



FY 2026–2027 MARKETING PLAN

Iconic Yosemite Explorations

Authentic Gold Country Discoveries

Unforgettable High Sierra Adventures

VisitTuolumne.com



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MESSAGE FROM THE PRESIDENT & CEO

Visit Tuolumne County is proud to present the 2026-2027 Marketing Plan. As the travel and tourism landscape continues to shift, this year's strategy focuses on domestic travelers while keeping established and emerging international markets in view. With in-state visitation on the rise, we're taking a closer look at the California market while examining travel motivators that drive visitation for most travelers - what makes Tuolumne County a place people are eager to explore.

This Marketing Plan also places an emphasis on Tuolumne County's film industry. It includes funding for a film familiarization tour for location managers and scouts, participation in industry events and promotional materials that reinforce the message that Tuolumne County is open for filming.

We will continue to refresh and leverage programs that have proven to be successful while keeping a keen eye out for new opportunities and new partnerships. The VTC Marketing Committee has been a great resource for gaining feedback on marketing programs while also providing our team with new insights.

At VTC, strategy is at the core of what we do. It means being flexible, inventive, creative, collaborative, and intentional in how we connect with audiences and position Tuolumne County for long-term success. This marketing plan reflects that approach and outlines the priorities, opportunities, and investments that will guide our work in the year ahead.



Lisa Mayo, CDME
President & CEO

THE TEAM

Full Time

Lisa Mayo President & CEO

*Visit California Rural Committee, Chair
Visit California Marketing Committee
Gold Country Visitors Association, Past President 15-26
One West Tourism Alliance Board of Directors, Vice Chair
YARTS Authority Advisory Committee, Chair
Sierra Repertory Theatre Board of Directors, Vice Chair
Columbia College Foundation Board of Directors
Tuolumne County Business Council*

Jen Lopez Marketing Manager

Sonora Chamber of Commerce Board of Directors, Secretary

Amariah Richards Business Development Manager

*Central Sierra Economic Development District Board of Directors
Economic Development Collaborative Committee
Alternate, Tuolumne County Business Council*

Part Time

Elaine Squaglia, Visitor Services Expert

Mark Truppner, Visitor Services Expert

Deni Avery, Operations Coordinator

ABOUT VISIT TUOLUMNE COUNTY

Who We Are

Visit Tuolumne County is a Destination Marketing Organization and the official Tourism Bureau of Tuolumne County, California. Tuolumne County is one destination with three incredible regions that beckon visitors year-round.

MISSION

To enhance economic growth by increasing tourism to Tuolumne County.

VISION

To be the leading authority in destination marketing and management for Tuolumne County.



Iconic Yosemite Explorations



Authentic Gold Country Discoveries



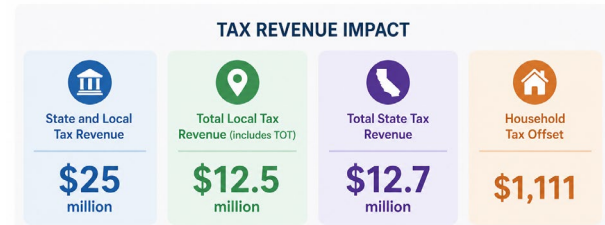
Unforgettable High Sierra Adventures

Conveniently located 2–3 hours from the San Francisco Bay Area & Sacramento — convenient, affordable, and uniquely amazing.

WHY TOURISM MARKETING MATTERS

- **An investment in Visit Tuolumne County fuels economic activity in our community.**
 - Tourism is Tuolumne County's number one private sector industry
 - Tourism increases revenues without raising taxes
 - Robust tourism marketing tactics will generate more visitor spending and tax revenue
 - Supports both tourism-related and non-tourism jobs
- **Tourism supports essential services for our community**
 - TOT goes into the general fund to support fire, law enforcement, roads, libraries, and recreation and is the only tax that stays 100% local
 - A portion of the TOT is reinvested into Visit Tuolumne County for continued growth of those funds so that revenue for those services will continue to grow
- **Competition is fierce!**
 - We need to ensure we can maintain and even gain market share from competing destinations that have greater budgets
 - VTC needs to have a presence in the most critical markets:
 - Statewide – Bay Area, Sacramento, Los Angeles
 - National – Washington, Oregon, Nevada, Arizona
 - International including the UK and Ireland, Mexico, Germany, France
- **Destination Marketing provides benefits beyond the tourism industry**
 - Attracts new business
 - Attracts new residents
 - Leads to real estate investments
 - Sustains established businesses
 - Supports arts and culture and so much more!

2025 Tuolumne County Tourism Impacts*



Data provided by Dean Runyan Associates and Visit California. *Preliminary data.

