
AVG	60	63.9	67.7	67.2	71.8	56	66.9	70.7	70.2	68.3	

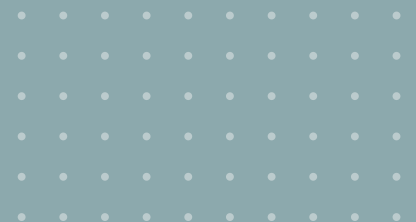
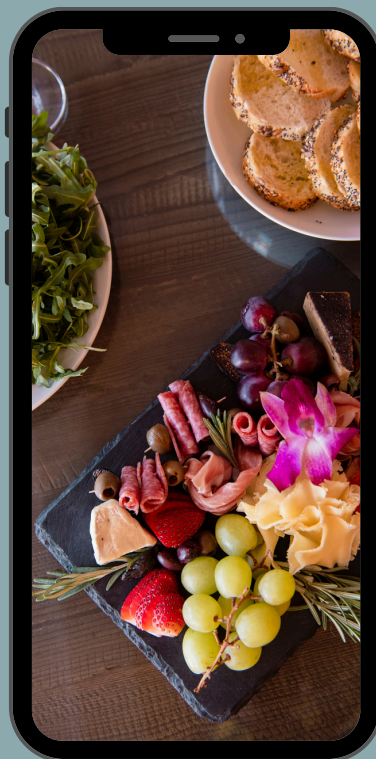
AVERAGE DAILY RATE ADR

AVERAGE DAILY RATE										YTD
2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
\$94	\$100	\$106	\$108	\$114	\$110	\$120	\$127	\$135	\$141	\$146

PROMOTE BISHOP AS A YEAR-ROUND VACATION DESTINATION

MOMENTUM

STRATEGIC PLAN IMPLEMENTATION



STRATEGIC PLAN IMPLEMENTATION & APPROACH

IMPLEMENTATION & PROGRAM APPROACH

Our strategic plan is built on a solid digital communications infrastructure. We partner with industry expert TwoSix for paid social media and search engine management. The new improved website, www.bishopvisitor.com, is a dynamic tool that is continuously updated to provide valuable content. This online framework allows us to track performance, adapt content for seasons and events, and make real-time micro-adjustments, ensuring we remain nimble and responsive to the evolving market.

AUTHENTICITY

We believe authenticity is key. Our content is created by a team of local experts who share their genuine passion and **LOVE** for the Bishop area. This team of writers, photographers, videographers, and social media specialists provides a local voice that an ad agency cannot replicate. We invest in a variety of online marketing programs to promote these firsthand experiences across platforms like Facebook, Instagram, TikTok, YouTube, TripAdvisor, and Expedia.

SUSTAINABILITY

Our mission is to inspire travel that fosters community togetherness and economic development while preserving our unique landscape. We strive to strengthen our image and encourage responsibility from both residents and guests. A key part of this commitment is our partnership with Sierra Forever, which help fund two Climbing Rangers to educate guests and patrol the lands, ensuring the health of our landscape and community remains paramount.

INFORMED INVESTMENTS FOR SUSTAINABILITY AND GROWTH

Our marketing decisions are guided by data. We use Datafy monthly to analyze guest demographics, spending habits, and location data, allowing us to make informed investment decisions for sustainability and growth. We complement our digital efforts with a mix of regional and national publications, both in print and online, and produce our own visitor guides and maps, such as the Bishop Visitor Guide and Fall Colors Guide.

INFORMATION CENTER

The Bishop Information Center is a crucial hub for our operations. Our professional Guest Hosts provide courteous, knowledgeable, and prompt service to every inquiry, whether by call, email, or in-person walk-in. The past two years, we expanded our reach beyond the main center, greeting and surveying guests directly at the Bishop Airport to better understand their needs and provide a welcoming first point of contact.

10-YEAR LOOK BACK (2014-2024)

Look at the growth over the past 10 years, since the inception of the BTID.

	<u>2014</u>	<u>2023-24</u>	<u>2024-25</u>	<u>REACH</u>
WEBSITE - VISITORS	16K	681K	734K	734K
Event Counts		2.2M	2.3M	
External Links (Members)		107K	112K	

Reaching over 47 Million Guests and Engaging with 479K Guests online and in person.

FACEBOOK	0	62K	70K	23.3M
INSTAGRAM	0	38K	43K	3M
TIKTOK	0	4.9K	5.3K	556K
YOUTUBE (HOURS/WATCH TIME)	0	227K	341K	341K
DATAFY ATTRIBUTABLE TRIPS	0	0	3765	1.5M
VISITOR GUIDE DOWNLOAD/PRINT	10K	65K	67K	67K
PRINT/DIGITAL MAGAZINE REACH	635K	15M	15M	15M
EMAIL NEWSLETTER SUBSCRIBERS	1948	46K	51K	
BISHOP VISITOR GUIDE FLIPBOOK	0	1413	2794	4K
QR CODES - ALL HOTEL MIRRORS	0	1091	2372	3K
PAID SEARCH - CLICKS	4413	29,828	37,738	353K
PAID SOCIAL - CLICKS	0	144K	176K	2.3M
EMAIL LEADS / FB & INSTAGRAM	239	2500	4598	4.5K
VISITOR CENTER	20K	19K	16K	16K



NEW PROGRAMS

Program expansion shows growth in all directions. It's not all about the stand-alone website, it's about all the touchpoints that support the guest in every aspect of their journey.

