


MEDIA KIT 2026

 Tuolumne Grove of Giant Sequoias, Yosemite

Only In Tuolumne County

A single destination with three incredible vacations. Experience iconic **Yosemite** adventures, make golden discoveries in California's **Gold Country** or explore the potential of an exciting **High Sierra** trip. Just 2 ½ hours east from the San Francisco Bay Area and 2 hours from the Sacramento area, Tuolumne County is close, affordable and uniquely amazing at creating unforgettable memories.

MEDIA INQUIRIES: LISA MAYO
LISA@GOTUOLUMNE.COM

LEARN MORE AT [VISITTCODAY.COM](https://www.visitTCToday.com)
PRESS ROOM: [VISITTCODAY.COM/PRESS-ROOM](https://www.visitTCToday.com/press-room)

FOLLOW US ON SOCIAL



Fun Facts

The two highest mountain passes in the Sierra Nevada are in Tuolumne County, **Highway 120** in Yosemite National Park and **Highway 108** to the north.

Columbia State Historic Park is an authentic Gold Rush town featuring the largest single collection of existing Gold Rush-era structures in California.

Columbia was once the 2nd largest city in California and is the birthplace of the Cinco de Mayo celebration.

The **Bennett Juniper** is the largest known juniper tree in the United States and is located in the Stanislaus National Forest. It is said to be 3,000-6,000 years old.

A replica of Mark Twain's cabin is built around the fireplace and chimney of his original cabin where the infamous author resided during the winter of 1864-1865. It's located about one mile off Highway 49 near the northern boundary of Tuolumne County.

Over **300** movies, television shows, and commercials have been filmed in Tuolumne County.

Featured in *Wild Wild West*, *Back to the Future III*, and many more movies and TV shows, the **Sierra No. 3®**, one of the most recognizable steam locomotives, is on display and operates at Railtown 1897 State Historic Park in Jamestown.

Hurst Ranch offers a unique wine tasting experience in the railroad station from Clint Eastwood's movie, *Unforgiven*, situated on-site, which also happens to be where Grizzly Adams once lived.

A 77-mile section of the **Pacific Crest Trail** traverses Tuolumne County's High Country between Tuolumne Meadows in Yosemite National Park and Sonora Pass.

The **Iron Door Saloon** in Groveland is California's oldest continuously operating saloon.



DOWNTOWN
SONORA

MEDIA INQUIRIES: LISA MAYO
LISA@GOTUOLUMNE.COM

LEARN MORE AT VISITTCOTODAY.COM
PRESS ROOM: VISITTCOTODAY.COM/PRESS-ROOM

FOLLOW US ON SOCIAL



GETTING HERE

Natural Wonders Well Within Reach

By car and by air, it's easy to visit Tuolumne County. The closest airports are in San Francisco, Oakland, Sacramento, and Fresno with a scenic 2 – 3-hour drive that follows. Road conditions are generally favorable, however during the winter months drivers may be required to have chains on their tires – or at least packed in their car – to access certain roads, particularly those in Yosemite National Park.

Driving Distance

FROM SACRAMENTO: 95 MILES (153 KM), 1 HOUR AND 57 MINUTES

FROM DUBLIN/PLEASANTON: 98 MILES (157 KM), 1 HOUR AND 54 MINUTES

FROM OAKLAND: 124 MILES (199 KM), 2 HOURS AND 15 MINUTES

FROM SAN JOSE: 129 MILES (209 KM), 2 HOURS AND 29 MINUTES

FROM SAN FRANCISCO: 132 MILES (213 KM), 2 HOURS AND 31 MINUTES

FROM FRESNO: 148 MILES (238 KM), 3 HOURS AND 19 MINUTES



Map not to scale

MEDIA INQUIRIES: LISA MAYO
LISA@GOTUOLUMNE.COM

LEARN MORE AT [VISITTCTODAY.COM](https://visittctoday.com)
PRESS ROOM: [VISITTCTODAY.COM/PRESS-ROOM](https://visittctoday.com/press-room)

FOLLOW US ON SOCIAL



Fun fact: Over half of Yosemite National Park is located in Tuolumne County, and it is the less crowded half. Yosemite National Park sees millions of visitors a year. As many visitors flock to the popular Yosemite Valley Floor and fight crowds to snap the perfect picture of Half Dome or El Capitan, very few will make their way to places like Hetch Hetchy, Carlon Falls, Tuolumne Meadows, and the Tuolumne Grove of Giant Sequoias. These less crowded areas are just as awe-inspiring as the popular landmarks but come with many bonuses.

