



**2022-2024**

# Marketing Plan



Message from the President & CEO . . . . . 3

Destination Management & Marketing . . . . . 4

Strategic Objectives . . . . . 7

Research & Insights . . . . . 7

Brand Positioning/Pillars . . . . . 8

Target Audiences . . . . . 9

Paid Media Strategy . . . . . 9

Owned Media Strategies . . . . . 11

Earned Media Strategies . . . . . 12

Programs & Initiatives . . . . . 13



## A MESSAGE FROM VISIT TUOLUMNE COUNTY PRESIDENT & CEO, LISA MAYO

Our 22/23 and 23/24 fiscal years will be filled with growth and opportunity. This year will bring new ways to connect and network with almost all events back in person, and it will allow us to continue to ramp up our marketing. The 2021-2022 fiscal year saw Transient Occupancy Taxes increase to record highs, new markets opened up and at Visit Tuolumne County (VTC), we brought back some staff that we had to say goodbye to early on in 2020. We are excited to have a more “normal” year ahead!

We are looking forward to continuing our expansion in domestic markets with a focus on Seattle and Las Vegas. Towards the end of last year, we started planning to bring back more international travel, and will continue to work with Black Diamond in the United Kingdom. We reignited our partnership with Destination Counsellors International (DCI) in Canada and are also partnering with Global Marketing & Sales (GMS) in Mexico, a brand-new market for us.

One of our biggest initiatives we will continue to focus on is growing off-peak visitation. This plan includes massive outreach in the meetings and groups sector and encouraging more group events like weddings, family reunions, corporate meetings and retreats. The overall goal is more hotel bookings during the October – April timeframe.

We will continue to dedicate funds to county events and destination development projects that further the mission of VTC by increasing visitation to our area. We are also supporting projects that lend to stewardship and sustainability of our natural resources. These initiatives benefit residents and visitors. Sustainability and destination stewardship is going to be at the forefront of all endeavors this fiscal year, and to ensure the county is aligned with endeavors across California, having recently been appointed to CalTravel Sustainability and Stewardship Committee, I will bring those endeavors to life within Tuolumne County.

The future of Tuolumne County’s tourism industry continues to look bright. Thank you for being along with us on this ride!

Looking forward,

A handwritten signature in black ink that reads "Lisa Mayo". The signature is fluid and cursive, with the first name "Lisa" and last name "Mayo" clearly distinguishable.

**Lisa Mayo, CDME**

President/CEO, Visit Tuolumne County



# DESTINATION MANAGEMENT AND MARKETING ORGANIZATION

## ABOUT VISIT TUOLUMNE COUNTY

Visit Tuolumne County is a Destination Marketing/Management Organization and the official Tourism Bureau of Tuolumne County, California. Tuolumne County is a single destination with three incredible regions. 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 of the San Francisco Bay Area and 2 hours from the Sacramento area, Tuolumne County is close, affordable and uniquely amazing at creating unforgettable memories.

## MISSION AND VISION

### MISSION

To enhance economic growth by increasing tourism to Tuolumne County.

### VISION

Visit Tuolumne County is the premiere authority for marketing Tuolumne County's tourism and is looked to for leadership in all areas of destination management.

## WHY TOURISM MATTERS

An investment in Visit Tuolumne County fuels economic activity in our community. **Destination promotion is a crucial step in growing our travel and hospitality sector, and imperative for the economic development of the whole county.**

Tourism benefits local economies, businesses and residents alike. As Visit Tuolumne County continues post-pandemic efforts, economic recovery depends in part on robust tourism marketing tactics, which will ultimately generate more visitor spending and restoration of tax revenue, building upon the millions generated for the county.

With visitors making new plans and the competition heating up, there has never been a more important time for Visit Tuolumne County. **There's substantial opportunity to bring in more visitors during fall, winter and spring, and improve the quality of the trip for summer visitors.** And as groups/meetings and international travel bounce back, Visit Tuolumne County is an imperative tool in reaching these audiences encouraging them to stay longer and spend more across a wider range of products and services.

