



95.6K

+2% YOY

Average days in Sonora: **2.2**

Visits to Sonora

*Includes domestic visitors who traveled from more than 50 miles away and stayed at least 90 minutes.

Top 5 Visitor Origins

Livermore

Castro Valley

San Jose

Pleasant Hill

Stockton

VISITORS

2024 Travel Impacts in Tuolumne County

Travel-Related Spending:
\$307.8 million



\$83 million



\$100.7 million



\$38.1 million



\$26 million

OTHER TRAVEL

\$10.8 million



\$49.3 million
(Retail & Food)

State and Local Tax Receipts:
\$24.1 million

State and local tax revenue is equivalent to **\$1,058** per Tuolumne County resident household.

2,700 Industry Jobs*

*Does not include employment at Black Oak Casino Resort and Chicken Ranch Casino Resort.

Reported by Dean Runyan Associates

With new numbers just released from Visit California (via Dean Runyan Associates), 2023 travel spending numbers for Tuolumne County were updated from \$287 million to \$306.8 million! 2024 is showing a modest .3% growth in travel spending to \$307.8 million. The general outlook for tourism in California (and across the country), faces challenges. For Tuolumne County this year's uncertainty regarding Yosemite has created obstacles for travelers, especially international travelers, and the current political and economic conditions have also negatively influenced tourism.

Good news: Visitors still come to Tuolumne County because they see it as a place where they can escape and disconnect from all the "noise" in our world. Even as there are challenges, we are actively inviting aspiring visitors every day.

TRAVEL IMPACTS

@AlexKhachigian

(532K Instagram followers) for Visit California Hidden Gems Campaign

May 7-9. Stayed at Berkshire Inn Bed & Breakfast in Groveland and Mi-Wuk Village Inn in Mi-Wuk Village. Visited Downtown Sonora on May 9th.



Irish Familiarization Tour for Black Diamond

May 14-18. Stayed at The Inn on Knowles Hill and explored and dined in Downtown Sonora. Craig Hughes, Irish Daily Mail

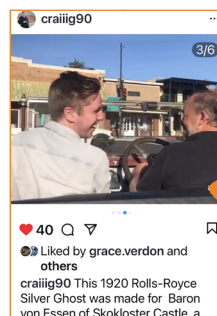
Monthly readership: **205,000**

Sandra Mallon, Irish Daily Star

Monthly readership: **20,000**

Catherine Murphy, freelance journalist

Monthly readership: **465,000**



INFLUENCER & MEDIA VISITS



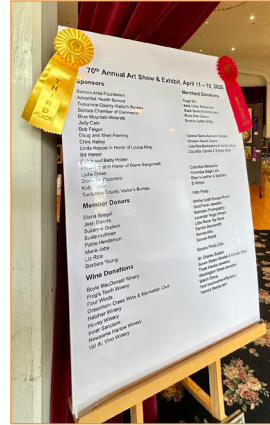
Visit Tuolumne County team members, along with First Light Resorts team members, had a booth at the Bay Area Travel & Adventure Show in Santa Clara in March. The show was very well attended with 13,000 attendees,

a 38% increase over the previous year's event. The show provides an opportunity to engage with individuals in our drive market who have a demonstrated interest in travel and adventure, thereby increasing the likelihood of converting interest into actual visits.

TRAVEL SHOWS

Tuolumne County Art Week

Visit Tuolumne County was excited to celebrate the 5th annual Tuolumne County Art Week, April 12–20, 2025! VTC proudly supported the Mother Lode Art Association's annual Art Show



by helping cover part of the Sonora Opera Hall rental—allowing the show to run even longer this year. Downtown Sonora also featured a creative art installation by Unicorn Tattoo at Pence Farms Sourdough, and exciting displays and activities popped up all across the County.

Sponsorships

El Campo de Sonora: \$500 sponsorship, and a VTC team member sits on the planning committee.

VTC continues to sponsor 2nd Saturday Art Nights.



PROMOS & SPONSORSHIPS

Social Media

Mother Lode Round-Up Parade and Rodeo
Kick Off the Farmers Market



In the News

Remarkable Rooftops in California:
Visit California Media Pitch Mentions
The Armory
Sonora Inn
The Perch at Chicken Ranch Casino Resort

Scope of Work

The VTC Team has begun working on the Scope of Work for the City of Sonora per our Marketing Agreement. The scope of work will include a city highlights video, Paranormal Trail for fall, a social media influencer visit among other projects.

Gold Rush Path Presentation

VTC and partners received a presentation on the Gold Rush Path from Tamera Blankenship of Tuolumne County Transit at the April Marketing Meeting. The presentation was well-received, and we look forward to promoting the trail, which will be a great asset to the community.

Home & Garden Show

A VTC team member attended the Home & Garden Show in April with the mobile visitors center. The team member was available for the entire weekend to answer questions about the area and distribute the Tuolumne County Travel Guide.



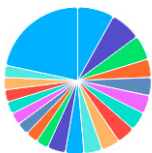
IN THE NEWS & MORE

Sonora Selfie Trail

Check-Ins YTD
74



Top 8 Check-In Locations



- City Hall
- The Red Church
- Rother's Corner
- Linoberg Pedestrian Park
- Mosaic Mural, Downtown Sonora
- The Clock on the Bank of America Building
- The Sonora Florist Mural
- The Sportsman

Reminder to Submit Your Events

We encourage our partner businesses and organizations to submit their tourism-oriented events to our website at visittuolumne.com/event-submission.