A BRIEF HISTORY OF TOURISM MARKETING FUNDING

The Tuolumne County Visitors Bureau (TCVB), dba Visit Tuolumne County (VTC), was formed in 1983 when the Tuolumne County Lodging Association (TCLA) initiated a measure to increase City and County TOT from 6% - 8%. That 2% increase (or 25% of total TOT) was reinvested for destination marketing. In 1988 an official Tourism Promotion Agreement between the City and County dedicated 25% of TOT be reinvested into TCVB for destination marketing. In 2010 the TCLA successfully initiated another measure to increase TOT from 8% - 10% to allow for further reinvestment into tourism promotion while also giving a boost to the general funds. In 2018 the County Tourism Promotion Agreement went from being in perpetuity to a 5-year contract. In 2021 another increase in TOT from 10%-12% passed providing more dollars for the general fund to support essential services. VTC continued receiving 25% of 10% (or 20% of 12%). Today, 16% of total TOT collected is reinvested back into VTC for destination marketing.



BRAND STRATEGY

Tuolumne County is a year-round destination offering three vacations in one: iconic Yosemite explorations, authentic California Gold Country discoveries, and unforgettable High Sierra outdoor adventures.

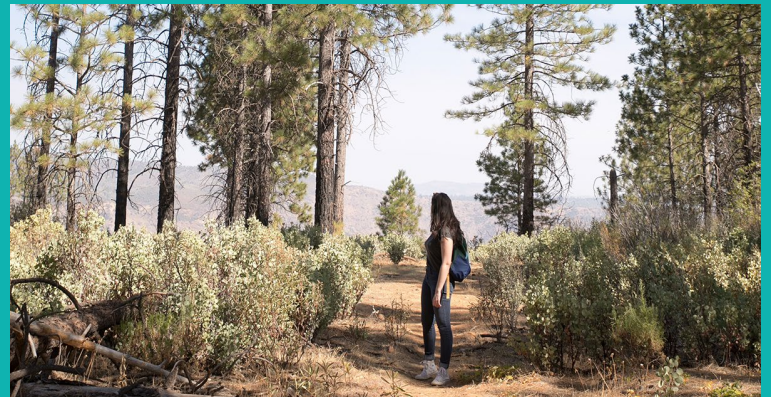
This positioning helps identify VTC's brand pillars that align with trip motivators and travel trends, helping to shape the messages of what makes Tuolumne County different from other destinations.

Targeting the Right Visitors for the Right Outcomes

Visit Tuolumne County reaches consumer audiences in eight key segments: Local, Regional/Statewide, National, International, Travel Trade, Media, Groups & Meetings, and Weddings. Audiences within each are identified after doing thorough research, pulling in data from various resources including app location-powered visitation, website traffic, and flight patterns.

BRAND PILLARS

- Diverse and scenic natural landscapes
- Uncrowded, open spaces
- Living history — step back into simpler times
- Accessible/proximity — within 2–3 hours of major airports and population centers
- Value and affordability
- Unique, different, artistic, and unexpected
- Wellness focus
- Responsible and sustainable travel



UNDERSTANDING TRAVEL MOTIVATION

Visit California's comprehensive trip motivator segmentation research identifies four key trip segments based on Jungian archetypes — deep, universal, often unconscious human emotions that represent longstanding and enduring segments of travel.

YOLO

You Only Live Once

Driven by a desire to fully embrace the moment, letting go of routine, and enjoying life to the fullest.

RECHARGE

Escape the Everyday

A desire to disconnect from daily stress, slow down, and focus on rest, clarity, and personal well-being.

IMMERSE

Broaden Your World

Connecting with local culture, engaging deeply with the people, traditions, and character of a place.

BOND

Strengthen Connections

Spending meaningful time together, strengthening relationships through shared experiences with friends or family.



TRAVEL TRENDS

Industry research, including the latest trends, helps VTC create inspirational marketing programs and campaigns.



Road Trips

Travelers are seeking easy, drive-to getaways that offer freedom, spontaneity, and the ability to explore multiple experiences along the way.



Authenticity & Meaningful Travel

Travelers are seeking genuine, local experiences that reflect the true character of a destination — through its people, culture, history, and natural environment, including hands-on activities, storytelling, local interactions, and moments that feel unique, reflective, or emotionally impactful.



Wellness

Travelers are prioritizing physical and mental well-being, seeking destinations that offer relaxation, nature, and opportunities to recharge.



Adventure Travel

Travelers are looking for unique, active experiences that provide a sense of escape, exploration, and connection to the outdoors.



Affordability

Value-driven travel continues to be important, especially for Millennials and Gen Z, who seek high-quality experiences at accessible price points.