And the benefits of destination promotion are not limited to the tourism industry. **Destination marketing raises the profile of Tuolumne County and creates a positive brand that encourages businesses to locate here, attracts new residents, leads to real estate investments, contributes to our arts and cultural industries, and makes our destination a better place to live.** Destination promotion is for the benefit and wellbeing of every person in the community. It is an essential investment to develop opportunities and build quality of life to benefit the residents here.



\*Source: Dean Runyan Associates

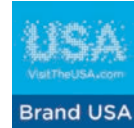


## STRATEGIC PARTNERS

Through these partnerships we are able to leverage our marketing dollars and enhance the value of every dollar invested in tourism. These organizations are critical to build our brand awareness in California and international markets.

### BRAND USA

**Building on our successful partnership with Brand USA, we will continue to review past and new brand awareness campaigns and participate in appropriate campaigns that align with our target audiences.**



*Example: Brand USA Influencer Program, Visit Tuolumne County Investment: \$15,000. Media value: \$97,000*

### VISIT CALIFORNIA



Visit California is the official destination marketing and management organization for the state of California. Visit Tuolumne County utilizes industry partners like Visit California to stretch our marketing dollars and efforts. We will continue to partner with Visit California submitting story idea content and hosting media representatives, including journalists and influencers. **Visit Tuolumne County will also continue to leverage paid cooperative opportunities such as print placements and a dedicated newsletter reaching an audience of over 200,000 consumers who are subscribed to Visit California news alerts.**

*Examples: E-blast- April 2022 Investment: \$10,000. Open Rate: 49% (Industry Avg. is 16%); Click Through Rate: 3.29%.*

*E-blast- October 2022 Investment: \$10,000. Open Rate: 50%; Click Through Rate: 2.67%.*

### GOLD COUNTRY VISITORS ASSOCIATION & HIGH SIERRA VISITORS COUNCIL



For marketing purposes, Visit California divides the state into 12 regional marketing groups. Tuolumne County falls under two of those: The Gold Country Visitors Association and the High Sierra Visitors Council. **The Gold Country Visitors Association has a focus on road trippers looking for history, outdoor adventure, culinary delights, craft brews and wine, and multi-generational family adventure.** Through this partnership Visit Tuolumne County will expand its presence in the California Visitors Guide, host familiarization trips and build partnerships with Gold Country Visitors Association members. **The High Sierra Visitors Council focuses more on international travelers while also cooperatively hosting journalists and influencers.** Visit Tuolumne County will continue to participate in the Visit California co-op for this organization which leverages membership funds and helps smaller destinations participate in large scale marketing efforts to expand our reach.

### YOSEMITE GATEWAYS



The Yosemite Gateways, not to be confused with Yosemite Gateway Partners, is made up of one representative from each of the Destination Marketing Organizations from Yosemite National Park's four gateways: Tuolumne, Mono, Madera and Mariposa counties. In the past the group has collaborated in efforts to control over-tourism in Yosemite with messaging that included how to visit Yosemite and how to travel responsibly. **The goal for the coming fiscal years is to enhance communications between the gateway counties, and collaborate and align our messaging during crisis to ensure all communication is streamlined and reaching the consumers.** In addition, the gateways collaborate on crisis communications to ensure the proper messages are getting out to consumers, specifically around potential wildfires or government shutdowns that could affect visitation.

## DESTINATION STEWARDSHIP AND DEVELOPMENT

As a Destination Marketing and Management Organization, we not only market to visitors, but also support organizations and businesses through local communications and grant programs. **Each year Visit Tuolumne County sets aside funds to sponsor community events that drive tourism and to support tourism-related activities, such as trail building.** Staff members also sit on various Board of Directors and committees throughout the county offering their expertise and leadership.

