

# **Agenda Item XI b**

# **Sierra Nevada Geotourism**

# **MapGuide Project**

**Presented by:**  
**Bob Kingman**

# SIERRA NEVADA GEOTOURISM



[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)

# Project Goal

To improve the economic, environmental, and social well-being of the region by increasing awareness, access to, and enjoyment of authentic Sierra Nevada tourism opportunities.



# Project Elements

GEOTOURISM MAPGUIDE: A TRAVEL GUIDE TO THE PLACES MOST RESPECTED AND RECOMMENDED BY LOCALS.

Sierra Nevada Geotourism MapGuide NATIONAL GEOGRAPHIC

HOME MAIN MAP EVENTS PARTICIPATE MY FAVORITES EXPLORATION TRACK ABOUT

Community Involvement

Great Sierra River Cleanup: Hangtown Creek, South Fork American River, Salmon Falls, Cosumnes River & Folsom Lake

7 Thumbs Up!

The Great Sierra River Cleanup is an annual volunteer event focused on removing trash and restoring the health of watersheds throughout the Sierra Nevada region. This statewide effort—coordinated by the Sierra Nevada Conservancy, in conjunction with the California Coastal Cleanup Day—serves to promote good stewardship on all of our waterways, from the source at 14,000 ft., to the sea, the Pacific Ocean.

During the first four years of the Great Sierra River Cleanup more than 14,700 volunteers have joined together to remove over 550 tons of trash and recyclables from watersheds throughout the Sierra Nevada. Hundreds of community groups have spread across 22 counties and 1,280 river miles to

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Atlas Satellite Hybrid Terrain

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Website  
Print Map  
Mobile Applications  
Newsletter  
Marketing

