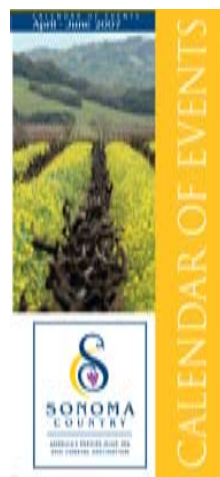


## Did you Know?

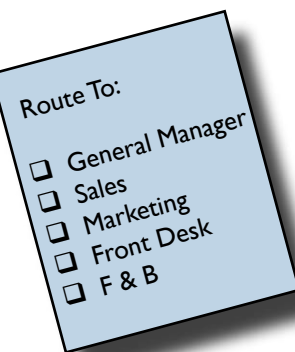
❑ Ads are now on sale for our 2008 Official Visitors Guide. If you are interested in promoting your business to thousands of potential visitors please contact Elaine Thompson at 707-318-8766.

❑ Sonoma County restaurants are eligible to receive a Wine Star designation by the Sonoma County Winegrape Commission. To apply, please send your wine list of 25 wines or more with at least 50% from Sonoma County. The wines must display "Sonoma County" on labels in addition to American Viticultural Area (AVA) and/or vineyard designates. For more information contact Nick Frey at frey@sonomawinegrape.com or call 707-522-5861.

❑ Over \$1 billion is spent in Sonoma County by visitors each year, that's \$2.78 million a day.



Our quarterly printed Calendar of Events will be available at all Sonoma County Visitors Centers. The next SCTB Calendar of Events will be available in July.



# The SOURCE

Sonoma County Tourism Bureau  
420 Aviation Blvd., Ste. 106  
Santa Rosa, CA 95403  
www.sonomacounty.com  
Tel: 707-539-7282; Fax: 707-539-7252

## Board of Directors

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General Manager, Vintners Inn / John Ash & Co.

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Grant Raeside  
Executive Director, Sonoma Valley Vintners & Growers Alliance

Ted Sakai  
General Manager, Doubletree Hotel Sonoma Wine Country

Gus Wolter  
Owner, Tea Garden Inn

The Sonoma County Tourism Bureau is the Destination Marketing Organization for Sonoma County. The SCTB markets Sonoma County as a leisure, business and group travel destination. Tourism generates in excess of \$1 billion annually for the local economy. The Sonoma County Tourism Bureau offices are located at 420 Aviation Blvd., Suite 106, Santa Rosa, CA 95403. For more information call 800-576-6662 or visit www.sonomacounty.com.



# The Sonoma County SOURCE

Community Partners Edition

SONOMA COUNTY TOURISM BUREAU-Spring 2007



## Horizon Air lands in Sonoma County

Air service returned to Sonoma County on March 20th when Horizon Air flight 2475 touched down at Charles M Schulz Sonoma County Airport. Passengers on the plane which departed from Seattle were greeted with applause and offered free morning coffee.

With the new direct service, visitors can immediately enjoy America's premier wine, spa and coastal destination. The schedule will include two daily flights from Los Angeles and one from Seattle into Santa Rosa; and from Santa Rosa, two daily flights to Los Angeles and one to Seattle.

Flight time from Southern California is just 1 hour, 45 minutes and from Seattle just 2 hours, 15 minutes. Horizon Air's flights will be operated with 76-seat Q400s. The aircraft features spacious leather seats on the aisle or with a window view in a two-by-two configuration, eliminating the middle seat.

In addition to favorable fares, Horizon Air's Sonoma County service will provide all passengers business class amenities with larger airline seats, complimentary snacks, Starbucks coffee, Sonoma County wine and Racer 5 beer by Bear Republic. Visit [www.flywinecountry.com](http://www.flywinecountry.com) for more information and to book your flight.



TOP LEFT: Marta Hayden, Marketing & Partnership Special Projects Consultant and Brad Calkins, General Manager Courtyard by Marriott Santa Rosa, toast Horizon Air during the launch party. BOTTOM LEFT: Jennifer Buffo, Owner/CEO Pure Luxury Transportation enjoys her complimentary glass of Sonoma County wine aboard Horizon Air's inaugural flight.

### What's Inside:

Sonoma County is all-inclusive TIA International POWWOW Tourism Forum AMGEN Recap Going 'Green' Around Town Did you Know?

TOP: Horizon Air takes off for a flight to LAX. BOTTOM: Jeremy Epperson, General Manager APEX Aviation, John Stout, Manager Charles M. Schulz Sonoma County Airport, Dan Russo, Director of Marketing & Planning Horizon Air, Patrick Zachwiega, Vice-President Marketing & Planning Horizon Air, Percy Brandon, General Manager Vintner's Inn/John Ash & Co., Ken Fischang, President/CEO SCTB, Michael Merrill, Chair Sonoma County Airline Attraction Committee, Paul Kelly, Sonoma County Supervisor enjoy a toast before boarding the inaugural flight from Santa Rosa to LA.

## Sonoma is All-Inclusive

A *San Francisco Chronicle* article posed the question "Sonoma on the Verge- Will Sonoma Become the Next Napa?"

Napa has done an excellent job of going after the high-end, luxury traveler. In Sonoma County, we have that high-end traveler experience, but we also have everything else in between. Napa is exclusive; Sonoma is all-inclusive.

We offer a community as diverse as its landscape. We celebrate that diversity by sharing our unique destination with more than 7 million visitors each year bringing in excess of \$1 billion dollars to our tourism related businesses which provide over 15,000 jobs for residents of Sonoma Country.



Ken Fischang, CHME CMP  
President/CEO

In order to maintain an accessible and all-inclusive marketing position, we will be launching an interactive map resource on our new and improved web site. Watch for updates on these and other innovations in the bi-weekly E- Source newsletter.

Remember, Napa is exclusive, Sonoma is all-inclusive.

## International Pow Wow

The Travel Industry Association's (TIA) 39th Annual International Pow Wow was held April 21 - 25, in Anaheim, CA. Pow Wow is the travel industry's premier international marketplace and is the largest generator of international in-bound travel business. In 2006, more than 5,000 travel industry delegates from 70 countries had 47,000 appointments between U.S. travel suppliers and international buyers. TIA estimates that International Pow Wow will generate more than \$4 billion in travel to the U.S. over the next three years. Representatives from the SCTB were Carlo Galazzo, Advisory Board member, Tim Zahner, Director of PR and Communications who met with international media from over 40 countries, Chyrl Collins, Tour & Travel Manager and Robin Mckee-Cant, Meetings Sales & Services Manager, who met with both domestic and international tour & travel suppliers.



If you wish to be excluded from future mailings of The SOURCE please send an e-mail to: [khanson@sonomacounty.com](mailto:khanson@sonomacounty.com), or leave a message at 707-522-5815

## Travel Calendar

SCTB staff are attending the following tradeshow and media events in the second quarter of 2007:

April 10	Concierge Trade Show - SF
April 11-12	Affordable Meetings - Chicago
April 22-24	Horizon Air FAM - Sonoma County
April 23-25	CalSAE Annual Passport to Education - Monterey
April 21-22	TIA International Pow Wow - Anaheim
May 3	Client Event - Sacramento
May 8	ASAE Conference - SF
May 10	MPI Arizona Sunbelt Chapter Luncheon - Phoenix
May 17	Client Event - SF
May 18	CalSAE Luncheon - Emeryville
May 20-21	LA-SCV/SWGC Event - LA
May 20-22	PRSA/SATW Conference - LA
May 23	NCCMPI Meeting - SF
May 24	MPI Dallas Luncheon & client event - Dallas
May 17-20	IGLTA Annual Conference - Montreal
June 5-6	MPI Sacramento Awards Dinner & Golf Tournament
June 6	MPINCC Annual Awards Dinner - Sacramento
June 14	ASAE-Springtime in the Park - Washington, D.C.
June 14	SGMP Luncheon - SF
June 19	CalSAE Capital Region Luncheon - Sacramento
June 19-20	HSMAI Affordable Meetings West - San Jose
June 21	AFOC Annual Meeting - Chicago
June 28	Destinations Showcase - Chicago

### MISSION STATEMENT:

To promote Sonoma County's identity as a premier overnight destination with unique and diverse experiences.

## Tourism Forum May 18

On Friday, May 18 at the Vintners Inn Event Center, the Sonoma County Tourism Bureau presents a breakfast forum focusing on trends in tourism and the economic impact of the hospitality industry on Sonoma County.

Speakers at the event include:

- David Bratton of Destination Analysts, a research and marketing organization specializing in destination research. Mr. Bratton will share various business challenges faced by convention & visitors bureaus, chambers of commerce, and other associations and discuss visitor travel, spending trends, and the economic impact of tourism.

- Salvador Acevedo of Contemporánea, a marketing communications firm focused on the Latino community. Contemporánea has helped organizations and corporations build bridges with the Latino community, aiding in their development and creating business opportunities. Mr. Acevedo will discuss the emerging Latino travel market, trends, and how to connect and capitalize with this growing segment. According to the US Census Bureau, Hispanics constitute 14% of the total population and are the fastest growing minority group in the US.

- Green tourism and business is an emerging worldwide trend in travel, hospitality, and other industries. Michelle Heston of Fairmont Sonoma Mission Inn & Spa will speak about green business practices and how Fairmont has saved money and differentiated itself in the market.

Also at the event, the Economic Development Board will release their annual tourism report, detailing the financial impacts and future outlook of the billion-dollar industry.

Admission to the event, which includes a continental breakfast, is free.

To register for the event, please call 707-565-6411 or e-mail [caswell@sonoma-county.org](mailto:caswell@sonoma-county.org).

## Going "Green"

Green tourism is growing in the hospitality industry. Hotels and destinations are promoting their environmental credentials to consumers looking beyond the traditional selling points of a destination, and who are making decisions in line with their environmental values.

Sonoma County is already a leader in the environmental movement: smart growth policies, commitments to reduce emissions, and increasing support for transportation options that are more environmentally friendly are the hallmark of our area. So it is no surprise that EcoRiver, a group of local business committed to promoting sustainable tourism practices.

Sonoma Country, the brand for our destination, is uniquely positioned to take a leadership role on this critical issue. The SCTB already identifies green tourism as a target growth market, and is working with local businesses to raise awareness.

## Pedaling Paradise

In February, the Amgen Tour of California swept in to Sonoma County for a second wildly successful year. In addition to partnering with the local organizing committee to sponsor events in downtown Santa Rosa, SCTB staff went along with the tour and promoted "Sonoma Country" as a destination to cycling fans. Getaway Adventures, a local bicycle touring company, accompanied the SCTB to promote their tours and answer specific cycling questions.

Before the thrilling finish of Stage 2 of the race in downtown Santa Rosa, the SCTB sponsored the Kids Bike Decorating and Parade. Nearly 100 kids rode on their festively decorated bicycles, many sporting bright balloons that the SCTB was giving away for the day.

That 144 elite international cyclists both ended and began stages in Sonoma County was testament to organizers' recognition of both the amazing cycling opportunities in the area as well as the large following cycling has in the community.



Two participants of the Kids Bike Parade proudly display their decorated helmets and bikes.

## Around Town



TOP: Rachel Ann Seghesio, Seghesio Winery, Erin McCauley Director of Sales, Jonathon Hebel, General Manager, Holiday Inn Express Windsor and Tim Zahner, SCTB. BOTTOM: Kelley A. Cosgrove, General Manager of the Fairmont Sonoma Mission Inn & Spa with her husband, Mr. Rick Rontiris and Ken Fischang at the Sonoma County Lodging Association's fundraiser.