Visit Tuolumne County is improving the quality of life for residents through understanding the impacts tourism can have and continues to keep sustainability top of mind. Sustainability and tourism are intertwined, and Visit Tuolumne County takes its role seriously in helping to ensure residents and visitors have a beautiful and resilient community and environment for generations to come. The plan is based on five pillars:

1. Protect the regional identity, environment and cultural/historical resources
2. Protect and enhance resident quality of life
3. Foster a vibrant economy
4. Provide for an excellent visitor experience
5. Ensure enjoyment by future generations

**Visit Tuolumne County also participates in discussions for Tuolumne County's Climate Action Plan and keeps in close contact with the Office of Emergency Services to ensure Visit Tuolumne County's messaging for a sustainable future and fire safety aligns with Tuolumne County Government.** This includes items such as the Wildfire Toolkit developed to help prevent wildfires and educate partners, visitors and locals on how to be fire safe. Additional resources include a Homelessness Toolkit created to work in collaboration with the City of Sonora government and public safety groups on the issue.

In times of crisis, Visit Tuolumne County works with local government and other organizations to put into action the Crisis Communication Plan, a comprehensive evaluation of potential crises for the region, including a response plan for each crisis with steps specific to the onset of the crisis, what to do during a live crisis and evaluation post crisis. The plan also has a crisis tracker template to monitor responses in real time, outlines spokesperson and crisis communication team, media policies and procedures, prepared statements, sample news releases, email and social copy templates, key audiences and media contacts.

## COMMUNITY INVESTMENTS

As a way to support our community and support events that boost tourism, we dedicate funds to sponsor major events.

In the coming years we are heightening our reach by partnering with the Sonora Area Foundation. This partnership will expand and grow our Community Investment Fund Program and introduce us to additional opportunities. Visit Tuolumne County will identify specific non-profits as funds are requested, and will also look for additional ways to partner with city and county departments to provide resources and promote their efforts.

## FY22-24 STRATEGIC OBJECTIVES

The overall goal is to increase visitation, travel spending and overnight stays. Objectives to meet these goals include:

- Utilize earned, owned and paid channels to inspire travel.
- Support shoulder seasons of fall, winter and spring when travel is at its lowest through Group and Meetings promotion.
- Communicate the authentic personality of the destination, emphasizing the key differentiators.
- Establish message and imagery which evoke emotion among target audiences.
- Identify media placements that reach our target audiences.

## RESEARCH & INSIGHTS

Industry research and insights form the foundation to all Visit Tuolumne County's campaigns and marketing projects. Thus ensuring that we are staying on top of trends and appealing to key markets.

### PERSONALIZED, CUSTOM & "LOCAL" EXPERIENCES

Americans want to make up for lost time when it comes to travel. But more than that, travelers want truly meaningful trips and are seeking destinations that will offer personalized and authentic experiences. In this way, there is a desire for unique activities that will help in building memories. Travelers look for local and insider tips to help achieve this goal.<sup>1</sup> For example Tuolumne County benefits from this trend by offering endless historic experiences in Gold Country and outdoor grandeur in the High Sierra and Yosemite.

<sup>1</sup>. Expedia, "Inclusive Travel Understanding Traveler Values & Opportunities for Marketers" (2022).

Travelers look for local and insider tips.

### REMOTE WORK FUELING TRAVEL

Many people are still working remotely as a lasting byproduct of COVID. This trend has made travel easier than ever, as they can take their work on the road to fit their schedule. Additionally, this development has helped blur the lines of business travel and leisure travel, a trend called "blended travel." Travelers who extend their trips beyond their working obligations are shown to spend more time and money in a destination<sup>2</sup>, becoming a highly sought out audience for Tuolumne County.

<sup>2</sup>. Expedia, "Traveler Value Index 2022 Outlook" (2022).

Travelers who extend their trips are shown to spend more time and money in a destination.

## OUTDOOR ADVENTURE IS STILL REIGNING KING

Another onset due in part to COVID, outdoor adventure is still the most desired kind of travel. Promoting a sense of physical and mental wellness, outdoor activities allow for relaxation and exhilaration all in one trip. The sense of adventure is especially important for the Gen Z audience – in fact, in a recent College Group study, 57% of Gen Z participants said that “doing something exciting” on a trip was essential.<sup>3</sup> Tuolumne County is the quintessential place for these kinds of experiences, whether traveling in the High Sierra or Yosemite.

