

Tuolumne County Visitors Bureau 2015-2016 Annual Report



Welcome

A record-breaking tourism year is in the books as Tuolumne County tourism numbers reached an all-time high. With a balance between domestic and international marketing, we saw increased numbers from Bay Area and L.A. visitors and international travelers from around the globe. Working strategically with partners such as National Geographic and San Francisco Travel has helped us to emphasize the ease of getting to Tuolumne County from a major gateway city while also focusing on all the adventures to be had in our area. Thank you to Tuolumne County and to the City of Sonoma for continuing to reinvest TOT dollars into marketing Tuolumne County to visitors. This is an important investment as the numbers continue to grow benefiting our entire County. Thank you to our many Partners who take part in our programs, serve on our Board and support our efforts.

Lisa Mayo
Executive Director
Tuolumne County Visitors Bureau



International Market Growth Opportunity, China

Tuolumne County
translated in
Chinese:
途乐迷
Journey, Happy,
Enchanted

California is the top U.S. destination for Chinese visitors and welcomed over 1 million visitors in 2015 who spent more than \$2.5 billion in the Golden State. While this group traditionally travelled by motor coach, today they are traveling independently and spending more time (and money) in destinations.

The TCVB has hosted two Chinese Familiarization tours this year, with a third one in November 2016. We enlisted Charlie Gu of China Luxury Advisors to speak at our 2016 Tourism Summit and to help our partners ensure that they are prepared to welcome the Chinese visitor now and in the years ahead. He described what motivates and influences their travel decisions.

Media and Tour Operator Familiarization Tours

The TCVB welcomed and hosted a variety of travel writers this past year. Thank you to all of our gracious partners who made these important visits possible!

- Bay Area Travel Writers - 35 media immersed in Tuolumne County for 3 days
 - 2nd San Francisco Travel Fam Tour
 - Multiple individual journalists
 - Toronto, Canada Media Fam Tour
 - 2 Chinese Fam Tours
 - CNN India Film in California Documentary
- To see some of the results of these tours head to VisitTuolumne.com/Press-Room, and click on "In the News."



Every Kid in a Park- Passport to Treasures



We tagged onto the National Park Foundation's Every Kid in a Park Campaign aimed at engaging fourth graders and their families to get out and explore national, state and local parks. We created a Passport to Treasures for kids to earn prizes at each stop on the Passport. Prizes included a toy, a pencil, a stuffed animal and lodging discounts. The idea was for families to visit Tuolumne County and extend their stay. This is an ongoing campaign.

Multi-Platform Marketing Campaign

Community Outreach/Education

- 2nd Annual Tuolumne County Tourism Summit
- Tuolumne County Transit/YARTS Promotion
- Financially Sponsored 12 County Events/Marketing Projects
- Support for events through gift basket donations.
- Free coffee and cocoa for Highway 108 volunteer clean-up crews

Regional Print Advertising

- Sunset Magazine - 675,000 Northern and Southern California Combined Distribution
- VIA Magazine - 2.6 Million Copies Per Quarterly Issue
- Yosemite Journal - 100,000 Copies Quarterly
- CA Visitors Guide - 500,000 - Advertised with Gold Country and Yosemite
- SF Travel Visitors Guide - 225,000
- Adventure Outdoors Magazine - 190,000 Copies Per Issue
- Adventure Sports Journal - 42,000 Copies Per Issue

Online Promotions

- LocalGetaways.com
- TravMedia
- Sunset Magazine
- VIA Magazine
- Yosemite Journal Road Trip
- Brand USA
- KGO
- US Travel News Brief



Television/Radio

- KGO Newstalk Radio 810
- Television Commercial on XFINITY, DISH & DIRECTV
- KFOG - In Partnership with Rush Creek Lodge

Social Media

- Facebook - 19,500+ Fans
- Instagram - 1,000+ Followers
- Twitter - 745 Followers
- YouTube
- Pinterest



#MyTuolumneCounty

Travel Shows

- Bay Area Travel & Adventure Show
- LA Times Travel & Adventure Show
- Sunset Celebration Weekend
- CA State Fair
- International Pow Wow and National Tour Association

Vacation Planners

100,000 Vacation Planners
Printed and Distributed

- 18,000 Visitor Centers
- 11,400 Mailed
- 16,000 Tuolumne County Partners
- 50,000 The Bay Area
- 4,600 Travel Shows & CA State Fair



County Travel Impacts

Travel Spending by the Millions

2015 Tuolumne County
Travel Impacts
\$221.7 Million in
Total Visitor Spending
(Up 6.4% from 2014)

Dean Runyan Associates

2014 - \$208.2 million
2013 - \$198.7 Million
2012 - \$200.7 Million
2011 - \$194.3 Million

Dean Runyan Associates



Visitor Center Statistics

Visitor Information Centers

In addition to Sonora and Chinese Camp, Groveland has been added to the list of Visitor Information Centers (VICs). Please see the Supporting Stats for additional VIC numbers.

