



## Tuolumne County Restaurant Week 2020 Promotional Recap

### Visit Tuolumne County Promotions:

- Devoted Tuolumne County Restaurant Week (TCRW) landing page on VTC's website with menu of offerings and links to each participating member site on VTC page; VisitTuolumne.com/dinetc
- Flyer with menu of offerings provided to participating businesses, local hotels and was available online for all VTC members
- Window clings for participating members to display

### Broadcast:

- 60 radio spots on KKBN 93.5 and Star 92.7 leading up to and during TCRW
- Banner ads ran on ktvu.com (Bay Area TV station) leading up to TCRW
- Banner ads ran on mymotherlode.com leading up to and during TCRW

### Social Media:

- Devoted TCRW Facebook page with 570 followers
- 46 posts on devoted TCRW Facebook page leading up to, during and following Restaurant Week
- Each participating member was featured in a devoted Facebook post
- 9 TCRW posts on VTC's parent Facebook page
- 10 posts on VTC's Instagram feed
- 8 Tweets on Twitter
- 4 posts on Google My Business
- 1 post on Meet Me in Tuolumne Facebook page
- 1 post on Meet Me in Tuolumne Instagram feed
- Of Note: Many industry partners (including Visit Gold Country) and social influencers shared on their social channels.

### Print/Print Media

- Print ad ran in two editions of *The Weekender*
- Press Release to regional media
- *Union Democrat* front-page article on January 4, 2020

### Visit California Promotions:

- Two blog mentions
- Devoted TCRW event page on Visit California website: [visitcalifornia.com/event/tuolumne-county-restaurant-week](http://visitcalifornia.com/event/tuolumne-county-restaurant-week)