



Visit Tuolumne County Report to City of Sonora

February 3, 2025

Advertising

- Print Ads:
 - *California Visitors Guide* (Circulation +500,000)



The advertisement for Tuolumne County, California, features a vibrant image of a group of people horseback riding through a river. The headline reads 'Wonderful EXPERIENCES ARE CALLING'. Below the image, the 'Visit Tuolumne County' logo is displayed alongside a QR code. A paragraph describes the county's beauty and adventure opportunities. The website 'VisitTCToday.com/CAVisitorsGuide' is provided. The ad is divided into three sections: Don Pedro Lake, Dodge Ridge Mountain Resort, and the City of Sonora. Each section includes a small image, a description of the location, and its website. A map of Tuolumne County is also included. The bottom of the ad features the text 'HIGH SIERRA - - - - GOLD COUNTRY - - - - YOSEMITE'.

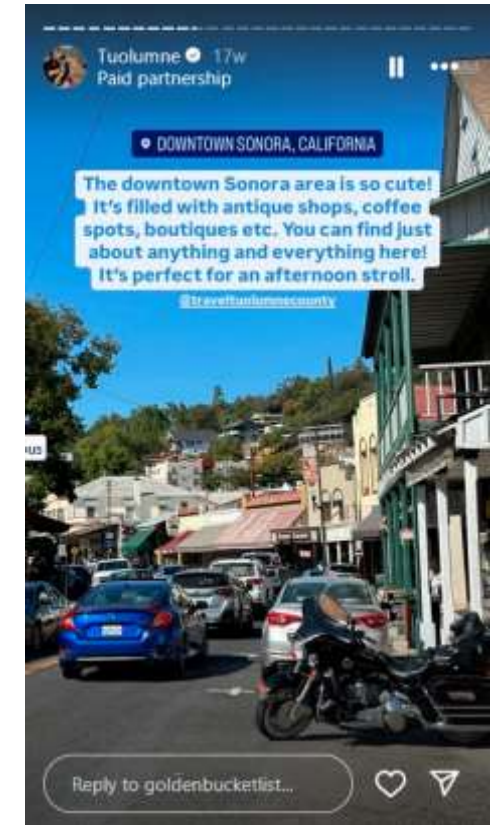


Media Features & Visits

Visits

- **Influencers, @Honeytrek** (39.5k followers) –
July: Stayed at The Inn on Knowles Hill
- **Influencer, Sanna Nour @goldenbucketlist** (36.4k followers)-
September: Explored Downtown and the Dragoon Gulch Trail
December: Attended 2nd Saturday Art Night and Christmas Town festivities
- **9 Influencers, Black Travel Alliance Creators Weekend** (249k combined followers) –
September
Stayed at Hotel Lumberjack and explored Sonora, Columbia, Yosemite, Firefall Ranch
- **Travel Writer, Nora Tarte – October**
Explored Columbia, Indigeny Reserve, Cover's, Black Oak Casino Resort

**Followers are Instagram*



Media Features & Visits

In the News

Sonora was featured and mentioned in seven articles that came about from media pitches and visits.

“The "Queen Of The Southern Mines" Is The Most Underrated Small Town On Yosemite's Doorstep”

The Travel (738k monthly viewers)

“Skip Lake Tahoe For These 7 Other Towns In The Sierras”

The Travel

“The Best Small Towns in Northern California for a Weekend Retreat”

WorldAtlas (3m monthly viewers)

“5 Incredible California Road Trips for Your Next Adventure”

San Diego Explorer (10k monthly viewers)

“Under An Orange Summer Sky In The Sierra Foothills”

India Currents (23.7k monthly viewers)

“Weekend getaway: A Gold Rush-inspired jaunt to the Sierra foothills.”

San Jose Mercury News (4m monthly viewers)



And in the rolling hills to the north, [Indigery Reserve](#) is home to organic apple orchards, a cidery and a distillery that makes brandy and liqueurs. Taste your way through the cider lineup, which typically includes rotating seasonal sips as well as its extra-crisp apple and blackberry flagship ciders. When the place gets busy — during the spring or harvest festival or other family-friendly events — it can be the most exciting place in Sonoma, with food trucks, shopping vendors, cotton candy carts, live music and more.

