

# SIERRA NEVADA GEOTOURISM



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

**NICOLE DEJONGHE – PROGRAM MANAGER**

# GEOTOURISM

geo♦tour♦ism n: *tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents*



# MAPPING TRAVELERS' DESIRES

TIA Study – Travelers want:

- Learn about other cultures
- Preserve natural, historic, and cultural sites
- Clean, unpolluted environment
- Outstanding scenery
- Places off the beaten track, local places



**An authentic travel experience**

# GEOTOURISM DELIVERABLES

## Website

Sierra Nevada Geotourism MapGuide

NATIONAL GEOGRAPHIC

HOME MAIN MAP EVENTS PARTICIPATE MY FAVORITES EXPLORATION TRACK ABOUT

Welcome to the Sierra Nevada

What's special about the Sierra Nevada? And what are people doing to keep it that way? Here's your chance to tell your story and share your knowledge and experiences with residents and visitors of the Sierra Nevada region. Nominate places for the MapGuide.

Yosemite Gateway Region Explore region on map. Submit Content

Tahoe Emigrant Corridor Nominate Now! Explore region on map. Submit Content

Northern Sierra Region Explore region on map. Submit Content

Southern Sierra Region Explore region on map. Submit Content

Food or Drink

Natural Area

Outdoor Adventures

Iron Door Saloon The Iron Door Saloon is California's oldest continually

Horsetail Falls Yosemite National Park Horsetail Falls, located in Yosemite

Bishop Creek Basin Lakes Four lakes in close proximity allow anglers a chance to enjoy plenty

Search the MapGuide

Search the MapGuide

What is Geotourism?

Tips for the GeoTraveler >

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## Printed MapGuide

An Ecosystem to Experience  
Yellowstone and Beyond

Notable National Parks

Yellowstone National Park

## Geocouncil



# GEOTOURISM BENEFITS



- ❑ Empowers the community, promotes collaboration
- ❑ Highlights frequently overlooked assets
- ❑ Distributes the tourism impact
- ❑ Attracts travelers interested in local values, history & culture
- ❑ Connects visitors to the land
- ❑ Increased reach by co-branding with National Geographic



# WHO'S INVOLVED

## Management Partners:



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

## National Geographic 5 Federal Agency Agreement:



*"With the goal of better preserving and enhancing the natural and cultural heritage of the nation's public lands and waters, five U.S. government agencies today joined the National Geographic Society . . . to formally adopt the principles of Geotourism."*

# PARTNERS & ENDORSERS

## Counties in the Tahoe Emigrant Corridor Region:

- Nevada County
- Placer County
- Carson City
- Douglas County
- Washoe County
- -

Lake Tahoe Visitor's Authority

Sierra Economic Development Corporation (SEDCorp)

Lake Tahoe South Shore Chamber of Commerce

Parasol Community Collaboration

City of Nevada City

Sierra Nevada Alliance

Mountain Area Preservation Foundation

Truckee Donner Chamber of Commerce

Nevada County Conference & Visitors Bureau

Sierra Watch

Apple Hill Growers

Mariposa County Board of Supervisors

Inyo County Board of Supervisors



**And many more!**

# PROJECT FUNDING

## Funds secured to date include:

- ▣ Sierra Nevada Conservancy Funding
- ▣ Morgan Family Foundation Grants
- ▣ Federal Highways Administration Scenic Byways grant
- ▣ United States Forest Service



