

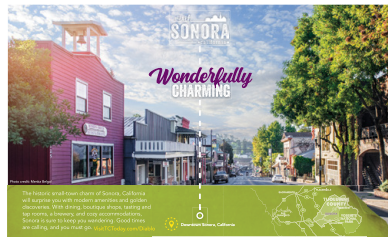


SONORA: HISTORIC AND PRESENT CHARM
Nestled in the Sierra Nevada foothills, the city of Sonora is situated neatly on the path from the East Bay to the natural wonders of Yosemite National Park and Stanislaus National Forest, as well as the historic charm of Tuolumne County and California Gold Country as a whole. But don't view Sonora as just a waypoint on your journey to somewhere else. Although Sonora might be known as the Queen of the Southern Mines, that moniker doesn't give enough credit to the wealth of experiences that can be mined from this Gold Rush town.

It's easy to be grumpy after a two- to three-hour drive, but any lingering frustrations will be swept away by the delightful small-town allure of Sonora. There's a reason why over 300 movies and TV series have been filmed in and around the city, including the pilot of Little House on the Prairie. There's a nostalgic winsomeness to downtown Sonora, but the shops and restaurants are wholly modern, even if they wink to the city's forty-niner past. Take a stroll and stop by the Local Collective to pick up items crafted (you guessed it) locally, admire stunning depictions of landscapes and wildlife at Aloft Art Gallery, then grab a drink and a bite to eat at the Sonora Brewing Company.

If you want to learn more about the history that led to the founding of Sonora, check out the Tuolumne County Museum. Located in the old Tuolumne County jail, which housed prisoners from 1866 to 1960, the museum tells the tales of not only the Indigenous people who once dwelled on this land and the forty-niners who came to dig gold out of it, but also of those who were once imprisoned within the former jail's walls.

A number of the nearby lodgings are equally history-filled, including 1880s Royal Olive Manor. But regardless of where you choose to stay, choose to eat, or what time of year you choose to visit, it is hard to go wrong in Sonora.



DIABLO MAGAZINE

Online Circulation:
18,920
Unique Visitors
Monthly

Print Distribution:
40,000

Email Newsletter
Subscribers:
15,000



OFFICIAL CALIFORNIA VISITORS GUIDE

Online Circulation:
874,478

Print Distribution:
500,000

ADVERTISING

WELLNESS • REJUVENATION IN SONORA, CALIFORNIA
3 DAY ITINERARY & GUIDE

cheycheyfromthebay.com

How To Spend The Best Wellness Getaway In Sonora, The Heart Of California's Gold Country

Nestled within the captivating landscape of the Sierra Nevada foothills, Tuolumne County beckons with a rhythmic allure — its very name, "Tuolumne" (pronounced to all-e-mel) echoing the invitation to "Follow Me." Situated about two and a half hours east of San Francisco, it's a beautiful area encompassing three regions: the iconic Yosemite, Gold Country and the High Sierra. It's known as a destination for all seasons. From winter to summer, each season offers its own set of adventures, scenery and overall highlights, with each tied to the ebb and flow of nature.



For those that haven't explored this part of California before, Sonora was established in 1848 and is known as the "Queen of the Southern Mines." Located in the heart of California's gold country, the town is a regional gem with a lot to offer. As a result, there's a ton of history to discover and plenty of opportunities to immerse yourself in this region's natural beauty. A couple of my favorite places to explore include Railtown 1897 State Historic Park and the Columbia State Historic Park. For more on these spots, check out my last blog post!

Sonora is a great place to stay for a few nights on your way to Yosemite, which is only about an hour away, or other nearby scenic destinations like Stanislaus National Forest and Pinecrest Lake. It offers a charming main street (Washington Street) lined with restaurants, bars, boutique shops and historic points of interest. Moreover, there are plenty of places to hike nearby. Sonora effortlessly blends the quaint charm of a small town with the vibrant energy of a modern city.