	<u>2014</u>	<u>2023-24</u>	<u>2024-25</u>
UGC/Crowdriff #Engagements	N/A	48K	64K
Book Direct #Referrals	N/A	2483	5477
Visit Widget #Engagements	N/A	57K	76K
StoryMaps #Engagements	N/A	9.7K	12K
Yosemite Journal Campaign #Leads	N/A	10K	16.5K
California Fall Color Website	N/A	94K	120K
Visit USA Parks Campaign #Impressions	N/A	140K	151K
Dog Trekker Campaign #Impressions	N/A	N/A	400K
Musings from a Trout Bum	N/A	N/A	6.5K
Visit CA Creators #Videos	N/A	N/A	14
Travel Trade # Shows	2	7	7
Climbing Ranger # Connections	N/A	2,004	2450
Trout Stocking	CDFW	6	6

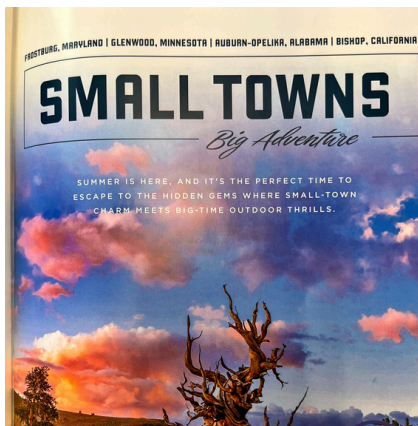
INCREASE MAJOR MEDIA ADVERTISING

Visit Bishop casts a wide marketing net to promote tourism, aiming to build broad brand awareness while also using targeted messaging to reach diverse domestic and international audiences. 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, trail runners, yoga enthusiasts or anglers.

***NOTE: All print ads are accompanied with a digital ad/online version and or enews.**

2014/2015
Scenic 395 Magazine
ES Fishing Guide
Yosemite Journal
Mono Co. Visitors Guide
Fish Taco Chronicles

2024/2025
California Visitors Guide
California Road Trips Magazine
Adventure Sports Journal
Fish Taco Chronicles
Western Outdoor News
Yosemite Journal
Scenic 395 Magazine
Daily Independent - Sierra Views/Prospector
Mule Days Program Ad
Mammoth In Room Directory
Eastern Sierra Fishing Guide
Climbing Magazine - Ascent
Living Bird Magazine
Ultra Running
S&S Off Road Magazine
Travel Guide To California



PUBLIC RELATIONS/INFLUENCERS/BUDGET COLLABORATIONS

CONNECTIONS

BUILDING RELATIONSHIPS

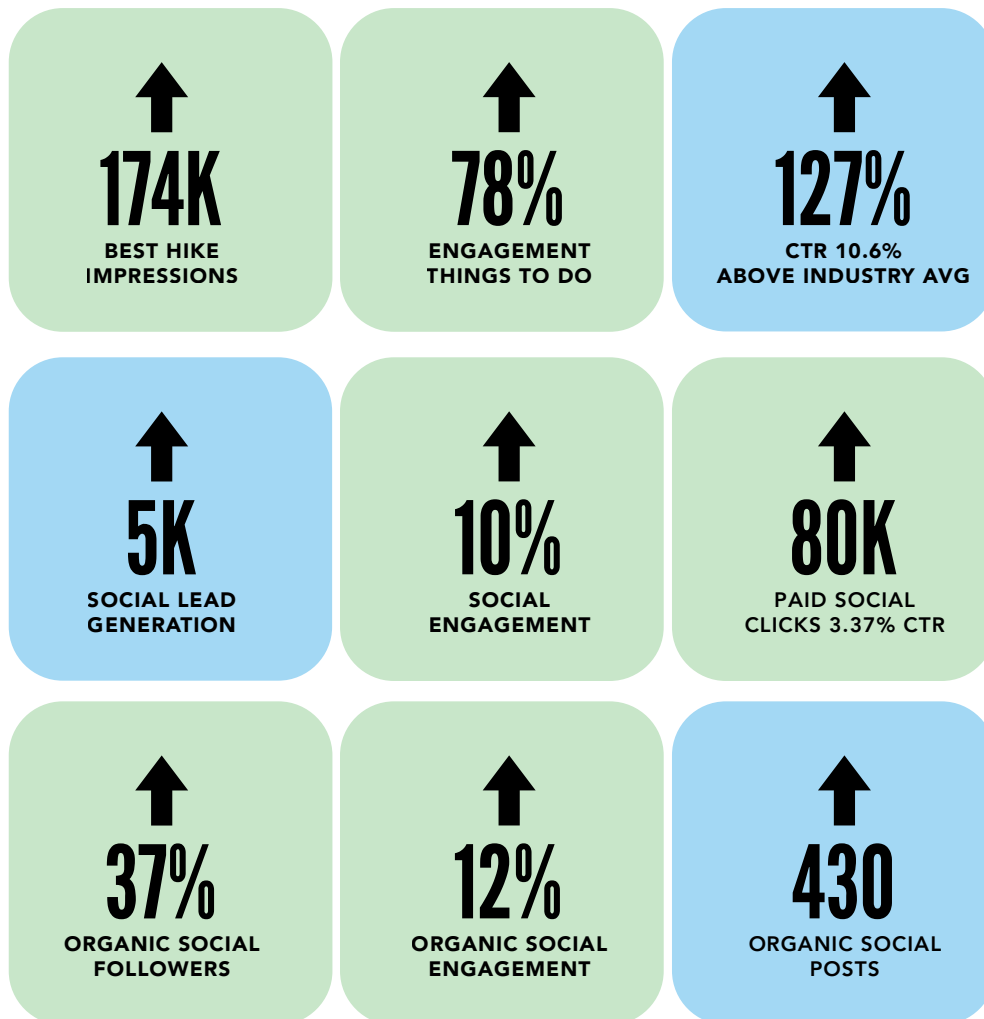
photos by Nick Cote - Visit USA Parks Photographer



STRATEGIC SOCIAL MEDIA & ADVERTISING CAMPAIGN

Share your Bishop moments: #visitBishop and your photos might be featured!

Our social media performance metrics are robust, with @VisitBishop's Facebook reach exceeding 23M and Instagram at 3M. We're leaning into multi-photo formats. Targeted ad campaigns on Facebook, Instagram, and Google in key out-of-state markets like San Francisco and Denver generated over 5,000 leads (doubling last year!) and reaching nearly 400K new visitors. Our video content has also seen significant growth, with YouTube views skyrocketing to 341K driven in part by integrating TikTok videos into YouTube Shorts to expand our audience. Summer lodging retargeting drove 95K impressions and 4,100 clicks. Lodging ads have been a success, increasing YoY traffic to the lodging page by over 400%! Paid social had 2.3M Impressions and nearly 80K clicks.



