



SONOMA COUNTY

• CALIFORNIA •

LIFE OPENS UP®

Maximizing Your Partnership & Collaboration with SCT



Today's Topics

- **SCT's Sustainability Initiatives (Leave No Trace & others)**
-Devin McConnell, Manager, Sustainability & Climate Initiatives
- **Hospitality Hub (Access & Importance of Updating)**
-Emma Schmitz, SCT Data & Systems Specialist
- **Collaboratives, AHP Program (How to Get Involved)**
-Tracy Koch, SCT Administrative Program Manager, AHP Program Manager
- **Collaboration with Miles Partnership**
-Mina Robertson, Miles Partnership Vice President



SONOMA COUNTY
LEAVE NO TRACE
COALITION

SONOMA COUNTY
CALIFORNIA
LIFE OPENS UP



LEAVE
NO TRACE

Coalition Physical Materials



Window Cling



Informational Booklet



Know Before You Go
When you're prepared for your adventure, you and your group are more likely to have a good time and help protect the outdoors.

- Learn about the area you plan to visit and check conditions ahead of time.
- Avoid crowds by arriving early and having a "Plan B" destination in mind if the parking lot is full.
- Weather is variable in Sonoma County, so bring layers for comfort and a water bottle to stay hydrated.

Stick to Trails and Camp Water-Wise
Sticking to trails and being mindful of our water use will keep outdoor spaces pristine, beautiful and healthy for all.

- While shortcuts may be tempting, respect private property and stay on designated trails. Your shortcut may be a neighbor's backyard or important wildlife habitat.
- Be water-wise this camping season. Northern California is experiencing a drought and water restrictions are in place at some campgrounds.

Trash Your Trash and Pick Up Pet Waste
If you bring it outdoors, take it back with you.

- Discarded to-go containers, soda cans, plastic floats, etc. all have far-reaching, negative impacts on wildlife and the environment.
- If a trash can is full - pack it, don't stack it. Take your garbage with you until you can dispose of it properly.
- Don't forget bags to pick up pet waste and dispose of it in a trash can.

Leave It As You Find It
There are new things to discover and explore around every corner, so treat wildflowers and other living plants with care. Combined small actions add up, and can have lasting impacts on wildlife and the environment.

- Take pictures and make memories, but please don't take natural items or leave your mark on rocks and trees.
- Leave gates as you find them to protect other visitors and the working animals who may be grazing there.

Be Extremely Careful with Fire
Sonoma County's dry climate elevates the risk of wildfires, and restrictions may be in place during certain times of the year.

- Check Red Flag Warnings and campfire restrictions ahead of time.
- If it's OK to have a fire, the only place to build one is within an existing fire ring.
- Keep the fire small and burning only for the time you are using it - then completely extinguish it.

Keep Wildlife Wild
Sonoma County is celebrated for its unique microclimates and biodiversity, supporting an array of birds, mammals, amphibians, insects, and more. Some are cute, others squmy, but all are important.

- It's best to observe or photograph wildlife and grazing livestock from a distance to keep yourself and them safe.
- Protect wildlife and your food by securely storing your food and trash. Never feed wildlife or livestock.

Share the Outdoors
Each person's way to experience nature is unique. Some seek the outdoors to immerse in the quiet sounds of nature. Others come to exercise or socialize with friends. Although our motivations may be varied, there's room for all if we share with compassion and respect.

- Be considerate when passing others on the trail. Always yield to those traveling uphill or using a wheelchair; bicyclists yield to hikers and horses, and hikers yield to horses.
- Keep your pet leashed and under control to protect it, other visitors, and wildlife.

©Leave No Trace: www.LNT.org

Learn More About the Sonoma County Leave No Trace Seven Principles:
SonomaCounty.com/leave-no-trace-seven-principles

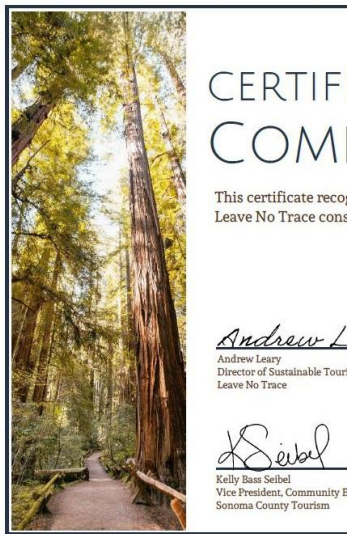
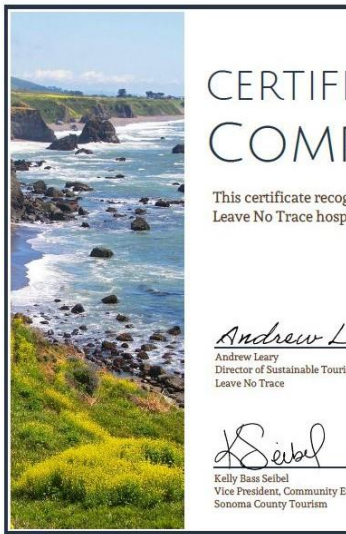
Poster



Table Tent Cards

Coalition Digital Assets

- Photos
- Videos
- Online Training Courses
- Social Media Posts
- Talking Points



Rewards For Rubbish

- Free program for Sonoma County hospitality businesses.
- Incentivizes volunteers to collect litter in exchange for treats and prizes.
- Participating businesses display a poster promoting the program, and when customers ask to take part, the businesses direct volunteers to sign an e-waiver on sonomacounty.com before issuing volunteers a trash bag and gloves.
- Volunteers then pick up trash, returning the bags to the businesses in exchange for a small reward. Sonoma County Tourism covers the entire costs of the program, providing all supplies and rewards.