Holiday Promotions

The holiday season is always a magical time in Tuolumne County, and we launched several campaigns to spotlight Sonora and the County as vibrant holiday destinations:

- Multiple social media posts and stories (including ads) highlighting Christmas Town Sonora
- Sponsored the Holly Jolly Wagon
- Provided hot chocolate at Christmas Tree Lane set-up
- Showcased the Red Church on VTC's two billboards in the Central Valley (17,200 daily impressions)
- Local holiday events promoted in *San Joaquin Magazine's* e-newsletter, reaching over 15,000 subscribers
- Print ad in *209 Magazine*, circulation 100,000+ readers
- Supported the Sonora Chamber of Commerce by distributing their press release for Christmas Town Sonora



Hwy 108, Riverbank

Web Visits

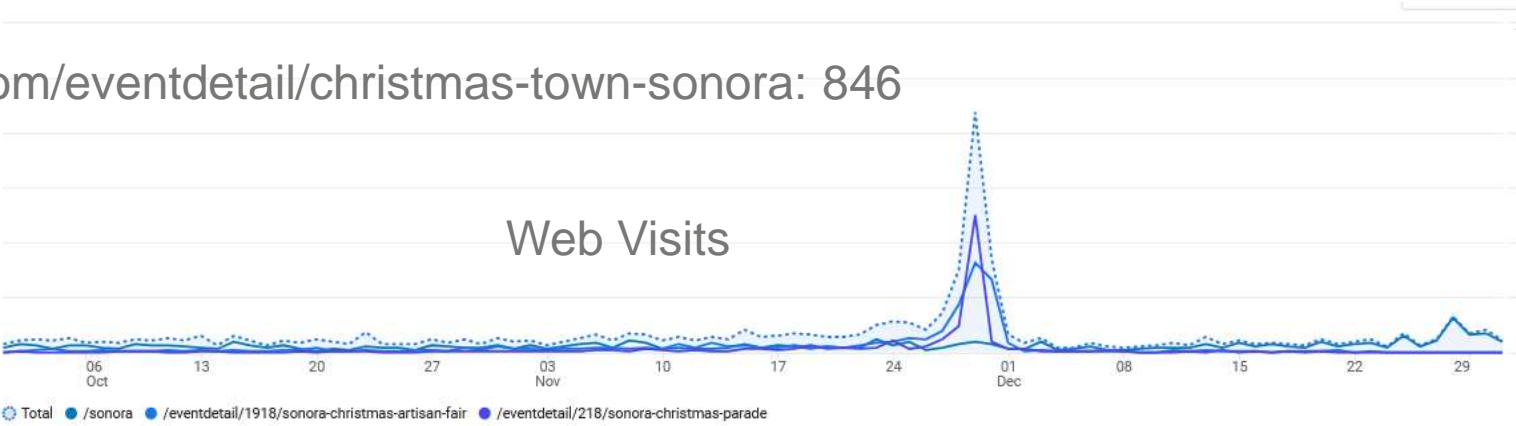
Site Views, October – December 2024

VisitSonoraCA.com (visittuolumne.com/sonora): 2,274

VisitTuolumne.com/eventdetail/christmas-artisan-fair: 1,794

VisitTuolumne.com/eventdetail/sonora-christmas-parade: 1,155

VisitTuolumne.com/eventdetail/christmas-town-sonora: 846



VISITING SONORA, CALIFORNIA

Sonora is a great base camp for a visit to Tuolumne County. It's an easy access point to all of the fun in the surrounding area with many lodging options, its historic downtown "Where It All Happens," is home to shops, restaurants, and fascinating museums, just to name a few things to do!



Dec. 29, 2024: Top 5 origins of physical visitors from over 30 miles away: Livermore, Santa Rosa, Riverbank, Newark, San Diego

Special Programs: Promotions



Gas card giveaway. Lodging promotion to increase stays during slow period.



Photo contest to promote dining out during California Restaurant Month.

