Tuolumne County Travel Impacts 2017

Lodging 75.3 Mil.
Food Service 72.9 Mil.
Arts, Entertainment & Recreation 35.6 Mil.
Retail Sales 23.3 Mil.
Fuel & Transportation 25.8 Mil.
Food Stores 11.3 Mil.

$253.3 Million* = 10% increase over 2016

Government Revenue Generated by Tourism:
Local Sales Tax Receipts 4.7 Million
State Sales Tax Receipts 10.4 Million
Transient Occupancy Tax 4.2 Million

Visitor Services
Staff at three Tuolumne County Visitors Centers, in Sonora, Chinese Camp and Groveland (seasonal), offer maps, directories, area brochures, trip ideas, lodging referrals and local perspectives, providing personalized service to visitors to ensure a positive travel experience.

Top 5 International Visitors to Visitors Centers:
1. Germany
2. United Kingdom
3. Australia/New Zealand
4. Canada
5. Netherlands and France

Top 5 California Visitors to Visitors Centers:
1. Southern California
2. East Bay Area
3. North Bay Area
4. Sacramento Area
5. South Bay Area

Top 5 US Visitors to Visitors Centers (other than California):
1. Central States
2. Northeastern Seaboard
3. Northwestern States
4. Midwestern States
5. Southeastern Seaboard

See the full annual report, at VisitTuolumne.com/members

193 S Washington St
Sonora, CA 95370
209-533-4420
VisitTuolumne.com

Tuolumne County Visitors Bureau 2017/2018 Annual Report Highlights

Tourism Industry Employment: 1,780

TCVB Leadership and Staff

2017-2018 Board of Directors:
Shelley Scone, Chair Person, Sonora Chamber of Commerce
Margaret Davis – Vice-Chair Person, Junction Shopping Center
Mark Tupper – Treasurer, Clarke Broadcasting
Katie Forman – Secretary, Dodge Ridge Ski Resort
Annela Hanson – Tuolumne County Chamber of Commerce
Stephan Wills, The National Hotel & Restaurant
Ron Pati, Black Oak Casino Resort
Chris Link, Best Western Plus Sonora Oasis Hotel & Conference Center
Begy Hunt Younger, Twain Harte Business Association
Teri Marshall, Rush Creek Lodge/Logan Lodge
Kris Dunn, The Carriage House on Bentine
Laurel Valmer, Lazy Z Resort
Stephanie McCaffrey, McCaffrey’s Bed and Breakfast

TCVB Team:
Full Time:
Lisa May, Executive Director
Jennifer Lippee, Manager, Operations
Katie Kriek, Communications and Tourism Manager
Debby Pallestra, Office and Membership Manager

Part Time:
Anne Davies, Special Programs Coordinator
Bethany Wilkinson, Film Liaison
Madonna Rodgers, Digital Content Coordinator
Ginger Malinetti, Bookkeeper

Visitor Services:
Diane Rock
Richard Harsten
Dave Grovern
Kim Greene
Jim O’Neil

Notes:
* These numbers are produced by Center for旅Over ANALytics for Visit California. They do not include activity from October 1, 2016 to October 1, 2017.
** Figures are not adjusted for inflation or to depict a calendar year to calendar year comparison.
Welcome!
The TCVB, along with our partners, continues to increase tourism and economic growth for our community. Expanding marketing programs and partnerships have resulted in increased coverage, and our team has worked to expand opportunities for more than 1 billion people in the United States.

Successful marketing initiatives continue to grow and new initiatives are showing a strong return on investment. International representation in the UK and Ireland has opened opportunities for publicity andrelations on a new scale for Tuolumne County. A incentive program has been put in place to encourage off-peak and midweek business opportunities with the meetings industry.

The TCVB Team is a hard-working group, passionate about our community. We are appreciative of our Board of Directors and the continued support of new ideas and feel in our abilities to carry them out. Thank you to our supportive members who join us on this journey. Our program, the Tuolumne County Board of Supervisors and the County for understanding the value of tourism and the positive impact it has on our community.