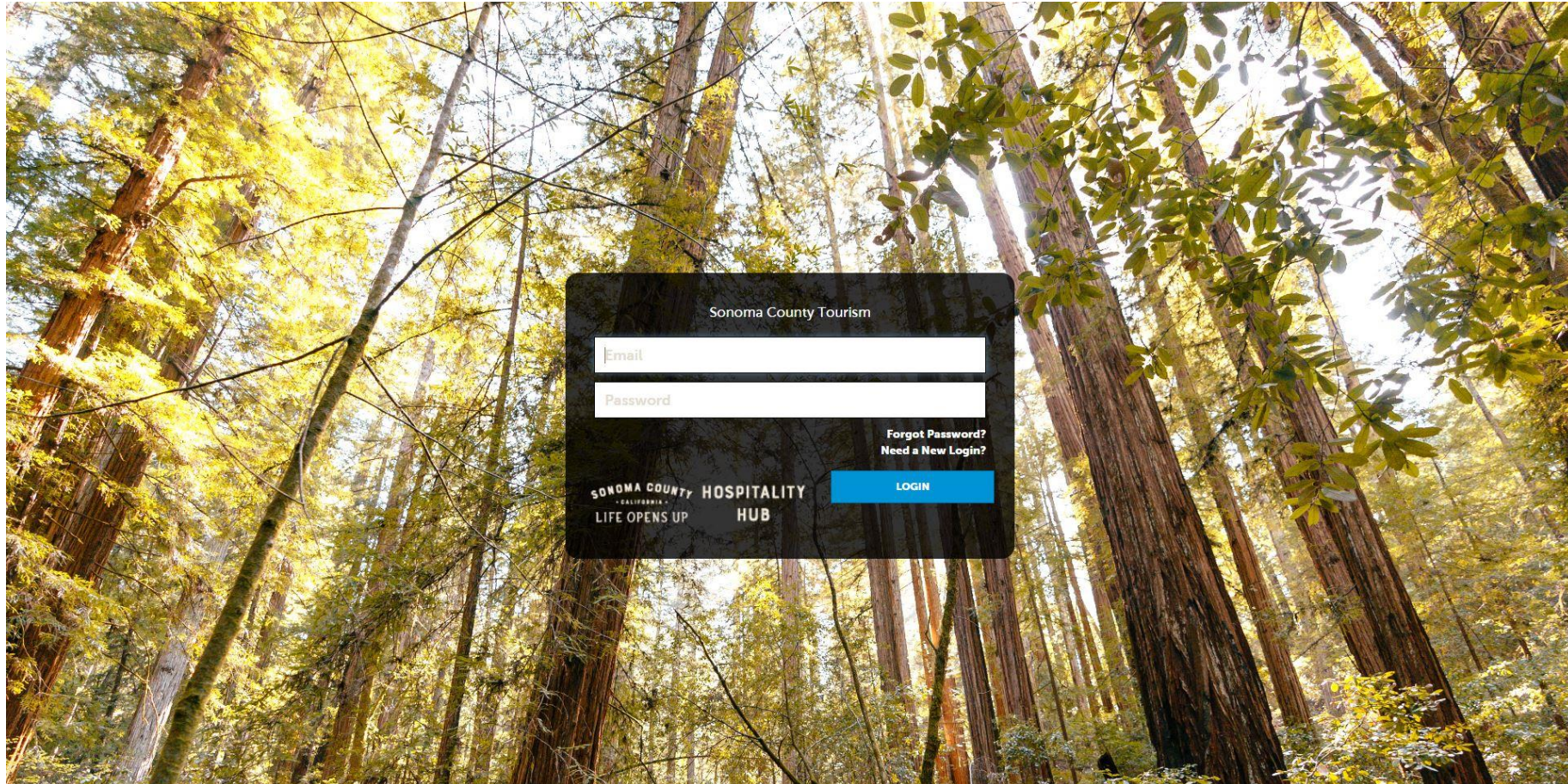
Coming Soon to sonomacounty.com

Sustainability Resources Page for Sonoma County Hospitality Partners

- Forms to help identify and share your businesses sustainable practices
- Learn about recommended sustainability certification providers
- Information on SCT responsible travel programs
- Information additional (third-party) responsible travel programs
- Recommended Reading and Resources



www.sonomacounty.com/hub



What you can do in the Hospitality Hub

- Update Listings on Website and App
- Add/Manage Images and Media
- Add/Manage Contacts
- Updating Amenities
- Responding to Leads
- Add Special Offers
- Add Events to the Calendar of Events
- Request Materials
 - Winery Maps
 - Leave No Trace Collateral
- Adding an offer to the Media Handbook
- Add posts to the Post Board

The screenshot shows the Sonoma County Hospitality Hub website. The top navigation bar includes the Sonoma County logo and the text "Sonoma County Tourism". A dark sidebar on the left contains navigation icons for HOME, PROFILE, COLLATERAL, OPPORTUNITIES, REPORTS, ADMINISTRATION, and CONTACT US. The main content area features a large banner with the text "SONOMA COUNTY CALIFORNIA LIFE OPENS UP WELCOME TO THE HOSPITALITY HUB" over a coastal landscape. A "Start Here" call-to-action is present in the top right of the banner. Below the banner, there are sections for "Marketplace" (with a dropdown for "All Promotion Types"), "Partner Bulletins" (with an "All" dropdown), and "Post Board". The Marketplace section includes a card for "Add a Special Offer to SonomaCounty.com" with a "LEARN MORE" button. The Partner Bulletins section lists several items: "Registration is open for SCT's 2023 Annual Meeting", "GET HELP: How to Update your Business Listing", "Sonoma County Partner page", and "Request Free Materials". The Post Board section shows a post from coLAB by Jessie Villa dated 06/23/2023.

- HOME
- PROFILE
- COLLATERAL
- OPPORTUNITIES
- ADMINISTRATION
- CONTACT US



Business Description

Update the description on your business listing

[Click Here](#)

Partner Bulletins

All Bulletins

Post Board

GET HELP: How to Update your Business Listing (Not Read)
To edit your account information, click on the Profile button to the left. For complete instructions and links to video tutorials, click below.

[View Full](#)

Sonoma County Partner page (Not Read)
How to work with Sonoma County Tourism. Find more information in the Partner section of our website.