Visit Bishop
 Sponsored · 🌐

Dreaming of a trip to the Eastern Sierra? Be the first to hear about events, local favorites, and trip ideas - all delivered straight to your inbox!

by @sarahbrozio

FORM
 Sign Up for our E-Newsletter!
 [Sign up](#)

@visitbishop
 Small Town with a Big Backyard, welcome to the heart of the Eastern Sierra.

Visit Bishop, California

- Fly to Bishop Airport! BIH - SFO - DEN
- SHARE: Your Reels/Photos/UGC
- Eastern Sierra Tour (E.S.T) - 10 Superlatives
- Bishop Lodging Guide
- Itineraries & Road Trips
- Bishop Visitor Guide (PDF)
- Event Calendar
- Your Guide to Bishop: Stay/Eat/Shop/Play

IMPROVE WEBSITE AND DIGITAL FOOTPRINT



NEW LAUNCH OCTOBER 2024: HIGHLIGHTS

734K Views | 2.3M Event Counts | 104K External Links | 11K Downloads

Website Top Pages: Home, Lodging, Fishing, Fall Colors, EST, Events

Updated and Improved Content: UGC Photo Galleries | Video Library | Seasonal Guides | Webcams

Event Calendar: New Self Submission Tool

Guides with Maps: Dining | Shopping | Museums | Galleries

Planning Tools: Roads | Weather | Fire/Smoke | Climbing Conditions | Fishing Reports | Fall Colors Tutorials

Media Room: Benefit for travel media, tour operators and other travel pros.

BOOK DIRECT BENEFIT

New Ad Agency boosted our Lodging page by 416%.

The BookDirect initiative, a zero-commission booking engine integrated into the Bishop Visitor website, has demonstrated significant growth and continued value for local hoteliers. Instead of paying expensive 3rd party booking fees to companies like Expedia or Booking.com, this platform provides a direct booking channel that bypasses third-party commissions, resulting in a measurable increase in both referral volume and average booking value.

KEY PERFORMANCE METRICS

Referrals & Bookings:

- Last Year: 2,483 referrals
- This Year: 5,477 referrals (a 121% increase)

Average Booking Value:

- Last Year: \$254 per booking
- This Year: \$315 per booking (a 24% increase)

Booking Lead Time:

- Data indicates a consistent booking lead time of 42 days, suggesting that travelers are planning their visits well in advance.

Global Booking CVR

11.73%

Bookings (Est.)

646.22

Average Booking Amount
(Est.)

\$314.91

Total Booking Revenue (Est.)

\$203,502

Searches

14,266

Average Days in
Advance (Searches)

41.54

Average Length of Stay
in Days (Searches)

2.1

Average Daily Rate
(Searches)

\$158.84

Cost Per Referral

\$0.71

Referrals

5,477

Average Days in
Advance (Referrals)

29.4

Average Length of Stay
in Days (Referrals)

1.9

Average Daily Rate
(Referrals)

\$171.98

Referral CVR

38.39%

STRATEGICALLY TARGET DIVERSE AUDIENCES

DOGTREKKER



- An amazing 400,000+ high-impact impressions/pageviews
- 4,000+ clicks/engagements—record totals for any city in their first campaign
- Featured-destination upgrades, takeover newsletter, PawPress blogs, social posts, and ads that kept Bishop in pet parents throughout the entire campaign
- Custom sustainability messaging woven through stories, banners and social, reinforcing Leave Only Paw Prints® values.
- Audience insight: **two-thirds female, 25-54**; top login cities were Los Angeles, San Diego, San Francisco, and Sacramento; exactly the drive-markets you are interested in targeting
- The campaign delivered more than \$25,000 in value and put Bishop content into the new DogTrekker Media Network, multiplying reach across curated dog-travel and outdoor sites



CALIFORNIA FALL COLOR.COM

- Website received 94,000 visitors - up 34%
- Bishop homepage ad received 283 clicks
- Inyo County/Bishop mentioned in 5 coordinated news stories with more than 82 million impressions/ \$200,000 value
- Weekly media newsletter had an open rate of more than 56% to approximately 400 members of the media

VISIT USA PARKS

- Winter/Spring 2025 Campaign
- 75% international - 25% domestic markets
- 151K Impressions
- 35.6% Engagement Rate
- 5,294 Link Clicks

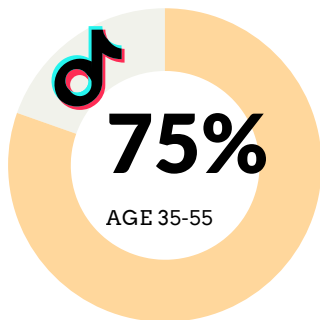


Collaborating with **Ambassador Nick Cote through the Herrmann Global/Visit USA Parks** partnership allowed us to acquire high-value visual photos and great storytelling for the Bishop area. Content theme: “Sunny Winter Escape in Bishop, CA.” Given our limited international marketing budget, this initiative strategically leveraged these assets and translated itineraries to reach niche audiences in Germany, France, and the UK. This approach not only provides us with stunning photography but also adds tangible value by driving engagement and generating owned content for our off-peak season.