<sup>3</sup> Travel Agent Central, “Stats: Gen Z Wants to Travel Internationally, Have ‘Exciting’ Experiences” (2022).

Outdoor adventure is still the most desired kind of travel.

## PROMOTING SUSTAINABILITY

In recent years, practicing sustainability while traveling has become more forward than ever. This goes beyond the traditional sense of protecting the environment and going green, it also is a means to respecting the local traditions, customs and diversity of the destination. Travelers of all ages and audiences are looking to minimize their footprint when traveling. In fact, Destination Analysts reports that over half of travelers are practicing environmental consciousness (56.1%).<sup>4</sup>

<sup>4</sup> Destination Analysts, “The State of the American Traveler – July 2022” (2022).

56.1%  
Over half of travelers are practicing environmental consciousness.

## BRAND POSITIONING/PILLARS

Tuolumne County is a year-round destination offering three vacations in one. Here people can experience iconic Yosemite explorations, authentic California Gold Country discoveries and unforgettable High Sierra outdoor adventures. **This positioning helps in identifying the Visit Tuolumne County brand pillars, helping communicate what makes Tuolumne County different from other destinations.**

- Diverse and scenic natural landscapes
- Uncrowded, open spaces
- 3 destinations in 1 (Gold Country, High Sierra and Yosemite) - road trip within county/blended experiences
- Living history - step back into simpler times
- Accessible/proximity - is in drivable distances and within 2-3 hours of major local airports
- Value and affordability
- Unique/different/unexpected
- Responsible and sustainable travel stewardship

Messaging will leverage the Wander Freely campaign which gives travelers a sense of wanderlust with imagery and copy that feels open and free. **The campaign will continue to highlight the many things to do and places to visit within the county.** Specifically, copy will focus on “It’s Wonderful” language which promotes big open spaces, smaller crowds and many experiences to encourage target audiences to visit on their own, with family or as a group of friends.



## TARGET AUDIENCES

Visit Tuolumne County reaches both consumer and meeting audiences which are broken into five key segments: **In-Market, Statewide, National, International and Meetings**. Audiences within each are identified after doing thorough research pulling in data from various resources including GPS-powered visitation, website traffic and flight patterns. Going into these coming years, Visit Tuolumne County will be reaching Boomers and Millennial Families across California, Las Vegas and Seattle. We will launch special initiatives to reach visitors and extend their stay in Tuolumne County. And to secure larger group and event travel, we are committed to expanding our meetings and group initiatives.

### WANDER FREELY CAMPAIGN

The Wander Freely campaign logo was designed to align with our brand. The campaign provides a sense of adventure and exploration while being welcoming and friendly. As expressed in the logo the "W" breaking out of the frame speaks to going beyond the boundaries people have been confined to, encouraging them to discover something new and different and the tree landscape adds an extra element of exploration promoting various landscapes. Birds are also included and work well with "FREELY" - being free with the ability to wander throughout Tuolumne County.



### MARKETING STRATEGIES

As a marketing standard Visit Tuolumne County utilizes three key strategies, paid media, owned media, and earned media, to market to our target audiences.

- Paid media is external marketing efforts that involve a paid placement such as print ads, billboards, radio and TV spots, etc.
- Owned Media is a set of communication channels/outlets that Visit Tuolumne County has complete control over. These include our social media channels, website, annual travel guide, etc.
- Earned Media is coverage or promotion of our brand through organic means. These include published tourism articles that include Tuolumne County, shared social media posts or social media mentions, influencer shout outs, reviews and recommendations, etc.

## PAID MEDIA STRATEGY

### LOCAL/IN-MARKET

Visit Tuolumne County will partner with local media including MyMotherLode.com, radio stations, and the Union Democrat to support local business and encourage sustainable travel.