[View Full](#)

The Astro Motel
Sacha Aponte
05/01/2022
The Astro Motel, a Santa Rosa Gem is OPEN for business! We're a fun Retro-Chic property adjacent to the beautiful Juilliard park, just steps from Santa Rosa's City Hall and the Arts District. We are once again in full operation: welcoming guests from around Bay Area and the world! The News is spreading fast. We already had an Earth Day event and we're bringing new mid-century designer pieces and are planning Bay

Media player controls: back, 00:00, trash, play/pause, red stop button.

Resources and Links

Training Opportunities & Resources

- Hospitality Hub Training
 - Thursday September 14 9:00-10:00 am
 - Sonoma County Tourism Office: downstairs conference room
 - Bring your laptop
- sonomacounty.com/partners/portal

Links & Logins

Hospitality Hub URL

www.sonomacounty.com/hub

To set-up a login or reset your password email

eschmitz@sonomacounty.com



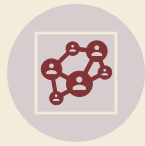
The Collaboratives

Hospitality Collaborative

The Collaborative



Getting Sonoma County Tourism's team into our municipalities once a month.



Connect with Visitor Centers & Chambers to see which partners might benefit (new business, new offerings, new staff or just need more connection with SCT).



A casual 90-minute organic conversation takes place.



Focus on 6-9 partners in hospitality (including retail, beverage, food, activity, arts, etc.).




Host location is chosen (sometimes morning) but late afternoon (when a mixer follows). We purchase local food & beverage to enjoy during the collaborative.



Partners talk 3-5 minutes about them; SCT asks questions and deeper partnerships formed with individual teams. (BD, Marketing, CE)

The Mixer

- Every other month, a municipality gets a mixer following the collaborative.
- 5-7 a year, we then host a mixer in the featured municipality at the same host site opening to our entire SCT database
- Encourages cross county networking. We use the host as the caterer (if hotel, etc.) or we choose a local caterer in the municipality if available and 2-3 local beverages to feature to pour. (wine, beer etc.) The mixer is set for a capacity that serves the host site well.
- We rotate the municipalities so if you didn't get a mixer last year, you will this year.
- Send me an email if you are interested in participating in either tkoch@sonomacounty.com

- 
- Foundational Five
 - Resource Module
 - Continuing Education
 - Private Classes available

SONOMA COUNTY



AHP Classes

- **Foundational Five - 30,000' Level**
 - Power of Tourism
 - Natural Environment & Sustainability
 - Wineries/AVA's
 - Arts, History, Culture
 - Customer Service/Visitor Safety
- **Options for Class:**
 - 4-hour class or 2 – 2-hour classes
 - Public sign up or private classes for partners; also, being taught at high schools in county
- **Sign Up & Participate in Continued Education:**
 - Register, choose your class
 - Start to get newsletters about continued education and other events (and invitations to the Collaboratives!)
 - Even if your class is upcoming, you can start to participate in continued education

AHP Continued Education

How to Participate as an AHP

- Watch for newsletters and calendar, sign up for the ones of interest, that match your schedule
- Attend as many as you can as long as you do ONE in each of the Foundational Five category each year (that and \$20 is the renewal piece)
- The elements:
 - Lunch & Learn (Coffee Connect)
 - Master Class Series
 - Taste & Tour
 - Out & About

How to Participate as a Partner

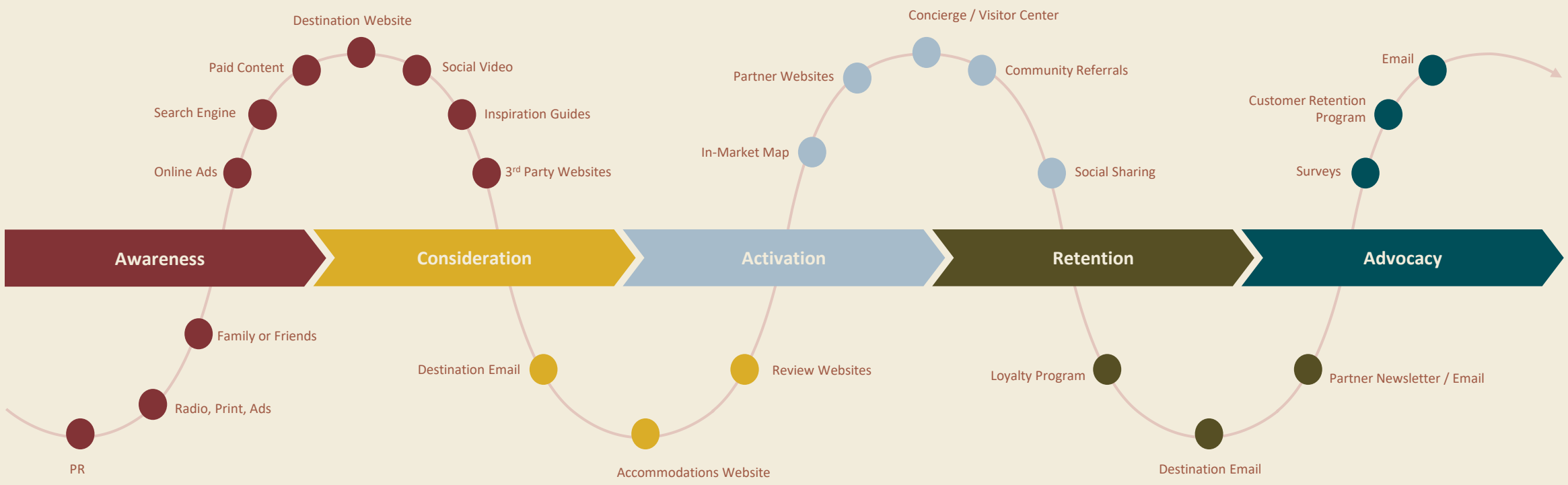
- Connect with me to be partner involved with an AHP CE element.
- We can send a group of 6, 10 or 20, whatever is comfortable for you; and we can offer it multiple times in a year.
- More exposure of AHP to your businesses truly “experiencing” your experiences, they can share with visitors!
- We encourage AHP members to seek partners they want to learn more about, have never been to OR are out of their normal area of referrals...Making sure we cover all of Sonoma County for an experience curated specifically for what the guest is seeking!