Emotional Connection

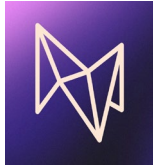
Travel is increasingly driven by emotion rather than just destination. Today's travelers are choosing places that make them feel something — nostalgia, inspiration, connection, relaxation, or a sense of belonging.



Farm Charm

An emerging tourism trend centered around authentic rural experiences, slower travel, local connection, and nostalgic simplicity.

AGENCY PARTNERSHIP: MADDEN MEDIA



Visit Tuolumne County partners with Madden Media, our agency of record, to support strategic marketing planning, media buying, and campaign execution. Working in close collaboration with the VTC team, Madden Media helps ensure our marketing efforts are aligned with key business objectives and focused on the highest-performing tactics to drive overnight stays, extended visits, and increased visitor spending.

Role in Strategy



Campaign Strategy

Guide campaign strategy and audience targeting to ensure marketing efforts are aligned with key business objectives.



Paid Media Management

Manage and optimize paid media efforts across digital, search, social, and programmatic channels.



Performance Insights

Provide performance insights, reporting, and optimization recommendations on an ongoing basis.



Creative Direction

Support creative direction and messaging alignment across all campaigns and channels.

Special Projects

- **Video/Photography Shoot and Production-** Production of new multi-length video assets and photos, with full rights to all captured b-roll.
- **Smoke/Fire Map-** A real-time smoke and fire map embedded directly on the Visit Tuolumne County website, helping visitors, residents, and local partners stay informed with up-to-date wildfire locations and smoke forecasts during fire season and emergency events.

Research VTC will invest in Madden Voyage, Madden Media's visitation data platform that provides real-time access to visitation activity.

STRATEGIC PARTNERSHIPS

Through these partnerships we can identify target markets, leverage our marketing dollars, and enhance the value of every dollar invested in tourism. These organizations are critical to building our brand awareness in California, the U.S., and international markets.



Brand USA

Building on our successful long-standing partnership with Brand USA, we will continue new brand awareness campaigns and participate in efforts that align with our international target audiences. In previous Brand USA campaigns, we have also been able to secure video footage and photography.



Visit California

Visit California is the state's official destination marketing organization and a key partner for leveraging marketing dollars and efforts to reach domestic and international audiences. Visit Tuolumne County will continue collaborating through media outreach, hosting journalists and influencers, and participating in co-op opportunities, including placements in the Official Travel Guide and consumer newsletters reaching over 200,000 subscribers.



Gold Country Visitors Association & High Sierra Visitors Council

Visit California divides the state into 12 regional marketing groups. Tuolumne County is part of both GCVA and HSVC. GCVA focuses on road trip markets, highlighting history, outdoor recreation, and culinary experiences, while HSVC targets international travelers through media and trade efforts, including representation in France. Through both partnerships, VTC participates in co-op marketing, FAM tours, and collaborative campaigns to expand reach and leverage shared resources.



MEDIA MIX

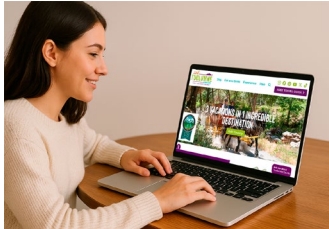
OWNED MEDIA

Communication channels VTC controls:



Tuolumne County Travel Guide

75,000 printed & distributed annually



VTC Website

887,000 Views in 2025
42,000 Handoffs
Integrated AI Assistant, "Scout"



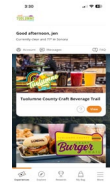
Social Media

78,500 Total Followers



Email Marketing

15,557 Consumer Subscribers (May 2026)



Mobile Trails

Craft Beverage Trail
Craft Burger Trail
Sonora Selfie Trail
Veterans Memorial Trail

MEDIA MIX

PAID MEDIA

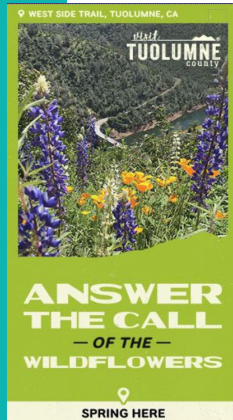
External marketing through paid placements:

Traditional:

- Print advertising
- Broadcast (radio & TV)

Digital

- Digital banner ads and emails
- Billboards on gateway routes
- Search
- Social media
- Streaming
- Influencers
- Out-of-home
- Co-op campaigns



EARNED MEDIA

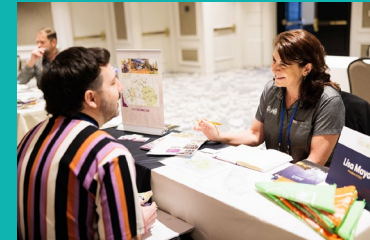
Publicity gained through third-party endorsement:

- Public relations
- Media coverage
- Influencer partnerships
- Familiarization (FAM) tours



TRAVEL TRADE & SALES

- Trade shows
- International representation
- FAM tours to reach tour operators and travel advisors



AUDIENCE STRATEGIES

Visit Tuolumne County reaches consumer audiences in eight key segments. Audiences within each are identified through thorough research, pulling in data from various resources including app location-powered visitation, website traffic, and flight patterns.