## STATEWIDE

The majority of traffic to the Visit Tuolumne County website and the region comes from California. **To promote Tuolumne County for all types of travel, Visit Tuolumne County will continue to run an evolved Wander Freely campaign and implement integrated strategic statewide media placements to reach target audiences.** To ensure media is running at its highest potential, Visit Tuolumne County will work with Visit California to leverage their partnerships with leading media and travel platforms to develop flexible, collaborative marketing opportunities for the California tourism industry. Participation in this co-op program allows Visit Tuolumne County to receive lower negotiated ad rates and matching dollars on the media investment. Visit Tuolumne County will also send out a dedicated eblast to over 200,000 individual travel consumers that subscribe to Visit California newsletters. In addition, Visit Tuolumne County will place media with various print publications, on broadcast and streaming TV, and additional placements that will drive traffic to the website and, ultimately, to the county.

## NATIONAL

**To reach audiences outside of California, Visit Tuolumne County will run a national campaign that will be a mix of tactics across digital and traditional placements reaching desired audiences in Las Vegas and Seattle, which were selected based on direct flights and visiting state data.** This will allow Visit Tuolumne County to reach airline markets with consumers who tend to stay longer and, therefore, spend more while in-market. The campaign will leverage the Wander Freely campaign platform and have a seasonality focus of fall and spring with some winter coverage to promote the destination during need periods.

Following last year's success, we will distribute MAT releases, which are similar to a press releases but are themed as advertorial articles. These branded, consumer-facing articles generate widespread coverage and are distributed to a network of print and online news publishers. The format allows control of messaging and reads like a traditional feature story reaching consumers on local news sites they frequent daily. With the amount of digital content growing tremendously, these guaranteed placements provide additional brand awareness as well as potential earned media opportunities.

Our research and analytics show increased visitation from Texas and Arizona. To continue to build on this momentum, we will extend our marketing in the 2023/2024 fiscal year to reach potential visitors.

## INTERNATIONAL

Having international representation is something that Visit Tuolumne County will continue into this fiscal year. **It is so important to reach international travelers as they stay in destinations longer and therefore spend more money than domestic travelers.** To reach these audiences Visit Tuolumne County will partner with a variety of organizations across paid and earned media including:

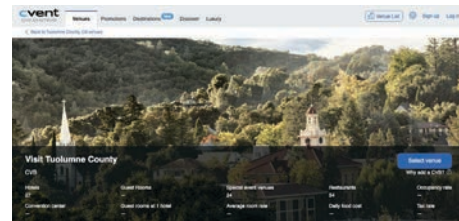
- Black Diamond – United Kingdom, Ireland
- Global Marketing Sales – Mexico
- Development Counsellors International – Canada
- Brand USA – Markets which align with Visit Tuolumne County's international efforts
- US Commercial Service – Markets which align with Visit Tuolumne County's international efforts

For the 2023/2024 fiscal year we will continue to grow our international brand in our established markets and branch into new markets. 2023/2024 market expansions include Germany and possibly Scandinavia, these markets that are identified by both our research and Visit California as top success markets for Tuolumne County.

*Example: Black Diamond Public Relations Investment: \$25,000. Value: \$369,800*

## MEETINGS

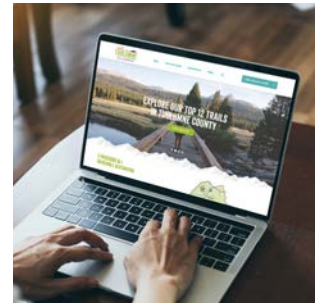
Visit Tuolumne County will continue to leverage the CVENT technology platform which is widely used by meeting planners to submit requests for proposals (RFPs) for future events. In order for a listing to appear higher in search results, a paid package must be secured. Visit Tuolumne County will utilize Visit California and San Francisco Travel Association meetings initiatives to leverage and expand upon their meeting programs. Visit Tuolumne County will participate in conferences and conventions to educate meeting planners on Tuolumne County offerings. To entice meeting and groups to book in Tuolumne County, we will continue to offer our incentive program, where we sponsor a meal based on the number of room nights booked.