Respectfully,
Lisa Mayo, Executive Director
Tuolumne County Visitors Bureau

Strategic Planning

• Survey – 95 respondents
• Service – Tuolumne County = Local Flavor
• Audience: Avidly diverse, including travel and entertainment enthusiasts
• Awareness: The importance of destination internet and mobility/access

Opportunities
• Tourism
• International Hotel Brands

The TCVB will use findings from the Destination NEXT program to build our Stronger, More and Traveler Master Plan. The comprehensive Destination Study along with Tuolumne County’s results can be viewed online at visitTuolumneCounty.com/tourism-partners.

Media & Travel Trade Highlights
To increase Tuolumne County’s media coverage to our target market, the TCVB attended media request, partner marketing briefs and meetings, hosted regional and domestic partners, as well as travel articles in regional advertising opportunities.

22 domestic and international stories published to highlight Tuolumne County as a premier travel destination

TCVB published: Press releases
TCVB hosted: 3 media and tour operator trips this past year

New York MIP in Tuolumne incentive program for meeting planners to book in Tuolumne County

Marketing Highlights
Our destination marketing strategy is one rooted in the knowledge of our brand, Tuolumne County, Yosemite, Gold Country and High Sierra, throughout California, the United States and the international markets. The marketing efforts are aligned with strategic partners with consistent messaging across all platforms. The implementation of social and digital initiatives around key search, social media and newspaper publications to drive interest to our unique destination.

Condensed Vacation Planner translated in Spanish, French, Russian, Canadian, German and Mandarin

Bay Area Life: Get Outta Town
March 20: Television show featuring Tuolumne County aired on San Francisco’s ABC 7 on April 28th and June 17th

Ran 25 print ads and digital ads in 11 periodicals including Sunset, MS, Where SF and NW for this year, Southwest Insight magazine

Strategic Partnerships
The TCVB partners with regional and International Destination Marketing Organizations to assist in capturing additional markets and increase Tuolumne County’s exposure to both domestic and international markets. By working with these partners, we are able to leverage funding and have a greater impact.

Community Outreach and Marketing Sponsorships
The program officially rolled out in January 2018 and nearly $50,000 in product and/or marketing funds was awarded.

21 events & programs sponsored

10.8% 12.6% 15.5% 16.9% 40.6%

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Social Media
By taking the successful combination of original hotel content and user generated travel stories, the TCVB has been able to increase an active following with credible and premium content that is in sync with current travel trends. Social media is an effective way to continuously be a trustworthy source for visitors and potential visitors to get real-time travel tips, opinions, information of our exciting partners and to interact with Tuolumne County.

FilmTuolumne.org
• Officially launched a website redesign which features a news section tab, a photo page gallery and user-generated content in events tab with emphasis on film events happening in the area
• 25 of 135 preserved filming sites in various parts of the county including filming from AMC Theatres
• Film commission was represented at the California On Location Awards in Los Angeles
• The Film Commission, alongside other film commissions met with the city’s film office to encourage filming in California
• Sedona Wilsdon became the official film liaison to represent Tuolumne County in the film liaison in California Statewide.
Tuolumne County Travel Impacts 2017

Direct Travel Spending $253.3 Million* = 10% increase over 2016

<table>
<thead>
<tr>
<th>Industry</th>
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<tbody>
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Government Revenue Generated by Tourism:
Local Sales Tax Receipts $8.7 million
State Sales Tax Receipts $10.4 million

Visit Tuolumne County Visitors Bureau 2017/2018 Annual Report Highlights

Visit Tuolumne.com

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Food Stores $11.3 Mil.
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Staff in three Tuolumne County Visitors Centers, in Sonora, Chinese Camp and Groveland (seasonal), offer maps, directories, area brochures, trip ideas, lodging referrals and local perspectives, providing personalized service to visitors to assist with a positive travel experience.