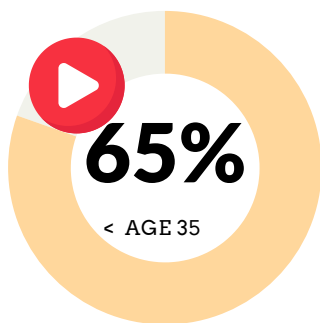
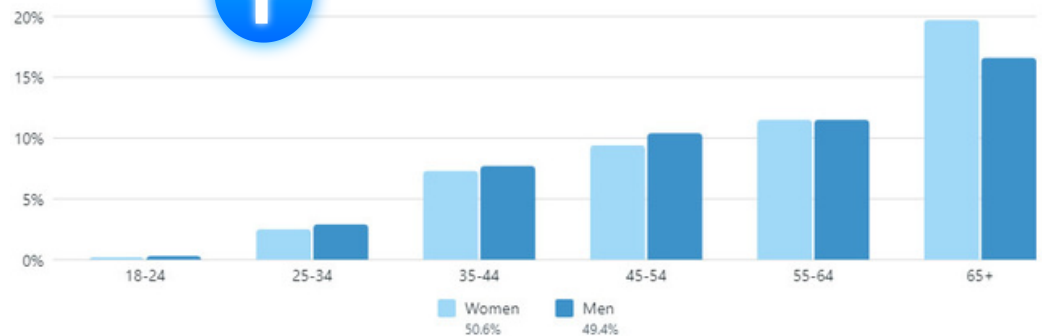
INTENTIONAL INVESTMENTS REACHING A VARIETY OF DEMOGRAPHICS

IN MARKET	Visit Bishop APP	Website	Facebook/Instagram	Book Direct
Los Angeles	Los Angeles	Los Angeles	Los Angeles	Los Angeles
San Diego	San Diego	San Jose	Bishop	Springville
Bakersfield	Sacramento	Sacramento	Bakersfield	Seattle
Reno	Victorville	San Diego	San Diego	Sonora
Sacramento	San Jose	San Francisco	Ridgecrest	Bakersfield
San Francisco	Las Vegas	Las Vegas	Reno	Long Beach
Las Vegas	San Francisco	Seattle	Las Vegas	San Jose
Phoenix	Anaheim	Denver	Riverside	Phoenix
Seattle	Reno	Germany/India/France	Mexico/UK/Canada	Japan/Belgium



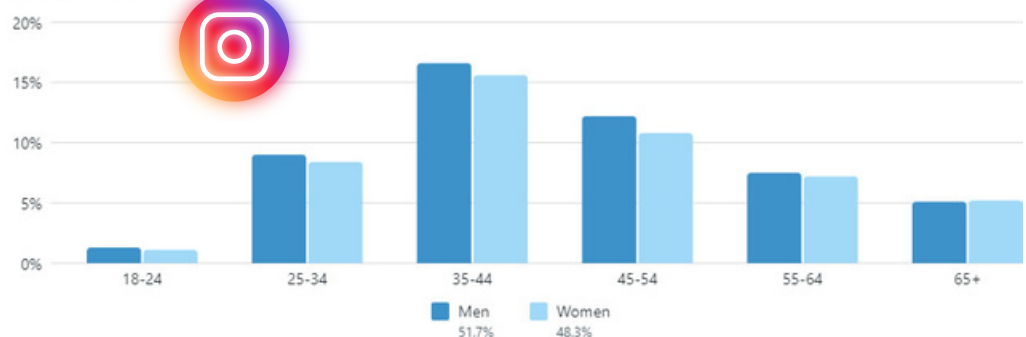
70,714

Age & gender ⓘ



43,397

Age & gender ⓘ



REGIONAL COLLABORATION CREATES VITAL PARTNERSHIPS

ALIGNED ADVOCACY/REGIONAL PARTNERSHIPS



We are actively engaged with regional partners including City of Bishop, County of Inyo, High Sierra Visitors Council, Inyo Associates, Mono County, Mammoth Lakes Tourism, Tri-County Fairgrounds, LADWP, USFS, BLM, CalTrans, Sierra Forever, CA Dept. of Fish & Wildlife, Eastern Sierra Business Resource Center and other stakeholders.

We work collaboratively for the betterment of our community, and we actively participate in many projects.

We will continue to learn from industry experts such as Crowdriff, TwoSix, Expedia, TripAdvisor, Visit California, CalTravel, One West, US Travel Association and Brand USA. They provide vital information about domestic and global travel trends, forecasts and best practices that we can apply right here in our own backyard.

ENGAGE TRAVEL TRADE AND MEDIA FOR FAM TRIPS

Earned Media = Amplifying Bishop's Reach Through Trusted Voices

"Earned media" is a vital pillar of the Visit Bishop destination development strategy. While it's sometimes referred to as "free" advertising, that term can be misleading. Earned media refers to publicity that isn't paid for directly—such as articles, blog posts, or social media content—created by third parties like journalists, photographers, or influencers.

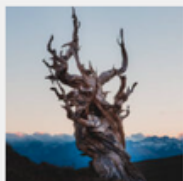
The Bishop Chamber recognizes the immense value of cultivating strong relationships with these content creators. We regularly organize familiarization tours (FAMs) to invite media professionals to explore our region firsthand. While we don't script their stories, we provide support—often covering lodging and meals when requested—so they can authentically experience all that Bishop has to offer.

These efforts continue to deliver powerful results. This year alone, Bishop was featured on the cover of the Wall Street Journal App, with an additional spotlight in their travel section. We also proudly hosted a Visit California-led SUPERFAM, bringing even more visibility to our destination through trusted, influential voices.

NEW! MEDIA ROOM

Meet The World's Oldest Tree — Nearly 5,000 Years Old And Born Before The Pyramids

Forbes

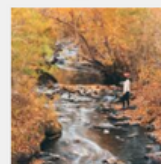


A writer with Forbes magazine describes the science behind the adaptability of the Great Basin bristlecone pine that allows it to live in an inhospitable region and live longer than anything else on the planet!

[Link to Article](#)

The Beauty of the Fall in the High Sierra is Starting to Emerge

San Diego Union Tribune



A writer for the San Diego Union Tribune reflects on the changing colors of fall in the High Sierra and the change of pace in our natural environment.

[Link to Article](#)

<https://bishopvisitor.com/media-room/>



JUNE 2025



EASTERN SIERRA TOUR



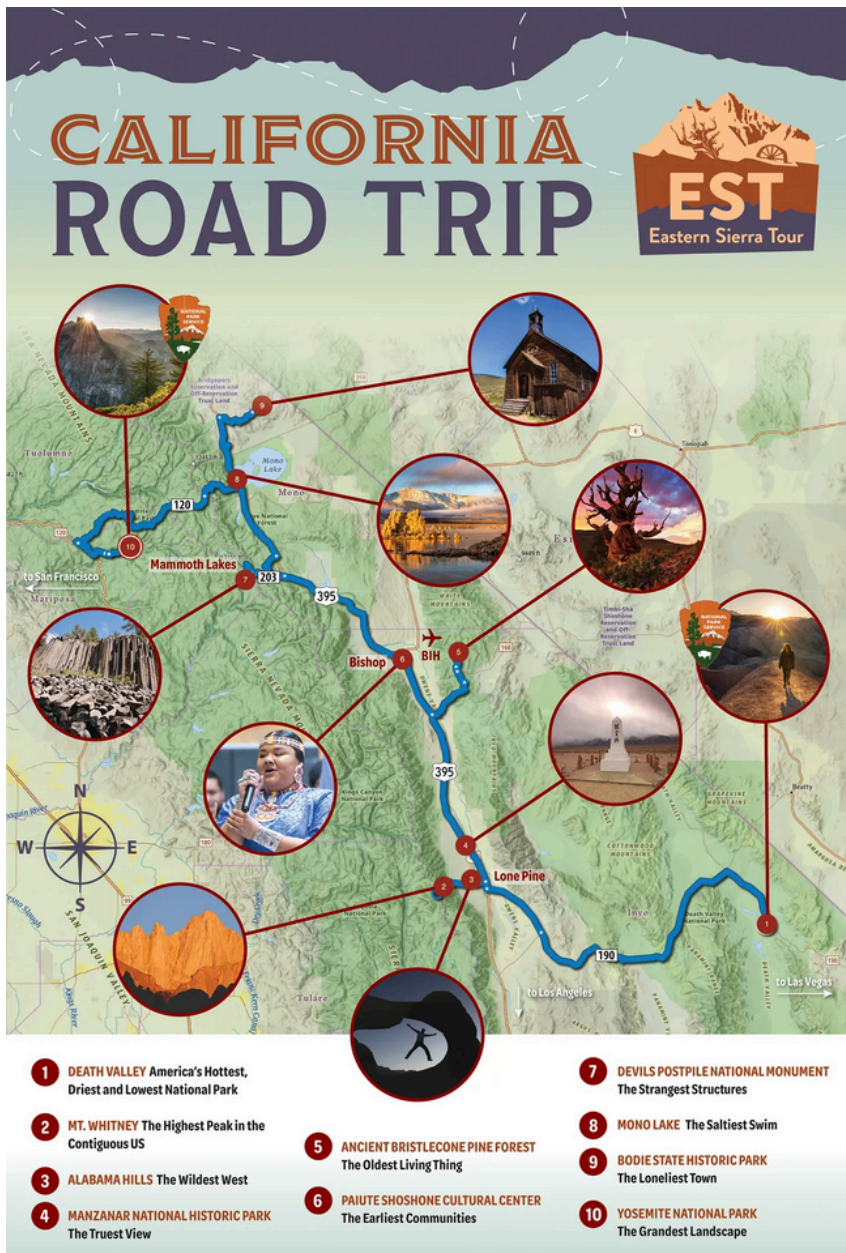
Our collaboration with Mono and Inyo Counties at IPW, the nation's premier travel marketplace, was a resounding success. We leveraged this vital platform to engage with over 5,000 international buyers and media. By showcasing a branded itinerary that features 10 iconic venues from Death Valley to Yosemite, we generated significant interest and secured meetings with over 40 key tour operators and media from Europe, Mexico, Canada, Brazil, Vietnam, and India.



IPW

BUZZWORTHY MOMENTS

- **Tour Operators:** 8-14 night itineraries, want details for itineraries (where to eat, road stops, don't miss along the way with an emphasis on wellness/gentle outdoorsy.
- **Flights:** Ready to book 12-18 months in advance.
- **Freelance Travel Writers:** AFAR, Fodor's, TIME, US News, San Francisco Chronicle, National Geographic, Wall Street Journal
- **More Int'l Media:** Mexico City, Italy, France, Vietnam, Brazil



PARTNER WITH EVENT ORGANIZERS TO ENHANCE EVENTS

Several events draw thousands of participants to Bishop each year. BACCVB is proud of our work to support longstanding events and attract new ones. Our staff continues to keep in contact with organizers, offering marketing and planning support.

Event Promotion:

- Events Page on www.bishopvisitor.com/events includes a list view of events and traditional calendar view.
- The events list is continually updated, representing a significant contribution of staff time. A typical month has 35+ events on the web calendar.
- Paid social and search campaigns drive traffic to the events page. Google ads campaign for events had 5K clicks and 196K impressions.

Event Development & Support: BACCVB hosts and supports a diverse range of events in our community. Some are for locals; some are for visitors and many are for both. Bishop Chamber is lead organizer on some events (Blake Jones, Christmas, Media Reception). For other events, we provide varying types of support like marketing, volunteers, and equipment.

New Events: Host staff worked with the Tahoe Trampers, a Lake Tahoe senior hiking group to coordinate a group trip in September 2024. They brought in over 70 individuals to Bishop for hiking, nature appreciation, and local history. Bishop Chamber Executive Director has been working since 2019 with organizers of the US Highpointers Club for their event that will bring 180+ people from across the country to Bishop September 17-21, 2025.

Stay in the know: Discover local festivals, events and community resources on www.bishopvisitor.com.

Be a part of the action: Submit your own event for visitors and locals to enjoy!