Another appealing factor is sustainable travel. By visiting the less crowded areas of Yosemite National Park, visitors can help to reduce their footprint and preserve this natural gem for generations to come.

Lesser-known Yosemite Trails:

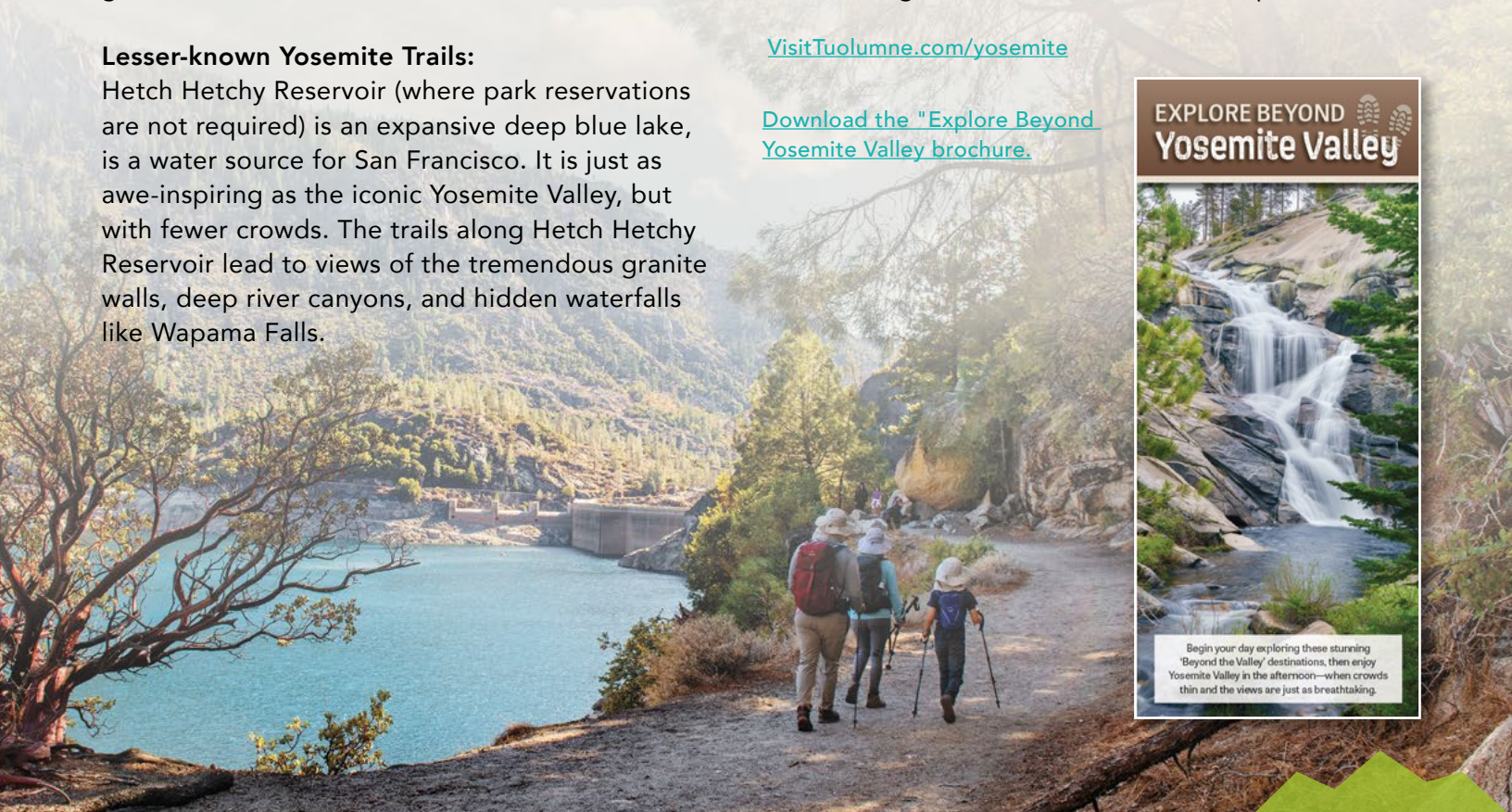
Hetch Hetchy Reservoir (where park reservations are not required) is an expansive deep blue lake, is a water source for San Francisco. It is just as awe-inspiring as the iconic Yosemite Valley, but with fewer crowds. The trails along Hetch Hetchy Reservoir lead to views of the tremendous granite walls, deep river canyons, and hidden waterfalls like Wapama Falls.

