MOTIVATE • ENGAGE • REWARD

YOUR INSPIRATION GUIDE TO INCENTIVE TRAVEL IN SONOMA COUNTY

SONOMA COUNTY • CALIFORNIA • LIFE OPENS UP
WHO WE ARE

SONOMA COUNTY TOURISM IS THE OFFICIAL DESTINATION STEWARDSHIP ORGANIZATION FOR SONOMA COUNTY.

Just 30 miles north of the Golden Gate Bridge, Sonoma County, the very heart of wine country, easy to reach yet a world away from the every day.

Indulge all your senses where laid-back luxury meets authentic northern California adventures. Enjoy exclusive tours and tastings in acclaimed wineries, ride on horseback along the coast, soar above vineyards in a hot air balloon, or speed around a Formula One raceway.

Here, you’ll find:
- Boutique, luxury, and full-service hotels and resorts
- More than 425 wineries and 55 miles of coastline
- In-the-know locals to lead your teams
- Exceptional value for unique activities

Your team works hard to achieve goals, contribute to your success, and to delight your customers and clients. Provide a once-in-a-lifetime incentive trip to glorious Sonoma County wine country, the ideal place for relaxed elegance and indulgent experiences.
Treat your group to exceptional delights with fine dining from celebrated Michelin-starred restaurants to private dining experiences.

Indulge in the ultimate culinary experience at Bricoleur Vineyards with a 7-course wine and food pairing showcasing sustainably and locally-sourced ingredients, including some from Bricoleur’s own Garden.

After a day of unique culinary and wine experiences, wind down with a custom massage using immune-enhancing oils at the Farmhouse Inn in Forestville.
ADVENTURER

AUTOCAMP

BOON HOTEL + SPA

SANDMAN HOTEL
Whether your group is taking a private paddle experience down the river, a sip ‘n’ cycle tour through vineyards or down a country road, horseback riding along the coast, or enjoying a hike through the redwoods, the magic of the region’s natural beauty is unparalleled and intoxicating. For adrenaline adventures, get behind the wheel at Sears Point Racing Experience in anything from a 125-cc racing kart on up to a Formula 3-derived race car, zipline through the redwoods, or take in scenic views while soaring high above in a hot air balloon. Sonoma Wine Country offers a wide array of dynamic, customizable thrills than can be catered to your group.
Golf as the sun rises along the coast at Links in Bodega Bay or start the day with a rejuvenating private group yoga lesson. For team-building activities with a wine country twist, take a cheese-making class with an award-winning chef and cheese-maker or test the group’s wine-making skills with a wine blending class at Meadowcroft Wines. Enjoy the fruits of your labor with a culinary class at Ramekins Culinary School in Sonoma or Relish Culinary Adventures in Healdsburg.
AIRCRAFT & AIRPORTS
Located in Santa Rosa, Charles M. Schulz Sonoma County Airport (STS) offers convenient flights on Alaska Airlines, American Airlines, and United Airlines.

The 15,000-square-foot terminal offers affordable parking, short lines, and relaxed dining with plane-spotting views at Sky Lounge Steakhouse & Sushi Bar.

GROUNDED TRANSPORTATION
From full-sized coaches to vans, sedans, SUVs, and limousines, we have you covered. Limo buses can transport groups in style, either from the airport to the hotel, or exclusively for wine tasting and excursions.

With so much to share, we invite you to connect with Sonoma County Tourism to learn about these and many more incredible, one of a kind experiences available in Sonoma County!