California



National



International



Travel Trade



Groups & Meetings



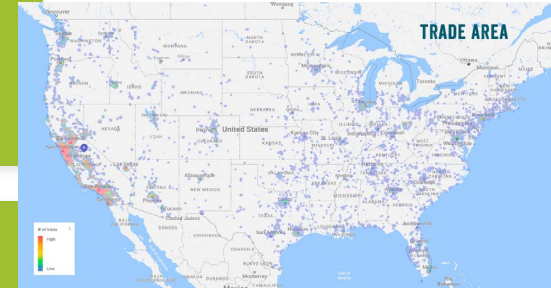
Weddings



Media



Local Residents



CALIFORNIA



Primary Geography
San Francisco Bay Area, Central Valley, Sacramento, Los Angeles

Demographics
Boomers, Families, Luxury

Strategy:

Most visitors to Tuolumne County, and traffic to VTC's website, originate from within California. We will continue to inspire California travelers with easy, drive-market getaways by highlighting Yosemite, Gold Country, and High Sierra access, unique experiences, and year-round activities.

KEY TACTICS:

- Always-on promoting (i.e. social media, digital)
- Promote shoulder-season travel through itineraries and weather-based messaging
- Tuolumne County Travel Guide distribution in key California locations
- Optimize website landing pages for key themes and leverage email marketing.
- Work with social media specialist who manages the organic areas of VTC's social media platforms including user-generated content
- Create short-form videos, itineraries, and blog content highlighting 'three vacations in one destination'
- Host California-based influencers to create relatable, drive-market content
- Participate in Visit California, Gold Country Visitors Association and High Sierra Visitors Council opportunities to leverage visibility and funding
- Attend travel shows and other regional fairs and festivals for one-on-one interactions and trip inspiration. This includes traveling in the mobile visitors center for additional visibility





Geography

High-potential national markets

Demographics

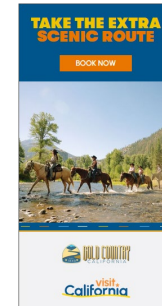
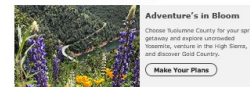
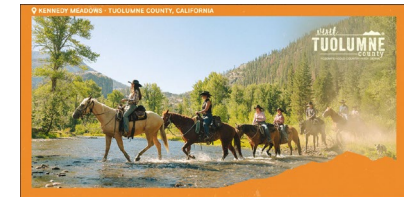
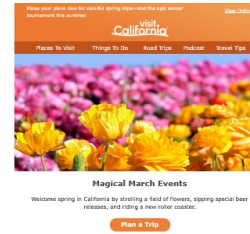
Boomers, Families, Trade, Media

Strategy:

Inspire national travelers by positioning Tuolumne County as a unique Yosemite gateway with authentic Gold Country charm and High Sierra adventure, just a short drive from major cities and airports.

KEY TACTICS:

- Paid Media: Digital, paid social, programmatic campaigns such as Visit California Co-ops, in which we leverage national campaigns for expanded reach and brand alignment.
- Search & SEO: Strong SEO and paid search around outdoor recreation, road trips, new product, and other pillars
- Content Development: Longer-form itineraries and trip-planning resources for multi-day travel
- Earned Media: Secure national media coverage in trusted outlets



INTERNATIONAL



Geography
Mexico, UK, Germany, France, and other key international markets

Demographics

High-value international travelers

Strategy:

Encourage international travelers by positioning Tuolumne County as an authentic Yosemite gateway with iconic landscapes, unique Gold Country experiences, High Sierra adventures, and easy access from major gateway airports.

KEY TACTICS:

- Travel Trade Collaboration: Work with international agency and tour operators to include Tuolumne County in packaged itineraries
- Co-op Marketing: Participate in Visit California and Brand USA campaigns for key international markets
- FAM Tours: Host international media and tour operators to develop bookable product
- Itinerary Development: Create ready-to-sell, multi-day itineraries integrating all three regions
- PR & Media: Secure international media placements highlighting Tuolumne County as less-crowded Yosemite experience
- Visit California International Missions (California Delegate)

Traveling to Levi's Stadium? Yosemite-Tuolumne County is just 2.5 hours away

Welcome to Yosemite's uncrowded side in Tuolumne County! Embark on a day or extend your stay where you can visit the iconic national park and immerse yourself in authentic California Gold Rush history and enchanting High Sierra adventures. Bring your friends and family for an unforgettable journey just a 2.5-hour drive from World Cup action in Santa Clara.