## OWNED MEDIA STRATEGIES

### WEBSITE

Visit Tuolumne County always strives to drive more potential visitors to the website to learn about Tuolumne County, plan their future trip, and book their stay. Visit Tuolumne County will complete a website refresh at the beginning of the 2022/2023 fiscal year to optimize for mobile use since over 70% of users visit the site on their phone. It will also focus on making the site more inspiring, modern and user friendly. **The site will continue to use Book Direct which is a booking referral platform that helps visitors book a stay at the various lodging options available within the county.** This platform is covered by Visit Tuolumne County so there are no additional costs passed on to lodging partners. To assist with search engine optimization efforts and to keep content on the site fresh, Visit Tuolumne County will develop and update blog content for the site.



*Example: Book Direct Platform, Visit Tuolumne County Investment: \$5,500. Estimated Booking Revenue 2021/2022: \$99,300. ROI: 1,710%.*

### SOCIAL MEDIA

Organic social media is one of the more personal ways to reach our audiences. Visit Tuolumne County aims for social media to be an active mouthpiece to draw people to Visit Tuolumne County. **Social media efforts will continue to encourage visitation and reflect Visit Tuolumne County's initiatives while acting as an informative tool and resource.** Visit Tuolumne County will continue sharing "Wander Wednesdays" and posting about the new and existing businesses and hidden gems of Tuolumne County. Goals for the coming fiscal year include leveraging more video content across platforms and focusing on growing the best performing platforms, scaling back on platforms that aren't as effective to make way for new ones like TikTok.

*Example: Partnership with Bay Area Influencer Chelsea Davis (Chey Chey from the Bay), Visit Tuolumne County Investment: \$3,000. Results: 1,611,156 Impressions (meaning that 1.6 million people read and/or engaged with the article and social posts).*

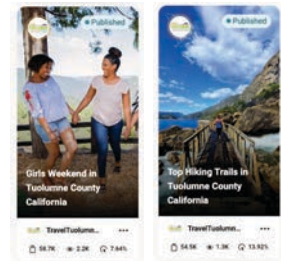


## NEWSLETTERS

Visit Tuolumne County will continue to send out monthly consumer emails to a list of subscribers who are gathered through advertising leads and website sign-up form. Visit Tuolumne County will introduce ways to segment the data to deploy communications that align with audience specific interests.

## CROWDRIFF

CrowdRiff is a platform that helps Visit Tuolumne County acquire and store rights to photos and videos that are user generated. It also allows Visit Tuolumne County to create website galleries on various pages, which increases user time on the website and also allows audiences to deepen their engagement with the brand. Visit Tuolumne County also publishes stories through the platform that get shared by Visit California, are downloadable to use across Visit Tuolumne County social channels and can also be found when searching on Google, increasing reach on an organic level.



## PODCAST

Visit Tuolumne County will continue to release more episodes of the Follow Me in Tuolumne Podcast, highlighting the businesses and the people who make Tuolumne County so wonderful.

## EARNED MEDIA STRATEGIES

### PUBLIC RELATIONS

To garner the most earned media possible, Visit Tuolumne County partners with Black Diamond, Global Marketing and Sales, and Development Counsellors International to reach international media. Visit Tuolumne County also manages media relations for domestic markets, submitting story ideas to various publications and freelancers and also managing those relationships at media events. Due to the success of attending media centered events, we will continue to attend Visit California Media Missions, TravMedia's International Media Marketplace, and IPW's Media Mission.

*Example: Muck Rack Media Pitching Platform, Visit Tuolumne County Investment: \$12,000. Value of earned media: \$2,600,000 and a reach of 223,100,000. Source: MuckRack.com, this data date range is July 1, 2022-January 31, 2023.*

### CALLS FOR CONTENT

Each quarter Visit Tuolumne County uses its earned media strategies to promote our local businesses and events. **Visit Tuolumne County then takes this content, develops "What's New" press releases and distributes the releases to our media list.** Visit Tuolumne County also submits information for content requests from Visit California and Brand USA.

## INFLUENCER/MEDIA FAMILIARIZATION TOURS (DOMESTIC AND INTERNATIONAL)

Visit Tuolumne County will host various influencers, journalists and travel trade representatives throughout the fiscal year through media familiarization tours, partnering with other organizations like Visit California, High Sierra Visitors Council, Gold Country Visitors Association and international offices (Development Counsellors International, Black Diamond and Global Marketing and Sales) where it makes sense to influence and inspire travel to Tuolumne County from first-hand experience. Influencers and media selected will align with Visit Tuolumne County's target audiences, and Visit Tuolumne County will work with diverse content creators to bring Tuolumne County to a broader audience.