Mina Robertson

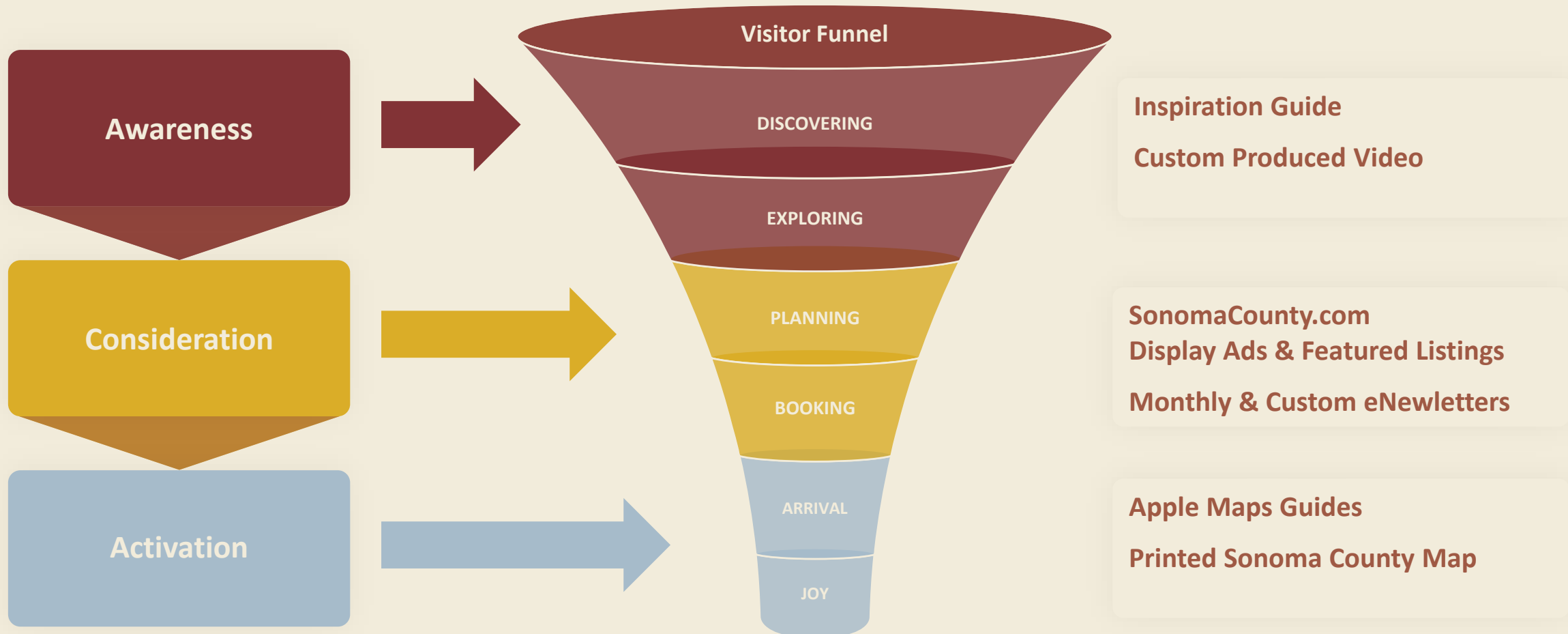
Vice President
Miles Partnership



CHANGING CONSUMER JOURNEY

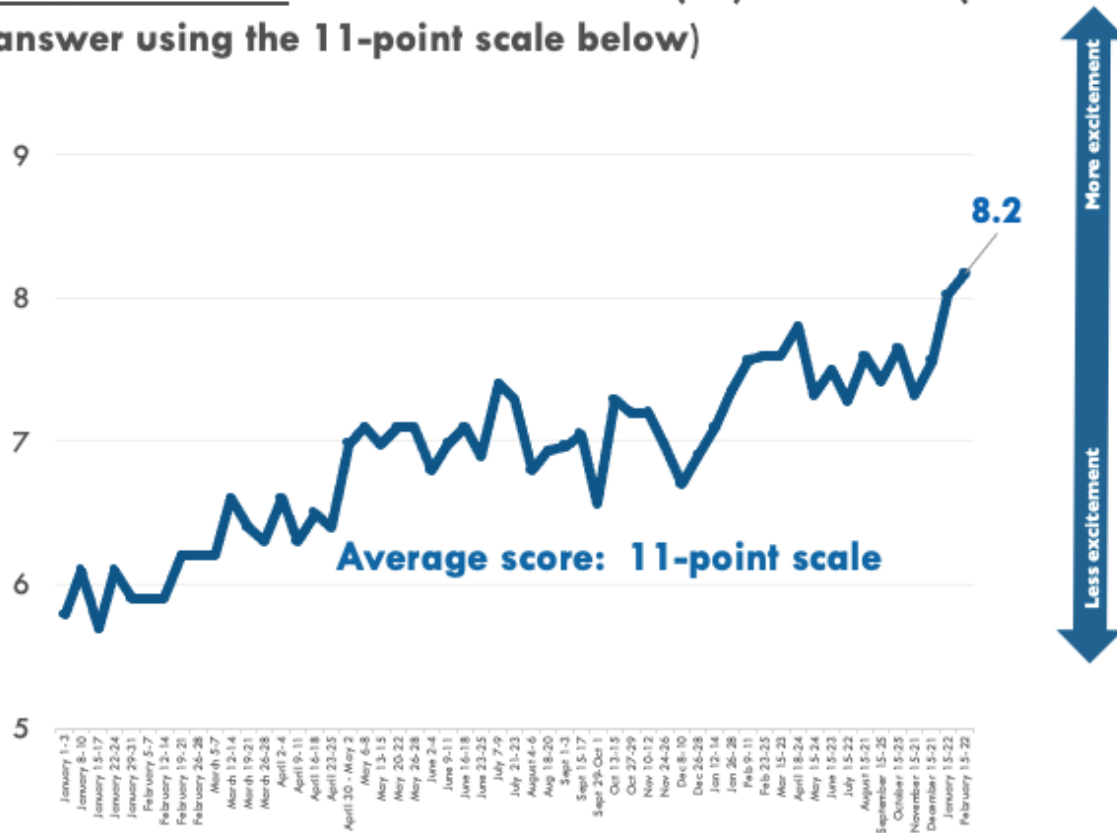


OMNICHANNEL & FULL FUNNEL APPROACH