# UNIQUE PROCESS

## 1. Local Residents Nominate

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



## 2. Portal Editor Check for Completeness




## 4. National Geographic Final Approval

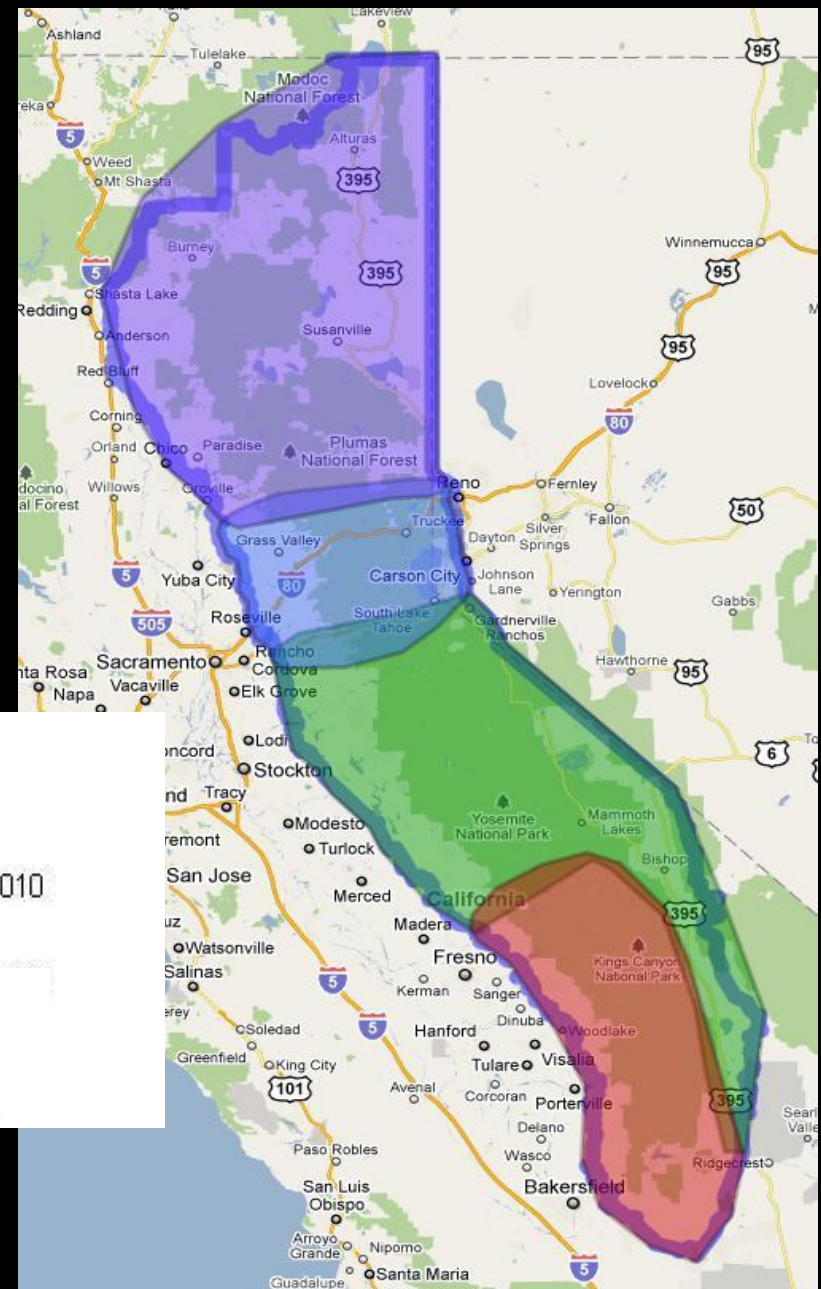


## 3. Geocouncil Review and Select



# PROJECT PHASE AREAS

-  Yosemite Gateways  
Phase 1: nomination period completed
-  Tahoe Emigrant Corridor  
Phase 2: nomination period June - August 2010
-  Northern Sierra
-  Southern Sierra



# HOW TO GET INVOLVED

- ▣ Become a project endorser
- ▣ Join the Geocouncil
- ▣ Submit a nomination, encourage others to nominate
- ▣ Explore the WebMap:  
[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)
- ▣ Form a working group, host a workshop

# PARTNERS & GEOCOUNCIL

## ▣ Project Endorsers

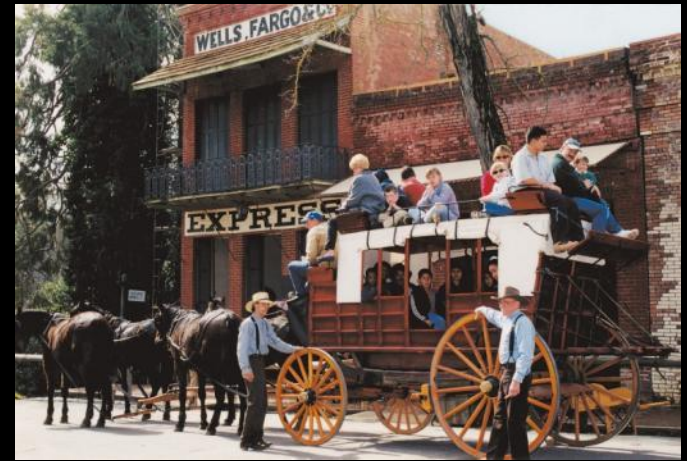
- Publically support the project
- So far more than 40 Partners and Endorsers
- Featured on website with link

## ▣ Geocouncils

- Sierra Nevada Wide Geocouncil and Local Geocouncils
- Represents geographical and sectoral diversity of the region
- Roles: Outreach, guide project direction, review and select nominations

# MAKE A NOMINATION

- ▣ Events
- ▣ Local Businesses
- ▣ Historical & Cultural Sites
- ▣ Artist, Musician, Craftsperson
- ▣ Natural Attractions / Outdoor Adventures
- ▣ Volunteer & Stewardship Opportunities



. . . basically anything that is **authentic** and **distinctive** to the Sierra Nevada



# A NOMINATION

## Sierra Nevada Geotourism MapGuide

[HOME](#)[MAIN MAP](#)[EVENTS](#)[PARTICIPATE](#)[MY FAVORITES](#)[EXPLORATION TRACK](#)[ABOUT](#)

### Archaeological Site



## Bodie State Historic Park

[← BACK](#) **3 Thumbs Up!** [Click here to give your thumbs up.](#)



Photo © Jimmy Kellett

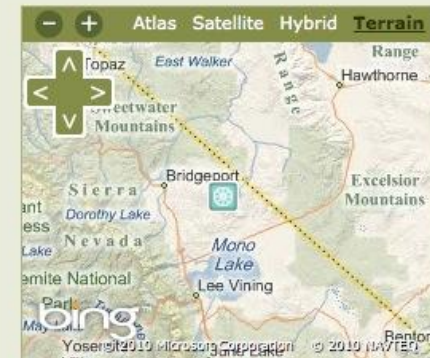
Bodie State Historic Park is a genuine California gold-mining ghost town. Visitors can walk down the deserted streets of a town that once had a population of nearly 10,000 people. The town is named for Waterman S. Body (William Bodey), who had discovered small amounts of gold in hills north of Mono Lake. In 1875, a mine cave-in revealed pay dirt, which led to purchase of the mine by the Standard Company in 1877. From 1877 to 1888, the community swelled to more than 10,000 residents and produced over \$35 million in gold and silver.