The Tuolumne Grove of Giant Sequoias is another lesser-known trail in Yosemite National Park. Comparable in beauty to its famous rival the Mariposa Grove of Giant Sequoias, visitors will find this 1.5 mile trail less crowded and just as jaw dropping with ancient giants. In the winter, this trek can be experienced with snowshoes.

Tuolumne Meadows in the upper region of Yosemite National Park is a large, open subalpine meadow graced by the winding Tuolumne River and surrounded by majestic peaks and domes. This area is seasonal due to its high elevation. Trails here range in difficulty from easy to strenuous and can be enjoyed in a day or multi-day backpacking trips. The views are breathtaking with crystal clear lakes like Tioga Lake, sprawling meadows, granite domes and mountain peaks.

VisitTuolumne.com/yosemite

[Download the "Explore Beyond Yosemite Valley brochure."](#)



STORY IDEA

Tuolumne County's Beer, Wine, & Cider Scenes

There's a little slice of California Wine Country plus excellent craft beverage indulgences in Tuolumne County. Wine connoisseurs or just those who love enjoying a glass of award-winning wine, craft beer, or apple cider are in for a real treat. Whether exploring Yosemite National Park, Gold Country or the High Sierra, plan a stop at one or all of the area's wonderful tasting rooms, breweries, and wineries. Before visiting, join the [Tuolumne County Craft Beverage Trail](#), a mobile passport featuring discounts and opportunities to win prizes.

For Wine Lovers

The varietals of Tuolumne County and the surrounding region fit tastefully into the ranks of California wines. Great outdoor adventures complement your visit to boutique tasting rooms, where friendly ambiance is paired with unique, award-winning Sierra foothill varietals.

Inner Sanctum Cellars Winery & Tap Room at Basecamp: From the bountiful foothills of Tuolumne County comes a limited and premium wine. Owners Karen and Pete ensure Inner Sanctum is driven by lasting friendships, deep family roots, and the creation of remarkable wines. The tasting room, tap room, and picnic grounds are located between Sonora and Columbia.



Arthur Michael Vineyards and Winery: This family-owned boutique vineyard and winery produces and serves excellent high-quality Cabernet, Barbera, Primitivo, Zinfandel, Petite Sirah and Sangiovese. The tasting room is located in downtown Jamestown and the vineyard is

located on volcanic soil below Table Mountain, five miles west of town.

Hurst Ranch Depot: A wine tasting experience doesn't get more unique than indulging in some great wine in the railroad station from Clint Eastwood's movie, *Unforgiven*, situated on-site. The site also happens to be where Grizzly Adams once lived! At Hurst Ranch in Jamestown, their grapes are all grown on-site where the vineyard gets a perfect balance of hot, bright sunshine, and the sustainable farming techniques that produce a low-yielding and exceptionally high-quality grape.

For Beer Afficionados

"Hop" on the Tuolumne County craft beer scene. From long-established breweries to brand new establishments, each of Tuolumne County's craft breweries offer unique brews, atmospheres, and stories.

Around the Horn Brewing Company: The fun-spirited microbrewery makes something for everyone, including those who do not particularly care for beer. Their beers are always changing, so there's no getting bored there. Located on Highway 120 just a few minutes west of Groveland, it's a great stopping off point on the way to Yosemite National Park.

Bigwood Brew Works: Locally owned brewery and taproom in historic downtown Sonora serves small-batch craft beers brewed on-site. The space is built for good times whether you're there for trivia night, live music, or a cold one with friends. Stop by for rotating taps, community vibes, and the best of California craft brewing.

Southern Mines Brewing Company: A new neighborhood brewery built for family, friends, and community—serving delicious, eclectic ales in a welcoming space to connect with good people.

