

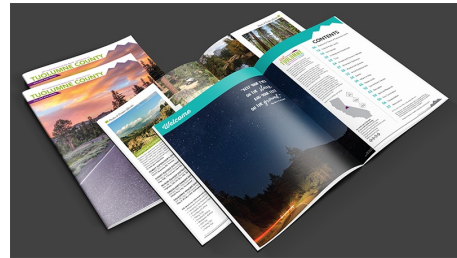


Partner Update

November 2017

Important and Timely Vacation Planner Material is Coming Your Way!

In the next week or two, be on the lookout in your regular mail for your draft 2018 vacation planner directory listings. If there are any necessary changes, please let us know by the date specified in your packet. This will be the last opportunity to update your information before the vacation planner goes to print.



National Park Service Proposes Targeted Fee Increases at Parks to Address Maintenance Backlog -- NPCA is Taking Action and Would Like Your Help

The National Park Service is [proposing to raise entrance fees](#) during peak visitation season in 17 national parks, including Yosemite, to increase revenue to help address deferred maintenance backlog in the parks. If the proposal is accepted and implemented, the private vehicle entrance fee for Yosemite would increase from \$30 per vehicle to \$70 per vehicle (133% increase)! Commercial tour services into Yosemite will also experience rate increases.



The National Park Conservation Association (NPCA) has developed a campaign to ask the Executive Administration to work with Congress to not burden park visitors with higher park fees and to look for more sensible and long-term solutions to address maintenance backlog in the parks.

NPCA has written the following business letter to Secretary of the Interior, Ryan Zinke, and they're looking to gain co-signers before Tuesday, November 21st.

[Click here to read and sign the letter to Secretary Zinke](#)

Also, you can still make a comment on the proposal; the public comment period is open until November 23rd.

[Read NPS Release on Peak-Season Fees](#)

[Click Here to Comment Now](#)

Chainsaw Carvers Wanted for the 2018 Groveland 49er Festival and Chili Cook-off



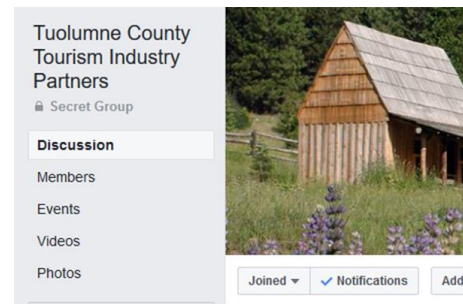
Organizers of the annual Groveland 49er Festival and Chili Cook-off are seeking 3 chainsaw carvers to participate in the popular carving competition.

Besides being entered in the prize competition (bragging rights and a cool metal), one participant will also receive a FREE booth (\$80 value) to display and sell their creations!

Get more details by contacting Tomas Hernandez Jr. of the Yosemite Highway 120 Chamber of Commerce at 209-914-2633 by January 1, 2018. The festival will take place at Mary Laveroni Park, in Groveland on September 15, 2018.

Join the New Tuolumne County Tourism Industry Partners Facebook Group

The [Tuolumne County Tourism Industry Partners](#) page is here to connect and inform page members about opportunities, issues and updates as they relate to the tourism industry. The TCVB will post interesting articles, various marketing projects and other items that will be of interest to those in Tuolumne County's number one private sector industry - tourism. This page can be used to help fill vacant rooms and vacant positions as it can be a catalyst for cross-promoting and elevating tourism in TC!



[Join the Group](#)

Marketing Updates

We've Been Ramping Up for Winter Visitation

We have so much going on to drive visitation this winter. Here's the tip of the iceberg...

~ Studio 40 Live (on Fox 40 KTXL) segments every week of November! Here's what we've been talking about...

Nov. 1 - [Live from Sonora](#): The Christmas Parade, shop local, lodging and more

Nov. 8 - [Dodge Ridge Ski Resort](#)



Nov. 14 - [Live in studio: Holiday events](#)
Nov. 20 - Winter recreation
Nov. 29 - Groveland area activities, lodging and shop local

- ~ Updated [TV commercial](#) with additional winter recreation and indoor activity footage. Airst in Sacramento, Tri-Valley (Pleasanton, Dublin, Livermore, Danville) and Fremont viewer areas
- ~ Sunset Magazine full-page ad in January and February California issues
- ~ VIA Magazine ad in Winter issue

There's More Marketing...

- ~ Digital ads at Sacramento International Airport
- ~ Ads in *Where Magazine* which is in guest rooms in 230+ hotel in the San Francisco Bay Area
- ~ New video: [Fall Found in Tuolumne County](#) with many more new videos to come



Be Local, Shop Local

We've partnered with the local Chambers of Commerce for the 2nd *Be Local, Shop Local* campaign. Stop by the Tuolumne County Visitors Center at 193 S Washington in Sonora to pick up your reusable bag full of special offers and deals, starting on Nov. 24th.*

*While supplies last



Tuolumne County Visitors Bureau | 800-446-1333 | [VisitTuolumne.com](#)

[Visit California](#) | [CalTravel](#) | [BrandUSA](#)

STAY CONNECTED:

