



Tuolumne County Visitors Bureau Marketing & Looking Ahead

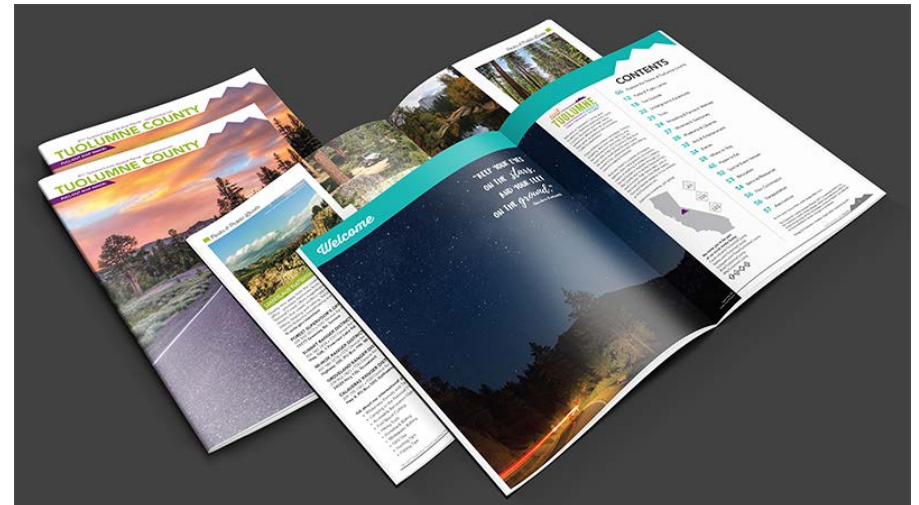
Jen Lopez
Marketing Manager

3 Vacations in 1 Destination



Tuolumne County Vacation Planner

- 100,000 Copies Distributed:
 - BART Stations
 - Bay Area Airports
 - Residential Communities in East Bay
 - Travel Shows
 - Yosemite Journal
 - Direct Requests
 - By Members



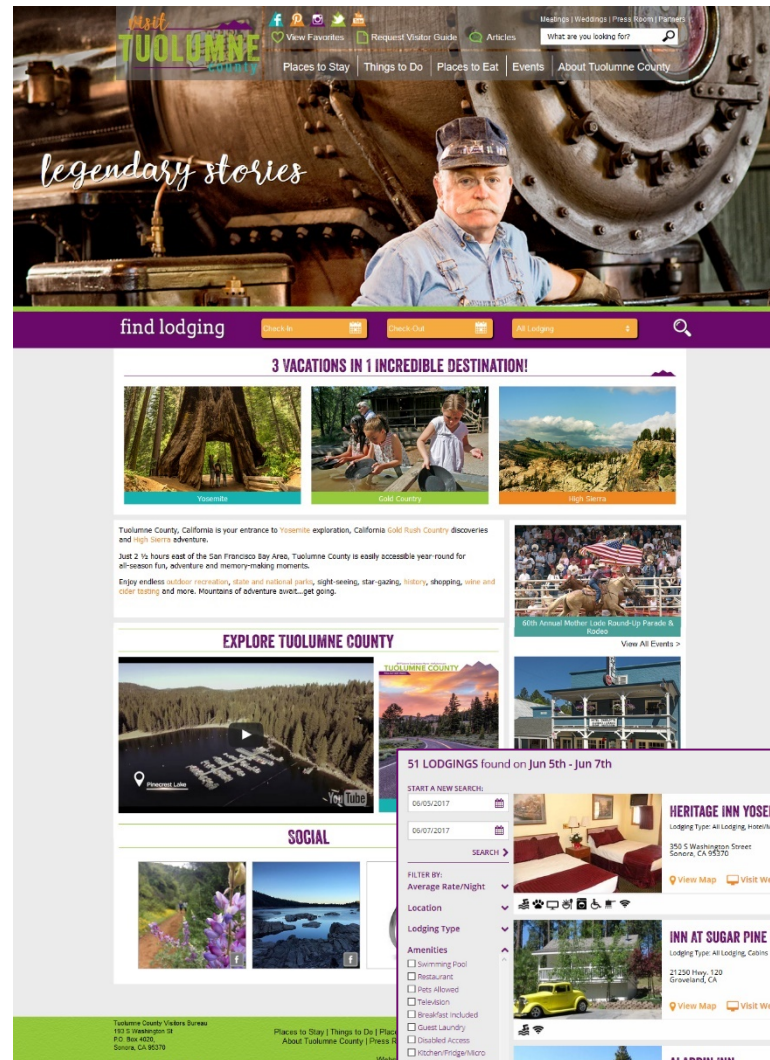
New Logo!



New Website!

VisitTuolumne.com
VisitTCToday.com

Features Include:
Booking Capabilities
Social Media Feed
New Photos
Itinerary Builder



- Website: 95,000 pageviews since launch on Oct. 3rd
- Booking widget: 1,435 referrals since launch on Nov. 1st

E-Newsletters

Hello from Tuolumne County, California! Home of Yosemite, Gold Country & the High Sierra



visit
TUOLUMNE
county
YOSEMITE • GOLD COUNTRY • HIGH SIERRA

March • 2017

Top 7 Reasons to Visit Highway 120 Today!

While an incredible rainy season has a portion of Highway 120 temporarily closed beyond Crane Flat towards Yosemite Valley, there's plenty of reasons to keep your plans to visit, including visiting the under loved but so amazing (and open!) north side of **Yosemite**. Here's more reasons why you should head on up Highway 120:

- The Hills are Alive!** It's been a while since we have seen the rolling foothills leading into Tuolumne County this green! Tie that in with a spectacular backdrop of the snow-covered Sierra Nevada mountains and you have an epic scenic drive as you enter Tuolumne County.
- Get Your Groove on in Groveland!** Maybe you recently read in the Bay Area News about all the ways to play at Highway 120's Groveland? In case you didn't here's some tips for a good place to start! **Go:** The Iron Door Saloon **Sip:** [Mountain Sage Coffee](#), [Yosemite Cellars](#) (by appointment) **Explore:** [Yosemite Gateway Museum](#) **Eat:** [Fork and Love Restaurant](#) **Sleep:** [Hotel Charlotte](#)
- Bragging Rights** Did you know that 95% of visitors to [Yosemite National Park](#) only see 5% of it? Be part of the 5% to see the less-visited, yet equally as stunning parts of Yosemite like [Hetch Hetchy](#) and the Merced and [Tuolumne Groves of Giant Sequoias](#). Here's what John Muir had to say about Hetch Hetchy: *"After my first visit, in the autumn of 1871, I have always called it the Tuolumne Yosemite, for it is a wonderfully exact counterpart of the great Yosemite..."*
- It's Just Snow Fun!** Take advantage of the incredible snow conditions by visiting the

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Specials & Deals For Your Tuolumne County Getaway Are Just a Click Away!

Are you planning an upcoming visit to Tuolumne County? Don't forget to check out our [Specials and Deals](#) page while you plan your trip. You might find the perfect package that helps you save a few dollars during your getaway.

Find Specials & Deals



Click here to order your FREE 2017 Tuolumne County Vacation Planner or view it online today!

Tuolumne County Visitors Bureau | 800-446-1333 | VisitTuolumne.com

Visit California | Visit the USA

STAY CONNECTED:
f t i p

#VisitTuolumneCounty #MyTuolumneCounty

Hello from Tuolumne County, California! Home of Yosemite, Gold Country & the High Sierra



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May • 2017

Why Should You Visit Tuolumne County Soon?

Epic whitewater rafting, uncrowded trails, phenomenal fishing, roaring waterfalls and fresh mountain air are all reasons to visit Tuolumne County this spring and summer. Make your plans today at [VisitTuolumne.com](#)



Pincrest Lake

CALIFORNIA TOURISM MONTH NATIONAL TRAVEL & TOURISM WEEK

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Visit California | Visit the USA

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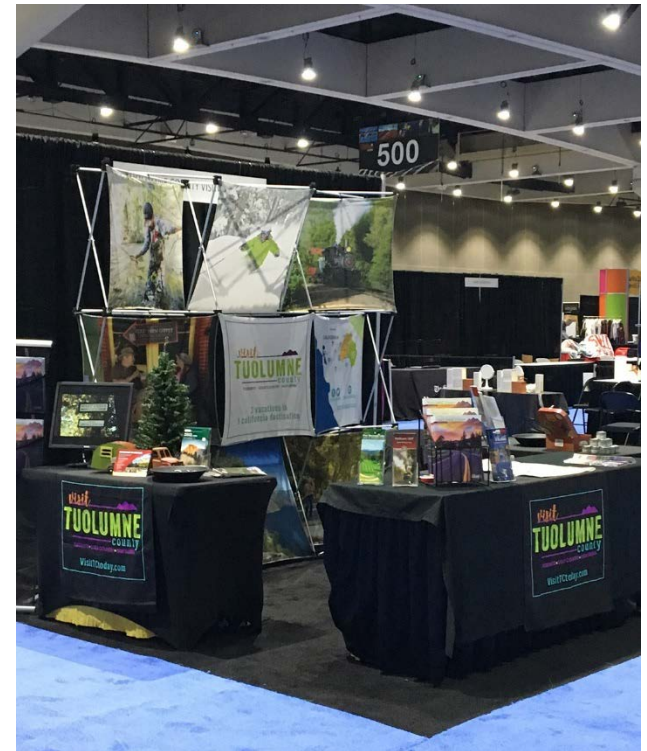
Tuolumne County Visitors Bureau
Visit California | Visit the USA

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Travel & Trade Shows

- Attended 4 Shows in 2017
 - Sacramento International Sportsmen's Expo
 - Bay Area Travel & Adventure Show
 - San Diego Travel & Adventure Show
 - Sunset Celebration Weekend



Multi-Platform Advertising



Xfinity

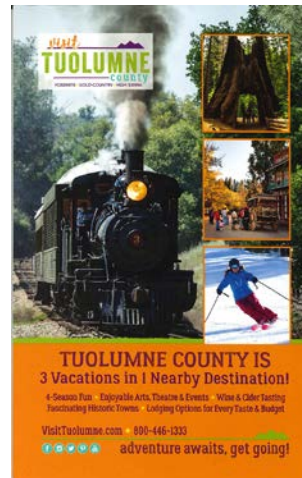
- TCVB commercial runs in Sacramento & expanded to Tri-Valley area in 2016-2017

[Click her to play commercial](#)



KGO On the Go

- Feature article in KGO On the Go annual magazine
- Full-page back cover ad
- TCVB logo on front cover
- Banner ads in e-newsletter
- 15- & 30-second commercials, aired over 200x
- 5-minute live, on-air radio interview
- PSA Notices of Big Oak Flat Rd. closure and re-opening



Sunset Magazine & Sunset.com



A BREEZY, COZY, BIG PROMOTION.

West Essentials

[OUR PICKS FOR WHAT'S ESSENTIAL IN THE WEST]

DIY
 DIY is an extraordinary portion of the home and lifestyle solutions featured in the most popular magazines of the year. Get the 100+ projects, tips, and inspiration you need to transform your home into a completely new space in the new year. The **DIY** team is your go-to for inspiration.

Artisan™ by James Healy
 Craft your home with the finest materials and designs. With over 100 years of experience, Artisan™ by James Healy is the premier destination for all your home decor needs. Visit www.artisan.com today.

Retreat Your Retreat with hipowood.com
 Secure the perfect retreat or find the best place to escape your daily life. Whether you're looking for a home for sale or a place to rent, hipowood.com has the best deals on the market. Visit www.hipowood.com today.

Sandestin Golf and Beach Resort
www.sandestin.com
 Sandestin Golf and Beach Resort is a premier destination for all your vacation needs. Whether you're looking for a place to stay or a place to play, Sandestin has it all. Visit www.sandestin.com today.

Visit Tuolumne County
 Discover the beauty of Tuolumne County. Whether you're looking for a place to stay or a place to play, Tuolumne County has it all. Visit www.visitTuolumne.com today.

Tuolumne County Health & Wellness
 Discover the beauty of Tuolumne County. Whether you're looking for a place to stay or a place to play, Tuolumne County has it all. Visit www.visitTuolumne.com today.

TUOLUMNE COUNTY: **Visit TUOLUMNE county**
 YOSEMITE · GOLD COUNTRY · HIGH SIERRA

Naturally Amazing

Welcome to Tuolumne County, your location for Yosemite explorations, Gold Country discoveries and High Sierra adventures. Where else can you find three great vacations in one incredible California destination? Enjoy endless outdoor recreation, history, shopping, wine and cider tasting, arts, live entertainment and more, just 2 1/2 hours east of the San Francisco Bay Area. All-season roads lead to year-round access to fun, adventure and selfie-taking, memory-making moments!

Call or go online to order your FREE Tuolumne County Vacation Planner.
 VisitTuolumne.com • 800-446-1333
 adventure awaits, get going!

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TUOLUMNE COUNTY: 5 REASONS TO VISIT THIS FALL

1. Spectacular fall colors
2. Cooler temperatures
3. Fresh mountain air
4. Less crowds
5. Fun harvest & holiday events

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3 vacations in 1 California destination **Visit TUOLUMNE county**
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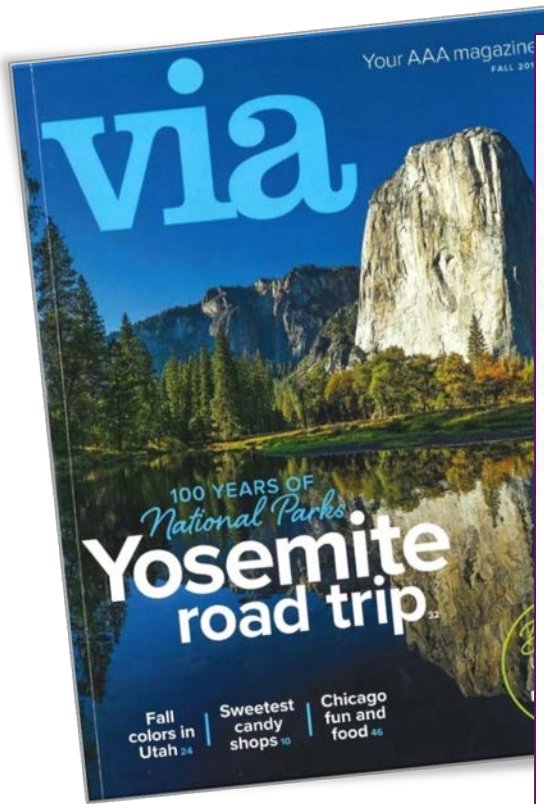
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California print circulation: 665,000

VIA Magazine



ADVERTISEMENT

Experience Wine Country

	<p>Sonoma Canopy Tours Experience the Northern California Redwoods in a way you never imagined on one of our two magnificent courses. Via readers save \$40 on our Deluxe Helmet Cam! Present your AAA card upon arrival for the discount. 30 Minutes West of Santa Rosa – Open Year-Round – Reservations Required. (888) 494-7868 www.sonomacanopytours.com</p>		<p>Tuolumne County, CA Great outdoor adventures in Yosemite, Gold Country and the High Sierra complement your visit to Tuolumne County's boutique tasting rooms, where friendly ambiance is paired with unique Sierra foothill varietals. Call or send for your FREE vacation planner. (800) 446-1333 VisitTuolumne.com</p>
	<p>Yountville, Napa Valley Come for the Wine. Stay for the Shopping! V Marketplace, a historic restored winery complex, offers a variety of specialty shops, galleries, restaurants, a complete wine tasting cellar and Michael Chavrel's Bottega Ristorante. (707) 944-2451 www.vmarketplace.com</p>		<p>DoubleTree by Hilton Sonoma Wine Country Experience 450+ wineries within 5-25 miles from this central Sonoma County Hotel. Bacchus Restaurant & Wine Bar, golf tennis, heated pool on site. One mile from Graton Casino. Ask for AAA discount at time of reservation. (800) 222-8733 or (707) 584-5466 doubletree.com/hotel.com</p>
	<p>Ukiah, Mendocino County Climbing through the Collected Inland Mendocino County is where the vineyards meet the redwoods, where beautiful valleys provide the backdrop for year-round events. It's home to industry pioneers in wine, microbrew, art, music, and green living. For recreation and relaxation, escape to Ukiah! (707) 467-5766 VisitUkiah.com</p>		<p>Chateau Montelena Winery This is First Growth California! Three elements determine a wine's character: the deftness of the grower, the hospitality of the soil and the whims of Mother Nature. Chateau Montelena wines are born from old world know-how and the unwillingness to let what has never been broken. Taste a year in a glass. (707) 942-5105 www.montelena.com</p>
	<p>Sonoma Wine Country Harvest ripe specialties from Sonoma County wineries, restaurants, attractions, and accommodations for an autumn getaway. Enjoy fall foliage that rivals New England while sipping world-class wines, savoring food fresh from the farm or the ocean, or exploring stunning nature parks. Sip. Savor. Smile. Sonoma County. (800) 576-6662 www.SonomaCounty.com</p>		<p>Smith Family Wines Spend the afternoon on our home estate vineyard enjoying breathtaking views of the Santa Lucia Highlands and sipping exceptional, award-winning wines Alexander-Smith, Paraiso and Ine. A second tasting room with our signature charm is only blocks from the beach in Carmel-by-the-Sea. (831) 678-0300 or (831) 250-7123 smithfamilywines.com</p>