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Annalea Hamilton — Tuolumne County Chamber of Commerce
Stephen Wiley, The National Hotel & Restaurant
Ron Paul, Black Oak Casino Resort
Chris Link, Best Western Plus Sonora Oasis Hotel & Conference Center
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Laura Waimee, Lazy Z Resort
Stephanie McCaffrey, McCaffrey’s & Breakfast

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Jennifer Lopez, Managing Manager
Katie Kirkland, Communications and Tourism Manager
Debby Pallante, Office and Membership Manager

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Bertha Williston, Film Liaison
Madeline Rodger, Digital Content Coordinator
Ginger Malmetta, Bookkeeper

Visitor Services:
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Richard Hartars
Dave Groxten
Kathy Greene
Jim O’Neal

TCBV has partnered with the Yosemite Gateway Museum in Groveland to operate a seasonal visitor center within the museum location. The partnership commenced on Memorial Day weekend and will end on Columbus Day weekend. The months of June 2018 saw nearly double the visitors vs June 2017 and a significant increase in donations to the museum. The TCBV also worked with Yosemite National Park to secure a ranger presence at the new location. This is a huge asset for all to have the rangers as part of this partnership.

See the full annual report, at VisitTuolumne.com/members
Welcome!
The TCVB, along with our partners, continues to increase tourism and economic growth for our community. Expanding marketing programs and partnerships have resulted in a strong return on investment. International representation in the UK and Ireland has opened opportunities for public relations on a new scale for Tuolumne County. A incentive program has been put in place to encourage off-season and midweek business opportunities with the meetings industry.

The TCVB Team is a hard-working group, passionate about our community. We are appreciative of our Board of Directors’ support of new ideas and faith in our abilities to come out. Thank you to our supportive members who jump on board with our programs. Thank you to the Tuolumne County Board of Supervisors and Sonora City Council for understanding the value of tourism and the positive impact it has on our community.

Respectfully, Lisa Mayo, Executive Director Tuolumne County Visitors Bureau

Strategic Planning

DestinationNEXT: A Strategic Roadmap for the Next Generation of Global Destination Organizations.

- Survey: 95 respondents
- Tuolumne County — Year-over-Year Improvement
- Above industry average for destination drugs, including direct communications and entertainment opportunities
- Opportunities to improve on sustainability, internet infrastructure and mobility/access

Opportunities:
- Direct Sales
- International Hotel Brands

The TCVB will use findings from the DestinationNEXT program to build our Strategy, Plan and Tourism Master Plan. The complete DestinationNEXT survey along with Tuolumne County’s results can be viewed online at visittuolumne.com/tourism-partners.

Social Media

By leveraging the successful combination of original travel content and user-generated travel media, the TCVB has been able to increase an active following with highly engaged and premium content that is consistent with current travel trends. Social media is the key to continuing to be a trustworthy source for visitors and potential visitors to get real-time travel updates, view a variety of our inspiring images and to get instant advice on where to stay.

Media & Travel Trade Highlights

To increase Tuolumne County’s media coverage to our target market, the TCVB attended media sources and key partner marketing briefs and meetings, hosted regional and destination partners, as well as toured in regional advertising opportunities.

22. domestic and international stories published to highlight Tuolumne County as a premier travel destination.
TCVB published 3 press releases

TCVB hosted 7 media and tour operator trips this past year
New York NY, in California incentive program for meeting planners to visit in Tuolumne County

Marketing Highlighting

Our destination marketing strategy is one centered in capturing our shared Tuolumne County resources, Gold Country and High Sierra, throughout California, the United States, and destination networks. The marketing efforts span across strategic partnerships with consistent messaging using Tuolumne County’s unique positioning in key travel and destination targeted regions. From Travel Japan to the San Francisco Chronicle, our digital advertising in targeted markets, social media, promotions and TV and more.

Condensed Vacation Planner translated in Spanish, French, Russian, German and Mandarin
Bay Area Life: Get Outta Town
20 minute television show featuring Tuolumne County aired on San Francisco’s ABC 7 on April 28th and June 17th
Run 20 print ads and digital ads in 11 periodicals including Sunset, USA, Where SF and NSW for this year, Southwest Insight magazine

Strategic Partnerships

The TCVB partners with regional and International Destination Marketing Organizations to assist in capturing additional markets and increase Tuolumne County’s exposure to both domestic and international markets. By working with these partners, we are able to leverage funding and have a greater impact.

Community Outreach and Marketing Sponsorships

The program officially rolled out in January 2018 and nearly $50,000 in sponsorships and funding was awarded.

