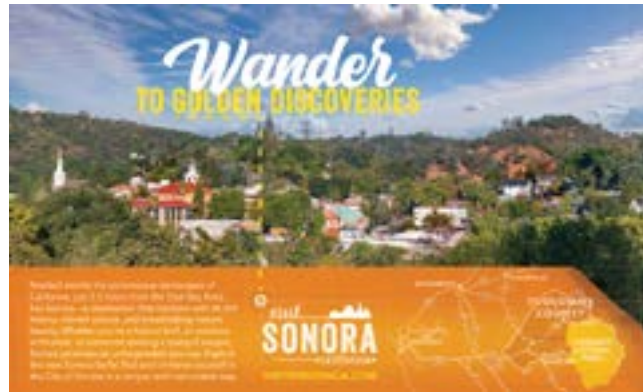




DIABLO MAGAZINE

Print Distribution:

35,000
reaching
138,000
readers monthly



Diablo Magazine

Dedicated Sonora ads ran in Diablo Magazine and on diablogmag.com in March. Diablo Magazine covers topics ranging from travel, culture, and personalities to entertainment, recreation, and food. It's the only monthly publication written specifically for the San Francisco East Bay market.

ADVERTISING

Sonora, the ‘Queen of the Southern Mines,’ is Gold Country’s grand dame with a sweet downtown that still has the look of the Old West but nicely balances historic buildings and saloons with antique shops and contemporary boutiques and eateries.

-7x7 article

Visits

March 21st and 22nd, VTC hosted journalist, Ginny Prior, a seasoned journalist whose focus is travel, and she writes for numerous outlets in the Bay Area. In addition, she is a journalism professor at St. Mary's College of California and the Executive Director of the Bay Area Travel Writers. Ginny stayed overnight at the Sonora Inn and visited The Armory, Amala Detox and Tea Lounge, and she met with a representative of Blue Zones Tuolumne County.

VTC also hosted writer, Shoshi Parks, Associate Editor of 7x7 Magazine, March 30th through April 1st. Her work has appeared at Atlas Obscura, NPR & KQED, Afar Magazine, Fodor's Travel, Smithsonian Magazine, and a variety of other outlets. Her itinerary included a two-night stay at The Inn on Knowles Hill and visits to Emberz and shops around Sonora. Her extensive feature article was published on April 7th, and included coverage of not only Sonora, but also Jamestown, Columbia, Groveland, and Yosemite.



MEDIA FEATURES AND VISITS



Features

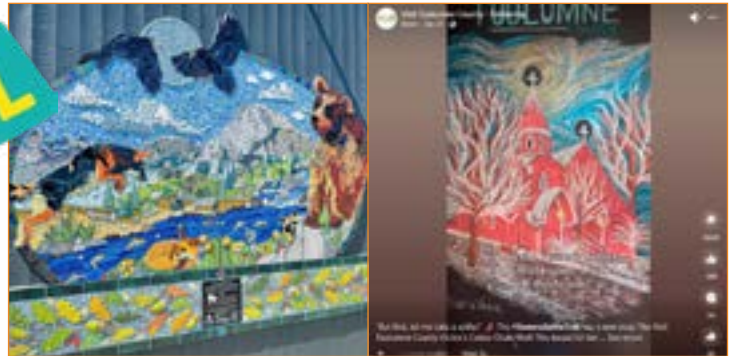
Sonora was mentioned in five WorldAtlas articles in January and February with a total advertising equivalency value of \$186,690. WorldAtlas has 4 to 5 million monthly user views. Sonora was mentioned in five additional outlets over the course of the quarter.



Sonora Selfie Trail



The Sonora Selfie Trail has two new selfie spots, both representing art in the community— The beautiful pastel rendering of The Red Church on the chalk wall in the Tuolumne County Visitors Center, created by artist, Elizabeth Van Hagen and the new mosaic mural on the side of The Law Office of Tamara Polley created by WATCH Resources, Inc.



SPECIAL PROJECTS

Web Highlights

VisitTuolumne.com/Sonora (visitsonoraca.com) saw a 173% increase in site views in January-March, 2024 over the same time frame in 2023.

<p>3,132 site views 1/1/23 - 3/31/23</p>	<p>8,565 site views 1/1/24 - 3/31/24</p>
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“Fuel Your Journey” Winter Promotion Results



This promotion aimed to encourage stays in what is generally a slower time of year. The promotion provided free gas cards to visitors who stayed at least 2 nights a VTC partner hotel, RV park or campground in Tuolumne County.

The promotion held great results, and VTC looks forward to continuing this promotion in the future.

VTC gave away \$1,550 in gas cards to participating visitors who stayed at least two nights in Tuolumne County. These gas cards were purchased at gas stations in the City of Sonora.

27 stays qualified for the promotion. Many stays were submitted, however, not all stays met the qualification criteria for the promotions.

Go West Summit

Go West Summit connects tourism industry suppliers with buyers (travel agents, tour operators, etc.) and media from all over the world. A VTC team member attended this year’s event in South Lake Tahoe at the end of February. We had 52 appointments with travel trade and media representatives from eight countries, U.S., Canada, Mexico, U.K., Germany, India, China, and The Philippines.

Following the Summit, VTC hosted a post-Summit familiarization tour that included eight attendees, who visited Columbia and Sonora. They overnighted at the Heritage Inn Sonora/ Yosemite, dined at The Armory, and visited Indigeny Reserve.



OTHER MARKETING HIGHLIGHTS