Yosemite Awaits

Explore Yosemite's quieter side. Revel among giant sequoias and explore picturesque Tuolumne Meadows, and Hetch Hetchy Reservoir. Experience thrilling whitewater rafting, off-roading, and endless adventures in the nearby national forest.



High Sierra Adventures

Ascend to Tuolumne County's High Sierra for fresh mountain air and breathtaking views. Enjoy unforgettable drives, alpine lakes, hiking, horseback jaunts, and more recreational adventures.



Sierra Yosemite Loop

Experience Yosemite and High Sierra in one epic trip. The High Sierra Loop Road, the new Sierra Pass and Tioga Pass features Yosemite highlights, scenic stops, outdoor activities, and mountain towns.



Taste the Moment

Celebrate a day well spent—grab your Tuolumne, Gold Country, and High Sierra experiences with the taste of locally-sourced vitamins, hard cider, distillers, and craft breweries serving award-winning beverages.



Step Into History

Discover authentic Gold Country where Robbers 1897 and Columbia State Historic Park provide living history experiences. Charming towns, unique shops, diverse dining, premier entertainment, scenic locations, and more await.

visit.
California™



TRAVEL TRADE

DOMESTIC & INTERNATIONAL



Geography

International and group travel markets

Demographics

Tour operators, travel advisors, receptive operators

Strategy:

Build strong relationships with tour operators and travel advisors by positioning Tuolumne County as a Yosemite gateway with bookable experiences from luxury to rustic and ready-to-sell itineraries.

KEY TACTICS:

- Attend key industry events (Go West Summit, National Tour Association, International Inbound Tour Association)
- Develop trade-ready collateral including itineraries, product sheets, and destination overviews
- Partner Development: Work with local businesses to create bookable experiences for group and international travelers
- FAM Tours: Host tour operators and travel advisors to showcase product
- International Representation: Utilize representation agencies to maintain in-market presence



GROUPS & MEETINGS



Geography

Drive markets and regional hubs

Demographics

Meeting planners, corporate retreat organizers, associations

Strategy:

Position Tuolumne County as a unique and inspiring destination for small meetings and retreats, focusing on midweek and off-peak visitation.

KEY TACTICS:

- Utilize LinkedIn and targeted digital campaigns to reach planners and decision-makers
- Provide meetings page with venue listings, sample itineraries, and planning resources
- Attend meetings industry events and marketplaces to develop relationships and generate leads
- Host planners for site inspections (venue visits) and curated experiences
- Emphasize weekday availability and off-peak value



WEDDINGS



Geography

Key drive and fly markets

Demographics

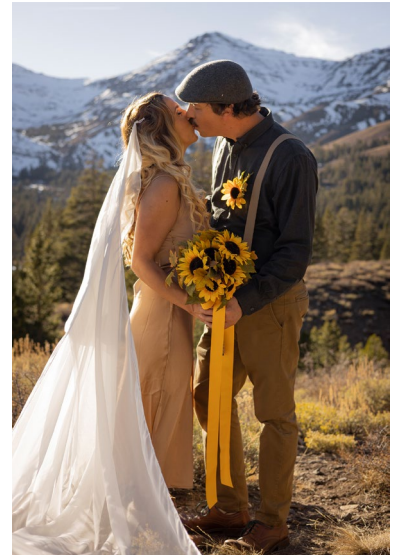
Engaged couples, wedding planners, destination wedding specialists

Strategy:

Position Tuolumne County as a distinctive and scenic wedding destination offering unforgettable settings for elopements and multi-day celebrations.

KEY TACTICS:

- SEO optimization, blog content featuring real weddings and venues
- Targeted digital and social advertising to engaged couples in key markets
- Collaborate with venues, planners, photographers, and florists
- Participation in wedding shows and outreach to planners



MEDIA



Geography

National and international media markets

Demographics

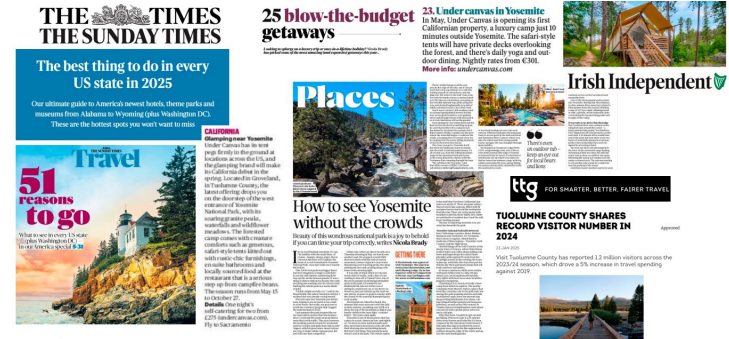
Travel journalists, editors, content creators, influencers

Strategy:

Proactively secure high-quality media coverage highlighting Tuolumne County's unique positioning as a Yosemite gateway with authentic Gold Country charm and High Sierra adventure.

