



THE VOW GOLD COUNTRY

Print Distribution:

1,500

to California, Nevada,
Arizona, and Oregon

The Vow Gold Country:

VTC ran a two-page spread in the Vow Gold Country's annual magazine. The ad was a split between Visit Tuolumne County and Visit Sonora. The Vow Gold Country is aimed at attracting brides to venues in the Gold Country. The ad highlighted one of Sonora's newer venues The Armory. Along with the full-page spread, VTC attended the Vow Gold Country Bridal Event and received dedicated social media posts.

New Visit Sonora Web Name:

VTC purchased a web domain for Visit Sonora that directs people to the Sonora page on the Visit Tuolumne County webpage. The Visit Sonora web name, VisitSonoraCa.com, will be used on all advertising materials for the City of Sonora.

URL: VisitSonoraCa.com



Kimberly Pimberton, Victoria Times Colonist

As part of her Visit Tuolumne County media trip, Kimberly Pemberton dined in downtown with VTC's Sales & Marketing Director, Katie Kirkland, and Mayor Pro-Tem Ann Segerstrom. After dining locally and learning about the history and highlights of Sonora, Kimberly spent time exploring the city. Kimberly is a freelance writer who was on assignment for the Victoria Times Colonist, an English-language daily newspaper in Victoria, British Columbia, Canada.

timescolonist.com



Online Reach:
737,018

Print Reach:
29,885

FAMILIARIZATION TOURS

Tourism Marketing District

Visit Tuolumne County was pleased to host their first Tourism Marketing District Workshop on November 1, 2023. The purpose of the workshop was to educate the community, stakeholders, lodging property owners, managers, and Tuolumne County and Sonora City governments on the process and purpose of a Tourism Marketing District (TMD). This is a common source of funding for Destination Marketing Organizations. A TMD is an additional assessment that is placed on lodging properties within the TMD jurisdiction. The workshop was well attended with nearly forty attendees made up of a mix of lodging property owners and managers, recreational outfitters, Sonora City and Tuolumne County dignitaries, community members, and stakeholders. For more information on the TMD and future workshops visit,

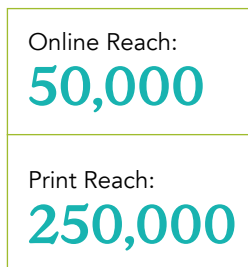
visittuolumne.com/tmd

TOURISM MARKETING DISTRICT

Nicki Rehn, IMPACT Magazine

Nicki experienced Downtown Sonora and Dragoon Gulch as part of her Visit Tuolumne County Media Trip for IMPACT Magazine. The magazine focuses on health and wellness, which aligns with Visit Sonora's wellness campaign theme. The article will be published in the spring of 2024.

impactmagazine.ca



Online Reach:
50,000

Print Reach:
250,000





Sonora Selfie Trail

The Sonora Selfie Trail is not just a journey; it's an exploration of the vibrant soul of Sonora, capturing its essence one snapshot at a time. This curated trail leads travelers through picturesque landscapes, cultural landmarks, and hidden gems that tell the story of Sonora in the most photogenic way possible.

This trail was designed with input from city administration, staff, the mayor, and city council. There are a total of twenty-seven spots on the trail and VTC can add more. Launched in December of 2023, the trail will be available for a year, with a grand prize drawing scheduled for December 2024. This is an interactive and enticing way to attract visitors and locals to Sonora to spend time exploring the city and business.

As of January 2, 2024 the Sonora Selfie Trail has:

Participants 42	Total Check-Ins 17
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Quarterly Newsletter

VTC designed and published the City of Sonora's second Quarterly Newsletter. The newsletter was made available in a printed version at City Hall and VTC distributed the newsletter via email to the City of Sonora's Newsletter database. The Quarterly Insights was distributed in October of 2023.

790 Recipients	3% Click Rate
402 Total Clicks	52% Open Rate

Community Sponsorships

VTC is committed to supporting local non-profit organizations that are working to enhance destination appeal through beautification efforts, public arts, events, and other tourism-related programs. VTC continues to proudly support Sonora's 2nd Saturday Art Night and also sponsored the Holly Jolly Wagon for Christmas Town Sonora.



THE CITY OF SONORA'S
Quarterly Insights
October 2023

A Message from Mayor Mark Plummer

Upcoming Events

Sonora in the News

City Works Project and Updates

City Updates

Sonora Welcomes Fire Engines

SONORACAC.COM

The Official California Visitor's Guide

gold country SPOTLIGHT CITY

Sonora
STAKE YOUR CLAIM IN THIS SIERRA NEVADA FOOTHILLS TOWN THAT OFFERS EASY YEAR-ROUND ACCESS TO YOSEMITE

LEARN ABOUT THE PAST

OUTDOOR ADVENTURES

GOLD COUNTRY LAYS

150 | VISITCALIFORNIA.COM

Thanks to VTC's strategic collaboration and ongoing content submission with Visit California, Sonora was featured Sonora in a full-page city spotlight within the official California Visitor's Guide.

Sonora in the News

For the second quarter (October-December), the City of Sonora has been highlighted in thirteen publications as a result of media engagement efforts. These articles have garnered the attention of 64.11 million unique visitors monthly, with an approximate advertising equivalent of \$593K.

Discover Sonora's Charm with the New Sonora Selfie Trail: A Unique Way to Explore Tuolumne County

SONORA, Calif. – Adventure seekers and photography enthusiasts have a new reason to explore Tuolumne County, California. Visit Tuolumne County proudly introduces the Sonora Selfie Trail, an innovative way to discover the city of Sonora's rich history and vibrant culture. Launched on December 27, 2023, this interactive experience is set to redefine tourism and local exploration.

Visit California Poppy Award Submission

Visit Tuolumne County has entered the competition to win a prestigious Visit California Poppy Award. VTC submitted for the category, Best Strategic Partnership, highlighting the newly formed partnership with the City of Sonora. Finalists for the Poppy Awards will be announced in February 2024 and the winners will be announced at Visit California's Outlook Forum on March 12, 2024.