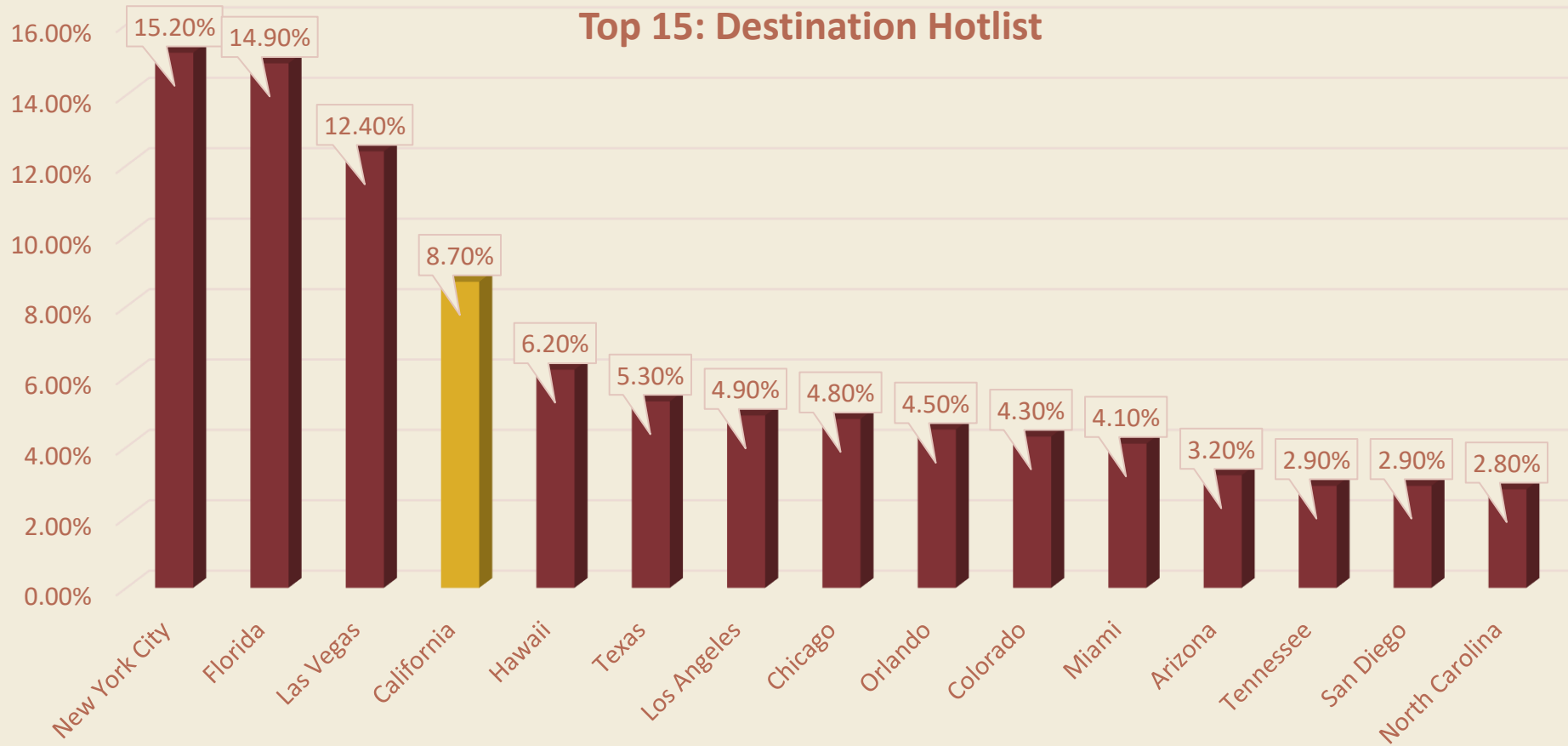


OVERVIEW & TRENDS

Question: Which best describes how excited you are about **LEISURE TRAVEL** in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)



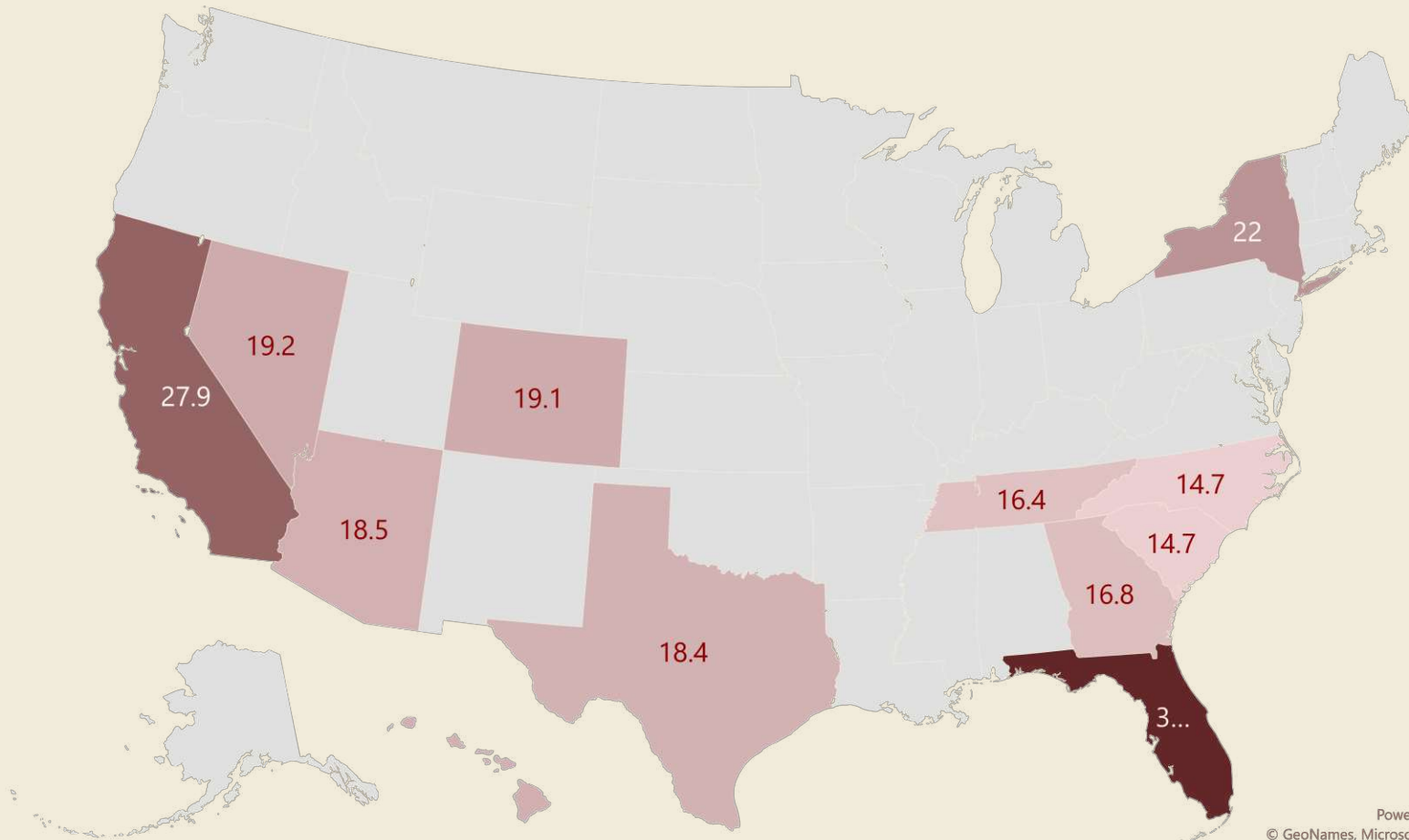
OVERVIEW & TRENDS



California is Top 4 Bucket List

Question:
Which DOMESTIC DESTINATIONS do you most want to visit in the **NEXT TWELVE MONTHS?**

OVERVIEW & TRENDS

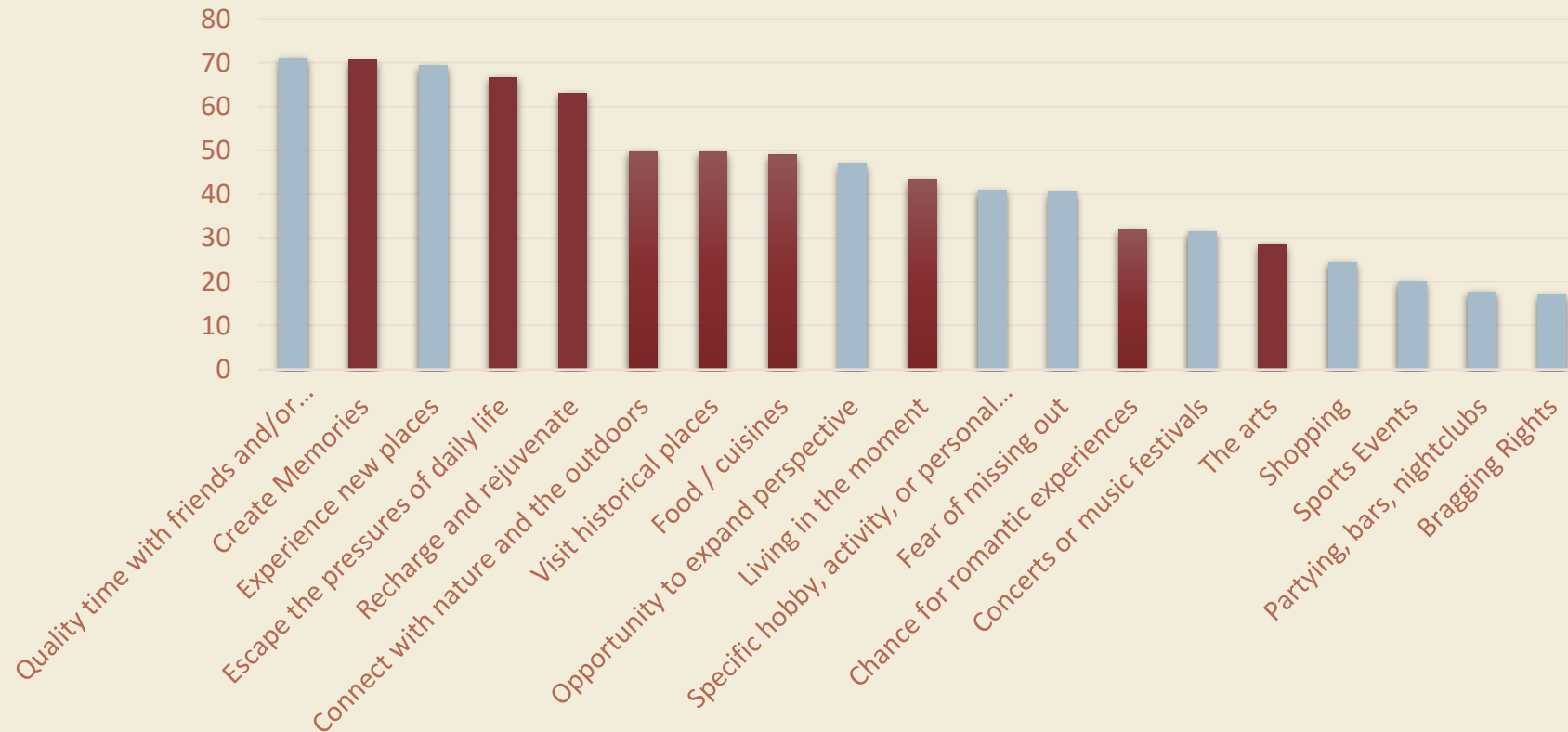


**States most likely to visit
in next 2 years –
California**

Question:
Which of these states
have you visited or
traveled within in the
PAST TWO YEARS?