KEY TACTICS:

- Work with Public Relations representative
- Pitch story ideas aligned with seasonal themes, trends, and key campaigns
- Coordinate individual and group FAM tours for journalists and influencers
- Leverage Visit California, Brand USA, and regional partners for co-op media opportunities
- Maintain updated press kits, story angles, photography, and b-roll
- Share earned media across owned channels to extend impact
- Utilize Muck Rack public relations platform to track media and distribute press releases



LOCAL RESIDENTS



Geography

Tuolumne County Community

Demographics

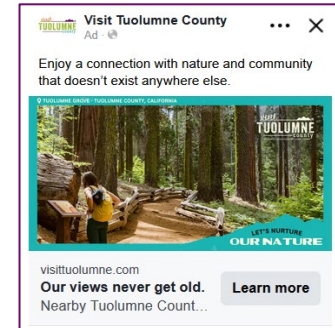
All residents

Strategy:

Build local support by clearly communicating benefits of tourism on residents' daily lives and build community pride and engagement.

KEY TACTICS:


- Partner with local media to share positive tourism impact stories and ideas for exploring our home
- Targeted digital campaigns reinforcing local pride and economic impact
- Collaborate with County, City of Sonora, and community organizations
- Attend local events and community meetings to engage directly with residents
- Education: Share 'Tourism Works for Tuolumne County' messaging (TOT, jobs, local impact); Annual Tourism Summit & Awards
- Highlight mobile trails and community engagement opportunities




PROGRAMS & INITIATIVES

Activating the Destination

Visit Tuolumne County develops and supports programs that enhance the visitor experience, encourage exploration, and strengthen connections between visitors, businesses, and the community. These initiatives are essential tools for achieving key goals such as visitor dispersal, extended stays, and increased local spending.




NEW
Extend Your Stay/Endless Adventure Campaign



NEW
Expanded On-the-Ground Outreach




REFRESH
Websites (VTC and Film)




REFRESH
Tuolumne County Arts & Culture Week



ONGOING
Seasonal Promotions



ONGOING
Local Love Card



ONGOING
Tuolumne County Mobile Trails



ONGOING
Tuolumne County Film Commission



ONGOING
Stewardship, Sustainability & Safety



ONGOING
Conferences & Education

PROGRAMS & INITIATIVES

[NEW] Extend Your Stay/Endless Adventures Campaign

Designed to increase length of stay and overall visitor spending by encouraging travelers to turn day trips or single-night visits into multi-night experiences. The campaign reinforces the message that opportunities are endless and there's always more to explore.

Outcomes:

- Directly supports increased length of stay and overnight visitation
- Encourages visitor dispersal across all three regions
- Increases visitor spending through multi-day, multi-stop experiences
- Strengthens positioning as more than a Yosemite stop
- Supports midweek and shoulder season travel through itinerary-based planning



[NEW] Expanded On-the-Ground Outreach

VTC will expand outreach by participating in consumer events including home and garden shows, sporting events, and out-of-area festivals—connecting directly with potential visitors in key drive markets.

Outcomes:

- Expands reach beyond digital channels into high-impact, in-person engagement
- Targets qualified drive-market audiences in key feeder regions
- Inspires new visitation and trip planning at the point of discovery
- Supports 'Extend Your Stay' and seasonal promotion messaging

PROGRAMS & INITIATIVES

[REFRESH] Visit Tuolumne County Website

The VTC website is often the first impression potential visitors have of Tuolumne County. The VTC website will undergo a refresh and reorganization to ensure that it continues to inspire travel, support our partners, encourage responsible visitation in the way that works for today's visitors.

Outcomes:

- Improved user experience: site navigation and content that coincides with current user trends
- Higher engagement
- Incorporates structured data to suit AI searches



[REFRESH] Tuolumne County Arts & Culture Week

Formerly Tuolumne County Art Week—expanded to include visual and performing artists alongside local museums, historical sites, and tribal partners, creating a more inclusive celebration of the region's rich history, living heritage, and cultural traditions.