For Cider Enthusiasts

Indigency Reserve: This family-owned apple farm and cider distillery serves up delicious and refreshing organic hard apple cider, flavored vodkas, and apple brandy. The beautiful park-like setting offers picnic grounds, easy hiking trails, creek-side grassy areas, gift shop, and tasting room located on the outskirts of Sonora. The outdoor spaces are dog-friendly.

Tuolumne County is a small community with a large impact on sustainability and stewardship practices. With over half of Yosemite National Park, California Gold Country and the High Sierra, over 70% of Tuolumne County is public land. From sustainable business practices to tourism lead initiatives, Tuolumne County is committed to preserve the natural beauty of this Northern California outdoor destination.

Local Businesses Stewardship and Sustainability Initiatives:

- **Rush Creek and Evergreen Lodges:** Rush Creek and Evergreen Lodges at Yosemite are sister properties that are both Certified B Corporations. Evergreen Lodge was the first gray-water system property in Tuolumne County and Rush Creek Lodge has one of the largest gray-water systems in the state of California. They use some of their recycled water to maintain the growth of the surrounding landscape and forests.
- **Echo Adventures Cooperative:** Echo Adventures Cooperative is a local outfitter and Certified B Corporation. They offer socially and environmentally sustainable guided adventures, vacation packages and travel experiences in Yosemite National Park and throughout the Sierra. Echo was founded in 2016 and prioritizes quality guest experiences, member empowerment, environmental sustainability, and community development over profits.

- **Indigeny Reserve:** Nothing at this 160-acre apple orchard goes to waste. Opened to the public since 2012 by the Watson family, Indigeny Reserve uses every last apple, apple waste, and wood. The building that houses the tasting room, gift shop, cidery and distillery reflects the Watson's sustainability commitment and was constructed using harvested and re-purposed cedar and oak wood that was milled on-site. And for the leftover product that is produced from the crafting the hard cider is used to make brandy and vodka.

Regional Stewardship and Sustainability Initiatives:

- **Yosemite Facelift:** Yosemite Facelift is an annual stewardship project started OVER 20 years ago by Ken Yager, a Yosemite climber and guide. Yosemite Facelift is responsible for collecting over a million pounds of trash over the past decade. The week-long event brings in people of all ages and abilities from all over the world to contribute anything from one hour of simple trail or roadside trash collection to several days of major cleanups. Some local companies even offer initiatives like Rush Creek Lodge and Spa where Facelift participants can trade trash for spa treatments, for which the lodge won the prestigious Visit California Poppy Award for Stewardship and Sustainability in 2024. In 2022, Visit Tuolumne County and partners worked to expand Facelift into the Yosemite Gateway town of Groveland. Groveland Facelift® is now an annual event.

Local Freshies® / High Sierra Visitors Council

Under Canvas Yosemite- The first Under Canvas in California opened on April 16, 2026, just 10 minutes from Yosemite National Park's Big Oak Flat entrance. The safari-inspired camp includes café dining, West Elm furnishings, en suite bathrooms, an Adventure Concierge on site and a nightly firepit and s'mores. Reservations are open through October 26 (and April 15-October 27, 2027) undercanvas.com/camps/yosemite



Evergreen Lodge at Yosemite- Evergreen Lodge now offers "Resort Glamping as a lodging option at their historic property just outside of Yosemite National Park. The luxury canvas tents bring glamping to life with vaulted ceilings, expansive entry, screened windows with views to nature, indulgent pillow-top mattresses and more. evergreenlodge.com

Firefall Ranch- Firefall Ranch sits on 300 sprawling acres of meadowland and Sierra foothills along Yosemite's Highway 120 West corridor, the most direct route from the San Francisco Bay Area. With 55 standalone cottages and villas spread throughout the property, there is space for guests to enjoy a secluded, nature-forward getaway enveloped in pristine natural beauty. Guests can enjoy amenities including miniature golf, disc golf, horseback riding, and elevated dining experiences designed to complement the relaxed mountain setting. firefallranch.com

Chicken Ranch Casino Resort- Located in the rolling foothills near the gateway to Yosemite, Chicken Ranch Casino Resort is a premier destination for leisurely getaways and conferences in Northern California with over 190 luxurious and fun-spirited rooms and a 9,600 sq. ft. convention center. Dining options of all types are available in the seven restaurants and bars. chickentranchcasino.com