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**3 VACATIONS IN 1
INCREDIBLE CALIFORNIA
DESTINATION**

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your FREE Tuolumne County
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High Sierra. Photo by Kyle McLaurin

Circulation: 3.2 million

California Visitors Guide



TUOLUMNE COUNTY: your front door to yosemite explorations, gold country discoveries & high sierra adventures

TUOLUMNE RIVER RAFTING
Join O.A.R.S. for 1 to 3 days of rafting near Yosemite on the Tuolumne River—California's premier whitewater rafting trip.
OARS.com/California
800-446-7238

NEW: RUSH CREEK LODGE AT YOSEMITE
1/2 mile from Yosemite's Hwy 120 entrance. Dining, activities and guided recreation.
RushCreekLodge.com
209-379-2373

EVERGREEN LODGE
Frommer's Guide 'Favorite' 'Highly Recommended' by Fodor's
EvergreenLodge.com
209-379-2606

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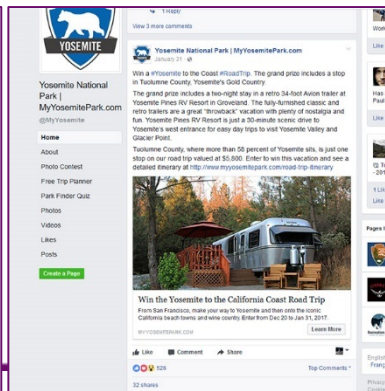
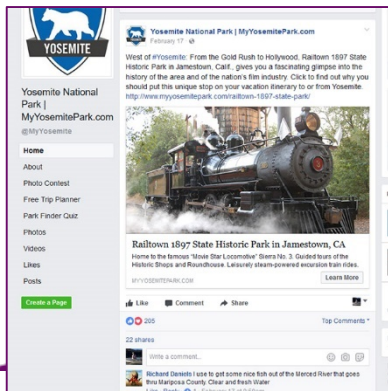
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CA Hwy 120 is the most direct route from the San Francisco Bay Area to Yosemite.

Yosemite Journal

MyYosemitePark.com

- They distribute approx. 4,000 vacation planner on our behalf
- Full page ad in Yosemite Journal + articles (circulation 100,000)
- 100,000 banner ads on MyYosemitePark.com
- Inclusion in Central Coast to Yosemite Road Trip contest =
 - 7 Facebook posts
 - 105,041 impressions
 - 2,508 engagement
 - 1,206 clicks



Studio 40 Live

- 6 on-air segments
- Banner ads on Studio 40 Live website
- TCVB TV commercial runs during Fox 40 Morning News 2 days leading up to and on the day of our segment dates

Next segment airs June 13th
featuring Tuolumne County wine
and hard cider



Banner ads: 75,014 impressions



Bay Area News Group: Eat Drink Play

- Total circulation: 1.8 million in San Jose Mercury News, East Bay Times, etc.
- Full-page ad
- Articles are also online
- Digital banner ads
- Wide range of advertising opportunities for partners



August 7, 2016

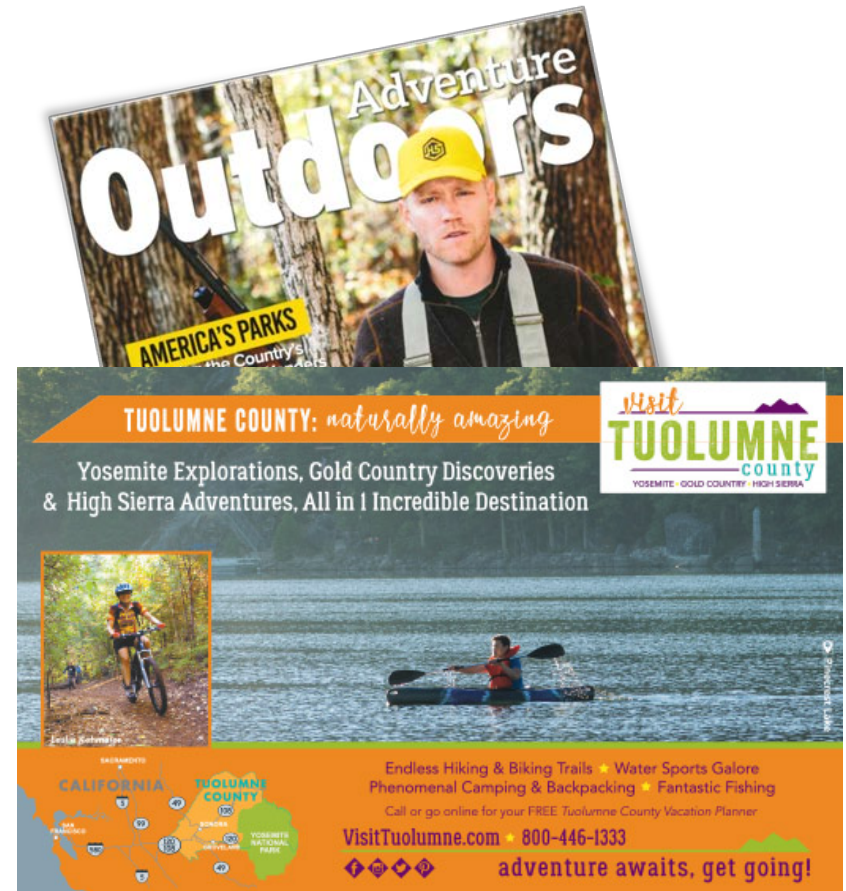


February 26, 2017

Adventure Sports Journal & Adventure Outdoors



Adventure Sports Journal
circulation: 42,000



Adventure Outdoors
circulation: 190,000

Local Advertising

TUOLUMNE COUNTY: Naturally Amazing

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YOSEMITE • GOLD COUNTRY • HIGH SIERRA

Yosemite Explorations, Gold Country Discoveries & High Sierra Adventures Are All At Your Door Step in Tuolumne County!



