

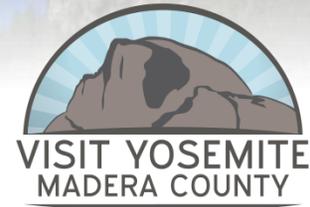


Majestic Mountain Loop – 2026 Marketing Plan

Partners:

Visit Visalia

Visit Yosemite | Madera County



MajesticMountainLoop.com

Marketing Budget 2026

Budget Actual Paid

Print Advertising

Visit California 2026 Visitors Guide (co-op due January)	\$ 3,200.00	\$3,200.00
Yosemite Journal 2026 - print, social, website	\$ 5,995.00	\$5,995.00
VCA Road Trips 2026 (1/4 page)	\$ 4,500.00	\$4,500.00
TOTAL:	\$ 13,695.00	\$13,695.00

Online Advertising & Social Media

Social Media Marketing	\$0	\$
Influencer/FAM tour	\$0	
SEM/SEO Drozian	\$0	\$
Website Hosting Squarespace - October	\$276	\$
TOTAL:	\$276	\$

Collateral

Tri-fold (Reprinted 10,000 copies 12/2025)	\$1,000.00	\$1,047.33
Trade Show Giveaways & Pens, business cards, "I Rocked the Loop Stickers"	\$500.00	
TOTAL:	\$1,500.00	

Miscellaneous:

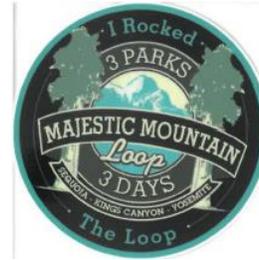
Brochure mailing (VYMC includes)	\$0	\$
Digital Campaign	\$15,000.00 est	
World Cup 2026 Marketing	\$0	
Best of California – Pat Pattison	\$	
TOTAL:	\$15,000	\$
GRAND TOTAL:	\$30,471	\$

2026 Income:

VYMC	\$20,000.00 – due 1/30/26	Fresno Airport full lighted display in TSA line - \$5,000 in-kind
VCVB	\$10,000.00* – due 1/30/26 (Under discussion)	And MML Brochures available at the Airport Information Booth
Authentic Adv. Renewal?		
Balance forward	\$11,068.06 – balance forward	
TOTAL Income	\$41,068.06	(remaining balance = \$10,597.06)

Marketing and Advertising Initiatives:

1. "I Rocked the Loop" Sticker Promotion.
 - a. "I Rocked the Loop" stickers Incentivizes Loopers to complete the loop by highlighting availability of free loop stickers. Encourage loopers to engage on social media. Create an IG highlight for looper posts and IG Guides for the loop



2. MajesticMountainLoop.com
 - a. Maintain website with inspirational and informational content
3. Social Media Accounts
 - a. Populate Facebook and Instagram accounts with topical and inspirational content
 - b. Boost content to target markets as budget allows
4. Leverage travelers through the Fresno Yosemite International Airport
 - a. Maintain electronic display at Fresno Yosemite International Airport on the TSA Concourse
 - b. Regularly provide supply of MML brochures to the airport information desk
 - c. Seek opportunities with airlines for MML exposure
5. Media & Communications
 - a. Quarterly Newsletter sent to opt-in mailing list with topical content (see below)
 - b. Press releases to targeted media that highlight MML related activities such as shuttle opening dates, new lodging and attractions, festivals and events, travel tips. (See below)
 - c. Media Outreach: Consistent outreach with story ideas to media lists, In-flight magazines for carriers operating out of FYI, bloggers, influencers and other identified sources.
 - d. Host travel writers in influencers to experience the MML
6. Trade Show Participation
 - a. Participate in trade shows and other industry events as budget allows.
 - b. Leverage MML partner participation in trade shows by sharing MML information
7. Advertising
 - a. Place advertising in key consumer, tourism focused publications

Publication	Date Run	Circulation
CA Visitors Guide	January – December 2026	500,000 Circulation 5.2M Digital Pageviews
Yosemite Journal	January – December 2026	100,000 Circulation Blog Posts / Social Media Posts
Road Trips Magazine	June 2026 – May 2027	1,000,000 Circulation + digital
Visit Yosemite Madera County Visitors Guide	January – December 2026	160,000 + digital
Sequoia Visitors Guide	January – December 2026	50,000 + digital

Quarter	Newsletter Topics (Goal: 4 per year)
Spring (January)	Highlight MML and value of “America the Beautiful” passes, include the non-resident passes. Consider campaign “\$250 to Celebrate America’s 250 th), Fee Free Dates in 2026; “Rock the Loop”
Summer (April)	Hiking the Loop – Best Hikes, Rental Discounts, Avoid Crowds-use shuttles (pending service), Best Kept Park Secrets, you’ve rocked the loop stickers
Fall (August)	Shoulder Season travel, Festivals in the communities, Rental Discounts, Best restaurants for a great Beer for Oktoberfest
Winter (November)	Snow Play in the Parks, Winter Driving Tips, Rental Discounts, Trek to the Trees

Month	Press Release Topics (Goal: 4 per year)
February	Best California Road Trip – The Majestic Mountain Loop Value of “America the Beautiful, \$250 to celebrate America’s 250th anniversary; “Rock the Loop”
April	Announcing YARTS and Sequoia Shuttle Season; include opening of Crystal Cave, Hwy 180 to Road’s End
July	Parks are crowded, do this instead (lesser visited locations in and outside the parks), Dark Sky Festival
September	Fall Festivals and Events
November	Winter travel in the MML parks