Black Oak Casino Resort Expansion- The Black Oak Casino Resort in the town of Tuolumne is ascending to a new level with the opening of Elevate, an all ages indoor action park featuring a trampoline park, golf simulators, and much more. The new pool area features an adult only pool with bar and lounge and an all new kids zone filled with slides and fun water features. blackoakcasino.com



Accommodations

Waking up to breath-taking beauty is one of the many rewards waiting in Tuolumne County. There are **lodging accommodations** available spanning a wide variety of types. Relax in a secluded mountain resort, soak up the charm of a historic B&B, snuggle up in a cozy vacation home, glamp in luxury, camp in a covered wagon, or stay under the stars at one of the convenient campgrounds. There's a welcoming place to stay for every budget.

Popular Annual Events

Mother Lode Round-Up Parade & Rodeo - May

“Saddle up” for a tribute to the Western heritage of the Mother Lode with the Round-Up Parade and Rodeo in Downtown Sonora on Mother’s Day weekend.

Cinco de Mayo Celebration in Columbia State Historic Park - May

Columbia is the birthplace of the Cinco De Mayo celebration in 1862. Enjoy the annual family event with street dancers, mariachis, vendors, food and much more.

Columbia Diggins 1852 - May

Step back in time to the year 1852 with over 150 volunteers who recreate a gold diggings encampment during the early Gold Rush period.

Groveland Grind Mountain Bike Race - May or June

Presented by the non-profit organization, Groveland Trail Heads, this mountain bike race is a multi-terrain, adventure ride at Yosemite National Park’s doorstep.

Old West Days - October

Step back into the Gold Rush era during Old West Days, a celebration filled with western charm, 1/2 size western buildings, live entertainment, reenactments, local vendors, and historic fun.

The Polar Express at Railtown 1897 State Historic Park - November/December

Relive the magical journey of The Polar Express on a train ride to the North Pole with many of the story’s characters.



California State Parks



Christina Wilkinson



REGIONS

Yosemite Area

In Yosemite National Park, walk in the splendor of ancient giant sequoias in the Tuolumne Grove of Giant Sequoias, which is located just off of Highway 120 East (also known as the Tioga Road) and is accessible year-round. Or, travel a bit further during the summer months to the incomparable expanse of the subalpine meadow, Tuolumne Meadows. At Hetch Hetchy Reservoir, visitors find the expansive deep blue lake, that is a water source for much of San Francisco, surrounded by granite peaks. Also, an uncrowded trail along the reservoir leads to waterfalls that rival the beauty of Yosemite Valley's more famous falls.

The Highway 120 corridor, the most direct highway into Yosemite from the San Francisco Bay Area, does not fall short of recreation, history, and culture. In the town of Groveland, the Groveland Yosemite Gateway Museum provides a vast look at the natural and cultural history of the area. While in Groveland, wander through town to discover unique shops and stop by the Iron Door Saloon, California's longest continuously operating saloon. The stunning Pine Mountain Lake 18-hole championship golf course is open to the public year-round, and horseback riding is available during summer.

On the Stanislaus National Forest, which is adjacent to Yosemite, whitewater rafting with one of several renowned outfitters on the Wild and Scenic Tuolumne River is an adventure like no other. Hiking, mountain biking, exciting off-road Jeep tours and more easily fill up the days. There are several restaurants to relax in at the end of a full day, and call it a night at one of the historic lodging properties or enjoy a private rental near scenic and private Pine Mountain Lake or in the beautiful countryside.

[Yosemite Area Itinerary](#)



Tuolumne Meadows
More Than Just Parks



Miller's Off-Road Adventures



Pine Mountain Lake Golf Course

Tuolumne County’s Gold Country offers an authentic Gold Rush experience with its rich, lively, and thriving historic towns such as Jamestown, Sonora, and Columbia. Your treasure, new or old, is waiting to be discovered in unique specialty shops or fine art galleries that line the streets. Enjoy food and drink in an historic inn, take in a superior live theatre performance in a venue where shows have entertained for over a century, or try your luck with 24-hour gaming action. Springtime offers massive wildflower displays along several popular trails. Wineries, craft breweries and a hard apple cider distillery enthusiastically share their local beverage creations in unique locations.

Two California State Historic Parks, Railtown 1897 and Columbia, transport visitors to a past era when the West was bustling with those searching for gold or a new way of life.