For area brochures, maps & souvenirs, stop by one of our local visitors centers:
193 S Washington St., Sonora • 13785 Highway 49, Chinese Camp • 18687 Main St., Groveland

#MyTuolumneCounty

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57

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tuolumnecountytransit.com

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THIS VEHICLE STOPS AT ALL RAILROAD CROSSINGS

Welcome to Tuolumne County!



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Share your TC story: #MyTuolumneCounty VisitTCToday.com


TUOLUMNE COUNTY TRANSIT

1420459

TUOLUMNE COUNTY: Naturally Amazing

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Round Up Fun & Adventure in Tuolumne County!



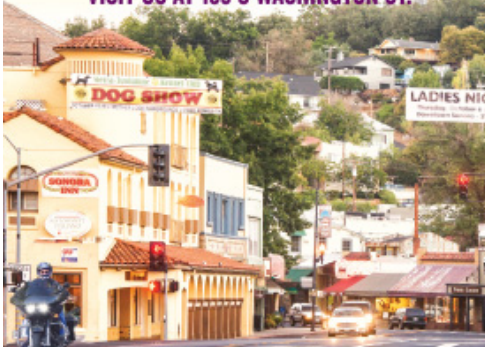
For area brochures, maps & souvenirs, stop by one of our local visitors centers:
193 S Washington St., Sonora
13785 Highway 49, Chinese Camp
18687 Main St., Groveland

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Tuolumne County Visitors Bureau

WE'VE MOVED TO DOWNTOWN SONORA!
VISIT US AT 193 S WASHINGTON ST.



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Area Brochures • Maps • Souvenirs
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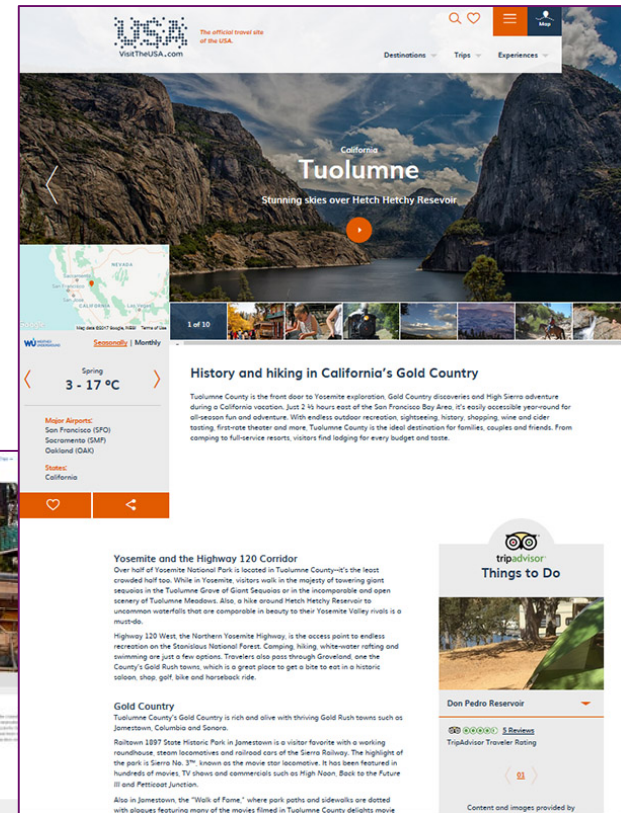
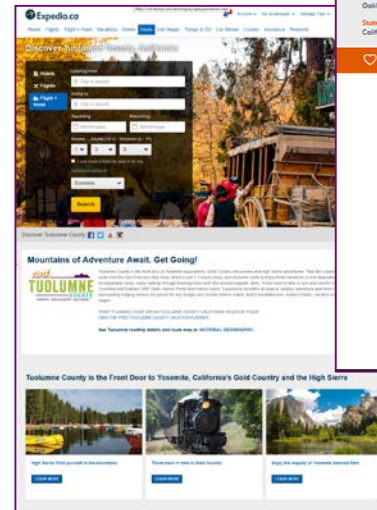


Strategic Partnerships



Brand USA/Visit California Outdoors Initiative

- 6.9M impressions via the National Geographic campaign
- 12.4k page views across the digital Outdoors hub
- 1.1 M video views
- 141k social impressions garnered across 16 organic partner posts via Twitter & Facebook
- 2.1M impressions via Expedia campaign = ROI: \$44,324 with 210 room nights
- Total impressions: 10 million



Brand USA/Visit California Outdoors Initiative

The screenshot shows the top navigation bar with the USA logo, search, heart, and menu icons. The main header features a photo of children panning for gold in a stream, with the text 'California Tuolumne, California: Unique Explorations in Yosemite Gold Country' and 'By: Idola Gkikas'. Below the header is a map of California highlighting Tuolumne County. The article text begins with 'Check out these unique attractions in Tuolumne County, home to more than half of Yosemite National Park.' and describes the 'Yosemite Gold Country' as a place that evokes the Old West and Gold Rush era. The article is credited to Rick E. Martin.

Tuolumne, California: Unique Explorations in Yosemite Gold Country

By: Idola Gkikas

Check out these unique attractions in Tuolumne County, home to more than half of Yosemite National Park.

Yosemite Gold Country – the name alone evokes images of the legendary Old West and the Gold Rush era: cowboys, mining towns, railroads and outlaws. Places that still exist today give visitors a glimpse into one of the most storied periods of U.S. history.