21 events & programs sponsored

2018 Film Commission

- Officially launched a website redesign which features a new section tabs, a partner page, film and television casting calls and events tab with an emphasis on film events happening in the area
- Some of 130 past filming days that occurred in various parts of the County, including filming by ABC’s The Bachelor TV show and Bravo’s Below Deck
- Film commission was represented at the California On Location Awards in sponsorship
- The Film Commission, alongside other film commissions met with the CEO of film sets supplying California
- Sedona Wilkinson became the official film liaison to represent Tuolumne County in the Film Commission in California.
Welcome! The TCVB, along with our partners, continues to increase tourism and economic growth for our community. Expanding marketing programs and partnerships have been reinforced by increased visitor engagement, increased media coverage, and a commitment to showcasing the unique attractions and offerings that make Tuolumne County a destination.

Successful marketing initiatives continue to grow and new initiatives are showing a strong return on investment. International representation in the UK and Ireland has opened opportunities for public relations on a new scale for Tuolumne County. A incentive program has been put in place to encourage off-peak and midweek business visits with the meetings industry.

The TCVB Team is a hard-working group, passionate about our community. We are appreciative of our Board of Directors’ support of new ideas and faith in our abilities to carry them out. Thank you to our supportive members who join us in our programs. Thank you to the Tuolumne County Board of Supervisors and Sonora City Council for understanding the value of tourism and the positive impact it has on our community.

Respectfully,
Lisa Mayo, Executive Director
Tuolumne County Visitors Bureau

Strategic Planning

DestinationNEXT: A Strategic Roadmap for the Next Generation of Destination Organizations.

- Survey - 95 respondents
- Tuolumne County - Racial Level
- Above Industry average for destination strength, including brand awareness, and entertainment opportunities
- Tuolumne County is a destination for nature and infrastructure mobility and access

Opportunities

- Presence
- World Class Hotels

The TCVB will use findings from the DestinationNEXT program to build our Strategic Plan and Tourism Master Plan. The complete DestinationNEXT Survey along with Tuolumne County’s results can be viewed online at tcvb-tuolumne.com/reeources.

Media & Travel Trade Highlights

Winnebago and Winnebago Industries announce the appointment of Lani Hendrickson as Chief Marketing Officer. Lloyd Duda, President and Chief Executive Officer, today announced the appointment of Lani Hendrickson as Chief Marketing Officer. This latest appointment is a move to better align the company’s marketing strategy with its overall business strategy. Hendrickson will be responsible for driving the company’s marketing efforts to support its growth and expansion plans.

2021 Domestic and International Travel Trends - Business and Economic Growth

- Increased domestic travel
- Strong demand for unique destinations
- Emphasis on health and safety
- Growing interest in leisure travel

Media & Travel Trade Highlights

To increase Tuolumne County’s media coverage to our target market, the TCVB attended media就想和 and partner marketing briefs and meetings, hosted regional and domestic partners, and promoted events in regional advertising opportunities.

2021 Domestic and International Stories published to highlight Tuolumne County as a premier travel destination

TCVB published 3 press releases

- TCVB hosted 7 media and tour operator trips this past year

New York, NY: In Tuolumne incentive program for meeting planners to book in Tuolumne County

Condensed Vacation Planner translated in Spanish, French, Russian, Chinese, German, and Mandarin

Bay Area Life: Get Outta Town

20 minutes television show featuring Tuolumne County aired on San Francisco’s ABC 7 on April 28th and June 17th

Ran 2 print ads and digital ads in 11 periodicals including Sunset, USA, WHERE SF and NW for this year, Southwest In site magazine

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The program officially rolled out in January 2018 and nearly 500,000 in commuter marketing and funding was awarded.

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15.5%
40.6%
16.9%
15.1%
46.9%
123.1%
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5. Southwestern Seaboard

Top 5 California Visitors to Visitors Centers
1. Southern California
2. East Bay Area
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New Visitor Center Partnership
The TCVB has partnered with the Yosemite Gateway Museum in Groveland to operate a seasonal visitor center within the museum location. The partnership commenced on Memorial Day weekend and will end on Columbus Day weekend. The months of June and August 2018 saw nearly double the visitors to June 2017 and a significant increase in donations to the museum. The TCVB also worked with Yosemite National Park to secure a ranger presence at the new location. This is a huge asset for all to have the rangers as part of this partnership.

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