*Example: Visit Tuolumne County Hosted Journalist, Amanda Finn, Matador Network, Visit Tuolumne County Investment: \$1,610. Value of earned media: \$15,028. Unique Monthly Visitors: 2,200,000.*

## PROGRAMS AND INITIATIVES

### CRAFT BEVERAGE TRAIL

In March 2022, Visit Tuolumne County launched the Tuolumne County Craft Beverage Trail, a digital pass created by Bandwango. This trail includes all nine of the breweries, wineries, and cider distillery in Tuolumne County and is free to participate in. **The program so far has seen great success and encourages people to disperse across the county, safely.** In fiscal year 22/23, Visit Tuolumne County will continue to promote and expand the program digitally as well as through various collateral pieces. The program will expand by adding new "stops."



### CRAFT BURGER TRAIL

Based on the success of the Craft Beverage Trail, in 2022/2023 we are launching a Craft Burger Trail. This decision is based off of recommendations from Bandwango, as their statistics suggest that food and beverage trails are top performers. We set our goals for this trail to showcase our local restaurants and influence locals and visitors to dine around in Tuolumne County.



### TRAIL HEADS PROGRAM

According to research conducted on behalf of Visit Tuolumne County by SMG Consulting, hiking is the #1 outdoor activity in Tuolumne County. **Introduced in 2021, the Trail Heads Program was created for trail enthusiasts of all kinds to easily find trails that are right for them out of the hundreds to choose from, while helping disperse visitors throughout the county, as part of Visit Tuolumne County's sustainability efforts.** Downloadable maps of the Top 12 Trails for fair-weather and winter months are available on the website and at the Visitors Center in Sonora. Visit Tuolumne County also encourages local businesses to download the maps to provide for their guests. A reward component of the program gives trail users the opportunity to receive a series of digital badges as they complete trails to show off on social media, meanwhile encouraging repeat visitation. The program also includes tips for adventuring responsibly such as leaving no trace. Visit Tuolumne County will continue promoting the program from a digital perspective and will keep content on available trails updated as needed.



## ART WEEK

In April 2023, Visit Tuolumne County will host the 3rd Annual Tuolumne County Art Week during Art, Culture and Creativity Month. **Art Week stands as an annual event to promote and support the artists and creatives of Tuolumne County and highlight Tuolumne County as a destination for art lovers.** The program has previously seen great success, and Visit Tuolumne County will continue to highlight individual artists and the event from a digital perspective via social media platforms, video ads, website promotion, enewsletter and printed collateral. For the 2023/2024 year, we will evaluate the impact of Art Week and make necessary adjustments to heighten this initiative.



## RESTAURANT WEEK

Tuolumne County Restaurant Week is an annual celebration of local dining experiences and is a collaborative way to share the bounty of Tuolumne County. **Restaurant Week, inspired by California Restaurant Month, promotes dining local during what is typically a slow time for businesses.** Visit Tuolumne County is giving restaurant week a local refresh and will promote this week with a unique and fresh perspective.



Traditionally, restaurant week focuses on our local market. As we look to the 2023/2024 year we will re-invent restaurant week to evolve and appeal to our drive markets. One tactic we will work on is sourcing and partnering with foodie influencers, bloggers, journalists, and pod casters.

## NATIONAL TRAVEL AND TOURISM WEEK/ CA TOURISM MONTH

Every May, U.S. Travel celebrates National Travel and Tourism Week (NTTW), and California honors California Tourism Month. **Both events are to drive awareness of all that tourism does for the economy and highlight the tourism community.** Visit Tuolumne County will continue to secure video testimonials to add to the video compilation featuring community organizations, the value tourism currently brings and the direction moving forward that will continue to support the county and help the local economy thrive. Visit Tuolumne County will look to similarly promote these events through owned channels like social media and the website.