Stanislaus National Forest

Once a busy site for miners and homesteaders, the Stanislaus National Forest is now a nature lovers' paradise. The Emigrant Wilderness – a striking landscape of volcanic peaks and granite ridges – is within the national forest's boundaries, along with 78 lakes and hundreds of kilometers of rivers, streams and trails. Visitors can enjoy all sorts of outdoor activities here: fishing, horseback riding, camping and watersports including sailing, kayaking, whitewater rafting and windsurfing. In winter, go skiing at Dodge Ridge Winter Sports Area and take the family to Pinecrest Lake Resort and Leland Snowplay for activities for all ages.

Explore by boat and get lost in the beauty of Pinecrest Lake.

Lynn Ferrin

The screenshot shows the top navigation bar with the USA logo, search, heart, and menu icons. The main header features a photo of a lake in a mountainous landscape, with the text 'California Yosemite National Park: 5 Hidden Gems to Explore from Tuolumne, California' and 'By: Idola Gkikas'. Below the header is a map of California highlighting Tuolumne County. The article text begins with 'You'll really get to savor this incomparable landscape when you venture off the beaten path and check out these less well-known places in Yosemite National Park.' and includes an insider's tip about staying in Tuolumne County. The article is credited to Steve Brooks.

Yosemite National Park: 5 Hidden Gems to Explore from Tuolumne, California

By: Idola Gkikas

You'll really get to savor this incomparable landscape when you venture off the beaten path and check out these less well-known places in Yosemite National Park.

Here's an insider's tip: If you're planning to visit Yosemite National Park, stay in Tuolumne County (pronounced "too-ALL-oh-mee"), which encompasses more than half of the park's territory. Tuolumne provides the most direct access from all of Northern California and San Francisco via Highway 120, stays open all year 'round, and offers many types of affordable lodging just outside the park. Want to focus on sightseeing and avoid driving entirely? Just book a motorcoach tour from Tuolumne County or take a Yosemite Area Regional Transportation System (YARTS) bus, and leave the driving and parking to the pros.

Hetch Hetchy Reservoir

Created by the 130-meter O'Shaughnessy Dam at the Tuolumne River, the Hetch Hetchy Reservoir is a pristine body of water flanked by steep, granite rock faces. Walk the length of the dam to marvel at this impressive structure, then hit the trails to Wopama Falls or Rancharia Falls. Interesting fact: The reservoir provides much of the drinking water supply for the San Francisco Bay area, said to be among the cleanest in the U.S. Water released from Hetch Hetchy provides for a thrilling 29-kilometer rafting adventure on the Tuolumne River, downstream from the park.


Brand USA/Visit California Outdoors Initiative

[Click here to play video](#)



San Francisco Travel

San Francisco Travel EXPLORE PLAN SEARCH



HOME / OFFICIAL

OCTOBER 6, 2014

TUOLUMNE COUNTY: THE GATE TO YOSEMITE

Tuolumne County is less than 100 miles from San Francisco, and is the most direct route to Yosemite National Park and Sequoia National Park. The county is the heart of Gold Country offering visitors multiple activity options, making it a prime gateway to the region.

Yosemite National Park

Amongst Yosemite from the Big Oak Flat Entrance on the northwest side of the park, visitors are often greeted by the most spectacular and scenic views, including famed El Capitan and Half Dome. Despite the fact that the park has a rich history, it remains a popular hiking destination. A hike through the Tuolumne Meadows offers a popular and beautiful view of the park's most iconic features. The Tuolumne Meadows offers a popular and beautiful view of the park's most iconic features. The Tuolumne Meadows offers a popular and beautiful view of the park's most iconic features.

With multiple viewpoints inside the park and outside in Grosvonts and Sentinel, day and overnight camping is a popular activity for many visitors. The park offers a wide range of activities, including hiking, fishing, and photography. The park is a great place to enjoy the outdoors and experience the beauty of the Sierra Nevada.

Stanislaus National Forest

Adjacent to Yosemite's northeast side and established in 1907, Stanislaus is one of the oldest national forests in the U.S. of camping, hiking, and outdoor activity options. With many wilderness areas, including the Tuolumne Meadows, Stanislaus offers a wide range of activities, including hiking, fishing, and photography. The park is a great place to enjoy the outdoors and experience the beauty of the Sierra Nevada.

And More Beyond

Outside of Yosemite and Stanislaus, Tuolumne County offers a myriad of additional scenic destinations. Don Pedro Lake, a large reservoir, is a popular spot for fishing and boating. The county also offers a variety of other scenic views and activities, including hiking, fishing, and photography.

SAVE UP TO 50% ON SAN FRANCISCO HOTELS

San Francisco Travel EXPLORE PLAN SEARCH



HOME / OFFICIAL

OCTOBER 6, 2014

VISIT HISTORIC CALIFORNIA IN TUOLUMNE COUNTY

Located just north of San Francisco, Tuolumne County is a rich destination for California history buffs and is the gateway to Yosemite National Park. From Gold Rush history and scenic views to historic parks with preserved buildings from the 1800s, to authentic American fare and festivals, Tuolumne County offers a wealth of experiences to showcase the past for today's visitors.

Gold Rush History

Tuolumne County's roots lie in the Gold Rush era of California. The town of Columbia emerged as an important center in the area and soon surpassed San Francisco in population. Current estimates indicate that only 30% of the region's gold has been extracted. In fact, a gold nugget found in Woods Creek in September 2013 weighed in at more than a pound. Today, visitors can try their own luck at prospecting with panning adventures in historic towns such as Columbia, Jamestown, and Grosvonts.

Old West Exhibitions

Today's guests can experience the region's history by staying in preserved establishments filled with Gold Rush era charm. The 1855 Historic National Hotel in Jamestown has rooms restored to represent the past, and even offers gold dust as a gift. In Grosvonts, Hotel California offers a 550-year-old building and is located across from the river. Deer Slides, the "oldest continuously operating printing establishment" in California, offers historic printing services, including 18th-century style printing. In Columbia, the Willow Steakhouse & Seafood Grill in Jamestown, where legends speak of hangovers by the glass of wine, long gone. And no drinking tour of the area is complete without sampling from the many tasting rooms of the wineries, cider mills, and craft breweries throughout the region. There's also a water tower with a big sign for visitors, with more than 100 kinds available.