Christmas Parade/Tree Lighting
Railroad Express
Blake Jones Trout Derby
Trout Opener Media Reception
SWCIFF Trout Rodeo
CHSRA State Finals Rodeo
VCMC Dual Sport Rally
Pabanamanina Pow Wow

Flash Foxy Climbing Festival
California Hawking Club
4th in the Park
Eastern Sierra Tri-County Fair
Downtown Markets
Fall Colors Car Show
SAR Trail Races
Millpond Music Festival and More...

Event Submission

Community chamber members and non-profits are welcome to submit visitor events; subject to review and approval before posting.

SUBMIT AN EVENT

BISHOP

CHAMBER OF COMMERCE

The Bishop Chamber of Commerce serves as the Owners' Association for BTID, providing guidance, implementation and oversight of BTID funded programs.

The Chamber of Commerce brings added value to the partnership in many other ways:

- Bishop Chamber of Commerce has more than 300 members.
- Membership dues, donations and chamber event revenues support the overall effort to promote our destination.
- Dozens of Chamber Volunteers provide hundreds of hours of service, thus reducing staff expense.
- Chamber-Member Businesses donate thousands of dollars worth of merchandise and gift certificates for event prizes and other fundraising efforts.
- Bishop Chamber hosts networking and educational events that uplift the entire business community.
- Bishop Chamber brings other stakeholders and collaborators together to co-sponsor and enhance projects such as LADWP Responsible Recreation Ad Campaigns, Inyo County and City of Bishop Marketing Services Projects.



EXPANDED PROGRAMS THROUGH PARTNERS: INYO COUNTY

5 MONTH CAMPAIGN (Nov 24-Mar 25)

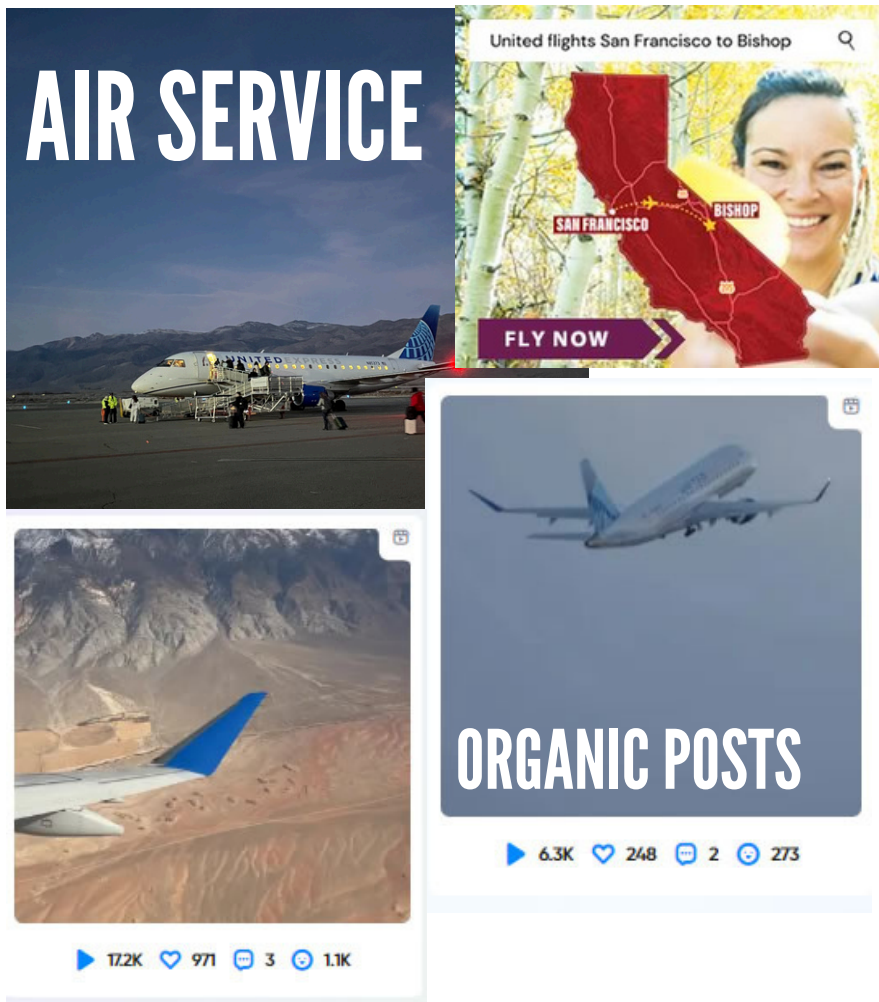
ATTRIBUTION CAMPAIGN

Datafy is a data platform that works with the travel industry, helping destinations understand:

1. Who is coming?
2. Where are they coming from/ origin market?
3. How long are they staying?

They also create campaigns out in the real world, serving ads, then seeing who physically showed up! These are the results based on a hyper-granulated campaign.

- Re-engage past visitors that have come to Bishop
- Create an airport look-a-like campaign that mirrors the in-market behavioral patterns.
- Create a lodging look-a-like campaign to expand reach.



ULTRA -TARGETED ATTRIBUTION CAMPAIGN

EST. CAMPAIGN IMPACT

\$615,747.00

EST. ROAS

\$41 : \$1

EST. SPEND PER DAY

\$163.55

For those served ads,
these are attributable
trips to Bishop

1.5 M
Impressions

3,765
Total Trips

192K
Total Video/Audio
Completions

LOCAL FLIGHT DISCOUNTS

- 2023/24 - 622 CLICKS
- 2024/25 - 1030 CLICKS

INFORMATION CENTER: BY THE NUMBERS

- Open year-round, hours vary by season.
- One full-time and three part-time hosts provide outstanding service to guests and locals.
- Well trained, professional, courteous, and knowledgeable.
- Must handle a vast scope of inquiries in-person, by phone and email.
- 16,148 guests assisted in 2024
- Busiest month is October - 2,443 guests
- Next busiest months are June (1,888) and July (1,772)
- Slowest months are January (552) and February (535)

RECREATE RESPONSIBLY: BISHOP CLIMBING RANGERS

Established in the fall of 2019, the Climbing Ranger Program has played a critical role in addressing the impacts of overuse and irresponsible recreation in the Bishop area. This collaborative initiative brings together key partners, including the Bishop Area Climbers Coalition, U.S. Forest Service (USFS), Bureau of Land Management (BLM), Sierra Forever, and private foundations.