Railtown 1897 State Historic Park, located just a few blocks from Main Street in Jamestown, is a must-see with one of the few remaining working railroad roundhouses in the U.S., steam locomotives, and railroad cars of the historic Sierra Railway. The highlight of this state park is truly a movie star—Sierra No. 3®, known as the movie star locomotive, has been seen in hundreds of movies, television shows, and commercials.

There’s no place better to get immersed in California’s Gold Rush history than in Columbia State Historic Park where visitors stroll along wooden sidewalks, ride an authentic stagecoach, pan for gold and chat with knowledgeable and friendly townspeople dressed in period attire. Unique restaurants, a working blacksmith shop, an old-fashioned bowling alley, a theatre and shops supplied with treats and trinkets add to the ambiance of the town where a new surprise is around every corner. The park features the largest collection of Gold Rush era brick buildings in California.

[Gold Country Itinerary](#)



Jamestown, CA



Columbia State Historic Park



Inner Sanctum Cellars

Explore the town of Twain Harte, an Audubon Bird Town, and try your hand at the retro Twain Harte Miniature Golf, California's oldest miniature golf course, then gear up for an adventurous day in the High Sierra. The Summit Ranger Station is an ideal place to start, and to get information on hiking trails, fishing spots, and more. Across the street from the Ranger Station, the Shadow of the Mi-Wok Trail offers an easy ¼ mile walk through an outdoor exhibit showing the Me-Wuk Indians' way of life. Down the street, Pinecrest Lake is popular for summertime camping, swimming, fishing (ADA fishing dock available), boating, hiking, horseback riding, and paddle boarding.

Nearby Dodge Ridge Mountain Resort, is the closest downhill skiing and snowboarding mountain to the San Francisco Bay Area. It's known for its old-school vibe with uncrowded slopes and is the kind of place where devotees learned how to ski as kids and then return with their own kids. As part of the Powder Alliance, passholders have access to 23 resorts around the globe.

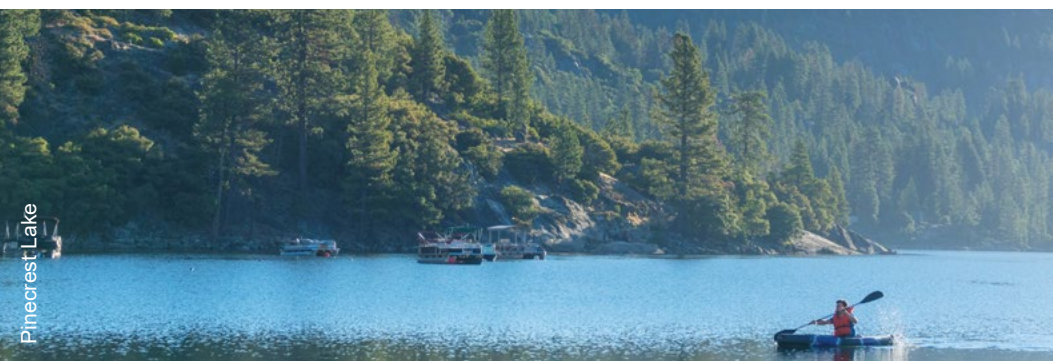
Along Upper Highway 108, the Trail of the Gargoyles is an easy hike and features some interesting volcanic formations that resemble gargoyles. The views look like those on another planet. Donnell Vista provides a short, easy walk to a dramatic scenic overlook safely perched high above Donnell Reservoir. Sweeping views of the reservoir below and the peculiar rock formations off in the distance, the Dardanelles, are mesmerizing. Kennedy Meadows is a great spot for camping, fly-fishing, and horseback riding, while Clark Fork Meadow is ideal for a relaxing picnic, hiking, camping, and fishing as well.



Twain Harte Miniature Golf



Kennedy Meadows
Maddie Marney



Pinecrest Lake



Kennedy Meadows

MEDIA INQUIRIES: LISA MAYO
LISA@GOTUOLUMNE.COM

LEARN MORE AT VISITTCOTODAY.COM
PRESS ROOM: VISITTCOTODAY.COM/PRESS-ROOM

FOLLOW US ON SOCIAL



Visit Tuolumne County • 193 S Washington St. Sonora, California 95370
+1-209-533-4420 • VisitTuolumne.com

[View the Tuolumne County Travel Guide](#)