## SUSTAINABILITY ACTION INITIATIVE

**We will build on our sustainability initiative by developing an inclusive plan outlining ways for visitors to travel safely and responsibly throughout the county.** The plan will include providing actionable content to be shared across communication channels, creating resources and informational collateral to be passed out and to live on the website, as well as one document/plan encompassing all assets. Visit Tuolumne County will be partnering with the organization Leave No Trace, providing workshops to the community and further expanding on the Leave No Trace messaging. Visit Tuolumne County will also continue to have Clean-Up Days throughout the county.

*Example: Visit Tuolumne County Digital Billboards, Visit Tuolumne County Investment: \$19,740. Value: 7,371, 175 impressions per year (meaning that 7.4 million people will see our billboard ad spot).*

2023/2024 will include travel volunteerism. Travelers are seeking ways to reduce their carbon footprint and give back to the community while in destination. To meet those trends Visit Tuolumne County will develop a sustainability ambassador program. This will be a volunteer program where residents will be trained on best practices in sustainability so that they can assist travelers when they are in Tuolumne County.

## PHOTO/VIDEO SHOOT

**To best showcase the county and increase our photo and video assets and magnify our campaigns with fresh imagery a photo and video shoot will be conducted.** The goal of this shoot is to gather full-right assets to be used on owned and earned channels including paid media, organic social media, enewsletters, on the website and more. Assets will highlight the three different regions of the county including Gold Country, High Sierra, and Yosemite and will be evergreen in imagery so they can be used in future projects beyond FY22/23. Video has proven to be a medium that garners high engagement via paid media audiences and organic social channels. All footage will include diverse talent that aligns with Visit Tuolumne County's target demographics. Activities included will be those that resonate most with audiences and would be high motivators for booking extended stays in Tuolumne County.

In the 2023/2024 year we will reinvigorate our target audiences by updating our advertising campaigns with new imagery.

## MOBILE VISITOR CENTER

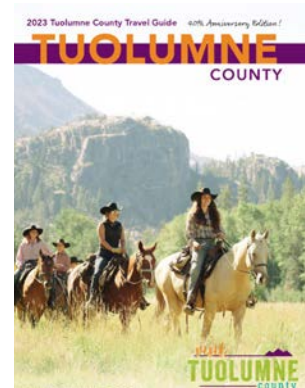
**In 2022, Visit Tuolumne County invested in a van that will be used as a Mobile Visitors Center, allowing the Visit Tuolumne County team to go out to where visitors congregate in the county.** Not only does the van make the Visit Tuolumne County team more maneuverable, it is a traveling billboard as it is wrapped with photos highlighting activities and destinations throughout the county as well as promoting the Visit Tuolumne County website so people can get easy access to travel inspiration. In 2023/2024 we will launch a "Road Show" campaign by taking the Visit Tuolumne County van to our key drive markets, Los Angeles, San Francisco and Sacramento to promote travel to Tuolumne County.



## ANNUAL TRAVEL GUIDE

Visit Tuolumne County creates and distributes an annual Travel Guide to inspire travelers to plan a trip to Tuolumne County. **This fiscal year, 75,000 copies will be printed and distributed at various Bay Area locations such as the California Welcome Centers at Pier 39 in San Francisco and Jelly Belly Factory in Fairfield, Caltrain stations, Starbucks, Trader Joe's, and San Jose and Oakland International Airports to name a few.** They will also be distributed at the Visit Tuolumne County Visitors Centers, through advertising leads, individual requests, at media events and travel shows, at local businesses and be available online year-round.

For 2024 we are looking forward to revising our Travel Guide. As we move from a membership-based system to a partnership structure, our Travel Guide will turn into more of an editorial piece. We will include itineraries, articles about the destination, maps and local stories. This will give the Travel Guide a longer shelf life.



*Thank You for your  
continued support!*



Visit Tuolumne County • 193 S Washington St.  
Sonora, California 95370 • (800) 446-1333 • [VisitTuolumne.com](http://VisitTuolumne.com)