Climbing Rangers are on the front lines—providing educational outreach, conducting visitor surveys, sharing current climbing conditions, and leading stewardship efforts to protect and preserve climbing areas. Our organization proudly supports this program by contributing funding and helping amplify its message through strategic social media promotion.

BOOTS ON THE GROUND

- BISHOP VISITOR HOSTS
- WEEKLY SEASONAL REPORTS
- CLIMBING RANGER CONDITIONS REPORTS
- FISHING REPORTS
- FALL COLOR REPORTS
- WILDFLOWER REPORTS
- INTERNATIONAL SPORTSMEN'S EXPO, SACRAMENTO
- BART HALL, LONG BEACH
- TRAVEL & ADVENTURE SHOW, LOS ANGELES
- PACIFIC COAST SPORTFISHING SHOW, OC
- TRAVEL & ADVENTURE SHOW, BAY AREA
- TRAVEL & ADVENTURE SHOW, DENVER
- US TRAVEL ASSOCIATION IPW CONFERENCE, CHICAGO



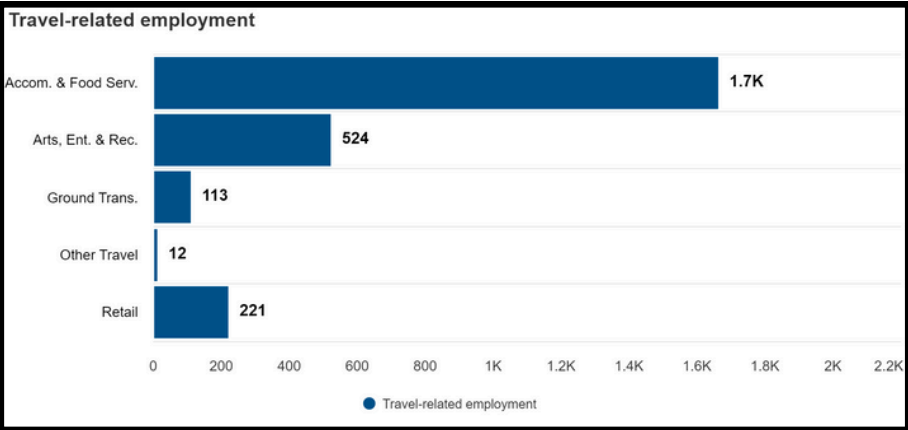
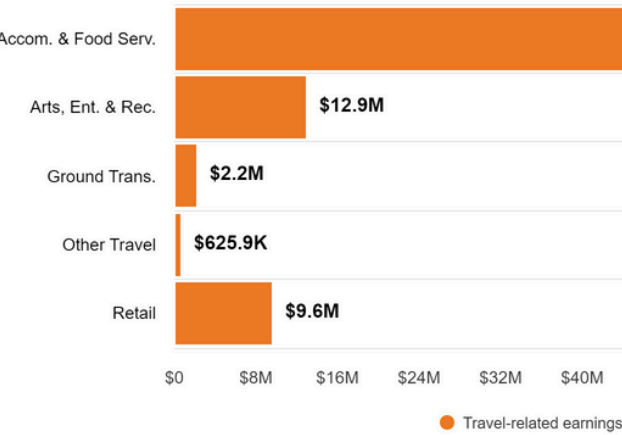
TOURISM TRENDS UNDERSCORE IMPORTANCE OF LOCAL EFFORTS

Visit California, our key marketing partner, plays a vital role in driving demand for travel throughout the state by leveraging compelling content, robust research, and strategic networking initiatives. According to Visit California’s latest forecast, overall visitation to the state is expected to decline slightly in 2025 (-0.7%), largely due to a projected 9.2% drop in international travel. This decrease is attributed to global economic pressures, including higher tariffs and negative sentiment toward the U.S. stemming from national trade policies.

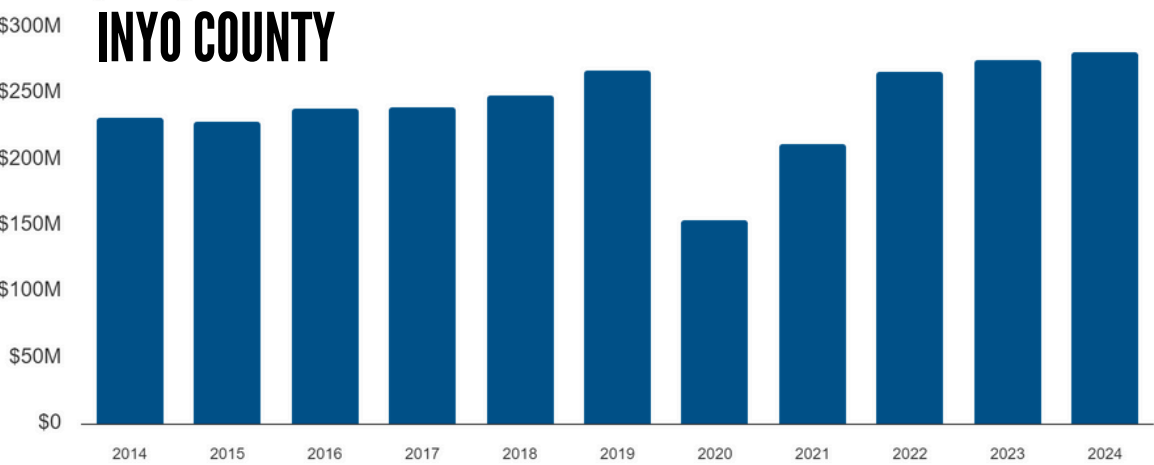
Fortunately, Bishop is not currently experiencing the same downward trend. However, these statewide projections serve as a critical reminder: with fewer overall visitors expected, the work we do to attract and engage travelers—particularly domestic audiences—is more important than ever. Strategic, localized marketing efforts will be essential to maintaining momentum and ensuring continued economic vitality for our region.