Historic Parks

No visit to Tuolumne County is complete without a stop at Columbia State Historic Park. With its meticulously preserved buildings from the 1800s, Columbia was established in 1942 as a state park. Today, visitors can stroll through the Old West town with a working steam-powered automobile, sand-dollars, and an old-fashioned ice cream parlor and tea room. Authentic 19th-century large steps feature a roller coaster through town, and guided tours and presentations are available year-round. The site also often doubles as the setting for many famous period films, and the Park and Ride train may transport guests and buildings around town. Open and free to the public, Columbia State Historic Park features one authentic period house for overnight stays, the Park and Columbia City Home, located only 15 minutes away in Jamestown. Follow 1857 State Historic Park grounds the historic site of the original "Sons of the Valley" of California. One of the most famous steam engines in the world, made famous by its use in *Back to the Future II*, the "most photographed steam engine locomotive in the world," made famous by its use in *Back to the Future II*.

Classic American Pairs and Festivals

Throughout the year, Tuolumne County offers classic American fare and festivals with music, food, and parade. The celebration of the

SAVE UP TO 50% ON SAN FRANCISCO HOTELS


San Francisco Travel EXPLORE PLAN SEARCH

ALL ACTIVITIES ARTS & CULTURE DINING EVENTS HOTELS NIGHTLIFE SHOPPING

MEETING PLANNERS TRAVEL TRADE MEDIA PARTNERS ENGLISH

BEYOND SF

YOSEMITE AND TUOLUMNE COUNTY



Located within three hours of San Francisco is some of the world's most spectacular scenery in popular Yosemite National Park. Loved by hikers, climbers, photographers, and nature-lovers, Yosemite features famed attractions of high cliffs and waterfalls, as well as giant sequoias in Tuolumne Grove, prime hiking at Hetch Hetchy Reservoir, and vistas at Tuolumne Meadows. Driving the most direct route from San Francisco on Highway 120 to the park's Big Oak Flat Entrance in Tuolumne County, visitors will pass through Gold Rush country of California, home to famed Highway 49, two state parks, and historic hotels and saloons. This area is also noted for its outdoor attractions, including excellent nighttime stargazing and sport activities such as skiing and

SEARCH NEIGHBORHOOD

Search by Neighborhood: Yosemite and Tuolumne County

SEARCH

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ACTIVITIES

Explore the things to do in San Francisco! Visit must see attractions to festival and events around the city, take a sightseeing tour in the day and go to nightclubs at night. Explore the expansive parks, contemporary and modern art galleries, and beautiful museums. Only in San Francisco do we have it all!


SEARCH ACTIVITIES

Search by Neighborhood

Search by Activity Type

SEARCH

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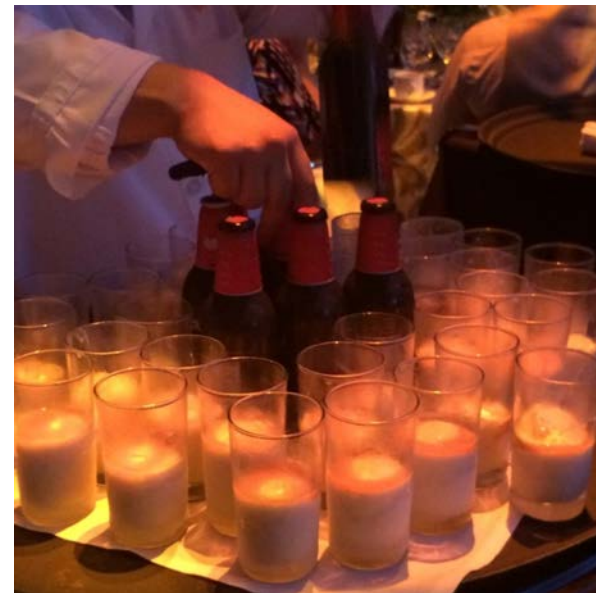
CLICK TO GET GOING!

WINTER WALKER PACK HERE, JUST IN TIME FOR EARLY ON SAN FRANCISCO

HAPPY HOUR

SAVE UP TO 50% ON SAN FRANCISCO HOTELS

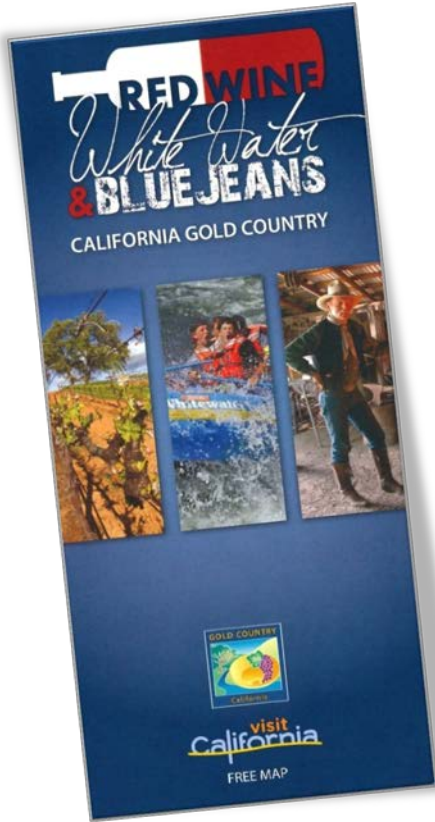
San Francisco Travel



Regional Partnerships



Regional Partnerships



YOSEMITE

4 GATEWAYS - 1 DESTINATION

Sit back and enjoy the ride
Enjoy local flavors + small town Americana on any of the 4 routes into Yosemite National Park