# Project Elements

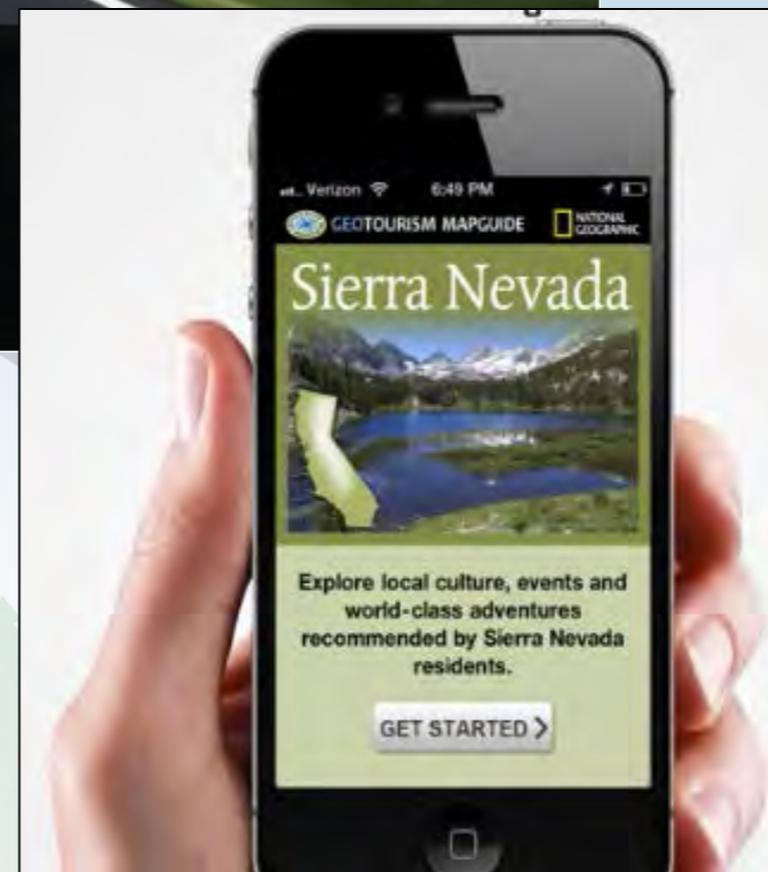


Website  
**Print Map**  
Mobile Applications  
Newsletter  
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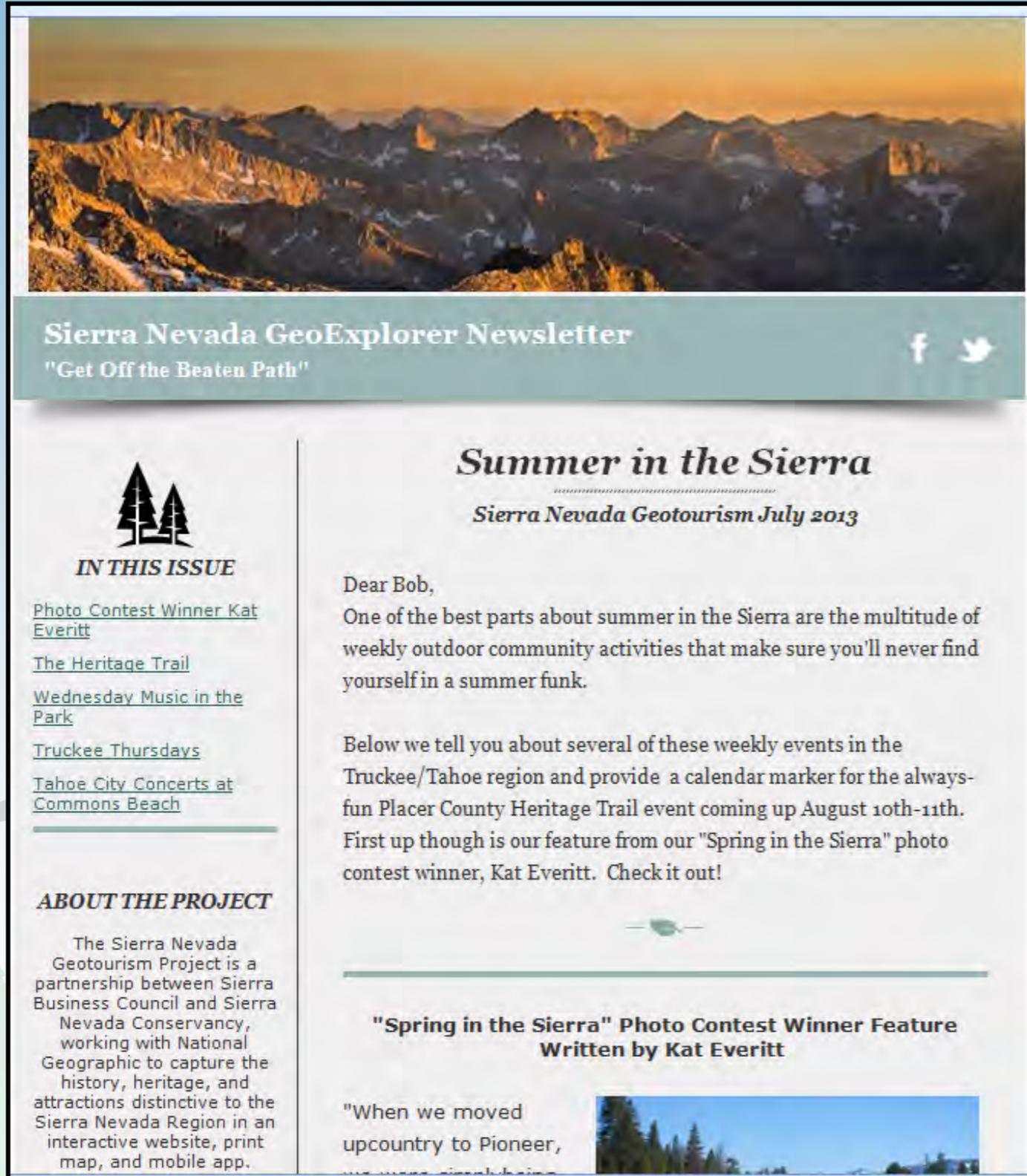
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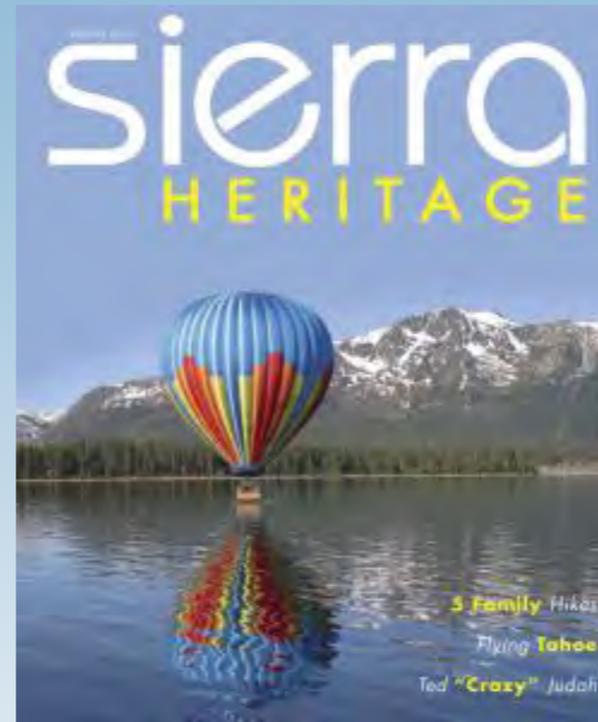
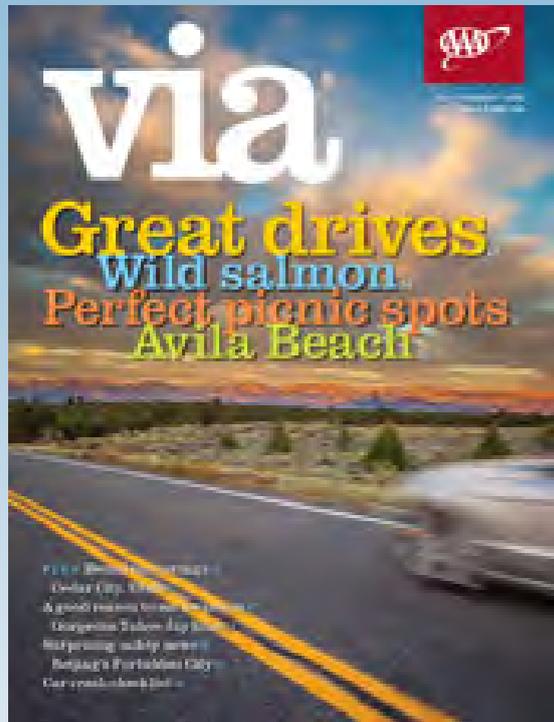


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# Regional Benefits

## 2011 California Travel Statistics:

- More than 200 million visitors
- Generated \$106.4 billion in direct travel spending (\$7.35 billion from 22 Sierra Nevada counties)
- Supports 84,470 jobs in Sierra Nevada Region

# Next Steps

## New content:

Videos

Itineraries

Destinations

## Management:

Consolidation

Marketing

Geo-council involvement

Regional Support