



MajesticMountainLoop.com

NEWS RELEASE: January 9, 2013

Majestic Mountain Loop Offers Travelers a New Way to Explore Sequoia, Kings Canyon and Yosemite *Trek from Visalia to Oakhurst, visiting "3 of California's National Parks in 3 Days"*

Explore California's central Sierra, where the vast scenic beauty of national parks meets unparalleled small-town charm of the communities that surround them.

The Yosemite Sierra Visitors Bureau, Visalia Convention and Visitors Bureau, Fresno Yosemite International Airport, Delaware North Companies Parks & Resorts and the National Park Service have teamed up to showcase three of California's National Parks in a cooperative marketing campaign. Travelers are now offered a new, hassle-free way to see 3 of California's most stunning natural wonders.

With the Majestic Mountain Loop, your next roadtrip is now easier than ever!

Journey from destination to destination along the Majestic Mountain Loop to explore Sequoia, Kings Canyon and Yosemite National Parks on an unforgettable 3-day vacation. The National Park Service cares for special places saved by the American people so that all may experience our heritage.

Glaciers, canyon walls, waterfalls, caves, and magnificent giant sequoia trees intrigue visitors from all corners of the world. Host to thousands of travelers each year, gateway communities Visalia and Oakhurst epitomize gracious hospitality and embrace visitors with dozens of lodging options, world-class restaurants, arts, culture and family attractions.

"We host thousands of visitors each year, all hoping to maximize the limited time they have on vacation. The Majestic Mountain Loop highlights features of each park, offer pre-crafted itineraries and shows time-crunched travelers how much you can experience in just 3 days," said Rhonda Salisbury with the Yosemite Sierra Visitors Bureau.

Danika Heatherly, Convention and Visitors Bureau Manager for the Visalia CVB, agreed.

"National Parks are special because they are authentic and irreplaceable." Danika Heatherly added, "All three parks are stewards of unique national treasures that are immensely popular and distinct from each other. We are proud that they are part of our community and look forward to helping travelers enjoy both the wonderful beauty and the legacy of preservation that can be found in our national parks."

Itineraries have been developed for the parks for different seasons and can be followed starting at any park, depending on where you're traveling from. You can start your adventure in Visalia, giving travelers the opportunity to relax overnight and enjoy some of the state's finest farm-fresh cuisine at over 60 locally-owned restaurants. Visitors will then trek to Sequoia National Park, with suggested winter/spring stops at popular attractions such as the world's largest living thing, the General Sherman Tree.

Located in the heart of the park, Wuksachi Lodge offers the perfect overnight respite for travelers along the Loop. Take in the panoramic setting and enjoy meals at The Peaks Restaurant.

From there, visitors will enjoy the echoing canyons in Kings Canyon and visit the 2nd largest tree on Earth (by volume) the General Grant Tree.

After a long day, travelers will be welcomed into the Oakhurst area towns, situated in the foothills that connect Kings Canyon to Yosemite National Park. Here, visitors are encouraged to visit the local museums and art galleries, take a ride on the seasonal historic railroad, visit a winery along the Madera Wine Trail, or relax with a glass of local wine at one of the many restaurants in the area.

‘Loopers’ will be up and about early on Day 3 for a full day of adventuring to Yosemite’s most iconic spots. Often speechless as they gaze down the valley from Tunnel View and look out at Half Dome from Glacier Point, travelers relish in the stunning wonder of this famous Park.

“We’ve mapped out the best route for people who have big travel aspirations but small time budgets,” said Rhonda Jorn, Marketing and PR Manager for Fresno Yosemite International Airport. “As the gateway airport for to all three National Parks, it’s the most convenient air facility for vacationers to fly in to, rent a car and then have the opportunity to experience the unique beauty of each park.”

For travelers with more time, both bureaus have resources to equip visitors with information that will allow for taking full advantage of region’s best treasures.

“Guests can custom-craft their own itineraries with as little or as much as they could possibly want to see in whatever time they have. The longer the stay, the more they can see and do,” said Salisbury.

Additionally, the Majestic Mountain Loop is working in partnership with the National Park Service to ensure a safe and seamless trip for travelers taking the Loop.

“Our partnership with the National Park Service is key,” Danika Heatherly added. “Not only do we encourage travel to these sensational destinations, but we’re spreading the message of preservation and working toward ensuring sustainable travel for future generations to enjoy similar experiences.”

To learn more about the Majestic Mountain Loop, visit www.MajesticMountainLoop.com.

Visalia Convention & Visitors Bureau

Danika Heatherly
(559) 334-0141
danika@visitvisalia.org

Yosemite Sierra Visitors Bureau

Jarrod Lyman
(559) 683-4636
jarrod@yosemitethisyear.com

National Park Service/Sequoia & Kings Canyon

Dana Dierkes
(559) 679-2866
dana_dierkes@nps.gov

National Park Service/Yosemite

Scott Gediman
(209) 372-0248
scott_gediman@nps.gov