<p>Madera County South Entrance - Hwy 41 All Season Access</p> <ul style="list-style-type: none"> • Fossil Ditchway Center • Madera Wine Trail • Siski Youn • Historic Steam Trains • Live Theatre • Zip Lining • Micro Brewery • Art & Museums • Fresno Yosemite International Airport • Hecker Grove of Giant Sequoias • Horseback Riding • Sleigh Rides <p>Visit Yosemite! Madera County Oakhurst Visitor Center: 48343 Highway 41 Oakhurst, CA 95344 509/663-4636 Yosemite@ThatYear.com</p>	<p>Mariposa County West Entrance - Hwy 140 All Season Access</p> <ul style="list-style-type: none"> • Horseback Riding • Zip Lining • State Hiking & Mineral Museum • Historical Old Town Mariposa • Art and Music Festivals • Wild & Scenic Merced River • Mariposa History Museum • Antique Shopping • White Water Rafting • Gold Panning • Rock Climbing • Nature Photography <p>Yosemite Mariposa County Tourism Bureau Mariposa County Visitors Center: 5150 State Highway 140 Mariposa, CA 95338 (866) 425-3366</p>	<p>Mono County East Entrance - Hwy 120 Open Spring - Fall</p> <ul style="list-style-type: none"> • Bothe Grove Town • Mono Lake • Devil Postpile National Monument • Mammoth Mountain Ski Area • Inyarn Mountain Ski Area • Horseback Riding • Music Festivals • Biking • Fishing • Bridgeport Cattle Drive • Hot Springs • Hiking <p>Mono County Tourism Mono Basin Scenic Area Visitor Center: 1 Visitor Center Drive China Camp, CA 95309 (888) 335-3956 Lee Yonig, CA 95341 800-845-7922 monocounty.org</p>	<p>Tuolumne County North Entrance - Hwy 120 All Season Access</p> <ul style="list-style-type: none"> • Casinos • Eclectic Shopping • Museums • Arts and Live Theatre • Winter Sports • Wineries • Hard Cider Distillery • Yosemite Falls/Hetch Hetchy • Tuolumne River • Whitewater Rafting • Columbia State Park • Railroad 1873 State Park <p>Tuolumne County Yosemite Gold Country Information Center: 11785 Highway 49/120 China Camp, CA 95309 (207)984-4636 YosemiteGoldCountry.com</p>
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TAKE A TOUR
Relax and ride along with your own tour guide as you enjoy the iconic sites of Yosemite. Private and group tour buses are a popular way to visit Yosemite. Private and custom tours are available and offer you flexibility on what you see and do during your visit. Once in Yosemite Valley enjoy the complimentary Yosemite Shuttle all day around Yosemite Valley.

BEST TIME TO VISIT YOSEMITE
A great time to visit Yosemite is from October to April. You'll enjoy the color and beauty of Yosemite typically only seen by those who live near the Park. If your visit is during the Summer, we suggest coming on a weekday, using alternative transportation, visiting destinations outside of Yosemite Valley and avoiding the Park entrances between 10am and 12pm for a premier experience.

yosemitegateways.com



New Photography



Media Highlights

- Bay Area Travel Writers Meeting and Fam Trip
- Toronto Media Fam Trip
- Hosted Several Individual Journalists and Bloggers
- CNN India Documentary



Social Media



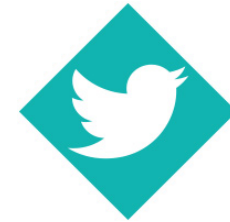
May 2016 = 17,529
May 2017 = 20,393

↑ 16%



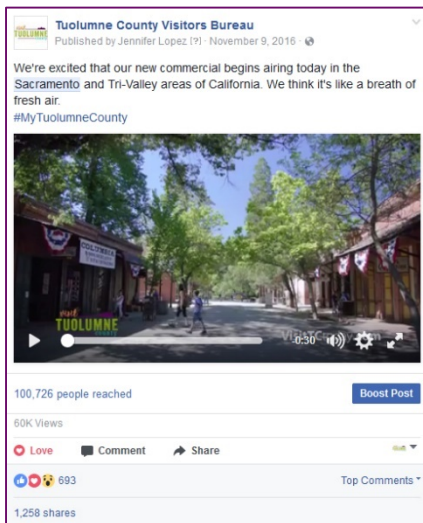
May 2016 = 533
May 2017 = 2006

↑ 276%



May 2016 = 640
May 2017 = 928

↑ 45%



What's Coming Up Soon

- Sunset Magazine "Travel Chronicles" page
- Condensed visitors guide (English, German, French and Chinese)
- Update film resource guide
- Oh' Ranger ad (290,000 distribution)
- 1 more Studio 40 Live segment to air next month
- Airports promotions



What We'd Like To Do in the Upcoming Year

- Expand on relationships with Xfinity, Fox 40, Yosemite Journal, Bay Area News Group, etc.
 - Build on partnerships with Brand USA & Visit California to broaden international visitation
 - Expand advertising to more publications
 - Where Magazine
 - in-flight magazines
 - Create new, professional destination videos
 - “How to” videos
 - Faces of Tourism
 - Tuolumne County Adventures
 - Increase photo inventory
 - Develop meeting/group marketing campaigns (off-season & mid-week business)
 - Develop airports campaigns
 - Create trails marketing campaigns
 - Update “Passport to Treasures” family program
 - Increase social media advertising
 - Conduct marketing meetings and workshops
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Marketing Meetings & Workshops

- Next marketing meeting July 20th
 - Every other month, 3rd Thursday
- Ideas for Upcoming Workshops (TBD)
 - Getting started on the booking engine
 - Getting started with Google Analytics
 - If there's a workshop you would like to see, let us know.





Thank you!

Jen Lopez
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