OVERVIEW & TRENDS

What is Motivating Travelers

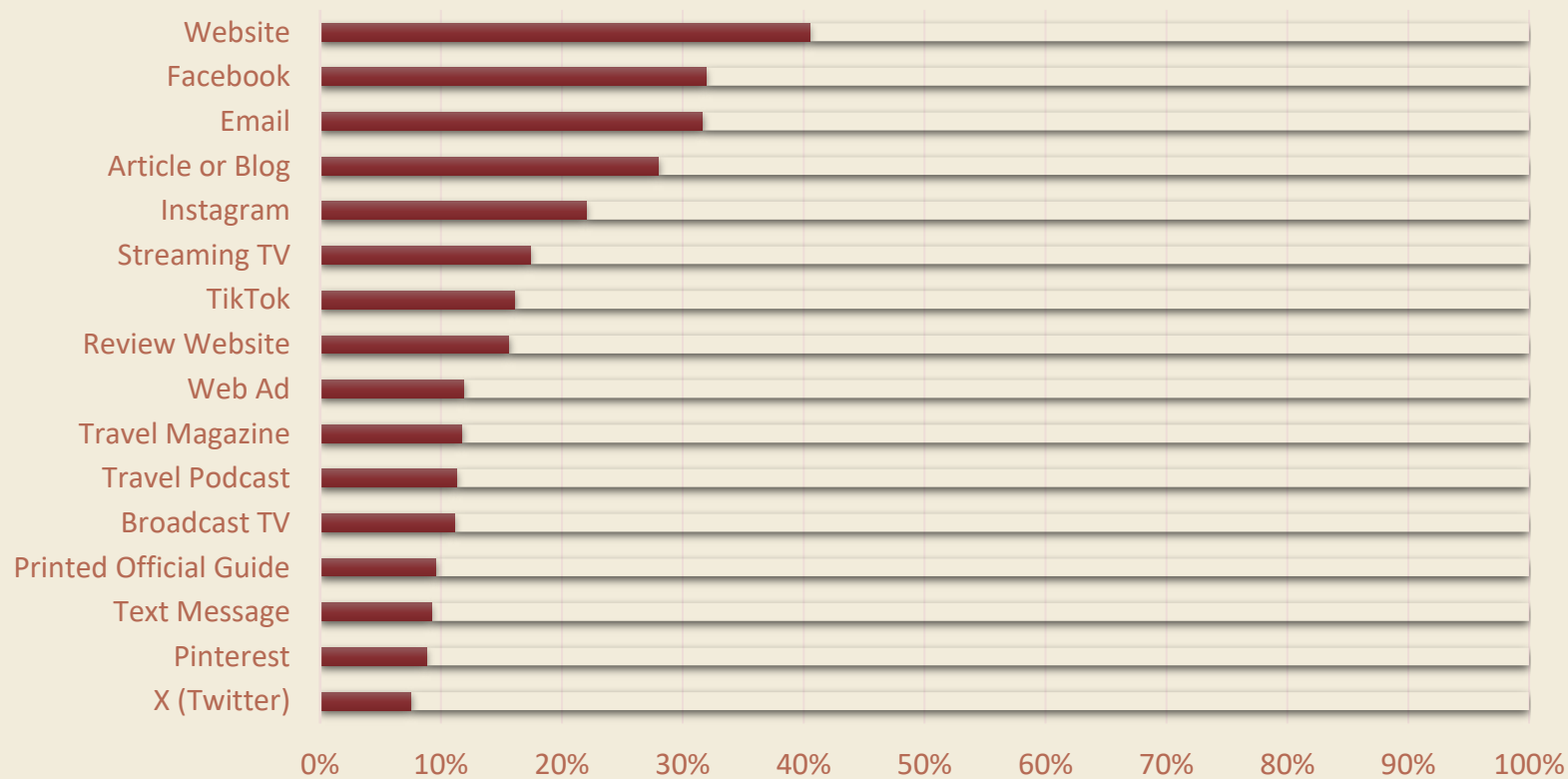


Fuels your desire to travel now – Sonoma County has 3, Tier 1 Motivators

Question:
Please think deeply about what motivates you to travel.