Outcomes:

- Strengthens resident sentiment and community pride
- Drives shoulder season visitation
- Enhances cultural identity and destination appeal

PROGRAMS & INITIATIVES

[ONGOING] Seasonal Promotions

Seasonal campaigns stimulate demand during slower periods and encourage overnight stays, with flexibility to respond to market conditions and support local partners.

Outcomes:

- Shoulder season and mid-week visitation support
- Overnight stay incentives
- Ad hoc promotional flexibility for partners



[NEW & ONGOING] Local Love Card

Encourages residents and visitors to spend money locally by making it easy to purchase and redeem funds at participating businesses. Instead of dollars leaving the county, the program helps circulate spending within the local economy.

Outcomes:

- Support local business
- Strengthen community pride
- In-market destination promotion and discovery

PROGRAMS & INITIATIVES

[ONGOING] Tuolumne County Mobile Trails

Craft Beverage Trail, Craft Burger Trail, Sonora Selfie Trail, and Veterans Memorial Trail, powered by the Bandwango platform are curated experiences guiding visitors through the county, supporting local businesses and promoting lesser-known areas.

Outcomes:

- Visitor dispersal across regions
- Increased local spending
- Enhanced visitor engagement
- Stronger partner engagement



[ONGOING] Film Commission

As the official Film Commission, VTC supports film and media production throughout the region. Film exposure introduces new audiences, generates economic impact, and strengthens long-term awareness. In the coming year, we are implementing a more robust budget for filming to include a film familiarization trip, taking part in industry events, advertising in film industry publications and updating the website.

Outcomes:

- Destination awareness
- Economic development (film crews utilize local businesses)
- Increased overnight stays
- Exposure of Tuolumne County to new markets



PROGRAMS & INITIATIVES

[ONGOING] Stewardship, Sustainability & Safety

We will continue strengthening our commitment to promoting and encouraging the protection of the landscapes and places that define Tuolumne County. VTC encourages responsible travel through communicating Leave No Trace principles and 'Know Before You Go' messaging. Safety messaging covers winter conditions, wildfire awareness, and real-time travel updates in coordination with local agencies.

Outcomes:

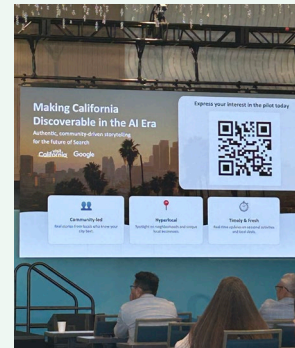
- Stewardship & Sustainability Plan development
- Improves resident sentiment and quality of life
- Protects natural and cultural resources
- Enhances visitor experience and safety
- Supports long-term tourism sustainability



[ONGOING] Conferences & Education

Conferences and industry educational events provide valuable education on travel trends, marketing strategies, technology, and visitor behavior for the VTC team plus networking opportunities, helping Tuolumne County remain competitive in an evolving tourism industry.

Attending in 2026-2027:



- Cal Travel Tourism Summit
- Destinations International Annual Summit (VTC President & CEO will be on Film panel)
- One West Tourism Alliance Leadership Summit
- One West Tourism Alliance MarTech Summit
- Visit California Marketing Outlook Forum

ANNUAL TOURISM SUMMIT & AWARDS

Coming October 15, 2026 - Chicken Ranch Casino Resort

The Tuolumne County Tourism Summit is designed to bring together tourism industry professionals, local businesses, government leaders, and community stakeholders to strengthen and grow the county's visitor economy.

Purpose:

- Educating partners on tourism trends, marketing strategies, social media, AI, travel behavior, and industry insights.
- Encouraging business-to-business networking to help partners create packages, referrals, and cross-promotional opportunities.
- Sharing Visit Tuolumne County initiatives including marketing campaigns, PR efforts, travel trade programs, group sales, and destination management strategies.
- Recognizing industry excellence through tourism awards.
- Building alignment around destination goals like increasing overnight stays, dispersing visitation countywide, improving resident sentiment, and promoting responsible tourism.



CITY OF SONORA SCOPE OF WORK

As part of VTC's dedicated annual scope of work with the City of Sonora, we will continue our partnership to focus on increasing awareness of Sonora as both a standalone destination and a basecamp for Yosemite, Gold Country, and the High Sierra. Marketing efforts may include:

- Continued development and expansion of the “Step Into Sonora” campaign
- Strategic digital advertising and social media promotion
- Storytelling content focused on Sonora’s history, culture, events, and local businesses
- Public relations outreach, influencer collaborations, and earned media opportunities
- Visitor itinerary development encouraging overnight stays and extended exploration
- Creation of photography, video, and branded destination assets
- Support for downtown businesses through coordinated tourism promotion and visitor engagement initiatives
- Maintain collaborations with Sonora Chamber of Commerce



This partnership reflects a shared commitment to strengthening Sonora’s economic vitality, increasing overnight visitation, supporting local businesses, and enhancing community pride through destination marketing and tourism development.