Special Programs: Mobile Trails



196 Users
349 Check-ins



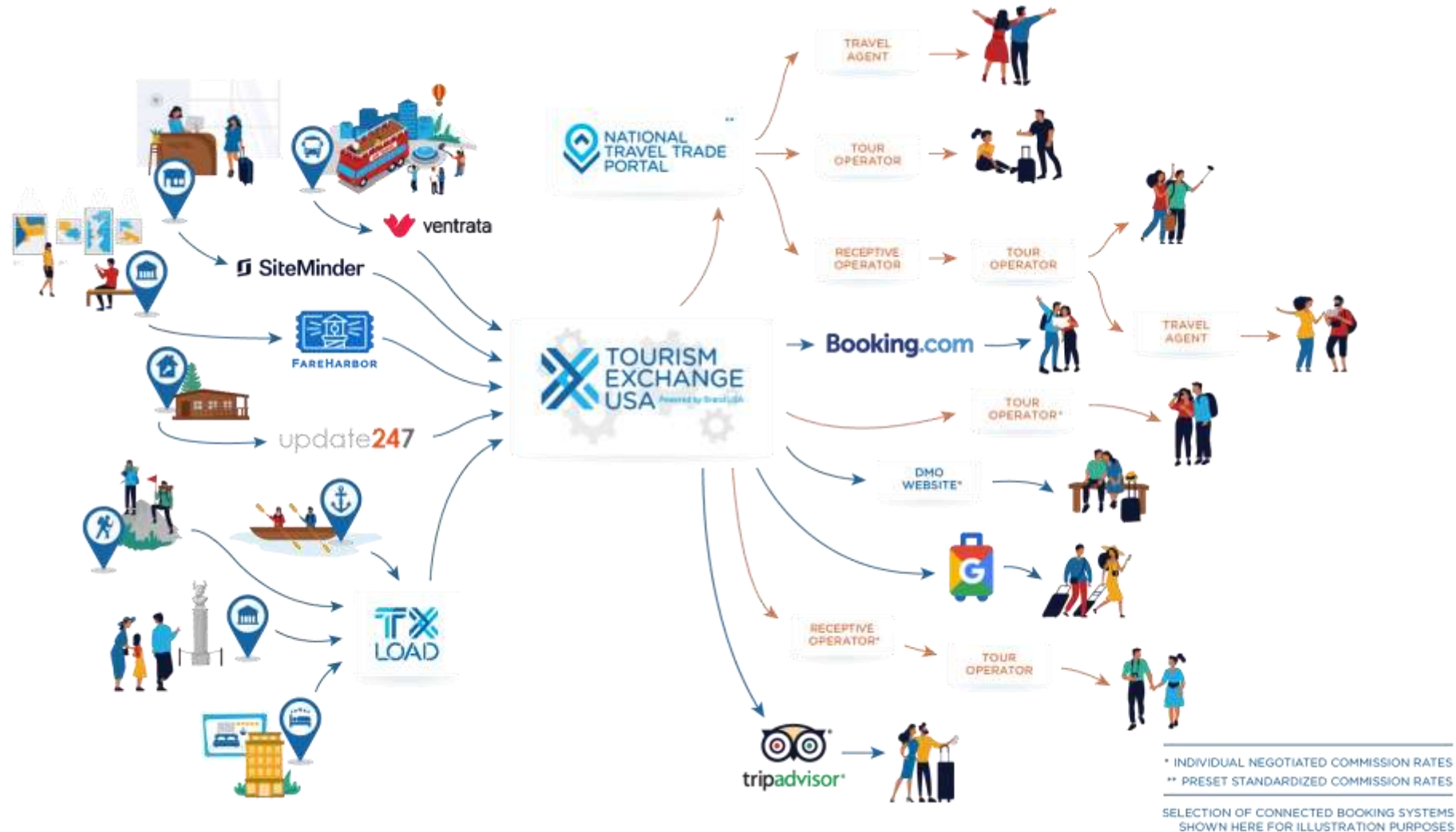
Travel Shows



Bay Area
**TRAVEL &
ADVENTURE
SHOW®**



Tourism Exchange USA



Tourism Marketing District (TMD)



- Steering Committee
- Timeline
- Cost and Activities to Date
 - TMD Feasibility Study and Workshop
 - TMD Communications and Strategy
 - Legal Expenses (monthly payments commenced Nov. 15, 2024)
 - Mailings, printing, meetings/workshops

Total to date: ~\$80,000



Save the Dates!



VTC Marketing Meeting

Thursday, February 20, 2025

1:00pm

VTC Headquarters in Sonora

Visit Tuolumne County Tourism Summit, Awards, & Partner Showcase

Thursday, October 16, 2025

Chicken Ranch Casino Resort

AWARDS:

Tourism Advocate

Best Visitor Experience

Spirit of Tuolumne County

Front-Line Hospitality Champion



Thank You

The image features a solid teal background. In the center, the words "Thank You" are written in a large, white, sans-serif font. At the bottom of the image, there is a white silhouette of a mountain range with several peaks of varying heights.