Chey Chey From The Bay

If you haven't yet, check out my new blog post on the beautiful Gold Rush town of [Sonora, California](#)! Sonora is a unique historic town that seamlessly blends small town charm with modern city vibes — from historic buildings & points of interest to restaurants & bars to hikes & wellness activities, Sonora has something for everyone! Visit [Tuolumne County](#) <https://cheycheyfromthebay.com/...how-to-spend-the-best-/>

cheycheyfromthebay

Have you been to Sonora, California before? This Tuolumne County city is a unique gold rush destination that seamlessly blends small town charm with modern city vibes — from historic buildings & points of interest to restaurants & bars to hikes & wellness activities, Sonora has something for everyone!

@traveltuolumnecounty

7:28

Here's how to spend the perfect day in the historic Gold Rush town of Sonora

Chey's Davis

Happy now to spend the perfect day in Sonora, California! - Sonora is... more

It's Hella Good

WELLNESS & REJUVENATION IN SONORA, CALIFORNIA

cheycheyfromthebay

Here are 3 must-do wellness activities in Sonora, California:

Sonora is a great place to stay for a few nights on your way to Yosemite, which is only about an hour away, or other nearby scenic destinations like Stanislaus National Forest & Pinecrest Lake. While Sonora is a great place for families & couples who like to road trip, it's also surprisingly an awesome place for a relaxing wellness getaway!

Here are my recommendations:

- A signature facial at @staxtonesskin — this was pampering & such a treat! This was

202 likes

Blog post:
cheycheyfromthebay.com

Facebook • Threads • TikTok • Instagram:
[@cheycheyfromthebay](https://cheycheyfromthebay)



Links to social media posts:
[Facebook one](#) • [Facebook two](#) • [Threads](#) • [TikTok one](#) • [TikTok two](#)
[Instagram one](#) • [Instagram two](#) • [Instagram story](#)

Followers:
23k+
Targeted Age Group:
25-34
Impressions:
1.6M

FAMILIARIZATION TOURS



Newsletter Template

VTC staff worked with their graphic designer to create a City of Sonora Quarterly Newsletter. The newsletter was printed out and available for pick up at City Hall. VTC also built an e-newsletter and distributed it via email.

809 Recipients	12.3% Click Rate
304 Total Clicks	53.1% Open Rate



City of Sonora Social Media Optimization

Instagram • Facebook • TikTok
LinkedIn • Google My Business

VTC staff worked with their social media agency, Diamond Digital Co. to develop new social media channels. The VTC Staff and Diamond Digital Co. are working to recover the City of Sonora's Facebook channel, and have some tactics to regain followers on a new Facebook channel if the old one cannot be recovered.

Visit Sonora Logo

Aligning with the Visit Tuolumne County Brand, our graphics team, with the direction of VTC staff, designed a Visit Sonora logo to use to promote the City of Sonora on advertising efforts. The logo features Sonora's cityscape, pairing historic charm with its bold attention-grabbing color palette.



Community Sponsorship

Visit Tuolumne County continues to support local non-profit organizations to provide sponsorship, destination development, beautification, and public arts support. This quarter VTC sponsored the Second Saturday Art Night.

Photo Shoot



VTC worked with Chelsea Davis, Chey From the Bay, to capture lifestyle photos while she was in destination for her wellness promotion. VTC gained rights to 50 photos.

National Geographic UK



VTC worked with their UK public relations agency to secure a journalist and photographer to visit Tuolumne County and produce an article. *National Geographic UK* published a 10-page print article on Tuolumne County including the City of Sonora in their September issue. The article was picked up by *National Geographic US* and published online as well.

PRINT Online Circulation: 48,100 Estimated Advertising Value: \$113,645	ONLINE Unique Visitors Monthly: 8.57M Estimated Advertising Value: \$79,288
---	---

Sunset Travel Award



Visit Tuolumne County nominated Downtown Sonora for a Sunset Travel Award and they won as one of the Best City Getaways in the Western US. Sunset Magazine is a Western US lifestyle online and print publication that was founded in 1898. They have a print audience of 1.4 million and their online publications reach 3.8 thousand unique monthly visitors. As a winning destination, Downtown Sonora is highlighted in an online publication and in the October/November print edition of Sunset Magazine.

Sonora in the News

As a result of our ongoing media outreach, the City of Sonora has been featured in seven articles. These articles have reached 13.7M unique visitors monthly and have an estimated advertising value of \$127K.