MEETING TRAVELERS WHERE THEY ARE

The Best Way To Reach Travelers

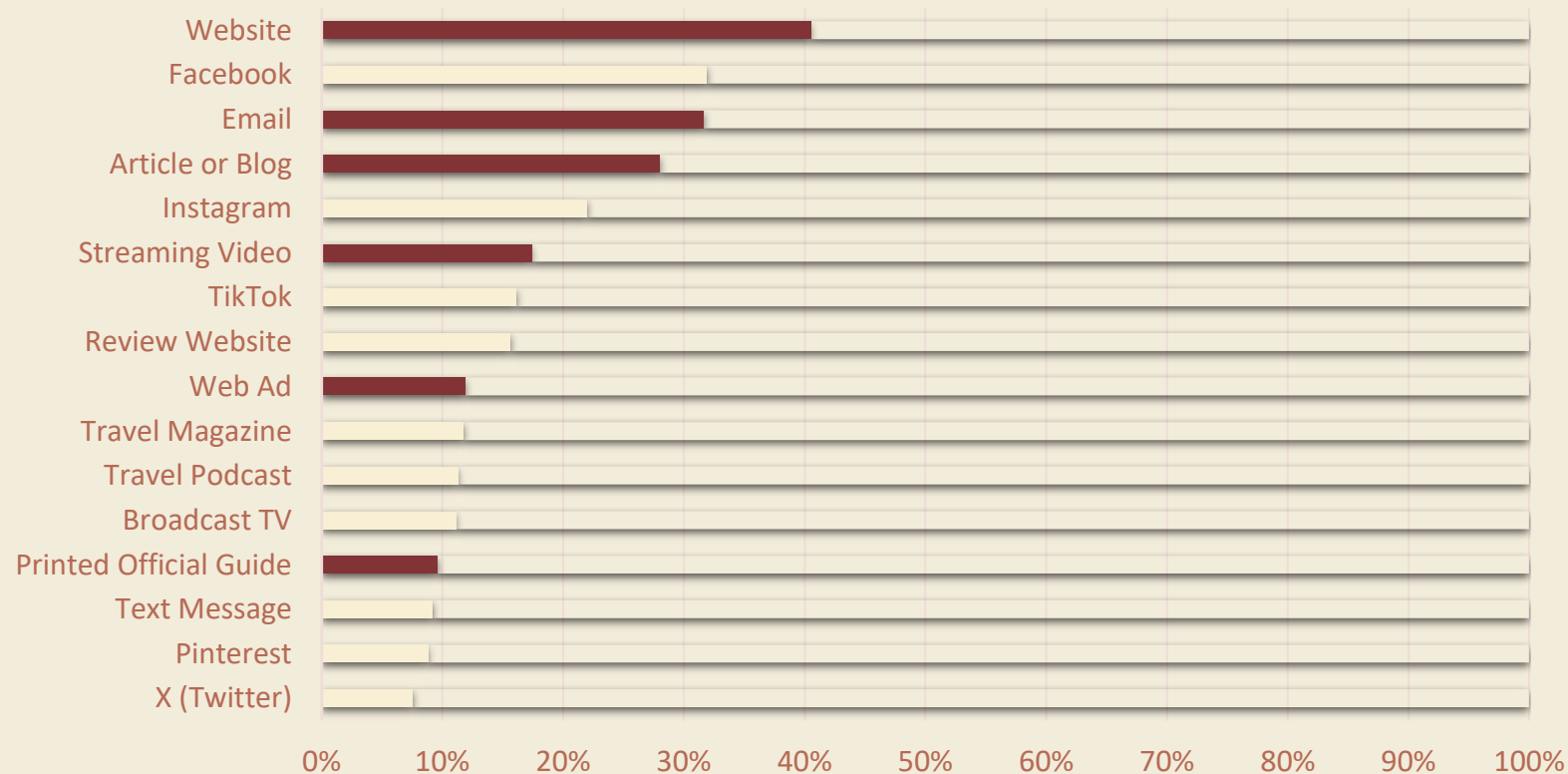


**Most Receptive ways to
to learn about new
destinations**

Question:
Please think about how
travel destinations could
best reach you with their
messages right now.

SONOMA COUNTY IS WHERE TRAVELERS ARE

The Best Way To Reach Travelers



What does this mean for SCT Partners?

Sonoma County Offers Programs Across These Channels:

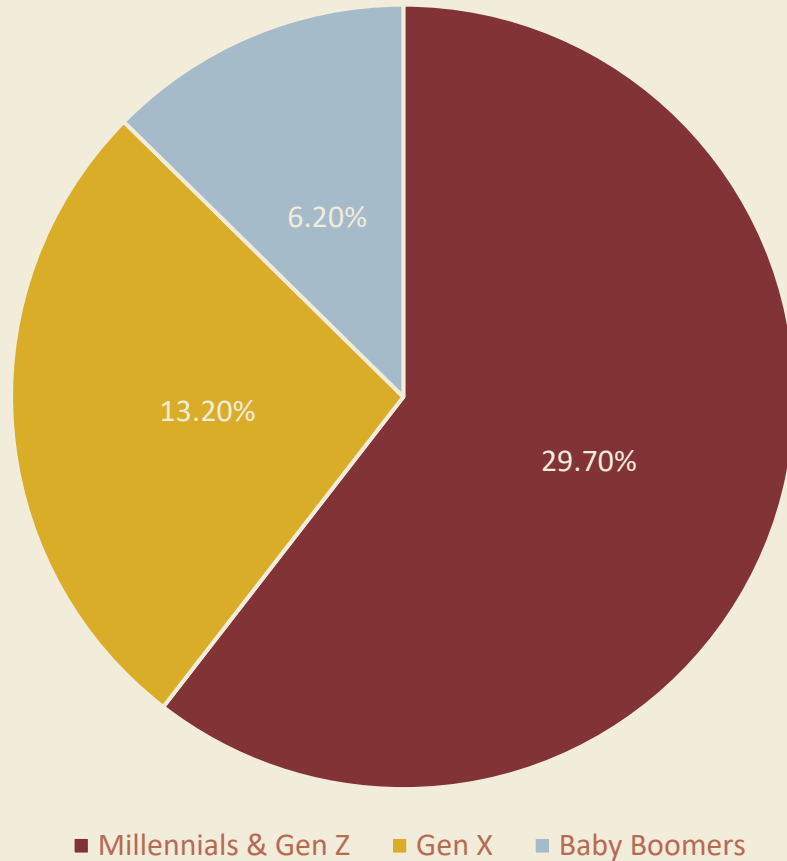
The highly curated audience Sonoma County Tourism has created across these channels are available to your business.

VIDEO

Very important, rapidly expanding medium

Question:

How often do you use ONLINE VIDEOS to plan your travel?



- 29.7 % of Millennials & Gen Z use online video in their travel planning
- YouTube is the 2nd largest search engine in the world
- TikTok is the #1 search engine for Gen Z

MAXIMIZING YOUR SCT PARTNERSHIP

—

CURRENT OPPORTUNITIES

Digital Inspiration Guide

Website

Email

Custom Video

Printed Map

Apple Map Guides



MAXIMIZING YOUR SCT PARTNERSHIP – CURRENT OPPORTUNITIES BY THE NUMBERS

3.1M pageviews, 37
pages, 4+ minutes

Over 5M+ pageviews

45% open rate

Vertical video
consumption

460k+ readers annually

120M+ iPhone users



SCHEDULE TIME WITH US



CONTACT

Lisa Saturday
303-867-8301

Lisa.Saturday@MilesPartnership.com

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