WELCOME TO THE TUOLUMNE COUNTY VISITORS CENTER

The Visit Tuolumne County Visitors Center serves as the official welcome center for travelers from all over the world who have come to explore Tuolumne County. The visitors center is open year-round, seven days per week, except for some major holidays.

What Visitors Can Find and Learn

- Trip planning assistance from local experts
- Suggestions for lodging, dining, shopping, and local experiences
- Printed travel guides, maps, and partner brochures
- Road conditions, seasonal travel tips, weather updates, and responsible travel information
- Guidance on lesser-known and uncrowded experiences beyond Yosemite Valley

More than just a Visitors Center, it functions as the operational hub for Visit Tuolumne County and the Tuolumne County Film Commission, where tourism marketing, visitor education, partner engagement, destination development, and filming support happen.



Top Origins of Visitors to the Visitors Center

California:

- San Jose
- San Francisco
- Fresno
- Los Angeles

National:

- Texas
- Washington
- Nevada
- Oregon

International:

- Germany
- France
- U.K.
- Sweden



REPORTING: MONTHLY, QUARTERLY & ANNUAL INSIGHTS

Monthly reports roll up into quarterly and annual summaries to identify trends, measure progress against goals, and inform future strategy. Quarterly Key Business Objectives reports are also provided by Madden Media.

MONTHLY

- Campaign activity overview
- Website analytics snapshot
- Leads activity
- Social media performance
- PR placements & earned media value
- Financial reporting for VTC Board of Directors

QUARTERLY

Madden Media QBR report:

- Roll-up of monthly performance
- Trend identification & analysis
- Progress vs. quarterly KBOs
- Strategy optimization recommendations
- Partner briefing

ANNUAL

- Full-year performance summary
- Year-over-year comparisons
- TOT revenue & economic impact review
- Strategy insights for following year
- Board of Directors, Tuolumne County, and City of Sonora reporting
- Mid-year budget review

GLOSSARY OF INDUSTRY TERMS

AI Assistant / Chatbot—A digital tool powered by AI that helps visitors answer questions, discover experiences, plan trips, and access destination information in real time.

DMO—Destination Marketing Organization; local tourism marketing companies involved in increasing tourism to a city, area or region and helping shape the destination as a visitor economy.

Drive Market—Potential travelers within driving distance of a city, port, or attraction.

Familiarization Tour (FAM)—A complimentary or reduced rate organized trip for tour operators, travel agents, travel writers, or other members of the travel trade for the purpose of educating and familiarizing them with the tourism destinations. By seeing the destinations where they are sending travelers, the travel trade is better prepared to answer customer questions and promote travel to the location.

‘Free’ or ‘Foreign’ Independent Travelers (FIT)—Individual travel in which a tour operator has previously arranged blocks of rooms at various destinations for use by individual travelers. These individuals travel independently, not in a group, usually by rental car or public transportation.

IPW—Formerly known as International POW WOW – the largest international travel marketplace held in the United States sponsored by the US Travel Association.

Leisure Travel—Travel for recreation, educational, sightseeing, relaxing and other experiential purposes.

Press/Publicity Release—A news article or feature story written by the subject of the story for delivery and potential placement in the media.

GLOSSARY OF INDUSTRY TERMS

Press Trips—Organized trips for travel writers and broadcasters for the purpose of assisting them in developing stories about tourism destinations. Often journalists travel independently, though with the assistance of a DMO.

Search Engine Marketing (SEM)—A method of promotion and advertising to help companies' content rank higher among search engine traffic.

Shoulder Season—Those periods between the peak and off season when destination demand is moderate.

Sustainable Tourism—Refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural, and cultural environments of the area in which it takes place.

Target Market—The group of customers who will be the focus of a company's marketing efforts.

Tour Operator—Develops, markets, and operates group travel programs that provide a complete travel experience for one price and includes transportation, accommodations, sightseeing, selected meals, and an escort. Tour operators market directly to the consumer (sometimes through travel agents) and are beginning to be listed on computerized reservation systems.

Travel Trade—Refers to tour operators, travel agents, receptive operators, and wholesalers. These professionals organize and contract to buy travel products to sell to groups or individuals.

Visit Tuolumne County is committed to fostering a tourism economy that is balanced, sustainable, and beneficial to residents, businesses, and visitors.

Through strategic marketing, impactful programs, and strong partnerships, FY 2026–2027 positions the destination for continued success while highlighting and preserving what makes Tuolumne County unique.



[VisitTuolumne.com](https://www.VisitTuolumne.com)

May 2026