INYO COUNTY

Travel-related earnings



Travel spending in California



10 YEAR LOOK FORWARD

Investing in the Future of Bishop Tourism...

Next year's budget, along with long-term revenue projections, reflects more than just the continued support of the BTID through 2029 and beyond. It also represents the unwavering commitment of the City of Bishop and Inyo County to invest in the future of our region as a thriving tourism destination.

As we look ahead, it's imperative that we remain sharply focused on our financial health. The City's approach to fiscal responsibility emphasizes preparedness for unforeseen challenges while also prioritizing strategic investments that support economic development and community well-being. Tourism is a cornerstone of that strategy.

Looking back with a touch of nostalgia, one constant stands out: people **LOVE** Bishop—especially for its friendliness. This feeling is rooted in authentic visitor experiences all across town, many of which begin at the Visitor Center. To maintain our welcoming, small-town Main Street atmosphere, a fully staffed Visitor Center remains a key component of our 10-year forward-looking strategy.

Every day, staff at the Visitor Center look guests in the eye, walk them through a map, share local stories, and encourage them to stay another night—or three. This kind of personalized, genuine interaction simply can't be replicated by a digital kiosk. While technology has its place, it can't replace the human connection that makes Bishop stand out. Without a personal touch, visitors are more likely to scan a code and move on to the next town.

We are committed to building on this momentum through strong partnerships and regional collaboration. Our vision for Bishop is rooted in community-based tourism, tied to local traditions and powered by an open invitation that continues to set us apart from other destinations.

Thank you for trusting us with this important work.



FINANCIAL STATEMENT

FY 2024-2025

REVENUE

BTID (Received 7/1/24-6/30/25)	\$ 631,082
City of Bishop Marketing Svc. Contract	\$ 80,000
County of Inyo CPSP Grants	\$ 23,050
Inyo County Marketing Svc. Contract	\$ 40,000
Chamber of Commerce Earned Income	\$ 270,245
ERTC From 2020 & 2021	\$ 45,540
Total Income	\$ 1,089,917

Distribution of BTID Funds

EXPENSES

Paid Social & Search Engine Ads	\$ 143,456
Organic Social	\$ 133,228
Visitor E-News	\$ 6,267
Brochure Production & Distribution	\$ 10,652
Outdoor - Signs/Kiosks	\$ 3,452
Fall Colors Campaign	\$ 5,200
Website	\$ 30,675
Other video/photography	\$ 3,425
Display Ads/Print & Digital	\$ 50,979
Visit Bishop Mobile App	\$ 6,987
Analytics	\$ 41,106
Association Memberships	\$ 6,684
Travel & Sport Shows	\$ 36,409
CHSRA State Finals Rodeo	\$ 9,884
Media Reception	\$ 3,944
Fam Tours/Influencers	\$ 4,060
Blake Jones Trout Derby	\$ 5,869
Volunteer Appreciation Event	\$ 3,794
Trout Stocking	\$ 30,582
Climbing Ranger Contribution	\$ 13,823
Total Staff Expense	\$ 319,680
Member Development	\$ 6,906
Community Events	\$ 7,904
Conferences & Meetings	\$ 8,835
Facility, ins., office supplies, etc.	\$ 44,518
Total Expense	\$ 938,319

Sales & Marketing	\$ 523,569	83%
Visitor Services/Enhancements	\$ 44,405	7%
Administration	\$ 63,108	10%
		100%

Balance \$ 151,598

BIH → SFO → DEN

FLY TO BISHOP AIRPORT!

RAINBOWS, BROWNS, BROOKIES AND CUTTHROAT
PLUS BASS AND CARP

COME FISH BISHOP YEAR-ROUND

BishopVisitor.com (760) 873-8405



BEST OF THE WEST NOW EASIER TO ACCESS

SFO → DEN → BIH

Bishop Chamber of Commerce &
Information Center - Downtown Bishop



bishopvisitor.com
(760) 873-8405



YEAR-ROUND

Climbing, Hiking, Trail Running & Fishing



(760) 873-8405 BISHOPVISIT

Stay - Explore

Meet in THE MIDDLE

Plan a rendezvous.

Despite being surrounded by millions of acres to explore, one of the unique aspects is Bishop's location. Bishop isn't in the middle of nowhere—it's actually a natural oasis, conveniently situated in the middle of it all! With a variety of activities that appeal to everyone, from kiddos to grandparents young at heart, it's the perfect spot to meet up with family and friends and enjoy quality time together. Even Bishop's lodging options and cuisine covers all tastes.



We have a wonderful, wild, big backyard here in the Eastern Sierra and we're committed to caring for it. We believe you're here because you also care. Thank you! So, join us and be part of protecting and preserving our public lands.

FLY TO BISHOP



YOU DON'T HAVE TO WAIT 'TIL F

Fun, Family Oriented Fishing

There are many places to fish in the Owens Valley and Eastern Sierra and many anglers look forward to are the trout derbies! So why not plan your honey hole around this year's Inyo County Fishing Derbies - Bishop Trout Derby, Lone Pine Early Opener and Father's Day Fishing Derby.



BISHOP:

Where adventure takes flight.

#FlyBishopCA



BIH → SFO → DEN

Seasonal flights connect Bishop Airport to anywhere in the world via San Francisco and Denver!

FLY TO BISHOP!
(BIH)

Highlight:

The Blake Jones Trout Derby is the largest single day fishing event in California and has been celebrated for 50 years. Named after the late Blake Jones, he invented modern cheese bait like Powerbait, back in the late 1960s. Blake Jones became a spokesman for Bishop and the Eastern High Sierra, helping to turn Bishop into a year-round California fishing vacation destination. It will be you, vying for a share in over ten grand in prize.

Check out dates for these regional fish derbies in bishopvisitor.com/events.