TC VIC, Chinese Camp remains a key location helping visitors with lodging bookings, itineraries and road conditions. Chinese Camp continues to be open daily year-round.

TC VIC, Groveland has a Yosemite Ranger daily Memorial Day-Columbus Day and Visitor Bureau staff Friday-Sunday. Many visitors in Groveland are directed there by the VIC in Chinese Camp as Yosemite Park Passes are sold by the Rangers.

TC VIC, Sonora is home to the TCVB offices and is currently open five to six days/week.

A total of 20,808 guests stopped for information at our Visitor Centers.

Top 5 California Visitors:

Southern California - 887
East Bay Area - 873
Stockton/Modesto - 717
Sacramento Area - 656
North Bay Area - 630

Top 5 US Visitors:

NE Seaboard - 1,290
Central States - 1,114
Mid West - 1,040
SE Seaboard - 824
North West States - 731

Top 5 International Visitors:

Germany - 1,331
Australia/New Zealand - 876
United Kingdom - 800
Canada - 782
South America/Latin - 758

Mailed Vacation Planners

Top 5 Lead Sources

Yosemite Journal - 3,993
Sunset Magazine - 3,938
AAA/VIA Magazine - 882
TCVB Website - 462
NP Trips/MyYosemitePark - 192

See the full annual report, at
VisitTuolumne.com/For-Our-Partners

Industry Partners

- Bay Area Travel Writers
- California Travel Association
- Destination Marketing Association International
- Destination Marketing Association of the West
- Gold Country Visitors Association
- High Sierra Visitors Council
- National Tour Association
- Outdoor Writer's Association of California
- San Francisco Travel
- US Travel Association - Brand USA
- Visit California
- Yosemite Gateway Partners



Public Relations Highlights

- National Geographic's Digital Nomad program was successful in highlighting every corner of Tuolumne County. Digital Nomad Robert Reid's first-hand account of traveling throughout the County made this campaign the second most "sticky" Digital Nomad Campaign behind Kenya.
- Continued using Yosemite and the National Park anniversaries to highlight Tuolumne County's less crowded Yosemite while emphasizing Tuolumne County's Gold Country and High Sierra which greatly add to the visitors travel experience.
- Hosted the Bay Area Travel Writers meeting and familiarization tour bringing 35 travel writers/photographers to Tuolumne County for three days of immersive experiences focusing on Columbia and Railtown State Historic Parks. Post tours were offered for Highway 108 and Highway 120.
- Strategic partnership with San Francisco Travel gives Tuolumne County greater exposure at their Visitor Information Centers, inclusion in partner newsletter, social media posts, microsite for China, and provides US and UK markets with content. Tuolumne County was highlighted as a sponsor at SF Travel Annual Luncheon with over 1,000 partners attending. Indigency Reserve floats were the featured dessert. We have had three familiarization tours with SF Travel Staff so they have a first-hand experience of Tuolumne County.
- Fifty regional national and international stories were written highlighting Tuolumne County with more on the way. Many articles can be viewed at VisitTuolumne.com/Press-Room.



Additional Marketing Activity and Looking Ahead

- New Website with Booking Capabilities
- Expanded and Updated Television Commercial
- "Eat, Drink, Play" Section of the San Jose Mercury News and other Bay Area News Group Papers with Tuolumne County Winter messaging
- Continue Every Kid in a Park Campaign
- Brand USA Partnership: Visit California Outdoor Pillars Promotion
- KGO Promotion
- Visit California Dream Eater Visit
- Creating Airport Partnerships and Messaging
- Visit China Tour FAM, Nov. 2016
- KOFY TV Travel Show
- Shop Local Holiday Campaign



2015-2016 Board of Directors

Shirley Sarno, President
Sonora Chamber of Commerce

Margaret Davis, Vice President
Junction Shopping Center

Katie Fromm, Secretary
Dodge Ridge Wintersports Area

Mark Truppner, Treasurer
Clarke Broadcasting

Stephen Willey
The National Hotel & Restaurant

Tom Clawson
Yosemite/Hwy 120 Chamber of Commerce

Tricia Gardella
Promotion Club of Jamestown

Michael Ayala
Tuolumne County Chamber of Commerce

Ron Patel
Black Oak Casino Resort

Gary Neubert
Columbia Chamber of Commerce

Betsy Hurst Younger
Twain Harte Business Association

Chris Link
Best Western PLUS Sonora Oaks

Teri Marshall
Rush Creek Lodge/Evergreen Lodge

TCVB Team

Full-Time:

Lisa Mayo, Executive Director
Karen Foreman, Partnership & Visitor
Center Manager
Jennifer Lopez, Marketing
Coordinator

Part-Time:

Susan Wilson, Publicist
Ginger Malatesta, Bookkeeper
Anna Davies, Special Projects
Coordinator
Mackenzie Rodgers, Social
Media Coordinator

Visitor Services:

Richard Haratani
Candice Kendall
LaVerne Richmond
Diane Rock
Bethany Wilkinson



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