



143,700

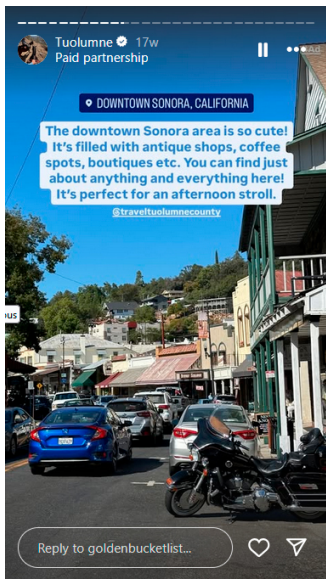
Visits to Sonora

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

8,500

Visits on the day of the Christmas Parade

VISITORS



Influencers, @Honeytrek

(39.5k IG followers)
July: Stayed at The Inn on Knowles Hill



Influencer, Sanna Nour @goldenbucketlist

(36.4k IG followers)
September: Explored Downtown and the Dragoon Gulch Trail
December: Attended 2nd Saturday and Christmas Town festivities

9 Influencers, Black Travel Alliance Creators Weekend

(249k combined IG followers)
September: Stayed at Hotel Lumberjack and explored Sonora plus Columbia, Yosemite, visited Firefall Ranch

Travel Writer, Nora Tarte

October: Explored Columbia mostly, but also went to Indigeny Reserve, Cover's, Black Oak Casino Resort. Article, *San Jose Mercury News*: "Weekend getaway: A Gold Rush-inspired jaunt to the Sierra foothills."

INFLUENCER & MEDIA VISITS

Features & Mentions

Sonora was featured and mentioned in six articles that came about from media pitches and visits.

"The 'Queen Of The Southern Mines' is the Most Underrated Small Town On Yosemite's Doorstep"

The Travel (738k monthly viewers)

"The Best Small Towns in Northern California for a Weekend Retreat"

WorldAtlas (3m monthly viewers)

"5 Incredible California Road Trips for Your Next Adventure"

San Diego Explorer
(10k monthly readers)

"Skip Lake Tahoe For These 7 Other Towns In The Sierras"

The Travel (738k monthly viewers)

"Under An Orange Summer Sky In The Sierra Foothills"

India Currents
(23,700 monthly viewers)

"Weekend getaway: A Gold Rush-Inspired Jaunt to the Sierra Foothills"

San Jose Mercury News
(4m monthly viewers)



IN THE NEWS



Holiday Promotions

The holiday season is always a magical time in Tuolumne County, and we launched several campaigns to spotlight Sonora and the County as vibrant holiday destinations:

- Multiple social media posts and stories (including ads) highlighting Christmas Town Sonora
- Sponsored the Holly Jolly Wagon
- Showcased the illuminated Red Church on VTC's two billboards in the Central Valley (17,200 daily impressions)
- Promoted local holiday events in San Joaquin Magazine's e-newsletter, 15,000+ subscribers
- Print ad in 209 Magazine, circulation of 100,000+ readers
- Supported the Sonora Chamber of Commerce by distributing their press release for Christmas Town Sonora
- Hosted cocoa table at Christmas Tree Lane set-up



International Sportsmen's Expo

VTC team members hosted a destination booth at the recent International Sportsmen's Expo in Sacramento. This four-day event caters to anglers, boaters, hikers, campers, RVers, and hunters, and it is a perfect travel show for our brand. We approximate that we connected with nearly 1,000 expo attendees.



Tourism Exchange

VTC, Visit California, and Brand USA have begun introducing Tourism Exchange USA to Tuolumne County's tourism-facing businesses. Tourism Exchange is a B2B marketplace that provides an online booking and channel management solution for businesses such as accommodations, tour guides, and attractions — with no upfront costs.

By partnering with globally recognized distribution channels like Booking.com, Expedia, Google, and more, The Exchange enables tourism businesses to get connected to a wide range of niche distributors, ultimately expanding their sales, boosting their profitability, and reaching more visitors from around the world. Learn more at:

visittuolumne.com/tourism-exchange

Sonora Selfie Trail

2024 results:



Users	196
Check-Ins	349

Top check-in locations:
Tuolumne County Veterans Memorial Hall and Museum and the Sonora Florist mural

Tourism Marketing District



Visit Tuolumne County continues to work towards forming a Tourism Marketing District (TMD). Once formed,

the TMD will serve as a sustainable source of funding for purposes of marketing Tuolumne County as a vacation and groups/meeting destination. Visit Tuolumne County will be the governing agency for the district.

To learn more about the TMD, please visit: visittuolumne.com/tmd.

A detailed presentation about the TMD will be given at the February 18th City Council Meeting.

2025 Official California Visitor's Guide

For the 2nd year in a row, the City of Sonora is featured on VTC's co-op ad in the California Visitors Guide.

500,000
printed + digital version



Read more about these highlights and others at visittuolumne.com/vtc-quarterly-marketing-reports-for-city-of-sonora

PROMOS & TRAVEL SHOWS

HIGHLIGHTS OF THE YEAR