Only a small part of the town survives, preserved in a state of "arrested decay." Interiors remain as they were left and stocked with goods. Designated as a National Historic Site and a State Historic Park in

1962, the remains of Bodie are being preserved as they were when the town was abandoned more than 50 years ago. Today this once thriving mining camp is visited by tourists, howling winds and an occasional ghost.

Restrooms and water are the only available services so be sure to pack a lunch, bring sunscreen, your camera, and a jacket for your Bodie outing.

[Location - Directions](#)



Boundaries and names shown do not necessarily reflect the map policy of the National Geographic Society.

**LONGITUDE:** -119.009621200  
**LATITUDE:** 38.211174300  
**ELEVATION:** 8418 FT (2566 M)

### PHOTOS | VIDEOS







## Sierra Nevada Geotourism MapGuide



[HOME](#)   [MAIN MAP](#)   [EVENTS](#)   [PARTICIPATE](#)   [MY FAVORITES](#)   [EXPLORATION TRACK](#)   [ABOUT](#)



### Welcome to the Sierra Nevada

Discover what's special about the Sierra Nevada. Select a region and explore the communities, activities, flavors, and uncommon beauty of this extraordinary corner of California. Submit content to tell your story and share your knowledge and experiences with residents and visitors of the Sierra Nevada region.

#### Yosemite Gateway

Explore region on map.  
[Submit Content](#)

#### Tahoe Emigrant Corridor **Nominate Now!**

Explore region on map.  
[Submit Content](#)

#### Northern Region

[Submit Content](#)

#### Southern Region

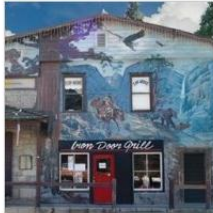
[Submit Content](#)

#### Action Opportunities



**Yosemite Institute**  
Yosemite Institute is a non-profit 501(c)3 organization that runs experiential field science education programs in Yosemite National Park. In partnership with our participating schools and...  
[Read More](#)

#### Food or Drink



**Iron Door Saloon**  
The Iron Door Saloon is California's oldest continually operating saloon and has been a saloon since 1896 when it was first called "Jake's Place". In 1937 a second story was added and games were...  
[Read More](#)

#### Health and Wellness



**Balanced Rock Foundation**  
Mindfulness wilderness adventures in Yosemite. Guided backpacking trips that allow you to look inward as you explore outward. Balanced Rock is a nonprofit based in El Portal, California....  
[Read More](#)

#### Action Opportunities

Be more than a passive traveler. There are many opportunities to volunteer and make a difference.



**Great Sierra River Clean Up: Merced River**  
Conservation Action



**Teen Summer Research Course at Yosemite Institute**  
Educational Opportunity



**Llamas of Circle Home**  
Educational Opportunity

#### Festival or Event

Experience the real voices of the Sierra Nevada through the many festivals and events.



**Annual Mother Lode Round Up Parade and Rodeo**  
04/18/2010 - 05/09/2010



**Mariposa's Butterfly Festival**  
04/30/2010 - 05/02/2010



**Mariposa Pow Wow**  
05/08/2010 - 05/09/2010

#### Search the MapGuide

Search the MapGuide



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#### What is Geotourism?

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#### Project Supporters



# MARKETING HIGHLIGHTS

- ▣ Direct linkage on National Geographic Maps website,
- ▣ Upcoming Geotourism National Atlas
- ▣ Cross-linkage with partners and destinations featured on map

Visit the Sierra Nevada  
Geotourism MapGuide!



View us on the  
Sierra Nevada Geotourism  
MapGuide!



# KEY METRICS

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

- ▣ Averaging 4,300 page visits/month
- ▣ Visitors from 70 countries
- ▣ 1030 people have created an account
- ▣ 1,500 nominations received so far
- ▣ 44,440 average content views per month

# ACHIEVEMENTS



## ▣ Yosemite Gateway/Byways

- Built project support and formed Geocouncil: 2009
- Nomination period: Aug-Oct 2009
- Now features approx. 400 destinations

## ▣ Tahoe Emigrant Corridor

- Building project support and Geocouncil: 2010
- Nomination period: June-Aug 2010
- Approx. 300 nominations submitted to date

## ▣ Ongoing outreach

- Press: Sac Bee, Fresno Bee, Chronicle, Local Media, Blogs, Social Media, Radio, TV
- Over 50 geotourism events / workshops so far

# THANK YOU FOR YOUR TIME



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